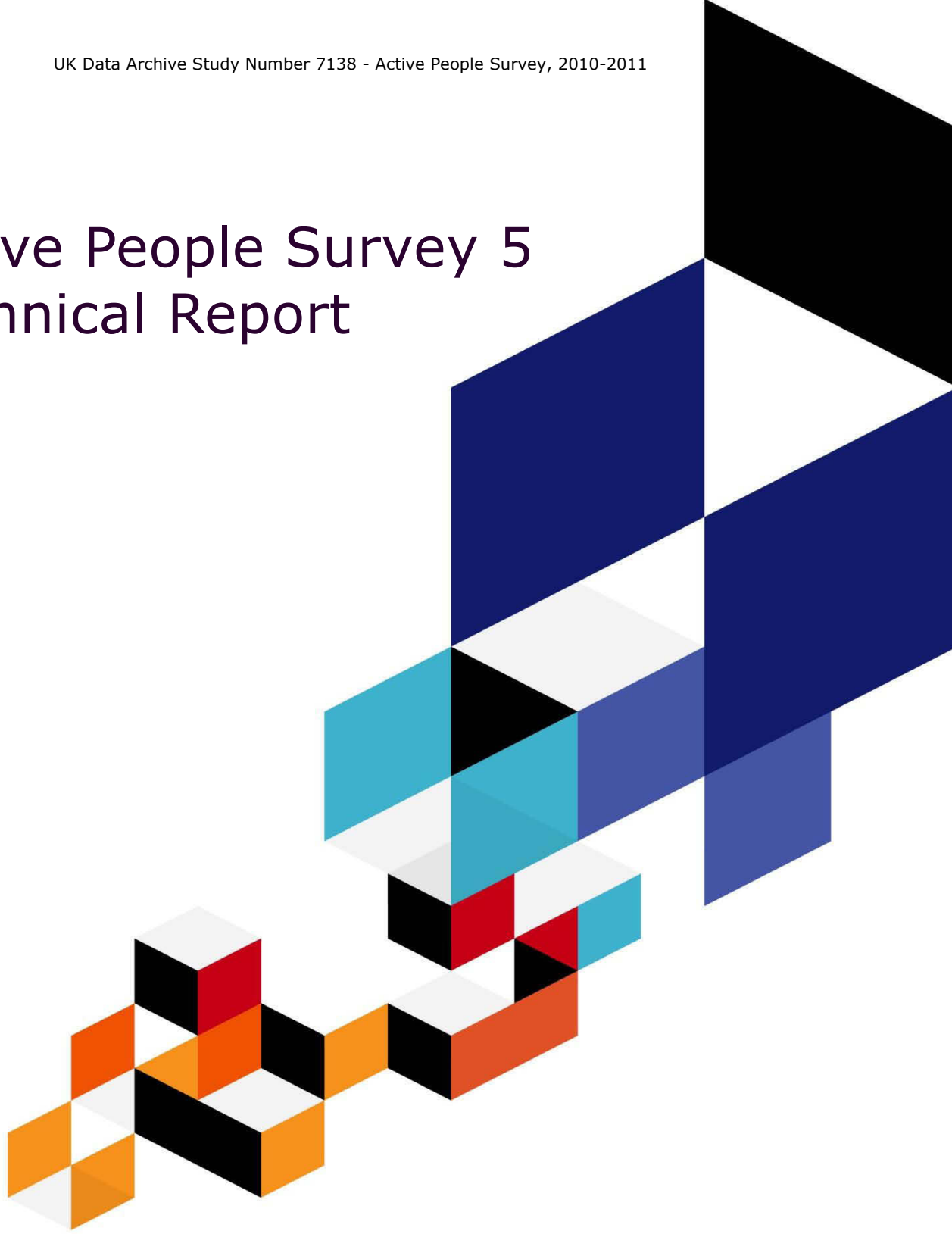


# Active People Survey 5 Technical Report



**TNS BMRB**

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# 1. Overview and methodological summary

## 1.1 Background, aims and objectives

This document outlines the methodological and technical aspects used in the Active People Survey 5. The approach described in this document is predominately the same as the approach used for the previous Active People Surveys in order to provide statistically reliable measures comparable with the baseline data provided by APS1 and APS2.

The Active People Survey (APS) is being carried out for Sport England, the non-departmental public body sponsored by the Department for Culture, Media and Sport. Sport England takes a leading role in all aspects of sport and physical recreation which require administration, representation, or co-ordination in England and operate with the aim of establishing a world-leading community sport environment. They work with a range of Governing Bodies, Local Authorities, Higher and Further Education Institutions, Charities, Olympic Organisations and other funded partners to ensure that sporting opportunities are created in every community in the country, with the fundamental aim of increasing participation and improving performance at all levels of English sport.

The survey boasts the largest sample size ever established for a sport and recreational survey. The survey primarily allows analysis of how participation varies from place to place and between a range of different demographics groups in the population such as gender, ethnicity, social class, age, social class and disability. A plethora of other important measures are also captured by the APS5 survey, including; the proportion of the adult population (aged 16 and over) on a weekly basis, current levels of club membership, how many people are currently in receipt of tuition and coaching, levels of involvement in organised sport/competition and also, overall satisfaction with levels of sporting provision in the country. The survey is also designed to measure a number of Sport England's key participation targets, including once a week participation in the different funded sports.

## 1.2 Scope and methodology

Active People Survey 5 was commissioned by Sport England in 2010. The first four waves of the survey had been conducted by IPSOS MORI, however, following a period of competitive tendering, TNS BMRB was awarded the contract to conduct the survey for the next 3 years. Fieldwork for APS5 commenced on the 15th October 2010 and finished on 14th October 2011, in total 166,805 interviews were conducted.

Survey year	Fieldwork dates	Number of interviews achieved
APS1	13 <sup>th</sup> October 2005 to 16 <sup>th</sup> October 2006	363,724
APS2	15 <sup>th</sup> October 2007 to 14 <sup>th</sup> October 2008	191,325
APS3	15 <sup>th</sup> October 2008 to 14 <sup>th</sup> October 2009	193,947
APS4	15 <sup>th</sup> October 2009 to 14 <sup>th</sup> October 2010	188,354
APS5	15 <sup>th</sup> October 2010 to 14 <sup>th</sup> October 2011	166,805

The sample universe comprised all individuals aged 16+ living in England. Although it has to be noted that the methodology used means that people that live in households that do not have a landline are omitted from the sample frame.

The study is designed to achieve a minimum of 500 interviews in most of the Local Authorities (LAs) in England<sup>1</sup>. Each Local Authorities was given the opportunity to boost their sample size. In APS5, five Local Authorities opted for this boost:

- Blackburn with Darwen (total of 1,000 interviews)
- Gateshead (1,000)
- Hounslow (1,000)
- Stoke-on-Trent (1,000)
- Liverpool (2,500)

The survey was conducted by telephone using Random Digit Dialling (RDD) to generate a sample of telephone numbers. The RDD sample was drawn by selecting numbers from a database of randomly generated numbers in Great Britain. The database was constructed by using known, directory listed numbers from a recent point in time which, following a cleaning process, were used to identify exchange codes and working blocks of 100 telephone numbers. Samples of numbers were then generated by random selection of these final 3 digits of the telephone number.

In households with only one person aged 16 or over, this person was selected for interview. In households with more than one person aged 16 or over, one respondent was randomly selected from the eligible household members using the Rizzo<sup>2</sup> method where the CATI system randomly selects the eligible respondent.

This works as follows:

- Two adult households. CATI randomly selects either the screener respondent or the other adult.
- Three adult households. CATI randomly selects one of the three adults. If this is the screener respondent then this person is interviewed. If one of the other two adults is selected then the one with the 'next birthday' is the eligible respondent.

<sup>1</sup> The two exceptions are the City of London (100 interviews) and the Isles of Scilly (150 interviews)

<sup>2</sup> Rizzo, L. Brick, JM and Park, I (2004) "A minimally intrusive method of for sampling persons in random digit dial surveys" in *Public Opinion Quarterly* 68:2

- Four adult households. CATI randomly selects one of the four adults. If this is the screener respondent then this person is interviewed. If one of the other three adults is selected then the one with the 'next birthday' is the eligible respondent.
- Etc.

The LA each respondent lives in was confirmed using the respondent's postcode and address, and in cases where this could not be verified via the respondents telephone number. Survey data were weighted to be representative of the 16+ population of each reporting geography (i.e. Local Authority, County Council, etc.). Data within each reporting geography were weighted by Age within Gender, Ethnicity (White / Non White), Socio-economic classification (NS SEC), Household size, Working status within Gender.

### **1.3 Structure of the technical report**

This report is divided into 7 main sections and an appendix.

- The first section introduces the report before providing an overview and methodological summary of the survey.
- Section 2, Questionnaire design and piloting, outlines how the Active People survey was designed and developed.
- Section 3, titled Sampling and respondent selection, covers the sample size, sample frame, interview distribution and targets, household definition and respondent selection.
- The fourth section on Fieldwork administration, includes a brief overview of the survey, fieldwork procedures, interviewer training and quality control, interviewer briefings, key elements of the survey, and an explanation of how respondents are matched on local authority.
- Section 5 covers sample management rules and response rate analysis.
- Section 6 provides an overview of data processing and data weighting.
- Section 7 covers the development work which was conducted over the survey year.
- The Appendices, cover the achieved sample size by local authority, a copy of the APS questionnaire and interviewer briefing manuals, the activities database list, an explanation of sample management rules and sample response analysis, and an overview of the NS-SEC Classification.

The report was written by the project team at TNS BMRB – Angela Charlton (Project Manager), Luke Taylor (Research Manager), Michael Potter (Senior Research Executive), Peter Smale (Research Executive) and Gillian Prior (Project Director).

# 2. Questionnaire design and piloting

## 2.1 APS questionnaire

The APS questionnaire is designed to measure and track changes for a range of indicators. It was originally required to measure and track changes for the key indicators for the Comprehensive Performance Assessment<sup>3</sup> (CPA) and a wider set of indicators established as a priority within the Framework for Sport in England, Regional Plans, Whole Sport Plans and within Sport England's Delivery Plan.

Although the Key Performance Indicator (KPI) questions have remained unmodified since APS1, other areas of the questionnaire, including the sports and physical activities covered, have been modified to ensure the survey continues to collect relevant data for Sport England.

The objective of the APS5 questionnaire was to measure and track, as a minimum, the following objectives:

- To get 1 million people doing more sport by 2012-13
- Once a week sports participation rates for at least 33 of the 45 'funded sports'
- To reduce post 16 drop off in 9 sports by 25% by 2012-13
- Once a week sports participation rates amongst 18-19 year olds for 9 sports
- National Indicator 8 (the sport measure for local government) or the successor 'local' measure of sports participation

For the purposes of continuity and consistency, Ipsos MORI provided TNS BMRB with a copy of the electronic APS4 CATI script to use for APS5.

## 2.2 APS questionnaire – piloting and development

In order to ensure robust comparison with APS1 to APS4, the key questions for the measuring and tracking of key targets and indicators generally remained unmodified in APS5. There were two changes to the questionnaire that affected the KPI reporting:

- The modification of the volunteering questions (KPI2) to improve the accuracy of the participation data
- The removal of the question about satisfaction about local sport provision (KPI6)

There was also no requirement to report KPI1 in APS5 but this did not affect the questionnaire.

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<sup>3</sup> CPA is the Audit Commission's assessment of the performance of local authorities. <http://www.audit-commission.gov.uk/cpa/index.asp>

In addition to the changes above, the development and piloting covered the modification or addition of the following question areas:

- Receiving tuition – days in the last 4 weeks
- Changes in participation
- Likelihood to do more sport
- Demographics – education, sexual orientation, religion, life satisfaction and health

For APS5, there were 2 stages of questionnaire development – a cognitive pilot and a CATI pilot. Both are summarised in this section and a full report was provided to Sport England.

### **2.2.1 Cognitive interviewing**

Cognitive interviewing formed the first phase of questionnaire testing for APS5. Like all cognitive interviewing and testing, explicit attention to the mental processes a respondent uses to answer survey questions was applied. These mental processes included:

- Comprehension – Do respondents understand the same things as we intended when we designed our questions?
- Judgements – What do respondents take into account when answering our questions? On what basis are they forming their judgements?
- Responses – Will the survey framework facilitate respondents to express their responses correctly?

In many ways, the cognitive testing implemented ties in closely with the techniques and processes used in qualitative interviewing, however the objective in this case is markedly different. The cognitive testing we undertook sought to understand the respondent thought process, and what is going through their mind when they are presented with a question. This contrasts considerably with qualitative interviewing, where we look to delve deeper into respondents' actual attitudes and behaviours.

TNS BMRB worked closely with Sport England to identify four new question areas for cognitive testing. These were:

- Instruction and coaching
- Change in participation and likelihood to do more sport
- Volunteering
- Type of illness / disability

These new areas were included in a short questionnaire devised by TNS BMRB and Sport England. The questionnaire included a short introductory section devised to collect the respondent's age and sex and the sports that they had participated in, both in the last 4 weeks, and last 12 months. A series of probes were also utilised in order to enable us to gather the following insights:

- Explore what was in the respondent's mind when they answered the questions and the extent to which their thought process correlated with that intended from the wording of the questions
- Examine the extent to which respondent's revealed their true experiences
- Identify whether or not respondents could comprehend and understand specific terms or definitions used
- Highlight any misunderstanding of question wording
- Underline any areas of sensitivity
- Pick up on any omissions.

The cognitive interviewing used a telephone based approach in TNS BMRB's Ealing telephone centre on two evenings during August 2010. The reason for this was that the short questionnaire length (10 minutes) was both more effective and efficient than executing a face to face equivalent as well as more closely replicating the way questions would be received in the main stage CATI survey.

TNS BMRB researchers accompanied the interviewer and listened into the interviews. Once each interview was completed, the researcher picked up the call to question the respondent using a series of pre-defined probes and also in order to clarify particular reactions or answers provided during the interview. Interviews were split into two stages, in order to administer re-working of questions between the stages.

A total of 31 interviews were conducted over the two stages of interviews, 15 at stage one on Monday 16th August 2010, and 16 at stage two, on Wednesday 18th August 2010. The sample was obtained after TNS BMRB gained agreement from the Department for Culture, Media and Sport (DCMS), to re-contact respondents who had recently participated and agreed to be recontacted by TNS BMRB in the 2010/2011 Taking Part survey<sup>4</sup>. The sample generated from Taking Part was also formed on the basis that the respondent had participated in sport and/or voluntary work connected to the sports sector in the last 12 months. This proved to be an efficient way of interviewing a suitable number of respondents eligible for questions about instruction, tuition and sports volunteering.

The cognitive testing yielded a number of significant and important findings with regards to the questions tested on Instruction and Coaching, Change in Participation and Likelihood to do more sport, Volunteering and Additional Demographics. These insights helped inform TNS BMRB and Sport England of the necessary question changes to be carried into the CATI Pilot. For a detailed analysis of the outcomes and learning's derived from this stage of Cognitive testing, please refer to the Active People Survey 5 TNS BMRB Pilot Report, compiled for Sport England in September 2010.

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<sup>4</sup> DCMS commission TNS BMRB to conduct the data collection for Taking Part: England's Survey of Leisure, Culture and Sport. It is a large scale face-to-face survey with an annual sample size of 14,000. Interviews are conducted in-home using CAPI technology.



## **2.2.2 CATI Pilot**

Following on from and building upon findings of the cognitive interviewing, TNS BMRB ran a CATI pilot to test the full length questionnaire and CATI processes to be used for APS5.

### **2.2.2.1 Method**

The CATI pilot ran from Tuesday 7th to Tuesday 14th September 2010 and comprised 789 telephone interviews amongst adults aged 16 or over in England. Interviewing resources were split between the three TNS BMRB telephone units in Ealing (13 interviewers), Wembley (19 interviewers) and Hull (14 interviewers) with interviews being conducted during both afternoon and evening shifts. Fieldwork was spread reasonably evenly between the three CATI sites, with Ealing and Wembley each accounting for 35% of total interviews and Hull accounting for 30%.

In order for the pilot to directly imitate the main stage survey, the full CATI script was employed for the pilot. This approach also ensured that all methods and procedures used in the main stage of the project could be tested thoroughly, including the adapted Rizzo selection method (using next birthday), and also the postcode and local authority coding at the end of the interview. A range of new questions were tested alongside the corresponding questions that they were intending to replace, with a split sample to allow a robust number of responses for each question in order to make accurate comparisons between the two.

### **2.2.2.2 Interviewer briefings**

In preparation for the CATI pilot, 3 interviewer briefings were carried out – two in Ealing with the Hull telephone unit joining via conference call, and one large briefing at the Wembley telephone unit.

The briefing sessions adopted the following structure in each case. Initially, interviewers were provided a detailed introduction to Sport England, their objectives, and the Active People Survey, exploring the surveys' purpose, aims and general content. The briefing then progressed with a thorough training session on the questionnaire and run through. This segment of the briefing included a run through of the CATI system itself, with specific questions and procedures, such as the adapted Rizzo Method, the use of the Sports Database, and local authority coding given particular attention. To supplement the information supplied at the briefing, interviewers were also provided with a detailed survey manual, containing extensive information on the project, providing supplementary and additional detail that it was simply not possible to communicate in a face to face briefing.

### **2.2.2.3 Timings**

The average interview length for the CATI pilot was 18 minutes and 27 seconds. This average was based on all 789 respondents who completed the survey. This time is also

based on the respondents that received all sections of the questionnaire, with a small variation on three questions. It should also be noted that – as already highlighted – a number of new questions were tested with this, and the removal of the DCMS Cultural questions had a marked impact on overall timings. The range of interview lengths was 30 minutes, with the shortest lasting just 4 minutes (a very inactive respondent), and the longest lasting 34 minutes (a very active respondent).

#### **2.2.2.4 Survey introduction**

The survey introduction used for the pilot study was virtually unchanged from the one currently used in the survey. The only minor change was the insertion of ‘other organisations’ into the explanation of who might use the results of the survey, as it was agreed that this gave a more accurate description of the surveys uses. The original introduction was as follows:

*Good afternoon / evening. My name is [XXX YYY] calling from [XXXXXX] – the independent research organisation. We are carrying out a survey about people’s leisure and recreational activities. This important study will be used by Local Authorities and your opinions may help to shape local services in the future.*

*IF NECESSARY ADD:*

*The interview takes about 15 minutes on average. I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.*

*This was then changed to the following for the pilot study:*

*Good afternoon / evening. My name is [XXX YYY] calling from TNS BMRB – the independent research organisation. We are carrying out a survey about people’s leisure and recreational activities. This important study will be used by Local Authorities **and other organisations** and your opinions may help to shape local services in the future.*

*IF NECESSARY ADD:*

*The interview takes about 15 minutes on average. I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.*

After the pilot study, interviewer feedback revealed that there was room for improvement with regards to this survey introduction. Suggested improvements were raised including the heightened personalisation of using ‘your local authority’, instead of ‘local authorities’, and also recommended that there was an extension of interviewer reassurances. Furthermore, interviewer feedback also raised awareness of the notion that the phrase ‘**and other organisations**’ made some respondents feel that their data may be passed on and used by anyone. With this considered, and following a close consultation between TNS BMRB researchers and telephone unit management, the following introduction was proposed for the main stage survey:

*Good afternoon/evening. My name is [XXX YYY] calling from TNS BMRB – the independent research organisation. We are carrying out an important survey about people’s leisure and recreational activities. It will be used by your Local Authority to help shape local services in the future. May I ask you a few questions?*

*IF NECESSARY, USE THE FOLLOWING REASSURANCES AS APPROPRIATE:*

*This interview will only take about 15 minutes on average. If now is not convenient, I can call back at another time but it would be helpful if we could ask you a couple of quick questions now, to check you are the person we need to speak to.*

*This is in no way a sales call and you will not be contacted as a result of this survey for sales purposes.*

*I would like to assure you that all the information that we collect will be kept in the strictest confidence, and used for research purposes only. IF MORE NEEDED SAY: Your answers will be added to those of thousands of others and presented to our client as statistical summaries only.*

### **2.2.3 Questionnaire review**

A number of key findings were obtained from the CATI pilot with regards to the questions on Instruction and Coaching, Change in Participation and Likelihood to do more sport, Volunteering and Additional Demographics. As a result of these, changes were made to a number of questions for the main stage survey. For a detailed analysis of the outcomes and learnings from the CATI pilot, please refer to the Active People Survey 5 TNS BMRB Pilot Report, compiled for Sport England in September 2010.

### **2.2.4 Questionnaire changes following the CATI pilot**

Following the cognitive testing and CATI piloting, the following question changes were made for the APS5 main stage questionnaire:

Amendment	Question
Q6a -New	<p>I would now like you to think about any cycling you may have done. Please include any casual cycling in your local area, any cycling in the countryside or on cycling routes, cycling to or from work or any competitive cycling.</p> <p>In the <i>last four weeks, that is since</i> [ ^INSERT DATE^ ] have you done any cycling?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> <li>3. Don't know</li> </ol> <p>(Base: All Respondents)</p>
Q6b - New	<p>On how many days in the last 4 weeks have you done any cycling? THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?</p> <p>ENTER NUMBER OF DAYS – NUMBER RANGE 0 to 28</p> <p>Don't know</p> <p>(Base: All those who have cycled in the last four weeks)</p>
Fish (Question Amended)	<p>Have you done any fishing in the last four weeks, that is since [ ^INSERT DATE^ ]?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> <li>3. Don't know</li> </ol> <p>(Base: All respondents that have done any sporting or recreational physical activity in the last four weeks and who have not selected a fishing code at Q10)</p>
Fish1	<p>Was this?</p> <ol style="list-style-type: none"> <li>1. Sea fishing</li> <li>2. Fishing – game / fly fishing</li> <li>3. Fishing – coarse / freshwater</li> <li>4. Fishing – wheelchair sports</li> </ol> <p>(Base: All who answer Yes at Fishing question)</p>

Amendment	Question
Tuition	<p>Which sports or recreational physical activities have you received tuition from an instructor or coach for in the last 12 months?</p> <p>DISPLAY Q10 DATABASE.</p> <p>DO NOT PROMPT. CODE ALL MENTIONED.</p> <p>IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY</p> <p>WHEN EXHAUSTED TYPE NONE!</p> <p>PROMPT: WHAT ELSE?</p> <p>(Base: All those who have received tuition in the last 12 months)</p>
Volunteering	<p>During the last 4 weeks, that is since (^INSERT^), have you done any of the following activities on a voluntary basis without receiving any payment except to cover expenses? Please EXCLUDE any time spent solely supporting your own family members.</p> <p>READ OUT LIST. CODE ALL THAT APPLY. SCROLL THROUGH FULL LIST.</p> <ol style="list-style-type: none"> <li>1. Coached an individual or team(s) in a sport or recreational physical activity</li> <li>2. Refereed, umpired, or officiated at a sports match or competition</li> <li>3. Performed an administrative or organisational role for a sports club, organisation or event PROMPT IF UNSURE (e.g. chair, secretary, fixture secretary, committee member, club captain, event organiser etc.)</li> <li>4. Raised funds for a sports club or sports organisation</li> <li>5. Provided transport which helps children or adults take part in a sport (other than family members)</li> <li>6. Provided any other practical help for a sport or recreational physical activity, such as stewarding; helping with refreshments; helping with sports kit or equipment, or first aid etc</li> <li>7. Other sports voluntary activity</li> <li>8. No, have not participated in any of these activities in last 4 weeks</li> <li>9. Don't know</li> </ol> <p>(Base: All)</p>

Amendment	Question
Volunteering	<p>During the last 4 weeks, that is since (^INSERT^), in which sports or recreational physical activities have you coached an individual or team? Only include activity done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.</p> <p>DISPLAY Q10 DATABASE.</p> <p>DO NOT PROMPT. CODE ALL MENTIONED.</p> <p>IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY</p> <p>WHEN EXHAUSTED TYPE none!</p> <p>PROMPT: WHAT ELSE?</p> <p>(Base: All who have voluntarily coached a team in the last 4 weeks)</p>
Volunteering	<p>During the last 4 weeks, that is since (^INSERT^), how much time have you spent coaching an individual or team(s) including time spent travelling? INTERVIEWER ADD IF NECESSARY: Only include coaching done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.</p> <p>Hrs... (ENTER NUMBER OF HOURS – NUMBER RANGE 0 to 600)</p> <p>Mins... (ENTER NUMBER OF MINUTES – NUMBER RANGE 0 to 59)</p> <p>Don't know</p> <p>Refused</p> <p>IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 224 HOURS 0 MINS DISPLAY ON SCREEN LOGIC CHECK. VALUES OUTSIDE THESE RANGES STILL PERMITTED.</p> <p>INTERVIEWER TO READ OUT: YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING COACHING ON A VOLUNTARY BASIS, IS THAT CORRECT?</p> <p>1. Yes</p> <p>2. No</p>

Amendment	Question
	<p>IF = 1 GO TO NEXT QUESTION. IF = 2 GO BACK AND CORRECT Q20a.</p> <p>(Base: All who have voluntarily coached a team in the last 4 weeks)</p>
Volunteering	<p>During the last 4 weeks, that is since (^INSERT^), in which sports or recreational physical activities have you refereed, umpired, or officiated at a match/competition? Only include activity done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.</p> <p>DISPLAY Q10 DATABASE.</p> <p>DO NOT PROMPT. CODE ALL MENTIONED.</p> <p>IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY</p> <p>WHEN EXHAUSTED TYPE none!</p> <p>(Base: All those who have voluntarily refereed, umpired or officiated at a match or competition in the past 4 weeks)</p>
Volunteering	<p>During the last 4 weeks, that is since (^INSERT^), how much time have you spent refereeing, umpiring, or officiating at a match/competition including time spent travelling?</p> <p>INTERVIEWER ADD IF NECESSARY: Only include activity done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.</p> <p>Hrs... (ENTER NUMBER OF HOURS – NUMBER RANGE 0 to 600) Mins... (ENTER NUMBER OF MINUTES – NUMBER RANGE 0 to 59) Don't know Refused</p> <p>IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 224 HOURS 0 MINS DISPLAY ON SCREEN LOGIC CHECK. VALUES OUTSIDE THESE RANGES STILL PERMITTED.</p> <p>INTERVIEWER TO READ OUT: YOU SAID YOU SPEND</p>

Amendment	Question
	<p>[^INSERT HRS^] AND [^INSERT MINUTES^] DOING REFEREEING, UMPIRING, OR OFFICIATING AT A MATCH/COMPETITION ON A VOLUNTARY BASIS, IS THAT CORRECT?</p> <p>1. Yes 2. No</p> <p>IF = 1 GO TO NEXT QUESTION. IF = 2 GO BACK AND CORRECT Q20b</p> <p>(Base: All those who have voluntarily refereed, umpired or officiated at a match or competition in the past 4 weeks)</p>
Volunteering	<p>During the last 4 weeks, that is since (^INSERT^), in which sports or recreational physical activities have you done sport volunteering activity? [ADD ONLY IF Q19b = 1 or 2] (Please do not include any time coaching or officiating)</p> <p>Only include activity done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.</p> <p>DISPLAY Q10 DATABASE.</p> <p>DO NOT PROMPT. CODE ALL MENTIONED.</p> <p>IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY</p> <p>WHEN EXHAUSTED TYPE none!</p> <p>PROMPT: WHAT ELSE?</p> <p>(Base: All those who have done volunteering activity (excluding coaching or refereeing/ umpiring/ officiating) in the past four weeks).</p>



Amendment	Question
Volunteering	<p>During the last 4 weeks, that is since (^INSERT^), how much time have you spent on voluntary sports work including time spent travelling? [ADD ONLY IF Q19b = 1 or 2] Please do not include any time coaching or officiating.</p> <p>INTERVIEWER ADD IF NECESSARY: Only include activity done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.</p> <p>Hrs... (ENTER NUMBER OF HOURS – NUMBER RANGE 0 to 600)</p> <p>Mins... (ENTER NUMBER OF MINUTES – NUMBER RANGE 0 to 59)</p> <p>Don't know</p> <p>Refused</p> <p>IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 224 HOURS 0 MINS DISPLAY ON SCREEN LOGIC CHECK. VALUES OUTSIDE THESE RANGES STILL PERMITTED.</p> <p>INTERVIEWER TO READ OUT: YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING VOLUNTARY SPORTS WORK, IS THAT CORRECT?</p> <p>1. Yes 2. No</p> <p>IF = 1 GO TO NEXT QUESTION. IF = 2 GO BACK AND CORRECT Q20c</p> <p>(Base: All those who have done volunteering activity (excluding coaching or refereeing/umpiring/ officiating) in the past four weeks).</p>
Change in Participation	<p>Do you think you generally do more, less, or the same amount of sport and recreational physical activity as you did this time last year? SINGLE CODE.</p> <p>1. More 2. Same 3. Less 4. INTERVIEWER DO NOT READ OUT. CODE IF RESPONDENT HAS STATED THEY ARE SEVERELY DISABLED AND DO NO ACTIVITY. CODE ONLY AS A LAST RESORT IF RESPONDENT IS FRUSTRATED OR UNHAPPY WITH ACTIVITY QUESTIONS 5. Don't Know</p> <p>(Base: Randomly allocate to 50% of sample)</p>

Amendment	Question
Change in Participation	<p>What is the main sport or recreational physical activity that you are doing less of?</p> <p>DISPLAY Q10 DATABASE. SINGLE CODE.</p> <p>DO NOT PROMPT. SINGLE CODE ONLY. IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY IF RESPONDENT SAYS DON'T KNOW, CODE ACCORDINGLY</p> <p>Don't know</p> <p>(Base: All who say they are doing less sport or recreational physical activity)</p>
Change in Participation	<p>What is the <b>main</b> reason why you are doing less? SINGLE CODE. DO <u>NOT</u> READ OUT LIST. SCROLL THROUGH FULL LIST.</p> <p><b>HEALTH/DISABILITY REASONS</b>            Poor / deteriorating health            Increasing age            Disability            Recent injury / illness / operation / medical reason</p> <p><b>INCOME AND ECONOMY</b>            Loss of job (redundancy) / loss of income / loss of home            Less income / too expensive / can't afford to due to current economic conditions            Less income / too expensive / can't afford to due to any other reason            Lack of time due to work commitments / work longer hours / longer commuting            Change of job</p> <p><b>ACCESS AND OPPORTUNITIES</b>            Not enough opportunities / inadequate facilities in my area            A course, class or club finished/not available anymore</p> <p><b>OTHER</b>            Pregnancy / looking after child or baby / having a family / family commitments            Less free time / lack of time for other reasons            Prefer to spend time doing other activities            Left school / not at school anymore</p> <p>The weather</p>

Amendment	Question
	<p>Don't have a dog anymore            General lack of interest/motivation            I was training for an event            Moved to a new area / home            Change in family structure (separation / bereavement / child leaving home)</p> <p>No main reason            Other (please specify)            Don't know</p> <p>(Base: All who say they are doing less sport or recreational physical activity)</p>
Change in Participation	<p>What is the main sport or recreational physical activity that you are doing more of?</p> <p>DISPLAY Q10 DATABASE. SINGLE CODE.</p> <p>DO NOT PROMPT. SINGLE CODE ONLY. IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY            IF RESPONDENT SAYS DON'T KNOW, CODE ACCORDINGLY</p> <p>Don't know</p> <p>(Base: All who say they are doing more sport or recreational physical activity)</p>
Change in participation	<p>What is the main reason why you are doing more?            SINGLE CODE. DO NOT READ OUT LIST. SCROLL THROUGH FULL LIST.</p> <p><b>HEALTH/DISABILITY REASONS</b>            To improve health            To increase fitness            Health recovered (general)            Recovered from injury            To improve appearance (lose weight, tone up)</p> <p><b>WORK, INCOME AND ECONOMY</b>            More income / ability to afford sports participation            Increased time due to reduced work commitments</p> <p><b>PERFORMANCE</b>            To improve skill levels            To increase competitive success</p>

Amendment	Question
	<p>To prepare for a sports event/charity event</p> <p><b>SOCIAL</b>            To spend time with / support family            To spend time with / support friends            To meet new people            General enjoyment/I enjoy it</p> <p><b>ACCESS AND OPPORTUNITIES</b>            Increased opportunities / facilities in my area            Moved closer to facilities            More actively involved in a sports club / organisation</p> <p><b>OTHER LIFE CIRCUMSTANCES</b>            More free time because recently retired            More free time due to children growing up            More free time having completed studies            More free time (other reasons)            Got a dog            Moved to a new area / home            Change in family structure (separation / bereavement / child leaving home)            Environmental (enjoy being outdoors, sustainable transport)            No main reason            Other (please specify)            Don't know</p> <p>(Base: All who say they are doing more sport or recreational physical activity)</p>
Likelihood to do more sport	<p>Now thinking about the future, over the next 12 months, would you like to do more sport or recreational physical activity than you do at the moment?</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> <li>3. INTERVIEWER DO NOT READ OUT. CODE IF RESPONDENT HAS STATED THEY ARE SEVERELY DISABLED AND DO NO ACTIVITY. CODE ONLY AS A LAST RESORT IF RESPONDENT IS FRUSTRATED OR UNHAPPY WITH ACTIVITY QUESTIONS</li> <li>4. Don't know</li> </ol> <p>(Base: Ask all)</p>

Amendment	Question
Likelihood to do more sport	<p>Which one sport or recreational physical activity would you most like to do, or to do more often?  DISPLAY Q10 DATABASE. SINGLE CODE.</p> <p>DO NOT PROMPT. SINGLE CODE ONLY. IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY</p> <p>Don't know</p> <p>(Base: All who would like to do more sport or physical recreation)</p>
Likelihood to do more sport	<p>A lot of people tell us they would like to do more sport or recreational physical activity although they don't manage to do so. In the next 12 months, do you think you will...</p> <p>READ OUT</p> <ol style="list-style-type: none"> <li>1. Definitely do more &lt;^ ACTIVITY FROM Q23/'SPORT' IF Q23 = MISC SPORT or DK^&gt;</li> <li>2. Probably do more &lt;^ACTIVITY FROM Q23/'SPORT' IF Q23 = MISC SPORT or DK^&gt;</li> <li>3. Do about the same &lt;^ACTIVITY FROM Q23/'SPORT' IF Q23 = MISC SPORT or DK^&gt;</li> <li>4. Probably do less &lt;^ACTIVITY FROM Q23/'SPORT' IF Q23 = MISC SPORT or DK^&gt;</li> <li>5. Definitely do less &lt;^ACTIVITY FROM Q23/'SPORT' IF Q23 = MISC SPORT or DK^&gt;</li> <li>6. Don't know</li> </ol> <p>(Base: Randomly allocate to 50% of those who would like to do more sport or physical recreation)</p>
Religion (Question was not included in the cognitive pilot - question is used in the Taking Part Survey questionnaire)	<p>What is your religion, even if you are not currently practising?</p> <p>SINGLE CODE ONLY</p> <ol style="list-style-type: none"> <li>1. Christian (including Church of England, Catholic, Protestant and all other Christian denominations)</li> <li>2. Buddhist</li> <li>3. Hindu</li> <li>4. Jewish</li> <li>5. Muslim</li> <li>6. Sikh</li> <li>7. Any other religion – please specify</li> </ol>

Amendment	Question
	<p>8. No religion  9. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]  10. Don't know  11. Refused</p> <p>(Base: Randomly allocate to 50% of sample)</p>
Religion	<p>Do you consider that you are actively practising your religion?</p> <p>1. Yes  2. No  3. [DO NOT READ]: RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]  4. Don't know  5. Refused</p> <p>(Base: All those who select a religion)</p>
Sexual Identity (Question was not included in the cognitive pilot - this is a harmonised question recommended by the Office for National Statistics for use on telephone surveys)	<p>I will now read out a list of terms people sometimes use to describe how they think of themselves.</p> <p>INTERVIEWER: READ LIST TO END WITHOUT PAUSING. NOTE THAT 'HETEROSEXUAL OR STRAIGHT' IS ONE OPTION; 'GAY OR LESBIAN' IS ONE OPTION.</p> <p>As I read the list again please say 'yes' when you hear the option that best describes how you think of yourself.</p> <p>INTERVIEWER: PAUSE BRIEFLY AFTER EACH OPTION DURING SECOND READING</p> <p>1. Heterosexual or Straight,  2. Gay or Lesbian,  3. Bisexual,  4. Other  5. [DO NOT READ]: RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]  6. Don't know  7. Refused</p> <p>(Base: Randomly allocate to 50% of sample)</p>
Vehicle access	<p>This question was randomly allocated to 50% of sample from the start of APS5.</p>

Amendment	Question
Life Satisfaction	<p>On scale of 1 to 7, where 1 means 'Completely dissatisfied' and 7 means 'Completely satisfied', how dissatisfied or satisfied are you with your life overall?</p> <ol style="list-style-type: none"> <li>1. Completely dissatisfied</li> <li>2. Mostly dissatisfied</li> <li>3. Somewhat dissatisfied</li> <li>4. Neither satisfied or dissatisfied</li> <li>5. Somewhat satisfied</li> <li>6. Mostly satisfied</li> <li>7. Completely satisfied</li> <li>8. <i>[DO NOT READ]: RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]</i></li> <li>9. <i>Refused</i></li> </ol> <p>(Base: Randomly allocate to 50% of sample)</p>
General Health	<p>How is your health in general? Would you say it was....</p> <p>READ OUT. SINGLE CODE ONLY</p> <ol style="list-style-type: none"> <li>1. Very good</li> <li>2. Good</li> <li>3. Fair</li> <li>4. Bad</li> <li>5. Very Bad</li> <li>6. <i>[DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]</i></li> <li>7. <i>Refused</i></li> </ol> <p>(Base: Asked if 'Life Satisfaction' asked)</p>
Disability/Illness	<p>Does this disability or illness affect you in any of the following areas?</p> <p>READ OUT. CODE ALL THAT APPLY. SCROLL THROUGH FULL LIST.</p> <ol style="list-style-type: none"> <li>1. Vision, for example, due to blindness or partial sight</li> <li>2. Hearing, for example, due to deafness or partial hearing</li> <li>3. Mobility, such as difficulty walking short distances, climbing stairs, lifting &amp; carrying objects</li> <li>4. Learning or concentrating or remembering.</li> <li>5. Mental Health</li> <li>6. Stamina or breathing difficulty</li> <li>7. Social or behavioural issues, for example, due to neuro diverse conditions such as Autism, Attention Deficit or Aspergers' Syndrome</li> </ol>

Amendment	Question
	<p>8. Difficulty speaking or making yourself understood</p> <p>9. Dexterity difficulties, by that I mean lifting, grasping or holding objects</p> <p>10. Long-term pain or discomfort that is always present or reoccurs from time to time</p> <p>11. Affects me in some other way</p> <p>12. <i>[DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]</i></p> <p>13. Don't know</p> <p>14. Refused</p> <p>(Base: Ask all who have an illness or disability that limits themselves in some way)</p>
Studying for recognised qualification	<p>Can I just check, are you currently studying for a recognised qualification?</p> <p>1. Yes – part-time</p> <p>2. Yes – full-time</p> <p>3. Not studying for a recognised qualification</p> <p>4. <i>[DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]</i></p> <p>5. Don't know</p> <p>(Base: All non-students)</p>
Location of Study	<p>Are you studying with or at....</p> <p>CODE ALL THAT APPLY</p> <p>1. School Year 11 [DISPLAY IF D2 = 16 or D3 = 1]</p> <p>2. At school sixth form [DISPLAY IF D2 = 16, 17, 18 or 19 or D3 = 1]</p> <p>3. At sixth form college</p> <p>4. At a further education college or other further education institution</p> <p>5. At a university or other high education institution</p> <p>6. Other</p> <p>7. <i>[DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]</i></p> <p>8. Don't know</p> <p>(Base: All students/studying for a recognised qualification)</p>



Amendment	Question
<p>Income (Income bands amended)</p>	<p>We want to know if income affects people’s ability to participate in various sporting activities. Is your total household income, that is income from all sources before tax and other deductions, above or below £31,200?</p> <p>READ OUT POSSIBLE INCOME BANDS</p> <p>SINGLE CODE.</p> <ol style="list-style-type: none"> <li>1. Up to £10,399</li> <li>2. £10,400 to £20,799</li> <li>3. £20,800 to £31,199</li> <li>4. £31,200 to £41,599</li> <li>5. £41,600 to £51,999</li> <li>6. £52,000 or more</li> <li>7. Don’t know</li> <li>8. Refused</li> </ol> <p>(Base: Randomly allocate to 50% of sample)</p>
<p>Postcode Classification (Interviewer note amended)</p>	<p>Can I take your full postcode?</p> <p>INSERT TEXT IF ROUTED FROM Pcode 1 or Pcode2: Can I take your postcode again to check I entered it correctly?</p> <p>IF NECESSARY ADD:</p> <p>The information will be used to shape local services in the future so we need to confirm exactly where you live. Please be reassured that the answers you give will be added to those from other people in your area for an overall picture.</p> <p>(Base: All)</p>
<p>Recontact Question (Wording amended)</p>	<p>This survey was commissioned by Sport England thank you for taking part. Would you be willing to be re-contacted on behalf of Sport England, or an organisation acting on their behalf, for future research regarding your sport and recreational activities? There would be no obligation for you to take part.</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol> <p>(Base: All)</p>

A number of changes were also made to the questionnaire at various points during the APS5 fieldwork year. A summary of these changes is outlined below:

Amendment	Question
Survey introduction (survey introduction was amended on 22nd March 2011 to remove the reference to 'local authority')	Good afternoon/evening. My name is XXXXX calling on behalf of TNS BMRB – the independent research organisation. We are carrying out an important survey about people’s leisure and recreational activities. It will be used by your Local Authority to help shape local services in the future. May I ask you a few questions?
Gender (Interviewer instruction amended on the 22nd March 2011)	<p><i>DO NOT READ OUT. CODE GENDER.</i></p> <p>INTERVIEWER: IF THE RESPONDENT WANTS TO QUIT AT THIS QUESTION, PLEASE RECORD THE SEX OF THE RESPONDENT BEFORE QUITTING. IF YOU DO NOT RECORD THE SEX THEN THIS INTERVIEW WILL BE UNUSABLE.</p> <ol style="list-style-type: none"> <li>1. Male</li> <li>2. Female</li> </ol>
HRP SOC questions	These questions were randomly allocated to 20% of eligible sample from 14 <sup>th</sup> April 2011.
Recontact Question (Wording amended on 14 <sup>th</sup> April )	<p>This survey was commissioned by Sport England thank you for taking part. Would you be willing for us to keep a record of your details so Sport England, or an organisation acting on their behalf, may re-contact you to ask you further questions on this survey or to take part in future research on this subject? There would be no obligation for you to take part.</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>

Amendment	Question
<p>Follow-up Recontact Question wording (New question)</p>	<p>In order to carry out this future research, TNS may also need to provide your contact details together with relevant survey responses collected from you during this interview to Sport England or an organisation acting on their behalf. Would you be willing for this information to be passed on?</p> <p>INTERVIEWER ADD IF NECESSARY: The information that we pass on may include the activities that you participate in or some of the classification data such as your age or sex. We would only pass your contact details and interview information onto Sport England or another research company doing legitimate research on behalf of Sport England, your interview data would never be passed to anyone else or used for commercial purposes.</p> <ol style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ol>

# 3. Sampling and respondent selection

## 3.1 Sample size

Like in APS2 to APS4, APS5 provided a minimum of 500 interviews in most of the Local Authorities (LAs) in England. In the two smallest LAs in terms of population – Isles of Scilly and City of London, the target was to achieve as many interviews as possible.

