



Department
for Culture
Media & Sport



Version 1 | Confidential

Taking Part



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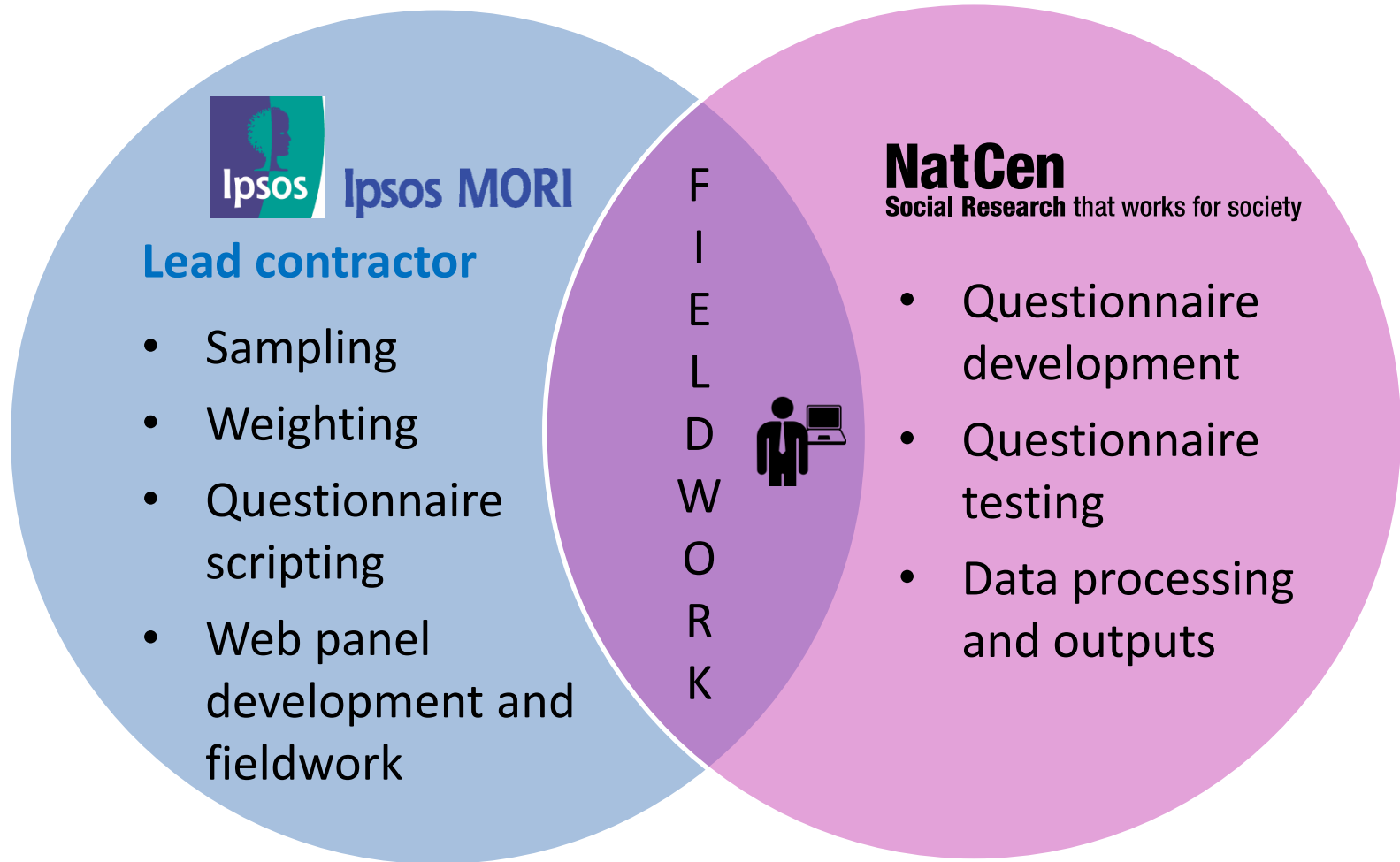


What we will cover

- Who are we?
- Overview of Taking Part design for Years 12 and 13
- Rationale for the new survey design
- How the web panellists are recruited
- How web panel data collection works
- Overview of current progress
- Implications of the web panel for datasets

Who are we?

- Two of the leading social research institutes in the UK
- Conduct high quality research with the aim of having an impact on society
- Large panel of interviewers across Great Britain



Overview of Taking Part design for Year 12

Cross-sectional sample

- Interview in 5,000 “first time” households **face-to-face**.
- Interviews with 1 x adult (16+); 1 x child by proxy (5-10) and 1 x youth (11-15).

