

MCS8 Qualitative Research Findings

Research with Cohort Members

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1 Executive Summary

The Child of the New Century (CNC) Study (also known as the Millennium Cohort Study) follows the lives of around 19,000 young people living across England, Scotland, Wales and Northern Ireland. Cohort members were all born between 2000 and 2002. Two stages of qualitative research were carried out with cohort members prior to the next sweep (the age 22 survey) to support the design of engagement approaches including survey design. Stage 1 comprised:

- A mobile diary with five cohort members to understand the daily lives of cohort members, how they felt about being a CNC member, and typical use of communication channels.
- An online workshop bringing together 23 cohort members to discuss views on reasons and motivations for taking part in sweeps and surveys, ways to take part and study contact.
- Individual depth interviews to gather views from two groups of cohort members: those with a co-habiting partner (to explore views regarding the next sweep including some co-habiting partner data collection) and cohort members who did not participate at the last sweep to understand reasons for this and engagement going forwards.

Stage 2 of the research involved follow-up individual depth interviews with eight cohort members who had taken part in stage 1 of the research to support with further development of engagement approaches building on stage 1 research findings.

1.1 Being a CNC member

Thoughts around being a CNC member and taking part in the next sweep varied across participants. When describing views about taking part in CNC participants referenced:

- Personal interest in the opportunity to reflect on changes in their own life and for their generation.
- Being part of a useful study that is beneficial to society.
- A feeling of nostalgia and pride in being a member.
- A sense of ambivalence. This was cited by those who had no strong feelings about being a CNC member, it was simply something they had always done.

Barriers to participation amongst those who had not taken part in the most recent sweep were diverse and included personal circumstances (e.g., health), not having time to participate and a general sense of apathy.

Parents emerged as positive influencers to CNC participation although participants were clear that they would make any final decision about taking part in the study.

1.2 Engagement with the study

During stage 1 of the research, participants were presented with a number of potential study engagement hooks to comment on. Overall, they were positive towards and felt motivated to participate in CNC by:

- Examples of ways in which the study helps researchers, the government and others develop services and policies that help improve peoples' lives.
- A recognition that the survey provided them opportunity to personally reflect on views and experiences for their unique generation. Study topics for potential inclusion in the next sweep that participants felt were of particular personal interest included mental health and wellbeing, physical health, finances, savings and debt, life transitions, the impact of the pandemic, relationships, technology, and current affairs.

There were mixed views towards the role that a thank you voucher for taking part in the next sweep would likely play in motivating participation. Views ranged from considering a voucher as a key motivator through to something that was a 'nice to have'. Receiving a gift (ideas presented to participants for consideration included a branded keyring, coaster, chocolate and sweets) was also met with mixed views depending on the personal appeal of keeping CNC 'memorabilia'.

1.3 Engagement with a draft of the advance leaflet

During stage 2 of the research, participants were asked to comment on a draft of the advance leaflet to be used for the next sweep. Reflecting factors identified as likely to encourage engagement with the study, there was positive reaction towards sections of the draft advance leaflet that:

- Detailed examples for how CNC had benefitted society.
- Provided a summary of the topics that would be covered in the survey. This not only enabled participants to identify topics that were of personal interest but also provided clarity regarding what the survey would cover.
- Explained why it was important to take part now (referencing the move to adulthood and wider contextual factors such as the pandemic) and providing reassurances that all peoples' individual stories mattered.

There were suggestions that the leaflet could also provide information about any incentive for participation and reassurances regarding flexibility for time and dates of interviews.

When reviewing the draft advance leaflet, it was noted that some aspects of the study could be sensitive for people (e.g., taking physical measurements) and participants stressed the importance that these be handled sensitively.

1.4 Collecting co-habiting partner data

Participants with a co-habiting partner were generally open to their partner taking part in the next sweep but noted that ultimately it would depend on whether their partner was happy to do so.

Participants were asked for their views on the survey including questions related to their co-habiting partner. Overall, there was discomfort in the idea of talking about partners' circumstances without their consent, with a preference for any questions to be asked directly to partners. Questions related to partner shared finances and debt were considered to be particularly sensitive.

1.5 Ways to take part in the study

When asked for views regarding study mode participants were often keen to maintain face-to-face involvement in CNC, citing benefits of the member experience and good data quality. However, where

lack of time was anticipated to be a major barrier to participation, an online mode was identified as a preference.

When prompted to consider taking part in a 60–75-minute online survey, participants felt this length could be disengaging. They suggested 60 minutes as a more appealing length. There were suggestions for ensuring the survey design was engaging through the use of different types of question formats, images, and cognitive function tasks to break-up the content.

When prompted to consider taking part in a 90-minute face-to-face interview, participants noted that a shorter interview would be more appealing and could support them in fitting this in around education or employment commitments. It was also noted that flexibility over day of week and advance notice would help participation. Views on the location for a face-to-face interview were mixed depending in individual living situations.

1.6 Study contact

Preferences for study contact channels were driven by three factors: personal use of the channel, trust in the channel and environmental concerns (e.g., for paper communications).

Whilst participants felt that the CNC website and social media were good ways for the CNC study team to share study findings and impact examples, not all were aware of these or felt that they would personally visit or follow these. There were also mixed views towards the idea of a study e-newsletter.

There were positive views towards the idea of the advance leaflet being shared in a video format but suggestions from participants that this would need to be short and engaging. There were concerns that a video-only approach could limit the ability to refer back to information included or be mistaken for a scam if shared as an attachment to an email.

There were mixed views towards the idea of receiving advance warning of a telephone call to organise a CNC interview. Advance warning via email or text was appealing to those who noted they were unlikely to answer a call from an unknown number (e.g., an interviewer number).

1.7 Conclusions

Overall, the research identified two broad themes that are important in influencing engagement in CNC:

Rationale for participating. It will be important to clarify rationale for taking part by providing examples of the impact of CNC, details of the study topics for exploration and any thank you for taking part.

Participation experience. It will be important to consider the study communication channels that will resonate most positively with participants. Providing flexibility over participation times and locations will support participants in taking part in the survey. Sensitivity around study elements such as collection of co-habiting partner data will help build continued engagement with the study.

2 Background

The Child of the New Century (CNC) Study (also known as the Millennium Cohort Study) follows the lives of around 19,000 young people living across England, Scotland, Wales and Northern Ireland. Cohort members were all born between 2000 and 2002. They first took part in the study at the age of 9 months and since then have taken part in six further sweeps of data collection. The most recent sweep was in 2018. The next sweep is planned to take place when members are aged 22 years old.

The aim of this research was to speak to CNC cohort members to support the design of engagement approaches to help maximise participation in the age 22 survey. Specific objectives were:

- To understand experiences of being a CNC member.
- To identify drivers to study engagement that can be leveraged in any engagement materials or approaches.
- To identify barriers to study engagement that should be addressed in any engagement materials or approaches.
- To explore views on ways to take part in the study including face-to-face and online modes, survey length and interview location.
- To explore preferences for the study's contact channels.
- To gather views towards co-habiting partner involvement.

3 Method and Sample

Qualitative research was chosen as the most appropriate approach, enabling cohort members to describe their experiences and views in their own words. Two stages of qualitative research were carried out; these are described below.

3.1 Stage 1

The first stage of research comprised a range of methods, each bringing different benefits to the research process. This stage of the research was carried out between April and May 2022.

Figure 3.1: Stage 1 methods



A **mobile diary** was carried out with five cohort members. The aim of the diary was to understand more about the daily lives of cohort members, how they felt about being a CNC member, and typical use of communication channels. To complete the diary, participants used the proprietary Ipsos app 'AppLife' which they downloaded to their mobile phones. They were set tasks or questions and asked to upload their response as text, video or image. The diary lasted for seven days, and each participant had an introductory call with an Ipsos researcher to introduce them to the research and the app. A summary of the tasks that participants were asked to complete is provided below.

Figure 3.2: Summary of mobile diary tasks

Day/s	Task/ question
1	<ul style="list-style-type: none"> • Introductions: introduce yourself, what you do during a typical week, interests, hobbies, and aspirations for the future.
2 & 3	<ul style="list-style-type: none"> • Daily diary: give an overview of activities that day. • Being a member of CNC: share experiences of being a CNC member including elements you enjoy/ do not enjoy, who you speak to about your involvement, and motivations to continue taking part in the study. • CNC gifts: views on gifts you have received in the past and whether you have kept these.
4 & 5	<ul style="list-style-type: none"> • Daily diary: give an overview of activities that day. • Keeping in touch with CNC: reflect on how you use post, email and telephone in daily life.
6	<ul style="list-style-type: none"> • Daily diary: give an overview of activities that day. • Social media habits: reflect on how you use social media in daily life and whether you are aware of CNC online presence. • Review of CNC presence: visit and provide feedback on one of CNC's online platforms.
7	<ul style="list-style-type: none"> • Daily diary: give an overview of activities that day. • If you were in charge of CNC: consider what you would do to encourage members to continue taking part in the study, what information about the study would you share with members and what type of thank you gift you think would be appealing to members.

Findings from the diary were used to inform development of both a discussion guide for an online workshop with members, and a topic guide for use in individual depth interviews.

An **online workshop** was carried out with 23 cohort members including the five members who had taken part in the mobile diary. The aim of the workshop was to enable cohort members to share and discuss their views on four key topics:

1. Reasons and motivations for taking part in sweeps and surveys.
2. Views towards taking part in the next sweep online.
3. Preferences for study contact.
4. Views regarding potential 21st anniversary gifts.

The workshop was carried out via Zoom. Break-out groups of 5-6 cohort members, each led by an Ipsos researcher, were employed to enable participants to discuss and share their views. These break-out groups were stratified on the basis of observations from the Centre for Longitudinal Studies regarding differences in CNC engagement by gender. This provided the opportunity to explore any differences in views. To ensure an inclusive approach, recruitment materials were designed to collect gender identity sensitively and, where appropriate, give participants the opportunity to choose whether they would prefer to participate in a male or female break-out group.

The workshop lasted 90 minutes and a summary of the discussion guide flow is provided below.

Figure 3.3: Summary of online workshop discussion guide

Timings	Format	Areas for discussion
10 mins	Plenary	<ul style="list-style-type: none"> • Introduction to the research and break-out sessions.
30 mins	Break-out	<ul style="list-style-type: none"> • Participant introductions. • Experiences of taking part in CNC. • Influencers – who they speak to about taking part. • Engagement hooks – feedback on potential engagement hooks. • Views on study topics.
15 mins	Break-out	<ul style="list-style-type: none"> • Views on taking part face-to-face and online.
15 mins	Break-out	<ul style="list-style-type: none"> • Preferences and suggestions for ways in which the study keeps in touch with members. • Views on the CNC online presence.
5 mins	Break-out	<ul style="list-style-type: none"> • Views on potential 21st anniversary gifts.
15 mins	Plenary	<ul style="list-style-type: none"> • Feedback from the break-out groups on key points of discussion. • Wrap-up, thank and close.

Stage 1 of the research also included **individual depth interviews**. These were chosen as a suitable format for engaging cohort members who might be typically more difficult to engage in the research. This approach was taken to include two groups:

- Cohort members with co-habiting partners. This enabled the research to explore views regarding the next sweep including some co-habiting partner data collection.
- Cohort members who did not participate at the last sweep. This enabled the research to understand barriers to participation and what would encourage those who did not take part in the previous sweep to engage in the next sweep.

12 individual depth interviews were carried out via telephone or Zoom depending on participant preferences. Each lasted 45 minutes. A summary of the topic guide flow is detailed below.

Figure 3.4: Summary of individual depth interview topic guide

Timings	Areas for discussion
5 mins	<ul style="list-style-type: none"> • Introduction to the research. • Participant introduction.
15 mins	<ul style="list-style-type: none"> • Experiences of taking part in CNC including reasons for not taking part at last sweep if relevant. • Influencers – who they speak to about taking part. • Engagement hooks – feedback on potential engagement hooks. • Views on study topics.
20 mins	<p><i>Areas of discussion were rotated in this section of the individual depth interviews depending on cohort members' characteristics. Not all of the topics below were covered in each interview.</i></p> <ul style="list-style-type: none"> • Views on taking part face-to-face and online. • Preferences and suggestions for ways in which the study keeps in touch with members. • Views on co-habiting partner interviews.
5 mins	<ul style="list-style-type: none"> • Wrap up, thank and close.

3.2 Stage 2

The aim of stage 2 of the research was to follow-up with a small number of cohort members that had taken part in stage 1 to support with further development of engagement approaches for the next sweep. Stage 2 research was carried out in July 2022.

Eight individual depth interviews were carried out, enabling the inclusion of cohort members with different circumstances. Each depth interview lasted 45 minutes and took place via telephone (participants were given the choice of taking part via telephone or Zoom). A summary of the topic guide flow is detailed below.

Figure 3.5: Summary of follow-up individual depth interview topic guide

Timings	Areas for discussion
5 mins	<ul style="list-style-type: none"> • Introduction to the research. • Participant introduction.
15 mins	<ul style="list-style-type: none"> • Reaction to the draft advance leaflet focusing on the following areas: 'How CNC has already made a difference'; 'What would we like you to do?'; and 'If you have a live-in partner' for those with a co-habiting partner.
5-10 mins	<p><i>Asked only to those with a co-habiting partner</i></p> <ul style="list-style-type: none"> • Views on the next sweep including co-habiting partner questions related to working status and financial situation.
5-10 mins	<ul style="list-style-type: none"> • Views on interview location. • Views on survey length.
5 mins	<ul style="list-style-type: none"> • Views on contact approach related to organising the interview and reaction to the idea of a study e-newsletter.
5 mins	<ul style="list-style-type: none"> • Wrap up, thank and close.

3.3 Sample

The sample comprised CNC cohort members with quotas set to ensure a mix of different backgrounds and circumstances.

Stage 1 sample table

The table below details the sample of cohort members included in stage 1 of the research.

Method	Quotas	Criteria	Achieved
App-based diary 6 participants recruited and 5 participants took part.	At least 2 male and 2 female	Male	2
		Female	3
	1-2 ethnic minority members.	Ethnic Minority	1
	At least 1x in each of England, Wales, Scotland and Northern Ireland	England	2
		Wales	2
		Scotland	1
		Northern Ireland	0
	Mix of life-stage: at least 2x in education and 2x in employment	Education	3
		Employment	2
	Mix of living circumstances: at least 2x living at home with parent/s and 2x living away from home/ independently	Living at Home with Parent/s	3
		Living Independently	2

Method	Quotas	Criteria	Achieved
Online workshop 28 participants recruited (including the app-based diary participants) and 23 participants took part.	At least 10 male and 10 female.	Male	12
		Female	11
	At least 6 ethnic minority members.	Ethnic Minority	9
	At least 8x England, 4x Wales, 4x Scotland and 3x Northern Ireland	England	9
		Wales	4
		Scotland	6
		Northern Ireland	4
	Mix of life-stage: at least 12x in education and 6x in employment.	Education	16
		Employment	7
	Mix of living circumstances: at least 12x living at home with parent/s and 6x living away from home/ independently.	Living at Home with Parent/s	13
		Living Independently	10
	Did not take part in COVID-19 surveys and web surveys	8-10 total	6
	Mix of parental highest qualification with at least 6 with each: degree or degree equivalent and above, another kind of qualification, no qualification	Another kind of qualification	8
		Degree or degree equivalent and above	6
		No qualifications	9

Method	Quotas	Criteria	Achieved
Individual depth interviews	At least 5 male and 5 female	Male	5
		Female	7
	Aim for at least 3 ethnic minority members.	Ethnic minority	4
		England	5

12 participants recruited and 12 participants took part.	Aim for spread of England, Wales, Scotland and Northern Ireland.	Wales	3
		Scotland	3
		Northern Ireland	1
	Aim for 6x with a co-habiting partner.	Co-habiting partners	6
	Aim for 6 who did not take part in last sweep. Of this 6, aim for maximum 2 who took part in at least one web survey/COVID-19 survey but who did not take part at last sweep.	Did not take part in last sweep	2
		Did not take part in last sweep or web/ covid survey	4
	Mix of parental highest qualification with at least 6 with each: degree or degree equivalent and above, another kind of qualification, no qualification	Another kind of qualification	6
		Degree or degree equivalent and above	4
		No qualifications	2

Stage 2 sample table

The table below details the sample of cohort members included in stage 2 of the research. Quotas were set on a small selection of key criteria based on the areas for exploration in the interviews.

Method	Quotas	Criteria	Achieved
Follow-up depth interviews 8 participants recruited and 8 participants took part.	At least 3 male and 3 female	Male	5
		Female	3
	Mix of living circumstances: at least 4x living at home with parent/s and 4x living away from home/ independently	Living at Home with Parent/s	4
		Living Independently	4
	2-4 with a co-habiting partner	Co-habiting partner	3

3.4 Recruitment

Recruitment of cohort members was carried out based on a list of cohort members provided by the Centre for Longitudinal Studies. Potential participants were contacted via email and telephone to tell them about the qualitative research and invite them to participate. Recruitment and engagement materials were designed by Ipsos and submitted to the UCL Institute of Education Research Ethics Group who approved the qualitative research with cohort members.

The recruitment protocols included:

- **Carefully designed recruitment materials:** we designed a recruitment screening questionnaire which clearly covered the sample criteria while avoiding a lengthy process which could risk deterring cohort members from taking part in the research.
- **Clarity around the purpose and value of the research:** we developed participant facing recruitment materials which clearly explained why we were inviting them to take part in the research, what topics would be covered, and explained that taking part would help inform ways in which cohort members are engaged in CNC.
- **Ensuring informed consent:** we provided cohort members with an Information Sheet which explained the voluntary nature of involvement, the process for withdrawing consent if they changed their mind, and data confidentiality.

- **Offering incentives:** as a gesture of appreciation for participating in the research we offered a financial incentive provided via BACs or e-voucher. The incentive amount was £100 for those taking part in the mobile diary and online workshop, £40 for those taking part in the online workshop and £30 for those taking part in an individual depth interview.

3.5 How to read this report

On a cohort-level, this is a small-scale qualitative study, which, by its nature, is not designed to be statistically representative. It is intended to be illustrative, providing insight into study engagement among a small selection of study members. The findings presented in this report reflect only the perspectives of those interviewed and cannot be generalised to the wider sample of study members.

Reporting conventions

Throughout the report we have referred to 'participants' and included verbatim quotes to illustrate findings. To protect participant anonymity these quotes are attributed only to gender as reported by the cohort member.

We have referred to Child of the New Century as 'CNC' throughout.

3.6 Reflections on the research process

Below we discuss some of our reflections on the research process and where relevant, the impact that this may have had on the research findings.

Engagement in the study: it is useful to reflect that cohort members who took part in this research opted in to taking part following receipt of an invitation. Whilst we are not able to determine the impact of this on the sample, it is possible that those who took part in this qualitative research are more generally engaged in CNC or research more generally. Reasons for not taking part in this qualitative research provided during recruitment included a general lack of interest to take part (particularly from those who had not taken part in the most recent sweep or recent web surveys), and concerns about fitting participation in around working commitments. It is useful to note that cohort members who took part in the qualitative research identified that availability could be a barrier to participation in the next sweep. This suggests that flexibility of timings for interviews is likely to be important to any future engagement of cohort members.

