Report 11:
Respondent Driven Sampling Feasibility Study: Technical Summary

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1. Introduction

In June to August 2025, NatCen conducted a study as part of the ESRC-funded Survey Futures programme to explore the feasibility, and evaluate the quality, of conducting a survey of 18-24 year-olds recruited using respondent driven sampling (RDS) with seeds from a probability-based panel.

This document provides technical information related to the study and associated dataset – for both the survey for recruiting 'seeds' and subsequent recruits. Where appropriate it includes details on the data collected, questionnaire wording, sample design, fieldwork approach, and the weighting methodology.

For any questions about the data, or the information in this document, please get in touch at panel.info@natcen.ac.uk.

Table 1: Key figures – NatCen Panel Fieldwork

Fieldwork dates	5th June 2025 – 10th August 2025
Survey mode	Web
Target population	18+
Total complete interviews	317
Survey response rate	39%

Table 2: Key figures – RDS Fieldwork

Fieldwork dates	5th June 2025 – 21st July 2025
Survey mode	Web
Target population	18-24
Total complete interviews	2,230
Average recruits per participant	1.1

2. Sampling

2.1 Sampling for Seeds

Seeds are the starting point of recruitment in RDS, recruited centrally to participate and then recruit their peers. The Seeds for this study were recruited via the NatCen Opinion Panel. Members of the NatCen Opinion Panel are recruited through probability-based surveys that use the Postcode Address File (PAF) as the sampling frame. Participants are selected at random, and substantial effort is made to secure interviews to ensure high quality, representative data.

Specifically, for this study, Panel participants were recruited from the British Social Attitudes study (BSA), from 2015 onwards. The BSA interviews people aged 18 and over across Britain (south of the Caledonian canal) from 2015 to 2023. Beginning in 2024, the BSA expanded to include Northern Ireland and lowered the minimum age for participation to 16. Until 2019, BSA used face-to-face fieldwork, with participants randomly selected at the doorstep. In response to the COVID-19 pandemic, it moved to a 'push-to-web' methodology in 2020. Under this approach, households receive invitations for up to two adults to participate online, with an opt-in telephone option also available[1]. Participants interviewed as part of the BSA were invited to join the Panel at the end of their interview.

For this survey, all panel members aged 18+ recruited from BSA who had not subsequently left the panel or become 'inactive' – were eligible to be invited. From this pool, a random sub-sample of 820 cases was selected, maintaining the probability-based design. Selection probabilities were adjusted by sampling in proportion to weights reflecting the extent to which panel members characteristics (age, sex, region, household structure, income, education, economic activity, ethnicity, tenure, social class, interest in politics and party support) were over- or under- represented in the eligible panel. The procedure enhances the representativeness of the issued sample as much as possible.

While the target population for RDS recruitment was people aged 18-24, we were interested to explore whether Seeds drawn from within and outside the target population differed in their impact on the efficiency and effectiveness of the RDS methodology. As such, over-sampling was conducted such that approximately half of our issued sample was aged 18-24, and half was aged 25+.

Finally, the sample was split into four batches: a sample for soft launch fieldwork, mainstage, and two reserve samples for issue if fieldwork went more slowly than expected. In practice, both reserve samples were released at the same time as the Mainstage sample due to the low recruitment rates in the Soft launch. We, therefore, do not differentiate between Mainstage and Reserve samples subsequently in this report.

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[1] More information on BSA, including its sampling and fieldwork design, can be found at:
https://natcen.ac.uk/british-social-attitudes

Table 3: Issued sample by batch

Batch	N
Soft launch	62
Mainstage	558
Reserve 1	100
Reserve 2	100
Total	*820*

2.2 Sampling for RDS

For recruitment via RDS, a sample is not drawn *per se*. Rather, each participant in the survey is given the opportunity to recruit additional people that they know from the target population to take part.

In summary, for mainstage fieldwork, each participant was given the opportunity to recruit up to five people that they know who were aged 18-24 and lived in the UK, and each recruit in turn could recruit five more people. This could continue until a chain length of 10 was reached.

Figure 1: Chain illustration
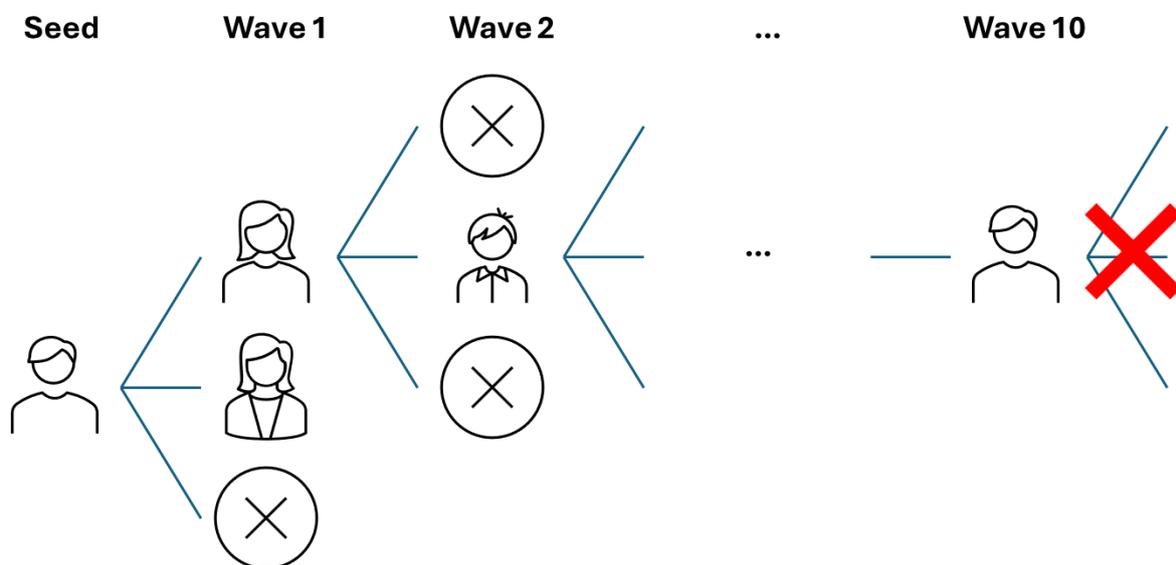
Recruitment protocols

Once a participant completed the online survey, they were asked if they would be willing to invite other people to take part in the same survey, and were offered a financial incentive for doing so. The question was positioned directly after confirming the incentive to participant for completing the survey, as it was felt this would be when they would be feeling most positive about their survey experience so far. For those who agreed to invite other people to

take part in the survey, we then presented information about how to recruit additional participants. These questions are discussed further in Section 5.2.

During Soft launch fieldwork, participants were allowed to recruit up to three people to take part in the survey. However, due to low recruitment rates, this was increased to five for mainstage fieldwork.

Beyond this, potential recruiters were not provided with additional instructions on, for example, how they should contact people/pass on the login-codes or what information to provide to the people they were trying to recruit. In addition, no rules were implemented that meant if they offered a code to one person who then declined to use it, they could not offer it to someone else.

Preventing duplication
A key concern for this project was the potential for fraud: that participants would complete the survey and then recruit themselves in order to earn additional incentives. In order to reduce this risk, a two-factor authentication process was put in place.

When participants attempted to access the survey the first webpage they were directed to provided them with (links to) information about the study and asked them to enter the code provided by their recruiter. At this stage, they were asked to enter a mobile phone number in order to confirm their identity. A confirmation code was then automatically sent to the participant and the participant was automatically re-directed to the 'main' survey. By entering the confirmation code at this page, they could access the full survey. If the participant entered a phone number that had previously been used, the access code was closed, though other codes from the same parent were kept open.

Participants could ask for the same code to be re-sent up to three times, although the phone number used could not be changed for a given access code.

While this approach meant that participants without mobile phones would be unable to take part, given the target population we felt that this is was a proportional limitation to accept given the risks of fraud. We also note that this approach is imperfect – participants may be able to work around these controls if they are able to access multiple phone numbers.

Screening rules
Once recruits had successfully accessed the survey, they were asked to confirm their ages and locations to ensure that they were part of the target population (aged 18-24 and living in the UK). Where participants were identified as not being part of the target population, the survey was closed and that access code would no longer be available. The specific questions can be found in Section 5.2.

It was, of course, possible for participants to lie to get around these screening questions. The use of a SMS-based two-factor authentication meant that all mobile phone numbers had to start in '07', ensuring that they were in the UK. During fieldwork, we introduced a number of 'check' questions towards the end of the questionnaire to reduce the risk that participants were not aged 18-24.

