

Screen shot 1: Screen following first skip attempt (treatments 1 and 3)

Understanding Society
THE UK HOUSEHOLD LONGITUDINAL STUDY

Got a question?
Call: 0808 168 1356
help.understandingsociety@natcen.ac.uk

Your take home pay last time was £2000. Is this the amount you usually receive (before any statutory sick pay or statutory maternity, paternity or adoption pay)?

- You forgot to fill in this question. Please fill it in now.

Help

Yes
 No
 Don't know
 Prefer not to answer

<< Previous Next >>

Screen shot 2: Screen following first skip attempt (treatment 2)

Understanding Society
THE UK HOUSEHOLD LONGITUDINAL STUDY

Got a question?
Call: 0808 168 1356
help.understandingsociety@natcen.ac.uk

If possible, please provide an answer to this question as this is one of the key questions in this study. Please be assured that the information you give us will be treated confidentially

In the past 12 months how much have you personally received in the way of dividends or interest from any saving and investments you may have? Please enter an amount to the nearest pound.

£

<< Previous Next >>

Screen shot 3: Screen following second skip attempt (treatment 3)

Understanding Society
THE UK HOUSEHOLD LONGITUDINAL STUDY

Got a question?
Call: 0808 168 1356
help.understandingsociety@natcen.ac.uk

Thank you for taking part in Understanding Society this year. Earlier in the interview there were some questions that you did not answer. As you know, you do not have to answer any question that you do not want to. However, 1 of these questions are important to researchers and we would be grateful if you could try your best to answer them.

<< Previous Next >>

Figure 1. Screen Shots of Web Survey Conditions

Table 1: Additional Responses, Proportion of Total and Number by Experimental Conditions

	Web Condition		
	Control	Reactive	Follow-Up
Gross pay	0 n=0	0.114 n=19	0.014 n=2
Interest/Dividends	0.019 n=5	0.100 n=30	0.024 n=6
Net Profit	0 n=0	0.056 n=1	0 n=0
Hourly Pay	0 n=0	0.118 n=6	0.041 n=2
Marital Status Change	0 n=0	0.019 n=2	0 n=0
Total	0.009 n=5	0.089 n=58	0.018 n=10

Table 2: Estimates of means and proportions for gross pay and interest/dividends, by treatment

	Web Conditions			
	Control	Reactive	Follow-Up	
Initial Web Responses				
Mean weekly gross pay	731.20 (n=110)	523.29 (n=125)	764.57 (n=108)	
Mean interest/dividends	457.62 (n=58)	817.63 (n=95)	568.00 (n=70)	
Prop. interest/dividends zeroes	0.692 (n=130)	0.576 (n=129)	0.625 (n=115)	
Additional Web Responses				
Mean weekly gross pay	None	541.90 (n=18)	473.08 (n=2)	
Mean interest/dividends	None	183.21 (n=14)	161.25 (n=4)	
Prop. interest/dividends zeroes	1 (n=5)	0.533 (n=16)	0.333 (n=2)	
Final Outcome				
	Mixed Mode Outcomes			
	Control	Reactive	Follow-Up	Face-to-Face
Mean Gross Pay	921.71	762.60	934.88	527.73
Mean Interest/Dividends	752.51	876.54	768.77	861.08
Prop. Interest/Dividends Zeroes	0.737	0.655	0.697	0.698