



Active People Surveys 2, 3 and 4 and DCMS culture boost

Technical Report

FINAL VERSION

Prepared for Sport England by

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January 2011

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Overview and methodological summary

Background and aims and objectives

This document outlines the technical and methodological approach used to conduct Active People Surveys 2, 3 and 4 (APS2/3/4) and the DCMS culture boost. The approach described in this document is predominately the same as the approach used for the first Active People Survey (APS1) in order to provide statistically reliable measures comparable with the baseline data provided by APS1.

APS1 was commissioned by Sport England, the leading sports development agency in England. Ipsos MORI was awarded the contract to carry out the survey following competitive tendering in July 2005. In total 363,724 interviews were achieved between 13th October 2005 and 16th October 2006.

In August 2007 Ipsos MORI was awarded the contract to conduct APS2, 3 and 4:

- APS2 fieldwork started on 15th October 2007 and finished on 14th October 2008 and achieved 191,325 interviews over the 12 month period.
- APS3 fieldwork started on 15th October 2008 and finished on 14th October 2009 and achieved 193,947 interviews.
- APS4 fieldwork started on 15th October 2009 and finished on 14th October 2010 and achieved 188,354 interviews.

Sports related measures

The primary objective of APS is to measure changes in the levels of participation in sport and active recreation and its contribution to improving the health of the nation. Sport and active recreation includes walking and cycling for recreation in addition to more traditional formal and informal sports. When measuring sports participation the survey not only records the type of activity but also the frequency, intensity and duration of the activity. APS also provides a robust measure of National Indicator 8 (NI8).

In addition, the survey measures changes on a range of other important sport related measures such as club membership, involvement in competition, receipt of tuition or coaching and contributing to sport through voluntary activity. The survey provides wide ranging demographic information to enable the identification of participation by different social groups.

In light of [Sport England's strategy for 2008 to 2011](#), and the re-focus of it's role to develop community sports and the commissioning process with National Governing Bodies of Sport (NGBs), further questions were added in APS2 to establish the level of membership of specific types of sports clubs, specific sports people receive coaching in, and specific sports that are undertaken at a competitive level. A question was also added to ascertain what sports respondents would like to do, or to do more often, to provide data on latent demand for sport.

Culture related measures



Six further questions were added to APS2 at the start of Quarter 3 (14th April 2008) to capture information for the Department of Culture, Media and Sport (DCMS). These questions are used to provide a baseline for measurement of Local Authorities achievement against three DCMS policy targets. The targets are:

- To increase use of library services (National Indicator 9, NI9)
- To increase attendance at museums and galleries (National Indicator 10, NI10)
- To increase attendance of creative, artistic, theatrical or musical events and actual participation in these activities (National Indicator 11, NI11)

Wider physical activity measures

The Government's 2012 Legacy Action Plan (LAP), published in June 2008, sets a cross-Government target to get 2 million more adults active through sport and physical activity by 2012. DCMS and Sport England lead on getting 1 million more people doing more sport. A range of Government departments will deliver programmes that will increase wider physical activity¹.

The Active People Survey is the measure for the 2 million target, which is based on those adults aged 16 and over achieving three sessions of at least 30 minutes of at least moderate intensity physical activity per week. In order to provide data for this measure additional questions were added on dance, active conservation and gardening from January 2009 (APS3 Q2).

Scope and methodology

The sample universe comprised all individuals aged 16+ living in England.

APS2, APS3 and APS4 all provided a minimum of 500 interviews in most of the Local Authorities (LAs) in England. In APS2 64,640 culture boost interviews were conducted on behalf of the DCMS. These interviews comprised the six DCMS culture questions and a reduced list of the demographic questions used in APS2.

The boost interviews were conducted as the DCMS questions were only added to APS2 at the start of Quarter 3 and therefore APS2 would only have provided 250 responses for most single tier Authorities. DCMS required a minimum sample size of 500 interviews per single tier Authority hence the boost. In addition further boosts were undertaken in 24 Authorities that selected one or more of the targets (N1 9, 10, 11) to be measured against. These boosts achieved a minimum sample size of 2,000 for each of these Authorities.

