

**Project code:** CSWB  
**Sample No:** 41588-9  
**Survey period:** October to December 2010



## **Administration Report prepared by the National Foundation for Educational Research**

# **The Children's Society: National Survey of Children's Well-Being 2010**

<b>Contents:</b>	Project Outline
	Timetable
	Sampling
	Administration
	Response
	Sample tables

**Report by:** Jennie Jupp/Joanne Kelly  
**Date of Report:** January 2011

## Project Outline

In 2006, The Children's Society commissioned an independent inquiry into what makes a good childhood. To complement this work and to fill a gap in the research regarding young people's own views of their well-being, The Children's Society developed a survey of children's well-being in partnership with the University of York. This was administered during the first half of 2008 to just under 7,000 children and young people aged 10 to 15 years old in England.

This is the second wave of the well-being survey, which includes 8 and 9 year olds in year 4 as well as 10 to 15 year olds in years 6, 8 and 10.

## Timetable

Action	Date
Samples of schools drawn	13 <sup>th</sup> October 2010
E-mails to NFER's LA liaison contacts	14 <sup>th</sup> October 2010
Initial letters to Headteachers	15 <sup>th</sup> October 2010
Reminder letters to Headteachers	1 <sup>st</sup> November 2010
Recruitment telephoning	4 <sup>th</sup> November - 10 <sup>th</sup> November 2010
Letters to school contacts with login details	15 <sup>th</sup> November 2010
Survey Period	16 <sup>th</sup> November - 17 <sup>th</sup> December 2010
Reminder letters to school contacts	29 <sup>th</sup> November 2010
Second reminder letter to school contacts	6 <sup>th</sup> December 2010
Reminder telephoning	8 <sup>th</sup> December - 16 <sup>th</sup> December 2010
Initial interim data to The Children's Society	15 <sup>th</sup> December 2010
Survey data to The Children's Society	10 <sup>th</sup> January 2011

## Sampling

Two samples were drawn, one for primary schools, consisting of **240** schools, and another of **256** Secondary schools, to ensure all ages included in the survey were covered.

<b>Sample No.</b>	<b>No. of schools in sample</b>	<b>Approx required number of schools</b>	<b>No. of pupils to complete questionnaires</b>
41588	240	50	3,000
41589	256	38	3,000

These samples were drawn from the NFER's Register of Schools and Colleges. The Register contains comprehensive and up-to-date information about each school in England, including basic school information such as size, governance and location, as well as information about schools' overall levels of attainment. The Register is updated regularly using extracts from Edubase and other national data sets, along with live amendments triggered by our ongoing work with schools and colleges.

The samples were drawn from maintained and independent schools in England which had the required year groups. They were stratified by percentage of pupils eligible for free school meals, by school type and thirdly by Government Office Region. Tables 1 and 2 at the back of the report show the profile of the population of the schools and the distribution of those schools drawn.

The overall target completion for the survey was 6,000 pupils across the four year groups; our aim was to gain approximately 1,500 responses from each of years 4, 6, 8 and 10. Schools would be invited to participate with one class in each year group but if they preferred to involve more classes or the entire cohort that would be acceptable.

Tables 3 and 4 at the end of the report show the representation of the achieved samples compared to the population.

## Administration

### Questionnaires

Three questionnaires were prepared by The Children's Society; one for year 4 pupils, and two versions for years 6, 8, and 10. The two versions for the older age groups would be allocated to alternate schools. It was estimated that the year 4 questionnaire would take approximately 20-25 minutes, and the years 6, 8, and 10 questionnaires would take approximately 25-30 minutes to complete.

In one of the years 6, 8 and 10 questionnaires, The Children's Society wanted the statements within one question to be randomised, so that each pupil who accessed the online questionnaire would see these statements in a different order. This was implemented during the online set up stage.

## **Recruitment**

E-mails were sent to NFER's local authority (LA) contacts on 14<sup>th</sup> October to inform them of the study and to ask them if there were any issues to be aware of with their schools. Five schools were withdrawn at this stage on request by the LA contacts. Invitation letters to schools followed on 15<sup>th</sup> October, and a steady stream of schools agreed to participate. By the date for the reminder letter on 1<sup>st</sup> November, 32 schools had already agreed to participate. From early on, the number of year 8 pupils that were recruited exceeded the numbers in the other year groups, so when telephone reminding commenced on 4<sup>th</sup> November, the key emphasis was on increasing the number of schools who would offer pupils in years 4, 6 and 10.

Online implementation for all three questionnaires commenced on 5<sup>th</sup> November and was completed on 15<sup>th</sup> November. Once the questionnaires were live the letters were dispatched to schools on the same day.

