

## **Saving for children:**

**A baseline survey at the inception of the  
Child Trust Fund**

**Technical Appendices**

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# **Appendix A**

## **The survey of parents/guardians and their children: Technical appendix**

### **Summary of the research design**

The survey of parents/guardians and their children was conducted in respondents' homes using face-to-face, computer-assisted (CAPI) interviews.

A sample of children in the UK aged under 18 on 31 December 2004, for whom Child Benefit was paid, was drawn from the Child Benefit Register. The sample design purposively over-represented children eligible for the Child Trust Fund (CTF); those aged 11 and over; and those living in Scotland, Wales and Northern Ireland. In the small number of cases where more than one child was selected in a household, one of the children was randomly selected as the 'reference child' for that household.

Fieldwork was carried out between 14 March and 21 August 2005. A total of 4,314 usable interviews were completed with a parent or guardian of the sampled reference children. Of these, 1,071 interviews were with parents of children who were eligible for the CTF. In households where the reference child was aged 11 and over, an interview was also attempted with the reference child. In total, usable interviews were carried out with 1,491 children aged 11 and over. The response rate among parents and guardians was 68.9 per cent, and among children was 57.4 per cent.

### **Sample design**

#### **Survey universe and sampling frame**

The universe for the survey was defined as children in England, Scotland, Wales and Northern Ireland who were aged under 18 on 31 December 2004, and for whom Child Benefit was paid. The sampling frame from which the sample was drawn was the Child Benefit Register.

#### **Sample size and composition**

A number of factors were considered in deciding how many interviews should be conducted in total, and how these should be distributed within the survey population. The key considerations were:

- to reflect the need for detailed analysis of families where the reference children was eligible for the CTF;
- to reflect the need for detailed analysis of the survey of children aged 11 and over;
- to enable separate analysis of families living in Scotland, Northern Ireland and Wales.

It was decided that 3,750 interviews should be conducted in total among parents and that the sample should be drawn disproportionately in relation to the age and country of residence of the reference child, in order to reflect the requirements noted above. The sample size was subsequently increased to 4,300, to include a booster sample

of 550 interviews in Scotland. These additional interviews were funded by the Scottish Executive.

Table 1 shows the distribution of the survey population by country and age group. Figures are taken from the (then) Inland Revenue Child Benefit Quarterly Statistics (August 2004); Table 2 shows the distribution by country and age group that would result within a sample of 4,312, assuming a proportionate sample were drawn; and Table 3 the distribution that the sample design adopted for the study aimed to achieve.

**Table 1 Distribution of survey population by country and age group**

Age group	England	Wales	Scotland	Northern Ireland	Total
0 to 2 yrs 4 months <sup>1</sup>	1,252,500	67,700	113,467	47,933	<b>1,481,600</b>
>2 yrs 4 months to 4.99	1,491,600	81,800	134,833	59,267	<b>1,767,500</b>
5 to 10.99	3,650,200	209,000	344,200	142,600	<b>4,346,000</b>
11 to 13.99	1,936,800	114,400	191,200	76,900	<b>2,319,300</b>
14 to 15.99	1,294,300	76,900	123,300	52,200	<b>1,546,700</b>
16 to 17.99	1,076,300	65,800	93,000	46,900	<b>1,282,000</b>
<b>Total</b>	<b>10,701,700</b>	<b>615,600</b>	<b>1,000,000</b>	<b>425,800</b>	<b>12,743,100</b>

<sup>1</sup>Eligible for CTF

Source: Inland Revenue Analysis and Research Child Benefit Statistics, August 2004. London: National Statistics

**Table 2 Distribution of proportionate sample by country and age group**

Age group	England	Wales	Scotland	Northern Ireland	Total
0 to 2 yrs 4 months	424	23	38	16	<b>501</b>
>2 yrs 4 months to 4.99	505	28	46	20	<b>598</b>
5 to 10.99	1,235	71	116	48	<b>1,471</b>
11 to 13.99	655	39	65	26	<b>785</b>
14 to 15.99	438	26	42	18	<b>523</b>
16 to 17.99	364	22	31	16	<b>434</b>
<b>Total</b>	<b>3,621</b>	<b>208</b>	<b>338</b>	<b>144</b>	<b>4,312</b>

**Table 3 Target distribution of survey sample by country and age group**

Age group	England	Wales	Scotland	Northern Ireland	Total
0 to 2 yrs 4 months	703	58	184	59	<b>1,004</b>
>2 yrs 4 months to 4.99	352	30	91	31	<b>504</b>
5 to 10.99	696	59	189	57	<b>1,001</b>
11 to 13.99	554	47	155	46	<b>802</b>
14 to 15.99	381	33	104	33	<b>551</b>
16 to 17.99	314	29	77	30	<b>450</b>
<b>Total</b>	<b>3000</b>	<b>256</b>	<b>800</b>	<b>256</b>	<b>4,312</b>

## Sample selection

The sample of children was selected in the following stages:

1. A list of all postcode sectors in the UK was divided into 63 sub-regions in order to ensure that the second level of stratification had its full impact. Sub-regions were created for this purpose by amalgamating geographically adjacent counties.
2. Within each of the resulting strata, postcode sectors were listed in order according to the percentage of social grade AB adults aged 16-64; in England, Wales and Scotland, this was based on the 2001 Census and in Northern Ireland SEG groups were used based on the 1991 Census
3. 222 postcode sectors were drawn as primary sampling units (PSUs). Sectors were selected with probability of selection proportional to size; the measure of size used was a derived measure of the number of children, corrected to allow for the effect of the over-sampling of eligible age children and those aged 11 or over. The formula used to derive the measure of size was:

$$S_i = \sum (N_{ik} * (n_k/N_k))$$

where  $S_i$  = the size measure for sector  $i$ ;

