



Department  
for Education

# Technical Report for Winter 2019 School Snapshot Survey

Technical report

July 2020

IFF Research



Government  
Social Research

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## Overview

The School Snapshot survey has been conducted bi-annually since Winter 2017, with the aim of improving understanding of the opinions of leaders and teachers in primary and secondary schools on a range of educational topics.

This technical report discusses the methodology used for the Winter 2019 School Snapshot Survey, the fifth wave of the survey.

This wave comprised surveys with 802 school leaders and 1,013 classroom teachers. Both groups could undertake the survey online or over the phone. As shown below, nearly all surveys with leaders were conducted over the telephone while most teacher surveys were conducted online. Fieldwork for both strands commenced on 4 November 2019 and finished on 20 December 2019.

**Table 1. Completed surveys by mode**

	Teachers		Leaders	
	Online	Telephone	Online	Telephone
<b>Completes</b>	710	303	3	799

## Cognitive testing

Cognitive testing was undertaken between 10 September 2019 and 2 October 2019 to ascertain how professionals working in the education sector understood proposed questions for the Winter 2019 survey. Twelve cognitive surveys were carried out over the phone, with respondents going through each proposed question and then sharing their views on each question. These views were then used to refine the questions for leaders and teachers. The table below illustrates the spread of surveys across the key secondary/primary and leader/teacher sample groups:

**Table 2. Cognitive testing surveys**

	Primary	Secondary	Total
Leader	3	3	6
Teacher	3	3	6
<b>Total</b>	<b>6</b>	<b>6</b>	<b>12</b>

## Pilot testing

Prior to the main fieldwork, a pilot of 11 leader and 10 teacher surveys was conducted by telephone and online from 14 October 2019 to 18 October 2019 to help further refine the questionnaire and assess overall survey length for each target group. As a result of the pilot a number of amendments were agreed with DfE.

**Table 3. Pilot surveys**

	Leader completes		Teacher completes	
	Telephone	Online	Telephone	Online
Primary	6	1	1	4
Secondary	3	1	2	3
<b>Total</b>	<b>9</b>	<b>2</b>	<b>3</b>	<b>7</b>

## Sampling

### Leaders

The target for the leader element of this survey was 800 surveys. To achieve this a sample of 1,666 schools was drawn from the 'Get Information about Schools' database. Ahead of fieldwork starting, each of 1,666 school leaders were sent a letter outlining the purpose of the survey (see Appendix A for a copy of the letter). A stratified sampling approach was taken for the selection of the 1,666 schools. A 4-cell sampling grid was used splitting schools by phase (primary/secondary) and by academy status (academy/non-academy). The aim for the survey was to achieve an even split in the number of surveys conducted between primary and secondary schools, and a representative split between academies and non-academies within each school phase. To achieve this, the following number of records was drawn, which took into account the lower response rate achieved in previous waves of the survey for secondary compared with primary schools (around 40% and 60% respectively).

**Table 4. Starting sample for the leader survey**

	Primary	Secondary
Academies	220	690
Non-academies	446	310
<b>Total</b>	<b>666</b>	<b>1,000</b>

In order to reduce the burden on schools, those that were invited to take part in the Summer 2019 Survey were excluded before the sample was drawn. Within each cell the sample was drawn on a '1 in n' basis from all eligible schools. Eligible schools were defined as those left after the following exclusions:

- Schools in Wales
- Phase of education: 16 plus institutions; nursery institutions; and not applicable codes were excluded
- Status of establishment: closed schools were excluded
- Type of establishment: excluded institutions that were not state primary or secondary; alternative provision schools (e.g. free school alternative provision, academy alternative provision, pupil referral units, independent special schools and free school special school)
- Those that were invited to take part in the previous wave (Summer 2019).

## **Teachers**

The teacher element had a target of 1,000 achieved surveys. The sample for this element was obtained through asking schools to provide details of teachers to participate, a form of clustered random sample. All schools in the sample drawn for the leaders' survey were asked to provide contact details and an additional boost sample of 293 schools (split almost evenly between primary and secondary schools) were also asked to provide contact details.

In total, 1,579 teacher details were collected from schools (766 primary school teachers and 813 secondary school teachers). Of these, 1,111 details were collected over the telephone and 468 were entered by the school directly into the online portal.