The DCMS culture boost was undertaken again in 24 Authorities in APS4 to increase the number of responses in Authorities that selected one or more of the targets (N1 9, 10, 11) to be measured against. These boosts achieved a minimum sample size of 2,000 for each of these Authorities.

Both APS and the DCMS culture boost interviews used the same methodological approach. The APS interviews in each Local Authority were spread evenly over the fieldwork period in order to ensure that

¹ Many of these programmes are outlined in the Department of Health's (DoH) Physical Activity Plan 'Be Active, Be Healthy' published on 11 February 2009.

results were not biased by variations associated with seasonal differences in participation in different sports and active recreational activities.

The survey was conducted by telephone using Random Digit Dialling (RDD) to generate a sample of telephone numbers. The RDD sample was drawn by selecting numbers from a database comprising all exchange codes allocated for residential use in the UK. A representative sample was then drawn by randomising the last four digits of each number.

In households with only one person aged 16 or over, this person was selected for interview. In households with more than one person aged 16 or over, one respondent was randomly selected from the eligible household members using the Rizzo² method where the CATI system randomly selects the eligible respondent.

This works as follows:

- Two adult households. CATI randomly selects either the screener respondent or the other adult.
- Three adult households. CATI randomly selects one of the three adults. If this is the screener respondent then this person is interviewed. If one of the other two adults is selected then the one with the 'next birthday' is the eligible respondent.
- Four adult households. CATI randomly selects one of the four adults. If this is the screener respondent then this person is interviewed. If one of the other three adults is selected then the one with the 'next birthday' is the eligible respondent.
- Etc.

The LA each respondent lives in was confirmed using the respondents postcode and address, and in cases where this could not be verified via the respondents telephone number. Survey data were weighted to be representative of the 16+ population of each reporting geography (i.e. Local Authority, Government Region etc). Data within each reporting geography were weighted by Age within Gender, Ethnicity (White / Non White), Socio-economic classification (NS SEC), Household size, Working status within Gender.

² Rizzo, L. Brick, JM and Park, I (2004) "A minimally intrusive method of for sampling persons in random digit dial surveys" in *Public Opinion Quarterly* 68:2

1. Questionnaire design and piloting

1.1 APS1 questionnaire development and piloting

APS1 used a questionnaire that met the objectives of measuring and tracking changes for the key indicators required for the Comprehensive Performance Assessment³ (CPA) and a wider set of indicators that were a priority within the Framework for Sport in England, Regional Plans, Whole Sport Plans and within Sport England's "Delivery Plan".

The survey did not use the International Physical Activity Questionnaire (IPAQ – Long Version) as an extensive pilot in Sport England's Yorkshire Region identified that this questionnaire not was ideally suited for this purpose.

The Active People Survey questions were designed in light of findings from the pilot by the Active People Academic Advisory Group, a panel of eminent academics with specialist expertise in the areas of physical activity and sport surveys. The panel was comprised of the following people:

- **Dr Fiona Bull (Chair)** - University of Loughborough (expert in physical activity surveys - international co-ordinator on the IPAQ survey)
- **Prof Chris Gratton** - Sheffield Hallam University (expert on leisure economics/ carried out extensive secondary analysis on the sport questions in the GHS)
- **Dr Melvyn Hillsdon** - University of Bristol (expert on research into physical activity - co-author of recent systematic review on 'understanding participation' carried out by Sport England)
- **Dr Manos Stamatakis** - University College London (advisor to the Dept of Health on sport and physical activity component in The Health Survey for England and co-author of report on 2003 survey report)
- **Prof Chris Riddoch** - University of Bath (extensive research on physical activity and lead author on the Chief Medical Officer Report on physical activity and behaviour change)
- **Prof Adrian Bauman** - University of New South Wales (expert in physical activity surveys - international co-ordinator on the IPAQ survey)

The panel also specified the demographic variables to be included within the survey and these, along with the questions themselves, were passed to Ipsos MORI to be formatted for use as a Computer Assisted Telephone Interview (CATI) questionnaire.