Rules preventing further recruitment

Another step to reduce the risk of fraud was to, in certain circumstances, not give participants the opportunity to recruit additional people. In particular:

- If the chain length had reached 10 waves
- If the participant and their parent both completed the questionnaire very quickly (less than 2 ½ minutes)
- If the email address the participant provided for their incentive matched the email address provided by anyone else

During fieldwork additional checks were implemented:

- If the participant said they did not know the person who recruited them
- If the participant failed all of the age validation questions introduced partway through fieldwork (see Section 5.2)

3. Fieldwork

3.1 Fieldwork design – NatCen Opinion Panel

Recruitment of the Seeds was conducted with sample recruited from the NatCen Opinion Panel. Soft launch fieldwork ran from 5th June 2025 to 6th Jul 2025 and mainstage fieldwork ran from 10th July 2025 to 10th August 2025.

Sampled panel members were contacted at multiple times (including a mixture of week days and weekends), and via multiple modes (letter, email and SMS) to maximise the chances of reaching different groups. The invitations and reminders included information on how to take part, and summary information about the content of the survey/data protection measures, as well as diverse messaging (e.g., emphasis on social impact, reward upon completion, urgency) to maximise rates of informed participation. Participants were offered a £5 Love2Shop voucher (either digital or physical) as a thank you for their time.

Data collection followed an online-only design. While this will have reduced the representativeness of the sample as those unwilling/unable to take part online will not have done so, this helped reduce the costs and allowed greater comparability with the RDS fieldwork which was also online-only.

3.2 Fieldwork design – RDS

Fieldwork for people recruited through RDS was designed to last substantially longer, open from 5th June 2025 to 21st September (i.e. closing 2 months after mainstage fieldwork was scheduled to end) in order to enable chains to fully develop, even for seeds recruited relatively late in fieldwork with Panel members. Alternatively, should fieldwork go better than expected, it would be closed sooner. A budget of £30,000 was initially set for incentives to RDS participants, assuming £5 incentive for recruiter and recruited (i.e. sufficient for 3,000 interviews); following the increase in incentives to £10 for recruited and recruited after the assessment of Soft launch recruitment efficiency, the survey would be closed if 1,500 interviews were completed. In practice, the study exceeded 1,500 interviews and was closed on 21st July. Seed recruitment was allowed to continue to provide a more robust probability sample, but those new seeds were not allowed to recruit further.

As recruitment was conducted by previous participants, centralised communication with 'sampled' but non-participating people for the RDS element of the study was not possible. Systems were set up such that all participants in the survey who said they wanted a voucher were sent one by email the day following their participation to build trust in the study's legitimacy. These 'thank you' emails also included a reminder of the web page and access codes to recruit additional participants for those who had agreed to do so. Although contact with 'non-participants' was not possible, reminder emails were sent to participants who had agreed to recruit additional people but had not done so seven days after they had completed the survey.

As with the fieldwork with Seeds, data collection for people recruited via RDS followed an online-only design. Again, this may have reduced the representativeness of the sample, but

was considered appropriate to reduce the complexity of the set-up for this feasibility and reduce costs, given the target population.

3.3 Fieldwork challenges and changes – RDS

Adjustments following the Soft launch

Soft launch fieldwork progressed relatively slowly. In order for us to achieve our original target of 3,000 participants from an issued seed sample of 620, we would need to achieve a response rate of c.48% among our seed sample (achieving 300 interviews in total), and for each seed (and subsequent recruit) to successfully recruit an average of one additional participant (with chain lengths limited at 10).

On 27th June, after three weeks of soft launch fieldwork, 23 of 62 invited seeds had participated (37% response rate). Those 23 had recruited 5 people (rate of 0.2), and those 5 had in turn recruited a further 2 people, but the chains had progressed no further.

As a result of these low rates, we implemented the following changes for 'mainstage' fieldwork to attempt to maximise recruitment rates and the final achieved sample:

- Increasing the number of people a participant can recruit from three to five
- Increasing the incentive for completing the survey from £5 to £10 for RDS recruits, and the incentive for recruiting someone else from £5 to £10 for all. This resulted in the target achieved sample being reduced to 1,500 to avoid over-spend.
- Increase the number of seeds issued to 820 by issuing the 200 reserve cases

Additional options considered but **not** implemented included:

- Removing the limit on chain length (initially placed at 10 waves)
- Sending a second reminder email to participants who have not successfully recruited, although they said they would be willing to, two weeks after they participated
- Telephone follow-ups with seeds who had agreed to attempt to recruit but had not done so successfully

Adjustments to account for super-seeds

An established issue with RDS sampling designs is the potential for 'super-seeds', where chains recruited from a small number of seeds are substantially more successful than others. This can be problematic if the participants from those chains are homogenous – leading to bias in the sample. In this study in particular, where survey participation is remote and heavily incentivised, it may also indicate non-compliance with sampling/recruitment protocols.

In this study, three instances of 'super-seeds' were identified, accounting for 92% of all participating recruits.

Table 4 – Number of participants recruited by super-seeds

Seed source	Number of RDS recruits
Super-seed 1	375
Super-seed 2	541
Super-seed 3	1131
All other seeds	183

Following the launch of mainstage fieldwork on 10th July, the first two 'super-seeds' were identified on 15th July. Analysis of the interim data did not suggest anything definitively problematic in the data. However, on 16th July it was identified that links to the survey were being shared via (at least) two Reddit posts[2], one of which indicated that the age checks could be bypassed, and the decision was taken to close all chains from this Seed down as it was likely that recruitment protocols were not being followed.

The following day, the 'other' super-seed was also closed. Although we could find no evidence of the links being shared illegitimately, similar proportions of respondents were saying that they did not know the person who recruited them/that they were receiving the invites via social media message.

Following the identification of these super-seeds a number of changes were made to fieldwork protocols:
- Additional emphasis in the recruitment question that recruited participants must be people the respondent knows directly and aged 18-24
- Three age validation questions were added to the end of the survey to check that participants were truly aged 18-24. If all of these were failed the participant was prevented from recruiting other participants
- If the participant reported that they did not know the person that recruited them they were not allowed to recruit other participants
- Automated sending of incentives was paused
- The options of sending a second reminder or conducting telephone follow-ups with people who were failing to recruit were dropped

Finally, on Monday 21st July it was identified that a third super-seed had arisen, taking the total number of recruits above the target of 1,500 (given the higher incentives). Although there was no definitive evidence of fraud from this chain, the RDS survey was immediately closed. In practice, this meant that RDS recruitment finished before the recruitment of Seeds did, and other chains will not have been allowed to fully develop.

Age validation survey
Due to the potentially high levels of non-compliant completion (with people participating who were not aged 18-24 by giving a fake age), once fieldwork was closed an 'age validation'

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[2] https://www.reddit.com/r/LazyMoneyUK/s/YXMOPBtGys;
https://www.reddit.com/r/beermoneyuk/comments/1lzif75/

survey was designed. All participants recruited from the three super-seeds were asked to confirm their date of birth in a short online survey.

A total of 2,043 invites were sent out, and of these 1,545 completed the survey. Of those participating, most provided a date of birth indicating that they were aged 18-24 when they participated, but only around half of these gave a date of birth that would align with the age they provided when they took part in the survey, suggesting that a substantial proportion may have made up their age in order to access the survey.

Table 5 – Outcome of age validation survey

Outcome	N
Invalid age	1
Not aged 18-24	116
Aged 18-24 but age does not match	717
Aged 18-24 and age matches	711
Total	*1545*

4. Response rates

4.1 Seed recruitment – NatCen Opinion Panel

Response rates are a simple indicator of quality for probability-based surveys and are provided in the below table for the soft launch and mainstage sample. The survey response rate is calculated as the number of achieved cases divided by the number of issued cases minus the number of deadwood (although there were no deadwood cases identified in this fieldwork).

Overall, this survey achieved a **39% response rate** among those panellists invited to participate[3].

Table 5 – Seed recruitment: survey participation by fieldwork stage

	Soft launch	Mainstage	Total
Issued	62	756	818
Deadwood (i.e. found ineligible during fieldwork)	0	0	0
Participated	27	290	317
Survey response rate (RR)	*44%*	*38%*	*39%*

4.2 RDS recruitment

RDS does not follow the same theoretical framework as probability-based sampling, and so principles such as response rates do not apply in the same way. However, the extent to which a participant is willing to and is successful at recruiting additional participants, and that chains are sustained can be an indicator of the effectiveness of the methodology, and potentially the sample quality[4].

Table 6 summarises these figures for soft launch and mainstage fieldwork. In total, 2,230 people were recruited through RDS fieldwork. Overall, 58% of seeds agreed to recruit further participants, and each participating seed successfully recruited, on average, 0.3 participants each. In turn, 96% of those who were recruited themselves (who were given the opportunity to recruit) said they were willing to do so, and the average participant in Waves 1 to 9 (including those who were prevented from recruiting) was successful at recruiting 1.2 participants.