Incentivisation: participants were offered an incentive to thank them for taking part in the study. Those who took part in a mobile diary and online workshop received £100, those who took part in the online workshop only received £40 and those who took part in an individual depth interview received £30. During recruitment, the financial incentive was a large draw for participants who were typically in education or in low-income employment. Whilst it is difficult to determine, it is possible that provision of an incentive to take part in this research may have influenced participant views regarding receiving a financial incentive for taking part in the next CNC sweep. It may have also impacted views towards the type of incentive received for taking part in the next sweep. For this qualitative research participants were offered a choice of bank transfer or high street e-voucher.

Interview length: it is useful to reflect that interview length was a topic of conversation with cohort members during this qualitative research. Specifically, participants were asked to comment on the next sweep potentially involving a face-to-face interview length of 90-minutes, or an online survey of 60-75 minutes. Views on these timings may have been influenced by the length of research sessions for this research which were 90-minutes for the online workshop and 45-minutes for individual depth interviews.

Contact channels: contacting members by both telephone and email during recruitment was important, as telephone numbers were more likely to be incorrect. Using both strategies maximised the likelihood of reaching cohort members. This suggests that use of multiple channels to contact members will be important in the next sweep, although it should be noted that the qualitative recruitment did not use a postal approach (where contact details may be more static). In addition to these channels, text messages proved a particularly useful and successful channel during recruitment. Text messages were used to contact cohort members to both signpost them to the email they had been sent about the research and to prompt them to speak to the team (as cohort members did not often answer telephone calls until they knew who these were from). This observation from recruitment follows through to views towards CNC study contact, especially around limited likelihood to answer telephone calls from unknown numbers.

Defining individual circumstances: amongst cohort members at university, there were different views towards whether they considered themselves as living away from home or living at home. This is perhaps because the research took place relatively closely to the end of the university term, and therefore, some members may have been thinking about an imminent move back to the parental home. Whilst not explored directly in the qualitative research, it may be that differing views on this are driven by how settled an individual feels in their accommodation away from the parental home. This may be one factor informing preferences for face-to-face interview location. As discussed in this report, we found a range of views regarding where participants would prefer to take part in an interview with those feeling more settled/ comfortable taking part in their current accommodation (away from the parental home) citing this as their preferred location but others suggesting that the parental home/ somewhere else would be more appropriate.

Ensuring enough time for members to engage: as part of our commitment to ensuring informed consent, study members were asked to complete a consent form which they were sent via email and asked to return via email. The process of gathering these proved a long process and cohort members were prompted on numerous occasions to confirm they were happy to take part on this basis and return the form. Building time into any future qualitative engagement for collecting these permissions will be important.

4 Being a CNC member

This chapter discusses how cohort members feel about being a part of CNC. It details findings gathered in stage 1 of the research where participants were asked to:

- Reflect on being a CNC member.
- Describe motivations and barriers to taking part in the CNC study.
- Detail who, if anyone, they discuss being a CNC member with.

Thoughts around being a CNC member and taking part in the next sweep tended to group into four broad themes:

1. Personally interested in the opportunity to reflect on changes in life for self and generation

Participants noted that they found taking part in the study and hearing about findings interesting and informative. They appreciated the opportunity to take part in something different and felt that being a member was a unique opportunity. Taking part in the next sweep was considered to be a chance to reflect on how they had personally changed.

“I feel very different to how I felt the last time I did the study at 17.” CNC Member, Female

They were also interested to understand how things had changed for their generation since the last sweep and see how their views and experiences might be similar or different to others. Participants mentioned a range of topics that they felt would be interesting for their generation to reflect on including: mental health, the impact of COVID-19, politics and the economy, making the transition from education to employment, and becoming independent and moving into adulthood.

“It has been interesting but also quite reflective and even introspective. The bigger surveys happen every 2 or 3 years so it’s like a new point of your life where you’re looking at what has changed over the past few years and seeing how life has changed. It’s a good moment and you’re forced to look at how things have changed which is nice. As you realise you have probably come a long way since the last survey.” CNC Member, Male

2. Being a part of a useful study that is beneficial to society

Cohort members working or studying in relevant fields were particularly likely to talk about the social value of the study. For example, the value of data was identified by those who used research during their studies. These participants felt that taking part was important as CNC helped people to understand their generation.

“It’s also interesting because it’s a study which helps people understand this generation, how different people are growing up and how different people might face different situations.” CNC Member, Female

Amongst these participants there was interest and appetite in learning more about ways in which the study had been used to benefit society.

3. Nostalgia and pride

There were mentions of feeling pride and privilege in being a CNC member. These participants often described a sense of nostalgia having taken part in studies throughout their lives.

"I feel a sense of vague pride to be a part of it...I feel like I'm helping in some way." CNC Member, Male

4. Ambivalence

For some, there were no strong feelings about being a member of the CNC, it was simply something that they had always done.

"It's just another survey that comes along." CNC Member, Female

4.1 Barriers to participation

Across the research, six cohort members had not taken part in the last sweep. Reasons for not having taken part were varied. Personal circumstances including health issues, exam-related stress and being overseas were noted. Whilst these participants had been unable to take part in the previous survey, they were keen to be involved in the future if availability allowed.

"I think I wouldn't mind. It's not something that I wouldn't want to do, just, like I said, depending on if the person is like, if you're free. If you've got the time to do it, I guess I would do it but it's one of those where you have to actually attend the appointment." CNC Member, Male

Other participants noted that they had simply been too busy at the time of the previous survey or expressed apathy towards their involvement. Whilst these participants were open to taking part in the next sweep, they noted that availability to take part could be a barrier, and that an incentive would be important.

More broadly across cohort members taking part in the research (regardless of whether they had taken part in the previous sweep), availability was considered a potential barrier to participation in any future survey. Busy lives involving work, education and childcare were all cited as reasons why availability could be challenging.

4.2 Influencers

Participants were asked to reflect on who they might discuss the study with and whether they would discuss their decision to continue participating with anyone. They noted that they would likely discuss their participation with their parents and whilst they anticipated their parents would endorse their participation, they were clear that they would make any final decision about taking part.

Participants anticipated that their parents would likely be interested to know about their involvement in CNC as they had originally signed them up to participate in the study and had been personally involved over time. Those who expected that they would want to participate in any future surveys from their parent/s' home noted that this would also be a reason to mention future surveys to them.

Another reason to mention the study to parents was the ability to gain parental reassurance that the study contact was legitimate, particularly if participation would involve something new or different. For example, one cohort member described how they had discussed taking part in this qualitative research with their parent as it was different to previous study activities.

Beyond parents, those who knew other cohort members noted that they would also discuss participation with them. These were typically other members who they had met in educational settings.

5 Member engagement and advance materials

This chapter explores cohort member engagement with CNC and reactions to a draft of the advance leaflet for the age 22 survey. This chapter brings together findings from across both stage 1 and 2 of the research.

- In the first stage of the qualitative research, participants were presented with a number of potential engagement hooks and study topics to comment on. Reactions to these were used to inform the design of a draft advance leaflet (that will be sent to all cohort members in advance of the next sweep).
- In the second stage of the qualitative research, reaction to the draft advance leaflet was explored.

5.1 Engagement hooks

Participants were asked to provide their feedback on four potential engagement hooks.

Engagement hook 1: by taking part you are contributing to research that helps researchers, the government and others to develop services and policies that help improve peoples' lives

To explore this engagement hook, participants were shown four policy impact examples.

Figure 5.1: Policy impact examples presented to participants

<p>Supporting children who experience domestic violence</p> <p>You helped change the law to better support children whose parents are victims of domestic violence.</p>	<p>Raising awareness of risky behaviours</p> <p>You are informing Government and Parliament on important issues facing your generation, like drug and alcohol use, carrying weapons and gangs.</p>
<p>Putting young peoples' mental health at the top of the policy agenda</p> <p>You have pushed young peoples' mental health to the top of the public health agenda.</p>	<p>Supporting patients at risk of developing long Covid</p> <p>You've informed the advice given to GPs on how to support people with long Covid.</p>

Pre-existing engagement with the impact of the study was varied. As discussed in the previous chapter, some participants spontaneously noted that this was a key motivator for taking part in the study. These participants often noted that they had read CNC emails or visited the CNC website.

Those with lower levels of awareness of the impact of the study were typically those who did not recall receiving this type of information from the study or reflected that they did not always read CNC emails. These participants were more likely to have an 'ambivalent' view towards taking part in the study.

Regardless of pre-existing engagement, reaction to this engagement hook was typically positive. Overall participants were interested to learn about study impacts and found it motivating to learn how the study had benefited others.

“It makes me feel proud that my voice and opinion have been part of informing policy.” CNC Member, Female

“You are helping others and you know yourself how hard it is and the struggles of life and if you can take part in the survey to help others get through the roadblocks then there is no reason not to help.” CNC Member, Male

Those most interested voiced a desire for more detailed information on how the study had influenced policy for example which specific survey questions had been used.

Where participants (including those who had previously felt more ambivalent towards their CNC participation) could relate to policy examples shown, they were particularly motivated. For example, the policy example related to mental health resonated for those who personally knew people who had mental health issues. However, participants felt that making a connection between examples and their own lives was not always easy.

“In a lot of the leaflets I’ve gotten, there’s a lot of words in it but nothing is really being said. I don’t really get anything from it.” CNC Member, Male

Engagement hook 2: taking part helps researchers understand key experiences or challenges for your unique generation. For example, the impact the pandemic, or what it is like moving from your teens to your twenties

Thinking about CNC asking about and exploring challenges and topics relevant to themselves, and their generation was motivating for participants. The following topics were considered relevant and important for their generation.

Figure 5.2: Relevant and important study topics



There is further discussion of these topics in section 5.2.

Participants were motivated by the idea of the survey providing them opportunity to reflect on their views and experiences across these topics. They were interested to see how their own thoughts and experiences may compare to others in their generation. They also anticipated inclusion of these topics would generate valuable survey data.

Engagement hook 3: study members will receive a thank you for taking part such as a voucher

Views towards receiving a thank you (a gift or a voucher) for taking part in the next sweep were mixed. Gifts were not appealing to all. Where previous gifts had been kept this was typically because they evoked a sense of nostalgia and were treated as memorabilia, were a way to remember taking part or had practical use. The images below were provided by participants who took part in the mobile diary who shared images of gifts they had received.

Figure 5.3: Images of CNC gifts kept by members



Whilst there was typically positive reaction to receiving a voucher for taking part, views on how strongly this would impact participation varied. Where a voucher was considered a 'nice to have', participants spoke about the purpose of the study and receiving study findings as stronger motivators to participate. However, those who considered a voucher to be a key motivator to participation felt that it could help overcome concerns about lack of time to participate and support people in deciding to prioritise taking part. A voucher was also appealing for those who talked about struggling financially. There were also recollections of receiving vouchers for taking part in previous web surveys which participants appreciated, and some reflected that they had been motivated to take part in this qualitative research by the offer of a financial incentive¹.

Participants felt that any voucher should not be tied to specific shop and there were suggestions for money rather than a voucher enabling greater choice over use and feeling more 'adult'. There were also suggestions for a prize draw or incentives that were more experiential e.g., gym membership.

Online workshop participants were asked for their views on items that could comprise part of a **21st anniversary gift** including: CNC branded rock sweets; CNC branded dark chocolate (suitable for vegans); a CNC branded key ring; and a CNC branded coaster.

There were mixed views towards the anniversary gifts. Those most engaged with the gift ideas noted that they liked to keep CNC 'memorabilia' and that a branded keyring or coaster could be something to

¹ The incentives for participating in this research were: £100 for participation in the mobile diary and online workshop, £40 for participation in the online workshop only and £30 for participation in an individual depth interview.

keep as a memory of taking part. Those least engaged with the gift ideas noted that they were generally less keen on these types of items and would not feel strongly about receiving any of them.

When asked which gift they would prefer out of the four options presented, use and practicality emerged as important.

- Those who suggested something edible noted that this was something they would enjoy eating and would therefore use. However, rock sweets and dark chocolate were not sweets that all noted they would enjoy.
- Those who suggested the keyring or coaster felt that it would have some practical use.

Engagement hook 4: the study team have made improvements to the survey experience based on study member feedback. This includes the topics covered, how the study contacts you and how you take part

Whilst cohort members were interested to know that improvements had been made to the survey experience, it was not information that they felt was engaging or motivating.

“I mean, it would be interesting to know that that's, that's happened. Yeah. But I don't think it would like necessarily get me to click on it [take part].” **CNC Member, Female**

Where there was strongest interest in this information, it was considered as something that was ‘nice to know’ and demonstrated that the study was invested in making it a positive experience for members. It was also noted that it could be particularly useful for members who had had a negative experience of taking part in the past (although none noted that this was personally the case).

“I think that shows respondents that you're constantly trying to improve things and that you value respondents' responses as well. I think people feel more encouraged to complete surveys knowing that respondents, or the people you're completing the survey for has your interests at heart.” **CNC Member, Female**

5.2 Study topics

Participants were asked to provide their feedback on the following potential study topics.

Figure 5.4: Study topics presented to participants



Participants were positive towards the inclusion of these topics in the survey, and additionally suggested that **technology** and **politics/ current affairs** would be important to include. Views on what types of questions they anticipated could be explored within each of these topic areas are discussed below.

Mental health and wellbeing	Participants anticipated that questions regarding mental health and wellbeing would focus on experiences and awareness of sources of support as well as understanding ease of accessing support. They suggested that it would be
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	<p>interesting to see how mental health and wellbeing interacts with other topics such as the impact of the pandemic.</p> <p>“I think between the ages of 17 and 23 you...tend to have a big change in your mental health and I think COVID has definitely had an impact on that.” CNC Member, Female</p>
Physical health	<p>When thinking about what types of questions might be included within the topic of physical health, participants suggested questions around staying healthy and participation in physical/ group activity. Sexual health and experiences were also identified as a potential area for coverage with suggestions from a couple of female participants that this could further explore experiences of sexual assault and domestic violence.</p>
Finances, savings and debt	<p>Various aspects relating to finances were cited as interesting by participants with mentions of the cost of living, managing money, financial stress, student debt, financial security, savings goals, and sources of and ease of accessing support.</p>
Life transitions	<p>Participants reflected that they were moving from their teens to their twenties and felt that it would be useful for the study to explore the move to independence, career decisions and prospects within a challenging job market as well as feelings of uncertainty and pressure about future activities (e.g. getting a job and being able to afford to buy a house).</p>
The impact of the pandemic	<p>Participants felt that the pandemic had impacted many aspects of life from health to education, employment and income, daily life and routines and socialising and loneliness. They felt that it would be useful and interesting for the survey to ask about this.</p>
Relationships (e.g., with parents, children, romantic relationships)	<p>Participants felt it would be interesting for the study to include questions on positive and negative relationships in peoples' lives. There were specific mentions of relationships with parents (including feelings around making your parents proud) as well as friendships (including changes to friendships as people had taken different paths in lives such as moving away to university).</p> <p>Being mindful of diverse and non-traditional relationships was raised as important particularly around ensuring that questions regarding relationships used inclusive terminology.</p> <p>“I think just be a bit more progressive and understand that people might be, you know, gender non-conforming, non-binary, they could be anywhere on the LGBT+ spectrum. I think that's always a good progressive kind of way to indicate that the research is inclusive which is becoming more important to people in our generation.” CNC Member, Female</p>
Technology	<p>The role of technology in peoples' lives was considered important with participants reflecting that their generation was one of the first to always have technology and social media as a presence in their lives. With this in mind they suggested that the survey could explore the impact of growing up with the internet and the role that social media played in mental health.</p>
Politics/current affairs	<p>A range of current affairs were raised as salient and interesting to participants and therefore something they felt should be covered in the survey. This included the economy, cost of living, political corruption, political affiliation, the conflict in the Ukraine, climate change and climate anxiety. These issues were often top of mind</p>

	<p>and emotive for participants and they felt that their inclusion in the survey would be motivating.</p> <p>“I think it'd be interesting to ask questions about different political interests. I think it'd be interesting to get people's opinion on big issues like global warming and other things like that views on the government, and I'd be interested to know what other people in my generation were thinking or feeling about those issues.” CNC Member, Female</p>
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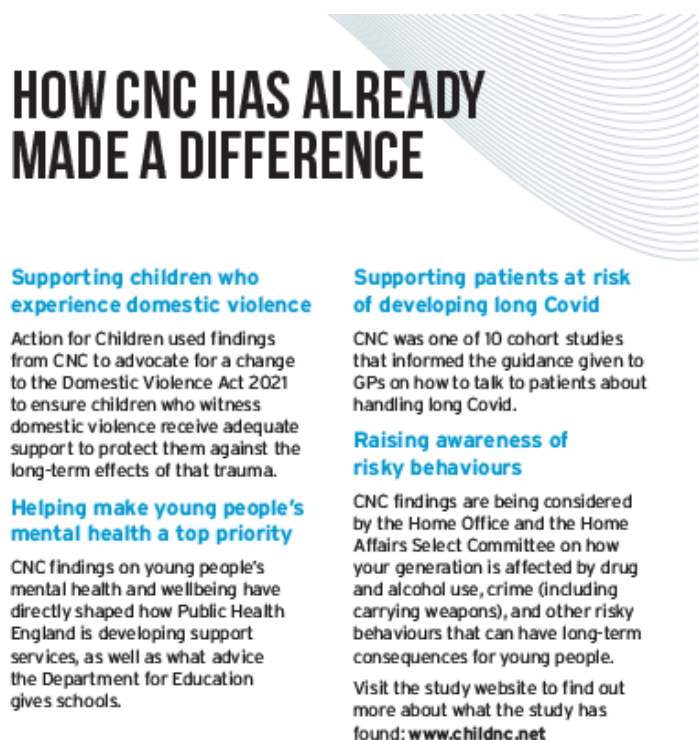
5.3 The advance leaflet

Feedback from stage 1 of the research regarding the engagement hooks and topics for inclusion in the next sweep were used to inform the drafting of the advance leaflet content. This was then tested in the second stage of the research. To facilitate this, participants were emailed a copy of the draft advance leaflet to review prior to taking part in a telephone depth interview. A copy of the full draft advance leaflet is provided in the appendix.

Participants were asked to provide their feedback on the following sections of the leaflet:

How CNC has already made a difference

Figure 5.5: Image of ‘How CNC has already made a difference’ section of the draft advance leaflet



There was positive reaction to this section of the leaflet as participants were interested to know how findings from the survey were being used, how CNC benefitted society and how they had contributed to this.

“We’ve been doing it for so long, it’s nice to see what’s...happened because of that.” **CNC Member, Female**

“Good to know it’s been used to sort of guide policy type things.” **CNC Member, Male**

This section of the leaflet stood out and reinforced participant enthusiasm to take part. They found it helpful to have tangible examples of study impacts. Some reflected that as a child they had been less aware of this type of impact and had felt indifference towards taking part. Being made aware of this type of impact was considered engaging as it provided rationale for taking part.

"I really liked that page. It shows this study is not all for nothing. As a kid I answered it thinking it what the point is really, but now I know and I'm glad I did it." **CNC Member, Female**

Participants were asked to comment on the number of impact examples and the level of detail provided for these. Four examples, as included in the leaflet was considered a good number allowing for some detail on each impact example (going beyond a headline) but providing diversity of examples for different members to relate to.

