

Fieldwork Wave 1

IP1 was conducted using an interviewer-administered CAPI instrument, and respondents were also invited to complete a self-completion paper booklet. 128 interviewers worked on IP1. Three different versions of the advance letter (depending on the incentive group, see Part C) were addressed to The Occupier. The letters refer to the study as “Living in Britain” because the branding of *Understanding Society* was still in development. All participating households later received a more detailed brochure, giving further information about the survey and thanking respondents for participating.

Fieldwork on IP1 started on 25th January and ended 21st April 2008. A minimum of six calls was made at each sampled address before it was considered a non-contact. Interviewers were encouraged to make further calls, if possible. If NatCen considered a conversion of those households which refused to participate or were non-contact worthwhile, a special conversion letter was sent by NatCen. Post-interview quality control was carried out with a telephone recall on 10% of all completed interviews.

Response outcome Wave 1

For household-level response at Wave 1, interviews were achieved at 1489 households. The household response rate was 59.0%, not counting ineligible addresses. Fieldwork achieved a total of 2393 individual interviews. Individual response rates within each wave are conditional on household response; the total individuals are those enumerated in cooperative households. Thus the conditional individual response rate at Wave 1 is 88.9%.

Table 1 shows the household-level response at IP1 in the top panel and individual-level response in the second panel. For each cell, the percent is reported above the number of units the percent represents, in *italics*. The total number of eligible sample units is in the Total rows, in **bold**.

Table 1 Household and Individual Response Outcomes, Wave 1

	Original Sample (Initial IP1)
<i>Household RR</i>	
Complete HH	49.4% 1246
Partial HH	9.6% 243
Total Responding HH	59.0% 1489
Nonresponding HH	41.0% 1034
Total HH	2523
<i>Conditional Individual RR</i>	
Responding individuals	88.9% 2399
Nonresponding individuals	11.1% 298
Total Individuals	2697

Fieldwork Wave 2

The most significant variation in IP2 was experimentation with a mixed-mode survey design (telephone and face-to-face, see Section 7.2). There were 116 CAPI interviewers and 50 CATI interviewers who worked on the survey. The advance letters were addressed to sample members by name and made use of the *Understanding Society* study title and logo.

The fieldwork period for IP2 was from 18th March to 12th June 2009. CAPI fieldwork started two weeks after the CATI start to enable an accumulation of CATI cases to become eligible to transfer to the CAPI interviewers. There were concerns that the

CAPi fieldwork would be less efficient if there were only small numbers of households to contact.

Response Outcome Wave 2

At IP2, only those responding households from IP1 were issued. Wave 2 household-level response rates are based only those issued, i.e. IP1 responding households. IP2 had a mixed-mode design experiment, with households allocated to one of three conditions (see Section 7.2). Response rates were different in each mode.

Table .2 shows the household-level response at IP2 for each of the three conditions and the overall total in the top panel and individual-level response for each in the second panel. For each cell, the percent is reported above the number of units the percent represents, in *italics*. The total number of eligible sampled units is in the Total rows, in **bold**.

Table .2 Household and Individual Response Outcomes, Wave 2

	Face-to-face	CATI: Move one, move all	CATI: Try all	Total
<i>Household RR</i>				
Complete HH	63.0%	60.2%	62.9%	62.1%
	<i>322</i>	<i>299</i>	<i>321</i>	<i>942</i>
Partial HH	13.7%	11.5%	10.4%	11.9%
	<i>70</i>	<i>57</i>	<i>53</i>	<i>180</i>
Total Responding HH	76.7%	71.6%	73.3%	73.9%
	<i>392</i>	<i>356</i>	<i>374</i>	<i>1122</i>
Nonresponding HH	23.3%	28.4%	26.7%	16.1%
	<i>119</i>	<i>141</i>	<i>136</i>	<i>396</i>
Total HH	511	497	510	1518
<i>Conditional Individual RR</i>				
Responding individuals	86.7%	81.4%	83.1%	83.8%
	<i>638</i>	<i>568</i>	<i>594</i>	<i>1800</i>
Nonresponding individuals	13.3%	18.6%	16.9%	16.2%
	<i>98</i>	<i>130</i>	<i>121</i>	<i>349</i>

	Face-to-face	CATI: Move one, move all	CATI: Try all	Total
Total Individuals	736	698	715	2149

In total, IP2 obtained response from 1122 households, for a 73.9% response rate. Within these households 1800 individuals were interviewed, an 83.8% response rate.

Given the mixed-mode design, not all individuals responded in the same mode. Table 3 shows the mode of completion for individuals by mixed-mode condition and overall total.

Table 3 Mode of Response, Wave 2

	Face-to-face	CATI: Move one, move all	CATI: Try all	Total
<i>Responding Mode</i>				
Face-to-Face	100%	21.3%	19.9%	48.7%
	638	121	118	877
Telephone	-	78.7%	80.1%	51.3%
		447	476	923
Total Individuals	638	568	594	1800

Fieldwork Wave 3

IP3 returned to a CAPI-only design, with 120 interviewers working on the survey. There were nine different types of advance letter, depending on the incentive group to which the household had been allocated and the outcome at IP2 (i.e. IP2 respondent, IP2 non-respondent, rising-16 year old). All adults in issued households received an advance letter, which included their unconditional incentive (High Street Gift Voucher).

A minimum of six calls was made at each sampled address before it was considered a non-contact; interviewers were encouraged to make further calls, if possible. If households had not been contacted or offered a 'soft' refusal, NatCen considered reissuing them, sometimes to a different interviewer. In these cases, a re-issue letter was sent by NatCen.

Fieldwork for IP3 started on 22nd April and ended 23rd July 2010. There were some delays to the start of fieldwork to deal with problems related to interviewer allocation to the showcard experiment. Post-interview quality control was carried out with a telephone recall on 10% of all completed interviews.

Response Outcome Wave 3

The sample at IP3 comprised of 1131 households that had responded at IP2 as well as a number of households which had been either not contacted (141) or were "soft" refusals (253). All surveys were conducted via a CAPI face-to-face interview. There were 1027 households interviewed at IP3, a 73.9% response rate. In these enumerated households, there was an 82.2% individual response rates, representing 1621 interviews.

Table 4 Household and Individual Response Outcomes, Wave 3

	Original
<i>Household RR</i>	
Complete HH	52.4%
	808
Partial HH	14.2%
	219
Total Responding HH	66.7%
	1027
Nonresponding HH	33.4%
	514
Total HH	1541

Original	
<i>Household RR</i>	
<i>Conditional Individual RR</i>	
Responding individuals	82.2%
	<i>1621</i>
Nonresponding individuals	17.8%
	<i>352</i>
Total Individuals	1973

Table 4 shows the household-level response at IP3 in the top panel and individual-level response conditional on household response in the second panel. For each cell, the percent is reported above the number of units the percent represents, in italics. The total number of eligible sample units is in the Total rows, in bold.

Fieldwork Wave 4

At IP4 a refreshment sample was added to increase the total number of households interviewed. The refreshment sample added an additional 960 addresses sampled in the same areas as the original sample. If a household at one of the added addresses responded, members were defined as Original Sample members, from Wave 4 onwards. All adults in issued households received an advance letter, which included their unconditional incentive (High Street Gift Voucher).

IP4 also included the “Early Bird” experiment which modified the fieldwork period (conducted in 2011) to permit scheduling of appointments with interviewers (see Section 7.13). The Early Bird experiment appointment period ran from 22nd February until 7th March, with the principal fieldwork period from 8th March to 18th April. There was then a re-issue period for non-contacted and soft refusal households from 10th May until 30th May. The re-issue period was extended from the original two weeks because of low response. A second re-issue then took place from 22nd June until 12th July, again because of lower than expected response.

Response Outcome Wave 4

There were two samples issues at Wave 4: the continuing original sample and the IP4 refreshment sample. The original sample issued consisted of 1067 households that had responded to IP3 and 284 households that had not responded at IP3. An additional 960 new addresses were issued for the IP4 refreshment sample.

Table 5 presents the household-level response at IP4 in the top panel for the continuing, original sample and for the IP4 refreshment sample. The second, lower panel provides individual-level response conditional on household response for the two samples. For each

cell, the percent is reported above the number of units the percent represents, in italics. The total number of eligible sampled units is in the Total rows, in bold.

For the original sample, in their fourth year of the study, 916 issued households were interviewed, a 69.9% response rate. There were 1456 interviews within these households, an 82.2% response rate. For the IP4 refreshment sample, the household response rate for this initial wave was 54.5%, equating to 465 households. The conditional individual response rate was 81.0%, for 723 individuals interviewed.

Table 5 Household and Individual Response Outcomes, Wave 4

	Original	IP4 Refreshment (Initial Wave)
<i>Household RR</i>		
Complete HH	53.4%	42.3%
	699	361
Partial HH	16.6%	12.2%
	217	104
Total Responding HH	69.9%	54.5%
	916	465
Nonresponding HH	31.1%	45.5%
	394	389
Total HH	1310	854
<i>Conditional Individual RR</i>		
Responding individuals	81.2%	81.0%
	1456	723
Nonresponding individuals	18.8%	19.0%
	337	170
Total Individuals	1793	893

Fieldwork Wave 5

The fieldwork for IP5 started later than usual because of the longer development, scripting and testing required for a mixed-mode instrument which included a web survey. There were three phases to the IP5 fieldwork, conducted in 2012. First, there was a two-week period in which the web sample members were invited to participate online (11th-22nd May 2012). Initially, advance letters were sent to adults in the web group which included a URL and a unique log-in code. Adults in the web group for whom we had an email address were also sent an email which included a link which could be clicked through to the web-site. Secondly, all non-responding individuals from the web sample were allocated to face-to-face

interviewers along with the one-third of households who had not been invited to participate online. The face-to-face fieldwork started on 24th May, with nonresponding web households interviewed face-to-face from 19th July to 23rd August. All adults in issued households received an advance letter, which included their unconditional incentive (High Street Gift Voucher).

Subsequent to field work, a validation exercise was carried out to check the quality of enumeration data collected by web. A sub-sample of 200 households who completed the grid by web were re-administered the grid by Computer-Assisted Telephone Interviewing (CATI). To avoid a tendency to confirm previous answers, interviewers did not have access to the information from the web grid. The CATI grid was asked with respect to the date at which the web grid was completed.

Response Outcome Wave 5

The issued sample at IP5 consisted of 1458 households that had responded to IP4 (969 from the original sample and 489 from the refreshment sample) and 160 households that had not responded at IP4 (all original sample households).

IP5 had a mixed-mode design experiment, with households randomly allocated to one of two conditions, either face-to-face only surveys or the mixed-mode design including both web and face-to-face interviews (see Section 7.3). Response rates differed across designs.

Table 6 shows the household-level response at IP5 for the two conditions and the overall total in the top panel and individual-level response for each in the second panel. For each cell, the percent is reported above the number of units the percent represents, in *italics*. The total number of eligible sampled units is in the Total rows, in **bold**.

Table 6 Household and Individual Response Outcomes, Wave 5

	Original		IP4 Refreshment		Combined		Total
<i>Household RR</i>	F2F	MM	F2F	MM	F2F	MM	
Complete HH	58.2%	51.2%	60.1%	66.4%	58.8%	55.8%	56.8%
	<i>212</i>	<i>371</i>	<i>101</i>	<i>209</i>	<i>313</i>	<i>580</i>	<i>893</i>
Partial HH	19.8%	23.2%	25.0%	15.6%	21.4%	20.9%	21.1%
	<i>72</i>	<i>168</i>	<i>42</i>	<i>49</i>	<i>114</i>	<i>217</i>	<i>331</i>
Total Responding HH	78.0%	74.5%	85.1%	81.2%	80.3%	76.7%	77.9%
	<i>284</i>	<i>539</i>	<i>143</i>	<i>258</i>	<i>427</i>	<i>797</i>	<i>1224</i>
Nonresponding HH	22.0%	25.6%	14.9%	18.1%	19.7%	23.3%	22.1%
	<i>80</i>	<i>185</i>	<i>25</i>	<i>57</i>	<i>105</i>	<i>242</i>	<i>347</i>
Total HH	364	724	168	315	532	1039	1571
<i>Conditional Individual RR</i>	F2F	MM	F2F	MM	F2F	MM	
Responding individuals	82.7%	79.9%	82.9%	87.0%	82.8%	82.2%	82.4%
	<i>459</i>	<i>856</i>	<i>243</i>	<i>437</i>	<i>702</i>	<i>1293</i>	<i>1995</i>
Nonresponding individuals	17.3%	20.1%	17.1%	13.0%	17.2%	17.8%	17.6%
	<i>96</i>	<i>216</i>	<i>50</i>	<i>65</i>	<i>146</i>	<i>281</i>	<i>427</i>

	Original		IP4 Refreshment		Combined		Total
Total Ind.	555	1072	293	502	848	1574	2422

Overall, 1224 households responded (823 original sample, 401 IP4 refreshment sample), for a 77.9% response rate. Within these households 1995 individuals (1315 original sample, 680 IP4 refreshment sample), were interviewed, an 82.4% response rate.

