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# OUR LIVES STUDY WAVE TWO TECHNICAL SUMMARY

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# 1. INTRODUCTION

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## 1.1 About this report

This report describes and reviews the conduct of The University of Queensland Our Lives Wave Two study *Our Lives (Wave Two)* from a data collection and methodological perspective. It provides:

- An overview of the methodology
- Consolidates assorted reports generated throughout the study
- Reviews sample utilisation and response dynamics, and
- Considers potential methodological refinements which might be considered for implementation in the future

## 1.2 Project background

The Our Lives study is a longitudinal study run by The University of Queensland. The study seeks to follow up respondents every two years and explores the attitudes and aspirations of young people in Queensland.

The first phase of Our Lives was launched in 2006, with 7,031 students from 202 schools across Queensland taking part in the survey.

The overall objectives of the study is to produce a clear picture of change in the values and behaviours of young people in relation to subjects such as educational and occupational aspirations, relationships with peers and family, and lifestyle choices, as respondents grow older.

*Our Lives (Wave Two)* was the first wave of Our Lives conducted by the Social Research Centre for The University of Queensland.

## 1.3 Project overview

Following sample cleaning, a Parent Approach letter (PAL) was dispatched to the households of sample members for whom parent details were available and addresses seemingly valid. Dispatch of the letter was fast tracked to allow for any return to senders (RTS) of the PAL to be followed up prior to the initial questionnaire mail out.

The initial hard copy questionnaire mail out followed as the next mail based activity. Successful tracking of a sample members over the subsequent weeks resulted in a further initial questionnaire mailing.

Data collection for the *Our Lives (Wave Two)* comprised a hard copy mail out to sample members, with respondents given the option of hard copy or online completion. The original project schedule allowed for a further two reminder hard copy mail outs, comprising the following:

- Thank you / reminder card (to all sample members)
- Reminder questionnaire mailing

A third mail out activity was later agreed upon with a reminder letter encouraging respondents to complete the survey online mailed out in early January 2009 in an attempt to boost response rates.

Telephone tracking calls were utilised throughout the fieldwork period to increase the quality of the mailing list and to encourage online completion where possible. Reminder emails were also used to further boost response rates.

The total number of interviews achieved across both online and hard copy was 3,656.

**Table 1.1 – Summary of key statistics**

A	Original sample members	7031
B	Usable selections	6298
C	Fully responding	3653
D	Response rate (C/B)	58.00%
E	Sample yield (C/A)	52.00%
F	Initial questionnaire mailing date	17/11/09
G	Cut off for data processing	09/04/09

As can be seen at Table 1.1, the overall sample yield (interviews as a per cent of selections) was 52%, and the response rate (interviews as a per cent of usable sample) was 58%.

**Table 1.2 – Total interviews achieved across mode**

<b>Modes of survey completion</b>	<b>n</b>
Completion via hardcopy	2680
Completion via online	973
<b>Total surveys completed</b>	<b>3,656</b>

Hard copy completion was the preferred mode of completion, with almost 75% of respondents choosing to complete the Our Lives survey via hard copy.

Data collection took place between 17<sup>th</sup> November 2008 to 9<sup>th</sup> April 2009.

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## 2. SAMPLING ISSUES

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### 2.1 Original sample frame

Contact details were collected by The University of Queensland in 2006 directly from the 7031 students who participated in Our Lives Wave One. This database was passed on to the Social Research Centre and formed the basis for the sample frame for Our Lives Wave Two.

The original sample frame as received from The University of Queensland contained the following fields:

- School
- School Code
- AAA# (school student number)
- Surveyid (unique respondent identifier consistent across all waves of the project)
- Name
- Address (one field)
- Email
- Phone
- P/G Name
- P/G Email
- P/G Phone

### 2.2 Sample cleaning

In the process of preparing the sample list for the initial questionnaire mailing, a number of potential issues were identified.

