

September 2020

British Election Study 2019

Technical Report

Contents

1	Introduction	4
1.1	Background.....	4
1.2	Summary of approach and management	4
1.3	Covid-19 and impact of lockdown	5
2	Sampling.....	7
2.1	Selection of parliamentary constituencies	7
2.2	Selection of Lower Super Output Area (LSOAs)	7
2.3	Selection of addresses	8
2.4	Selection of individuals	8
2.5	Push-to-web sampling	9
3	The questionnaire	10
3.1	Development.....	10
3.2	Questionnaire coverage.....	12
4	Data collection	15
4.1	Face-to-face fieldwork.....	15
4.2	Push-to-web fieldwork	16
4.3	Response rates.....	17
5	Data	22
5.1	Data editing	22
5.2	SPSS file.....	24
6	Weighting.....	25
6.1	Selection weights	25
6.2	Post-stratification weighting	25
	Appendix A Sampled constituencies	27
	Appendix B Advance notification of study letter, face-to-face study	31
	Appendix C Invitations to push-to-web survey	33
	First mailing.....	33
	Second mailing	35
	Third mailing	36
	Fourth mailing.....	37

1 Introduction

1.1 Background

The British Election Study (BES) is an invaluable resource for researchers seeking to understand political attitudes and behaviours in Britain. The study includes several components. The focus of this technical report is the 2019 address-based random probability survey. The face-to-face random probability survey has run after each general election since 1964. BES is the longest running social science survey in the UK, one of the longest running election studies in the world and it has provided researchers with high quality data for over five decades.

A key component of BES is the Comparative Study of Electoral Systems (CSES). As in 2015 and 2017, CSES is a module included in the study which provides international comparability. CSES has been running for 25 years and covers 55 countries across multiple waves.

1.2 Summary of approach and management

In line with previous elections, the 2019 BES includes a post-election cross-sectional study with members of the general public in Great Britain who are eligible to vote in general elections. The 2019 study was designed as a face-to-face in-home survey administered by an interviewer via Computer Assisted Personal Interviewing (CAPI). Fieldwork commenced under the original design but was halted in mid-March 2020, as a result of the coronavirus pandemic. A second phase of research was implemented, following a push-to-web with a postal follow-up approach with the questionnaire self-administered by respondents, either online via Computer Assisted Web Interviewing (CAWI) or on paper (PAPI).

The CSES module is separate to the main study and it was initially conducted after the interviewer had left the household via self-completion methods: either via CAWI or Pen and Paper Interviewing (PAPI). After face-to-face fieldwork stopped and BES moved to self-administered modes, CSES was either completed online at the end of the main online survey, or via 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 (University of Manchester)
- Professor Jane Green (University of Oxford, Nuffield College)
- Professor Geoff Evans (University of Oxford, Nuffield College)
- Dr Jon Mellon (University of Manchester)

- Dr Chris Prosser (Royal Holloway, University of London, previously University of Manchester)

Ipsos MORI were responsible for: the design and implementation of the computer-assisted interviewing (CAI) and postal versions of the questionnaire, sampling, piloting, data collection in collaboration with fieldwork agency NatCen, data preparation, collating the final SPSS data files and preparing this technical report. NatCen, in addition to delivering part of the face-to-face fieldwork, were also responsible for CSES data collection, preparation and collating final CSES data files.

This report provides methodological details for 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 in the face-to-face and the push-to-web strand
- Section 4: Data collection – face-to-face fieldwork, push-to-web fieldwork 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

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 – Face-to-face advance letter
- Appendix C – Push-to-web invitation letters, reminder letters and postcard

The survey instruments used for all three modes – CAPI, CAWI and PAPI – can be found in a separate document on the BES website (www.britishelectionstudy.com/data):

1.3 Covid-19 and impact of lockdown

As previously mentioned, the survey design was fundamentally changed part-way through fieldwork in response to the coronavirus pandemic.

On 18 March 2020, in line with recommendations from the Market Research Society (MRS), Ipsos MORI stopped all face-to-face fieldwork, including interviewing on the British Election Study. NatCen also stopped fieldwork on BES as soon as instructed.

At this stage, fieldwork on BES was in progress, with individual sampled addresses falling in several groups: some had been started and assigned a final outcome, some had been started but not yet assigned a final outcome, while some had not been started. Due to the uncertainty at the time as to

when face-to-face fieldwork would be able to restart, it was decided together with the SLT to redesign BES and issue the remaining sample to a push-to-web with a postal follow-up design. The redesign process included:

- Identifying addresses to be reissued. Most of these consisted of ‘fresh’ sample, made up of addresses that had not been contacted by an interviewer, as well as sample that resulted in an unsuccessful outcome, either because interviewers could not make contact with householders or the selected respondent, or where they received a ‘soft’ refusal.
- Designing new survey materials: invitation letter, reminder letters and postcard.
- Redesigning the questionnaire to be appropriate for self-completion. Two versions of the questionnaire were created, one for CAWI and one for PAPI completion.

Data collection resumed in late April, with the first invitation letters despatched on 29 April.

2 Sampling

The sample was designed to be representative of all those who live in Great Britain aged 18+ and who are eligible to vote in general elections. Individuals eligible to vote are those who are a British Citizen, a Citizen of the Republic of Ireland or a Citizen of a Commonwealth country with the “right to remain” in the UK.

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

- Stratified random sample of 400 Parliamentary constituencies
- Two Lower Super Output Areas (LSOAs) per constituency selected with probability proportional to size
- Selection of addresses from the Small User version of the Postcode Address File (PAF)
- One eligible individual randomly selected per address by the interviewer.

2.1 Selection of parliamentary constituencies

The study was based in 400 Parliamentary constituencies, sampled from the whole of Great Britain.

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 2017 election. Within each party competition strata, constituencies were sorted by the estimated share of the Leave vote at the 2016 EU referendum¹.

Constituencies were then selected with probability proportional to population size. The full list of sampled constituencies can be found in Appendix A.

The process of selecting constituencies was done in two stages. Initially, 300 constituencies were selected. Subsequently, another 100 constituencies were selected to make up a total of 400, following the same process.

2.2 Selection of Lower Super Output Area (LSOAs)

Lower Super Output Areas (LSOAs) were used as secondary sampling units in each sampled constituency. Because there is not a perfect match between LSOAs and constituencies (some LSOAs

¹ House of Commons Library, Brexit: Votes by Constituency, based on estimates by Dr Chris Hanretty
<https://commonslibrary.parliament.uk/parliament-and-elections/elections-elections/brexit-votes-by-constituency/>

straddle two seats) the LSOAs were treated as being part of the constituency in which the majority of its population live. Addresses that were in a different constituency were allocated to a neighbouring LSOA in the correct constituency, so that no addresses were removed from the sampling frame and addresses were allocated to the correct constituency.

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 sampled with probability proportional to size: one from the top two quartiles, and the other from the lower two quartiles.

2.3 Selection of addresses

Ten addresses per LSOA were sampled from the latest version of the Small User Postcode Address File using a fixed sampling interval and random start.

2.4 Selection of individuals

For the face-to-face survey, an interviewer at each address established the number of dwellings, then households, and finally eligible participants (i.e., people aged 18 or over who were eligible to vote in a general election). At each of these levels, if there was more than one eligible individual in the household, a single selection was made by the interviewer using an electronic Kish Grid, randomised for each address.

Due to the nature of push-to-web surveys, it is impractical to assess the number of dwellings and households at an address. It was therefore assumed that addresses contained only one dwelling and one household. In reality, this would affect a very small number of cases: 0.6% of face-to-face interviews were conducted at addresses with more than one dwelling, and 1.3% at addresses with more than one household.

For the push-to-web survey, we also aimed for a random approach in households where there was more than one person eligible to participate by urging the person with the next birthday to complete the questionnaire. While this approach randomises the selection of individuals in households to a degree, we cannot guarantee this instruction is followed in self-administered surveys. Additionally, in a small number of cases, we were able to identify the individual selected by interviewers to complete the survey. Where possible, invitation letters were addressed to the named individual, but we cannot guarantee that the named person completed the survey.

2.5 Push-to-web sampling

When face-to-face fieldwork was interrupted by the country-wide lockdown due to COVID-19, our interviewers were not allowed to visit households, so we used most of the remaining sample from the face-to-face phase for a push-to-web survey, with postal follow-up. As such, the addresses that hadn't been approached were reissued under the new methodology. Of the addresses that had been visited, those recorded as 'soft refusals,' 'addresses not found' and all 'non-contacts' were included. In total, there were 5,891 addresses in the push-to-web sample: 5,114 in England, 477 in Scotland, and 300 in Wales.

Due to the circumstances around the coronavirus pandemic and lockdown measures, it was impossible to issue a perfectly balanced sample to the push-to-web design. Ultimately, the composition of the issue sampled reflected the progress made during face-to-face fieldwork. Nonetheless, it should be noted that the regional profile of the sample issued to push-to-web is generally similar to the original sample, other than a small skew to London and the South East, as shown in the table below:

	Total sample		Addresses issued to p2w	
	n	%	n	%
East Midlands	660	7%	439	7%
Eastern	836	9%	571	10%
London	1248	14%	935	16%
North East	396	4%	227	4%
North West	1034	11%	639	11%
Scotland	814	9%	477	8%
South East	1210	13%	883	15%
South West	770	9%	506	9%
Wales	462	5%	300	5%
West Midlands	792	9%	488	8%
Yorkshire & Humber	770	9%	426	7%
Total	8992	100%	5891	100%

3 The questionnaire

This section outlines how the questionnaire content was developed and agreed upon. The CSES questionnaire is based on a question set that is agreed at an international level. So, any changes on the latter were kept to a minimum to ensure comparability with other countries.

3.1 Development

3.1.1 Face-to-face questionnaire

The Scientific Leadership Team (SLT) were responsible for the topics covered in questionnaire; the SLT provided Ipsos MORI with the first draft of the questionnaire. The SLT and Ipsos MORI then worked collaboratively to develop the question wording and structure keeping the questionnaire as a Word document for ease of discussing the content. Once a pilot version was signed off by the SLT, the document was converted into a CAPI script by Ipsos MORI. 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 Ipsos MORI scripting team. Initial testing was carried out by the programmer before the CAPI script was passed to the Ipsos MORI research team for testing.

