

Food and You Wave 5

Interviewer Instructions
P12441



Contents

1	Overview	1
1.1	Background	1
1.2	Fieldwork dates	1
1.3	Fieldwork process	2
2	Survey documents	3
3	Your Sample	4
3.1	Overview	4
3.2	Selections	4
4	Introducing the study	6
4.1	Advance letters and study leaflets	6
4.2	Doorstep introduction	6
4.2.1	Things to mention when introducing the survey	6
4.3	Adult selection	7
4.4	Website	7
5	Incentives	8
5.1	Unconditional incentive – Post Office voucher	8
5.2	Additional incentives (also called ‘discretionary incentives’)	9
6	Address Record Form (ARF)	11
6.1	Address label	11
6.2	Selection label	11
6.3	Calls record	12
6.4	Section A - Tracing Address & Area Observations	12
6.5	Section B, C, D - Selections	12
6.6	Section E – final outcome code	13
6.7	Section F – unproductive outcome codes	13
7	The interview	14
7.1	The questionnaire	14
7.2	Questionnaire length	16
7.3	At the end of the interview	16
7.4	Returning work	16
8	Who to contact	17
8.1	General queries	17
9	Notes	18



1 Overview

1.1 Background

Food and You is a study funded by the Food Standards Agency (FSA) about people's attitudes and knowledge about food related issues. The study is vital in supporting the FSA's work by exploring public understanding of, and engagement with, the FSA's key aims.

The survey runs every two years – the survey has been carried out four times previously. This year of the survey is referred to as 'Wave 5' as it is the 5th time the survey has been carried out.

A pilot for Wave 5 took place in March and April 2018 to test the questionnaire and protocols in advance of the mainstage and obtain interviewer feedback on what worked and what didn't work so well. N

The survey covers England, Wales and Northern Ireland. Fieldwork in Northern Ireland is being carried out by the Northern Ireland Statistics and Research Agency (NISRA).

We hope you enjoy working on Food and You.

1.2 Fieldwork dates

Fieldwork will take place from mid-June to late September. Fieldwork will be issued to interviewers in three batches (or waves) over this period. Fieldwork dates for NatCen interviewers are listed below.

Wave	Start date	End date
WV1	Mon 18 th June	Sun 5 th August
WV2	Mon 16 th July	Sun 26 th August
WV3	Tue 14 th August	Tue 25 th September

1.3 Fieldwork process



Random selection – select one person aged 16+ from each address using your ARF



Complete a CAPI interview (estimated 45 minutes for England & Wales, and 60 minutes for Northern Ireland)



Transmit CAPI

2 Survey documents

Your work pack contains the following:

- **Laminated advance letter and spare example copies of advance letters:** the spares can be handed out to participants, for example if the participant has not seen the advance letter sent by the office or it can be posted through the door on a first visit when nobody answers the door.
- **Spare data protection flyer:** participants will be sent a flyer together with their advance letter about data protection. You will be supplied with spare flyers in case the participant has not seen the flyer sent with advance letter by the office or asks for further information about data protection.
- **Survey leaflets:** contains more detailed information about the FSA and the value of the survey. Please hand these out before you carry out the interview.
- **Doorstep laminate:** contains some simple information about the various topics the survey will cover. The laminate can be used on the doorstep or at any point during the process where the participant needs more information. Can also be used as a distraction while you set up!
- **Show cards:** to use during the interview.
- **Northern Ireland only! Food group cards for Eat well plate task:** these cards are only for interviewers in Northern Ireland, to use during the interview.
- **Thank you leaflet:** contains more information about where to get advice on food safety best practice, food poisoning as well as contact details for NatCen and the FSA. This should be handed out at the end of each interview.
- **Welsh translated documents:** interviewers working on a Welsh assignment will be provided with some spare advance letters and leaflets translated into Welsh. Note that a Welsh translated copy of the advance letter and data protection flyer was sent with the advance letter.