The main issues arising from list cleaning related to:

- The need to clean the sample into an appropriate mailing format (including separating out the mailing address details for all records into 5 separate address fields)
- Blank or incomplete names across student and parent/ guardian names (e.g. the presence of only a first or last name)
- The absence of a suburb and/or postcode and subsequent look up required for over 30% of records
- Blank, multiple or unusable telephone numbers (text present, too few digits, too many digits, after attempting to backfill STD code information from address details, where these were present)
- Invalid email addresses (i.e. invalid domain names, incorrect structure)

- The inclusion of multiple sets of details in the one field (i.e respondent nominating separate 'mum' and 'dad' telephone numbers within the one field)

In total, 38% of sample records had at least one issue identified as a result of initial list cleaning.

## 2.3 Outcomes from sample cleaning

Following a review of initial list cleaning outcomes, it was agreed that:

- The PAL would be sent out to all records for whom a complete Parent / Guardian name and mailing address was present.
- An initial questionnaire mailing would be undertaken for all sample members for whom complete mailing address details were present, including those with a suspected school address (in the hope that the school would forward the materials to the relevant sample member – particularly in the case of borders)
- An attempt would be made to source missing suburb, postcode and telephone details for incomplete records without a valid telephone number using automated Australia Post lookups and/or manual searches of the online Yellow Pages and other internet resources
- Sample members with incomplete address details or for whom an RTS had been received for the PAL mail out, were flagged for inclusion in the initial tracking call stream if a complete sample member name and seemingly valid telephone number was present in the sample
- Sample members with a completely blank address would be deemed unusable sample (out of scope) if no method of contact (i.e. email address or telephone) could be used to confirm address details.
- Where interstate / overseas mailing address details for a record existed, the sample member was to be deemed in scope and encouraged to complete the survey (online if practicable)

## 2.4 Initial tracking

Initial tracking was carried out via telephone to obtain valid mailing details for sample members for whom incomplete address details had been identified in the sample frame.

Procedures included:

- Isolating sample records identified as incomplete, but with seemingly valid phone numbers
- Making up to six calls at different times to establish contact with the nominated sample member. Once contact had been established there was no cap on the number of additional call attempts made to seek to confirm mailing details

- Controlling the spread of call attempts to ensure that contact attempts were spread over late afternoon to early evening (4.00 pm to 6pm), weekdays mid to late evening (after 6pm to 8.30pm) and weekends (10.00 am to 5.00 pm). No calls were attempted outside these times, except by firm appointment.

Initial tracking calls resulted in the full contact details of 189 sample members being confirmed and subsequently being included in a supplementary initial questionnaire mailing.



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## 3. METHODOLOGICAL APPROACH

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### 3.1 Overview

The agreed components of the data collection methodology comprised a survey pack mailing, the option to complete the survey hard copy or online, and a range of complimentary telephone, mail-based and email response maximisation activities.

Some flexibility in approach was initially necessary to address the various challenges presented by issues associated with the quality of the sample list and high level of early non response within the sample.

### 3.2 Initial tracking call

A feature of the proposed approach for *Our Lives (Wave Two)* was to undertake an initial call to sample members for whom an incomplete address had been identified, to confirm contact details and encourage sample members to participate in the study.

Further to issues arising from sample cleaning (refer Section 2.2) and the availability of accurate telephone number details, it was agreed that the initial tracking calls would be carried out immediately after the initial questionnaire mailing, with a supplementary initial questionnaire lodgement to take place for successfully tracked sample members.

The initial tracking call sample comprised 836 records, with telephone calls placed between 18<sup>th</sup> November and 25<sup>th</sup> November 2008.

### 3.3 1800 number operation

The Social Research Centre Our Lives 1800 number was activated from the commencement of fieldwork, and remained active until the end of the enumeration period.

The number was published on survey materials and was also published on the Our Lives website. A comprehensive call log was carefully maintained throughout the data collection period. Briefed and trained interviewers were on hand to answer respondent queries and updated contact details.