The APS1 questionnaire was extensively piloted and cognitively tested including a pilot to test the reliability of responses given by respondents.

³ CPA is the Audit Commission's assessment of the performance of local authorities. <http://www.audit-commission.gov.uk/cpa/index.asp>

1.2 APS2 questionnaire development and piloting

1.2.1 APS2 Questionnaire development and piloting

In order to ensure robust comparison with the APS1 baseline all of the main Key Performance Indicator (KPI) questions from APS1 were used and unmodified, for APS2.

In light of Sport England's strategic re-focus on community sport a number of new questions were added for APS2 to provide more sport specific data.

The new questions added for APS2 are listed below:

Q16b.	What types of clubs are you a member of so you can participate in any sports or recreational physical activities? (Base: all members of clubs)
Q16a.	Which sports or recreational physical activities do you take part in as a member of a sports club? (Base: all members of sports clubs)
Q17a.	Which sports or recreational physical activities have you received tuition from an instructor or coach for in the last 12 months? (Base: all receiving tuition)
Q18a.	Which sports or recreational physical activities have you taken part in organised competition for? (Base: all taking part in organised competition)
Q22.	Would you like to do more sport or recreational physical activity than you do at the moment? (Base: all respondents (asked of half of sample))
Q23.	Which one sport or recreational physical activity would you most like to do, or to do more often? (Base: all that would like to do more sport or recreational physical activity)
D5a. – New question	At what stage of your full time education are you at? (Base: all still in education)

One question was deleted:

D8/9.	Ages of other adults in household.
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Range checks were added to two questions:

Q12. – Length of time activity usually undertaken for	To minimise as far as possible unrealistic lengths of time being recorded a logic check is now displayed where the time given is outside the expected range for the activity mentioned. Interviewers read out the time given and ask respondents to confirm that this is correct. Script still accepts data outside these ranges.
Q20. – Amount of time spent volunteering in last 4 weeks	To minimise as far as possible unrealistic lengths of time being recorded, a logic check is now displayed where the time given is outside the expected range. Interviewers read out the time given and ask respondents to confirm that this is correct. Script still accepts data outside these ranges.

A CATI pilot was conducted to test that the new questions were easily understood in terms of wording and structure and that they captured the required data accurately.

The pilot involved interviews with a nationally representative sample of adults (16+) using the same respondent selection methodology and full survey questionnaire as the main survey.

Some minor amendments were made to the questionnaire in light of the pilot.

1.2.2 DCMS culture questions development and piloting

DCMS provided draft questions to be added to the main APS2 questionnaire and also to be used for the separate boost interviews.

The draft questions underwent cognitive testing to ascertain whether or not they were working as intended and whether there was sufficient information for respondents to answer the questions accurately. This testing also aided the development of the questions by suggesting improved and unambiguous question wording.

Cognitive testing works by probing the respondent to elicit what they understand a question to mean, and how they came to the answer they gave. Probing is informed by a cognitive model of the mental processes involved in responding:

- Encoding in memory (respondents have to have some knowledge or memory of what is being asked about)
- Comprehension (respondent understanding of the question and relevant concepts)
- Retrieval (respondents retrieve the information from memory)
- Judgement (respondents assess the completeness and relevance of what they remember)
- Communication/response (respondents decide whether their answer fits the answer categories provided and also decide whether they actually want to provide an answer or provide one that might be socially acceptable)

The cognitive testing comprised twenty-four telephone interviews and a report was produced which provided detailed feedback on the draft questions and provided recommended question wording. Draft questions for the subsequent CATI pilot were subsequently agreed with DCMS.

The CATI pilot consisted of 750 CATI interviews using the full boost questionnaire, which contained the draft questions from the cognitive testing and a reduced list of demographic questions from the main APS2 questionnaire.

The pilot also provided DCMS with an indication of the likely survey prevalences for each of the three KPIs (National Indicators 9, 10 and 11) the draft questions were measuring. Some minor amendments were made to the draft questions in light of feedback from the pilot and the interviewer instructions and definitions were also revised.

