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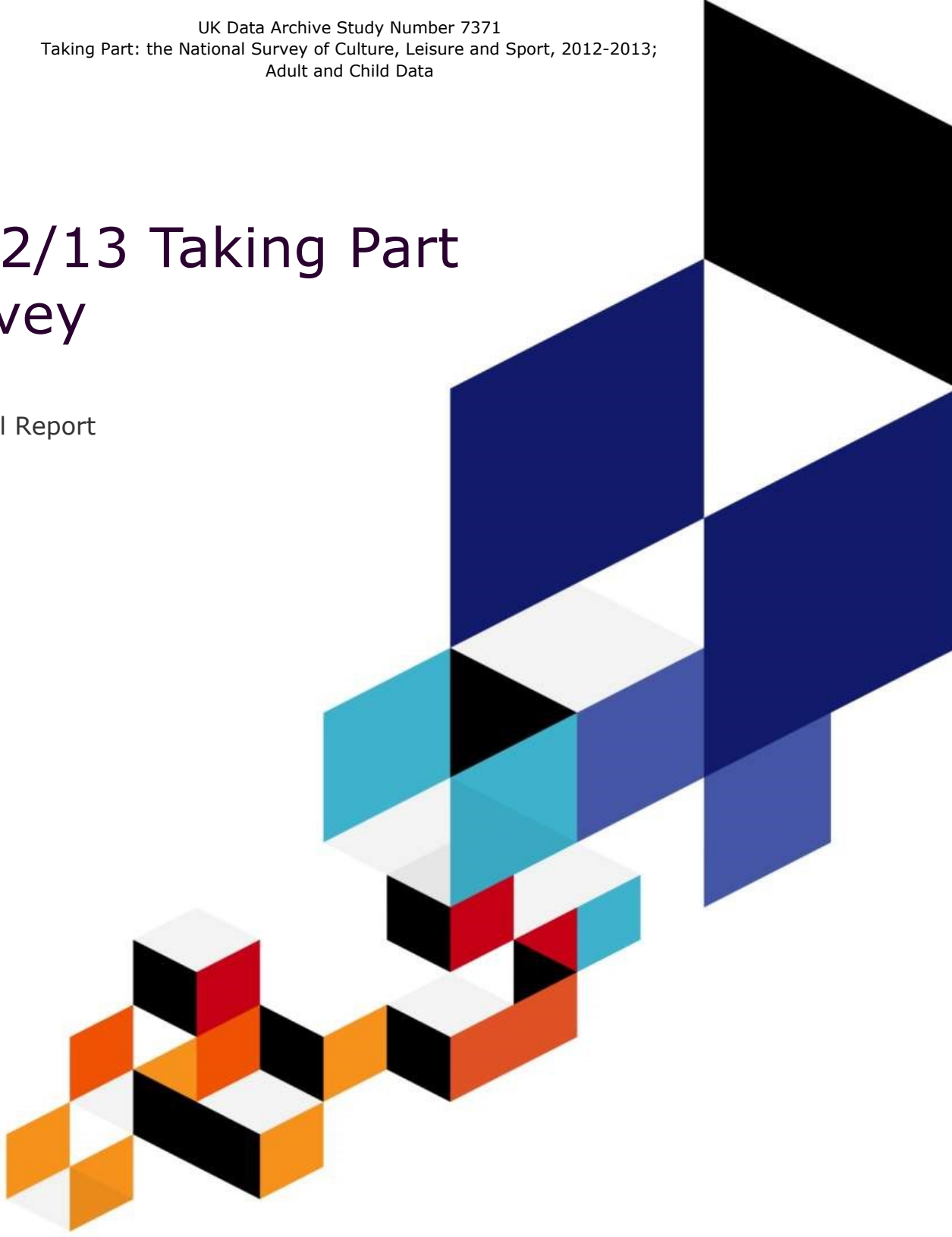
Taking Part: the National Survey of Culture, Leisure and Sport, 2012-2013;
Adult and Child Data

# 2012/13 Taking Part Survey

Technical Report



TNS BMRB



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Department for Culture Media & Sport

# Contents

# 1. Introduction

## 1.1 Background, including Aims and Objectives

Taking Part, the flagship survey for the Department for Culture, Media and Sport, was first commissioned in 2005. Since this time it has been running on a continuous basis and the 2012/13 survey is the 8th year of fieldwork. From Year 8, a longitudinal element was included in the survey.

The survey originated in response to a need for consistent, high quality national data on people's engagement with culture and sport and collects detailed information on a plethora of different parameters of leisure, culture and sport engagement, such as arts, heritage, museums and galleries, libraries, archives and sport, as well as extensive socio-demographic information on respondents.

Taking Part serves as the key evidence source for DCMS and subsequently is relied on considerably by DCMS and its three partners; Arts Council England, English Heritage, and Sport England which form the Taking Part steering group. The data produced are used to measure and inform departmental indicators, inform the development and impact of DCMS policy, and to better understand the drivers and barriers of participation in cultural and sporting activities in England. This is achieved through the collection of data around issues exploring; participation in culture and sport; satisfaction and enjoyment with culture and sport; social capital; engagement with culture and sport whilst growing up; volunteering; internet/TV use and radio access; the London 2012 Olympic and Paralympic Games; attitudes to heritage/the arts and demographics. In addition to this, the longitudinal aspect of the survey will be used to capture change by revisiting the same individuals over time and understand how these changes in circumstances and other life events can help or hinder participation and for how long.

As a designated national statistic by the UK National Statistics Authority, the data collected are of the highest possible standards of quality.

The data outlined above helps the survey to achieve its 3 main objectives. Taking Part aims to:

- Provide a central, reliable evidence source that can be used to analyse cultural sporting engagement, portraying clear evidence of why people do or do not engage
- Meet the needs and interests of everyone who uses Taking Part, including relevant public bodies and the public
- Underpin further research on driving engagement and the value and benefits of engagement

Taking Part is a random probability survey of adults aged 16+ and of children aged 5-15 in England. In 2012/13, 9838 adults and 801 children aged 11-15 were interviewed. Information was also collected from parents or guardians of 1136 children aged 5-10. Interviews were conducted face-to-face in home by specially trained interviewers working on behalf of TNS BMRB using Computer Assisted Personal Interviewing (CAPI).

The sample was issued on a monthly basis, with the first sample issued in April 2012 and the final sample issued in March 2013.

## 1.2 Summary of Outputs

The three key outputs for Taking Part 2012/13 were:

- SPSS data files – quarterly and annual adult (aged 16+) datasets and an annual child (aged 5-15 years) dataset[1]. The adult SPSS file, produced on a quarterly basis, contains the key participation data which forms the basis of the quarterly statistical reports published by DCMS. The quarterly file contains rolling data dating back to the beginning of the survey in July 2005. The adult and child annual datasets contain all questionnaire variables for the specific survey year. In the 2012/13 survey year, the datasets contained data based on the date the interview took place, rather than the sample issued date[2].
- Statistical spreadsheets – TNS BMRB produce a number of reports (in Excel format) for DCMS based on the SPSS quarterly and annual

[1] An additional child dataset was produced in March 2013 at the request of DCMS. This contained interviews completed between October 2011 and September 2012.
[2] Datasets based on date of interview were introduced at the beginning of the 2011/12 survey.

data file. The reports are provided in Excel and include participation figures for the current rolling 12 month period and the figures for each survey year. The data also includes the confidence intervals and range and any statistically significant changes from the first year the data variable was collected are highlighted. These reports are published by DCMS and form the basis of the quarterly statistical report.

- Themed reports – TNS BMRB publish independent written reports on an ad-hoc basis. The themes are usually topical or to answer a particular research question.

  The reports for 2012/13 are yet to be published. It is anticipated that these will cover the Olympics and an initial analysis of the longitudinal style questions.

## 1.3 Structure of the Technical Report

The report documents the technical aspects of the 2012/13 Taking Part Survey. Data collection is the major task for TNS BMRB so this forms the central part of this report.

The report is structured as follows:

- Chapter two provides a detailed description of the sample design;
- Chapter three focuses on the 2012/13 adult questionnaire, providing an overview of the stages involved in its development, the changes implemented and a summary of the topics covered in the final 2012/13 questionnaire;
- Chapter four covers fieldwork – this includes all fieldwork and management procedures and a summary of fieldwork performance;
- Chapter five covers all aspects of the child surveys;
- Chapter six, the final chapter, covers data processing and outputs, including weighting and design factors.

The report has been written by the project team at TNS BMRB – Joel Williams (Project Consultant), Angela Charlton (Project Manager), Michael Potter (Research Manager) and Peter Smale (Research Executive).

# 2. Sample Design

## 2.1 Survey Population and Sample Frame

The survey was designed to yield a representative sample of 10,000 adults aged 16+ who are normally resident in England. Relevant adults were also asked to provide information about co-resident children aged 5-10 and to facilitate direct interviews with a sample of co-resident children aged 11-15.

For practical purposes, residents of institutional accommodation (armed forces barracks, student halls of residence, hospitals, care homes, prisons etc.) were excluded as is normal practice for household surveys due to the obstacles in drawing a sample and reaching these populations.

The 2012/13 sample is a mixed sample, evenly divided between fresh sample cases and re-interview cases. For the fresh sample, TNS BMRB utilised the 'small user' Postal Address File (PAF) as the sample frame. This provides a list of almost all private residential addresses in the UK and is the most comprehensive frame available. Because it lists addresses, not individuals, interviewers were required to randomly select respondents from among those eligible.

## 2.2 Key Features of the Sample Design

For the 2012/13 survey, the intention was to generate 5,000 interviews from individuals first interviewed in 2011/12 (the 're-interview sample') and 5,000 interviews from newly sampled addresses (the 'fresh sample'). Given the slightly smaller total sample size in 2011-12 (9,000) TNS BMRB estimated that *all* 2011/12 respondents who agreed to be re-contacted should be issued for re-interview.

In some cases, this involved a change in the data collection tool. Fifteen year olds in 2011/12 switched from the child to the adult questionnaire in 2012/13 while ten year olds who had been covered by an adult interview in 2011/12 were approached for a direct interview in 2012/13. Finally, all four year olds in 2011/12 became eligible to be covered by an adult interview in 2012/13.

As far as the 'fresh sample' is concerned, a new sample of addresses was drawn from within each of the 724 primary sampling units used in 2011/12. This method was employed instead of sampling new units to avoid sample dispersion over time.

The number of 'fresh' addresses sampled in each primary sampling unit was a function of (i) its target number of interviews (this varied between strata, see table 2.2 below) and (ii) expected conversion and re-interview rates:

Fresh sample target interviews =

(Target for 2011-12 * 10/9) – (Issued cases in 2011-12 * observed national conversion rate * expected re-interview rate)

The observed national conversion rate was 58% and the expected re-interview rate was 55%. These numbers are slightly different from the numbers used at the start of the 2012/13 survey year. Adjustments were made to reflect new evidence for conversion and re-interview rates as it became available.

Fresh sample addresses to issue =

(Target number of interviews for 2012/13 / expected conversion rate)*1.2

The number of fresh sample addresses sampled in each primary sampling unit was inflated by 20% to generate a reserve pool of addresses. One in six (systematically) sampled addresses was allocated to this pool. In the event, none of these addresses were used.

In total, 10,757 fresh addresses were issued in 2012/13.

Section 2.3 provides details of the original 2011/12 sample design for reference.

## 2.3 The 2011-12 Sample Design

### 2.3.1 PSU formation

Taking Part employs a two-stage address sample design in which a sample of addresses is drawn from within a sample of postal sectors. Postal sector areas are defined using the first half of a postcode plus the first digit of the second half (e.g. L19 3 is the postal sector containing the postcode L19 3QU). For survey purposes, postal sectors with a very small number of addresses in 2003 were combined to form the primary sampling units (PSUs) used by TNS BMRB. Table 2.1 shows descriptive statistics for these primary sampling units in 2011.

*Table 2.1 Descriptive statistics for primary sampling units*

| PSU information | Counts |
|---|---|
| Total number of PSUs | 7,152 |
| Mean number of addresses per PSU | 3,157 |
| Minimum number of addresses per PSU | 259 |
| Maximum number of addresses per PSU | 10,434 |
| Standard deviation in number of addresses per PSU | 1,434 |

The statistical efficiency of two-stage samples is primarily a function of the variance in primary sampling unit-level survey estimates. Analysis of previous editions of Taking Part showed that this variance was greatest in areas of high population density and smallest in areas of low population density. This variance can be mitigated through smaller interview totals per primary sampling unit. Consequently, after allocating each primary sampling unit to one of three 'address density' strata, TNS BMRB set approximate interview targets of 10 per primary sampling unit (high density stratum), 12 per primary sampling unit (mid density stratum) and 17 per primary sampling unit (low density stratum).

Furthermore, historical data suggested that some variation in address conversion rates (interviews as a proportion of addresses sampled) could

be expected. In order to maximise the likelihood of meeting interview targets in each primary sampling unit, the ratio of sampled addresses to target interviews varied between regions[3]. Although this means that the address sample is not an equal probability sample, it is anticipated that the *net* weight applied to each case (a combination of sampling weight and response propensity weight) will have lower variance than would be the case with an equal probability design. Table 2.2 shows the address sample totals for each primary sampling unit classification.

*Table 2.2 Address sample totals for each primary sampling unit classification*

| Region(s) | Address density Stratum | Sampled addresses per PSU | Expected number of interviews per PSU |
|---|---|---|---|
| All except West Midlands and London | High | 18 | 10 |
| All except West Midlands and London | Medium | 22 | 12 |
| All except West Midlands and London | Low | 32 | 17 |
| West Midlands | High | 20 | 10 |
| West Midlands | Medium | 24 | 12 |
| West Midlands | Low | 36 | 17 |
| London | High | 26 | 10 |
| London | Medium | 32 | 12 |
| London | Low | 44 | 17 |

Twenty-seven sample strata were formed from the interaction of region (nine categories) and address density (three categories). TNS BMRB calculated an initial target number of primary sampling units for each stratum *a* using the following formula:

$(((N_a/N)*10{,}000) / E(\text{ints per PSU})_a)*1.2$

[3] Historically, response rates have been lower in West Midlands and, especially, in London. Consequently, more addresses are issued per PSU to achieve the same average interviewer total per PSU.

Where $N_a$ =

N =

E =

The formula included an inflation of 20% to provide a reserve sample of primary sampling units. This initial figure was rounded to an integer and then further adjustments were made to maximise the likelihood of achieving the overall target of 10,000 adult interviews. Table 2.3 shows the final number of PSUs sampled from each stratum.

*Table 2.3 Final number of PSUs sampled for each stratum*

| | Address density | | | |
|---|---|---|---|---|
| **Region** | **High** | **Medium** | **Low** | **Total** |
| NE England | 27 | 31 | 20 | **78** |
| NW England | 50 | 46 | 22 | **118** |
| Yorkshire & the Humber | 30 | 34 | 24 | **88** |
| East Midlands | 18 | 29 | 27 | **74** |
| West Midlands | 35 | 37 | 19 | **91** |
| East of England | 22 | 32 | 32 | **86** |
| London | 114 | 17 | 2 | **133** |
| SE England | 37 | 51 | 36 | **124** |
| SW England | 23 | 26 | 28 | **77** |
| **Total** | **356** | **303** | **210** | **869** |

### 2.3.2 Additional Sample Stratification

Within each explicit stratum, primary sampling units were further sorted by a set of three 'factor' variables designed to be correlated with the key frequency data collected in the survey.

To achieve this, a set of regression models was produced using historic Taking Part data, one for each of the five sectors covered in the survey. The predictors in the model were limited to region and ACORN distribution (a neighbourhood classification produced by CACI) available for each primary sampling unit. The resulting regression equations were then

applied to every primary sampling unit to produce a simple 'predicted frequency' for each of the five sectors.