"I think it is quite good because it goes into a little bit of detail about it like it's not just the headline it tells you about what actually gone on." **CNC Member, Male**

The mental health and COVID-19 examples were frequently cited as important and interesting issues. There were some suggestions for inclusion of images and use of bold text for key words or phrases to help make this page of the leaflet have greater standout. One participant commented on the use of the term 'risky behaviours' in an example, feeling that it could downplay experiences of those from deprived areas, and suggesting that an alternative phrase be used.

Desire for greater detail came from participants who reflected that they were typically interested in statistics and facts. These participants noted that more detail about the examples including further information about the outcomes and which survey questions had informed these, or a longer case study example could be included. However, they recognised that they may prefer more detail than others and that there would likely be limited space in the leaflet; they felt that a link to access more information would be useful.

"If you into anymore [detail] people wouldn't read it and switch off but I personally like that it goes into a bit of detail because it's interesting to me anyways." **CNC Member, Male**

What would we like you to do?

Figure 5.6: Image of the ‘What would we like you to do?’ section of the draft advance leaflet



On initially reviewing this section of the leaflet there were some comments that much of the content repeated information about 'what' taking part would involve that they already knew.

"I feel like or personally I understand because it's happened five six seven time the questions about my life and the measurement ones... those are exactly what I would expect from the survey." **CNC Member, Male**

However, on reflection and further looking at this section during the research interview, they felt that the information explaining both '**what**' would be involved and '**why**' was useful and engaging. This suggests that initially some may see this part of the leaflet as reiteration of 'what' will be involved and may not always realise that it additionally addresses 'why'.

Rationale for what the study was asking members to do was considered useful and reassuring.

"I like the breakdown telling me about a bit what I will get up to." **CNC Member, Male**

"It's nice to know why the questions are being asked." **CNC Member, Female**

Involvement of children and partners was noted as interesting as new components of the study that highlighted to participants how they had moved to adulthood. There were some suggestions that information about children and partners be moved to the end of the section reflecting that they would not be relevant to all study members.

The box '**answer questions about your life**' was interesting as it detailed what topics would be covered. This was particularly engaging where these topics felt personally relevant. There were suggestions that this section could further include detail about the interview length and more information about why a complete picture of cohort members lives were useful (there was recognition that questions

in the survey would help build a complete picture, but uncertainty about why the complete picture would be beneficial).

The **'let the interviewer take some measurements'** box was often commented on as it related to an element of the survey that was deemed sensitive. Participants reflected that physical measurements could be triggering for some people and therefore this element of the survey should be treated carefully.

Other sections mentioned

The **'why your individual story matters'** section of the leaflet was spontaneously noted as reassuring to those who felt that the information provided here applied to their personal experiences.

"I really like particularly ... why your story matters section because I think I would probably I definitely would say I would put myself in that sort of quote category of my life being plain sailing thus far like is it worth for me contributing or is this sort of stuff helpful so it's good information to give people basically." **CNC Member, Male**

The **'an important phase of your life and the study'** section was noted as good at explaining why now was an important time to take part in the study.

'Data privacy' and **'signposting'** were mentioned as reassuring sections of the leaflet.

Participants additionally suggested that information regarding any **financial incentive** and **flexibility regarding time and date for interviews** could be included in the leaflet to further engage cohort members in participating in the next sweep.

Leaflet design

In addition to commenting on the content of the advance leaflet, participants also provided feedback on the leaflet design. The look and feel of the leaflet felt consistent with previous CNC communications. Use of colours, large text, short and snappy text and boxes to break up the text were all positively commented on. Use of boxes and colour (black text on white) were flagged by participants with dyslexia who noted that this would help them engage in the leaflet that may be skim read due to the amount of information contained.

"I liked boxes, they broke it up a bit, which is helpful for me as I'm dyslexic." **CNC Member, Female**

Across the leaflet there were suggestions that use of images or bold text could support, stand out and the appeal of sections. For example, it was noted that there were no images in the 'How CNC has already made a difference' and 'What would we like you to do?' sections. Judicious use of images that were not obviously 'stock photos' were suggested as ways to improve the appeal of these sections.

6 Collecting co-habiting partner data

This chapter explores views towards collecting co-habiting partner data in the next sweep. Six cohort members who currently have a co-habiting partner were included in the sample. All six took part in stage 1 of the research, and three took part in stage 2 of the research.

- In the first stage of the qualitative research these participants were asked for their views on providing information about their co-habiting partner in the next sweep, and their partner taking part in an interview.
- In the second stage of the qualitative research participants were asked for their views on the information provided regarding co-habiting partner involvement in the draft advance leaflet as well as thoughts regarding the inclusion co-habiting partner questions focusing on working status and financial situation.

6.1 Views towards co-habiting partner participation

Participants were generally open to their partner being involved in the study. Greatest engagement came from those who anticipated that their partner would be interested in taking part in the study and/ or had previously discussed being a CNC member with their partner. However, participants reflected that ultimately it would depend on how their partner felt.

“I would feel fine with it. I think it would be more to do with how comfortable they were in terms of responding to that kind of survey. At the end of the day it’s not my views...it’s up to them.” **CNC Member, Female**

Overall, there was a preference for partners to be asked questions about their circumstances directly rather than asking cohort members to provide this information.

“I’d almost be more comfortable asking my partner to speak on behalf of herself.” **CNC Member, Male**

There was discomfort in the idea of talking about partners’ circumstances without their consent and on reflection, participants felt that the study would gather more accurate data if they spoke to partners directly.

“Because in relationships in general, it’s always a good idea to speak to the person directly, it’ll be more accurate.” **CNC Member, Male**

Participants were asked for their views on ways to include partners considering both online and face-to-face participation. Overall, they felt that online would be more convenient for their partner. There was also a feeling that a face-to-face interview could feel quite ‘intense’ for someone who was new to CNC.

“I think it would probably be more suitable for them to do online or telephone or just, yeah, not face-to-face. I probably think online would be a bit more of an entry level and maybe less intimidating and more familiar because they’re not used to doing it how we do it.” **CNC Member, Female**

6.2 Advance leaflet information relating to co-habiting partners

Participants with a co-habiting partner were asked to review the ‘**Interview your live-in partner, if you have one**’ box included in the ‘What would we like you to do’ section of the leaflet. Overall, these participants understood from this information the rationale for live-in partner interviews but there was some apprehension about this element of the study with concerns that the information provided was too vague. Those expressing these concerns particularly noted that this was a new aspect of the study, and they may not have spoken to their partner about being a part of the study before.

“It’s quite a big change to anything we’ve done before.” **CNC Member, Female**

They sought more detail about the types of questions that partners would be asked.

6.3 Working status and financial situation of co-habiting partner questions

To explore acceptability and ability to answer questions regarding co-habiting partners’ working status and financial situation, participants were asked for their views on being asked these types of questions.

Participants were open to answering questions related to **working status** but noted that they would want to check with their partner if they would be happy for this information to be shared with the study. Reflecting discussions around co-habiting partners themselves taking part in an interview, there were some questions about why they would be asked to answer this question when it could be directly asked to the co-habiting partner.

“I would wonder why I’m being asked this and not my partner, herself...is it for context?”
CNC Member, Male

Queries regarding use of the phrase ‘working status’ were raised by a participant who expressed concern that this phrase assumed that the co-habiting partner would be in some kind of work, and that it therefore could feel judgemental.

Participants were asked for their views on answering questions related to **shared finances** including sources of income, savings and debt. Again, there was desire to check with their partner that they were comfortable for this information to be shared with the study.

There were mixed views on how easy or difficult answering questions about partner finances would be. Where finances were shared or combined, participants anticipated that the questions would be simple to answer. However, there was less certainty around ease of answering questions about debt, particularly around specific amounts of debt as this may not have been discussed or shared between partners.

The topic of debt was identified by participants as a particularly sensitive area of finances. They felt that it would need to be made clear how debt was being defined, for example, whether it included student loans, credit cards and store cards. Overall, reflecting the potential sensitivities around finances, participants felt that it would be important that any questions on this topic were:

- Clearly explained with rationale for why they were being asked and why the information gathered would be useful.
- Asked in a non-judgemental way.
- Clearly identified as optional questions.

7 Ways to take part in the study

This chapter explores cohort member views towards different ways to take part in the next sweep including survey mode, length and interview location.

- In the first stage of the qualitative research, participants were asked for their views on taking part face-to-face and taking part online. They were specifically asked for their views on survey length of 60-75 minutes if taking part online.
- In the second stage of the qualitative research participants were asked to consider how easy or difficult it might be to schedule a face-to-face interview lasting 90 minutes. They were also asked to consider preferences for interview location.

7.1 Survey mode

Participants were asked for their views on survey mode including both face-to-face and online participation for the next sweep. Overall participants were keen to maintain face-to-face involvement citing benefits of the member experience and good data quality. Online was cited as a preference where availability to participate was anticipated to be a major barrier. Indifference to survey mode was voiced by some who had not taken part at last sweep and a member who noted that they had taken part in an online survey recently and therefore did not feel strongly about participating in a particular mode.

Taking part face-to-face

Overall, there was positive response towards taking part face-to-face. These views were driven by a range of factors:

The experience: taking part in a face-to-face interview was considered more an 'experience' when compared to the idea of taking part online with some noting that it would make a change to speak to someone face-to-face following remote interactions during the pandemic. It was also noted that a face-to-face setting reflected previous participation, with participants recalling excitement at an interviewer visiting their home to speak to them when they were younger.

"Because we've always done it f2f, I remember having someone to talk to, I remember the whole thing of the Child of the New Century as being someone come to the house and ask me stuff. I think having it online you don't remember the purpose as much because it seems the same as lots of other stuff." **CNC Member, Female**

Increased engagement: the ability to build rapport with the interviewer, express yourself verbally and ask questions or seek reassurances from the interviewer were considered positive aspects of a face-to-face interview.

"I like talking to people face-to-face, I feel like you can have a better level of understanding and communication...there's always more of a human connection." **CNC Member, Male**

Those who noted these benefits felt that they may feel more engaged particularly if the interview was lengthy and that building rapport with the interviewer could lead to more open and honest responses.

“In person does make it an experience and you do look forward to someone coming over and the face-to-face interaction is different. You might be less willing to answer online rather than in person once you’ve built some rapport in person.” **CNC Member, Male**

However, some barriers to taking part face-to-face were noted, typically focusing on availability to take part and concerns around scheduling or committing to a visit. Lack of time to participate was particularly noted by those working and studying who felt it could be difficult to free up time to take part, those with childcare responsibilities, a participant who noted they would likely be studying abroad next year, and another who was generally unengaged in the idea of participating in the next sweep.

There were also comments that taking part in a face-to-face environment could feel strange since remote interactions had become the norm during the pandemic.

“I don’t mind doing it in person, but I’m so used to doing everything online because of covid, I’ll find it hard to do face-to-face.” **CNC Member, Male**

Taking part online

Views regarding taking part online were mixed. Positive comments focused on increased convenience, being able to fit taking part in around other commitments, and the potential for some cohort members to be more open and honest in an online environment. However, a range of barriers were also cited including a sense of online being ‘less engaging’, ease of feeling more ‘detached’ from the survey and the potential for members to give more generic, less considered and shorter responses.

“I think doing the entire thing online is a bit impersonal.” **(CNC Member, Female)**

7.2 Survey length

Participants were prompted to consider how they would feel about taking part in an online survey lasting 60-75 minutes in length. There were some concerns that this length of time could be boring and overall, 60 minutes was considered a more appealing length. Participants noted that it would be important to ensure that there was a ‘stop and save’ function for the survey in case members wanted to pause the survey, break-up completing the survey or for any situations where the device being used to complete the survey ran out of battery power.

There were some queries about how likely people would be to complete an online survey with a long survey length as it could feel daunting.

“I feel like the duration of an hour online can sometimes be a bit daunting, like some people will probably stop and get distracted easily on their phone or something like that, I think it would be harder to finish.” **CNC Member, Male**

With this in mind, participants raised a number of ways in which an online survey could be made engaging. They often cited practicalities noting that it would be important that the survey did not ‘lag’ and that it was compatible with mobile phones. The structure of the survey was also important with participants noting that other online activities such as lectures, or workplace training typically used video content and quizzes to break-up long sessions. Similar strategies for the survey were suggested including video and audio questions/ responses, asking questions in a range of formats (e.g., not all multiple choice), avoiding too much text/ reading, use of images/ making the survey visually appealing, and using cognitive function tasks to break-up the content.

When asked to consider how easy or difficult it would be to schedule a 90-minute face-to-face interview, participants often reflected that they would be open to taking part in a 90-minute survey but that a shorter

interview would likely be more appealing. There were queries regarding whether any elements of the survey could be completed in advance via self-complete to split the survey and shorten the face-to-face interview.

Whilst keen to take part in the next sweep participants recognised that finding time to participate around university or employment commitments could be challenging. Those learning to balance new responsibilities (e.g., moving into employment following completing their university degree) noted that they would need at least one week but ideally more time to plan their participation and would need to have options to take part during the weekend.

Participants were prompted to consider whether a financial incentive would encourage them to prioritise finding time in their schedule to participate in the next sweep. Views were mixed. Those most positive towards this reflected that an incentive would be helpful as they had busy lives. They also suggested that incentive amounts could reflect interview length with a longer interview correlating to a larger incentive.

“Now like since we’re older we have more commitments so there should be a payment.” CNC Member, Male

Other participants felt that an incentive would be a ‘nice to have’ recognising their contribution but would be unlikely to directly impact their likelihood to participate.

“For a lot of people, it [a financial incentive] would make them more inclined to take part...I would take part anyway but it’s always nice to get something.” CNC Member, Male

Those least interested in a financial incentive felt that they were motivated by other aspects of the study such as hearing about the impact that study findings had made.

“I don’t think I’ve ever been extremely motivated from it [financial incentive] ...personally I wouldn’t be more incentivised...I want to do it regardless.” CNC Member, Male

7.3 Interview location

When asked to consider their preferred location for a face-to-face interview, views were mixed depending on individual living situations. Those who had transitioned from their parental home typically cited a preference to take part in their own accommodation. Those living at home identified this as their preferred location of an interview.

Those who preferred to take part somewhere other than their current accommodation included those living in shared housing who were concern about sharing private information around housemates, being interrupted by housemates or finding a private space for the interview.

“If you have flatmates and you don’t when they’re coming in and out and it can also be a bit awkward just sitting there...a bit easier to do it at [parental] home.” CNC Member, Male

In these instances, the parental home or a neutral venue (e.g., coffee shop) were suggested as preferable locations for the interview. When reminded that the interview includes physical measurements, a private location was considered important with participants noting that the physical measurements aspect of the survey could be sensitive and potentially triggering for some members.

8 Study contact

This chapter explores cohort member preferences for which communication channels are used by the study to contact members. This was explored across both stages of research.

- In the first stage of the qualitative research, participants were asked about their preferred way to be contacted by the study across various study touchpoints including telling cohort members about upcoming sweeps, arranging an interview, and updating contact details. Participants were also asked for their views on the CNC online presence.
- The second stage of the qualitative research particularly focused on two of these study touchpoints. Participants were asked to consider ways to provide cohort members with the advance leaflet, how best to contact members to arrange an interview. Participants were also asked for their views on the idea of a potential e-newsletter for cohort members.

8.1 Channels used to contact study members

Study contact preferences were driven by three key factors:

1. **Personal use:** preferences regarding which channels were used to contact study members were typically driven by personal use of channels with positivity around channels that were used regularly and where participants felt they would easily notice any communications from CNC.
2. **Trust in the channel:** scams were a concern for participants, and this influenced comfort with different channels.
3. **Environmental concerns:** the environmental impact of communications was raised by members and for some this influenced their channel preferences.

The table below maps different channels against each of these three factors and summarises the study touch points that cohort members felt they were best suited to. It should be noted that views were varied across participants.

Key	✓ Positive about the channel	? Uncertainty about the channel	× Concerns about the channel	
Channel	Personal use	Trust	Environmental impact	Suggested use
Post	✓ Associated with official and important documents ? Limited personal use of post ? Could go to parental address rather than current place of residence ? CNC may not have most recent address	✓ Formal and trusted	× Negative impact	Suggested as particularly suited to telling cohort members about the next sweep and study findings. Noted that this reflects previous contact with CNC and can therefore evoke feelings of excitement and nostalgia.
Email	✓ Frequently check email/ receive notifications ✓ Can read email at own convenience ✓ Option to flag important emails/ keep for later reference ? Emails are likely to get lost or forgotten	✓ Typically trusted ? Some wary of scams	✓ No impact	Suggested as a suitable channel for all study touchpoints. Ability to easily share links considered particularly valuable for sharing study findings.
Telephone (mobile)	✓ An efficient way to arrange an interview ? May not answer a call if unfamiliar caller ID ? May not have access to or listen to voicemail ? Mobile is old or unreliable ? Do not have/ use a landline × May be too busy to answer calls during working day	× Wary of scams	✓ No impact	Suggested as a good way to arrange an interview but could be used in conjunction with email or text message to pre-warn that there will be telephone contact.
Text message ²	✓ Can be quickly seen and read ✓ Less likely to get lost compared to emails	✓ Typically trusted ? Some wary of scams	✓ No impact	Useful to alert members to other communications e.g., pre-warning members of a letter/ email/ telephone call. Could be used to arrange interviews.

² Text messages were used during the recruitment process for this qualitative research, and this may have influenced views towards the use of text messaging in research.

8.2 CNC online presence

Participants who took part in the mobile diary typically reflected that they spent a lot of time online and frequently checked social media. A range of social media platforms were mentioned. Snapchat, WhatsApp and Facebook were cited as platforms used to keep in touch with friends and family. Participants described spending time scrolling on Tik Tok and Instagram to see what people were doing and as a 'wind down' activity, often sharing content seen with friends and family. There were single mentions of Twitter (for news), LinkedIn (for employment) and BeReal.

Across the research, the CNC website and social media were considered good ways for the CNC study team to further share how the study findings were being used and the study impact with members. However, not all were aware of these, and there was some ambivalence about personally visiting/ following these.

Those who did follow CNC social media accounts suggested that more frequent posting from CNC could drive greater engagement and would be an opportunity for CNC to keep in touch with members more regularly. There was also suggestion that these accounts could be further publicised.

Those who had not visited/ followed these suggested that they could be used to share statistics and facts about their generation. They felt that social media would be particularly suited to sharing visual information such as infographics, videos, stories (e.g., Instagram stories) about study impacts. It was suggested that these types of outputs would lend themselves to ease of sharing across different platforms. There were suggestions that the website could provide information that looked at how CNC survey results compared to people born in 2000 in other parts of the world, and how CNC findings differed across England, Wales, Scotland and Northern Ireland. There was also a query about whether the website would have an option to see personal responses from previous surveys.

Those that had visited the website (including those who were prompted to visit as a result of agreeing to take part in this qualitative research) reflected that the content was interesting. They particularly noted enjoying seeing the different stages/ ages of the survey and seeing information about study impacts.