At the point of initial dispatch on 15<sup>th</sup> November, 67 schools had agreed to participate, this included 42 primary schools, and 25 secondary schools. Following on from this, a further 23 primary schools and 7 secondary schools, agreed to participate and were sent access to the survey. Two weeks into the survey period, due to concerns over too few secondary schools participating and the rather high percentage of independent schools, all non-responding secondary schools were faxed inviting their participation once again. Following this, five further maintained secondary schools agreed to participate in the survey.

## **Reminding strategies**

The aim was to achieve 6,000 completed responses distributed evenly across the year groups. Pupils were to be asked to complete the online questionnaire during their classes.

Letters for parents were sent with letters to schools. These letters informed parents of the survey and allowed them to withdraw their children if they wished to do so. Parents were asked to respond to the schools within three days if they did not wish for their children to participate. Because of this responses were understandably slow to begin with, and only 28 questionnaires had been completed by 19<sup>th</sup> November, four days after the login details had been sent to schools.

Reminder letters were sent to schools on 29<sup>th</sup> November (excluding schools that had been recruited after the initial despatch), with a second reminder letter despatched to all schools who had been sent login details on 6<sup>th</sup> December. Any schools that agreed to take part after the start of the survey period were incorporated and reminders were staggered for those schools.

There were concerns about the response rate, and on 3<sup>rd</sup> December, halfway through the survey period, the overall rate of completion was only 13 per cent of the target. Following this, along with telephone reminding to schools that had agreed to participate, all schools that had not replied to our invitation to participate in the survey were reminded via fax, with information on how to login, along with a copy of the parent letter, for them to distribute to parents prior to the pupils carrying out the questionnaire.

A week later on 10<sup>th</sup> December, the response rate had risen but was still short of the target. It had become apparent through the telephoning and communicating with participating schools, that a good number had planned to do the survey with their pupils in the last week of the survey period. Throughout this final week, telephone reminding was carried out to all schools that had agreed to participate. During this final week daily response rates were provided to The Children's Society, with a rapid increase demonstrated throughout the week. However, the final response rate was still about 40 per cent off the target on 17<sup>th</sup> December. This was the last day of term for most schools.

Following the end of the survey period the low response was discussed with colleagues at The Children's Society. It was agreed that this interim data would be cleaned and passed to them, as agreed on 10<sup>th</sup> January 2011. However, schools would be approached once again in January to request that they considered participating in the survey during the Spring term. The survey period will be extended until Friday 28<sup>th</sup> January 2011.

The response rate was sadly very poor and we think that the closeness to the end of term and the bad weather which caused the closure of many schools contributed to this. All efforts will be made during January to increase the responses to the required numbers.

## **Data**

The Children's Society requested that interim data be provided in order to preview how the final dataset should be presented to them. This data was cleaned and provided via the secure NFER portal on 9<sup>th</sup> December.

Further survey data has been prepared for The Children's Society and was uploaded to the NFER secure portal on Monday 10<sup>th</sup> January 2011.

The Children's Society asked that we sought permission from schools to pass on their contact details in the event that they may wish to be contacted for future surveys. Schools agreed to this and data on these schools was provided on 10<sup>th</sup> January 2011.

Once The Children's Society have cleaned the data they will return it to the NFER, in the same format that it was delivered to them. NFER statisticians will prepare feedback for delivery to all participating schools.

## Response

### Response by schools

	<b>41588</b>	<b>41589</b>
	<b>Primary</b>	<b>Secondary</b>
Schools drawn in sample	240	256
Recently closed/merged schools	11	11
Schools withdrawn by LA	3	2
Schools sent invitation letter	232	243
Schools withdrawn at invitation stage	44	55
Schools with no reply	117	151
Schools sent questionnaire login details to	65	37
Schools withdrawn at questionnaire stage	4	2
<b>Total schools completing questionnaires</b>	<b>54</b>	<b>26</b>
Target number of school to participate	50	38

### Responses by pupils

<b>Withdrawal reason</b>	<b>Target pupil numbers</b>	<b>No. of pupils offered</b>	<b>No. of pupils completing questionnaires</b>
Year 4	1500	1624	987
Year 6	1500	1618	1107
Years 8 & 10	3000	4830	1581
<b>Total</b>	<b>6000</b>	<b>8072</b>	<b>3675</b>

### Reasons for withdrawal at invitation stage

Withdrawal reason	Sample 41588	Sample 41589
	Primary	Secondary
Unable to help/No reason given	21	25
No time/pressure of work/staff commitments	15	11
Inspection	0	3
Staff or Headteacher illness/changes/shortage	2	0
School special problems/re-organisation/closed	0	1
Too many requests for help/involved in other projects	1	6
Too few or no suitable pupils	2	0
Not appropriate/irrelevant	0	1
School does not participate in surveys	3	7
<b>Total</b>	<b>44</b>	<b>54</b>

