Ipsos MORI
Social Research Institute

Taking Part Year 14 (2018/19): Cross-sectional survey

Technical Report

Ipsos MORI

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Introduction

Background, including aims and objectives

Taking Part is the flagship survey of the Department for Digital, Culture, Media and Sport (DCMS). It collects data on many aspects of leisure, cultural and sporting participation in England, and these data are used to produce four key measures to assist the monitoring of the Department's performance. These are the percentage of adults in England who have:

- engaged with the arts;

- visited a heritage site;

- visited a museum or gallery; and

- used a public library service.

In addition, the survey also collects a wide range of other related data, covering:

- satisfaction and enjoyment with culture and sport;

- engagement with culture and sport whilst growing up;

- volunteering;

- digital skills and internet use;

- charitable donations;

- TV, radio and newspaper consumption; and

- public attitudes towards the First World War Centenary Commemorations.

Taking Part is mainly funded by DCMS, but it is also part funded by a number of the Department's partner organisations, these being Sport England, Historic England and the Arts Council England.

The cross-sectional survey

Taking Part was first commissioned in 2005 as an annual face-to-face household cross-sectional survey of 28,000 adults (aged 16+) in England. From 2006, a randomly selected child aged 11 to 15 was also interviewed in applicable households. In 2008/09, the child cross-sectional survey was broadened to cover 5 to 10 year olds, with data collected by proxy interviews with the responding adults.

Since Year 8 (2012/13), longitudinal data[1] have been collected to better understand the ways in which engagement with culture and sport changes at the individual level and how life events can help or hinder participation. The first analysis of

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[1] Year 8 was the first year that some respondents were re-interviewed so the Taking Part web panel contains some respondents interviewed for the first time in Year 7 (2011/12).

these data was published in July 2015. Since Year 12 (2016/17) longitudinal data have been collected online, with web panel members recruited at the end of the face-to-face cross-sectional survey.

In 2012 Taking Part was assessed against the standards set out in the Code of Practice for Official Statistics by the UK Statistics Authority and retained National Statistics status. The procedures used to gather and process the Taking Part data are compliant with the Code of Practice for Statistics.

Since Taking Part was first commissioned it has been running on a continuous basis. In March 2016, DCMS published *Taking Part: the next five years*[2] which set out the two main aims of the survey:

1. to provide robust time series data to monitor participation and the activity of the general population; and

2. to provide data which allow DCMS to understand the reasons for participation and behaviour change.

The 2018/19 survey is the fourteenth year of fieldwork.

Role of Ipsos MORI and NatCen Social Research

In December 2015, Ipsos MORI, in partnership with NatCen Social Research, won the Taking Part contract for the survey years 2016/17, 2017/18 and 2018/19, with the potential for an extension for a further two years. Ipsos MORI are the lead contractor in the consortium but Ipsos MORI and NatCen Social Research are very much equal partners in this endeavour.

There will be considerable changes to the Taking Part survey over this period, including modernisation of the way data are collected, updates to the questionnaire content and design of new products to help users access and analyse Taking Part data. Further detail about these changes can be found in *Taking Part: the next five years*. Having achieved a smooth transition from the previous contractor during Year 12 of Taking Part, our aim for Year 14 was to consolidate on our progress, following a number of significant improvements to the survey design and procedures made in Year 13.

This report covers the third year of our contract – the fourteenth year of face-to-face fieldwork covering 2018/19. As with Year 13, in Year 14 the aim of the face-to-face survey was to estimate the **proportion of people** taking part in leisure, cultural and sporting activities in England, by collecting data from a nationally representative cross-sectional sample of adults (16+), youths (aged 11-15) and children (aged 5-10). The web panel remained the vehicle used to identify the **reasons for changes** in adults, youth and child participation in leisure, cultural and sporting activities in England over time.

Ipsos MORI and NatCen Social Research each take responsibility for delivering half of the face-to-face fieldwork in any survey year. The other responsibilities of the Taking Part contract are divided between the organisations. Ipsos MORI are responsible for:

- sampling;

- weighting;

- questionnaire scripting; and

- web panel development and fieldwork.

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[2] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/511407/The_Future_of_Taking_Part_-_FINAL_29032016.pdf.

NatCen Social Research are responsible for:

- questionnaire development;

- questionnaire testing; and

- data processing and outputs.

Summary of outputs

A number of key outputs from the 2018/19 survey were produced. These are outlined below:

- **Three SPSS datasets**. These datasets were delivered to the Taking Part team at DCMS, of which two (edited versions) are being prepared for the UK Data Archive:

  - (for DCMS and the UK Data Archive) An adult cross-sectional dataset containing questionnaire data from interviewed adults (aged 16 or over) from the sample who were interviewed in 2018/19.

  - (for DCMS and the UK Data Archive) A child cross-sectional dataset containing questionnaire data from all youths and children (aged 5-15) from the sample who were interviewed in 2018/19.

  - (for DCMS) An interim adult cross-sectional dataset containing questionnaire data from interviewed adults (aged 16 or over) from the sample who were interviewed from 3 April 2018 to 30 September 2018.

- **Technical report:** Published on the Taking Part website, containing details of survey design, fieldwork, questionnaire development, the web panel recruitment and data processing.

- **Taking Part 2018/19 Quarter 2 statistical release.** Tables published on the Taking Part website for adults only (aged 16 or over), consisting of headline measures and time series for the arts, heritage, museums and galleries, libraries, archives, digital participation, the First World War Centenary Commemorations and well-being. A reports produced by DCMS was also published.

- **Taking Part 2018/19 Quarter 4 statistical release.** Tables published on the Taking Part website for adults (aged 16 or over) and children (aged 5-15), consisting of headline measures with demographic and area level breakdowns for the arts, heritage, museums and galleries, libraries, archives, internet use and social networking, volunteering and charitable giving and First World War. Reports produced by DCMS were also published.

Structure of the technical report

This report documents the technical aspects of the 2018/19 Taking Part face-to-face survey. The report is structured as follows:

- Chapter two provides a description of key features of the sample design.

- Chapter three focuses on the 2018/19 adult, youth and child questionnaires.

- Chapter four covers fieldwork including all fieldwork and management procedures and a summary of fieldwork performance.

- Chapter five covers data processing and outputs, including weighting.

The report has been written by members of the project team – Nicholas Gilby (Project Director, Ipsos MORI), Kevin Pickering (Head of Statistics, Ipsos MORI), Mari Toomse-Smith (Project Director, NatCen Social Research), Hannah Morgan (Senior researcher, NatCen Social Research) and Shane Howe (Researcher, NatCen Social Research).

Acknowledgements

Sample design

Introduction

Taking Part uses a random probability sampling methodology. As is common in high-quality face-to-face surveys of the general population, for Taking Part a multi-stage stratified sample is drawn to maximise precision while minimising cost.

Survey population

The population of interest were those living in private residential dwellings (that is, excluding communal establishments as defined by the 2011 Census[3]) in England.

In Year 14 (2018/19), the face-to-face data collection for Taking Part was designed to yield a representative cross-sectional sample of c8,100 adults aged 16+ who are normally resident in England, along with a representative sample of resident youths (aged 11-15) and children (aged 5- 10). This was the same as the design used for Year 13.

Sampling frame

The sample of addresses was selected from the small user Postcode Address File (PAF). This was the sampling frame that was used previously for Taking Part and is the standard for other high quality household surveys. The PAF is a list of nearly all private residential addresses in the UK and is the most comprehensive sample frame available. As the PAF lists addresses, not individuals, interviewers were required to randomly select respondents from among those eligible.

Selecting the Primary Sampling Units (PSUs)

Postcode sectors were used as the PSUs for Year 14. A list of all postcode sectors in England was drawn from the most up-to-date small user Postcode Address File (PAF) and all sectors containing fewer than 1,000 delivery points were combined with adjacent sectors, so that each combined sector contained at least 1,000 delivery points.

The Year 14 sample contained 720 PSUs, of which 684 comprised one postcode sector, 31 comprised two postcode sectors, and the remaining 5 comprised three, five, six, fourteen and seventeen postcode sectors. Prior to selection the list of (combined) postcode sectors was stratified by region, tertiles of higher qualification level and population density, both based on 2011 Census data. The PSUs were then sampled within region as a systematic sample with probability proportional to PAF delivery point count (see Table 2.1 for counts of PSUs sampled in each region).

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[3] A communal establishment is an establishment providing managed residential accommodation. 'Managed' in this context means full-time or part-time supervision of the accommodation. Please see https://www.ons.gov.uk/census/censustransformationprogramme/administrativedatacensusproject/glossary. It is normal practice to exclude communal establishments from household surveys due to the obstacles in drawing a sample and reaching the population living in communal establishments.

Sampling of Primary Sampling Units by region

From Year 13, PSUs have been sampled by region with the aim of achieving at least 750 interviews per region, while keeping the regional profile of the achieved sample as close to the population as possible. This was also the approach in Year 14. As in Year 13, the best available data[4] were used to estimate expected yield rates in each region to calculate the number of PSUs to sample in each region. Table 2.1 sets out the number of PSUs sampled by region for Year 14.

Allocation of Primary Sampling Units to sample month

Once selected, the 720 PSUs were randomly allocated to a quarter so that each quarter's allocation was nationally representative. This was done by systematically allocating the PSUs to groups of four using the same stratifiers and then randomly allocating to quarter within each group. A similar approach was used to allocate to month within quarter. Finally, the points were randomly allocated between NatCen and Ipsos MORI.

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[4] For Year 14 expected yield rates were based on data from Year 12 and Year 13 Quarter 1 and Quarter 2. In Year 13 expected yield rates were based on data from Year 12 Quarter 1.

Table 2.1 shows the number of PSUs issued in every sample month by former Government Office Region[5]:

Table 2.1: Number of primary sampling units issued by sample month by former Government Office Region

	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Total
2018										
Quarter 1										
April	5	8	6	5	7	6	8	9	6	60
May	6	7	6	6	5	7	8	9	6	60
June	5	8	6	5	6	7	8	9	6	60
Quarter 2										
July	6	7	6	6	5	6	9	9	6	60
August	5	9	5	5	7	6	7	10	6	60
September	5	8	6	5	6	7	8	9	6	60
Quarter 3										
October	6	8	5	5	7	6	8	9	6	60
November	5	8	6	6	5	7	8	9	6	60
December	5	8	6	5	6	6	8	10	6	60
2019										
Quarter 4										
January	5	8	6	5	6	7	8	9	6	60
February	6	7	6	5	7	5	9	9	6	60
March	5	8	6	6	5	7	8	9	6	60
Total	64	94	70	64	72	77	97	110	72	720

Selection of addresses

The number of addresses issued per PSU varied over the course of Year 13 to contain the cost of the face-to-face fieldwork within the available budget. At the time of sampling for Year 14, we had a good deal more information available about yield rates to inform our sampling design, than we had for Year 13. We decided that, for Year 14, within each PSU 24 addresses would be randomly selected intially from the list of addresses in that PSU, statified by postcode, to give a total issued sample size of 17,280. In Year 14 we did not need to issue any reserve sample.

