

ONE NUMBER CENSUS STEERING COMMITTEE**SSD interviewers and The Census Coverage Survey**

This paper describes the use of Social Survey Division (SSD) interviewers in England and Wales to provide additional expertise over and above the field staff employed for the CCS project.

The Steering Committee are asked to note the paper.

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SSD interviewers and The Census Coverage Survey

Implementation

1 Summary

This paper describes the use of Social Survey Division (SSD) interviewers in England and Wales to provide additional expertise over and above the field staff employed for the project.

A number of options were considered for building further survey expertise into the Census Coverage Survey (**see Annex 1**) following comments made at previous ONC Steering Committee meetings. It has been decided to employ SSD interviewers in an advisory and assisting role to the CCS Team Managers to help maximise response to the CCS. SSD interviewers will be allocated first and foremost to Team Managers in those areas where obtaining high response will be most difficult, namely London and other metropolitan areas. The role of the SSD interviewers will be to work with the Team Managers to improve response by

- providing extra support for CCS teams falling behind target,
- persuasion of compliance in low response areas
- quality control with team managers
- passing on tips during CCS training stage

After evaluation of the 1999 CCS rehearsal in Scotland, GROS decided that the management of the survey would be oriented toward the recruitment of experienced market researcher Interviewers and also introduced an extra post in each Team Manager Area of 'Team Manager's Assistant'. This is very much the role which the SSD interviewers in England and Wales will fulfil. Therefore GROS has not utilised SSD interviewers in the same way as ONS. However SSD interviewers are welcome to apply for field management posts and interviewer posts in Scotland through our recruitment round.

Northern Ireland will be using their equivalent of SSD interviewers for all of the CCS fieldwork.

2 Strategy

Allocation

Experience shows that areas of London are the hardest in which to achieve high response rates to censuses and surveys, with other metropolitan areas generally being slightly less difficult, and other areas being easiest. Response rates to the CCS Rehearsal carried out in 1999 ranged from 80% in Leeds and Bournemouth to over 90% in rural areas of Wales. In the Northern Ireland CCS Rehearsal where experienced interviewers from the Northern Ireland equivalent of SSD were entirely used, the response rate was 87%. The aim of the CCS is to achieve 100% coverage everywhere but to support this aim, the rehearsal confirmed that SSD interviewer resource needs to be targeted and will have most effect in metropolitan areas.

Therefore, the aim is to allocate each team manager in London with up to two experienced SSD interviewers and each team manager in other metropolitan areas with one SSD interviewer. Precise allocation will be dependent on how many SSD interviewers volunteer for the CCS and in some cases their willingness to travel to work in areas away from where they live.

Arrangements will also be in place for deploying SSD interviewers to other parts of the country if required though the requirement for this is not anticipated to be great.

Workload

The SSD personnel will be contracted for 65 hours work each over the full period of the CCS live phase (mid May to mid June).

Management

SSD interviewers will be managed on a day to day functional basis by CCS team managers for the duration of the fieldwork. The team managers will be fully briefed on how to use the interviewers appropriately.

3 Benefits

Real survey experience in the field

With more experience in conducting survey interviews SSD staff will be better placed for persuading potential non-responders to co-operate. This is especially important for the CCS which relies on a high coverage through a voluntary survey.

More interviewer resource

Workload planning for interviewers is based on the expected number of households within a postcode and an expected length of time required for each interview. In difficult areas the length of time may be higher than expected due to non co-operation or repeat visits needed. Under these circumstances aid from SSD interviewers will ensure CCS interviewers do not fall behind on their targets as field work progresses.

Provision of quality feedback to HQ

A side benefit, at the end of the survey fieldwork SSD will be in a good position to provide debriefing information to headquarters for review purposes. Being experienced interviewers they will be able to judge what information is important to pass on and what is less relevant.

Accuracy of information obtained

The information collected from the difficult areas will tend to be less straightforward than that from easier areas - higher levels of multi occupied addresses for example - and so will be more prone to recording errors by inexperienced interviewers. Use of SSD expertise in these areas will maintain data quality standards.