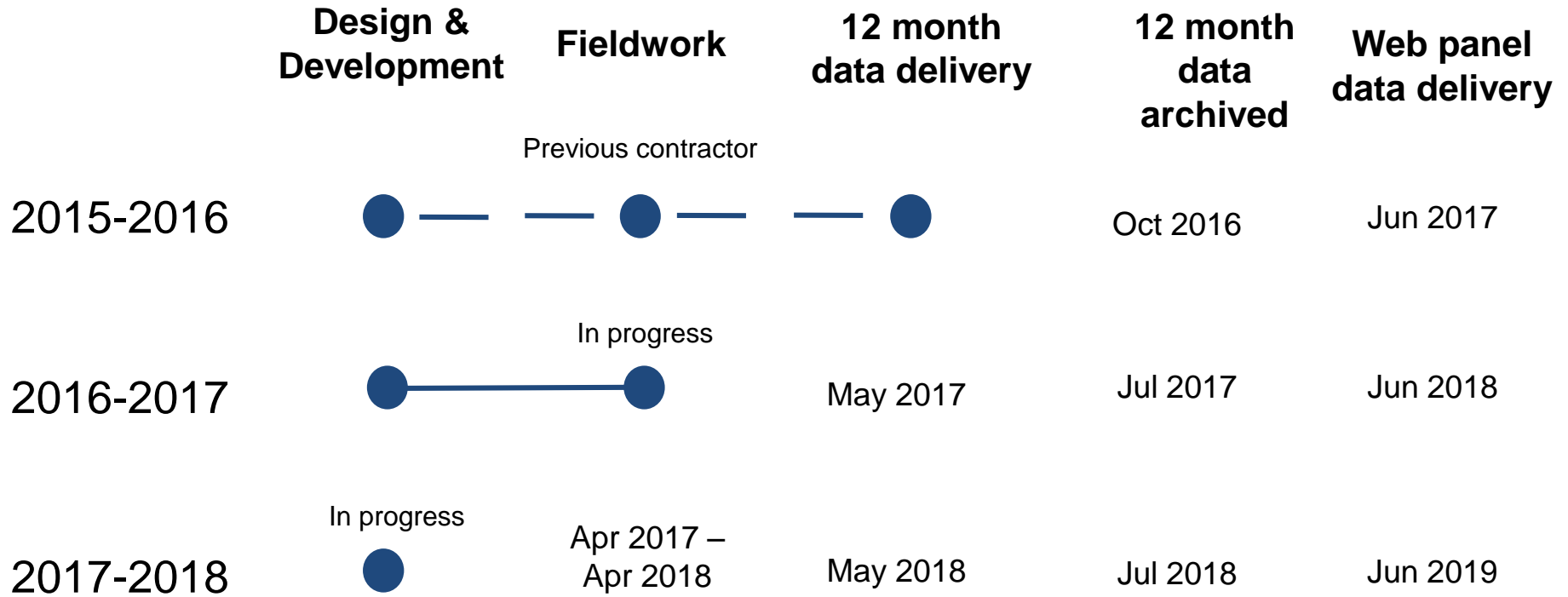
Panel sample

- Interview in c5,000 “repeat” households **face-to-face** where panel members have participated before..
- Interviews with adults (16+); children by proxy (5-10) and youths (11-15).

All participants

- Ask youths and parent/guardians for consent to link their National Pupil Database records to their survey answers.
- Invite all adult and youth respondents to join our web panel.

Where are we now?



Overview of Taking Part design for Year 13

Cross-sectional sample

- Same procedures as before.
- Immediate increase in sample size from c5,000 to c8,000 households.

Panel sample

- Now interviewed by web instead of face-to-face.
- Gradual increase in sample size from c5,000 to c8,000 households (by 2021)
- Quarterly surveys.

Rationale for the new survey design

- Improve quality of national estimates
 - Evidence of increasing bias over time in panel sample
 - Improve statistical efficiency of weighting procedures
 - Refresh sampling points annually
- New approach will deliver comparable effective sample size for national estimates despite reduction in overall number of face-to-face interviews
- Improve quality of panel
 - No selection of panel members after recruitment
 - Tailored questionnaire content
 - More flexible

How the web panellists are recruited

- Use broad definition of web access.
- Respondents told:
 - Will enable Government to monitor change in behaviours and why behaviours change to inform policy.
 - Questionnaires are “device agnostic”.
 - Can complete them in their own time.
- Web panel leaflet given to those who agree.
- If someone is unsure, told they can withdraw consent at any time.
- Those agreeing will receive:
 - £5 for completing the 5 minute welcome questionnaire and £2.50 for each quarterly questionnaire = up to £15 in gift vouchers in the first year.
 - up to £10 for every additional year they choose to stay on the panel.
- Each respondent will have a password-protected personal web page.