3 Your Sample

3.1 Overview

The Food and You sample is drawn from the Postcode Address File (PAF). For Wave 5, 6875 addresses in total will be issued across England, Wales and Northern Ireland.

Each assignment will contain 25 addresses, and you will need to randomly select **one** person aged 16+ from each address before you proceed with the interview. This is to ensure that we are interviewing a range of people rather than only those who answer the door so that our statistics are high quality and can be used as evidence to inform policy decisions and practices related to food standards.

3.2 Selections

To ensure that the sample is representative, at each address you may be required to make a number of random selections. For example, an address may contain more than one flat or bedsit, or more than one household living there. Also, many households will contain more than one eligible people (aged 16+).

The three selections that you will be required to make are:

- Dwelling unit (DU)
- Household (HH)
- Person

These selections are defined in the following sections.

3.2.1 Dwelling Unit (DU)

A Dwelling Unit (D) is an address or part of an address, which has its own front door. The front door does not have to be at street level, but it must be separate one part of the address from other parts (for example only those who live behind the door have access to the area, it is not a communal part of the address).

A DU need not be fully self-contained. For example, an address may contain four bed-sitters, the inhabitants of whom share a bathroom. Each bed-sitter would count as a DU as long as it had its own front door.

3.2.2 Household (HH)

The standard definition of a household applies to Food and You: one person living alone or a group of people (not necessarily related) living at the same address (or the selected DU within the address) who share cooking facilities and share a living room or sitting room or dining area.

Also see the Interviewer Manual for further information on establishing who is resident at the address and on splitting residents into households.

3.2.3 Person

Adults aged 16+, within the selected household, are eligible to take part in Food and You. If there is more than one eligible adult in the household, you will be required to select **one person** at random, again using the selection grid on the front page of the ARF.

- Please note: for young adults aged 16 or 17 who live with their parents, you are required to obtain verbal consent from the legal guardian or parent before beginning the interview.

4 Introducing the study

4.1 Advance letters and study leaflets

Advance letters will be sent out centrally in an FSA branded envelope a week before the fieldwork start date.

- You will have copies of the advance letter and leaflet in your work packs to use as a tool on the doorstep.
- Hand the participant a copy of the letter and leaflet and allow them plenty of time to read through it. Remember they won't have seen the leaflet before.
- Make sure you have carefully read the letter and leaflet before you visit the household - it may help you to answer questions on the doorstep and has some interesting figures that may help to sell the study.
- You also have a laminate with some information, as an extra tool to use on the doorstep or while you log into your laptop.
- Try not to focus too much on findings about helping to improve food safety – these may affect how people answer the interview questions.

4.2 Doorstep introduction

The general rule is to keep your initial introduction short, clear and to the point.

- Show your identity card
- Say who you are
- Say who you work for
- Say that you are carrying out “*an important major national study about how we shop for, cook and eat food.*”

Only elaborate if you need to. Introduce one new idea at a time. Do not give a full explanation right away - you will not have learned what is most likely to convince that particular person to take part.

4.2.1 Things to mention when introducing the survey

- It is a national survey being carried out by NatCen/NISRA on behalf of the Food Standard's Agency (FSA).
- It is an extremely important study that helps support the FSA's work in ensuring that the food we eat is safe, and honest.
- Each person asked to take part in the survey is vital to the success of the survey.

- Highlight that we want a representative picture of the population – even if that person has little or no involvement or interest in cooking or shopping for food.
- No one outside the research team will know who has been interviewed, or will be able to identify an individual's results.
- Highlight the benefits to the participants – how they will contribute to society, as well as the post office voucher they will have received with their advance letter.
- Focus on the selection process rather than giving too much information about the full interview at this point.