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[5] Eight of the 720 PSUs contained addresses in two regions (because postcode sector boundaries are not coterminous with former Government Office Region boundaries). In Table 2.1 these ten PSUs have been classified according to the former Government Office Region most of the selected addresses were in.

Table 2.2 sets out the number of addresses issued by sample month by former Government Office Region.

Table 2.2: Number of addresses issued by sample month

	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Total
2018										
Quarter 1										
April	143	192	121	120	168	139	199	214	144	1,440
May	120	192	144	143	121	168	192	216	144	1,440
June	120	192	144	120	144	144	192	240	144	1,440
Quarter 2										
July	120	192	144	120	144	144	224	208	144	1,440
August	144	168	144	120	168	144	192	216	144	1,440
September	120	192	144	144	120	168	192	216	144	1,440
Quarter 3										
October	144	169	144	144	119	168	192	216	144	1,440
November	120	216	120	120	168	144	168	240	144	1,440
December	120	192	144	120	144	144	216	216	144	1,440
2019										
Quarter 4										
January	120	193	143	120	168	144	192	216	144	1,440
February	144	168	144	144	120	168	192	216	144	1,440
March	120	192	144	120	144	163	192	221	144	1,440
Total	1,535	2,258	1,680	1,535	1,728	1,838	2,343	2,635	1,728	17,280

Selection of individuals

The sampling of individuals at cross-sectional addresses followed the same procedures as Years 12 and 13. We continued to use electronic instruments for respondent selection in Year 14.

At each sampled address, interviewers established whether there was more than one dwelling unit. If there was, they entered a description of each dwelling unit into the Selection instrument and the computer then randomly selected one. Interviewers then made contact at the address and entered the names or initials of adults resident at the address into the Selection instrument and the computer then randomly selected one to be interviewed[6].

During the adult interview, information about the age and gender of other household members was collected, including the relationship of each household member to the adult respondent. Using this information, the computer randomly selected (if applicable):

- One resident child aged 5 to 10. Only children of the responding adult were eligible for selection. This was the same eligibility criteria used in previous years of Taking Part.

- One resident child aged 11 to 15. All resident children were eligible for selection, regardless of their relationship to the responding adult. This was the same eligibility criteria used in previous years of Taking Part.

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[6] Note that unlike in Year 11 and previous years of Taking Part, there was no random selection of households if there was more than one within the sampled dwelling unit. This situation occurs only very rarely, and including a stage for household selection in the Selection instrument would be very cumbersome. We instructed interviewers that if there was more than one household at the dwelling, for the purposes of selection they should treat all adults living in the dwelling as one household.

Questionnaire development and design

Overview of questionnaires

DCMS has strategic objectives which include maximising participation in social action, culture, sporting and physical activities, growing an economy that is creative, innovative and works for everyone and making our society safe fair and informed. Accordingly, the Taking Part survey questionnaires were designed to collect information on participation in leisure, cultural, sporting and digital activities. In Year 14 (2018/19), there were separate questionnaires designed for adults aged 16 and over, youths (aged 11-15) and children (aged 5-10).

This was the second survey year since Year 8 (2012/13) where face-to-face fieldwork comprised data collection from cross-sectional sample only (see the Sample design section of this report), following the transition of the collection of longitudinal data from the face-to-face survey to the web panel. As a result, only one version of the questionnaire was needed for each sample group.

The same questionnaires were used throughout the year, with some very minor changes.

Full documentation of the survey questionnaires will be published along with the survey data on the Taking Part pages on the website of the UK Data Archive, accompanied by a guide to changes made to the questionnaire since the Year 13 (2017/18) survey.

Questionnaire development

For the Year 14 survey, questionnaire development focused on two objectives: revising existing content to ensure that it met current and anticipated information needs, and developing questions to incorporate new areas of interest for DCMS. At all times, we ensured that, as far as possible, data were collected in a comparable fashion with previous years of the survey so as to enable the tracking of trends over time. The process focused on the adult interview, while content of the youth and child questionnaires remained substantially unchanged.

The number of changes to the adult questionnaire was small compared to the previous two years and mostly driven by DCMS's new information needs. The only structural change was to the heritage module which was split into two separate sections one concerning frequency of visits to heritage sites, with the other focusing on the most recent visit in order to improve accessibility and flow. Lastly amendments were made to the gender and marital status questions so the instrument was more inclusive.

In addition, the research team developed new individual questions based on suggestions from DCMS and their partner organisations: Arts Council England, Historic England and Sport England. This development was informed by cognitive testing of questions, which covered screening questions, reasons for visiting museums, galleries or heritage sites, and exploring respondents' experience of both sporting events, including eSports, and usage of social networking apps and websites.

The DCMS strategy for Taking Part is set out in *Taking Part: the next five years* (March 2016). This strategy proposed some degree of question rotation, so that some groups of questions would be included in alternate years. In Year 14, some questions included in the previous year were omitted for this reason: musical events and venues attended, involvement with volunteering at historic sites, and attitudes to arts and arts related activities.

An important consideration was the duration of the interview for different sample groups; the objective was an average of 40 minutes for adult respondents, which imposed limitations on the number of questions that could be asked.

The final version of the questionnaire was tested in the pilot (see the Fieldwork section of this report), and interviewers gave feedback about the revisions.

Overview of the structure of the questionnaires

The following sections summarise the coverage of each questionnaire. Full questionnaires and documentation of changes since the Year 13 survey will be published along with the survey data on the Taking Part pages on the website of the UK Data Archive.

Adult questionnaire

Household information

This section included information about the household and its inhabitants, including, for each person, their name, gender, age, relationship to the responding adult and marital status. The programme selected the adult and youth to be interviewed, and the identity of the child about whose activities the adult would be asked about. In Year 14 we changed the gender question for the respondent to a show screen question with an "other" category. For the other household members, we added an "other" code so that if respondents identified another household member as non-binary, this could be recorded. Guidance on using the new gender questions was provided in the briefings and also the interviewer instruction manual. In addition, "same-sex spouse" was added to the "wife / husband" category at the marital status question.

Socialisation

This section included questions about cultural and sporting activities which the respondent participated in during their childhood, defined as the ages of 11 to 15.

Free time activities, TV and computer games

This section comprised three questions covering a range of leisure activities not covered elsewhere in the questionnaire, questions about the types of TV programmes watched in the last 12 months and a question about how often the respondent played video games.

Arts participation

This section included three questions asking about participation in various arts activities in the last 12 months (regardless of whether participation took place within England). The questions included no more than 11 options each, grouped into similar kinds of activity, and the order in which these lists were presented was randomised. For each activity the respondent had done, follow-up questions asked whether this was done in their own time, as part of paid or voluntary work or study, and how often. For one of these activities, randomly selected, the respondent was asked to rate how much they enjoyed it.

The section included a follow-up question for respondents who had not taken part in any of the activities asked about, asking about their reasons for not participating in arts activities.

Arts attendance

This section followed a similar format to the arts participation section, asking about attendance at different types of arts events (regardless of whether attendance took place within England), with similar follow-up questions. It also included some questions about venues where the respondent had attended arts or music events, and the sort of musical performances respondents had been to see.

Libraries

Questions on libraries covered all use of library services (regardless of whether the libraries were in England), with visits, online use and other use asked about separately. The prevalence question was updated to ensure all types of library use were captured. The type of service used was asked about, as well as frequency of use, satisfaction, reasons for dissatisfaction, and reasons for not using libraries. Lastly a new question determining the length of time taken to reach the library was introduced.

Archives

Questions about archive use included a definition of an archive and covered archive visits only (not online archive use) (regardless of whether the archives were in England). Follow-up questions were similar to those asked about libraries.

Heritage

These questions were about visits to locations of historic interest, whether in England or not. The first set of follow-up questions asked about whether this was done in the respondent's own time, for paid or voluntary work or study, where the historic sites were located and the distance from their home.

The second set of follow-up questions asked about the most recent visit covering payment of entry fees, reasons for the visit, how long they spent at the site, their enjoyment.

Respondents were also asked whether they lived or worked in a building or area of historic interest, and whether they participated in metal detecting.

This section also included a follow-up question for those who had not visited a historic site which asked why they had not.

Museums and galleries

This section included similar questions about attendance at museums and galleries (regardless of whether the museums and galleries were in England), whether the distance to any museums or galleries visited is within an hour's journey, reason for their last visit, if they paid an entry fee, and whether they enjoyed their visit.

This section also included a follow-up question for those who had not attended a museum or gallery which asked why they had not.

Walking, cycling and sports participation

This section asked about different forms of physical activity, including walking and cycling, whether or not it took place in England, whether it took place in the last four weeks and frequency of participation. Additional questions were asked

about attendance at live sporting events, how many of these events required a ticket, and for non-ticketed events, how many events attended required payment.

Digital activities

This section asked questions on internet access from home or anywhere else, with a follow up question on internet access via different types of devices. Questions focused on the use of websites related to arts and cultural activities (including archives); creating and uploading content; and the use of social media for culturally-related purposes and sport.

Additional questions were asked about whether the respondent watched or played eSports (professionally organised computer or video games tournaments). Questions were asked about the respondent's use of social media applications or sites, with follow-up questions about reasons for use and frequency.

Volunteering and charitable giving

These sections asked about types of volunteering, specifically in the areas relevant to DCMS, and follow-up questions explored the frequency of volunteering, time spent doing so, and reasons for volunteering. Similar questions were asked about donating money to charities.

Community cohesion and belonging

This section investigated the attitudes of respondents to their local area and to Britain.

Attitudes to the arts and historic buildings

This section covered the attitudes of respondents to maintenance and care of historic building and places, including those within their local area.

News

This section asked about accessing news using different media: printed newspapers, apps and websites, television and radio.

First World War centenary commemorations

This section asked about awareness of and participation in activities to commemorate the Centenary of the First World War. Recall questions about specific events were focused on those from May 2016 and in Year 14 two commemorative events in 2018 were added (the Centenary of the appointment of Marshal Foch as Supreme Allied Commander and the Centenary of the Battle of Amiens). Respondents were asked about their attitude to commemorating the First World War Centenary, and their engagement with commemorative events and activities, and its impact on them.

Subjective well-being

This section comprised the four standardised well-being questions[7] developed by the Office for National Statistics.

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[7] These are the Personal Well-being (PWB) questions as they currently appear on the ONS Annual Population Survey. The Office for National Statistics (ONS) introduced these questions on the Annual Population Survey (APS) in April 2011. For further information, see https://gss.civilservice.gov.uk/wp-content/uploads/2016/03/Personal-Well-being-June-17-Pending-informing-SPSC.pdf.

Demographics

This covered personal information: educational qualifications, employment status, income, housing, health and disability, sexual orientation, ethnicity, national identity and religion.