The final DCMS questions added to the APS2 questionnaire and used for the culture indicators NI9, 10 and 11 are:

- i. During the last 12 months, have you attended a museum or gallery at least once? [ASK ALL]
- ii. During the last 12 months, have you used a public library service at least once? [ASK ALL]
- iii. Have you attended any creative, artistic, theatrical or musical events in the last 12 months? [ASK ALL]
- iv. How many events have you attended? [ASK IF Q3 = YES]
- v. Have you spent time actually doing any creative, artistic, theatrical or musical activities, or any crafts in the last 12 months? [ASK ALL]
- vi. How many times have you done any of these activities? [ASK IF Q5 = YES]

1.3 APS3 questionnaire development

1.3.1 APS3 Questionnaire development

In order to ensure robust comparison with the APS1 and APS2 all of the main Key Performance Indicator (KPI) questions from APS1 and APS2 were used and unmodified, for APS3.

The new questions added for APS3 are listed below:

Impact of economic climate on participation	
Q24.	Do you think you generally do more, less, or the same amount of sport and recreational physical activity as you did this time last year? (Base: all respondents (asked of 20% of sample))
Q25.	What is the main reason you are doing less? (Base: all doing less sport and recreational physical activity)
Q26.	Have you done any dancing or gardening in the last four weeks? (Base: all respondents) Added start of Month 4.
Dancing and gardening questions	

Q27.	How many days in the last four weeks have you done: a) Dancing b) Gardening (Base: all that have done dance, gardening) Added start of Month 4.
Q28.	How long do you usually do: a) Dancing b) Gardening (Base: all that have done dance, gardening) Added start of Month 4.
Q29.	During the last four weeks, was the effort you put into: a) Dancing b) Gardening usually enough to raise your breathing rate (Base: all that have done dance, gardening) Added start of Month 4.
Q30.	During the last four weeks, was the effort you put into: a) Dancing b) Gardening usually enough to make you sweat or out of breath (Base: all that have done dance, gardening) Added start of Month 4.
Free swim questions	
Q31.	Have you heard that free swimming in public pools is being offered to people aged 60 and over? (Base: all aged 60 and over) Added start of Month 6.
Q32.	Have you heard that free swimming in public pools is being offered to people aged 16 and under? (Base: all aged 16) Added start of Month 6.
Q34.	Did you swim for free in any public pools in the last four weeks? (Base: all aged 60 and over and have swum in last four weeks) Added middle of Month 6.
Q35.	How many sessions did you swim for free? (Base: all aged 60 and over and have swum in last four weeks) Added middle of Month 6.
Q36.	Excluding school lessons did you swim for free in any public pools in the last four weeks? (Base: all aged 16 and have swum in last four weeks) Added middle of Month 6.
Q37.	How many sessions did you swim for free? (Base: all aged 16 and have swum in last four weeks) Added middle of Month 6.

Q33.	Have you heard that free swimming in public pools is being offered to people aged 60 and over and 16 and under? (Base: all aged 17 to 59 with children in their household (asked of 25% of sample)) Added start of Month 6.
Q38.	Has the child or have the children aged 15 and under in your household had any free swimming sessions in any public pools in the last four weeks? (Base: all with children in household and have heard of free swimming) Added middle of Month 6.
Q39.	How many sessions did they swim for free? (Base: all with children in household and have heard of free swimming and had any free swim sessions) Added middle of Month 6.
Higher and further education questions	
Eda.	Are you currently doing any part time education courses? (Base: all whose working status is NOT full time or part time student) Added start of Month 6.
Edb.	Are you studying at a further or higher education institution? (Base: all whose working status is NOT full time or part time student and doing any part time education course) Added start of Month 6.

1.4 APS4 questionnaire development

1.4.1 APS4 Questionnaire development

In order to ensure robust comparison with the APS1, APS2 and APS3 all of the main Key Performance Indicator (KPI) questions from APS1, APS2 and APS3 were used and unmodified, for APS4.