Although the minimum sample for each LA was established to be 500 interviews, all LAs were provided with the opportunity to boost their sample sizes.

In APS5, five LAs opted to boost their sample sizes. Four LAs (Blackburn and Darwen, Gateshead, Hounslow and Stoke-on-Trent) boosted by 500 interviews to deliver a sample size of 1000 interviews. As in APS4, Liverpool was the only LA that opted to implement a larger boost, boosting their sample by 2,000 to provide a 2,500 overall sample size.

## 3.2 Sampling frame

The sample universe comprised all individuals aged 16+ living in England. Random Digit Dialling (RDD) was used in the selection of the sample with one respondent randomly selected from the eligible household members. Survey Sampling International (SSI) was used as the sample provider for the survey – SSI provides RDD samples across Europe and North America.

The RDD sample was drawn by selecting numbers from a database of randomly generated numbers in Great Britain. The database was constructed by using known, directory listed numbers from a recent point in time which, following a cleaning process, were used to identify exchange codes and working blocks of 100 telephone numbers. Samples of numbers were then generated by random selection of these final 3 digits of the telephone number.

The random generation of the last 3 digits brings ex-directory, business and non-working numbers into the sample and will represent working residential lines within each block in their natural proportion on average.

By analysing the relationship between address and telephone numbers in the database the sample was also supplied with a predicted Local Authority Area for each number. While this does not produce a perfect match, it does provide a good basis for selecting the sample.

In order to provide a more exact match, postcodes were collected at the end of the interview and checked using address matching software linked to the CATI script. Postcodes were matched in 95% of cases with the remainder allocated to an LA by evaluating other information given in the interview. A full explanation of the process of confirming respondents' place of residence is covered later in this document.

It is important to note that this sampling frame does not provide a complete coverage of the population. A small proportion of households do not have access to a telephone, part of the reason why a mobile boost has been applied in APS5. Furthermore, individuals living in institutions were also likely to be excluded. However, as these groups make up a small proportion of the population they were excluded from the main APS5 survey.

### 3.3 Interview distribution and targets

The target was for interviews to be distributed evenly across all LAs over the twelve-month fieldwork period. Sample was drawn and released on a monthly basis. The table below shows the start and end dates of each sample month and quarter. The fieldwork schedule was the same as previous years to ensure consistency with APS2, 3 and 4.

Sample period	Start date	End date
Month 1	15-Oct	11-Nov
Month 2	12-Nov	9-Dec
Month 3	10-Dec	13-Jan
<b>Quarter 1</b>	<b>15-Oct</b>	<b>13-Jan</b>
Month 4	14-Jan	10-Feb
Month 5	11-Feb	9-Mar
Month 6	10-Mar	13-Apr
<b>Quarter 2</b>	<b>14-Jan</b>	<b>13-Apr</b>
Month 7	14-Apr	11-May
Month 8	12-May	8-Jun
Month 9	9-Jun	13-Jul
<b>Quarter 3</b>	<b>14-Apr</b>	<b>13-Jul</b>
Month 10	14-Jul	10-Aug
Month 11	11-Aug	7-Sep
Month 12	8-Sep	14-Oct
<b>Quarter 4</b>	<b>14-Jul</b>	<b>14-Oct</b>

The aim was for each LA to be within 95% and 105% of the target number of interviews at the end of each Quarter. This level of performance was targeted in order to negate the need for weighting to correct the achieved sample sizes by Quarter. Whilst in theory this should be a relatively simple process, in reality it required extensive analysis and thorough monitoring of live and used sample, particularly due to significant variability in the accuracy of postcode information allocated to each of the generated RDD telephone numbers. The primary reason for the considerable variability is due to residents retaining their old landline telephone numbers when moving house.

In the smaller (in terms of geographical size) but higher population density metropolitan authorities and London boroughs, this was more of an issue than in larger (in terms of geographical area) but more sparsely populated district councils. The primary reason for this was due to the substantially higher likelihood that a house move would mean the respondent had moved into a different LA.

This means that it was not a process of simply issuing more or less sample in different LAs to maintain an even distribution of responses by LA over time. The fact that the respondent's postcode was not confirmed until the end of interview meant that this process was made more difficult.

The tables below show, for APS5:

- The percentage of interviews achieved against target.
- The number of LAs falling above or below the targets and the percentage of LAs exceeding 95% of target

<b>APS 5</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
% of target no. of interviews achieved	102.4%	101.0%	101.1%	101.5%
Number of LAs under 95% of target	0	0	1	n/a
Number of LAs over 105% of target	42	32	23	n/a
% of LAs exceeding 95% target	100.0%	100.0%	99.7%	n/a

### 3.4 Household definition and respondent selection

Household definition and respondent selection utilised the following standardised method. Firstly, a series of screening questions were asked in order to identify the number of eligible people living in the household whilst at the same time ensuring the number called did qualify as a household. A household was defined as:

*One person or a group of people who have the accommodation as their only or main residence*

**AND**

*Either shares at least one meal per day*

*Or share the living accommodation, that is, a living room or sitting room*

Specific rules were also established in relation to certain groups of people:

- Students – only included if they were actually living there the day of the call
- Forces – anyone away from home in the forces was excluded
- Away from home – anyone who has been away from home continuously for 6 months or more was not included e.g. those travelling, hospital, in prison etc.
- Temporary residents – only included if they had been there continuously for six months or more

In eligible households with only one person 16 or over this person was selected for interview.

For eligible households with two or more adults APS1 used the 'next birthday' method for selecting a respondent within a household. This is a fairly common approach and relies

on the fact that month of birth is randomly distributed across the population. An enhancement – the use of the Rizzo<sup>5</sup> method – was used for APS2,3,4 and 5. This differs slightly from the 'next birthday' rule in that instead of selecting the person with the 'next birthday' in households with two or more adults the CATI system randomly selects the eligible respondent. Respondent selection therefore works as follows:

- Two adult households. CATI randomly selects either the screener respondent or the other adult.
- Three adult households. CATI randomly selects one of the three adults. If this is the screener respondent then this person is interviewed. If one of the other two adults is selected then the adult with the 'next birthday' is the eligible respondent.
- Four adult households. CATI randomly selects one of the four adults. If this is the screener respondent then this person is interviewed. If one of the other three adults is selected then the adult with the 'next birthday' is the eligible respondent.
- Etc. (This process continues depending on the number adults in the household)

The advantage of this method is that, by not asking for next birthday in all cases, refusal rates should be lower as less screening is required. This approach also helps to eliminate any self-selection bias. (The potential bias caused by the screener respondent claiming to have the next birthday when this is not actually the case).

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<sup>5</sup> Rizzo, L. Brick, JM and Park, I (2004) "A minimally intrusive method of for sampling persons in random digit dial surveys" in *Public Opinion Quarterly* 68:2.

## **4. Fieldwork administration**

### **4.1 Overview**

TNS BMRB utilises Quancept Telephony CATI software in conjunction with Invade dialing technology. These systems combine to enable the complex sample management algorithms, quota management and interviewer performance tracking required to deliver this project effectively.

All of the interviewing was conducted in-house from one of our three Kantar Operations telephone centres in London and Yorkshire.

Consistency of approach is essential on a project of this size. All interviewer training is standardised across the three sites to ensure consistency of data collection. Furthermore, all project briefings were conducted by a small group of researchers to ensure uniformity in the interviewing methods and approach. The CATI questionnaire and sample management was co-ordinated and controlled by a centralised fieldwork management team with all interviewers dialling into a centralised server.

### **4.2 Ethnic minority interviewing**

The Kantar Operations CATI facility in Ealing recruits interviewers from the local catchment area, which enables interviews to be carried out in the major languages of the Indian sub-continent: Hindi, Gujarati and Urdu. The questionnaire was translated into Hindi, Gujarati and Urdu and interviews were conducted by interviewers reading from paper translated questionnaires with responses captured directly into the standard CATI script.

### **4.3 People with disabilities**

The telephone centres ensure that the interviewers are as sensitive and accommodating to those with disabilities as possible. For example all telephone calls ring for a minimum of 24 seconds before being disconnected allowing potential respondents with mobility difficulties to reach the phone. This is longer than many research organisations where calls are terminated at 18 seconds. Furthermore interviewers are trained to be sensitive to respondents who may need time to consider their responses.

The RNID TypeTalk service is also used in order to reach people with speech or hearing impairments. All interviewers are instructed that if they are advised or suspect that a household or individual has hearing difficulties they select a specific call outcome on the CATI system. These telephone numbers are then picked up by a specially trained interviewer who is able to use the TypeTalk system and assist respondents with special requirements.

### **4.4 Interviewer training and quality control**

Kantar Operations have a robust recruitment process to ensure interviewers have the right skills and capabilities to conduct telephone interviewing. All potential candidates undergo a 20 minute initial telephone interview designed to assess their telephone



communication skills and assess their experience and suitability. Those that meet the requirements are then invited to an assessment session. During this session the candidate abilities in English Language, listening skills, sight reading and persuasion skills are assessed. Those that pass this recruitment process are invited to attend a 2 day induction training programme

During day one of the induction training interviewers are given a basic understanding of market research, techniques and methods. They are taken through their role and responsibilities within the context of the Market Research Society Code of Conduct. The training then moves onto reviewing questionnaire structure and interviewers are given detailed information as to how to administer each question type. This includes how to handle different types of closed questions, the administration of open questions and probing techniques. Interviewers are then taken through the basics of Social Grading (socio-economic classification) and the internal administration processes. Throughout the day interviewers have ample opportunity to practice and reinforce their learning.

Day two of the induction programme starts with a review of the learnings from day one, including testing of key information. If any interviewer has not attained the standard required they are not allowed to continue in the training session. Following this interviewers are taken through how to use the CATI system and spend considerable time practicing their data collection skills. Time is then spent looking in detail at introduction techniques, handling respondent questions, persuasion skills and respondent engagement so that interviewers not only know how to administer questionnaires effectively but persuade respondents to participate. During the final part of the induction training interviewers conduct a training questionnaire with live RDD respondents in order to bring all their learning together. During this live test, interviewers are closely monitored and assessed by the training team who will make a final decision as to whether the interviewer has passed their induction.

Following induction interviewers are closely monitored for a probationary period of 25 shifts. During this period their quality of data collection, respondent engagement, refusal rates, productivity and reliability are reviewed. Only after successfully completing this are interviewers formally confirmed as a member of the interviewing panel.

Kantar Operations use undetected monitoring to quality assess a minimum of 7% of completed interviews to assess the accuracy of the interviewer's data collection. This exceeds the ISO 20252 requirement of 5%. Furthermore separate introduction monitoring is undertaken to review the interviewer's ability to engage and persuade respondents to participate in the survey.

The undetected monitoring is done using a priority system to ensure that all interviewers are monitored to an appropriate level. For example new interviewers are monitored regularly during their first 25 shifts, all interviewers newly briefed on a project are monitored to ensure they have understood the briefing and any interviewer where there has been a recent concern on a monitor is prioritised to ensure there is no recurrence. All monitors are held electronically so that previous monitors can be viewed and an overview is easily obtainable.

Kantar Operations also use the CATI system to monitor other interviewer performance information such as interviews achieved, relative productivity levels, refusal rates and other outcomes. The centre management and supervisory teams use these reports to focus on both individual and overall performance improvements using a responsive design programme which is designed to use both macro and micro data to identify performance improvements.

## 4.5 Interviewer briefing

All interviewers working on the survey were personally briefed in training facilities in the centres by a member of the research team. Members of the Sport England project management team also attended a number the initial interviewer briefings in the lead up to APS5. The briefings were face-to-face in each interview location and interviewers ran through the CATI script during the session to understand the routing in the questionnaire, using a range of potential answers to accelerate interviewers understanding of the survey.

The briefing was structured as follows:

- Background/purpose of the survey
- Sample Selection
- Survey Procedures
- Questionnaire Introduction/Overview
- Screener questions
- Main survey questions
- Demographic questions
- Collecting address details
- Closing the interview
- A Sports Database re-cap
- Demographics and LA Coding re-cap
- Response Rate Exercise

A written instruction manual was provided to all interviewers (Appendix C).

Separate training was given in refusal avoidance specific to the survey in the form of PowerPoint and practical exercises.

During fieldwork we have also had a number of training and briefing sessions focusing on key elements such as respondent engagement and refusal avoidance techniques. We also ran a series of sessions reviewing the outcome of their work designed to engage and motivate interviewers. We encourage interviewer and supervisor feedback through regular re-briefing sessions

Members of the Sport England project management team monitored interviews both immediately after the briefing and remotely during the early stages of the fieldwork to ensure the survey was being administered correctly.

## 4.6 Background on key elements of the APS Survey

The key elements of the survey are described below.

### 4.6.1 Survey introduction

For the start of APS5, a great deal of time was spent redesigning the introduction to try and maximise the co-operation of respondents, whilst still ensuring bias was eliminated as far as possible. Further amendments were then made to the introduction during the fieldwork year, as identified above in section 2.

The main potential bias was that refusal rates would be higher amongst those that were most sedentary, i.e. participating in little or no sport, so the introduction didn't explicitly mention 'sport' or 'Sport England' and stated only that the survey was about 'people's leisure and recreational activities'.

To maximise response it was agreed that the introduction needed to be short to minimise the chance of refusal during the introduction i.e. giving too much information could give more reasons for people to decline to participate. However, it was still essential to cover the following within the introduction:

- Name of interviewer and organisation they were calling from (TNS BMRB)
- The subject of the research (leisure and recreational activities)
- How the information would be used and by whom (by your local authority to help shape local services in the future). This was changed during APS5 fieldwork (22nd March) to remove the mention of local authorities, though the reference to helping 'shape local services in the future' remained in the introduction.

The introduction still crucially links the survey to the shaping of local services to attempt to maximise buy-in to the survey:

Good afternoon/evening. My name is XXXXX calling on behalf of TNS BMRB – the independent research organisation. We are carrying out an important survey about people's leisure and recreational activities. It will be used by your Local Authority to help shape local services in the future. May I ask you a few questions?

Interviewers were carefully briefed to stress the following if questioned by respondents:

- 'leisure and recreational activities' - When talking about the survey interviewers always use the word 'activity' as opposed to 'sport' (The views of those people who do not consider themselves as participating - or even interested - in sport are every bit as important as those of fitness fanatics. The word sport is more likely to put these people off participating in the survey).
- People who do not participate in leisure activities (e.g. mothers with young children or old age pensioners) are of key interest.

- 'important survey' – Interviewers stressed the sentence beginning with 'We are carrying out an important survey...' to help to encourage participation.
- May shape future local services.

#### **4.6.2 Reference period**

Questions on walking, cycling and other sport and active recreation undertaken use the previous four weeks as the reference period:

e.g. 'On how many days in last four weeks have you done ...'.

In order to ensure that the correct reference period was used without respondents having to try to remember the date four weeks (28 days) previously, the CATI system inserted this date for interviewers to read out.

For example a respondent called on 29th September would be asked about the number of days they had done these activities since '1st September' (i.e. 28 days prior to the interview). In this example,

'On how many days in last four weeks, that is since 1st September, have you done ...'.

#### **4.6.3 Number of days versus number of sessions**

It is important to stress that for all the activities undertaken by respondents (recreational walking, recreational cycling, other sports and recreational physical activity) the number of days that they had done each activity was captured.

This was not the number of sessions i.e. the number of times the activity has been undertaken in the last four weeks. For example someone cycling for 30 minutes twice in one day would be recorded as 'one day'.

#### **4.6.4 Recreational versus other walking and cycling**

Respondents were first asked about any walking that they had done, including recreational walking and walking to get from place to place such as to the shops or work. Then respondents were asked specifically about walking for the purpose of recreation or health, not just to get from place to place.

The difference is important, as only recreational walking is included in the main KPI participation question .

This same approach was used to isolate recreational cycling for the main KPI participation question.

#### 4.6.5 Participation in other sport and active recreation

After being asked about walking and cycling respondents were then asked about any other activities they had undertaken in the previous four weeks:

'Please think about all the activities you did, in the last four weeks, whether for competition, training or receiving tuition, socially, casually or for health and fitness, but do not include any teaching, coaching or refereeing you may have done.

So thinking about the last four weeks, that is since [ ^DATE 28 DAYS EARLIER^ ], did you do any sporting or recreational physical activity?'

Those answering yes were then asked which activities they had done. Respondents were not prompted (the list of activities is not read out by the interviewer) and asked to state all the different activities they had undertaken.

Sport England provided a comprehensive list of 256 activities for APS1. This list contained all the activities that met Sport England's definition of 'sports' or 'physical recreational activities'. These activities are referred to as 'included' activities and this list was reviewed and updated during APS2, 3 and 4 and a number of new 'included' activities were added as well as labelling changes being made to some existing activities (e.g. sailing activities were amended to better classify sailing disciplines).

The database of 'included' activities is provided in Appendix D.

A number of 'excluded' activities were also contained within the database, i.e. activities that are outside Sport England's definition of 'sport' and 'active recreation'. These activities included gardening, DIY, housework and dancing.

For each 'included' activity mentioned, respondents were asked the following questions:

- Q11 – The number of days the activity was undertaken for in last 28 days
- Q12 – The usual amount of time spent doing the activity

Depending on the activity undertaken two questions were used to establish the 'intensity' with which the activity is undertaken. Each activity was classified with one of five intensity categories as follows:

- Light intensity activities

These were activities such as Shooting, Darts, and Snooker etc. and were defined as those that are usually only ever done at 'light' intensity i.e. they do not usually raise breathing rate.

These activities were not routed to the questions to establish whether the activity is undertaken at 'moderate' intensity (Q13 – raises breathing rate) or 'vigorous' intensity (Q14 – makes sweat or out of breath).

- Moderate intensity activities

These include Cricket, Sailing, Baseball etc. and were classified as 'moderate' only i.e. they usually raise breathing rate but do not usually make participants sweat or out of breath. These activities were not routed to the intensity questions (Q13 and Q14).

- Vigorous intensity activities

These include Rugby, Skiing, Hockey etc. and were classified as 'vigorous' only i.e. they usually make participants sweat or out of breath. These activities were not routed to the intensity questions (Q13 and Q14).

- Light, moderate or vigorous intensity activities

These include Table tennis, Canoeing, and Skating etc. and can be undertaken at 'light', 'moderate' or 'vigorous' intensity and therefore intensity questions (Q13 and Q14) were asked to establish the intensity level.

- Moderate or vigorous intensity activities

These include Swimming, Football, and Martial arts etc. and were classified as activities that are usually undertaken at 'moderate' or 'vigorous' intensity and were therefore routed to Q14 only to establish the intensity.

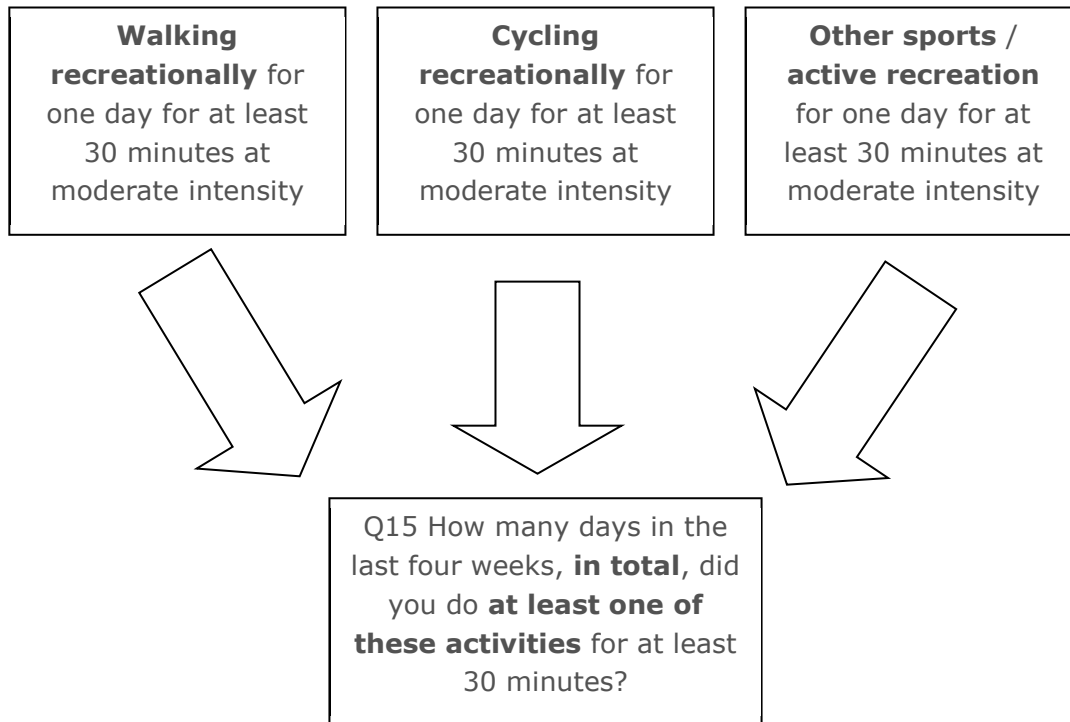
The database of 'included' activities showing the intensity classification for each is provided in Appendix D.

#### **4.6.6 Main participation KPI question**

All the 'included' activities (recreational walking, recreational cycling, other 'included' sports and other recreational physical activity) which respondents had done in the last 28 days were carried forward to Q15, the main participation KPI question, if they have done them:

- On at least one day
- And for at least 30 minutes
- And at moderate or vigorous intensity
- (And recreationally if walking or cycling rather than just to get from place to place)

The routing to Q15 is summarised in the diagram below.



So for example, if a respondent stated in previous questions that, in the last four weeks, they had done:

- A moderate 30 minute recreational walk on five days,
- A vigorous 30 minute recreational cycle on five days
- Vigorous 30 minutes football on five days

Each of the activities would be included in the question text for Q15 as follows:

'Thinking about the FOOTBALL, RECREATIONAL WALKING and RECREATIONAL CYCLING you have done in the last four weeks. Can I ask on how many days in the last four weeks, in total, did you do at least one of these activities for at least 30 minutes?'

If the respondent had done:

- A light 30 minute recreational walk on five days,
- A moderate 30 minute non recreational cycle on five days
- Vigorous 20 minutes Squash on five days
- Moderate 40 minutes Running on five days
- Moderate 30 minutes Football on 1 day
- Snooker for 2 hours on 2 days

The following question text would be displayed at Q15:

'Thinking about the RUNNING and FOOTBALL you have done in the last four weeks. Can I ask on how many days in the last four weeks, in total, did you do at least one of these activities for at least 30 minutes?'

NB

- Walking is not included because it was only done at light intensity
- Cycling is not included because it was not for the purpose of health or recreation
- Squash was not included because it was done for less than 30 minutes duration
- Snooker is a light intensity activity so never included in the main KPI for participation

It is also important to stress that as the question asked for the number of days 'in total' i.e. multiple activities on one day counts as one day. For example if someone did:

- A moderate 30 minute recreational walk on five days,
- A vigorous 30 minute recreational cycle on five days
- Vigorous 30 minutes football on five days

The answer at Q15 could be anywhere from five to fifteen days:

- Five days = walked, cycled, played football on each of the five days
- Six to fourteen days = any combination of activities undertaken in the same day
- Fifteen days = walked, cycled, played football on separate days

## 4.7 Matching respondents to local authorities

It was essential for the purposes of reporting at LA level to ensure we had an accurate LA coded on the data. There were several steps taken to do so.

The first was to collect the full postcode from respondents in the interview to confirm their full address from which we can assign the corresponding LA code with 100% accuracy from a database containing all addresses and corresponding LAs in England.

We were able to confirm the LA in 94.8% of interviews taken in this way, a proportion that increased during the year.

For the remaining respondents where the postcode was not given we also collected:

- A partial postcode (such as postcode district e.g. W5)
- The town, city or village in which they lived (If this was 'London' respondents were probed for a more precise location)
- The LA in which the respondent thought they resided which was prompted from a list containing the LA provided with the sample and up to 5 pre-determined LAs adjoining that sample LA



We also used the LA provided with the sample which had been researched by the sample supplier and provided a useful source against which to corroborate the LA codes.

In addition we hold a independent database of c.800,000 respondents with telephone number and confirmed address from which their LA was accurately coded using the postcode. For each telephone exchange code area (using the first 7 digits of the number) we were able to analyse the proportion of people within each exchange code who fell within each LA. In many cases there was a perfect relationship between telephone code and LA but for others, particularly in larger urban areas (London being the most obvious example) the relationship was less perfect.

Using these data we were able to assign an LA to most of the remaining respondents using the following rules (in order of priority):

1. If the LA corresponding to the city/town/village given by the respondent was the same as the LA supplied by the respondent that LA was coded
2. If, from the independent database of telephone numbers, 100% of numbers with the same 7 digit telephone exchange code fell within a single LA and there were more than 20 such numbers in the database, and that LA was the LA coded on the sample, that LA was accepted.
3. If 100% of numbers with the same 7 digit telephone exchange code fell within a single LA and there were more than 20 such numbers in the database, and that LA was the LA provided with the sample, that LA was accepted.
4. If 90-99% of numbers with the same 7 digit telephone exchange code fell within one LA and there were more than 20 such numbers in the database, and that LA was the LA coded on the sample and it was the same as the LA provided by the respondent (or one wasn't provided), that LA was accepted.

The 4 steps above were able to code the majority of remaining LAs. Those that still remained uncoded were individually inspected and all available data assessed to determine whether or not an LA code could be accurately applied. Any that could not be verified were not included in the dataset provided.

After all these steps the following profile was achieved:

<b>APS 5</b>	<b>Total</b>	<b>% of all interviews</b>	<b>% of published interviews</b>
LA verified by postcode in interview	159,468	94.8%	95.3%
LA subsequently verified	7,868	4.7%	4.7%
LA not verified – interview not used	842	0.5%	-

## 4.8 Enquiries from respondents

Many enquiries from respondents come during the actual interview itself. Interviewers are routinely trained in how to deal with general questions from respondents (why they have been selected, how their number was obtained, how long the interview will take

etc) and explanations on how to deal with survey-specific questions were given during interviewer briefings.

Each interviewer was also provided with a document outlining frequently asked questions, extra detail regarding confidentiality and data protection, and other survey-specific briefing points to remember. The document also contained useful phone number that the respondent might want to call for extra information.

One of the phone numbers included on the document provided to interviewers was a freephone helpline telephone number that was made available to respondents. The number was given at the end of each interview (or in advance if the potential respondent requests some way of verifying the caller's authenticity).

# 5. Sample management rules and response rates

## 5.1 Overview

As well as achieving the target number of interviews, it was important that the response rate should be maximised as non-response bias will arise if certain segments of the population are under-represented. While this can be corrected to a certain extent by weighting it was important to make every effort to encourage response. In order to achieve this, a number of measures were taken to minimise the number of non-contacts and refusals through the development of a complex set of sample management rules.

This section of the document outlines these sample management rules and provides an outline of response rates achieved.

## 5.2 Sample management rules

TNS BMRB implemented the same sample management rules for APS5 that were developed by IPSOS MORI and Sport England for APS1 to APS4. The only change to the rules was the time elapsed before reissue of 'soft' refusals, which was changed from six weeks to between four and six weeks to increase the probability of converting these into completed interviews. This time period was adopted as it was found to be successful in other Kantar Operations RDD surveys.

An overview of the sample management rules, aimed at maximising response rates and minimising non-response, are outlined below.

### 5.2.1 Distribution of call attempts

The CATI sample management system was programmed to ensure live sample numbers were loaded following strict rules, this ensured that each number was called over different interviewing sessions - designated as 'morning,' 'afternoon' or 'evening' from Monday to Friday and separate morning/afternoon sessions on Saturday and afternoon sessions on Sunday. This means that difficult to reach respondents may be contacted. These rules can be summarised as follows:

- Numbers were called a maximum of twice per day
- Weekdays – each number was called at least once between 10am and 1.00pm, at least once between 1.00pm and 5.30pm and at least once between 5.30pm and 9.00pm
- Saturday – each number was called at least twice, once between 10-2pm and once between 2-6pm

- Sunday – as Saturday

Numbers were tried a maximum of 40 times before being classified as 'dead'.

### **5.2.2 Sample 'fallow periods'**

Under certain circumstances sample remained uncalled for a period of time to ensure that where respondents or phone lines may be temporarily unavailable, they could be contacted at a later date.

#### **No Replies / Answerphones / Engaged**

If a number is consistently one, or a combination of these it must be called at least 20 times before being classified as dead. After attempt 6 there is a fallow period of 8 days and after attempt 15 there is a fallow period of at least 22 days.

#### **Fax / Data / Modem**

If a number is consistently one, or a combination of these it must be called at least 6 times before being classified as dead. After attempt 3 there is a fallow period of at least 22 days.

#### **Unobtainables**

If a number is consistently unobtainable it must be called at least 6 times before being classified as dead. After attempt 3 there is a fallow period of at least 22 days.

#### **Mixed Unanswered Calls**

If a number remains unanswered but is a combination of the above outcomes it must be called at least 30 times before being classified as dead. Once it becomes a mixed number after attempt 3 there is a fallow period of at least 22 days and

#### **Calls with at least one contact**

If a number is answered and contact made on one occasion, it must be called 40 times before being classified as dead. After attempt 15 there is a fallow period of at least 22 days.

#### **Deferrals**

Respondents have the right to refuse to participate in research surveys and TNS BMRB work in line with the MRS Code of Conduct, the Data Protection Guidelines and Ofcom regulations. We also recognise that there is a need to maximise response rates on a project and therefore we will recontact deferral sample.

A deferral is defined as where we have either not been able to identify the selected respondent but a member of the household is unwilling to co-operate or puts the phone

down or we have identified the selected respondent but another member of the household is unwilling to let the interviewer speak with them.

In order to reduce the number of non-interviews due to deferrals these were re-issued for follow-up calls between 4 and 6 weeks after the deferral was made. The deferral sample was re-issued to a small team of hand-picked interviewers, who were trained to handle deferral surveys effectively.

### **5.2.3 Final sample outcome classification**

This section outlines the final sample 'outcome categories' and the definition of each of these.

#### **'Ineligible' outcomes (i.e. excluded from response rate calculations)**

- Always no reply or engaged or answerphone  
All sample that had 20 consecutive no replies, engaged or answerphones (or any combination of these)
- Always fax /dataline  
All sample that had six consecutive fax / dataline responses
- Business numbers  
All sample that was confirmed as a business telephone number.
- Unobtainable numbers  
All sample that had six consecutive 'unobtainable' outcomes
- Numbers called 40 times - no contact  
All sample called 40 times without the call being answered i.e. any mixture of the following outcomes: no reply, engaged, fax/dataline, unobtainable.
- Duplicate/ complete no LA/ outside England  
Any duplicate telephone numbers, numbers where respondents were confirmed as living outside England and any completed interviews where no Local Authority can be confirmed.

#### **'Eligible' outcomes (i.e. included in response rate calculation)**

- Complete interviews  
Interviews were classified as complete where respondents have completed the whole interview and their LA was confirmed. Interviews were also classified as complete where respondents quit during the demographics but their LA was still confirmed.

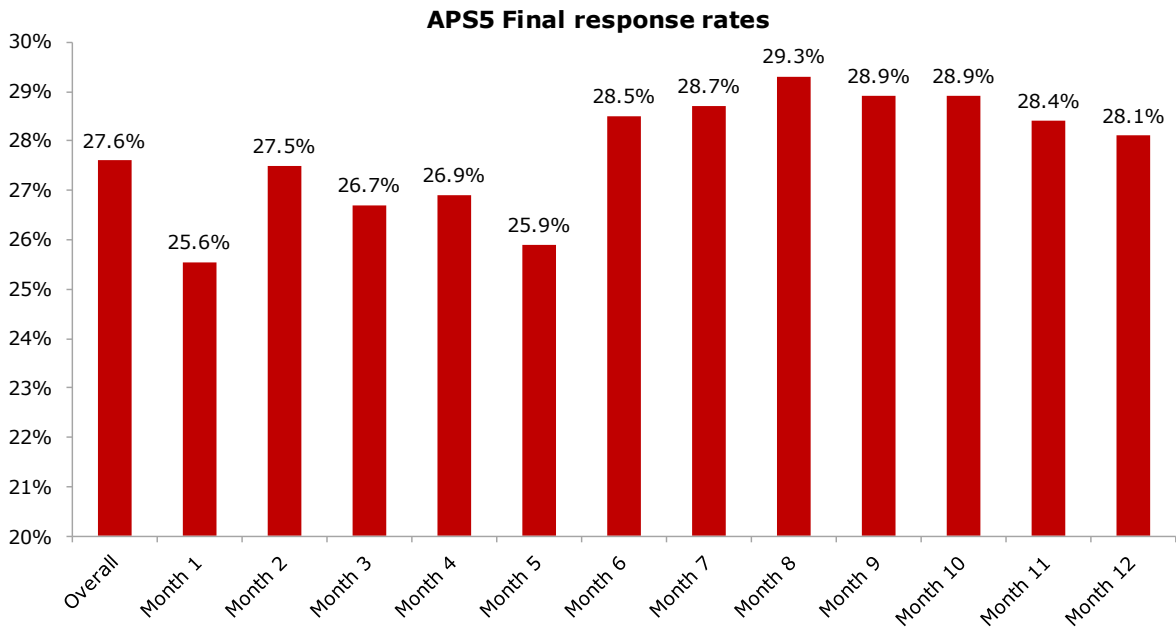
- Stopped interviews  
Cases where the respondent asked to stop the interview and re-start at a different time. Stopped interviews are not accepted on the survey due to the need for consistency of the timeline in the questionnaire.
- Quit interviews  
Cases where respondents got part way through the interview and did not wish to complete.
- Hard refusal  
Hard refusals were coded where the selected respondent refused or another household member firmly refused to co-operate.
- Deferral  
Any reissued sample that was coded as deferral and not converted at a later attempt.
- Numbers called 40 times - contact  
All numbers called 40 times where contact was made at least once i.e. a person was spoken to and confirmed the number related to a household rather than a business.
- Deferral - no reply/ engaged/ answer phone/ fax/dataline on reissue  
A soft refusal on first issue that was consecutively no reply, engaged or answer phone on five occasions or consecutively fax/dataline on three occasions on reissue.