A helpdesk email account was created to deal with queries resulting from email response maximisation activities throughout the project.

### 3.4 Parent Approach Letter (PAL)

Following sample cleaning, a Parent Approach letter (PAL) was dispatched to the households of 5471 sample members for whom parent details were available and addresses complete. Dispatch of the letter was fast tracked to allow for any return to senders (RTS) of the PAL to be followed up prior to the initial questionnaire mail out

The PAL was dispatched on 28<sup>th</sup> October 2009.

### 3.5 Initial materials mailing

The mailing pack comprised a 24 page booklet, with a covering letter on the outside front cover, an instruction sheet on the inside front cover, and 22 A4 panels of survey questions. The back cover of the booklet was overprinted with the following:

- Barcode (for returns logging)
- Unique sample member id

The following materials were also included within the initial materials mailing:

- Job categories sheet
- Results summary sheet, detailing findings from the Our Lives (Wave One) data
- Student information sheet, and
- Reply paid envelope

As described in section 3.2, mail was lodged in two batches. A breakdown of the mailing quantities is included in table 3.1 below:

**Table 3.1 – Initial questionnaire mailing batches**

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<b>Batch</b>	<b>Selections</b>	<b>Lodgment date</b>
1	6114	17th November 2008
2	189	28th November 2008

Batch 01 comprised 6114 records where the mailing details were seemingly complete or where mailing details were obtained through manual address lookups as described in Section 2.3.

The second batch comprised additional records (189) where the address had been updated or confirmed through the initial tracking call process described at Section 3.2.

### 3.6 On-line data collection

The online version of the questionnaire was scripted directly from the final forms designed survey booklet, seeking to replicate the general “look and feel” of the booklet, but incorporating appropriate sequencing and input control checks.

Once set up was complete, rigorous testing of the online questionnaire script was undertaken by both The Social Research Centre and researchers from The University of Queensland.

The online version of the questionnaire was accessible from 10th November 2008 until the eventual cut off for processing on 9<sup>th</sup> April 2009. Respondent access was via a unique login and password printed on the hard copy survey form, and published via email reminders.

Login details were also advised to sample members over the phone as part of telephone reminder calls.

### 3.7 Reminder card

A thank you / reminder card mailing was undertaken to all 6303 sample members included in the initial questionnaire mailing.

The thankyou / reminder card mailing was lodged exactly one week after lodgement of each batch of initial questionnaires on 24<sup>th</sup> November and 4<sup>th</sup> December 2009.

### 3.8 Questionnaire reminder mailing

A bulk re-mailing of the survey pack was undertaken to 4809 non-respondents, including those claiming not to have received a survey pack that were identified during telephone reminder activity, and non-responding sample members without a telephone number where the only response maximisation option was a re-mailing of survey materials.

The re-mailing pack had a modified covering letter advising of a revised due date, but was otherwise identical to the initial mail pack.

The bulk questionnaire re-mailing was lodged on 4<sup>th</sup> December 2008.

### 3.9 Telephone non-response follow up

Reminder calls were carried out to non-responding sample members at various points within the data collection period. Further to the issues raised in Section 2.2 regarding the availability and accuracy of phone contact details for sample members, an attempt was made to increase the proportion of sample for inclusion within this activity through further sample cleaning.

The contact number used for telephone non-response follow up activities was either:

- The number collected or successfully used at the initial call (if applicable) or,
- The original unique telephone number as provided in the sample

Further to the initial round of telephone non-response follow-up calls which commenced on 12 December, a final round of follow up calls to non-responding sample members was commissioned, commencing on 9<sup>th</sup> March 2009 and continuing until the cut off for processing approximately one month later.

For the March 2009 non-response follow-up phase, a full CATI reminder call was scripted, so that contact details could be collected from sample members and updated in the contact database (see Appendix Two).

### 3.10 Email reminders

A key component of the proposed response maximization strategy was a reminder email to non-responding sample members.