Given the mixed-mode design, not all individuals responded in the same mode. Table 7 shows the mode of completion for individuals by mixed-mode condition and the overall total.

Table 7 Mode of Response, Wave 5

	Original		IP4 Refreshment		Combined		Total
<i>Responding Mode</i>	F2F	MM	F2F	MM	F2F	MM	
Face-to-Face	100%	55.7%	100%	39.6%	100%	50.3%	67.8%
	459	477	243	173	702	650	1352
Web	-	44.3%	-	60.4%	-	49.7%	32.2%
		379		264		643	643
Total Ind.	459	856	243	437	702	1293	1995

Fieldwork Wave 6

The fieldwork for IP6 also included the same mixed-mode design as IP5, with a slightly different fieldwork design to IP5. There is no pilot sample for the Innovation Panel, so at IP6 a small number of households (around 60 households in 5 areas) were issued first (“tranche 1”). The rest of the sample (“tranche 2”) was issued one month later. This was done to ensure that the sample management system and the web and CAPI interview scripts were working properly. Similar to IP5, IP6 started with a two week ‘web-only’ period. Advance letters with incentives were sent to adults in the web group as well as email (where email address was available) which included a link which could be clicked through to the web-site. After those two weeks, those in the web group who had not completed their interview were issued to face-to-face interviewers. At that point, interviewers were also issued with the one-third of the sample in the “F2F-first group”. Adults in the F2F-first group also received an advance letter with an unconditional incentive.

Towards the end of fieldwork, a “mop-up” phase was conducted, where non-responding adults in the web-first group were contacted by telephone and asked to complete the online interview (which re-opened for this phase) or to be interviewed by telephone (CATI). Nonrespondents in the F2F-first group were sent letters at this reissue phase which invited them to participate online. After a few days they were contacted by telephone and encouraged to participate online, or if they were not willing to do this, they were asked if they would take part in a telephone interview.

The Tranche 1 web fieldwork started on 22nd February 2013, with the CAPI fieldwork starting on 8th March. The Tranche 2 web started one month later; the web on 22nd March and the CAPI on 8th April. The CATI follow-up at the reissue phase started on 4th June (Tranche 1) and 4th July (Tranche 2). Fieldwork on IP6 finished on 29th July. The face-to-face fieldwork started on 24th May and went through to 15th July. There was a re-issue period for non-responding households from 19th July to 23rd August.

Response Outcome Wave 6

The issued sample at the sixth wave consisted of 1273 households that had responded to IP5 and 181 households that had not responded at IP5.

IP6 continued with the mixed-mode experiment implemented at IP5, and the same sample allocation was maintained. Households were assigned at IP6 to either face-to-face-first or to web-first (see Section 7.3).

Further, at IP6 the mop-up period was also introduced, where non-responding units were contacted and could respond via the web or by telephone, regardless of the allocated mode design.

IP6 achieved an 84.0% overall household response rate, for 1192 interviewed units. The conditional individual response rate within these household was 85.6%, representing 2023 people.

The upper panel of Table 8 shows the household-level response at IP6 for each condition and overall and the lower panel displays individual response rate for each. For each cell, the percent is reported above the number of units the percent represents, in *italics*. The total number of eligible sampled units is in the Total rows, in **bold**.

Table 8 Household and Individual Response Outcomes, Wave 6

	Original		IP4 Refreshment		Combined		Total
<i>Household RR</i>	F2F first	Web first	F2F first	Web first	F2F first	Web first	
Complete HH	63.8%	65.4%	62.2%	69.9%	63.2%	66.8%	65.5%
	<i>211</i>	<i>413</i>	<i>102</i>	<i>204</i>	<i>313</i>	<i>617</i>	<i>930</i>
Partial HH	21.2%	18.5%	21.3%	13.7%	21.2%	17.0%	18.5%
	<i>70</i>	<i>117</i>	<i>35</i>	<i>40</i>	<i>105</i>	<i>157</i>	<i>262</i>
Total Responding HH	84.9%	83.9%	83.5%	83.6%	84.4%	83.8%	84.0%
	<i>281</i>	<i>530</i>	<i>137</i>	<i>244</i>	<i>418</i>	<i>774</i>	<i>1192</i>
Nonresponding HH	15.1%	16.1%	16.5%	16.4%	15.6%	16.2%	16.0%
	<i>50</i>	<i>102</i>	<i>27</i>	<i>48</i>	<i>77</i>	<i>150</i>	<i>227</i>
Total HH	331	632	164	292	495	924	1419
<i>Conditional Individual RR</i>	F2F first	Web first	F2F first	Web first	F2F first	Web first	
Responding individuals	82.4%	86.2%	84.8%	88.4%	83.3%	86.9%	85.6%

	Original		IP4 Refreshment		Combined		Total
	<i>446</i>	<i>910</i>	<i>240</i>	<i>427</i>	<i>686</i>	<i>1337</i>	<i>2023</i>
Nonresponding individuals	17.6%	13.8%	15.2%	11.6%	16.7%	13.1%	14.4%
	<i>95</i>	<i>146</i>	<i>43</i>	<i>56</i>	<i>138</i>	<i>202</i>	<i>340</i>
Total Ind.	541	1056	283	483	824	1539	2363

Given the mixed-mode design, not all individuals responded in the same mode.

Table 9 shows the mode of completion for individuals by mixed-mode condition and total overall at IP6 including the mop-up phase.

Table 9 Mode of Response, Wave 6

	Original		IP4 Refreshment		Combined		Total
<i>Responding Mode</i>	F2F first	Web first	F2F first	Web first	F2F first	Web first	
Face-to-Face	97.8%	42.8%	95.8%	29.3%	97.1%	38.4%	58.4%
	436	389	230	125	666	514	1180
Web	1.4%	56.8%	3.8%	68.4%	2.2%	60.5%	40.7%
	6	517	9	292	15	809	824
Telephone	0.9%	0.4%	0.4%	2.3%	0.7%	1.1%	0.9%
	4	4	1	10	5	14	19
Total Ind.	446	910	240	427	686	1337	1680

Fieldwork Wave 7

At IP7 a new agency, TNS BMRB, conducted fieldwork. A new refreshment sample was issued at IP7 to be included with the original sample from IP1 and the IP4 refreshment sample. IP7 employed a mixed-mode design, which started in IP5 and was also employed in IP6. The IP7 refreshment sample units were all allocated to a F2F only design.

The sample was divided into two tranches to ensure proper administration of the sample management system and survey. For one tranche (Tranche 1), the fieldwork for the web group started three weeks earlier than the F2F fieldwork. For the other tranche (Tranche 2), fieldwork for the web group started five weeks earlier than the F2F fieldwork. Again an advance letter with incentives was sent prior to fieldwork. An experiment was carried in IP7 where some of the respondents received an unconditional incentive while other received their incentive conditional on completion of the survey (see Section 7.1). For those in the web design, email invitations were also sent (where email addresses were available). A reminder letter was also sent just under two weeks after the initial advance letter to all adults in the web group who had not completed their interview.

At the end of three or five weeks, all adults who had not completed their interview were allocated to face-to-face interviewers, but could still enter the web survey instead if they desired within the next four weeks of fieldwork. Adults who had started their interview online, but not reached the 'partial interview' marker, were issued to face-to-face interviewers. The interviewers were able to re-start the interview at the place at which the respondent had stopped. After these seven (Tranche 1) or nine weeks (Tranche 2), fieldwork for members in the web sample group stopped until the mop-up phase, and the F2F samples were issued to interviewers. CAPI fieldwork for the F2F sample in Tranche 1 lasted 16 weeks, and lasted 14 weeks for the F2F sample in Tranche 2. After these periods, the mop-up phase started using the same design as in IP6, and only for continuing sample members (original and IP4 refreshment samples).

Fieldwork was conducted in 2014. The web-only period ran from 21st May to 12th June for

Tranche 1 and 21st May to 24th June for Tranche 2. The face-to-face fieldwork for the web sample started 13th June and ran until 9th July for Tranche 1 and from 25th June to 24th July for Tranche 2. The face-to-face fieldwork for the F2F sample ran from 10th July to 19th October for Tranche 1 and 25th July to 19th October for Tranche 2. The mop-up follow-up phase with those not responding in both the web and F2F versions, conducted through CATI with web available was from 20th October to 2nd November for both tranches.

Response Outcome Wave 7

For original and IP4 refreshment samples, the issued sample at the seventh wave consisted of 1180 households that had responded to IP6 and 194 households that had not responded at IP6. In addition to the continuing original and IP4 refreshment samples, a refreshment sample of 1560 households (1080 issued at the start of fieldwork and a further 480 midway through fieldwork) was also included at IP7.

For the original and IP4 refreshment samples, IP7 continued with the mixed-mode design experiment implemented at IP5 and IP6, and the same sample allocation (F2F-first or Web-first design) was maintained. Fieldwork for the IP7 refreshment sample used a CAPI-only design for this initial wave.

Table 10 displays the household-level response at IP7 for the original and IP4 refreshment samples by CAPI-only and mixed-mode conditions and the overall total response. The lower panel displays individual response rate for each. For each cell, the percent is reported above the number of units the percent represents, in *italics*. The total number of eligible sampled units is in the Total rows, in **bold**.

Table 10 Household and Individual Response Outcomes for Original and IP4 Refreshment samples, Wave 7

	Original		IP4 Refreshment		Combined		Total
<i>Household RR</i>	F2F first	Web first	F2F first	Web first	F2F first	Web first	
Complete HH	51.5%	61.8%	55.6%	59.2%	52.9%	61.0%	58.2%
	<i>153</i>	<i>359</i>	<i>85</i>	<i>157</i>	<i>238</i>	<i>516</i>	<i>754</i>
Partial HH	23.2%	19.1%	19.6%	20.0%	22.0%	19.4%	20.3%
	<i>69</i>	<i>111</i>	<i>30</i>	<i>53</i>	<i>99</i>	<i>164</i>	<i>263</i>
Total Responding HH	74.8%	80.9%	75.2%	79.3%	74.9%	80.4%	78.5%
	<i>222</i>	<i>470</i>	<i>115</i>	<i>210</i>	<i>337</i>	<i>680</i>	<i>1017</i>
Nonresponding HH	25.3%	19.1%	24.8%	20.8%	25.1%	19.6%	21.5%
	<i>75</i>	<i>111</i>	<i>38</i>	<i>55</i>	<i>113</i>	<i>166</i>	<i>279</i>
Total HH	297	581	153	265	450	846	1296

	Original		IP4 Refreshment		Combined		Total
<i>Conditional Individual RR</i>	F2F first	Web first	F2F first	Web first	F2F first	Web first	
Responding individuals	81.3%	82.5%	81.6%	82.1%	81.5%	82.4%	82.0%
	364	773	190	353	554	1126	1680
Nonresponding individuals	18.7%	17.5%	18.4%	17.9%	18.5%	17.6%	18.0%
	84	164	43	77	127	241	368
Total Ind.	448	937	233	430	681	1367	2048

There were 1017 interviewed households from the continuing samples, for a 78.5% overall household response rate. Within these households, 1680 people were interviewed, for a conditional individual response rate of 82.0%.

Table 11 shows the household-level and individual-level response at IP7 for the IP7 refreshment sample. For the IP7 refreshment sample, 488 households were surveyed, a 33.6% response rate. Of all of the enumerated individuals in these households, 657 were interviewed, equaling a 72.2% response rate.

Table 11 Household and Individual Response Outcomes for IP7 Refreshment sample, Wave 7

IP7 Refreshment Sample (Initial wave – CAPI only)	
<i>Household RR</i>	
Complete HH	21.0%
	305
Partial HH	12.6%
	183
Total Responding HH	33.6%
	488
Nonresponding HH	66.4%
	966

IP7 Refreshment Sample (Initial wave – CAPI only)	
Total HH	1454
<i>Conditional Individual RR</i>	
Responding individuals	72.2% 657
Nonresponding individuals	27.8% 253
Total Individuals	910

Table 12 Mode of Response, Wave 7

	Original		IP4 Refreshment		Combined		Total
<i>Responding Mode</i>	F2F first	Web first	F2F first	Web first	F2F first	Web first	
Face-to-Face	94.2%	38.6%	97.4%	27.8%	95.3%	35.2%	55.0%
	343	298	185	98	528	396	924
Web	5.5%	61.4%	2.6%	71.4%	4.5%	64.6%	44.8%
	20	475	5	252	25	727	752
Telephone	0.3%	0.0%	0.0%	0.9%	0.2%	0.3%	0.2%
	1	0	0	3	1	3	4
Total Ind.	364	773	190	353	554	1126	1680

Given the mixed-mode design used for portions of the original and IP4 refreshment samples at IP7, not all individuals responded in the same mode. Further, at IP7 the mop-up period was again used, where non-responding units in the original and IP4 refreshment samples were contacted and could respond via the web or by telephone, regardless of the allocated mode design. Table 12 shows the mode of completion for individuals in these two samples by mixed-mode condition and total overall at IP7 including the mop-up phase.