These variables were further reduced into three 'factors' using a principal components extraction method combined with the 'varimax' rotation method to ensure that the three factors are not correlated with each other. This transformation should maximise the value of this data when stratifying the population of primary sampling units. The factors were ranked based on the proportion of variance (across the original sector 'predicted frequencies') each accounted for.

Within each explicit stratum, five strata were produced based on factor 1, three sub-strata based on factor 2, and finally primary sampling units were sorted by factor 3. In all, this led to 405 strata although only the primary strata were used as explicit strata (i.e. a target number of PSUs was not computed for all 405 strata, just for the primary 27). Nevertheless, the final sort order will be used to form 'variance strata' to ensure that standard error estimates reflect the sample design as accurately as possible.

Primary sampling units were sampled with a probability proportionate to address count. Sampling a fixed number of addresses in each sampled primary sampling unit ensures an equal probability address sample within each of the classes described in table 2.2. The address sampling probability varies *between* classes but not within each class.

### 2.3.3 Allocation of Primary Sampling Units to sample Month

Once the 869 primary sampling units had been sampled, one in six was systematically allocated to the reserve pool, leaving 724 to be allocated to a time period.

Taking Part samples are issued on a monthly basis. First, the 724 'main sample' primary sampling units were systematically allocated to a quarter using the following string pattern:

1-2-3-4-2-3-4-1-3-4-1-2-4-1-2-3

Repetition of this pattern produces a balanced sample in each quarter. The starting position within the string pattern was randomly generated.

Within each quarter, primary sampling units were systematically allocated to months in the same way but using the following string pattern:

1-2-3-2-3-1-3-1-2

### 2.3.4 Sampling of Individuals at Sampled Address

At each sampled address, the interviewer would randomly sample one dwelling unit (if more than one), then randomly sample one household (if more than one) within the sampled dwelling unit. Interviewers used unique Kish Grids assigned to each address to assist them in this process.

The same Kish Grid was also used to randomly sample individuals within the household.

Interviews were sought with:

- 1 adult aged 16+
- 1 child aged 11-15 (if resident)

Any parents or guardians of 5-10 year olds who were interviewed for the adult survey were asked to provide information about one randomly sampled child in this age range.

### 2.3.5 Mid-fieldwork Adjustments to the Number of Sampled Addresses

As fieldwork progressed, it became clear that the response rate was higher than anticipated. Consequently, a systematic random sample of addresses was removed from each of months 3-12 (addresses issued between June 2011 and Mar 2012) with decisions about the total made on a monthly basis. Table 2.4 shows how many were removed from each sample issue month.

*Table 2.4 Number of removed addresses per month*

| Month | Original total addresses to issue | Removed before fieldwork | Issued total |
|---|---|---|---|
| April 2011 | 1,476 | 0 | 1,476 |
| May 2011 | 1,434 | 0 | 1,434 |
| June 2011 | 1,470 | 164 | 1,306 |
| July 2011 | 1,490 | 188 | 1,302 |
| August 2011 | 1,462 | 172 | 1,290 |
| September 2011 | 1,490 | 188 | 1,302 |
| October 2011 | 1,426 | 158 | 1,268 |
| November 2011 | 1,452 | 144 | 1,308 |
| December 2011 | 1,490 | 166 | 1,324 |
| January 2012 | 1,378 | 70 | 1,308 |
| February 2012 | 1,536 | 162 | 1,374 |
| March 2012 | 1,518 | 170 | 1,348 |
| **Total** | **17,622** | **1,582** | **16,040** |

# 3. Questionnaire Development and Design

## 3.1 Overview of Questionnaire

There was a fundamental shift in design for the Taking Part 2012/13 survey, from exclusively fresh sample (as was the case for the first 7 years of the survey) to the incorporation of a longitudinal element to run alongside the existing survey.

The new design allowed DCMS to continue their collection of robust fresh sample measurements of engagement across the DCMS sectors but also provided valuable longitudinal evidence to enable the Department and its partners to understand and demonstrate the impact and value of engagement in its sectors. In addition, the longitudinal element also helped DCMS to identify factors driving engagement, so that policies could be developed to influence behaviour change, particularly among children and young people. By revisiting the same respondents year-on-year, the longitudinal survey also allowed DCMS to capture change over time with a greater degree of insight, to understand how changes in circumstances and life events might impact upon participation levels, and gain further insight on specific topics of interest, such as The Olympics, and changing attitudes towards the cultural and sporting sectors.

In order to maximise the effectiveness of the new design for DCMS, its numerous stakeholders and users, the Taking Part user event, held in August 2011 was used to gather priorities and potential topic areas for the longitudinal aspect of the survey. The feedback obtained at this event laid the foundations for a questionnaire workshop, which was facilitated by TNS BMRB and held with key Taking Part Survey stakeholders. The fundamental objective of the workshop was to explore and discuss new questionnaire topics, identifying how the longitudinal survey could be effectively utilised by stakeholders and incorporated into the survey, and also, to review the current questionnaire in order to identify any questions or topics which could be removed to keep in line with DCMS' continually evolving priorities and objectives.

Building on the feedback generated by the Taking Part user event, the stakeholder workshop and regular meetings between TNS BMRB, DCMS and their partner organisations (Arts Council England, English Heritage and Sport England), numerous potential questions and topic areas were proposed for the 2012/13 survey. The successful incorporation of the new longitudinal element in time for the commencement of fieldwork in April 2012 required a period of rigorous questionnaire testing and development, undertaken by TNS BMRB and DCMS, and a full-scale face-to-face pilot study. Details of the procedures implemented are outlined throughout the rest of this chapter.

## 3.2 Developmental Work and Piloting

Building on the groundwork from the Taking Part User event, the following months were spent comprehensively testing and piloting the questions to be included in the 2012/13 survey, with particular focus on the new longitudinal element.

The piloting and developmental work conducted jointly by DCMS and TNS BMRB can be divided into 3 distinct stages:

- A questionnaire development workshop facilitated by TNS BMRB at DCMS, for key survey stakeholders
- Cognitive testing of potential questions to be included in the new survey, with focus mainly centred on the testing of new longitudinal questions
- A full scale face-to-face quantitative pilot to test both the final draft of the 2012/13 questionnaire and also the fieldwork procedures and processes. This was done using Computer Assisted Personal Interviewing (CAPI).

## 3.3 Cognitive Testing

The primary phase of preparation for the 2012/13 survey involved cognitive testing of potential new questions for inclusion in the questionnaire. This stage was carried out in order to test ideas and concepts discussed at the stakeholder workshop and follow up meetings.

Cognitive testing was carried out by a small team of researchers from TNS BMRB at a suburban London location on Thursday 12th January 2012. A day of hall-testing was completed, paying explicit attention to the mental processes adopted by respondents to answer the survey questions. These processes included:

| | |
|---|---|
| **Comprehension** | e.g. do respondents understand the same thing as we intended when we designed our questions? |
| **Judgements** | e.g. what do they take into account when responding to the questions? |
| **Responses** | e.g. will the survey instrument allow them to express their responses correctly? |

Although there are a number of parallels with the approach used in qualitative interviewing, the objective is very different. In qualitative work, an exploration into actual attitudes and behaviour is implemented, whereas cognitive testing aims to delve into the specific respondent thought process used to answer survey questions.

The testing process incorporated a plethora of different topics; life stage changes; changes in participation; reasons for doing more or less of an activity within each of the DCMS sectors; factors affecting participation; attitudes to heritage, museums and libraries; and social media.

Whilst potential questions on both the fresh sample and longitudinal elements of the survey were tested, the longitudinal questions formed the key focus of this testing stage, due to that fact that they were new questions developed by TNS BMRB and DCMS. Consequently, testing of longitudinal sections such as life stage changes and changes in participation were coupled with more extensive probing for understanding, including in depth follow up questions trying to ascertain how respondents defined a change in their level of activity. Although tested, many of the new fresh sample questions were deemed straightforward, particularly as most were the same or slightly adapted versions of questions that were tested for, and appeared in, previous years of the Taking Part Survey, or in Sport England's Active People

Survey[4]. Further details of the in-depth testing implemented during the cognitive interview phase of questionnaire development can be found in the 'Taking Part Survey 2012/13 Longitudinal Development Report'[5].

During the cognitive testing, a total of 17 in-depth interviews were completed amongst the following profile of respondents:

*Table 3.1 Profile of Respondents*

| | | Interviews completed |
|---|---|---|
| Sex | Male | 10 |
| | Female | 7 |
| Age | 16-29 years | 6 |
| | 30-44 years | 1 |
| | 45-64 years | 6 |
| | 65+ | 4 |

Respondents were recruited for interview by recruiters working in the street. Interviewers followed the same procedure each time, briefly introducing the survey, DCMS, and how long the interview was likely to take, before bringing them into the central venue to be interviewed face to face by one of three TNS BMRB researchers. A guide quota was enforced, in order to get an even spread of demographics among respondents. Each respondent received a £5 high street voucher as an incentive for participating.

Interviews lasted between 30 and 90 minutes with the range in time strongly dependent on the answers provided by the respondent. Interview length was also accentuated by interviewers using extensive probing of respondents in order to ensure as much information as possible was collected. Follow up questions were complemented with detailed probing of respondents in order to gain an appreciation of the comprehension and understanding of key terms and concepts within the question text and answer codes. This gave researchers a better understanding of the content and construct validity of each of the questions being tested and

[4] The Active People Survey is conducted by TNS BMRB on behalf of Sport England. It measures how many people participate in sport, who they are, what sports they do, and how this varies across England.
[5] The full report can be access on the DCMS website: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/137746/longitudinal-development-report.pdf

informed changes required to rectify any confusing questions or risks of alternative interpretation.

A great deal was learned from the cognitive testing stage, resulting in amendments to question text, the inclusion of additional response codes and a greater overall perception of respondents understanding of the questions asked. The general consensus however was that the interview, in its current form, was both too long and somewhat repetitive for the respondent, increasing the chances of a less engaging interview experience. This was a particularly pertinent issue, as it was important that the content of the longitudinal survey was as engaging and interesting as possible, in order to maximise retention rates for the panel in forthcoming years.

The recommendations derived from the pilot formed the basis of further discussions between TNS BMRB, DCMS and their survey partners. Discussions were held regarding how the new questions could be amended, shortened and consolidated in order to address the issues from the cognitive testing, particular in relation to respondent fatigue. Another key area of discussion was how the new modules and questions would fit into the Taking Part questionnaire to be used in the longitudinal pilot, details of which are outlined in the next section.

## 3.4 Full Scale Face to Face Quantitative Pilot (CAPI)

### 3.4.1 Overview

In response to the findings from the cognitive pilot, a full-scale "dress rehearsal" quantitative pilot was undertaken by TNS BMRB, between Thursday 16th and Monday 27th February 2012, in 10 areas across England. Prior to commencing fieldwork, interviewers attended an interviewer briefing, conducted by the TNS BMRB research team on Monday 13th February 2012. After fieldwork, interviewers also attended a debrief session to consolidate findings from an interviewer perspective. The debrief session was held on Friday 24th February 2012.

### 3.4.2 Methodology

As the CAPI pilot was effectively a "dress rehearsal", the methodology used was designed to replicate the main survey as closely as possible. Due to time constraints, and in order to tailor the pilot to its objectives, there were various differences to the main stage survey, namely the fact that the pilot only tested the longitudinal survey and methodology. The fresh sample element was excluded from the pilot, due to the fact that it remained largely unchanged from the previous year.

The sample for the study was selected from areas that had been included in the survey during the final quarter of fieldwork during the previous year (between January and March 2011), and respondents who were interviewed and agreed to be re-contacted. This approach was adopted with the intention of ensuring that respondents were interviewed as close to a year as possible from their original interview date. To maximise the success of the pilot, assignments and areas were selected which were favourable in terms of the proportion of people agreeing to be re-contacted and in their co-operation from the previous year. In addition to this, areas were also selected on the basis of the presence of child interviews. Consequently, it was ensured that all areas selected included at least one address where at least one child interview was conducted last time. This was so that each interviewer could test the procedures for contacting and conducting child interviews on the longitudinal survey. These factors together ensured that assignments had enough contacts in them to maximise the productiveness of the interviewing resource available in the time given.

There was a reasonable selection of assignments across the country, due to the specific requirements for an area to be included in the pilot study. Interviewers were issued between 10 and 21 addresses per assignment with no response rate assumptions made. Interviewers were however requested to attempt as many interviews as possible in the two week period.

All addresses issued contained a named adult respondent and the names of any child respondents where applicable. A target of 60 adult interviews and 30 child interviews (split between 5-10 proxy interviews and 11-15 youth interviews) was set. In addition, in order to continue to top up the

child sample for future waves of the survey, interviewers were instructed to screen for a "new 5 year old" in all households assigned. This would be a child in the household, aged five, who was not currently named as a longitudinal respondent on the survey, but would be included in the longitudinal survey in order to maintain the presence of five-year-olds in the sample as longitudinal respondents got older.

A total of 10 interviewers were briefed by researchers at TNS BMRB with representatives from DCMS also present. Interviewers were briefed to test and report back on numerous different areas in the pilot debrief. The areas of particular interest to researchers for testing were; the prevalence of different interview scenarios; the respondent contact process; the advance letter and leaflet; the survey introduction; the address contact sheet and the effectiveness of incentives. Members of the research teams at TNS BMRB and DCMS accompanied interviewers during the fieldwork period. These accompaniments, interviewer experiences and pilot feedback forms provided fuel for discussion at the interviewer de-brief. Further details regarding the scenarios and procedures tested during the pilot study are available in the 'Taking Part Survey 2012/13 Longitudinal Development Report'.

### 3.4.3 Fieldwork from the Longitudinal Pilot

Fieldwork was extremely successful yielding 97 full longitudinal adult interviews, 17 longitudinal child proxy (5-10) interviews and 14 longitudinal youth (11-15) interviews. This outcome was obtained from a total of 158 contacts issued.

A full breakdown of the profile of these respondents is provided in table 3.2.

*Table 3.2 Longitudinal pilot respondent profile*

| | Number | % |
|---|---|---|
| **Sex** | | |
| Male | 39 | 40% |
| Female | 58 | 60% |
| **Age** | | |
| 16-24 | 3 | 3% |
| 25-44 | 21 | 22% |
| 45-64 | 43 | 44% |
| 65-74 | 18 | 19% |
| 75+ | 12 | 12% |
| **Working status** | | |
| Working | 47 | 48% |
| Not working | 50 | 52% |
| **Illness/disability** | | |
| No long-standing limiting illness, disability or infirmity | 58 | 60% |
| Long-standing limiting illness, disability or infirmity | 39 | 40% |
| **Participation in DCMS sectors** | | |
| Arts participation (done at least one arts activity in last 12 months) | 84 | 87% |
| Arts attendance (attended at least one arts event in last 12 months) | 74 | 76% |
| Heritage visits (been to at least one heritage site in last 12 months) | 76 | 78% |
| Archive visits (been to an archive centre or record office in last 12 months) | 4 | 4.1% |
| Library usage (used a public library service in last 12 months) | 52 | 54% |
| Museums & galleries (been to a museum or gallery in last 12 months) | 52 | 54% |
| Sports participation (done any sport/physical activity in last 4 weeks) | 47 | 49% |

One particular issue raised from the pilot was interview length. Table 3.3 below, summarises the questionnaire length of the adult pilot interviews.

In addition, table 3.3 also contains information regarding the sections of the questionnaire that were removed from the pilot study and the implications this may have on overall questionnaire length, if they were to be restored for the main stage survey.