The new questions added for APS4 are listed below:

Swim.	Which of the following statements best describes your ability to swim? (Base: all respondents) Included only for Month 6.
Fishing.	Have you done any fishing in the last four weeks? (Base: all that have done some sport or active recreation and NOT fishing) Added start of Month 4.
Snow1.	For each snow sport activity undertaken: Was this in England, other UK or overseas
Snow2.	For each snow sport activity undertaken in England: Was this on indoor snow slope, dry slope, other

WeightTraining.	What type of weight training did you do? (Base: all doing weight training)
Weightlifting.	Is that Snatch / Clean and Jerk? (Base: all doing weight lifting)
Powerlifting.	Is that Special Olympians or Paralympic Bench Press powerlifting? (Base: all powerlifting)
Cricket.	Which of the following types of cricket have you done in the last four weeks? 1. Cricket outdoors - match 2. Cricket indoors - match 3. Cricket outdoors - nets / practice 4. Cricket indoors - nets / practice 5. Cricket - other (Base: all doing cricket)
RugbyUnion.	Which of the following types of Rugby Union have you done in the last four weeks? 1. Rugby Union - 15 a side game 2. Rugby Union - Sevens 3. Rugby Union - Tag rugby 4. Rugby Union - Touch rugby 5. Rugby Union - Other (Base: all doing Rugby Union)
RugbyLeague.	Which of the following types of Rugby League have you done in the last four weeks? 1. Rugby League - 13 a side game 2. Rugby League - Tag rugby 3. Rugby League - Touch rugby 4. Rugby League - Other (Base: all doing Rugby League)
RugbyTag.	Is that Union or League? (Base: all doing Tag rugby)
RugbyTouch.	Is that Union or League? (Base: all doing Touch rugby)
Gym1.	What was your main reason for doing gym? Was it to improve your general health and fitness, or as preparation or training to participate in a particular sport or sports? (Base: all doing gym)
Gym2.	Which main sport were you preparing or training for at the gym? (Base: all doing gym as training for a sport or sports)

2. Sampling and respondent selection

2.1 Sample size

2.1.1 APS sample size

APS2, 3 and 4 provides a minimum of 500 interviews in most of the Local Authorities (LAs) in England.

Isles of Scilly (the smallest LA in terms of population) comprises only 1,905 adults in 929 households with the next smallest, the City of London, has 7,690 adult residents in 5,217 households. In these cases, a sample of 500 is not required in order to deliver the required level of accuracy (detection of a 3-4% difference) due to the 'finite population correction' that can be applied in significance testing (i.e. the size of the sample in relation to the population is taken into account). In these authorities the target is to achieve as many interviews as possible.

500 is the minimum sample for each LA however all LAs had the opportunity to boost their sample sizes:

APS2 sample boosts

Fourteen LAs chose to boost their sample sizes. Most of these boosted by 500 interviews in order to deliver a 1,000 sample size overall. Two LAs chose larger boosts; Liverpool boosted by 2,000 to provide a 2,500 overall sample size, and Birmingham boosted by 3,800 to provide a 5,000 overall sample size⁴.

APS3 sample boosts

Twenty LAs chose to boost their sample sizes. Most of these boosted by 500 interviews in order to deliver a 1,000 sample size overall. Two LAs chose larger boosts; Liverpool boosted by 2,000 to provide a 2,500 overall sample size, and Birmingham boosted by 3,800 to provide a 5,000 overall sample size⁴.

APS4 sample boosts

Fourteen LAs chose to boost their sample sizes. Thirteen boosted by 500 interviews in order to deliver a 1,000 sample size overall. One LA chose a larger boost; Liverpool boosted by 2,000 to provide a 2,500 overall sample size.

⁴ As the largest LA in England in terms of population, it was decided (prior to their decision to further boost their sample) that Birmingham should have a minimum sample size of 1,200.

2.1.2 DCMS culture boost sample size

APS2 culture boost

DCMS required a sample size of at least 500 interviews in each single tier LA in England. A boost was therefore required as the DCMS questions were only added to APS2 at the start of Quarter 3 and therefore would only provide a sample size of 250 for many of these.