Ipsos MORI has stringent quality procedures for checking CAPI questionnaires before they are released into field. The script was systematically checked by the Ipsos MORI 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 Ipsos MORI were satisfied that the CAPI script reflected the Word version of the pilot questionnaire. Once signed off, the script was shared with NatCen who conducted their own internal checks. The script was also checked and signed off by the SLT.

As part of the questionnaire development stage, pilot interviews were conducted with a quota sample 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 survey and questionnaire on the doorstep.

A team of six interviewers from both Ipsos MORI and NatCen were briefed via web conferencing by the research team and members of the SLT. The session focused on administering the questionnaire, including a high-level run through of the content. A random location quota sampling approach 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 22nd November and 1st December 2019, a total of 41 interviews were conducted with interviewers working in a range of locations across Great Britain, including in Wales and Scotland to ensure that region specific questions were tested.

A follow up debrief webinar session with the interviewers was held via Skype to provide feedback once the pilot fieldwork was completed. Ipsos MORI researchers and the SLT attended the session and probed on any questions that were not working as they should, and what was the best approach on the doorstep. Five interviewers attended the debrief webinar and one submitted their feedback in advance.

Following the pilot debriefing, there was a further round of discussions between the research team and the SLT to produce the final CAPI version of the questionnaire (see separate appendix). These resulted in a number of changes, such as: adding interviewer instructions for further clarity for some questions, adding showcards instead of asking interviewers to show their screens on selected questions, inserting introduction texts when moving on to distinct sections of the questionnaire, changing the question order in some areas, and minor text corrections. Overall, CAPI para-data on question timings showed that the estimated average length of the pilot questionnaire was 48 minutes (this excluded requests to match data to voter register and fill in the CSES questionnaire).

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

Due to an error in the script, 38 respondents were asked at K13 and K14 whether they had been contacted by a political party in the 2017 General Election campaign instead of the 2019 campaign. When the error was identified, the script was corrected and reissued to interviewers. The affected respondents were contacted where permission to do so had been granted and the relevant questions were asked again. The new responses were recorded and replaced the previously given incorrect responses. In total, 31 respondents were contacted, and their answers corrected where necessary.

3.1.2 Push-to-web questionnaires

The push-to-web survey offered both an online and a paper version of the questionnaire (see separate appendix) which could be returned by post. To create the push-to-web questionnaires, the SLT and Ipsos MORI research team adapted the face-to-face CAPI script, from an interviewer administered mode to a self-completion mode. This was done by adapting question wording, adding explicit 'Don't know' and 'Prefer not say' codes, and removing references to showcards. Some questions were removed either because it was expected that the results would not be comparable to data collected before the pandemic (e.g. most important issue in Britain), or in order to keep the length of completion appropriate for an online survey. Additionally, the CSES questionnaire was incorporate into a single BES online questionnaire. As a result, the median length of completion of the online survey was 38 mins, with a mean of 48 mins.

The paper questionnaire was shortened further to 81 questions over 20-sides of A4 (approximately two thirds of the original questionnaire content).

As well as allowing the inclusion of more questions and options than the paper questionnaire, the online questionnaire also allowed for the querying of logical inconsistencies, such as an answer of zero people in the household, and preventing people from selecting multiple answers on questions where only one answer was required (e.g. gender). On the online survey, it was also possible to prevent people accidentally missing questions and responding inconsistently. For example, on the online survey we avoided having cases where respondents select that they did not vote in the previous election but then select a specific party they voted for and other associated questions. This meant that the data from the online survey was considered more complete than the paper questionnaire.

Efforts to maximise the online response to the survey were made by offering a device agnostic online questionnaire. The online questionnaire could be completed on a desktop or laptop computer, a tablet or a smartphone. For simpler questions, the format was the same on any device, and for more complex questions drop-down response lists were used as they work equally well on all types of devices.

The in-house testing of the online questionnaire involved testing on a range of devices including laptops, desktop PCs, standard and mini tablets (on devices with android, iOS, and Linux operating systems), and the most popular types of smartphones (including the latest and older models). It also involved thorough testing on the most popular browsers (Internet Explorer, Chrome, Firefox and Safari).

The following section shows the survey content for each mode and so highlights where data are not available from the online and paper questionnaire.

3.2 Questionnaire coverage

The full questionnaires for the main study and the CSES module can be found in a separate appendix. Please note that, where required, the question wording was tailored to the country of residence across all survey modes, identically.

3.2.1 Face-to-face and push-to-web questionnaire topics

In summary, the face-to-face and push-to-web (online and paper) questionnaires covered (✓), did not cover (✗), or only partly (Partly) covered the following topics:

Questionnaire Topics	Face-to-face	Push-to-Web Online	Push-to-Web Paper
Most important issues the country is facing	✓	Partly	Partly
Electoral Behaviour	✓	✓	✓
Attitudes towards voting	✓	✓	✗
Party identification	✓	✓	✓
Left-right	✓	✓	Partly

Taxation	✓	✓	X
Environment vs economy	✓	✓	✓
Leaders likes vs dislikes	✓	✓	X
Immigration and accountability	✓	Partly	Partly
Media usage, political engagement and canvassing	✓	✓	Partly
Economy	✓	Partly	Partly
Political efficacy	✓	✓	✓
Politicians and trust	✓	✓	Partly
European Union	✓	✓	Partly
Party image	✓	✓	Partly
Equal opportunities/things gone too far or not far enough	✓	✓	✓
Parties like/dislike	✓	✓	Partly
Defence vs aid	✓	✓	X
Political participation	✓	Partly	Partly
Constitutional matters	✓	✓	✓
Class/unions/business/parent vote	✓	✓	Partly
Political knowledge	✓	✓	Partly
Demographics	✓	✓	Partly

Showcards used in the face-to-face questionnaire can be found in a separate appendix.

3.2.2 Comparative Study of Electoral Systems (CSES) questionnaire

The CSES questionnaire was administered differently depending on mode of interview:

- Those completing the main BES questionnaire via CAPI had the option of completing the survey online or on paper
- Those completing the web BES questionnaire were also asked all CSES questions as part of the same survey
- Those completing the paper BES questionnaire had the option of completing CSES on paper

All modes covered the same questionnaire content:

Questionnaire Topics
Politics in the media
Attitudes towards elites
Out-group attitudes
National Identity
How widespread is corruption
Government performance
Party that represents respondent's views
Left-right
Likelihood of voting for parties
Happy/sad if left union
Government action
Who is in power/voting makes a big difference
Close to political party
Country of birth
Parents born outside Britain
Language at home

4 Data collection

4.1 Face-to-face fieldwork

Interviewing was carried out by fully trained and experienced Ipsos MORI and NatCen interviewers: in total 318 interviewers were used to conduct the study. The day after the general election on 12th December 2019 all fieldwork materials were dispatched to interviewers and a master web conferencing briefing was held on the 18th December 2019. Five interviewers began fieldwork thereafter, however the vast majority of interviewers began work on or after 2nd January 2020. All face-to-face fieldwork was stopped on 18th March 2020.

Interviewers received extensive study specific training. Initially, they were provided with written instructions which gave a detailed explanation of all aspects of the study. Then, interviewers had to attend a web conferencing briefing which covered all important aspects of their job. The web conferencing was also a forum in which interviewers could ask questions of Ipsos MORI/NatCen researchers and any SLT members who might be on the web session. The briefing and written instructions covered:

- Background on the British Election Study
- Making contact, eligibility, and securing participation (achieving a high response rate)
- The fieldwork case outcomes
- The questionnaire and key questionnaire issues
- Fieldwork administration

Before interviewers made their first visit to each address, pre-notification 'advance' letters were sent out addressed to the 'householder'. This explained the purpose of the study, why they had been chosen and that an interviewer would be calling at the household. The letter was signed by a member of the SLT. The letter also mentioned a further incentive for taking part in the study:

"As a 'thank you' for taking part in the survey you will be given at least a £[10/20] voucher after the interview. This can be spent in a wide range of high street stores."

A gift voucher of at least £10 or £20 (in London) was mentioned. Contact details were provided if more information was required. A copy of the letter has been included in Appendix B.

Originally, we had planned to reissue some addresses to a second interviewer where there had been an unsuccessful outcome, with a higher incentive to be offered in order to increase response rates.

Unfortunately, face-to-face fieldwork was stopped before any addresses were successfully reissued.

4.1.1 Face-to-face questionnaire incentives

The incentives offered to participants varied by region (outside London vs. in London), as described above, and by age. The differential amounts offered interviewers additional help with harder to reach groups.

Incentives	Aged 18-24	Aged 25+
In London	£25	£20
Outside London	£25	£10

4.1.2 CSES module

At the end of the interview respondents were asked whether they wanted to complete the CSES self-completion questionnaire either online or, if they refused, via paper self-completion. An email was sent to those accepting to complete the survey online, containing a personalised link to the online questionnaire. Those who said they would prefer paper were given a hard copy of the questionnaire and a reply-paid envelope.

Those who were 18-24 years old and said they would complete the module were provided with a £5 unconditional voucher by the interviewer. For respondents aged 25 years or older the £5 voucher was conditional on returning the completed CSES questionnaire and was sent out separately.

Up to 2 reminders were sent to non-responders (who initially agreed to complete the CSES) either via email (if they agreed to complete the online CSES) or by post (if they agreed to complete the paper CSES). Additionally, those who opted for a paper version were sent a hard copy of the questionnaire with the second reminder.

4.2 Push-to-web fieldwork

Addresses issued to the push-to-web approach were sent four mailings:

1. Invitation letter, introducing the survey and inviting them to take part in the online survey
2. First reminder letter, reminding them to take part in the online survey
3. Second reminder letter, accompanied by the postal version of the questionnaire
4. Third reminder, in the form of a postcard inside an envelope, serving as a final reminder to complete the survey either online or on paper.