*Table 3.3 Questionnaire Timings*

| Questionnaire / section | Mean | Median |
|---|---|---|
| **Pilot questionnaire overall** | **00:48:38** | **00:47:23** |
| New longitudinal sections (more/less questions and factors affecting participation) | 00:10:10 | 00:09:35 |
| | | |
| **Existing Taking Part questionnaire** | **00:44:39** | **00:40:55** |
| Volunteering section (removed for pilot study) | 00:00:51 | 00:00:34 |
| Charitable giving section (removed for pilot study) | 00:03:41 | 00:03:10 |
| Community cohesion section (removed for pilot study) | 00:02:11 | 00:01:57 |
| Planning decisions section (removed for pilot study) | 00:00:37 | 00:00:06 |

### 3.4.4 Fieldwork Outcomes

Fieldwork was successful, with a response rate of 64.2%, 44.7% and 42.4% achieved on the Adult, 5-10 child proxy and 11-15 youth pilot surveys respectively. It is worth noting that it is likely this is not necessarily a true reflection of what could be achieved on the main stage survey, due to the small number of addresses issued and the substantially shorter fieldwork period. It is therefore reasonable to assume that some of the "non-contact" and "other non-productive" outcomes may have been affected by time constraints. In addition, any child respondents who had moved out of the household since their last interview would be followed-up in the main stage survey, and as such, wouldn't be considered deadwood, as they were in the pilot. The belief that higher response rates would be achieved given more time was echoed by the interviewers who had worked on the project, who all felt that, given more time, almost all of their contacts could have been converted into an interview if the timeframes were more extensive.  Once again for more detail and for a

full overview of fieldwork outcomes, refer to the 'Taking Part Survey 2012/13 Longitudinal Development Report'.

### 3.4.5 Feedback from the Longitudinal Pilot

There was an overwhelmingly positive response from interviewers working on the pilot study. Most of the processes piloted appeared to work well, however the pilot highlighted a number of areas that needed to be revised or clarified before starting the main fieldwork.

Interviewers were positive about the content of the advance letter and leaflet, however a need to refine certain sections of the address contact sheet was identified, as well as the proposition of a number of additional outcome codes.

In addition, there were some comments suggesting elements of confusion around some of the screening instructions on the contact sheet. This highlighted the need for extra time and attention on this element of fieldwork when briefing interviewers working on the main stage survey through the application of flow chart scenarios, to fully and visually explain the contact process. In addition to this, comments made and discussed at the pilot debrief also led to a series of recommendations to apply to fieldwork documents, in particular to the address contact sheet.

Contacting the adult respondent was deemed a largely a positive process, with opposition to the survey rare and many respondents requiring little persuasion to participate. Whilst there was not sufficient time to successfully follow up movers, instances where the respondent had moved were noted, with a mix of both traceable and untraceable movers reported. Whilst adult respondents were generally aware that an interviewer would need to speak to their child due to mentions in the letter and recall of their experience in the previous year, there was some confusion amongst interviewers when they were presented with particularly challenging circumstances at an address.

Furthermore, questions were raised regarding the transition of children between surveys (5-10 to 11-15 and 11-15 to Adult) and it was identified that greater attention would need to be paid to such scenarios at the main stage briefings. One experience that led to particular discussion was

a scenario whereby the child respondent was still living at the address issued, however the parent interviewed last year had moved away. This resulted in the creation of a short "household interview" to be conducted with a responsible adult in the household in situations where this occurred on the main stage survey.

There were also numerous comments on the questionnaire and the questions tested. One particular outcome of the pilot was that the survey in the form it was tested, was longer than the 45 minutes allocated, meaning that question rotations would need to be implemented for the main stage, without compromising on the base sizes needed for analysis of key subgroups.

A full account of all feedback and recommendations from the pilot can be found in the 'Taking Part Survey 2012/13 Longitudinal Development Report'.

Link to the report:
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/137746/longitudinal-development-report.pdf

## 3.5 Overview of the Structure of the Questionnaire

Following on from the extensive period of cognitive testing and piloting, DCMS, in collaboration with TNS BMRB, finalised the design of a 45-minute questionnaire for the Taking Part adult survey in 2012/13. As a result of the incorporation of a longitudinal element, there were several changes and additions made to the questionnaire from previous years. A full overview of the questions included in the survey can be found in this section of the technical report. The child questionnaires, approximately 25 minutes (for the 11-15 youth survey) and 15 minutes (for the 5-10 proxy survey) in length, remained largely the same as they were in the final quarter of the 2011/12 survey, with a couple of additions incorporated to the longitudinal versions of the questionnaire. A full overview of the child questionnaires can be found in section 5.3.

### 3.5.1 Adult Questionnaire

Due to the inclusion of the longitudinal element into this year's survey, there were three main versions of the adult questionnaire.

- A fresh sample questionnaire which was asked to all respondents completing the survey for the first time (either fresh sample adults or longitudinal respondents who had graduated to the adult questionnaire. These respondents were interviewed on the 11-15 survey in the previous year)
- A longitudinal questionnaire for longitudinal adult respondents, who were completing the survey for the second time.
- A short household interview, to be asked in situations where the child respondent no longer lived in the same household as the named adult respondent from the previous year. Further details of this can be found at the end of this chapter.

The main sections of the 2012/13 adult questionnaire were as follows with differences between the fresh sample and longitudinal surveys highlighted throughout:

**Household information** (Asked of fresh sample and longitudinal respondents)
The initial section of the questionnaire on household information collected details about the various members of the household, including names, sex, ages, and relationship to the respondent, in addition to the number of people living in the household. Furthermore, this section also included a question asking the respondent their month of birth and which school year they are currently in, if the respondent was aged between 16 and 19. The section finished with a couple of new questions for fresh sample respondents only, asking how long the respondent had been continuously living in England. For respondents on the longitudinal survey, some of the information that was collected in the previous year's interview, such as month born and school year, was not asked about again.

**Social Capital and Socialisation Questions** (Asked of fresh sample respondents only)
The Socialisation section of the questionnaire collected information relating to what the respondent did whilst they were growing up (aged 11 – 15), how often they participated in these activities and also who they

did the activities with. This section was used to enable comparisons to be made between childhood and current participation levels in an array of different activities. This section was asked to just fresh sample respondents and longitudinal respondents who had graduated to the adult interview, and were therefore completing the adult questionnaire for the first time.

**Screeners and frequencies** (Asked of all fresh sample and longitudinal respondents unless specified)
The screeners and frequencies section of the questionnaire formed a substantial section of the survey and was answered by all respondents. This section explored in detail the types of activities that the respondent does nowadays, defined as the last 12 months. For the entirety of this section, there was no geographic restriction on where the respondent could have taken part in these activities (including outside England).

For all of the activities in this section except sport, respondent's participation or attendance in the activity was measured over the past 12 months. For each of the activities that the respondent had taken part in, respondents were asked whether they did this activity in their own time, for paid work, for academic study, as part of voluntary work or for some other reason.

In those cases where the respondent stated that they did the activity in their own time and/or for the purpose of voluntary work they were asked how often they had done the activity in question in these two settings, in each case reminded not to include times that they may have also done the activity as part of paid work, academic study or as part of a school organised activity. There is one exception to this rule with regards to Heritage based activities, where academic study and school organised activities were also included in follow up questions.

There were some new questions added to the heritage screeners and frequencies section of the questionnaire. In the heritage section, questions on who the respondent attended a heritage site with, heritage organisation membership, whether the respondent had taken any holidays in the last 12 months and participation in metal detecting were added. The sports/physical activity questions were asked on the premise that participation has occurred in the past four weeks and asked how many days in this four week period respondents had participated in each of the

sporting/physical activities selected. This section started by asking about walking and cycling activity before moving onto the main sports participation questions. The sports screening question was asked unprompted, with interviewers coding any sports that the respondent mentioned they had done. This was then followed up by a showcard question, listing a number of sports and physical recreational activities, with respondents asked to mention if they had done any of them in the four weeks prior to interview. The showcard question was asked of all respondents, regardless of whether they had previously said that they had done any sport within the last four weeks. If the respondent selected a sporting activity, they were then asked questions relating to the frequency, duration and intensity of the activity, which helped to determine whether or not the session was of benefit to their health.

Following on from the sports/physical activity screener and frequency questions were a selection of new questions for this year centred on organised sport (involvement in clubs, competitive sport and tuition) and respondents' perceived sporting ability in comparison to people of their own age and gender. This section closed with questions on swimming and cycling competency.

**Details of participation (Levers)** (Asked of all fresh sample and longitudinal respondents unless specified)
The questionnaire then progressed to ask respondents further details about those activities mentioned in the previous section and sought to examine respondents' satisfaction with their experience. Respondents were asked follow-up questions about one randomly selected activity that they stated they had done in the screeners and frequencies section. If only one activity was mentioned then it was this activity that was followed-up, and if no activities were mentioned, no questions were asked. Respondents were required to think back to the last time they did the activity.

Respondents were asked how much they enjoyed the activity, how likely it is that they will do it again, and whether they would recommend it to friends and family. For the libraries questions in this section, enjoyment questions were replaced by questions ascertaining respondents' satisfaction with the service provided on their last visit.

Whilst the archive questions were removed from this section for the 2012/13 survey, there were a few additional questions in the sports module of this section for longitudinal respondents. These questions explored the satisfaction of respondents overall sporting experience in the last 12 months and their likelihood to participate in sport when other factors got in the way.

**Barriers to participation** (Asked of fresh sample respondents only)
This section was asked for each sector (arts participation; arts visits; visiting libraries; sites of historic interest; museums and galleries; and sports/physical recreation) that the respondent had **not** participated in during the last 12 months. New for this year, the questions on visiting archives were omitted from the questionnaire in response to the need to reduce the overall time of the questionnaire as highlighted in the pilot.

For each sector, it was established whether they ever participated at any point in the past. If respondents had ever done the activity, a question was asked to establish how frequently they did the activity in the past.

**Life events** (Asked of longitudinal respondents only)
The first of the new exclusively longitudinal sections asked respondents if they had experienced any of a long list of events in the last 12 months, considered to be major "lifestage" events related to family, work, education, friends and other significant areas of life. This section comprised two long response list questions administered through showcards, with the first containing less sensitive potential life-stage events (such as moving home, leaving school or university and retiring) and the second containing more sensitive potential life-stage events (such as getting engaged or married, serious illness or injury and death of a close family member, spouse or friend). These events were all deemed as potential influencing factors to respondents' level of participation in the DCMS sectors which may have changed over the course of the previous year.

**Changes to participation** (Asked of longitudinal respondents only)
Feeding on from the preceding life events section, this section addressed why respondents had either increased or decreased their participation in each of the DCMS sectors. The questions explored whether or not the numerous factors mentioned in the life events section (if any) or any sector specific reasons were accountable for contributing to an increase or

decrease in activity. Like earlier sections of the questionnaire, questions on change were divided into each of the DCMS sectors; arts participation; arts attendance; visiting libraries; visiting archives; visiting museums or galleries; visiting heritage sites; and finally sports participation.

Dependent on whether or not the respondent had either increased or decreased their involvement in each sector, a question was asked exploring why they had done more or less (combining responses given at the life-stage questions and a list of sector specific reasons) and, if more than one reason was selected, a question to establish which of the previously mentioned factors was the main reason why more or less activity had been done.

"Change in participation" was calculated using responses given at the screeners and frequencies questions during the current interview, compared to responses given at the same questions in the previous year. The different levels of change required in order to move into a new threshold of participation frequency were specific to each DCMS sector. The thresholds of participation were as follows:

- Arts participation: 0 activities; 1 activity; 2 activities; 3+ activities in the last year
- Arts attendance: 0 activities; 1 activity; 2 activities; 3+ activities in the last year
- Library usage: at least once a week; less often than once a week but at least once a month, less often than once a month; but at least once a year; has not visited
- Archive visits: been to an archive in the last 12 months; not been to an archive in the last 12 months
- Museum attendance: at least once a week; less often than once a week but at least once a month; less often than once a month; but at least once a year; has not visited
- Heritage attendance: at least once a week; less often than once a week but at least once a month; less often than once a month but at least 3-4 times a year; 1-2 times in the last 12 months; has not visited
- Sports participation: no sport – 0 days (no intensity measures); less than 4 days at 30mins+ (no intensity measures); 4-11 days at 30 mins+ (no intensity level); 12 plus days (no intensity level)

**Factors affecting participation** (Asked of longitudinal respondents only)
This section (asked to all longitudinal respondents regardless of whether or not they had participated in any of the DCMS sectors) was the third new and exclusively longitudinal section to be included for the 2012/13 survey. This section began by asking about the extent to which physical health or pain had interfered with their normal daily activities. Questions were then asked about the extent to which the respondent would feel a "real loss" if they were forced to give up their participation in each of the DCMS sectors and also, how confident and at ease they would feel in each of the DCMS sector environments. This was then followed by questions on respondents' opinions about different types of activity and their family and friends' level of participation in each of the DCMS sectors.

**Internet use** (Asked of fresh sample and longitudinal respondents)
This short section of the questionnaire explored respondents use of the internet and the extent to which respondents use the internet to look at websites in accordance with the areas of activity covered in the survey (arts participation; arts attendance; visiting libraries; visiting archives; sites of historic interest; museums and galleries; and sports/physical recreation). For each of the website types selected at the beginning of this section, respondents were subsequently asked how these sites are used, with response codes tailored to each individual website type. The section also asked a couple of questions ascertaining where and how the respondent accesses the internet, along with a question to establish whether or not the respondent had a currently active email address. The section concluded with a few new questions on social media, which asked which social networking sites and applications the respondent accessed, how often they were accessed and finally, the ways in which they were accessed and used.

**Volunteering** (Asked of all fresh sample and longitudinal respondents unless specified)
This section determined whether the respondent had done any voluntary activity in the past 12 months. If respondent stated that they had participated in voluntary activity, further details were collected such as the types of things they had done, whether or not it was connected to any of the areas of activity covered in the survey (arts participation; arts attendance; libraries; archives; museums and galleries; and

sports/physical recreation) and the amount of time devoted to voluntary activity in the past 4 weeks.

**Charitable giving** (Asked of all fresh sample and longitudinal respondents unless specified)
The objective of this section of the questionnaire was to seek whether or not the respondent had given any money to charity by any means in the last 12 months. The section asked respondents in which ways they had donated money in the last 12 months, before follow up questions in relation to giving to DCMS sectors (the arts, heritage, museums and galleries and sporting sectors) were asked. If indeed respondents had donated at all to any of the DCMS sectors, fresh sample respondents were asked how much money they had given to each. Furthermore, respondents were asked whether they believe they will generally give more, less or the same amount of money as they did to charities in the arts, culture and sporting sectors in the next 12 months. Finally, attitudes to charitable giving were also captured, with respondents asked their opinions on a battery of attitude statements.

**Community cohesion/belonging** (Asked of fresh sample respondents only)
The community cohesion section consisted of three short questions relating to how strongly the respondent felt they belonged to their local area and Britain, and to what extent they believed that their area is a place where people from different backgrounds get on well together.

**Public participation** (Asked of fresh sample respondents only)
The public participation section of the survey sought to determine how respondents felt about their local area. Firstly, respondents were asked about whether or not they felt they have an influence over sporting and cultural facilities in their area, as well as the quality of their local environment. The section progressed by asking whether or not any organisations had asked the respondent how they felt about local sporting facilities, local cultural facilities or the quality of their local environment before asking whether or not the respondent had taken any action to try to get something done about each of these three components of their local area, and what they did to try and achieve their desired outcome. To conclude the section, questions on local planning decisions, involvement in these, and the local environment were asked to 50% of fresh sample respondents.

**Olympics** (Asked of all fresh sample and longitudinal respondents unless specified)
The Olympics section explored respondents' views surrounding the 2012 Olympic and Paralympic Games as well as their participation in Olympics related activities. The section asked about the respondents' attitude towards The Games, whether they were strongly supportive of or strongly against the UK hosting The Games in 2012. If either of these extremities were selected, a follow up question seeking further details as to why they were strongly against or strongly supportive was asked.