In addition a number of these single tier LAs were further boosted to provide an overall sample size of 2,000, this enabled a one percent change per year to be detected. In total the target number of boost interviews was 63,250. This comprised:

- 250 boost interviews in 82 Local Authorities to provide an overall sample size of 500 in these LAs.
- 1,500 boost interviews in 2 Local Authorities to provide an overall sample size of 2,000 in these LAs.
- 1,750 boost interviews in 22 Local Authorities to provide an overall sample size of 2,000 in these LAs.
- 250, 500, 750 boost interviews across three County Councils.

APS4 culture boost

Twenty-four single tier LAs were boosted by 1,500 interviews to provide an overall sample size of 2,000 to enable a one percent change per year to be detected. In total the target number of boost interviews was 36,000.

Appendix A provides overall sample sizes for LA for both APS and the DCMS boosts.

2.2 Sampling frame

The sample universe comprised all individuals aged 16+ living in England.

Random Digit Dialling (RDD) was used in the selection of the sample with one respondent randomly selected from the eligible household members.

The RDD sample was drawn by selecting numbers from a database comprising all exchange codes allocated for residential use in the UK. A representative sample was then drawn by randomising the last four digits of each number. This brings ex-directory numbers into the sample. Many telephone surveys use this approach. The sample provider was Survey Sampling International (SSI) who provide RDD samples across Europe and North America.

The sample was representative of the areas covered with numbers generated in the correct proportions within each telephone exchange. SSI supplies numbers linked to LAs, and whilst this does not produce a perfect match, it does provide a good basis for selecting the sample.

In order to provide a more exact match, postcodes were obtained at the end of the interview and checked using address matching software linked to the CATI script. Postcodes were matched in nearly 90% of cases with the remainder allocated to an LA using telephone exchange codes. A full explanation of the process of confirming respondents' place of residence is covered later in this document.

It is important to note that this sampling frame does not provide a complete coverage of the population. A small proportion of households do not have access to a telephone. Individuals living in institutions were also likely to be excluded. However, as these groups make up a small proportion of the population they were excluded from the survey.

2.3 Interview distribution and targets

The target was for interviews to be distributed evenly across all LAs over the twelve- month fieldwork period for each survey (six months for the APS2 DCMS culture boost). Sample was drawn and released on a monthly basis. The table below shows the start and end dates of each sample month and quarter for each survey (APS2, 3 and 4).

Sample Period	Start date	End date
Month 1	15-Oct	11-Nov
Month 2	12-Nov	9-Dec
Month 3	10-Dec	13-Jan
Quarter 1	15-Oct	13-Jan
Month 4	14-Jan	10-Feb
Month 5	11-Feb	9-Mar
Month 6	10-Mar	13-Apr
Quarter 2	14-Jan	13-Apr
Month 7	14-Apr	11-May
Month 8	12-May	8-Jun
Month 9	9-Jun	13-Jul
Quarter 3	14-Apr	13-Jul
Month 10	14-Jul	10-Aug
Month 11	11-Aug	7-Sep
Month 12	8-Sep	14-Oct
Quarter 4	14-Jul	14-Oct

The aim was for each LA to be within 95% and 105% of the target number of interviews at the end of each Quarter to negate the need for weighting to correct the achieved sample sizes by Quarter. Whilst in theory this should be a simple process in reality it required extensive analysis and monitoring of live and used sample, particularly due to significant variability in the accuracy of postcode information allocated to each of the generated RDD telephone numbers. This variability is mainly due to residents retaining their old telephone numbers when moving house.

In the smaller (in terms of geographical size) but higher population density metropolitan authorities and London boroughs, this was more of an issue than in larger (in terms of geographical area) but more sparsely populated district councils. This is due to the much higher likelihood that a house move would mean the respondent had moved into a different LA.

This means that it was not a simple process of issuing more or less sample in different LAs to maintain an even distribution of responses by LA over time. The process was made more difficult as the respondent's postcode was not confirmed until the end of interview.