### 5.3 Response rate analysis

As TNS BMRB took over APS from Ipsos MORI, the sample issued for the start of APS5 comprised solely of fresh telephone numbers. In previous years, any outstanding live sample at the end of survey year was continued into the new survey year (rather than replaced completely with new fresh sample) to maximise the response for each batch of issued sample. This was to ensure the response from each batch was as representative as possible, both demographically and in terms of participation behaviours.

The final response rate obtained for APS5 was 27.6%.

Sample months were closed once the remaining live sample was less than one percent of sample issued. The final response rates for all closed months in APS5 are shown below.



# 6. Data processing and weighting

## 6.1 Data processing

### 6.1.1 Edit checks

There is no separate data entry needed for CATI questionnaires. Only valid response codes can be entered by the interviewer. Range and logic checks were written into the questionnaire to ensure that all data were correct at the time of interviewing.

### 6.1.2 Coding

A specialist unit carried out coding, and any queries were referred to the research team. The initial code frames were based on those used in previous years of the Active People survey. Code frames were continually up-dated during the project as processing continued.

There were fifteen questions in the survey that required coding. These were 'other – specify' questions, that is, questions with a pre-code list with the option for interviewers to record verbatim any 'other' responses.

The questions were:

- Q10 – sports and active recreation not coded into the sports database. A number of respondents mention sports not included (or found) in the database of sporting and active recreational activities contained within the CATI script. These tended to be very specific activities that were then recoded into the original database list. A new code was raised for 'Zumba' at this question as the number of people reporting participation in this activity was high.
- Q16b – The type of club which respondents have been a member of over the past four weeks (particularly so that they can participate in any sports or recreational physical activities)
- Q16 - sports and active recreation not coded into the sports database in which respondents took part in as a member of a club
- Q17 - sports and active recreation not coded into the sports database in which respondents received tuition from an instructor or coach
- Q18 - sports and active recreation not coded into the sports database in which respondents took part in organised competition
- Q19c - sports and active recreation not coded into the sports database in which respondents coached an individual or team
- Q19d - sports and active recreation not coded into the sports database in which respondents refereed, umpired, or officiated at a match/competition



- Q19e - sports and active recreation not coded into the sports database in which respondents did any other volunteering activity (not coaching or tuition)
- Q23 - one sport or recreational physical activity respondents would most like to take up, or to do more often
- Q24a - main sport or recreational physical activity respondents were doing less of
- Q24b - main sport or recreational physical activity respondents were doing more of
- Q25 – main reason for doing less sport or recreational physical activity
- Q25a - main reason for doing more sport or recreational physical activity
- D4 – ethnic group  
The ethnicity question was kept consistent with previous Active People surveys and used the harmonised Office for National Statistics (ONS) question<sup>6</sup>. Coding of ethnicity occurs at five levels:
  - White – Other White background
  - Mixed – Other Mixed background
  - Asian or Asian British – Other Asian background
  - Black or Black British – Other Black background
  - Other ethnic group
- D6 – highest qualification obtained to date

### **6.1.3 NS-SEC classification**

The National Statistics Socio-economic Classification (NS-SEC) has been used for all official statistics and surveys since 2001 when it replaced Social Class based on Occupation (SC, formerly Registrar General's Social Class) and Socio-economic Groups (SEG).

The NS-SEC is an occupationally based classification but has rules to provide coverage of the whole adult population. The information required to create the NS-SEC is occupation coded to the unit groups (OUG) of the Standard Occupational Classification 2000 (SOC2000) and details of employment status (whether an employer, self-employed or employee; whether a supervisor; number of employees at the workplace). Similar information was previously required for SC and SEG.

The Active People CATI script contains all the questions required to derive NS-SEC using the full method. NS-SEC is derived from SOC Unit Group and an Employment Status/Size of Organisation variable.

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<sup>6</sup> A new harmonised question was published by the ONS in August 2011 (towards the end of APS5). The ethnicity question was kept unchanged to offer comparability with previous Active People surveys.

### **6.1.3.1 SOC Unit Group**

SOC Unit Group is coded from questions about respondents' job title, job description and industry description. SOC2000 Unit Group was coded using Cascot software, which is a program designed to make the coding of text information to standard classifications simpler, quicker and more reliable. The software is capable of occupational coding and industrial coding to the UK standards developed by the UK Office for National Statistics. These are the Standard Occupational Classification (SOC) and the Standard Industrial Classification (SIC).

### **6.1.3.2 Employment status and size of organisation**

Further questions were asked to allocate respondents to one of the following groups:

1. Employers – large organisations
2. Employers – small organisations
3. Self-employed / no employees
4. Managers – large organisations
5. Managers – small organisations
6. Supervisors
7. Other employees

NS-SEC Full Operational Categories were then derived using NS-SEC derivation tables based on SOC2000 using priority order rules.

NS-SEC questions were also asked for the Household Reference Person (HRP) if this was not the respondent. The ONS definition of a HRP was used; 'the member of the household in whose name the accommodation is owned or rented, or is otherwise responsible for the accommodation'<sup>7</sup>.

A more detailed outline of NS-SEC coding is provided in Appendix G.

## **6.2 Data weighting**

Rim weights were applied to the survey data. Rim weighting calculates the 'best' fit for the data across all the variables included in the weighting and does this by weighting the data by one weighting variable at a time and repeating the sequence until the 'best' fit is reached.

The advantages of this approach are that the weighting can include a greater number of weighting variables, and it is not necessary to have targets for all the interlocked cells. Applying targets for each interlocked cell (cell weighting) would mean that targets would be set, for example, for each age band within each gender within each socio economic group and so on, which would be impractical due to the limitations of sample size.

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<sup>7</sup> In households with a sole householder that person is the household reference person. In households with joint householders the person with the highest income is taken as the household reference person. If both have the same income, the older is taken as the HRP.

All that rim weighting requires is that targets be set for each weighting variable separately, for example age within gender is given a set of weighting targets, socio-economic group is given a set of weighting targets and so on (that is, they are not interlocked).

In summary the data were weighted as follows:

- A pre weight was applied to deal with the unequal selection probabilities of individuals in different sized households
- Demographic rim weighting was applied to ensure the data was representative of the populations of all reporting geographies in terms of age by gender, white and non white, working status by gender, household size and socio-economic classification (NS-SEC).
- Reporting geographies which combine responses from a number of local authorities were weighted to match the population sizes of the different authorities comprising the reporting geography.

### **6.2.1 Pre weight**

Resting on the assumption that each household has a single land-line, it is not possible for more than one adult sharing the same household to be included in the survey. A one-adult household is equally likely to be contacted as a three adult household. However, a person living alone, in the one-adult household would have three times the chance of being interviewed as a person in the three adult household.

Therefore, a probability weight was applied at the analysis stage to compensate for this, in addition to the standard demographic non-response weights described below. The probability weight is 'h', where h is the number of adults in the household. This was multiplied by the respondent's non-response weight ('d') to give a final weight for each respondent of 'h\*d'.

The number of adults in the household was captured in the screener question S3. Where respondents refused to give the number of adults the probability weight 'h' was set at 2. In households with 5 or more adults the probability weight 'h' was set at 4.

### **6.2.2 Demographic weighting variables**

Demographic weighting was applied to the data and each demographic weighting variable is listed below along with an outline of how the weighting targets for each were calculated.

Weighting targets were calculated so that the percentages within each weighting variable add to 100%. The targets used in the weighting were taken from the 2001 Census, the Annual Population Survey and the latest ONS mid-year estimate data available. The source of each individual target is specified below.

#### **Household size**

- One person

- Two or more people

All respondents where no household size was recorded were coded as 'Two or more'. The targets for this weight were taken from the 2001 Census.

### **Ethnicity**

- Non white
- White

All respondents with no ethnicity recorded were coded as 'White'. The targets for this weight were taken from the latest Annual Population Survey available (July 2009 – June 2010).

### **Working status within gender**

Weighting targets source data for working status were only provided for those aged 16 to 74. In order to attach weights to those over age 74, the population of over 74s was added to the total population base for the calculation of weights:

- Men - Working full time (i.e. 30+ hours per week)
- Men - Not working full time – combines all other 'Men' working status breaks plus 'All Men 75+'
- Women - Working full time (i.e. 30+ hours per week)
- Women - Not working full time – combines all other 'Women' working status breaks plus 'All Women 75+'

All respondents with no working status recorded were coded as 'Not working full time' (gender was always recorded). The targets for this weight were taken from the latest Annual Population Survey available (July 2009 – June 2010).

### **NS-SEC**

Weighting targets source data for NS-SEC were only provided for those aged 16 to 74. In order to attach weights to those over 74 the population of over 74s was added to the total population base for the calculation of weights:

- Managerial and professional occupations – NS-SEC 1, 1.1, 1.2, 2
- Intermediate occupations – NS-SEC 3
- Small employers and own account workers - NS-SEC 4
- Lower supervisory and technical occupations - NS-SEC 5
- Semi-routine and routine occupations - NS-SEC 6, 7
- Never worked and long term unemployed and Full time students - NS-SEC 8, 9
- Inadequately described and Not classifiable - NS-SEC 9 (L16 and L17 from survey data)
- Over 74s – from population estimates

The weighting proportion for this NS-SEC classification was calculated as follows:

NS SEC population total (excluding NS SEC 'Inadequately described' and 'Not classifiable') plus population total 75+

#### **Multiplied by**

100% + Percentage of 16 to 74s NS SEC 'Inadequately described' and 'Not classifiable'

= Total population including NS SEC from census / NS SEC 'Inadequately described' and 'Not classifiable' from survey / people aged +75 from census

**Multiplied by**

Percentage of 16 to 74s NS SEC 'Inadequately described' and 'Not classifiable'

= Total population from the percentage of 16 to 74s NS SEC 'Inadequately described' and 'Not classifiable'

The targets for this weight were taken from the latest Annual Population Survey available (July 2009 – June 2010).

**Age by gender**

- Men 16 to 24
- Men 25 to 34
- Men 35 to 54
- Men 55 +
- Women 16 to 24
- Women 25 to 34
- Women 35 to 54
- Women 55 +

Any respondents without age specified were randomly assigned to an age category. In order not to skew the overall balance, the probability of being assigned to each age category was made proportional to the distribution of answers given by other respondents. As gender was always collected, this did not need to be imputed for any respondents.

The targets for this weight were taken from the latest ONS mid-year population estimates.

### **6.2.3 Calculation of weights for all reporting geographies**

**Annual data**

For the LA level reporting geography, demographic weighting targets were set within each Local Authority.

A different approach was used for the other reporting geographies, to ensure proportionate representation of respondents living in different sized LAs. These reporting geographies were:

- County Council (CC)
- County Sport Partnership (CSP)
- Region
- National (England)

These geographies are all based on Local Authorities, with regions within each of these being formed of a number of LAs grouped together.

The weighting for each of these geographies was done in two stages. Firstly, demographic weighting was applied to each of the LAs. Secondly, the weighted counts of each LA were scaled according to the population of adults aged 16+<sup>8</sup> in each area. This ensured each LA was represented in correct proportion to its population size.

For example, the table below shows the LAs within the Tyne and Wear CSP. LA weights were applied first, then the LAs within the County Sport Partnership were scaled by their population sizes.

<b>LAs within Tyne and Wear CSP</b>	<b>Unweighted count</b>	<b>LA Population (aged 16+)</b>	<b>LA Population % of overall CSP population</b>	<b>Weighted count</b>
Gateshead (LA)	1001	157,100	17.15%	516
Newcastle upon Tyne (LA)	503	238,700	26.05%	784
North Tyneside (LA)	500	162,200	17.70%	532
South Tyneside (LA)	502	126,100	13.76%	414
Sunderland (LA)	502	232,200	25.34%	762
<b>Total Tyne and Wear CSP</b>	<b>3,008</b>	<b>916,300</b>	<b>100.00%</b>	<b>3,008</b>

To ensure summer and winter responses were given equal weight within the annual data, a weight was applied which distributed half the final sample size to the summer period and half to the winter period. A similar approach was also used when reporting on 24 month results, with the two survey years given equal weight.

### Monthly and quarterly data

Monthly, quarterly and six monthly results were produced for the following reporting geographies:

- County Council (CC)
- County Sports Partnership (CSP)
- Region
- National (England)

As the annual sample size for most LAs was 500 per year, there were insufficient responses within each LA on a monthly and quarterly basis to apply the LA based weighting scheme effectively. As a result, a different weighting approach was used to that applied to the annual reporting for these geographies.

Data were weighted to individual population profiles within larger geographic regions. For instance, for the regional monthly and quarterly weights targets were set within each individual region. An additional weighting variable was included with the demographic

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<sup>8</sup> The population of each Local Authority was taken from the latest ONS mid-year population estimates (mid 2009)

weights; this used the LA populations to adjust the weights within the geographic regions and avoided over-representing persons in the smaller LAs.

Monthly, quarterly and six monthly results were weighted based on interviews conducted between specific dates. These periods are the same for each survey except over different years.

	<b>Date</b>
<b>Quarter 1</b>	<b>15 October – 13 January</b>
Month 1	15 October to 11 November
Month 2	12 November to 9 December
Month 3	10 December to 13 January
<b>Quarter 2</b>	<b>14 January – 13 April</b>
Month 4	14 January to 10 February
Month 5	11 February to 9 March
Month 6	10 March to 13 April
<b>Quarter 3</b>	<b>14 April – 13 July</b>
Month 7	14 April to 11 May
Month 8	12 May to 8 June
Month 9	9 June to 13 July
<b>Quarter 4</b>	<b>14 July – 14 October</b>
Month 10	14 July to 10 August
Month 11	11 August to 7 September
Month 12	8 September to 14 October

National and Regional results were produced for monthly, quarterly and six monthly time periods. County Council and County Sport Partnerships results were produced only for quarterly and six monthly periods.

# 7. Development work

## 7.1 Continuity of results

Trend analysis was conducted on key results from Active People Surveys 2, 3 and 4, and using a seasonal model results were predicted for Active People 5. Results for some key results in the first few months of Active People 5 were found to be a bit lower than predicted by the model.

Based on further analysis of results and a literature review, three possible causes were identified.

### 7.1.1 Continuity of the sample

Sample in Active People is usually worked on for seven or eight months after it is issued (until less than 1% of the sample has no final outcome). As TNS BMRB took over the Active People Survey from Ipsos MORI, the sample used for the first month of APS5 comprised solely of fresh telephone numbers, and the sample for the subsequent few months included a higher proportion of fresh sample than had been the case in the previous interview quarter. This may have impacted on the continuity of the results as it is possible that the characteristics and the behaviours of respondents that are easier to reach (requiring a lower number of calls to reach) are different to those that are harder to reach (requiring a larger number of calls over an extended period of time to establish contact).

Analysis of results from the first quarter of Active People survey 4, suggests that the harder to reach group have different characteristics to the easier to reach groups. The harder to reach group has higher proportions of BMEs, men and younger people. Easier to reach respondents are also generally less likely to participate in sport.

### 7.1.2 Interviewer effects and field procedures

It is well documented that the manner in which interviews are administered can be a source of response bias in surveys.

However, whilst this was a risk this is unlikely to have had much of an impact on Active People as one of TNS BMRB's key considerations when taking over this project was to ensure that the approach was kept as similar to that used by Ipsos MORI as possible:

- Using the same CATI script
- Interviewer briefings were kept as consistent as possible
- Interviewer instructions in the survey script were not changed.

### 7.1.3 Weather

The once a week sports participation KPI results dipped noticeably for outdoor sports in December 2010. Looking at previous Active People data there is a correlation between cold weather and sports participation. The mean temperature was much lower in December 2010 than in previous years, suggesting that this was a cause of the decrease in sports participation.



The link between weather and sports participation is validated by academic research carried out by Tucker and Gilliland<sup>9</sup>, in which they examined the results from 37 studies from around the world and found that weather had a significant impact on physical activity behaviours in twenty seven (73%) of these studies. Tucker and Gilliland conclude that 'it is clearly important to recognize bad or extreme weather as a deterrent' for sports participation.

## **7.2 Exclusion of mobile-only households**

The Active People Survey uses an RDD (random digit dialling) methodology which is based on residential land-line numbers only and therefore excludes mobile-only households. Ofcom data shows that the proportion of mobile-only households in England was at 15% in 2011, and has been increasing by about 1% per year in recent years<sup>10</sup>. With one in seven households in England mobile-only, it became important to determine whether the exclusion of these people from the sample frame for Active People was impacting on the quality of the findings. TNS BMRB carried out a programme of research to explore this.

### **7.2.1 Methodology**

#### **Face-to-face Omnibus**

A landline/mobile-only comparison study was carried out using face-to-face interviewing, conducted using CAPI (Computer Assisted Personal Interviewing) via the TNS Omnibus survey. Landline and mobile-only respondent were identified and asked a set of questions about their sports participation. The Omnibus approach provided a convenient way to screen for mobile-only respondents in a cost effective and fast manner. It also provided a means of interviewing a comparison group using the same methodology and questionnaire.

The target population for this survey consisted of the general public (aged 16-30) in England. This group was of most interest to the research, being both more likely than other groups to be mobile-only, and also having higher levels of sports participation.

Regression analysis was used to control for the demographic differences between the mobile-only population and the landline population.

#### **CATI**

1000 interviews were carried out using CATI, using RDD mobile phone sample and screening for mobile-only respondents. Again this sample were asked a series of questions about their sports participation, based on those in the CATI landline survey. Propensity score weighting was used to control for the demographic differences between the mobile-only and landline samples. This technique was used to weight the data from the main Active People Survey to match the demographic characteristics of the mobile-only sample.

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<sup>9</sup> Tucker, P. and Gilliland, J., 2007, The effect of season and weather on physical activity: A systematic review, *Public Health*, 121, 909–922

<sup>10</sup> [http://www.ofcom.org.uk/static/marketresearch/statistics/main\\_set.pdf](http://www.ofcom.org.uk/static/marketresearch/statistics/main_set.pdf)

This technique was applied first using the current Active People weighting variables and then refined by adding additional weighting variables.

## **7.2.2 Findings**

In both the Omnibus and CATI research, mobile-only and landline respondents had similar participation levels for most individual sports, once demographic differences between the samples were controlled for. However, when looking at participation at the overall level or of sports grouped together, respondents who only had a mobile did less sport than those with a landline.

Looking at the CATI research results, adding further demographic items into the weighting matrix went some way to reducing the difference (bringing one million and NI8 into line) but a few differences in participation in named sports remained.

## **7.2.3 Recommendations**

The data from the mobile comparison surveys suggested that the omission of mobile-only respondents from the Active People survey led to a slight over-estimate of sports participation. This effect could be reduced or removed by:

### **Modifying the current weighting approach**

Additional weighting variables, particularly housing tenure, could be added to the Active People weighting matrix to reduce sample bias.

### **An in-home interview sample**

An in-home interview sample which would cover the entire population regardless of telephone status could be used to supplement or calibrate the Active People CATI survey, in order to correct for the omission of mobile-only respondents from the CATI survey.

### **Continuation of the mobile-only survey**

The mobile-only CATI survey could be continued on an ongoing basis, with the mobile-only data merged with the main survey results in order to obtain a nationally representative final sample. It would not be possible to apply local area controls to the mobile-only sample.

## **7.3 Tenure weighting experiment**

Following on from the mobile-only work conducted, it was decided to experiment with the inclusion of housing tenure in the weighting specification to see what impact this would have on results.

### **7.3.1 Weighting approach**

This new weight was created using exactly the same approach as that used for the main survey with targets being set within individual Local Authorities (using data from the ONS Annual Population Survey, 2001 Census and ONS mid-year population estimates). Rim weighting was used and the data was weighted by:

- Household size
- Ethnicity
- Working status within Gender
- NSSEC
- Age by Gender

In addition to the above targets, a new target for tenure was included.

The tenure question used in Active People is not exactly the same as the question used in the Annual Population Survey; the categories were matched in the following way:

<b>Category</b>	<b>Active People answer categories</b>	<b>Annual Population Survey category</b>
<b>Owner occupier / buying with mortgage</b>	Owned outright Owned with mortgage	Owned outright Being bought with mortgage or loan Part rent, part mortgage
<b>Renting / Other</b>	Rented from Council Rented from housing association Rented with job/business Rented privately, unfurnished Rented privately, furnished Free - comes with job or part of pay package Other	Rented Rent free Squatting

In the Active People Survey a number of respondents refused to or were unable to give an answer to the tenure question. When applying the weighting the proportion of respondents with 'no answer' within each Local Authority was kept unchanged, and the targets were recalculated based on those that had given an answer.

Once demographic weighting was applied within the Local Authorities the size of each individual Local Authority was scaled based on its population (16+) to ensure that the final results were representative of the English general population.

## 7.3.2 Findings

Including tenure in the weighting set up reduced overall sports participation; however, the effect was fairly muted<sup>11</sup>. The reduction affected all of the key demographic groups as illustrated below:

	Normal weighting	Weighting including tenure	Subtraction	% Change
<b>National overall</b>	16.31%	16.14%	-0.17	98.970%
Male	20.46%	20.28%	-0.18	99.112%
Female	12.36%	12.20%	-0.15	98.747%
16 to 34	26.13%	25.83%	-0.29	98.883%
35 to 54	16.18%	16.02%	-0.16	99.005%
55 +	7.65%	7.59%	-0.07	99.134%
White	16.32%	16.16%	-0.16	99.011%
Non white	16.26%	16.04%	-0.22	98.646%
Limiting disability - Yes	7.00%	6.86%	-0.15	97.893%
Limiting disability - No	17.95%	17.81%	-0.14	99.204%
NS SEC1,1.1,1.2,2 Managerial and professional	19.12%	19.09%	-0.03	99.834%
NS SEC3 Intermediate	14.49%	14.44%	-0.05	99.657%
NS SEC4 Small employers / own account workers	14.84%	14.69%	-0.15	99.013%
NS SEC5,6,7,8 Lower supervisory/technical/routine /semi-routine/never worked /longterm unemployed	12.38%	12.19%	-0.19	98.442%
NS SEC9 Not classified	19.74%	19.38%	-0.36	98.178%
Further and Higher education students	26.99%	26.56%	-0.43	98.423%

Looking at the findings at a sports level<sup>12</sup> showed a more mixed picture, with some sports participation levels increasing marginally. However, the overall trend was downwards, although the impact of the weighting was fairly minimal with most differences within two or three percent of the original figures (see table below).

<sup>11</sup>The 3x30 indicator measures the number of adults (aged 16 and over) participating in at least 30 minutes of sport at moderate intensity at least three times a week

<sup>12</sup> Once a week participation, for 30 minutes or more at a moderate or vigorous intensity



	Normal weighting	Weighting including tenure	Subtraction	% Change
Swimming	6.62%	6.54%	-0.07%	98.9
Football	4.98%	4.94%	-0.04%	99.2
Athletics	4.47%	4.41%	-0.06%	98.6
Cycling	4.15%	4.13%	-0.02%	99.5
Bowls	2.55%	2.50%	-0.05%	97.9
Golf	1.96%	1.93%	-0.03%	98.4
Badminton	1.20%	1.18%	-0.02%	98.3
Tennis	0.88%	0.87%	-0.01%	98.5
Equestrian	0.74%	0.72%	-0.01%	98.3
Squash and Racketball	0.67%	0.66%	-0.01%	99.1
Movement & Dance	0.56%	0.56%	0.00%	99.9
Cricket	0.51%	0.50%	-0.01%	98.8
Rugby Union	0.42%	0.41%	-0.01%	97.9
Basketball	0.36%	0.36%	0.00%	101.1
Boxing	0.35%	0.35%	0.00%	99.7
Table Tennis	0.32%	0.31%	0.00%	99.1
Angling	0.32%	0.33%	0.01%	103.7
Netball	0.31%	0.29%	-0.02%	94.6
Mountaineering	0.26%	0.27%	0.01%	103.1
Snow sport	0.25%	0.25%	0.00%	99.8
Hockey	0.19%	0.18%	-0.01%	95.1
Weightlifting	0.17%	0.17%	0.00%	99.6
Sailing	0.12%	0.12%	0.00%	98.6
Rugby League	0.12%	0.13%	0.01%	108.5
Gymnastics and trampolining	0.11%	0.11%	0.00%	98.3
Canoeing and kayaking.	0.11%	0.12%	0.01%	105.2
Rowing	0.09%	0.09%	0.00%	97.9
Volleyball	0.07%	0.08%	0.00%	104.4
Taekwondo	0.06%	0.06%	0.00%	99.0
Rounders	0.04%	0.04%	0.00%	95.2
Waterskiing	0.03%	0.03%	0.00%	95.6
Fencing	0.03%	0.03%	0.00%	100.5
Archery	0.03%	0.03%	0.00%	98.4
Judo	0.03%	0.03%	0.00%	99.1

It should be noted that the weight which included tenure has not been examined in detail to determine whether it needs to be capped. This may reduce some of the sports participation figures.

## 8. Appendices

### Appendix A – Sample size by Local Authority

Local Authority	APS5		
	Target	Achieved	% of target achieved
Adur	500	500	100%
Allerdale	500	500	100%
Amber Valley	500	501	100%
Arun	500	500	100%
Ashfield	500	501	100%
Ashford	500	502	100%
Aylesbury Vale	500	500	100%
Babergh	500	500	100%
Barking and Dagenham	500	503	101%
Barnet	500	503	101%
Barnsley	500	506	101%
Barrow-in-Furness	500	500	100%
Basildon	500	506	101%
Basingstoke and Deane	500	503	101%
Bassetlaw	500	501	100%
Bath and North East Somerset	500	501	100%
Bedford	500	500	100%
Bexley	500	501	100%
Birmingham	500	593	119%
Blaby	500	501	100%
Blackburn with Darwen	1000	1002	100%
Blackpool	500	504	101%
Bolsover	500	501	100%
Bolton	500	500	100%
Boston	500	503	101%
Bournemouth	500	500	100%
Bracknell Forest	500	502	100%
Bradford	500	500	100%
Braintree	500	501	100%
Breckland	500	500	100%
Brent	500	507	101%
Brentwood	500	502	100%
Brighton and Hove	500	501	100%
Broadland	500	500	100%
Bromley	500	502	100%
Bromsgrove	500	501	100%
Broxbourne	500	500	100%

	<b>APS5</b>		
<b>Local Authority</b>	<b>Target</b>	<b>Achieved</b>	<b>% of target achieved</b>
Broxtowe	500	501	100%
Burnley	500	500	100%
Bury	500	501	100%
Calderdale	500	501	100%
Cambridge	500	502	100%
Camden	500	503	101%
Cannock Chase	500	504	101%
Canterbury	500	500	100%
Carlisle	500	501	100%
Castle Point	500	502	100%
Central Bedfordshire	500	507	101%
Charnwood	500	500	100%
Chelmsford	500	502	100%
Cheltenham	500	501	100%
Cherwell	500	500	100%
Cheshire East	500	502	100%
Cheshire West and Chester	500	502	100%
Chesterfield	500	499	100%
Chichester	500	500	100%
Chiltern	500	502	100%
Chorley	500	500	100%
Christchurch	500	505	101%
City of Bristol	500	501	100%
City of Kingston upon Hull	500	500	100%
City of London	100	83	83%
Colchester	500	502	100%
Copeland	500	501	100%
Corby	500	501	100%
Cornwall	500	503	101%
Cotswold	500	501	100%
County Durham	500	502	100%
County of Herefordshire	500	501	100%
Coventry	500	500	100%
Craven	500	502	100%
Crawley	500	500	100%
Croydon	500	500	100%
Dacorum	500	501	100%
Darlington	500	498	100%
Dartford	500	500	100%
Daventry	500	500	100%
Derby	500	503	101%
Derbyshire Dales	500	501	100%
Doncaster	500	502	100%



	<b>APS5</b>		
<b>Local Authority</b>	<b>Target</b>	<b>Achieved</b>	<b>% of target achieved</b>
Dover	500	501	100%
Dudley	500	501	100%
Ealing	500	502	100%
East Cambridgeshire	500	501	100%
East Devon	500	501	100%
East Dorset	500	505	101%
East Hampshire	500	502	100%
East Hertfordshire	500	507	101%
East Lindsey	500	503	101%
East Northamptonshire	500	501	100%
East Riding of Yorkshire	500	500	100%
East Staffordshire	500	502	100%
Eastbourne	500	500	100%
Eastleigh	500	500	100%
Eden	500	501	100%
Elmbridge	500	501	100%
Enfield	500	501	100%
Epping Forest	500	502	100%
Epsom and Ewell	500	501	100%
Erewash	500	501	100%
Exeter	500	510	102%
Fareham	500	501	100%
Fenland	500	501	100%
Forest Heath	500	500	100%
Forest of Dean	500	501	100%
Fylde	500	501	100%
Gateshead	1000	1001	100%
Gedling	500	500	100%
Gloucester	500	504	101%
Gosport	500	500	100%
Gravesham	500	503	101%
Great Yarmouth	500	502	100%
Greenwich	500	502	100%
Guildford	500	501	100%
Hackney	500	501	100%
Halton	500	500	100%
Hambleton	500	500	100%
Hammersmith and Fulham	500	500	100%
Harborough	500	501	100%
Haringey	500	500	100%
Harlow	500	500	100%
Harrogate	500	500	100%
Harrow	500	500	100%

	<b>APS5</b>		
<b>Local Authority</b>	<b>Target</b>	<b>Achieved</b>	<b>% of target achieved</b>
Hart	500	501	100%
Hartlepool	500	500	100%
Hastings	500	502	100%
Havant	500	502	100%
Havering	500	503	101%
Hertsmere	500	500	100%
High Peak	500	501	100%
Hillingdon	500	499	100%
Hinckley and Bosworth	500	500	100%
Horsham	500	502	100%
Hounslow	1000	1004	100%
Huntingdonshire	500	500	100%
Hyndburn	500	498	100%
Ipswich	500	501	100%
Isle of Wight	500	496	99%
Isles of Scilly	152	150	99%
Islington	500	502	100%
Kensington and Chelsea	500	502	100%
Kettering	500	502	100%
Kings Lynn and West Norfolk	500	500	100%
Kingston upon Thames	500	505	101%
Kirklees	500	502	100%
Knowsley	500	507	101%
Lambeth	500	500	100%
Lancaster	500	500	100%
Leeds	500	504	101%
Leicester	500	500	100%
Lewes	500	500	100%
Lewisham	500	500	100%
Lichfield	500	503	101%
Lincoln	500	499	100%
Liverpool	2500	2505	100%
Luton	500	504	101%
Maidstone	500	500	100%
Maldon	500	500	100%
Malvern Hills	500	500	100%
Manchester	500	503	101%
Mansfield	500	503	101%
Medway	500	501	100%
Melton	500	500	100%
Mendip	500	500	100%
Merton	500	502	100%
Mid Devon	500	502	100%

	<b>APS5</b>		
<b>Local Authority</b>	<b>Target</b>	<b>Achieved</b>	<b>% of target achieved</b>
Mid Suffolk	500	502	100%
Mid Sussex	500	501	100%
Middlesbrough	500	502	100%
Milton Keynes	500	500	100%
Mole Valley	500	501	100%
New Forest	500	500	100%
Newark and Sherwood	500	502	100%
Newcastle upon Tyne	500	503	101%
Newcastle-under-Lyme	500	500	100%
Newham	500	500	100%
North Devon	500	500	100%
North Dorset	500	503	101%
North East Derbyshire	500	502	100%
North East Lincolnshire	500	501	100%
North Hertfordshire	500	500	100%
North Kesteven	500	504	101%
North Lincolnshire	500	501	100%
North Norfolk	500	507	101%
North Somerset	500	503	101%
North Tyneside	500	500	100%
North Warwickshire	500	503	101%
North West Leicestershire	500	503	101%
Northampton	500	500	100%
Northumberland	500	500	100%
Norwich	500	499	100%
Nottingham	500	537	107%
Nuneaton and Bedworth	500	502	100%
Oadby and Wigston	500	501	100%
Oldham	500	500	100%
Oxford	500	503	101%
Pendle	500	500	100%
Peterborough	500	501	100%
Plymouth	500	500	100%
Poole	500	505	101%
Portsmouth	500	502	100%
Preston	500	501	100%
Purbeck	500	501	100%
Reading	500	501	100%
Redbridge	500	500	100%
Redcar and Cleveland	500	503	101%
Redditch	500	501	100%
Reigate and Banstead	500	500	100%
Ribble Valley	500	501	100%

	<b>APS5</b>		
<b>Local Authority</b>	<b>Target</b>	<b>Achieved</b>	<b>% of target achieved</b>
Richmond upon Thames	500	502	100%
Richmondshire	500	503	101%
Rochdale	500	502	100%
Rochford	500	500	100%
Rossendale	500	500	100%
Rother	500	502	100%
Rotherham	500	500	100%
Rugby	500	500	100%
Runnymede	500	503	101%
Rushcliffe	500	502	100%
Rushmoor	500	501	100%
Rutland	500	504	101%
Ryedale	500	501	100%
Salford	500	502	100%
Sandwell	500	501	100%
Scarborough	500	501	100%
Sedgemoor	500	503	101%
Sefton	500	513	103%
Selby	500	501	100%
Sevenoaks	500	499	100%
Sheffield	500	497	99%
Shepway	500	501	100%
Shropshire	500	500	100%
Slough	500	503	101%
Solihull	500	501	100%
South Bucks	500	501	100%
South Cambridgeshire	500	512	102%
South Derbyshire	500	501	100%
South Gloucestershire	500	501	100%
South Hams	500	500	100%
South Holland	500	502	100%
South Kesteven	500	506	101%
South Lakeland	500	502	100%
South Norfolk	500	505	101%
South Northamptonshire	500	501	100%
South Oxfordshire	500	501	100%
South Ribble	500	505	101%
South Somerset	500	503	101%
South Staffordshire	500	500	100%
South Tyneside	500	502	100%
Southampton	500	500	100%
Southend-on-Sea	500	502	100%
Southwark	500	503	101%

	<b>APS5</b>		
<b>Local Authority</b>	<b>Target</b>	<b>Achieved</b>	<b>% of target achieved</b>
Spelthorne	500	501	100%
St Albans	500	497	99%
St Edmundsbury	500	500	100%
St. Helens	500	499	100%
Stafford	500	498	100%
Staffordshire Moorlands	500	500	100%
Stevenage	500	501	100%
Stockport	500	500	100%
Stockton-on-Tees	500	501	100%
Stoke-on-Trent	1000	1003	100%
Stratford-on-Avon	500	501	100%
Stroud	500	502	100%
Suffolk Coastal	500	500	100%
Sunderland	500	502	100%
Surrey Heath	500	500	100%
Sutton	500	502	100%
Swale	500	503	101%
Swindon	500	500	100%
Tameside	500	501	100%
Tamworth	500	499	100%
Tandridge	500	501	100%
Taunton Deane	500	501	100%
Teignbridge	500	500	100%
Telford and Wrekin	500	502	100%
Tendring	500	500	100%
Test Valley	500	500	100%
Tewkesbury	500	502	100%
Thanet	500	503	101%
Three Rivers	500	501	100%
Thurrock	500	500	100%
Tonbridge and Malling	500	502	100%
Torbay	500	500	100%
Torrige	500	499	100%
Tower Hamlets	500	504	101%
Trafford	500	500	100%
Tunbridge Wells	500	501	100%
Uttlesford	500	500	100%
Vale of White Horse	500	501	100%
Wakefield	500	500	100%
Walsall	500	500	100%
Waltham Forest	500	500	100%
Wandsworth	500	504	101%
Warrington	500	504	101%

	<b>APS5</b>		
<b>Local Authority</b>	<b>Target</b>	<b>Achieved</b>	<b>% of target achieved</b>
Warwick	500	500	100%
Watford	500	504	101%
Waveney	500	500	100%
Waverley	500	500	100%
Wealden	500	501	100%
Wellingborough	500	500	100%
Welwyn Hatfield	500	500	100%
West Berkshire	500	500	100%
West Devon	500	503	101%
West Dorset	500	505	101%
West Lancashire	500	500	100%
West Lindsey	500	500	100%
West Oxfordshire	500	502	100%
West Somerset	500	500	100%
Westminster	500	502	100%
Weymouth and Portland	500	500	100%
Wigan	500	501	100%
Wiltshire	500	501	100%
Winchester	500	500	100%
Windsor and Maidenhead	500	499	100%
Wirral	500	502	100%
Woking	500	503	101%
Wokingham	500	504	101%
Wolverhampton	500	502	100%
Worcester	500	503	101%
Worthing	500	500	100%
Wychavon	500	504	101%
Wycombe	500	503	101%
Wyre	500	503	101%
Wyre Forest	500	501	100%
York	500	501	100%

## Appendix B – APS 5 questionnaire

### 212627 – SPORT ENGLAND ACTIVE PEOPLE SURVEY 5

### FINAL QUESTIONNAIRE – VERSION 28 (14 APRIL 2011)

#### INTRODUCTION

#### INTRODUCTION AMENDED FOR START OF APS5, REFERENCE TO LA REMOVED ON 22<sup>ND</sup> MARCH

Good afternoon/evening. My name is XXXXX calling on behalf of TNS – the independent research organisation. We are carrying out an important survey about people's leisure and recreational activities. It will be used to help shape local services in the future. May I ask you a few questions?