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[3] NB: this response rate does not account for non-response as a result of people not taking part in the recruitment survey, not joining the panel, or attrition from the panel.
[4] More detailed evaluation of the quality of the RDS sample will be published as a separate Survey Futures output.

Table 6 – RDS survey participation by chain level

	Seeds	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10
Potential invites	N/A	889	404	265	320	575	860	1105	1425	1620	1735
Started authentication survey	N/A	122	76	81	143	224	273	367	435	452	545
Started main survey	N/A	114	67	73	129	203	246	320	377	396	477
Screened out	N/A	5	2	3	9	18	11	15	32	22	28
Completed main survey	317	107	65	70	119	183	232	297	341	371	445
Completion rate	**N/A**	**12%**	**16%**	**26%**	**37%**	**32%**	**27%**	**27%**	**24%**	**23%**	**26%**
Potential recruiters	315	106	61	68	118	177	228	291	329	362	N/A
Agreed to recruit	183	84	55	64	115	172	221	285	324	347	N/A
Rate of agreement to recruit	**58%**	**79%**	**90%**	**94%**	**97%**	**97%**	**97%**	**98%**	**98%**	**96%**	**N/A**
Successful recruits per participant	**0.3**	**0.6**	**1.1**	**1.7**	**1.5**	**1.3**	**1.3**	**1.1**	**1.1**	**1.2**	**N/A**

Defining a unique chain by where it finishes (i.e. the last person to participate who did not recruit any other people), the mean chain length was 7.3, and the median was 10, reflecting that the majority of chains reached the maximum length (as shown in Table 7).

Table 7 – Maximum chain length

Maximum chain length reached	Number of chains
0 (Seed)	134
1	23
2	10
3	6
4	4
5	11
6	11
7	13
8	21
9	30
10	445
Total unique chains	*708*

5. Questionnaire design

5.1 Questionnaire development approach

As the focus of this study was methodological, there was not a particular focus on substantive questionnaire development for this survey. The full questionnaire is outlined in Section 7. Questions were typically taken from existing surveys with the aim of covering a range of social attitudes and demographic characteristics to create a 'realistic' survey experience. Consideration was also given to items which may be associated with willingness to participate in the survey/recruit other people, and therefore help with our understanding of the methodology – for example voting behaviour, civic engagement, levels of education, trust in science, social networks, among other questions. As part of this methodological study, we also asked participants for their feedback – for example, their motivations for participating/recruiting other people. Finally, we included questions that are important for the operationalisation of the RDS fieldwork approach, which we discuss below.

Due to limited funds and project timelines, we note that the questionnaire was not tested with members of the public ahead of live fieldwork. We would recommend this is done for future studies, in particular for the questions related to asking information about participants' network size and for them to recruit other people.

5.2 Key survey items for RDS operationalisation

Authentication survey

The authentication survey controlled access to the 'main' survey. RDS recruits were asked to enter their login code provided by their recruiter, before being asked to enter a mobile phone number for us to send a new access code with which they could access the main survey. If a person entered a phone number that had previously been used the survey was closed. This allowed us to reduce the risk that the same person would try to participate multiple times, although that risk would still remain if someone would be able to access multiple phone numbers. A down-side of this approach is that it meant people without a mobile phone would not be able to participate.

The landing page for the authentication survey provided key information about the study – what taking part would involve, what participants would receive, that participation is voluntary, who was funding it, and how to get in touch if needed – in order to maximise informed consent. This is important as all prior communication for RDS recruits will have come solely via the recruiter and not from the survey agency as in typical social surveys. Conversely, text was kept short to maximise the chances of potential participants actually reading it. Links to a study web page, including a privacy notice, allowed participants to find out more if they wanted to.

[Landing page – authentication survey]
Welcome to your survey! To take part, please enter your login code (this is the alphanumeric code you received from the person who invited you) in the box below and click "NEXT".

Please note: if you have already taken part in the survey, you will not be eligible to take part again.

OPEN

We would like to ask about your attitudes to key social issues, your community networks, and your views on science and experts. You, and the person who invited you, will <b>both receive a voucher of [£5/£10]<b/> as a thank you for your time. Taking part is entirely voluntary, and should take about 15 minutes of your time.

The National Centre for Social Research (NatCen) is Britain's largest independent social research agency. Our research is funded by government departments, charities, universities and other organisations to understand what the public really thinks and to explore life in the UK today. These questions are being asked in collaboration with the University of Southampton and funded by the Economic and Social Research Council (ESRC).

If you have any issues logging in, or for further information, please click the links above, email CommunityAttitudes@natcen.ac.uk or call us free on 0800 652 4569.

[Phone validation question]
Please enter your mobile phone number.

A Text message will be sent to this phone number to confirm your identity.

OPEN

HARD CHECK: "UK mobile phone numbers must be 10 or 11 digits and start with 07"

{IF Phone number has previously been used: "The phone number you have entered has already been used with a different login code. You cannot use this phone number with this login code. If you need further assistance please contact us at CommunityAttitudes@natcen.ac.uk or Freephone:0800 652 4569"}
{IF a different phone number has previously been used for this code: "The phone number you have entered does not match the previous phone number used to authenticate this login code. You cannot use this phone number with this login code. If you need further assistance please contact us at CommunityAttitudes@natcen.ac.uk or Freephone: 0800 652 4569"}

[Landing page – main survey]
Please enter your access code we have sent to the phone number you provided in the box below and click "NEXT".

OPEN

If you would like us to re-send the code, please go back to survey.natcen.ac.uk/CAS and re-enter your phone number. Please note that you cannot use a different phone number to the one you have already provided.

If you have any issues logging in, or for further information, please click the links above, email CommunityAttitudes@natcen.ac.uk or call us free on 0800 652 4569.

Screening questions

The screening questions were included to ensure that RDS recruits were all part of the target population: aged 18-24 and living in the UK. Participants who fell outside of this population, or refused to provide it, were not allowed to access the survey.

The questions did not indicate that they would be used to confirm eligibility to minimise the risk of dishonest answers. However, it was possible for participants to pretend to be eligible when they were not.

{ASK ALL}
AgeChkRDS
Firstly, can we check, what was your age at your last birthday?

Range 11…110

{IF AgeChkRDS = DK/REF}
AgeBndChkRDS
Knowing your age is really important to our research.

Can you please tell us which of the following age groups best applies?

1.   Under 18
2.   18-24
3.   25-34
4.   35-44
5.   45-54
6.   55-64
7.   65-69
8.   70 or over

{ASK ALL}
CountryChkRDS
And can we check, in what country do you currently live?

1.   England
2.   Scotland
3.   Wales
4.   Northern Ireland

5.   Outside of the UK (Please specify)

SOFT CHECK: IF CountryChkRDS = DK/REF: "Knowing where you currently live is really important to our research. Please check your answers before proceeding."

Network size

Measuring network size is an important part of RDS as it allows us to estimate the odds of selection people that participants recruit. Not all participants will have a common understanding of what their 'network' consists of, so questions aimed to provide definitions, each of which emphasised direct interaction. The goal of these were to identify the size of the potential pool of people someone might be willing to recruit from. Although two questions were used, the definition of 'someone who you would say hello to if you met them in the street' was actually used in the recruitment questions when clarifications were added during fieldwork.

{ASK ALL}
KnowOver
In total, how many people aged 18-24 and living in the UK do you know who you would say hello to if you met them in the street?

If you are unsure, please give your best estimate.

RANGE 0...999

SOFT CHECK: IF KnowOver GT 199: "You've said that you know {KnowOver} people aged 18-24 living in the UK by name. Please check your answer before proceeding."

{ASK ALL}
YoungTalk
And in the last 7 days, how many people aged 18-24 living in the UK have you talked to?

Please only include people you know by name and include any form of communication, including in person, by phone, text message, social media or email.

If you are unsure, please give your best estimate

RANGE 0...999

SOFT CHECK: IF YoungTalk GT 99: "You've said that you've talked to {YoungTalk} people aged 18-24 living in the UK in the last 7 days. Please check your answer before proceeding."

SOFT CHECK: IF YoungTalk GT KnowOver: "You've said that you've talked to more people aged 18-24 living in the UK in the last 7 days than you would say hello to if you met in the street. Please check your answer before proceeding."

Network profile
To further understand the nature of potential bias in recruitment (i.e. if a participant was more or less likely to recruit people from some types of background than others), questions were asked to understand the make up of their networks. Categories map onto questions that would then be asked of anyone who did participate, and focused on simple items that

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a) might be associated with propensity to participate, and b) a participant might reasonably be able to estimate about their network.

While quantitative estimates of proportions would be most useful analytically, it was felt most participants would not be able to answer with that level of detail. Conversely, a wholly 'subjective' measure of participants' network profile would not be helpful. A labelled scale item was therefore used with broad quantitative indicators included, using simple language (rather than, for example, percentages), and option order to help guide scale.