"The study was so normal for me to take part in I didn't realise the significance of it to be honest. And I think just looking at it [the CNC website] today sort of put that into perspective a lot more." **CNC Member, Female**

8.3 Ways to receive the advance leaflet

Participants who were shown the draft advance leaflet were asked for their views on this information being shared by video. Overall, there was positive reaction to this idea with benefits including greater accessibility for people with disabilities (e.g., dyslexia, ADHD) and being less time consuming than reading a leaflet.

"I think I'd be much more likely to take part in viewing a well-produced video than a well-produced leaflet." **CNC Member, Male**

"I would be more likely to watch than read. More likely to engage." **CNC Member, Female**

However, there were concerns about how cohort members would refer back to information if received in a video (e.g., if they wanted to revisit a particular piece of information). Concerns were also raised regarding how a video would be shared with cohort members with suggestions that an attachment might be more reassuring for those suspicious about emails containing a link.

Participants noted a number of factors that would be important to take into account if providing information in a video. Firstly, they felt that any video should be short and include a balance of text and speaking to avoid a flat, monotone feel. Interaction elements such as a quiz, summary or humour were also raised as techniques that could be used to make the video engaging. Those who had expressed particular interest in the study impact examples provided in the 'How CNC has already made a difference' section of the leaflet felt that a video could present opportunity to provide more detail about policy impacts, perhaps even providing a case study. Finally, participants noted that it would be important to think about how best to share the video reflecting that email would work well as they may not see it if posted on CNC social media, and they would be unlikely to follow a QR code in a paper communication.

8.4 Organising the interview

Participants were asked to consider whether advance warning of a telephone call to organise an interview would be useful. Where work commitments were unlikely to impact on ability to answer calls and where they were open to answering calls from an unknown number during the day, advance warning of a call was not considered essential.

"It's nice to know when someone will call you, but at the moment I'm not working all the time so it's not as important." **CNC Member, Male**

However, for others this advance warning was important. This was particularly the case for those who were busy and those who were unlikely to answer a call from an unknown number.

"That [prior contact] would be very helpful. I would ignore an unknown number. I went through a phase when I was getting cold calls every hour." **CNC Member, Female**

Those who felt that advance warning would be useful expressed mixed preferences for receiving this via text message or email. Those who preferred email often noted that this channel felt more official when compared to text message. It was suggested that the information provided in this advance warning include the telephone number from which the telephone call would be made and an approximate time of contact. One participant who was particularly busy with working commitments suggested that as an alternative, an online booking system could be used, enabling cohort members to look at potential interview slots against their own calendar.

8.5 Views on a potential e-newsletter for study members

The idea of an e-newsletter for study members was welcomed but with various levels of enthusiasm ranging from a keenness to hear more about the study through to general ambivalence.

"I think that would be quite good actually because...it does seem like there is quite a bit of a gap between updates." **CNC Member, Male**

"Wouldn't mind, wouldn't bother me." **CNC Member, Female**

Suggestions for what an e-newsletter could comprise included:

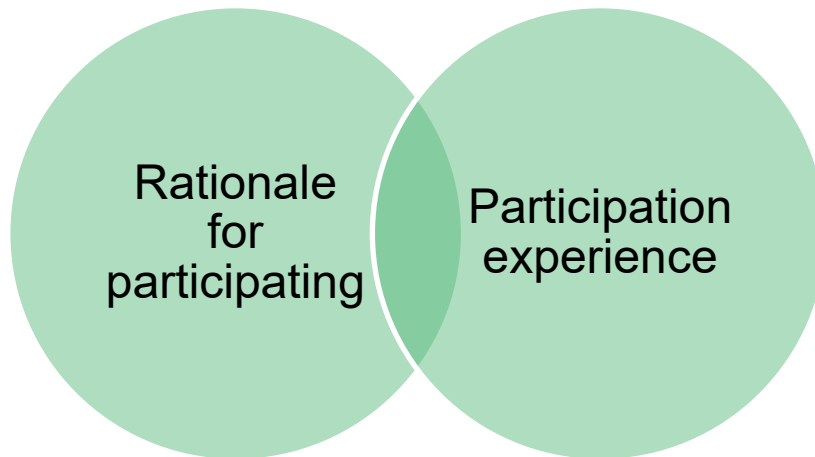
- Details about the survey such as how data is used and written up and statistics.
- Examples of study outcomes and the impact that the study has had on policy.
- Fun facts drawn from previous survey data. For example, 'did you know this point ten years ago you went to bed at 8pm?'.

- Notifying cohort members of opportunities for them to volunteer and get involved in the study (e.g., helping with social media).
- Flagging when the study has appeared in the news (participants were prompted to consider this as a possible element of an e-newsletter and reacted positively towards this idea).

There were a range of suggestions for e-newsletter frequency and participants were prompted to consider quarterly, bi-annually and annually. Overall, there was a preference for bi-annually (every six months) which felt like enough time for the study team to accrue enough news to share, whilst not being too far apart.

9 Conclusions

Across the research, two broad themes have emerged as important in influencing participant engagement in CNC:



9.1 Rationale for participating

Rationale for taking part drives motivation and the following three areas have emerged as important:

The impact of CNC

This research suggests that there are mixed existing levels of engagement with the societal benefits and impacts of CNC data. Information about this is appealing and motivational and provides rationale for why it is valuable to take part in the study. This rationale is likely to be strongest where an impact is personally relevant to the cohort member, where they are able to make a link between the study impact and their own lives.

Findings from this research suggest that it will be important to include a range of policy impact examples when communicating with cohort members to maximise the potential relevance across examples.

Study topics

Understanding topics for coverage in the survey can also act as a rationale for participation. This is particularly the case where:

- The topics feel personally relevant and cohort members are interested to personally reflect on the topic and see how their experiences and views compare to others in the cohort.
- The topics feel salient at a generational level. This can generate a sense that collectively, cohort members can voice their views and make a difference.

This research suggests that sharing information about which topics will be included in the survey is likely to motivate participants.

Receiving a thank you for taking part

Whilst CNC impacts and topics are interesting and engaging, they may not provide rationale enough for some. Here, a more transactional approach is likely to support engagement in CNC, particularly amongst those who express ambivalence, apathy or real concerns regarding their ability to make time to

participate. A thank you is likely to provide greater rationale for participation amongst these cohort members.

9.2 Participation experience

The research has generated insight into different aspects related to the experience of taking part in the study:

Study communications and channels

The factors that influence channel preferences are highly personalised (personal use of the channel, trust in the channel) meaning that there is no 'one size fits all' approach for how best to communicate with cohort members. However, the research has identified some consistent concerns regarding the use of telephone and some appeal for prior contact via an alternative method (email or text message) to prewarn of a telephone call to organise an interview.

There is positivity towards the CNC online presence but limited engagement. Encouraging members to visit/ follow these will need greater awareness raising and a motivating reason to visit/ follow. Regular updates and shareable content are likely to support continued engagement.

Recognising environmental concerns amongst cohort members will be important and provides opportunity to demonstrate how CNC is reflecting member values. This is likely to be most relevant to postal communications.

Availability to take part

Cohort members may have different types of existing commitments on their time from studies to employment and childcare responsibilities. These are also shifting, for example with members moving from completion of studies into full-time employment. They are keen to participate in CNC but as their lifestyles change, they are learning to juggle their commitments.

Overall, there is a keenness to continue taking part in face-to-face interviews but a recognition that online could be more convenient. Online may also be preferable for those who have become comfortable with online interactions during the pandemic and may be less engaged in the idea of a face-to-face setting. There is also an openness to participate in a 90-minute face-to-face interview or online survey lasting up to 75 minutes. But when thinking about survey length there is agreement that shorter time commitment will be more appealing.

Considering how to support cohort members with competing priorities will be important and the research suggests that it may be useful to consider:

- Engaging design of any online surveys/ online elements including varied question types, audio and visual content, a stop and save function and an easy-to-use platform.
- The role of incentives in encouraging members to prioritise scheduling time to participate.
- Recognising that some members may need time to schedule their interview based on time commitments or because they prefer to take part in a location that is not their current accommodation (e.g., parental home).

The role of nostalgia

Where there is a sense of nostalgia and pride in having taken part in CNC, it can drive engagement. Echoing participation approaches that have been used previously e.g., a face-to-face interview, or sending postal communications can evoke these feelings and act as motivation to participate.

Sensitivity to individual circumstances

There is recognition amongst cohort members that elements of the next sweep may be sensitive to some, and a desire to see these treated carefully:

- Collection of physical measurements.
- Collection of co-habiting partner data.

It will be important that these elements are approached in a non-judgmental way, an explanation for why their collection is sought is provided, and that they are clearly identified as optional.

Additionally, there is a desire for CNC to consider where there is opportunity to ensure that language used is inclusive e.g., recognising non-traditional relationships.

10 Appendix

This appendix includes copies of research materials including:

- Stage 1: mobile diary topic guide
- Stage 1: online workshop discussion guide
- Stage 1: individual depth interview topic guide
- Stage 2: follow-up individual depth interview topic guide
- Stage 2: draft advance booklet

10.1 Stage 1: mobile diary topic guide

Overview

The AppLife diary will be completed by 6x participants. These participants will go on to participate in the online workshop.

AppLife is an app that these 6 x participants will be asked to download. Over the course of a week, they will be asked to complete 5 tasks (each lasting up to 10 minutes). Participants will not be able to see each other's responses. They are able to log into the app and complete the tasks at their preferred time.

This document outlines the introductory message that participants will see on the app, the tasks they will be set, how tasks will be scheduled, and the thank you message that the participant will see at the end of the week.

Scheduling

In the next section of this document, we have outlined a template schedule of tasks. One task (and related questions) will be set each day. Each question will be live for 24 hours, except for day 2 and day 4 tasks, which will be live for 48 hours. The following table summarises the schedule for the online diary:

Pre-diary	Day 1- 21/04/22	Day 2 & 3 - 22/04/2022 and 23/04/2022	Day 4 & 5 – 24/04/2022 and 25/04/2022	Day 6 – 26/04/2022	Day 7 – 27/04/2022
Launch app. Share leaflet with login details for app Telephone depth interview lasting up to 20 mins for each participant introducing them to	Greet respondents (see “welcome and hello!”). Introductions task Chase those who have not yet logged in. Resolve any user queries.	Daily diary Being a member of Child of the New Century Activity for the day	Daily diary Keeping in touch with the Child of the New Century Study	Daily diary Your social media habits Activity for the day	Daily diary Taking part in the Child of the New Century study in the future Thank respondents (see “thank you and goodbye”).

the research and AppLife					
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Participants can complete the tasks via video, photo and text. On some days we will recommend how they might like to respond (e.g., where it would be useful to capture video or photo information).

Moderators will check-in on the app every day to respond to any comments and encourage participants to expand on their answers by providing examples and more detail, describing how they feel etc. The conversations will be kept informal and conversational.

Where helpful we can also adapt the guide during fieldwork. For example, integrating new questions that reflect earlier responses or suggestions from participants.

Tasks

		Key aims
Welcome message	<p><i>Welcome and hello!</i></p> <p>Ipsos UK is an independent research company. We have been asked by the Centre for Longitudinal Studies (CLS) at the University College London (UCL) to explore what it is like to be part of the Child of the New Century study and how you feel about taking part.</p> <p>To help us do this we would like you to keep an online diary over the next week, where you'll complete daily tasks. The tasks will cover topics such as how you keep in touch with the Child of the New Century study, why you take part in the study and what can be done to make the experience more interesting and enjoyable in the future. Some of these are just ideas to see what people think about them. It does not necessarily mean that these things will happen in the future, but it is an opportunity for you to let us know what you think about these ideas, and to help shape the future of the Child of the New Century study!</p> <p>Tasks will be uploaded to the app across the week. A different task will be uploaded every 24 hours, and you will be able to add your response to the task for 24 hours before it disappears. The only exceptions are the tasks uploaded on the second and fourth days of the week, which will be available to complete for 48 hours. Each task will take no longer than 10 minutes a day to complete. You don't have to write lots of text, and you can send us pictures and videos instead if you'd prefer. We'll need you to complete the 5 activities and all 3 video tasks to be eligible for the full incentive.</p>	<p><i>The aim of this section is to introduce members to the research, remind them what they will need to do for the diary, and repeat key details from the privacy policy about how their data will be shared.</i></p>

<p>For the videos, it would be great if you could record these as videos of yourself, speaking to the camera. The best way to do this will be in a quiet place with no background noise, and where you are not directly in front of a light source, so that we can see you!</p> <p>Finally, to remind you, you have agreed that the videos and pictures may be seen by researchers at Ipsos UK and the Centre for Longitudinal Studies (CLS). The video and pictures may contain footage of your voice and your image. We will change your name in any videos/ pictures and make sure someone watching could not identify your address. CLS and Ipsos will only share the videos and pictures within their organisations. Anything you share with us during the research will be presented anonymously in our report. This means that any details which could identify you, such as your name, will be removed or changed. Please do not take pictures or videos of your family members or others that might be identifiable to others.</p> <p>So, welcome to the diary! We look forward to hearing all about your views and experiences, and we really hope you'll enjoy being involved.</p>				
TASKS				
Day	Topic	Question header	Follow up prompts/ description	Key aims
1	Introductions	<p>Introduce yourself!</p> <p>Share your video response here!</p>	<p>We'd love to get to know you better. Take a video and tell us about yourself!</p> <ul style="list-style-type: none"> - We know people do lots of different things during the day, whether it's working, studying, childcare or housework. How do you generally tend to spend your time: <ul style="list-style-type: none"> o During the week? o At the weekend? - Who do you spend your time with: <ul style="list-style-type: none"> o During the week? o At the weekend? <p>(Please remember to respect other people's confidentiality and not share any personal details!)</p> - What are your current interests and hobbies? 	<i>The aim of this activity is to have members introduce themselves and get them used to sharing information via the app</i>

			<ul style="list-style-type: none"> - Looking to the future, what are your plans for the next 5 years?? 	
2 & 3	Your daily diary	Tell us what you're up to!	<p>Tell us about what you're up to today!</p> <ul style="list-style-type: none"> - What are you planning to do? - Who are you going to spend time with? - Where are you going (if you're heading out and about)? - If you are staying at home, what are you up to? - Is this a typical day for you? 	<i>The aim of this activity is to provide an insight into cohort member's lifestyle.</i>
	Being a member of Child of the New Century	Why do you take part in the Child of the New Century Study? Share your video response here!	<p>Please share a video telling us what it's like to be a member of the Child of the New Century study!</p> <p>In the video it would be great if you could tell us:</p> <ul style="list-style-type: none"> - Why do you continue to take part in the Child of the New Century study? - What's your favourite part of being a member of the Child of the New Century study? - What, if anything, do you not enjoy about taking part in the Child of the New Century study? - Who, if anyone, do you talk to about taking part in the surveys? - What involvement have your parents had in your participation with the Child of the New Century study over the last few years? 	<i>The aim of this activity is to understand member's motivations for taking part in the study.</i>
	Activity for the day	Share your photo response here!	<p>As you're aware, the Child of the New Century study team have sent you various messages and gifts to say thank you for your involvement in the study over the years.</p> <p>If you have kept something you have received from the CNC study in the past, we would love for you to tell us why you decided to keep it and where you keep it. If you'd like to share a photo of it we'd love to see it (sharing a photo is entirely optional)!</p>	<i>The aim of this activity is to understand which messages and gifts have resonated strongly with members, and why.</i>

			<p>If you haven't kept anything you've received from the CNC study in the past, we would love to hear about any memorabilia you've kept from school, university, a club you were or are currently part of, or something you received from your past or current workplace. Tell us why you decided to keep it and where you keep it.</p> <p>If you don't tend to keep memorabilia that's fine! However, we would love to hear about why you prefer not to keep these types of things.</p>	
4	Your daily diary	Tell us what you're up to!	<p>Tell us about what you're up to today!</p> <ul style="list-style-type: none"> - What are you planning to do? - Who are you going to spend time with? - Where are you going (if you're heading out and about)? - If you are staying at home, what are you up to? - Is this a typical day for you? 	<i>The aim of this activity is to provide an insight into cohort member's lifestyle.</i>
	Keeping in touch with the Child of the New Century study	How would you like the Child of the New Century study to keep in touch with you?	<p>As you know there are different ways the study can contact you. We like to understand how you use different forms of communication, so we know the best way to reach you.</p> <p><u>Post</u></p> <p>How much post do you receive in your day-to-day life?</p> <p>What type of information do you receive through the post?</p> <ul style="list-style-type: none"> - How important is the information you receive in the post? <p>How often do you check if you have new post?</p> <ul style="list-style-type: none"> - Where do you keep your post? (For example, is it kept in the post box, a communal space or a pigeonhole)? <p>How do you decide what you open and what you throw away without opening?</p> <p><u>Email</u></p>	<i>The aim of this activity is to understand how members use different forms of communication.</i>

			<p>Which of the following devices (if any) do you use to check your email?</p> <ul style="list-style-type: none"> - Your computer/ laptop? - Your portable tablet? - Your mobile phone? <p>How often do you check your email on each device?</p> <p>How many email accounts do you have?</p> <ul style="list-style-type: none"> - <i>(If you have a personal email address)</i> What type of emails do you receive to your personal email address? <ul style="list-style-type: none"> o How do you review and prioritise your emails? o How do you sort and delete spam emails you receive (if any)? - <i>(If you're studying)</i> Do you have a separate email address for university? - <i>(If you're working)</i> Do you have a separate email address for work? <p><u>Phone</u></p> <p>How often do you receive regular calls on your mobile phone?</p> <p><i>Note: When we say regular phone calls, we're referring to those you receive straight to your phone as opposed to through apps such as WhatsApp, Facebook Messenger, Google Duo, Zoom, etc.</i></p> <ul style="list-style-type: none"> - Who tends to call you on your mobile phone? - How often do you answer calls from unknown numbers to your mobile phone? <p>Do you have a landline phone at home? If so,</p> <ul style="list-style-type: none"> - Who do you use it to contact? - Who contacts you on it? - How often do you answer calls from unknown numbers to your landline? 	
6	Your daily diary	Tell us what you're up to!	<p>Tell us about what you're up to today!</p> <ul style="list-style-type: none"> - What are you planning to do? 	<i>The aim of this activity is to provide an insight into</i>

			<ul style="list-style-type: none"> - Who are you going to spend time with? - Where are you going (if you're heading out and about)? - If you are staying at home, what are you up to? - Is this a typical day for you? 	<i>cohort member's lifestyle.</i>
	Your social media habits	What are your social media habits?	<p>How much time do you spend online daily? Which of the following devices do you spend time online on?</p> <ul style="list-style-type: none"> - Your computer/ laptop? - Your portable tablet? - Your mobile phone? <p>What social media apps do you use?</p> <p>For each type of social media app you use, it would be great to hear:</p> <ul style="list-style-type: none"> - How often do you visit this app? - What do you do on this app? - Who do you tend to interact with others on this app? <p><i>Note: When we say "social media" we're referring to any apps you use to communicate with others, such as TikTok, Instagram, Facebook, Twitter, WhatsApp, etc.</i></p> <p>Are you aware of the Child of the New Century study's website or social media channels (Facebook, Twitter, Instagram)?</p>	<i>The aim of this activity is to understand any trends or patterns in how members use different social media, and their awareness of the CNC study's online presence.</i>
	Activity for the day	Review the Child of the New Century Study's online presence!	<p>Below you'll find a list of the Child of the New Century's Study online website/ platforms:</p> <ul style="list-style-type: none"> ▪ Website: https://childnc.net/ ▪ Facebook: https://www.facebook.com/childofthenewcentury/ ▪ Twitter: https://twitter.com/childnewcentury ▪ Instagram: https://www.instagram.com/childofthenewcentury/ <p>We'd like you to choose one of the platforms above and share a short review of it! Please let us know:</p>	<i>The aim of the activity is to understand member's perception of the CNC study's online presence and explore what can be done to make these platforms/websites more engaging for members.</i>

