

# BRITISH ELECTION STUDY 2015

## TECHICAL REPORT

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# 1 Introduction

## 1.1 Background

The British Election Study (BES) is one of the longest running election studies world-wide and has become an invaluable resource for political scientists. Consecutive British Election Studies have made a major contribution to the understanding of political attitudes and behaviour over fifty years. Studies have taken place immediately after every general election since 1964. The BES explores why people choose to vote (or not) and why they support one party rather than another, as well as wider questions about democracy and political participation.

Despite the increased availability of opinion polls and other data about what voters think, the post-election cross sectional study has remained a crucial tool for political scientists because of the spread and depth of its content and its use of robust scientific design and sampling. In addition to the main post-election BES questionnaire, the Comparative Study of Electoral Systems (CSES) module is also included as part of the 2015 study in order to deliver on the objective of international comparability with other post-election studies.

## 1.2 2015 BES post-election cross sectional study; summary of approach and management

As at previous elections, the 2015 BES includes a post-election cross-sectional study with members of the general public in Great Britain. This was conducted face-to-face in home by an interviewer using Computer Assisted Personal Interviewing (CAPI).

The CSES module is separate to the main study and was conducted after the interviewer had left the household via self-completion methods: either via Computer Assisted Web Interviewing (CAWI) or Pen and Paper Interviewing (PAPI).

The study is directed by the BES scientific leadership team (SLT). The SLT were responsible for the content of the questionnaire and played an active role in decisions regarding the design of the sample and the implementation of the study as a fieldwork instrument. The SLT comprises:

- Professor Ed Fieldhouse; Professor Jane Green; Professor Hermann Schmitt (all University of Manchester);
- Professor Geoff Evans (University of Oxford, Nuffield) and
- Professor Cees van der Eijk (University of Nottingham)
- Dr Jon Mellon (Nuffield, Oxford) and Chris Prosser (Manchester)

GfK Social research were responsible for: the design and implementation of the computer-assisted interviewing (CAI) version of the questionnaire, sampling, managing data collection, data preparation, collating the final data files and preparing this technical report.

This report provides methodological details for the BES, details of the fieldwork management processes and response rates. This report is structured as follows:

- Section 2 Sampling – describes how individuals were selected to take part in the study
- Section 3 Questionnaire – covers development of the question set and an outline of what was covered
- Section 4 Fieldwork – interviewer training, procedures and response rates
- Section 5 Data - how the data were processed and details of codes/variables
- Section 6 Weighting – describes the weighting schemes that were applied for the main study and CSES module

This document is intended primarily for analysts who wish to make use of the data, who will need to understand the sample design and the questions asked. In order to provide further detail the following study documents have been appended to the end of this document:

- Appendix A – list of sampled constituencies
- Appendix B – advance letter

The following documents can be found in a separate document on the BES website ([www.britishelectionstudy.com/data](http://www.britishelectionstudy.com/data)):

- Appendix 1 – Main questionnaire
- Appendix 2a - Lettered showcards
- Appendix 2b - Numbered showcards - English
- Appendix 2c - Numbered showcards - Scottish
- Appendix 2d - Numbered showcards - Welsh
- Appendix 3a - CSES module - English
- Appendix 3b - CSES module - Scottish
- Appendix 3c - CSES module - Welsh

## 2 Sampling

The sample was designed to be representative of all those who live in Great Britain aged 18+ and who were eligible to vote in the 2015 general election.

The sample was selected based on a multi-stage design, summarised as:

- Stratified random sample of 300 Parliamentary constituencies
- Two LSOAs per constituency were selected with probability proportional to size
- Selection of addresses from the Small user Postcode Address File (PAF)
- One individual randomly selected per address by the interviewer

### 2.1 Selection of parliamentary constituencies

The study was based in 300 Parliamentary constituencies, sampled from the whole of Great Britain (from 630 constituencies - excluding the seat held by The Speaker, and (for practical reasons) Orkney and Shetland).

At the first stage the constituencies were stratified by country and then (within England) by region, using what were formerly known as Government Office Regions (now simply referred to as 'Regions').

Within each country/region, constituencies were classified by party competition, defined as a combination of winning party and party competition from the 2010 election.