We note that this question included a routing error – participants who said that they know only one person aged 18-24 and living in the UK who they would say hello to if they met them in the street (KnowOver = 1) were not asked these questions but should have been.

{ASK IF KnowOver <> 1 AND FriendPort <> 1}
FrndProf [COLLAPSIBLE GRID; FLIP SCALE; RANDOMISE ROWS (BUT KEEP 1,2 & 3,4 ADJACENT)]
And now thinking about all of the people aged 18-24 living in the UK who you would say hello to if you met them in the street … …

How many are…?

If you are unsure, please give your best estimate.

Please select one answer in each section below

Rows
1.   Male
2.   Female
3.   Students
4.   In paid employment
5.   The same ethnicity as you
6.   At least somewhat interested in politics

Columns
1.   None of them
2.   A small number
3.   Some (at least a quarter)
4.   About half
5.   Most (at least three quarters)
6.   Almost all
7.   All of them

Participants' relationship to their recruiter/how they were recruited
Initially included as a way to understand how the RDS fieldwork was operating in practice, the high levels of protocol non-compliance, with participants recruiting people who they did not know personally, meant that these questions became useful for identifying possible non-

compliance, with rules changed during fieldwork to prevent participants who said they did not know their recruiter from recruiting anyone else.

{ASK ALL}
InviteREL[RANDOMISE 1…4]
What is your relationship to the person who invited you to this survey?

1.　　Partner
2.　　Friend
3.　　Relative/family member
4.　　Colleague
5.　　Other – please specify

6.　　I do not know the person who invited me

{ASK ALL}
InviteHow [MULTICODE; RANDOMISE 1…5]
How did the person who invited you to this survey invite you to take part and/or send you your login codes and survey website address?

1.　　In person
2.　　By email
3.　　By phone or video call
4.　　By text message (e.g. SMS, WhatsApp, etc.)
5.　　Message on social media (e.g. Facebook, Instagram, X, etc.)
6.　　Other (Please describe)

Age validation questions
As it was possible for participants to lie at the screening questions, and due to the suggestion of deliberate fraud identified among super-seed chains, during fieldwork, we introduced a number of 'check' questions towards the end of the questionnaire to identify participants who were may not have actually been aged 18-24.

{ASK ALL}
CKBrexit
"On 23rd June 2016 there was a referendum on whether the United Kingdom should remain a member of the European Union or leave the European Union. Talking to people about the referendum, we have found that a lot of people didn't manage to vote.

How about you? Did you manage to vote in the referendum about the European Union?"

1.　　Yes, I voted
2.　　No, I did not vote

3.　　I was not eligible to vote
4.　　I was too young to vote (I was under 18 years old)

{ASK ALL}
CKTwinTow
A lot of people seem to remember where they were when the Twin Towers attack (9/11) happened. Where were you at that time?

1.   At home
2.   At school
3.   At work
4.   Somewhere else
5.   I don't remember

6.   I wasn't born yet

{ASK ALL}
CKPandemic
When the COVID-19 pandemic began in early 2020 , what were you doing at the time?

Select the option that best describes your situation

1.   I was in primary school
2.   I was in secondary school (Year 7–11)
3.   I was in sixth form or college (Year 12–13)
4.   I had recently finished college or sixth form
5.   I was at university
6.   I had recently started working
7.   I was working full-time
8.   I was not in education or work
9.   I don't remember

Recruitment questions
The invite to recruit other people to participate was designed to be relatively straightforward – explaining in simple terms the reason for looking to recruit people in the target population, what the target population is, and the monetary reward on offer as a thank you for recruiting/participating. After the soft launch, a soft check was added to further encourage people to participate if they initially said they did not want to recruit people.

During fieldwork, the question was updated to emphasise that we were only looking for participants to recruit people in their personal network (i.e. someone who they would say hello to if they met them in the street). These changes are highlighted in purple text. Changes between soft launch and mainstage – to increase willingness to recruit - are in green text.

InviteOth
Thank you for taking part and helping us to make this study a success.

Before we finish, for this study we are looking for more people aged 18-24 living in the UK to take part, as this is a group we are finding hard to contact.

To help us, would you be willing to invite a person you know who is aged 18-24 and living in the UK to take part?

The person you invite will receive a [£5/£10] voucher if they decide to take part and we will also send you a [£5/£10] voucher for every person who you invite that takes part.

HELP LINK: Who can I invite?
The person you invite must be someone who you personally know i.e. someone who you would say hello to if you met them in the street. You cannot invite strangers to take part. We will validate data from the survey to check that people who take part are eligible to do so – only eligible participants will receive a voucher.

1.   Yes, I want to invite someone I personally know aged 18-24
2.   No, I don't want to invite others
3.   I don't know anyone aged 18-24

SOFTCHECK: IF InviteOth = 2 (No): "Inviting others to take part is simple – you will just need to share a login code and survey link with them. By doing so, you'll be supporting important research and making sure the views of 18-24 year-olds are represented. They can always choose not to participate if they don't want to, and we'll send both you and the person who you recruit [£5/£10] as a thank-you for your time if they do."

Those who agreed to invite other people to take part in the survey were then presented with information on how to recruit additional participants. The question was again designed to be relatively simple, focusing on key messages: the number of people they could recruit (initially three, then increased to five for the mainstage data collection), the population they needed to be part of, the websites they needed to go to, and the login codes that they should share – emphasising that each could be used only once. It also clarified that the potential recruit could find out more information on the study, reducing the burden on the recruiter. For participants who had provided their email address in order to receive their incentive, we also confirmed that this information would be included along with the email containing their voucher code.

{ASK IF InviteOth = 1}
LoginCodes
Thank you for agreeing to invite other people to take part in this survey. You will be able to invite up to [three/five] people aged 18-24 and living in the UK to take part.

To do so, please ask them to go to survey.natcen.ac.uk/CAS and enter one of the [three/five] codes listed below.

{LoginCode1}
{LoginCode2}
{LoginCode3}
[{LoginCode4}
{LoginCode5}]

{IF EmailRDS<> "": "We will re-send you this information with your thank you message, but w"; IF EmailRDS = "": "W"}e recommend you note it down now.

Each code is unique and will only be able to be used by one person. They will be able to find out more information about the study on the web page.

6. Weighting

6.1 Weights for Seeds

For this study, we were interested in comparing the profile of the achieved RDS sample to benchmarks for the same population (18-24 year-olds). As such, only the 18-24 year-olds in the seed sample were weighted, allowing assessment of how closely the RDS process reproduced the population profile relative to the weighted seed characteristics.

Non-response to NatCen Opinion Panel surveys can occur at various points: the recruitment survey, the invitation to join the panel (at the end of the recruitment interview), subsequent attrition from the Panel, and the survey of panel members itself. The recruitment surveys are already weighted to adjust for non-response. Further weights are computed to adjust for non-response at the subsequent stages. The final survey weight is the product of these weights. This multi-stage approach is ideal because the correlates of non-response can be different at each stage.

The final weight is the product of the recruitment survey weight, the sample selection weight, and the panel non-response weight.

1. **Recruitment survey weight**: The weights from the recruitment surveys followed similar designs: selection weights to adjust for uneven selection probabilities; non-response weights computed via logistic regression models of response (at address level) to adjust for differential non-response; and calibration to population estimates

2. **Sampling weight**: This weight adjusts for selection probabilities used in the sampling process and all non-response/attrition that occurs after the recruitment surveys but prior to sampling.

    First, a logistic regression model was created to derive non-response weights to adjust for non-response that occurred prior to sampling i.e. at the panel recruitment stage plus any subsequent attrition. The following variables were used as predictors in the model: age and sex groups, region, household type, household income, education level, ethnicity, tenure, social class group, economic activity, political party identification, and interest in politics. The non-response weight was the inverse of the probability of joining/remaining in the panel.

    As described above, a random subsample of panel members was selected for this survey, with a boost applied for 18-24s relative to 25+. Weights were used to adjust the probabilities of selection, therefore a "sample selection" weight was computed to account for these differential selection probabilities (equal to the inverse of the probability of being selected for the sample). The final "sampling weight" is the product of the recruitment survey weight, the panel non-response weight and the sample selection weight.

3. **Survey weight**: This weight is used to adjust for non-response to this panel survey and was produce only for those aged 18-24.

A logistic regression model was used to estimate the probability of response for each panellist issued to the survey. The panel survey weight was equal to the inverse of the probabilities of response. This weight adjusts for non-response using the same variables as used for the panel recruitment weight above i.e. age and sex groups, region, household type etc.

Two different models were used for the BSA respondents, one for BSA15-19 (the BSA face-to-face surveys) and one for BSA20 onwards (the BSA push-to-web surveys). In each case, the resulting survey weight was multiplied by the sampling weight to create the final set of weights.