5 Risk Management

The table below shows how the risks involved in the strategy will be managed.

| Risk | Description | Avoidance strategy |
|---|--|--|
| Untested strategy in this country - resources might be better allocated elsewhere | No SSD interviewers were used in the CCS rehearsal and so this is in essence an untested strategy. Use of SSD staff has proved effective in other countries but only where they have acted as interviewers for the whole of the CCS. | Careful management and monitoring of SSD usage as field work progresses required. Flexibility to alter balance of SSD work needed. |
| Reduced team motivation | SSD and CCS interviewers will be on different pay and condition terms. This could potentially be damaging to team effectiveness. | Briefing to team managers needs to be comprehensive to ensure all staff understand why and how SSD interviewers are being used. |
| Lack of SSD take-up | Part of the SSD resource is to be found by offering weekend work and extra hours. This then relies on enough interviewers accepting the offer | Ensure pay rates are appropriate. Initial enquiries suggest up to 200 SSD interviewers would take on the work if offered. |
| Wrong location of SSD interviewers | The more difficult areas where SSD interviewers are required for CCS coverage are also the areas where there are fewer of them. | Ensure travel and subsistence is allowed for in the budgeting. Initial expressions of interest indicate that this is not a major issue. |

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Annex 1

BUILDING SURVEY EXPERTISE INTO THE CENSUS COVERAGE SURVEY

1. This note follows comments and remarks made at ONC Steering Committees during 2000 and is a result of follow-up meetings between Jean Martin and Andy Teague. It sets out some of the background to the Census Coverage Survey, the involvement of SSD personnel to date and options to provide further involvement in the planning and operation of the Survey in 2001.

Background

2. The Census Coverage Survey is a large one-off Survey designed to evaluate the coverage of the 2001 Census. In essence it is an intensive independent re-enumeration of a sample of small geographical areas, over a period of three and a half weeks. Its objective is to find and interview all people and households in the sampled areal units. The sampling unit is the postcode unit. The sample size is 20,000 postcode units, which is expected to correspond to around 300,000 households.
3. The Survey will be a short interview-based survey conducted on the doorstep. The data collected will be matched with the Census data for the corresponding areas, to estimate those missed from the Census. Dual system estimation will be used to estimate those missed by both the Census and CCS. The results will be used to adjust all Census outputs for any under- or over-enumeration.

Planning the Survey Operation

4. At an early stage, consideration was given as to how the CCS should be managed. The CCS is a key part of the ONC integrated coverage measurement programme. Careful integration was needed with Census operations whilst not compromising the necessary independence of the two operations.
5. Active consideration was given to whether or not the Survey operation could be contracted out. The Census Coverage Survey Project Board concluded, however, that it was highly unlikely that a single Survey Organisation could manage such a large and intensive Survey. It was possible that two or more organisations could have formed a consortium but this would have entailed over-complicated co-ordination and management, and a risk of different methods being used in different parts of the country.

Building in Survey Expertise

6. It was decided, therefore, that the Survey should be managed by Census Division, ONS, for the England and Wales CCS. The Survey in Scotland will be managed by GROS, and the Survey in Northern Ireland will be managed by NISRA.

7. It was noted, however, that Survey expertise should be built in wherever possible - notably in the training of field staff. This was done for the Census Rehearsal, in that Glenn Reed from SSD was involved in providing advice to the CCS team in developing and delivering the training to the Team Managers, who were the line managers of the Interviewers.
8. In addition, independent advice on the adequacy of all of the arrangements for the Survey was sought from Roger Thomas, of The National Centre for Social Research. He judged the proposed arrangements to be satisfactory.
9. In considering the 2001 Census Coverage Survey there are a number of possible ways in which further survey expertise might be integrated into the planning and operation of the Survey. The strategic options are considered below. It should be recognised, however, that adoption of any option would have to be integrated within the currently planned structure. To change the management structure of the Survey at this stage would constitute a high risk.
10. Each option has advantages and disadvantages. We have only considered the integration of expertise from SSD as that would be relatively easier to manage than adopting similar approaches with organisations outside ONS.