$N_{ik}$  = the number in age group  $k$  in sector  $i$ ;

$n_k$  = number in achieved sample in age group  $k$

$N_k$  = number in the population for age group  $k$

4. Child Benefit Register records were supplied by DWP for the 222 PSUs, excluding cases that lived overseas, sensitive cases and those surveyed within the last three years.
5. An iterative algorithm was used to calculate the number of children in each age group that should be sampled in each sector, such that:
  - a. an equal number of children would be selected in each sampled PSU in England and Scotland (40) and in each sampled PSU in Wales and Northern Ireland (32);
  - b. the age profile of children sampled in each PSU reflected the between-age-group split within the PSU;
  - c. the required number of children in each age group would be selected in the sample as a whole.
6. Within each PSU the population of children was stratified by gender within age group and sorted within the resulting strata by date of birth.
7. The required sampling interval for each age group within each PSU was calculated
8. The required number of children in each age group within each PSU was selected on a systematic (1 in  $n$ ) basis.

In calculating the number of records that would need to be selected in order to achieve the target sample size, the following assumptions were made:

- that 20 per cent of parents would opt out of the research when notified that they had been selected to take part in the survey;
- that contact details for the sampled families would be incorrect in around four per cent of cases issued to interviewers;
- that interviews would be achieved with 65 per cent of parents for whom correct contact details were available, and 60 per cent of children aged 11 and over.

Based on these assumptions, a total sample of 8,624 children was selected, a 2:1 ratio of sample to required interviews.

Because the samples of children in each age group were selected independently, it was possible that more than one child would be selected in a particular family. Where this occurred, one child was sampled at random from those selected to take part in the survey and the remaining child or children removed from the sample. Following this stage of sampling, the sample size reduced to 8,505.

When BMRB conducted the dress rehearsal stage for the survey (see below) it became apparent that the opt out rate was likely to be significantly lower than the 20 per cent that had been assumed, since only a handful of respondents opted out of the dress rehearsal. This meant that the sample drawn for the main stage would be likely to yield significantly more interviews than planned and budgeted for. However, rather than reduce the sample size before the opt-out stage, it was decided to go ahead with sending opt out letters to the sample of 8,505 parents and, if the opt out level proved significantly lower than originally predicted, to draw a sub-sample within the post-opt-out sample for issue to interviewers.

In the event, 785 respondents indicated that they wished to opt out of the survey by the end of the opt-out period, some nine per cent of those invited to take part. A further 11 respondents were reported as deceased, and were removed from the sample. As the opt-out rate was lower than originally predicted, a sub-sample of children was removed from the sample before it was issued to interviewers. This was done by:

- ordering the sample by age of child within PSU;
- calculating the sampling interval required to arrive at the required sample size;
- generating a random start point (between 1 and the sampling interval); and
- removing records at fixed intervals throughout the sample.

This process reduced the sample size to 6,960 and this sample was issued to interviewers for fieldwork.

## **Questionnaire design and piloting**

### **Questionnaire design**

The PFRC research team designed the questionnaires for parents and children aged 11 and over in consultation with HMRC. In designing the questionnaires PFRC drew on four main sources:

- the questionnaire that PFRC designed for the baseline survey of participants in the Saving Gateway evaluation (which in turn drew on existing surveys such as the Family Resources Survey, the British Household Panel Survey and the NOP Financial Resources Survey);
- focus groups PFRC had carried out for a qualitative study of the CTF;
- the suite of questions on saving for children on the Family Fortunes Survey;
- exploratory work that PFRC was undertaking for a baseline survey of financial capability for the Financial Services Authority.

Draft questionnaires were submitted to HMRC, with time allowed for revisions and agreement of a second draft questionnaire prior to the pilot survey. Following agreement of the questionnaires both pre- and post-pilot, BMRB produced CAPI versions of the questionnaires for use in the field.

Copies of the questionnaires are supplied at **Appendix E and Appendix F**.

### **Pilot survey**

A pilot survey was carried out in order to test the questionnaires and fieldwork procedures ahead of the main stage fieldwork. The pilot was carried out in four areas (postcode sectors already selected for the main stage of the research). Sectors were chosen to provide a mix in terms of geography and socio-economic profile. The sectors chosen were:

CH66 1	Ellesmere Port, Cheshire
PA15 4	Greenock, Renfrewshire
TW13 5	Feltham, Middlesex
CV47 0	Southam, Warwickshire

Within each of these postcode sectors, a systematic random sample of 60 children was selected. Children who were eligible for the CTF were over-sampled within this sample, in order to ensure that the section of the questionnaire covering the CTF was adequately tested.

A letter of notification was sent to all sampled parents a week before fieldwork started. In line with data protection requirements, the letter provided parents with an opportunity to opt out of participation in the survey, if they wished to do so. In the event only nine parents (four per cent of those sampled) requested to opt out.

Interviewers assigned to work on the pilot survey attended a face-to-face briefing on 17 January and carried out the work between 18 and 27 January 2005. A face-to-face debrief was held with the interviewers on 28 January. Interviewers carried out a total of 70 interviews with parents and 26 with children aged 11 and over. The interviewers reported that the questionnaires worked well and that people were generally willing to take part in the research. The average interview lengths for both the parent and child interviews were broadly in line with the target lengths. Following the pilot debrief a number of changes were made to the questionnaires before these were agreed for the main stage of the survey.