4.3 Adult selection

Sometimes the selection of one adult in the household will be straightforward – it will either be the person you are already speaking too, or it's a one adult only household. There may be occasions when it becomes trickier to persuade either the selected person to take part (and for the person who answered the door to understand why they can't take part). Here are some tips from your fellow interviewers:

- Show respondents the selection process using the ARF, so that they feel involved in the process.
- Try and do the selection as early as possible, so that you can focus efforts on the selected participant.
- Blame the researchers! Tell participants that the research team in the central office enforce the selection.
- “They will often say – ‘we’ve already discussed it, no one’s interested’. I say ‘I just need to be shown to be doing my job. Would you mind if I just do the selection, then I can say that I have done that, so the office can see that I came’.”

For example: “They will often say – ‘we’ve already discussed it, no one’s interested’. I say ‘I just need to be shown to be doing my job. Would you mind if I just do the selection, then I can say that I have done that, so the office can see that I came’.”

- Find out when they might be in and come back then. In the case of young people, try and get their phone number.
- If a young person is selected, try and get their parents on side, which could help them to convince the young person about the importance of the study.
- Don't ask yes or no questions – ask things like ‘when's the best time to come back?’.

4.4 Website

We have a section of the NatCen website that is dedicated to Food and You. This has information for potential participants about who NatCen is, the purpose of the study, why they have been chosen and reasons to take part. It also has contact details for the Research team at NatCen. This may be useful for participants who are deciding whether they would like to participate. The website can be found at:

<http://www.natcen.ac.uk/foodandyou>.

5 Incentives

Improving the sample quality and overall response is a priority for the FSA to ensure that the data they are collecting is used as widely as possible. The FSA asked us to provide some additional and innovative options for improving response rates, particularly among younger people, which led to some changes in our incentives.

5.1 Unconditional incentive – Post Office voucher

5.1.1 Background

An unconditional voucher will be attached to the advance letter, which is sent by the office before you start fieldwork. This is a Post Office voucher which can be exchanged for cash. On most surveys, the value of this incentive is the same for all addresses. On Food and You we are trialling a new strategy, which we hope will encourage particular groups of people where we see lower response rates to take part.

Based on the postcode sector of your assignment, we are offering people either a £5, £10 or £15 voucher. The value that they receive is based on the targets that are set for your assignment. For example, if the interviewer target is lower than the national average, the address will receive a £15 voucher. The only exception is a control group that we have selected at random who will all receive £10, regardless of your target. This is important to help us assess whether the initiative is working.

5.1.2 What do I need to do?

All of the addresses in your assignment will receive the same value of incentive but if you work across two assignments, the incentive value may be different on each assignment.

- Your **ARF** address label will tell you the value of the incentive that the address has received. Be careful to check the incentive value before you approach your first few addresses.
- Participants will be told the value of the incentive on their **advance letters**. Spare copies will not mention the incentive values.

NatCen Social Research P12441 Food and You

Appointments Made

Final Outcome

Fieldwork End Date: <<FWEndDate>>

NatCen, 101-135 Kings Road, Brentwood, Essex CM14 4LX, Telephone 01277 200 600, Fax 01277 214 117

ADDRESS DETAILS				DU/HH/PERSON SELECTION LABEL			
SN: <<Serial>> <<ChkLet>> WAVE: <<batch>> FA: <<Field Area>>				SN: <<Serial>> Point: <<PSU_No>>			
Incentive: <<Value>>				DU/HH/Per: 2 3 4 5 6			
<<Add1>>				Select: <N2><N3><N4><N5><N6>			
<<Add2>>				DU/HH/Per: 7 8 9 10 11 12			
<<Add3>>				Select: <N7><N8><N9><N10><N11><N12>			
<<Add4>>							
<<Add5>>							
<<postcode>>							

Name of selected person: Title, first name, surname

Telephone number 1: Telephone number 2:

Contact name for call backs: No telephone: Number refused:

Call No.	Date DD/MM	Day of week	Call Start Time (24hr clock)	VISITS RECORD Record all visits, even if no reply. For phone calls – see separate grid on next page	*Call Status (Enter codes only)	Call End Time (24hr Clock)	Call followed by personal/non-CAP1 time (tick)

- If you absolutely must issue a replacement giftcard, because you believe that the participant did not receive the original letter, then please tell the participant that the card will be loaded with the value that is listed on your ARF (see picture above). When you complete your Admin, in the 'Special Actions' box, record the last 8 digits of the giftcard number **and the value of the original incentive**, from your ARF. The office will then generate an incentive of the correct value.