Fieldwork Wave 8

IP8 was conducted in 2015 and was comprised of three samples: the original sample from IP1, the IP4 refreshment sample, and the IP7 refreshment sample. IP8 employed a mixed-mode design, which started in IP5 and has been used in each subsequent wave. At IP8 a subgroup of households with a very low propensity to respond via the web in the web-first group were assigned to the F2F-first group. Very low web propensity was determined by modelling web-completion using IP5, IP6, and IP7 data. The IP7 refreshment sample units were all allocated to the F2F-first design. TNS BMRB conducted fieldwork at IP7 and IP8, after the first six waves were conducted by NatCen.

There was a “soft” launch of the Web phase, consisting of 100 of the Web-first households to identify any problems, with the “main” launch consisting of the remaining households occurring one week later. Initially, advance letters were sent to adults in the Web-first group which included a URL and a unique log-in code. Adults in the Web-first group for whom we had an email address were also sent an email which included a link which could be clicked through to the web-site. There were two email reminders for adults with an email address who had not yet completed their interview on-line. A reminder letter was then sent to all adults in the Web-first group who had not completed their interview. This letter was sent two weeks after the initial advance letter for the main Web launch.

After nearly three weeks of the main Web launch being in the field, all adults who had not completed their interview were allocated to face-to-face interviewers, but could still enter the web survey instead if they desired within the next four weeks of fieldwork. Adults who had started their interview on-line, but not reached the 'partial interview' marker, were issued to face-to-face interviewers. The interviewers were able to re-start the interview at the place at which the respondent had stopped. After these seven weeks (eight for the soft launch) the WEB survey was closed, and only CAPI surveys were conducted until the mop-up phase. The main CAPI fieldwork lasted 16 weeks, after which the mop-up phase started.

The Web-only period ran from 6th May to 1st June for the soft launch households and 12th May to 1st June for the main Web sample households. The face-to-face fieldwork started 2nd June and ran until 16th September. Interviewers could continue to attempt CAPI surveys during the mop-up period. The mop-up follow-up phase attempted interviews with those not responding in both the Web-first and F2F-first versions, through CAPI, CATI or Web available. This final phase ran from 17th September October to 2nd November for both tranches.

Response Outcome Wave 8

The issued sample at the eighth wave consisted of 1582 households that had responded to IP7 and 156 households that had not responded at IP7. For the original and IP4 refreshment samples, IP7 continued with the mixed-mode design experiment implemented since IP5, and the same sample allocation (F2F-first or web-first design) was maintained, with the noted households estimated to have low propensity to respond by web being assigned to the F2F-first design. Fieldwork for the IP7 refreshment sample used a CAPI-first design for IP8.

Table 13 displays the household-level response at IP8 for the original and IP4 refreshment samples by F2F-first and web-first conditions and the overall total response. The lower panel displays individual response rate for each. For each cell, the percent is reported above the

number of units the percent represents, in italics. The total number of eligible sampled units is in the Total rows, in bold.

Table 13 Household and Individual Response Outcomes for Original and IP4 Refreshment samples, IP8

	Original		IP4 Refreshment		Combined		Total
<i>Household RR</i>	F2F first	Web first	F2F first	Web first	F2F first	Web first	
Complete HH	60.8%	67.9%	58.7%	66.7%	60.2%	67.5%	64.6%
	<i>186</i>	<i>336</i>	<i>91</i>	<i>150</i>	<i>278</i>	<i>486</i>	<i>763</i>
Partial HH	16.7%	18.6%	16.1%	20.0%	16.5%	19.0%	18.0%
	<i>51</i>	<i>92</i>	<i>25</i>	<i>45</i>	<i>76</i>	<i>137</i>	<i>213</i>
Total Responding HH	77.5%	86.5%	74.8%	86.7%	76.6%	86.5%	82.7%
	<i>237</i>	<i>428</i>	<i>116</i>	<i>195</i>	<i>354</i>	<i>623</i>	<i>976</i>
Nonresponding HH	22.5%	13.5%	25.2%	13.3%	23.4%	13.5%	17.3%
	<i>69</i>	<i>67</i>	<i>39</i>	<i>30</i>	<i>108</i>	<i>97</i>	<i>205</i>
Total HH	307	495	155	225	462	720	1181
<i>Conditional Individual RR</i>	F2F first	Web first	F2F first	Web first	F2F first	Web first	
Responding individuals	84.8%	85.8%	86.0%	84.7%	85.2%	85.5%	85.4%
	<i>378</i>	<i>751</i>	<i>222</i>	<i>342</i>	<i>569</i>	<i>1093</i>	<i>1662</i>
Nonresponding individuals	15.3%	14.2%	14.0%	15.4%	14.8%	14.5%	14.6%
	<i>68</i>	<i>124</i>	<i>31</i>	<i>62</i>	<i>99</i>	<i>186</i>	<i>285</i>
Total Ind.	446	875	253	404	668	1279	1947

There were 976 interviewed households from the continuing samples, for an 82.7% overall household response rate. Within these households, 1662 people were interviewed, for a conditional individual response rate of 85.4%.

Table 14 shows the household-level and individual-level response at IP8 for the IP7 refreshment sample. For the IP7 refreshment sample, 374 households were surveyed, a

76.1% response rate. Of all of the enumerated individuals in these households, 605 were interviewed, equalling an 83.8% response rate.

The response rates for IP7 refreshment sample are similar to other samples at IP8 assigned to the face-to-face-first condition. The household response rates, based on households that had responded at some prior wave, are consistently higher for those assigned to the web-first conditions relative to any of the F2F samples. However, this is not the case for the individual conditional response rates. Once a household has accepted the survey request for either mode condition, the individuals within these households respond at similar rates.

Table 14 Household and Individual Response Outcomes for IP7 Refreshment sample, Wave 8

IP7 Refreshment Sample (F2F-first)	
<i>Household RR</i>	
Complete HH	58.7%
	288
Partial HH	17.5%
	86
Total Responding HH	76.1%
	374
Nonresponding HH	23.8%
	117
Total HH	491
<i>Conditional Individual RR</i>	
Responding individuals	83.8%
	605
Nonresponding individuals	16.2%

IP7 Refreshment Sample (F2F-first)	
	117
Total Individuals	722

Given the mixed-mode design used for portions of the original and IP4 refreshment samples at IP8, not all individuals responded in the same mode. Further, at IP8 the mop-up period was again used, where non-responding units in all the samples were contacted and could respond via the web or by telephone, regardless of the allocated mode design. Table 15 shows the mode of completion for individuals in these three samples by mixed-mode condition (for IP1 and IP4 samples) and total overall at IP8 including the mop-up phase. Given the similarities in response rates the IP7 refreshment sample were included with the original and IP4 refreshment samples in the combined figures.

Table 15 Mode of Response, IP8

	Original		IP4 Refreshment		IP7 Refreshment	Combined		Total
<i>Responding Mode</i>	F2F first	Web first	F2F first	Web first	F2F first	F2F first	Web first	
Face-to-Face	95.5%	31.2%	93.2%	25.2%	95.9%	95.3%	29.3%	63.5%
	361	234	178	86	580	1119	320	1439
Web	3.7%	67.2%	4.2%	74.0%	3.1%	3.5%	69.4%	35.2%
	14	505	8	253	19	41	758	799
Telephone	0.8%	1.6%	2.6%	0.9%	1.0%	1.2%	1.4%	1.3%
	3	12	5	3	6	14	15	29
Total Ind.	378	751	191	342	605	1174	1093	2267

IP8 was the first wave where it was possible to access the web survey using any internet-enabled device. In previous waves, smartphones were blocked from accessing the survey, although tablets could access the questionnaire. A number of variables were captured about the device the survey was accessed with, including what type of device was used, the operating system, the device model, the browser used, browser version, and screen resolution. These variables are now available in IP7 and IP8 as w_deviceused w_deviceos w_devicemodel w_browserused w_browserversion w_screenresolution in the file w_indresp_ip. The distribution of devices used across all samples in IP8 is presented in Table 16.

Table 16. Device Used, Web Respondents, Wave 8

IP8 Web Respondents	
PC/Laptop	70.4%
	562
Large Tablet	19.5%
	156
Small/Medium Tablet	3.5%
	28
Smartphone	4.1%
	33
Other	2.5%
	20
Total Web Respondents	799

Fieldwork Wave 9

IP9 employed a mixed-mode design, which is similar to the IP8 design. Compared to IP8, the only difference is in the allocation of the IP7 refreshment sample units. At IP9 a random 2/3 of IP7 refreshment sample households were allocated to the web-first group and the remainder to the face-to-face-first group. IP9 was conducted by Kantar Public.

There was a “soft” launch of the Web phase, consisting of 100 of the Web-first households to identify any problems, with the “main” launch consisting of the remaining households occurring one week later. Initially, advance letters were sent to adults in the web group which included a URL and a unique log-in code. Adults in the web group for whom we had an email address were also sent an email which included a link which could be clicked through to the web-site. There were two email reminders for adults with an email address who had not yet completed their interview on-line. A reminder letter was then sent to all adults in the web group who had not completed their interview, two weeks after the initial advance letter for the main Web launch.

After nearly three weeks of the main Web launch being in the field, all adults who had not completed their interview were allocated to face-to-face interviewers, but could still enter the web survey instead if they desired within the next four weeks of fieldwork. Adults who had started their interview on-line, but not reached the 'partial interview' marker, were issued to face-to-face interviewers. The interviewers were able to re-start the interview at the place at which the respondent had stopped. After these seven weeks (eight for the soft launch) the Web survey was closed, and only CAPI surveys were conducted until the mop-up phase. The main CAPI fieldwork lasted 16 weeks, after which the mop-up phase started.

The Web-only period ran from 4th May to 7st June 2016 for the soft launch households and 11th May to 8st June for the main Web sample households. The face-to-face fieldwork started 7th June and ran until 16th September 2016. Interviewers could continue to attempt

CAPi surveys during the mop-up period. The mop-up follow-up phase attempted interviews with those not responding in both the Web and F2F versions, through CAPi, CATI or Web available. This final phase ran from 16th September to 30th September for both tranches.

Prior to the survey going into the field there were eight half-day briefings for the interviewers. The briefings were conducted by Kantar Public researchers, with staff from ISER contributing to provide information about the study and to talk in more detail about the experiments. The locations of the briefings gave a wide geographic spread across Great Britain. The briefings took place between 10th May and 26th May 2016, with a total of 109 interviewers attending the briefings. All interviewers working on the survey were provided with feedback forms and were asked to fill and return them to the Kantar Public research team at the end of fieldwork.

Response Outcome Wave 9

This section sets out the response rates for IP9 as a whole. The issued sample at IP9 consisted of 1,399 households that had responded to IP8 and 152 households that had not responded at IP8. Table 17 displays the household-level response at IP9 for the original and IP4 refreshment samples by face-to-face first and web first design, and the overall total response. The lower panel displays individual response rates. For each cell, the percentage is reported above the number of units the percentage represents, in *italics*. The total number of eligible sampled units is in the Total rows, in **bold**.