The final stage of stratification was to sort the constituencies within each cell from the least to the most marginal. The constituencies were then selected with probability proportional to population size. The full list of sampled constituencies can be found in Appendix A.

### 2.2 Selection of Lower Super Output Area (LSOAs)

LSOAs were used as secondary sampling units in each sampled constituency. Because there is not a perfect match between LSOAs and constituencies (some LSOAs straddle two constituencies) the LSOAs were treated as being part of the constituency in which the majority of its population live.

All LSOAs were ranked in each constituency by their Index of Multiple Deprivation (IMD) score, and then divided into quartiles. Within each quartile the LSOAs were listed from lowest to highest population density.

Two LSOAs were selected with probability proportional to size. Rather than used a sampling interval, two random numbers – one between 1 and the total population of the top two quartiles, and the other between 1 and the total population of the lower two quartiles were used for selection.

### 2.3 Selection of addresses

Addresses were sampled from the latest version of the PAF using a fixed sampling interval and random start.

### 2.4 Selection of individuals

At each address the interviewer established the number of dwellings, then households, and finally people aged 18 or over who are eligible to vote in the general election. At each of these levels, if there was more than one present, one was selected by the interviewer using a Kish grid, randomised for each address.

## 3 The questionnaire

This section outlines how the content for the main questionnaire was developed and agreed upon. The CSES questionnaire is based on a question set that is agreed at an international level; there was some discussion about the content between GfK and the SLT – but any changes had to be kept to a minimum to ensure comparability with other countries.

### 3.1 Development

The SLT were responsible for the topics covered in questionnaire; the SLT provided the first draft of the questionnaire to GfK. The SLT and GfK then worked collaboratively to develop the question wording and structure keeping the questionnaire as a text document for ease of discussing the content. Once a pilot version was signed off by the SLT, the Word document was converted into a CAPI script by GfK. IBM SPSS Data Collection Family Suite of interviewing software (often referred to as Dimensions) was used to create the script. The CAPI script was created by the GfK CAI scripting team. Initial testing was carried out by the programmer before the CAPI script was passed to the GfK research team for testing.

GfK has stringent quality procedures for checking CAPI questionnaires before they are released into the field. The script was systematically checked by the GfK research team to ensure that question wording, filtering, text fills and logic checks had all been scripted correctly. Where errors were found they were sent back to the CAPI scripting team and corrections made; this was an iterative process concluding when the research team at GfK were satisfied that the CAPI script reflected the Word version of the pilot questionnaire.

### 3.2 Pilot

As part of the questionnaire development stage pilot interviews were conducted with members of the general public in Great Britain. The aim of the pilot was to evaluate question wording and questionnaire structure, estimate length, and establish effective ways of introducing the questionnaire on the doorstep.

A team of 8 GfK interviewers were briefed via web conferencing by GfK researchers and members of the SLT. The session focused on administering the questionnaire, including a full run through of the questionnaire led by the interviewers. Interviewers were provided with a feedback form to fill in: this contained a list of questions and prompts to uncover what questions were not working as they should and what was the best approach on the doorstep.

Random location quota sampling was used to select respondents for the pilot. This allowed the fieldwork to be completed in the short period of time and helped to ensure that a range of people were included in the pilot. Between 27<sup>th</sup> March and 6<sup>th</sup> April 2015 a total of 41 interviews were conducted. Interviewers worked in a range of locations across Great Britain – two interviewers were located in Wales and two in Scotland to ensure that region specific questions were tested.