5.2 Additional incentives (also called 'discretionary incentives')

5.2.1 Background

Following successful trials in other surveys at NatCen, we have approval to use discretionary incentives on Food and You for participants aged between 16-49. The aim is to improve the response rate amongst these age groups, who are typically under-represented in social surveys.

At your discretion you can offer a maximum of two £25 gift cards per assignment to help try and persuade reluctant participants to take part. They must be given to separate households!

5.2.2 What do I need to do?

You will be best placed to judge whether you think the additional incentives will help persuade the selected participant to take part and that you reasonably estimate that they are aged 16-49 (this might sometimes be a bit more tricky!). You only have two additional incentives to hand out per assignment, so it's important for you to use these where you think they will be most effective.

-
- These are incentives to persuade those who would not take part in the survey otherwise. **There is no point in using them if they are given to respondents who would have taken part anyway.**
 - Consider leaving it until later in fieldwork to use your additional incentives, when you have identified the more difficult households that are unlikely to take part otherwise.
 - Think of a way to introduce the additional incentive that you feel comfortable with: 'If you take part today, I can offer you a further £25 gift card.'
 - You can only issue an additional incentive if the respondent takes part.
 - CAPI will ask you at the end of the interview whether you offered the additional incentive to the participant and whether they accepted it. Be discrete if you did not offer the additional incentive.
 - If you hand out an additional incentive, you will proceed to the CAPI activated giftcard module.
 - Record that you have handed out an additional incentive on your **sample cover sheet**. This will help you to keep track of how many you have left for Food and You. Usage of discretionary gift cards will be monitored by the office.
 - Don't panic if you find out during the interview that the participant is actually younger than you thought. If you have promised an incentive, you can still hand it out at the end of the interview.

6 Address Record Form (ARF)

You will receive a pre-labelled ARF for each of the 25 addresses in your sample. The ARF will enable you to;

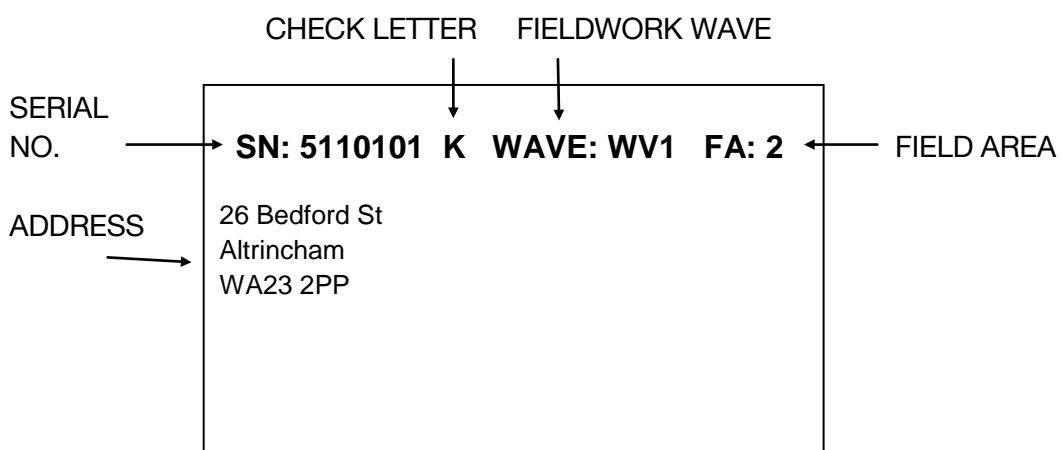
- record all attempts to make contact at the address
- select a dwelling unit (DU)
- select a household within the selected DU (HH)
- select an eligible adult (16+ years) within the selected HH
- record the final outcome for the selected respondent.
- record names and telephone numbers to enter in your Admin block

This section outlines each part of the ARF and what you will be required to do at each stage. Please follow the routing on the ARF as it will guide you to the correct outcome code for each address.