			<ul style="list-style-type: none"> - What do you like about it? - What do you dislike about it? - What you think about the information on the site/ platform? <ul style="list-style-type: none"> o What, if any, is missing? - What, if anything, would improve your experience of visiting this site/ platform? <p>Feel free to share any photos or videos of the website/ platform you're reviewing!</p>	
7	Your daily diary	Tell us what you're up to!	<p>Tell us about what you're up to today!</p> <ul style="list-style-type: none"> - What are you planning to do? - Who are you going to spend time with? - Where are you going (if you're heading out and about)? - If you are staying at home, what are you up to? - Is this a typical day for you? 	<i>The aim of this activity is to provide an insight into cohort member's lifestyle.</i>
	Taking part in the Child of the New Century study in the future	What would you do if you were in charge of the Child of the New Century study?	<p>For this final task we'd like you to imagine you're in charge of the Child of the New Century study. As part of your new role, you have been asked to find new ways to encourage people to take part in the next study:</p> <ul style="list-style-type: none"> - What would you do to encourage people to take part? - What, if any, new topics would you ask members about in the survey? - What information would you share about the findings of the study? Where would you share this information? - If you had £5 to spend on a thank you gift for each member of the study, what type of thank you gift would you send them? - Anything else you would do? 	<i>The aim of this activity is to understand how the CNC study team can maintain member's involvement in the study going forward.</i>
Last day- 7	Thank you and goodbye			<i>The aim of this section is to thank members for taking</i>

	<p>Thank you very much for your contributions to this diary! We hope you enjoyed the experience. We will use your diary to help us understand how we can make taking part in the study more interesting and enjoyable for you in the future.</p> <p>We will look at what everyone in the study has told us and write a report that summarises the main themes – this won't mention you by name or include details that could identify you.</p> <p>As a reminder, you have agreed that the videos and pictures may be seen by researchers at Ipsos MORI and the Centre for Longitudinal Studies (CLS) at UCL. The video and pictures may contain footage of your voice and your image. We will change your name in any videos/ pictures and make sure someone watching could not identify your address. CLS and Ipsos will only share the videos and pictures within their organisations. Anything you share with us during the research will be presented anonymously in our report. This means that any details which could identify you, such as your name, will be removed or changed.</p> <p>We are really looking forward to speaking with you soon at the online workshop, to talk more about your experiences and what you've told us so far.</p>	<p><i>part in the diary, repeat key details from the privacy policy about how their data will be shared, and remind them of the next step in the study (the online workshop).</i></p>
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10.2 Stage 1: online workshop discussion guide

Research Objectives

Objectives:

The online workshop will bring together cohort members to:

- Understand reasons and motivations for taking part in sweeps and surveys.
- Explore views towards taking part online.
- Explore preferences for study contact.
- Gather quick views regarding potential 21st Anniversary gifts

Notes:

The online workshop will taken place via Zoom and will last 90 minutes. 24 cohort members will be invited to participate and will receive £40 for taking part.

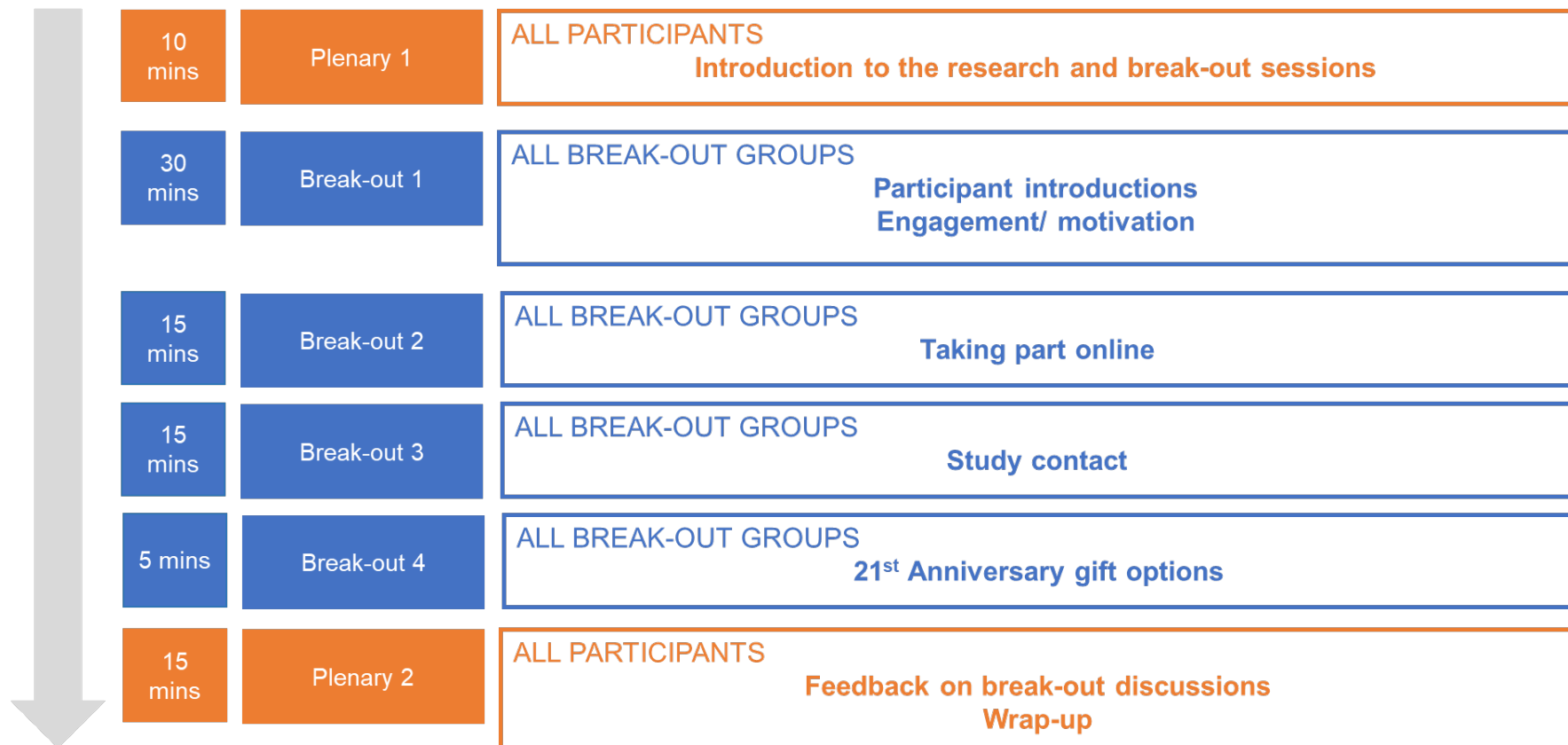
The structure will include:

- Plenary sessions where all participants will be in one 'room'. These sessions will be used to introduce the workshop and brief participants on topics for discussion in break-out rooms.
- Break-out sessions where participants will be split out into four break-out rooms. 6 participants will be allocated to each break-out session. Break-out rooms will be stratified by gender (two with males and two with females). Participants will stay in the same groupings for both break-out sessions. During the break-out sessions they will discuss specific topics in line with the research objectives.

This topic guide is intended to guide the discussion with cohort members. It will be used to ensure the topics are covered with participants but not all questions will necessarily be asked, or the exact wording used. The order of some questions may also differ as the moderator will be led by the participants, ensuring that the discussion reflects the participant views and experiences.

Discussion guide structure:

The structure is outlined in the diagram below.



Discussion guide

Timings	Questions	Objectives/ notes
10 mins	<p>PLENARY SESSION 1 ALL PARTICIPANTS IN ONE ROOM</p> <p>INTRODUCTION TO THE RESEARCH Introduce the team and the purpose of the research project I'd like to start by introducing myself, and the purpose of this research project...</p> <ul style="list-style-type: none"> • I'm X, and I work for an organisation called Ipsos, an independent research organisation. • Introduce other moderators, note-takers and observers. • We are carrying out this research on behalf of the Centre for Longitudinal Studies at University College London who run the Child of the New Century Study. They have asked us to speak to study members to find out what it is like to take part and how they can make the experience more interesting and enjoyable. • We will be talking about different aspects of the study. Some of these are just ideas to see what people think about them. It does not necessarily mean that these things will happen in the future but it is an opportunity for you to let us know what you think about these ideas. • Just a few ground rules: <ul style="list-style-type: none"> ○ There are no right or wrong answers! We are just interested in your views and thoughts. ○ Please respect each others' opinions. • Please can I check, are you currently in a location where you're happy to take part in this discussion? • The discussion will last 90 minutes. We very much appreciate you taking part, and as a thank you, you will receive £40 for your time. <p>Reassurances</p> <ul style="list-style-type: none"> • This research project is being carried out in accordance with the Market Research Society (MRS) Code of Conduct. • It is completely up to you whether you take part, and you can change your mind at any time. • The Centre for Longitudinal Studies will know that you have taken part in the research, but they will not know what you have said. Our discussion will remain confidential and will be used for research purposes only. • The findings of this research will be anonymous, and you will NOT be identifiable in the published report. Any direct quotes used in in the report will not be attributed to you. 	<p><i>This section is to ensure informed consent is gained and to introduce the participant to the research interview.</i></p>

	<p>Consent to take part in the research and record</p> <ul style="list-style-type: none"> • Are you happy to take part? • With your permission, we would like to digitally video record the interview. We will watch back to these recordings to make notes of our discussion, so we have an accurate record of what we talked about. The recording will be securely deleted after the research project is completed. Is that okay? • ONCE RECORDING HAS STARTED, PLEASE CONFIRM THAT YOU ARE NOW RECORDING. <p>INTRODUCTION TO BREAK-OUT SESSIONS</p> <ul style="list-style-type: none"> • Child of the New Century asks members to take part in different surveys. This includes major surveys. These are surveys that take place every few years. They usually involve an interviewer coming to your home to ask you some questions for around 1-1.5 hours. The last one took place when you were aged 17. Members are also asked to take part in shorter online surveys. These take place online and have asked you to questions about Covid-19 and other topics. The last one took place at the end of last year. Today we will be talking about the next major survey which is planned to take place next year in 2023. • During the course of the workshop we'll be spending time in smaller group discussions. This is a chance to talk about different aspects of taking part in Child of the New Century. • We have four topics to discuss in our smaller groups. We'll be talking about what it's like being a member of the Child of the New Century and how the study team can encourage people to continue taking part in the study. We'll also be talking about ways to take part in the next major survey, and ways in which the study contacts you to tell you about the next major survey. And we'll also be asking for your feedback on some ideas the study team have for a small gift that could be sent to members to celebrate the 21st Anniversary of the study. When we come back we'll have a chance to hear a couple of things from each group to find out what everyone has been discussing on these topics. 	
30 mins	<p>BREAK-OUT SESSION 1: ENGAGEMENT AND MOTIVATIONS PARTICIPANTS ALLOCATED TO BREAK-OUT ROOMS</p> <p>PARTICIPANT INTRODUCTION Moderator: around 5 minutes for this</p> <p>It would be great if could you tell me a little bit about yourself and where you live?</p> <ul style="list-style-type: none"> • Who do you currently live with? • How do you spend most of your time day to day? Working? Education? Other? 	<p><i>The aim of this section is to explore motivations and barriers to taking part. We will share potential 'engagement hooks' that are planned for use in the CM</i></p>

	<ul style="list-style-type: none"> • What do you enjoy doing in your spare time? Hobbies? <p>ENGAGEMENT/ MOTIVATION</p> <p>Moderator: rough timings:</p> <ul style="list-style-type: none"> • Overall experience and influencers: 5 mins • Messaging: 15 mins • Topics: 5 mins <p>Overall experience</p> <p>It would be great to hear about your experiences of being a member of Child of the New Century...</p> <ul style="list-style-type: none"> • What one word you would use to describe being a member of the Child of the New Century study. Why? <p>The study team plan for the next major survey to take place next year in 2023.</p> <ul style="list-style-type: none"> • How do you feel about taking part in the next major survey? <p>Influencers</p> <ul style="list-style-type: none"> • Who, if anyone, do you go to for advice about whether or not you should take part in the major surveys? <ul style="list-style-type: none"> ○ How much does their opinion matter to your decision? Why? ○ <i>Moderator explore: who, why, what they talk about.</i> • Is taking part in the major survey something you would talk to you parent/s about? Why/ why not? <ul style="list-style-type: none"> ○ <i>Moderator explore if yes: what they talk about, role of parent in them taking part in CNC.</i> <p>Messaging</p> <p>The Child of the New Century study team would like to understand what information about the study should be given to members to encourage them to take part in the next major survey. I'd like you to think about what would convince you to take part.</p> <p>STIMULUS 1: ENGAGEMENT HOOKS</p>	<p><i>materials to explore appeal of these. We will also share ideas for topic areas (generated from the web survey) to understand in greater depth the appeal of these/ the types of questions CMS anticipate these would cover. Finally, this section will also explore preferences for incentives.</i></p>
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	<div data-bbox="338 153 949 563"> <p>1</p> <p>Taking part helps researchers understand key experiences or challenges for your unique generation. For example, the impact of the pandemic, or what it is like moving from your teens to your twenties.</p> </div> <div data-bbox="338 592 949 1002"> <p>3</p> <p>Study members will receive a thank you for taking part such as a voucher.</p> </div>	<div data-bbox="990 153 1601 563"> <p>2</p> <p>The study team have made improvements to the survey experience based on study member feedback. This includes the topics covered, how the study contacts you and how you take part.</p> </div> <div data-bbox="990 592 1601 1002"> <p>4</p> <p>By taking part you are contributing to research that helps researchers, government and others to develop services and policies that help improve peoples' lives.</p> </div> <div data-bbox="309 1002 1673 1410"> <ul style="list-style-type: none"> • What information here is most likely to encourage you to take part in the next major survey? Why? • Is any information new/ surprising? How does this make you feel about the study? • Looking at box 1 (Taking part helps researchers understand key experiences or challenges for your unique generation. For example, the impact of the pandemic, or what it is like moving from your teens to your twenties)... <ul style="list-style-type: none"> ○ Thinking specifically about key experiences or challenges for your generation... <ul style="list-style-type: none"> ▪ What would you say are the challenges facing your generation today? ▪ And what about the next generation - what do you hope will be different for the next generation? ○ Thinking specifically about moving from your teens to your twenties... <ul style="list-style-type: none"> ▪ What types of decisions are you/ people your age making about life at the moment? • Looking at box 3 (Study members will receive a thank you for taking part)... </div>	
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- In the recent online survey some members told us that they would welcome a gift or payment for taking part in the survey.
 - What do you think about this?
- Overall, what would be most likely to encourage you to take part in the survey?
 - If given the option of a shopping voucher or a gift which would you prefer? Why?
 - How much, if at all, would this encourage you to take part in the survey?
 - *Moderator: we do not currently have small gift examples - if cohort members query this/ note that they would be interested in a small gift please explore what type of gift they would like.*
- Looking at box 4 (By taking part you are contributing to research that helps researchers, government and others to develop services and policies that help improve peoples' lives)...
- To what extent would this encourage you to take part in the survey? Why/ why not?
- I have some examples to share with you (*Moderator: show STIMULUS 1A*)...
 - What do you think about these types of examples?
 - How do they make you feel about taking part in the survey? Why?

STIMULUS 1A: POLICY IMPACT EXAMPLES

Supporting children who experience domestic violence

You helped change the law to better support children whose parents are victims of domestic violence.

Raising awareness of risky behaviours

You are informing Government and Parliament on important issues facing your generation, like drug and alcohol use, carrying weapons and gangs.

Putting young people's mental health at the top of the policy agenda

You have pushed young people's mental health to the top of the public health agenda.

Supporting patients at risk of developing long Covid

You've informed the advice given to GPs on how to support people with long Covid.

Moderator note: further information on each of the above is provided below in case useful:

- Supporting children who experience domestic violence: Action for Children asked the UCL Centre for Longitudinal Studies to analyse information from Child of the New Century on the life chances of children whose parents were victims of domestic violence. Action for Children used the findings in their campaign to influence the Domestic Violence Act 2021, and they were successful in changing the law so that children whose parents are victims of domestic violence must be offered support services to protect them against the long-term effects of that trauma.

	<ul style="list-style-type: none"> • Raising awareness of risky behaviours: Researchers from the UCL Centre for Longitudinal Studies have used information from Child of the New Century to inform the Home Office and the Home Affairs Select Committee on how Generation Z is affected by substance use, crime (including carrying weapons), and other risky behaviours that can have long-term consequences for young people. The findings from Child of the New Century have appeared in on BBC News, The Times, The Telegraph, Daily Mail, Independent, Metro and across the regional press. • Putting young peoples' mental health at the top of the policy agenda: Research from Child of the New Century on young people's mental health and wellbeing has directly shaped how Public Health England is developing support services, as well as what advice the Department for Education gives schools. The findings have appeared in The Times, The Telegraph, Daily Mail, The New Statesman and on LBC radio. • Support patients at risk of developing long Covid: Child of the New Century was one of 10 cohort studies that informed the guidance that the National Institute for Health and Care Excellence gave GPs on how to talk to patients about handling long Covid. <p>INDIVIDUAL TASK: <i>Moderator show STIMULUS 1 with 4 boxes.</i> Please can you individually decide which of these would encourage or convince you to take part in the survey?</p> <ul style="list-style-type: none"> ○ <i>Moderator: go around and collect votes for each and explore why votes given.</i> • Is there any information missing that you think would help encourage members to take part in the survey? <p>Topics I'd now like to get your views on some topics that may be included in the next major survey...</p> <p>STIMULUS 2: TOPICS</p>	
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	<div> <div>Mental health and wellbeing</div> <div>The impact of the pandemic on health, education, employment and daily life</div> <div>Finances, savings and debt</div> <div>Physical health</div> <div>Relationships (e.g. with parents, children, romantic relationships)</div> <div>Life transitions</div> </div> <p><i>Moderator note: if queried/ keen for further information - 'relationships' questions could include views on living at home/moving out, ongoing parental involvement in their lives, closeness or quality of relationships.</i></p> <ul style="list-style-type: none"> What do you think about these topics being included in the next major survey? Why? <ul style="list-style-type: none"> Would knowing that the next major survey was going to cover these topics encourage you to take part? Why/ why not? Which ones would encourage you? 	
15 mins	<p>BREAK-OUT SESSION 2: TAKING PART ONLINE PARTICIPANTS STAY IN BREAK-OUT ROOMS</p> <p>I'd like to talk now about how you take part in Child of the New Century major surveys...</p> <ul style="list-style-type: none"> How do you feel about taking part in the major survey face-to-face in person? <ul style="list-style-type: none"> What do you like about it? Anything you are less keen on? <p>The surveys usually take place face-to-face. Are there other ways you'd like to be able to take part?</p> <ul style="list-style-type: none"> How would you feel about taking part online? 	<p><i>Taking part online: the aim of this section is to understand how CMs might feel about taking part online, particularly thinking about:</i></p> <ul style="list-style-type: none"> <i>How they would take part</i> <i>How long any online participation would be</i>

I have some information now about how taking part online could work.