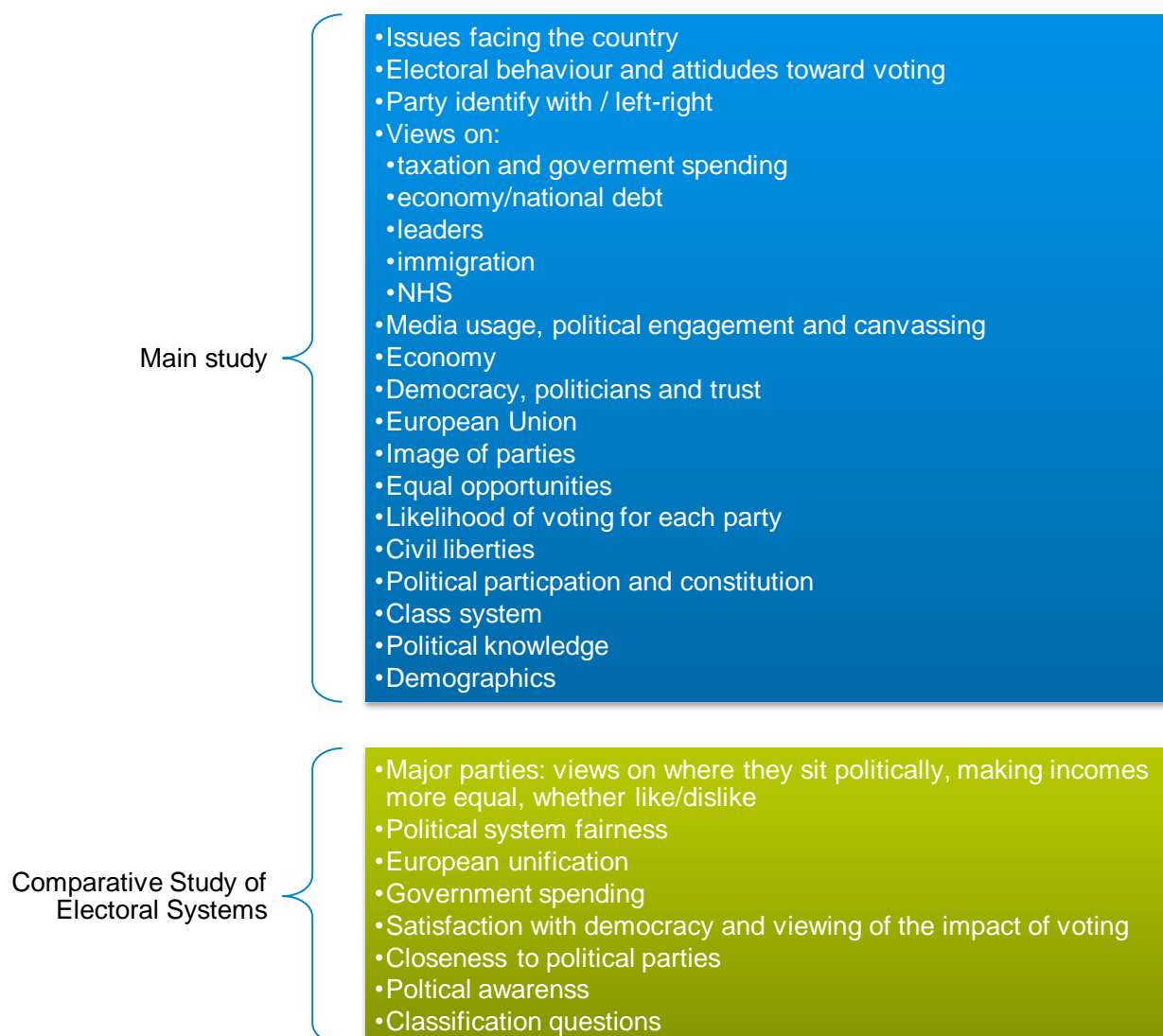
Once the pilot fieldwork was completed interviewers attended an in-person de-brief session to discuss feedback. GfK researchers and the SLT attended the session to listen and discuss feedback from the interviewers.

A number of changes were made as a result of the feedback - including changes to the question wording, questionnaire structure and length, and the doorstep introduction wording. Following the pilot debriefing there was a further round of discussions to produce the final version of the questionnaire.

Once a revised questionnaire was agreed, the resultant CAPI script was thoroughly tested in the same way as described above before main fieldwork began.

### 3.3 Questionnaire coverage

The full questionnaires for the main study and the CSES module can be found in on a separate document on the British Election Study website. In summary, they covered the following:



Where required, the question wording was tailored to the country of residence. Showcards used in the main study can be found appended to the survey questionnaire.

## 4 Fieldwork

### 4.1 Main study

Interviewing was carried out by fully trained and experienced GfK interviewers: in total 202 interviewers were used to conduct the study. Interviewing began the day after the general election on 7th May 2015 and continued until 13<sup>th</sup> September 2015, although 97% of interviews were conducted within 3 months of the election date.