6.1 Address label

The Address Label at the top of the ARF gives the full address and the corresponding seven-digit serial number. It is made up of:

- One digit for the YEAR ('5' for year 5, 2018)
- One digit for the WAVE (1=VV1; 2=VV2, 3=VV3)
- Three digits for the Point number (101... 362)
- Two digits for the Address number, within point (01..25)



6.2 Selection label

The selection label on the front page should be used where there are two or more DUs or HHs and you have to select one at which to interview. This label is also used when

the selected HH contains two or more eligible persons and you have to select one to take part. Further information on selection procedures is provided in section 4.5.

6.3 Calls record

Keep a full record of all the **visits** you make to an address on the bottom half of the front page – include abortive visits as well as productive ones. Any notes about what happened at each call should be made in the notes box. There is also a grid (on page 2) where you can keep track of all **telephone calls** you make.

6.4 Section A - Tracing Address & Area Observations

Section A of the ARF allows you to note whether the addresses are **traceable**, **residential and occupied** as a main residence. You can also note whether the address is accessible and its condition.

Where feasible, this information should be collected before making contact. For office refusals, please visit the address but do not approach the occupants.

6.5 Section B, C, D - Selections

Once you have completed your observations at Section A, the ARF will guide you through selecting one DU then one HH and then one adult aged 16+ to take part in the survey. The process for selecting each is very similar and is covered in the following section of the ARF;

Type of Selection	Location within the ARF
DU selection	Section B
HH selection	Section C
Person selection	Section D

Example selection label

DU/HH/Per:	2	3	4	5	6	
Select:	2	1	4	3	5	
Du/HH/Per:	7	8	9	10	11	12
Select:	3	6	4	7	2	9

If there are 13 or more DUs, HHs or adults, then please use the lookup chart in Section G of the ARF. If, at any stage, you are unable to establish how many DUs, HHs, or adults there are then the ARF will route you to select the appropriate unproductive outcome code.

6.6 Section E – final outcome code

Section E allows you to choose an outcome code for the address. For productive respondents (fully or partially productive) the outcome code is calculated within the CAPI Admin block. It can only be coded when you have finished interviewing. For unproductive addresses (i.e. those which do not result in a full or productive interview), you will select the appropriate code from the ARF.

6.7 Section F – unproductive outcome codes

If the selected respondent has refused to take part, you will be asked to record the reason(s) why that person has refused. There is also a section for you to make any further notes that might be useful for another interviewer should the address be reissued. Equally if you feel the address is not suitable for reissue, please record why in this section. CAPI will prompt you for this information when you are completing the admin block.

7 The interview

7.1 The questionnaire

You will conduct an individual interview with one adult member of the household, covering the following topics;

Module	Types of questions
1 Household Information	Who lives in the household and their relationship to one another?
2 Eating Habits	Cooking responsibilities Types of food people eat Eating out & takeaways Allergies or intolerances
3 Shopping	Where people shop for food Types of food people buy How people package their food
4 Food Insecurity	Do people feel like they can afford to buy the food they would like?
5 Food Safety	How people prepare, cook and store their food. Have people ever had food poisoning?
6 Food	Awareness of new food production technologies.
7 Attitudes towards the food chain	Perceptions of the FSA and food production, from the farm to the kitchen table.
8 Northern Ireland only!* Healthy Eating	Types of food people eat Maintaining a healthy lifestyle Eat well plate task (see next section)
9 Health	General Health questions
10 Demographics	Employment & Education Accommodation & Income Ethnicity Religion Recontact questions

*NI participants have an additional module due to the fact that FSA in NI are responsible for nutrition policy, whereas that responsibility lies outside of FSA's remit in England & Wales.