STIMULUS 3

3

Taking part in the next major survey online

The survey would last 60-75 minutes

Taking part online could include...

Completing an online survey on your own device



The interviewer brings a tablet to your home for you to use to complete the interview



- What would you think about this?
- How would you prefer to take part online?
 - How would you feel if the survey was 60-75 minutes long?
 - How might this compare to other things you do online (e.g. lectures, attending training)?
 - What, length would be acceptable? How long would be too long?
 - What could the study team do to help make sure that completing a 60-75 minute online interview was possible?
 - What can they do to make completing the survey on a mobile phone possible?
 - What can they do to make completing the survey on a laptop possible?
 - And is there anything that could be done to make completing it online enjoyable?

Thinking about taking part face-to-face, how important is having contact with an interviewer?

- How would you feel if you didn't have that contact with an interviewer when you completed the next major survey?
- How, if at all, would doing the survey online change your experience of the Child of the New Century Study?

- Whether they would feel differently about taking part/ being part of the study if they did not have interviewer contact.

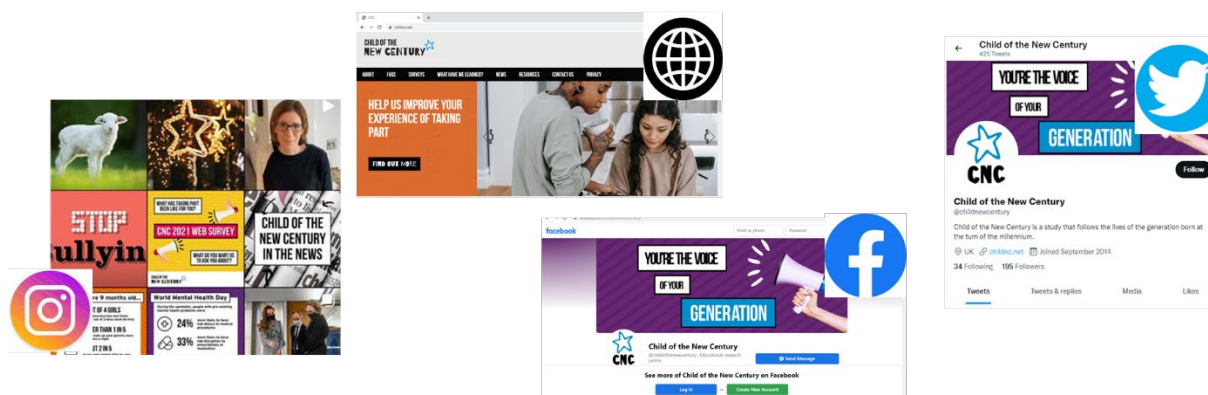
Please note: it is important that online is presented as a potential option and that we DO NOT give the impression that the survey will be online only in the future.

<p>15 mins</p>	<p>BREAK-OUT SESSION 3: STUDY CONTACT PARTICIPANTS STAY IN BREAK-OUT ROOMS</p> <p>I'd like to talk now about how the study stays in contact with you ...</p> <ul style="list-style-type: none"> How do you prefer to be contacted by the study? <ul style="list-style-type: none"> Probe: post, email, telephone, other? There are different times when the study contacts you. I'd like to look at some of these and get your thoughts on how you would prefer to have contact with Child of the New Century... STIMULUS 4A <h2 style="text-align: center;">How Child of the New Century keeps in touch with you</h2> <div style="display: flex; justify-content: space-around;"> <div style="background-color: #f0f0f0; padding: 10px; width: 30%;"> <p>Contacting you about the next major survey</p> <div style="border: 1px solid #00a0e3; padding: 5px; margin-bottom: 10px;"> <p>How should the study get in touch to tell you there is a new major survey to take part in?</p> </div> <div style="border: 1px solid #00a0e3; padding: 5px;"> <p>How should the study get in touch to arrange a date and time for the interview?</p> </div> </div> <div style="background-color: #f0f0f0; padding: 10px; width: 30%;"> <p>Making sure the study has your up to date contact details</p> <div style="border: 1px solid #00a0e3; padding: 5px; margin-bottom: 10px;"> <p>How should the study get in touch to ask for up to date contact details?</p> </div> <div style="border: 1px solid #00a0e3; padding: 5px;"> <p>How would you like to be able to get in touch with the study to let them know if your contact details change?</p> </div> </div> <div style="background-color: #f0f0f0; padding: 10px; width: 30%;"> <p>Keeping you up to date with study findings</p> <div style="border: 1px solid #00a0e3; padding: 5px;"> <p>How should the study keep you up to date with study findings?</p> </div> </div> </div> <p><i>Moderator note: currently a date and time for the interview is arranged either by the interviewer telephoning the study member to arrange the date and time or the interviewer going to the study member's home to arrange the date and time.</i></p> <ul style="list-style-type: none"> <i>For each question in STIMULUS 4a explore contact preferences:</i> 	<p><i>Study contact: the aim of this section is to understand how CMs would prefer to be contacted by CNC.</i></p>
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- How would you prefer to be contacted by the study in this scenario?
 - Probe: post, email, telephone (landline, mobile), text message, social media?
- For 'How would the study get in touch to arrange a date and time for the interview?' explore:
 - Would you answer the phone if they called you to arrange the date and time for the interview?
 - If they left an answerphone message, would you check this?
 - What if they sent a text message in advance to let you know they were going to telephone you? Would this be useful?

• **STIMULUS 4b**

There is a Child of the New Century website, Facebook page, Twitter account and Instagram account for study members to look at and follow



- Are you aware that Child of the New Century has a website and social media pages (Facebook, Instagram, Twitter)?
 - What do you think about them keeping in touch with study members in these ways?
 - What type of information would you find most interesting? Why?
 - How likely, if at all, would you be to share information you see on these with others? Why/why not? Who with?
- Is there anything that the Child of the New Century team could do to improve how they contact or keep in touch with study members?
 - Are there any other ways they could get in touch with you?
 - Are there any other social media platforms they could use?

5 mins	<p>BREAK-OUT SESSION: 21ST ANNIVERSARY OF CHILD OF THE NEW CENTURY GIFT PARTICIPANTS STAY IN BREAK-OUT ROOMS</p> <ul style="list-style-type: none"> The Child of the New Century team are planning a special 21st anniversary mailing for later this year to celebrate 21 years of the study. The study team have a range of ideas they are thinking about, and I have just four of those ideas to show you for what part of this mailing could include.. STIMULUS 5: 21st ANNIVERSARY GIFT OPTIONS <p>Child of the New Century 21st Anniversary gift ideas 5</p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%; text-align: center;"> <p>Rock sweets</p>  </div> <div style="width: 50%; text-align: center;"> <p>Keyring</p>  </div> <div style="width: 50%; text-align: center;"> <p>Dark chocolate (suitable for vegans)</p>  </div> <div style="width: 50%; text-align: center;"> <p>Coaster</p>  </div> </div> <ul style="list-style-type: none"> What do you think of these ideas? Which would you prefer? Why? 	
15 mins	<p>PLENARY SESSION 2 ALL PARTICIPANTS IN ONE ROOM</p> <ul style="list-style-type: none"> Thanks for your feedback. We now have some time to share what we've all been speaking about. 	<p><i>The aim of this section is to wrap up the discussion and thank</i></p>

<ul style="list-style-type: none"> • One of the key things we spoke about is what would encourage or convince you to take part in the next major survey. I'd like to go around and for the facilitator from each group to say one thing that the group felt would encourage them to take part. <ul style="list-style-type: none"> ○ <i>Moderators: each sum up key views for group (1-2 mins per group)</i> • We also talked about ways in which you take part in the major surveys. Let's hear from a couple of groups about what they discussed. <ul style="list-style-type: none"> ○ <i>Moderators from two of the break-out group to sum up key views for group: 1-2 mins each</i> • And we also talked about ways in which the study contacts you including how you prefer to be contacted by the study. <ul style="list-style-type: none"> ○ <i>Moderators from the other two break-out groups to sum up key views for group: 1-2 mins each</i> • Any final comments? <p>THANK AND CLOSE</p> <ul style="list-style-type: none"> • That brings us to the end of the workshop. Thank you very much for taking part. Your feedback is very important in helping the study team think about the next major survey and your views will help shape what the Child of the New Century looks like going forwards. <p>Just to remind you that some of the things we have been discussing are just ideas for things that could be part of the study in the future. It does not necessarily mean that these will happen, but we very much appreciate your thoughts on them.</p> <p>If you have any questions about the research please get in touch. You will find further information and contact details on your information sheet.</p> <p>Thank you</p> <p><i>Moderator: stop recording.</i></p>	<p><i>participants for taking part.</i></p>
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10.3 Stage 1: individual depth interview topic guide

Research Objectives

Background:

Depth interviews will take place with two key cohort member audiences:

- Those with a co-habiting partner. The aim of these interviews will be to understand views towards co-habiting partner interviews.
- Those who did not take part at the last sweep. This may include those who did not take part at the last sweep but have subsequently taken part in a web survey. The aim of these interviews is to understand reasons for not taking part in the last sweep and what would motivate these members to take part in future sweeps.

Overall research objectives:

- Understand reasons for taking part/ not taking part in sweeps and surveys.
- Understand view towards co-habiting partner interviews and asking cohort members for information about partners (amongst those with a co-habiting partner). Please note interviews will not include partners themselves.
- Explore views towards taking part online.
- Explore preferences for study contact.

Notes:

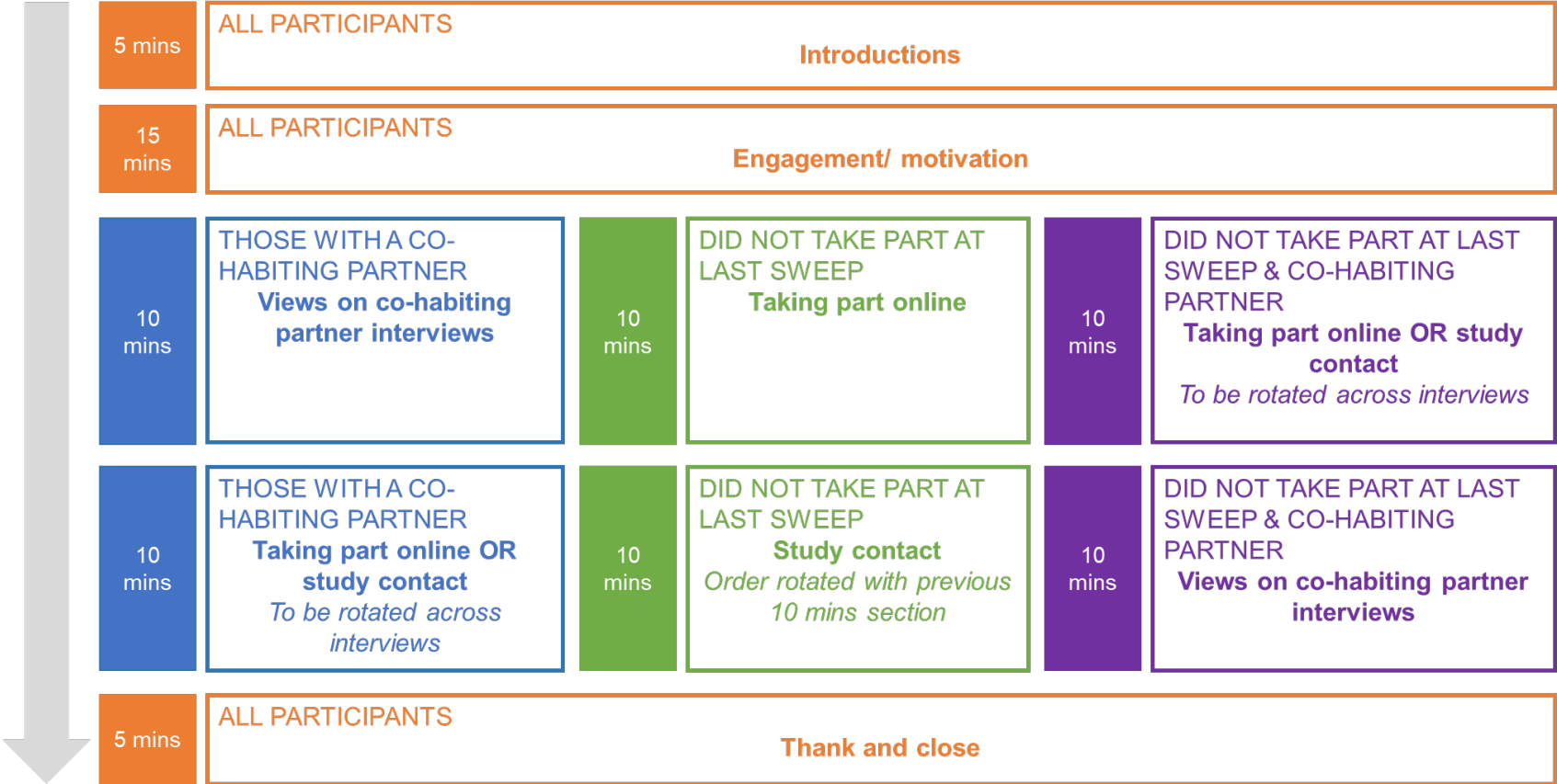
Interviews will be carried out either via Zoom or telephone depending on participant preference. Each interview will last about 45 minutes, and each participant is being provided with a thank you of £30.

This topic guide is intended to guide the discussion with interviewees. It will be used to ensure the topics are covered with participants but not all questions will necessarily be asked, or the exact wording used. The order of some questions may also differ as the moderator will be led by the participant, ensuring that the interview reflects the participant's views and experiences.

Timings are provided but are for guidance only.

Topic guide structure:

Given there are two different audiences for these depth interviews and a range of topics for exploration, the topic guide structure is as follows: Please note: a flow for any participants who did not take part at last sweep and have a co-habiting partner is included in case we come across any of these members although it should be noted that this is not a quota and therefore this may not be needed.



Topic Guide

Timings	Questions	Objectives/ notes
5 mins	INTRODUCTION ALL PARTICIPANTS Introduce yourself and the purpose of the research project	<i>This section is to ensure informed consent is gained and to introduce</i>

	<p>I'd like to start by introducing myself, and the purpose of this research project...</p> <ul style="list-style-type: none"> • I'm X, and I work for an organisation called Ipsos, an independent research organisation. • We are carrying out this research on behalf of the Centre for Longitudinal Studies at University College London who run the Child of the New Century Study. They have asked us to speak to study members to find out what it is like to take part and how they can make the experience more interesting and enjoyable. • We will be talking about different aspects of the study. Some of these are just ideas to see what people think about them. It does not necessarily mean that these things will happen in the future but it is an opportunity for you to let us know what you think about these ideas. • There are no right or wrong answers! We are just interested in your views and thoughts. • Please can I check, are you currently in a location where you're happy to take part in this discussion? • The interview will last around 45 minutes. We very much appreciate you taking part, and as a thank you, you will receive £30 for your time. <p>Reassurances</p> <ul style="list-style-type: none"> • This research project is being carried out in accordance with the Market Research Society (MRS) Code of Conduct. • It is completely up to you whether you take part, and you can change your mind at any time. • The Centre for Longitudinal Studies will know that you have taken part in the research, but they will not know what you have said. Our discussion will remain confidential and will be used for research purposes only. • The findings of this research will be anonymous, and you will NOT be identifiable in the published report. Any direct quotes used in the report will not be attributed to you. <p>Consent to take part in the research</p> <ul style="list-style-type: none"> • Are you happy to take part? • Before we begin, do you have any questions? <p>Consent for audio recording</p> <ul style="list-style-type: none"> • With your permission, we would like to digitally video record the interview. We will watch back to these recordings to make notes of our discussion, so we have an accurate record of what we talked about. The recording will be securely deleted after the research project is completed. Is that okay? • ONCE RECORDING HAS STARTED, PLEASE CONFIRM THAT YOU ARE NOW RECORDING. 	<p><i>the participant to the research interview.</i></p>
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	<p>PARTICIPANT INTRODUCTION</p> <p>ALL PARTICIPANTS</p> <p>Now that I've introduced myself and the research project, it would be great if could you tell me a little bit about yourself and where you live?</p> <ul style="list-style-type: none"> • Who do you currently live with? • How do you spend most of your time day to day? Working? Education? Other? • What do you enjoy doing in your spare time? Hobbies? 	
15 mins	<p>ENGAGEMENT/ MOTIVATION</p> <p>Overall experience</p> <p>ALL PARTICIPANTS</p> <p>It would be great to hear about your experiences of being a member of Child of the New Century...</p> <ul style="list-style-type: none"> • What is it like being a member of Child of the New Century? • How would you describe being a member of the Child of the New Century study to someone who has never heard about it? <p>Current engagement</p> <p>ONLY THOSE WHO TOOK PART AT LAST SWEEP</p> <ul style="list-style-type: none"> • What are the main reasons that you take part in Child of the New Century surveys? <ul style="list-style-type: none"> ◦ What are the benefits of taking part? • What do you most enjoy about taking part? Why? • What do you least enjoy taking about taking part? Why? • What changes could be made to encourage people to take part in the study? <p>Child of the New Century asks members to take part in different surveys. This includes major surveys. These are surveys that take place every few years. They usually involve an interviewer coming to your home to ask you some questions for around 1-1.5 hours. The last one took place when you were aged 17. Members are also asked to take part in shorter online surveys. These take place online and have asked you to questions about Covid-19 and other topics. The last one took place at the end of last year. Today we will be talking about the next major survey which is planned to take place next year in 2023.</p> <p>.</p> <ul style="list-style-type: none"> • How do you feel about taking part in the next major survey? Why? • What would encourage you to take part in the next major survey? • What, if anything might put you off taking part in the next major survey? 	<p><i>The aim of this section is to explore motivations and barriers to taking part. We will share potential 'engagement hooks' that are planned for use in the CM materials to explore appeal of these. We will also share ideas for topic areas (generated from the web survey) to understand in greater depth the appeal of these/ the types of questions CMS anticipate these would cover. Finally, this section will also explore preferences for incentives.</i></p>

Current engagement**ONLY THOSE WHO DID NOT PARTICIPATE AT LAST SWEEP**

The last Child of the New Century major survey took place when you were 17 years old but we know you did not take part.

- What are the main reasons you did not take part last time?
- What could have the study team done to encourage you/ help you take part last time?
- Thinking about taking part in the past, are there any parts of the survey that you would prefer not to complete? Why? Would removing these make a difference to your decision to take part next time?
 - *Prompt if needed:* Before the Age 17 Survey, the previous major surveys took place when you were 11 and 14. Both surveys asked you to complete a questionnaire, perform some tasks and have your height and weight measured At 14 we also asked you to provide a saliva sample and you may have been asked to wear an activity monitor and complete a time-use diary.

The study team plans for the next major survey to take place next year in 2023.