Interviewers received extensive study specific training. Initially, interviewers were asked to watch a video briefing which provided an overview of the key study issues. Interviewers were also provided with written instructions which gave a detailed explanation of all aspects of the study. Finally, interviewers had to attend a web conferencing session which covered further important aspects of their job; this session included an interviewer led run through of the questionnaire to familiarise interviewers with the questions wording. The web conferencing was also a forum in which interviewers could ask questions of GfK researchers and any SLT members who might be on the web session. A summary of what was covered is shown below:

Video briefing:	Web conferencing meeting	Written instructions
<ul style="list-style-type: none"> <li>• Overview of the study</li> <li>• Interviewer task</li> <li>• Sample provided</li> <li>• Eligibility</li> <li>• Questionnaire</li> <li>• Achieving high response</li> </ul>	<ul style="list-style-type: none"> <li>• Background</li> <li>• Achieving high response rate</li> <li>• Making contact/eligibility/respondent selection</li> <li>• Key questionnaire issues</li> <li>• Questionnaire run through</li> </ul>	<ul style="list-style-type: none"> <li>• Provides further detail on issues explored in the video and web conferencing</li> <li>• Interviewer completed a practice interview on their CAPI machine in conjunction with the written notes about the questions</li> </ul>

Upon commencement of fieldwork, interviewers sent out a letter addressed to the 'householder'. This explained the purpose of the study, why they have been chosen and who will be calling at the household. The letter was signed by a member of the SLT. A £5 note was enclosed in the envelope with the letter as a thank you in advance for help with the study. The letter also mentioned a further incentive for taking part in the study (a gift voucher: £15 for 18-24s nationwide, £10 for those aged 25+ in London and £5 for the rest of the country). Contact details were provided if more information was required. A copy of the letter has been included in Appendix B.

Later on during fieldwork, some addresses had to be re-issued to a different interviewer where initially there had been no contact or a refusal. A higher incentive was offered to the re-issued cases.

The average interview length was 52 minutes<sup>1</sup> and the median interview length was 50 minutes.

### 4.2 CSES module

At the end of the interview respondents were asked whether they wanted to complete the CSES self-completion questionnaire either online or via paper self-completion. Those who said they would complete the CSES module online were asked to type their email address into the interviewer's CAPI machine, and an email was sent to them containing a personalised link to the online questionnaire. Those who said they would prefer paper were given a paper copy of the questionnaire and a reply paid envelope. Interviewers copied the sample serial number onto the paper questionnaire for linking back to the main data set.

All those who said they would complete the module were provided with a £5 unconditional voucher by the interviewer.

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<sup>1</sup> Outliers (likely to be the result of computer or interviewer error) were excluded from the interview length calculations



Up to 3 reminders were sent to non-responders (who initially agreed to complete the CSES); for the paper self-completion: a letter was sent for the 1<sup>st</sup> and 3<sup>rd</sup> reminder, for the 2<sup>nd</sup> reminder another copy of the paper self-completion questionnaire was also enclosed with the letter. Those who said they would complete the CSES module online were sent email reminders.

### 4.3 Response rate

At the end of fieldwork, 2,987 interviews had been conducted. Using the standard AAPOR conventions for reporting response rates this represents 55.9% response (using response rate 3<sup>2</sup>). This response rate includes an estimate of the proportion of cases with unknown eligibility that would be eligible (i.e. those who are eligible to vote in the general election). As there are no robust eligibility estimates available in the public domain the best estimate for the eligibility rate is the study itself: 98.1% - and this is what the response rate calculation is based on.

The full breakdown of response rate is provided in the following table:

	N
Total issued addresses	6072
<b>Not eligible</b>	
Out of scope properties	590
No eligible respondents in household i.e. not eligible to vote in the general election	114
<b>Unknown eligibility, non-interview</b>	
Refused before screening stage	1040
Non contacts	295
Other unproductive before screening stage	73
<i>Total unknown eligibility, non-interview cases</i>	<i>1408</i>
<i>Total unknown eligibility, non-interview cases who are expected to have someone in the household eligible for the study (A)</i>	<i>1381</i>
<b>Eligible, non-interview</b>	
Refused	588
Non contacts	198
Other unproductive	187
<i>Total eligible, non-interview cases (B)</i>	<i>973</i>
<b>Full interviews (C)</b>	<b>2987</b>
Total eligible (A+B+C)	5341
<b>Main study response rate (C/A+B+C)</b>	<b>55.9%</b>
Completed CSES module cases (D)	1567
<b>CSES module response rate (D/C)</b>	<b>52.4%</b>

For comparability with previous BES studies, AAPOR Response Rate 1 (where the total number of those in the unknown eligibility category has not been adjusted) is 55.6%.