Invitation to join the web panel

All respondents with internet access were asked to join the web-based panel. Consent was obtained verbally and, as in previous years, recorded by the interviewer at question WEB1. Contact details for the respondent, including their email address and telephone number, were also collected to facilitate web panel data collection. Those who refused were asked for the reason(s) and interviewers were asked to try and persuade respondents to re-consider in some situations.

Youth questionnaire

The youth questionnaire remained substantially unchanged from Year 13. Youth respondents (aged 11-15) were asked about their participation in cultural and sporting activity, both in school lessons and their spare time. The youth questionnaire did not change between quarters.

To aid recall, interviewers were provided with a 'life events' calendar, on which respondents could record significant events over the preceding 12 months. At the end of each youth interview, interviewers were asked if they had used the life events calendar during that interview. In Year 14, interviewers reported using the life events calendar in 14.4 per cent of youth interviews.

School and school year

This section asked about the respondent's school attendance and school year.

Screening questions

All respondents were asked a series of screening questions covering participation during the last 12 months in different types of activities. If the respondent had participated in any of the activities listed below, they were asked a series of follow-up questions, including frequency and whether the participation was during school lessons or during their spare time.

- Dance activities;

- Music activities;

- Theatre and drama activities;

- Reading and writing activities;

- Arts, crafts and design activities;

- Outdoor arts participation and attendance, for example, street arts, circus;

- Film and video activities;

- ▪ Radio activities;

- ▪ Computer-based activities;

- ▪ Libraries;

- ▪ Archives;

- ▪ Museums and galleries;

- ▪ Heritage (sites of historic interest).

The lists of activities used in the questions relating to participating in and attending arts activities were randomised for each respondent so that the same categories did not always appear at the top and bottom of the list.

Sport and physical activity

Respondents were given a show card and asked to identify which sports activities they had participated in during the last four weeks. Follow-up questions covered which activities took place during school lessons and which were carried out during their spare time, frequency of participation and which activities they enjoyed the most. Questions were also asked about swimming and cycling competency.

Well-being

A single question was asked of respondents, asking them to rate their level of happiness on a scale of 1 to 10.

Demographics

Background information about health and ethnicity was collected from respondents, and interviewers confirmed their date of birth and full name.

Invitation to join the web panel

All respondents were asked, subject to parental consent, to join the web-based panel. Verbal consent was sought firstly from a legal parent or guardian (as in previous years the name of the individual consenting was recorded by the interviewer). and then from the respondent. Contact details for the respondent, including their email address and telephone number, were also collected to facilitate web panel data collection. Those who refused were asked for the reason(s) and interviewers were asked to try and persuade respondents to re-consider in some situations.

National Pupil Database linkage

Verbal consent was sought, firstly from the parent or legal guardian (as in previous years the name of the individual consenting was recorded by the interviewer) and then the respondent, to use the respondent's personal information to link National Pupil Database (NPD) records to their survey data. Respondents and the consenting parent or guardian were given a handout containing their reference number, with information about NPD linkage and details of who to contact to opt out of the linkage.

Child questionnaire

The child questionnaire was similar to the youth questionnaire and remained substantially unchanged from Year 13.

Adult respondents who were parents or guardians of resident children aged 5 to 10 were asked about a randomly selected resident child's participation in cultural and sporting activity. These questions covered participation outside school lessons only, to avoid extra burden for an adult respondent who had been asked about their own activities and attitudes during their own interview; it was also felt that parents and guardians would not necessarily know of all the activities their child had participated in at school.

The child questionnaire did not change between quarters.

School and school year

This section asked about the child's school attendance and school year.

Screening questions

Adult respondents were asked a series of screening questions covering their child's participation during the last 12 months in different types of activities outside school. If the respondent's child had participated in any of the activities listed below, they were asked a series of follow-up questions, including frequency and whether the participation was within the last seven days.

- Dance activities;

- Music activities;

- Theatre and drama activities;

- Reading and writing activities;

- Arts, crafts and design activities;

- Outdoor arts participation and attendance, for example, street arts, circus;

- Film and video activities;

- Computer-based and radio activities;

- Libraries;

- Museums and galleries;

- Heritage (sites of historic interest).

The lists of activities used in the questions relating to participating in and attending arts activities were randomised for each respondent so that the same categories did not always appear at the top and bottom of the list.

Sport and physical activity

Adult respondents were given a show card and asked to identify which sport and physical activities their child had participated in during the last four weeks. Follow-up questions covered a question checking whether activities took place outside of school, and length and frequency of activities. Questions were also asked about swimming and cycling competency.

Demographics

Background information about the health and ethnicity of their child was collected from respondents, and interviewers confirmed their child's date of birth and full name.

National Pupil Database linkage

Verbal consent was collected from the respondent to use their child's personal information to link National Pupil Database (NPD) records to survey data about the child. Respondents were given a handout containing their reference number, with information about NPD linkage and details of who to contact to opt out of the linkage.

Fieldwork

Introduction

This chapter describes all aspects of the Year 14 (2018/19) data collection process, including fieldwork procedures, the pilot, briefings, fieldwork management, quality control procedures, outcomes and response rates achieved.

Fieldwork procedures

Advance letter and leaflet

The design of the advance letters and leaflets was retained from Years 12 and 13. On each letter the logos of DCMS and the survey organisation were printed, along with the signature of the Head of Statistics at DCMS. Advance letters were addressed 'Dear Sir/Madam'.

The letter and leaflet explained the nature of the study, why the address had been selected and that an interviewer carrying photo identification would be calling in the next week or so. The letter and leaflet also stressed the importance of the study, that the experience of everyone was relevant, and that survey answers would be treated as confidential. They explained how to contact the survey organisation or find further information. The letter included the unconditional incentive of a £10 voucher that could be redeemed for £10 in cash at any Post Office. The leaflet contained more detail than the advance letters, including interesting findings from Taking Part, which were judged would not affect respondents' answers to survey questions. During Year 14 amendments were made to the survey leaflet to ensure it was compliant with the General Data Protection Regulation (GDPR).

Each organisation used its own branding on the documents so it was clear to all respondents which organisation the interviewer worked for. For this reason, each organisation maintained a Taking Part telephone helpline and email contact address, both of which were printed on the advance letters and leaflets.

To make it easier for interviewers to distinguish between the cross-sectional and web panel leaflets, different logos and colour schemes were used. An orange typeface was used for the cross-sectional advance letters and leaflets, and a pink typeface was used for the web panel leaflets.

During Year 14 fieldwork, 333 adults opted out of the survey prior to contact by the interviewer by contacting Ipsos MORI, NatCen Social Research or DCMS. The opt-out rate was 1.9 per cent.

Selection instrument

The electronic Selection instrument developed for Year 12 of Taking Part was retained for Year 14.

After making contact, the interviewer's first task was to complete the Selection instrument, as no adult, youth or child questionnaires could become available until this was done.

The Selection instrument was a Unicom Intelligence (formerly 'Dimensions') script. It was designed so it could be used on the doorstep if required, using the touch screen function on the interviewers' tablets or laptops. Interviewers were permitted to complete the Selection instrument with any adult who lived at the sampled address.

The Selection instrument enabled interviewers to complete the process of selecting a dwelling unit and adult aged 16 or over, where there was more than one of either. When entering the identity of adults into the Selection instrument for the purposes of selection, interviewers were permitted to use initials instead of names, where respondents did not wish to give out names early in the selection process. When an adult was selected for interview, the interviewer was required to enter the name of the respondent before continuing.

Selection procedure for youths/children

At the start of all adult interviews, interviewers collected information about the members of the adult's household, including the name, gender, age, and marital status of all household members and the relationship of each household member to the respondent. During adult interviews the computer used this information to select randomly one youth and child (if applicable) for inclusion in the achieved sample.

Parental permission rules

If the randomly selected adult was aged 16 or 17 and still living with a parent or legal guardian, as a courtesy interviewers were required to obtain parental permission before the adult interview. Interviewers were instructed to show a parent or legal guardian the parental permission card which explained what topics were covered in the interview. Interviewers recorded the name of the parent or legal guardian consenting in the Selection instrument.

At the start of each youth interview the questionnaire asked interviewers for the name of the parent or legal guardian giving them permission to interview the youth.

Documents

A large number of documents were required for Taking Part. Each organisation produced its own versions of documents, using the agreed wording. This ensured each organisation retained its own corporate identity in the eyes of the respondents, meaning there was no confusion about which organisation the interviewer worked for.

During Year 14 a document of tips, gathered from experienced interviewers during refresher briefings, was developed and issued to all interviewers working on Taking Part. In addition, the laminate impact card was updated during Q1 and issued during Q2, so that the examples of how Taking Part data had been used were as up to date as possible.

Table 4.1 sets out the purpose of each Taking Part-specific document issued to interviewers.

Table 4.1: Documents used for Year 14 Taking Part fieldwork, and their purpose

Document	Purpose
Documents for the adult interview	
Advance letters (spares)	For interviewers to leave with respondents who requested another copy of the advance letter.
Advance letter (Laminated)	For interviewers to use on the doorstep.
Leaflets (spares)	For interviewers to leave with respondents who requested another copy of the leaflet.
Web panel leaflet	For interviewers to use at the end of the interview to show respondents when inviting them to join the web panel. Interviewers were required to leave a leaflet with each respondent who agreed to join the web panel.
Show cards	For interviewers to use these when interviewing an adult aged 16 or over.
Parental permission card	For interviewers to use if seeking parental permission for an interview with an adult aged 16 or 17.
Non-contact letter	For interviewers working with difficult-to-contact cases and those working on reissues. The aim of the letter was to help interviewers make contact with respondents.
Laminate impact card	For interviewers to use to convince respondents of the value of the survey when attempting to secure participation.
Interviewer tips	For interviewers to use when faced with difficulties securing co-operation from respondents.
Documents for the youth interview	
Life events calendar	For interviewers to use in the youth interview to help respondents recall what they had done.
Parental permission card	For interviewers to use when seeking parental permission for an interview with a youth.
Show cards	For interviewers to use when interviewing a youth aged 11 to 15 years old.
Youth National Pupil Database handout	For interviewers to leave with any youth agreeing to linkage of their National Pupil Database records with their survey answers.
Parent National Pupil Database handout	For interviewers to leave with any adult agreeing to linkage of the youth's National Pupil Database records with the youth's survey answers.
Documents for the child proxy interview	
Show cards	For interviewers to use when interviewing an adult about a child aged 5 to 10 years old.
Parent National Pupil Database handout	For interviewers to leave with any adult who agreed to linkage of their child's National Pupil Database records with the adult's survey answers about their child.

Minority languages

Household interpreters were permitted for Taking Part, as the questions were not sensitive. Interviewers were instructed that any household interpreters should be aged 12 or over, in line with previous practice on Taking Part.

Interviewers were told that for the question SXCLASS, where the adult was asked about their sexual identity, they should decide on a case-by-case basis whether to ask this question if there was a household interpreter. If interviewers did not consider the question was appropriate because of the presence of a household interpreter, they were instructed to code 'refused' and make a note that this was their decision and not the respondent refusing to answer.