IF NECESSARY, USE THE FOLLOWING REASSURANCES AS APPROPRIATE:

This interview will only take about 15 minutes on average. If now is not convenient, I can call back at another time but it would be helpful if we could ask you a couple of quick questions now, to check you are the person we need to speak to.

This is in no way a sales call and you will not be contacted as a result of this survey for sales purposes.

I would like to assure you that all the information that we collect will be kept in the strictest confidence, and used for research purposes only. IF MORE NEEDED SAY: Your answers will be added to those of thousands of others and presented to our client as statistical summaries only.

Intro CODE OUTCOME FROM LIST BELOW

1. Continue
2. Not available - make appointment
3. Business
4. Hard Refusal
5. Deferral - May complete at later date
6. Foreign language required
7. Type Talk required - hard of hearing/speech impediment

**[ASK IF INTRO = 6]**

For1 We may arrange for another interviewer to call in the next few days, can you please tell me what language this person speaks?

1. Urdu (close and reissue)
2. Hindi (close and reissue)
3. Gujarati (close and reissue)
4. Asian Not Known (close and reissue)
5. Other (Specify and close)

[INSERT QUESTION ONLY FOR SAMPLE FLAGGED AS BORDER AREA]

The survey covers only England so can I just check whether you live in England?

1. Yes – proceed to next screen
2. No – TIPCODE K – Outside sample frame

## SCREENER QUESTIONS

- S3. To make sure we speak to a good cross section of the public can you please tell me how many people aged 16 or over currently live in your household including yourself?

CODE NULL IF NO PEOPLE AGED 16 or OVER

1. 1 – Go to S9
2. 2 – Go to S6
3. 3 – Go to S4
4. 4 – Go to S4
5. 5 – Go to S4
6. 6 – Go to S4
7. 7 or more – Go to S4
8. Business number – TIPCODE 417
9. Don't know – Go to S4
10. Refused – Go to S4

ALLOW NULL - Close

IF S3 = 1 GO TO S9.

IF S3 = 2 GO TO S6.

IF S3 = 8 TIPCODE H.

IF S3 = DK OR REF GO TO S4.

**[ASK IF S3 = 3, 4, 5, 6, 7 AND RIZZO METHOD SELECTS ANOTHER MEMBER OF THE HOUSEHOLD OR IF S3 = 9 OR 10]. IF SCREENER RESPONDENT SELECTED VIA RIZZO GO TO S9]**

- S4. Could I speak to the person aged 16 or over who has the next birthday?  
[INCLUDE INTERVIEWER NOTE ONLY IF S3 = 3, 4, 5, 6 OR 7] INTERVIEWER NOTE: This does not include the person you are speaking to, it must be another member of the household.

IF NECESSARY SAY THE PERSON WITH THE NEXT BIRTHDAY IS SELECTED TO ENSURE WE ACHIEVE A NATIONALLY REPRESENTATIVE SAMPLE OF ADULTS IN ENGLAND.

1. Yes, available – CODE HERE WHEN SPEAKING TO THEM. – Go to S9
2. No, not available – Go to S5
3. Proxy deferral
4. Proxy refusal – hard
5. Proxy - other non interview (not capable of taking part eg. disabilities)
6. Proxy wrong language – Go to S8
7. Proxy interview (unable to come to phone eg. disability) - Go to S9
8. Proxy interview – Type Talk (hard of hearing/speech impediment) – Go to S8

**[ASK IF S3 = 2 AND RIZZO DOES NOT SELECT THE SCREENER RESPONDENT. IF SCREEN RESPONDENT SELECTED VIA RIZZO GO TO S9]**

- S6. In households where there are no more than two adults, we are using a random method to select which one of these adults takes part in this survey. On this occasion it is the other person that I would like to speak to. May I speak to that



person? IF NECESSARY SAY THE OTHER PERSON IS SELECTED TO ENSURE WE ACHIEVE A NATIONALLY REPRESENTATIVE SAMPLE OF ADULTS IN ENGLAND

1. Yes, available – CODE HERE WHEN SPEAKING TO THEM. – Go to S9
2. No, not available – Go to S5
3. Proxy deferral
4. Proxy refusal – hard
5. Proxy - other non interview (not capable of taking part eg. disabilities)
6. Proxy wrong language – Go to S8
7. Proxy interview (unable to come to phone eg. disability) – Go to S9
8. Proxy interview – Type Talk (hard of hearing/speech impediment) – Go to S8

**[ASK IF S4 = 2 OR S6 = 2]**

S5. Please can I take the persons name? EXPLAIN THAT YOU NEED THIS SO THAT YOU KNOW WHO TO ASK FOR THE NEXT TIME YOU CALL TO DO THE INTERVIEW.

1. Insert Name – first name only is acceptable - Go to S7
2. Proxy deferral
3. Proxy refusal – hard

**[ASK IF S5 = 1]**

S7. GO TO APPOINTMENT SCREEN TO BOOK APPOINTMENT.

**[ASK S4 or S6 = 6 or 8]**

S8. We may arrange for another interviewer to call in the next few days, can you please tell me what language this person speaks?

1. English (continue)
2. Urdu (close and reissue)
3. Hindi (close and reissue)
4. Gujarati (close and reissue)
5. Asian Not Known (close and reissue)
6. Hard of hearing/speech impediment – Type Talk (*auto coded from code 8 at S4 or S6*)
7. Other (Specify and close)

**[ASK IF S3 = 1 OR SCREENER RESP SELECTED VIA RIZZO OR S4 = 1 OR 7 OR S6 = 1 OR 7]**

S9. INTERVIEWER CODE

1. Respondent willing
2. Hard refusal
3. Deferral
4. Wants appointment – GO TO APPOINTMENT SCREEN AND BOOK APPOINTMENT

**[IF S9 = 1]**

I just want to reassure you that this is confidential, voluntary social research. Thank you for agreeing to participate.

## A. WALKING

**[ASK ALL]**

Q1. Firstly, I would like you to think about all the walking you have done. Please include any country walks, walking to and from work or the shops and any other

walks you may have done. Please exclude time spent walking around shops. In the last four weeks, that is since [ ^INSERT^ ] have you done at least one continuous walk lasting at least 5 minutes?

1. Yes
2. No
3. Unable to walk
4. Don't know

IF Q1 = 3, DISPLAY TEXT FOR INTERVIEWER TO READ OUT.

INTERVIEWER READ OUT: ALTHOUGH YOU HAVE SAID YOU CANNOT WALK, WE ARE STILL INTERESTED IN ANY OTHER ACTIVITIES YOU MAY DO WHICH ARE BENEFICIAL TO YOUR HEALTH AND THE NEXT FEW QUESTIONS ASK YOU ABOUT THESE.

**[ASK IF Q1 = 1]**

Q2. In the last four weeks, that is since [ ^INSERT^ ] have you done at least one continuous walk lasting at least 30 minutes?

1. Yes
2. No
3. Don't know

**[ASK IF Q2 = 1]**

Q3. On how many days in the last four weeks have you walked for at least 30 minutes? THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?

Every day = 28  
Every weekday = 20  
Every other day = 14  
Every day at weekends = 8  
One day every weekend = 4

ENTER NUMBER OF DAYS – NUMBER RANGE 1 to 28

Don't know

**[ASK IF Q2 = 1]**

Q4. How would you describe your usual walking pace?  
SINGLE CODE. READ OUT LIST.

1. A slow pace
2. A steady average pace
3. A fairly brisk pace
4. A fast pace
5. Don't know

**[ASK IF Q2 = 1]**

Q5. You said that you had walked for 30 minutes on [<sup>^</sup>INSERT FROM Q3<sup>^</sup> IF Q3 = DK INSERT 'at least one'] day(s) since [<sup>^</sup>INSERT<sup>^</sup>]. Can I ask, on how many of those days were you walking for the purpose of health or recreation not just to get from place to place again please exclude time spent walking around shops?

ENTER NUMBER OF DAYS – NUMBER RANGE 0 to 28 IF < OR = TO Q3

Don't know

## **B. CYCLING**

### **Q6a AND Q6b ADDED FOR START OF APS5**

**[ASK ALL]**

Q6a. I would now like you to think about any cycling you may have done. Please include any casual cycling in your local area, any cycling in the countryside or on cycling routes, cycling to or from work or any competitive cycling.

In the *last four weeks, that is since* [<sup>^</sup>INSERT DATE<sup>^</sup>] have you done any cycling?

1. Yes
2. No
3. Don't know

**[ASK IF 6a=1]**

Q6b. On how many days in the last 4 weeks have you done any cycling? THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?

Every day = 28  
Every weekday = 20  
Every other day = 14  
Every day at weekends = 8  
One day every weekend = 4

ENTER NUMBER OF DAYS – NUMBER RANGE 0 to 28

Don't know

**[ASK IF Q6A=1]**

Q6. In the *last four weeks, that is since* [<sup>^</sup>INSERT DATE<sup>^</sup>] have you done at least one continuous cycle ride lasting at least 30 minutes?

1. Yes
2. No
3. Don't know

**[ASK IF Q6 = 1] - MIN WAS SET UP AS '0' - CHANGED on 21/10 SO MIN ACCEPTED = 1**

Q7. On how many days in the last four weeks have you cycled for at least 30 minutes?

ENTER NUMBER OF DAYS – NUMBER RANGE 1 to 28 IF < OR = TO Q6b. IF Q6b = DK, RANGE = 1 to 28.

Don't know

**[ASK IF Q6 = 1]**

Q8. You said that you had cycled for 30 minutes on [<sup>^</sup>INSERT FROM Q7<sup>^</sup> IF Q7 = DK INSERT 'at least one'] *day(s) in the last four weeks*. Can I ask, on how many of those days were you cycling for the purpose of health, recreation, training or competition not to get from place to place?

ENTER NUMBER OF DAYS – NUMBER RANGE 0 to 28 IF < OR = TO Q7

Don't know

**[ASK IF Q8 >=1]**

Q13a. During the last four weeks, was the effort you put into recreational cycling usually enough to raise your breathing rate?

1. Yes
2. No
3. Don't know

**[ASK IF Q8 >=1]**

Q14a. During the last four weeks, was the effort you put into recreational cycling usually enough to make you out of breath or sweat?

1. Yes
2. No
3. Don't know

## C. SPORTS AND RECREATION

### [ASK ALL]

Q9. I have already asked you about walking and cycling. I would now like to ask you about other types of sport and recreational physical activity you may have done.

Please think about all the activities you did, *in the last four weeks*, whether for competition, training or receiving tuition, socially, casually or for health and fitness, but do not include any teaching, coaching or refereeing you may have done.

So thinking about *the last four weeks, that is since [^INSERT DATE^]*, did you do any sporting or recreational physical activity?

1. Yes
2. No
3. INTERVIEWER DO NOT READ OUT. CODE IF RESPONDENT HAS STATED THEY ARE SEVERELY DISABLED AND DO NO ACTIVITY. CODE ONLY AS A LAST RESORT IF RESPONDENT IS FRUSTRATED OR UNHAPPY WITH ACTIVITY QUESTIONS
4. Don't know

### [ASK IF Q9 = 3 ONLY]

Q9ck. Can I just check that you don't do any light recreational activities such as darts, snooker, fishing or any wheelchair sports as these are included in the survey?. If you do I'd like to continue with the survey.  
SINGLE CODE

1. Proceed with interview (skips back to question)
2. Skip sports questions (skips to Q26)

### [ASK IF Q9 = 1]

Q10. What have you done?  
DO NOT PROMPT. CODE ALL MENTIONED. WHERE A DATABASE SEARCH BRINGS UP A NUMBER OF ACTIVITIES FOR A SPORT PLEASE PROBE CAREFULLY FOR THE EXACT ACTIVITY UNDERTAKEN. IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY.

### [SEE SEPARATE Q10 ACTIVITIES LIST FOR ROUTING TO Q11 TO Q15]

WHEN EXHAUSTED TYPE none!

PROMPT: WHAT ELSE?

### [ASK FOR EACH 'OTHER' CODED AT Q10]

Q10oth PLEASE ENTER <1ST...> OTHER

### [ASK IF DEEP WATER SWIMMING IS CODED]

ONLY CODE DEEP WATER IF RESPONDENT SAYS DEEP WATER. IF RESPONDENT SAYS JUST "SWIMMING" PROBE FOR INDOORS OR OUTDOORS AND CODE APPROPRIATELY.

Qdeep Did the respondent specifically mention "deep water swimming"?

1. Yes
2. No

**[ASK IF OPEN WATER SWIMMING IS CODED]**

ONLY CODE OPEN WATER IF RESPONDENT SAYS OPEN WATER. IF RESPONDENT SAYS JUST "SWIMMING" PROBE FOR INDOORS OR OUTDOORS AND CODE APPROPRIATELY.

Qopen Did the respondent specifically mention "open water swimming"?

1. Yes
2. No

**FISHING QUESTION ADDED AT START Q2 OF APS4, AMENDED AT APS5. FISH1 ADDED AT APS5**

**[ASK IF Q9 = 1 AND q10 NOT = 9, 78, 79, 161]**

Fish. Have you done any fishing in the last four weeks, that is since [<sup>^</sup>INSERT DATE<sup>^</sup>]?

4. Yes
5. No
6. Don't know

**FISHING QUESTION ROUTING Q11 to Q14 ADDED AT START M6 OF APS4**

**[ASK IF FISH = 1]**

Fish1 Was this?

5. Sea fishing
6. Fishing – game / fly fishing
7. Fishing – coarse / freshwater
8. Fishing – wheelchair sports

**[FOLLOW RELEVANT ROUTING THROUGH Q11 TO Q14]**

**[ASK FOR EACH SNOWSPORT ACTIVITY CODED]**

Snow1. Was this in?

1. England
2. Other United Kingdom (Scotland, Wales, N Ireland)
3. Overseas

**[ASK IF SNOW1 = 1] [DO NOT DISPLAY OPTION 1 (Indoor snow slope) IF CODE 97 (SKI-ING - GRASS OR DRY SKI SLOPE)]**

Snow2. Was this?

1. Indoor snow slope
2. Dry slope
3. Other

**[ASK IF WEIGHT TRAINING CODED]**

WeightTraining. What type of weight training did you do?

INTERVIEWER NOTE: We are interested in respondents primary motivation for weight training for example whether it is for general fitness or to participate in a specific sport, and the type of equipment primarily used (e.g. free weights or resistance machines).

1. Weight training (free weights) - general fitness
2. Weight training (free weights) - for specific sport
3. Weight training (resistance machines) - general fitness
4. Weight training (resistance machines) - for specific sport

**[ASK IF WEIGHTLIFTING CODED]**

Weightlifting. Is that Snatch / Clean & Jerk?"

INTERVIEWER NOTE: If the answer is no please enter weight training at the database and code as a weight training activity.

1. Yes
2. No - (this will skip back to Q10)

**[ASK IF POWERLIFTING CODED]**

Powerlifting. Is that Special Olympians or Paralympic Bench Press powerlifting?"

INTERVIEWER NOTE: If it is not one of these please enter 'Neither' at the below.

1. Powerlifting - Special Olympians
2. Powerlifting Paralympic - Bench press
3. Neither - (allocate to existing 'general' powerlifting code (code no 289)

**[ASK IF CRICKET CODED]**

Cricket. Which of the following types of cricket have you done in the last four weeks?

INTERVIEWER NOTE: any mention of 'nets' is cricket practice.

1. cricket (outdoors) - match
2. cricket (indoors) - match
3. cricket (outdoor) - nets / practice
4. cricket (indoors) - nets / practice
5. Cricket - Other

**[ASK IF RUGBY UNION CODED]**

RugbyUnion. Which of the following types of Rugby Union have you done in the last four weeks?

1. Rugby union - 15 a side game
2. Rugby union - Sevens
3. Rugby union - Tag rugby
4. Rugby union - Touch rugby
5. Rugby Union - Other

**[ASK IF RUGBY LEAGUE CODED]**

RugbyLeague. Which of the following types of Rugby League have you done in the last four weeks?

1. Rugby league - 13 a side game
2. Rugby league - Tag rugby
3. Rugby League - Touch rugby
4. Rugby league - Other

**[ASK IF RUGBY TAG CODED]**

RugbyTag. Is that Union or League?

INTERVIEWER NOTE: if respondent says it's neither code as 'Rugby - Other'.

1. Rugby league - Tag rugby
2. Rugby union - Tag rugby
3. Rugby - Other

**[ASK IF RUGBY TOUCH CODED]**

RugbyTouch. Is that Union or League?

INTERVIEWER NOTE: if respondent says it's neither code as 'Rugby - Other'.

1. Rugby league - Touch rugby
2. Rugby union - Touch rugby
3. Rugby - Other

**[ASK IF Q10 = 5, 6, 7, 8, 178, or 179 AND Q8 >=1]**

Cycl. Is that in addition to any RECREATIONAL cycling you have already mentioned?

1. Yes
2. No
3. Don't know

[Cycl. = 1 ADD TO ACTIVITIES AT Q10. Cycl. = 2 OR 3 DO NOT ADD TO ACTIVITIES AT Q10.]

**[ASK IF Q10 = 114, 115, 116, 117, 118, 145, or 146 AND Q5 >=1]**

Walk. Is that in addition to any RECREATIONAL walking you have already mentioned?

1. Yes
2. No
3. Don't know

Q11. On how many days in the last four weeks have you done [^INSERT ACTIVITY^] THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?

Every day = 28  
Every weekday = 20  
Every other day = 14  
Every day at weekends = 8  
One day every weekend = 4

ENTER NUMBER OF DAYS – NUMBER RANGE 0 to 28

Don't know

Q12. And how long do you USUALLY do [^INSERT ACTIVITY^] for? IF RESPONDENT CAN'T ANSWER BECAUSE PATTERN VARIES WIDELY DAY TO DAY. STRESS THAT AN APPROXIMATE TIME FOR EACH OCCASION THAT ACTIVITY IS UNDERTAKEN E.G. ONE SWIMMING SESSION, ONE FOOTBALL GAME ETC.



IF ASKED STRESS THAT THIS IS TIME SPENT ACTUALLY DOING THE ACTIVITY AND DOES NOT INCLUDE FOR EXAMPLE TIME SPENT GETTING TO AND FROM VENUES, TIME SPENT CHANGING OR SOCIALISING.

Hrs.... (ENTER NUMBER OF HOURS – NUMBER RANGE 0 to 16)

Mins... (ENTER NUMBER OF MINUTES – NUMBER RANGE 0 to 59)

Don't know

Refused

IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 2 HOURS 0 MINS, OR  
IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 3 HOURS 0 MINS, OR  
IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 4 HOURS 0 MINS, OR  
IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 6 HOURS 0 MINS  
DISPLAY ON SCREEN LOGIC CHECK. (RANGES RELATE TO INDIVIDUAL SPORTS). VALUES OUTSIDE THESE RANGES STILL PERMITTED.

INTERVIEWER TO READ OUT.

YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING [^INSERT ACTIVITY^], IS THAT CORRECT?

1. Yes
2. No

IF = 1 GO TO NEXT QUESTION.

IF = 2 GO BACK AND CORRECT Q12.

**[ASK IF Q10 = 114, 115, 116, 117, 118, 145, or 146 AND Q2 NOT = 1]**

Q4a. How would you describe your usual walking pace?  
SINGLE CODE. READ OUT LIST.

1. A slow pace
2. A steady average pace
3. A fairly brisk pace
4. A fast pace
5. Don't know
6. Refused

**[ASK IF GYM CODED]**

GYM1. You said that you have been to the gym in the last 4 weeks, can I ask, what was the main reason for your participation? Was it to improve your general health and fitness, or as preparation or training to participate in a particular sport or sports?

1. General health and fitness
2. Preparation or training for a sport
3. Other

**[ASK IF GYM1 = 2]**

GYM2. Which main sport were you preparing or training for at the gym?

SINGLE CODE ONLY.

IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY

DISPLAY Q10 DATABASE.

Don't know

**[ASK FOR EACH 'OTHER' CODED AT GYM2]**

GY2OTH. PLEASE ENTER <1st...> OTHER

**[Q12 = DK OR REFUSED ROUTE AS < 30 mins]**

Q13. During the last four weeks, was the effort you put into [^INSERT FROM Q10^] usually enough to raise your breathing rate?

1. Yes
2. No
3. Don't know

**[Q12 = DK OR REFUSED ROUTE AS < 30 mins]**

Q14. During the last four weeks, was the effort you put into [^INSERT FROM Q10^] usually enough to make you out of breath or sweat?

1. Yes
2. No
3. Don't know

**Q15 - routing**

**ACTIVITIES ROUTED FROM Q10 LIST [SEE SPREADSHEET – Q15 – Routing column]**

- ✓ **ACTIVITIES 'Always included' INSERTED AT Q15 IF Q12 >=30 mins**
- ✓ **ACTIVITIES 'Only if Q13' INSERTED AT Q15 IF Q13 = 1 AND Q12 >=30 mins**
- ✓ **ACTIVITIES 'Only if Q4=3or4' INSERTED AT Q15 IF Q4 = 3 OR 4 OR Q4a = 3 OR 4 AND Q12 >=30 mins**

**RECREATIONAL WALKING INSERTED AT Q15 IF Q5>=1 AND Q4 = 3 OR 4. RECREATIONAL CYCLING INSERTED AT Q15 IF Q8>=1 AND Q13a = 1 OR Q14a = 1.**

Q15. Thinking about the [ACTIVITIES ROUTED FROM Q10 LIST] [and] [RECREATIONAL WALKING] [and] [RECREATIONAL CYCLING] you have done in the last four weeks.

Can I ask on how many days in the last four weeks, in total, did you do at least one of these activities [this activity] for at least 30 minutes?

**IF ONLY ONE ACTIVITY IS INCLUDED AT Q15 DISPLAY ALTERNATIVE QUESTION TEXT**

Can I just confirm on how many days in the last four weeks, in total, did you do [INSERT ACTIVITY] for at least 30 minutes?

VERY IMPORTANT: PLEASE ENSURE IT IS ONLY THE ACTIVITIES DISPLAYED ABOVE THAT ARE INCLUDED IN THE NUMBER OF DAYS COUNTED IN THIS QUESTION.

THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. FOR THOSE DAYS THAT YOU HAVE DONE MORE THAN ONE ACTIVITY ON A DAY YOU NEED TO COUNT AS JUST ONE DAY.

IF RESPONDENT ASKS WHY WE ARE ONLY ASKING ABOUT SOME OF THE ACTIVITIES THEY HAVE MENTIONED SAY: 'We just want to focus on specific activities of particular benefit to health'.

Every day = 28

Every weekday = 20

Every other day = 14

Every day at weekends = 8

One day every weekend = 4

ENTER NUMBER OF DAYS – NUMBER RANGE 0 to 28

Don't know

**[ASK IF RESPONSE TO Q15 IS LESS THAN OR MORE THAN THE TOTAL NUMBER OF DAYS FROM ELIGIBLE ACTIVITIES CODED AT Q5 or Q8 or Q10]**

Q15ck. This doesn't quite match the answers you gave previously. You said that you did [INTERVIEWER READ OUT ACTIVITIES AND DAYS BELOW] in the last 4 weeks. Can I just check again, on how many days in the last 4 weeks, in total, did you do AT LEAST ONE of these activities for at least 30 minutes.  
Enter number of days given

<INSERT LIST OF ACTIVITIES AND NUMBER OF DAYS FOR EACH ACTIVITY FROM Q15>

On how many days in the last 4 weeks, in total, did you do AT LEAST ONE of these activities for at least 30 minutes.

ENTER NUMBER OF DAYS – NUMBER RANGE 0 to 28

Don't know

## **D. CLUB**

Q16. Over the past four weeks have you been a member of a club, particularly so that you can participate in any sports or recreational physical activities?

Please do not include any [INSERT EXCLUDED ACTIVITIES AND OTHERS MENTIONED AT Q10] club membership.

COULD BE A HEALTH/ FITNESS CLUB, SOCIAL CLUB (EMPLOYEES/ YOUTH CLUB, PUB TEAM), SPORTS CLUB OR OTHER CLUB)

1. Yes
2. No
3. INTERVIEWER DO NOT READ OUT. CODE IF RESPONDENT HAS STATED THEY ARE SEVERELY DISABLED AND DO NO ACTIVITY. CODE ONLY AS A LAST RESORT IF RESPONDENT IS FRUSTRATED OR UNHAPPY WITH ACTIVITY QUESTIONS
4. Don't know

### **[ASK IF Q16 = 3 ONLY]**

Q16ck. Can I just check that you don't do any light recreational activities such as darts, snooker, fishing or any wheelchair sports as these are included in the survey?. If you do I'd like to continue with the survey.  
SINGLE CODE

1. Proceed with interview (skips back to Q16)
2. Skip sports questions (skips to Q26)

### **Q16a and Q16b ADDED AT START OF APS2**

#### **[ASK IF Q16 = 1]**

Q16b. What type of club(s)?

READ OUT LIST AND CODE ALL THAT APPLY

IF THE RESPONDENT SAYS THEY ARE A MEMBER OF A LEISURE CENTRE OR GYM, PROBE FOR WHAT TYPE OF CLUB AT THE LEISURE CENTRE [GYM].

IF RESPONDENT MENTIONS A BRAND OF CLUB I.E. FITNESS FIRST, DAVID LLOYD, LA FITNESS, VIRGIN ACTIVE, HOLMES PLACE OR A SPECIFIC SPORT I.E. SHOOTING CLUB, FOOTBALL CLUB READ OUT LIST AGAIN AND ASK THEM TO CONFIRM WHICH TYPE IT IS.

IF AFTER PROBING, THE RESPONDENT STILL SAYS A TYPE OF CLUB THAT CANNOT BE CODED IN THE READ OUT LIST, THEN CODE AS 'OTHER'. SCROLL THROUGH FULL LIST

1. Health/fitness club
2. Social club (e.g. employees club, youth club, pub team)
3. Sports club (THIS OPTION ROUTES TO DATABASE)
4. Other type of club – DO NOT READ OUT (CODE OTHER AND ENTER VERBATIM)

#### **[ASK IF Q16b = 3]**

Q16a. Which sports or recreational physical activities do you take part in as a member of a sports club?

DISPLAY Q10 DATABASE

DO NOT PROMPT. CODE ALL MENTIONED. IF RESPONDENT SAYS 'GOING TO A GYM' ENTER 'GYM'.

IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY  
WHEN EXHAUSTED TYPE none!  
PROMPT: WHAT ELSE?

**[ASK FOR EACH 'OTHER' CODED AT Q16a]**  
Q16OTH. PLEASE ENTER <1st...> OTHER

## **E. INSTRUCTION**

Q17. Now thinking about the last 12 months, have you received tuition from an instructor or coach to improve your performance in any sports or recreational physical activities?

THIS IS RESTRICTED TO FORMAL COACHING OR INSTRUCTION AND DOES NOT INCLUDE, FOR EXAMPLE, INFORMAL COACHING OR ADVICE RECEIVED FROM FAMILY MEMBERS OR FRIENDS.

1. Yes
2. No
3. INTERVIEWER DO NOT READ OUT. CODE IF RESPONDENT HAS STATED THEY ARE SEVERELY DISABLED AND DO NO ACTIVITY. CODE ONLY AS A LAST RESORT IF RESPONDENT IS FRUSTRATED OR UNHAPPY WITH ACTIVITY QUESTIONS
4. Don't know

### **[ASK IF Q17 = 3 ONLY]**

Q17ck. Can I just check that you don't do any light recreational activities such as darts, snooker, fishing or any wheelchair sports as these are included in the survey?. If you do I'd like to continue with the survey.  
SINGLE CODE

1. Proceed with interview (skips back to Q17)
2. Skip sports questions (skips to Q26)

### **Q17a ADDED AT START OF APS2**

### **[ASK IF Q17 = 1]**

Q17a. Which sports or recreational physical activities have you received tuition from an instructor or coach for in the last 12 months?

DISPLAY Q10 DATABASE.

DO NOT PROMPT. CODE ALL MENTIONED.

IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY  
WHEN EXHAUSTED TYPE NONE!  
PROMPT: WHAT ELSE?

**[ASK FOR EACH 'OTHER' CODED AT Q17a]**

Q17OTH. PLEASE ENTER <1st...> OTHER

**Q17b ADDED AT THE START OF APS5**

**[ASK FOR EACH SPORT CODED AT Q17A]**

Q17b. On how many days in the last four weeks have you received tuition for [ ^INSERT ACTIVITY FROM Q17a^ ]

THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?

IF NOT RECEIVED ANY TUITION IN THE LAST 4 WEEKS CODE '0'

Every day = 28

Every weekday = 20

Every other day = 14

Every day at weekends = 8

One day every weekend = 4

ENTER NUMBER OF DAYS – NUMBER RANGE 0 to 28

Don't know

**F. COMPETITION**

Q18. And again, over the past 12 months have you taken part in any organised competition for any sports or recreational physical activities? Please do not include any teaching, coaching or refereeing.

1. Yes
2. No
3. INTERVIEWER DO NOT READ OUT. CODE IF RESPONDENT HAS STATED THEY ARE SEVERELY DISABLED AND DO NO ACTIVITY. CODE ONLY AS A LAST RESORT IF RESPONDENT IS FRUSTRATED OR UNHAPPY WITH ACTIVITY QUESTIONS
4. Don't know

**[ASK IF Q18 = 3 ONLY]**

Q18ck. Can I just check that you don't do any light recreational activities such as darts, snooker, fishing or any wheelchair sports as these are included in the survey?. If you do I'd like to continue with the survey. SINGLE CODE

1. Proceed with interview (skips back to Q18)
2. Skip sports questions (skips to Q26)

**Q18a ADDED AT START OF APS2**

**[ASK IF Q18 = 1]**

Q18a. Which sports or recreational physical activities have you taken part in organised competition for?

DISPLAY Q10 DATABASE. DO NOT PROMPT. CODE ALL MENTIONED.

IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY

WHEN EXHAUSTED TYPE NONE!

PROMPT: WHAT ELSE?

**[ASK FOR EACH 'OTHER' CODED AT Q18a]**

Q18OTH. PLEASE ENTER <1st...> OTHER

## **G. VOLUNTEERING**

**Q19b to Q19e and Q20a to Q20c ADDED AT START OF APS5**

**[ASK ALL]**

Q19b. During the *last 4 weeks, that is since (^INSERT^)*, have you done any of the following activities on a voluntary basis without receiving any payment except to cover expenses? Please EXCLUDE any time spent solely supporting your own family members.

READ OUT LIST. CODE ALL THAT APPLY. SCROLL THROUGH FULL LIST.

1. Coached an individual or team(s) in a sport or recreational physical activity
2. Refereed, umpired, or officiated at a sports match or competition
3. Performed an administrative or organisational role for a sports club, organisation or event **PROMPT IF UNSURE** (e.g. chair, secretary, fixture secretary, committee member, club captain, event organiser etc.)
4. Raised funds for a sports club or sports organisation
5. Provided transport which helps children or adults take part in a sport (other than family members)
6. Provided any other practical help for a sport or recreational physical activity, such as stewarding; helping with refreshments; helping with sports kit or equipment, or first aid etc
7. Other sports voluntary activity
8. No, have not participated in any of these activities in last 4 weeks
9. Don't know

**[ASK IF Q19b = 1]**

Q19c. During the *last 4 weeks, that is since (^INSERT^)*, in which sports or recreational physical activities have you coached an individual or team? Only include activity done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.

DISPLAY Q10 DATABASE.

DO NOT PROMPT. CODE ALL MENTIONED.

IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY

WHEN EXHAUSTED TYPE none!

PROMPT: WHAT ELSE?

**[ASK FOR EACH 'OTHER' CODED AT Q19c]**

Q19CTH. PLEASE ENTER <1st...> OTHER

**[ASK IF Q19b = 1]**

Q20a. During the *last 4 weeks, that is since (^INSERT^)*, how much time have you spent coaching an individual or team(s) including time spent travelling?

INTERVIEWER ADD IF NECESSARY: Only include coaching done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.

Hrs.... (ENTER NUMBER OF HOURS – NUMBER RANGE 0 to 600)

Mins... (ENTER NUMBER OF MINUTES – NUMBER RANGE 0 to 59)

Don't know

Refused

IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 224 HOURS 0 MINS DISPLAY ON SCREEN LOGIC CHECK. VALUES OUTSIDE THESE RANGES STILL PERMITTED.

INTERVIEWER TO READ OUT: YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING COACHING ON A VOLUNTARY BASIS, IS THAT CORRECT?

1. Yes

2. No

IF = 1 GO TO NEXT QUESTION.

IF = 2 GO BACK AND CORRECT Q20a.

**[ASK IF Q19b = 2]**

Q19d. During the *last 4 weeks, that is since (^INSERT^)*, in which sports or recreational physical activities have you refereed, umpired, or officiated at a match/competition? Only include activity done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.

DISPLAY Q10 DATABASE.

DO NOT PROMPT. CODE ALL MENTIONED.

IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY

WHEN EXHAUSTED TYPE none!

PROMPT: WHAT ELSE?

**[ASK FOR EACH 'OTHER' CODED AT Q19d]**

Q19DTH. PLEASE ENTER <1st...> OTHER



**[ASK IF Q19b = 2]**

Q20b. During the *last 4 weeks, that is since (^INSERT^)*, how much time have you spent refereeing, umpiring, or officiating at a match/competition including time spent travelling?

INTERVIEWER ADD IF NECESSARY: Only include activity done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.

Hrs.... (ENTER NUMBER OF HOURS – NUMBER RANGE 0 to 600)

Mins... (ENTER NUMBER OF MINUTES – NUMBER RANGE 0 to 59)

Don't know

Refused

IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 224 HOURS 0 MINS DISPLAY ON SCREEN LOGIC CHECK. VALUES OUTSIDE THESE RANGES STILL PERMITTED.

INTERVIEWER TO READ OUT: YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING REFEREEING, UMPIRING, OR OFFICIATING AT A MATCH/COMPETITION ON A VOLUNTARY BASIS, IS THAT CORRECT?

1. Yes
2. No

IF = 1 GO TO NEXT QUESTION.

IF = 2 GO BACK AND CORRECT Q20b

**[ASK IF Q19b = 3, 4, 5, 6 OR 7]**

Q19e. During the *last 4 weeks, that is since (^INSERT^)*, in which sports or recreational physical activities have you done sport volunteering activity? [ADD ONLY IF Q19b = 1 or 2] (Please do not include any time coaching or officiating)

Only include activity done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.

DISPLAY Q10 DATABASE.

DO NOT PROMPT. CODE ALL MENTIONED.

IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY

WHEN EXHAUSTED TYPE none!

PROMPT: WHAT ELSE?

**[ASK FOR EACH 'OTHER' CODED AT Q19e]**

Q19ETH. PLEASE ENTER <1st...> OTHER

**[ASK IF Q19b = 3, 4, 5, 6 OR 7]**

Q20c. During the *last 4 weeks, that is since (^INSERT^)*, how much time have you spent on voluntary sports work including time spent travelling? [ADD ONLY IF Q19b = 1 or 2] Please do not include any time coaching or officiating.

INTERVIEWER ADD IF NECESSARY: Only include activity done on a voluntary basis without receiving any payment except to cover expenses. Also EXCLUDE any time spent solely supporting your own family members.

Hrs.... (ENTER NUMBER OF HOURS – NUMBER RANGE 0 to 600)

Mins... (ENTER NUMBER OF MINUTES – NUMBER RANGE 0 to 59)

Don't know

Refused

IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 224 HOURS 0 MINS DISPLAY ON SCREEN LOGIC CHECK. VALUES OUTSIDE THESE RANGES STILL PERMITTED.

INTERVIEWER TO READ OUT: YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING VOLUNTARY SPORTS WORK, IS THAT CORRECT?

1. Yes
2. No

IF = 1 GO TO NEXT QUESTION.

IF = 2 GO BACK AND CORRECT Q20c

## H. CHANGE IN PARTICIPATION IN LAST 12 MONTHS

### Q24 ADDED AT START OF APS3

#### [RANDOMLY ALLOCATE TO 50% OF SAMPLE FROM APS5]

Q24. Do you think you generally do more, less, or the same amount of sport and recreational physical activity as you did this time last year? SINGLE CODE.

1. More
2. Same
3. Less
4. INTERVIEWER DO NOT READ OUT. CODE IF RESPONDENT HAS STATED THEY ARE SEVERELY DISABLED AND DO NO ACTIVITY. CODE ONLY AS A LAST RESORT IF RESPONDENT IS FRUSTRATED OR UNHAPPY WITH ACTIVITY QUESTIONS
5. Don't Know

#### [ASK IF Q24 = 4 ONLY]

Q24ck. Can I just check that you don't do any light recreational activities such as darts, snooker, fishing or any wheelchair sports as these are included in the survey?. If you do I'd like to continue with the survey.  
SINGLE CODE

1. Proceed with interview (skips back to Q24)
2. Skip sports questions (skips to Q26)

### Q24a ADDED AT START OF APS5

#### [ASK IF Q24 = 3]

Q24a What is the main sport or recreational physical activity that you are doing less of?

DISPLAY Q10 DATABASE. SINGLE CODE.

DO NOT PROMPT. SINGLE CODE ONLY. IF ACTIVITY NOT ON DATABASE CODE  
OTHER AND ENTER AS OTHER SPECIFY  
IF RESPONDENT SAYS DON'T KNOW, CODE ACCORDINGLY

Don't know

**[ASK IF Q24a = 'OTHER']**

Q24ATH1. PLEASE ENTER 1st OTHER

<b>Q25 ADDED AT START OF APS3</b>
-----------------------------------

**[ASK IF Q24 = 3]**

Q25. What is the **main** reason why you are doing less?  
SINGLE CODE. DO NOT READ OUT LIST. SCROLL THROUGH FULL LIST.