Longitudinal respondents who had changed their views on this issue compared to the previous year were asked a question on why their view had changed. As with the strongly supportive and strongly against follow up questions in the fresh sample survey, two separate questions were provided, depending on whether the respondent had adopted a more positive or negative view over the course of the year. If the respondent had not changed their view, then no "change" question was asked.

Following on from this, respondents were asked whether or not the UK hosting the 2012 Olympic and Paralympic Games had encouraged them to do more sport/recreational or cultural activity, in addition to whether or not it had encouraged the respondent to do more voluntary work.

**Broadcasting** (Asked of fresh sample and longitudinal respondents)
This short section included questions regarding TV and radio ownership as well as newspaper readership. Respondents were asked questions around whether or not they had digital television, their main television systems provider, whether they were likely to covert to digital in the next 12 months, how many digital radios they own, and the newspaper they read most often.

**Demographics** (Asked of all fresh sample and longitudinal respondents unless specified)
The final section of the questionnaire, collected detailed demographic information about the respondent and household. Information was collected regarding respondents' education, their employment, income, household tenure, vehicle ownership, phone access, health, sexual identity, ethnicity, religion and happiness. If the selected respondent was

not the Household Reference Person, then questions relating to the Household Reference Person's employment and income were also asked.

Longitudinal respondents were asked all the above demographic questions with the exception of sexual identity and whether or not English is their first language.

**Re-contact questions** (Asked of all fresh sample and longitudinal respondents unless specified)
The questionnaire concluded with several questions to establish whether or not the respondent would be happy to be re-contacted in the future for similar research. The respondent was asked whether they would be happy to be re-contacted by TNS BMRB, as well as by other research organisations working on behalf of DCMS. This enabled TNS BMRB and DCMS to increase their panel of respondents for future waves of the Taking Part survey.

**Sample A and Sample B respondents (fresh sample respondents only)**
To ensure the set interview length was adhered to after the concerns raised during the full-scale quantitative CAPI pilot, several questions were asked of a sub sample of fresh sample respondents in 2012/13. Respondents in "Sample A1" were asked the full set of charitable giving questions covering general charitable giving and giving to the culture and sport sectors, while those in "Sample B1" were only asked the general charitable giving questions. "Sample B1" respondents were instead asked the arts and heritage attitudinal questions, and also the new questions on involvement in local planning decisions. These questions were not asked of "Sample A1" respondents. All fresh sample respondents were randomly allocated to either "Sample A1" or "Sample B1" at the beginning of the CAPI questionnaire.

**The Household Interview** (Applicable longitudinal respondents only)
In situations where the child respondent no longer lived in the same household as the named adult respondent from the previous year, a short household adult interview was conducted with a parent or guardian of the named child. This was completed to ensure that various household-based factors that may influence a child's opportunity to participate in each of the DCMS sectors were accounted for, such as income, local area, vehicle ownership and parent/guardian NS-SEC.

The short interview collected information on some basic details about the new adult respondent, including name, relationship to the child, gender, age and marital status to name but a few. Furthermore, questions collecting details of the children in the household were also included, with the exception of month born and school year. After collecting an email address, the household interview concluded with a selection of questions from the adult demographic section, namely, household reference person employment, income , tenure, vehicle ownership and finally important re-contact details.

# 4. Fieldwork

## 4.1 Introduction

This chapter documents all aspects of the 2012/13 data collection process, specifically regarding fieldwork procedures, the management of fieldwork across the year, quality control procedures and response rates achieved.

## 4.2 Briefings

During the 2012/13 fieldwork period, there were three full survey briefings for new interviewers (attended by 35 interviewers in total). These briefings last a full day and cover all aspects of the project. There were a further 14 shorter briefings, attended by 244 interviewers, all of whom had previously received a full survey briefing. The shorter briefing covers just the new longitudinal aspect of the survey.

In total, 233 interviewers worked assignments for Taking Part during the 2012/13 survey year.

## 4.3 Fieldwork Dates and Fieldwork Management

During 2012/13, the fieldwork for the Taking Part survey was managed on a monthly basis. Assignments were generally distributed evenly throughout the year, and were issued on a monthly basis, starting on the 1st of each month. The fieldwork dates for each monthly sample issue for 2012/13 are noted in table 4.1.

*Table 4.1 Fieldwork dates for each sample month*

| Month | Fieldwork start | Fieldwork end |
|---|---|---|
| April 2012 | 16th April 2012[6] | 9th September 2012 |
| May 2012 | 1st May 2012 | 21st October 2012 |
| June 2012 | 1st June 2012 | 18th November 2012 |
| July 2012 | 1st July 2012 | 31st December 2012 |
| August 2012 | 1st August 2012 | 13th January 2013 |
| September 2012 | 1st September 2012 | 10th February 2013 |
| October 2012 | 1st October 2012 | 19th May 2013 |
| November 2012 | 1st November 2012 | 19th May 2013 |
| December 2012 | 1st December 2012 | 19th May 2013 |
| January 2013 | 1st January 2013 | 21st July 2013 |
| February 2013 | 1st February 2013 | 21st July 2013 |
| March 2013 | 1st March 2013 | 21st July 2013 |

Interviewers were advised to post the advance letters, introducing the survey, to addresses in their assignments two or three days before starting their fieldwork, and to spread their work out across the six weeks given to complete their assignment.

Once all the issued addresses had been covered the Address Contact Sheets were returned to Head Office and a decision was taken about re-issuing non-productive outcomes. As a general rule all non-productive addresses (non-contacts, refusals, broken appointments, etc.) were re-issued unless there was a specific reason not to or it was considered not to be cost effective (e.g. only one or two addresses in an assignment). Once the first re-issue period had been completed a decision was taken about whether to re-issue addresses that were still non-productive for a second or third time. Full details of the re-issuing of sample in 2012/13 are shown below in section 4.6.

There was a time lag between addresses being issued and interviews being achieved, due to the length of time that assignments stayed open, particularly when re-issued. As such, the time period covered by the 2012/13 issued sample and the time period covered by the 2012/13

[6] Fieldwork for April issued sample was due to start on April 1st, however a delay in finalising the questionnaire meant a delay to starting fieldwork. From the 1st April and 15th April, interviewing continued on sample issued in January to March 2012.

achieved sample are different. Although the sample for the survey was issued between April 2012 and March 2013, the actual fieldwork dates during which interviews were achieved ran from April 2012 to July 2013. This means that for each quarter of the year not all interviews were achieved in the quarter of issue.

The questionnaire used in the field was aligned to the survey year, rather than being aligned to the sample issue. This meant that when changes were made to the questionnaire, all open survey months would be updated at the same time, so that all interviews achieved at any given time would be on the same questionnaire. This change was intitially implemented for the 2011/12 survey. In years prior to this, updates to the questionnaires were only issued to new sample (not to all surveys in field at the time of change).

In 2012/13 all interviews carried out between 1st April 2012 and 31st March 2013 were therefore done with the 2012/13 questionnaires, irrespective of the time period in which the sample was issued. The advantage of this is that the questionnaire is in line with the way in which the data are reported.

## 4.4 Supervision and Quality Control

Several methods were used to ensure the quality and validity of the data collection operation.

A proportion of interviewers, particularly those less experienced, were accompanied in the field by supervisors. Any interviewers working on the survey for the first time were accompanied by a supervisor on the first day of their assignment.

A proportion of respondents were re-contacted to verify that an interview had taken place. In total, 1,258 addresses, totalling 12.5% of respondents, were re-contacted in 2012/13 to verify that the interviewer had contacted someone and whether or not an interview was completed. Addresses for back checking were selected on the basis of Kantar Operations overall field quality procedures, whereby all interviewers have their work checked at least twice a year.

These back checking procedures were mainly carried out by telephone. Where no telephone number was available a short postal questionnaire was sent to the address to collect the same information. Of the back checks completed, 94% (1185 cases) were validated by telephone and 6% (73 cases) by post.

## 4.5 Fieldwork Procedures and Documents

### 4.5.1 Advance Letter and Leaflet

All selected addresses were sent an advance letter and a Taking Part respondent leaflet from DCMS in advance of an interviewer calling at the address. Interviewers sent out the letters themselves, two or three days before starting their assignment. For the 2012/13 survey, two versions of the advance letter and the leaflet were used – one for "fresh sample" households – those households sampled for the first time in this survey year, and one for longitudinal respondents who had participated in the survey originally during 2011/12 and were being re-contacted.

The letters and leaflets explained a little about the survey, why the address had been selected, and informed occupants of the address that an interviewer would be calling round in the next couple of weeks. The letters also stressed the importance of the respondent taking part, the confidential nature of the survey and the respondent incentive for taking part. The letters were despatched on DCMS headed paper and signed by the project manager at DCMS to authenticate the survey.

The main differences between the fresh sample letter and leaflet, and those used for the longitudinal versions, were that the longitudinal versions focused less on basic information about the survey background, and more about reminding the respondent of their previous participation, the fact that they agreed to be re-contacted, that they had been selected to take part again, and the reasons for doing so. The longitudinal letters were also addressed directly to the individual who previously participated, rather than to "the resident", as the fresh sample letter was addressed.

There were also two 'reissue' letters – one for those addresses where the initial interviewer was unable to make contact at the address and one for those where a refusal had occurred. Both were despatched on TNS BMRB headed paper and signed by the project manager at TNS BMRB.

The letters included a telephone number and email address for people to contact if they required more information about the survey, to make an appointment for an interviewer to call, or to opt out of the survey. Over the course of the year, 309 people, representing 1.9% of addresses issued, opted out of the survey by contacting TNS BMRB, Kantar Operations or DCMS.

Copies of the letters and the leaflet can be found in Appendix B and Appendix C respectively.

### 4.5.2 Address Contact Sheet (ACS)

Interviewers were issued with a paper Address Contact Sheet (ACS) for each sampled address. This was the key document that allowed interviewers to carry out the different tasks that make up each Taking Part assignment and to record and manage their own calling strategies for each address. In 2012/13, two versions of the ACS were used – one for fresh sample households, and the other for longitudinal respondents.

The Address Contact Sheets are crucial documents to the management of the survey, both at the level of the individual assignment and for the management of the survey overall. The primary functions of the ACS are as follows:

- To allow interviewers to record the days and times that they called at an address. Additionally, there is space for interviewers to record details or comments that may be useful should the address be re-issued to another interviewer.

- To provide a record of all the outcomes achieved at the address. The ACS allows the outcome at each re-issue stage to be recorded separately, so that there was a complete record of outcomes for each address. Although these outcomes were recorded by interviewers on the paper ACS, they were also reported electronically to Head Office on a daily basis so that overall progress could be monitored and managed.

The fresh sample ACS allowed interviewers to carry out the following procedures at each address:

- To carry out any selection procedures on fresh sample cases and record the details. Where an interviewer found more than one dwelling unit at an address they had to carry out a procedure to randomly select one dwelling unit for interview. Similarly, where more than one eligible adult was found at an address, interviewers had to randomly select one person for interview.

- To allow the interviewer to carry out the screening process for the 5-10 proxy and 11-15 youth surveys the ACS had step-by-step instructions for interviewers and also allowed them to record the screening outcomes for every address. As with the final response outcomes, all screening outcomes were reported back to Head Office on a daily basis.

The longitudinal ACS differed from the fresh sample ACS, as no selection was required for respondents who had taken part the previous year. The longitudinal ACS covered the following:

- Details of the named adult respondents, including alternative contact details if they had provided them in their last interview.

- Establishing whether the named adult or child respondent was still resident at the address, and if they had moved, whether their new address could be established, and an interview conducted there.

- Screening for any children in the household aged five (not including those already included in the longitudinal proxy survey). This screening was conducted to ensure that if there was a child aged five in the household, they were interviewed, in order to maintain the levels of children in the longitudinal survey year-on-year.

- Screening of named child proxy and 11-15 survey respondents, to check whether they were still eligible for the same version of the survey, or whether they should progress to the next stage of the survey because they had turned 11 since the last interview (and should no longer be part of the 5-10 proxy sample, moving onto the 11-15 survey instead), or turned 16 since the last interview (and should no longer be part of the 11-15 sample, moving onto the adult interview instead).

- Screening that the child respondents and adult respondent still lived in the same household. If they did not (for example, if the adult respondent had moved out, but the children still lived at the address, or vice-versa), the ACS included screening for a parent/guardian in the household of the child respondents, so that they could complete a short interview of household information to supplement the data collected in the child interview(s).

For both fresh sample addresses and longitudinal households, interviewers made a minimum of eight calls before regarding it as a non-contact, recording details of these on the ACS. Calls had to be made on different days of the week and at different times of day: at least two of the calls had to be made on a weekday evening (after 7.00 p.m.) and at least one call at a weekend (10.00 a.m. – 9.00 p.m.), in order to make contact with households where everyone was working.

Examples of the two versions of the ACS are included in Appendix D.

### 4.5.3 Movers

In the longitudinal element of the survey, interviewers were required to try and obtain details of a follow-up address in the event that, when attempting to make contact with a named respondent at an address, it was established that they had moved.

In some cases, respondents gave alternative address (or "stable address") details when they were interviewed during 2011/12, which helped to track them down in the event of them moving. If this detail had been obtained, it was printed on the ACS for interviewer reference. In situations where the respondent had moved, yet no alternative contact details had been provided, interviewers were instructed to obtain new address details wherever possible from the current residents at the address.

Interviewers were briefed to attempt to trace respondents to their new address, and to gain an interview with them at this new address if it fell within, or close to, their original assignment area. Interviewers were advised to speak to a member of the fieldwork management for advice if they were not sure whether the address the respondent had moved to

was within their catchment area. Wherever possible, in situations where the respondent had moved outside of the interviewer's area, the contact was passed onto another interviewer working closer to that area. Any respondent who had moved outside of England, or to institutional accommodation, were not followed up.

Interviewers were advised to probe for as much detail as possible when attempting to establish a respondent's new address, but also to understand when sensitivity and discretion was required, and it was not suitable to either probe for the address, or attempt to follow-up at the address for interview.

### 4.5.4 Non-English Speakers

In cases where the selected person had limited or no English, interviewers were permitted to use another person to interpret, provided such a person was appropriate (e.g. a close relative). The minimum age for an interpreter was set at 12 years old.

## 4.6 Maximising Response

### 4.6.1 Reissues

In order to maximise response to the survey, addresses with non-productive outcomes were re-issued, where a decision was made that this was appropriate.

In total across the year, 16,108 addresses were issued, with 2,241 addresses being re-issued, representing 13.9% of the original sample. Of these, 175 addresses were re-issued for a second time (1.1% of all addresses). Of all the addresses re-issued, 17.3% were converted into productive outcomes (i.e. an interview), at some stage. Generally, addresses where the original outcome had been a refusal were less likely to be converted than those that had been a non-contact or some other unproductive outcome (e.g. broken appointment, away, etc.).

### 4.6.2 Incentives

The survey was incentivised in two stages. Every address in the sample was sent an unconditional incentive of a book of six first-class stamps that

were included with the advance letter. Additionally, each household that completed an interview(s) received a £5 high-street voucher.

No additional incentive was provided for the child surveys at fresh sample addresses. However, any children taking part in the longitudinal 11-15 survey (being interviewed for the second time), received a £5 high-street voucher to thank them for their participation.

## 4.7 Fieldwork Outcomes

The fieldwork outcomes, including response rates, are detailed in this section. The figures reflect the sample year, not the survey year, and as such the figures are different to those in the 2012/13 dataset, which only reflects interviews gained over the period April 1st 2012 to March 31st 2013. The fieldwork outcomes list all figures up to the close of the final survey in field with 2012/13 sample, which closed in July 2013. The fieldwork outcomes have been split between fresh sample and longitudinal surveys.

### 4.7.1 Adult Fresh Sample

Table 4.2 shows the fieldwork outcomes for the adult fresh sample issued in 2012/13 for Taking Part. The final contact rate was 92.9%[7] and the final co-operation rate was 68.8%[8]. The (unadjusted) response rate was **59.9%**.