The teacher survey was then conducted as an attempted census of all those for whom contact details were provided. All nominated teachers were initially invited to complete the survey online and then followed-up by telephone to boost the response rate.

### ***Schools drawn for main survey sample***

Each school that was drawn for the leaders' survey was asked to provide contact details (e-mail addresses and telephone numbers) for three teachers (excluding teaching assistants). These details could be entered into an online portal or collected over the telephone. To achieve a sample with a spread of teachers:

- Primary heads were asked to provide either two reception/KS1 teachers and one KS2 teacher, or one reception/KS1 teacher and two KS2 teachers (schools were selected at random between these two options);

- Secondary heads were asked to provide teachers from three specified subjects (allocated to be maths, English, science, humanities/RS/Citizenship, MFL, IT/technology, music/art/design or PE).

### **Schools drawn for teacher detail boost**

In the Winter 2019 wave, an additional boost sample of 293 schools was drawn to pilot whether asking for specific, named teachers at a school (named sample) instead of asking for schools to nominate three teachers of their choice (unnamed sample) impacts on the response rates of collecting teacher details. The named sample was provided by the DfE through the school workforce census data. The named sample approach was used for 143 of the 293 schools, and the unnamed approach for 150.

As with the schools drawn for the main survey sample, advance letters were sent to each school. In the letter there was a link where the schools could enter the details of the teachers into an online portal. From the 5<sup>th</sup> of November until mid-December schools were phoned that had not yet responded via the online portal to ask them to provide the contact details over the phone.

The proportion of teacher details received from the named schools and unnamed schools was about the same; 39% of the teachers requested from named sample schools were supplied, compared with 35% of the teachers requested from unnamed sample schools. This suggests that there are no major concerns in changing the teacher sample building methods from a ‘schools nominate teachers of their choice’ approach to an approach where schools are asked to provide details for specific teachers selected from the school workforce census. Further if future School Snapshot Surveys can link participants to the school workforce census data, this might eliminate the need to ask all of the demographic questions, and consequently reduce the length of the School Snapshot Survey for future participants.

**Table 5. Proportion of teacher details collected by sample type**

	Mailout size	No. teacher details provided online	No. teacher details provided over the phone	Total no. teacher details provided	Response rate at teacher details level (%)
<b>Named sample</b>	429 teacher details requested	68	98	166	39%
<b>Unnamed sample</b>	450 teacher details requested	51	107	158	35%

While using named or unnamed sample does not greatly impact on the overall proportion of teacher details collected, at the school level the response rate does vary. Schools that were asked to provide specific teacher details (named sample) were more likely to respond to the request with details of at least one teacher than schools who were asked to nominate three teachers of their choice (unnamed sample) (52% vs 34% school response rate). However, schools that were asked to nominate teachers of their choice (unnamed sample) were more likely to provide details for three teachers than schools that were asked to provide details for three named teachers. This aligns with the feedback received from interviewers who mentioned that schools in the named sample did not always have all three of the named teachers still working at their school. A contributory factor is that the school census data that was used was collected at the start of the previous academic year. This may be less of an issue for Summer waves as these can utilise current academic year data.

**Table 6. School response rate by sample type**

	<b>Mailout size</b>	<b>No. schools provided details online</b>	<b>No. schools provided details over the phone</b>	<b>Total no. schools that provided any teacher details over the phone</b>	<b>Response rate at school level (%)</b>
<b>Named Sample</b>	143 schools	30	44	74	52%
<b>Unnamed sample</b>	150 schools	18	33	51	34%

## Response rate

The following tables show the response rates for leaders and teachers by their school phase (primary or secondary) and the academy status of their school. This section also shows the breakdown of the types of leaders that completed the survey.

**Table 7. Response rate by key group**

	Leaders		Teachers	
	Primary	Secondary	Primary	Secondary
Starting sample	666	1,000	766	813
Complete surveys	401	401	519	494
Response rate	<b>60%</b>	<b>40%</b>	<b>68%</b>	<b>61%</b>

**Table 8. Response rate by academy status**

	Leaders		Teachers	
	Academy	Non-academy	Academy	Non-academy
Sample size	910	756	858	721
Completes surveys	408	394	542	471
Response rate	<b>45%</b>	<b>52%</b>	<b>63%</b>	<b>65%</b>

## School leader job titles

Table 9 shows the job titles of the leaders surveyed. Two-thirds were Headteachers (68%) and 9 in 10 (90%) were Headteachers or Deputy Headteachers.