For the CSES module, 52.4% of those who took part in the main study completed the CSES either online or by post.

<sup>2</sup> [http://www.aapor.org/AAPORKentico/AAPOR\\_Main/media/MainSiteFiles/Standard\\_Definitions\\_07\\_08\\_Final.pdf](http://www.aapor.org/AAPORKentico/AAPOR_Main/media/MainSiteFiles/Standard_Definitions_07_08_Final.pdf)

## 5 Data

### 5.1 Main study

Completed interviews are automatically transferred from interviewers' CAPI laptops to GfK's central CAPI server each time the interviewer dials in to the server. The data transfer software interrogates the interviewer's laptop, and transfers data from all interviews identified by the CAPI program as complete.

#### 5.1.1 Data editing

The CAPI script ensures that any routing errors are removed, since the CAPI script (if properly written and tested) will always present the interviewer with the correct next question given the answer to the previous one.

Where questions were open ended or allowed respondents to mention something that was not on the pre coded answer list (known as 'other – specify') the verbatim answers were typed in by interviewers.

The 'other – specify' questions were reviewed and 'back-coding' was conducted, if required (when the answer typed in should have been coded as one of the original pre-codes). Only for question B6 was more formal 'coding' required – for this question a number of new codes were created based on the answers given by respondents. The remaining questions which included an 'other – specify' had a low number of others answers and therefore it was deemed not necessary to raise new codes. Any open ended questions were not coded.

The SPSS file was created by the data processing team working in conjunction with GfK researchers. GfK researchers checked the data to: 1) ensure that the correct respondents were answering each question and each response code (based on the raw data) and 2) the questions and codes were correctly labelled.

### 5.2 CSES module

The CAWI version of the CSES needed no data editing because, similar to a CAPI script, it routes the respondents to the correct question and therefore there are no instances of missing data.

The PAPI version did require some editing where respondents had incorrectly filled in the paper questionnaire. Data edits were as follows:

- Instances where a substantive response option plus a don't know was coded the don't know answer was deleted and the substantive response option was taken to be the answer to that question
- When a single coded question was multi coded the answer to that question was deleted completely and was coded as 'not stated' in the data

### 5.3 SPSS file

#### Coding

The code numbering in the SPSS file corresponds with the numbering found in the questionnaire document. Note that consistent codes have been applied to the following responses in the SPSS file: Don't know: -1, Refused: -2, Not stated: -999

#### Weighting variables

For more details of the weighting applied, see section 6. The data file contains 4 weights, as follows:

- wt\_sel\_wt - Selection weight (including capping)
- wt\_combined\_main - combined main study weight (capped selection plus uncapped demographic weights)
- wt\_combined\_main\_capped - combined main study weight (capped selection plus capped demographic weights)
- wt\_combined\_CSES - combined CSES weight (capped selection weight plus demographic weighting)

## 6 Weighting

### 6.1 Main study

To ensure that the respondents who took part in the study represent the views of the population (18+ adults in Great Britain who are eligible to vote) the data collected were weighted. There were two weights which were applied: initially selection weights to correct for unequal selection probabilities and secondly post-stratification weights which account for differing levels of response from various groups in the population.

#### 6.1.1 Selection weight

These weights need to be applied to correct for unequal selection probabilities; during the selection process this happened at the following points:

1. If a selected address on PAF contains a number of separate dwellings (typically flats) and the interviewer has to select one of the dwellings for interview
2. If a dwelling contained more than one household (a household is defined as people who share a living room or who have common catering for at least one meal a day) and one of these households has to be selected
3. If a selected household contains more than one eligible person and one person has to be randomly selected for interview

At all these levels, people living at addresses with multiple dwellings/households/people have less of a chance of selection than a person living alone, and weighting is needed to compensate for this. To calculate a person's chance of being interviewed: the number of number of dwellings was multiplied by the number of households within the selected dwelling which is in turn multiplied by the number of adults in the selected household. The probability of selection is the inverse of this number, and so to correct for it we simply need to weight by the result of the multiplication.