It is standard practice to assume that a proportion of the outcomes classified as 'Residential address but no contact with anyone at address' is actually deadwood. This proportion is equal to the proportion of other outcomes that is classified as deadwood.

8,965 (total number of fresh sample outcomes) minus 503 (total residential non-contacts) = 8,462 outcomes, of which 785 are deadwood (9.28%).

503 * 9.28% = 47 assumed deadwood addresses among the residential non-contacts.

[7] (Interviews + Refusals + Other unproductive)/ Total non-deadwood.
[8] Interviews / (Interviews + Refusals + Other unproductives).

This increases the total deadwood count to 832 (785 + 47) and the total non-deadwood outcomes is reduced to 8,133 (8,965 – 832).

The *adjusted* response rate = **60.3%.**

*Table 4.2 Fieldwork outcomes (adult fresh sample)*

| Outcome | | Outcome grouping | | % of total issues | % of non-deadwood |
|---|---|---|---|---|---|
| Not yet built/under construction | 6 | Deadwood | 785 | 8.7% | - |
| Derelict/demolished | 21 | | | | |
| Vacant/empty housing | 479 | | | | |
| Non-residential address | 84 | | | | |
| Communal establishment | 23 | | | | |
| Address residential & occupied but not main residence | 89 | | | | |
| Other ineligible | 66 | | | | |
| Inaccessible | 10 | | | | |
| Unable to locate address | 7 | | | | |
| Residential address but no contact with anyone at address | 503 | Non-contact | 584 | 6.5% | 7.1% |
| Person selected but no contact with selected person | 79 | | | | |
| No contact with parent to get parental permission | 2 | | | | |
| Information about occupants refused | 790 | Refusal | 2,042 | 22.8% | 24.9% |
| Office refusal | 176 | | | | |

| | | | | | |
|---|---|---|---|---|---|
| Parent refused permission to interview | 4 | | | | |
| Refusal by selected person | 868 | | | | |
| Proxy refusal | 204 | | | | |
| Broken appointment | 195 | Other unproductive | 652 | 7.3% | 8.0% |
| Selected person ill at home during survey period | 45 | | | | |
| Selected person away or in hospital throughout survey period | 58 | | | | |
| Selected person physically or mentally unable | 94 | | | | |
| Selected person has inadequate English | 37 | | | | |
| Contact made with respondent but no appointment made | 123 | | | | |
| Other unproductive | 71 | | | | |
| Interview reported but no data received | 29 | | | | |
| Full interview | 4901 | Interview | 4,902 | 54.7% | 59.9% |
| Partial interview | 1 | | | | |
| TOTAL | | | 8,965 | | |

### 4.7.2 Adult longitudinal sample

Table 4.3 shows the fieldwork outcomes for the adult longitudinal sample issued in 2012/13 for Taking Part. The final response rate was **77.8%**, with a contact rate of 95.8%[9] and a co-operation rate of 81.2%[10]. This response rate calculation defines untraced movers as 'out of scope'. If untraced movers are included as non-contacts, the response rate would be **71.4%**[11].

The conversion rate for the re-contact sample issued in 2012/13 was **70.8%**[12].

*Table 4.3 Fieldwork outcomes (adult longitudinal sample)*

| Outcome | | Outcome grouping | | % of total issues | % of non-deadwood |
|---|---|---|---|---|---|
| Named respondent has died | 37 | Deadwood | 642 | 9.0% | - |
| Address inaccessible | 1 | | | | |
| Unable to locate address | - | | | | |
| Named respondent has moved from England | 27 | | | | |
| Other ineligible | 25 | | | | |
| Respondent moved and follow-up address not obtained | 549 | | | | |
| Respondent has moved outside of assignment area | 3 | | | | |

[9] (Interviews + Refusals + Other unproductive)/ Total non-deadwood.
[10] Interviews / (Interviews + Refusals + Other unproductives).
[11] Only 'named respondent has died' and 'named respondent has moved outside of England' included as deadwood
[12] Interviews / Total sample issued

| | | | | | |
|---|---|---|---|---|---|
| Respondent has moved to armed forces or other institution | - | | | | |
| No contact with anyone at address | 179 | Non-contact | 275 | 3.8% | 4.2% |
| No contact with named respondent | 96 | | | | |
| No contact with parent to get parental permission | - | | | | |
| Information about occupants refused | 18 | Refusal | 765 | 10.7% | 11.8% |
| Office refusal | 133 | | | | |
| Parent refused permission to interview | 1 | | | | |
| Refusal by named respondent | 532 | | | | |
| Proxy refusal | 81 | | | | |
| Broken appointment | 153 | Other unproductive | 404 | 5.7% | 6.2% |
| Selected person ill at home during survey period | 31 | | | | |
| Selected person away or in hospital throughout survey period | 46 | | | | |
| Selected person physically or mentally unable | 25 | | | | |
| Selected person has inadequate English | 2 | | | | |
| Contact made with respondent but no | 88 | | | | |

| | | | | | |
|---|---|---|---|---|---|
| appointment made | | | | | |
| Other unproductive | 30 | | | | |
| Interview reported but no data received | 29 | | | | |
| Full interview | 5,054 | Interview | 5,057 | 70.8% | 77.8% |
| Partial interview | 3 | | | | |
| TOTAL | | | 7,143 | | |

## 4.8 Interview Length

In 2012/13 the mean adult sample interview length was 46 minutes 52 seconds (median 44 minutes 2 seconds).

The figures are calculated after capping the lower and upper extreme values. In this case, the lower 0.1% and the upper 0.8% of interviews have been removed due to extreme values. Extreme lower (including negative) and upper values are likely to have arisen from interviews being split into two or more sessions, since the computation is not date-sensitive (e.g. if an interview was concluded on a subsequent day but earlier in the day, the difference between relative start and end times could be negative, or unexpectedly small).

# 5. Child Surveys

## 5.1 Introduction to the Child Surveys

In addition to the main adult survey, Taking Part also incorporated a child survey element. This included a child proxy interview, where respondents who had been randomly selected to participate in the adult fresh sample survey were asked a series of questions about one child aged 5-10 in their household and also a youth interview, where children aged 11-15 were interviewed directly on a separate survey.

The longitudinal survey also included the child survey, interviewing either the adult participant from the previous year about their 5-10 year old, or the 11-15 year old child who participated in the previous year (and sometimes both). The longitudinal child survey was designed to allow children to move through the different questionnaires as they progressed to the next age level. A child who was originally asked about in the 5-10 survey, but had turned 11 by the time the 2012/13 survey was conducted, would be approached to take part in the 11-15 survey, while a child who was part of the 11-15 sample previously, but had since turned 16, would be moved to the adult questionnaire. Another new development for 2012/13 was the introduction of an additional survey of 5-year-olds in longitudinal households, to ensure that the longitudinal sample continued to include 5-year-olds in it (without this, respondents aged five last year would mostly now be aged six, and the sample would progressively get older year-on-year).

Based on previous experience, and the expected incidence rates of eligible children in the households where adult interviews were conducted, it was expected that approximately 1,200 interviews with parents / guardians about their 5-10 year old and 900 interviews with children aged 11-15 from the sampled address, could be achieved during the 2012/13 fieldwork. These figures included estimates for both fresh sample addresses and longitudinal households. The figures are, however, dependent on the actual incidence rate of children aged 5-10 and 11-15 observed from the addresses in the sample, together with the response rate of longitudinal respondents.

The child surveys allowed national estimates to be collected on the engagement of children aged 5-15 in a variety of different DCMS sectors,

while in 2012/13, there were some new questions added for longitudinal respondents which would facilitate analysis of the change in children's attitudes and behaviour over time.

## 5.2 Sample (including an overview of the screening process)

For the fresh sample survey, respondents for both the child proxy (5-10) and youth (11-15) elements were obtained from the list of addresses randomly selected for the main adult survey. Child screening was carried out at all addresses in the fresh sample, however there were a number of procedures that interviewers adhered to when conducting the child screening.

Firstly, whether or not child screening was needed was dependent on the outcome code achieved for the adult interview. For example, various situations where no child screening was possible were:

- Where the address sampled was deadwood
- Where no contact was made with anyone at the address (after a minimum of 8 calls)
- Where contact was made with an adult at the address, however they refused to do an interview
- Where there was an office refusal

In addition, because it was important not to jeopardise the adult interview, it was advised that interviewers left the child screening until after the adult interview had been completed. If however, a respondent mentioned the child survey before the adult interview was completed (the child survey was mentioned in the survey leaflet), then it was deemed acceptable to do the child screening at that point.

For the longitudinal survey, any children who were eligible to take part were mentioned by name on the advance letter sent to adult respondents, and had their name printed on the ACS so that the interviewer knew who to ask for. If the child was no longer in the same household as the adult respondent, the interviewer was required to try and follow-up at their new address in order to obtain an interview.

The longitudinal survey also required interviewers to screen for a new 5-year-old in all households where a longitudinal interview took place, in order to maintain the levels of 5-year-olds in the longitudinal sample. This screening occurred regardless of whether any children were already part of the longitudinal survey in the household, adding a possible fourth interview to the survey for any given household.

### 5.2.1 Child Aged 5-10 Interview

Once the adult interview was completed, in fresh sample households, interviewers were instructed to ask how many children aged 5-10 were living in the household and whether or not the main adult selected for this interview was the parent / guardian of the 5-10 year old. If these conditions were met, and there was one child aged 5-10 living in the household, a proxy child interview was completed with the parent of the child. If there was more than one child aged 5-10 living in the household, one child was randomly selected using the following procedure:

- The name of each child aged 5-10 was listed in alphabetical order
- The Kish grid (as explained in section 2.5) was then used to identify which child to interview the adult about

This process ensured that just one child aged 5-10 was randomly selected for each applicable household.

For longitudinal respondents, the name of the 5-10 child who was to be asked about in the proxy interview was listed on the contact sheet, together with a prompt for the interviewer to check that the child was still eligible for the 5-10 survey, or if they had turned 11 since the last interview and should graduate to the 11-15 survey.

The interviewer also checked that the 5-10 year-old was still resident in the same household as the adult respondent. If this was not the case, then the interviewer was required to find a follow-up address for the child respondent and attempt to gain an interview there. The interviewer was asked to identify an adult within the child's new household who could complete the proxy interview on their behalf, and also complete a short interview providing basic household information, required for analysis of the child data, which is usually collected during the full adult interview.

### 5.2.2 Child Aged 11-15 Interview

In addition to screening for a 5-10 child in each fresh sample household, interviewers were also instructed to screen for any children aged 11-15 in the household. If there was one child aged 11-15 in the household, then interviewers attempted to complete a child 11-15 interview once parental permission had been obtained from a parent or guardian. A signed record of parental permission for every child 11-15 interview was collected on each relevant address contact sheet. If there were 2 or more children aged 11-15 in the household, then one child was randomly selected using the same method as outlined above in section 6.2.1 for the Child aged 5-10 interview. Once again, it was essential that parental permission was obtained before attempting to complete a child 11-15 interview.

All things considered, this meant that at any one fresh sample address, a total of 3 interviews could be conducted, with 2 different respondents:
1) Parent / Guardian: Adult interview + Child by proxy interview (5-10)
2) Child living in household: Child 11-15 interview.

Respondents' completing the child surveys on the fresh sample survey were not issued with incentives, meaning a maximum of £5 was issued to each participating fresh sample household.

For longitudinal respondents, the name of the 11-15 year-old who took part in the interview last year was listed on the contact sheet, together with a prompt for the interviewer to check that the child was still eligible for the 11-15 survey, or if they had turned 16 since the last interview and should graduate to the main adult survey.

As with the longitudinal 5-10 proxy survey, the interviewer checked that the 11-15 year-old was still resident in the same household as the adult respondent. If this was not the case, then the interviewer was required to find a follow-up address for the 11-15 survey respondent and attempt to gain an interview there. The interviewer was asked to identify an adult within the child's new household who could provide parental permission to approach the child for interview, and complete a short interview providing basic household information, required for analysis of the child data, which is usually collected during the full adult interview.

### 5.2.3 New 5-year-old Interview

In every longitudinal household, interviewers screened for the presence of a five year-old child (not including those who were already included in the longitudinal survey through participation in the 5-10 proxy survey last year). This addition to the longitudinal survey was designed to combat the issue of an ageing sample each year – if the sample was not topped up with new respondents from the youngest age band eligible for the survey, then each year there would be a shortfall of interviews with this age group.

The screening for a five year-old followed the same approach as for the fresh sample screening of 5-10 year olds, although only children aged five were eligible.

This screening for new five year-olds meant that in longitudinal households, a total of four interviews could be conducted.

## 5.3 Questionnaire Development and Design

### 5.3.1 Questionnaire Development

For 2012/13, the questionnaires for the child surveys remained largely the same as the previous year. The only additions to the questionnaires were made due to the introduction of the longitudinal element to the survey, in order to start collecting some data that may be useful for year-on-year analysis. A battery of questions on life stage was included in both the 5-10 proxy and 11-15 longitudinal questionnaires (a single question in the 5-10 proxy, two questions in the 11-15). Also, a question summarising the activities that the respondent said they had done and asking which of them they thought they had done the most was asked in both the longitudinal 5-10 proxy and 11-15 questionnaires. For the longitudinal 11-15 survey, a question asking which activity, of those the respondent had done, was their favourite, was also included.

### 5.3.2 Overview of the Child Questionnaires

TNS BMRB and DCMS worked together to produce the two different child questionnaires. The 11-15 interview was approximately 24 minutes and the 5-10 proxy interview 13 minutes in length and remained largely the

same as they were in the 2011/12 survey, with a few additions made for the new longitudinal element of the survey, as mentioned above. The questionnaires were designed to capture detail about the child's participation in cultural and sporting and activities.

### 5.3.3 Overview of the 5-10 Child by Proxy Questionnaire

The 5-10 child proxy questionnaire was conducted directly after the adult interview in all applicable households. This questionnaire asked the parent or guardian of the 5-10 year old about the activities the child participates in outside of school. This included any activities organised by the school but done outside of normal school hours and also any activities done by the child on holiday. The 5-10 child survey did not ask about any activities that the child does at school, as it was considered too difficult for the parent or guardian to be able to report this detail accurately on behalf of their child.

The following sections were covered in the 5-10 child by proxy questionnaire:

**Household**
This section included questions about the household i.e. the number of dwelling units, number of adults and number of children aged 5-10 and the name, age and sex of the child that the interview related to.

**School and school year**
These questions collected information on which school the child went to and which school year the child was in at the time of interview. Alternatively, if the child did not attend school (for example they were in receipt of home education or had not yet started school) then this information was also collected at this point.

**Lifestage question**
This multiple choice question was asked of longitudinal respondents to the 5-10 proxy survey. It aimed to establish whether the child the interviewer was asking about had been through any major changes in their life since the last interview. The question asked about aspects of life relevant to a 5-10 year-old, such as whether they had started school, moved to a new school, started attending a club, made new friends or had a new brother or sister.

**Activities and frequencies**

This section was initiated with questions asking the parent / guardian in question about things that their child may have done or places they may have visited in the past 12 months. These activities all linked to DCMS cultural areas of interest, as sport was covered in a later section.

For each type of activity e.g. dance activities, music activities etc. a list of different qualifying activities were provided in order to help establish which different areas the child had participated in outside of school during the past 12 months. Showscreen questions were used at each screener (with the exception of museums and libraries questions which used a showcard). These sections included any volunteering that the child may have done, and a showcard was included for respondents who had trouble defining the types of things the term 'volunteering' included. The following groups of activities were asked about:

- Dance activities
- Music activities
- Theatre and drama activities
- Reading and writing activities
- Arts crafts and design activities
- Street arts, circus, carnival or festival activities
- Film and radio activities
- Other media activities (Radio and computer activities)
- Visited a library
- Visited a museum
- Visited any historic or important modern places, buildings or public spaces.