**Table 9. Completed surveys by type of leader**

	Job role	
	Frequency	Proportion
Headteacher	541	68%
Deputy Headteacher	178	22%
Assistant Headteacher	48	6%
Leading Practitioner	2	<0.5%
Other	33	4%
<b>Total</b>	<b>802</b>	<b>100%</b>

## Weighting

### School level weighting

At the analysis stage, the school-level/leaders' data was grossed up to the overall population of schools. This process corrects for the over-sampling of secondary schools (relative to the proportion of the population that they represent) so that the findings can be interpreted as being representative of all (in scope) state-funded schools.

The population data for weighting was drawn from GIAS. The following population figures were used:

**Table 10. Population data (from Get Information about Schools)**

Number of schools	Primary <sup>1</sup>	Secondary <sup>2</sup>	Grand Total
Academy converter	1,701	1,293	2,994
Academy sponsor led	875	514	1,389
Community school	6,025	357	6,382
Foundation school	557	177	734
Free schools	100	108	208
Voluntary aided school	2,660	228	2,888
Voluntary controlled school	1,722	30	1,752
Studio school	0	13	13
Technical college	0	23	23
<b>Grand Total</b>	<b>13,640</b>	<b>2,743</b>	<b>16,383</b>

<sup>1</sup> Includes middle deemed primary schools.

<sup>2</sup> Includes all through and middle deemed secondary schools.

**Table 11. Achieved surveys (unweighted)**

Number of schools	Primary	Secondary	Total
Academy converter	107	174	281
Academy sponsor led	29	98	127
Community school	150	40	190
Foundation school	15	25	40
Free schools	4	24	28
Voluntary aided school	54	23	77
Voluntary controlled school	42	3	45
Studio school	0	5	5
Technical college	0	9	9
<b>Total</b>	<b>401</b>	<b>401</b>	<b>802</b>

**Table 12. Grossing factors by cell**

Number of schools	Primary	Secondary
Academy converter	15.9	7.4
Academy sponsor led	30.2	5.2
Community school	40.2	8.9
Foundation school	37.1	7.1
Free schools	25.0	4.5
Voluntary aided school	49.3	9.9
Voluntary controlled school	41.0	10.0
Studio school		2.6
Technical college		2.6

## Teachers / individual weighting

For the analysis on a teacher base, the responses from leaders and classroom teachers were combined and weighted together to the overall population of teachers. The population data for the teachers weighting was taken from the Schools Workforce Census.<sup>3</sup> The available SWFC population data remained unchanged since the Summer 2019 survey.

The calculations for this element of the weighting are shown in the table below:

**Table 13. Population data (from Schools Workforce Census)**

	Classroom teachers	School leaders	Total
Primary	206,311	42,024	248,335
Secondary	195,876	23,365	219,241
<b>Total</b>	<b>402,187</b>	<b>65,389</b>	<b>467,576</b>

**Table 14. Achieved surveys (unweighted)**

	Classroom teachers	School leaders	Total
Primary	519	401	920
Secondary	494	401	895
<b>Total</b>	<b>1,013</b>	<b>802</b>	<b>1,815</b>

**Table 15. Weights applied**

	Classroom teachers	School leaders
Primary	1.543	0.406
Secondary	1.538	0.227

## Changes over time

The Department is looking to track changes in leaders' and teachers' opinions of various topics over time and consequently some of the questions included in the School Snapshot Survey repeat those asked in the Teacher Voice Omnibus.<sup>4</sup> Participants for the Teacher Voice Omnibus were contacted from the NFER Teacher Voice Panel of practising leaders and teachers, whereas the School Snapshot Survey utilises a random sampling approach to selecting schools. This difference in sampling methodology means that caution should be taken if comparing results from questions that appear across the two surveys – there is just one comparison made in this Winter 2019 report, but previous Teacher Voice Omnibus reports can be found alongside School Snapshot Survey reports on the gov.uk website.<sup>5</sup>

As the Winter 2019 Survey is the fifth wave of the School Snapshot Survey, for some questions we have been able to compare the current results with responses collected from the Winter 2017, Summer 2018, Winter 2018 or Summer 2019 waves of the School Snapshot Survey.<sup>6</sup> These 'within School Snapshot' comparisons can be done with relative confidence as the same random sampling methodology has been used for selecting schools.