Any form of weighting has a negative effect on the power of the data, as it reduces the effective sample size and thus increases sampling error. The impact of weighting on effective sample size is mainly determined by the extreme high and low weights, and the number of respondents who receive those weights.

To minimise this it is standard practice to "cap" selection weights. It was decided to cap the selection weight at 5 – a range of possible caps were tested and this was felt to have the least impact on results for key questions whilst also increasing overall effective size and reducing the impact of any individual with extreme weights. Only 14 cases were affected by this cap. After the selection weight was capped it was rescaled to arrive at the original sample size.

#### 6.1.2 Post-stratification weighting

A number of demographics were considered for the non-response weighting, and it was decided that the demographics that should be corrected were age, gender and region. The targets for these were taken from the Office for National Statistics (ONS) mid-year population estimates for 2014<sup>3</sup>, and weights were calculated after the selection weights had been applied. This weight was capped at the 2<sup>nd</sup> and 98<sup>th</sup> percentiles; this increased the effective sample size by 72 but only had a minimal impact on the profiles by age, gender and region.

The following table sets out the target weights (ONS mid-year population estimates) and the corresponding BES main study demographic profiles with only the selection weights applied.

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<sup>3</sup> <http://www.ons.gov.uk/ons/rel/pop-estimate/population-estimates-for-uk--england-and-wales--scotland-and-northern-ireland/mid-2014/stb---mid-2014-uk-population-estimates.html>

	ONS Mid-Year Population estimates 2014 %	Main study profile with only selection weights applied %
<b>Gender and age<sup>4</sup></b>		
Males 18-24	5.9	4.1
Males 25-34	8.6	7.3
Males 35-54	17.0	16.2
Males 55-74	13.0	15.2
Males 75+	4.2	4.3
Females 18-24	5.7	5.7
Females 25-34	8.6	6.7
Females 35-54	17.3	19.4
Females 55-74	13.6	15.8
Females 75+	6.1	4.6
<b>Region</b>		
North East	4.2	4.3
North West	11.3	13.2
Yorkshire And The Humber	8.5	9.3
East Midlands	7.4	7.6
West Midlands	9.0	10.2
East	9.6	8.5
London	13.4	10.7
South East	14.1	13.5
South West	8.8	9.3
Wales	5.0	5.8
Scotland	8.7	7.5

Separate post-stratification weights were calculated for the CSES. The same variables as the main study were used – age, gender and region – and were again calculated once selection weights had been applied to the subset of respondents who completed the CSES module.

While there are some quite large weights for the CSES (because those who completed CSES were not a random sub-set of all BES respondents) these could unfortunately not be capped because the capping had a negative impact on the demographic profile of the CSES responders.

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<sup>4</sup> For BES 2015 age/gender %s: those who refused to provide their age are not shown in the table (and therefore the total does not sum to 100%)