### Reasons for withdrawal during survey period

Withdrawal reason	Sample 41588	Sample 41589
Unable to help/No reason given	1	0
No time/staff commitments	2	0
School special problems/re-organisation	1	1
Staff or Headteacher illness/changes/shortages	0	1
<b>Total</b>	<b>4</b>	<b>2</b>

# Drawn SAMPLE SUMMARY

Table 1

Sample Number: 41588 Primary Schools

		Population Satisfying Requirements		Selected in Sample	
		No.	%	No.	%
<b>Total</b>		<b>15059</b>	<b>100.00%</b>	<b>240</b>	<b>100.00%</b>
% pupils eligible for FSM	missing	1200	8.00%	19	7.90%
	Lowest 20%	2797	18.60%	45	18.80%
	2nd lowest 20%	2785	18.50%	44	18.30%
	Middle 20%	2720	18.10%	43	17.90%
	2nd highest 20%	2726	18.10%	44	18.30%
	Highest 20%	2831	18.80%	45	18.80%
Primary school type	Primary/Combined	12431	82.50%	198	82.50%
	Junior	1389	9.20%	23	9.60%
	Middle	39	0.30%		
	Independent schools	1200	8.00%	19	7.90%
Government Office Region	North East	710	4.70%	11	4.60%
	North West/Merseyside	2394	15.90%	38	15.80%
	Yorkshire & The Humber	1642	10.90%	26	10.80%
	East Midlands	1409	9.40%	25	10.40%
	West Midlands	1577	10.50%	25	10.40%
	Eastern	1538	10.20%	22	9.20%
	London	1848	12.30%	31	12.90%
	South East	2274	15.10%	33	13.80%
	South West	1667	11.10%	29	12.10%
	Independent School	1200	8.00%	19	7.90%
School governance	Community School	8264	54.90%	126	52.50%
	Foundation School	299	2.00%	4	1.70%
	Voluntary Aided School	3315	22.00%	55	22.90%
	Voluntary Controlled School	1981	13.20%	36	15.00%
	North	4746	31.50%	75	31.30%
	Midlands	4524	30.00%	72	30.00%
Region	South	5789	38.40%	93	38.80%



**Drawn SAMPLE SUMMARY**

**Table 2**

**Sample Number: 41589 Secondary Schools**

		Population Satisfying Requirements		Selected in Sample	
		No.	%	No.	%
Total		<b>3542</b>	<b>100.00%</b>	<b>256</b>	<b>100.00%</b>
% pupils eligible for FSM	missing	717	20.20%	52	20.30%
	Lowest 20%	388	11.00%	28	10.90%
	2nd lowest 20%	674	19.00%	48	18.80%
	Middle 20%	708	20.00%	52	20.30%
	2nd highest 20%	624	17.60%	45	17.60%
	Highest 20%	431	12.20%	31	12.10%
Secondary school type	Middle	6	0.20%	1	0.40%
	Comprehensive to 16	1075	30.40%	79	30.90%
	Comprehensive to 18	1343	37.90%	98	38.30%
	Other Secondary schools	162	4.60%	10	3.90%
	Grammar	163	4.60%	12	4.70%
	Independent schools	717	20.20%	52	20.30%
	Other type	76	2.10%	4	1.60%
Government Office Region	North East	154	4.30%	12	4.70%
	North West/Merseyside	509	14.40%	37	14.50%
	Yorkshire & The Humber	340	9.60%	24	9.40%
	East Midlands	271	7.70%	18	7.00%
	West Midlands	402	11.30%	29	11.30%
	Eastern	373	10.50%	27	10.50%
	London	534	15.10%	40	15.60%
	South East	607	17.10%	45	17.60%
	South West	352	9.90%	24	9.40%
School Governance	Academies	75	2.10%	4	1.60%
	City Technology College	2	0.10%		
	Independent School	717	20.20%	52	20.30%
	Community School	1645	46.40%	118	46.10%
	Foundation School	528	14.90%	34	13.30%
	Voluntary Aided School	500	14.10%	41	16.00%
	Voluntary Controlled School	75	2.10%	7	2.70%
Region	North	1003	28.30%	73	28.50%
	Midlands	1046	29.50%	74	28.90%
	South	1493	42.20%	109	42.60%