The SSD Field Force

11. SSD currently employ some 600 Interviewers in two separate field forces. A high proportion of Interviewers in both groups work part-time, by choice. 150 are recruited and trained to work exclusively on the Labour Force Survey. The remaining 450 Interviewers work on all other household surveys - both continuous and ad-hoc. Work for these Interviewers is allocated on a monthly basis, and Interviewers may work on more than one survey during a month. These Interviewers have general training in interviewing followed by specific training for each Survey they work on. All Interviewers are managed centrally from Titchfield.
12. Following successful completion of a probation period, SSD Interviewers are paid as basic rate Interviewers. They can progress to higher rates of pay on merit: one merit band for LFS Interviewers, up to three for other Interviewers. Merit grading is based on experience, achieved response rates, ability to take on additional work, clerical accuracy in keeping detailed records and efficiency.
13. SSD carries out surveys for both ONS and other government departments. ONS continuous household surveys include the LFS, FES and GHS. Aside from the continuous Surveys, SSD are already committed to a number of ad-hoc Surveys during April to June 2001.

Options for using the SSD field force to help with the CCS

Using SSD Interviewers as Interviewers for the CCS

14. We need to recruit some 3700 Interviewers for the CCS in England and Wales, plus reserves to make good any losses. Even if the entire SSD workforce could be made available they could tackle only one sixth of the CCS sample.
15. It should be recognised that the CCS area-based design is unlike the other Surveys SSD carry out, where individual addresses are sampled. However, SSD Interviewers would bring experience in making contact and securing co-operation with householders, particularly in the more difficult areas. Further details of what they could contribute are at Annex 1A.
16. Our experience in the CCS Rehearsal was that a lower contact rate was achieved in the city areas of Leeds and Bournemouth than in the rural areas in Wales. This indicates that SSD Interviewers would give the CCS the greatest boost in the more difficult, city areas. This in itself would bring problems since it is in the inner city areas that SSD themselves have the greatest difficulty in recruiting and retaining experienced Interviewers. Also, the SSD workforce is distributed around the country, whereas the CCS sample is weighted towards areas where people are more likely to be missed by the Census, which are mainly city areas.
17. It should be noted that the CCS is based very much around team working on the ground. The CCS Interviewers are tasked in pairs, and in the later stages of the fieldwork, some pairs will be required to help those pairs that are doing less well, to chase up the remaining no-contact cases. Trying to integrate SSD Interviewers into the teams would bring with it issues from both sides, not least that there would need to be separate contractual and pay arrangements for the SSD Interviewers. The only practicable arrangement would be to effectively 'sub-contract' part of the sample to SSD.
18. This option has been considered in some detail and the analysis is at Annex 1B. However, it is not considered likely to yield the greatest benefit from the SSD resources diverted to the CCS.

Using SSD Interviewers as an additional resource for selected Team Managers

19. Post-probation SSD Interviewers could be employed as 'expert' assistants to a Team Manager and to provide additional experienced resource. They could contribute in two main ways, each of which would entail a different amount of time and effort, and cost.
20. As one option, they could simply attend a CCS Interviewer training session and either take one of the sessions on interview techniques (largely scripted) or give a short (unscripted) talk on their experiences as an Interviewer. The latter would probably work better.
21. Alternatively, they could have a trouble-shooting role, helping the Team Manager to provide additional help to Interviewer pairs that may be struggling and themselves tackling hard-to-contact cases and converting refusals.

22. A third option would be for them to have both of these roles, moving more from the first to the second as the survey fieldwork period progressed. The full range of possibilities is set out in Annex 1C.
23. We consider that the best return on the effort invested is likely to be achieved by concentrating on the trouble-shooting role. The main contribution would be during the second half of the fieldwork period.