4.2.1 Letter and Postcard design

The principles for designing the invitation and reminder letters were based on the Tailored Design Method², along with a host of literature and best practice based on previous studies, that had been reviewed by the research team. The main aim of the letters was to provide all the relevant information a respondent requires, to complete the survey, and to answer immediate questions which they may have.

² Dillman, DA. Smyth, JD. Christian, LM. Internet, Phone, Mail and Mixed-Mode Surveys: The Tailored Design Method (2014). Wiley.

Our guiding principles for designing the letter were to:

- Use simple and easy to understand language, with no unnecessary complicating text
- Cover key messages that needed to be conveyed in the letters including:
 - (a) Importance
 - (b) Motivators for taking part
 - (c) Who can take part?
 - (d) How to take part
 - (e) Data protection

The letters also instructed households on how to conduct the random selection following the next birthday approach. It should be noted that we cannot guarantee that this was implemented correctly.

The letters instructed participants to go to www.britain2020survey.co.uk where they could complete the online survey.

4.2.2 Tailoring the Letters/Postcard to the type of sample

Given the push-to-web sample consisted of addresses that hadn't been approached at all (i.e. fresh sample), 'soft refusals,' 'addresses not found,' and all 'non-contacts', we tailored our letters/postcard to reflect any previous history we had had with the household, or the individual. This way, how far the selection process had run in the face-to-face fieldwork was appropriately reflected.

4.2.3 Push to web survey incentives

Incentives were used to encourage participation in the survey and boost response rates. £5 vouchers were offered unconditionally with the first mailing and £25 conditional vouchers were offered upon completion of the survey until the final reminder was sent. When the final reminder was posted, i.e. the postcard, respondents were promised a £50 voucher upon completion of the survey. All respondents who completed the survey after the final reminder was issued were given a £50 voucher.

For online completions, respondents wishing to receive their voucher entered their email address at the end of the survey and were then sent a unique link to a dedicated survey website where they could select a voucher from a list of suppliers. Participants were then emailed a link/e-code for their voucher which allowed them to redeem it.

Respondents who returned a postal questionnaire received a Love2Shop paper gift voucher, which could be redeemed in a wide range of high street stores.

4.3 Response rates

When face-to-face fieldwork was halted by the Covid-19 pandemic, a total of 2,095 interviews had been completed. The switch to complete the survey via push-to-web meant sifting through all of the worked sample from the initial phase of the study to identify addresses to be included in the second stage of data collection.

A total of 5,891 addresses were included in the issued sample for push-to-web, out of 8,992 sampled for the overall survey. Exclusions were mainly those addresses where an interview had been obtained, but

others omitted were non-residential, demolished or derelict properties, addresses with no one eligible and the strongest refusals.

The issued sample for push-to-web were broken down as follows:

- No advance communication or calls = 1,508
- Part-way through the required call pattern when fieldwork had been halted = 1,540
- Unproductive final outcomes from face-to-face contact (such as non-contacts, some refusals before or after selection of an individual and broken appointments) = 2,843

The push-to-web phase generated another 1,851 completed questionnaires – 1,350 online and 501 from the (shorter) paper version.

In addition to these positive responses, some other outcomes were recorded from the push-to-web survey – these included some refusals by households and individuals and very modest numbers of addresses that either could not be traced or where no one was eligible for the survey. While the raw response to the push-to-web phase was high compared to many other examples of this mode, most of the addresses did not generate any kind of reply.

This report does not itemise the exact breakdown of response categories from the push-to-web survey because in some cases this second outcome does not overwrite the original (e.g. a household refusal was less 'advanced' than a respondent refusal). Instead, the table below provides a single final outcome for each address from a combination of the two stages of the survey data collection. Compared with recent waves of BES, 2019 has far more addresses with no contact at all, an inevitable consequence of shifting mode to push-to-web.

Recent BES technical reports have showed the standard AAPOR conventions for reporting response rates using response rate 3³. This calculation includes an estimate of the proportion of cases with unknown eligibility that would actually be eligible (i.e. those which would have someone eligible to vote in a general election). As there are no robust eligibility estimates available in the public domain, the best estimate for the eligibility rate is necessarily the study itself (97.3% for 2019) and this is what the response rate 3 calculation is based on.

The 2019 survey response rate is more complicated than in the past because so few definitive outcomes (other than completed questionnaires) are generated from push-to-web data collection. This process inevitably results in an under-estimation of two response categories, out-of-scope properties and ineligible households. Therefore, a conventional projection of the likely volume of ineligibility (like AAPOR rate 3) will almost certainly understate the number of addresses that could be excluded from the response calculation.

For completeness and comparability, the table below shows rate 3, along with AAPOR rate 1 (which does not allow for an estimate of hidden ineligibility). However, we have added a third calculation of response that allows for an estimate of the volume of out-of-scope addresses and ineligibility that could not be identified from the push-to-web phase. The resulting figure comes from two sources – addresses

³ https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf

that had been sampled but had no communication or contact before the Covid-19 pause and those that had been visited by an interviewer with no response from these calls.

Most out-of-scope properties are identified very early in the call pattern (e.g. non-residential addresses or demolished/derelict properties) but others are only classified later in fieldwork (e.g. as advised by a neighbour in the case of vacant addresses). Beyond that, there are non-contact addresses that have no reply after 8+ calls and might well be empty – these are not routinely removed from calculations of response.

The number of out-of-scope properties identified in the 2019 face-to-face fieldwork was unusually low by the standards of recent waves of BES and other GB-wide surveys at only 5.6% (2.6% below BES 2017 and 4.1% lower than in 2015). While it is likely that some more empty properties would have been identified by a full call pattern, the percentage of out-of-scope addresses would almost certainly have been lower than in these other surveys.

Therefore, we can only make a minor adjustment for the number of extra out-of-scope addresses that would have been found if all of the fieldwork had been carried out face-to-face. In practice, only a few of the addresses that were partway through their call pattern when interviewing was halted would have been identified as vacant properties if fieldwork had been completed. However, among the addresses that had not yet been started, at least 5.6% would have been invalid by the time of the P2W survey. In practice, the percentage would have been higher because these addresses had been sampled about six months earlier. Our best estimate is that about 6.5% of these addresses would have been out of scope, along with 0.5% of the addresses that had already been visited. These adjustments have been made in the final of the main survey response rate calculations shown in the table below, after allowing for the out-of-scope addresses that were picked up on the P2W phase.

We also need to make an assumption as to the expected level of ineligibility we would have found had we finished face-to-face fieldwork. In the table below, reflecting both face-to-face and P2W modes, 240 of the sampled 2019 addresses were found to contain no eligible respondents and only 19 of these cases were identified from the push-to-web phase – just 0.3% of totally fresh P2W addresses were confirmed as being ineligible for BES, compared with 3% from all addresses worked in the original face-to-face fieldwork.

In 2017, with full face-to-face interviewing, ineligibility was 3.5% of sampled addresses while in 2015 it was 1.9%. We can reasonably expect actual ineligibility for 2019 to be higher than the known figure of 2.7% shown in the table below as the push-to-web sample includes some hidden ineligibility because the covering communications explained the criteria for voting in general elections and most of those who were ineligible would not have even started to complete the questionnaire. Additionally, we can reasonably expect ineligibility to be higher in the fresh push-to-web sample due to its London skew – 24% of these sample addresses were in the capital, and ineligibility in London was found to be 9% during face-to-face fieldwork.

Our best estimate for hidden ineligibility is 4% among fresh addresses issued to push-to-web and 0.5% among addresses that had already been visited.

Overall, after allowing for the small numbers of ineligible and out-of-scope properties that were actually picked up during the P2W phase, our estimate is that the change in mode resulted in the non-identification of about 100 empty/non-residential addresses and around 60 where no one would have been eligible for BES 2019.

The full breakdown of the overall 2019 response rate is provided in the table below.

	N
Total issued addresses	8992
Not eligible (minimum numbers)	
Out-of-scope properties	427
No eligible respondents in household i.e. not eligible to vote in the general election	240
Unknown eligibility, non-interview	
Refused before screening stage	1626
Non-contacts	1640
Other unproductive before screening stage	145
<i>Total unknown eligibility, non-interview cases</i>	<i>3411</i>
<i>Total unknown eligibility, non-interview cases who are expected to have someone in the household eligible for the study (A, for AAPOR rate 3)</i>	<i>3320</i>
Eligible, non-interview	
Refused	651
Non-contacts	169
Other unproductive	148
<i>Total eligible, non-interview cases (B)</i>	<i>968</i>
Full interviews (C, from CAPI and P2W phases)	3946
Unadjusted response rate (C/Total issued addresses)	43.9%
Total maximum eligible addresses	8325
Adjusted response rate after excluding definite out-of-scope and ineligible addresses (AAPOR rate 1)	47.4%
Total estimated eligible (A+B+C, for AAPOR rate 3)	8234
Main study response rate (C/A+B+C, AAPOR rate 3)	47.9%
Total estimated eligible (after allowing for estimated numbers of out-of-scope and ineligible addresses not identified by the P2W phase)	8166
Projected adjusted response rate	48.3%
Completed CSES module cases (D)	2537
CSES module response rate (D/C)	64.3%

Subject to the caveats noted above for 2019, comparisons can be made with the AAPOR 1 and 3 response rates for 2015 and 2017. We have also provided an adjusted response rate for 2019 where we account for estimated hidden out-of-scope and non-eligible addresses. Unfortunately, an equivalent estimate is not possible for 2015 and 2017 due to the different fieldwork methodology and information available for each address, but it is likely that estimates would be slightly higher than AAPOR3.

By all measures, 2019 BES generated a higher response rate than the short-notice 2017 election study, despite the switch in mode partway through the survey.