Table 17 Household and Individual Response Outcomes for Original and IP4 and IP7 Refreshment samples, IP9

	Original		IP4 Refreshment		IP7 Refreshment		Combined		Total
<i>Household RR</i>	F2F first	Web first	F2F first	Web first	F2F first	Web first	F2F first	Web first	
Complete HH	61.7%	67.5%	65.4%	72.6%	56.4%	63.5%	61.2%	67.4%	65.1%
	163	314	87	148	84	186	334	648	982
Partial HH	22.0%	18.1%	18.8%	18.1%	21.5%	20.1%	21.1%	18.7%	19.6%
	58	84	25	37	32	59	115	180	295
Total Responding HH	83.7%	85.6%	84.2%	90.7%	77.9%	83.6%	82.2%	86.1%	84.7%
	221	398	112	185	116	245	449	828	1,277
Nonresponding HH	16.3%	14.4%	15.8%	9.3%	22.2%	16.4%	17.8%	13.9%	15.3%
	43	67	21	19	33	48	97	134	231
Total HH	264	465	133	204	149	293	546	962	1,508
<i>Conditional Individual RR</i>	F2F first	Web first	F2F first	Web first	F2F first	Web first	F2F first	Web first	
Responding individuals	82.8%	87.0%	82.1%	87.8%	82.7%	85.9%	82.6%	86.9%	85.4%

	Original		IP4 Refreshment		IP7 Refreshment		Combined		Total
	<i>346</i>	<i>724</i>	<i>179</i>	<i>325</i>	<i>181</i>	<i>419</i>	<i>706</i>	<i>1,468</i>	<i>2,174</i>
Nonresponding individuals	17.2%	13.0%	17.9%	12.2%	17.4%	14.1%	17.4%	13.1%	14.6%
	<i>72</i>	<i>108</i>	<i>39</i>	<i>45</i>	<i>38</i>	<i>69</i>	<i>149</i>	<i>222</i>	<i>371</i>
Total Ind.	418	832	218	370	219	488	855	1,690	2,545

There were 1,277 interviewed households from the continuing samples, for an 84.7% overall household response rate. Within these households, 2,174 people were interviewed, for a conditional individual response rate of 76.8%.

Given the mixed-mode design used at IP9, not all individuals responded in the same mode. Further, at IP9 the mop-up period was again used, where non-responding units in all samples were contacted and could respond via the web or by telephone, regardless of the allocated mode design. Table 18 shows the mode of completion for individuals in these three samples by mixed-mode condition and total overall at IP9 including the mop-up phase.

Table 18 Mode of Response, IP9

<i>Responding Mode</i>	Original		IP4 Refreshment		IP7 Refreshment		Combined		Total
	F2F first	web first	F2F first	web first	F2F first	web first	F2F first	web first	
Face-to-Face	90.5%	22.4%	93.9%	19.1%	93.4%	34.8%	92.1%	25.2%	46.9%
	313	162	168	62	169	146	650	370	1,020
Web	8.4%	75.8%	3.9%	80.0%	5.0%	64.2%	6.4%	73.4%	51.7%
	29	549	7	260	9	269	45	1,078	1,123
Telephone	1.2%	1.8%	2.2%	0.9%	1.7%	1.0%	1.6%	1.4%	1.4%
	4	13	4	3	3	4	11	20	31
Total Ind.	346	724	179	325	181	419	706	1,468	2,174

As at IP8, in IP9 it was also possible to access the web survey using any internet-enabled device. In previous waves, smartphones were blocked from accessing the survey, although tablets could access the questionnaire. A number of variables were captured about the device the survey was accessed with, including what type of device was used, the operating system, the device model, the browser used, browser version, and screen resolution. These variables are now available in IP7 – IP9 as w_deviceused w_deviceos w_devicemodel w_browserused w_browserversion w_screenresolution in the file w_indresp_ip. The distribution of devices used across all samples in IP9 is presented in Table 19.

Table 19. Device Used, Web Respondents, Wave 9

IP9 Web Respondents	
PC/Laptop	65.5%
	735
Large Tablet	20.9%

IP9 Web Respondents	
	235
Small/Medium Tablet	6.0%
	67
Smartphone	7.4%
	83
Other	0.3%
	3
Total Web Respondents	1123

Fieldwork Wave 10

At IP10, fieldwork was split between Kantar Public (formerly TNS BMRB) and NatCen Social Research. In England and Wales, face-to-face interviewing assignments were evenly split between Kantar (the lead contractor) and NatCen. Kantar conducted all the face-to-face interviewing assignments in Scotland.

A new refreshment sample was issued at IP10 to be included with the original sample from IP1 and the refreshment samples taken at IP4 and IP7. IP10 employed a mixed-mode design, which started in IP5. IP1 and IP4 samples were allocated to different mode conditions at IP5, while the IP7 refreshment sample units were first allocated to different modes at IP9. The IP10 refreshment sample were all allocated to a F2F.

A soft launch, comprising 10% of all web-first households, took place on 9 May 2017, with the full launch for the remaining web-first households on 18 May 2017. Initially, advance letters were sent to adults in the web group which included a URL and a unique log-in code. Adults in the web group for whom we had an email address were also sent an email which included a link which could be clicked through to the web-site. There were two email reminders for adults with an email address who had not yet completed their interview on-line. A reminder letter was then sent to all adults in the web group who had not completed their interview, three weeks after the initial advance letter was sent.

Four days after the main launch of the web survey (22ND May 2017), the IP10 refreshment sample was issued to interviewers to begin fieldwork. On 15TH June 2017, all CAPI-only and adults in the web-first design who had not completed their interview were allocated to face-to-face interviewers for fieldwork. Those in the web-first design could still enter the web survey and complete during the entirety of the fieldwork period. Additionally, some adults in the longitudinal CAPI-first sample group requested to complete the survey online. In these cases, sample members were given their login details by interviewers and allowed to take part online. Adults who had started their interview on-line, but not reached the 'partial

interview' marker, were also issued to face-to-face interviewers. The interviewers were able to re-start the interview at the place at which the respondent had stopped.

The main fieldwork period for all samples and modes ended on 26TH September, 2017. From this point until 8TH October, the mop-up phase commenced. Interviewers could continue to attempt CAPI surveys during the mop-up period. The mop-up follow-up phase attempted interviews with those not responding in both the Web and F2F versions, through CAPI, CATI or Web available.

Prior to the survey going into the field there were eleven half-day briefings carried out by the Kantar Public and NatCen research teams (seven by Kantar Public and four by NatCen), with input from the ISER team who provided background to the experimental nature of the study and described previous findings. The locations of the briefings gave a wide geographic spread across Great Britain. The briefings took place between 13th April and 5th May 2017. All interviewers working on the survey were provided with feedback forms and were asked to fill and return them to the research team at the end of fieldwork. Additionally, Kantar Public and NatCen each held an interviewer debrief session towards the end of the fieldwork period, with a selection of interviewers from different areas.

Response Outcome Wave 10

The issued sample at the tenth wave consisted of 1328 households that had responded to IP10, 1438 IP10 refreshment sample households, and 209 households that had not responded at IP10, but had at some prior wave(s). Fieldwork for continuing sample members was split by CAPI-only and mixed-mode allocations, while IP10 refreshment sample households were all conducted CAPI-only. Table 20 displays the household-level response at IP10 for the original, IP4 and IP7 refreshment samples by CAPI-only and mixed-mode conditions and the overall total response. The lower panel displays individual response rate for each. For each cell, the percent is reported above the number of units the percent represents, in *italics*. The total number of eligible sampled units is in the Total rows, in **bold**

Table 20. Household and Individual Response Outcomes for Original, IP4 and IP7 Refreshment Sample by Mode Design, IP10

	Original Sample		IP4 Refreshment		IP7 Refreshment		Combined		Total
<i>Household RR</i>	F2F	MM	F2F	MM	F2F	MM	F2F	MM	
Complete HH	60.5%	63.3%	53.4%	64.3%	55.6%	54.8%	57.5%	61.0%	59.7%
	<i>158</i>	<i>290</i>	<i>70</i>	<i>126</i>	<i>75</i>	<i>154</i>	<i>303</i>	<i>570</i>	<i>873</i>
Partial HH	18.8%	18.8%	21.4%	21.4%	18.5%	20.3%	19.4%	19.8%	19.6%
	<i>54</i>	<i>86</i>	<i>28</i>	<i>42</i>	<i>25</i>	<i>57</i>	<i>102</i>	<i>185</i>	<i>287</i>
Total Responding HH	79.3%	82.1%	74.8%	85.7%	74.1%	75.1%	76.9%	80.8%	79.3%

	Original Sample		IP4 Refreshment		IP7 Refreshment		Combined		Total
	207	376	98	168	100	211	405	755	1160
Nonresponding HH	20.7%	17.9%	25.2%	14.3%	25.9%	24.9%	23.2%	19.3%	20.7%
	54	82	33	28	35	70	122	180	302
Total HH	261	458	131	196	135	281	527	935	1462
<i>Conditional Individual RR</i>	F2F	MM	F2F	MM	F2F	MM	F2F	MM	
Responding individuals	83.7%	85.5%	82.1%	85.8%	82.4%	82.8%	83.0%	84.8%	84.2%
	323	679	161	297	164	435	648	1336	1984
Nonresponding individuals	16.3%	14.5%	17.9%	14.2%	17.6%	17.2%	17.0%	15.2%	15.8%
	63	115	35	49	35	75	133	239	372
Total Ind.	386	794	196	346	199	435	781	1575	2356

There were 1160 interviewed households from the continuing samples, for a 79.3% overall household response rate. Within these households, 1984 people were interviewed, for a conditional individual response rate of 84.2%.

Table 21 shows the household-level and individual-level response for the IP10 refreshment sample. For this sample, 339 households were surveyed, a 25.1% response rate. Of all of the enumerated individuals in these households, 497 were interviewed, equalling a 77.7% response rate.

Table 21. Household and Individual Response Outcomes for IP10 Refreshment sample, IP10

IP10 Refreshment Sample	
(Initial wave – CAPI only)	
<i>Household RR</i>	
Complete HH	17.1%

IP10 Refreshment Sample (Initial wave – CAPI only)	
Partial HH	8.0% 108
Total Responding HH	25.1% 339
Nonresponding HH	74.9% 1009
Total HH	1348
<i>Conditional Individual RR</i>	
Responding individuals	77.7% 497
Nonresponding individuals	22.3% 143
Total Individuals	640

Given the mixed-mode design used for portions of the original and IP4 and IP7 refreshment samples at IP10, not all individuals responded in the same mode. Further, at IP10 the mop-up period was again used, where non-responding units all the samples were contacted and could respond via the web regardless of the allocated mode design. Nobody responded via the telephone at IP10. Only two respondents in the IP10 refreshment sample completed via the web, with the remaining 495 individuals responding in the IP10 refreshment sample doing so via face-to-face interviewing, consistent with their initially assigned mode. Table 22 shows the mode of completion for individuals in these three samples by mixed-mode condition (for IP1, IP4, and IP7 samples) and total overall at IP10 including the mop-up phase.

Table 22. Mode of Response, IP10

	Original Sample		IP4 Refreshment Sample		IP7 Refreshment Sample		Combined		Total
<i>Responding Mode</i>	F2F	MM	F2F	MM	F2F	MM	F2F	MM	
Face-to-Face	92.3%	24.5%	88.8%	22.2%	95.7%	33.1%	93.3%	26.3%	47.8%
	298	166	143	66	157	119	598	351	949
Web	7.7%	75.5%	11.2%	77.8%	4.3%	66.9%	7.7%	73.3%	52.2%
	25	513	18	231	7	241	50	985	1035
Total Ind.	323	679	161	297	164	360	648	1336	2267

Starting in IP8, it was possible to access the web survey using any internet-enabled device. In previous waves, smartphones were blocked from accessing the survey, although tablets could access the questionnaire. A number of variables were captured about the device the survey was accessed with, including what type of device was used, the operating system, the device model, the browser used, browser version, and screen resolution. These variables are now available in the IP from the seventh wave as w_deviceused w_deviceos w_devicemodel w_browserused w_browserversion w_screenresolution in the file w_indresp_ip. The distribution of devices among web respondents used across all samples in IP10 is presented in Table 23.

Table 23. Device Used, Web Respondents, IP10

	IP10 Web Respondents
PC/Laptop	60.1%
	623
Large Tablet	18.6%
	182
Small/Medium Tablet	10.5%
	109

	IP10 Web Respondents
Smartphone	11.9%
	123
Total Web Respondents	1037

Fieldwork Wave 11

At IP11, fieldwork was split between Kantar Public (formerly TNS BMRB) and NatCen Social Research. In England and Wales, face-to-face interviewing assignments were evenly split between Kantar (the lead contractor) and NatCen. Kantar conducted all the face-to-face interviewing assignments in Scotland.

A new refreshment sample was issued at IP11 to be included with the original sample from IP1 and the refreshment samples taken at IP4, IP7, and IP10 to ensure a larger sample size for the upcoming IP12, which will focus on health data collection. IP11 employed a mixed-mode design, which started in IP5. IP1 and IP4 samples were allocated to different mode conditions at IP5, while the IP7 refreshment sample units were first allocated to different modes at IP9. The IP10 refreshment sample was allocated to this design at IP11. Unlike previous refreshment samples, the IP11 sampled households were allocated to either face-to-face or web-first recruitment as part of an experiment (see 16.16).