Assessment of the Likely Benefits form Using SSD Interviewers

24. An assessment of the likely benefits of these two broad options is at Annex 1D. It is concluded that using SSD Interviewers in an assisting and trouble-shooting role is likely to yield better returns on the resources invested.
25. This conclusion is not surprising as even in the worst workloads a good percentage of interviews can be obtained fairly quickly. It is more effective to deploy the SSD Interviewers on mopping up difficult cases over a wider area than to deploy them solely in a more limited area.

Seeking strategic advice from SSD and M&Q

26. This already happens and has been recently strengthened by the creation of the CCS Strategic Discussion Group. Jean Martin and Patrick Heady are members of the Group.

Summary

27. The paper discusses two broad options for deploying experienced SSD Interviewers to help with the CCS. These are:
 - as Interviewers, to carry out the survey in a sub-sample of the total sample, managed by SSD as a 'contractor' to the CCS; and
 - in an advisory and assisting role to give some of the CCS Team Managers in the more difficult areas some additional resource.
28. Concerning the 'sub-contract' option:
 - a substantial number of SSD Interviewers would be needed to make a significant impact on the survey workload, and
 - the SSD Interviewers would need to be managed by SSD, as a 'contractor' to the CCS, and the two parts of the survey run in parallel.
29. Concerning the Team Manager's Assistant option:
 - some of the Team Managers who worked on the CCS Rehearsal have been consulted and mostly have said that they would have found this useful in 1999;
 - the best return on the resources invested would be achieved by deploying the SSD Interviewers in the more difficult Team Manager areas, to chase up no-contacts and to seek to convert refusals.

30. The benefits to the CCS, and the One Number Census would be in terms of potentially greater coverage, particularly by converting refusals. For the second option, there would potentially be greater CCS Interviewer confidence and higher morale, especially during the early days of the fieldwork.
31. It would appear that deploying SSD Interviewers as an additional resource for Team Managers would yield a greater return per Interviewer than deploying them to undertake the CCS in a part of the sample.

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Annex 1A

The Competencies Experienced SSD Interviewers could bring to the CCS

1. The table below sets out the competencies and skills required of a CCS Interviewer, and assesses the extent to which experienced SSD Interviewers would have them.

Competence, Knowledge and Availability

Discipline of working to precise definitions and instructions.

Knowledge of the areas in the CCS sample.

Ability to find all addresses, accommodation and households within a postcode, and list them systematically.

Ability to approach the public with confidence and secure agreement to give an interview.

Ability to contact informants who are difficult to reach.

Ability to conduct a short interview on the doorstep.

Ability to write neatly and keep accurate paper records.

Ability to work intensively for a limited period of four weeks, including most evenings and all weekends.

Ability to communicate their skills to novice Interviewers.

Capability

SSD Interviewers are trained to work to precise definitions, and are accustomed to being briefed on this aspect of each new survey they work on.

SSD Interviewers may or may not know about the areas in their locality.

SSD Interviewers commonly have to locate 'hard to find' addresses and to identify all households living at an address.

They are not accustomed to listing all addresses and households in an area.

SSD Interviewers are trained in how to do this and generally are very good at it. They have experience in persuading reluctant informants to participate in a survey, both on first contact and after initial refusal.

SSD Interviewers are accustomed to calling out of normal interviewing hours in order to make contact with people who are not often at home.

Most SSD Interviewers are experienced in this type of interview, for example through carrying out doorstep selection procedures.

SSD Interviewers are experienced in this.

Some SSD Interviewers work full-time and others work part-time. Those that are contracted to work fewer hours than required for the CCS cannot be forced to work for longer, but might volunteer to do this.

Some SSD Interviewers help with the on-the-job training of new recruits. Others may have experience of Interviewer support groups or response workshops.

2. From this analysis it may be seen that experienced SSD Interviewers would be well-qualified for interviewing work on the CCS. Some will have additional qualities or attributes of value to the CCS in an Assistant role to a CCS Team Manager.