For each group of activities that the child had participated in outside of school, follow up questions on the frequency of participation and whether the child had done the activity outside of school in the last 7 days were also asked.

Activities were grouped into 3 categories: arts, libraries and museums and heritage and these sections were rotated in the questionnaire.

**Sport**
This section aimed to ascertain the child's level of sport participation and began with a question asking which sports the child had done in the last 4 weeks. This question was administered using a showcard. This was followed by a question asking which sports (of those selected at the first question) the child had participated in during the last 7 days, before asking about the number of days in the last week that the child had spent participating in sport for a minimum of 30 minutes.

**Competitive sport**
In addition to the questions on sports participation, a couple of questions about competitive sport were also asked. These questions collected data on the types of activities that the child took part in organised by the school and not organised by the school in the past 12 months.

**Most frequent activity**
Each of the activities that the respondent said their child had done were listed together in one question, and the respondent was asked which of those activities they felt the child spends the most time doing. This question was asked of all respondents, fresh sample and longitudinal.

**Swimming and cycling**
This section collected data on the child's swimming and cycling proficiency, requiring the parent to rate their child's ability to swim and cycle from a response list shown on screen as well as their confidence in a range of different swimming environments.

**Olympics**
The Olympics section of the 5-10 child by proxy was added to the questionnaire, following a stage of piloting, in July 2011. The section collected information on the child's involvement in Olympics-related activities and the ways the parent / guardian felt that their child would follow the Olympic Games. Furthermore, the questionnaire also asked whether the Olympics had encouraged their child to take part in more sport, and where relevant, in which ways they had achieved this.

**Demographics**
This final section of the questionnaire included a few standard questions on the health and ethnicity of the child. All other detailed demographic

information was collated from the accompanying adult interview. A question asking for the date of birth of the child was also included.

### 5.3.4 Overview of the 11-15 Child Questionnaire

On the whole, the structure of the 11-15 questionnaire was largely the same as the 5-10 questionnaire. The key difference in this survey in terms of content was that the 11-15 questionnaire collected data on the activities that the respondent did both in school lessons **and** in their spare time. This specific questionnaire therefore included activities that had been done at any time, and once again included activities that had been done on holiday.

**Household**

This section included questions about the household i.e. the number of dwelling units, number of adults and number of children aged 11-15 and the name, age and sex of the child.

**School and school year**

These questions collected information on which school the child went to and which school year the child was in at the time of interview. Alternatively, if the child did not attend school (for example they were in receipt of home education or had not yet started school) then this information was also collected at this point.

**Lifestage questions**

Longitudinal respondents in the 11-15 survey were asked two questions about life stage changes that may have occurred since they were last interviewed. The first of the two questions concerned issues related to school, studies and education, while the second question related to more personal issues such as involvement in groups and clubs, making new friends, being given more freedom in going out alone, or more money from parents, or having a new brother or sister.

**Activities, frequencies and satisfaction**

Once again, this section started with questions about things that the child had done or places they had visited in the past 12 months. These activities all linked to DCMS cultural areas of interest, as sport was covered in a later section.

For each type of activity e.g. dance activities, reading and writing activities etc. a list of different qualifying activities were provided in order to help establish which different areas the child had participated in outside of school during the past 12 months. Showscreen questions were used at each activity screener question (with the exception of museums and libraries questions which used a showcard). These sections included any volunteering that the child may have done, and a showcard was included for respondents who had trouble defining the types of things the term 'volunteering' included. The following groups of activities were asked about:

- Dance activities
- Music activities
- Theatre and drama activities
- Reading and writing activities
- Arts crafts and design activities
- Street arts, circus, carnival or festival activities
- Film and radio activities
- Other media activities (Radio and computer activities)
- Visited a library
- Visited a museum
- Visited any historic or important modern places, buildings or public spaces.

A series of follow up questions were asked for each activity, if the child respondent had participated in any of the things listed in each activity screener question. Follow up questions for each activity type then collected information on whether the respondent had done the activity during school lessons, during their spare time (which included out of school lessons, break times, and lunchtimes during school) or both. In addition, data on how frequently they had done the activity in each setting and whether they had participated in the activity in the past 7 days were also asked. Moreover, satisfaction questions were also included, asking the child to how much they enjoyed the last time they did the activity on a scale of 1-10, with 1 meaning awful and 10 brilliant.

Activities were grouped into 3 categories: arts, libraries and museums and heritage and these sections were rotated in the questionnaire.

**Sport**

This section aimed to establish the child's level of sport and began with a question asking which sports the child had done either in school lessons or in their spare time in the last 4 weeks. This question was administered using a sport prompt pack consisting of a comprehensive list of sports. This was followed by a question asking which of these sports the child had participated in during school lessons and then, in their spare time in the last 4 weeks. Each section ended by asking about the number of days in the last week that the child had spent participating in these sports for a minimum of 30 minutes in school lessons and their own time.

**Competitive sport**

The sports participation section progressed by asking a couple of questions about competitive sport. These questions collected data on the types of activities that the child took part in organised by the school and not organised by the school in the past 12 months.

**Swimming and cycling**

This section collected data on the child's swimming and cycling proficiency, requiring the child to rate their perceived ability to swim and cycle from a response list shown on screen, as well as their confidence in a range of different swimming environments.

**Olympics**

The Olympics section was added to the 11-15 questionnaire following a stage of piloting, in July 2011. The section collected information on the child's involvement in Olympics-related activities and the ways the child felt that they would follow the Olympic Games. Furthermore, the questionnaire also asked whether the Olympics had encouraged them to take part in more sport, and where relevant, in which ways it had increased their motivation to do this.

**Demographics**

This final section of the questionnaire included a few standard questions on the health and ethnicity of the child. All other detailed demographic information was collated from the accompanying adult interview. A question asking for the date of birth of the child was also included.

## 5.4 Fieldwork

There were two parts to the child fresh sample survey:

- 5-10 interview carried out by proxy with the adult respondent if they were the parent or guardian of the 5-10 year old;
- 11-15 interview carried out with the child, following parental consent being granted.

The longitudinal survey also contained a 5-10 proxy interview and an 11-15 interview, while an additional proxy interview about a new 5-year-old in longitudinal households was included, in order to keep the longitudinal sample topped up with 5-year-old respondents.

### 5.4.1 Fieldwork Procedures and Documents

Screening for the fresh child surveys took place at all addresses in the sample. Screening occurred after the adult interview, as interviewers were advised not to screen for the presence of children in the household before conducting the adult interview, unless absolutely necessary, as the adult interview was not to be jeopardised as a result of additional screening.

If an eligible child aged 5-10 was identified in the fresh sample household, then a 5-10 proxy survey was carried out immediately after the main adult interview. This survey was only carried out if the adult respondent was the parent or guardian of the 5-10 year-old.

If an eligible 11-15 year-old was identified in the fresh sample household, an 11-15 youth interview was conducted. This took place after the main adult interview, and was carried out with the child directly. It was recommended that the 11-15 interview should be conducted during the same visit as the adult interview if possible, though appointments for a re-visit could be made for the 11-15 interview if necessary.

There were screening instructions for both the 5-10 proxy interview and the 11-15 interview on the main address contact sheet. Once the selection of any children aged 11-15 had been made, the interviewer was required to obtain written parental permission before proceeding with the

interview. The adult was shown the Parental Permission Card (see Appendix E) to indicate what the interviewer would be asking the child, and asked to sign the "parental/guardian permission" section of the address contact sheet. This was not required with the 5-10 proxy interview as this was completed by the parent on behalf of the child.

For longitudinal child respondents, interviewers were required to establish whether the child was still eligible for the same age group interview, and also that they still lived in the same household as the adult respondent. If they no longer lived in the same household, then the interviewer was required to attempt to gain a follow-up address, and attempt to interview the child (or adult, about the child, for a 5-10 proxy interview), at their new address.

If the child had moved to a new age group since their last interview, then the interviewer was instructed to interview them using the appropriate script. If the child who was asked about for the 5-10 proxy survey the previous year, had since turned 11, then this involved approaching them directly for interview using the 11-15 script, while if an 11-15 year old from the previous year had since turned 16, they would be interviewed using the full adult script.

The same rules regarding conducting interviews on the fresh sample 5-10 proxy and 11-15 surveys, were also applied for the longitudinal versions, with interviews taking place after the adult interview wherever possible, and interviewers seeking written consent from the parent or guardian before approaching any children aged 11-15 for interview.

### 5.4.2 Fieldwork Outcomes

This section details the fieldwork outcomes for the child surveys. The 5-10 proxy survey and the 11-15 youth survey outcomes are reported separately. These are also split by fresh sample, and longitudinal sample surveys. If a longitudinal respondent moved to a new survey age group (5-10 survey to the 11-15 survey or 11-15 survey to the adult survey) the outcome was reported as part of the sample it originated from.

#### 5.4.2.1 5-10 Fresh Sample Survey

Table 5.1 shows the fieldwork outcomes for the 5-10 child proxy survey. The final contact rate should be **100%** as screening for the 5-10 child

interview by proxy should only take place with households co-operating with the main (adult) survey and when the person participating in the adult interview is the parent or guardian of the child aged 5-10.

The final co-operation rate was **90.5%**[13]**.** There was only one non-contact for the 5-10 proxy survey, so the response rate is almost the same as the co-operation rate: **90.4%**.

As a general formula, the *cumulative* response rate for the 5-10 survey is adult response rate * child response rate = 59.9%*90.4% = **54.1%.**

*Table 5.1 Fieldwork outcomes (5-10 fresh sample survey)*

| Outcome | | Outcome grouping | | % of total issues | % of non-dead wood |
|---|---|---|---|---|---|
| No child aged 5-10 in household or main interview not with parent of 5-10 year old | 4999 | Deadwood | 8,319 | 92.7% | - |
| Information for child screening refused | 4 | | | | |
| Unable to complete child screening (non-response/deadwood in adult survey) | 3316 | | | | |
| Residential address but no contact with anyone at address (when seeking child interview) | - | Non-contact | 1 | 0.01% | 0.2% |
| Child selected but no contact (or re- | 1 | | | | |

[13] (Interviews / (Interviews + Refusals + Other unproductives)

| | | | | | |
|---|---|---|---|---|---|
| contact) with parent of child | | | | | |
| Selection information refused | - | Refusals | 41 | 0.5% | 6.3% |
| Office refusal | - | | | | |
| Refusal by selected person | 40 | | | | |
| Proxy refusal | 1 | | | | |
| Broken appointment | 1 | Other unproductive | 20 | 0.2% | 3.1% |
| Contact made but no appointment made | 2 | | | | |
| Selected person ill at home during survey period | - | | | | |
| Selected person away or in hospital throughout survey period | 1 | | | | |
| Selected person physically or mentally unable | - | | | | |
| Selected person refused parental permission | - | | | | |
| Other unproductive | 11 | | | | |
| Interview reported but no data received | 5 | | | | |
| Full interview | 584 | Interview | 584 | 6.5% | 90.4% |
| TOTAL | | | 8,965 | | |

### 5.4.2.2 11-15 Fresh Sample Survey

Table 5.2 shows the fieldwork outcomes for the 11-15 child survey. The final contact rate was **92.6%**[14] and the final co-operation rate was **76.9%**[15]. The response rate was **71.2%**. It should be borne in mind that the request for an interview with an 11-15 year old could only be made in households co-operating with the main (adult) survey request. As a general formula, the *cumulative* response rate for the 11-15 child survey is adult response rate * child response rate = 59.9%*71.2% = **42.6%**.

*Table 5.2 Fieldwork outcomes (11-15 fresh sample survey)*

| Outcome | | Outcome grouping | | % of total issues | % of non-dead wood |
|---|---|---|---|---|---|
| No child aged 11-15 in household | 5,061 | Deadwood | 8,381 | 93.5% | - |
| Information for child screening refused | 4 | | | | |
| Unable to complete child screening (non-response /deadwood in adult survey) | 3,316 | | | | |
| Child selected but no contact with selected child | 42 | Non-contact | 43 | 0.5% | 7.3% |
| No contact | 1 | | | | |

[14] (Interviews + Refusals + Other unproductive)/Total non-deadwood
[15] (Interviews / (Interviews + Refusals + Other unproductives)

| | | | | | |
|---|---|---|---|---|---|
| with parent to get parental permission | | | | | |
| Selection information refused | - | Refusal | 92 | 1.0% | 15.8% |
| Office refusal | - | | | | |
| Parent refused permission to interview | 53 | | | | |
| Refusal by selected child | 30 | | | | |
| Proxy refusal | 9 | | | | |
| Broken appointment | 4 | Other unproductive | 33 | 0.4% | 5.7% |
| Contact made but no specific appointment made | 9 | | | | |
| Selected child ill at home during survey period | - | | | | |
| Selected child away or in hospital throughout survey period | 3 | | | | |
| Selected child physically or mentally unable | 6 | | | | |

| | | | | | |
|---|---|---|---|---|---|
| Selected child has inadequate English | - | | | | |
| Other unproductive | 8 | | | | |
| Interview reported but no data received | 3 | | | | |
| Full interview | 416 | Interview | 416 | 4.6% | 71.2% |
| TOTAL | | | 8,965 | | |

### 5.4.2.3 5-10 Longitudinal Survey

Table 5.3 shows the fieldwork outcomes for the longitudinal 5-10 proxy survey. The final co-operation rate was **70.3%**[16] and the response rate was **70%**. This response rate calculation defines untraced movers as 'out of scope'. If untraced movers are included as non-contacts, the response rate would be **64.3%**[17].

The conversion rate for the 5-10 re-contact sample issued in 2012/13 was **63.9%**[18].

As a general formula, the *cumulative* response rate for the longitudinal child proxy survey is adult response rate * child response rate = 77.8%*70.0% = **54.5%**.

It should be noted that the outcome 'unable to complete child screening due to unproductive adult contact' was included as an unproductive outcome in the analysis. This results in a much lower response rate for the longitudinal sample than the fresh sample (for the fresh sample, the 'unable to complete child screening' outcome was included as deadwood).

[16] (Interviews / (Interviews + Refusals + Other unproductives)
[17] Only 'Named respondent has moved from England' included as deadwood
[18] Interviews / Total sample issued

*Table 5.3 Fieldwork outcomes (5-10 proxy longitudinal survey)*

| Outcome | | Outcome grouping | | % of total issues | % of non-dead wood |
|---|---|---|---|---|---|
| Respondent has moved and follow-up address not obtained | 70 | Deadwood | 75 | 8.7% | - |
| Respondent has moved from England | 5 | | | | |
| No contact with named respondent after 8+ calls | 3 | Non-contact | 3 | 0.3% | 0.4% |
| Parental permission needed but refused | 4 | Refusals | 17 | 2.0% | 2.2% |
| Refusal by selected person before interview | 12 | | | | |
| Proxy refusal other than by parent guardian | 1 | | | | |
| Unable to complete child screening due to unproductive adult contact | 200 | Other unproductive | 216 | 25.1% | 27.4% |
| Broken appointment | 2 | | | | |
| Contact made but no appointment made | 2 | | | | |
| Selected person ill at home during survey period | - | | | | |

| | | | | | |
|---|---|---|---|---|---|
| Selected person away or in hospital throughout survey period | - | | | | |
| Selected person physically or mentally unable | 1 | | | | |
| Other unproductive | 7 | | | | |
| Interview reported but no data received | 4 | | | | |
| Full interview | 467 | Interview | 551 | 63.9% | 70.0% |
| Full interview (new 11 year old) | 84 | | | | |
| TOTAL | | | 862 | | |

#### 5.4.2.4 11-15 Longitudinal Survey

Table 5.4 shows the fieldwork outcomes for the longitudinal 11-15 survey. The final co-operation rate was **72.4%**[19] and the response rate was **70.7%**. As with the other re-contact samples, this response rate calculation defines untraced movers as 'out of scope'. If untraced movers are included as non-contacts, the response rate would be **66.6%**[20].