A soft launch, comprising 10% of all web-first households, took place on 24 May, 2018 with the full launch for the remaining web-first households on 30 May, 2018. Initially, advance letters were sent to adults in the web group which included a URL and a unique log-in code. Adults in the web group for whom we had an email address were also sent an email which included a link which could be clicked through to the web-site. Sample members who had turned 16 since IP10 were sent a slightly different invitation letter, informing them that they were now eligible to take part in the adult survey. There were two email reminders for adults with an email address who had not yet completed their interview on-line. A single reminder letter was then sent to all adults in the web group who had not completed their interview for continuing sample members on June 6. For IP11 refreshment sample members in the web-first group, two reminder letters were sent to non-responding households, the first on 6 June, 2018 and if still no response, the second on 14 June, 2018.

CAPi-field work began on 27th June, 2018. All CAPi-only households and adults in the web-first design who had not completed their interview were allocated to face-to-face interviewers for fieldwork. Those in the web-first design could still enter the web survey and complete during the entirety of the fieldwork period. Additionally, some adults in the longitudinal CAPi-first sample group requested to complete the survey online. In these cases, sample members were given their login details by interviewers and allowed to take part online. Adults who had started their interview on-line, but not reached the 'partial interview' marker, were also issued to face-to-face interviewers. The interviewers were able to re-start the interview at the place at which the respondent had stopped.

The main fieldwork period for all samples and modes ended in early October 2018. Beginning 10th October, the mop-up phase commenced. Interviewers could continue to attempt CAPi surveys during the mop-up period. The mop-up follow-up phase attempted

interviews with those not responding in both the Web and F2F versions, through CAPI, CATI or Web available. Fieldwork ended on 21 October, 2018.

Prior to the survey going into the field there were seventeen total briefings carried out by the Kantar Public and NatCen research teams. Ten half-day briefings were carried out for interviewers working on the continuing sample, while seven half-day briefings were held for interviewers working on the IP11 refreshment sample. These briefings were designed with input from the ISER team who provided background to the experimental nature of the study and described previous findings. The locations of the briefings gave a wide geographic spread across Great Britain. The briefings took place between 24th May and 12th June 2018. All interviewers working on the survey were provided with feedback forms and were asked to fill and return them to the research team at the end of fieldwork. Additionally, Kantar Public and NatCen each held an interviewer debrief session towards the end of the fieldwork period, with a selection of interviewers from different areas.

Response Outcome Wave 11

The issued sample at the eleventh wave consisted of 1579 households that had responded to IP10, 2532 IP11 refreshment sample households, and 279 households that had not responded at IP10, but had at some prior wave(s). Fieldwork for all sample members was split by CAPI-only and mixed-mode allocations. Table 24 displays the household-level response at IP11 for the continuing samples by CAPI-only and mixed-mode conditions and the overall total response. The lower panel displays individual response rate for each. For each cell, the percent is reported above the number of units the percent represents, in italics. The total number of eligible sampled units is in the Total rows, in bold.

Table 24. Household and Individual Response Outcomes for Continuing Samples by Mode Design, IP11

	Original		IP4 Refreshment		IP7 Refreshment		IP10 Refreshment		Total
<i>Household RR</i>	F2F	MM	F2F	MM	F2F	MM	F2F	MM	
Complete HH	58.9%	58.3%	50.0%	57.7%	47.8%	52.7%	35.7%	44.6%	52.9%
	<i>145</i>	<i>268</i>	<i>66</i>	<i>120</i>	<i>64</i>	<i>147</i>	<i>41</i>	<i>103</i>	<i>954</i>
Partial HH	21.5%	19.4%	17.4%	18.3%	23.1%	19.7%	26.1%	21.2%	20.4%
	<i>53</i>	<i>89</i>	<i>23</i>	<i>38</i>	<i>31</i>	<i>55</i>	<i>30</i>	<i>49</i>	<i>368</i>
Total Responding HH	80.5%	77.6%	67.4%	76.0%	70.9%	27.6%	61.7%	65.8%	73.2%
	<i>198</i>	<i>357</i>	<i>89</i>	<i>158</i>	<i>95</i>	<i>77</i>	<i>71</i>	<i>152</i>	<i>1322</i>
Nonresponding HH	19.5%	22.4%	32.3%	24.0%	29.1%	27.6%	38.3%	34.2%	26.8%
	<i>48</i>	<i>103</i>	<i>43</i>	<i>50</i>	<i>39</i>	<i>77</i>	<i>44</i>	<i>79</i>	<i>483</i>

	Original		IP4 Refreshment		IP7 Refreshment		IP10 Refreshment		Total
Total HH	246	460	132	208	134	279	115	231	1805
<i>Conditional Individual RR</i>	F2F	MM	F2F	MM	F2F	MM	F2F	MM	
Responding individuals	80.8%	83.2%	81.0%	84.2%	78.5%	80.8%	64.5%	77.4%	80.5%
	395	628	141	271	150	329	91	229	2134
Nonresponding individuals	19.2%	16.8%	19.0%	15.8%	21.5%	19.2%	35.5%	22.6%	19.5%
	70	138	33	51	41	78	50	67	517
Total Ind.	365	755	174	322	191	407	141	295	2651

There were 1322 interviewed households from the continuing samples, for a 73.2% overall household response rate. Within these households, 2134 people were interviewed, for a conditional individual response rate of 80.5%.

Table 25 shows the household-level and individual-level response at IP11 for the IP11 refreshment sample. The eleventh wave was the initial wave for this sample, and the percentage allocated to each mode differed from other samples. For the IP11 refreshment sample, 575 households were surveyed, a 24.4% response rate. Of all of the enumerated individuals in these households, 762 were interviewed, equalling a 73.6% conditional individual response rate.

Given the mixed-mode design used, not all individuals responded in the same mode. Further, at IP11 the mop-up period was again used, where non-responding units in all the samples were contacted and could respond via the web or telephone regardless of the allocated mode design. Only one person responded via the telephone at IP11. Table 26 shows the mode of completion for individuals by mode condition and total overall at IP11 including the mop-up phase. The continuing samples (Original, IP4 refreshment, IP7 refreshment, and IP10 refreshment) are combined, with the IP11 refreshment sample presented separately given the initial invitation and difference in design for this group this wave.

Table 25. Household and Individual Response Outcomes for IP11 Refreshment sample, IP11

<i>Household RR</i>	F2F	MM	Total
Complete HH	16.9%	12.2%	15.3%
	266	96	362
Partial HH	8.4%	10.2%	9.0%

<i>Household RR</i>	F2F	MM	Total
	<i>133</i>	<i>80</i>	<i>213</i>
Total Responding HH	25.3%	22.4%	24.4%
	<i>399</i>	<i>176</i>	<i>575</i>
Nonresponding HH	74.7%	77.6%	75.6%
	<i>1176</i>	<i>609</i>	<i>1785</i>
Total HH	1575	785	2365
<i>Conditional Individual RR</i>			
Responding individuals	76.5%	66.8%	73.6%
	<i>555</i>	<i>207</i>	<i>762</i>
Nonresponding individuals	23.6%	33.2%	26.6%
	<i>171</i>	<i>103</i>	<i>274</i>
Total Individuals	726	310	1036

Table 26. Mode of Response, IP11

	Continuing Samples		IP11 Refreshment		Total
<i>Responding Mode</i>	F2F	MM	F2F	MM	
Face-to-Face	91.6%	20.2%	98.2%	66.2%	55.1%
	<i>620</i>	<i>294</i>	<i>545</i>	<i>137</i>	<i>1596</i>
Telephone	--	0.1%	--	--	0.03%
	<i>0</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>1</i>
Web	8.4%	79.8%	1.8%	33.8%	44.9%
	<i>57</i>	<i>1162</i>	<i>10</i>	<i>70</i>	<i>1299</i>
Total Ind.	677	1457	555	1336	2896

Starting in IP8, it was possible to access the web survey using any internet-enabled device. In previous waves, smartphones were blocked from accessing the survey, although tablets could access the questionnaire. A number of variables were captured about the device the survey was accessed with, including what type of device was used, the operating system, the device model, the browser used, browser version, and screen resolution. These variables are now available in the IP from the seventh wave as `w_deviceused` `w_deviceos` `w_devicemodel` `w_browserused` `w_browserversion` `w_screenresolution` in the file `w_indresp_ip`. The distribution of devices among web respondents used across all samples in IP11 is presented in Table 27.

Table 27. Device Used, Web Respondents, IP11

	IP11 Web Respondents
PC/Laptop	56.7%
	736
Large Tablet	17.9%
	233
Small/Medium Tablet	11.7%
	152
Smartphone	13.7%
	178
Total Web Respondents	1299

Fieldwork Wave 12

At Wave 12, fieldwork was split between Kantar Public and NatCen Social Research. IP12 had a focus on health, and for comparisons of biomarkers collected in interview, three types of interviews were conducted: by nurse face-to-face first, interviewer face-to-face first, or web first sequential mixed-mode designs similar to past wave (see Section 7.4). Nurse fieldwork was undertaken by NatCen. Interviewer fieldwork in England and Wales was split between Kantar and NatCen, and Kantar undertook all interviewer fieldwork in Scotland.

IP12 consisted of five samples: the original sample from IP and refreshment samples included at IP4, IP7, IP10, and IP11. Due to the change in design and focus at IP12, all sample households were reallocated to one of the three interview designs, independent of the household's past mode allocation. This new allocation at IP12 assigned households in equal proportion to the three modes. Fieldwork took place between 11th July and 24th November 2019. The first six weeks were devoted to web-only data collection. In addition to inter-wave mailings and communication, advance letters were sent to adults in the web group that included a URL and a unique log-in code. Adults in the web group for whom we had an email address were also sent an email that included a link that could be clicked through to the

website. Sample members who had turned 16 since IP11 were sent a slightly different invitation letter, informing them that they were now eligible to take part in the adult survey. There were two email reminders for adults with an email address who had not yet completed their interview on-line.

CAPI fieldwork lasted 10 weeks for web-first households, 12.5 weeks for interviewer allocated households, and 15 weeks for nurse allocated households. All CAPI-first households and adults in the web-first design who had not completed their interview were allocated to interviewers for fieldwork (none were allocated to nurses). Those in the web-first design could still enter the web survey and complete during the entirety of the fieldwork period. Additionally, some adults in the CAPI-first sample group requested to complete the survey online and were given login details by interviewers. Adults who had started their interview on-line but not reached the 'partial interview' marker were also issued to face-to-face interviewers. The interviewers were able to restart the interview where the respondent stopped.

For the CAPI-first sample, all eligible sample members aged 16 or over were sent a letter shortly before the start of face-to-face fieldwork. The letter explained that an interviewer or nurse would call soon. Both CAPI-first and web-first letters also included an information leaflet that gave details about the health focus of IP12. This told sample members about the hair and blood samples they would be asked for as part of IP12 and informed them that this sample collection was voluntary, how the samples would be stored and used, and how their data would be kept confidential.

In the last 3 weeks of fieldwork when anyone who had not yet taken part (and did not have an unproductive outcome that would make it inappropriate) was sent a letter (and email, if an email address was available) inviting them to take part online. In the last three weeks of fieldwork, outstanding cases could also be contacted by telephone. Not all live sample was transferred to the CATI mop-up; some face-to-face interviewing was still carried out during these last three weeks. Fieldwork ended on 24th November 2019.

All interviewers and nurses working on the study were fully briefed, at face-to-face briefings, before the start of fieldwork. All interviewers who worked on IP12 were already working on Understanding Society, so the briefings did not need to cover general fieldwork procedures, but were focused on the elements of the study that were new to interviewers. Briefings covered the health aspects of IP12, including gaining accreditations for measuring height, weight and blood pressure. Accreditations involved observing each interviewer complete the full blood pressure, height and weight measuring procedures (using another interviewer as a respondent). As the tasks for nurses included tasks usually undertaken by an interviewer, and as nurses did not have prior knowledge of the study, all nurses attended a different, longer briefing which also covered an introduction to Understanding Society and general fieldwork procedures.

Response Outcome Wave 12

The issued sample consisted of 1,957 households that had responded to IP11, and 444 households that had not responded at IP11, but had at some prior wave(s). Fieldwork for all sample members was split across nurse-first, interviewer-first and web-first allocations. Table 28 displays the household-level response at IP12 for the different samples by condition and the overall total response. The lower panel displays individual response rate for each, not including ineligible cases (e.g. moved out of scope, death). For each cell, the

percent is reported above the number of units the percent represents, in italics. The total number of eligible sampled units is in the Total rows, in bold.