	2015	2017	2019
Unadjusted response (interviews/issued)	49.2%	40.4%	43.9%
AAPOR 1 (removing definite ineligible and out-of-scope addresses)	55.6%	45.8%	47.4%
AAPOR 3 (further removing hidden ineligibility)	55.9%	46.2%	47.9%
Response rate adjusted for estimated hidden out-of-scope and non-eligible addresses	NA	NA	48.3%

The CSES module was completed by 2,537 respondents, a response rate of 64.3%. This compares very favourably to 2017 when the CSES response rate was 44.8%, and to 2015 when the figure was 52.4%. The CSES response rate for 2019 was aided by integrating the module into the main push-to-web online survey. The achieved CSES completions by mode are as follows:

CSES completion mode 2019	N
Postal	614
Online – separate survey	573
Online – part of main BES online survey	1350
Total	2537

5 Data

5.1 Data editing

5.1.1 Face-to-face/CAPI data

Completed interviews are automatically transferred from interviewers' CAPI laptops to Ipsos MORI/ NatCen's central CAPI servers each time the interviewer connects 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. As the two fieldwork agencies used copies of the same CAI script, no further data editing was required and the data was simply merged into a single file.

The CAI script ensured that any routing errors were removed, since the CAI script 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). In a small number of cases, new codes were created. Open ended questions were not coded, but verbatims were reviewed and where necessary personally identifiable information was anonymised.

An SPSS file was created by the data processing team working in conjunction with Ipsos MORI and NatCen researchers. Ipsos MORI 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.

5.1.2 Online data

The online data was edited using the same process as the face-to-face data described above.

5.1.3 Postal data

All cases where answers provided by respondents were logically inconsistent with other answers were investigated versus the scan of the returned postal questionnaire.

We have identified two main causes of logical inconsistencies:

- (a) More than one answer selected at single-code questions
- (b) A follow-up (filtered) question has an answer when the answer given to a previous question suggests it should have been skipped (e.g. if a respondent says they did not vote at the General Election, but then selects a party at the follow-up question 'Which party did you vote for?')

(a) More than one answer given to a single-code question

1. If one substantive answer was selected as well as Don't know/Prefer not to say, we have kept the substantive answer, unless a visual inspection of the questionnaire suggested Don't know/Prefer not to say was meant as the actual answer.
2. If more than one substantial answer was selected and a visual inspection of the questionnaire did not provide clarification, we removed both answers.
3. Y2 / Q54 Main source of income. Several respondents selected more than one answer. We have kept all responses and each answer code was captured in a separate variable in the SPSS file.
4. Y13A/Q64 highest level of qualification. If more than one answer was selected, we kept only the highest qualification.

(b) Inconsistent routing/answering questions that should have been skipped

Where respondents answered follow-up questions which they should have skipped, their answer was removed.

If respondents did not answer a question that they should have, they were coded as -999 Not stated.

5.1.4 Postal and online data deduplication

The push-to-web with postal follow-up design introduced the possibility of respondents both completing the online survey and returning a paper questionnaire. Where this occurred, it was necessary to identify and remove duplicated responses from the final dataset. All cases were identified by a unique serial number. To ensure that as much data as possible was kept, online responses were prioritised over paper responses (since the online questionnaire was more comprehensive and allowed for more sophisticated routing).

5.1.5 Selection of cases to be included

Sometimes online participants break off before the end of the questionnaire. If this occurred after the main questionnaire was completed, responses were kept in the dataset. As the CSES questionnaire was the last section, in a small number of cases responses were kept even though not all CSES questions were answered.

Similarly, respondents who returned the postal questionnaire sometimes missed questions or returned questionnaires partially completed or blank. Cases were removed if a substantial amount of data was missing but included in the dataset if only individual questions were missed.

5.1.6 CSES data

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. Edits followed the same protocol as described above.

CSES data was linked to the main BES data through a 2-step verification process:

- A unique respondent ID was written on the paper questionnaire by interviewers.
- A unique paper questionnaire ID was printed on the questionnaires and typed in by interviewers into the CAPI machine/

5.2 SPSS file

5.2.1 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/Prefer not to say: -2, Not stated: -999

5.2.2 Weighting variables

The data file contains 5 weights, as follows:

- sel_wt_capped – selection weights (including capping)
- wt_f2f –demographic weight (capped selection plus uncapped demographic weights targeted to the adult population) based on respondents to the face-to-face CAPI survey;
- wt_full – demographic weight (capped selection plus uncapped demographic weights targeted to the adult population) based on all respondents;
- wt_cses_f2f – combined CSES weight (capped selection weight plus demographic weighting targeted to the adult population) based on respondents who had conducted the main interview face-to-face;
- wt_cses_full– combined CSES weight (capped selection weight plus demographic weighting targeted to the adult population) based on all respondents.

6 Weighting

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 Selection weights

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 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.

For the push-to-web data, as there wasn't enough information about dwellings or households in each address, it was assumed that there was one dwelling and one household at each address. This will have a very small impact on the data as in reality this will be correct almost every time.

Selection weights were trimmed at 4 to avoid extremely high weights being created.

6.2 Post-stratification weighting

The post-stratification weights (wt_f2f and wt_full) were based on the profile of the adult population, using the latest ONS mid-year estimates.

The following table sets out the target weights and the corresponding BES study demographic profiles with only the selection weights applied.

Adult population (%)	Data profile of achieved face-to-face sample (selection weights applied) (%)	Data profile of achieved face-to-face and push-to-web sample (selection weights applied) (%)
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<i>Region</i>			
East Midlands	7.48	7.16	7.36
Eastern	9.55	8.65	8.54
London	13.53	9.66	12.20
North East	4.17	5.98	4.80
North West	11.28	12.64	11.94
Scotland	8.66	11.10	9.40
South East	14.08	11.02	13.78
South West	8.82	7.27	8.45
Wales	4.93	4.92	5.06
West Midlands	9.05	9.36	8.82
Yorkshire & Humber	8.46	12.24	9.65
<i>Gender by Age</i>			
Male: 18-24	5.51	3.51	3.25
Male: 25-34	8.61	4.99	5.29
Male: 35-44	7.91	5.68	6.04
Male: 45-54	8.47	8.78	8.32
Male: 55-64	7.60	8.75	8.25
Male: 65-75	6.12	9.94	8.62
Male: 75+	4.64	6.36	5.29
Female: 18-24	5.21	4.54	4.65
Female: 25-34	8.50	7.27	8.25
Female: 35-44	8.04	7.77	7.65
Female: 45-54	8.72	9.61	9.92
Female: 55-64	7.88	8.96	8.92
Female: 65-75	6.60	7.16	6.26
Female: 75+	6.19	5.85	4.37
Missing		0.83	4.92

The targets for age and gender were adjusted to account for the small level of missing information in each sub-sample.

Separate post-stratification weights were calculated for the CSES (wt_cses_f2f and wt_cses_full). The same variables were used – age, education, gender and region – and were again calculated once selection weights had been applied to the subset of respondents who completed the CSES module.

Appendix A Sampled constituencies

Aberdeen South	Blaydon	Charnwood
Airdrie and Shotts	Blyth Valley	Chelmsford
Altrincham and Sale West	Bolsover	Chelsea and Fulham
Alyn and Deeside	Bolton North East	Cheltenham
Argyll and Bute	Bolton South East	Chesterfield
Arundel and South Downs	Bolton West	Chingford and Woodford Green
Ashfield	Bosworth	Chipping Barnet
Ashford	Bracknell	Chorley
Aylesbury	Bradford East	Christchurch
Banbury	Braintree	Cities of London and Westminster
Banff and Buchan	Brecon and Radnorshire	City of Chester
Barking	Brent North	Clacton
Barrow and Furness	Brentford and Isleworth	Cleethorpes
Basingstoke	Brentwood and Ongar	Clwyd South
Batley and Spen	Bridgwater and West Somerset	Colchester
Battersea	Bristol South	Colne Valley
Beaconsfield	Bristol West	Corby
Beckenham	Broadland	Coventry North East
Bedford	Bromsgrove	Coventry North West
Bermondsey and Old Southwark	Broxbourne	Coventry South
Berwickshire, Roxburgh and Selkirk	Broxtowe	Crawley
Bethnal Green and Bow	Burnley	Crewe and Nantwich
Beverley and Holderness	Bury North	Croydon Central
Bexhill and Battle	Bury South	Croydon North
Birkenhead	Bury St. Edmunds	Croydon South
Birmingham, Edgbaston	Caithness, Sutherland and Easter Ross	Cynon Valley
Birmingham, Erdington	Canterbury	Dagenham and Rainham
Birmingham, Hodge Hill	Cardiff North	Dartford
Birmingham, Ladywood	Cardiff South and Penarth	Daventry
Birmingham, Selly Oak	Cardiff West	Delyn
Blackburn	Carlisle	Derbyshire Dales
Blackpool North and Cleveleys	Carshalton and Wallington	Dudley South
Blaenau Gwent	Central Devon	Dulwich and West Norwood

Dumfries and Galloway	Gedling	Heywood and Middleton
Dumfriesshire, Clydesdale and Tweeddale	Gillingham and Rainham	High Peak
Dundee West	Glasgow East	Hornsey and Wood Green
Dunfermline and West Fife	Glasgow North East	Horsham
Dwyfor Meirionnydd	Glasgow North West	Hove
Ealing Central and Acton	Glasgow South	Huddersfield
East Devon	Glenrothes	Ilford South
East Dunbartonshire	Gloucester	Inverclyde
East Ham	Gordon	Inverness, Nairn, Badenoch and Strathspey
East Kilbride, Strathaven and Lesmahagow	Gosport	Ipswich
East Lothian	Gower	Islington North
East Renfrewshire	Grantham and Stamford	Islington South and Finsbury
Eastbourne	Gravesham	Jarrow
Eddisbury	Great Grimsby	Kenilworth and Southam
Edinburgh East	Great Yarmouth	Kingston and Surbiton
Edinburgh North and Leith	Guildford	Kingston upon Hull West and Hessle
Edinburgh South	Halifax	Kingswood
Edmonton	Haltemprice and Howden	Kirkcaldy and Cowdenbeath
Ellesmere Port and Neston	Halton	Knowsley
Elmet and Rothwell	Hammersmith	Lanark and Hamilton East
Eltham	Harborough	Lancaster and Fleetwood
Enfield, Southgate	Harlow	Leeds Central
Epsom and Ewell	Harrogate and Knaresborough	Leeds East
Erith and Thamesmead	Harrow East	Leeds North East
Esher and Walton	Harrow West	Leeds North West
Exeter	Hastings and Rye	Leeds West
Falkirk	Havant	Leicester East
Fareham	Hayes and Harlington	Leicester South
Faversham and Mid Kent	Hazel Grove	Leigh
Filton and Bradley Stoke	Hemel Hempstead	Lewes
Folkestone and Hythe	Hemsworth	Lewisham East
Forest of Dean	Henley	Lewisham West and Penge
Gainsborough	Hereford and South Herefordshire	Lewisham, Deptford
Garston and Halewood	Hertford and Stortford	Lichfield
Gateshead	Hertsmere	Lincoln
	Hexham	