6.2 Weights for RDS recruits

Weights have not yet been computed for RDS recruits as part of this project. By measuring participants' network size, it is possible to approximate the odds of someone they recruit being selected. This can be supplemented by information on the profile of participants' networks. Additionally, demographic information about participants could be used to calibrate final data. Options for weighting data will be discussed in future project outputs.

7. Questionnaire documentation

Documentation of the script for the questionnaire is included below. As discussed previously, a number of changes were made during fieldwork in response to emerging findings. Green text indicates changes that were made between soft launch and mainstage; purple text indicates changes that were made during mainstage fieldwork in response to the first two super-seeds/Reddit posts; and orange text represents changes made to the Seed survey once the RDS recruitment had closed due to exceeding the target number of interviews.

For Seeds, some demographic questions were only asked if they had not previously been asked (e.g. 'Cur_Ethnic = -1 OR -11'), or if they had not been updated in the last six months ('DemogUpd <> 1').

RDS screening questions

START FILTER: IF RDS

{ASK ALL}
AgeChkRDS
"Firstly, can we check, what was your age at your last birthday?"

Range 11…110

{IF AgeChkRDS = DK/REF}
AgeBndChkRDS
"Knowing your age is really important to our research.

Can you please tell us which of the following age groups best applies?"

1.   Under 18
2.   18-24
3.   25-34
4.   35-44
5.   45-54
6.   55-64
7.   65-69
8.   70 or over

{ASK ALL}
CountryChkRDS
And can we check, in what country do you currently live?

1.   England
2.   Scotland
3.   Wales
4.   Northern Ireland

5. Outside of the UK (Please specify)

SOFT CHECK: IF CountryChkRDS = DK/REF: "Knowing where you currently live is really important to our research. Please check your answers before proceeding."

{IF ((AgeChkRDS>=11 AND AgeChkRDS<18) OR AgeChkRDS >24) OR AgeBndChkRDS = DK,REF,1,3...8 OR CountryChkRDS = DK,REF,5}
RespAgeChk
"Unfortunately, we cannot interview anyone who is not currently aged 18-24 or living in the UK.

Your interest in this study is much appreciated – we hope you'll be able to take part in one of our studies in the future!

If you have any queries, get in touch by phoning us free on 0800 652 4569 or by email at CommunityAttitudes@natcen.ac.uk.

DISPLAY

END FILTER: IF RDS

Substantive Questions

{ASK ALL}
PolIntro
This first section is about your interest and attitudes towards politics, science and society as a whole.

DISPLAY

{ASK ALL}
LeftRight [COLLAPSIBLE GRID; RANDOMISE ROWS; FLIP SCALE 1...5]
Please select one option for each of the following statements to show how much you agree or disagree with it.

Please select one answer in each section below

ROWS
1. Government should redistribute income from the better-off to those who are less well off
2. Big business benefits owners at the expense of workers
3. Ordinary working people do not get their fair share of the nation's wealth
4. There is one law for the rich and one for the poor
5. Management will always try to get the better of employees if it gets the chance

COLS
1. Agree strongly
2. Agree

3. Neither agree nor disagree
4. Disagree
5. Disagree strongly

{ASK ALL}
LibAuth [COLLAPSIBLE GRID; RANDOMISE ROWS; FLIP SCALE 1…5]
Please select one option for each of the following statements to show how much you agree or disagree with it.

Please select one answer in each section below

ROWS
1.   Young people today don't have enough respect for traditional British values
2.   People who break the law should be given stiffer sentences
3.   For some crimes, the death penalty is the most appropriate sentence
4.   Schools should teach children to obey authority
5.   The law should always be obeyed, even if a particular law is wrong
6.   Censorship of films and magazines is necessary to uphold moral standards

COLS
1. Agree strongly
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Disagree strongly

{ASK IF FF_GE24Voted = -1 OR -11 OR RDS}
GE24Voted
Talking to people about the British general election on the 4th July 2024, we have found that a lot of people didn't manage to vote.

How about you - did you manage to vote in the general election?"

1.   Yes
2.   No
3.   Was not eligible to vote

{ASK IF GE24Voted = 1 AND (Cur_Country <> 4 OR CountryChkRDS = 1…3,DK,REF)}
GE24Vote [RANDOMISE 1..7]
"Which party did you vote for in the general election?

1.   Conservative
2.   Labour
3.   Liberal Democrats
4.   Scottish National Party
5.   Plaid Cymru
6.   Reform UK

7.   Green Party

8.   Other party (please specify)

{ASK IF GE24Voted = 1 AND (Cur_Country = 4 OR CountryChkRDS = 4}
GE24VoteNI [RANDOMISE 1..6]
"Which party did you vote for in the general election?

1.   Democratic Unionist Party (DUP)

2.   Sinn Féin

3.   Social Democratic & Labour Party (SDLP)

4.   Alliance Party

5.   Ulster Unionist Party (UUP)

6.   Traditional Unionist Voice (TUV)

7.   Other party (please describe)

{(Cur_PartyID = -1 OR -11) OR DemogUpd <> 1}
PolSupParty
"Generally speaking, do you think of yourself as a supporter of any one political party?"

1.   Yes

2.   No

{IF PolSupParty <> 1}
PolCloseParty
Do you think of yourself as a little closer to one political party than to the others?

1.   Yes

2.   No

{IF (PolSupParty = 1 OR PolCloseParty = 1) AND (Cur_Country <> 4 OR CountryChkRDS = 1…3,DK,REF)}
 PolPartyID
"Which party would you think of yourself as {IF PolSupParty = 'Yes' :'a supporter of?'; IF PolCloseParty = 'Yes': 'a little closer to?'}

1.   Conservative

2.   Labour

3.   Liberal Democrats

4.   Scottish National Party

5.   Plaid Cymru

6.   Green Party

7.   Reform UK

8.   Other party (please describe)

{IF (PolSupParty = 1 OR PolCloseParty = 1) AND (Country = 4 OR CountryChkRDS = 4)}
 PolPartyIDNI

"Which party would you think of yourself as {IF PolSupParty = 'Yes' :'a supporter of?'; IF PolCloseParty = 'Yes': 'a little closer to?'}

1. Democratic Unionist Party (DUP)
2. Sinn Féin
3. Social Democratic & Labour Party (SDLP)
4. Alliance Party
5. Ulster Unionist Party (UUP)
6. Traditional Unionist Voice (TUV)
7. Other party (specify)

{ASK ALL}
PolInterest [FLIP SCALE]
Generally speaking, how interested are you in politics?

1. Extremely interested
2. Very interested
3. Somewhat interested
4. Not very interested
5. Not at all interested

{ASK ALL}
PolTalk [FLIP SCALE]
How often do you talk about social or political issues with your friends, family or colleagues?

1. Several times a day
2. Once a day
3. More than once a week but not daily
4. Once a week
5. Less often than once a week
6. Never

{ASK ALL}
CharVol
In the last 12 months, have you given any unpaid help or worked as a volunteer for any type of local, national or international organisation or charity?

1. Yes
2. No

{ASK ALL}
CharDon
In the last 12 months, have you donated any money to charities or other organisations?

1. Yes
2. No

{ASK ALL}
CENSUS
Did you complete the UK Census in 2021?

1.   Yes, I completed it myself
2.   Yes, but someone else completed it on my behalf
3.   No, neither myself nor my household took part

4.   Don't know

{ASK ALL}
SciKnow [FLIP SCALE]
How much do you, personally, know about science?

1.   A lot
2.   Some
3.   Not much
4.   Nothing at all

{ASK ALL}
SciTrust [FLIP SCALE]
How much do you trust scientists in the UK?

1.   A lot
2.   Some
3.   Not much
4.   Not at all

{ASK ALL}
GovScience [FLIP SCALE]
In general, how much do you think the leaders in the national government value the opinions and expertise of scientists?

1.   A lot
2.   Some
3.   Not much
4.   Not at all

{ASK ALL}
SciBenefit [FLIP SCALE]
In the UK, do you think the work that scientists do has benefited people like you…?

1.   A lot
2.   A little
3.   Not at all

Network and Community Questions

{ASK ALL}
NetSurIntro
The next questions are about your social networks.

DISPLAY

{ASK ALL}
KnowOver
In total, how many people aged 18-24 and living in the UK do you know who you would say hello to if you met them in the street?

If you are unsure, please give your best estimate.

RANGE 0…999

SOFT CHECK: IF KnowOver GT 199: "You've said that you know {KnowOver} people aged 18-24 living in the UK by name. Please check your answer before proceeding."

{ASK ALL}
YoungTalk
And in the last 7 days, how many people aged 18-24 living in the UK have you talked to?