### **Fieldwork**

Fieldwork was carried out by fully-trained interviewers from the Kantar Operations<sup>1</sup> random panel fieldforce using computer-assisted interviewing (CAPI). All interviewers on the random panel undergo Criminal Records Bureau checks every three years. Kantar Operations fieldwork is subject to quality control procedures that exceed those stipulated by IQCS (Interviewer Quality Control Scheme) and BS7911 (the British Standard Institute accreditation scheme for organisations conducting market research).

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<sup>1</sup> BMRB is one of the companies within the Kantar Group, the information, insight and consultancy arm of the WPP Group plc. Kantar Operations was formed on April 1 2004 to assume responsibility for the operational capabilities previously owned by BMRB and the other companies within the Kantar Group in the UK.

Interviewers assigned to the project received detailed written instructions and a video briefing before starting work. Interviewers were required to make a minimum of five visits to each address in their assignment, where this was necessary to make contact with a responsible adult. Unproductive contacts were re-issued to senior interviews, where appropriate, in order to increase the response rate.

Fieldwork for the main stage survey was originally scheduled to take place between mid-February and early-May 2005. However, a delay in agreeing the final questionnaire meant that the start of fieldwork had to be postponed until 14 March. Fieldwork continued until 5 April and was then suspended between 6 April and 5 May as a result of purdah requirements in the lead up to the general election. Fieldwork resumed on 6 May. An additional letter was sent to respondents to coincide with the resumption of fieldwork in order to refresh respondents' memories about the survey. Fieldwork then continued until 21 August 2005.

A total of 4,314 interviews were completed among a parent or guardian of the sampled reference child; and 1,491 interviews were carried out with reference children aged 11 and over. The response rate among parents and guardians was 68.9 per cent, slightly higher than the target of 65 per cent, while the response rate among children was slightly lower than the target of 60 per cent, at 57.4 per cent. Tables 4 and 5 below show detailed breakdowns of field outcomes for the surveys of parents and children.



**Table 4**      **Fieldwork outcomes: Survey of parents**

	<b>n</b>	<b>%</b>	<b>%</b>
<b>Sample issued</b>	<b>6,960</b>	<b>100</b>	
Out-of-scope sample	700	10.1	
<i>Respondent had moved</i>	668	9.6	
<i>Other ineligible</i>	32	0.5	
<b>In scope sample</b>	<b>6,260</b>	<b>89.9</b>	<b>100</b>
Non-contacts	673		10.8
<i>Address not attempted</i>	6		0.1
<i>Address not accessible</i>	2		*
<i>Unable to locate address</i>	50		0.8
<i>No contact with household</i>	434		6.9
<i>No contact with responsible adult</i>	32		0.5
<i>No contact with respondent</i>	149		2.4
Refusals	1,075		17.2
<i>Information about occupants refused</i>	46		0.7
<i>Office refusal</i>	130		2.0
<i>Personal refusal before interview</i>	617		9.9
<i>Proxy refusal</i>	84		1.3
<i>Broken appointment</i>	198		3.1
Other unproductive	198		2.9
<i>Ill at home during survey period</i>	11		0.2
<i>Away/in hospital during survey period</i>	59		0.9
<i>Physically/mentally unable to take part</i>	3		*
<i>Inadequate English</i>	24		0.4
<i>Interview lost due to technical problems</i>	18		0.3
<i>Other unproductive</i>	83		1.3
<b>Full interviews</b>	<b>4,314</b>		<b>68.9</b>

NOTE: '\*' in the percentage columns represents less than 0.1%, but not zero

**Table 5**      **Fieldwork outcomes: Survey of children aged 11 and over**

	<b>n</b>	<b>%</b>	<b>%</b>
Sample issued	2,844	100	
Out-of-scope sample	245	8.6	
<i>Respondent aged under 11</i>	7	0.2	
<i>Respondent had moved</i>	225	7.9	
<i>Other ineligible</i>	13	0.4	
In scope sample	2,599	91.4	100
Non-contacts	346		13.3
<i>Address not accessible</i>	2		0.1
<i>Unable to locate address</i>	29		1.1
<i>No contact with household</i>	189		7.3
<i>No contact with responsible adult</i>	27		1.0
<i>No contact with respondent</i>	99		3.8
Refusals	603		23.2
<i>Information about occupants refused</i>	24		0.9
<i>Office refusal</i>	55		2.1
<i>Personal refusal before interview</i>	138		5.3
<i>Proxy refusal</i>	306		11.8
<i>Refusal during interview</i>	1		*
<i>Broken appointment</i>	79		3.0
Other unproductive	159		6.1
<i>Ill at home during survey period</i>	6		0.2
<i>Away/in hospital during survey period</i>	60		2.3
<i>Physically/mentally unable to take part</i>	14		0.5
<i>Inadequate English</i>	6		0.2
<i>Interview lost due to technical problems</i>	5		0.2
<i>Unusable because no parent interview</i>	18		0.7
<i>Other unproductive</i>	50		1.9
Full interviews	1,491		57.4

NOTE: \*\* in the percentage columns represents less than 0.1%, but not zero

## Data preparation

### Coding of open-ended responses

Coding of fully and partially open-ended questions was carried out by a team of coders from the Kantar Operations data capture department, using codeframes developed by the BMRB/PFRC research team and approved by the HMRC research team. Coders were briefed by the BMRB research team before coding started.