## 7 Appendix A – sampled constituencies

Aldridge-Brownhills	Cannock Chase	Gosport
Altrincham and Sale West	Canterbury	Grantham and Stamford
Angus	Cardiff Central	Great Grimsby
Arfon	Cardiff West	Great Yarmouth
Arundel and South Downs	Castle Point	Guildford
Ashfield	Charnwood	Hackney North and Stoke
Ashford	Chatham and Aylesford	Newington
Aylesbury	Chelsea and Fulham	Halesowen and Rowley Regis
Ayr, Carrick and Cumnock	Chichester	Halifax
Banbury	Chorley	Hammersmith
Barnsley East	Christchurch	Hampstead and Kilburn
Bassetlaw	Cities of London and	Harborough
Bath	Westminster	Harlow
Bedford	City of Chester	Harrow East
Bermondsey and Old	Clacton	Harwich and North Essex
Southwark	Clwyd West	Havant
Berwickshire, Roxburgh and	Colchester	Hayes and Harlington
Selkirk	Coventry North West	Hemel Hempstead
Berwick-upon-Tweed	Crawley	Hendon
Beverley and Holderness	Croydon North	Hertford and Stortford
Bexhill and Battle	Cumbernauld, Kilsyth and	Hexham
Bexleyheath and Crayford	Kirkintilloch East	Heywood and Middleton
Birkenhead	Cynon Valley	Hornchurch and Upminster
Birmingham, Edgbaston	Dagenham and Rainham	Houghton and Sunderland
Birmingham, Erdington	Darlington	South
Birmingham, Hall Green	Daventry	Hove
Birmingham, Hodge Hill	Delyn	Huntingdon
Birmingham, Northfield	Derby North	Hyndburn
Birmingham, Perry Barr	Derby South	Ilford North
Birmingham, Selly Oak	Don Valley	Inverness, Nairn, Badenoch
Birmingham, Yardley	Doncaster Central	and Strathspey
Bishop Auckland	Dulwich and West Norwood	Islington North
Blackburn	Dumfriesshire, Clydesdale and	Jarrow
Blaenau Gwent	Tweeddale	Kenilworth and Southam
Blaydon	Dunfermline and West Fife	Kingston and Surbiton
Blyth Valley	Ealing, Southall	Kingston upon Hull West and
Bolsover	East Devon	Hessle
Bolton South East	East Hampshire	Kingswood
Bolton West	East Lothian	Kirkcaldy and Cowdenbeath
Bournemouth West	Eastleigh	Leeds North East
Bradford East	Edinburgh North and Leith	Leicester South
Bradford South	Edinburgh South West	Lewes
Brent Central	Edmonton	Lewisham West and Penge
Brent North	Ellesmere Port and Neston	Leyton and Wanstead
Brentwood and Ongar	Elmet and Rothwell	Lichfield
Bridgwater and West	Enfield North	Lincoln
Somerset	Epping Forest	Linlithgow and East Falkirk
Brigg and Goole	Falkirk	Liverpool, Walton
Brighton, Pavilion	Faversham and Mid Kent	Liverpool, West Derby
Bristol East	Filton and Bradley Stoke	Loughborough
Bristol West	Finchley and Golders Green	Ludlow
Bromley and Chislehurst	Forest of Dean	Luton South
Bromsgrove	Garston and Halewood	Maidenhead
Broxbourne	Gateshead	Makerfield
Broxtowe	Gillingham and Rainham	Maldon
Burnley	Glasgow Central	Manchester, Gorton
Bury North	Glasgow North East	Mansfield
Caerphilly	Glasgow South	Mid Dorset and North Poole
Camberwell and Peckham	Gordon	Mid Norfolk

Middlesbrough  
 Midlothian  
 Milton Keynes South  
 Mole Valley  
 Montgomeryshire  
 Morecambe and Lunesdale  
 Motherwell and Wishaw  
 New Forest East  
 Newark  
 Newbury  
 Newcastle upon Tyne North  
 Newport West  
 Normanton, Pontefract and  
 Castleford  
 North Ayrshire and Arran  
 North Cornwall  
 North Devon  
 North Dorset  
 North East Cambridgeshire  
 North East Derbyshire  
 North East Hampshire  
 North East Hertfordshire  
 North East Somerset  
 North Shropshire  
 North Warwickshire  
 Northampton North  
 Northampton South  
 Norwich South  
 Oxford West and Abingdon  
 Paisley and Renfrewshire  
 South  
 Pendle  
 Penistone and Stocksbridge  
 Penrith and The Border  
 Perth and North Perthshire  
 Plymouth, Moor View  
 Plymouth, Sutton and  
 Devonport  
 Pontypridd  
 Poplar and Limehouse  
 Preston  
 Pudsey  
 Putney  
 Reading East  
 Ribble Valley  
 Rochdale  
 Rochester and Strood