The conversion rate for the 11-15 re-contact sample issued in 2012/13 was **66.3%**[21].

As a general formula, the *cumulative* response rate for the longitudinal child proxy survey is adult response rate * child response rate = 77.8%*70.7% = **55.0%**.

[19] (Interviews / (Interviews + Refusals + Other Unproductives)
[20] Only 'Named respondent has moved from England' included as deadwood
[21] Interviews / Total sample issued

As with the 5-10 sample, for the purposes of the 11-15 longitudinal response analysis, the outcome 'unable to complete child screening due to unproductive adult contact' was included as an unproductive outcome.

*Table 5.4 Fieldwork outcomes (11-15 longitudinal survey)*

| Outcome | | Outcome grouping | | % of total issues | % of non-dead wood |
|---|---|---|---|---|---|
| Respondent has moved and follow-up address not obtained | 34 | Deadwood | 36 | 6.2% | - |
| Respondent has moved from England | 2 | | | | |
| No contact with named respondent after 8+ calls | 10 | Non-contact | 13 | 2.2% | 2.4% |
| Parental permission needed but no contact with parent | 3 | | | | |
| Parental permission needed but refused | 5 | Refusals | 24 | 4.1% | 4.4% |
| Refusal by selected person before interview | 15 | | | | |
| Proxy refusal other than by parent guardian | 4 | | | | |
| Unable to complete child screening due to unproductive adult contact | 106 | Other unproductive | 123 | 21.1% | 22.5% |

| | | | | | |
|---|---|---|---|---|---|
| Broken appointment | 6 | | | | |
| Contact made but no appointment made | 4 | | | | |
| Selected person ill at home during survey period | - | | | | |
| Selected person away or in hospital throughout survey period | 1 | | | | |
| Selected person physically or mentally unable | - | | | | |
| Other unproductive | 5 | | | | |
| Interview reported but no data received | 1 | | | | |
| Full interview | 317 | Interview | 386 | 66.3% | 70.7% |
| Full interview (new 16 year old) | 69 | | | | |
| TOTAL | | | 582 | | |

### 5.4.2.5 New 5 Year Old Survey

Table 5.5 shows the fieldwork outcomes for the new 5-year-old survey. The final contact rate should be **100%** as screening for the new 5-year-old should only take place with households co-operating with the main (adult) survey and when the person participating in the adult interview is the parent or guardian of the child aged 5.

The final co-operation rate was **87.2%**[22]**.** There were no non-contacts for the new 5-year-old survey, so the response rate is the same as the co-operation rate: **87.2%**.

As a general formula, the *cumulative* response rate for the new 5-year-old survey is adult longitudinal response rate * new 5-year-old response rate = 77.8%*87.2% = **67.8%.**

*Table 5.5 Fieldwork outcomes (New 5-year-old survey)*

| Outcome | | Outcome grouping | | % of total issues | % of non-dead wood |
|---|---|---|---|---|---|
| No child aged 5 in household or main interview not with parent of 5 year old | 5,325 | Deadwood | 7,002 | 98.0% | - |
| Information for 5 year old screening refused | 2 | | | | |
| Unable to complete 5 year old screening (non-response/deadwood in adult survey) | 1,675 | | | | |
| Selection information refused | - | Refusals | 7 | 0.1% | 5.0% |
| Office refusal | - | | | | |
| Refusal by selected person | 6 | | | | |
| Proxy refusal | 1 | | | | |
| Broken appointment | - | Other unproductive | 11 | 0.2% | 7.8% |

[22] (Interviews / (Interviews + Refusals + Other unproductives)

| | | | | | |
|---|---|---|---|---|---|
| Contact made but no appointment made | 2 | | | | |
| Selected person ill at home during survey period | - | | | | |
| Selected person away or in hospital throughout survey period | - | | | | |
| Selected person physically or mentally unable | - | | | | |
| Other unproductive | 7 | | | | |
| Interview reported but no data received | 2 | | | | |
| Full interview | 123 | Interview | 123 | 1.7% | 87.2% |
| TOTAL | | | 7,143 | | |

### 5.4.3 Interview lengths

The mean interview length for the 5-10 proxy survey, including the new 5-year-old survey, was 13 minutes 4 seconds (median 12 minutes 56 seconds).

The mean interview length for the 11-15 youth survey was 24 minutes 2 seconds (median 22 minutes 01 seconds).

The interview lengths for the child surveys have been calculated after capping the lower and upper extreme values. For the 5-10 proxy survey, the lower 1.1% and the upper 0.7% were capped. For the 11-15 youth survey, the lower 1.5% and the upper 1.1% were capped. Extreme lower (including negative) and upper values are likely to have arisen from interviews being split into two or more sessions, since the computation is not date-sensitive (e.g. if an interview was concluded on a subsequent

day but earlier in the day, the difference between relative start and end times could be negative, or unexpectedly small).

# 6. Data Processing and Outputs

## 6.1 Introduction

Outputs were provided to DCMS on a quarterly basis. This output included a SPSS file and a number of statistical reports which were used to produce quarterly statistical bulletins by DCMS. The section provides further details of the outputs, outlining the data processing procedure and the quality checks conducted at each stage of the process.

## 6.2 Coding Open-ended Questions

The Taking Part adult and child questionnaires have a number of full and partial open-ended questions.

For full open-ended questions, the verbatim provided by respondents were reviewed by the Coding team and a code frame was created so frequently recurring responses could be easily used in analysis.

Partial open-ended questions have response lists with an 'other specify' option. For the partial-opened questions, the coders were provided with the code frames used in the questionnaire as a starting point. The Coding team check whether any of the verbatim responses could actually be coded in one of the pre-coded response options (this exercise is commonly known as back coding). If necessary, new codes are added to the codeframe.

Since most of the questions have been used in previous years of the survey, the code frames in 2012/13 were already well developed and there was little need to add new codes to the frames. All new or amended code frames were signed-off by the research team and DCMS.

The coding of open-ended questions was carried out using a web-based package called Ascribe by an experienced team of coders. Five per cent of open-ended answers were checked by senior coders. New coders had 100% of their work checked until the required standard was reached and thereafter their work was systematically spot-checked. On questions where the "Other" answer category exceeded 10%, answers were also reviewed.

The coding team also code socio-economic data for this survey to produce Standard Occupational Classification (SOC2000) and National Statistics Socio-economic Classification (NS-SEC) categorisation, from a series of standard questions which were designed for NS-SEC and SOC categorisation.

TNS BMRB researchers kept in close contact with the coding team throughout fieldwork to ensure that coding was carried out at regular intervals. At least every quarter of the survey year the coding was accessed by the TNS BMRB research team to check the quality of the coders' work in terms of what had been back-coded to each answer category, and to see what sort of answers had been left in "Other".

A list of all of the code frames used on open-ended and partially open-ended questions in 2012/13 can be found in Appendix J.

## 6.3 SPSS Outputs

### 6.3.1 Overview

The main delivery was a rolling quarterly SPSS file which contained all new data from interviews collected within the latest quarter, added to a master data file containing all cases and key variables since 2005. The variables contained in this dataset were agreed with DCMS at the beginning of the survey year. This file was used to produce the rolling annual estimates required for the quarterly DCMS statistical bulletin. In addition to this, an annual dataset was provided at the end of the survey year.

In 2012/13, all reporting was based on date of interview rather than date of sample issue[23].

Datasets were provided to DCMS, five weeks after the end of each quarterly fieldwork period (August 2012, November 2012, February 2013 and May 2013).

[23] Reporting based on date of interview was introduced during the 2011/12 survey. In the period of transition, interviews achieved in April 2011 using 2010/11 issued sample (from February and March 2011) were included in both the 2010/11 dataset, and the 2011/12 dataset.

### 6.3.2 Quarterly Datasets

At the end of the 2012/13 survey, the quarterly dataset contained 131,643 cases. The relevant annual samples at the end of each quarter are identified using the variable filters for each period (eg. Q29Q32filter).

Table 6.1 includes the sample size for each rolling annual dataset within the 2012/13 survey year.

*Table 6.1 Annual sample size at the end of each quarter*

| Period | Total Sample size | Fresh sample size | Longitudinal sample size (including 'new' 16 year olds) |
|---|---|---|---|
| July 2011 - June 2012 (Q26Q29filter) | 9,029 | 8,030 | 999 |
| October 2011 – September 2012 (Q27Q30filter) | 8,868 | 6,794 | 2,074 |
| January 2012 - December 2012 (Q28Q31filter) | 9,427 | 5,939 | 3,488 |
| April 2012 – March 2013 (Q29Q32filter) | 9,838 | 4,906 | 4,932 |

The rolling quarterly dataset provided during the 2012/13 survey year contained a subset of the variables provided in the annual dataset. The variables covered the following topic areas:

- Demographics and area information
- Culture and sport participation (a selection of questions and summary variables based on the data required for the statistical bulletins)
- Swimming and cycling competency
- Internet and social media use
- Volunteering
- Charitable Giving
- Public Participation
- Olympics
- Involvement in Planning decisions
- Broadcasting

### 6.3.3 Annual datasets

#### 6.3.3.1 Adult dataset

The annual dataset contained 9,838 interviews. Table 6.2 contains the breakdown of interviews from fresh and longitudinal interviews. Interviews completed on each type of sample can be identified by filtering the dataset using the variable "cscreen".

*Table 6.2 Breakdown of interviews in the annual dataset*

| Type of interview | Screen number (dataset variable "cscreen") | Number of interviews |
|---|---|---|
| Fresh sample interview | 0 | 4,906 |
| Longitudinal sample interview | 1 | 4,866 |
| 'New' 16 year old interview | 2 | 66 |

Each respondent is identified in the dataset using a unique 7 digit identifier ("scrser") which contains details of the interviewing area, the year in which the sample was issued (eg. Year 7 or Year 8), a number identifying the address within an interviewing area and the type of sample (screen number).

The dataset contained all variables in the questionnaire, along with a number of derived variables and area variables. Details are provided in Appendix F (questionnaire) and Appendix G (list of all additional variables). In general, variables are included in the dataset in questionnaire order.

#### 6.3.3.2 Child dataset

An annual child dataset was provided at the end of the survey year. The dataset contained a total of 1,937 interviews - 1,136 5-10 interviews and 801 11-15 interviews. Table 6.3 contains the breakdown of interviews from fresh and longitudinal interviews. Interviews completed on each child survey can be identified by filtering the dataset using the variable "cscreennew" or "cscreen" (5-10 interviews – "cscreen"= 8 and 11-15 interviews – "cscreen" = 9).

*Table 6.3 Breakdown of child survey interviews by type of sample*

| Type of interview | Screen number (dataset variable "cscreennew") | Number of interviews |
|---|---|---|
| New 11-15 interviews from longitudinal sample (previously 5-10 proxy interview) | 4 | 79 |
| New 5 year old interviews from longitudinal sample | 5 | 115 |
| 5-10 interviews from longitudinal sample | 6 | 441 |
| 11-15 interviews from longitudinal sample | 7 | 301 |
| 5-10 proxy interviews from fresh sample | 8 | 580 |
| 11-15 interviews from fresh sample | 9 | 421 |

Variables based on questions asked of only the 5-10 sample or 11-15 sample, are clearly identified in the variable and value labels (eg. c5danceY or c11danceY). The unique serial number of the associated adult interview is also included in the dataset so users are able to merge household variables from the adult data into the child dataset if required.

As with the adult dataset, the child dataset is generally in questionnaire order. The child survey questionnaires are included in Appendix H and the additional variables are listed in Appendix I.

### 6.3.4 Note on Data Checking Process and Quality Checking

The process for checking the adult and child datasets involved the following:

- The investigation of any duplicate cases in the data. Before the data are received by the TNS BMRB team, Data Processing and Field investigate any duplicate cases (whether the data includes several

cases with same serial number/screen number combination) and any genuine duplicates are removed[24];

- Comparing SPSS frequency counts with 'top level' output generated by the questionnaire program itself (Quantime software);
- Checking coding counts with SPSS frequency counts;
- The investigation of any unexpected missing data and the assigning of error codes to every affected variable;
- Running cross-tabulations of any derived variables (including NS-SEC) with their source variables to make sure there are no inconsistencies (this includes the creation of 'test' variables where necessary, all removed from delivered dataset);
- Checking any additional area-based variables against original sample file;
- Checking of coded 'open-ended' data for sports frequencies to make sure back-coding has been applied correctly for the 'Sportxx' variables and that back-coded data can be linked to follow-up data (e.g. breathe, sweat, spotime etc.) (this process includes the creation of derived variables via SPSS to test those created via the Quantime software);
- Checking that weighted proportions match the target weights set for sex-age, ethnic group, and region;
- Ensuring all missing values are correctly assigned across the dataset (largely lo thru -3);
- The modification of variable labels/value labels to clarify output (though the Data Processing team use a general specification document which outlines the 'rules' for labelling plus any re-coding required - for instance, all "Don't know" answers are recoded -1, all "Refused" answers are recoded -2 etc.);
- The tidying up of variable names, labels and values to ensure they are consistent with previous datasets.

Finally all new syntax for derived variables is validated by another member or the TNS BMRB team and sent to DCMS.

[24] Duplicates generally occur when an interviewer realises after conducting an interview that the interview has been conducted with the wrong person in the household or at the wrong address.

## 6.4 Statistical Release Data

### 6.4.1 Overview

The statistical spreadsheets were provided to DCMS on a quarterly basis and were used by DCMS to produce the quarterly statistical bulletin. The spreadsheets contained the annual estimates for each topic area, with the 12 month rolling estimates updated at the end of each quarter. In addition to the estimates, the spreadsheets included confidence intervals and all significant differences were highlighted (latest data against earliest available data).

Additional spreadsheets were produced at the end of the survey year, to feed into DCMS' annual report.

Table 6.4 summaries the spreadsheets provided to DCMS in 2012/13.