### Data cleaning

The use of CAPI removes much of the requirement for post-fieldwork data cleaning, since range, logic, and consistency checks can be built into the CAPI program. A number of additional checks for filter logic and numerical values were incorporated at the data preparation stage to ensure that the data were clean and complete.

### Weighting

Target weights were calculated separately for the surveys of parents and children to correct for the disproportionate elements in the sample design and any differential non-response. The target weights were applied using a rim weighting technique. Tables 6 and 7 show, for the surveys of parents and children respectively, the target weights; rim weighting efficiency; and maximum and minimum rim weights.

**Table 6 Target weights: Survey of parents**

	England	Wales	Scotland	Northern Ireland	Total
0 to 2 yrs 4 months	9.8%	0.5%	0.9%	0.4%	<b>11.6%</b>
2 yrs 4 months to 4.99	11.7%	0.7%	1.0%	0.5%	<b>13.9%</b>
5 to 10.99	28.7%	1.7%	2.7%	1.1%	<b>34.1%</b>
11 to 13.99	15.2%	0.9%	1.5%	0.6%	<b>18.2%</b>
14 to 15.99	10.1%	0.6%	1.0%	0.4%	<b>12.1%</b>
16 to 17.99	8.4%	0.5%	0.7%	0.4%	<b>10.1%</b>
<b>TOTAL</b>	<b>84.0%</b>	<b>4.8%</b>	<b>7.8%</b>	<b>3.3%</b>	<b>100.0%</b>

Rim Weighting Efficiency 81.2 %  
Maximum Respondent Rim Weight : 1.768740  
Minimum Respondent Rim Weight : 0.189395

**Table 7 Target weights: Survey of children aged 11 and over**

	England	Wales	Scotland	Northern Ireland	Total
11 to 13.99	37.7%	2.2%	3.7%	1.5%	<b>45.1%</b>
14 to 15.99	25.2%	1.5%	2.4%	1.0%	<b>30.1%</b>
16 to 17.99	20.9%	1.3%	1.8%	0.9%	<b>24.9%</b>
<b>TOTAL</b>	<b>83.7%</b>	<b>5.0%</b>	<b>7.9%</b>	<b>3.4%</b>	<b>100.0%</b>

Rim Weighting Efficiency 92.7 %  
Maximum Respondent Rim Weight : 1.260355  
Minimum Respondent Rim Weight : 0.437396

### **Preparation of the survey dataset**

The survey dataset was prepared in SPSS for Windows format to a specification agreed with PFRC and HMRC.

# Appendix B

## The survey of children aged 7 to 10:

### Technical appendix

#### Summary of the research design

In addition to the main survey of parents and their children, HMRC commissioned BMRB and PFRC to conduct a survey of seven to ten year olds. The survey was carried out by placing questions for a number of weeks on BMRB's weekly face-to-face omnibus survey (ACCESS Face-to-Face). A total of 1,025 interviews were carried out with seven to ten year olds between 22 September 2005 and 18 January 2006.

#### Sample design

Each week, ACCESS Face-to-Face interviews a nationally representative sample of 2,000 adults aged 15 years or over across Great Britain. All interviews are conducted in-home. Additional interviews are conducted, where required, with seven to 14 year olds in the same households where an interview with an adult has been carried out.

ACCESS uses a random location sampling technique. This is a single-stage sample design, taking as its universe Sample Units, a bespoke amalgamation of Output Areas (OAs, the basic building block used for output from the 2001 Census) in Great Britain. Sample Units have an average size of 300 households. OAs are grouped into Sample Units within ward taking account of their ACORN characteristics.

Within each sampling point, quota controls are set in terms of the following groups:

Men	- Working full time v not
Women	- Working full time or part time v not
Age	-15-34
	-35-54
	-55+

Men and full-time workers are normally interviewed in the evenings or at weekends, while non-working women can be interviewed during the afternoons. After completing an interview, the interviewer leaves two addresses before attempting the next interview.

Random location sampling differs from conventional quota sampling in that the choice of location is taken from the hands of the interviewer. Instead of being given an area to work in, interviewers are provided with street lists with specific addresses. The use of ACORN strata ensures that all area types are correctly represented, making social class quotas unnecessary. The quota controls used are designed to correct for the variation in 'likelihood of being at home' between the different groups.

## **Questionnaire design and piloting**

The questionnaire comprised questions drawn from the main survey of children aged 11 and over. In order to assess the suitability of the questionnaire for use with younger children, the questions were run for a trial week of the omnibus survey and interviewers asked to provide feedback on whether seven to ten year olds experienced any difficulties answering the questions. A total of 91 interviews were carried out with children aged seven to ten. In addition, the BMRB research team conducted a small number of in-office cognitive interviews with seven to ten year old children of BMRB employees.

The pilot exercise indicated that the questionnaire generally worked well with the younger age group. However, in order to ensure that questions were fully understood, it was decided to include additional interviewer instructions on a small number of questions and to encourage interviewers working on the survey to have a parent available wherever possible to provide guidance to the child if needed. In order to maintain comparability with the main survey of children aged 11 and over, it was decided not to change wording of any questions or answer categories. It was further agreed that the 91 pilot interviews should be included in the main dataset.

## **Fieldwork**

Fieldwork was conducted for the pilot stage between 22 and 28 September 2005 and for the main stage between 6 October 2005 and 18 January 2006. A total of 1,025 interviews were completed, including the 91 pilot interviews. All fieldwork was carried out by fully-trained interviewers from the Kantar Operations random panel fieldforce using computer-assisted interviewing (CAPI).

## **Data preparation**

The survey dataset was prepared in SPSS for Windows format to a specification agreed with PFRC and HMRC.