After email address cleaning within the sample frame, approximately 45% of sample members were identified as having a seemingly valid email address. For a further small number of records (< 1%), while the personal email address was missing or incomplete, a seemingly valid parent / guardian email address was present.

A breakdown of email prevalence within the sample frame follows in table 3.2

**Table 3.2 – Prevalence of email address within sample frame**

<b>Email address status</b>		<b>%</b>
Personal email address present	3163	45.0
Parent / Guardian email address present only	23	0.3
<b>Base for email reminder stream</b>	<b>3186</b>	<b>45.3</b>
Missing / invalid email address	3845	54.7
<b>Total sample records</b>	<b>7031</b>	<b>100.0</b>

Sample members (n=3186) with seemingly valid email addresses were sent a tailored email reminder to complete the survey in early December 2008. A separate email reminder script was prepared for parents / guardians.

The email reminder included a unique link allowing respondents to directly access the online survey. Where possible, the sample member's first and last name was piped into the email reminder.

Bounce backs were received for approximately 1000 email addresses, approximately 30% of the email sample.

Email reminder activity generated high levels of calls to the 1800 number and to the email helpdesk.

### 3.11 SMS reminders

A small number of SMS reminders were disseminated towards the end of the data collection period, to 488 non responding sample members for whom a seemingly valid mobile phone number was present.

The SMS consisted of a short 160 character message, and was tailored to individual sample members.

### 3.12 Contact database maintenance

The master contact database was maintained carefully throughout the data collection process with data updated regularly following the activities below:

- The initial sample cleaning process (identifying records with incomplete contact name, telephone contact or mailing address details)
- The mail returns logging process (accepted for processing, return to sender, refusal, out of scope)

- The final call outcome from tracking and reminder call activity (contact details established, disconnected / respondent not known, refusal, out of scope)
- Calls to the Our Lives 1800 number, emails to the Our Lives email helpdesk, e-mails forwarded on to the Social Research Centre from The University of Queensland project team,
- Updated address details collected as part of the supplementary reminder call activity in March 2009, and
- Updated respondent contact details collected from Section F of the *Our Lives (Wave Two)* questionnaire

The contact database was used to generate lists for the various components of the projects and provide progress information and sample yield statistics.

Sample records logged as “return to sender” from mail activity were included in telephone non-response follow up activity as in a number of cases, the telephone number was proved to be valid even when address details had changed.

### **3.13 Forms-based data capture**

Data from completed hard copy returns was captured using optical mark recognition and key from image technologies, with a full double key and verify workflow, ensuring that the data was captured exactly as recorded on the original form.

Standard methods were used to resolve common issues present in self completion hard copy based data collection, for example, multiple response on a single response question (by presenting an image of the question failing the input edit to the data entry operator for resolution), with further logic edits and data cleaning undertaken at the data consolidation phase.

### **3.14 Data consolidation**

Data from hard copy returns and the online survey was consolidated and cleaned according to agreed rules.

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## 4. QUESTIONNAIRE STRUCTURE

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### 4.1 Questionnaire design

The survey instrument for *Our Lives (Wave Two)* comprised a 24 page scannable optical mark read (OMR) booklet.

The forms design and typesetting process was undertaken between early September until mid October 2008 and comprised a total of five typeset versions.

No pre-testing or trialling of the questions took place for *Our Lives (Wave Two)* with the content largely based on the *Our Lives (Wave One)* survey with further questions developed by The University of Queensland Our Lives project team.

The questionnaire covered the topic areas shown in Table 3 (see Appendix 1 for a copy of the final questionnaire).

**Table 4.1 – Questionnaire structure**

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<b>Section</b>	<b>Topic</b>	<b>Questions</b>
<b>A</b>	<b>The future</b>	A1 - A24
<b>B</b>	<b>Issues and interests</b>	B1 - B8
<b>C</b>	<b>Technology</b>	C1 - C8
<b>D</b>	<b>Your friends and personal networks</b>	D1 - D14
<b>E</b>	<b>About you</b>	E1 - E23
<b>F</b>	<b>Ongoing contact</b>	Contact details

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## 5. RETURNS REPORTING

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### 5.1 Returns report inputs

Regular reports were provided to The University of Queensland consolidating return status information throughout the data collection period.

