



# **BARB 2010 Service**

## **BARB Reference Manual**

### **4. Panel Recruitment**

**VERSION 2**

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## **4.1 Overview of Set-Up Recruitment**

Set-up Recruitment was based upon a random probability sample of residential households.

A number of Super Output Areas (SOAs) were selected with probability proportional to size after stratification by sampling segments and sorting the sample frame by channel five reception areas, cable areas, DTT reception levels and population density.

For each selected SOA, all adjacent SOAs were listed. Any SOAs already selected were then removed from the list. The remaining SOAs were checked to determine which were complete matches to the selections in terms of sampling strata and implied strata shown by Five reception, cable areas, DTT coverage and population density bands. Adjacent matching SOAs were then selected at random from the complete matches. In a small number of cases a complete match was not possible so the best match available was used. Where two or more similar matches were available, a selection was made at random.

Within each of the resulting SOAs, an OA was selected at random by selection of a random number less than or equal to the population of the SOA.

Twinning at the adjacent SOA level rather than at the adjacent OA level, reduced clustering of panel sample selection significantly. Each SOA was made up of approximately six OAs, which were themselves made up of approximately 120 households. This meant the sample was selected from two adjacent points with over 600 homes in each.

The design was as unclustered as possible, but compatible with the logistics of arranging fieldwork assignments. The set-up recruitment sample consisted of a list of addresses allocated into assignments for issue to the field force. Each individual fieldwork assignment was conducted within a specified period. All addresses were handled equally.

All addresses issued to recruiters required an attempted face-to-face interview for recruitment. This was the initial means of contact for all recruits. Prior to an interviewer visiting an address a small postcard was sent giving brief details of the project. Initial acceptance to conduct a recruitment interview was with the designated Head of Household or Housewife.

All possible attempts were made to contact each household with a view to recruit them to the panel. If no contact was consistently made at an address then no fewer than four household contacts calls were made before a final outcome for that address was recorded. Of these calls, at least one was made on either Saturday or Sunday and one other between 6pm – 9pm on a weekday (Monday-Friday) evening. Recruitment Material for initial non-contacts was left in order to facilitate more effective return calls.

The recruitment interview was conducted using the most appropriate face-to-face interviewing and data collection techniques. This was a CAPI-based approach. No electronic equipment used for recruitment was reliant on being powered by the household's own domestic power supply.

All effort was made to conduct the interview and recruitment exercise directly within the prospective panel members' household.

The recruitment interview collected a range of questions in order to capture household characteristics. Any questions common to the Establishment Survey were administered identically to that survey. Additional questions (to those administered for the Establishment Survey) were included to help facilitate the efficiency of the subsequent metering installation. These questions had been approved by BARB in consultation with Contractor D.

The interview included a review of what was involved in becoming a panel member. A short video was also shown to potential recruits that gave details of the installation process as well as how to use the equipment.

Agreement was required from all household members in order to be recruited to the panel. This was verified by a subsequent telephone call to the household.

Appropriate documentation was left with the panel home immediately on completion of each successful recruitment interview explaining the task in more detail. This literature has been produced in discussion with Contractor D and agreement with BARB.

Freephone numbers to allow recruited homes to ask for additional information regarding the recruitment interview were also provided as well as links to the BARB recruitment website. All hard copy recruitment documents and questionnaires were available in 11 alternative languages; Welsh, Arabic, Bengali, Chinese, French, Gujarati, Polish, Punjabi, Somali, Tamil, Urdu.

At least one valid telephone number was provided by each household. This was for subsequent household contact (to arrange appointments for installation etc.) If a household telephone number was not provided then an alternative contact number was accepted (e.g. work number) although all efforts were made to obtain the householders own telephone number wherever possible. Both landline and mobile numbers were accepted with priority given to obtaining the landline number, if available.

A telephone follow-up was usually made no later than 14 days after the recruitment interview to confirm that all adult household members were in agreement to continue taking part on the panel (and agreement, at least tacit, was obtained on behalf of all children 4-15) No fewer than 10 attempts at CATI call-backs were made, based initially around a stated best time for call-back, but expanding to a range of times and days. This equates to a process of 100% verification of acceptance to

participate for all initial 'recruits'. Queries were answered and fears allayed during these calls, the process was open to BARB for observation or query, if necessary.

The MRS Code of Conduct was adhered to, in addition to any other legislative requirements.

#### **4.2 Selection from Multiple Initial Recruits During Set-up**

If more than one household was recruited within a single sampling point, a probability based selection procedure was applied consistent with panel control requirements.

#### **4.3 Ongoing 'Maintenance' Recruitment**

Once panel build was completed recruitment entered a phase of ongoing maintenance where Establishment Survey re-contact sample was the primary source of potential recruits.

Implementation of the ongoing recruitment has gone through 2 distinct stages:

Prior to January 2016, the maintenance recruitment phase utilised four different sample types.

- i) Re-contact sample generated by the traditional Establishment Survey,
- ii) Re-contact sample generated by a leave behind self completion questionnaire based on a cut down version of the Establishment Survey.
- iii) 16-23 householder boost sample generated by random telephone surveys.
- iv) Pakistani & Bangladeshi boost sample generated by random telephone surveys.

From January 2016, recruitment from the Establishment Survey sample was able to be completed during the same visit as the original Establishment Survey interview using a probability process. The process for enabling selection of homes eligible for recruitment involved the following stages:

- A set of recruitment panel controls was agreed and included in the Establishment Survey CAPI script. These controls can be used in combination to identify specific groups of homes which need to be targeted for recruitment. Controls are based on geographic classifications as well as demographic characteristics and household type. They are also able to split out the S4C boost sample from the main survey sample.

- A monthly file is generated detailing both the interlaced controls to be used and the proportion of homes to be attempted for recruitment for each control cell. This is referred to as the *Probability Matrix*. Probabilities in the matrix range from a value of 0 to a value of 1.
- At the end of the main Establishment survey interview, the CAPI script allocates the home to a single, non-overlapping cell in the Probability Matrix and compares the associated probability to a randomly generated number (ranging from 0 to 0.9999) generated by the script.
- Where the Probability Matrix value is higher than the randomly generated number the script routes the home through to recruitment.
- For the purpose of controlling panel clustering there is an additional criteria applied to prevent a second home in the same Establishment Survey subcluster being routed through to the recruitment script.

As well as homes identified via the Probability Matrix within the Establishment Survey interview, extra sample continued to be provided from:

- 16-23 householder boost sample generated by random telephone surveys.
- Pakistani & Bangladeshi boost sample generated by random telephone surveys.

Each address issued for recruitment, if recruited, was transferred for installation.