The data were weighted to ensure that demographic profiles matched those for all young people in Great Britain aged seven to ten using a rim weighting technique. The data were weighted by sex, age, social grade and region. Target weights were based on a combination of ONS/GROS Mid-2004 Population Estimates and data from the National Readership Survey. The target weights applied are shown in Table 8 below.

**Table 8 Target weights: Survey of 7-10 year olds**

		Percentage
Gender of child	Male	51.21
	Female	48.79
Age of child	7-8	49.6
	9-10	50.3
Social Grade (of Chief Income Earner)	AB	22.25
	C1	26.57
	C2	23.35
	D	18.31
	E	9.52
Standard Region	Scotland	8.55
	North West	10.57
	North	4.67
	Yorks/Humber	9.98
	East Midlands	7.11
	East Anglia	3.92
	South East	20.39
	Greater London	13.00
	South West	8.78
	Wales	4.18
West Midlands	8.85	

## Appendix C

### Qualitative interviews with providers, distributors and trade associations

Qualitative interviews were conducted with senior staff members in 22 organisations that are involved in the CTF market as providers or distributors. These organisations were selected to provide a range of types and sizes of CTF providers and distributors, and to broadly reflect the CTF market at the time of the research (October-November 2005).

	Providers	Distributors
Bank	2	3
Building society	4	1
Credit union	1	
Friendly society	5	
Insurance company	-	1
Retailer	-	1
Stockbroking or investment company	4	
	16	6

Representatives from three organisations not involved in the CTF market at the time of the research were also interviewed, comprising a bank, a building society, and an insurance company. All these interviews were conducted by telephone, recorded with the respondent's permission and transcribed in full. The topic guides used for these interviews is provided in Appendix G.

In addition, we conducted six telephone interviews with representatives from the main financial services trade associations. These asked about their views of CTF and its likely impact, and about the involvement of their members in the provision of CTF.



## **Appendix D**

### **Follow-up qualitative interviews with parents of children eligible for CTF**

Follow-up qualitative interviews were conducted with 50 parents of eligible children who took part in the survey, to explore in greater detail parents' experience of choosing and opening CTF accounts and to find out why some parents had not yet opened CTF accounts. They were selected from a sample of parents who had agreed to be re-contacted, which was provided by BMRB.

In total, 21 interviews were carried out with parents who had already opened a CTF account. The remaining 29 interviews were conducted with parents who had not yet opened an account. These interviews were carried out by telephone and involved parents from across the four countries of the UK.

All these interviews were recorded with the respondent's permission and transcribed in full. The topic guides used for these interviews are provided in Appendix H.

# Appendix E

## Topic guides for qualitative interviews with CTF providers and distributors, and with companies not involved in the CTF market

### Topic guide for providers and distributors

#### Provision of Child Trust Fund products

- Types of Child Trust Fund products offered and why
  - PROBE If only offering Stakeholder, why?
  - *Check types of CTF against information sheet*
- Full details of each CTF product they offer, including:
  - how they are sold
  - how people can apply
  - charges
  - restrictions/conditions, e.g. do not accept cash deposits
  - *Check against information sheet*
- How is the Child Trust Fund being managed in their company?
  - Check distribution arrangements where appropriate
- What main factors will determine the profitability of the Child Trust Fund?
  - PROBE for parental/other contributions (frequency and amount)
  - PROBE for variation between different types of Child Trust Fund
- Details of other child-specific accounts offered by them prior to CTF including numbers of these accounts opened. *Check against information sheet*
  - PROBE: Have children's savings been an important part of their business historically?
- Has the Child Trust Fund had any effect on the types of product available for non-eligible children, e.g. development of new products?

#### Promotion and marketing

- To what extent do they promote and market each of their CTF products? Does this vary by type of product?
  - PROBE for stakeholder products

*Ask following questions for each type of product if it varies*

- How do they promote and market them, and why?
  - PROBE impact of charge cap on stakeholder products.
- To whom are they marketed, and why?
- Are staff set targets or incentivised to sell them?
- Have they offered any incentives for parents to open CTF accounts, e.g. shopping vouchers?

### **Views and opinions on the impact of Child Trust Fund**

- Take-up of CTF products offered?
- How are accounts being opened – by post, telephone, online, in branch?
  - PROBE for views about whether different types of people use different methods to open accounts
- Who has opened accounts with them – existing customers or new ones?
- How well-informed are parents about the types of account on offer?
- View on extent to which choice of product is a result of marketing/sales, or other factors.
  - Check whether most sales of CTF are execution-only or whether any advice is given
- Are they encouraging parents/others to contribute to the account?
  - How are they going about this?
- By what methods of payment are savings being made by parents, e.g. by direct debit or other payment method? Most common method/s?
- Are additional payments into CTF accounts generally being made on a regular basis, or more sporadically?
- Are other people contributing to the CTF account, e.g. other family members?
- Is money from other savings/investments being transferred into Child Trust Fund accounts?
- Has the Child Trust Fund had an impact on the wider savings and investment market?

### **Role played in education on savings/investments**

- What information do they give to parents/guardians and children about saving and investing for/by children more generally?
- Do they offer advice about saving and investing for children?
- What format does the information/advice take – leaflets, Internet, personal contact?
- Their perceptions of the value of personal finance education:
  - Who do they think should be responsible for it?
  - Whether they support any projects that aim to educate parents/guardians and children about financial products, e.g. work in schools?
    - If they do, please ask for the best person to talk to about it, as we are interested in following this up.