Please only include people you know by name and include any form of communication, including in person, by phone, text message, social media or email.

If you are unsure, please give your best estimate

RANGE 0…999

SOFT CHECK: IF YoungTalk GT 99: "You've said that you've talked to {YoungTalk} people aged 18-24 living in the UK in the last 7 days. Please check your answer before proceeding."

SOFT CHECK: IF YoungTalk GT KnowOver: "You've said that you've talked to more people aged 18-24 living in the UK in the last 7 days than you would say hello to if you met in the street. Please check your answer before proceeding."

{ASK IF KnowOver <> 0}
FriendPort [FLIP SCALE]
Now thinking about all of the people you know living in the UK who you would say hello to if you met them in the street …

How many are aged 18-24?

If you are unsure, please give your best estimate.

1. None of them
2. A small number
3. Some (at least a quarter)
4. About half
5. Most (at least three quarters)
6. Almost all
7. All of them

{ASK IF KnowOver <> 1 AND FriendPort <> 1}
FrndProf [COLLAPSIBLE GRID; FLIP SCALE; RANDOMISE ROWS (BUT KEEP 1,2 & 3,4 ADJACENT)]
And now thinking about all of the people aged 18-24 living in the UK who you would say hello to if you met them in the street … …

How many are…?

If you are unsure, please give your best estimate.

Please select one answer in each section below

Rows
1. Male
2. Female
3. Students
4. In paid employment
5. The same ethnicity as you
6. At least somewhat interested in politics

Columns
1. None of them
2. A small number
3. Some (at least a quarter)
4. About half
5. Most (at least three quarters)
6. Almost all
7. All of them

Age validation questions

START FILTER: IF RDS

{ASK ALL}
CKBrexit
On 23rd June 2016 there was a referendum on whether the United Kingdom should remain a member of the European Union or leave the European Union. Talking to people about the referendum, we have found that a lot of people didn't manage to vote.

How about you? Did you manage to vote in the referendum about the European Union?

1.   Yes, I voted
2.   No, I did not vote

3.   I was not eligible to vote
4.   I was too young to vote (I was under 18 years old)

{ASK ALL}
CKTwinTow
A lot of people seem to remember where they were when the Twin Towers attack (9/11) happened.

Where were you at that time?

1.   At home
2.   At school
3.   At work
4.   Somewhere else
5.   I don't remember

6.   I wasn't born yet

{ASK ALL}
CKPandemic
When the COVID-19 pandemic began in early 2020, what were you doing at the time?
 Select the option that best describes your situation
1.   I was in primary school
2.   I was in secondary school (Year 7–11)
3.   I was in sixth form or college (Year 12–13)
4.   I had recently finished college or sixth form
5.   I was at university
6.   I had recently started working
7.   I was working full-time
8.   I was not in education or work
9.   I don't remember

COMPUTE CKCount range 0..3
CKCount "Count of age validation questions passed"
Count this occurrences:
•   CKBrexit=4
•   CKTwinTow=6
•   CKPandemiv = 2..5

0 No validation questions passed
1 One validation question passed
2 Two validation question passed

3 Three validation question passed

END FILTER: IF RDS

Background questions

{ASK ALL}
DemogIntro2
 "Our final set of questions is to help us with our analysis."

DISPLAY

{IF (Cur_Sex= -1 OR -11) OR RDS}
Sex
What is your sex?

 "A question about your gender identity will follow this one"

1.   Female
2.   Male

{IF (Cur_Gender= -1 OR -11) OR RDS}
Gender2
Is the gender you identify with the same as your sex registered at birth?

1.   Yes
2.   No (Please tell us your gender identity [TEXT BOX])

{IF RDS}
PCSector
"Please can you tell us the postcode sector of where you currently live?

We will use this information to add information about your local area to your answers to help with our analysis. We will not use this information to contact you or share it with any other organisations.

Your postcode sector is the first part of your postcode. For example, if your full postcode is 'SO17 1BJ', your postcode sector would be 'SO17'.

OPEN

{IF (Cur_HHSize = -1 OR -11) OR DemogUpd <> 1 OR IF RDS}
HhId
"Thinking now of everyone living in your household, including children…

Including yourself, how many people live there regularly as members of thehousehold?"

By 'household' we mean either one person living alone or a group of people (not necessarily related) living at the same address who share cooking facilities and share a living room or sitting room, or dining area.

If you are living in student halls/accommodation, please record the number of people living in your household as 1

RANGE 1...15

{ASK IF RDS}
AnyChild
Do you have any children?

Please include step or adopted children

1.   Yes
2.   No

{IF (Cur_RelStat = -1 OR -11) OR DemogUpd <> 1 OR RDS}
RelStat
"Which of these applies to you at present?"

Please select the first on the list that applies

1.   Married
2.   In a registered civil partnership
3.   Living with a partner
4.   With a partner you do not live with
5.   Separated (after being married or in a civil partnership)
6.   Divorced or dissolved civil partnership
7.   Widowed or surviving partner from a civil partnership
8.   Single (never married or never in a civil partnership)

{IF Cur_SexOrient = -1 OR -11) OR DemogUpd <> 1 OR RDS}
SexOrient
Which of the following best describes your sexual orientation?

1.   Straight or Heterosexual
2.   Gay or Lesbian
3.   Bisexual
4.   Pansexual
5.   Asexual
6.   Queer
7.   Other sexual orientation (Please specify)

{IF Cur_Ethnic = -1 OR -11 OR RDS}

ETHNICCAT

What is your ethnic group?

1. White
2. Mixed or multiple ethnic groups
3. Asian or Asian British
4. Black or Black British
5. Arab
6. Other (Please describe)

{IF ETHNICCAT = 1}
ETHNWH

What is your ethnic group?

1. White British (English/Welsh/Scottish/Northern Irish)
2. White Irish
3. Gypsy or Irish Traveller
4. Any other White background (please describe)

{IF ETHNICCAT = 2}
ETHNMX

What is your ethnic group?

1. Mixed White and Black Caribbean
2. Mixed White and Black African
3. Mixed White and Asian
4. Any other mixed or multiple ethnic background (please describe)

{IF ETHNICCAT = 3}
ETHNAS

What is your ethnic group?

1. Indian
2. Pakistani
3. Bangladeshi
4. Chinese
5. Any other Asian background (please describe)

{IF ETHNICCAT = 4}
ETHNBL

What is your ethnic group?

1. Black African
2. Black Caribbean
3. Any other Black background (please describe)

{IF Cur_BrthCntry = -1 OR RDS}

BrthCntry
What is your country of birth?

1.   UK
2.   Other (please specify)

{IF Cur_EngLang = -1 OR RDS}
EngLang
"Is English your first language?"

1.   Yes
2.   No

{IF (Cur_HEdQual <> 1 AND ((Cur_HEdQual = -1 OR -11) OR DemogUpd <> 1)) OR RDS}
HEdQual
Starting from the top, please look down this list of qualifications and select the first one you come to that you have passed

1.   Degree or equivalent, and above {HELP LINK: "For example: University/CNNA first degree BA, BSc or foundation degree, postgraduate degree: MA, MSc, MPhil, DPhil, PhD".}
2.   A-levels, SCE Highers or vocational level 3 or equivalent, and above {HELP LINK: "For example: Teaching qualifications for schools or further education, Nursing or other medical qualifications, City & Guilds level 4, S-level, AS-level, A2-level, Scottish Higher, NVQ or SVQ level 3, International Baccalaureate, Scottish Baccalaureate, Scottish SCE/SLC/SUPE at higher grade, Vocational A-level (AVCE), T Level, School Certificate or Matriculation, GNVQ Advanced or GSVQ level 3, City & Guilds Level 3"}
3.   Qualifications below A-levels or vocational level 3 or equivalent such as GCSE, O-Level or Standard Grade {HELP LINK "For example: GCE, GSE, CSE level 1, SQA National 1-3, SQA National 4, SQA National 5, SQA intermediate level 1-2, Scottish Standard or Ordinary, Scottish Access 1-3, Scottish Higher Leaving Certificate, SUPE ordinary, BTEC, SCOTVEC first, City & Guilds levels 1 or 2"}
4.   Other qualification (please describe)
5.   No qualifications [EXCLUSIVE]

{IF (Cur_SubjInc = -1 OR -11) OR DemogUpd <> 1 OR RDS}
SubjInc [FLIP SCALE]
"How well would you say you are managing financially these days?

Would you say you are…?

1.   Living comfortably
2.   Doing all right
3.   Just about getting by
4.   Finding it quite difficult
5.   Finding it very difficult

{IF (Cur_EconAct = -1 OR -11) OR DemogUpd <> 1 OR RDS}

EconAct

Which of these descriptions applies to what you spent the most time doing last week, that is the seven days ending last Sunday?