Annex 1B

Using SSD Interviewers to Carry Out Part of the CCS

1. Ideally one might wish that SSD could carry out the entire CCS but they do not have enough Interviewers. The sample size of the CCS is 300,000 households which all need to be contacted and interviewed within a period of three and a half weeks. It will require 3,600-3,800 Interviewers to carry out the survey whereas SSD employ only 600.
2. However, it would be possible to employ them to carry out the survey in selected areas, spread throughout the country according to where the Interviewers were based. It would be sensible to deploy them in those areas where their experience in finding accommodation, contacting residents and persuading people to give an interview would be of greatest value. These will be city areas, mostly inner-city, but possibly also including some more prosperous areas where it is difficult to gain access to the accommodation.
3. It is not considered practicable to include SSD Interviewers as regular members of CCS teams for a number of reasons:
 - SSD Interviewers are paid by the hour on an individual reward system, whereas CCS Interviewers will be paid primarily by a lump sum for the job, which will be tackled as a team. The different pay arrangements would be liable to cause resentment on both sides; and;
 - The CCS Team Managers will have recruited their teams and therefore take responsibility for their work more fully than for the work of people that they have not themselves selected.
4. It would therefore be necessary to 'contract out' part of the sample to SSD, and to identify this part well in advance so that both parties could plan accordingly. The 1991 Census Enumeration Districts (EDs) will be sampled in August 2000 as the first stage of drawing the CCS sample (the postcodes in each ED will not be sampled until the Autumn). Once this has been done those EDs to be contracted out would need to be identified.
5. It is desirable to keep CCS Team Manager areas as compact as possible. However, in city areas the sampled ED will be reasonably close together and there should be reasonable flexibility in fitting CCS Team Manager areas around the harder EDs to be tackled by SSD.
6. The size of the CCS is such that the HQ team cannot train the directly-recruited Interviewers directly. They will, however, train the Team Managers who will be the first level of field management. Arrangements could be made for very similar training (excluding the section concerning field staff recruitment) to be delivered to SSD's field managers, who would then need to brief and manage the SSD Interviewers.
7. Copies of all training and field materials developed for the directly-recruited workforce would be made available to SSD. Any adaptation of this is probably undesirable in the interests of maintaining consistency across the entire sample, but in as much as any changes were required, SSD would have to carry out this work, as there is no resource available in the CCS HQ team to help with this.

8. Substantial arrangements have been made for the CCS managers, at HQ and in the field, to monitor and control the survey fieldwork. In particular it is necessary to have accurate and timely progress information available throughout the survey period so that problems and issues can be identified, action can be taken, and HQ can be assured that this is happening.
9. SSD would need to provide similar information and assurance about progress in their sub-sample. The only practicable way to arrange this would be for SSD to appoint people to fill roles analogous to those of Field Manager and Team Manager (the two levels of CCS manager out in the field), and for these people to use the CCS Team Reporting and Communications System (TRACS) as in those roles.
10. An additional 'Regional Manager' would be needed at CCS HQ to manage the SSD contract. There would be no saving on any HQ staff. On the contrary, the extra complexity of the operation might require one or two other additional staff to avoid the extra work involved putting the main operation at risk.
11. Essentially, this option would amount to keeping the SSD operation and the main CCS operation as separate as possible. The links would be:
 - at the sampling and workload planning stage when the SSD sub-sample would be identified;
 - at the training stage when a separate course would be mounted for the SSD managers;
 - at the national level during the fieldwork when the reports for the SSD 'Region' would come in alongside those from the main sample; and
 - at the de-briefing after the fieldwork when a contribution to the CCS evaluation report would be required for the SSD operation.

There would be no contact between the directly-recruited CCS field staff and the SSD staff at any level.