- Their views on whether providers should be doing more/less to promote education about savings/investments.
- What role do they think the Child Trust Fund might play in personal finance education in the future?

## **Topic guide for companies not involved in the CTF market**

### **Child Trust Fund products**

- Explore reasons why the company is not involved in the provision or distribution of Child Trust Fund products.
  - PROBE charge cap on stakeholder CTF, monitoring requirements
- Any plans to enter the market in the future?

### **Saving and investing for children**

- Details of child-specific accounts offered by them prior to the Child Trust Fund, including numbers of these accounts opened. (This may include products to encourage children to save, as well as products that enable parents or other adults to save for children)
  - Roughly how big a proportion of their business do these types of accounts make up, in terms of numbers of accounts and asset value?
- To what extent do they promote and market these products?
- Has the Child Trust Fund had any effect on the types of product they offer for non-eligible children, e.g. development of new products?

### **Information, advice and education around saving and investing**

- What information do they give to parents/guardians and children about saving/investing for/by children?
- Do they offer advice about saving and investing for children?
- What format does the information/advice take – leaflets, Internet, personal contact?
- Their perceptions of the value of personal finance education generally:
  - Who do they think should be responsible for it?
  - Whether they support any projects that aim to educate parents/guardians and children about financial products?
- Their views on whether providers should be doing more/less to promote education about savings/investments.

### **Views and opinions on the impact of Child Trust Fund**

- Likely impact of the Child Trust Fund on saving behaviour?
- Has the Child Trust Fund had an impact on the wider savings and investment market?

# Appendix F

## Topic guides for follow-up qualitative interviews with parents of eligible children

### Parents who have opened a Child Trust Fund account

- Check type of account opened and name of company
  - Prompt for type of account – savings account, Stakeholder account or account that invests in shares
- How soon after receiving the CTF voucher did they open an account?
  - Reasons for any delay in opening the account
  - Barriers to opening an account, e.g. lack of information, lack of confidence to make decision, lack of physical access to providers
- Type of account and provider selected
  - What made them choose this type of account and this particular provider?
  - Extent of 'shopping around', in particular any comparison between different accounts and providers?
  - How confident did they feel about choosing an account at the outset?
  - Ease/difficulty in making decisions about type of account and provider.
    - Is it the choice of provider or the choice of account that parents find most difficult/off putting?
- Sources of information used and how easy to understand
  - Do they recall receiving the Child Trust Fund information booklet from the Inland Revenue originally?
    - Did they use it?
    - How useful was it?
    - Did it have any impact on their decision-making?
  - Do they recall seeing any information on TV or in press/magazines?
    - Views about this information
    - Did it have any impact on their decision-making?
  - Any advice sought? From whom? Impact on final decision?
  - Use of the official Child Trust Fund website ([www.childtrustfund.gov.uk](http://www.childtrustfund.gov.uk))
    - Did they use it? PROBE for use of online toolkit
    - How useful was it? PROBE for views about toolkit if used
      - Layout – i.e. ease of finding information
      - Was the information comprehensive, or did they have to go elsewhere?
    - Did it have any impact on their decision-making?

- Views and experiences of the account-opening process
  - Whether they found this easy, or complicated
  - Length of time – quick or time-consuming process?
  - Whether they feel any improvements are needed
- Anything that would have been helpful in the decision-making or account-opening process? E.g. more generic information or advice
- Use of the CTF account
  - Are they contributing to the account themselves?
  - How are they using the account e.g. making regular savings, one off contributions
  - Is anyone else contributing to the account?
- Has the Child Trust Fund encouraged them to think about saving for other children in the family who are not eligible for Child Trust Fund?
  - If yes, probe for any action they have taken or intend to take

## Parents who have not yet opened a Child Trust Fund account

- How long since they received the voucher?
- Why have they not yet opened an account?
  - Barriers to opening an account, e.g. lack of information, lack of confidence to make decision, lack of physical access to providers
- Do they intend opening an account?
  - If no, why not?
  - Is there anything that would encourage them to open an account?
- Explore knowledge of what will happen to the money from government if they do not open an account
  - What do they think about the fact that the government will open an account for their child if they don't?
  - Will this change their behaviour in any way?
- Knowledge and use of sources of information
  - Do they recall receiving the Child Trust Fund information booklet from the Inland Revenue originally?
    - Did they read it/do they intend to read it?
    - How useful was it?
  - Do they recall seeing any information on TV or in press/magazines?
    - Views about this information
  - Use of the official Child Trust Fund website ([www.childtrustfund.gov.uk](http://www.childtrustfund.gov.uk))
    - Have they used it/do they intend to use it? PROBE for use of online toolkit
    - How useful was it? PROBE for views about toolkit if used
      - Layout – i.e. ease of finding information
      - Was the information comprehensive, or did they have to go elsewhere?
- **If intends opening an account:**
  - When?
  - How confident do they feel about opening an account?
  - How will they choose the type of account and provider?
  - Do they plan to compare different type of accounts and providers? How will they do this?
  - Is it the choice of provider or the choice of account that parents find most difficult/off putting?
  - Do they plan to seek advice? From whom and why?
- Anything that would help them open an account? E.g. more generic information or advice
- Has the Child Trust Fund encouraged them to think about saving for other children in the family who are not eligible for Child Trust Fund?
  - If yes, probe for any action they have taken or intend to take



# Appendix G

## Parent only opt-out letter

**Revenue Policy  
Analysis & Research**  
Room 37 First Floor  
1 Parliament Street  
Westminster  
London  
SW1A 2BQ

<Parent title> <Parent Forename 1> <Parent  
surname>  
<Address Line 1>  
<Address Line 2>  
<Address Line 3>  
<Address Line 4>  
<Postcode>

**Tel** 020 7147 3028  
**Fax** 020 7147 7603

**E Mail** andrea.collier@ir.gsi.gov.uk

[www.inlandrevenue.gov.uk](http://www.inlandrevenue.gov.uk)

**Date** 3 February 2005  
**Our Ref**

Dear <Parent title> <Parent Surname>,

### **NATIONAL STUDY OF CHILDREN'S SAVINGS**

I am writing to ask you to help with an important survey. The Inland Revenue wants to understand whether children have savings for the future and, if not, what makes it hard for them or their parents to save. We need this information to help develop policies that will make it easier for parents and children to save money in the future.