**HEALTH/DISABILITY REASONS**

1. Poor / deteriorating health
2. Increasing age
3. Disability
4. Recent injury / illness / operation / medical reason

**INCOME AND ECONOMY**

5. Loss of job (redundancy) / loss of income / loss of home
6. Less income / too expensive / can't afford to due to current economic conditions
7. Less income / too expensive / can't afford to due to any other reason
8. Lack of time due to work commitments / work longer hours / longer commuting
9. Change of job

**ACCESS AND OPPORTUNITIES**

10. Not enough opportunities / inadequate facilities in my area
11. A course, class or club finished/not available anymore

**OTHER**

12. Pregnancy / looking after child or baby / having a family / family commitments
13. Less free time / lack of time for other reasons
14. Prefer to spend time doing other activities
15. Left school / not at school anymore
16. The weather
17. Don't have a dog anymore
18. General lack of interest/motivation
19. I was training for an event
20. Moved to a new area / home
21. Change in family structure (separation / bereavement / child leaving home)
22. No main reason
23. Other (please specify)
24. Don't know

<b>Q24b ADDED AT START OF APS5</b>
------------------------------------

**[ASK IF Q24 =1]**

Q24b What is the main sport or recreational physical activity that you are doing more of?

DISPLAY Q10 DATABASE. SINGLE CODE.

DO NOT PROMPT. SINGLE CODE ONLY. IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY  
IF RESPONDENT SAYS DON'T KNOW, CODE ACCORDINGLY

Don't know

**[ASK IF Q24b = 'OTHER']**

Q24BTH1. PLEASE ENTER 1st OTHER

**Q25a ADDED AT START OF APS5**

**[ASK IF Q24 = 1]**

Q25a. What is the **main** reason why you are doing more?  
SINGLE CODE. DO NOT READ OUT LIST. SCROLL THROUGH FULL LIST.

**HEALTH/DISABILITY REASONS**

1. To improve health
2. To increase fitness
3. Health recovered (general)
4. Recovered from injury
5. To improve appearance (lose weight, tone up)

**WORK, INCOME AND ECONOMY**

6. More income / ability to afford sports participation
7. Increased time due to reduced work commitments

**PERFORMANCE**

8. To improve skill levels
9. To increase competitive success
10. To prepare for a sports event/charity event

**SOCIAL**

11. To spend time with / support family
12. To spend time with / support friends
13. To meet new people
14. General enjoyment/I enjoy it

**ACCESS AND OPPORTUNITIES**

15. Increased opportunities / facilities in my area
16. Moved closer to facilities
17. More actively involved in a sports club / organisation

**OTHER LIFE CIRCUMSTANCES**

18. More free time because recently retired
19. More free time due to children growing up
20. More free time having completed studies
21. More free time (other reasons)
22. Got a dog
23. Moved to a new area / home
24. Change in family structure (separation / bereavement / child leaving home)
25. Environmental (enjoy being outdoors, sustainable transport)
26. No main reason
27. Other (please specify)

28. Don't know

## I. LIKELIHOOD TO DO MORE SPORT

### Q22 and Q23 ADDED AT START OF APS2

#### [ASK ALL]

Q22. Now thinking about the future, over the next 12 months, would you like to do more sport or recreational physical activity than you do at the moment?

1. Yes
2. No
3. INTERVIEWER DO NOT READ OUT. CODE IF RESPONDENT HAS STATED THEY ARE SEVERELY DISABLED AND DO NO ACTIVITY. CODE ONLY AS A LAST RESORT IF RESPONDENT IS FRUSTRATED OR UNHAPPY WITH ACTIVITY QUESTIONS
4. Don't know

#### [ASK IF Q22 = 3 ONLY]

Q22ck. Can I just check that you don't do any light recreational activities such as darts, snooker, fishing or any wheelchair sports as these are included in the survey?. If you do I'd like to continue with the survey.  
SINGLE CODE

1. Proceed with interview (skips back to Q22)
2. Skip sports questions (skips to Q26)

#### [ASK IF Q22 = 1]

Q23. Which one sport or recreational physical activity would you most like to do, or to do more often?  
DISPLAY Q10 DATABASE. SINGLE CODE.

DO NOT PROMPT. SINGLE CODE ONLY. IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY

Don't know

#### [ASK IF Q23 = 'OTHER']

Q23OTH1. PLEASE ENTER 1st OTHER

### Q23a ADDED AT START OF APS5

#### [ASK IF 22 = 1 – RANDOMLY ALLOCATE TO 50% OF THOSE THAT ARE ROUTED TO THIS QUESTION]

Q23a. A lot of people tell us they would like to do more sport or recreational physical activity although they don't manage to do so. In the next 12 months, do you think you will...

READ OUT

7. Definitely do more <^ ACTIVITY FROM Q23/'SPORT' IF Q23 = MISC SPORT or DK^>
8. Probably do more <^ACTIVITY FROM Q23/'SPORT' IF Q23 = MISC SPORT or DK^>
9. Do about the same <^ACTIVITY FROM Q23/'SPORT' IF Q23 = MISC SPORT or DK^>
10. Probably do less <^ACTIVITY FROM Q23/'SPORT' IF Q23 = MISC SPORT or DK^>
11. Definitely do less <^ACTIVITY FROM Q23/'SPORT' IF Q23 = MISC SPORT or DK^>
12. Don't know

## J. DANCE AND GARDENING QUESTIONS

### DANCE AND GARDENING QUESTIONS ADDED AT START OF APS3 MONTH 4 - 14 Jan 09

#### [ASK ALL]

Q26. I have already asked you about sports and recreational physical activity you may have done.

I'd now like to ask if you have done any dancing or any of the following types of gardening, *in the last four weeks, that is since [^INSERT^],*

**READ OUT** – PLEASE INCLUDE ALL TYPES OF DANCING EXCEPT DANCE AS PART OF AN EXERCISE CLASS.

PLEASE EXCLUDE ANY DANCING OR GARDENING WHERE YOU RECEIVED PAYMENT AS PART OF YOUR JOB.

**READ OUT IF REQUIRED** - CONSERVATION RELATED GARDENING ACTIVITIES ARE THOSE WHERE ORGANISATIONS INSPIRE INDIVIDUALS TO IMPROVE BOTH THEIR HEALTH AND THE ENVIRONMENT AT THE SAME TIME SUCH AS GREEN GYMS WHICH OFFER THE OPPORTUNITY TO TACKLE PHYSICAL JOBS IN THE OUTDOORS WHILST BENEFITING LOCAL GREEN SPACES.

#### READ OUT LIST

1. Dancing
2. Gardening at home
3. Gardening at an allotment
4. Conservation related gardening
5. Any other gardening
6. No dance or gardening done (SINGLE CODE ONLY)
7. Don't know

**[ASK Q26 TO Q30 IF Q26 = 1. INSERT ACTIVITY "dancing"]**

**[ASK Q26 TO Q30 IF Q26 = 2 or 3 or 4 or 5. INSERT ACTIVITY "gardening"]**

Q27. On how many days in the last four weeks did you do [^INSERT ACTIVITY FROM Q26^]?

THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?

Every day = 28  
Every weekday = 20  
Every other day = 14  
Every day at weekends = 8  
One day every weekend = 4

ENTER NUMBER OF DAYS – NUMBER RANGE 0 to 28

Don't know

Q28. And how long do you USUALLY do [^INSERT ACTIVITY FROM Q26^] for?  
IF RESPONDENT CAN'T ANSWER BECAUSE PATTERN VARIES WIDELY DAY TO DAY. STRESS THAT AN APPROXIMATE TIME FOR EACH OCCASION THAT ACTIVITY IS UNDERTAKEN.

IF ASKED STRESS THAT THIS IS TIME SPENT ACTUALLY DOING THE ACTIVITY AND DOES NOT INCLUDE FOR EXAMPLE TIME SPENT GETTING TO AND FROM VENUES OR ALLOTMENTS etc.

Hrs... (ENTER NUMBER OF HOURS – NUMBER RANGE 0 to 16)

Mins... (ENTER NUMBER OF MINUTES – NUMBER RANGE 0 to 59)

IF Q26 = 1 AND LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 2 HOURS 0 MINS.

IF Q26 = 2 or 3 or 4 or 5 AND LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 6 HOURS 0 MINS.

DISPLAY ON SCREEN LOGIC CHECK. VALUES OUTSIDE THESE RANGES STILL PERMITTED.

INTERVIEWER TO READ OUT.

YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING [^INSERT ACTIVITY^], IS THAT CORRECT?

1. Yes
2. No

IF = 1 GO TO NEXT QUESTION.

IF = 2 GO BACK AND CORRECT Q28.

**[ASK Q29 IF Q28 >= 30] [Q28 = DK OR REFUSED NOT ROUTED TO Q29]**

Q29. During the last four weeks, was the effort you put into [^INSERT ACTIVITY FROM Q26^] usually enough to raise your breathing rate?

1. Yes
2. No
3. Don't know

**[ASK Q30 IF Q28 >= 30] [Q28 = DK OR REFUSED NOT ROUTED TO Q30]**

Q30. During the last four weeks, was the effort you put into [^INSERT FROM Q26^] usually enough to make you out of breath or sweat?

1. Yes
2. No
3. Don't know



## DEMOGRAPHICS

I would like to finish the survey by asking you a few questions about you and your household. Please be assured that we are bound by the MRS code of conduct and all of your details are held in the strictest confidence.

### INTERVIEWER INSTRUCTION ADDED ON 22<sup>ND</sup> MARCH 2011

- D1. Gender  
DO NOT READ OUT. CODE GENDER.

INTERVIEWER: IF THE RESPONDENT WANTS TO QUIT AT THIS QUESTION, PLEASE RECORD THE SEX OF THE RESPONDENT BEFORE QUITTING. IF YOU DO NOT RECORD THE SEX THEN THIS INTERVIEW WILL BE UNUSABLE.

1. Male
2. Female

- D2. How old are you?

ENTER YEARS OF AGE - NUMBER RANGE 0 to 100

REFUSED

**[ASK D3 IF D2 = REFUSED]**

- D3. Then can you tell me which age band you fall into?  
READ OUT LIST. SINGLE CODE.

1. 16 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 to 74
7. 75 to 84
8. 85+
9. Refused
10. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]

- D4. Which of these ethnic groups do you consider you belong to?  
READ OUT. SINGLE CODE.

1. White
2. Mixed
3. Asian or Asian British
4. Black or Black British
5. Chinese or other ethnic group
6. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
7. Refused

IF 1 (WHITE) ASK. And which of these ethnic groups do you consider you belong to?

IF RESPONDENT SAYS 'ENGLAND OR ENGLISH', 'SCOTLAND OR SCOTTISH' OR 'WALES OR WELSH' OR ANY PART OF THESE COUNTRIES E.G. CORNWALL, BRISTOL ETC. CODE AS 'BRITISH'.

1. White – British
2. White - Irish
3. White – Other White Background – please specify
4. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]

IF 2 (MIXED) ASK. And which of these ethnic groups do you consider you belong to?

1. Mixed – White and Black Caribbean
2. Mixed – White and Black African
3. Mixed – White and Asian
4. Mixed – Any Other Mixed Background – please specify
5. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]

IF 3 (ASIAN OR ASIAN BRITISH) ASK. And which of these ethnic groups do you consider you belong to?

1. Asian or Asian British – Indian
2. Asian or Asian British – Pakistani
3. Asian or Asian British – Bangladeshi
4. Asian or Asian British – Other Asian Background – please specify
5. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]

IF 4 (BLACK OR BLACK BRITISH) ASK. And which of these ethnic groups do you consider you belong to?

1. Black or Black British – Caribbean
2. Black or Black British – African
3. Black or Black British – Other Black Background
4. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]

IF 5 (CHINESE OR OTHER ETHNIC GROUP) ASK.

1. Chinese
2. Other – please specify
3. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]

**RELIGION AND SEXUAL IDENTITY QUESTIONS ADDED AT START OF APS5**

**[ASK 50% OF SAMPLE – ROTATE WITH D4b]**

D4a1. What is your religion, even if you are not currently practising?

SINGLE CODE ONLY

1. Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
2. Buddhist
3. Hindu
4. Jewish
5. Muslim
6. Sikh
7. Any other religion – please specify
8. No religion
9. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
10. Don't know
11. Refused

**[ASK IF D4a1 = 1-7]**

D4a2. Do you consider that you are actively practising your religion?

1. Yes
2. No
3. [DO NOT READ]: RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
4. Don't know
5. Refused

**[ASK 50% OF SAMPLE – ROTATE WITH D4a]**

D4b. I will now read out a list of terms people sometimes use to describe how they think of themselves.

INTERVIEWER: READ LIST TO END WITHOUT PAUSING. NOTE THAT 'HETEROSEXUAL OR STRAIGHT' IS ONE OPTION; 'GAY OR LESBIAN' IS ONE OPTION.

As I read the list again please say 'yes' when you hear the option that best describes how you think of yourself.

INTERVIEWER: PAUSE BRIEFLY AFTER EACH OPTION DURING SECOND READING

1. Heterosexual or Straight,
2. Gay or Lesbian,
3. Bisexual,
4. Other
5. [DO NOT READ]: RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
6. Don't know
7. Refused

**[ASK ALL]**

D6. Now thinking about your education. What is the highest qualification you have obtained up to now?

DO NOT READ OUT. USE EXAMPLES TO CODE INTO APPROPRIATE CATEGORY. PROBE FOR AS MUCH DETAIL AS POSSIBLE. SINGLE CODE. SCROLL THROUGH FULL LIST.

- 1. Not yet finished school – no qualifications**
- 2. Never went to school**
- 3. Higher Education & professional/vocational equivalents**
  - Degree or Degree equivalent, and above
  - Higher degree and postgraduate qualifications
  - First degree (including B.Ed.)
  - Postgraduate Diplomas and Certificates (including PGCE)
  - Professional qualifications at degree level e.g. graduate member of professional institute, chartered accountant or surveyor
  - NVQ or SVQ level 4 or 5
- 4. Other Higher Education below degree level**
  - Diplomas in higher education & other higher education qualifications
  - HNC, HND, Higher level BTEC
  - Teaching qualifications for schools or further education (below Degree level standard)
  - Nursing, or other medical qualifications not covered above (below Degree level standard)
  - RSA higher diploma
- 5. A levels, vocational level 3 & equivalents**
  - A level or equivalent
  - AS level
  - SCE Higher, Scottish Certificate Sixth Year Studies or equivalent
  - NVQ or SVQ level 3
  - GNVQ Advanced or GSVQ level 3
  - OND, ONC, BTEC National, SCOTVEC National Certificate
  - City & Guilds advanced craft, Part III (& other names)
  - RSA advanced diploma
- 6. Trade Apprenticeships**
- 7. GCSE/O Level grade A\*-C (5 or more), vocational level 2 & equivalents**
  - NVQ or SVQ level 2, GNVQ intermediate or GSVQ level 2
  - RSA Diploma, City & Guilds Craft or Part II (& other names)
  - BTEC, SCOTVEC first or general diploma
  - Et level or GCSE grade A-C, SCE Standard or Ordinary grades 1-3
- 8. GCSE/O Level grade (less than 5 A\*-C), other qualifications at level 1 and below**
  - NVQ or SVQ level 1, GNVQ Foundation level, GSVQ level 1
  - GCSE or O level below grade C, SCE Standard or Ordinary below grade 3
  - CSE below grade 1, BTEC, SCOTVEC first or general certificate
  - SCOTVEC modules, RSA Stage I, II, or III, City and Guilds part 1 Junior certificate
- 9. Other qualifications – please specify**
  - Other vocational or professional or foreign qualifications
- 10.No qualifications**
11. [DO NOT READ]: RESPONDENT QUITS INTERVIEW [GO TO COLLECTION OF POSTCODE]
12. Don't know
13. Refused

D7. Is the accommodation you live in?

ALWAYS READ OUT FIRST TWO OPTIONS THEN READ OUT REST AND STOP WHEN GIVEN AN ANSWER. PROBE AS NECESSARY. SINGLE CODE.

1. Owned outright
2. Owned, with mortgage
3. Rented from Council
4. Rented from housing association
5. Rented with job/business
6. Rented privately, unfurnished
7. Rented privately, furnished
8. Free – comes with job or part of pay package
9. Other
10. [DO NOT READ]: RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
11. Don't know
12. Refused

D10. Please tell me how many people aged 15 or under currently live in your household?  
CODE NULL IF NO PEOPLE AGED 15 OR UNDER.

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 or more
11. [DO NOT READ]: RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
12. Don't know
13. Refused

**[ASK IF D10 = 2, 3, 4, 5, 6, 7, 8, 9, 10]**

D11. Starting with the oldest first could you tell me how old are they?  
RECORD AGE OF EACH

Years \_\_ (ENTER YEARS – NUMBER RANGE 0 TO 15)

**[ASK IF D10 = 1]**

How old are they?  
RECORD AGE OF EACH

Years \_\_ (ENTER YEARS – NUMBER RANGE 0 TO 15)

**[RANDOMLY ALLOCATE TO 50% OF SAMPLE FROM APS5]**

D12. Is there a car or van normally available for use by you or any members of your household? Include any provided by employers if normally available for private use by you or members of household

1. Yes
2. No
3. [DO NOT READ]: RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
4. Don't know

5. Refused

**[ASK IF D12 = 1]**

D13. How many?

RECORD NUMBER – RANGE 1-50  
REFUSED

**QD14a and D14b ADDED AT START OF APS5**

**[RANDOMLY ALLOCATE TO 50% OF SAMPLE]**

D14a. On scale of 1 to 7, where 1 means 'Completely dissatisfied' and 7 means 'Completely satisfied', how dissatisfied or satisfied are you with your life overall?

1. Completely dissatisfied
2. Mostly dissatisfied
3. Somewhat dissatisfied
4. Neither satisfied or dissatisfied
5. Somewhat satisfied
6. Mostly satisfied
7. Completely satisfied
8. [DO NOT READ]: RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
9. Refused

**[ASK IF ASKED D14a]**

D14b. How is your health in general? Would you say it was...  
READ OUT. SINGLE CODE ONLY

1. Very good
2. Good
3. Fair
4. Bad
5. Very Bad
6. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
7. Refused

D14. Do you have a long-standing illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time.

1. Yes
2. No
3. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
4. Refused

**[ASK IF D14 = 1]**

D15. Does this illness or disability limit your activities in any way?

1. Yes
2. No
3. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]

4. Refused

**QD15a ADDED AT START OF APS5**

**[ASK IF D15 = 1]**

D15a. Does this disability or illness affect you in any of the following areas?

READ OUT. CODE ALL THAT APPLY. SCROLL THROUGH FULL LIST.

1. Vision, for example, due to blindness or partial sight
2. Hearing, for example, due to deafness or partial hearing
3. Mobility, such as difficulty walking short distances, climbing stairs, lifting & carrying objects
4. Learning or concentrating or remembering.
5. Mental Health
6. Stamina or breathing difficulty
7. Social or behavioural issues, for example, due to neuro diverse conditions such as Autism, Attention Deficit or Aspergers' Syndrome
8. Difficulty speaking or making yourself understood
9. Dexterity difficulties, by that I mean lifting, grasping or holding objects
10. Long-term pain or discomfort that is always present or reoccurs from time to time
11. Affects me in some other way
12. [DO NOT READ] RESPONDENT QUITS INTERVIEW [GO TO COLLECTION OF POSTCODE]
13. Don't know
14. Refused

D19. What is your current working status?

DO NOT READ OUT BUT PROMPT FROM LIST AS REQUIRED. SINGLE CODE **MAIN STATUS**

1. Working full-time (30+ hours per week)
2. Working part-time (9 to 29 hours per week)
3. Unemployed – less than 12 months
4. Unemployed (long term) – more than 12 months
5. Not working – retired
6. Not working – looking after house/children
7. Not working – long term sick or disabled
8. Student – in full-time education studying for a recognised qualification
9. Student – in part-time education studying for a recognised qualification
10. Other
11. Refused
12. [DO NOT READ] RESPONDENT QUITS INTERVIEW [GO TO COLLECTION OF POSTCODE]

**QEa1 AND Edb1 ADDED AT START OF APS5**

**[ASK IF D19 = 1-7, 10 or 11]**

Eda1. Can I just check, are you currently studying for a recognised qualification?

1. Yes – part-time
2. Yes – full-time
3. Not studying for a recognised qualification

4. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
5. Don't know

**[ASK IF D19 = 8 or 9 or Eda1 = 1 or 2]**

Edb1. Are you studying with or at....

CODE ALL THAT APPLY

1. School Year 11 [DISPLAY IF D2 = 16 or D3 = 1]
2. At school sixth form [DISPLAY IF D2 = 16, 17, 18 or 19 or D3 = 1]
3. At sixth form college
4. At a further education college or other further education institution
5. At a university or other high education institution
6. Other
7. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
8. Don't know

IF D19 = 4. NS-SEC CODE = L14 GO TO J.

IF D19 = 8. NS-SEC CODE = L15 GO TO J.

IF D19 = REF. NS-SEC CODE = L17 GO TO J.

**[ASK IF D19 = 6, 7, 9]**

D19a. Have you ever worked?

1. Yes
2. No
3. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]

If D19a = 2. NS-SEC CODE = L14 GO TO J.

**D20. SOC classification / NS-SEC classification**

SOC UNIT GROUP (A-C) AND EMPLOYMENT STATUS/SIZE OF ORGANISATION VARIABLE (D-H) USED TO DERIVE NS - SEC.

NS-SEC CODED TO OPERATIONAL CATEGORIES THEN TO ANALYTIC CLASSES

A TO C CODED TO CREATE SOC CLASSIFICATION (FOUR DIGIT UNIT GROUP)

IF CANNOT BE CODED TO SOC2000. NS-SEC CODE = L16.

**Industry description**

A. What does [did] the firm/organisation you work [worked] for mainly make or do at the place where you work [worked]?

[INSERT IF D19 = 5] PLEASE ENSURE YOU ARE ASKING ABOUT THE RESPONDENTS MAIN JOB OR CAREER PRIOR TO RETIREMENT]

OPEN ENDED.

PLEASE ASK RESPONDENT TO DESCRIBE FULLY. PROBE MANUFACTURING OR PROCESSING OR DISTRIBUTING ETC AND MAIN GOODS PRODUCED OR SERVICES PROVIDED. DO NOT EXCEPT COMPANY NAME/HEAD OFFICE ETC.

Don't know

Refused



**Job title**

- B. What was your main job in the week ending last Sunday [your last main job]?  
OPEN ENDED. PLEASE ENTER FULL JOB TITLE

Don't know  
Refused

**Job description**

- C. What do [did] you mainly do in your job?  
OPEN ENDED.

Don't know  
Refused

**Qualifications**

- Cb. What qualifications are required for your job?  
PLEASE CHECK AND RECORD SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB

DK/REFUSED

D TO H CODED TO DERIVE EMPLOYMENT STATUS / SIZE OF ORGANISATION VARIABLE

IF ROUTED TO D AND D = 3, 4. CODE NS-SEC USING SOC2000 AND SIMPLIFIED NS-SEC COLUMN. IF SOC2000 CANNOT BE CODED. CODE NS-SEC = L16.

IF ROUTED TO F AND F = 4, 5. CODE F = 1 (1 to 24).

IF ROUTED TO I AND I = 4, 5. CODE I = 1 (1 to 24).

IF ROUTED TO E AND E = 3, 4 AND SOC CODE STARTS WITH 1. NO ANSWER IS REQUIRED.

IF ROUTED TO E AND E = 3, 4 AND SOC CODE DOES NOT START WITH 1. CODE E = 2 (NO SUPERVISORY STATUS).

IF ROUTED TO H AND H = 3, 4. CODE H = 1 (NO EMPLOYEES).

**Employee or self-employed**

- D. Are (were) you working as an employee or are (were) you self-employed?

1. Employed
2. Self-employed
3. [DO NOT READ] RESPONDENT QUITS INTERVIEW [JUMPS TO COLLECTION OF POSTCODE]
4. Don't know
5. Refused

**[ASK IF D = 1, 3, 4]****Manager or supervisor**

- E. In your job do (did) you have any formal responsibility for supervising the work of other employees?  
PLEASE DO NOT INCLUDE SUPERVISORS OF CHILDREN E.G. TEACHERS, NANNIES, CHILD MINDERS, SUPERVISORS OF ANIMALS, OR PEOPLE WHO SUPERVISE SECURITY OR BUILDINGS ONLY

1. Yes
2. No
3. [DO NOT READ] RESPONDENT QUITS INTERVIEW [GO TO COLLECTION OF POSTCODE]
4. Don't know

5. Refused

**[ASK IF D = 1, 3, 4]  
Number of employees**

F. How many employees [are there / were there] at the place where you [work/  
worked]?

1. 1 – 24
2. 25 – 499
3. 500 or more
4. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
5. Don't know
6. Refused

**[ASK IF E = 1]  
Number of employees responsible for**

G. How many employees are [were] you responsible for?

1. 1 – 24
2. 25 – 499
3. 500 or more
4. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
5. Don't know
6. Refused

**[ASK IF D = 2]  
Number of employees – self – employed**

H. Are [were] you working on your own or do (did) you have employees?

1. On my own/with partner but no employees
2. With employees
3. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
4. Don't know
5. Refused

**[ASK IF H = 2]  
Number of employees – self – employed**

I. How many people do (did) you employ at the place where you work [worked]?

1. 1 – 24
2. 25 – 499
3. 500 or more
4. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
5. Don't know
6. Refused

**[ASK IF S3 = 2, 3, 4, 5, 6, 7, 9]  
Identifying household reference person (HRP)**

J. Is the property you live in owned or rented in your name or someone else's?  
IF RESPONDENT CLARIFY IF 1 OR 3. IF SOMEONE ELSE CLARIFY IF 2 OR 4.

1. Respondent's
2. Another person's

3. Joint names – respondent and other person (s)
4. Joint names – two or more people – not including respondent
5. A company / organisation / someone else not living in the household
6. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
7. Don't know
8. Refused

**[ASK IF J = 3]**

Ja. And which of you is the CHIEF INCOME EARNER (or the oldest if their incomes are the same), that is the person with the highest income, whether from employment, self-employment, a pension or government benefits?

1. Respondent
2. Another person who jointly owns or rents your property
3. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
4. Don't know
5. Refused

**[ASK IF J = 5]**

Jb. Which of the adults in the household is the CHIEF INCOME EARNER (or the oldest if their incomes are the same), that is the person with the highest income, whether from employment, self-employment, a pension or government benefits?

1. Respondent
2. Another person
3. [DO NOT READ] RESPONDENT QUILTS INTERVIEW [GO TO COLLECTION OF POSTCODE]
4. Don't know
5. Refused

**[RANDOMLY ALLOCATE HRP SOC (Ka to I) TO 20% OF ELIGIBLE SAMPLE FROM 14<sup>th</sup> APRIL]**

**[ASK IF J = 2]**

**NS-SEC for Household Reference Person (HRP)**

Ka. The following questions refer to **this person's** current main job or their last job if not working. Please give a full description where required.

**[ASK IF Ja = 2 OR Jb = 2]**

**NS-SEC for Household Reference Person (HRP)**

Kb. The following questions refer to **this person's** current main job or their last job if not working. Please give a full description where required.

**[ASK IF J = 4]**

**NS-SEC for Household Reference Person (HRP)**

Kc. The following questions refer to **the person out of these that has the highest income** (or the oldest if their incomes are the same). The questions are about their current main job or their last job if not working. Please give a full description where required.

ASK QUESTIONS D19 AND A TO I FOR HOUSEHOLD REFERENCE PERSON (HRP).  
USE SAME ROUTING INSTRUCTIONS.

TEXT FOR D19 / D19a AND A TO I FOR HRP

D192. What is their working status?

IF D192 = 4. NS-SEC CODE = L14 GO TO D23.

IF D192 = 8. NS-SEC CODE = L15 GO TO D23.

IF D192 = REF. NS-SEC CODE = L17 GO TO D23.

D19a2. Have they ever worked?

**Industry description**

A. What does [did] the firm/organisation **they** work [worked] for mainly make or do at the place where **they** work [worked]?

**[INSERT IF D19 = 5] PLEASE ENSURE YOU ARE ASKING ABOUT THE PERSON'S MAIN JOB OR CAREER PRIOR TO RETIREMENT]**

**Job title**

B. What was their main job in the week ending last Sunday [their last main job]?

**Job description**

C. What do [did] they mainly do in their job?

**Qualifications**

Cb. What qualifications are [were] required for their job?

**Employee or self-employed**

D. Are (were) they working as an employee or are (were) they self-employed?

**Manager or supervisor**

E. In their job do (did) they have any formal responsibility for supervising the work of other employees?

**Number of employees**

F. How many employees [are there / were there] at the place where they [work/ worked]?

**Number of employees responsible for**

G. How many employees are [were] they responsible for?

**Number of employees – self – employed**

H. Are [were] they working on their own or did they have employees?

**Number of employees – self – employed**

I. How many people did they employ at the place where they work [worked]?

**D23 INCOME BANDS CHANGED FOR START OF APS5**

**[RANDOMLY ALLOCATE TO 50% OF SAMPLE FROM APS5]**

D23. We want to know if income affects people's ability to participate in various sporting activities. Is your total household income, that is income from all sources before tax and other deductions, above or below £31,200?

READ OUT POSSIBLE INCOME BANDS

SINGLE CODE.

1. Up to £10,399

2. £10,400 to £20,799

3. £20,800 to £31,199

4. £31,200 to £41,599
5. £41,600 to £51,999
6. £52,000 or more
7. Don't know
8. Refused

## POSTCODE AND ADDRESS CHECKING

### **[READ OUT IF SKIPPED TO SECTION AS CODED 'RESPONDENT QUILTS INTERVIEW' FROM D2 ONWARDS']**

'Thank you very much for your time so far. We would be very grateful if you could just answer a few classification questions'

- S1. Can I take your full postcode?  
 INSERT TEXT IF ROUTED FROM Pcode 1 or Pcode2: Can I take your postcode again to check I entered it correctly?

### **INTERVIEWER NOTE ADDED AT APS5**

IF NECESSARY ADD:

The information will be used to shape local services in the future so we need to confirm exactly where you live. Please be reassured that the answers you give will be added to those from other people in your area for an overall picture.

1. Yes
2. No

DO NOT ALLOW REF DK NULL

### **[ASK IF S1=1]**

Pcode1 INTERVIEWER RECORD POSTCODE

*DP: LOOK UP ADDRESS ON DATABASE FROM POSTCODE*

[IF FIRST TIME ROUTED TO Pcode1 AND Pcode1 = NO POSTCODE MATCH ON DATABASE GO TO S1]

[IF SECOND TIME ROUTED TO Pcode1 AND Pcode1 = NO POSTCODE MATCH ON DATABASE GO TO ADD1]

### **[ASK IF Pcode1 = POSTCODE MATCH ON DATABASE]**

Pcode2 This is (display address). Is this correct?

1. Yes
2. No

[IF FIRST TIME ROUTED TO Pcode2 AND Pcode2 = 2 GO TO S1]

[IF SECOND TIME ROUTED TO Pcode2 AND Pcode2 = 2 GO TO ADD1]

### **[ASK IF Pcode2 = 1]**

Addno. Please can you give me your house name or number?

ALLOW REF

**[ASK IF S1 = 2 OR IF SECOND TIME ROUTED TO Pcode1 AND Pcode1 = NO POSTCODE MATCH ON DATABASE OR IF SECOND TIME ROUTED TO Pcode2 AND Pcode2 = 2 OR IF ADD2 = 2]**

ADD1 Please can you tell me the name of your town or village?

INTERVIEWER ENTER TOWN AND SEARCH FOR MATCH. USE LOWER CASE ONLY.

IF LONDON ASK: Which area of London do you live in?

INTERVIEWER: CHECK THE COUNTY DISPLAYED WITH RESPONDENT AND MAKE SURE IT IS CORRECT

IF NO MATCH WITH TOWN AND COUNTY ON DATABASE, CODE 'NULL' AND ENTER TOWN AND COUNTY GIVEN.

ALLOW NULL AND REFUSED

**[ASK IF Add1 <> NULL or REF]**

ADD2 Is this in <insert county from database>?

1. Yes
2. No – back to ADD1

ALLOW DK AND REF – GO TO ADD1a

**[ASK IF Add1 = NULL]**

ADD10 ENTER TOWN OR VILLAGE

ALLOW REFUSED – GO TO ADD1a

**[ASK IF ADD10 < > REF]**

ADD10c What county is <insert town from Add10> in?

ALLOW REFUSED or DK

**[ASK IF ASKED ADD1]**

ADD1a Can you give me the first part of your postcode?

INTERVIEWER ADD IF NECESSARY: Only the first letters and number(s) will help

ALLOW REF AND NULL

**[ASK IF ASKED ADD1]**

S2. Which one of the following local authorities do you live in?

READ OUT FULL LIST IN ALL CASES – DO NOT ACCEPT FIRST MENTION IF NO MATCH THEN CODE 'OTHER' AND ENTER THE WHATEVER THE RESPONDENT HAS SAID (*at S2oth*)

<DISPLAYS 5 MOST LIKELY LAs FROM SAMPLE>

ALLOWS DK and REF

**[ASK IF S2 = OTHER]**

S2oth. ENTER LOCAL AUTHORITY  
USE LOWER CASE ONLY. IF NO MATCH IS FOUND CODE NULL AND ENTER WHATEVER THE RESPONDENT HAS SAID AT NEXT SCREEN  
IF LONDON PROMPT FOR BOROUGH

<DISPLAYS LIST OF ALL LOCAL AUTHORITIES>

ALLOW NULL

**[ASK IF S20TH = NULL]**  
S2a. ENTER LA GIVEN

DO NOT ALLOW REF, DK or NULL

**[ASK IF S2 or S20TH = LIVERPOOL]**  
S2LIVW Which ward do you live in?

<DISPLAYS LIST OF WARDS IN LIVERPOOL>

ALLOW NULL, REF AND DK

**[ASK IF S2LIVW = NULL, REF or DK]**  
S2LIVC Which constituency do you live in?

1. Garston and Halewood
2. Riverside
3. Walton
4. Wavertree
5. West Derby

ALLOW NULL, REF AND DK

**[ASK IF S2LIVC = 2]**  
S2LIVW2 Which ward do you live in? READ OUT

1. Central
2. Greenbank
3. Kirkdale
4. Mossley Hill
5. Princes Park
6. Riverside
7. St Michaels

ALLOW NULL, REF AND DK

**[ASK IF S2LIVC = 3]**  
S2LIVW3 Which ward do you live in? READ OUT

1. Anfield
2. Clubmoor
3. County
4. Everton
5. Fazakerley
6. Warbreck

ALLOW NULL, REF AND DK

**[ASK IF S2LIVC = 4]**  
S2LIVW4 Which ward do you live in? READ OUT

1. Childwall

2. Church
3. Kensington and Fairfield
4. Old Swan
5. Picton
6. Wavertree

ALLOW NULL, REF AND DK

**[ASK IF S2LIVC = 5]**

S2LIVW5 Which ward do you live in? READ OUT

1. Croxteth
2. Knotty Ash
3. Norris Green
4. Tuebrook and Stonecroft
5. West Derby
6. Yew Tree

ALLOW NULL, REF AND DK

## RE-CONTACT FOR MAIN SURVEY

**WORDING AMENDED FOR APS5, UPDATED ON 14<sup>th</sup> APRIL 2011**

RC1. This survey was commissioned by Sport England thank you for taking part. Would you be willing for us to keep a record of your details so Sport England, or an organisation acting on their behalf, may re-contact you to ask you further questions on this survey or to take part in future research on this subject? There would be no obligation for you to take part.

3. Yes
4. No

**NEW QUESTION ADDED ON 14<sup>th</sup> APRIL 2011**

**[ASK IF RC1 = 1]**

RC1A. In order to carry out this future research, TNS may also need to provide your contact details together with relevant survey responses collected from you during this interview to Sport England or an organisation acting on their behalf. Would you be willing for this information to be passed on?

INTERVIEWER ADD IF NECESSARY: The information that we pass on may include the activities that you participate in or some of the classification data such as your age or sex. We would only pass your contact details and interview information onto Sport England or another research company doing legitimate research on behalf of Sport England, your interview data would never be passed to anyone else or used for commercial purposes.

1. Yes
2. No

**[ASK IF RC1 = 1]**

RC2. Can I please ask for your name?  
ENTER NAME



**[ASK IF RC1 = 1]**

RC3. Could I take your email address?

1. Yes
2. No

**[ASK IF RC3 = 1]**

RC4. Record email address

INTERVIEWER: PLEASE READ BACK EMAIL ADDRESS TO RESPONDENT BEFORE MOVING ONTO NEXT SCREEN

Closing page for completed interviews

Thank you on behalf of TNS BMRB.

If you have any queries about the survey please visit the Sport England website or call our helpline number. I can also give you the Market Research Society number:

Sport England website: [www.sportengland.org](http://www.sportengland.org) and follow the links to the Active People Survey pages

Active People Survey Helpline: 0800 051 0888

MRS: 0500 39 69 99

MRS number can provide confirmation that we are a genuine market research company.

Alternative closing page for interviews closed at introduction and screener questions

Thank you on behalf of TNS BMRB.

If you have any queries about the survey please visit the Active People website or call our helpline number. I can also give you the Market Research Society number:

Active People Survey Helpline: 0800 051 0888

MRS: 0500 39 69 99

MRS number can provide confirmation that we are a genuine market research company

## Appendix C – Interviewer briefing materials

### Active People Survey 5

#### Telephone Interviewer's Manual v2

##### 1. Background to the survey

Welcome to the "Active People" interviewing team.

The Active People Survey (APS5) collects data about participation in sport. It is one of the largest CATI studies to be undertaken by telephone in the UK and is very important to both TNS BMRB and Kantar Operations. We are carrying out over 160,000 interviews per year – 500 in every Local Authority (LA) in England. This is wave 5 of the project – the previous waves were completed by a different research agency.

The fieldwork for this project started on October 15<sup>th</sup> 2010, and is running continuously for one year, finishing on October 14<sup>th</sup> 2011.

Due to the sheer size and importance of the project we are spreading the fieldwork over our three CATI units in Ealing Gateway, Wembley and Hull.

##### Who is our Client?

Our Client is *Sport England*. This is the leading body of strategy for sport in England. They invest both Lottery and Exchequer money into grassroots sports. Their aim is "to make England an active and successful sporting nation and to provide for people of all ages to start, to stay and to succeed in sport".