Linlithgow and East Falkirk	Normanton, Pontefract and Castleford	Poole
Liverpool, Riverside	North Ayrshire and Arran	Poplar and Limehouse
Liverpool, West Derby	North Cornwall	Portsmouth North
Livingston	North Dorset	Portsmouth South
Llanelli	North East Bedfordshire	Preseli Pembrokeshire
Loughborough	North East Cambridgeshire	Rayleigh and Wickford
Louth and Horncastle	North East Fife	Reading East
Luton North	North East Hampshire	Reading West
Maidenhead	North East Hertfordshire	Redcar
Makerfield	North Herefordshire	Redditch
Manchester Central	North Norfolk	Reigate
Mansfield	North Somerset	Ribble Valley
Meriden	North Swindon	Richmond (Yorks)
Mid Dorset and North Poole	North Thanet	Richmond Park
Mid Norfolk	North Tyneside	Rochester and Strood
Mid Worcestershire	North Warwickshire	Rochford and Southend East
Middlesbrough	North West Cambridgeshire	Romford
Middlesbrough South and East Cleveland	North West Durham	Rossendale and Darwen
Midlothian	North West Hampshire	Rother Valley
Milton Keynes North	Northampton North	Rotherham
Milton Keynes South	Norwich North	Rugby
Mole Valley	Nottingham North	Rutland and Melton
Monmouth	Nottingham South	Salisbury
Montgomeryshire	Nuneaton	Scarborough and Whitby
Morecambe and Lunesdale	Ochil and South Perthshire	Scunthorpe
Morley and Outwood	Ogmore	Sedgefield
Motherwell and Wishaw	Old Bexley and Sidcup	Sefton Central
New Forest West	Oldham East and Saddleworth	Sevenoaks
Newark	Oldham West and Royton	Sheffield Central
Newbury	Orpington	Sheffield South East
Newcastle upon Tyne East	Oxford West and Abingdon	Sheffield, Brightside and Hillsborough
Newcastle upon Tyne North	Paisley and Renfrewshire North	Sheffield, Hallam
Newcastle-under-Lyme	Penrith and The Border	Sheffield, Heeley
Newport East	Perth and North Perthshire	Sherwood
Newport West	Peterborough	Shipley
	Plymouth, Sutton and Devonport	Sittingbourne and Sheppey

Skipton and Ripon	Stockton North	Warrington South
Sleaford and North Hykeham	Stoke-on-Trent Central	Washington and Sunderland West
Slough	Stoke-on-Trent North	Watford
Solihull	Stoke-on-Trent South	Wealden
Somerton and Frome	Stratford-on-Avon	Wellingborough
South Basildon and East Thurrock	Streatham	Welwyn Hatfield
South Cambridgeshire	Stroud	Wentworth and Dearne
South Derbyshire	Sunderland Central	West Bromwich West
South East Cambridgeshire	Surrey Heath	West Dorset
South East Cornwall	Swansea East	West Ham
South Holland and The Deepings	Tamworth	West Lancashire
South Shields	Tatton	West Suffolk
South Staffordshire	Taunton Deane	West Worcestershire
South Suffolk	Telford	Westminster North
South Swindon	Tewkesbury	Westmorland and Lonsdale
South Thanet	Thornbury and Yate	Wimbledon
South West Bedfordshire	Tiverton and Honiton	Wirral South
South West Devon	Tooting	Witham
South West Norfolk	Torridge and West Devon	Witney
South West Surrey	Totnes	Wolverhampton South East
Southampton, Itchen	Tottenham	Workington
Southend West	Tunbridge Wells	Wycombe
Southport	Twickenham	Wyre and Preston North
St. Albans	Tynemouth	Wyre Forest
St. Austell and Newquay	Vale of Glamorgan	Wythenshawe and Sale East
St. Helens North	Wakefield	Yeovil
St. Helens South and Whiston	Wallasey	Ynys Mon
St. Ives	Walsall North	York Outer
Stafford	Walthamstow	
	Wantage	
	Warley	

Appendix B Advance notification of study letter, face-to-face study



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 2020

I am writing to you to ask for your help with a very important study of people's views 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 and Oxford and has been running for over 55 years. It is very important to us that we speak to a variety of people, of all ages and with all sorts of views, in this area and across Britain.

As a 'thank you' for taking part in the survey you will be given at least a £[10/20] voucher after the interview. This can be spent in a wide range of high street stores.

What's next?

You do not need to do anything. An interviewer from [Ipsos MORI/NatCen Social Research] will visit your home in the coming weeks to explain more about the study and arrange a convenient time to speak to you. You will be able to identify interviewers through the identification badges bearing their photo which they will show you. We will treat everything you say in the strictest confidence.

Further information?

More information about the study can be found on the back of this letter. You can also find further information and background to the survey by visiting www.Britain2020.uk.

Any questions?

If you have any questions about the survey please contact the research team at [Ipsos MORI/NatCen Social Research] on [Number] or email [Email address]. When making contact, please quote your full address and the reference number at the top of this letter.

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

Why has my address been chosen?

Your address has been randomly selected from the Post Office's list of addresses in Great Britain. It is important to have a strictly random selection 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 those invited to take part – 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.

Participation is voluntary and you can opt out at any time by contacting us on the telephone number or email address provided on the first page of this letter.

Who is carrying out the study?

Ipsos MORI and NatCen Social Research, both independent research organisations, are carrying out the study on behalf of the Universities of Manchester and Oxford (Nuffield College). You can find out more about Ipsos MORI at www.ipsosmori.com, and NatCen Social Research at www.natcen.ac.uk.

What is the study about?

The study is about the state of the nation in Britain in 2020. The interview asks about your views on the most important issues facing Britain at the moment. Questions cover a variety of topics, including the state of the economy and public services, what you think about politicians, and various aspects of politics in Britain at the moment.

The information collected will allow the research teams at the Universities of Manchester and Oxford to better understand and report on the current state of affairs in Britain.

What is it like to be interviewed?

The interview will be relaxed and informal. There are no right or wrong answers, we just want to know your views. The interview will take place in your own home, at a time that is convenient for you. If the interviewer calls at an inconvenient time, please ask them to call back at a time that suits you - this can be in the evening or at weekends.

Is the information I give confidential?

Yes. Your answers will be treated in the strictest confidence. [Ipsos MORI/NatCen Social Research] will store your information securely and keep it confidential. Your name, address and email will be kept separate from your answers and will not be passed on to any other organisation without your permission. It will not be possible for any individual person to be identified from the survey findings. [Ipsos MORI/NatCen Social Research] will securely remove your personal data from its systems by December 2020.

Data will be used for research purposes only and in accordance with the General Data Protection Regulation (GDPR). A full Privacy Policy, setting out your rights and covering accessing, amending and deleting your data, is available at [LINK](#).

Appendix C Invitations to push-to-web survey

First mailing

Fresh sample letter



Reference: <<xxxxxx>>

The Householder

<<Address Line 1>>
 <<Address Line 2>>
 <<Address Line 3>>
 <<Address Line 4>>
 <<Postcode>>

<<Date>>

Dear Sir or Madam,

We are writing to ask for your help with the **Britain in 2020 Survey**, which is being conducted by Ipsos MORI on behalf of the Universities of Manchester and Oxford. We would like to invite ONE adult in your household to complete this survey about the state of the nation, and democracy.

As a thank you for completing the survey we will give you a **£25 voucher**. In the meantime, please find enclosed an additional £5 voucher card that you can start using immediately!

Who can take part?

We would like to invite one adult **aged 18 and over** who is either:

A British citizen
 OR a citizen of the Republic of Ireland
 OR a citizen of a Commonwealth country who has a "right to remain" in the UK

Do two or more people in your household fit this description? We would like to invite the adult **with the next birthday** to complete the survey. While this might sound strange, it is very important for the quality of the survey that we randomly select who takes part.

It's easy to take part

1. Go to the survey website | www.britain2020survey.co.uk
2. Enter this password: <<xxxx-xxxx>>
3. Complete the survey and we'll give you another £25 gift voucher

If you have any questions please contact Ipsos MORI on 08001822137 or Britain2020@ipsos.com. When making contact, please quote the reference number at the top of this letter.

Thank you in advance for your help.

Yours sincerely,

Professor Ed Fieldhouse
University of Manchester

Please turn over



Additional Information



Who is carrying out the study?

Ipsos MORI, an independent research organisation, is carrying out the study on behalf of the Universities of Manchester and Oxford (Nuffield College). You can find out more about Ipsos MORI at www.ipsosmori.com.



What is this survey about?

The survey is about the state of the nation in Britain in 2020. Questions cover a variety of topics, including democracy, the economy, what you think about politicians, the environment etc. Your responses will allow the research teams at the Universities of Manchester and Oxford to better understand and report on the current state of affairs in Britain. You can find more information about the survey at www.britain2020.uk.



Why has my address been chosen?

Your address has been randomly selected from the Post Office's list of addresses in Great Britain. It is important to have a strictly random selection 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 those invited to take part – no other address can take the place of yours!



Only one person aged 18 or over in your household who fits the description

overleaf?

We would be grateful if that person could complete the survey.