In situations where the respondent's English was adequate for the Taking Part interview, but they preferred to be interviewed in another language, interviewers were instructed to let their Field Department know. In these cases, if interviewers spoke the respondent's preferred language then we permitted interviewers to carry out the interview in that language.

During Year 14, 55 of the 8,161 adult interviews (0.7%) were conducted in a language other than English. Taking Part interviews were carried out in English and eight other languages.

Despatch of advance letters

NatCen despatched advance letters from the office on behalf of their interviewers, but Ipsos MORI interviewers were responsible for despatching their own advance letters, which they received in their workpacks. Ipsos MORI interviewers were sent advance letters and leaflets in pre-sealed postage paid envelopes for all the addresses in their work pack.

Web panel recruitment

During Year 14, at the end of the adult interview, interviewers asked adult respondents with internet access, and all youth respondents, to join the web panel. Full details of the operations of the web panel will be published in a separate report at a later date.

Interviewers were instructed to give the adult respondents a web panel leaflet and explain the purpose of the web panel and encourage them to join it. If the respondent agreed or said they wanted to consider it further in their own time, interviewers collected the respondent's contact details. Interviewers were required to leave a copy of the web panel leaflet with all those who agreed to join the web panel. During Year 14 amendments were made to the web panel leaflet to ensure it was compliant with the GDPR.

The same procedures were used in the youth interview, except that interviewers were required to obtain the consent of a parent or legal guardian before asking the youth to join the web panel. Interviewers were also required to ask the parent or legal guardian for consent to ask the youth for their e-mail address and mobile telephone number. As in previous years the name of the parent or legal guardian consenting was recorded by the interviewer.

Refusal conversion for web panel recruitment

At the end of the interview, all adult and youth respondents are asked to join the Taking Part web panel. Those who refuse are asked the reason for this – which is coded – based on a list. From Q2, the adult and youth instruments were updated to try to encourage some of the respondents who were initially reluctant, to reconsider their decision ("refusal conversion").

Interviewers attempted refusal conversion if an adult or youth respondent was not willing to join the web panel (or a parent/legal guardian refused on behalf of a youth respondent) or an adult or youth respondent said 'maybe' but refused to provide an email address, and, they gave certain specific reasons for not wanting to join.

Refusal conversion statements were developed which were tailored to the reason(s) given for not wanting to join the web panel and interviewers were asked to try and persuade respondents to reconsider their decision using some or all of the seven statements provided. Initial results have been disappointing and will be evaluated during Year 15.

National Pupil Database (NPD) linkage handouts

At the end of youth or child proxy interviews, interviewers were required to ask a parent or legal guardian for consent for DCMS to link the National Pupil Database (NPD) records of their child to the youth or child proxy data, as applicable. As in previous years the name of the parent or legal guardian consenting was recorded by the interviewer. Interviewers were instructed to leave the parent or legal guardian with a handout which explained what the NPD is and how their child's data will be used, and how to withdraw their consent to the linkage.

At the end of the youth interview, after consent for NPD linkage had been obtained from a parent or legal guardian (as in previous years the name of the individual consenting was recorded by the interviewer), interviewers were asked to secure the consent of the youth for the linkage too, and to leave the youth with their own NPD handout, containing the same information as that given to the parent or legal guardian.

Pilot

For Year 14, the adult questionnaire was significantly changed. A pilot was felt to be essential to ensure the sample management systems and questionnaires were working properly, as well as to gather feedback from interviewers about new questions.

As far as possible the procedures followed replicated those intended to be used during Year 14 fieldwork. To ensure robust testing of all procedures, six interviewers (three from Ipsos MORI and three from NatCen Social Research) worked on the pilot.

As the pilot had to be carried out over a short period, special sampling procedures were used to help the interviewers be as productive as possible, and to carry out sufficient numbers of interviews. A quota sampling method was used to maximise the number of interviews interviewers could achieve, while ensuring they obtained a sample with a broad range of key characteristics such as age, gender and working status.

Interviewers were asked which postcode area they would prefer to work in. Ipsos MORI's Sampling Department randomly selected a paired Output Area (around 250 addresses) in the chosen postcode area. We provided interviewers with a street listing of the paired Output Areas along with a quota (gender, age, working status) to work to, and a map. The aim was for each interviewer to achieve nine interviews to quota, aiming to ensure respondents were interviewed from a range of backgrounds and enabling interviewers to test different routes through the questionnaires.

All six pilot interviewers attended a half-day briefing held on 8 February 2018 at Resource for London in London. Members of the DCMS, Ipsos MORI and NatCen Social Research teams attended.

Pilot fieldwork took place from 8 to 22 February 2018. A total of 68 interviews were completed, of which 55 were adult interviews, six were child proxy interviews, and seven were youth interviews.

A feedback form was included in each interviewer's work pack. Interviewers were asked to complete it before the de-briefing. A de-briefing was held at Ipsos MORI's offices in London on 23 February 2018, to discuss interviewers'

experiences with them and to collect the completed feedback forms. Five of the interviewers attended this, along with representatives from DCMS, Historic England and the Arts Council England.

Briefings

An extensive programme of briefings was held which took place throughout Year 14.

Briefings followed a standard agenda and we took care to standardise their content across both organisations, by agreeing a common set of presentation slides for most of the briefing (the exception was material relating to each organisation's sample and field management procedures).

Interviewers who had worked on Taking Part previously attended refresher briefings, while those who had not attended full briefings. Each refresher briefing was a half-day briefing lasting three hours, whereas a full briefing was day-long and lasted five hours.

At the refresher briefings, the interviewers were briefed about field performance on Year 14 of Taking Part, and significant changes to the questionnaires. At the full briefings we covered the survey procedures, the importance of achieving high response rates, the sample management systems to be used by the interviewers' organisation, the Selection instrument and questionnaires, web panel recruitment, data protection and information linkage, and the advance mailing and incentives. During each full briefing interviewers were able to practice using the sample management systems and the Selection instrument.

The content of both the refresher and full briefings were extensively revised for Year 14. Detail of how DCMS use the Taking Part data was covered to enable interviewers to explain to respondents more easily the impact of the survey and how the information respondents provide is used. The Arts Council England and Historic England also supplied briefing material about how they use the data, used at briefings their representatives attended. Interviewers were asked to work in groups to discuss how they had secured co-operation from respondents (at refresher briefings) and how they would (at full briefings).

At refresher briefings we held a quiz for interviewers about the survey results, and also gave them detailed feedback about the progress of the web panel, to emphasise the importance of web panel recruitment.

Across the year 380 interviewers were briefed in 29 separate briefings, of which 12 were refresher briefings. Briefings were held in London, Warrington, York, Solihull, and Leeds, and two refresher briefings were held by telephone conference (5 interviewers only in total). Of the 380 interviewers briefed, 182 were briefed at the start of Quarter 1 fieldwork. Two hundred and thirty-four attended refresher briefings and 146 attended full briefings.

Fieldwork dates and fieldwork management

As had been the practice previously on Taking Part, during Year 14 the fieldwork was managed on a monthly basis. In general assignments were issued at the beginning of each month, and extra time was allowed for interviewers to complete their assignments if the sample month fieldwork period included the Christmas holidays. DCMS wished to ensure that publication of the annual report took place at the same time of year as previously. For this reason, it was necessary to start fieldwork for all three sample months in Quarter 4 in late December 2018 or January 2019, to ensure there was

sufficient time for reissuing so the target number of interviews could be met without significantly damaging the response rate.

As many of the activities covered by Taking Part are seasonal in nature, it was important that cases should not be allowed to languish in the field. We aimed to complete fieldwork for all issued cases within 12 weeks of issue, and this was achieved in the great majority of cases. Interviewers were instructed to complete all first issue addresses in eight weeks from the date of issue.

The fieldwork dates for each monthly sample for Year 14 are set out in Table 4.2. Fieldwork for Year 14 began on 3 April 2018 and ended on 29 April 2019.

Table 4.2: Fieldwork dates for each sample month

Sample quarter	Sample month	Fieldwork start	Fieldwork end
2018			
1	**April**	3 April 2018	11 September 2018
1	**May**	30 April 2018	9 December 2018
1	**June**	16 May 2018	11 December 2018
2	**July**	5 July 2018	31 January 2019
2	**August**	9 July 2018	27 January 2019
2	**September**	31 August 2018	31 January 2019
3	**October**	1 October 2018	20 April 2019
3	**November**	27 October 2018	3 April 2019
3	**December**	6 October 2018	27 April 2019
2019			
4	**January**	29 December 2018	27 April 2019
4	**February**	4 January 2019	29 April 2019
4	**March**	22 December 2018	28 April 2019

As with Years 12 and 13, to make Taking Part data easier to analyse, we allocated questionnaires to each sample quarter, so that if any changes were made to a questionnaire for any sample quarter, these changes only applied to the sample from that quarter. Allocation of questionnaires to sample members was controlled automatically; interviewers were advised of any changes to questionnaires from the previous quarters.

Once the first issue addresses had been fully worked, following the prescribed calling pattern, the Field Departments in each organisation decided which cases should be reissued to interviewers. A specific list of outcome codes making addresses eligible for reissue is set out in the section 'Maximising response'.

Supervision and quality control

A number of procedures were put in place to supervise fieldwork and ensure that the data collected were of high quality.

Field supervisors from both organisations accompanied a proportion of interviewers in the field, to monitor their work. Any interviewers working on Taking Part for the first time were accompanied by a supervisor on their first day working on their assignment.

Some respondents were also re-contacted to verify that an interview had taken place, and to ask about their recollection of what was asked, to give us confidence that the questionnaires were being implemented properly in the field. In total 891 respondents were re-contacted, 880 (98.8%) by telephone, 10 face-to-face (1.1%) and one (0.1%) by post.

The Market Research Society guidelines are followed for validation of interviewers' work. The work of all new interviewers is validated when they start work (on their first PSU).

Maximising response

A number of steps were put in place to maximise the response rate achieved at all addresses. These were the use of incentives, a set calling pattern, and the reissuing of some unproductive cases.

Incentives

The incentive strategy was unchanged from that used for the cross-sectional sample for Year 12 and in Year 13. The incentive was an unconditional £10 Post Office voucher which could be exchanged for £10 cash at any Post Office. This was printed at the bottom of the advance letter sent to each household, along with its expiry date. Generally, Post Office vouchers expire after about six months from date of issue.

Where respondents reported they had not received the advance letter or had thrown it away, interviewers reported this to their Field Department. NatCen interviewers were issued with replacement £10 gift vouchers (Love2Shop) provided to respondents after the interview was completed. Ipsos MORI interviewers were issued with reprinted advance letters.

Calling pattern

The calling pattern interviewers were required to follow was also unchanged from Years 12 and 13. The purpose of a calling pattern is to ensure interviewers make calls at different times and on different days so that the number of addresses where no contact is made is minimised and that people of all circumstances have the opportunity to participate, maximising sample representativeness.