##### The main areas of interest for them are...

- **How many people take part in sports or physical activity?**
- **What are the activities they take part in?**
- **What levels of service is each LA providing?**

Trend data is available on all of the above factors from previous waves, which APS5 is being compared against. It is important that we are able to provide accurate figures which have been gathered in an identical way to the previous research agency and consistency is key to achieving this.

##### The main uses of this research are....

- To provide an on-going measurement of Sport England's target of an active, healthy nation. Sport England has stated that "The realisation of our Olympic vision, tackling

obesity and helping to create more cohesive communities all rest on establishing a clear understanding of how physically active a nation we are.”

- Sport England are using the results that we provide to help promote the value of sport or physical activity participation, and are helping them to target investment in sporting facilities so that it has the maximum impact allowing all groups in society to benefit.
- This is of particular importance now in the run-up to the London 2012 Olympic Games & Paralympic Games.

The data collected in APS1-4 has been used by a variety of agencies including all Local Authorities to help them to develop plans to increase people’s levels of participation in sport and active recreation, as well as National Governing Bodies of Sport, who are using the data to increase the number of people taking part in their sport.

### **Key Issues**

- After 4 years of being completed by another research agency who performed well in terms of achieving the targeted volumes, we need to perform equally well and you as the interviewer are the most important part of achieving this. We are relying on your continued support in terms of attendance, timekeeping and productivity for this project to succeed. You must all play your part in this.
- It is vital that we always refer to “Activity” as opposed to “Sport”. The views of those people who do not consider themselves as participating - or even interested - in sport are every bit as important as those of fitness fanatics. So we do not want to sell this study to them as a study “on sport”.
- Consistency across the interviewing centres. You must all pay very close attention to your training/briefing so that there are no interviewer variations between our centres.
- Finally, as we head towards the London 2012 Olympic Games and Paralympic Games we anticipate that we will see an increase in general interest in activity as well as willingness to participate.

## **2. Achieving a good response**

### **2.1 Response rate**

If you were to approach 100 people with a question and 75 gave answers then you could have more confidence in the result than if, say, 40 people were to answer.

In fact if the 40 you spoke to all answered “yes” to your question it is still (theoretically) possible that the 60 you did not speak to would have said “no”. It is these figures that give us “response rates” and statistical “confidence limits”.

Again, due to the high level of scrutiny, we are contracted to achieving a high response-rate – around 25-30%. So that is that for every 10 eligible people we will have a complete interview with 3 of them.

## 2.2 Introducing the survey

The key to achieving this response rate is you and your introduction. Read the **introduction** as it is written:

*Good afternoon/evening. My name is XXXXX calling on behalf of TNS – the independent research organisation. We are carrying out an important survey about people’s leisure and recreational activities. It will be used to help shape local services in the future. May I ask you a few questions?*

The key points to get over are...

- “leisure and recreational activities” – When talking about the survey always use the word “activity” as opposed to “sport”. The views of those people who do not consider themselves as participating – or even interested – in sport are every bit as important as those of fitness fanatics. The word sport is more likely to put these people off participating.
- People who do not participate in leisure activities (e.g. mothers with young children or old age pensioners) are of key interest so be ready to explain that we are interested in their activities.
- Ensure that you emphasise the importance of the survey in the introduction. This should help to encourage participation.
- The responses given may help to shape future local services. If respondents query how this, please advise them that the survey has been nationally commissioned but that the results are provided to and used by local authorities and county based organisations to shape local services.

However it is not just the words that you use but also how you say them:

- You **must** always treat **every** telephone number as if it were the most important call you ever made! You may have read the script hundreds of times, but it is the first time for the respondent. You need to sound interested and enthusiastic about the topic and the survey in general.
- Smile while you talk – this may sound like an old cliché but it really does make a difference – if you are smiling you sound happier and people are more likely to take part
- Speak with confidence – always speak to the respondent clearly and confidently. If they can understand you easily they are more likely to take part, and to complete the survey
- Listen to the respondent and what sort of person they are – match the tone and pace of your voice to what you think they want to hear. An elderly lady may want you to be slower, louder and clearly spoken, whilst a brisk young man may prefer you to be more dynamic and upbeat. If you can make that judgement correctly in the first couple seconds this will help make people want to speak to you.
- Make the respondent feel valued – listen to their responses and make them feel that you are interested in their opinions. Maintain the enthusiasm and avoid sounding bored, but also keep control of the call. The respondent should always be the most important thing to you so deserves your attention.

There is some additional information in the CATI that you can use to reassure people if necessary:

- This is not a sales call and respondents will not be contacted for sales purposes as a result of taking part in the survey
- The information collected will be kept in the strictest confidence and used for research purposes only

The interview will take about 15 minutes on average. If now is not convenient, you can offer to call back at another time. However, it would be helpful if you could ask the first few screener questions on the initial call, so that you can identify which household member you need to speak to.

### **3. Sample handling**

#### **3.1 The sample**

This is a random probability survey, with Random Digit Dial sample.

You will need to interview one adult (aged 16+) per household.

The person to interview will be selected by a random probability method (further details given below). This means that we do not need to enforce any quotas on age, sex etc.

It is ESSENTIAL to interview the selected respondent, who may well not be the first person you get on the telephone.

#### **3.2 Sample handling**

In order to achieve the required response you need to take care when handling sample that everything is coded in the correct place.

You will find on the outcome list for this project that there are a couple of differences from usual.

##### **3.2.1 Handling refusals**

If a person refuses to take part, and they haven't already told you why, try to ask why they are refusing "Could I ask why you are not interested in taking part". Be ready to counter reasons by giving them more information about the project.

If they refuse because they are busy or you can hear from the tone of voice, background noise etc that now is not a good time stress you can call back as now is not a good time.

It is important that if you are not able to convert this piece of sample into a complete on this call that you make every effort to try it again at a later date.

When making soft appointments and you have not been advised of a possible time to call, avoid making call backs for time such as +1day etc. If this sort of time is not good today the chances are it's a bad time so may be best to try a different time of day on the next call.

### **3.2.2 Outcome screen**

It is important in our response rate analysis that all sample is coded accurately. Most codes are used as you would normally however please be aware of the following:

- Disconnect – where the dialler disconnects
- Modem/Fax/beeper – use this code for fax machines or data lines. These may be identifiable by a very brief blip then silence on the line
- Business number – if this is a business or non-residential number
- Privacy manager/Call ID block – respondents' privacy settings
- No answer – do not use this for answer phones
- Busy – number engaged
- Answering machine – this should only be used for voice mails and answer phones. If however this is a business answerphone, please code as Business number

Please note that there is no option of a personal or postal interview on this survey. If someone does say they would do the survey if we posted it then explain that we are unable to do that on this project as to ensure the results are consistent all interviews need to be done using the same method. If someone says they would only do it by post or face to face, code as a refusal.

## **3.3 Refusals and deferrals**

To help us achieve the response rate target we are handling refusals a little differently from usual.

We are classifying refusals into two categories, deferrals and hard refusals. All deferrals will be reissued in a separate job to be retried at a later date. This methodology is regularly used by the face to face fieldwork team to improve response.

- Deferrals - this is the most commonly used of the refusal codes. This should be used for things such as too busy, don't like market research, sickness. Please include full comments. Do not accept lazy refusals.
- Hard Refusal – This code should be used for permanent refusals for respondents that clearly state that they are refusing to take part.

It is, however, important that you keep all refusals to a minimum – if you think this person could be redialled – make an appointment. It is often worth making appointments for different times of day – If someone says they are busy cooking dinner then next time try them a little earlier or later.

### **3.4 Non-English speakers**

The first screen when you proceed with an interview is a language check. If the person you are speaking to is able to communicate in English then continue to the interview.

If they do not have adequate English skills then code 'Foreign language required' and at the next screen, code the appropriate language. If you are sure it is an Asian language but you are unable to identify it as Urdu, Hindi or Gujarati, code 'Asian Not known'. Please code as best you can. If you cannot identify it as an Asian language and you do not know which language is spoken code 'Other' where you will need to specify as much as you can. If you are not 100% sure which language is the correct one but think you recognise the language then put 'I think this is Italian'. If you know or think it is a language from a certain area then put this 'I think this is European'.

Since we need to ensure that all groups within the community are represented, we will initially be offering interviews in Urdu, Hindi and Gujarati. Other languages may also be added to this at a later stage depending upon need.

If you speak to someone who is unable to speak English well enough to complete the survey explain as best you can that 'We may arrange for another interviewer to call in the next few days'.

### **3.5 Respondents with disabilities**

In previous waves it was identified there is a need to help more people with disabilities to take part in the survey. We are doing this in two ways:

#### **Type Talk**

Type Talk is a system enabling people who are hard of hearing or who have speech difficulties to use the telephone. Type Talk is a service provided by the RNID that enables us to conduct the interview through an operator who will type out the questions we ask, and read back the respondent's typed response. The system can be used by people who are hard of hearing or who have speech impediments, if they have type talk facilities.

If this is needed, select the code 'Type Talk required – hard of hearing/speech impediment'. The sample will be moved to an alternative directory where the interview will be attempted using Type Talk, by an interviewer who has been trained in this method. We are training a small number of interviewers to use Type Talk.

#### **Proxy Interview**

In some instances we find that once we have selected the correct person in the household to take part we are told that they are unable to come to the phone due to disability. If in these instances they are capable of answering the questions by using another household member to relay the questions to them then you should code 'Proxy interview (unable to come to phone e.g. disability)' and continue with the call.

This should not be used for non English speakers as we cannot guarantee the accuracy of translation, but may be used for any situations where you can hear the questions being read back to the respondent after you have asked them.

Please take care that the respondent is the one providing the answers, and not someone else answering on their behalf.

### **3.6 Area check**

On occasions you will get this question to confirm if the respondent lives in England. This will only be shown where we believe, from the telephone number, that the address is located near the Welsh or Scottish borders. If they are not living in England then the interview will close.

## **4. Screener**

### **4.1 Random Selection**

The data you collect is subjected to a high level of scrutiny throughout Central and Local Government as well as the Media. Therefore it is essential that we use a random selection of respondents as opposed to our more usual quota surveys. This means that we need to select a specific individual from each household rather than just interview the person who answers the phone.

For APS5 we are adopting a dual methodology in order to randomly select the member of the household to take part in the survey. The first part uses the Rizzo method and the second part involves selecting the household member whose birthday comes next. If these methods are adhered to 100% then our final sample will be nationally representative. This means that there is no need to enforce any quotas on age, sex, social grade.

### **4.2 Rizzo & Next Birthday – how it works**

The CATI script will initially attempt to randomly select an adult in the household. If only one adult lives in the household then CATI will select that person, the person you are speaking to.

If two adults live in the household CATI will randomly select either the person you are speaking to or the other household member, this means each adult in the household has a 50/50 chance of being chosen to take part in the survey.

If more than two adults live in the household then CATI may randomly select the person you are speaking to in order to continue with the interview. Alternatively, it will want to select one of the other adults in the household and to do this you will ask which other adult in the household has the next birthday and this will be the randomly selected person you need to speak to.



The CATI script will try to avoid making you ask the next birthday questions where it can, to make this part of the script as easy as possible for you.

The questions to achieve this selection are well worded and take you through the selection step by step. It is important that you ask each as it is written on the screen, and code the responses accurately.

### 4.3 Screener Questions

**S3** – take care that the respondent remembers themselves. It is fairly common for people to say *'only one, me and my husband'* They are thinking of how many *other* people are in the household.

We are asking about the household which we have dialled on this occasion.

For the purposes of this question a household is defined as:

One person or a group of people who have the accommodation called as their only or main residence

AND

EITHER share at least one meal a day  
OR share the living accommodation, that is, a living room or sitting room

Take care with certain groups of people:

- Students – only include if they are actually living there on the day of your call (i.e. not away at university)
- Forces – anyone away from home in the forces should not be included
- Away from home – anyone who has been away from home continuously for 6 months or more is not included. This may be travelling, hospital, in prison.
- Temporary residents – If this is not their usual home only include them if they have been here continuously for six months or more

If there are no people aged 16+ in this household who consider this to be their only or main address then you should code 0. Do take care and clarify this before coding it, and put full comments on the specify screen to explain why this has been coded.

#### **S4**

This will be asked when there are more than two adults in the household and the screener respondent is not selected.

Take care we are still thinking about only the people aged 16+ identified in the last question.

If a respondent refuses or questions why you need to know then explain further why it is necessary to select an individual for the household.

For refusals you will see there are two codes 'deferral' and 'hard refusal'. The definitions of deferrals and hard refusals are the same as outlined above.

## S6

This will be asked when there are two adults in the household and the CATI chooses to speak to the other person in the household i.e. not the screener respondent.

Take care we are still thinking about only the people aged 16+ identified in the last question.

If a respondent refuses or questions why you need to know then explain further why it is necessary to select an individual for the household.

Do not code 'yes – available' until the selected person is actually on the phone talking to you.

- For refusals you will see there are two codes 'deferral' and 'hard refusal'. The definitions of deferrals and hard refusals are the same as outlined above.
- 'Not available' will take you to S5 and then to an appointment screen.
- Proxy refusals – as per S4. This will close the interview.
- Proxy other non interview – this would be cases where the selected person is not capable of taking part (e.g. disabilities). This will close the interview.
- Proxy wrong language – this would route to a question asking which language the selected person speaks so we could call back and complete a non-English language interview if possible.
- Proxy interview can't come to the phone – this would apply when the selected respondent requires someone else to act as an interpreter i.e. if they are unable to answer the phone (see above). Please take care that the respondent is the one providing the answers, and not someone else answering on their behalf. NB not to be used if respondent doesn't speak English.
- Proxy interview - Hard of hearing/speech impediment - Type Talk required – this is the code to use if a Type Talk interview is required, see above.

It is vitally important to make this work that you stick to the method without deviation. It can be very tempting to interview the first person you get on the telephone, particularly when told that the selected respondent...

*"is out a lot of the time and probably won't want to do it"* or the selected person is physically unable to take part but someone else is willing and able.

This is, quite simply, **not allowed**.

*(In addition to our own monitoring the client will also monitor all three centres from time to time.)*

It is worth keeping its purpose in the back of your mind – it means that the person who *"is out a lot of the time and probably won't want to do it"* at least **"has an equal chance of being selected."**

However, bear in mind...

1 person in household    no need for selection process  
2 people .....            50% chance you already have them  
3 people.....            33% .....  
etc. etc.

Once you have the selected respondent on the phone and have coded “yes – available” at S6, the survey introduction appears for a second time to allow you to introduce the survey fully to the selected respondent.

## S5

A full name is not necessary, just a first name or a nickname will suffice, but you need to collect enough detail so that it is clear to you or another interviewer on re-contacting the household, who it is that needs to be interviewed.

## 5. Main questionnaire

This section of the questionnaire measures how active the population is. We ask what type of sports or activities the respondent has participated in, within the last 4 weeks or 12 months. You must read the question exactly as it appears on the screen. Take care of changing timescales, initially we ask about 5 minutes of exercise but then change to asking about 30 minutes. Please ensure that you take your time going through the questionnaire and probe as much as possible. It can be tempting to take shortcuts to get through the interview quickly but it is absolutely vital that each respondent hears all of the inclusions and exclusions which precede each question – the script must be stuck to without any deviation!

### 5.1 Section A – Walking

Q1 – Everybody is asked this question - it’s straightforward but please note that although walking to and from the shops is included, time walking around shops is to be excluded, we are really only interested in *continuous* walking. Emphasise that its *5 minutes* of continuous walking in the last *4 weeks*.

If a respondent says that they are unable to walk at Q1 you must read out the following text (this will be on screen):

INTERVIEWER READ OUT: ALTHOUGH YOU HAVE SAID YOU CANNOT WALK, WE ARE STILL INTERESTED IN ANY OTHER ACTIVITIES YOU MAY DO WHICH ARE BENEFICIAL TO YOUR HEALTH AND THE NEXT FEW QUESTIONS ASK YOU ABOUT THESE.
--

You will then be routed to the Cycling section (Q6a). It is important that we capture any activities that someone who is disabled and/or unable to walk may be doing; we cannot assume that they are not doing any physical activities.

**Q2** – Is asked of those who say yes at Q1. Please emphasise that we are now asking about *30 minutes* in the last 4 weeks.

**Q3** – Is asked of those who say yes at Q2. You are required to input a specific number of days. There are examples on your screen to help you. Please ensure you always clarify/double check with the respondent, for example

Resp: *Erm, probably every other day*

Interviewer: *So approximately 14 days a month?*

**Q4** – Follows on for all respondents who answer Q3. Read out the options and code as applicable.

**Q5** – Follows on from Q4 and treat as Q3, if respondent says “every weekend” then clarify, “is that every Sat/Sun so 8 days a month or every Sat or Sun so 4 days a month?” Again, walking around shops is not included as it's not *continuous* walking. Please note that Sport England include dog walking in their definition of walking.

## **5.2 Section B - Cycling**

This follows a similar pattern as Section A but it's about cycling rather than walking, everyone is asked this section including those who have said they are unable to walk as they could use a specially modified bicycle.

**Q6a** – Asks about any cycling done in the past 4 weeks. Please note that for this question, there is no minimum time requirement, any cycling at all should be counted.

**Q6b** – This question clarifies how many days in the past 4 weeks the respondent has done any cycling, again with no minimum time requirement.

**Q6** – Asks whether the respondent has done at least one continuous cycle lasting *30 minutes or more* in the last 4 weeks.

**Q7** – As per Q3, clarifying number of days or approx timescales

**Q8** – As per Q5, clarifying days/timescales

**Q13a** – A straightforward question to establish whether the effort put into cycling was enough to raise the respondent's breathing rate. Stress that we're asking about recreational cycling – not just getting from place to place.

**Q14a** – If you find a particular respondent finds the word 'sweat' offensive please use the word 'perspire'

## **5.3 Section C – Sports and Recreation**

**Q9** – Asked of everybody. Emphasise that we're only asking about the last 4 weeks. Teaching, coaching or refereeing should not be counted here (we ask about these activities later).

There is an option for you to code:

INTERVIEWER DO NOT READ OUT. CODE IF RESPONDENT HAS STATED THEY ARE SEVERELY DISABLED AND DO NO ACTIVITY. CODE ONLY AS A LAST RESORT IF RESPONDENT IS FRUSTRATED OR UNHAPPY WITH ACTIVITY QUESTIONS

As the note states, unless the respondent is unhappy with the questions, you should ask them even if the respondent has said they are disabled; however you have this code as an option if the respondent is becoming frustrated or unhappy with these questions. This option should only be used as a last resort – please emphasise to respondents that in order for the survey to be representative it is important that we speak to those who do not do active recreational activities as well as those who do.

**Q9ck** – if you have coded that the respondent is disabled and does no activity, this check question appears, just to check that they don't do any 'light recreational activities such as darts, snooker, fishing or any wheelchair sports' as these are included in the survey. If the respondent answers that they do some of these activities, the CATI will skip back to Q9 where you should code 'Yes'.

If the respondent confirms that they do not do any of these activities, the CATI will skip to Q26 (dance/gardening).

There are similar options for coding if someone is disabled and wants to skip the rest of the sports questions at several later questions, i.e. Q16, Q17, Q18, Q24, Q22; follow the same procedure at each question.

**Q10** – This list contains in excess of 325 different activities. The routing on the following questions is taken from this one so it is vital that you record all activities as you get the responses. The list is set up as a database to help you to find items quickly and easily.

### 5.3.1 Using the database

The database will bring up all the activities listed that include the word or part word typed in, and then you should code the correct activity from the list.

The database is case sensitive all letters must be **lower case**  
e.g. netball not Netball or NETBALL

In order to search the database you must type '!' after the search word. For example:

ENTER 'hockey!' and the database will bring up a list containing all the hockey activities

–

hockey – field indoor
hockey – field outdoor
hockey – ice
hockey – roller
hockey – street
hockey - underwater

ENTER 'motorcycling!' and the database will bring up a list containing all the motorcycling activities –

motorcycling - motocross
motorcycling - off road
motorcycling - trail riding
motorcycling - trials riding

The database also searches on the first letters of the word. For example:

ENTER 'moto!' and the database will bring up a list containing all the motor activities–

motor sprints
motorcycling - motocross
motorcycling - off road
motorcycling - trail riding
motorcycling - trials riding
motor racing

The database also searches for letters in any position in a word. For example:

ENTER 'cycl! And the database will bring up a list of all activities containing the letters cycl

cyclo-cross
cycling
cycling – downhill riding / gravity riding
cycling – stunt riding
motorcycling – motocross
motorcycling - off road
motorcycling - trail riding
motorcycling - trials riding

All the activities that match the letters you have typed will be shown on the screen.

You can either select the required activity from the shorter list (using + to scroll if needed) or you can perform a second search within the search to narrow the choice down further.

If the respondent has not taken part in any activities, or you have recorded all of their activities then you need to select none to continue:

ENTER 'None!'

The database will bring up the code 'None'. Selecting this will move you forward in the script.

It is vital that as many responses as possible are coded on the list rather than using the other specifies as this affects the routing on the following questions.

For some sports like football there are a number of different types:

football (indoors) - small sided (eg.5-a-side)
football (indoors) - other
football(outdoors) – small sided(eg.5-a-side)
football (outdoors) - 11-a-side
football (outdoors) - other

Please make sure your FIRST probe is **indoors/outdoors**. Then probe for the other details i.e. ask if they play **5-a-side, 11-a-side or other** (such as kick about in the park / back garden / beach / knocking a ball about with family etc).

### 5.3.2 Asking Q10

Read the question as it is on the screen.

Do not prompt for any specific sports.

Probe “what else?” after all spontaneous mentions, to ensure you capture EVERYTHING the respondent has done.

If a respondent names a sport that is listed on the database without any subgroups (e.g. cricket) then you just code cricket – there is no need to probe for variant.

If the respondent names a sport for which ALL entries on the database have a subgroup (e.g. hockey) then you need to probe for variant. To do this ask:

*“What type of [sports name] is that?”*

If necessary prompt from the list.

Take care with abbreviated sports. If the respondent says “Biking” – you need to clarify whether this is motorcycling or cycling and then code as appropriate.

When you read out the list of possible options, make sure you only include relevant sports. Because the sports database is programmed to search for common misspellings and different usages of various keywords, sometimes the list that you will be presented with may include variations which do not logically fit with the sport given. Take the example of ‘powerlifting’. If you conducted a search for ‘power!’ then ‘powerboat racing’, ‘power kiting’ and ‘power walking’ would be displayed in addition to variants of ‘powerlifting’. You should not read out these unrelated options.

If you cannot find the named activity on the list then confirm with the respondent if there are any other common names for the activity.

If there are no other names then use the 'other specify' options.

Points to note:

- **Always** search for the respondent's **own words** first before thinking about alternative words/similar sports.
- **Always** search for **alternative words/similar sports** before using 'other – please specify'.
- **Read out the list of options** when your search returns more than one sport to ensure **full probing** and **accurate coding**.
- Enter **everything** the respondent mentions, as long as you have checked with them that they consider it to be a **recreational physical activity**.
- There are detailed questions on **dancing** and **gardening** later in the questionnaire, but these activities should also be entered at Q10 if mentioned here, as it brings up important prompts during the remainder of the script.
- **Exercises** are on the database; you just need to probe whether it is health & fitness exercises or keep fit exercises.
- The **names of exercise classes** are on the database, so please search for these. DON'T put them under gym for e.g. body pump, body jam, body attack, and legs, bums and tums.
- **Marathon** and **half marathon** are included with 'Running – road', as is running in a park/local area.
- **Armchair exercises** done by older respondents should be coded as health and fitness activities.
- If a respondent has taken part in a **charity event**, please confirm whether they did walking or running and code the appropriate response.

When using the other specify code, it is important to only record one activity in each other specify (i.e. if 2 activities are mentioned that are not on the list then select "other specify 1" and "other specify 2"). Once you have selected the "none" code you will be asked to specify activity one and, on the following screen activity 2. We record other specifies in this way as the text typed in for each other specify may be used later in the interview as text substitution, when asking about specific sports or activities. If more than one activity is recorded in an other specify, this will confuse questioning later in the interview.

### **5.3.3 Follow-up questions on specific sports**

For some sports, a follow-up question will come up to ask for further detail or clarification. For example:



**Fishing** – If a respondent has NOT mentioned any fishing activity at Q10 (Fishing, Fishing – Sea or wheelchair sports – fishing) the respondent would be asked if they have done any fishing in the last 4 weeks. Emphasis on *4 weeks*.

**Snow1** – If respondent has answered a snowsport activity (e.g. Skiing, Snowboarding etc) at Q10, they would be asked the location (England, other UK or overseas)

**Snow2** – If respondent answered 'England' to Snow1, the respondent would also be asked how they did this (Indoor snow slope/Dry slope/Other).

**Weight Training** – if respondent answers 'Weight Training' to Q10, a follow up question asks '*What type of weight training did you do?*'.

We are interested in respondents' **primary motivation** for weight training, for example whether it is for general fitness or to participate in a specific sport, and the **type of equipment** primarily used (e.g. free weights or resistance machines). The detailed categories are:

- Weight training (free weights) – general fitness
- Weight training (free weights) – for specific sport
- Weight training (resistance machines) – general fitness
- Weight training (resistance machines) – for specific sport

Therefore, please make sure your FIRST probe is to ask if they used either **free weights** or **resistance machines**, and then you need to find out if the respondent did the weight training for **general fitness** or to **train for a specific sport**.

**Weight Lifting** – if respondent answers 'Weightlifting' to Q10, the follow up question asks: 'Is that Snatch / Clean & Jerk?'

If the answer is 'No', the activity should be coded as a weight training activity, so the CATI will route back to Q10 so that '**Weight training (free weights) – for specific sport**' can be coded.

**Powerlifting** – If 'Powerlifting' is answered to Q10 we need to distinguish between which category of powerlifting this fits into so it can be allocated to the correct code. Ask '*Is that Special Olympians or Paralympic Bench Press powerlifting?*' The answer options are:

- Powerlifting - Special Olympians
- Powerlifting Paralympic - Bench press
- Or Neither

**Rugby** - The options when you type in **rugby!** Are:

- rugby league
- rugby union
- wheelchair sports – rugby
- tag rugby / rugby tag
- touch rugby / rugby touch

Please make sure you read out **ALL** the above options to ensure correct coding.

The following table shows the range of questions which will be asked as soon as you have selected one of the above options:

<b>Rugby League</b>	<b>Rugby Union</b>	<b>Touch or Tag Rugby</b>
Which of the following types of Rugby League have you done in the last four weeks?	Which of the following types of Rugby Union have you done in the last four weeks?	Is that Union or League? (If respondent says it's neither code as 'Rugby - Other')
Rugby league - 13 a side game	Rugby union - 15 a side game	Rugby league - Touch/Tag rugby
Rugby league - Tag rugby	Rugby union - Sevens	Rugby union - Touch/Tag rugby
Rugby league - Touch rugby	Rugby union - Tag rugby	Rugby - Other
Rugby league - Other	Rugby union - Touch rugby	
	Rugby union - Other	

**Cricket** - There is a follow-up question to ask for the TYPE of cricket played.

*Which of the following types of cricket have you done in the last four weeks?*

INTERVIEWER NOTE: any mention of 'nets' is cricket practice

- cricket (outdoors) - match
- cricket (indoors) - match
- cricket (outdoor) - nets / practice
- cricket (indoors) - nets / practice
- cricket - Other

Please make sure your FIRST probe is **indoors/outdoors**. Then ask if they played cricket in a **match**, at **cricket practice**, in the **nets** or **other** (such as in the park / back garden / beach / knocking a ball about with family etc).

**Walk** – If a respondent mentions any walking activity at Q10 (e.g. rambling or hill walking or just walking) and has already mentioned walking for recreation on at least one day for more than 30 minutes then this question is displayed. It asks the respondent whether the walking at Q10 is additional to walking previously mentioned as we do not want to double count walking.

**Cycl** – Similar to above. If a respondent mentions any cycling activity at Q10 (e.g. BMX, Mountain biking or just cycling) and has already mentioned cycling for recreation on at least one day for more than 30 minutes then this question is displayed. It asks the respondent whether the cycling mentioned at Q10 is additional to cycling previously mentioned as we do not want to double count.

**Gym** – if Gym is coded at Q10, a follow up question appears after Q12 (How long did you go to the gym for?) to ask WHY the respondent goes to the gym.

Sport England would like to find out the respondent's main **motivation** behind attending the gym and to understand **why** the respondent carries out gym activities. The follow up question asks:

*You said that you have been to the gym in the last 4 weeks, can I ask, what was the main reason for your participation? Was it to improve your general health and fitness, or as preparation or training to participate in a particular sport or sports?*

General health and fitness

Preparation or training for a sport

Other

If you code 'Preparation or training for a sport', the next question will bring up the sports database and ask

*Which main sport were you training for at the gym?*

### **5.3.4 Days, time and effort questions**

**Q11** – This is asked for certain sports and activities mentioned at Q10, again clarify the number of days or general time scale. As this question is asked for a selection of the sports it may come up more than once and the script will automatically insert the response from Q10 – take care that the respondent is clear about the activity you are asking about each time this question is asked.

**Q12** – As Q11, this is asked for certain sports mentioned at Q10. As the on screen instructions say, probe for an approximate/average number of hours and minutes. The first screen will ask you for hours, the second for minutes.

It is vital that the respondent only includes time spent actually doing the activity. For example:

- If someone arrived at the swimming baths at 3pm, got into the pool at 3.30, swam until 5, and left the swimming baths at 6 the time we are interested in is between 3.30 and 5 where they were actually swimming so 1.5 hours
- If someone plays a game of golf 10-12, has lunch 12-1 then has another game 1-3 the average per occasion would be 2 hours. If the lunch break was in the middle of the game (using the same timings) it would still be 2 hours as the continuity was broken
- If someone says, for example, that they fish for 2 days continuously then we would need to establish how long during that 2 day period is actually engaged in the fishing activity. You would need to know how long each bout of fishing lasted before they did another non-fishing task (e.g. sleeping, drinking beer etc). For example if they did 2 hrs fishing and then went to the café for a cup of tea, then did 2.5 hrs fishing before sleeping for a while, then did 1.5 hrs fishing before having a few beers with fellow fishermen, with the rest of the 2 days following a similar pattern you would need to code 2hrs (the average of 2 hrs, 2.5 hrs and 1.5 hrs)

There is a minimum and maximum amount set as 0-16 hours and 0-59 minutes. Again the script will insert the sport from Q10 into the text.

Take care that 'one and a half hours' would be entered as 1 hour 30 minutes

If you do have someone who does do a single activity continuously for more than 16 hours, confirm that this is the case and if so code 16 hours 59 minutes

In addition, to help with the accuracy of the time recorded at Q12, we have programmed the script to run logic checks on the time entered. Logic checks are simply a way of double checking responses that seem unusual are in fact correct. These logic checks are very simple and appear on the screen as a prompt for you to check that the time given by the respondent for a particular activity is correct. The logic checks are programmed on a sport by sport basis. For example:

If a respondent says they participate in Tennis on average for 8 hours, then a logic check would appear, as 8 hours is considered an unusually long time for an activity of this type.

YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING [^INSERT ACTIVITY^], IS THAT CORRECT?
--

The CATI programme would automatically insert the time and activity the respondent has mentioned. All you need to do is read out the logic check and then code either 'yes' if it's confirmed by the respondent as being correct or 'no' if the respondent believes they have said the incorrect amount of time. If the respondent says 'no' you will be taken back to Q12 so that the correct time can be entered.

**Q4a** – This question is displayed if the respondent had not previously said that they had walked for half an hour continuously and was therefore not previously asked the walking pace question at Q4. This rule applies to all walking based activities mentioned at Q10.

**Q13** – A straightforward question to establish whether the effort put into an activity was enough to raise the respondent's breathing rate. This question may be asked more than once depending on sports mentioned at Q10.

**Q14** – As Q12, is asked for certain sports mentioned at Q10. As Q13, may come up more than once. If you find a particular respondent finds the word 'sweat' offensive please use the word 'perspire'

**Q15 – This is crucial to the survey and as such particular care needs to be taken to ensure we are getting accurate results.**

There is a readout screen before this question – ensure that this is read clearly as these are the activities that we are focusing on for Q15. Only some of the recorded activities will be included here, depending on which activity, how long they are done for and for some only if it raised the breathing rate.

We are asking:

*Can I ask on how many days in the last four weeks, in total, did you do at least one of these activities for at least 30 minutes?*

If the respondent did more than one of these activities on any one day then you should only count that day once.

Example A:

- If every Monday they go swimming and no other activities were done for at least 30 minutes that would be 4 days.
- If they went on a bike ride for 45 minutes on each of the days they swam, it would still be 4 days.
- If they also played rugby every other Wednesday it would be 6 days.

Example B:

- If every Saturday and Sunday morning a person plays Squash for 30 minutes and no other activities were done for at least 30 minutes that would be 8 days.
- If every Saturday afternoon after they also played Football for an hour it would still be 8 days.
- If they also played Five-a-side football for 45 minutes every Tuesday, it would be 12 days.

Take care not to push someone too much for an answer – we would prefer a “don’t know” than a guess that is totally inaccurate.

To help with the accuracy of the days recorded at Q15, we have programmed the script to run a logic check should the total number of days given by the respondent at Q15 be either:

- Less than the lowest number of days given for any of the eligible activities at a previous question asking them on how many days they did that particular activity. For example, if a respondent had previously said that they had swam for 5 days and played tennis for 3 days, the lowest number of days that should be entered at Q15 is 3 days;
- More than the combined total number of days that they may have done any of the individual activities. For example, if a respondent had previously said that they swam for 5 days and played football for 5 days, the maximum number of days that should be entered at Q15 is 10 days.

If the answer given at Q15 falls outside the minimum and maximum number of days (as explained above), an on-screen logic check will appear prompting you to double check the answer given with the respondent.

The CATI programme will automatically list all of the eligible activities and the number of days the participant said they participated in each. All you need to do is read out the logic check and then code either ‘yes’ if it’s confirmed by the respondent as being correct or ‘no’ if the respondent believes they have said the incorrect number of days. If the respondent says ‘no’ you will be taken back to Q15 so that the correct number of days can be entered.

## 5.4 Section D – Club

**Q16** – Emphasise that we’re only asking about the last *4 weeks*.

**Q16b** – This question is only asked if people said ‘yes’ at Q16 i.e. they are a member of a club. You must read out the list fully and bear in mind that it spans several pages. Please take care not to code the health and fitness club option as default, you must check to see whether or not they belong to a sports club. If the respondent says they are a member of a leisure centre or gym, you will need to probe i.e. *and what type of club at the leisure centre [gym] do you belong to?* If necessary read out list again. If after probing, the respondent still says a type of club that is not included in the read out list, then code as ‘other’ and type in their response in as much detail as possible.

**UNLESS** the respondent is adamant, **ALL** responses with the name of a sport in the club title **MUST** be coded as option 3 – “sports club”.

**Q16a** – This question is only asked if the respondent says they are a member of a sports club at Q16b. This question uses the Q10 database (please refer to Section C ‘using the database’ for more detailed instructions). A respondent may give multiple answers.

## 5.5 Section E – Instruction

**Q17** – Emphasise that we are asking about the last *12 months* at this question

**Q17a** – This question is only asked if the respondent says ‘yes’ at Q17, i.e. they have received tuition in the past 12 months. This question uses the Q10 database (please refer to Section C ‘using the database’ for more detailed instructions). A respondent may give multiple answers.

**Q17b** – This question is repeated for each sport mentioned at Q17a. Emphasise that we’re only asking about the last *four weeks* at this question. If the respondent has not received any tuition in the last four weeks, code ‘0’ at this question.

There is a similar logic check to Q15 here, which will be displayed on screen if any unexpectedly high answers are given at Q17b.

## 5.6 Section F – Competition

**Q18** – Emphasise that we are asking about the last *12 months* at this question

**Q18a** – This question is only asked if the respondent says ‘yes’ at Q18, i.e. they have received tuition in the past 12 months. This question uses the Q10 database (please refer to Section C ‘using the database’ for more detailed instructions). A respondent may give multiple answers.

## 5.7 Section G – Volunteering

For the volunteering questions, it is vital that time spent solely supporting the respondent's own family members should NOT be included. However time supporting their own family members **and** other people should be included. Please remember to read out all inclusions and exclusions so that respondents are aware that we count travel time etc.

Example:

Driving their own child and a neighbour's to football practice would count.

If a respondent is doing this activity as a part of a paid job (e.g. nannies, teachers) then it should not be counted, however if it is done on a voluntary basis outside of their job duties it would be counted.

**Q19b** – Emphasise that we're asking about the last *4 weeks*. READ OUT all responses and multi code where appropriate.

PROBE for code 3, we are looking for any type of administrative or organisational role, no matter how minimal.

Use the 'Other sports voluntary activity' code only if you have checked that the response would not fit into one of the pre-codes.

"Other sports voluntary activity" should not include the following types of activities:

- Raising money for a non-sporting charity by participating in a sporting event such as a marathon
- Volunteering for a non-sporting organisation such as a church, a community centre or a non-sporting charity.

**Q19c** – This is only asked of those who responded 'Coached an individual or team(s) in a sport or recreational physical activity' to Q19b. Emphasise we are asking about the last *4 weeks*.

The Q10 database of sports will be used, which requires equally detailed probing on sports mentioned. Follow the same principles to Q10 and once exhausted all sports enter 'none'.

**Q20a** – This question is a follow-on from Q19c, asking how much time in total has been spent on coaching an individual or team. The first screen will ask you for hours, the second for minutes.

There is a minimum and maximum amount set as 0-600 hours and 0-59 minutes.

To help with the accuracy of the time recorded at Q20, we have programmed the script to run logic checks on the time entered. Logic checks are simply a way of double checking responses that seem unusual are in fact correct. These logic checks are very

simple and appear on the screen as a prompt for you to check that the time given by the respondent is correct. For example:

If a respondent says they did coaching for 225 hours, the following logic check would appear on screen:

YOU SAID YOU SPEND [ ^INSERT HRS^ ] AND [ ^INSERT MINUTES^ ] DOING COACHING AN INDIVIDUAL OR TEAM(S) IN A SPORTS OR RECREATIONAL ACTIVITY, IS THAT CORRECT?