1. In full-time education (including on vacation)
2. On government training or employment programme
3. In paid work (or away temporarily) for at least 10 hours per week
4. Waiting to take up paid work already accepted
5. Unemployed
6. Permanently sick or disabled
7. Wholly retired from work
8. Looking after your home or family
9. Doing something else

{IF RDS}
PaidEmpIF

And are you currently in any form of paid employment?

1. Yes
2. No

{IF RDS}
StudIF

And are you currently a student at university?

1. Yes
2. No

{IF StudIF = 1}
StudUNI

Which university do you attend?

OPEN

{IF ((Cur_Tenure = -1 OR -11) OR DemogUpd <> 1) OR RDS}
Tenure

"Thinking about your main residence, does your household own or rent this accommodation?"

1. Owns - Outright
2. Owns - Buying on mortgage
3. Shared ownership (e.g. part rent, part buy)
4. Rents - Local authority or council
5. Rents - Housing Association/charitable trust/new town development corporation
6. Rents - Property company
7. Rents – Student halls/accommodation
8. Rents - Employer of a household member

9.   Rents - Other organisation
10.   Rents - Relative or friend (before living here) of a household member
11.   Rents - Other individual/private landlord
12.   Rent free, squatting
13.   Other (Please describe)

{IF (Cur_Dis = -1 OR -11) OR DemogUpd <> 1 OR RDS}
Dis12
"Do you have any physical or mental health conditions or illnesses lasting, or expected to last, for 12 months or more?"

1.   Yes
2.   No

{IF Dis12=1}
DisAct
Do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?

1.   Yes, a lot
2.   Yes, a little
3.   Not at all

{IF (Cur_IntUse = -1 OR -11) OR DemogUpd <> 1 OR RDS}
IntUse [FLIP SCALE (1…5)]
"On average, how often would you say you access the internet for personal use?

This could be for general web browsing, watching videos or going on social media sites.

Please include time spent on the internet on all devices you use, for example a computer, laptop, tablet or smartphone

1.   Several times a day
2.   Daily
3.   Weekly
4.   Monthly
5.   Less often than once a month
6.   {IF TEL: Do not have access to the internet}

Survey Feedback

{ASK ALL}
FeedBkIntro
 "We'd now like to get some feedback on how you found completing this survey"

DISPLAY

START FILTER: IF RDS

40

{ASK ALL}
InviteREL[RANDOMISE 1...4]
What is your relationship to the person who invited you to this survey?

1.   Partner
2.   Friend
3.   Relative/family member
4.   Colleague
5.   Other – please specify

6.   I do not know the person who invited me

{ASK ALL}
InviteLIVE
Where does the person who invited you to this survey live?

1.   At the same address as you
2.   In the same neighbourhood
3.   In the same town/city
4.   In another town/city in the UK
5.   Outside of the UK

{ASK ALL}
InviteHow [MULTICOSE; RANDOMISE 1...5]
How did the person who invited you to this survey invite you to take part and/or send you your login codes and survey website address?

1.   In person
2.   By email
3.   By phone or video call
4.   By text message (e.g. SMS, WhatsApp, etc.)
5.   Message on social media (e.g. Facebook, Instagram, X, etc.)
6.   Other (Please describe)

END FILTER: IF RDS

{ASK IF Jun25SampSplit = 1}
SurveyWhy1 [RANDOMISE 1...5]
What was your main reason for deciding to complete this survey?

1.   Receiving a voucher for myself
2.   {IF RDS: "Providing a voucher for someone else"}
3.   To support scientific research
4.   I am curious to try new things
5.   I enjoy taking online surveys
6.   Other (Please specify)

{ASK IF Jun25SampSplit = 2}
SurveyWhy2
What was your main reason for deciding to complete this survey?

OPEN

{ASK ALL}
SurveyEN [FLIP SCALE]
Overall, to what extent did you like or dislike taking part in this survey?

1.   Strongly disliked
2.   Disliked
3.   Neither disliked nor liked
4.   Liked
5.   Strongly liked

{ASK ALL}
SurveyDIF [FLIP SCALE]
And how easy or difficult have you found taking part in this survey?

1.   Very difficult
2.   Quite difficult
3.   Neither difficult nor easy
4.   Quite easy
5.   Very easy

{ASK ALL}
SurveyIMP [FLIP SCALE]
And how important, if at all, do you think it is for people to take part in surveys like this one?

1.   Very important
2.   Quite important
3.   A little important
4.   Not at all important

Incentive - NCPanel

START FILTER: IF NCPanel

{ASK ALL}
VouchTypQ
We would like to send you a £{VouchType} shopping voucher as a thank you for your time.
You can choose between an e-voucher sent by email or a physical voucher sent in the post.

Here are some reasons why you might want to consider the e-voucher option:
•   An e-voucher will arrive more quickly than a physical voucher.

- You can choose from a wide range of digital e-gift cards for shopping online or physical gift cards for use in-store.
- Using e-vouchers instead of physical ones will help contribute to lower global emissions, plastic waste and pollution.

How would you like to receive your voucher, or would you prefer to not receive one at all?

1. An e-voucher, sent by email
2. A physical voucher, sent by post
3. I do not want to receive a voucher

END FILTER: IF NCPanel

RDS voucher & recruitment

{IF RDS}
PAGE START

VouchEmRDS
We would like to send you a [£5/£10] shopping voucher as a thank you for your time.

Please enter your correct email

DISPLAY

EmailRDS

OPEN
1. I do not want to receive a voucher

HARDCHECK: If answer provided does not include @ or full-stop: "Please check and amend. E-mail addresses should contain an @ character and a full stop."

EmailRDS2
"Please confirm your correct email address"
OPEN

HARDCHECK: IF EmailRDS2 <> EmailRDS: "The two email addresses you have entered are not the same. Please check and amend"

PAGE END

{ASK IF NCPanel}
InviteOth
Thank you for taking part and helping us to make this study a success.

Before we finish, for this study we are looking for more people aged 18-24 living in the UK to take part, as this is a group we are finding hard to contact.

To help us, would you be willing to invite a person you know who is aged 18-24 and living in the UK to take part?

The person you invite will receive a [£5/£10] voucher if they decide to take part and we will also send you a [£5/£10] voucher for every person who you invite that takes part."}

1.   Yes
2.   No
3.   I don't know anyone aged 18-24

{ASK IF RDS AND (AllocLevel < MaxLevel OR MaxLevel=0 [Max allocation not reached]) AND (SpeedChkShown<>1 [Child not a speeder] AND SpeedFlag<>1 [Parent not a speeder]) AND UNIQUE EmailRDS [voucher email address does not exist in any other RDS Participant record – this is checked at runtime] AND InviteREL <> 6 AND CKCount GE 1)}
InviteOth
Thank you for taking part and helping us to make this study a success.

Before we finish, for this study we are looking for more people aged 18-24 living in the UK to take part, as this is a group we are finding hard to contact.

To help us, would you be willing to invite a person you know who is aged 18-24 and living in the UK to take part?

The person you invite will receive a [£5/£10] voucher if they decide to take part and we will also send you a [£5/£10] voucher for every person who you invite that takes part."}

HELP LINK: Who can I invite?
The person you invite must be someone who you personally know i.e. someone who you would say hello to if you met them in the street. You cannot invite strangers to take part. We will validate data from the survey to check that people who take part are eligible to do so – only eligible participants will receive a voucher.

1.   Yes, I want to invite someone I personally know aged 18-24
2.   No, I don't want to invite others
3.   I don't know anyone aged 18-24

{ASK IF InviteOth = 1}
LoginCodes
Thank you for agreeing to invite other people to take part in this survey. You will be able to invite up to [three/five] people aged 18-24 and living in the UK to take part.

To do so, please ask them to go to survey.natcen.ac.uk/CAS and enter one of the [three/five] codes listed below.

{LoginCode1}
{LoginCode2}
{LoginCode3}
{LoginCode4}
{LoginCode5}

{IF EmailRDS<> "": "We will re-send you this information with your thank you message, but w"; IF EmailRDS = "": "W"}e recommend you note it down now.

Each code is unique and will only be able to be used by one person. They will be able to find out more information about the study on the web page.

DISPLAY

{IF RDS AND InviteOth = 1 AND EmailRDS <> ""}
RcrtEmRDS1
We will send you an email with a reminder of the information for recruitment, as well as a £10 voucher for every person you recruit who takes part.

Can we check, should we send these to {EmailRDS}?

1.　　Yes
2.　　No

NO DK/REF

{IF RDS AND InviteOth = 1 AND (EmailRDS = "" OR RcrtEmRDS1 = 2)}
PAGE START

RcrtEmRDS2
We will send you an email with a reminder of the information for recruitment, as well as a £5 voucher for every person you recruit who takes part.

What email address should we send these to?

Please enter your correct email address.