The returns report provided information taken from the following sources:

- Summary reports from hard copy returns logging activity
- Summary reports from the online provider of online completes / incompletes
- Reports generated from reminder call / tracking activity, and
- Status updates from calls to the project 1800 hotline, Our Lives email account, and details of opt outs from Email activity.

### 5.2 Status hierarchy for returns reporting

In some cases, more than one outcome status could be associated with an individual sample record across multiple activity streams. An outcome status hierarchy was therefore established to identify how such cases should be presented in the returns and technical report.

The status hierarchy used for returns reporting by primary outcome category is as follows:

- Online completion
- Hard copy completion
- Partially complete
- Out of scope
- Refusal (e.g. refusal to 1800 number)
- Sample loss (e.g. return to sender, respondent not known during tracking and reminder call)
- Non-respondent

For cases where multiple completion was detected (i.e. respondent completed by both hard copy and by online modes), online completion was accepted due to perceived improvement in data quality (logic / sequencing etc) for data collected online, compared with data collected hard copy.

### **5.3 Returns report generation cycle**

The returns report was generated and distributed on a weekly basis throughout the initial data collection period.



## 6. RESPONSE OVERVIEW

### 6.1 Response summary

Table 5 consolidates outcomes from all phases of the project.

As can be seen, there were:

- 3,612 fully responding units across the mail return and online response options
- 51 partially completed survey returns included within the dataset on the direction of The University of Queensland.
- 128 refusals across all stages of the project, whether at the initial call, by calling the survey 1800 number, by e-mail, by return mail, or at the reminder call
- 2,463 non-respondents, and
- 733 sample records classified unusable at the end of the project, due to incomplete, invalid or missing mailing address details and telephone numbers.

The sample yield, defined as fully responding units as a per cent of total selections was 52.0%.

The response rate, defined as fully responding units as a per cent of usable sample, was 58.0%.

Given that the scope status of some non-respondents was not established during survey activity, it is possible that the overall proportion of usable sample is over-stated.

**Table 6.1 – Consolidated response summary**

<b>Outcome</b>	<b>n</b>	<b>As % selections</b>	<b>As % usable sample</b>
Fully responding (includes partial online completes used in analysis)	3653 <sup>1</sup>	52.0%	58.0%
Refusals (all types, across all stages of the project)	128	1.8%	2.0%
Non-respondents	2466	35.0%	39.1%
<b>Usable sample</b>	<b>6298</b>	<b>89.6%</b>	<b>100.0%</b>
Sample loss	733	10.3%	
<b>Original sample</b>	<b>7031</b>	<b>100.0%</b>	

The following sections use these same classifications and definitions to analyse response by stratum and sample type.

<sup>1</sup> Includes 4 records for whom a corresponding surveyed could not be identified. These 4 records are not included in response analysis figures.

## 6.2 Response by inclusion in follow up activity

Table 6.2 details the yield of completion attributable to each of the response maximisation activities carried out during the course of data collection for the Our Lives project.

As can be seen, the questionnaire hardcopy reminder mailing was considered the most effective follow up activity, with a completion yield from this activity of 58.9%. Email reminder activity, yielding a completion rate of over 33%, was similarly considered to be extremely effective, and provides a cost effective mode of communication with sample members. Further discussion of the benefits of email reminder activity is provided at section 10.2.

Refer Section 3 for further details of response maximisation activities carried out.