The CATI programme would automatically insert the time the respondent has mentioned. All you need to do is read out the logic check and then code either 'yes' if it's confirmed by the respondent as being correct or 'no' if the respondent believes they have said the incorrect amount of time. If the respondent says 'no' you will be taken back to Q20a so that the correct time can be entered.

**Q19d** – This question is only asked of those who responded 'Refereed, umpired, or officiated at a sports match or competition' to Q19a or Q19b. Emphasise that we are asking about the last 4 weeks. Similar to Q19c, the Q10 database will be used to code activities.

**Q20b** – This question is a follow-on from Q19d, asking how much time in total has been spent on refereeing, umpiring or officiating a match/competition. An identical procedure to Q20a is used. The logic check applied this time will read:

YOU SAID YOU SPEND [ ^INSERT HRS^ ] AND [ ^INSERT MINUTES^ ] DOING REFEREEING, UMPIRING, OR OFFICIATING A MATCH OR COMPETITION, IS THAT CORRECT?

**Q19e** – This is only asked of those who responded 'Other sports voluntary activity [PLEASE SPECIFY]' to Q19a or codes '3', '4', '5', '6' and '7' to Q19b. Emphasise that we are asking about the last 4 weeks. Similar to Q19c, the Q10 database will be used to code activities. NB if someone has done coaching and/or refereeing/ officiating as well as Other voluntary activities, the sports coded at this question should relate to the Other voluntary activities only.

**Q20c** – This is a follow-on from Q19d, asking how much time in total has been spent on other voluntary sports activities. NB if someone has done coaching and/or refereeing/officiating as well as Other voluntary activities, the time spent of coaching and/or refereeing/officiating should NOT be included at this question.

An identical procedure to Q20a is used. The logic check applied will read:

YOU SAID YOU SPEND [ ^INSERT HRS^ ] AND [ ^INSERT MINUTES^ ] DOING VOLUNTARY SPORTS WORK, IS THAT CORRECT?



## 5.8 Section H – Change in participation in the last 12 months

**Q24** – This question will be asked of a random 50% of respondents.

This is a straightforward question asking whether the respondent believes they are doing more, less or the same amount of sport and recreational physical activity as they did this time last year. Emphasise that we are asking about *this time last year*, so 12 months ago. If respondents are unsure what period they are thinking about, ask them about their levels of participation since the same month last year.

If respondents state that “they don’t do any sport”, check if that is the same as this time last year, i.e. that they have never done any sport. If so, they should be coded as ‘Same’ rather than ‘don’t know’.

**Q24a** – This question is only asked if ‘Less’ is answered to Q24. We are looking for the one sport that the respondent is doing less of.

The Q10 database of sports will be used, which requires equally detailed probing on sports mentioned. Follow the same principles to Q10, although once the main sport has been coded, the questionnaire will move onto the next question.

‘Don’t know’ can be coded (but do not read out) for this question.

**Q25** – This is a follow-on from Q24a. Probe fully and try to attribute the answer to the most relevant code in the list. If none are applicable, please code to ‘Other’ only if the code cannot be applied to an existing code. The list at this question is very long so please scroll through the full list.

**Q24b** – This question is only asked if ‘More’ is answered to Q24. A similar principle to Q24a is followed; the Q10 database of sports used with ‘don’t know’ a possible code (but do not read out).

**Q25a** – This is a follow-on from Q24b. The question follows a similar principle to Q25, using a different response list. Again, please try to apply the response to an existing code where possible.

## 5.9 Section I – Likelihood to do more sport

**Q22** – This is a straightforward question establishing whether or not the respondent would like to do more sport than they do at the moment. Emphasise that we are asking about the next *12 months*.

**Q23** – This question is only asked of respondents who answered ‘yes’ at Q22, i.e. they would like to do more sport or recreational physical activity. This question uses the Q10

database (please refer to Section C 'using the database' for more detailed instructions). The respondent may only give one answer.

A 'don't know' response is allowed, but must not be read out to the respondent.

Q23a – This is a follow-on Q23. Emphasise that we are asking about the next *12 months*. If answer is 'do more' or 'do less', please probe as to whether they will 'definitely' be doing more/less or 'probably'. If they use another variation, please reconfirm as to which code they would like to be coded to. Do not read out 'don't know'.

This question is asked of a random 50% of respondents who are routed to this.

## 5.10 Section J – Dance and Gardening questions

Q26 – Please note you **MUST** read out the full introduction to this question to inform the respondent that it doesn't include dance as part of an exercise class, or gardening where you receive payment. Additionally please make sure the respondent knows that we are looking for the length of time they spend doing these activities in **ONE** session **WITHOUT** a break (it is highly unlikely that a person does gardening for 8 hours non-stop in one day so bear that in mind). Please emphasise that we are asking about the last 4 weeks. A definition of 'conservation related gardening' is given in the CATI script if the respondent requires it.

Q27 – This question is filtered from Q26 for 'dancing' (code 1) and 'gardening' (codes 2, 3, 4 or 5) so it could potentially be repeated if a respondent does both. Similar to Q3, you are required to input a specific number of days. There are examples on your screen to help you. Please ensure you always clarify/double check with the respondent.

Q28 – This is a follow-on from Q27 for both 'dancing' and 'gardening', asking how much time in total has been spent doing each activity. Similar to Q20a, the first screen will ask you for hours, the second for minutes.

If the respondent says that they dance for less than 10 minutes or longer than 2 hours, or garden for less than 10 minutes or longer than 6 hours, the following logic check will appear on the screen:

YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING [^INSERT ACTIVITY^] WORK, IS THAT CORRECT?
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Q29 – This question is filtered to those respondents who spent more than 30 minutes doing any dancing or gardening at Q28. Emphasise we are asking about the last *4 weeks*.

Q30 – This is a follow-on from Q29. Emphasise that we are asking about the last *4 weeks*.

## 6. Demographics

The Demographics section of this questionnaire has been carefully designed in consultation with the Office for National Statistics and many of these questions are asked in the same way on other studies, so for the sake of comparison it is important that all questions are asked as written. One of the key principles of the National Statistics Code of Practice and Protocol on Statistical Integration is the promotion and use of common statistical frames, definitions and classifications.

The classification that is achieved using responses from these demographic questions allows us to arrange the data according to common properties so that the resulting statistics can be easily reproduced and compared over time as well as between different sources.

It is important that you ask these questions in the same way as any other question in the questionnaire and **DO NOT** preface them with any comments such as:

*'I don't like asking this but I have to...'*

*'Some people don't like these questions'*

*'You can refuse any of these questions if you want to'*

These types of comments will encourage more people to refuse to answer the questions or to worry about what may be being asked.

If a respondent is worried about a specific question they will let you know even if you have not told them they can refuse to answer. If the respondent wants to quit in the demographics section of the questionnaire then do not use the standard 'quit' option. Instead, select the 'respondent quits interview' option from the question list. By choosing this option, you will be taken directly to the local authority questions. Please note that the 'respondent quits interview' option should only be used if the respondent wants to quit the entire interview; if the respondent merely objects to one question, then the standard 'REF' option should be used to move on to the next question.

If a respondent queries why we need this information about them the following assurances may help:

*The answers to these questions enable us to group the answers from different people together so we can report, for example, about the habits of people of a particular age group or household type.*

Any answers you give me will remain completely confidential, they will only be used for analysis.

We want to be able to look at the experiences of different groups of society so we can measure the sports activities and use of facilities among these groups.

IT IS VERY IMPORTANT THAT WE COLLECT GENDER AND LOCAL AUTHORITY INFORMATION AS A BARE MINIMUM IN ORDER TO GAIN A USABLE PARTIAL INTERVIEW. WITHOUT THESE DETAILS, THE INTERVIEW IS REDUNDANT.
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## 6.1 Standard Demographics

### D1 Gender

As usual code this, do not read out. An answer should always be coded at this question as it is your responsibility, as the interviewer, to provide it. If the respondent would like to terminate the interview at this stage then please proceed to the next question where you will find the 'respondent quits interview' option included in the list.

### D2/D3 Age

Ask the age of the respondent, if they refuse then ask which age band. Read out the bands but do not offer the refusal option.

### D4 Ethnicity

The issue of an individual's ethnic group can, for some, be a sensitive topic. It is therefore important we are sensitive when handling this question but that we also maintain sound methodology.

If you are asked why we need this you may find the following helpful:

***We need to be able to assess the impact of services and policies on different ethnic groups and to monitor any adverse impact of these policies.***

### D4a1/D4a2 Religion

Again, the issue of religion can be a sensitive topic for some. This is a new question in the Active People Survey, but is used as standard on many government surveys.

NB any denominations of the Christian religion should be included as code 1 – for example, Anglican, Baptist, Presbyterian etc.

There is an 'Other – specify' code to use if necessary, first please check that the response cannot be coded under one of the pre-codes.

These questions will be asked of a random 50% of respondents, rotated with D4b.

### D4b Sexual identity

This is another new demographic question to be included in the survey. This may be a sensitive topic for some respondents. The question has been extensively piloted by ONS to ensure it is handled sensitively. It is important that you follow the on-screen instructions and read out the question exactly as it appears on-screen. You will be asked to read out the response list twice to the respondent – when you read it for the second time, ask the respondent to say 'yes' when you read out the option that best describes them. Do not read out don't know or refused. Please be reassured that we receive responses to this question from the vast majority of respondents.

If you are asked why we need this you may find the following helpful:

***We need to be able to assess the impact of services and policies on different groups of the population and to monitor any adverse impact of these policies.***

This sexual identity question will be asked of a random 50% of respondents, rotated with the religion questions D4a1 and D4a2 (respondents will only be asked one or the other, not both).

## **D6 Education**

This question allows us to see the level of academic achievement to date.

If someone is currently studying you would code the highest level so far achieved. So for example someone who is currently studying for A levels but already has GCSE's you would code GCSE.

If someone has international qualifications then you need to find out what is the UK equivalent level and code that. Only use the 'Other specify' if you cannot find the appropriate level for it.

For example someone with a university degree from any country would be coded as **"Higher Education & professional/vocational equivalents"**.

Read the question exactly as it is written. Once the respondent has offered an answer, code it on the list. If you are not sure which option should be coded then use examples from the list. You can use the phrase:

*"Would that be a similar level to a ..."*

This question has a very long list of responses over numerous screens so please ensure that you scroll through the full list and code appropriately. If the respondent gives 'GCSEs' as an answer then you will need to probe to see what grade they achieved as there are different codes for those who achieved 5+ A\* to C grades, and those who achieved less than 5 A\* to C grades. A grade 1 at CSE is equivalent to GCSE / O'level grades A-C. All other grades of CSE are the equivalent of the lower GCSE and O'level grades. Respondents may also mention the School Leavers Certificate. This was replaced by the O'level. You must check what GCSE band their award is equivalent to.

## **D7 Accommodation**

At this question, always read out the first two options; after that, read the rest of the list and stop when the respondent gives an answer.

## **D10/D11 Other household members**

This section is for gathering information about children living in the respondent's household. The definition of a household is as per the screening section.

Sometimes people are wary of giving out personal details of other members of the household – you may need to reassure them again that any details they give will remain confidential.

Follow the on-screen instructions to gather the number of children aged 15 or under in the household and each of their ages. The number of times age is asked for will be dependent on the number the respondent has said is in the house.

### **D12/D13 Vehicles**

At these questions you would include any cars or vans used by any household members, not necessarily used personally by the respondent.

These questions are asked of a random 50% of respondents.

### **D14a/D14b Life satisfaction/General health**

These are standard questions which are included in a number of surveys to establish a respondent's satisfaction with their life overall, and their perception of their general health.

These questions will be asked of a random 50% of respondents (i.e. respondents will either be asked both of these questions, or neither).

### **D14/D15/D15a Longstanding illnesses/disability**

These questions are to establish whether the respondent has any disabilities or illnesses that may impact their sport or recreational participation. The first of these questions establishes whether the respondent has any longstanding illnesses or disabilities. Follow up questions for respondents with an illness/disability cover whether the illness/disability limits their activities, and if so, in what areas it affects them.

### **Occupation Classifications**

We are using various methods of classifying respondents and their household using their occupation. You will be gathering information to allocate a socio-economic group but you will not actually allocate it. The coding department will do this afterwards. They also use the responses (including verbatims) in this section to allocate 'SOC' The Standard Occupation Classification and 'NS-SEC' The National Statistics Socio-Economic Classification. It is therefore important that full details are collected and recorded throughout this section. Please be as thorough as possible when probing the respondent and record any useful information they provide.

**D19** – At this question, record the respondent's main status.

Do not read the whole list but prompt from the list to clarify the correct response. For example, if the respondent says that they are not working you should ask whether they are Unemployed, Student or not working for another reason, and then probe further to get the correct response.

If the respondent suggests that they may fit into two categories you should ask for the main one, for example the one that takes up more of their time in an average week. So if, for example, someone has a full-time and a part-time job we would classify them as working full-time.

If queried the following definitions can be used:

- Unemployed – not currently in employment but is available to start work within two weeks, and either looked for work in the last four weeks or waiting to start a new job
- Long-term absence from work, sick leave, maternity leave etc. – a person is classified as employed if full or partial pay has been received by the worker during the absence and they expect to return to work for the same employer (i.e. a job is available for them).
- Career Break / Sabbatical: In some organisations employees are able to take a career break for a specified period and are guaranteed employment at the end of that period. If a respondent is currently on a career break they should be coded as employed only if there is an arrangement, between the employer and employee, that there will be employment for them at the end of the break. This is not dependent upon them receiving payment from their employer during this time. The respondent's opinion of whether they have a job to go back to should be taken.

**Eda1** – This question is asked of those respondents who have identified that they are not studying (full or part time) at the working status question, in order to identify whether the respondent is currently doing any secondary studying which they haven't had a chance to mention. Any training which is solely based in the work place should not be included.

**Edb1** – This question is asked to establish the type of institution the respondent is studying at or with, if mentioned at Eda1 that they are studying for a recognised qualification. Most respondents should fall into the categories of Further Education college, Higher Education college or university.

**D20 A to C** - For the following few questions we are interested in the respondent's main job for the week ending last Sunday.

This reference period is used as standard by the Office for National Statistics to avoid confusion for someone whose titles may change. If the respondent has had more than one job in the reference period then you should ask them to decide which was the main job. If they are unable to make this decision then you should ask them to select the job with the largest number of hours.

If the respondent is retired then you need to ask about their last position when they were working and record these details. It is helpful to reiterate that we are always thinking about their last job throughout the occupation questions.

**A. Industry Description** – Here you must probe fully. If someone says I work in a factory you need to probe 'What does the factory produce'. If they give you a company name for example Kodak you need to probe 'What does Kodak mainly make or do at the place where you work'

**B. Job Title** – Here we just need the job title for the period of the week lasting last Sunday. There should be no need to probe further.

**C.** Job Description – Here we need to know what the job actually entailed. You should probe here for things such as:

- Main task involved
- Level of position

**Ca.** Qualifications – Record the qualifications required for the position they are in.

**D.** Employment Status - The division between employees and self-employed is based on respondents' own assessment of their employment status in their main job.

**E.** Manager or Supervisor – Take care here that the respondent is thinking about employees that they supervise and not patients in the hospital ward, passengers on the bus, etc.

**F to I.** Employees – The number of employees may be asked in 4 different ways depending on whether the respondent is a supervisor, employee or self employed.

In each instance we need to know the number of people working at the local unit of the establishment. The local unit refers to the site where they normally work. This may be part of a building, a whole building or a self contained group of buildings at one location. The establishment refers to the just the company they work for.

We are interested in the total number of people at the local unit not just their own division, department etc.

For people based at a central depot but travel away to work (e.g. a bus driver) the local unit would be the depot.

For people who work at home you need to establish if they have a base office that they are a part of and communicate with. In this instance the base office would be the local unit. If unsure you should accept the respondent's opinion of whether they belong to a wider establishment for work purposes or if they work totally independently.

For freelance workers who are subcontracted you need to ask them to think of the main place of work for the reference period of the week ending last Sunday.

**J.** Property – Here we need to know who owns or rents the property that the respondent lives in, in order to establish who is the Household Reference Person (HRP). This is asked as we are also collecting 'SOC' and 'NS-SEC' for the HRP if it is not the respondent themselves.

If the respondent says someone else owns or rents you need to probe to clarify between another person or joint names (two or more people).

If the respondent owns or rents you need to probe to clarify is that just their name or are they a joint owner/renter.

For bedsits we are only interested in the accommodation unit of that individual.



For lodgers living with a family we would be interested in the owner/renter of the whole property.

Household Reference Person – In the next few questions we will be collecting the occupational details of the property owner or renter. In each instance we are interested in their current main job or their last job if not currently working. The instructions above all apply in this section.

**Ja** - If the household is owned jointly between the respondent and someone else then we need to know which of these people has the highest income. These occupation details will be asked of that person.

At this question you do not need to read the text in brackets unless the respondent volunteers that the incomes are the same.

Note the reference here to the chief income earner is not asking who in the household is the chief income earner but is asking from between the respondent and the other person which of these has the higher income.

**Ka and Kb.** – these are just leading questions to explain we are now talking about the person who either owns/rent the property, or if joint ownership the one with the larger income

**Kc and Kd.** – This asks the respondent to identify who out of the house owners/renters has the largest income and goes on to ask for their occupation details.

Take care that now when we refer to the chief income earner we are talking about whoever in the household has the highest income. This may or may not be the same person as the householder.

**D23** - Income – Read as per onscreen instructions. First ask if the income is above or below £31,200. Then read out the possible codes – i.e. if the respondent says 'Above £31,200', read out '£31,200-£41,599, £41,500-£51,999 or £52,000 or more?'

This question is asked of a random 50% of respondents.

## **6.2 Postcode and Local Authority Coding**

### **6.2.1 Collecting the postcode**

These questions are to collect the full postcode. It is vitally important that we collect the full postcode on this project as it will be used in the analysis stage in order to group respondents in terms of their local authority, in their local health authority or the distance from local facilities that they live.

**S1** You will ask the respondent for their FULL postcode –

- If they know their full postcode, code “yes” and enter it on the following screen.
- If they do not know their full postcode code “no”
- If they refuse to give you their full postcode you must make every effort to reassure them to give it to you. If this is not successful then code no.

Some respondents may want to know why we need their postcode. If asked you may find the following useful:

*“The information will be used to shape local services in the future so we need to confirm exactly where you live. Please be reassured that the answers you give will be added to those from other people in your area for an overall picture.”*

## **6.2.2 Recording the postcode**

### **Pcode1**

Most postcodes are in the following format:

Letter, letter, number, *SPACE*, number, letter, letter  
e.g. HA1 2QG

However you can get B2 1XY, or EC1A 4QQ.

The only hard rule is that they always begin with a letter, and end *SPACE*, number, letter, letter.

Some respondents may give you an area in place of the first letter or letters, for example ‘Southwest 1 3BP’ or ‘Liverpool 2 3RW’. In these instances please explain that you are not familiar with the postcode from their area and ask them to tell you what letters represent Southwest or Liverpool in their postcode.

When entering the postcode listen very carefully and do not be afraid to prompt as letters can be confused over the ‘phone – P/B, T/D, N/M, F/S etc.

**If postcode matched** – you will be routed to the address check

**If postcode not matched first time** – you will be routed back to verify that the postcode has been given or entered correctly

**If postcode not matched second time** – you will be routed to ask for their town or village

## **6.2.3 Address Check if postcode matched**

### **Pcode2/Pcode3**

Once the postcode has been matched to the database you will be shown the respondent’s street name. Please read this back to the respondent to confirm we have the correct area. On some occasions you may find that the computer displays e.g.

Harrow road for that postcode when the respondent lives at 8 Harrow court, Harrow road. As long as the property is on Harrow road then this is fine.

**If address matched** – you will be routed to ask house name or number

**If address not matched first time** – you will be routed back to verify that the postcode has been given or entered correctly

**If address not matched second time** – you will be routed to ask for their town or village. To ensure the town or village details are as accurate as possible, also ask the respondent confirm the county.

#### **House number / name if address and postcode matched**

For the example of Harrow court above you would type '8 Harrow court' as the house number or name.

If the respondent asks why we need to collect the house number/name, just say that this will only be used to verify their local authority in which they live and it will not be used for any other purpose. The respondent does have the option to refuse this question.

### **6.2.4 Collecting town or village details**

#### **ADD1**

For all respondents who have not given you a full postcode that is successfully matched to the database, where the road or street name provided by the database is not the same as the respondent's, you will ask them for the name of their town or village and the county.

This is entered into a database in the same way as the activities were earlier on. However on this database please try and type in as much of the word as possible. The database will not only search on the list of towns and villages but also the county details.

In some instances there will be a number of matches for the town searched in the database. The database will display county name alongside the name of each town, so as to remove any confusion of exactly which town the respondent is referring to. If necessary, ask the respondent which county they live in, and code the appropriate town based on this.

If the respondent lives in London, please ask which area they live in.

**If town matched** – you will be routed to check the county and then onto ask whether the respondent can provide part of their postcode

**If town not matched** – code NULL and you will need to type in the town and county the respondent lives in

**If town refused** – code REF and you will be routed to ask about partial postcode

## **6.2.5 Partial postcode**

### **ADD1a**

This question asks the respondent to provide the first part of their postcode. Record any postcode details that the respondent can provide – e.g. first two letters and number etc.

## **6.2.6 Local Authority**

This will also be asked of all respondents where the full postcode is not confirmed. Ask the question as on the screen. If the respondent does not spontaneously answer read the list displayed of likely authorities. This list has been generated based on the telephone number on the sample. If you do need to read the list, read the whole list until the respondent stops you.

If you select “other” you are taken to another database of all Local Authorities. Search the database as before to find the local authority mentioned.

If there is no match code NULL and enter verbatim the LA they have given to you. If necessary ask for them to repeat it. If the respondent lives in London, please prompt for the Borough they live in, for example Hammersmith and Fulham or Southwark.

Those respondents that live in the Local Authority of Liverpool (and have not provided their full postcode) are asked a series of follow-up questions to identify the Ward in which they live. Initially they are asked for their Ward unprompted. If they cannot identify the Ward, they will be asked for the Constituency. If this is identified, read out the list of Wards which form the Constituency to the respondent. Try and probe as much as possible as the information is used to allocate the respondent to one of five neighbourhoods in Liverpool. This is important information for Liverpool as analysis is completed at this local level.

## **7. KPI Complete**

The Client has agreed that once we have a certain amount of information that we can include the respondent as a KPI complete - that is a key performance indicator.

If at any stage AFTER the gender question (D1) the respondent wishes to quit then we can still include their data, AS LONG AS we also get the postcode and local authority information completed. It is obviously preferable to us to have the complete data if possible, so you should use this option only as a last resort if you think the respondent is about to quit altogether.

Therefore for any quits after this stage you should code the option:

[DO NOT READ] RESPONDENT QUILTS INTERVIEW

If you are at an open ended question you will not have this code. In this instance you should code refuse until you reach a question with this option.

The script will then take you to the postcode question as this is the final information we need to make the answers complete.

## **8. Closing the Interview**

### **Re-contact**

Finally you will find a re-contact question asking for permission to be contacted on Sport England's behalf in the future. Read as on the screen.

Please take care here that the correct telephone number is read out as is displayed on the screen.

Those who agree to be re-contacted will then be asked for their name and email address. Read back the email address to the respondent before moving on to next question.

### **Hang-up**

At this stage you will thank and close the interview. Here you can type \* hang-up.

Review demographics – If you need to tidy up the demographic details you entered now is the time to do so.

### **And Finally...**

The success of this project is largely down to you the interviewers. You will be working on this project a lot over the coming months. It is important to remember that although you have read the script countless times you need to stay focused on the job, and fresh sounding on each and every call you make.

**Thank you for your efforts for helping to make a project of this size a reality for TNS BMRB.**

**The Active People Survey Management Team**

## Appendix D – Activities database

Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Abseiling	Yes	Light, moderate or vigorous		
Aerobics	Yes	Moderate or vigorous		
Aikaido	Yes	Moderate or vigorous		
Air chair	Yes	Light, moderate or vigorous		
American football	Yes	Vigorous only		
Angling	Yes	<del>Light, moderate or vigorous</del>	Deleted	24 July 2008 (APS2 Q3)
Aquafit / aquacise / aqua aerobics	Yes	Light, moderate or vigorous		
Archery	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
Arm wrestling	Yes	Light, moderate or vigorous		
Athletics - field	Yes	Moderate or vigorous		
Athletics - track	Yes	Moderate or vigorous		
Australian rules football	Yes	Light, moderate or vigorous		
Auto cross	Yes	Moderate or vigorous		
Autotest	Yes	Moderate or vigorous	New activity	Start of Q3
Backpacking	Yes	Light, moderate or vigorous		
<del>Badminton</del>	Yes	<del>Moderate or vigorous</del>	Deleted	Start of APS5
Badminton - indoor	Yes	Moderate or vigorous		Start of APS5
Badminton - outdoor	Yes	Moderate or vigorous		Start of APS5
<del>Base jumping – buildings / antenna / span / earth</del>	No	<del>Light, moderate or vigorous</del>	Deleted	18 January 2009
Baseball	Yes	Moderate only		
<del>Basketball</del>	Yes	<del>Moderate or vigorous</del>	Deleted	Start of APS5
Basketball - indoor	Yes	Moderate or vigorous		Start of APS5
Basketball - outdoor	Yes	Moderate or vigorous		Start of APS5
Baton twirling	Yes	Moderate or vigorous	New activity	Start of APS2
Biathlon	Yes	Moderate or vigorous	New activity	Start of Q3
Bicycle polo	Yes	Moderate or vigorous	New activity	Start of Q3
Billiards	Yes	Light - only		
Bmx	Yes	Moderate or vigorous		
Bobsleigh	Yes	Light, moderate or vigorous		
Bocce	Yes	Light, moderate or vigorous		

Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Boccia	Yes	Light, moderate or vigorous		
Body attack	Yes	Moderate or vigorous	New activity	Start of APS2
Body balance	Yes	Moderate or vigorous	New activity	Start of APS2
Body boarding	Yes	Light, moderate or vigorous		
Body building	Yes	Moderate or vigorous		
Body combat / cardio kick	Yes	Moderate or vigorous		
Body jam	Yes	Moderate or vigorous	New activity	Start of APS2
Body pump	Yes	<b>Moderate or vigorous</b>		
Body step	Yes	Moderate or vigorous	New activity	Start of APS2
Body vive	Yes	Moderate or vigorous	New activity	Start of APS2
Bouldering	Yes	Light, moderate or vigorous		
Boules	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
Bowls - carpet	Yes	Light, moderate or vigorous	New activity	Start of Q2 APS4
Bowls - Crown green	Yes	Light, moderate or vigorous	New activity	Start of Q2 APS4
Bowls - Flat green indoor	Yes	Light, moderate or vigorous	New activity	Start of Q2 APS4
Bowls - Flat green outdoor	Yes	Light, moderate or vigorous	New activity	Start of Q2 APS4
Bowls - Short mat	Yes	Light, moderate or vigorous	New activity	Start of Q2 APS4
<del>Bowls (lawn) [outdoors]</del>	No	<del>Light, moderate or vigorous</del>	Deleted	Start of Q2 APS4 (intensity level change start of APS2 / label change start of APS4)
<del>Bowls [indoors]</del>	No	<del>Light, moderate or vigorous</del>	Deleted	Start of Q2 APS4 (intensity level change start of APS2)
Boxercise	Yes	Moderate or vigorous	New activity	Start of APS2
Boxing	Yes	Vigorous only		
Boxing – fitness class	Yes	Vigorous only	New activity	Start of APS6
Bungee jumping / heli-bungee jumping / para bungee	Yes	Light, moderate or vigorous		
Camogie	Yes	Moderate or vigorous	New activity	Start of Q3
Canoe polo	Yes	Light, moderate or vigorous		
Canoeing	Yes	Light, moderate or vigorous		

Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Canyoning	Yes	Light, moderate or vigorous		
Carram -board	Yes	Light - only		
Caving / pot holing	Yes	Light, moderate or vigorous		
Cheerleading	Yes	Moderate or vigorous	New activity	Start of APS2
Climbing - ice	Yes	Vigorous only		
Climbing - indoor	Yes	Vigorous only	Label change	Start of APS4
Climbing - rock	Yes	Vigorous only	Label change	Start of APS4
Climbing - rope	Yes	Moderate or vigorous		
<del>Climbing - solo</del>	No	<del>Vigorous only</del>	Deleted	Start of Q3 APS4
<del>Climbing - sport</del>	No	<del>Vigorous only</del>	Deleted	Start of Q3 APS4
Coasteering	Yes	Light, moderate or vigorous		
Conditioning activities / circuit training	Yes	Moderate or vigorous		
Cricket	Yes	Moderate only	Only used for routing to follow up question	Start of APS4
Cricket - other	No	Moderate only	New activity	Start of APS4
Cricket (Indoors) - match	No	Moderate only	New activity	Start of APS4
Cricket (Indoors) - nets / practice	No	Moderate only	New activity	Start of APS4
Cricket (Outdoor) - nets / practice	No	Moderate only	New activity	Start of APS4
Cricket (Outdoors) - match	No	Moderate only	New activity	Start of APS4
Croquet	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
Cross training	Yes	Moderate or vigorous		
Crossbow	Yes	Light - only		
Curling	Yes	Moderate only		
Cycling	Yes	Moderate or vigorous		
Cycling - downhill riding / gravity riding	Yes	Light, moderate or vigorous		
Cycling - stunt riding	Yes	Light, moderate or vigorous		
Cyclo-cross	Yes	Moderate or vigorous		
Dance exercise	Yes	<b>Moderate or vigorous</b>		
Darts	Yes	Light - only		
Deck bowls	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2



Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Diving - deep water / free	Yes	Light, moderate or vigorous		
Dodge ball	Yes	Light, moderate or vigorous	New activity	12 January 2009
Drag racing	Yes	Moderate or vigorous	New activity	Start of Q3
Dragon boat racing	Yes	Light, moderate or vigorous		
Exercise (floor/standing/at home/flexibility classes)	No	Light, moderate or vigorous	CODING ONLY	CODING ONLY
Exercise bike / spinning class	Yes	Moderate or vigorous	New activity	Start of Q2 APS4
<del>Exercise bike / running machine / treadmill / rowing machine</del>	No	<del>Moderate or vigorous</del>	Deleted	Start of Q2 APS4
Exercise machine /running machine / treadmill	Yes	Moderate or vigorous	New activity	Start of Q2 APS4
Extreme adventure racing	Yes	Light, moderate or vigorous		
Fencing	Yes	Moderate or vigorous		
<del>Fishing</del>	Yes	<del>Light, moderate or vigorous</del>	Intensity level change Deleted	Intensity level change on 24 July 2008 (APS2 Q3) Deleted start of APS5
Fishing - Coarse	Yes	Light, moderate or vigorous	New activity	Start of APS5
Fishing - Game	Yes	Light, moderate or vigorous	New activity	Start of APS5
Fishing - sea	Yes	Light, moderate or vigorous	Intensity level change	24 July 2008 (APS2 Q3)
Fives - eton	Yes	Light, moderate or vigorous		
Fives - rugby	Yes	Light, moderate or vigorous		
Floorball	Yes	Light, moderate or vigorous		
<del>Football (include 5 and 6 a-side) [indoors]</del>	No	<del>Moderate or vigorous</del>	Deleted	Start of APS4
<del>Football (include 5 and 6 a-side) [outdoors]</del>	No	<del>Moderate or vigorous</del>	Deleted	Start of APS4
Football (indoors) - other	Yes	Moderate or vigorous	New activity	Start of APS4
Football (Indoors) – small sided (e.g. 5-a-side)	Yes	Moderate or vigorous	New activity	Start of APS4
Football (outdoors) – 11-a-side	Yes	Moderate or vigorous	New activity	Start of APS4
Football (outdoors) - Other	Yes	Moderate or vigorous	New activity	Start of APS4
Football (outdoors) – small sided (e.g. 5-a-side)	Yes	Moderate or vigorous	New activity	Start of APS4
Frisby / frisbee	Yes	Light, moderate or vigorous		

Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Futsal	Yes	Light, moderate or vigorous		
Gaelic football	Yes	Vigorous only		
Gaelic sports	Yes	Vigorous only		
Gliding	Yes	Light, moderate or vigorous		
Go karting	Yes	Moderate or vigorous		
<del>Golf - pitch and putt / putting</del>	Yes	<del>Moderate only</del>	Deleted	Start of APS5
Golf - Driving Range	Yes	Moderate only	New activity	Start of APS5
Golf - full course	Yes	Moderate only	New activity	Start of APS5
Golf - Putting	Yes	Moderate only	New activity	Start of APS5
Golf - Short course / Par 3 / Pitch and Putt	Yes	Moderate only	New activity	Start of APS5
Gym	Yes	Moderate or vigorous		
Gymnastics	Yes	Moderate or vigorous		
Handball	Yes	Light, moderate or vigorous		
Hang-gliding	Yes	Light, moderate or vigorous		
Harness racing	Yes	Light, moderate or vigorous		
Health and fitness	Yes	Moderate or vigorous	Label change	Start of APS4
High wire	Yes	Light, moderate or vigorous		
Highland games	Yes	Light, moderate or vigorous		
Hill climb	Yes	Moderate or vigorous		
Hill trekking	Yes	Light, moderate or vigorous		
<del>Hockey - field</del>	Yes	<del>Vigorous only</del>	Deleted	Start of APS5
Hockey - Field - indoor	Yes	Vigorous only	New activity	Start of APS5
Hockey - Field - outdoor	Yes	Vigorous only	New activity	Start of APS5
Hockey - ice	Yes	Vigorous only		
Hockey - roller	Yes	Vigorous only		
Hockey - street	Yes	Vigorous only		
Hockey - underwater	Yes	Vigorous only		
Horse riding	Yes	Moderate or vigorous		
Horse riding - dressage	Yes	Moderate or vigorous		
Horse riding - pony trekking	Yes	Moderate or vigorous		
Horse riding - show jumping	Yes	Moderate or vigorous		
Horse riding - three day eventing	Yes	Moderate or vigorous		
Hot air ballooning	Yes	Light - only		

Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Hovering	Yes	Light, moderate or vigorous	Intensity level change	Tbc
Hurling	Yes	Vigorous only		
Ice skating	Yes	Moderate or vigorous		
Irish handball	Yes	Vigorous only		
Jam-alai	Yes	Light, moderate or vigorous		
Jet ski-ing	Yes	Light, moderate or vigorous		
Jogging	Yes	Vigorous only		
Judo	Yes	Moderate or vigorous	Deleted	Start of APS5
Judo - Contact	Yes	Moderate or vigorous	New activity	Start of APS5
Judo - Non-contact	Yes	Moderate or vigorous	New activity	Start of APS5
Ju-jitsu	Yes	Moderate or vigorous		
Kabaddi	Yes	Light, moderate or vigorous		
Karate	Yes	Moderate or vigorous		
Karting	Yes	Moderate or vigorous		
Kayaking	Yes	Light, moderate or vigorous		
Kayaking - whitewater	Yes	Light, moderate or vigorous		
Keepfit / keep fit / sit ups	Yes	Moderate or vigorous	Label change	Start of APS4
Kendo	Yes	Moderate or vigorous		
Kho-kho	Yes	Light, moderate or vigorous		
Kick boxing / thai boxing	Yes	Vigorous only	New activity	Start of M9 APS2
Kite surfing	Yes	Light, moderate or vigorous		
Koozahngal	Yes	Light, moderate or vigorous		
Korfball	Yes	Light, moderate or vigorous		
Lacrosse	Yes	Vigorous only		
LEGS, BUMS and TUMS	Yes	Vigorous only	New activity	Start of M9 APS2
Life saving	Yes	Moderate or vigorous	New activity	Start of Q3
Luge	Yes	Light, moderate or vigorous		
Luge - street	Yes	Light, moderate or vigorous		
Martial arts	Yes	Moderate or vigorous		
Martial arts - chinese	Yes	Moderate or vigorous		
Medau	Yes	Light, moderate or vigorous	New activity	12 January 2009

Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Microlighting	Yes	Light - only		
Mine exploration	Yes	Light, moderate or vigorous		
Modern pentathlon	Yes	Light, moderate or vigorous		
Motor racing	Yes	Moderate or vigorous		
Motor sprints	Yes	Moderate or vigorous		
Motorcycling - drag/sprint	Yes	Moderate or vigorous	New activity	Start of Q3
Motorcycling - enduro	Yes	Moderate or vigorous	New activity	Start of Q3
Motorcycling - motocross	Yes	Moderate or vigorous		
Motorcycling - off road	Yes	Moderate or vigorous		
Motorcycling - rallying	Yes	Moderate or vigorous	New activity	Start of Q3
Motorcycling - sidecar racing	Yes	Moderate or vigorous	New activity	Start of Q3
Motorcycling - super moto	Yes	Moderate or vigorous	New activity	Start of Q3
Motorcycling - track racing	Yes	Moderate or vigorous	New activity	Start of Q3
Motorcycling - trail riding	Yes	Moderate or vigorous		
Motorcycling - trials riding	Yes	Moderate or vigorous		
Mountain biking	Yes	Moderate or vigorous		
Mountain boarding	Yes	Light, moderate or vigorous		
Mountain walking	Yes	Light, moderate or vigorous	New activity	Start of APS4
Mountaineering	Yes	Vigorous only		
Mountaineering - high altitude	Yes	Vigorous only		
<del>Netball</del>	Yes	<del>Moderate or vigorous</del>	Deleted	Start of APS5
Netball - indoor	Yes	Moderate or vigorous	New activity	Start of APS5
Netball - outdoor	Yes	Moderate or vigorous	New activity	Start of APS5
Nordic (previously Telemark)	Yes	Moderate or vigorous	New activity + label change to Nordic	Activity added at start of Q3 Label change from April 14 <sup>th</sup> 2011
Octopush	Yes	Light, moderate or vigorous		
Orienteering	Yes	Moderate or vigorous		
Other ball eg/stability/swing	No	Light, moderate or vigorous	CODING ONLY	CODING ONLY
Other included activity	No	Light, moderate or vigorous	CODING ONLY	CODING ONLY
Paintball	Yes	Light, moderate or vigorous		
Parachuting	Yes	Light, moderate or vigorous		

Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Paragliding	Yes	Light, moderate or vigorous		
Parakarting	Yes	Light, moderate or vigorous		
Parascending	Yes	Light, moderate or vigorous		
Petanque	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
Pilates	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
Polo	Yes	Moderate or vigorous	New activity	Start of Q3
Polocrosse	Yes	Light, moderate or vigorous		
Pool	Yes	Light - only		
Power kiting	Yes	Light, moderate or vigorous		
Powerboat racing	Yes	Light, moderate or vigorous		
Powerlifting	Yes	Moderate or vigorous	New activity	Start of Q3
Powerlifting - special olympians	No	Moderate or vigorous	New activity	Start of APS4
Powerlifting Paralympic - Bench press	No	Moderate or vigorous	New activity	Start of APS4
Press ups	Yes	Moderate or vigorous	New activity	Start of M9 APS2
<del>Quad racing</del>	No	<del>Light, moderate or vigorous</del>	Deleted	05-May-09
Quoits	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
RACKETBALL (played on standard Squash Court)	Yes	Vigorous only	New activity	Start of APS2
Rafting	Yes	Light, moderate or vigorous		
Rally cross	Yes	Moderate or vigorous		
Rallying	Yes	Moderate or vigorous		
Rambling	Yes	Light, moderate or vigorous		
RAQUETBALL (American version NOT played on standard squash court)	Yes	Vigorous only	New activity	12 January 2009
Road racing (motors)	Yes	Moderate or vigorous		
Roller blading / roller skating	Yes	Light, moderate or vigorous		
Rope coursing	Yes	Light, moderate or vigorous		
Rounders	Yes	Moderate only		
Rowing - Outdoor / Water based	Yes	Moderate or vigorous	LABEL CHANGE	Start of Q3 APS4

Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
ROWING MACHINE / Indoor rowing	Yes	Moderate or vigorous	New activity	Start of Q2 APS4
Rugby - other	Yes	Vigorous only	New activity	Start of APS4
Rugby league	Yes	<del>Vigorous only</del>	Only used for routing to follow up question	Start of APS4
Rugby league - 13 a side game	No	Vigorous only	New activity	Start of APS4
Rugby league - Other	No	Moderate or vigorous	New activity	Start of APS4
Rugby league - Tag rugby	No	Moderate or vigorous	New activity	Start of APS4
Rugby League - Touch rugby	No	Moderate or vigorous	New activity	Start of APS4
Rugby tag	No	Moderate or vigorous	Only used for routing to follow up question	Start of APS4
Rugby touch	No	Moderate or vigorous	Only used for routing to follow up question	Start of APS4
<del>Rugby union</del>	Yes	<del>Vigorous only</del>	Only used for routing to follow up question	Start of APS4
Rugby union - 15 a side game	No	Vigorous only	New activity	Start of APS4
Rugby union - other	No	Moderate or vigorous	New activity	Start of APS4
Rugby union – Sevens	No	Vigorous only	New activity	Start of APS4
Rugby union - Tag rugby	No	Moderate or vigorous	New activity	Start of APS4
Rugby union - Touch rugby	No	Moderate or vigorous	New activity	Start of APS4
Running - cross country / beach	Yes	Vigorous only		
Running - fell	Yes	Vigorous only	New activity	Start of APS3 M12
Running - road	Yes	Vigorous only	Label change	Start of APS4
Running - track	Yes	Moderate or vigorous		
Running - ultra marathon	Yes	Vigorous only		
Sailing – Dinghy Cruising (inc. Multihull)	Yes	Moderate or vigorous	New activity	Start of APS4
Sailing – Dinghy Racing (inc. Multihull)	Yes	Moderate or vigorous	New activity	Start of APS4

Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
<del>Sailing—dingy</del>	No	<del>Moderate or vigorous</del>	Deleted	Start of APS4 (intensity level change start of APS2)
<del>Sailing—endurance</del>	No	<del>Moderate only</del>	Deleted	Start of APS2
Sailing - ice	Yes	Moderate only		
Sailing – keelboat cruising	Yes	Moderate or vigorous	New activity	Start of APS4
Sailing – keelboat racing	Yes	Moderate or vigorous	New activity	Start of APS4
<del>Sailing—speed</del>	No	<del>Moderate only</del>	Deleted	Start of APS2
Sailing – Yacht Cruising (inc. Multihull)	Yes	Moderate or vigorous	New activity	Start of APS4
Sailing – Yacht Racing (inc. Multihull)	Yes	Moderate or vigorous	New activity	Start of APS4
<del>Sailing (cruising or racing)—catamaran &amp; multihull</del>	No	<del>Moderate or vigorous</del>	Deleted	Start of APS4 (activity added start of APS2)
<del>Sailing (cruising or racing)—keelboat</del>	No	<del>Moderate only</del>	Deleted	Start of APS4 (activity added start of APS2)
<del>Sailing (cruising or racing)—other</del>	No	<del>Moderate only</del>	Deleted	Start of APS4 (activity added start of APS2)
Sandboarding / sand boarding	Yes	Light, moderate or vigorous		
Sea level traversing	Yes	Light, moderate or vigorous		
Self defence	Yes	Moderate or vigorous		
Sepak takraw	Yes	Light, moderate or vigorous		
Shinty	Yes	Vigorous only		
Shooting	Yes	Light - only		
Shooting - air rifle	Yes	Light - only		
Shooting - clay pigeon	Yes	Light - only		
Shooting - pistol	Yes	Light - only		
Skateboarding	Yes	Light, moderate or vigorous		
Skating - in-line	Yes	Light, moderate or vigorous		
Ski flying	Yes	Light, moderate or vigorous		
Skiing	Yes	Vigorous only		
Ski-ing - barefoot snow	Yes	Vigorous only		
Ski-ing - barefoot water	Yes	Vigorous only		
Ski-ing - extreme	Yes	Vigorous only		
Ski-ing - free	Yes	Vigorous only	Label change	April 14 <sup>th</sup> 2011
Ski-ing - grass or dry ski slope	Yes	Vigorous only		
Ski-ing - mono	Yes	Vigorous only		

<b>Activity</b>	<b>Included on database for Q16, 17, 18</b>	<b>Intensity label</b>	<b>Change</b>	<b>Change implemented</b>
Ski-ing - parachute	Yes	Vigorous only		
Ski-ing - ribbing	Yes	Vigorous only		
Ski-ing - speed	Yes	Vigorous only		
Skipping	Yes	Light, moderate or vigorous		
Skittles	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
Sky diving	Yes	Light, moderate or vigorous		
Sky surfing	Yes	Light, moderate or vigorous		
Snomobile racing	Yes	Light, moderate or vigorous		
Snooker	Yes	Light - only		
Snorkelling	Yes	Light, moderate or vigorous		
Snow mountain bike racing	Yes	Light, moderate or vigorous		
Snowboarding	Yes	Light, moderate or vigorous	Label change	April 14 <sup>th</sup> 2011
Soaring	Yes	Light, moderate or vigorous		
Softball	Yes	Moderate only		
Sombo	Yes	Moderate or vigorous		
Speed biking	Yes	Light, moderate or vigorous		
Speedway	Yes	Moderate or vigorous	New activity	Start of Q3
Sportsboats	Yes	Light, moderate or vigorous	New activity	Start of Q3
Squash	Yes	Moderate or vigorous		
Step machine	Yes	Moderate or vigorous		
Stool ball	Yes	Moderate or vigorous	New activity	Start of Q3
Sub aqua / scuba diving / scuba diving	Yes	Light, moderate or vigorous		
Super-modified shovel racing	Yes	Light, moderate or vigorous		
Surf life saving	Yes	Moderate or vigorous	New activity	Start of Q3
Surfing	Yes	Light, moderate or vigorous		
Swimming - deep water	Yes	Moderate or vigorous		
Swimming - open water	Yes	Moderate or vigorous		
Swimming / diving [indoors]	Yes	Moderate or vigorous		
Swimming / diving [outdoors]	Yes	Moderate or vigorous		
Table tennis	Yes	Light, moderate or vigorous	Deleted	Start of APS5
Table tennis - indoor	Yes	Light, moderate or vigorous	New activity	Start of APS5



Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Table tennis - outdoor	Yes	Light, moderate or vigorous	New activity	Start of APS5
Taekwando	Yes	Moderate or vigorous		
Tai chi	Yes	Moderate or vigorous		
Tang soo do	Yes	Moderate or vigorous		
Tchoukball	Yes	Light, moderate or vigorous		
<del>Tennis</del>	Yes	<del>Moderate or vigorous</del>	Deleted	Start of APS5
Tennis - indoor	Yes	Moderate or vigorous	New activity	Start of APS6
Tennis - outdoor	Yes	Moderate or vigorous	New activity	Start of APS6
Tenpin bowling	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
Tobogganing	Yes	Light, moderate or vigorous		
Trampolining	Yes	Light, moderate or vigorous		
TRAMPOLINING - in garden	Yes	Light, moderate or vigorous	New activity	Approx start M12 APS2 - 4 Sept 2008
Trials racing	Yes	Moderate or vigorous		
Triathlon	Yes	Vigorous only		
Trifoiling	Yes	Light, moderate or vigorous		
Trotting	Yes	Light, moderate or vigorous		
Tug of war	Yes	Light, moderate or vigorous		
<del>Ultimate fighting</del>	No	<del>Light, moderate or vigorous</del>	Deleted	18 January 2009
Ultimate frisbee	Yes	Light, moderate or vigorous		
Volleyball - indoors	Yes	Moderate or vigorous	New activity	12 January 2009
Volleyball - outdoors	Yes	Moderate or vigorous	Label change	12 January 2009
Wake boarding	Yes	Light, moderate or vigorous		
Walking	Yes	Light, moderate or vigorous	Label change	Start of APS4
Walking - cliff	Yes	Light, moderate or vigorous		
Walking - gorge	Yes	Light, moderate or vigorous		
Walking - hill walking	Yes	Light, moderate or vigorous		
Water polo	Yes	Light, moderate or vigorous		
Waterskiing	Yes	Vigorous only		

Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Weight training	Yes	Moderate or vigorous	Only used for routing to follow up question	Start of APS4
Weight training (resistance machines) - for specific sport	No	Moderate or vigorous	New activity	Start of APS4
Weight training (free weights) - for specific sport	No	Moderate or vigorous	New activity	Start of APS4
Weight training (free weights) - general fitness	No	Moderate or vigorous	New activity	Start of APS4
Weight training (resistance machines) - general fitness	No	Moderate or vigorous	New activity	Start of APS4
Weightlifting	Yes	Moderate or vigorous	Only used for routing to follow up question	Start of APS4
Weightlifting (olympic) - snatch / clean & jerk	No	Moderate or vigorous	New activity	Start of APS4
Wheelchair sports - archery	Yes	Light, moderate or vigorous		
Wheelchair sports - basketball	Yes	Light, moderate or vigorous		
Wheelchair sports - fishing	Yes	Light, moderate or vigorous	Intensity level change	Start of Q2 APS4
Wheelchair sports - Rugby	Yes	Light, moderate or vigorous	New activity	12 January 2009
Wheelchair sports - table tennis	Yes	Light, moderate or vigorous		
<del>Wheelchair sports - tennis</del>	Yes	<del>Moderate or vigorous</del>	Intensity level change, later deleted	Intensity level change at start of Q2 APS4 Deleted at start of APS6
Wheelchair sports - Tennis - indoor	Yes	Moderate or vigorous	New activity	Start of APS6
Wheelchair sports - Tennis - outdoor	Yes	Moderate or vigorous	New activity	Start of APS6
Wi fit / wii fit	Yes	Light, moderate or vigorous	New activity	18 January 2009
Windsurfing or boardsailing	Yes	Moderate or vigorous		
Work out / work out video	Yes	Moderate or vigorous	New activity	Start of M9 APS2
Wrestling - beach	Yes	Light, moderate or vigorous	New activity	Start of APS4
Wrestling - grappling	Yes	Light, moderate or vigorous	New activity	Start of APS4
Wrestling - cornish	Yes	Light, moderate or vigorous	New activity	Start of APS4
Wrestling - cumberland	Yes	Light, moderate or vigorous		

Activity	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
<del>Wrestling – freestyle</del>	Yes	Light, moderate or vigorous	Deleted / label change	Start of Q3 APS4 (label change start of APS4)
Wrestling - Lancashire or 'Catch as Catch Can'	Yes	Light, moderate or vigorous	New activity	Start of APS4
Wrestling - olympic freestyle	Yes	Light, moderate or vigorous	Label change	Start of APS4
Wrestling - olympic greco-roman	Yes	Light, moderate or vigorous	Label change	Start of APS4
Wrestling - westmoreland	Yes	Light, moderate or vigorous	New activity	Start of APS4
<del>Yachting</del>	No	<del>Moderate only</del>	Deleted	Start of APS2
Yachting - ice	Yes	Moderate only	Intensity level change	Start of APS2
Yachting - land	Yes	Light, moderate or vigorous		
<del>Yachting – ocean racing</del>	No	<del>Moderate only</del>	Deleted	Start of APS4
<del>Yachting (cruising or racing) – inshore/coastal</del>	No	<del>Moderate only</del>	Deleted	Start of APS4 (activity added start of APS2)
<del>Yachting (cruising or racing) – offshore</del>	No	<del>Moderate only</del>	Deleted	Start of APS4 (activity added start of APS2)
<del>Yachting (cruising or racing) – other</del>	No	<del>Moderate only</del>	Deleted	Start of APS4 (activity added start of APS2)
Yoga	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
Zumba	Yes	Moderate or vigorous	New activity	Start of APS6 Q2 but backcoded to start of APS5

## Appendix E – Sample management rules

Excluded from response rate calculation	Ineligible	Detail
Dead	Always no reply	20 consecutive 'no replies' outcomes (15 on first issue and 5 on reissue).
Dead	Always engaged	20 consecutive 'engaged' outcomes (15 on first issue and 5 on reissue).
Dead	Always answer phone	20 consecutive 'answer phone' outcomes (15 on first issue and 5 on reissue).
Dead	Always fax / data line	6 consecutive 'fax or dataline' outcomes (3 on first issue and 3 on reissue)
Dead	Always no reply or engaged or answer phone	20 consecutive 'no replies or engaged or answer phone' outcomes (15 on first issue and 5 on reissue).
Dead	Duplicate	A number duplicated in the sample
Dead	Business number	Known business numbers have been excluded from sample but some will still be present
Dead	Unobtainable - checked	6 consecutive 'unobtainable' outcomes (3 on first issue and 3 on reissue)
Dead	Other non interview e.g. deaf, no English speakers or Urdu, Hindi, Gujarati	
Dead	Outside sample frame	Non English numbers excluded, out of quota
Dead	Complete - No postcode/LA/Address	A completed interview where no LA can be allocated
Dead	KPI complete - No postcode/LA/Address	A completed interview where respondent quits in the demographics and where no LA can be allocated
Dead	40 times tried – no contact	Any sample reaching 40 calls where it has not been possible to confirm that the number is an eligible household

Included in response rate calculation	Ineligible	Detail
Used	Complete	All questions answered, LA verified
Used	KPI complete	Q1 to Q15, Q19 and Q24 answered, LA verified
Used	Quit interview	A quit between Q1 and Q24
Used	Stopped interview	Interview stopped by respondent
Used	Hard refusal - initial contact	Refusal during survey introduction.
Used	Hard refusal - next birthday	Refusal at screener S4
Used	Hard refusal - respondent name	Refusal at screener S5
Used	Hard refusal - won't pass to respondent	Refusal at screener S6
Used	Hard refusal - respondent	Refusal at screener S9
Used	Soft refusal - reissued - initial contact	Soft refusal during survey introduction.
Used	Soft refusal - reissued - next birthday	Soft refusal at screener S4
Used	Soft refusal - reissued-respondent name	Soft refusal at screener S5
Used	Soft refusal - reissued - won't pass to respondent	Soft refusal at screener S6
Used	Soft refusal - reissued - respondent	Soft refusal at screener S9
Used	Soft refusal - reissued - proxy	Soft refusal by other member of household after eligible respondent has been confirmed.
Used	Soft refusal - reissue always eng / no rep / fax	Soft refusal reissued 5 consecutive no reply or engaged or 3 consecutive fax or dataline
Used	40 times tried - contact	Any sample reaching 40 calls where it is confirmed that the number is an eligible household

## Appendix F – Sample response analysis

### Full year response analysis

APS5	Full year	
<b>Total sample</b>	<b>1298216</b>	<b>100.0%</b>
<b>Total sample dialled</b>	<b>1298216</b>	<b>100.0%</b>
Eligible	650068	50.1%
Ineligible	648148	49.9%
<b>Ineligible</b>		
Deadwood: NR 20+ calls	74150	5.7%
Deadwood : Fax 6+ calls	10252	0.8%
Business	60647	4.7%
Deadwood: Unobtainable 6+ calls	414128	31.9%
Deadwood: Mixed NR 20+ calls	82124	6.3%
Other (complete with no LA/Outside England/other)	6847	0.5%
<b>Eligible used</b>		
Interview	179491	13.8%
Stopped/quit	13973	1.1%
Hard refusal	55697	4.3%
Soft refusals	357097	27.5%
Final: No int 30+ calls with contact	34662	2.7%
<b>Total Final outcomes (inc soft refusals)</b>	<b>640920</b>	<b>49.4%</b>
Unresolved: NR <20 calls (no contact)	625	0.0%
Unresolved: Fax <6 calls (no contact)	1	0.0%
Unresolved: Unobtainable <6 calls (no contact)	15	0.0%
Unresolved: Mixed <20 calls (no contact)	1467	0.1%
Unresolved: Contact <30 calls	7040	0.5%
Total unresolved	9148	0.7%
<b>Response rate (Total)</b>	<b>27.6%</b>	
<b>Response rate (excl unresolved)</b>	<b>28.0%</b>	

## Monthly response analysis

APS5	Month 1		Month 2	
<b>Total sample</b>	<b>164105</b>	<b>100.0%</b>	<b>139864</b>	<b>100.0%</b>
<b>Total sample dialled</b>	<b>164105</b>	<b>100.0%</b>	<b>139864</b>	<b>100.0%</b>
Eligible	88322	53.8%	70785	50.6%
Ineligible	75783	46.2%	69079	49.4%
<b>Ineligible</b>				
Deadwood: NR 20+ calls	5170	3.2%	9582	6.9%
Deadwood : Fax 6+ calls	544	0.3%	1138	0.8%
Business	7798	4.8%	7565	5.4%
Deadwood: Unobtainable 6+ calls	47816	29.1%	42148	30.1%
Deadwood: Mixed NR 20+ calls	13425	8.2%	7848	5.6%
Other (complete with no LA/Outside England/other)	1030	0.6%	798	0.6%
<b>Eligible used</b>				
Interview	22,569	13.8%	19497	13.9%
Stopped/quit	2079	1.3%	1866	1.3%
Hard refusal	4264	2.6%	9517	6.8%
Soft refusals	53774	32.8%	34739	24.8%
Final: No int 30+ calls with contact	5219	3.2%	3861	2.8%
<b>Total Final outcomes (inc soft refusals)</b>	<b>87905</b>	<b>53.6%</b>	<b>69480</b>	<b>49.7%</b>
Unresolved: NR <20 calls (no contact)	32	0.0%	4	0.0%
Unresolved: Fax <6 calls (no contact)	0	0.0%	1	0.0%
Unresolved: Unobtainable <6 calls (no contact)	2	0.0%	10	0.0%
Unresolved: Mixed <20 calls (no contact)	36	0.0%	54	0.0%
Unresolved: Contact <30 calls	347	0.2%	1236	0.9%
Total unresolved	417	0.3%	1305	0.9%
<b>Response rate (Total)</b>	<b>25.6%</b>		<b>27.5%</b>	
<b>Response rate (excl unresolved)</b>	<b>25.7%</b>		<b>28.1%</b>	

<b>APS5</b>	<b>Month 3</b>		<b>Month 4</b>	
<b>Total sample</b>	<b>123607</b>	<b>100.0%</b>	<b>70980</b>	<b>100.0%</b>
<b>Total sample dialled</b>	<b>123607</b>	<b>100.0%</b>	<b>70980</b>	<b>100.0%</b>
Eligible	59747	48.3%	35840	50.5%
Ineligible	63860	51.7%	35140	49.5%
<b>Ineligible</b>				
Deadwood: NR 20+ calls	8385	6.8%	3352	4.7%
Deadwood : Fax 6+ calls	1140	0.9%	471	0.7%
Business	7153	5.8%	3287	4.6%
Deadwood: Unobtainable 6+ calls	41661	33.7%	23377	32.9%
Deadwood: Mixed NR 20+ calls	4865	3.9%	4304	6.1%
Other (complete with no LA/Outside England/other)	656	0.5%	349	0.5%
<b>Eligible used</b>				
Interview	15928	12.9%	9650	13.6%
Stopped/quit	1285	1.0%	561	0.8%
Hard refusal	5064	4.1%	1927	2.7%
Soft refusals	33165	26.8%	21676	30.5%
Final: No int 30+ calls with contact	3145	2.5%	1786	2.5%
<b>Total Final outcomes (inc soft refusals)</b>	<b>58587</b>	<b>47.4%</b>	<b>35600</b>	<b>50.2%</b>
Unresolved: NR <20 calls (no contact)	161	0.1%	0	0.0%
Unresolved: Fax <6 calls (no contact)	0	0.0%	0	0.0%
Unresolved: Unobtainable <6 calls (no contact)	0	0.0%	0	0.0%
Unresolved: Mixed <20 calls (no contact)	285	0.2%	9	0.0%
Unresolved: Contact <30 calls	714	0.6%	231	0.3%
Total unresolved	1160	0.9%	240	0.3%
<b>Response rate (Total)</b>	<b>26.7%</b>		<b>26.9%</b>	
<b>Response rate (excl unresolved)</b>	<b>27.2%</b>		<b>27.1%</b>	



<b>APS5</b>	<b>Month 5</b>		<b>Month 6</b>	
<b>Total sample</b>	<b>106830</b>	<b>100.0%</b>	<b>128481</b>	<b>100.0%</b>
<b>Total sample dialled</b>	<b>106830</b>	<b>100.0%</b>	<b>128481</b>	<b>100.0%</b>
Eligible	54025	50.6%	64079	49.9%
Ineligible	52805	49.4%	64402	50.1%
<b>Ineligible</b>				
Deadwood: NR 20+ calls	7221	6.8%	9514	7.4%
Deadwood : Fax 6+ calls	1019	1.0%	1459	1.1%
Business	4473	4.2%	5614	4.4%
Deadwood: Unobtainable 6+ calls	34738	32.5%	42703	33.2%
Deadwood: Mixed NR 20+ calls	4831	4.5%	4513	3.5%
Other (complete with no LA/Outside England/other)	523	0.5%	599	0.5%
<b>Eligible used</b>				
Interview	13974	13.1%	18271	14.2%
Stopped/quit	1180	1.1%	1200	0.9%
Hard refusal	6540	6.1%	5825	4.5%
Soft refusals	28818	27.0%	34834	27.1%
Final: No int 30+ calls with contact	2660	2.5%	2740	2.1%
<b>Total Final outcomes (inc soft refusals)</b>	<b>53172</b>	<b>49.8%</b>	<b>62870</b>	<b>48.9%</b>
Unresolved: NR <20 calls (no contact)	14	0.0%	4	0.0%
Unresolved: Fax <6 calls (no contact)	0	0.0%	0	0.0%
Unresolved: Unobtainable <6 calls (no contact)	0	0.0%	0	0.0%
Unresolved: Mixed <20 calls (no contact)	227	0.2%	165	0.1%
Unresolved: Contact <30 calls	612	0.6%	1040	0.8%
Total unresolved	853	0.8%	1209	0.9%
<b>Response rate (Total)</b>	<b>25.9%</b>		<b>28.5%</b>	
<b>Response rate (excl unresolved)</b>	<b>26.3%</b>		<b>29.1%</b>	

<b>APS5</b>	<b>Month 7</b>		<b>Month 8</b>	
<b>Total sample</b>	<b>95982</b>	<b>100.0%</b>	<b>69653</b>	<b>100.0%</b>
<b>Total sample dialled</b>	<b>95982</b>	<b>100.0%</b>	<b>69653</b>	<b>100.0%</b>
Eligible	48205	50.2%	34083	48.9%
Ineligible	47777	49.8%	35570	51.1%
<b>Ineligible</b>				
Deadwood: NR 20+ calls	4296	4.5%	4578	6.6%
Deadwood : Fax 6+ calls	765	0.8%	551	0.8%
Business	3956	4.1%	3011	4.3%
Deadwood: Unobtainable 6+ calls	31985	33.3%	23351	33.5%
Deadwood: Mixed NR 20+ calls	6346	6.6%	3713	5.3%
Other (complete with no LA/Outside England/other)	429	0.4%	366	0.5%
<b>Eligible used</b>				
Interview	13838	14.4%	9995	14.4%
Stopped/quit	943	1.0%	711	1.0%
Hard refusal	4161	4.3%	2885	4.1%
Soft refusals	26361	27.5%	18042	25.9%
Final: No int 30+ calls with contact	1970	2.1%	2367	3.4%
<b>Total Final outcomes (inc soft refusals)</b>	<b>47273</b>	<b>49.3%</b>	<b>34000</b>	<b>48.8%</b>
Unresolved: NR <20 calls (no contact)	49	0.1%	4	0.0%
Unresolved: Fax <6 calls (no contact)	0	0.0%	0	0.0%
Unresolved: Unobtainable <6 calls (no contact)	0	0.0%	2	0.0%
Unresolved: Mixed <20 calls (no contact)	191	0.2%	3	0.0%
Unresolved: Contact <30 calls	692	0.7%	74	0.1%
Total unresolved	932	1.0%	83	0.1%
<b>Response rate (Total)</b>	<b>28.7%</b>		<b>29.3%</b>	
<b>Response rate (excl unresolved)</b>	<b>29.3%</b>		<b>29.4%</b>	

<b>APS5</b>	<b>Month 9</b>		<b>Month 10</b>	
<b>Total sample</b>	<b>123729</b>	<b>100.0%</b>	<b>98625</b>	<b>100.0%</b>
<b>Total sample dialled</b>	<b>123729</b>	<b>100.0%</b>	<b>98625</b>	<b>100.0%</b>
Eligible	60992	49.3%	48822	49.5%
Ineligible	62737	50.7%	49803	50.5%
<b>Ineligible</b>				
Deadwood: NR 20+ calls	7268	5.9%	5985	6.1%
Deadwood : Fax 6+ calls	997	0.8%	787	0.8%
Business	5533	4.5%	4298	4.4%
Deadwood: Unobtainable 6+ calls	38549	31.2%	27545	27.9%
Deadwood: Mixed NR 20+ calls	9765	7.9%	10640	10.8%
Other (complete with no LA/Outside England/other)	625	0.5%	548	0.6%
<b>Eligible used</b>				
Interview	17639	14.3%	14093	14.3%
Stopped/quit	1368	1.1%	1071	1.1%
Hard refusal	4742	3.8%	3967	4.0%
Soft refusals	31856	25.7%	26195	26.6%
Final: No int 30+ calls with contact	4090	3.3%	2539	2.6%
<b>Total Final outcomes (inc soft refusals)</b>	<b>59695</b>	<b>48.2%</b>	<b>47865</b>	<b>48.5%</b>
Unresolved: NR <20 calls (no contact)	71	0.1%	137	0.1%
Unresolved: Fax <6 calls (no contact)	0	0.0%	0	0.00%
Unresolved: Unobtainable <6 calls (no contact)	0	0.0%	0	0.00%
Unresolved: Mixed <20 calls (no contact)	194	0.2%	194	0.2%
Unresolved: Contact <30 calls	1032	0.8%	626	0.6%
Total unresolved	1297	1.0%	957	1.0%
<b>Response rate (Total)</b>	<b>28.9%</b>		<b>28.9%</b>	
<b>Response rate (excl unresolved)</b>	<b>29.6%</b>		<b>29.4%</b>	

<b>APS5</b>	<b>Month 11</b>		<b>Month 12</b>	
<b>Total sample</b>	<b>84641</b>	<b>100.00%</b>	<b>91719</b>	<b>100.00%</b>
<b>Total sample dialled</b>	<b>84641</b>	<b>100.00%</b>	<b>91719</b>	<b>100.00%</b>
Eligible	41381	48.9%	43790	47.7%
Ineligible	43260	51.1%	47929	52.3%
<b>Ineligible</b>				
Deadwood: NR 20+ calls	5153	6.1%	3646	4.0%
Deadwood : Fax 6+ calls	631	0.8%	750	0.8%
Business	3613	4.3%	4343	4.7%
Deadwood: Unobtainable 6+ calls	28793	34.0%	31462	34.3%
Deadwood: Mixed NR 20+ calls	4622	5.5%	7252	7.9%
Other (complete with no LA/Outside England/other)	448	0.5%	476	0.5%
<b>Eligible used</b>				
Interview	11740	13.9%	12297	13.4%
Stopped/quit	823	1.0%	886	1.0%
Hard refusal	3213	3.8%	3592	3.9%
Soft refusals	22878	27.0%	24584	26.8%
Final: No int 30+ calls with contact	2291	2.7%	1994	2.2%
<b>Total Final outcomes (inc soft refusals)</b>	<b>40945</b>	<b>48.4%</b>	<b>43353</b>	<b>47.3%</b>
Unresolved: NR <20 calls (no contact)	81	0.1%	68	0.1%
Unresolved: Fax <6 calls (no contact)	0	0.0%	0	0.0%
Unresolved: Unobtainable <6 calls (no contact)	1	0.0%	0	0.0%
Unresolved: Mixed <20 calls (no contact)	64	0.1%	45	0.1%
Unresolved: Contact <30 calls	290	0.3%	324	0.4%
Total unresolved	436	0.5%	437	0.5%
<b>Response rate (Total)</b>	<b>28.4%</b>		<b>28.1%</b>	
<b>Response rate (excl unresolved)</b>	<b>28.7%</b>		<b>28.4%</b>	

## 8.4 Appendix G – NS-SEC Classification

### Outline of NS-SEC classification

The script contains all the questions required to derive NS-SEC using the full method. NS-SEC is derived from SOC Unit Group – coded from questions A to C on the questionnaire and an Employment Status/Size of Organisation variable – calculated using questions D to I.

#### A. SOC CODING

SOC coding comes from responses to A / A2 to Cb / Cb2 on the script.

Word of warning on statistical software: the derivation tables contain values with decimal places that relate to the operational sub-categories (31, 3.2 etc.). With most statistical software, precision problems can arise if the variables are defined as numeric values. ONS recommend that NS-SEC variables as names rather than numeric values so that they will not be picked up as figures to be included in calculations.

- There are 353 SOC codes.
- SOC Codes 1111 to 1239 are all classed as managers
- SOC codes 2111 to 9259 are not

#### B. DERIVING THE EMPLOYMENT STATUS/SIZE OF ORGANISATION VARIABLE FROM CATI DATA

The employment status/size variable has seven codes derived as follows:

1. Employers – large organisations

**I / I2 = 2 OR 3.**

2. Employers – small organisations

**I / I2 = 1 (OR I / I2 = DK, REF).**

3. Self-employed / no employees

**H / H2 = 1 (OR H / H2 = DK, REF).**

4. Managers – large organisations

**SOC CODE = 1111 to 1239 AND F / F2 = 2 OR 3.**

5. Managers – small organisations

**SOC CODE = 1111 to 1239 AND F / F2 = 1 (OR F / F2 = DK, REF).**

6. Supervisors

**SOC CODE = 2111 to 9259 AND E / E2 = 1.**

7. Other employees

**SOC CODE = 2111 to 9259 AND E / E2 = 2 (OR IF E / E2 = DK, REF).**

### C. CREATING NS-SEC CLASSIFICATIONS

The following variables will be computed from SOC and Employment status/size:

1. NS-SEC Full Operational Categories
2. NS-SEC Combined Operational Categories
3. NS-SEC Analytic Classes
4. Approx. Social Class
5. Approx. SEG

#### 1. NS-SEC Full Operational Categories

The table below gives the NS-SEC Full Operational Categories. These are derived using NS-SEC derivation tables based on SOC2000 using priority order rules<sup>13</sup>.

National Statistics Socio-economic Classification Full Operational Categories	
L1	Employers in large organisations
L2	Higher managerial
L3.1	Higher professionals (traditional) – employees
L3.2	Higher professionals (new) – employees
L3.3	Higher professionals (traditional) - self-employed
L3.4	Higher professionals (new) - self-employed
L4.1	Lower professionals and higher technical (traditional) – employees
L4.2	Lower professionals and higher technical (new) – employees
L4.3	Lower professionals and higher technical (traditional) - self-employed
L4.4	Lower professionals and higher technical (new) - self-employed
L5	Lower managerial
L6	Higher supervisory
L7.1	Intermediate clerical and administrative
L7.2	Intermediate sales and service
L7.3	Intermediate technical and auxiliary

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<sup>13</sup> See The National Statistics Socio-economic Classification: User Manual for full derivation tables

L7.4	Intermediate engineering
L8.1	Employers in small organisations (non-professional)
L8.2	Employers in small organisations (agriculture)
L9.1	Own account workers (non- professional)
L9.2	Own account workers (agriculture)
L10	Lower supervisory
L11.1	Lower technical craft
L11.2	Lower technical process operative
L12.1	Semi-routine sales
L12.2	Semi-routine service
L12.3	Semi-routine technical
L12.4	Semi-routine operative
L12.5	Semi-routine agriculture
L12.6	Semi-routine clerical
L12.7	Semi-routine childcare
L13.1	Routine sales and service
L13.2	Routine production
L13.3	Routine technical
L13.4	Routine operative
L13.5	Routine agricultural
L14.1	Never worked
L14.2	Long-term unemployed
L15	Full-time students
L16	Occupations not stated or inadequately described
L17	Not classifiable for other reasons

**In some case Full Operational Categories are derived directly from working status questions so do not require SOC or Employment status/size.**

These cases are outlined below:

#### **Creating Operational categories straight from D19 / D192**

D19 / D192 = 4. NS-SEC CODE = L14.2

D19 / D192 = 8. NS-SEC CODE = L15

D19 / D192 = REF. NS-SEC CODE = L17

#### **Creating Operational categories straight from D19a / D19a2**

If D19a = 2. NS-SEC CODE = L14.1

**On other cases with missing data Full Operational Categories can be derived as follows:**

**Creating Operational categories if D / D2 is don't know or refused**

D / D2 = DK, REF. CODE NS-SEC USING SOC2000 AND SIMPLIFIED NS-SEC COLUMN.

**Creating Operational categories if D19a / D19a2 is don't know or refused**

*CODE NS-SEC USING SOC2000 AND SIMPLIFIED NS-SEC COLUMN.*

**Creating Operational categories if no SOC is coded**

IF SOC2000 CANNOT BE CODED. CODE NS-SEC = L16.

**2. NS-SEC Combined Operational Categories**

A combined version of the list can then be derived from the Full list as follows:

- 1 L1 Large employers
- 1.1 L2 Higher managerial occupations
- 1.2 L3 Higher professional occupations
- 2 L4 Lower professional and higher technical occupations
- 2 L5 Lower managerial occupations
- 2 L6 Higher supervisory occupations
- 3 L7 Intermediate occupations
- 4 L8 Employers in small organisations
- 4 L9 Own account workers
- 5 L10 Lower supervisory occupations
- 5 L11 Lower technical occupations
- 6 L12 Semi-routine occupations
- 7 L13 Routine occupations
- 8 L14 Never worked and long-term unemployed
- 9 L15 Full time students
- 9 L16 Occupations not stated or inadequately described
- 9 L17 Not classified for other reasons

**3. NS-SEC Analytic Classes**

Analytic Classes can then be derived from the combined list as follows:

- 1. Higher managerial and professional occupations
- 2. Large employers and higher managerial occupations
- 3. Higher professional occupations
- 4. Lower managerial and professional occupations
- 5. Intermediate occupations
- 6. Small employers and own account workers
- 7. Lower supervisory and technical occupations



8. Semi-routine occupations
9. Routine occupations
10. Never worked and long term unemployed
11. Not classified

#### 4. Social Class

Approximate SC can be derived from NS-SEC Full Operational Categories as show below:

Social Class		NS-SEC Full Operational Categories
I	Professional, etc. occupations	3.1, 3.3
II	Managerial and Technical occupations	1, 2, 3.2, 3.4, 4.1, 4.3, 5, 7.3, 8.1, 8.2, 9.2
III N	Skilled occupations - non-manual	4.2, 4.4, 6, 7.1, 7.2, 12.1, 12.6
III M	Skilled occupations - manual	7.4, 9.1, 10, 11.1, 12.3, 13.3
IV	Partly skilled occupations	11.2, 12.2, 12.4, 12.5, 12.7, 13.1, 13.2, 13.5
V	Unskilled occupations	13.4

#### 5. Socio-economic Group (SEG)

Approximate SEG can be derived from NS-SEC Full Operational Categories as shown below:

Socio-economic Group			NS-SEC Operational Categories
1	Employers and managers in central and local government, industry, commerce, etc. - large establishments		
	1.1	Employers in industry, commerce, etc. - large establishments	1
	1.2	Managers in central and local government, industry, commerce, etc. - large establishments	2
2	Employers and managers in industry, commerce, etc. - small establishments		
	2.1	Employers in industry, commerce, etc. - small establishments	8.1
	2.2	Managers in industry, commerce, etc. - small establishments	5
3	Professional workers - self-employed		3.3
4	Professional workers - employees		3.1

5	Intermediate non-manual workers		
	5.1	Ancillary workers and artists	3.2, 3.4, 4.1, 4.3, 7.3
	5.2	Foremen and supervisors non-manual	6
6	Junior non-manual workers		4.2, 7.1, 7.2, 12.1, 12.6,
7	Personal service workers		12.7, 13.1
8	Foremen and supervisors - manual		10
9	Skilled manual workers		7.4, 11.1, 12.3, 13.3
10	Semi-skilled manual workers		11.2, 12.2, 12.4, 13.2
11	Unskilled manual workers		13.4
12	Own account workers (other than professional)		4.4, 9.1
13	Farmers - employers and managers		8.2
14	Farmers - own account		9.2
15	Agricultural workers		12.5, 13.5
16	Members of armed forces		-
17	Inadequately described and not stated occupations		16