FACT 1

Clean streets a priority

Nationally, 62% say clean streets are most important to them in their local area, 49% say green spaces and 37% say educational facilities



About Taking Part

For more information about Taking Part [click here](#)



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About DCMS

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How web panel data collection works

- If they agree, within one week they get email/text asking them to do 5 minute Welcome Questionnaire.
- Contact process is (currently)
 - Email invitation
 - Two email reminders
 - Postal reminder
- Quarterly questionnaires for adults/youths.

Web panel questionnaires content plan

Quarter 0	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Core	Core	Core	Core	Core
Subjective well-being	Subjective well-being	Subjective well-being	Subjective well-being	Subjective well-being
Free time	Free time	Free time	Free time	Free time
Life events	Life events	Life events	Life events	Life events
Sports screener questions	Sports screener questions	Sports screener questions	Sports screener questions	Sports screener questions
Q0 module	Q1 module	Q2 module	Q3 module	Q4 module
Barriers to participation	Arts	Libraries*	Community cohesion	Digital
	Access to news*	Archives*	Public participation	Voluntary work*
		Museums*	Extra sports questions*	Charitable giving*
		Heritage*		







Notes

*Including topic-specific questions about digital, volunteering and charitable giving

Example question

Taking Part

Since your interview on 05 April 2016, have you done any of these art activities in your own time or for the purposes of voluntary work?

- Taking part in a carnival, festival or circus activities
- Painting, drawing, sculpture, printmaking
- Reading for pleasure 
- Crafts 
- Writing music
- Playing a musical instrument 
- Performing in a play, opera or musical theatre
- Dancing 
- Writing stories, plays, poetry
- Photography, film making, animations 
- Singing 
- None of these

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Overview of current progress

	Adults (panel)	Youths (panel)	Adults (cross-sectional)	Youths (cross-sectional)
Web panel opt-in				
<i>Target</i>	64.5		55.9	
Actual	69.2	82.0	53.8	70.6
<i>Base</i>	(1,902)	(100)	(2,511)	(187)
Web panel registration				
Response rate	55.2	35.6	50.0	45.2
Web panel Q0				
Response rate	53.6	36.4	47.3	26.8

Notes

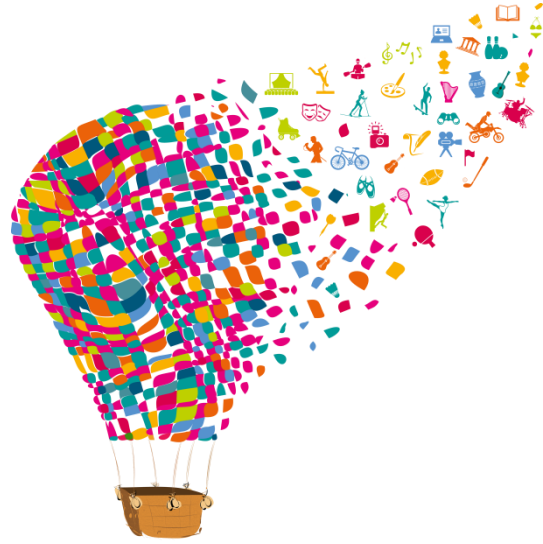
- Data as of 5/6 October 2016 (opt-in); 4 October 2016 (registration/Q0).

Web panel data

- Questions will be tagged by quarterly wave.
- Data structure expected to be different:
 - Not adding duplicate cases as previously.
 - Instead additional variables will be included in the web panel dataset.

Example

	Person 1	Person 2	Person 3
12Wellbe_Q0	Yes	No	No
12Wellbe_Q1	No	No	No
12Wellbe_Q2	Yes	No	No
12Freetime_Q0	5	2	8
12Freetime_Q1	5	3	7
12Freetime_Q2	4	2	6
12Football_Q0	Yes	Yes	No
12Football_Q1	Yes	Yes	No
12Football_Q2	No	Yes	No



**ANY
QUESTIONS?**