More than one person aged 18 or over in your household who fits the description

overleaf?

Please ask the **person with the next birthday** to complete the survey. It is very important that this person completes the survey and not someone else. The selection procedure was designed by academics and is meant to ensure the high-quality nature of the survey.



No access to the Internet?

If you would like to take part in the survey, but do not have access to the Internet, please contact Ipsos MORI and we will send you a paper version of the questionnaire. We will also send a pre-paid envelope, so you can post it back free of charge.



There is a card in the envelope

To thank you in advance for helping us with this survey, we have enclosed a £5 voucher. This can be used immediately with a range of retailers.



How to get your reward once you have completed the survey

Once you have completed the survey, you will be asked for your email address. An email will then be sent to you within one week with a link to a website where you can claim another £25 voucher. This can be used with a range of retailers.



Your privacy

Ipsos MORI will store your information securely and keep it confidential. Your name, address and email will be kept separate from your answers and will not be passed on to any other organisation without your permission. It will not be possible for any individual person to be identified from the survey findings. Ipsos MORI will securely remove your personal data from its systems by September 2021. A full Privacy Policy, setting out your rights and covering accessing, amending and deleting your data, is available at <https://ipsos.uk/j0584438ES>.

Household letter, not a refusal



Reference: <<xxxxxx>>

The Householder

<<Address Line 1>>
 <<Address Line 2>>
 <<Address Line 3>>
 <<Address Line 4>>
 <<Postcode>>

<<Date>>

Dear Sir or Madam,

We are writing to ask for your help with the **Britain in 2020 Survey**, which looks at people's views on the state of the nation and democracy. An interviewer contacted your household recently, but unfortunately, we had to stop the survey due to the coronavirus outbreak. We are now resuming the survey and we would like to invite ONE adult in your household to complete it online.

As a thank you for completing the survey we will give you a **£25 voucher**. In the meantime, please find enclosed an additional £5 voucher card that you can start using immediately!

Who can take part?

We would like to invite one adult **aged 18 and over** who is either:

A British citizen
 OR a citizen of the Republic of Ireland
 OR a citizen of a Commonwealth country who has a "right to remain" in the UK

Do two or more people in your household fit this description? We would like to invite the adult with the next birthday to complete the survey. While this might sound strange, it is very important for the quality of the survey that we randomly select who takes part.

It's easy to take part

1. Go to the survey website | www.britain2020survey.co.uk
2. Enter this password: <<xxxx-xxxx>>
3. Complete the survey and we'll give you another £25 gift voucher

If you have any questions please contact Ipsos MORI on 08001822137 or Britain2020@ipsos.com. When making contact, please quote the reference number at the top of this letter.

Thank you in advance for your help.

Yours sincerely,

Professor Ed Fieldhouse
University of Manchester

Please turn over



Additional Information



Who is carrying out the study?

Ipsos MORI, an independent research organisation, is carrying out the study on behalf of the Universities of Manchester and Oxford (Nuffield College). You can find out more about Ipsos MORI at www.ipsosmori.com.



What is this survey about?

The survey is about the state of the nation in Britain in 2020. Questions cover a variety of topics, including democracy, the economy, what you think about politicians, the environment etc. Your responses will allow the research teams at the Universities of Manchester and Oxford to better understand and report on the current state of affairs in Britain. You can find more information about the survey at www.britain2020.uk.



Why has my address been chosen?

Your address has been randomly selected from the Post Office's list of addresses in Great Britain. It is important to have a strictly random selection 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 those invited to take part – no other address can take the place of yours!



Only one person aged 18 or over in your household who fits the description

overleaf?

We would be grateful if that person could complete the survey.



More than one person aged 18 or over in your household who fits the description

overleaf?

Please ask the **person with the next birthday** to complete the survey. It is very important that this person completes the survey and not someone else. The selection procedure was designed by academics and is meant to ensure the high-quality nature of the survey.



No access to the Internet?

If you would like to take part in the survey, but do not have access to the Internet, please contact Ipsos MORI and we will send you a paper version of the questionnaire. We will also send a pre-paid envelope, so you can post it back free of charge.



There is a card in the envelope

To thank you in advance for helping us with this survey, we have enclosed a £5 voucher. This can be used immediately with a range of retailers.



How to get your reward once you have completed the survey

Once you have completed the survey, you will be asked for your email address. An email will then be sent to you within one week with a link to a website where you can claim another £25 voucher. This can be used with a range of retailers.



Your privacy

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Household letter, soft refusal

The Householder

<<Address Line 1>>
<<Address Line 2>>
<<Address Line 3>>
<<Address Line 4>>
<<Postcode>>

Dear Sir or Madam,

We are writing to ask for your help with the **Britain in 2020 Survey**, which looks at people's views on the state of the nation and democracy. You were previously unable to conduct the survey with one of our interviewers, but we hope you will take the opportunity to complete the survey online.

As a thank you for completing the survey we will give you a **£25 voucher**. In the meantime, please find enclosed an additional £5 voucher card that you can start using immediately!

Who can take part?

We would like to invite one adult **aged 18 and over** who is either:
A **British citizen**
OR a **citizen of the Republic of Ireland**
OR a citizen of a **Commonwealth country** who has a "right to remain" in the UK

Do two or more people in your household fit this description? We would like to invite the **adult with the next birthday** to complete the survey. While this might sound strange, it is very important for the quality of the survey that we randomly select who takes part.

It's easy to take part

1. Go to the survey website | www.britain2020survey.co.uk
2. Enter this password: <<xxx-xxx>>
3. Complete the survey and we'll give you another £25 gift voucher

If you have any questions please contact Ipsos MORI on 08001822137 or Britain2020@ipsos.com. When making contact, please quote the reference number at the top of this letter.

Thank you in advance for your help.

Yours sincerely,

Professor Ed Fieldhouse
University of Manchester

Reference: <<xxxxxx>>

<<Date>>

Please turn over

Additional Information

Who is carrying out the study?
Ipsos MORI, an independent research organisation, is carrying out the study on behalf of the Universities of Manchester and Oxford (Nuffield College). You can find out more about Ipsos MORI at www.ipsosmori.com.

What is this survey about?
The survey is about the state of the nation in Britain in 2020. Questions cover a variety of topics, including democracy, the economy, what you think about politicians, the environment etc. Your responses will allow the research teams at the Universities of Manchester and Oxford to better understand and report on the current state of affairs in Britain. You can find more information about the survey at www.britain2020.uk.

Why has my address been chosen?
Your address has been randomly selected from the Post Office's list of addresses in Great Britain. It is important to have a strictly random selection 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 those invited to take part – no other address can take the place of yours!

Only one person aged 18 or over in your household who fits the description overleaf?
We would be grateful if that person could complete the survey.

More than one person aged 18 or over in your household who fits the description overleaf?
Please ask the **person with the next birthday** to complete the survey. It is very important that this person completes the survey and not someone else. The selection procedure was designed by academics and is meant to ensure the high-quality nature of the survey.

No access to the Internet?
If you would like to take part in the survey, but do not have access to the Internet, please contact Ipsos MORI and we will send you a paper version of the questionnaire. We will also send a pre-paid envelope, so you can post it back free of charge.

There is a card in the envelope
To thank you in advance for helping us with this survey, we have enclosed a £5 voucher. This can be used immediately with a range of retailers.

How to get your reward once you have completed the survey
Once you have completed the survey, you will be asked for your email address. An email will then be sent to you within one week with a link to a website where you can claim another £25 voucher. This can be used with a range of retailers.

Your privacy
Ipsos MORI will store your information securely and keep it confidential. Your name, address and email will be kept separate from your answers and will not be passed on to any other organisation without your permission. It will not be possible for any individual person to be identified from the survey findings. Ipsos MORI will securely remove your personal data from its systems by September 2021. A full Privacy Policy, setting out your rights and covering accessing, amending and deleting your data, is available at <https://ipsos.uk/j059443BES>.

Individual letter, not refusal

Reference: <<xxxxxx>>

<<Names>>
<<Address Line 1>>
<<Address Line 2>>
<<Address Line 3>>
<<Address Line 4>>
<<Postcode>>

Dear <<Names>>,

We are writing to ask for your help with the **Britain in 2020 Survey**, which looks at people's views on the state of the nation and democracy. An interviewer contacted you recently, but unfortunately, we had to stop the survey due to the coronavirus outbreak. We are now resuming the survey and we would like to invite you to complete it online.

As a thank you for completing the survey we will give you a **£25 voucher**. In the meantime, please find enclosed an additional £5 voucher card that you can start using immediately!

It's easy to take part

1. Go to the survey website | www.britain2020survey.co.uk
2. Enter this password: <<xxx-xxx>>
3. Complete the survey and we'll give you another £25 gift voucher

Has the named person moved out?

That's fine. We would like to invite another adult **aged 18 and over** who is either:
A **British citizen**
OR a **citizen of the Republic of Ireland**
OR a citizen of a **Commonwealth country** who has a "right to remain" in the UK

Do two or more people in your household fit this description? We would like to invite the **adult with the next birthday** to complete the survey. While this might sound strange, it is very important for the quality of the survey that we randomly select who takes part.

If you have any questions please contact Ipsos MORI on 08001822137 or Britain2020@ipsos.com. When making contact, please quote the reference number at the top of this letter.

Thank you in advance for your help.

Yours sincerely,

Professor Ed Fieldhouse
University of Manchester

Please turn over

Additional Information

Who is carrying out the study?
Ipsos MORI, an independent research organisation, is carrying out the study on behalf of the Universities of Manchester and Oxford (Nuffield College). Find out more about Ipsos MORI at www.ipsosmori.com.

What is this survey about?
Questions cover a variety of topics, including democracy, economy, what you think about politicians, the environment etc. Your responses will allow the research teams at the Universities of Manchester and Oxford to understand and report on the current state of affairs in Britain. Find out more at www.britain2020.uk.

Why has my address been chosen?
Your address has been randomly selected from the Post Office's list of addresses in Great Britain. It is important to have a strictly random selection 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 those invited to take part – no other address can take the place of yours!