**Table 3 : Sample representation - Representation of Achieved Primary School Sample**

		Schools				Numbers of pupils in different school types (Y4 and Y6)			
		0 Responding		1 Population		0 Responding		1 Population	
		Frequency	Col %	Frequency	Col %	Frequency	Col %	Frequency	Col %
Government Office Region	1 North East	1	1.9%	710	4.7%	32	1.5%	48832	4.3%
	2 North West/Merseyside	6	11.1%	2394	15.9%	138	6.6%	161517	14.3%
	3 Yorkshire & The Humber	5	9.3%	1642	10.9%	236	11.3%	117055	10.4%
	4 East Midlands	7	13.0%	1409	9.4%	328	15.7%	96905	8.6%
	5 West Midlands	10	18.5%	1577	10.5%	283	13.5%	122424	10.9%
	6 Eastern	4	7.4%	1538	10.2%	166	7.9%	113283	10.0%
	7 London	7	13.0%	1848	12.3%	341	16.3%	173696	15.4%
	8 South East	8	14.8%	2274	15.1%	370	17.7%	187656	16.6%
	9 South West	6	11.1%	1667	11.1%	200	9.6%	106602	9.5%
Total		54	100.0%	15059	100.0%	2094	100.0%	1127970	100.0%
% pupils eligible for FSM	1 Lowest 20%	8	14.8%	2797	18.6%	268	12.8%	182799	16.2%
	2 2nd lowest 20%	12	22.2%	2785	18.5%	420	20.1%	205210	18.2%
	3 Middle 20%	10	18.5%	2720	18.1%	478	22.8%	221160	19.6%
	4 2nd highest 20%	10	18.5%	2726	18.1%	416	19.9%	225866	20.0%
	5 Highest 20%	11	20.4%	2831	18.8%	448	21.4%	224556	19.9%
	99 Missing	3	5.6%	1200	8.0%	64	3.1%	68379	6.1%
Total		54	100.0%	15059	100.0%	2094	100.0%	1127970	100.0%
Primary school type	2 Primary/Combined	44	81.5%	12431	82.5%	1593	76.1%	855648	75.9%
	3 Junior	7	13.0%	1389	9.2%	437	20.9%	197235	17.5%
	4 Middle			39	.3%			6708	.6%
	5 Independent schools	3	5.6%	1200	8.0%	64	3.1%	68379	6.1%
Total		54	100.0%	15059	100.0%	2094	100.0%	1127970	100.0%

**Table 4: Sample representation - Representation of Achieved Secondary School Sample**

		Schools				Numbers of pupils in different school types (Y8 and Y10)			
		0 Responding		1 Population		0 Responding		1 Population	
		Frequency	Col %	Frequency	Col %	Frequency	Col %	Frequency	Col %
Government Office Region	1 North East	1	3.7%	154	4.3%	13	.8%	50179	4.5%
	2 North West/Merseyside	4	14.8%	509	14.4%	214	13.5%	160801	14.5%
	3 Yorkshire & The Humber	1	3.7%	340	9.6%	12	.8%	117352	10.6%
	4 East Midlands	2	7.4%	271	7.7%	120	7.6%	86786	7.8%
	5 West Midlands	5	18.5%	402	11.3%	188	11.9%	122120	11.0%
	6 Eastern	2	7.4%	373	10.5%	79	5.0%	116015	10.5%
	7 London	5	18.5%	534	15.1%	626	39.6%	161767	14.6%
	8 South East	5	18.5%	607	17.1%	272	17.2%	182984	16.5%
	9 South West	2	7.4%	352	9.9%	57	3.6%	110448	10.0%
Total		27	100.0%	3542	100.0%	1581	100.0%	1108452	100.0%
% pupils eligible for FSM	1 Lowest 20%	3	11.1%	388	11.0%	166	10.5%	137808	12.4%
	2 2nd lowest 20%	5	18.5%	674	19.0%	328	20.7%	263186	23.7%
	3 Middle 20%	4	14.8%	708	20.0%	328	20.7%	266634	24.1%
	4 2nd highest 20%	4	14.8%	624	17.6%	286	18.1%	220830	19.9%
	5 Highest 20%	3	11.1%	431	12.2%	103	6.5%	143936	13.0%
	99 Missing	8	29.6%	717	20.2%	370	23.4%	76058	6.9%
Total		27	100.0%	3542	100.0%	1581	100.0%	1108452	100.0%
Secondary school type	1 Middle	1	3.7%	6	.2%	24	1.5%	2019	.2%
	2 Comprehensive to 16	9	33.3%	1075	30.4%	549	34.7%	373568	33.7%
	3 Comprehensive to 18	7	25.9%	1343	37.9%	443	28.0%	536717	48.4%
	4 Other Secondary schools	2	7.4%	162	4.6%	195	12.3%	50411	4.5%
	5 Grammar			163	4.6%			44681	4.0%
	6 Independent schools	8	29.6%	717	20.2%	370	23.4%	76058	6.9%
	9 Other type			76	2.1%			24998	2.3%
Total		27	100.0%	3542	100.0%	1581	100.0%	1108452	100.0%