- How do you feel about taking part in the next major survey? Why?
 - What might encourage you to take part in the next major survey?
 - What changes could be made to encourage people like you to take part?

Influencers**ALL PARTICIPANTS**

- Who, if anyone, do you go to for advice about whether or not you should take part in the major surveys?
 - How much does their opinion matter to your decision? Why?
 - *Moderator explore: who, why, what they talk about.*
- Is taking part in the major survey something you would talk to your parent/s about? Why/ why not?
 - *Moderator explore if yes: what they talk about, role of parent in them taking part in CNC.*

Messaging**ALL PARTICIPANTS**

The Child of the New Century study team would like to understand what information about the study should be given to members to encourage them to take part in the next major survey. I'd like you to think about what would convince you to take part.

STIMULUS 1: ENGAGEMENT HOOKS

	<div data-bbox="342 153 949 563"> <p>1</p> <p>Taking part helps researchers understand key experiences or challenges for your unique generation. For example, the impact of the pandemic, or what it is like moving from your teens to your twenties.</p> </div> <div data-bbox="994 153 1592 563"> <p>2</p> <p>The study team have made improvements to the survey experience based on study member feedback. This includes the topics covered, how the study contacts you and how you take part.</p> </div> <div data-bbox="342 563 949 995"> <p>3</p> <p>Study members will receive a thank you for taking part such as a voucher.</p> </div> <div data-bbox="994 563 1592 995"> <p>4</p> <p>By taking part you are contributing to research that helps researchers, government and others to develop services and policies that help improve peoples' lives.</p> </div> <ul style="list-style-type: none"> • What information here is most likely to encourage you to take part in the next major survey? Why? • Is any information new/ surprising? How does this make you feel about the study? • Looking at box 1 (Taking part helps researchers understand key experiences or challenges for your unique generation. For example, the impact of the pandemic, or what it is like moving from your teens to your twenties)... <ul style="list-style-type: none"> ○ Thinking specifically about key experiences or challenges for your generation... <ul style="list-style-type: none"> ▪ What would you say are the challenges facing your generation today? ▪ And what about the next generation - what do you hope will be different for the next generation? ○ Thinking specifically about moving from your teens to your twenties... <ul style="list-style-type: none"> ▪ What types of decisions are you/ people your age making about life at the moment? ▪ What about longer-term plans? How certain are you about what you want to be doing in ten years' time? 	
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	<ul style="list-style-type: none"> • Looking at box 3 (Study members will receive a thank you for taking part)... • In the recent online survey some members told us that they would welcome a gift or payment for taking part in the survey. <ul style="list-style-type: none"> ○ What do you think about this? • Overall, what would be most likely to encourage you to take part in the survey? <ul style="list-style-type: none"> ○ If given the option of a shopping voucher or a small gift which would you prefer? Why? How much, if at all, would this encourage you to take part in the survey? ○ <i>Moderator: we do not currently have small gift examples - if cohort member queries this/ notes that they would be interested in a small gift please explore what type of gift they would like.</i> • Looking at box 4 (By taking part you are contributing to research that helps researchers, government and others to develop services and policies that help improve peoples' lives)... • To what extent would this encourage you to take part in the survey? Why/ why not? • I have some examples to share with you (<i>Moderator: show STIMULUS 1A</i>)... <ul style="list-style-type: none"> ○ What do you think about these types of examples? ○ How do they make you feel about taking part in the survey? Why? <p>STIMULUS 1A: POLICY IMPACT EXAMPLES</p>	
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	<div data-bbox="336 156 1003 507"> <p>Supporting children who experience domestic violence</p> <p>You helped change the law to better support children whose parents are victims of domestic violence.</p> <p>Action for Children asked the UCL Centre for Longitudinal Studies to analyse information from Child of the New Century on the life chances of children whose parents were victims of domestic violence. Action for Children used the findings in their campaign to influence the Domestic Violence Act 2021, and they were successful in changing the law so that children whose parents are victims of domestic violence must be offered support services to protect them against the long-term effects of that trauma.</p> </div> <div data-bbox="336 523 1003 849"> <p>Putting young people's mental health at the top of the policy agenda</p> <p>You have pushed young people's mental health to the top of the public health agenda.</p> <p>Research from Child of the New Century on young people's mental health and wellbeing has directly shaped how Public Health England is developing support services, as well as what advice the Department for Education gives schools. The findings have appeared in The Times, The Telegraph, Daily Mail, The New Statesman and on LBC radio.</p> </div> <div data-bbox="1025 156 1617 587"> <p>Raising awareness of risky behaviours</p> <p>You are informing Government and Parliament on important issues facing your generation, like drug and alcohol use, carrying weapons and gangs.</p> <p>Researchers from the UCL Centre for Longitudinal Studies have used information from Child of the New Century to inform the Home Office and the Home Affairs Select Committee on how Generation Z is affected by substance use, crime (including carrying weapons), and other risky behaviours that can have long-term consequences for young people. The findings from Child of the New Century have appeared in on BBC News, The Times, The Telegraph, Daily Mail, Independent, Metro and across the regional press.</p> </div> <div data-bbox="1025 603 1617 874"> <p>Support patients at risk of developing long Covid</p> <p>You've informed the advice given to GPs on how to support people with long Covid.</p> <p>Child of the New Century was one of 10 cohort studies that informed the guidance that the National Institute for Health and Care Excellence gave GPs on how to talk to patients about handling long Covid.</p> </div> <div data-bbox="309 944 1639 1120"> <p>Topics</p> <p>ALL PARTICIPANTS</p> <p>The Child of the New Century study recently asked study members to take part in a short online survey. You may have taken part in this. The online survey included some questions about topics they would like the next major survey to cover. I'd like to get your views on these.</p> </div> <div data-bbox="309 1145 618 1184"> <p>STIMULUS 2: TOPICS</p> </div>	
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	<div data-bbox="427 150 754 403"> <p>Mental health and wellbeing</p> </div> <div data-bbox="815 150 1140 403"> <p>The impact of the pandemic on health, education, employment and daily life</p> </div> <div data-bbox="1198 150 1523 403"> <p>Finances, savings and debt</p> </div> <div data-bbox="427 454 754 708"> <p>Physical health</p> </div> <div data-bbox="815 454 1140 708"> <p>Relationships (e.g. with parents, children, romantic relationships)</p> </div> <div data-bbox="1198 454 1523 708"> <p>Life transitions</p> </div> <p><i>Moderator note: if queried/ keen for further information - 'relationships' questions could include views on living at home/moving out, ongoing parental involvement in their lives, closeness or quality of relationships.</i></p> <ul style="list-style-type: none"> • What do you think about these topics being included in the next major survey? Why? • Which, if any, would be important for you? • Why? <ul style="list-style-type: none"> ○ FOR THOSE CONSIDERED IMPORTANT: ○ What types of questions/ areas might be explored for these topics? ○ Would knowing that the next major survey was going to cover this topics encourage you to take part? Why/ why not? • Are there any topics missing from here that you think are important to ask about or any other topics you'd like to see covered? <ul style="list-style-type: none"> ○ IF YES: ○ Why this topic? ○ What specifically would you like to see covered? Why? What types of questions might this include? ○ Would knowing that the next major survey was going to cover this topics encourage you to take part? Why/ why not?
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10 mins	<p>VIEWS TOWARDS CO-HABITING PARTNER INTERVIEWS ONLY THOSE WITH A CO-HABITING PARTNER</p> <p>I'd now like us to think about involvement that other people in your household could have in the study.</p> <p>You mentioned that you live with your partner <i>[moderator here and throughout this section you can use terminology that participant has used to describe their partner in the introduction section]</i>.</p> <p>The circumstances of those we live with can have a big impact on many aspects of our lives. For this reason the study is interested in collecting information about partners. In the next major survey it is likely that you would be asked some questions about your partner. But it would be help the study understand your family life a lot more if they could also directly ask your partner some questions about their life. .</p> <ul style="list-style-type: none"> • How would you feel if we asked you some questions about your partner in the next major survey? For example, about their job and their earnings? • How would you feel if your partner was asked to directly take part in the next major survey? This would likely involve asking them to complete a 20 minute questionnaire. Why? • How do you think your partner would feel if they were asked to take part in the next major survey? Why? • The study could ask partners about different topics such as family background, education, employment, mental health, physical health. <ul style="list-style-type: none"> ○ How would you feel about your partner being asked questions on these topics? Why? ○ How do you think your partner might feel about being asked questions on these topics? Why? ○ What other topics do you think might be useful to ask partners about? • The study could ask partners to take part in different ways including taking part in an interview face-to-face with an interviewer, or completing some questions online in a survey.]. <ul style="list-style-type: none"> ○ What do you think about these? ○ How would you prefer your partner to take part? Why? ○ How do you think your partner would prefer to take part? Why? 	<p><i>The aim of this section is to understand views amongst CMs with a co-habiting partner their views on the study carrying out an interview with their partner and what types of topics this could cover.</i></p>
10 mins	<p>TAKING PART ONLINE DID NOT TAKE PART AT LAST SWEEP - THESE PARTICIPANTS WILL COVER BOTH TAKING PART ONLINE AND STUDY CONTACT. PLEASE ROTATE WITH 'STUDY CONTACT' ACROSS INTERVIEWS. THOSE WITH A CO-HABITING PARTNER WILL COVER THIS SECTION OR 'STUDY CONTACT'. PLEASE ROTATE WHICH ONE IS COVERED ACROSS THESE INTERVIEWS</p>	<p><i>The aim of this section is to understand how CMs might feel about taking part online, particularly thinking about:</i></p>

	<p>I'd like to talk now about how you take part in Child of the New Century major surveys...</p> <ul style="list-style-type: none"> How do you feel about taking part in the major survey face-to-face in person? <ul style="list-style-type: none"> What do you like about it? Anything you are less keen on? Are there other ways you'd like to be able take part? <p>How would you feel about taking part in the major survey online.</p> <ul style="list-style-type: none"> This could involve you completing the survey online on your own device, or the interviewer could bring a tablet to your home for you to complete the survey on. What do you think about this? What would be your preference? <p>The plan is for the next major survey to last 60-75 minutes, what do you think about this?</p> <ul style="list-style-type: none"> Thinking about doing this survey online, how would you feel if the survey was 60-75 minutes long? How might this compare to other things you do online (e.g. lectures, attending training)? What, length would be acceptable to you? How long would be too long? What could the study team do to help make sure that completing a 60-75 minute online survey was possible? <ul style="list-style-type: none"> What can they do to make completing the survey on a mobile phone possible? What can they do to make completing the survey on a laptop possible? And is there anything that could be done to make completing it online more enjoyable? <p>Thinking about taking place face-to-face, how important is having contact with an interviewer?</p> <ul style="list-style-type: none"> How would you feel if you didn't have that contact with an interviewer when you completed the next major survey? How, if at all, would doing the survey online change your experience of the Child of the New Century Study? 	<ul style="list-style-type: none"> <i>How they would take part online</i> <i>How long any online participation would be</i> <i>Whether they would feel differently about taking part/ being part of the study if they did not have interviewer contact.</i> <p><i>Please note: it is important that online is presented as a potential option and that we DO NOT give the impression that the survey will be online only in the future.</i></p>
10 mins	<p>STUDY CONTACT</p> <p>DID NOT TAKE PART AT LAST SWEEP - THESE PARTICIPANTS WILL COVER BOTH TAKING PART ONLINE AND STUDY CONTACT. PLEASE ROTATE WITH 'TAKING PART ONLINE' ACROSS INTERVIEWS.</p> <p>THOSE WITH A CO-HABITING PARTNER WILL COVER THIS SECTION OR 'TAKING PART ONLINE'. PLEASE ROTATE WHICH ONE IS COVERED ACROSS THESE INTERVIEWS</p>	<p><i>The aim of this section is to understand how CMs would prefer to be contacted by CNC.</i></p>

	<p>I'd like to talk now about how the study stays in contact with you ...</p> <ul style="list-style-type: none"> • How do you prefer to be contacted by the study? <ul style="list-style-type: none"> ○ Probe: post, email, telephone, other? • How would you prefer to be contacted by the study when... <ul style="list-style-type: none"> ○ The study gets in touch with you to let you know there is a new major survey to take part in? ○ The study gets in touch with you to tell you about what will happen at the next major survey? ○ The interviewer gets in touch to arrange a date and time for the interview? ○ Keeping you up to date with how the study findings have been used for example, when the study is mentioned in the news. ○ The study gets in touch to ask you to update your contact details. ○ <i>Moderator, for each of the above explore reasons for contact preferences.</i> • Are you aware that Child of the New Century has a website and social media pages (Facebook, Instagram, Twitter)? <ul style="list-style-type: none"> ○ IF YES: Have you visited any of the Child of the New Century website or social media pages? (Facebook, Instagram, Twitter)? <ul style="list-style-type: none"> ▪ Why/ why not? ▪ What do you think about them keeping in touch with study members in these ways? ○ IF NO: How interested would you be to visit these? Why/ why not? <ul style="list-style-type: none"> ▪ What do you think about Child of the New Century keeping in touch with study members in these ways? • Is there anything that the Child of the New Century team could do to improve how they contact or keep in touch with study members? <ul style="list-style-type: none"> ○ Are there any other ways they could get in touch with you? ○ Are there any other social media platforms they could use? 	
5 mins	<p>THANK AND CLOSE ALL PARTICIPANTS</p> <ul style="list-style-type: none"> • That brings us to the end of the interview <ul style="list-style-type: none"> ○ Do you have anything else to add? ○ Do you have any questions for me? 	<p><i>The aim of this section is to wrap up the discussion and thank participants for taking part.</i></p>

	<p>Just to remind you that some of the things we have been discussing are just ideas for things that could be part of the study in the future. It does not necessarily mean that these will happen, but we very much appreciate your thoughts on them.</p> <p>And finally, as part of this research we will be getting back in touch with some people to ask some more or follow-up questions on this topic. Can I check if you would be happy for Ipsos to recontact you for this purpose?</p> <p>If you have any questions about the research please get in touch. You will find further information and contact details on your information sheet.</p> <p>Thank you</p> <p><i>Moderator: stop recording.</i></p>	
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10.4 Stage 2: follow-up individual depth interview topic guide

Research Objectives

Background:

8 depth interviews will take place with two key cohort member audiences:

- Min 2 and max 4 who live with a co-habiting partner. One of the aims of these interviews will be to understand views towards co-habiting partner interviews.
- 4 x living away from parental home, 4 x living at home. One of the aims of these interviews will be to understand views toward interview location and length

Overall research objectives:

- Explore views on study leaflet and explore areas of specific interest and scope for improvement.
- Understand views toward interview length and location, and the impact that the interview length has on views toward study participation.
- Understand preferences for contact strategy relating to scheduling interviews.
- Explore level of interest in additional study engagement via email
- Understand views towards co-habiting partner interviews, and specifically views on questions about finances.

Notes:

Interviews will be carried out either via Zoom or telephone depending on participant preference. Each interview will last about 45 minutes, and each participant is being provided with a thank you of £30.

This topic guide is intended to guide the discussion with interviewees. It will be used to ensure the topics are covered with participants but not all questions will necessarily be asked, or the exact wording used. The order of some questions may also differ as the moderator will be led by the participant, ensuring that the interview reflects the participant's views and experiences.

During the interview we will be asking participants views on the CNC leaflet. Participants will be emailed the leaflet in advance of the interview with the following text.

Thank you for agreeing to take part in a follow-up interview about being a Child of the New Century member. We very much valued your involvement in the previous part of the research. This follow-up interview will be a chance for us to ask a few more questions about how the Child of the New Century gets in touch with members.

As one part of this interview, we'd like to ask for your views on a leaflet that the Child of the New Century study team are putting together.

The aim of the leaflet will be to provide information about the next major survey (which is due to take place next year in 2023) and to encourage study members to take part. The leaflet would be sent to members shortly before they are contacted to arrange an interview.

Please find attached the leaflet that the study team are working on. It is not a final version, and to help the study team decide what the final leaflet should include to encourage study members to take part in the next major survey, we'd like to get your views. Please can you look at the leaflet before your interview and think about which parts jump out to you and which parts are most interesting to you. We will then talk about the leaflet in more detail during your interview.

If you have any questions about this, please contact [IPSOS CONTACT].

We look forward to speaking to you soon.

Thank you

Timings are provided but are for guidance only.

Topic Guide

Timings	Questions	Objectives/ notes
5 mins	<p>INTRODUCTION ALL PARTICIPANTS Introduce yourself and the purpose of the research project I'd like to start by introducing myself, and the purpose of this research project...</p> <ul style="list-style-type: none"> I'm X, and I work for an organisation called Ipsos, an independent research organisation. Thank you very much for previously taking part in some research about being a member of Child of the New Century. As a reminder, we are carrying out this research on behalf of the Centre for Longitudinal Studies at University College London who run the Child of the New Century Study. They have asked us to carry out follow up interviews with study members to find out their views on the study leaflet, preferences for interview length and location, thoughts on how best to 	<p><i>This section is to ensure informed consent is gained and to introduce the participant to the research interview.</i></p>

	<p>contact study members and [IF APPLICABLE] attitudes to questions about partner or household income.</p> <ul style="list-style-type: none"> • Some of these are just ideas to see what people think about them. It does not necessarily mean that these things will happen in the future but it is an opportunity for you to let us know what you think about these ideas. • There are no right or wrong answers! We are just interested in your views and thoughts. • Please can I check, are you currently in a location where you're happy to take part in this discussion? • The interview will last around 45 minutes. We very much appreciate you taking part, and as a thank you, you will receive £30 for your time. <p>Reassurances</p> <ul style="list-style-type: none"> • This research project is being carried out in accordance with the Market Research Society (MRS) Code of Conduct. • It is completely up to you whether you take part, and you can change your mind at any time. • The Centre for Longitudinal Studies will know that you have taken part in the research, but they will not know which things you have said. Our discussion will remain confidential and will be used for research purposes only. • The findings of this research will be anonymous, and you will NOT be identifiable in the published report. Any direct quotes used in in the report will not be attributed to you. <p>Consent to take part in the research</p> <ul style="list-style-type: none"> • Are you happy to take part? • Before we begin, do you have any questions? <p>Consent for audio recording</p> <ul style="list-style-type: none"> • With your permission, we would like to digitally audio record the interview. We will listen back to these recordings to make notes of our discussion, so we have an accurate record of what we talked about. The recording will be securely deleted after the research project is completed. Is that okay? • ONCE RECORDING HAS STARTED, PLEASE CONFIRM THAT YOU ARE NOW RECORDING. <p>PARTICIPANT INTRODUCTION ALL PARTICIPANTS Now that I've introduced myself and the research project, it would be great if could you tell me a little bit about yourself and where you live.</p>	
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	<ul style="list-style-type: none"> • Have there been any changes to your circumstances since we last spoke? • Who do you currently live with? • How you spend most of your time day to day? Working? Education? Other? 	
15 mins	<p>ADVANCED MATERIALS</p> <p>Views on leaflet ALL PARTICIPANTS</p> <p>You should have received an example of the Child of the New Century study leaflet via email ...</p> <ul style="list-style-type: none"> • Could you tell me what you thought of the leaflet? • Did anything stand out to you when you were reading the leaflet? <ul style="list-style-type: none"> ○ Any sections which caught your eye? Why ○ Is any of the information new/ surprising? <p>Inside the leaflet there is a section titled 'How CNC has already made a difference'. This section contains four different examples of how CNC data has made an impact.</p> <ul style="list-style-type: none"> • What did you think of this section? • How useful is it to include these types of examples? How do they make you feel about taking part in the next major survey? Why? • How do you feel about the four examples? • Is there anything which might have made them more eye-catching? • How do you feel about the level of detail? <ul style="list-style-type: none"> ○ Too much? Too little? Just right? • Would you prefer fewer examples (e.g. one big, more detailed example) or more examples (e.g. multiple shorter examples) <ul style="list-style-type: none"> ○ Why? <p>Underneath there is a section titled 'What would we like you to do?'. As you can see, this section contains a series of boxes which outline what the study would like you to do, and why this is useful for the CNC study team.</p> <ul style="list-style-type: none"> • What did you think of the 'why is this useful' boxes? • How do you feel about the level of detail? <ul style="list-style-type: none"> ○ Too much? Too little? Just right? • Is there anything which might have made them more eye-catching? • How does this information make you feel about taking part in the next major survey? Which boxes are most likely to encourage you to take part? Why? 	<p><i>The aim of this section is to explore spontaneous views about the leaflet, which areas jumped out to participants, which were of most interest and why, and other ways study members might prefer to receive information.</i></p>