7.1.1 Translations

For people with limited English you may use one of the other people in the household to translate as long as they are aged 11 or over.

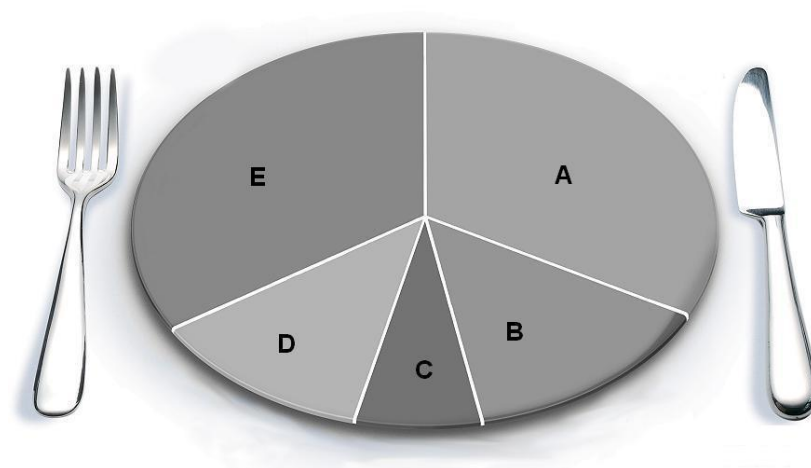
7.1.2 Eat well plate task (for those working in Northern Ireland only)

The Eatwell Guide is a visual representation of how different food types contribute towards a recommended balanced diet, and types of food that is recommended to eat less of. The 6 food groups are;

- Bread, rice, potatoes, pasta, starchy foods
- Fruit and vegetables
- Meat, fish, eggs, beans, non-dairy sources of protein
- Food and drinks high in fat and/or sugar
- Milk and dairy foods
- Oils and spreads

You will be instructed to show respondents a show card with a blank circle that is divided into 5 sections of different proportions, these sections represents the foods that make up a balanced diet. There is also section outside the circle marked 'eat less often and in small amounts' which represents the food type that is recommended we eat less of. You will then provide the respondent with a set of 6 cards (in your work pack) that have the 6 different food groups on it. The respondent will then be asked to place each card on to the circle to show how much of each food group they think should be eaten on any given day to make up a recommended balanced diet. The section outside of the circle is for respondents to select the food group they think we are advised to eat less of. You will then be asked to code these answers into CAPI.

Eat well plate show card



Please note: The proportions for E & A, and D & B are very similar. If the participant asks, please let them know that these will be treated the same.

7.2 Questionnaire length

The questionnaire is expected to take approximately **45 minutes** for those working in **Wales and England**.

With the addition of the healthy eating module for **Northern Ireland**, the questionnaire is expected to take approximately **60 minutes**.

Remember that one of the key objectives of the pilot is to provide a realistic estimate of interview length, sometimes the interview may take longer than expected.

7.3 At the end of the interview

Please provide all respondents with a thank you leaflet (included within your work pack) after they complete the interview. This provides the respondent with details of contacts, should they wish to discuss any of the topics covered within the questionnaire further. Handing the thank you leaflet out is an ethical requirement due to the questions about affordability to buy food.

There will also be details of how to obtain information on 'correct food safety practices' should they wish to know the 'answers' to some of the questions.

7.4 Returning work

Once your work at an address is complete you should complete the CAPI admin and transmit the questionnaire.

8 Who to contact

8.1 General queries



Your **first point of contact** should be your **Field Performance Manager**. Please keep your FPM updated with your progress throughout the fieldwork period and they will report progress to your Regional Manager.



If you have any queries regarding the **programme** you should contact the Data Department in Brentwood.



If you have any queries regarding your allocated work, locating addresses or project protocols (that are not covered in the project instructions) then contact the Logistics Department.



If you require **stationery** contact the dedicated stationery phone line on 01277 690006 or email equipment@natcen.ac.uk, stating your name, ID and document you require.

9 Notes

Please use this space to record notes for your reference.