In Year 14, for all addresses interviewers were required to make a minimum of six calls before a non-contact outcome could be recorded for an address. Interviewers were required to make at least one evening call (weekday after 6.00 p.m), one weekend call, and a further call either during a weekday evening or at a weekend. Interviewers were told that, in cases where they could not make contact, there must be at least three weeks between the first and last calls.

We permitted interviewers to arrange appointments for youth interviews with a parent or legal guardian by telephone, but only once an adult interview was completed at an address.

Reissues

In order to maximise the response rate, some addresses with an unproductive outcome were reissued. Prior to fieldwork a list of outcome codes was developed which, if used by an interviewer for any address, would make an address eligible for reissuing. Each Field Department regularly produced lists of addresses eligible for reissue and decisions about whether to

reissue an address were made on a case-by-case basis, after examination of the information available about that address and the interviewer's experience.

Table 4.3 shows which outcome codes made an address eligible for reissue:

Table 4.3: Outcome codes eligible for reissue

Outcome code	Outcome description
320	No further contact at issued address
420	Contact made, but refused to give information about household / names
431	Refusal by target adult (16+)
432	Refusal by proxy (other person)
450	Broken appointment – no re-contact
510	Refusal because ill at home during entire fieldwork period
520	Refusal because away / in hospital during entire fieldwork period
540	Language barrier / difficulties
599	Other non-response (give details)
611	Not issued to an interviewer
650	No contact with anyone at address (after required visits made)
690	Other unknown eligibility (give details)
790	Other ineligible (give details)
890	Other unknown eligibility despite making contact (give details)

Table 4.4 gives details of the reissuing carried out during Year 14 fieldwork. During Year 14, 4,364 of 17,280 addresses (25.3%) were reissued. Of the 4,364 reissued addresses, 4,247 were reissued once (97.3%) and 117 were reissued twice (2.7%). A productive outcome was achieved at 13.6 per cent of reissued addresses. Table 4.4 also shows the conversion rate by Standard Outcome Code used at first issue, including only those first issue Standard Outcome Codes which generated at least 50 reissues. Interviewers working reissue cases were most successful at households where at first issue the respondent was away or in hospital during the entire fieldwork period (20.6%) or there had been no further contact at an address (18.4%).

Table 4.4: Reissue analysis

	Standard outcome code	All
Total addresses issued		17,280
Total addresses reissued		4,364
% of sample reissued		25.3%
Fully productive reissue addresses		553
Partially productive reissue addresses		41
Total productive reissue addresses		594
Conversion rate		13.6%
First issue outcome conversion rates		
Refusal because away / in hospital during entire fieldwork period	520	20.6%
No further contact at issued address	320	18.4%
Language barrier / difficulties	540	17.3%
No contact with anyone at address (after required visits made)	650	16.2%
Broken appointment – no re-contact	450	15.5%
Refusal by target adult (16+)	431	11.9%
Refusal because ill at home during entire fieldwork period	510	11.3%
Contact made, but refused to give information about household / names	420	11.2%
Refusal by proxy (other person)	432	10.9%
Other non-response	599	8.0%

Fieldwork outcomes

The fieldwork outcomes, including response rates, are set out in this section. As in the technical reports for Years 12 and 13, the figures reflect the sample year. We report fieldwork outcomes separately for the adult, youth and child samples.

For Year 14 'Standard Outcome codes', which have been adopted by the Office for National Statistics and NatCen Social Research, were used. These enable valid comparisons to be made between response rates on different surveys, and by different organisations, by defining and calculating response rates in a standard way. These Standard Outcome codes are commonly used for major government, academic and public sector surveys.

Every Standard Outcome Code has three digits, with the first digit representing the type of outcome, as follows:

Complete interview

1. Complete interview

2. Partially complete interview

Eligible, but no interview

3. No-contact

4. Refusal

5. Other eligible but no interview

Unknown eligibility

6. Unknown eligibility, non-contact

8. Unknown eligibility, contacted

Ineligible

7. Ineligible

A full description of each Standard Outcome Code and the appropriate circumstances to use it was provided to all interviewers as an Appendix to the interviewer instruction manual.

Adult sample

Table 4.5 shows the fieldwork outcomes for the adult sample for Year 14 of Taking Part. The final contact rate[8] was 88.2 per cent and the final co-operation rate[9] was 57.3 per cent. The 'unadjusted' response rate[10] was 52.9 per cent, and the yield rate[11] was 47.2 per cent.

The method of producing an 'adjusted' response rate[12] was unchanged from Years 12 and 13. For the following five outcomes, interviewers were asked to record whether they thought the household was eligible for Taking Part, or if they were unable to establish eligibility: 320, 420, 540, 650, 690. We applied an eligibility rate to the total number of times interviewers used these outcomes. This eligibility rate was calculated by taking the total number of outcomes where the eligibility of the household was unknown and applying an adjusted ineligible rate of 5.2 per cent to these outcomes. This applied ineligible rate is lower than the total ineligible rate of 6.6 per cent. This is because the overall ineligible rate of 6.6 per cent includes outcomes where we are certain the address is ineligible: 'not yet built/under construction', 'demolished/derelict', 'non-residential' and 'communal establishments/institutions'. As we only need to apply an ineligible rate to those outcomes where eligibility is uncertain we only include ineligible outcomes where there is uncertainty in our calculation of the appropriate ineligible rate. Following this procedure, the adjusted response rate was calculated as 50.8 per cent.

Table 4.5: Fieldwork outcomes (adult sample)

Outcome	Standard outcome code	No. of cases	% of all cases	% of all cases which might be eligible
Complete interview (I+P)		8,161	47.2%	50.5%
Complete interviews with all target respondents	110	7,823	45.3%	48.4%
Complete interview with at least target adult (16+) but not all target respondents	210	338	2.0%	2.1%
Eligible, but no interview (NC)		1,203	7.0%	7.5%
No further contact at issued address	320	1,194	6.9%	7.4%
Contact made with target respondent at given address, but not with parent for permission	325	9	0.1%	0.1%
Refusals (R)		5,413	31.3%	33.5%
Office refusal	410	333	1.9%	2.1%

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[8] We have used the same method of calculation as in the technical reports for Years 12 and 13: (Interviews + Refusals + Other unproductive) / Total non-deadwood. This is the same as the Contact Rate 3 set out in the American Association for Public Opinion Research (AAPOR) Standard Definitions (Ninth edition, 2016) – see http://www.aapor.org/Education-Resources/For-Researchers/Poll-Survey-FAQ/Response-Rates-An-Overview.aspx for AAPOR's Standard Definitions (2016).

[9] We have used the same method of calculation as in the technical reports for Years 12 and 13: Interviews / (Interviews + Refusals + Other unproductive). This is the same as the Co-operation Rate 1 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

[10] We have used the same method of calculation as in the technical reports for Years 12 and 13: Interviews / (Interviews + Refusals + Non-contact + Other unproductive). This is the same as the Response Rate 1 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

[11] This is the proportion of issued addresses which are productive.

[12] This is the same as the Response Rate 3 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

Contact made, but refused to give information about household / names	420	1,624	9.4%	10.1%
Refusal by target adult (16+)	431	2,638	15.3%	16.3%
Refusal by proxy (other person)	432	458	2.7%	2.8%
Refusal (parental permission)	433	8	0.0%	0.0%
Broken appointment – no re-contact	450	352	2.0%	2.2%
Other non-response (O)		663	3.8%	4.1%
Refusal because ill at home during entire fieldwork period	510	100	0.6%	0.6%
Refusal because away / in hospital during entire fieldwork period	520	113	0.7%	0.7%
Physically or mentally unable/incompetent	530	180	1.0%	1.1%
Language barrier / difficulties	540	110	0.6%	0.7%
Language barrier with target respondent	542	6	0.0%	0.0%
Lost interview	550	2	0.0%	0.0%
Full interview achieved but target adult 16+ requested data be deleted	591	0	0.0%	0.0%
Partial interview achieved but target adult 16+ requested data be deleted	592	0	0.0%	0.0%
Other non-response (give details)	599	152	0.9%	0.9%
Unknown eligibility (UE)		707	4.1%	4.4%
Not issued to an interviewer	611	1	0.0%	0.0%
Issued but not attempted	612	4	0.0%	0.0%
Address inaccessible	620	50	0.3%	0.3%
Unable to locate address / insufficient address	630	73	0.4%	0.5%
No contact with anyone at address (after required visits made)	650	576	3.3%	3.6%
Other unknown eligibility	690	3	0.0%	0.0%
Ineligible (NE)		1,133	6.6%	
Not yet built/under construction	710	22	0.1%	
Demolished/derelict	720	32	0.2%	
Vacant/empty	730	755	4.4%	
Non-residential	740	162	0.9%	
Address occupied, but no resident(s)	750	95	0.5%	
Communal establishment/institution	760	26	0.2%	
Resident household(s), but no person eligible for the survey	770	15	0.1%	
Other ineligible	790	26	0.2%	

Total issued	17,280		

When interviewers used certain refusal outcome codes (431 and 432) they were required to record why respondents refused. The most common five reasons given for refusal were as follows:

- Not interested (52.4%)

- Too busy (33.4%)

- Another reason (14.4%)

- Waste of time (7.9%)

- Stressful family situation (6.7%)

No reason was offered by those refusing in 8.4 per cent of households that refused to participate in the survey.

Table 4.6 shows the fieldwork unadjusted response rates and yield rates for the Year 14 Taking Part sample, broken down by former Government Office Region. The yield rate was highest in Yorkshire and the Humber (55.5%), whereas the North East had the highest unadjusted response rate (61.5%). The lowest yield rate and unadjusted response rate were seen in London.

Table 4.6: Fieldwork response rates by former Government Office Region (adult sample)

Region	Issued	In scope	Interviews	Unadjusted response rate	Yield rate
North East	1,535	87.9%	830	61.5%	54.1%
North West	2,258	88.3%	1,145	57.4%	50.7%
Yorkshire and the Humber	1,680	91.2%	933	60.9%	55.5%
East Midlands	1,535	92.0%	765	54.2%	49.8%
West Midlands	1,728	91.0%	731	46.5%	42.3%
East of England	1,838	91.7%	921	54.6%	50.1%
London	2,343	86.2%	883	43.7%	37.7%
South East	2,635	88.7%	1,183	50.6%	44.9%
South West	1,728	89.0%	770	50.1%	44.6%
Total	17,280	89.4%	8,161	52.9%	47.2%

Youth sample

Table 4.7 shows the fieldwork outcomes for the youth sample for Year 14 of Taking Part. Youths were eligible for interview in 898 households, that is in 11.0 per cent of households where we achieved an adult interview. The final youth contact rate[13] was 98.7 per cent and the final co-operation rate[14] was 72.8 per cent.

The in-household youth response rate[15] was 71.8 per cent. As a youth interview could only be conducted in households where the adult interview had been completed, the response rate for the youth survey is the adult cross-sectional response rate multiplied by the in-household youth response rate. The youth response rate is thus 36.5 per cent (50.8% * 71.8%).