Table 28. Household and Individual Response Outcomes for Continuing Samples by Mode Design, IP12

Household RR		Original	IP4 Refreshment	IP7 Refreshment	IP10 Refreshment	IP11 Refreshment	Total
Nurse	Responding HH	67.4%	64.9%	67.2%	50.9%	52.6%	61.1%
	(Complete + partial)	157	72	88	54	100	471
	Nonresponding HH	32.6%	35.1%	32.8%	49.1%	47.4%	38.9%
		76	39	43	52	90	300
Interviewer	Responding HH	70.5%	61.0%	63.3%	48.6%	48.1%	59.3%
	(Complete + partial)	158	61	81	52	90	442
	Nonresponding HH	29.5%	39.0%	36.7%	51.4%	51.9%	40.8%
		66	39	47	55	97	304
MM	Responding HH	64.5%	60.0%	58.9%	52.5%	59.2%	59.9%
	(Complete + partial)	160	72	86	64	113	495
	Nonresponding HH	35.5%	40.0%	41.1%	47.5%	40.8%	40.2%
		88	48	60	58	78	332
Total	Responding HH	67.4%	61.9%	63.0%	50.8%	54.4%	60.1%
	(Complete + partial)	475	205	255	170	303	1408

Household RR		Original	IP4 Refreshment	IP7 Refreshment	IP10 Refreshment	IP11 Refreshment	Total
Nonresponding HH		32.6%	38.1%	37.0%	49.3%	46.7%	39.9%
		<i>230</i>	<i>126</i>	<i>150</i>	<i>165</i>	<i>265</i>	<i>936</i>
Total HH		705	331	405	335	568	2344
Conditional Individual RR		Original	IP4 Refreshment	IP7 Refreshment	IP10 Refreshment	IP11 Refreshment	Total
Nurse	Responding	82.7%	75.7%	79.6%	71.8%	80.1%	79.2%
		<i>249</i>	<i>112</i>	<i>133</i>	<i>74</i>	<i>141</i>	<i>709</i>
	Nonresponding	17.3%	24.3%	20.4%	28.2%	19.9%	20.8%
		<i>52</i>	<i>36</i>	<i>34</i>	<i>29</i>	<i>35</i>	<i>186</i>
Interviewer	Responding	84.5%	77.8%	75.5%	71.4%	73.9%	78.2%
		<i>256</i>	<i>91</i>	<i>126</i>	<i>75</i>	<i>113</i>	<i>661</i>
	Nonresponding	15.5%	22.2%	24.6%	28.6%	26.1%	21.8%
		<i>47</i>	<i>26</i>	<i>41</i>	<i>30</i>	<i>40</i>	<i>184</i>
MM	Responding	80.7%	88.4%	77.7%	75.0%	72.3%	78.7%
		<i>280</i>	<i>122</i>	<i>136</i>	<i>90</i>	<i>164</i>	<i>792</i>

Household RR		Original	IP4 Refreshment	IP7 Refreshment	IP10 Refreshment	IP11 Refreshment	Total
	Nonresponding	19.3%	11.6%	22.3%	25.0%	27.8%	21.4%
		67	16	39	30	63	215
Total	Responding	82.4%	80.7%	77.6%	72.9%	75.2%	78.7%
		785	325	395	239	418	2162
	Nonresponding	17.5%	19.4%	22.4%	27.1%	24.8%	21.3%
		166	78	114	89	138	585
Total Ind.		951	403	509	328	556	2747

There were 1,408 interviewed households from the continuing samples, for a 60.1% overall household response rate. Within these households, 2,162 people were interviewed, for a conditional individual response rate of 78.7%.

Given the mixed-mode design used, not all individuals responded in the same mode. As noted, however, any non-responding households invited to web were then assigned to interviewers, not nurses. Further, at IP12 the mop-up period was again used, where non-responding units in all the samples were contacted and could respond via the web or telephone regardless of the initially allocated mode. Table 29 shows the mode of completion for individuals by mode condition and total overall at IP12 including the mop-up phase.

Table 29. Mode of Response, IP12

<i>Responding Mode</i>	Nurse	Interviewer	MM	Total
Nurse	95.5% 677	---	---	31.3% 677
Interviewer	---	85.0% 562	26.4% 209	35.7% 771
Web	4.5% 32	15% 99	73.7% 583	33% 714
Total Ind.	709	661	792	2162

Starting in IP8, it was possible to access the web survey using any internet-enabled device. In previous waves, smartphones were blocked from accessing the survey, although tablets could access the questionnaire. A number of variables were captured about the device the survey was accessed with, including what type of device was used, the operating system, the device model, the browser used, browser version, and screen resolution. These variables are now available in the IP from the seventh wave as w_deviceused w_deviceos w_devicemodel w_browserused w_browserversion w_screenresolution in the file w_indresp_ip. The distribution of devices among web respondents used across all samples in IP12 is presented in Table 30.

Table 30. Device Used, Web Respondents, IP12

	IP12 Web Respondents
PC/Laptop	58.6% 412
Large Tablet	16.1%

IP12 Web Respondents	
	<i>113</i>
Small/Medium Tablet	11.5%
	<i>81</i>
Smartphone	13.8%
	<i>97</i>
Total Web Respondents	703

Fieldwork Wave 13

Due to Covid-19, all households were issued to web-first at IP13. Fieldwork took place between 14th July and 11th November 2020. Households were initially invited to take part online only for the first five weeks of fieldwork. At the end of these five weeks, any households and individuals that had not completed online were issued to an interviewer for contact via the telephone, although the web survey remained open for respondents to complete. At the end of this eight week period (13th October), the 'mop up' phase began for the remainder of fieldwork, with interviews conducted via the telephone. Both Kantar Public and NatCen Social Research conducted telephone interviews during all fieldwork periods.

All eligible sample members aged 16 or over were sent a letter on the first day of web fieldwork asking them to complete the survey online and providing the web address and their login details for doing so. The letter also explained that if they were unable to complete the survey online an interviewer would contact them as usual. Adults were sent four reminder emails (if an email address was available) and two reminder letters if they had not completed online by the time these reminder mailings were being prepared. These reminders were sent during the initial five week web-only fieldwork period before households were issued to an interviewer.

Prior to the survey going into the field there were four interviewer briefings carried out by the Kantar Public and NatCen research teams. The Kantar briefings were held on the 5th, 11th and 13th August, while the only NatCen briefing was also held on the 5th August. Each session was scheduled for about 2.5 hours and covered the experiments carried in IP13, the overall fieldwork design, and survey documents.

Response Outcome Wave 13

The issued sample at the thirteenth wave consisted of 2250 households. All households were issued to the same fieldwork design, i.e. web-first mixed-mode, and so Table 31 displays only the household-level response at IP13 for the continuing samples and the overall total response. The lower panel displays the individual response rate conditional on household response for continuing samples and overall. For each cell, the percent is reported above the number of units the percent represents, in italics. The total number of eligible sampled units is in the Total rows, in bold.

There were 1431 interviewed households from the continuing samples, for a 63.6% overall household response rate. Within these households, 2236 people were interviewed, for a conditional individual response rate of 78.6%.

The mixed-mode design meant that while most respondents were interviewed via the web, others were interviewed by a telephone interview. The mop-up period added more opportunity for response via telephone. Table 32 shows the mode of completion for individuals by mode at IP13 including the mop-up phase. The lower panel of this table breaks down web respondents by the type of device used to answer the online self-completion interview.

Table 31. Household and Individual Response Outcomes for Continuing Samples, IP13

	Original	IP4 Refreshment	IP7 Refreshment	IP10 Refreshment	IP11 Refreshment	Total
<i>Household RR</i>						
Complete HH	52.2%	45.1%	42.5%	34.6%	34.9%	42.8%
	352	143	171	110	188	964
Partial HH	20.5%	21.8%	20.7%	21.4%	20.2%	20.8%
	138	69	83	68	109	467
Total Responding HH	72.7%	66.9%	63.2%	56.0%	55.1%	63.6%
	490	212	254	178	297	1431
Nonresponding HH	27.3%	33.1 %	36.8%	44.0%	44.9%	36.4%
	184	105	148	140	242	819
Total HH	674	317	402	318	539	2250
<i>Conditional Individual RR</i>						

	Original	IP4 Refreshment	IP7 Refreshment	IP10 Refreshment	IP11 Refreshment	Total
Responding individuals	82.7% <i>820</i>	81.4% <i>358</i>	77.7% <i>393</i>	72.9% <i>256</i>	73.3% <i>409</i>	78.6% <i>2236</i>
Nonresponding individuals	17.3% <i>171</i>	18.6% <i>82</i>	22.3% <i>113</i>	27.1% <i>95</i>	26.7% <i>149</i>	21.4% <i>610</i>
Total Ind.	1010	444	511	360	574	2899

Table 32. Mode of Response and Device Used, IP13

Respondents	
<i>Responding Mode</i>	
Telephone	18.8%
	423
Web	81.2%
	1829
Total Respondents	2252
<i>Web Device Used</i>	
PC/Laptop	56.5%
	1033
Large Tablet	9.0%
	164
Small/Medium Tablet	15.5%
	302
Smartphone	18.0%
	330
Total Web Respondents	1829

Fieldwork Wave 14

Due to Covid-19, all households were issued to web-first at IP14. Fieldwork took place between 19th May and 29th September 2021. Households were initially invited to take part online only for the first five weeks of fieldwork. At the end of these five weeks, any households and individuals that had not completed online were issued to an interviewer for contact via the telephone, although the web survey remained open for respondents to complete. At the end of the eight-week telephone period, the 'mop up' phase began for the remainder of fieldwork, with interviews conducted via the telephone. Both Kantar Public and NatCen Social Research conducted telephone interviews during all fieldwork periods. The IP14 refreshment sample was only invited to the online survey. Since there was no telephone follow-up for this sample, the fieldwork period was shorter and took place between the 3rd September and 3rd October 2021.

All eligible sample members aged 16 or over were sent a letter on the first day of web fieldwork asking them to complete the survey online and providing the web address and their login details for doing so. The letter also explained that if they were unable to complete the survey online an interviewer would contact them by telephone. If an email address was known, sample members were also sent an email with a unique link to start the web survey. Adults were sent four reminder emails (if an email address was available) and two reminder letters if they had not completed online by the time these reminder mailings were being prepared. These reminders were sent during the initial five week web-only fieldwork period before households were issued to an interviewer.

The refreshment sample for IP14 was part of a trial designed to test the recruitment of households by web ahead of a new sample being recruited to the main Understanding Society study. Three different approaches to invitations and reminders were used. Group 1 were sent a prenotification letter, plus two reminder letters; Group 2 were sent a prenotification letter, invitation letter, plus three reminder letters; Group 3 were sent an invitation letter plus three reminder letters. No details were known about the individuals in selected households, so prenotification and invitation letters were addressed to 'The resident'. For reminder letters, where the household had already completed a household enumeration online, names of residents were known and so reminders were sent at individual level to any adults in the household who had not yet completed an individual interview. For households where no online interviewing had been completed, reminder letters were sent at household level and addressed to 'The resident'.

Youth questionnaires for sample members aged 10 to 15 were completed on paper. These were sent by Kantar's head office to respondents along with a £5 voucher. The youth questionnaires were posted to a parent who had completed the adult interview, with a request to ask their child to complete and return the paper questionnaire. No youth questionnaires were used for the refreshment sample.

All interviewers who worked on IP14 already had prior experience working on *Understanding Society*. The interviewer briefings therefore focused on the elements of the study that were new to interviewers. The briefings were held shortly before the start of the telephone fieldwork and held by the Kantar Public and NatCen research teams. Each session was scheduled for about 2.5 hours and covered the experiments carried in IP14, the overall fieldwork design, and survey documents.

Response Outcome Wave 14

The issued sample at the fourteenth wave consisted of 2158 continuing sample households and 6047 refreshment sample households. Table 33 displays the household-level response at IP14 for the continuing samples. Since all households were allocated to web-first, the response rates are shown by sample origin but not split by mode allocation as in previous years. The lower panel displays individual response rates for each sample. For each cell, the percent is reported above the number of units the percent represents, in italics. The total number of eligible sampled units is in the Total rows, in bold.

There were 1353 interviewed households from the continuing samples, for a 62.7% overall household response rate. Within these households, 2092 people were interviewed, for a conditional individual response rate of 77.2%.

Table 34 shows the household-level and individual-level response at IP14 for the IP14 refreshment sample. The fourteenth wave was the initial wave for this sample. A total of

773 households were surveyed, a 12.8% response rate. Of all of the enumerated individuals in these households, 966 were interviewed, equalling a 67.1% conditional individual response rate.

Given the mixed-mode design used, not all individuals responded in the same mode. Table 35 shows the mode of completion and device used by individuals. The continuing samples (Original, IP4 refreshment, IP7 refreshment, IP10 refreshment, and IP11 refreshment) are combined, with the IP14 refreshment sample presented separately given the initial invitation and difference in design for this group this wave.