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<sup>4</sup> <https://www.gov.uk/government/publications/teacher-voice-omnibus-march-2018-survey>

<sup>5</sup> <https://www.gov.uk/government/collections/nfer-teacher-voice-omnibus>

<sup>6</sup> <https://www.gov.uk/government/collections/nfer-teacher-voice-omnibus>

# Appendix A. Advance letter for school leaders invited to do survey



Department  
for Education

ID: <ID>

Dear <CONTACT>,

## Wave 5 of the School Snapshot Survey

The Department for Education (DfE) has commissioned IFF Research, an independent research agency, to administer a survey exploring the views of professionals working in education on a number of topical issues. This study will help DfE understand the range and depth of experiences and views among those working across education. The survey explores issues such as **career progression opportunities, SEND, mental health and knife crime**.

**We would like to request your assistance in this research.** This would involve two key elements:

- We would like to conduct a **telephone survey interview** with you or another School Leader. This would last around 25 minutes and can be arranged at a time that is convenient to you.
- Before then, we would like you to **nominate 3 classroom teachers** that we will then invite to provide their views via an online survey.

One of our researchers will be in touch over the next few weeks to arrange a telephone interview with you.

To provide us with details of classroom teachers we would be very grateful if you or another member of staff could log on to this website: [www.iffresearch.com/schoolsnapshotsurvey](http://www.iffresearch.com/schoolsnapshotsurvey) and provide us with work e-mail addresses (and also telephone numbers where possible) for:

- <TEACHTYPE1> (e.g. English teacher)
- <TEACHTYPE2> (e.g. Modern foreign languages teacher)
- <TEACHTYPE3> (e.g. Music teacher)

If your school does not have one or more of these types of teacher, we'd still like to hear from your school. You can decide which teachers to provide contact information for. Ideally, these teachers should include a mix by gender and number of years of teaching experience.

When you log-on to the website you will be asked to provide the ID number at the top right-hand side of this letter as an access code.

You can access the link as many times as you need to. We may also ask for this information over the phone when we call to arrange a telephone interview, so please inform your schools' receptionist that we will be asking for this information.

Please be reassured that the findings are strictly confidential. Your personal details and those of your school will not be shared with anyone outside of IFF Research. The research is being conducted strictly in accordance with the Market Research Society Code of Conduct, and any information you provide will be handled securely in line with the UK Data Protection Act and the EU General Data Protection Regulation (GDPR). Unless express permission is given by you, your name and contact details will be deleted 6 months after completion of this project. You have a right to have a copy of your data, change your data, or withdraw from the research at any point. If you'd like to do this, please visit our website at: [iffresearch.com/gdpr](http://iffresearch.com/gdpr).

If you have any questions about the research, please contact Louisa Pakenham-Walsh on 020 7250 3035 or email [schoolsnapshotsurvey@iffresearch.com](mailto:schoolsnapshotsurvey@iffresearch.com). Alternatively, if you wish to discuss the research with DfE, our contact is Toby Heffernan ([Toby.HEFFERNAN@education.gov.uk](mailto:Toby.HEFFERNAN@education.gov.uk)). We very much hope you will be able to contribute to the research.

*Louisa Pakenham-Walsh*

Lorna Adams,

Director, IFF Research

## Appendix B. Advance letter for school leaders to provide unnamed teacher details



Department  
for Education

ID: <ID>

Dear <CONTACT>,

### Wave 5 of the School Snapshot Survey

The Department for Education (DfE) has commissioned IFF Research, an independent research agency, to administer a survey exploring the views of professionals working in education on a number of topical issues. This study will help DfE understand the range and depth of experiences and views among those working across education. The survey explores issues such as **career progression opportunities, SEND, mental health and knife crime**.

**We would like to request your assistance in this research.** We would like you to **nominate 3 classroom teachers** that we will then invite to provide their views via an online survey.