How do you know my name?
You recently gave your name to an Ipsos MORI interviewer who contacted you about the survey.

The person named in this letter doesn't live here anymore
That's fine. We would then like to invite another adult to complete the survey. If there is only one person aged 18 or over who fits the description overleaf, we would be grateful if that person could complete the survey. If there are two or more people, please ask the **person with the next birthday** to complete the survey. It is very important that this person completes the survey and not someone else. The selection procedure was designed by academics and is meant to ensure the high-quality nature of the survey.

No access to the Internet?
If you would like to take part in the survey, but do not have access to the Internet, please contact Ipsos MORI and we will send you a paper version of the questionnaire. We will also send a pre-paid envelope, so you can post it back free of charge.

There is a card in the envelope
To thank you in advance for helping us with this survey, we have enclosed a £5 voucher. This can be used immediately with a range of retailers.

How to get your reward once you have completed the survey
Once you have completed the survey, you will be asked for your email address. An email will then be sent to you within one week with a link to a website where you can claim another £25 voucher. This can be used with a range of retailers.

Your privacy
Ipsos MORI will store your information securely and keep it confidential. Your name, address and email will be kept separate from your answers and will not be passed on to any other organisation without your permission. It will not be possible for any individual person to be identified from the survey findings. Ipsos MORI will securely remove your personal data from its systems by September 2021. A full Privacy Policy is available at <https://ipsos.uk/j059443BES>.

Individual letter, soft refusal




OXFORD MANCHESTER
The University of Manchester

<<Name>
Reference <xxxxxx>

<<Address Line 1>>
 <<Address Line 2>>
 <<Address Line 3>>
 <<Address Line 4>>
 <<Postcode>>

<<Date>>

Dear <Name>,

We are writing to ask for your help with the **Britain in 2020 Survey**, which looks at people's views on the state of the nation and democracy. You were previously unable to conduct the survey with one of our interviewers, but we hope you will take the opportunity to complete the survey as online.

As a thank you for completing the survey we will give you a **£25 voucher**. In the meantime, please find enclosed an additional £5 voucher card that you can start using immediately!

It's easy to take part

- Go to the survey website | www.britain2020survey.co.uk
- Enter this password: <xxxxxxxx>
- Complete the survey and we'll give you another £25 gift voucher

Has the named person moved out?

That's fine. We would like to invite another adult **aged 18 and over** who is either:
 A British citizen
 OR a citizen of the Republic of Ireland
 OR a citizen of a Commonwealth country who has a "right to remain" in the UK

Do two or more people in your household fit this description? We would like to invite **the adult with the next birthday** to complete the survey. While this might sound strange, it is very important for the quality of the survey that we randomly select who takes part.

If you have any questions please contact Ipsos MORI on 08001822137 or Britain2020@ipsos.com. When making contact, please quote the reference number at the top of this letter.

Thank you in advance for your help.


Yours sincerely,

 Professor Ed Fieldhouse
 University of Manchester

Please turn over >>>

Second mailing

Household letter



**UNIVERSITY OF
OXFORD**

**MANCHESTER
M20**

The University of Manchester

The Householder

<-Address Line 1>
<-Address Line 2>
<-Address Line 3>
<-Postcode>

Dear Sir or Madam,


Share your views and receive a £25 reward

Recently, we sent a letter to this address inviting **one adult** in the household to take part in the **Britain in 2020 Survey**.

Taking part will help us report on the current state of affairs in Britain. The survey takes approximately 30 minutes to complete and as a thank you, you will receive a £25 voucher.

There is still time to submit the survey – just follow the simple steps below. If you've already started the survey, you can return and continue where you left off.

1.




Go to:
www.britain2020survey.co.uk

2.

<-XXXX-XXXX>

Enter this password

3.



Complete the survey and
get a **£25 voucher**

Reference XXXXXXXXXX

<-Date>

Have you already submitted the survey? Please accept our thanks and disregard this letter.

Who can take part?


We would like to invite one adult **aged 18 and over** who is either:

- OR a British citizen
- OR a citizen of the Republic of Ireland
- OR a citizen of a Commonwealth country who has a **'right to remain'** in the UK

Does one person in your household fit this description? We would be grateful if they could complete the survey. If two or more people in your household fit this description, we would like to invite the **adult with the next birthday** to complete the survey.

If you have any questions please contact Ipsos MORI on 08001822137 or Britain2020@ipsos.com. When making contact, please quote the reference number at the top of this letter.

Yours sincerely,



Professor Ed Fieldhouse
University of Manchester

Please turn over 

Additional Information



Who is carrying out the study?
Ipso Mori, an independent research organisation, is carrying out the study on behalf of the Universities of Manchester and Oxford (Nuffield College). Find out more about Ipso Mori at www.ipso-mori.com.



What is this survey about?
Questions cover a variety of topics, including democracy, economy, what you think about politics, and the environment. Your responses will allow the research teams at the Universities of Manchester and Oxford to understand and report on the current state of affairs in Britain. Find out more at www.britain2020.uk.



Why has my address been chosen?
Your address has been randomly selected from the Post Office's list of addresses in Great Britain. It is important to have a strictly random selection 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 those invited to take part – no other address can take the place of yours!



How do you know my name?
You recently gave your name to an Ipso Mori interviewer who contacted you about the survey.



The person named in this letter doesn't live here anymore
That's fine. We would then like to invite another adult to complete the survey. If there is only one person aged 18 or over who fits the description overall, we would be grateful if that person could complete the survey.
If there are two or more people, please ask the **person with the next birthday** to complete the survey. It is very important that this person completes the survey and not someone else. The selection procedure was designed by academics and is meant to ensure the high-quality nature of the survey.



No access to the Internet?
No need to! We would like to take part in the survey, but do not have access to the Internet, please contact Ipso Mori and we will send you a paper version of the questionnaire. We will also send a pre-paid envelope, so you can post it back free of charge.



There is a card in the envelope
To thank you in advance for helping us with the survey, we have enclosed a £5 voucher. This can be used immediately with a range of retailers.



How to get your reward once you have completed the survey
Once you have completed the survey, you will be asked for your email address. An email will then be sent to you within one week with a link to a website where you can claim another £25 voucher. This can be used with a range of retailers.



Your privacy
Ipso Mori will store your information securely and keep it confidential. Your name, address and email will be kept separate from your answers and will not be passed on to any other organisation without your permission. It will not be possible for any individual person to be identified from the survey findings. Ipso Mori will securely remove your personal data from its systems by September 2021. A full Privacy Policy is available at <https://ipso-mori.com/privacy>




Additional Information



Who is carrying out the study?

Ipsos MORI, an independent research organisation, is carrying out the study on behalf of the Universities of Manchester and Oxford (Buffed College). You can find out more about Ipsos MORI at www.ipsosmori.com.



What is this survey about?

The survey is about the state of the nation in Britain in 2020. Questions cover a variety of topics, including democracy, the economy, what you think about politicians, the environment etc. Your responses will be sent to research teams at the Universities of Manchester and Oxford to better understand and report on the current state of affairs in Britain. You can find more information about the survey at Britain2020.uk.



Why has my address been chosen?

Your address has been randomly selected from the Post Office's list of addresses in Great Britain. It is important to have a strictly random selection 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 those invited to take part – no other address can take the place of yours!



Only one person aged 18 or over in your household who fits the description overview?

We would be grateful if that person could complete the survey.



More than one person aged 18 or over in your household who fits the description overview?

Please ask the **person with the next birthday** to complete the survey. It is very important that this person completes the survey and not someone else. The selection procedure was designed by academics and is meant to ensure the high-quality nature of the survey.



No access to the Internet?

If you would like to take part in the survey, but do not have access to the Internet, please contact Ipsos MORI and we will send you a paper version of the questionnaire. We will also send a pre-paid envelope, so you can post it back free of charge.



How to get your reward once you have completed the survey

If you have completed the survey, you will be asked for your email address. An email will then be sent to you within one week with a link to a website where you can claim a £25 voucher. This can be used with a range of retailers.



Your privacy

Ipsos MORI will store your information securely and keep it confidential. Your name, address and email will be sent separate from your answers and will not be passed on to any other organisation without your permission. It will not be possible for any individual person to be identified from the survey findings. Ipsos MORI will securely remove your personal data from its systems by September 2021. A full Privacy Policy, setting out your rights and covering access, amendments and deleting your data, is available at www.ipsosmori.com/privacy

Individual letter

Additional Information

Ipsos MORI

Who is carrying out the study?
Ipsos MORI, an independent research organisation, is carrying out the study on behalf of the Universities of Manchester and Oxford (Nuffield College). Find out more about Ipsos MORI at www.ipsosmori.com.

What is this survey about?
The survey is about the state of the nation in Britain in 2020. Questions cover a variety of topics, including democracy, the economy, what you think about politicians, the environment etc. Your responses will allow the research teams at the Universities of Manchester and Oxford to better understand and report on the current state of affairs in Britain. You can find more information about the survey at www.britain2020.uk.

Why has my address been chosen?
Your address has been randomly selected from the Post Office's list of addresses in Great Britain. It is important to have a strictly random selection 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 those invited to take part – no other address can take the place of yours!

How do you know my name?
You or someone in your household recently gave your name to an Ipsos MORI interviewer who contacted you about the survey.

The person named in this letter doesn't live here anymore
That's fine. We would then like to invite another adult to complete the survey. If there is only one person aged 18 or over who fits the description overleaf, we would be grateful if that person could complete the survey. If there are two or more people, please ask the person with the next birthday to complete the survey. It is very important that this person completes the survey and not someone else. The selection procedure was designed by academics and is meant to ensure the high-quality nature of the survey.

No access to the Internet?
If you would like to take part in the survey, but do not have access to the Internet, please contact Ipsos MORI and we will send you a paper version of the questionnaire. We will also send a pre-paid envelope, so you can post it back free of charge.

How to get your reward once you have completed the survey
Once you have completed the survey, you will be asked for your email address. An email will then be sent to you within one week with a link to a website where you can claim a £25 voucher. This can be used with a range of retailers.