Starting in IP8, it was possible to access the web survey using any internet-enabled device. In previous waves, smartphones were blocked from accessing the survey, although tablets could access the questionnaire. A number of variables were captured about the device the survey was accessed with, including what type of device was used, the operating system, the device model, the browser used, browser version, and screen resolution. These variables are now available in the IP from the seventh wave as `w_deviceused` `w_deviceos` `w_devicemodel` `w_browserused` `w_browserversion` `w_screenresolution` in the file `w_indresp_ip`. The distribution of devices among web respondents used across all samples in IP14 is presented in Table 35.

Table 33: Household and Individual Response Outcomes for Continuing Samples, IP14

	Original	IP4 Refreshment	IP7 Refreshment	IP10 Refreshment	IP11 Refreshment	Total
<i>Household RR</i>						
Complete HH	49.6%	45.1%	40.9%	32.1%	39.4%	42.6%
	332	139	158	97	194	920
Partial HH	22.7%	20.5%	17.6%	20.9%	17.7%	37.3%
	152	63	68	63	87	433
Total Responding HH	72.4%	65.6%	58.4%	53.0%	57.1%	62.7%
	484	202	226	160	281	1353
Nonresponding HH	27.7%	34.4 %	41.6%	47.0%	42.9%	37.3.%
	185	106	161	142	211	805
Total HH	669	308	387	302	492	2158
<i>Conditional Individual RR</i>						

	Original	IP4 Refreshment	IP7 Refreshment	IP10 Refreshment	IP11 Refreshment	Total
Responding individuals	78.9% <i>778</i>	79.3% <i>321</i>	78.4% <i>355</i>	68.7% <i>224</i>	76.8% <i>414</i>	77.2% <i>2092</i>
Nonresponding individuals	21.1% <i>208</i>	20.7% <i>84</i>	21.6% <i>98</i>	31.3% <i>102</i>	23.2% <i>125</i>	22.8% <i>617</i>
Total Ind.	986	405	453	326	539	2709

Table 34: Household and Individual Response Outcomes for IP14 Refreshment sample, IP14

<i>Household RR</i>	Total
Complete HH	7.0%
	425
Partial HH	5.8%
	213
Total Responding HH	12.8%
	773
Nonresponding HH	87.2%
	5274
Total HH	6047
<i>Conditional Individual RR</i>	
Responding individuals	67.1%
	966
Nonresponding individuals	32.9%
	473
Total Individuals	1439

Table 35: Mode of Response and Device Used, IP14 Continuing Respondents and IP14 Refreshment

	Continuing Respondents	IP 14 Refreshment
<i>Responding Mode</i>		
Telephone	12.8%	NA
	266	
Web	87.3%	100.0%
	1821	966
Total Respondents	2087	966
<i>Web Device Used</i>		
PC/Laptop	55.3%	62.3%
	1153	602
Large Tablet	5.2%	4.8%
	109	46
Small/Medium Tablet	19.4%	16.9%
	405	154
Smartphone	20.1%	16.9%
	420	163
Total Web Respondents	2087	966

Fieldwork Wave 15

Fieldwork for IP15 was undertaken by Kantar Public and NatCen Social Research, working in consortium. Fieldwork took place between 15th June and 25th November 2022. In total, 2966 households were issued at IP15, of which 2578 were 'active' sample households.

Households were allocated to one of the two modes, web-first or CAPI-first, with non-respondents followed up in CAPI, web and CATI. Fieldwork for the web-first sample followed a sequential mixed mode design. Households were initially invited to take part online. At the end of the initial web fieldwork period any individuals or whole households that had not taken part online were issued to a face-to-face interviewer. From this point on most of the interviewing was completed face-to-face although the web survey remained available for sample members to complete that way. A small amount of telephone interviewing (CATI) was also undertaken to 'mop up' any remaining individuals that had not taken part towards the end of fieldwork.

For the CAPI-first groups the majority of fieldwork was completed using face-to-face interviewing (CAPI), supplemented by a small amount of web interviewing and telephone interviewing (CATI) later in fieldwork to 'mop up' individuals and households that had not taken part. During face-to-face fieldwork the web survey was technically available to these groups (and some sample members requested web login information so they could complete online), but was not offered until the last 3 weeks of fieldwork when anyone who had not yet taken part (and did not have an unproductive outcome that would make it inappropriate) was sent a letter (and email, if an email address was available) inviting them to take part online.

The web-first sample had an initial web only fieldwork period of five weeks. At the end of this period any households that had not completed online were issued to a face-to-face interviewer. The time allowed for face-to-face fieldwork was 17 weeks, with a focus on using telephone to 'mop up' any hard to reach cases in the last three of these weeks.

For IP15, all health-related measurements were undertaken by interviewers who had been accredited in how to take these measurements. Interviewer fieldwork in England and Wales was split between Kantar Public and NatCen, and Kantar Public undertook all interviewer fieldwork in Scotland.

The advance mailing varied a little depending on issue mode and experiment allocation. For the CAPI-first sample, all eligible sample members aged 16 or over were sent a letter shortly before the start of face-to-face fieldwork. The letter explained that an interviewer would visit soon and would take their height and weight measurements. Additionally, participants were also provided a tape measure and were asked in the advanced letter to undertake their own waist and hip measurements. The advanced letter requested that, once participants had undertaken the measurement, they were to write down their results in a leaflet that accompanied the letter. A change of address card was attached to the bottom of the letter, and the mailing also included a freepost return envelope for the change of address card.

For the web-first sample, all eligible sample members aged 16 or over were sent a letter on the first day of web fieldwork asking them to complete the survey online and providing the web address and their login details for doing so. Additionally, the web-first sample were also provided a tape measure and asked to record their hip and waist measurements in a leaflet.

They were later asked to enter these measurements during their interview. The letter also explained that, if they were unable to complete the survey online, an interviewer would contact them as usual. The letters also included a change of address card and freepost return envelope. If an email address was available, these sample members were also sent an email with a unique link to start the web survey.

Both CAPI-first and web-first letters also included an information leaflet that gave more details about their annual interview. Information regarding the focus on health for IP15 was highlighted in the advanced letter. Lastly, there was a COVID leaflet which highlighted how the study was working in-line with Government and Market Research Society guidelines to minimise the risk of COVID-19 transmission.

There were 44 different types of advance letter. This number was required because of the various different experiments included on the study. For all addresses in Wales, the letter was sent in both Welsh and English. All letters were designed with Understanding Society branding and were signed by the Director of Understanding Society.

Adults were sent four reminder emails (if an email address was available) and two reminder letters if they had not completed online by the time these reminder mailings were being prepared. These reminders were sent during the initial five-week web fieldwork period before households were issued to an interviewer.

Response Outcome Wave 15

The issued sample at the 15th wave consisted of 2966 households. Fieldwork for all sample members was split by CAPI-first and web-first allocations. Table 36 displays the household-level response at IP15 for the continuing samples by CAPI-first (labelled face-to-face, FTF, in the table) and web-first (labelled mixed mode, MM) conditions and the overall total response. The lower panel displays individual response rate for each. For each cell, the percent is reported above the number of units the percent represents, in italics. The total number of eligible sampled units is in the Total rows, in bold.

There were 1797 interviewed households from the continuing samples, for a 60.6% overall household response rate. Within these households, 2686 people were interviewed, for a conditional individual response rate of 76.5%.

Given the mixed-mode design used, not all individuals responded in the same mode. Further, at IP15 the mop-up period was again used, where non-responding units in all the samples were contacted and could respond via the web or telephone regardless of the allocated mode design. Only 53 people responded via the telephone at IP15. Table 37 shows the mode of completion for individuals by mode condition and total overall at IP15 including the mop-up phase.

Table 38 documents the devices that the 1895 web respondents used to complete the survey.

Table 36. Household and Individual Response Outcomes for Continuing Samples by Mode Design, IP15

	Original		IP4 Refreshment		IP7 Refreshment		IP10 Refreshment		IP11 Refreshment		IP14 Refreshment		Total
<i>Household RR</i>	F2F	MM	F2F	MM	F2F	MM	F2F	MM	F2F	MM	F2F	MM	
Complete HH	39.7%	44.2%	35.2%	47.9%	31.5%	39.2%	24.5%	35.3%	32.0%	35.9%	31.1%	50.9%	39.8%
	87	204	38	101	40	104	24	71	106	56	83	265	1,179
Partial HH	21.9%	22.5%	14.8%	18.5%	18.1%	21.5%	20.4%	19.4%	13.9%	14.7%	22.1%	27.6%	20.8%
	48	104	16	39	23	57	20	39	46	23	59	144	618
Total Responding HH	61.6%	66.7%	50.0%	66.4%	49.6%	60.7%	44.9%	54.7%	45.9%	50.6%	53.2%	78.5%	60.6%
	135	308	54	140	63	161	44	110	152	79	142	409	1797
Nonresponding HH	38.4%	33.3%	50.0%	33.6%	50.4%	39.2%	55.1%	45.3%	54.1%	49.4%	46.8%	21.5%	39.4%
	84	154	54	71	64	104	54	91	179	77	125	112	1,169
Total HHs	219	462	108	211	127	265	98	201	331	156	267	521	2,966
<i>Conditional Individual RR</i>													
Responding individuals	76.0%	78.4%	83.7%	80.3%	77.8%	75.5%	66.3%	74.7%	77.4%	80.0%	71.6%	75.4%	76.5%

	Original		IP4 Refreshment		IP7 Refreshment		IP10 Refreshment		IP11 Refreshment		IP14 Refreshment		Total
	200	501	82	233	105	241	59	162	226	104	204	569	2,686
Nonresponding individuals	24.0%	21.6%	16.3%	19.7%	22.2%	24.5%	33.7%	25.3%	22.6%	20.0%	28.4%	24.6%	23.5%
	63	138	16	57	30	78	30	55	66	26	81	186	826
Total Individuals	263	639	98	290	135	319	89	217	292	130	285	755	3,512

Table 37. Mode of Response by mode of issue, IP15

Responding Mode	Original Sample		IP4 Refreshment		IP7 Refreshment		IP10 Refreshment		IP11 Refreshment		IP14 Refreshment		Total
	F2F-first	Web-first	F2F-first	Web-first	F2F-first	Web-first	F2F-first	Web-first	F2F-first	Web-first	F2F-first	Web-first	
Face-to-Face	66.5%	9.0%	78.0%	6.4%	77.1%	9.5%	62.7%	7.4%	74.3%	12.5%	57.8%	5.1%	27.5%
	133	45	64	15	81	23	37	12	168	13	118	29	738
Telephone	3.5%	1.4%	6.1%	0.4%	1.9%	0.8%	3.4%	0.6%	4.4%	1.0%	4.9%	0.9%	2.0%
	7	7	5	1	2	2	2	1	10	1	10	5	53
Web	30.0%	89.6%	15.9%	93.1%	21.0%	89.6%	33.9%	92.0%	21.2%	86.5%	37.3%	94.0%	70.6%
	60	449	13	217	22	216	20	149	48	90	76	535	1,895
Total Individuals	200	501	82	233	105	241	59	162	226	104	204	569	2,686

Table 38. Device Used, Web Respondents, IP15

	IP15 Web Respondents
PC/Laptop	51.4%
	<i>973</i>
Large Tablet	6.0%
	<i>113</i>
Small/Medium Tablet	18.9%
	<i>358</i>
Smartphone	23.8%
	<i>451</i>
Total Web Respondents	1,895

Longitudinal Response Outcomes

The individual re-interview rate is an important outcome in a longitudinal survey, since analyses require pairs of observations to measure change. Re-interview rates are calculated as the percentage of eligible units responding at later waves who were also surveyed at the initial wave. For those in the original sample, the percentage is predicated on response at IP1, while the fourth wave is the initial wave for the IP4 refreshment sample, the seventh wave was the first for the IP7 refreshment sample, the tenth wave was the first for the IP10 refreshment sample, the eleventh was the first for the IP11 refreshment sample, and the fourteenth wave was the first for the IP14 refreshment sample.

Table 39 presents the longitudinal individual re-interview rates for the original sample (for IP2-IP14), the IP4 refreshment sample (for IP5-IP15), IP7 (for IP8-IP15), IP10 (IP11-IP15), IP11 (IP12-IP15), and IP14 (IP15). For each cell, the percent is reported above the number of individuals the percent represents, in italics.

Table 39. Longitudinal re-interview rates

[illegible]

As with any longitudinal study, there has been attrition at each wave, decreasing the overall numbers for each sample. At IP15, 503 individuals from the original sample who responded at IP1 were successfully interviewed, representing a 21.0% re-interview rate. For the IP4 refreshment sample, the IP15 was their twelfth wave and 227 responded, for a 31.4% re-interview rate. IP15 was the ninth wave for the IP7 refreshment sample, with 225 responses for a 38.9% re-interview rate. The IP10 refreshment sample was in its sixth wave at IP15, with 187 responding for a 37.9% re-interview rate. The IP11 refreshment sample was asked to participate for the fifth time at IP15, and had 272 completes, a 35.9% re-interview rate. The IP14 refreshment sample was asked to participate for the second time at IP15, with 657 completes for a 68.4% reinterview rate.