Your household has been chosen at random from the Child Benefit Register to take part in an interview about your child, <Child Forename 1>. It doesn't matter if <Child Forename 1> doesn't have any savings – we will still want to talk to you and you will have a chance to give your opinions about saving.

An interviewer working on behalf of BMRB, an independent research organisation, may visit you in the next few weeks to carry out an interview with you. We hope you will be able to take part in the survey - we need as many people to help as possible, even if they are not currently saving, so that we can take into account a wide range of views. The information you give will be treated **in confidence** and nothing that can identify you or <Child Forename 1> will be passed to the Inland Revenue or to any other organisation.

If you do not wish to take part in the survey, please let us know by writing to *Tajinder Jagdev, BMRB, Hadley House, 79-81 Uxbridge Road, London, W5 5SU*. If possible, please write by 18<sup>th</sup> February, as we will be starting interviews shortly after that.

If you would like to know more about the survey, please telephone the free BMRB helpline on 0800 015 4492 between 9.15am and 5.15pm Monday to Friday. Please quote the reference number in the top left hand corner of this letter when calling.

If you would like to speak to someone at the Inland Revenue about the survey, please call me on 020 7147 3028, or you can write to me at the address in the top right hand corner of this letter.

I do hope you are able to take part in this important survey and thank you in advance for your help.

*Yours sincerely*

A handwritten signature in black ink, appearing to read 'A. Collier'.

**Andrea Collier**  
Senior Research Officer

# Appendix H

## Parent with child opt-out letter

**Revenue Policy  
Analysis & Research**  
Room 37 First Floor  
1 Parliament Street  
Westminster  
London  
SW1A 2BQ

<Parent title> <Parent Forename 1> <Parent  
surname>  
<Address Line 1>  
<Address Line 2>  
<Address Line 3>  
<Address Line 4>  
<Postcode>

**Tel** 020 7147 3028  
**Fax** 020 7147 7603

**E Mail** andrea.collier@ir.gsi.gov.uk

[www.inlandrevenue.gov.uk](http://www.inlandrevenue.gov.uk)

**Date** 3 February 2005

**Our Ref**

Dear <Parent title> <Parent Surname>,

### **NATIONAL STUDY OF CHILDREN'S SAVINGS**

I am writing to ask you to help with an important survey. The Inland Revenue wants to understand whether children and young people have savings for the future and, if not, what makes it hard for them or their parents to save. We need this information to help develop policies that will make it easier for parents and children to save money in the future.

Your household has been chosen at random from the Child Benefit Register to take part in an interview about your child, <Child Forename 1>. It doesn't matter if <Child Forename 1> doesn't have any savings – we will still want to talk to you and you will have a chance to give your opinions about saving. We would also like to carry out a short interview with <Child Forename 1> and we have enclosed a letter for them.

An interviewer working on behalf of BMRB, an independent research organisation, may visit you in the next few weeks to carry out an interview with you and <Child Forename 1>. We hope you will both be able to take part in the survey - we need as many people to help as possible, even if they are not currently saving, so that we can take into account a wide range of views. The information you give will be treated **in confidence** and nothing that can identify you or <Child Forename 1> will be passed to the Inland Revenue or to any other organisation.

We take the safety of young people very seriously and great care has been taken in complying with data protection legislation and ensuring procedures

are in place to safeguard young people that take part in this survey. All interviewers have been checked by the Criminal Records Bureau (CRB) and when they call will show you an identification card and answer any questions you may have about the survey.

If you do not wish to take part in the survey, please let us know by writing to *Tajinder Jagdev, BMRB, Hadley House, 79-81 Uxbridge Road, London, W5 5SU*. If possible, please write by 18<sup>th</sup> February, as we will be starting interviews shortly after that.

If you would like to know more about the survey, please telephone the free BMRB helpline on 0800 015 4492 between 9.15am and 5.15pm Monday to Friday. Please quote the reference number in the top left hand corner of this letter when calling.

If you would like to speak to someone at the Inland Revenue about the survey, please call me on 020 7147 3028, or you can write to me at the address in the top right hand corner of this letter.

I do hope you are able to take part in this important survey and thank you in advance for your help.

*Yours sincerely*



**Andrea Collier**  
Senior Research Officer

**Revenue Policy  
Analysis & Research**  
Room 37 First Floor  
1 Parliament Street  
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London  
SW1A 2BQ

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[www.inlandrevenue.gov.uk](http://www.inlandrevenue.gov.uk)

<Child Forename 1> <Child surname>  
<Address Line 1>  
<Address Line 2>  
<Address Line 3>  
<Postcode>

**Date** 3 February 2005

Dear <Child Forename 1>,

## **NATIONAL STUDY OF CHILDREN'S SAVINGS**

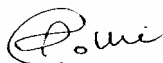
I am writing to ask you to help with an important survey. We want to understand whether young people save money for the future and, if not, what makes it hard for them or their parents to save money. We need to know this so we can come up with ideas that will make it easier for children and young people to save money in the future.