Your privacy
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Reference XXXXXX


<<Names>>
 <Address Line 1>
 <Address Line 2>
 <Address Line 3>
 <Address Line 4>
 <Postcode>

<<Date>>


Dear **<<Names>>**

Share your views and receive a £25 reward
Recently, we sent you a letter inviting you to take part in the **Britain in 2020 Survey**. Taking part will help us report on the current **state of affairs** and democracy in Britain. The survey takes approximately 30 minutes to complete and as a thank you, you will receive a £25 voucher.

There is still time to submit the survey – just follow the simple steps below. **If you've already started the survey, you can return and continue where you left off.**

1.  Go to: www.britain2020survey.co.uk

2. XXXX-XXXX Enter this password

3.  Complete the survey and get a **£25 voucher**

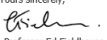
Have you already submitted the survey? Please accept our thanks and disregard this letter.

Has the named person moved out?

That's fine. We would like to invite another adult **aged 18 and over** who is either:
A British citizen
OR a citizen of the Republic of Ireland
OR a citizen of a Commonwealth country who has a "right to remain" in the UK

Does one person in your household fit this description? We would be grateful if they could complete the survey. Do two or more people in your household fit this description? We would like to invite the **adult with the next birthday** to complete the survey. While this might sound strange, it is very important for the quality of the survey that we randomly select who takes part.

If you have any questions please contact Ipsos MORI on 08001822137 or Britain2020@ipsos.com. When making contact, please quote the reference number at the top of this letter.

Yours sincerely,

 Professor Ed Fieldhouse
 University of Manchester

Please turn over 

Third mailing

Household letter

Additional Information

Ipsos MORI

The Householder

Reference XXXXXX

<<Names>>
 <Address Line 1>
 <Address Line 2>
 <Address Line 3>
 <Address Line 4>
 <Postcode>

<<Date>>

Dear Sir or Madam,

Recently, we sent a letter to this address inviting **one adult** in the household to take part in the **Britain in 2020 Survey**. Taking part will help us report on the current **state of affairs** and democracy in Britain.

You can now complete the questionnaire on paper or online
We have enclosed a paper questionnaire for one adult to complete the survey.

1. Complete the **paper questionnaire**
2. Return it in the **freepost envelope** enclosed
3. We'll send you a **£25 gift voucher**

Or, if you prefer, you can still complete the questionnaire online, by following the simple steps below.

1. Go to the survey website: www.britain2020survey.co.uk
2. Enter this password XXXX-XXXX
3. We'll give you a **£25 gift voucher**

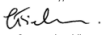
Have you already submitted the survey? Please accept our thanks and disregard this letter.

Who can take part?

We would like to invite one adult **aged 18 and over** who is either:
A British citizen
OR a citizen of the Republic of Ireland
OR a citizen of a Commonwealth country who has a "right to remain" in the UK

If two or more people in your household fit this description, we would like to invite the **adult with the next birthday** to complete the survey.

If you have any questions please contact Ipsos MORI on 08001822137 or Britain2020@ipsos.com. When making contact, please quote the reference number at the top of this letter.

Yours sincerely,

 Professor Ed Fieldhouse
 University of Manchester

Please turn over 

Additional Information

Ipsos MORI

Who is carrying out the study?
Ipsos MORI, an independent research organisation, is carrying out the study on behalf of the Universities of Manchester and Oxford (Nuffield College). You can find out more about Ipsos MORI at www.ipsosmori.com.

What is this survey about?
The survey is about the state of the nation in Britain in 2020. Questions cover a variety of topics, including democracy, the economy, what you think about politicians, the environment etc. Your responses will allow the research teams at the Universities of Manchester and Oxford to better understand and report on the current state of affairs in Britain. You can find more information about the survey at www.britain2020.uk.

Why has my address been chosen?
Your address has been randomly selected from the Post Office's list of addresses in Great Britain. It is important to have a strictly random selection 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 those invited to take part – no other address can take the place of yours!

Only one person aged 18 or over in your household who fits the description overleaf?
We would be grateful if that person could complete the survey.

More than one person aged 18 or over in your household who fits the description overleaf?
Please ask the **person with the next birthday** to complete the survey. It is very important that this person completes the survey and not someone else. The selection procedure was designed by academics and is meant to ensure the high-quality nature of the survey.

No access to the Internet?
If you would like to take part in the survey, but do not have access to the Internet, please fill in the paper questionnaire enclosed and return it using the prepaid envelope.

How to get your reward once you have completed the survey
If you complete the survey **online**: Once you have completed the survey, you will be asked for your email address. An email will then be sent to you within one week with a link to a website where you can claim a £25 voucher.
 If you complete the survey on **paper**: You can choose to be sent a physical £25 voucher by post or an e-voucher by email. Once you have returned the questionnaire, we will send the voucher via your preferred method. Please allow approximately 2 weeks for the voucher to arrive from when you return the survey. Your voucher can be used with a range of retailers.

Your privacy
Ipsos MORI will store your information securely and keep it confidential. Your name, address and email will be kept separate from your answers and will not be passed on to any other organisation without your permission. It will not be possible for any individual person to be identified from the survey findings. Ipsos MORI will securely remove your personal data from its systems by September 2021. A full Privacy Policy, setting out your rights and covering accessing, amending and deleting your data, is available at <https://ipsos.uk/j0584438ES>.

Individual letter

Additional Information

Who is carrying out the study?
Ipsos MORI, an independent research organisation, is carrying out the study on behalf of the Universities of Manchester and Oxford (Nuffield College). Find out more about Ipsos MORI at www.ipsosmori.com.

What is this survey about?
The survey is about the state of the nation in Britain in 2020. Questions cover a variety of topics, including democracy, the economy, what you think about politicians, the environment etc. Your responses will allow the research teams at the Universities of Manchester and Oxford to better understand and report on the current state of affairs in Britain. You can find more information about the survey at www.britain2020.co.uk.

Why has my address been chosen?
Your address has been randomly selected from the Post Office's list of addresses in Great Britain. It is important to have a strictly random selection 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 those invited to take part – no other address can take the place of yours!


How do you know my name?
You or someone in your household recently gave your name to an Ipsos MORI interviewer who contacted you about the survey.



The person named in this letter doesn't live here anymore
That's fine. We would then like to invite another adult to complete the survey. If there is only one person aged 18 or over who fits the description overleaf, we would be grateful if that person could complete the survey. If there are two or more people, please ask the person with the next birthday to complete the survey. It is very important that this person completes the survey and not someone else. The selection procedure was designed by academics and is meant to ensure the high-quality nature of the survey.

No access to the Internet?
If you would like to take part in the survey, but do not have access to the Internet, please fill in the paper questionnaire enclosed and return it using the prepaid envelope.

How to get your reward once you have completed the survey
If you complete the survey online: Once you have completed the survey, you will be asked for your email address. An email will then be sent to you within one week with a link to a website where you can claim a £25 voucher.
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Ipsos MORI 

Reference: <<XXXX>>

<<Name>>
<<Address Line 1>>
<<Address Line 2>>
<<Address Line 3>>
<<Address Line 4>>
<<Postcode>>

Dear <<Name>>,<<Date>>

Recently, we sent you a letter inviting you to take part in the **Britain in 2020 Survey**. Taking part will help us report on the current state of affairs and democracy in Britain.

You can now complete the questionnaire on paper or online!
We have enclosed a paper questionnaire for one adult to complete the survey.

1. Complete the **paper questionnaire**
2. Return it in the **freepost envelope** enclosed
3. We'll send you a **£25 gift voucher**

Or, if you prefer, you can still complete the questionnaire online, by following the simple steps below.

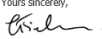
1. Go to the survey website: www.britain2020survey.co.uk
2. Enter this password: <<XXXXXX>>
3. We'll give you a **£25 gift voucher**


Have you already submitted the survey? Please accept our thanks and disregard this letter.

Has the named person moved out?
That's fine. We would like to invite another adult **aged 18 and over** who is either:
A British citizen
OR a citizen of the Republic of Ireland
OR a citizen of a Commonwealth country who has a "right to remain" in the UK

Do two or more people in your household fit this description? We would like to invite **the adult with the next birthday** to complete the survey. While this might sound strange, it is very important for the quality of the survey that we randomly select who takes part.

If you have any questions please contact Ipsos MORI on 08001822137 or Britain2020@ipsos.com. When making contact, please quote the reference number at the top of this letter.

Yours sincerely,

Professor Ed Fieldhouse
University of Manchester

Please turn over 

Fourth mailing



UNIVERSITY OF
OXFORD




MANCHESTER
1824


The University of Manchester

LAST CHANCE TO HAVE YOUR SAY

Complete the Britain in 2020 survey
and get a **£50 gift voucher**

Ipsos MORI 

Completing the questionnaire is easy. Simply carry out the following steps:

1. Open a web browser and enter:
www.britain2020survey.co.uk
2. Enter your password:
<<XXX – XXX>>
3. Share your views and get **£50** 

We are still missing a questionnaire response from you.

Providing this missing information will make the study more valuable for the Universities, who are interested in reporting on the current state of affairs and democracy in Britain.

Because we are keen to include your responses, we have **increased the value of the gift voucher to £50!**

Complete the survey by **2nd July** and get your reward.

Your responses will be **kept private and confidential**.

Alternatively, you can complete and return the paper questionnaire you received recently.

If you have recently completed the questionnaire (either online or by post), thank you and please disregard this message.

CONTACT DETAILS
0800 1822137
Britain2020@ipsos.com

£50

*The £50 gift voucher can be used with a range of major UK retailers

Ipsos MORI's standards and accreditations

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



ISO 20252

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



ISO 27001

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



ISO 9001

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



Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos MORI endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation.

Data Protection Act 2018

Ipsos MORI is required to comply with the Data Protection Act 2018. It covers the processing of personal data and the protection of privacy.

For more information

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<http://twitter.com/IpsosMORI>

About Ipsos MORI Public Affairs

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

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