Fieldwork Wave 16

Fieldwork took place between 21st June and 8th December 2023. Interviewer fieldwork in England and Wales was split between Verian (formerly Kantar) and NatCen, and Verian undertook all interviewer fieldwork in Scotland. Households were allocated to one of the two modes, web-first or CAPI-first.

Fieldwork for the web-first sample followed a sequential mixed mode design. Households were initially invited to take part online. At the end of the initial web fieldwork period any individuals or whole households that had not taken part online were issued to a face-to-face interviewer. From this point on most of the interviewing was completed face-to-face although the web survey remained available for sample members to complete that way. Telephone interviews were available throughout if requested by respondents. Additionally, there was a web 'mop' up letter which was sent during week 14 of face-to-face fieldwork. This letter was sent to all those who had not yet completed it and included an additional £10 incentive if respondents completed it before the end of fieldwork.

For the CAPI-first group the majority of fieldwork was completed using face-to-face interviewing (CAPI), supplemented by a small amount of web interviewing and telephone interviewing (CATI). During face-to-face fieldwork the web survey was technically available to these groups (and some sample members requested web login information so they could complete online), but it was not offered until the last 3 weeks of fieldwork when anyone who had not yet taken part (and did not have an unproductive outcome that would make it inappropriate) was sent a letter (and email, if an email address was available) inviting them to take part online.

For IP16, there was also a mini survey related to a Red Book experiment which took place before the main survey launched. This mini survey took place between May and June 2023. For this survey, we used IP15 data on household composition to determine who would be eligible for the Red Book experiment (i.e., respondents who had children under the age of 16 in the household). Half of those eligible for the red book experiment were asked to provide details (i.e., a photo or information on their child's Red Book) online ahead of the interview and the other half during the interview. Those in the pre-interview group that did not

provide the photo or information were asked to do so in the interview along with the second group. Those eligible for the mini survey were invited via a letter and email which provided an explanation and instructions on how to take part. The letter and email also mentioned there was a £2 incentive for providing for each child's Red Book information provided. There were no reminders for this mini-survey.

Timelines were such that the web-first sample had an initial web fieldwork period of five weeks. At the end of this period any households that had not completed online were issued to a face-to-face interviewer. The time allowed for face-to-face fieldwork was 18 weeks, with a focus on using telephone and online options to 'mop up' any hard-to-reach cases in the final weeks.

There were 70 different types of advance letter. This number was required because of the various different experiments included on the study. For all addresses in Wales, the letter was sent in both Welsh and English. All letters were designed with Understanding Society branding and were signed by the Director of Understanding Society.

Adults were sent four reminder emails (if an email address was available) and two reminder letters if they had not completed online by the time these reminder mailings were being prepared. These reminders were sent during the initial five-week CAWI fieldwork period before households were issued to an interviewer. Additionally, there was a CAWI mop-up reminder letter sent during week 14 of fieldwork to all those who had not completed or refused.

Response Outcome Wave 16

For the convenience of data users who use both the Innovation Panel and the Main Understanding Society data, we have changed which tables of response rates we calculate for the Innovation Panel. The response rate tables provided for IP16 now more closely follow those released for the Main panel.

Table 39 documents the household response rates and sample sizes by sample origin. Table 40 documents the individual response rates, based on all enumerated adults in respondent households. Table 41 documents the re-interview rates of adults who completed the survey at IP15, by sample origin. Table 42 documents the household response rates by mode of issue. Table 43 documents the reinterview rates of individuals with full interviews at IP15, by mode of issue.

Table 39: IP16 household response rates by sample origin

IP16 household outcome	Original	IP4	IP7	IP10	IP11	IP14	Total
Fully responding	314 53.9%	151 58.8%	157 50.3%	108 49.3%	159 42.0%	377 49.9%	1,266 50.5%
Partially responding	135 23.2%	48 18.7%	66 21.2%	39 17.8%	65 17.2%	129 17.1%	482 19.2%
All responding	449 77.0%	199 77.4%	223 71.5%	147 67.1%	224 59.1%	506 67.0%	1,748 69.8%
Non-contact	61 10.5%	26 10.1%	44 14.1%	27 12.3%	73 19.3%	94 12.5%	325 13.0%
Untraced mover	15 2.6%	12 4.7%	10 3.2%	10 4.6%	15 4.0%	28 3.7%	90 3.6%
Refusal	47 8.1%	13 5.1%	28 9.0%	27 12.3%	54 14.2%	102 13.5%	271 10.8%
Other non-interview	11 1.9%	7 2.7%	7 2.2%	8 3.7%	13 3.4%	25 3.3%	71 2.8%
Total	583 100.0%	257 100.0%	312 100.0%	219 100.0%	379 100.0%	755 100.0%	2,505 100.0%

Table 40: IP16 cross-sectional individual adult response rates by sample origin

IP16 adult outcome	Original	IP4	IP7	IP10	IP11	IP14	Total
Full interview	741 63.3%	350 67.0%	365 57.8%	234 54.7%	339 45.0%	796 55.5%	2,825 57.2%
Proxy interview	10 0.9%	3 0.6%	1 0.2%	2 0.5%	1 0.1%	5 0.3%	22 0.4%
Other non-interview	90 7.7%	40 7.7%	50 7.9%	27 6.3%	66 8.8%	103 7.2%	376 7.6%
Refusal	76 6.5%	28 5.4%	40 6.3%	34 7.9%	44 5.8%	92 6.4%	314 6.4%
Household non-contact	118 10.1%	47 9.0%	88 13.9%	61 14.3%	162 21.5%	194 13.5%	670 13.6%
Household refusal	97 8.3%	23 4.4%	62 9.8%	51 11.9%	101 13.4%	187 13.0%	521 10.5%
Household other non-interview	5 0.4%	2 0.4%	2 0.3%	3 0.7%	6 0.8%	7 0.5%	25 0.5%
Household untraced	32 2.7%	29 5.6%	20 3.2%	14 3.3%	30 4.0%	47 3.3%	172 3.5%

Household ineligible	1 0.1%		3 0.5%	2 0.5%	4 0.5%	4 0.3%	14 0.3%
Total	1,170 100.0%	522 100.0%	631 100.0%	428 100.0%	753 100.0%	1,435 100.0%	4,939 100.0%

Table 41: IP16 longitudinal re-interview rates for adults with full interview at IP15 by sample origin

IP16 adult outcome	Original	IP4	IP7	IP10	IP11	IP14	Total
Full interview	615 86.7%	279 87.5%	297 84.6%	193 86.5%	253 77.1%	629 79.5%	2,266 83.3%
Proxy interview	1 0.1%	1 0.3%					2 0.1%
Other non-interview	25 3.5%	11 3.4%	12 3.4%	5 2.2%	17 5.2%	37 4.7%	107 3.9%
Refusal	11 1.6%	7 2.2%	8 2.3%	6 2.7%	6 1.8%	22 2.8%	60 2.2%
Household non-contact	33 4.7%	12 3.8%	22 6.3%	8 3.6%	33 10.1%	47 5.9%	155 5.7%
Household refusal	17 2.4%	6 1.9%	9 2.6%	8 3.6%	16 4.9%	44 5.6%	100 3.7%
Household other non-interview	3 0.4%	1 0.3%	2 0.6%	1 0.4%	1 0.3%	1 0.1%	9 0.3%
Household untraced	3 0.4%	2 0.6%		2 0.9%	2 0.6%	9 1.1%	18 0.7%
Household ineligible	1 0.1%		1 0.3%			2 0.3%	4 0.1%
Total	709 100.0%	319 100.0%	351 100.0%	223 100.0%	328 100.0%	791 100.0%	2,721 100.0%

Table 42: IP16 household response rates by mode of issue

IP16 household outcome	CAPI first	Web first	Total
Fully responding	425 42.6%	841 55.8%	1,266 50.5%
Partially responding	194 19.5%	288 19.1%	482 19.2%
All responding	619 62.1%	1,129 74.9%	1,748 69.8%
Non-contact	178 17.9%	147 9.7%	325 13.0%
Untraced mover	47 4.7%	43 2.9%	90 3.6%
Refusal	134 13.4%	137 9.1%	271 10.8%

Other non-interview	19 1.9%	52 3.4%	71 2.8%
Total	997 100.0%	1,508 100.0%	2,505 100.0%

Table 43: IP16 longitudinal re-interview rates for adults with full interview at IP15 by mode of issue

IP16 adult outcome	CAPI first	Web first	Total
Full interview	674 77.1%	1,592 86.2%	2,266 83.3%
Proxy interview	0 0.0%	2 0.1%	2 0.1%
Other non-interview	37 4.2%	70 3.8%	107 3.9%
Refusal	13 1.5%	47 2.5%	60 2.2%
Household non-contact	82 9.4%	73 4.0%	155 5.7%
Household refusal	52 5.9%	48 2.6%	100 3.7%
Household other non-interview	6 0.7%	3 0.2%	9 0.3%
Household untraced	9 1.0%	9 0.5%	18 0.7%
Household ineligible	1 0.1%	3 0.2%	4 0.1%
Total	874 100.0%	1,847 100.0%	2,721 100.0%

Longitudinal Response Outcomes

As well as the tables that present wave-to-wave longitudinal repeated response (i.e., response at wave N conditional on response at wave N-1), we have continued to calculate an overall longitudinal response rate table. The total number of people included in this table is smaller than in the other tables as inclusion in this table is conditional on adult response at the first wave for the individual's relevant sample origin. Consequently, it excludes, for example, household members who were children in earlier waves and who have aged into eligibility for adult interviews. Compared to previous editions of this User Guide, some changes have been made to the calculation of this table, resulting in small changes to the reported response rates. We now assume that individuals who become ineligible in one wave remain ineligible in all future waves. For individuals who have died, this assumption will always be correct; for other individuals, there is a possibility that they could have become eligible again (e.g., an emigrant who moves back to the UK). Since we make no other adjustments for people of unknown status becoming ineligible, this assumption very likely still produces a conservative estimate of these response rates.

Table 44 presents the longitudinal individual re-interview rates for the original sample (for IP2-IP16), the IP4 refreshment sample (for IP5-IP16), IP7 (for IP8-IP16), IP10 (IP11-IP16), IP11 (IP12-IP16), and IP14 (IP15-IP16). For each cell, the percent is reported above the number of individuals the percent represents, in italics.

Table 44. Longitudinal re-interview rates

	IP2	IP3	IP4	IP5	IP6	IP7	IP8	IP9	IP10	IP11	IP12	IP13	IP14	IP15	IP16
Original sample	1,654 69.5%	1,442 61.4%	1,270 56.3%	1,095 49.1%	1,100 49.7%	917 41.7 %	867 39.7 %	814 39.6 %	746 34.7 %	691 32.4 %	600 28.3 %	609 28.8 %	558 26.5 %	503 24.0 %	519 24.8 %
IP4 refreshment				586 82.0%	554 77.8%	447 63.0 %	423 60.3 %	396 60.5 %	350 50.2 %	321 46.2 %	258 37.6 %	272 39.8 %	250 36.8 %	227 33.5 %	241 35.5 %
IP7 refreshment							520 79.5 %	487 83.2 %	404 62.9 %	371 58.3 %	309 49.0 %	299 47.8 %	271 43.7 %	255 41.5 %	257 42.2 %
IP10 refreshment										297 60.5 %	216 44.5 %	222 46.3 %	195 40.8 %	187 39.5 %	195 41.8 %
IP11 refreshment											371 49.4 %	351 47.4 %	338 46.1 %	272 37.2 %	268 36.8 %
IP14 refreshment														657 68.4 %	644 67.9 %

As with any longitudinal study, there has been attrition at each wave, decreasing the overall numbers for each sample. At IP16, 519 individuals from the original sample who responded at IP1 were successfully interviewed, representing a 24.8.0% re-interview rate. For the IP4 refreshment sample, the IP16 was their thirteenth wave and 241 responded, for a 35.5% re-interview rate. IP16 was the tenth wave for the IP7 refreshment sample, with 257 responses for a 42.2% re-interview rate. The IP10 refreshment sample was in its seventh wave at IP16, with 195 responding for a 41.8% re-interview rate. The IP11 refreshment sample was asked to participate for the sixth time at IP16, and had 268 completes, a 36.8% re-interview rate. The IP14 refreshment sample was asked to participate for the third time at IP16, with 644 completes for a 67.9% reinterview rate.