Your name has been chosen at random from the Child Benefit Register to take part in a short interview, which will take about 10 minutes. It doesn't matter if you don't have any savings – we will still want to talk to you, as we are interested in the views of those who do and don't have savings.

An interviewer working on behalf of BMRB, an independent research organisation, may visit you in the next few weeks to carry out an interview with your parent or guardian and yourself. You don't have to take part, but we hope you will, as your views are important to us. The information you give will be treated **in confidence** and nothing that can identify you will be passed to the Inland Revenue or to any other organisation. If you don't want to take part in the survey, you or your parent or guardian can let the interviewer know when he or she calls.

I do hope you are able to take part in this important survey and thank you in advance for your help.

*Yours sincerely*



**Andrea Collier**  
Senior Research Officer

# Appendix I

## Parent with child refresher letter

**Revenue Policy  
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Room 37 First Floor  
100 Parliament Street  
Westminster  
London  
SW1A 2BQ

<Parent title> <Parent Forename 1> <Parent  
surname>  
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<Address Line 2>  
<Address Line 3>  
<Address Line 4>  
<Postcode>

**Tel** 020 7147 3028  
**Fax** 020 7147 7603

**E Mail** andrea.collier@ir.gsi.gov.uk

[www.inlandrevenue.gov.uk](http://www.inlandrevenue.gov.uk)

**Date** 6<sup>th</sup> May 2005  
**Our Ref** <Serial>

Dear <Parent title> <Parent Surname>,

### **NATIONAL STUDY OF CHILDREN'S SAVINGS**

You may remember receiving a letter recently asking for your help with an important survey about children's savings. As you may recall, the Inland Revenue wants to understand whether children have savings for the future and, if not, what makes it hard for them or their parents to save. This information is needed to help develop policies that will make it easier for parents and children to save money in the future.

The survey was stopped during the election period, but interviews have started again and are now being conducted in your area. An interviewer working on behalf of BMRB, an independent research organisation, may visit you in the next few weeks to carry out an interview with you about your child, <Child Forename 1>. We would also like to carry out a short interview with <Child Forename 1>. We hope you will both be able to take part in the survey – we need as many people to help as possible, even if they are not currently saving, so that we can take into account a wide range of views.

Your household was chosen at random from the Child Benefit Register. The information you both give will be treated **in confidence** and nothing that can identify you or <Child Forename 1> will be passed to the Inland Revenue or to any other organisation. It doesn't matter if <Child Forename 1> doesn't have any savings – we will still want to talk to you both and you will have a chance to give your opinions about saving.

We take the safety of young people very seriously and great care has been taken in complying with data protection legislation and ensuring procedures are in place to safeguard young people that take part in this survey. All interviewers have been checked by the Criminal Records Bureau (CRB) and when they call will show you an identification card and answer any questions you may have about the survey.

If you would like to know more about the survey, please telephone the free BMRB helpline on 0800 015 4492 between 9.15am and 5.15pm Monday to Friday. Please quote the reference number in the top left hand corner of this letter when calling.

If you would like to speak to someone at the Inland Revenue about the survey, please call me on 020 7147 3028, or you can write to me at the address in the top right hand corner of this letter.

Thank you in advance for your help with this important study.

*Yours sincerely*

A handwritten signature in black ink, appearing to read 'A. Collier', written in a cursive style.

**Andrea Collier**  
Senior Research Officer





# Appendix J

## Parent only refresher letter

**Revenue Policy  
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**E Mail** andrea.collier@ir.gsi.gov.uk

[www.inlandrevenue.gov.uk](http://www.inlandrevenue.gov.uk)

**Date** 6<sup>th</sup> May 2005  
**Our Ref** <Serial>

Dear <Parent title> <Parent Surname>,

### **NATIONAL STUDY OF CHILDREN'S SAVINGS**

You may remember receiving a letter recently asking for your help with an important survey about children's savings. As you may recall, the Inland Revenue wants to understand whether children have savings for the future and, if not, what makes it hard for them or their parents to save. This information is needed to help develop policies that will make it easier for parents and children to save money in the future.

The survey was stopped during the election period, but interviews have started again and are now being conducted in your area. An interviewer working on behalf of BMRB, an independent research organisation, may visit you in the next few weeks to carry out an interview with you. We hope you will be able to take part in this important survey – we need as many people to help as possible, even if they are not currently saving, so that we can take account of a wide range of views.

Your household was chosen at random from the Child Benefit Register to take part in an interview about your child, <Child Forename 1>. The information you give will be treated **in confidence** and nothing that can identify you or <Child Forename 1> will be passed to the Inland Revenue or to any other organisation. It doesn't matter if <Child Forename 1> doesn't have any savings – we will still want to talk to you and you will have a chance to give your opinions about savings.

If you would like to know more about the survey, please telephone the free BMRB helpline on 0800 015 4492 between 9.15am and 5.15pm Monday to Friday. Please quote the reference number in the top left hand corner of this letter when calling.

If you would like to speak to someone at the Inland Revenue about the survey, please call me on 020 7147 3028, or you can write to me at the address in the top right hand corner of this letter.

Thank you in advance for your help with this important study.

*Yours sincerely*

A handwritten signature in black ink, appearing to read 'A. Collier'.

**Andrea Collier**  
Senior Research Officer