Annex 1C

Using SSD Interviewers as an Additional Resource for Selected Team Managers

1. The alternative broad option would be to deploy SSD Interviewers to provide an additional resource to some of the CCS Team Managers. This might be particularly suitable if relatively few SSD Interviewers could be made available, or if only a few could be made available in any one area.
2. The role is envisaged as being available to help the Team Manager run his/her team during the operational period by tackling a variety of tasks for which the Interviewer's experience would be especially valuable. These tasks would certainly include interviewing but could also include other things. Each Interviewer would be deployed in a flexible way, according to the Team Manager's strengths and experience in survey work, and how he/she saw the local need.
3. The plan would be to deploy the SSD Interviewers in the most difficult areas where they are likely to bring the greatest benefit in terms of experience in finding addresses, contacting respondents and securing their co-operation.
4. The SSD Interviewer's role would not extend to dealing with queries that may arise. These would be referred up the management chain, in order not to undermine the role of the Team Manager and in order to maintain consistency in the advice given to field staff in all areas.
5. In the CCS Rehearsal there were no SSD Interviewers involved. This would be a new role for 2001, which could have a considerable impact on the group dynamics of the team, and the authority and degree of control exercised by the Team Manager, Field Manager and CCS Headquarters. Because of these risks this option needs to be considered with great care and caution. We therefore sought the views of some of the Team Managers who worked on the Rehearsal.

The Views of the Team Managers employed during the Rehearsal

6. We contacted 7 of the 15 Team Managers who worked on the Rehearsal to seek their views on whether they would have found it valuable to have had an experienced interviewer available to call on. Of the seven, three had survey experience and four did not. Two had worked in Bournemouth, three in Leeds, and one each in Wales and Lincoln.
7. One felt that it would not have helped as her Interviewers were all fully confident, one welcomed the idea but with some reservations about how the authority of the Team Manager would be maintained. Interestingly, neither of these Team Managers had survey experience themselves. The other five said they would have found it useful or very useful.
8. We conclude from this that the role would be acceptable to Team Managers in 2001 if presented in an appropriate way, and that many of them would find it very useful.

The Possibilities

9. It is envisaged that the duties of an SSD Interviewer might comprise:
- background reading on the CCS, and watching the training video, to give them a basic understanding of the purpose and nature of the survey, similar to that given to all new field staff;
 - having a preliminary meeting with their Team Manager shortly before the first Interviewer training day;
 - attending the two Interviewer training days, and possibly passing on some experiences and tips at one of the sessions;
 - Their further duties could include:
 - doing some initial interviews in areas expected to be difficult and reporting back to the Team Manager on the most appropriate calling times;
 - giving extra help to any Interviewers who were beginning to fall behind their target and appeared to have a problem, as directed by the Team Manager;
 - assisting the Team Manager with the quality control duties, particularly observing whether definitions were being correctly applied, or probity checks;
 - doing interviews out of normal survey working hours where this is the only way of finding people in; and
 - mopping up areas of low response, and converting refusals, in the second half of the fieldwork period. Interestingly, this is part of the strategy for the coverage survey in New York the USA, where conditions are somewhat similar to those in city areas in Britain.

The Extent of the Work Required and the Timetable

10. The people to be made available and the extent of their commitment would need to be agreed with SSD management well in advance. There would need to be some limit the maximum hours work per SSD Interviewer in order to keep the demand on SSD within bounds and to control expenditure.
11. Depending on how many hours per week an SSD Interviewer was prepared to work, he or she might be able to also do some work on the regular SSD surveys. This would limit the impact on the SSD work programme.
12. The table below illustrates the hours work that might be needed, and how the duties might be distributed over the fieldwork period.

| Date | Activity (including travelling time) | Hours |
|----------------|---|--------------|
| Mid-May | Background reading on the CCS | 3 |
| Mid-May | Preliminary meeting with Team Manager | 3 |
| 21-23 May | Attend the two Interviewer training sessions and do the home study in between | 13 |
| 24-26 May | Possibly help coach the newly-recruited Interviewers | 6 |
| 31 May-17 June | Tackle difficult cases and assist any Interviewers falling behind - mostly evening and weekend work | 40 |
| | Total Hours Work | 65 |

13. There would need to be some contingency arrangements for re-deploying any SSD Interviewers if the team they were in had met its target and further help was not required. This might best be arranged by the Field Manager.