To provide us with details of classroom teachers we would be very grateful if you or another member of staff could log on to this website: [www.iffresearch.com/schoolsnapshotsurvey](http://www.iffresearch.com/schoolsnapshotsurvey) and provide us with work e-mail addresses (and also telephone numbers where possible) for:

- <TEACHTYPE1> (e.g. English teacher)
- <TEACHTYPE2> (e.g. Modern foreign languages teacher)
- <TEACHTYPE3> (e.g. Music teacher)

If your school does not have one or more of these types of teacher, we'd still like to hear from your school. You can decide which teachers to provide contact information for. Ideally, these teachers should include a mix by gender and number of years of teaching experience.

When you log-on to the website you will be asked to provide the ID number at the top right-hand side of this letter as an access code. You can access the link as many times as you need to.

Please be reassured that the findings are strictly confidential. Your personal details and those of your school and teachers will not be shared with anyone outside of IFF Research. The research is being conducted strictly in accordance with the Market Research Society Code of Conduct, and any information you provide will be handled securely in line with the UK Data Protection Act and the EU General Data Protection Regulation (GDPR). Participating in the research is voluntary and you can withdraw at any time without repercussions. Unless express permission is given, all names and contact details will be deleted 6 months after completion of this project. You have a right to have a copy of your data, change your data, or withdraw from the research at any point. If you'd like to do this, or want and more information on data protection, please visit our website at: [iffresearch.com/gdpr](http://iffresearch.com/gdpr).

If you have any questions about the research, please contact Louisa Pakenham-Walsh on 020 7250 3035 or email [schoolsnapshotsurvey@iffresearch.com](mailto:schoolsnapshotsurvey@iffresearch.com). Alternatively, if you wish to discuss the research with DfE, our contact is Toby Heffernan ([Toby.HEFFERNAN@education.gov.uk](mailto:Toby.HEFFERNAN@education.gov.uk)).

We very much hope you will be able to contribute to the research.

Kind Regards,



Lorna Adams,

Director, IFF Research

## Appendix C. Advance letter for school leaders to provide named teacher details



Department  
for Education

ID: <ID>

Dear <CONTACT>,

### Wave 5 of the School Snapshot Survey

The Department for Education (DfE) has commissioned IFF Research, an independent research agency, to administer a survey exploring the views of professionals working in education on a number of topical issues. This study will help DfE understand the range and depth of experiences and views among those working across education. The survey explores issues such as **career progression opportunities, SEND, mental health and knife crime**.

**We would like to request your assistance in this research.** We would like to invite **3 classroom teachers** from your school to provide their views via an online survey. We want to talk with a mix of teachers and these 3 teachers were selected at random.

To provide us with the contact details of classroom teachers we would be very grateful if you or another member of staff could log on to this website: [www.iffresearch.com/schoolsnapshotsurvey](http://www.iffresearch.com/schoolsnapshotsurvey) and provide us with work e-mail addresses (and also telephone numbers where possible) for:

- <TEACHNAME1> (e.g. Mrs Emma Moselen)
- <TEACHNAME2> (e.g. Mr Jonnie Felton)
- <TEACHNAME3> (e.g. Ms Julia Rennie)

When you log-on to the website you will be asked to provide the ID number at the top right-hand side of this letter as an access code. You can access the link as many times as you need to.

Please be reassured that the findings are strictly confidential. Your personal details and those of your school and teachers will not be shared with anyone outside of IFF Research. The research is being conducted strictly in accordance with the

Market Research Society Code of Conduct, and any information you provide will be handled securely in line with the UK Data Protection Act and the EU General Data Protection Regulation (GDPR). Participating in the research is voluntary and you can withdraw at any time without repercussions. Unless express permission is given, all names and contact details will be deleted 6 months after completion of this project. You have a right to have a copy of your data, change your data, or withdraw from the research at any point. If you'd like to do this, or want and more information on data protection, please visit our website at: [iffresearch.com/gdpr](http://iffresearch.com/gdpr).

If you have any questions about the research, please contact Louisa Pakenham-Walsh on 020 7250 3035 or email [schoolsnapshotsurvey@iffresearch.com](mailto:schoolsnapshotsurvey@iffresearch.com). Alternatively, if you wish to discuss the research with DfE, our contact is Toby Heffernan ([Toby.HEFFERNAN@education.gov.uk](mailto:Toby.HEFFERNAN@education.gov.uk)).

We very much hope you will be able to contribute to the research.

Kind Regards,

A handwritten signature in black ink that reads "Lorna Adams". The signature is written in a cursive style and is positioned to the left of a vertical line.

Lorna Adams,

Director, IFF Research

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