*Table 6.4 Statistical spreadsheets produced by TNS BMRB in 2012/13*

| Statistical spreadsheet | Overview of spreadsheet | Dates produced |
|---|---|---|
| Arts | ▪ Arts Overview, including frequency<br>▪ Proportion who have engaged with the arts once or more in the last year<br>  ▪ Area level breakdown<br>  ▪ Demographics | Quarterly - rolling 12 month data |
| Archives | ▪ Archives Overview, including purpose and frequency<br>▪ Proportion who have been to an archive in the last year<br>  ▪ Area level breakdown<br>  ▪ Demographics | Quarterly - rolling 12 month data |
| Big Society | ▪ Volunteering overview, including type of volunteering<br>▪ Volunteering in DCMS sectors, including number of sectors and time spent<br>▪ Volunteering in the last year | Quarterly - rolling 12 month data |

| | | |
|---|---|---|
| | ▪ Area level breakdown<br>▪ Demographics<br>▪ Charitable Giving, including frequency and means<br>▪ Giving to DCMS sectors, including number of sectors and giving intentions<br>▪ Attitudes to charitable giving<br>▪ Giving to DCMS sectors in last year:<br>▪ Area level breakdown<br>▪ Demographics<br>▪ Social cohesion<br>▪ Influence over local sporting and cultural facilities and quality of local environment<br>▪ Involvement in groups, clubs and organisations | |
| Child engagement | ▪ Overview and breakdown of specific activities for Arts, Heritage, Libraries, Museums and sport<br>▪ Demographic breakdowns (age, sex and limiting disability)<br>▪ Competitive Sport<br>▪ Demographic breakdowns (age and sex)<br>▪ Olympics by age only | Annual and ad-hoc report for Oct 2011 – Sept 2012 |
| Cycling and Swimming proficiency | ▪ Cycling and swimming proficiency overview<br>▪ Swimming proficiency<br>▪ Area level breakdown<br>▪ Demographics<br>▪ Cycling proficiency<br>▪ Area level breakdown | Quarterly - rolling 12 month data |

| | | |
|---|---|---|
| | ▪ Demographics | |
| Digital Participation | ▪ Digital Participation overview, including whether visited a library, heritage, arts, archives or museums and galleries website and reason for visit<br>▪ Proportion who have digitally participated in culture in the last year<br>▪ Area level breakdown<br>▪ Demographics | Quarterly - rolling 12 month data |
| Heritage | ▪ Heritage Overview, including frequency<br>▪ Proportion who have visited a heritage website in the last year<br>▪ Area level breakdown<br>▪ Demographics | Quarterly - rolling 12 month data |
| Libraries | ▪ Libraries Overview, including frequency<br>▪ Proportion who have visited a public library in the last year<br>▪ Area level breakdown<br>▪ Demographics | Quarterly - rolling 12 month data |
| Museums and Galleries | ▪ Museums and Galleries, including frequency<br>▪ Proportion who have visited a museums or gallery in the last year<br>▪ Area level breakdown<br>▪ Demographics | Quarterly - rolling 12 month data |
| Olympics | ▪ Attitudes to the 2012 Olympic and Paralympic Games<br>▪ Motivation to do more sport, culture and volunteering<br>▪ How intend to follow or get involved in Games (how followed/got involved post games)<br>▪ Attitudes to the 2012 Olympic and | Quarterly - rolling 12 month data |

| | | |
|---|---|---|
| | Paralympic Games (support)<br>▪ Area level breakdown<br>▪ Demographics | |
| Sport | ▪ Sport Overview, including active sport, 3x 30 at moderate intensity, 1x30 minutes (any intensity) and 1 x 30 minutes at moderate intensity<br>▪ Proportion who have done sport once in the last 4 weeks<br>▪ Area level breakdown<br>▪ Demographics<br>▪ 1x30 sport by demographics | Quarterly - rolling 12 month data<br><br>(Sport spreadsheets not produced at the end of Q4[25]) |

### 6.4.2 Data Checking Process and Quality Checking

The statistical spreadsheets were produced by TNS BMRB for the first time in 2011. To ensure the statistical spreadsheets continued to provide accurate and reliable information, DCMS and TNS BMRB agreed a rigorous checking process. The checking process for each individual statistical spreadsheet involved the following steps/checks:

- The re-running of all tables in SPSS. This included a check to ensure that the correct dataset variables were used and all new derived variables were created correctly.
- All figures had been copied from SPSS into the spreadsheets correctly/accurately
- All data from the SPSS output had been copied into the confidence interval and significance testing spreadsheets correctly/accurately (including spot checks on back data)
- The correct design factors had been used
- The confidence intervals had been correctly created and copied into the spreadsheets correctly/accurately
- All significant results were highlighted

[25] Responsibility for adult sport moved from DCMS to Sport England in May 2013. Sport spreadsheets from the Taking Part data are no longer produced since Q4.

- All user notes at the bottom of the spreadsheets had been updated

These checks were completed on all new data added to the spreadsheets. If past data had not been changed, then this was not re-checked.

In addition to the checks completed by TNS BMRB, DCMS also spot-checked the worksheets. Any SPSS syntax used to create derived variables was also submitted to DCMS to validate.

## 6.5 Themed Reports

Based on 2012/13 data, TNS BMRB plan to produce two reports jointly with DCMS. It is anticipated that these will cover the Olympics and an initial analysis of the longitudinal style questions. Both will be published before the end of 2013.

## 6.6 Weighting

Each quarterly dataset was weighted to compensate for variations in sampling probability and for variations in response propensity. The fresh address and re-interview samples were weighted separately before being combined using a set mixing ratio.

### 6.6.1 Fresh sample weighting

The first stage was to calculate the address design weight[26] ($N_a/n_a$) and use this as a base weight for estimating an address-level response propensity.

The address-level response propensity was estimated using the CHAID algorithm which will produce weighting classes with maximally different response rates. The variables used to stratify the sample (see section 2.3) were used as input variables for the CHAID algorithm (namely region and a set of three 'factor' variables designed to be correlated with the key frequency data collected in the survey).

The address-level response propensity was computed based on the most recent twelve month issued sample for which fieldwork was complete.

[26] $N_a$ = total number of addresses in sample stratum *a*; $n_a$ = 2012/13 sampled addresses in stratum *a*.

The 'rules' for weighting class allocation were then applied to the current dataset to form a new address-level weight[27] ($N_a/n_a$ * 1/p(response)$_b$).

This new address-level weight was converted into an individual-level weight by multiplying it by the product of the number of dwelling units at the address, the number of households in the sampled dwelling unit and the number of eligible individuals in the sampled household[28] ($N_{ca}$*$N_{dca}$*$N_{edca}$). This was carried out separately for both adults and children aged 11-15, with different values for the $N_{edca}$ term. For children aged 5-10, the adult $N_{edca}$ term was replaced by[29] (($N_{edca}/N_{fedca}$)*$N_{5-10}$).

This individual-level weight was used as the base weight for a calibration procedure[30] that forces the single quarter dataset marginal totals of (i) sex/age group and (ii) region to match the equivalent 2011 Census totals, *divided by 4*. By dividing these population estimates by 4, the sum of weights in a dataset containing four quarters will be equal to the total population estimate (42,989,300).

For sex/age group, fourteen classes were defined for adults, based on seven age groups (16-24; 25-34; 35-44; 45-54; 55-64; 65-74; 75+). For the 5-15 year olds, eight classes were defined, based on four age groups (5-7;8-10;11-13;14-15).

### 6.6.2 Re-interview sample weighting

For re-interview cases, the final weight from 2011/12 was used as the base weight for an identical calibration procedure as used for the fresh sample cases. The intention is to model attrition using 2012/13 response data so that a more sophisticated weight can be produced for re-interview cases in future.

### 6.6.3 Combining the two sample sources

Once weighted, both datasets have the same properties: probability samples with identical marginal profiles in terms of gender, age and

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[27] p(response)$_b$ = estimated address-level response propensity in weighting class *b*.

[28] $N_{ca}$ = number of dwelling units at address *c* in stratum *a*; $N_{dca}$ = number of households at dwelling unit *d* at address *c* in stratum *a*; $N_{edca}$ = number of eligible individuals in household *e* at dwelling unit *d* at address *c* in stratum *a*.

[29] $N_{fedca}$ = number of adults with a formal parental relationship with the child; $N_{edca}$ = number of individuals aged 16+ in the household, and $N_{5-10}$ = number of 5-10 year olds that the sampled adult has a parental relationship with.

[30] The linear regression calibration method was employed, using a Stata script.

region. Any mixture of the two will produce an unbiased dataset in these terms. TNS BMRB chose to weight each sample proportionate to its effective sample size, an approach which should maximise statistical efficiency. For simplicity, the effective sample size was defined as:

$n * (1+(CV_w^2))$

$CV_w$ = the 'coefficient of variation' for the weights: the standard deviation of the weights divided by the mean weight. $1+(CV_w^2)$ is essentially the design effect if stratification and clustering effects are ignored as well as any correlation between the size of the weight and responses to a specific variable. These have been ignored because they are expected to be approximately the same in both samples.

## 6.7 Design Effects

Significance tests assume that the achieved sample is a simple random sample from the survey population. The design effect takes into account the actual complexity of the sample design, reflecting the compromises necessary for real world survey practice by accounting for the impact of the survey design on the results.

For Taking Part, the design is affected by clustering, weighting and stratification (stratification usually helps to narrow the margin of error around estimates, whilst the clustering and weighting increase the margin of error around estimates. A higher margin of error is reflected by a higher design effect).

On the Taking Part Survey, a series of design effects are generated for the different sectors that the survey covers (arts, heritage, libraries, museums, galleries and archives, sport). The main reason different design effects are used for different sectors is related to clustering. The impact of clustering means that you may get some clusters where lots of people do an activity, for example sport, whilst in other clusters, very few people do sport. The design effects of each sector take this into account.

For the statistical data that are produced for the Taking Part Survey, sector and sub-group related design factors (the square root of the design effect), have been applied to any figures that are generated specifically

from the variable that was also used to create the design effect for the sector. If the figures are not generated from that specific variable, then an average design factor figure, generated from the average of all sub-groups for each sector, has been used. Where possible, design factors for sub-groups within sector have also been used. Otherwise, where sub-group analysis is concerned, the overall average sub-group figures have been used.

### 6.7.1 Design Effects for the Adult Survey

Table 6.5 details the overall average design effects and design factors for each DCMS sector. Where analysis concerns the specific variable from which the design effect was derived (listed below), the sector design factor should be used.

*Table 6.5 Overall design effects and design factors by sector*

| Sector | Dataset variable | Design effect | Design factor |
|---|---|---|---|
| Arts | ARTPSA2 | 1.69 | 1.30 |
| Libraries | LIBPSA | 1.75 | 1.33 |
| Museums, galleries and archives | MUSPSA | 1.68 | 1.29 |
| Heritage | HERPSA | 1.92 | 1.39 |
| Sport | PSASPORTSR | 1.64 | 1.28 |

Table 6.6 details the design factors for a number of key sub-groups. The design factors tend to be lower, reflecting the fact that these sub-groups will be more thinly distributed between PSUs leading to a smaller cluster effect.

*Table 6.6 Design factors by sub-group, within sector*

| Sub-group | DCMS sector | | | | |
|---|---|---|---|---|---|
| | **Arts activity** | **Library use** | **Museum/ gallery/ archive visits** | **Heritage** | **Sport** |
| **All** | 1.30 | 1.33 | 1.29 | 1.39 | 1.28 |
| **Sex** | | | | | |
| ▪ Male | 1.33 | 1.36 | 1.29 | 1.36 | 1.32 |
| ▪ Female | 1.32 | 1.23 | 1.28 | 1.39 | 1.24 |
| **Disability status** | | | | | |
| ▪ Longstanding illness/disability / infirmity | 1.06 | 1.20 | 1.11 | 1.21 | 1.17 |
| ▪ No longstanding illness/disability / infirmity | 1.38 | 1.42 | 1.36 | 1.52 | 1.32 |
| **Ethnic group** | | | | | |
| ▪ BME | 1.62 | 1.64 | 1.59 | 1.40 | 1.66 |
| ▪ White | 1.28 | 1.29 | 1.30 | 1.54 | 1.25 |
| **NS-SEC** | | | | | |
| ▪ NS-SEC 1-4 | 1.27 | 1.24 | 1.28 | 1.41 | 1.23 |
| ▪ NS-SEC 5-8 | 1.22 | 1.25 | 1.27 | 1.32 | 1.22 |
| **Age group** | | | | | |
| ▪ 16-24 | 1.54 | 1.65 | 1.59 | 1.64 | 1.54 |
| ▪ 25-44 | 1.33 | 1.33 | 1.27 | 1.35 | 1.20 |
| ▪ 45-64 | 1.16 | 1.17 | 1.23 | 1.29 | 1.19 |

| | | | | | |
|---|---|---|---|---|---|
| ▪ 65-74 | 0.95 | 0.98 | 0.93 | 1.02 | 0.94 |
| ▪ 75+ | 1.05 | 1.02 | 1.04 | 1.02 | 0.96 |

For other measures, an average overall design effect of 1.747 (and an average design factor of 1.322), may be used for calculating the effective sample size. The average design effect is based on the average of the sub-group design effects for each key DCMS sector variable, excluding sport.

### 6.7.2 Design effects for the child survey

For the child survey, a similar approach to design effects was taken. Design effects were calculated for each DCMS sector, and for key sub-groups within each sector. For the child survey, separate design effects were calculated for the 5-10 proxy survey and the 11-15 youth survey.

*Table 6.7 Child survey design effects and design factors by sector*

| Sector | Dataset variable | Design effect | Design factor |
|---|---|---|---|
| Arts - Whether done at least one arts activity outside of school in last 12 months (5-10s) | c5anyarts12 | 1.69 | 1.30 |
| Libraries - Whether visited in last week (5-10s) | c5wk11 | 1.79 | 1.34 |
| Museums - Whether visited in last week (5-10s) | c5wk13 | 1.20 | 1.09 |
| Heritage - Whether visited in last week (5-10s) | c5wk14 | 1.58 | 1.26 |
| Sport - Whether done at least one sports activity outside of school in last 4 weeks (5-10s) | c5anysport | 1.86 | 1.37 |
| Arts - Whether done at least one arts activity in | c11anyarts12 | 0.95 | 0.98 |

| | | | |
|---|---|---|---|
| last 12 months (11-15s) | | | |
| Libraries - Whether visited in last week (11-15s) | c11wk11 | 1.44 | 1.20 |
| Archives - Whether visited in last week (11-15s) | c11wk12 | 1.12 | 1.06 |
| Museums - Whether visited in last week (11-15s) | c11wk13 | 1.44 | 1.20 |
| Heritage - Whether visited in last week (11-15s) | c11wk14 | 1.10 | 1.05 |
| Sport - Whether done at least one sports activity in last 4 weeks (11-15s) | c11anysport | 1.38 | 1.17 |

Table 6.8 details the design effects and design factors for a number of key sub-groups. The design effects tend to be slightly lower than for the full sample.

*Table 6.8 Child survey design factors by sub-group*

| | All | Limiting disability | BME | White | Male | Female |
|---|---|---|---|---|---|---|
| Arts - Whether done at least one arts activity outside of school in last 12 months (5-10s) | 1.30 | 1.43 | 1.41 | 1.21 | 1.25 | 1.32 |
| Libraries - Whether visited in last week (5-10s) | 1.34 | 1.39 | 1.17 | 1.31 | 1.56 | 1.17 |
| Museums - Whether visited in last week (5-10s) | 1.09 | 0.90 | 1.11 | 1.14 | 0.99 | 1.24 |
| Heritage - Whether visited in last week (5-10s) | 1.26 | 1.37 | 1.32 | 1.21 | 1.24 | 1.18 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Sport - Whether done at least one sports activity outside of school in last 4 weeks (5-10s) | 1.37 | 1.49 | 1.34 | 1.30 | 1.36 | 1.33 |
| Arts - Whether done at least one arts activity in last 12 months (11-15s) | 0.96 | N/A | N/A | 0.96 | 0.98 | N/A |
| Libraries - Whether visited in last week (11-15s) | 1.20 | 0.92 | 1.37 | 1.11 | 1.23 | 1.14 |
| Archives - Whether visited in last week (11-15s) | 1.06 | 0.92 | 1.05 | 1.11 | 1.15 | 1.00 |
| Museums - Whether visited in last week (11-15s) | 1.20 | 1.16 | 1.25 | 1.16 | 1.31 | 1.06 |
| Heritage - Whether visited in last week (11-15s) | 1.05 | 0.98 | 1.19 | 0.99 | 1.14 | 0.99 |
| Sport - Whether done at least one sports activity in last 4 weeks (11-15s) | 1.17 | 1.31 | 1.13 | 1.15 | 1.12 | 0.18 |

# 7. Appendix

Documents to be ordered as noted in the report – will include:

A Interviewer Instructions

B Respondent letters
- B1 – Advance letter for longitudinal sample
- B2 – Advance letter for fresh sample
- B3 – Reissue letter
- B4 – Reissue letter (non-contacts)

C Respondent leaflets
- C1 – Advance letter for longitudinal sample
- C2 – Advance letter for fresh sample

D Address Contact Sheet
- D1A – Address Contact Sheet for longitudinal sample (short)
- D1B – Address Contact Sheet for longitudinal sample (long)
- D2 – Address Contact Sheet for fresh sample

E Parental Permission Card

F 2012/13 Adult questionnaire

G 2012/13 Additional adult dataset variables

H 2012/13 Child questionnaires
- H1 – 5-10 Child questionnaire
- H2 – 11-15 Child questionnaire

I 2012/13 Additional child dataset variables

J 2012/13 Codeframe documents
- J1 – 2012/13 Adult survey codeframes
- J2 –2012/13 Child survey codeframes