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[13] We have used the same method of calculation as in the technical reports for Years 12 and 13: (Interviews + Refusals + Other unproductive (excluding Non-contact outcomes)) / Total non-deadwood. This is the same as the Contact Rate 3 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

[14] We have used the same method of calculation as in the technical reports for Years 12 and 13: Interviews / (Interviews + Refusals + Other unproductive (excluding Non-contact outcomes)). This is the same as the Co-operation Rate 1 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

[15] We have used the same method of calculation as in the technical reports for Years 12 and 13: Interviews / (Interviews + Refusals + Other unproductive (including Non-contact outcomes)). This is the same as the Response Rate 1 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

Table 4.7: Fieldwork outcomes (youth sample)

Outcome	Standard outcome code	No. of cases	% of all cases
Complete interview (I+P)		645	71.8%
Complete interview with target respondent	111	645	71.8%
Partial interview with target respondent	211	0	0.0%
Refusals (R)		215	23.9%
Refusal by target respondent	431	48	5.3%
Refusal by proxy	432	75	8.4%
Refusal (parental permission)	433	78	8.7%
Refusal during interview	440	6	0.7%
Broken appointment – no recontact	450	8	0.9%
Full interview achieved but respondent requested data be deleted	591	0	0.0%
Partial interview achieved but respondent requested data be deleted	592	0	0.0%
Other non-response (O)		38	4.2%
Contact made with responsible resident at given address, but not with target respondent	323	6	0.7%
Contact made with target respondent at given address, but no appointment/interview	324	6	0.7%
Contact made with target respondent at given address, but not with parent for permission	325	0	0.0%
Ill at home during field period	510	1	0.1%
Away/in hospital throughout field period	520	2	0.2%
Physically or mentally unable/incompetent	530	9	1.0%
Language barrier with target respondent	542	0	0.0%
Lost interview	550	9	1.0%
Other non-response (give details)	599	14	1.6%
Total issued		**898**	

Child sample

Table 4.8 shows the fieldwork outcomes for the child sample for Year 14 of Taking Part. An adult respondent was eligible to complete the child proxy interview in 1,087 households, that is in 13.3 per cent of households where we achieved an adult interview The final co-operation rate[16] was 92.8 per cent.

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[16] We have used the same method of calculation as in the technical reports for Years 12 and 13: Interviews / (Interviews + Refusals + Other unproductive (excluding Non-contact outcomes)). This is the same as the Co-operation Rate 1 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

The in-household child proxy response rate[17] was 91.9 per cent. As a child proxy interview could only be conducted in households where the adult interview had been completed, the response rate for the child proxy survey is the adult response rate multiplied by the in-household child proxy response rate. The child proxy response rate is thus 46.7 per cent (50.8% * 91.9%).

Table 4.8: Fieldwork outcomes (child sample)

Outcome	Standard outcome code	No. of cases	% of all cases
Complete interview (I+P)		999	91.9%
Complete interview with target respondent	111	998	91.8%
Partial interview with target respondent	211	1	0.1%
Refusals (R)		64	5.9%
Refusal by target respondent	431	21	1.9%
Refusal by proxy	432	40	3.7%
Refusal during interview	440	2	0.2%
Broken appointment – no recontact	450	1	0.1%
Full interview achieved but respondent requested data be deleted	591	0	0.0%
Partial interview achieved but respondent requested data be deleted	592	0	0.0%
Other non-response (O)		24	2.2%
Contact made with target respondent at given address, but no appointment/interview	324	10	0.9%
Ill at home during field period	510	1	0.1%
Away/in hospital throughout field period	520	0	0.0%
Physically or mentally unable/incompetent	530	0	0.0%
Language barrier with target respondent	542	0	0.0%
Lost interview	550	1	0.1%
Other non-response (give details)	599	13	1.2%
Total issued		**1,087**	

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[17] We have used the same method of calculation as in the Year 11 technical report: Interviews / (Interviews + Refusals + Other unproductive (including Non-contact outcomes)). This is the same as the Response Rate 1 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

Web panel recruitment

Adult sample

Table 4.9 sets out an analysis of adult web panel recruitment. The proportion of adults willing to join the web panel was slightly lower than Year 13, at 54.0 per cent.

Table 4.9: Adult web panel recruitment analysis

	All
Adults interviewed	8,161
With internet access	7,040
Willing to join web panel	4,411
Willing to consider joining web panel	277
% of adults with internet access	86.3%
% of adults with internet access willing to join web panel	62.7%
% of adults with internet access willing to consider joining web panel	3.9%
% of all adults willing to join web panel	54.0%
% of all adults willing to consider joining web panel	3.4%

Interviewers asked those refusing to join the web panel for their reasons. The most common five reasons given by those refusing to join the web panel were similar to those given in Year 13:

- Being too busy (35.7%);

- Feeling they had done enough already (26.6%);

- Lacking the internet skills to complete the web questionnaire (13.2%);

- Looking after child(ren) (7.6%);

- Not wanting to complete questionnaires on the web (7.4%); and

- A reason not given on the list of answer options (7.5%).

Table 4.10 sets out an analysis of adult web panel recruitment rates, by key demographics.

There were significant differences in the proportion of respondents who were willing to join the web panel by gender, age, ethnicity, socio-economic group (NS-SEC), disability, engagement with the arts in the previous 12 months, visiting a heritage site or museum in the previous 12 months, and using a public library in the previous 12 months. The key points to note are:

1. Willingness to join the web panel was higher among those aged 16 to 54, but lower among those aged 55 or over, with the oldest age groups being least willing. The proportion willing to join the web panel fell from 67.3 per cent of those aged 16 to 54, to 45.1 per cent among those age 75 to 79 and to 34.4 per cent among those aged 80 or over. While lower rates of internet access partly explain why older age groups were less willing to join the web panel, willingness to join web the panel starts to decline by age at the 45 to 54 age group.

2. Those in the upper socio-economic groups were significantly more likely to join the web panel than those in the lower socio-economic groups. The proportion of those in the upper socio-economic classes willing to join the web panel was 11 percentage points higher than among those in the lower socio-economic classes.

3. The data for the web panel recruitment suggests that the web panel may be biased towards respondents who had engaged with the arts in the previous 12 months, visited a heritage site or museum in the previous 12 months, and visited a public library in the previous 12 months. These respondents were significantly more willing to join the web panel than those who had not.

4. Many of the variables are correlated with each other. For example, disability rates are higher among older age groups. Further, it is likely that those who visit museums also engage with the arts, or visit a library.

Table 4.10: Adult web panel recruitment analysis

	All adult respondents		
	With internet access (%)	**Willing to join web panel (%) (with internet access)**	**Willing to join web panel (%) (of all respondents)**
Base size	*8,161*	*7,040*	*8,161*
All	86.3	62.7	54.0
Gender			
Male	87.5	60.3	52.8
Female	85.3	64.6	55.1
Other	83.3	60.0	50.0
Age			
16-24	98.9	67.2	66.5
25-34	98.4	68.7	67.6
35-44	97.3	68.3	66.5
45-54	95.2	64.7	61.6
55-64	91.1	60.9	55.5
65-74	78.3	58.0	45.4
75-79	62.8	45.1	28.3
80+	38.4	34.4	13.2
Ethnicity			
White	85.8	63.6	54.6
Black	87.6	54.5	47.8
Asian	89.7	53.3	47.8
Other	92.8	63.9	59.3
Socio-economic group (NS-SEC)			
Upper (classes 1 to 4)	91.7	67.5	61.9
Lower (classes 5 to 8)	79.0	56.5	44.6
Disability			
Disability	75.9	60.3	45.8
No disability	90.1	63.7	57.4
Level of activity			
Engaging with the arts in the previous 12 months	90.8	66.8	60.7
Not engaging with the arts in the previous 12 months	71.1	44.8	31.8
Visiting a heritage site in the previous 12 months	91.6	67.7	62.0
Not visiting a heritage site in the previous 12 months	72.5	46.1	33.4
Visiting a museum or gallery in the previous 12 months	93.8	70.6	66.2
Not visiting a museum or gallery in the previous 12 months	78.7	53.2	41.8
Using a public library in the previous 12 months	90.8	69.0	62.7

Not using a public library in the previous 12 months	83.8	59.0	49.5

Table 4.11 compares the profile of the population[18] to that of the respondents and those agreeing to join the web panel[19] during the face-to-face interview. Compared with the population of England, the following groups are under-represented on the web panel at the point of recruitment at the face-to-face interview: men, the youngest (16 to 24) and oldest (75+) age groups, those from ethnic minority backgrounds, those from the lower socio-economic groups, those without disabilities, those who do not engage with the arts, those who do not visit heritage sites or museums, and those who do not use public libraries.

Table 4.11: Adult web panel population profile

	Population	All respondents	Respondents willing to join web panel (%)	Respondents willing to join web panel (n)
	Population (%)	(%)	All	All
All			54.0	4,411
Gender				
Male	49.0	44.4	43.4	1,913
Female	51.0	55.5	56.6	2,495
Other[20]	0.0	0.1	0.1	3
Age				
16-24	13.5	6.8	8.4	371
25-34	16.9	14.9	18.6	820
35-44	15.8	16.3	20.0	882
45-54	17.2	15.5	17.6	778
55-64	14.4	15.8	16.2	716
65-74	12.2	16.8	14.1	623
75-79	4.0	5.8	3.0	133
80+	6.1	8.2	2.0	88
Ethnicity[21]				
White	85.9	88.7	89.6	3,953
Black	3.4	2.8	2.4	108
Asian	7.8	6.0	5.3	233
Other	2.9	2.0	2.2	99
Socio-economic group (NS-SEC)[22]				

[18] These figures are derived from 2017 mid-year population estimates unless otherwise stated. Estimates for levels of activity are derived from the weighted estimates from the Year 14 Taking Part face-to-face survey.

[19] These figures are unweighted.

[20] The 2017 mid-year population counts are only supplied for two categories of gender (male and female).

[21] Data are from *Population denominators by ethnic group, regions and countries: England and Wales, 2011 to 2017* (Office for National Statistics), see https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/adhocs/008780populationdenominatorsbyethnic groupregionsandcountriesenglandandwales2011to2017.