The Areas of Work and the Number of SSD Interviewers Needed

14. It would yield the greatest benefits to place the SSD Interviewers in London and the metropolitan areas. The experience in the CCS Rehearsal (and in past Censuses) is that these are the most difficult areas in which to achieve good coverage. In the most challenging areas two Interviewers per Team Manager would probably be beneficial.
15. There are planned to be around 30 Team Managers in the harder London areas and 68 in the other metropolitan areas. If two were available per Team Manager in the London and metropolitan areas and none were needed elsewhere the total number required would be around 200. If two could be provided only in London, and one in the other metropolitan areas, then around 128 would be required. If only one per Team Manager were available in London and the metropolitan areas, then 100 would be required.
16. The metropolitan areas for the purposes of the CCS are Tyneside, the Doncaster/Sheffield/Leeds/Bradford/Manchester/Liverpool conurbation, the Birmingham conurbation, Bristol and some of the areas around central London. The London area comprises inner London areas.

Annex 1D

Possible Benefits from Deploying SSD Interviewers

1. The possible hard benefits from employing SSD Interviewers on parts of the CCS, either as Interviewers undertaking a part of the sample, or as an additional resource for Team Managers, could be:
 - Improved coverage of households and persons;
 - Improved co-operation rates; and/or
 - Improved accuracy of the data collected.
2. The refusal rates in the Rehearsal in Lincoln, Leeds and Bournemouth were in the range 9.4%-10.0%, compared with around 3.7% in the areas in Wales. In 2001 although the public will know that the survey is part of the real Census, they may also feel that they have co-operated by returning their Census form. Suppose that the refusal rate in the difficult areas in 2001 would be 10% for CCS Interviewers.

Using SSD Interviewers as Interviewers

3. If, say, 300 SSD Interviewers were available in London and the Metropolitan areas to tackle part of the sample they would cover around 25,000 households. If the basic refusal rate were 10%, this would amount to 2,500 households refusing an interview.
4. Of the 2,500, one might suppose that half knew their rights and refused on principle, and of the other half three quarters would co-operate were the Interviewer highly skilled. The use of SSD Interviewers would therefore result in 938 additional interviews, in those areas where good coverage is most important.

Using SSD Interviewers as an Additional Resource for Team Managers

5. If one or more SSD Interviewers were available to assist each team in London and the metropolitan areas, the most difficult 36% of the country could be covered. 10% refusals in 36% of the country would amount to 10,800 households.
6. Of the 10%, one might again suppose that half knew their rights and refused on principle, and one third of the remainder would co-operate were the Interviewer more skilful due to SSD support. This would amount to 1,800 additional interviews in those areas where good coverage is most important. If half of the remainder were persuaded to co-operate then 2,700 additional interviews would be obtained.
7. Apart from converting refusals, SSD Interviewers might also be able to advise on local calling strategies. Although the Rehearsal calling records have not yet been fully analysed it is considered that the reasons why coverage was lower in some areas than others was either insufficient calling back, or possibly Interviewers calling at the wrong times. This is being addressed for 2001 by having better management information by which to monitor progress, and more re-allocation of work by the Team Managers to ensure high coverage in all areas.

The high coverage will be achieved by tighter control of the calling strategy and ensuring that Interviewers persist throughout the fieldwork period. SSD Interviewers may be able to further improve on this by advising on the best calling pattern for local conditions, or by making calls late at night when directly-recruited Interviewers might refuse to go out.

Other Aspects

8. It is considered that the changes introduced into the CCS interview procedure since the Rehearsal are likely to help with the rigorous application of the survey definitions and may help ensure correct coverage. Given that the Interviewer training programme is thorough, it is not thought that support from SSD Interviewers would result in significant further improvement.

There is no evidence from the Rehearsal that there were significant inaccuracies in the data recorded for areas that having experienced Interviewers might improve. Note that the biggest area of inaccuracy was in the Household Form identifier, and steps have been taken to improve this.