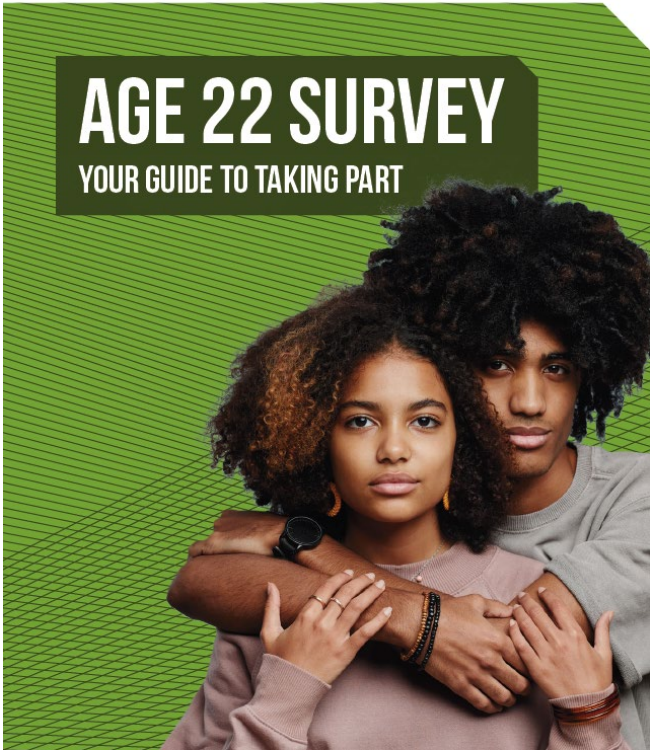
	<p>ONLY THOSE WITH A CO-HABITING PARTNER</p> <p>In the section ‘What would we like you to do?’ the final box (bottom right) mentions the study team wanting to interview your live-in partner, if you have one.</p> <ul style="list-style-type: none"> • How do you feel about the way this information is presented? <ul style="list-style-type: none"> ○ Do you think it is clear? Anything missing? • How do you feel about the level of detail? <ul style="list-style-type: none"> ○ Too much? too little? Just right? <p>Views on other ways to receive information</p> <p>ALL PARTICIPANTS</p> <p>Typically, CNC would send study members information about the study in a leaflet, sent to you in the post.</p> <ul style="list-style-type: none"> • What do you think about receiving a leaflet like this through the post? • How likely would you be to read the information in a leaflet compared to say, an email? • Can you think of any other ways you might get this sort of information? <ul style="list-style-type: none"> ○ Prompt: video format? • Can you think of any benefits or drawbacks to receiving this information in a video compared to a leaflet? <ul style="list-style-type: none"> ○ Prompt: Convenience? Accessibility? • Thinking about the different ways you might receive the information included in the leaflet, which would be your preference? 	
<p>Attitudes to partner/ household income questions</p> <p>5-10 mins</p>	<p>Views on involvement of co-resident partner</p> <p>ONLY THOSE WITH A CO-HABITING PARTNER</p> <p>We previously talked about the survey including some questions about your partner. These would be optional to answer. However, I’d like to get your views on some questions that may be included.</p> <p>The survey may include some questions about your partner’s working status for example whether they are in full or part-time employment, self-employed, in education or unemployed.</p> <ul style="list-style-type: none"> • How would you feel about being asked questions about your partner’s working status? How likely would you be to answer this type of question? 	<p><i>The aim of this section is to explore views towards co-habiting partner interviews, and specifically views on being asked questions about finances.</i></p>

	<ul style="list-style-type: none"> ○ Why/ why not? <p>The survey may also ask some questions about you and your partner's combined financial situation. This could include questions about you and your partner's sources of income which would, include income from your job, any benefits received, income from other sources such as education grants, money from parents or other relatives and income from investments. It could also include questions about the combined amount of savings or debt that you and your partner may have. These questions would be optional, meaning that you could skip any questions you did not want to answer or couldn't answer. However, I'd like to hear your views</p> <p><i>Interviewer: throughout please prompt participant to consider each area: sources of income, savings and debt.</i></p> <ul style="list-style-type: none"> • How would you feel about answering these types of questions? • How easy or difficult would you find it to answer these types of questions? Are there any that would be more or less easy to answer?: • Would you be happy to answer questions about these? Are there any that you would be more or less happy to answer questions about? 	
<p>Interview location and length</p> <p>5-10 mins</p>	<p>Views on location of interview ALL PARTICIPANTS</p> <p>Taking part in a major survey usually involves an interviewer coming to your home to ask you some questions.</p> <ul style="list-style-type: none"> • When we say 'your home', where do you picture the interview taking place? Where you currently live, somewhere else? • How do you feel about the interview taking place at your home? • Can you think of anywhere else you'd prefer the interview to take place? <ul style="list-style-type: none"> ○ Prompt: parental home, partners home <p>As you may recall, one aspect of the interview would involve taking your physical measurements (e.g., height and weight).</p> <ul style="list-style-type: none"> • How would you feel about having your physical measurements taken at [insert location mentioned]? ○ Would this change your preference for where the interview took place? <p>Views on length of interview ALL PARTICIPANTS</p> <p>As you may recall, when the interviewer comes to your home to complete the major survey the interview typically lasts around 1-1.5 hours.</p>	<p><i>The aim of this section is to explore views about location of interviews and understand the impact of interview length on comfort and practicality of participation.</i></p>

	<p>The study team are interested in understanding how study members feel about the interview length, both in terms of how comfortable study members feel about taking part in a 1-1.5 hours long interview, and how easy or difficult it is for study members to find a suitable time to do a 1-1.5 hours interview in their current schedule</p> <ul style="list-style-type: none"> • How comfortable would you feel doing a 1-1.5h long interview? <ul style="list-style-type: none"> ○ If not comfortable: why not? • What length of interview would feel more comfortable for you? <ul style="list-style-type: none"> ○ Prompt: 1h, 45 min? • Thinking about a typical week, how easy or difficult would it be for you to find the time to take part in a 1-1.5h long interview? <ul style="list-style-type: none"> ○ If difficult: would a shorter interview length be easier for you to schedule? ○ How might receiving a financial thank you for taking part change your views on this? • To what extent would the length of the interview make a difference to whether you agree to take part in the next major survey? <ul style="list-style-type: none"> ○ Probe: is this more to do with how you feel about taking part in an interview for this length of time or practicality of finding a time to do this? • 	
<p>Contact Strategy and email engagement</p> <p>5 mins</p>	<p>Views on contact approach ALL PARTICIPANTS The study team are interested to know how study members feel about communication relating to organising the interview. Typically the study team call study members to book in a time for the interviewer to visit their home.</p> <ul style="list-style-type: none"> • Would you expect any communication from the study before they called you to arrange an interview? <ul style="list-style-type: none"> ○ If yes: how would you prefer to receive a reminder? Email? Text? ○ If yes: is there anything you'd expect to be asked? e.g. best time to call, notification of when they plan to call, number they will call from? <p>Views on engagement ALL PARTICIPANTS The study team are also interested to know what, if any, additional communication you would like from the Child of the New Century.</p> <ul style="list-style-type: none"> • How would you feel about receiving a study e-newsletter? • What would you be interested in finding out about in the e-newsletter? • How often would you like to receive a study e-newsletter? Every few months? Every 6 months? Yearly? 	<p><i>The aim of this section is to understand contact preferences when scheduling interviews and explore views on email engagement options.</i></p>

	<ul style="list-style-type: none"> • Aside from an e-newsletter, is there any other information you'd like to receive via email? <ul style="list-style-type: none"> ○ Prompt: when the study has been in the news? 	
5 mins	<p>THANK AND CLOSE ALL PARTICIPANTS</p> <ul style="list-style-type: none"> • That brings us to the end of the interview <ul style="list-style-type: none"> ○ Do you have anything else to add that we have not covered? ○ Is there anything else that we haven't talked about that might encourage you to take part in the next major survey? ○ Is there anything else that we haven't talked about that might discourage you to take part in the next major survey? ○ Do you have any questions for me? <p>Just to remind you that some of the things we have been discussing are just ideas for things that could be part of the study in the future. It does not necessarily mean that these will happen, but we very much appreciate your thoughts on them.</p> <p>Thank you</p> <p><i>Moderator: stop recording.</i></p>	<p><i>The aim of this section is to wrap up the discussion and thank participants for taking part.</i></p>

10.5 Stage 2: draft advance booklet

Cover page	<div><div>CHILD OF THE NEW CENTURY</div><div><div>AGE 22 SURVEY</div><div>YOUR GUIDE TO TAKING PART</div></div><div></div></div>
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Pages 2
and 3

THE AGE 22 SURVEY

AN IMPORTANT PHASE OF YOUR LIFE, AND THE STUDY

For more than two decades, **Child of the New Century (CNC)** has followed the life stories of thousands of people born around the year 2000, building a detailed picture of what life in the UK is like for your generation.

The Age 22 Survey will be the first time we interview the 'children' of the new century as adults.

Your early twenties are a time when many people start taking key life decisions around things like jobs, housing, or relationships, as well as playing a bigger role in the lives of family, friends, or wider society.

You are entering this important stage of your lives in the wake of the

pandemic and other world-changing events that have presented important challenges for your generation. By taking part in the Age 22 Survey, you're helping ensure CNC can inform the services and policies that will support your generation to navigate this changing world, and improve the lives of some of those most at risk in society.



HOW CNC HAS ALREADY MADE A DIFFERENCE

Supporting children who experience domestic violence

Action for Children used findings from CNC to advocate for a change to the Domestic Violence Act 2021 to ensure children who witness domestic violence receive adequate support to protect them against the long-term effects of that trauma.

Helping make young people's mental health a top priority

CNC findings on young people's mental health and wellbeing have directly shaped how Public Health England is developing support services, as well as what advice the Department for Education gives schools.

Supporting patients at risk of developing long Covid

CNC was one of 10 cohort studies that informed the guidance given to GPs on how to talk to patients about handling long Covid.

Raising awareness of risky behaviours

CNC findings are being considered by the Home Office and the Home Affairs Select Committee on how your generation is affected by drug and alcohol use, crime (including carrying weapons), and other risky behaviours that can have long-term consequences for young people.

Visit the study website to find out more about what the study has found: www.childnc.net

Why your individual story matters

We often get asked, "if I haven't faced many difficulties in my life, is the information I give you still helpful?". Yes, it absolutely is.

When people from different walks of life take part, we're able to understand how your life compares to others', how it's different, and why that might be. By spotting these differences, we can investigate why life is harder for some people and what could help. But the study is also about understanding positive things, like what has helped you thrive, build resilience and stay healthy.



Pages 4 and 5

WHAT WOULD WE LIKE YOU TO DO?

All the information you give us will be treated in the strictest confidence. If there are any questions you don't want to answer, or things you don't want to do, you don't have to. It's up to you.

Answer questions about your life

There will be questions about different areas of your life, including health and wellbeing, financial circumstances, work, housing, and relationships. If you live with a partner, we will ask you a few questions about them like their name, age and job title. Please check they are happy for you to answer. You can skip these questions if not.

Why is this useful?

One of the most important things CNC has found is how all the different areas of your lives are connected. Asking you questions about a broad range of topics helps us build a complete picture of your lives as individuals, and of your generation as a whole.

Answer some questions about your children

If you have any children, we'll ask you a bit about how they're doing and about the kinds of things you do together.

Why is this useful?

For those of you that have children, they'll be a big and important part of your lives. By learning about your parenting style, we can determine how the way your parents looked after you influences the way you look after your own children.

Let the interviewer take some measurements

The interviewer will ask to measure your height, weight and body fat percentage. The interviewer won't read your measurements out loud or share them with anyone else, and you can ask for a copy of your measurements.

Why is this useful?

Some of CNC's most influential findings have been around what helps young people keep a healthy weight. Height and weight help us calculate average body mass index (BMI), but we also measure body fat as sometimes considering it alongside or instead of BMI can give a better sense of your health.

Try some interactive 'games'

During the survey, you'll have a chance to play two games.

Why is this useful?

Sometimes seeing how you play a game or solve a puzzle gives us a better insight into how you think than asking you to answer questions. It also gives you a bit of a break to try something different!

Interview your live-in partner, if you have one

If you live with a partner, we'd like to ask them a few questions directly. We'll need their consent to do this. If they don't want to, you can still carry on with the rest of the survey.

Why is this useful?

Living with a partner can have a big impact on several areas of your lives, including mental health, social support, finances, and share of domestic responsibilities. By capturing some information about your live-in partner, we can learn more about the different types of relationships people your age are in, the ways in which they shape your life.

Pages 6 and 7

Who are Ipsos and the Centre for Longitudinal Studies?

The survey is being carried out by interviewers from **Ipsos**, an independent research organisation bound by the rules of the Market Research Society Code of Conduct. Ipsos carries out many large-scale social research projects on behalf of government on topics such as health, employment, education, crime and policing as well as high profile political and election research. All interviewers from Ipsos are fully trained and carry an identification card with their photograph.

Further information about Ipsos can be found at: www.ipsos.com

The **Centre for Longitudinal Studies (CLS)** is a research centre at the UCL Social Research Institute.

In addition to Child of the New Century (CNC), it is home to three other national longitudinal cohort studies, which follow the lives of tens of thousands of people - Next Steps (following people born in 1989-90), the 1970 British Cohort Study and the 1958 National Child Development Study.

CLS is funded by the Economic and Social Research Council.

What will happen to the information you provide?

The collected survey responses are made securely available for research. This research data does not contain any personal details that are identifiable at the individual level.

No one using the data will know who the information has come from, or who is in the study.

Who has approved this research?

This research has been reviewed by an independent group of people, called a Research Ethics Committee, to protect your safety, rights, wellbeing and dignity.

Confidentiality and data security

The information you provide will be treated in strict confidence in accordance with the General Data Protection Regulation and used for research purposes only.

This means that the data we collect from you is always kept separately from information which could identify you (such as your name and address).

In exceptional circumstances your confidentiality may be broken, for example, if something you tell us indicates that someone is at risk of harm.

When reports based on the data are published, care is taken to ensure that no information which could identify an individual is included.

The data controller for this project is University College London (UCL).

The UCL Data Protection Office provides oversight of UCL activities involving the processing of personal data, and can be contacted at: dataprotection@ucl.ac.uk.



More information about privacy and confidentiality is available on the CNC website:

childnc.net/privacy

The legal basis used to process your personal data is performance of a task in the public interest. If you are concerned about how your personal data is being processed, please contact the UCL Data Protection Office in the first instance using the email address provided. If you remain unsatisfied, you may wish to contact the Information Commissioner's Office (ICO).

Contact details, and details of data subject rights, are available on the ICO website at: ico.org.uk.

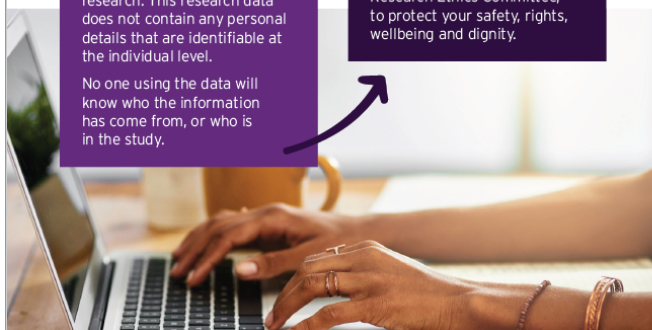
Your data will be stored securely and retained until no longer required by the Centre for Longitudinal Studies.

Participation in this research is not compulsory and you have the right to withdraw at any stage.

Permission for adding other information about you

If you have not already done so, we'd like to ask for your permission to add some information that government departments hold about you and any children you have to the information you give us as part of the study.

Before the interviewer visits, they will give you another booklet with information on why we would like to do this and what it involves. They will talk you through the consent process and answer any questions you may have. If you are not happy to do this, that's fine. The interviewer will simply record that and carry on with the rest of the interview.



Page 8

Worried about any of the issues covered in our survey?

We hope taking part in our survey will be a positive experience. We know lots of people enjoy taking time out to think about and answer questions about their lives. But if it leaves you worrying about anything that's happening in your life, there are organisations you can talk to.

The following provide advice on a range of issues:

- **Mind:** mind.org.uk (information and support with mental health)
- **Citizens Advice Bureau:** citizensadvice.org.uk (for general issues including benefits, housing, debt and consumer issues)
- **Family Lives:** familylives.org.uk (support for families struggling with things like family breakdown, debt and parenting challenges)

Should you require them, contact details for other sources of support can be found on the study website: childnc.net/helplines. You can also contact the CNC team at the Centre for Longitudinal Studies using the contact details below.

If you have any questions about the Age 22 Survey or want to make a complaint, please contact Ipsos:

✉ childnc@ipsos.com

☎ Freephone 0808 202 2102

✍ Child of the New Century
Ipsos
3 Thomas More Square
London E1W 1YW

You can find out more about Child of the New Century or get in touch with the study team at:

🌐 www.childnc.net

✉ childnc@ucl.ac.uk

☎ Freephone: 0800 092 1250

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10.6 Our standards and accreditations

Ipsos' standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a "right first time" approach throughout our organisation.



ISO 20252

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos was the first company in the world to gain this accreditation.



Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. We were the first company to sign up to the requirements and self-regulation of the MRS Code. More than 350 companies have followed our lead.



ISO 9001

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.



ISO 27001

This is the international standard for information security, designed to ensure the selection of adequate and proportionate security controls. Ipsos was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA) 2018

Ipsos is required to comply with the UK GDPR and the UK DPA. It covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials

This is a government-backed scheme and a key deliverable of the UK's National Cyber Security Programme. Ipsos was assessment-validated for Cyber Essentials certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data

Ipsos is signed up as a "Fair Data" company, agreeing to adhere to 10 core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

For more information

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About Ipsos Public Affairs

Ipsos Public Affairs works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. Combined with our methods and communications expertise, this helps ensure that our research makes a difference for decision makers and communities.