[22] Data are from English regions cross-referenced with age, ethnicity, household type (Jan to Dec 2016), employment status, NS-SEC, health conditions and local authorities, UK, April 2017 to March 2018 (Office for National Statistics), see

Upper (classes 1 to 4)	49.1	56.4	64.6	2,849
Lower (classes 5 to 8)	50.9	39.8	32.9	1,451
Not classified	0.0	3.8	2.5	111
Disability[23]				
Disability	17.2	26.4	22.4	987
No disability	82.8	72.6	77.1	3,399
Level of activity				
Engaging with the arts in the previous 12 months	77.4	77.0	86.5	3,815
Not engaging with the arts in the previous 12 months	22.6	23.0	13.5	596
Visiting a heritage site in the previous 12 months	72.4	72.1	82.8	3,650
Not visiting a heritage site in the previous 12 months	27.5	27.9	17.2	760
Visiting a museum or gallery in the previous 12 months	51.0	50.2	61.4	2,709
Not visiting a museum or gallery in the previous 12 months	49.0	49.8	38.6	1,702
Using a public library in the previous 12 months	32.9	34.7	40.3	1,777
Not using a public library in the previous 12 months	66.9	65.1	59.6	2,631

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https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/008659englishregionscrossreferencedwitha

geethnicityhouseholdtypejantodec2016employmentstatusnssechealthconditionsandlocalauthoritiesukapril2017tomarch2018.

[23] Census 2011 data.

Youth sample

Table 4.12 sets out an analysis of youth web panel recruitment.

Table 4.12: Youth web panel recruitment analysis

	All
Youths interviewed	645
Parents consenting for youth to join web panel	415
Parents consenting for youth to provide email address or mobile telephone number	405
Youths willing to join web panel	382
Youths willing to consider joining web panel	8
% of parents consenting for youth to join web panel	64.3%
% of parents consenting for youth to provide email address or mobile telephone number	62.8%
% of youths willing to join web panel after parental consent given	94.3%
% of youths willing to consider joining web panel after parental consent given	2.0%
% of all youths willing to join web panel	59.2%
% of all youths willing to consider joining web panel	1.2%

Interviewers asked those parents refusing to let the youth respondent join the web panel the reason(s) for their refusal. The most common reasons given by parents were:

- Feeling they had done enough already and considering the youth too young (both mentioned by 28.3%);

- Being too busy (26.5%);

- A reason not given on the list of answer options (13.5%); and

- Unable due to sickness or disability (6.1%).

Interviewers also asked those youths refusing to join the web panel for the reason(s) for their refusal. Most refusals to the youth web panel recruitment questions were given by the parent and only 15 by the youth (see Table 4.12). The reasons given by youths were feeling they had done enough already (8), being too young (3), a reason not given on the list of answer options (3), not wanting to complete questionnaires on the web (1), being too busy (1), not trusting giving information on the internet (1), a stressful family situation (1) and the questions are too intrusive, too private (1).

Table 4.13 sets out an analysis of youth web panel recruitment rates, by key demographics.

Table 4.13: Youth web panel recruitment analysis

	All youth respondents		
	Parent willing for youth to join web panel (%)	**Youth willing to join web panel (%) (of asked)**	**Youth willing to join web panel (%) (of all respondents)**
Base size	*645*	*405*	*645*
All	62.8	94.3	59.2
Gender			
Male	59.0	93.0	54.9
Female	66.4	95.4	63.3
Age			
11	57.6	88.8	51.1
12	61.8	97.8	60.4
13	66.9	97.5	65.3
14	66.4	91.4	60.7
15	62.4	95.9	59.8
Ethnicity			
White	63.5	94.8	60.2
Other	58.8	92.2	54.2
Socio-economic group (NS-SEC)			
Upper (classes 1 to 4)	64.9	95.0	61.7
Lower (classes 5 to 8)	59.5	93.5	55.6
Disability			
Disability	59.7	97.7	58.3
No disability	63.3	93.9	59.5
Level of activity			
Engaging with the arts in the previous 12 months	64.2	94.5	60.7
Not engaging with the arts in the previous 12 months	22.7	80.0	18.2
Visiting a heritage site in the previous 12 months	64.4	96.4	62.1
Not visiting a heritage site in the previous 12 months	59.4	89.7	53.3
Visiting a museum or gallery in the previous 12 months	64.2	95.5	61.4
Not visiting a museum or gallery in the previous 12 months	60.4	92.2	55.7
Using a public library in the previous 12 months	64.8	96.0	62.2
Not using a public library in the previous 12 months	58.8	90.4	53.1

Table 4.14 compares the profile of the youth population to that of the respondents and those agreeing to join the web panel during the face-to-face interview.

Table 4.14: Youth web panel population profile[24]

	Population	All respondents	Respondents willing to join web panel (%)	Respondents willing to join web panel (n)
	Population (%)	(%)	All	All
All				645
Gender				
Male	51.2	48.8	45.3	173
Female	48.8	51.2	54.7	209
Age				
11	21.2	21.6	18.6	71
12	20.3	22.4	22.8	87
13	20.0	18.8	20.7	79
14	19.4	19.0	19.4	74
15	19.1	18.2	18.4	70
Ethnicity[25]				
White	77.6	79.1	80.4	307
Other	22.4	20.3	18.6	71
Socio-economic group (NS-SEC)				
Upper (classes 1 to 4)	:	57.8	60.2	230
Lower (classes 5 to 8)	:	40.2	37.7	144
Disability				
Disability	:	11.2	11.0	42
No disability	:	88.4	88.7	339
Level of activity				
Engaging with the arts in the previous 12 months	96.8	96.6	99.0	378
Not engaging with the arts in the previous 12 months	3.2	3.4	1.0	4
Visiting a heritage site in the previous 12 months	67.2	67.1	70.4	269
Not visiting a heritage site in the previous 12 months	32.8	32.9	29.6	113
Visiting a museum or gallery in the previous 12 months	60.1	60.0	62.3	235

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[24] These figures are derived from 2017 mid-year population estimates unless otherwise stated. Estimates for levels of activity are derived from the weighted estimates from the Year 14 Taking Part face-to-face survey. : is used to indicate where data are not available.

[25] Data are from *Population denominators by ethnic group, regions and countries: England and Wales, 2011 to 2017* (Office for National Statistics), see https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/adhocs/008780populationdenominatorsbyethnicgroupregionsandcountriesenglandandwales2011to2017.

Not visiting a museum or gallery in the previous 12 months	39.2	40.0	37.7	142
Using a public library in the previous 12 months	70.3	72.2	75.3	286
Not using a public library in the previous 12 months	28.4	27.8	24.7	94

National Pupil Database (NPD) linkage consent rates

Table 4.15 sets out an analysis of consent rates for National Pupil Database (NPD) linkage.

Table 4.15: Consent rates for National Pupil Database (NPD) linkage

	All
Youths	645
Parents consenting for youth's NPD records to be linked to survey data	474
Youths consenting for their NPD records to be linked to survey data	454
% of parents consenting for youth's NPD records to be linked to survey data	73.5%
% of youths consenting for their NPD records to be linked to survey data, after parental consent given	96.4%
% of all youths where consent for NPD records to be linked to survey data given	70.4%
Children	999
Parents consenting for child's NPD records to be linked to survey data	704
% of parents consenting for child's NPD records to be linked to survey data	70.5%

Interview lengths

Only very minor changes were made to the adult instrument after the start of Year 14 fieldwork, so the interview lengths are very similar across quarters.

The overall timings produced for each quarter's sample were reviewed to identify a significant break point above which to exclude outliers. In addition, only those interviews recorded as having taken place in a single session were included in the analysis to avoid the reliability of the figures being affected by interruptions.

Table 4.16 shows the overall interview lengths for each of these questionnaire versions.

Table 4.16: Adult interview lengths

	All
Q1	
Mean	38 minutes 55 seconds
Median	36 minutes 55 seconds
Q2	
Mean	38 minutes 47 seconds
Median	36 minutes 39 seconds
Q3	
Mean	39 minutes 54 seconds
Median	38 minutes 22 seconds
Q4	
Mean	39 minutes 38 seconds
Median	38 minutes 05 seconds
Year 14	
Mean	39 minutes 18 seconds
Median	37 minutes 29 seconds

Only very minor changes were made to the youth instrument after the start of Year 14 fieldwork. Table 4.17 shows the overall interview lengths for the youth and child questionnaires.

Table 4.17: Youth and child interview lengths

	All
Youth interviews	
Mean	22 minutes 12 seconds
Median	21 minutes 11 seconds
Child interviews	
Mean	12 minutes 23 seconds
Median	11 minutes 53 seconds

Data processing and outputs

Introduction

Full data and other outputs were delivered to DCMS after all Year 13 fieldwork was complete, with an interim delivery at the end of the first six months of fieldwork. This interim delivery took place on 16 November 2017, following a cut-off for inclusion of cases of 30 September 2017. Full Year 13 data and other outputs were delivered in June 2018. Each delivery comprised SPSS datasets, and tables summarising key indicators. This section describes the content of these and the quality checks applied in their production.

Coding open-ended questions

The questionnaires contained a number of open-ended questions, including those where a specified list of options included an 'other' category. In these cases, responses were recorded by interviewers as text.

Initial coding was undertaken by NatCen Social Research's specially trained coding and editing team, using an Excel-based 'coding hub'. This phase involved coding of any open-ended questions, and addressing any notes made by interviewers during the interview. The coding and editing team was briefed in person before starting work, and each coder's first assignment was double-checked. Thereafter the data hub spreadsheets were reviewed to ensure consistency of approach and quality of work.

Where possible, responses were back-coded into existing categories. Standard coding of harmonised occupational and employment data was carried out to enable classification according to the standard National Statistics categorisations of Standard Occupational Classification (SOC2010) and Socio Economic Classification (NS-SEC).

Coding took place throughout the fieldwork period to ensure timely delivery of data. The 'coding hub' spreadsheets enabled the research team and DCMS to monitor progress and ensure a consistent approach.

Data management

Data sets were structured to be consistent with the survey data from previous years. This was managed by using NatCen Social Research's 'data hub' process to control the organisation of data and its manipulation into the required structure. The data hub is MS Excel-based. All key aspects of the data, such as variable and value names and labels, were entered into a spreadsheet which then automatically created SPSS syntax to transform the data into the required format (for example, SPSS re-labelling syntax was automatically generated from the label text specified in the spreadsheet).

This method ensured the following:

- The automatic generation of syntax significantly reduced the likelihood of human error in manually creating syntax from a separate specification.

- The spreadsheet provided clear and easily accessible documentation of the final dataset for checking and editing.

Variables from the Year 12 and Year 13 survey years were mapped in the data hub to check that variables were formatted consistently between survey years.

For multi-coded questions, separate dichotomous variables were produced for each answer option, indicating whether a respondent selected that response or not.

Variable naming

Variable names remain consistent with previous years, with the exception of questions that have changed since the Year 13 survey. Where variables have changed since Year 13, a suffix of 'Y14' was added to the variable name.

Changes to variables can be identified in the change documentation which will be published separately.

SPSS outputs: mid-year data

A mid-year dataset was produced, based on data collected from adults from 1 October 2017 to 30 September 2018 so was a combination of data from the second half of Year 13 and first half of Year 14, covering the majority of the cases from the first six fieldwork months. This was different to the interim dataset produced during Year 13.

This data set included adult cases only, and comprised a set of key variables used to produce statistical release tables. The mid-year dataset contained 3,378 adult cases from Year 14 and 4,516 from Year 13. The final annual dataset contained data from 8,161 adult respondents.