The tables below show, for APS2, 3 and 4:

- The percentage of interviews achieved against target.
- The number of LAs falling above or below the targets and the percentage of LAs exceeding 95% of target

APS2	Qtr 1	Qtr 2	Qtr 3	Qtr 4
% of target no. of interviews achieved	100.7%	100.5%	100.0%	100.9%
Number of LAs under 95% of target	3	1	0	n/a
Number of LAs over 105% of target	30	6	6	n/a
% of LAs exceeding 95% target	99.2%	99.7%	100%	n/a

APS3	Qtr 1	Qtr 2	Qtr 3	Qtr 4
% of target no. of interviews achieved	100.3%	99.9%	101.1%	100.9%
Number of LAs under 95% of target	4	3	0	n/a
Number of LAs over 105% of target	32	5	4	n/a
% of LAs exceeding 95% target	98.9%	99.2%	100%	n/a

APS4	Qtr 1	Qtr 2	Qtr 3	Qtr 4
% of target no. of interviews achieved	102.4%	101.0%	101.1%	101.5%
Number of LAs under 95% of target	0	0	1	n/a
Number of LAs over 105% of target	42	32	23	n/a
% of LAs exceeding 95% target	100%	100%	99.7%	n/a

Appendix A provides response by LA for both APS and the DCMS culture boost.

2.4 Household definition and respondent selection

A series of screening questions were used to identify the number of eligible people living in the household whilst at the same time ensuring the number called did qualify as a household. A household was defined as:

One person or a group of people who have the accommodation as their only or main residence

AND

Either shares at least one meal a day

Or share the living accommodation, that is, a living room or sitting room

Specific rules were set in relation to certain groups of people:

- Students – only included if they were actually living there the day of the call
- Forces – anyone away from home in the forces was excluded
- Away from home – anyone who has been away from home continuously for 6 months or more was not included e.g. those travelling, hospital, in prison etc.
- Temporary residents – only included if they had been there continuously for six months or more

In eligible households with only one person 16 or over this person was selected for interview.

For eligible households with *two or more adults* APS1 used the 'next birthday' method for selecting a respondent within a household. This is a fairly common approach and relies on the fact that month of birth is randomly distributed across the population. An enhancement – the use of the Rizzo⁵ method – was used for APS 2,3 and 4. This differs slightly from the 'next birthday' rule in that instead of selecting the person with the 'next birthday' in households with *two or more adults* the CATI system randomly selects the eligible respondent. Respondent selection therefore works as follows:

- Two adult households. CATI randomly selects either the screener respondent or the other adult.
- Three adult households. CATI randomly selects one of the three adults. If this is the screener respondent then this person is interviewed. If one of the other two adults is selected then the one with the 'next birthday' is the eligible respondent.
- Four adult households. CATI randomly selects one of the four adults. If this is the screener respondent then this person is interviewed. If one of the other three adults is selected then the one with the 'next birthday' is the eligible respondent.
- Etc.

The advantage of this method is that, by not asking for next birthday in all cases, refusal rates should be lower as less screening is required. This approach also helps to eliminate any self-selection bias. (This is the potential bias caused by the screener respondent claiming to have the next birthday when this is not the case).

⁵ Rizzo, L. Brick, JM and Park, I (2004) "A minimally intrusive method of for sampling persons in random digit dial surveys" in *Public Opinion Quarterly* 68:2

3. Fieldwork administration

3.1 Overview

Ipsos MORI uses the latest SPSS Quancept Telephony CATI software which incorporates automatic call management features which enables the implementation of the complex sample management rules outlined in the next section.

All of the interviewing was conducted in-house via Ipsos Group telephone centres.

Briefing and training methods were replicated across all interviewing sites with each seamlessly linked to operate from a single database so that all the interviewing was co-ordinated i.e. the same CATI questionnaire script, sample management rules etc. were applied in all sites rather than separate scripts and sample management algorithms being programmed separately in each site.