**Table 6.2 – Response by inclusion in follow up stream**

<b>Response maximisation activity</b>	<b>n</b>	<b>n survey completes</b>	<b>Completion yield from activity</b>	<b>Completion As % total completes</b>
Questionnaire reminder mailing only (no inclusion in other follow up)	2242	1334	58.9%	36.6%
Email follow up stream	3186	1052	33.3%	28.8%
Follow up letter stream	2756	541	19.6%	14.8%
SMS stream	488	41	8.4%	1.1%
Reminder call stream (all phases)	3337	681	20.4%	18.7%
<b>Total usable selections</b>	<b>6298</b>	<b>3649</b>	<b>57.9%</b>	<b>100.0%</b>

## 6.3 Response by school

Analysis of sample yield by school is achieved by comparing the sample member's original school specified in the sample frame, and comparing it with the school respondent's specified within the questionnaire.

The following points should be noted:

- Many sample members may have changed school between completing wave one or wave two of the study as evidenced by some schools boasting a completion rate above and beyond their initial sample size.
- Sample sizes for schools varied widely, from 1 sample member up to 166 sample members. Analysis of responses for schools with sample sizes of 5 and under has not been provided in this section.
- 39 new schools (most within Queensland, some overseas) were nominated by 50 respondents. These schools had not been included within the original sample frame and thus cannot be compared to previous data.

Refer Appendix 3 for a summary of response by school (based on n=3649 respondents) and also a list of response by new schools. As can be seen, sample yield varied considerably by school.

- While three schools with extremely small sample sizes registered sample yield of 100%, the sample yield was highest for St Mary's college Maryborough (94.1%) and Northside Christian College (85%), followed by a further 18 schools with a sample yield of over 70%.
- No responses appear to have been registered from 14 schools. In many cases (8 schools) sample sizes were below  $n=5$ , with a possible inference that sample members may have moved from the previous wave. A notable exception is Abergowrie College – St Teresa's with a reasonably large initial sample size of 42. Poorly recorded mailing details appear to have limited the ability to approach students at this school, with the in scope sample just 50%, and no survey responses from corresponding students registered.

Refer Appendix 3 for a summary of response by school.

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## 7. INTERVIEWER BRIEFING & QUALITY CONTROL

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### 7.1 Interviewer training and briefing

All interviewers attended a comprehensive two hour briefing session prior to undertaking initial tracking call activity. The initial briefing session took place on 17<sup>th</sup> November 2008. The briefing was delivered by the Social Research Centre project manager and included:

- Full details of the Our Lives survey background, objectives and methodology
- A review of all hard copy survey materials and the online survey
- A detailed discussion of the likely challenges for the project, and how these may be overcome
- All aspects of administering the initial tracking call
- Practice interviewing and role play, with a focus on issues relating to respondent liaison, and strategies for engaging sample members to participate in the study
- An outline of the sample management protocols and the call regime that applied for the initial call.

A total of six interviewers were briefed on the initial call component, with the same team undertaking non-response reminder calls and responding to sample member queries on the 1800 hotline. A similar briefing was held prior to the commencement of the non-response reminder call activities.

### 7.2 Fieldwork quality control procedures

The in-field quality monitoring techniques applied to this project included:

- Validation of each interviewer's work, in accordance with ISO 20252 standards via remote monitoring (covering the interviewer's approach and commitment gaining skills, as well as the conduct of the call)
- Field team de-briefing after the first shift, and thereafter, whenever there was important information to impart in relation to data quality, consistency of tracking and reminder call administration and techniques to avoid refusals, and
- An end of fieldwork de-briefing.

## 8. DATA PROCESSING

### 8.1 Coding overview

Responses recorded in “other specify” categories were back coded to the coding specifications listed below.

Full verbatims were provided separately for all questions.