SPSS outputs: annual datasets

Annual datasets were produced following the close of Year 13 fieldwork. Two SPSS datasets were delivered to DCMS and are being prepared for the UK Data Archive. An overview of each dataset produced and numbers included in each dataset is outlined below.

Adult dataset

The adult dataset contains data from interviewed adults (aged 16 and over) from the sample who were interviewed in the Year 14 fieldwork year. The dataset includes questionnaire data from the Year 14 fieldwork year only for 8,161 adults.

Child dataset

The child dataset contains data containing data from all children (aged 5-15) from the sample who were interviewed in person or by proxy in the Year 14 fieldwork year. The dataset includes questionnaire data from the Year 14 fieldwork year only for 645 youths aged 11 to 15 and 999 children aged 5 to 10.

Data checking process and quality checking

The data underwent a series of checking, cleaning and quality assurance procedures, including:

- Reconciliation of booked-in data against received interview data across Ipsos MORI and NatCen datasets, that is, checking that cases recorded as productive contain interview data.

- Logic and consistency checks to ensure that the data outputs reflect the agreed questionnaire specification.

- Logic checks for minimum and maximum values entered by the interviewer, for example, amount of time spent doing an activity.

- Assigning missing values to the data as per specification agreed with DCMS.

- Checking overall counts and estimates against previous survey years, where applicable.

- Production of derived variables as per specification agreed with DCMS.

- All derived variable syntax and table outputs were checked by another member of the Research team prior to delivery.

Taking Part Statistical Release

NatCen Social Research delivered tables for publication showing key findings for the Taking Part Statistical Releases, designed to be as consistent as possible with previous years. The half-year dashboard tables were delivered in November 2018, and was based on adult data from April to September 2018 (most of the first half of the Year 14 fieldwork year). The full Year 14 tables were delivered in June 2018, and were based on adult and child data for the full Year 14 fieldwork year (April 2018 – April 2019). The tables were delivered in an Excel workbook, and the content of each spreadsheet is summarised in Table 5.1.

Table 5.1: Statistical spreadsheets produced for the full dataset

Spreadsheet	Overview of spreadsheet
Arts	Engaged with the arts in the last year Frequency of engagement with the arts in the last year Barriers to attending arts events Barriers to participating in the arts Analysis by area-level variables Analysis by demographic variables
Heritage	Visited a heritage site in the last year Frequency of visiting a heritage site in the last year Whether visited a heritage site in own time, for paid work, for academic study or for voluntary work Types of heritage visited Reasons for visiting a heritage site Reasons for not visiting heritage sites Analysis by area-level variables Analysis by demographic variables
Museums and galleries	Visited a museum or gallery in the last year Frequency of visiting a museum or gallery in the last year Whether visited a museum or gallery in own time, for paid work, for academic study or for voluntary work Reasons for visit Reasons for not visiting museums or galleries Analysis by area-level variables Analysis by demographic variables

Libraries	Visited a public library in the last year Frequency of visiting a public library in the last year Whether visited a public library in own time, for paid work, for academic study or for voluntary work Ways in which public library services were used in the last year Reasons for not using public library services Analysis by area-level variables Analysis by demographic variables
Archives	Visited an archive centre or records office in the last year Visited an archive centre or record office in the last year in own time, for paid work, for academic study or for voluntary work Frequency of visiting an archive centre or records office in the last year Reasons for attending an archive centre or records office in own time or voluntary work Analysis by area-level variables Analysis by demographic variables
Digital participation	Visited websites in the last year • Museum or gallery website • Library website • Heritage website • Arts website • Archive or record office website • Sport website Reasons for visiting websites • Museum or gallery website • Library website • Heritage website • Theatre or concert website • Arts website • Archive or record office website Analysis by area-level variables Analysis by demographic variables
Charitable giving	Has donated money in the last year Frequency of charitable giving in the last year Means through which money was donated in the last year Whether has donated money in the last year to • Heritage • The arts • Museums or galleries • Libraries • Sport • Any DCMS sector Analysis by area-level variables Analysis by demographic variables
Volunteering	Has volunteered in the last year Has volunteered in DCMS sectors last year Frequency of volunteering in the last year Types of volunteering activity Reason for volunteering Whether volunteering activity was connected to

	- The arts - Museums or galleries - Heritage - Libraries - Archives - Sport - Any DCMS sector Analysis by area-level variables Analysis by demographic variables
First World War	Awareness of national or local events or activities to commemorate the Centenary of the First World War Awareness of individual events to commemorate the Centenary of the First World War Attitudes to commemorating the Centenary of the First World War Ways of following the First World War Centenary events Plans for involvement in events to commemorate the Centenary of the First World War Whether these events have helped understanding of what was experienced by those who fought in the war and those who lived at the time of the war Whether these events encouraged involvement in volunteering for community or other activities Analysis by area-level variables Analysis by demographic variables
TV	Things that you do nowadays: watch TV Type(s) of programme watched in the last 12 months: - Sports - Documentary about the history, architecture and/or monuments of Britain - Other historical documentary - Documentary about museums/galleries - Documentary about the arts - Historical drama (a fictional TV show, featuring actors, set in the past) - Other drama - Music (a TV show featuring live or recorded music) - News - Film
Internet and social networking	Household has access to the internet Has used the internet Uses social networking sites or applications Frequency of social networking sites visited Reasons for social networking site usage, for those accessing at least once per month Whether uploaded personally created content within the last year: - Uploaded music - Uploaded photos - Uploaded films Engagement and participation in professionally organised computer or video game tournament: - Watched online - Watched in person at a live event - Played online

	• Played in person at a live event Analysis by area-level variables Analysis by demographic variables

Weighting

The approach to weighting required two stages of calibration weighting to mid-year population counts. At the first stage household level weights were generated; these were used at the second stage to generate the individual level weights.

Stage 1: Household weights

The first stage of weighting generated household-level weights so that the weighted counts of household members matched the 2017 mid-year population estimates[26] for categories of age group and gender[27], and by region (see Tables 5.2 to 5.4). The starting weights for the calibration were calculated by first generating a dwelling weight equal to the number of dwellings identified at the address and trimmed at 2. This dwelling weight was then adjusted within each region by a constant so that the weighted number of household members equalled the population counts – this was used as the starting weight.

The calibration adjustment was trimmed at the 2.5 and 97.5 percentiles to reduce the variance of the weights.

Stage 2: Adult / youth / child calibration weights

Selection weights were calculated for the selection of one adult (16 or older), one youth (aged 11-15) and one child (aged 5-10). These were equal to the number of adults, youths and children identified in the household, but were trimmed at 3, 2 and 2 (respectively) to avoid large weights. These weights were combined with the household weights produced in Stage 1 to generate the starting weights for the individual-level calibration stage.

The calibration stage adjusts these weights separately so that the profile of the achieved sample of adults, youths and children matched the corresponding mid-year 2017 populations counts for age/gender group and region (see Tables 5.2 to 5.4). No trimming was required for the individual calibration weights as the adjustment factors were not particular variable.

Note that some cases were missing age (due to respondent refusal), but not gender. Those cases were excluded from the individual calibration stage and were assigned the mean calibration weights based on gender and region.

The final weights (rimweight) were scaled to have a mean of 1.

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[26] Ideally we would have used 2018 mid-year population estimates, but these were published on 26 June 2019, after the time the weighting was undertaken.

[27] For Year 14, gender was collected with a third category for 'other' / 'prefer not to say'. The 2017 mid-year population counts however are only supplied for two categories of gender (male and female). In order that all respondents were included in the weighted estimates, cases where the gender category recorded was 'other' / 'prefer not to say' were included in the calibration so that their weight was adjusted based on their age, but no adjustment was made for gender.

Table 5.2: Mid-year population estimates (2017) by former Government Office Region: counts

	All	Adults (16+)	Youths (11-15)	Children (5-10)
North East	2,644,727	2,173,467	139,814	185,350
North West	7,258,627	5,876,523	404,506	538,360
Yorkshire and the Humber	5,450,130	4,412,241	304,788	405,960
East Midlands	4,771,666	3,888,026	260,694	346,835
West Midlands	5,860,706	4,712,392	338,825	446,135
East of England	6,168,432	4,981,535	345,256	466,397
London	8,825,001	7,012,189	486,732	702,332
South East	9,080,825	7,343,292	515,718	688,592
South West	5,559,316	4,581,794	291,493	385,259
TOTAL	55,619,430	44,981,459	3,087,826	4,165,220

Table 5.3: Mid-year population estimates (2017) by former Government Office Region: percentages

	All	Adults (16+)	Youths (11-15)	Children (5-10)
North East	4.76%	4.83%	4.53%	4.45%
North West	13.05%	13.06%	13.10%	12.93%
Yorkshire and the Humber	9.80%	9.81%	9.87%	9.75%
East Midlands	8.58%	8.64%	8.44%	8.33%
West Midlands	10.54%	10.48%	10.97%	10.71%
East of England	11.09%	11.07%	11.18%	11.20%
London	15.87%	15.59%	15.76%	16.86%
South East	16.33%	16.33%	16.70%	16.53%
South West	10.00%	10.19%	9.44%	9.25%
TOTAL	100.00%	100.00%	100.00%	100.00%

Table 5.4: Mid-year population estimates (2017) by age group and gender: counts and percentages

	Males: counts	Females: counts	Males: %	Females: %
0-4	1,735,514	1,649,411	51.27%	48.73%
5-10	2,133,287	2,031,933	51.22%	48.78%
11-15	1,582,079	1,505,747	51.24%	48.76%
16-24	3,109,567	2,947,698	51.34%	48.66%
25-34	3,813,211	3,775,813	50.25%	49.75%
35-44	3,523,851	3,561,550	49.73%	50.27%
45-54	3,831,721	3,925,583	49.40%	50.60%
55-64	3,182,351	3,279,603	49.25%	50.75%
65-74	2,646,091	2,849,090	48.15%	51.85%
75+	1,923,381	2,611,949	42.41%	57.59%
TOTAL	27,481,053	28,138,377	49.41%	50.59%
16-24	3,109,567	2,947,698	51.34%	48.66%
25-34	3,813,211	3,775,813	50.25%	49.75%
35-44	3,523,851	3,561,550	49.73%	50.27%
45-54	3,831,721	3,925,583	49.40%	50.60%
55-64	3,182,351	3,279,603	49.25%	50.75%
65-74	2,646,091	2,849,090	48.15%	51.85%
75+	1,923,381	2,611,949	42.41%	57.59%
ADULTS (16+)	22,030,173	22,951,286	48.98%	51.02%
11-13	972,107	926,641	51.20%	48.80%
14-15	609,972	579,106	51.30%	48.70%
YOUTHS (11 to 15)	1,582,079	1,505,747	51.24%	48.76%
5-7	1,086,590	1,036,673	51.18%	48.82%
8-10	1,046,697	995,260	51.26%	48.74%
CHILDREN (5 to 10)	2,133,287	2,031,933	51.22%	48.78%

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