Romford  
 Romsey and Southampton  
 North  
 Ross, Skye and Lochaber  
 Rotherham  
 Rugby  
 Runnymede and Weybridge  
 Rushcliffe  
 Rutland and Melton  
 Saffron Walden  
 Scarborough and Whitby  
 Selby and Ainsty  
 Sevenoaks  
 Sheffield Central  
 Sheffield South East  
 Sheffield, Hallam  
 Sheffield, Heeley  
 Sittingbourne and Sheppey  
 Skipton and Ripon  
 Sleaford and North Hykeham  
 Slough  
 South Cambridgeshire  
 South East Cambridgeshire  
 South East Cornwall  
 South Ribble  
 South Shields  
 South Staffordshire  
 South Suffolk  
 South Thanet  
 South West Hertfordshire  
 Southampton, Test  
 Southport  
 St. Albans  
 St. Austell and Newquay  
 St. Helens North  
 St. Helens South and Whiston  
 St. Ives  
 Stafford  
 Staffordshire Moorlands  
 Stalybridge and Hyde  
 Stevenage  
 Stirling  
 Stockport  
 Stoke-on-Trent North  
 Streatham  
 Stretford and Urmston  
 Suffolk Coastal

Sunderland Central  
 Surrey Heath  
 Sutton and Cheam  
 Swansea West  
 Tamworth  
 Telford  
 Tewkesbury  
 The Cotswolds  
 Thirsk and Malton  
 Thurrock  
 Tiverton and Honiton  
 Tooting  
 Torbay  
 Truro and Falmouth  
 Tunbridge Wells  
 Vale of Clwyd  
 Vale of Glamorgan  
 Walthamstow  
 Wantage  
 Weaver Vale  
 Wellingborough  
 Welwyn Hatfield  
 West Aberdeenshire and  
 Kincardine  
 West Bromwich East  
 West Dorset  
 West Dunbartonshire  
 West Ham  
 West Lancashire  
 West Worcestershire  
 Westmorland and Lonsdale  
 Weston-Super-Mare  
 Wigan  
 Wimbledon  
 Witney  
 Woking  
 Wokingham  
 Workington  
 Wycombe  
 Wyre and Preston North  
 Wyre Forest  
 Ynys Mon  
 York Central  
 York Outer

## 8 Appendix B – advance notification of study letter



The Householder  
 {Address Line 1}  
 {Address Line 2}  
 {Address Line 3}  
 {Address Line 4}  
 {Postcode}

Date as postmark / Ref xxx

Dear Sir/Madam,

### BRITAIN IN 2015

I am writing to you about a very important study of public opinion about the state of the nation, and problems facing your area and the whole country. The study is being conducted jointly by the universities of Manchester, Nottingham and Oxford. We want to speak to people from all walks of life, of all ages and with all sorts of views. If you don't have an interest in politics or government **we are still very keen to hear from you.**

#### Why was I chosen?

Your address was chosen from the Post Office's list of addresses to ensure we get a representative picture of people living in Britain. To ensure our results are accurate, we rely on the voluntary co-operation of people in selected homes – no other address can take the place of yours. We would like to interview one person in your household who is aged 18 or over. If there is more than one person living at this address who is aged 18 or over, the interviewer will select one person at random from the household to be interviewed. **As an advance thank you for your help, we have enclosed £5 for the person selected to take part.**

#### What happens next?

GfK NOP, the independent research company, is conducting the survey on our behalf. One of their interviewers will visit your address in the near future to arrange a convenient time to talk to the selected member of your household – please share this letter with other members of the household so they are aware of the visit. When they visit, all GfK NOP interviewers wear or carry identification badges bearing their photo.

**Those who take part in the survey will be given at least a £[5/10] voucher as a 'thank you' after the interview. This can be spent in a wide range of high street stores.**

#### Will my answers be confidential?

Your answers will be treated in the strictest confidence. It will not be possible for any individual person to be identified from the survey findings and the anonymised data will provide an important resource for researchers.

**What should I do if I need further information or help with the survey?** If you would like any more information about the survey please contact GfK NOP on 0800 0564536 or email [britain2015@gfk.com](mailto:britain2015@gfk.com). When making contact, please quote your full address and the reference number at the top of this letter. For more information and background to the survey please visit [www.Britain2015.uk](http://www.Britain2015.uk)

I very much hope that you will be able to help us. The information from this research will contribute towards understanding how democracy in Britain works.

**Thank you in advance for your help.**

Yours sincerely,



Professor Ed Fieldhouse  
 University of Manchester