**Table 8.1 – Coding specifications**

Q no	Question Description	Ruling
A9	If you could have any job as an adult, what would you like it to be?	Code to ASCO 2nd Edition 1 digit
A16	What job think parents want you to have as an adult	Code to ASCO 2nd Edition 1 digit
D11	What country best friend born in	Code to Standard Australian Classification of Countries
E2	Main language spoken at home	Code to Australian Standard Classification of Languages
E4	Religion or faith	Code other specify responses to Australian Standard Classification of Religious Groups 2005
E10	Father's/ carer's current occupation	Responses to be coded to 2 digit ASCO 2nd edition as per Wave 1.
E14	Mother's/ carer's current occupation	Responses to be coded to 2 digit ASCO 2nd edition as per Wave 1.
E23	Name of school	SRC to merge with list of participating schools as per wave 1 and create extensions for new schools
Section F	Student name	Information provided separately in updated master database
F	Address	
F	Email	
F	Phone number	
F	Name of one of parents/carers	
F	Parent/carers address (leave blank if same as above)	
F	Parent/carers email	
F	Parent/carers phone number	

### 8.2 Data preparation and cleaning

Unweighted single level frequency counts of the responses to each question were produced, initially in draft format, at the completion of fieldwork. These were used to check structure and logic prior to data file preparation.

A fully labelled data file of key survey variables was produced in SPSS format.

## 9 PROJECT SCHEDULE

Data collection for the Our Lives Study (Wave Two) was originally scheduled for the three months from August 2008, however, due to delays in the availability of sample, and subsequent cleaning issues it was agreed to defer the start of data collection until October 2008.

There were minor delays in achieving the initial questionnaire lodgement milestone due to the level of manual address and phone number cleaning that was required. The table below outlines the actual dates.

**Table 9.1 – Project schedule**

<b>Task</b>	<b>Actual date</b>
Questionnaire sign off	14-Oct-08
Materials distribution (PAL)	28 <sup>th</sup> Oct-08
Returns processing commences	18-Nov-08
Reminder card mailing (in batches from...)	21-Nov-08
Reminder questionnaire mailing	5-Dec-08
Commence telephone non-response follow up activity	12-Dec-08
Reminder letter mailing	09-Jan-09
'Take Two' reminder calls	Mar09
Cut off for processing	09-Apr-09
Final data file	21-Aug-09

In an attempt to maximise the response rate across the project, a number of response maximisation activities including a bulk letter mailing and a further round of reminder calls were undertaken, effectively adding several months to the original fieldwork schedule.

These activities resulted in the cut off date for processing being extended until early April 2009.

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## 10. ISSUES FOR FUTURE SURVEYS

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### 10.1 Sample frame

During the course of the *Our Lives (Wave Two)* study, the sample frame was cleaned into a mail ready format for future data collection activities, however it is essential that strategies are put in place to ensure contact details are maintained as up to date as possible.

Strategies for consideration include:

- Panel maintenance activities, designed to keep the survey 'top of mind' for sample members and with the dual purpose of updating mailing details immediately prior to data collection activities
- Increasing the prevalence of email addresses and mobile phone numbers within the sample frame as an alternative contact method for respondents, especially as they grow older
- Investigating options for future hosting of the sample frame, with improved 'user friendliness' and ability to store and report on historical respondent movements (e.g. custom built database)

The strategies outlined above would ideally assist in maintaining a cleaner list for of data collection activities, and reduce overall sample loss.

### 10.2 Methodology

It is recommended that the following aspects of the established methodology be retained for future waves of the *Our Lives Study*:

- A flexible approach (i.e. the option for the respondent to complete hard copy, online or by phone)
- Intensive telephone non-response follow-up activity
- Complimentary follow up modes (such as email reminders)

Email response maximisation activities in particular are a cost effective activity which can lead to strong increases in online completion. It is noted that approximately 30% of sample members within the sample frame currently have a valid email address.

Further consideration could also be given to tailored approaches for capturing responses through schools, as embarked upon in *Our Lives (Wave One)* (for example, approaches to principals, tailored materials).

It is understood however, that with the next wave of the study, a number of sample members may no longer be within the school system. As a consequence, it seems prudent to maintain individual follow up as the principal approach.

## **APPENDIX 1 SURVEY QUESTIONNAIRE**

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