DISPLAY

RcrtEmailRDS

OPEN
1.   I do not want to receive a voucher or be reminded of the information for recruitment

HARDCHECK: If answer provided does not include @ or full-stop: "Please check and amend. E-mail addresses should contain an @ character and a full stop."

RcrtEmailRDS2
"Please confirm your correct email address"
OPEN

HARDCHECK: IF RcrtEmailRDS2 <> RcrtEmailRDS: "The two email addresses you have entered are not the same. Please check and amend"

PAGE END

{IF NCPanel AND InviteOth=1}
RecMax
Thank you for your willingness to invite others to take part in this survey.

Unfortunately, we've already reached the maximum number of participants aged 18-24, so no further recruitment is possible at this time.

However, your feedback remains incredibly valuable. Understanding what motivated you to agree to recruit others, and how you would experience the task, will help improve future studies.

Click the 'Next' button below to proceed with your survey.

DISPLAY

{IF NCPanel AND InviteOth=1}
RecDesc
As part of the recruitment process, you would have been given 5 unique access codes (e.g. "MMts99cj") to share with up to five individuals.

To be eligible, each person recruited by you must have been:

•   aged 18-24
•   living in the UK
•   someone you personally know

DISPLAY

{ASK IF InviteOth = 1}
InviteOthYes [RANDOMISE 1…5]
What is the main reason you would be willing to invite others to this survey?

1. Receiving a voucher for myself
2. So that others can receive a voucher
3. To support scientific research
4. Others' curiosity to try new things
5. I think they will enjoy completing the survey
6. Other (Please specify)

{ASK IF InviteOth = 1}
InviteDif [FLIP SCALE]
How difficult or easy do you think it will be for you to invite other people to take part in this survey?

1. Very difficult
2. Difficult
3. Easy
4. Very easy

{ASK IF InviteOth = 1}
InviteLikely [FLIP SCALE]
How likely or unlikely do you think it is that any of the people you invite will take part in this survey?

1. Very likely
2. Likely
3. Unlikely
4. Very unlikely

{ASK IF InviteOth = 2}
InviteOthNo [RANDOMISE 1…4]
You have stated that you would not invite others to take part in this survey, what is the main reason why you would not invite anyone?

1. I do not feel comfortable inviting others to take part
2. I do not see the point
3. The effort is too much for me
4. The effort will be too much for those I would invite
5. Other (Please describe)

Panel recruitment

START FILTER: IF RDS

{ASK ALL}
ConsPan3
We would also like to contact you again in the future to invite you to take part in short surveys.

These short surveys will typically…

• be available to complete online or over the phone
• last around 15 minutes
• include a £5 voucher to thank you for your time
• be every couple of months or so

Would it be okay for us to contact you as part of this research? You can decide at the time whether or not to take part.

1. Yes – I would like to be given the option to take part in the future
2. No – I would not like to be invited to take part

3. I'm not sure – I would like more information

{ASK IF ConsPan3 = 3,DK}
ConsPan3Info
Please click on the links below for some more information about the study

[HELP SMALL IN GREEN TEXT]: Why is it important I take part?
This study will collect information on the experiences and opinions of thousands of people across the UK. This will be used by government, charities and academics to help them make the right decisions.

It is vital that we get the views of people from all different parts of the country, from different backgrounds, and in different circumstances. That is why it is important that you take part – by giving your perspective you will help to make sure the views and experiences of people like you are represented.

[HELP SMALL IN GREEN TEXT]: What will taking part involve?

You will be invited to take part in short questionnaires lasting around 15 minutes every couple of months or so. We will ask you questions on a range of topics, from housing and education, to health and happiness, or government policy and the environment.

[HELP SMALL IN GREEN TEXT]: Do I have to take part in every survey?
Taking part is your choice. If you would rather not take part in one of our surveys, you can ignore our messages or let us know. If you want to stop taking part you can simply let us know and we will update your records.

[HELP SMALL IN GREEN TEXT]: Will I receive a voucher for taking part?
Each invitation will explain what you will receive for taking part. You will receive a shopping voucher as a thank you for taking part in most questionnaires.

[HELP SMALL IN GREEN TEXT]: What will you do with the information I give?
As with this study, the information you give will be used for research purposes only and held securely in accordance with current data protection legislation. Most of the results will appear as statistics and we will not identify your individual opinion without seeking your permission. Sometimes we will analyse your answers together with answers you gave to previous questionnaires to help us to understand things like how people's views are changing over time.

Would it be okay for us to contact you as part of this research?

1.   Yes – I would like to be given the option to take part in the future
2.   No – I would not like to be invited to take part

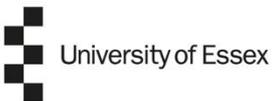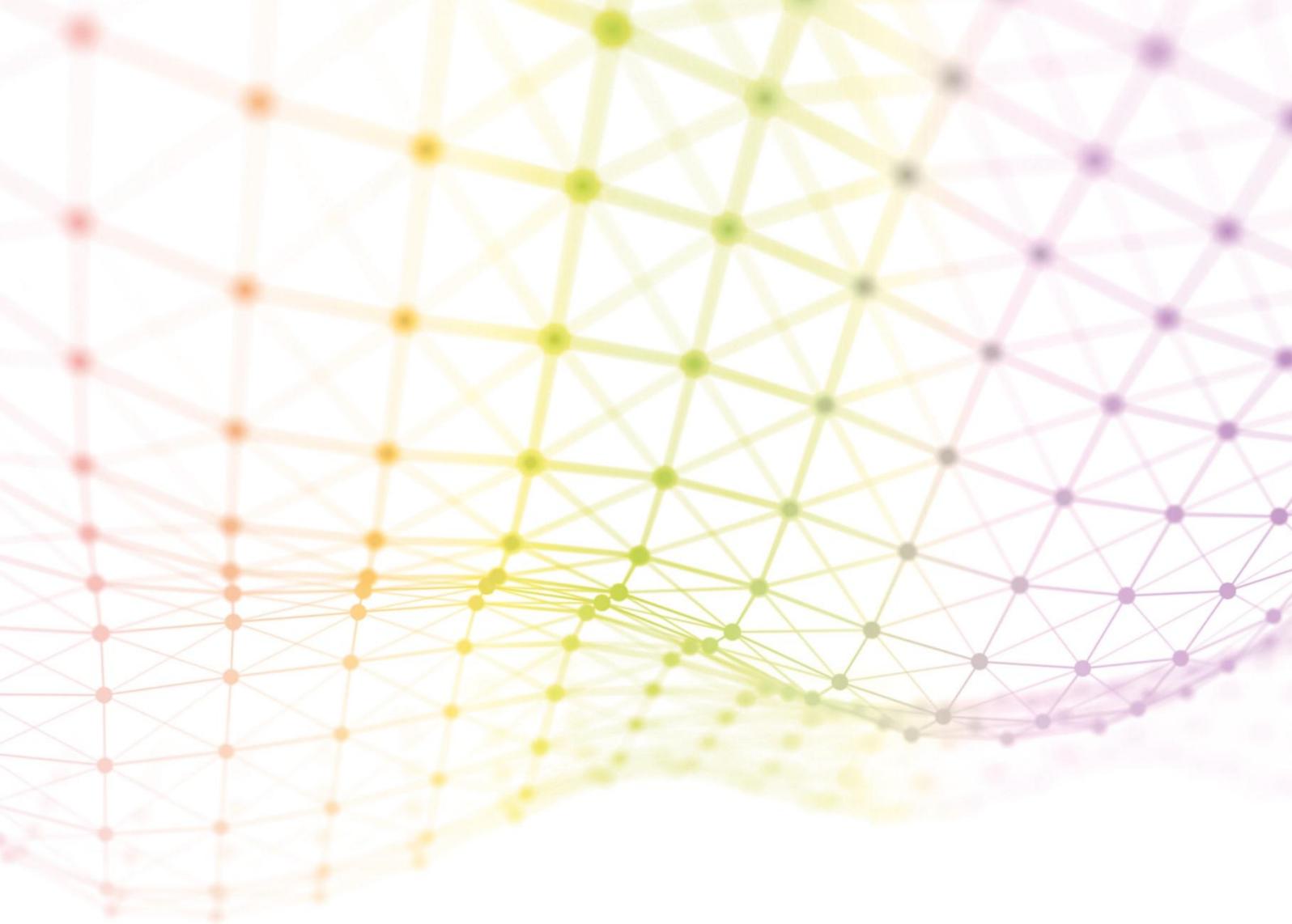3.   I'm still not sure

{ASK IF ConsPan3Info = 3}
ConsPan3Unsure
That's okay. We will send you some more information about the study to help you make a decision.

If you then decide you don't want to take part you can let us know and we won't contact you again.

DISPLAY

END FILTER: IF RDS