3.2 Ethnic minority interviewing

The Ipsos MORI CATI facility in Harrow recruits interviewers from the local catchment area, which enables interviews to be carried out in the major languages of the Indian sub-continent: Hindi, Gujarati and Urdu. The questionnaire was translated into Hindi, Gujarati and Urdu and interviews were conducted by interviewers reading from paper translated questionnaires with responses captured directly into the standard CATI script.

3.3 People with disabilities

In order to reach people with speech or hearing impairments, Ipsos MORI use the RNID TypeTalk service. Upon suspecting, or being told that a household has an individual who has difficulty in communicating by telephone, the interviewer selects a customised call outcome on the CATI system. These numbers were then fed to a team of specially trained interviewers.

By dialling the TypeTalk prefix before dialling the number the call was routed through the TypeTalk service. If the household does not have a textphone then the call was connected as normal. However, if the household does have a textphone an operator was connected to the interviewer. The operator will then relay the interviewer and respondent communication via text operation, enabling the interviewer to obtain an interview.

The telephone was allowed to ring for a minimum of 25 seconds as opposed to the more common 15 seconds used by market research companies. This ensured that those with physical disabilities still had time to reach the telephone before the call was terminated.

3.4 Interviewer training and quality control

For new interviewers, initial suitability is assessed at the interview stage and those who have the necessary qualifications are taken through a two-day basic training programme.

Day one includes a background to market research, the company and the MRS Code of Conduct. Technical terms (e.g. response categories) are explained and basic interviewing techniques are taught. This includes an explanation of different types of questions that can be asked, verbatim recording of responses and probing techniques. SEG classification (socio-economic classification) is also covered and a small number of dummy interviews conducted.

On the second day of training, trainees sit a written test in which they must achieve a score of at least 75%, otherwise they are required to go through the first day's training again. The second day covers the CATI system, business interviewing and internal administration followed by more dummy interviews.

The philosophy behind the training programme is that interviewers should be given a good theoretical grounding in interviewing practice. This includes an understanding of how and why surveys are carried out. This is supplemented by some practical experience that they can then build on once they start interviewing. An integral part of the process is to ensure that they have the confidence to persuade reluctant respondents to take part while, at the same time, dealing sensitively with respondent concerns. All new interviewers are monitored continuously throughout their first project.

Project specific training is given for each job. On an on-going basis 10% of interviews are monitored and the results recorded on to the interviewer's file. This exceeds the ISO 20252 (formally BS7911) requirement of 5%. In order to qualify, the full interview (from initial screening to the final classification questions) must be monitored.

It is possible to routinely supervise and monitor all interviewers in the course of their work. This ensures that interviewing standards are both consistent and of high quality. The monitoring takes the form of the production of progress reports on either a daily (if required) or a weekly (more common) basis. These cover all the details of the fieldwork, such as the number of interviews achieved, levels of refusals, out-of-scopes, appointments scheduled and so on.

These reports are produced automatically by the computer system, which controls the interviewing in the unit. They are produced for individual interviewers, in order to pinpoint any problems, and to summarise overall figures. They can also be broken down in relation to whatever variables are required, such as location, thereby enabling fieldwork progress in particular cells to be monitored on a continuous basis. This would allow the early identification of any problems with any part of the sample.

3.5 Interviewer briefing

One of the executives working on the project or one of the telephone Department Heads personally briefed all interviewers working on the survey. Members of the Sport England project management team also attended each of the initial interviewer briefings (except the Canadian briefings). The briefings were face-to-face in each interview location and interviewers ran through the CATI script during the session to understand the routing in the questionnaire.

The briefing was structured as follows:

- Background/purpose of the survey
- Survey introduction
- Enquiries from respondents
- Sample handling
- Screener questions

- Main survey questions
- Demographic questions
- Collecting address details
- Closing the interview

A written instruction manual was provided to all interviewers with supplementary briefing notes provided for the DCMS culture questions (Appendix D (APS) and E (DCMS boost)).

Separate training was given in refusal avoidance specific to the survey in the form of PowerPoint and practical exercises.

Additional training sessions were also developed during the fieldwork, which enabled interviewers to listen in to those who were achieving the highest response rates to gain practical guidance. Questions and instructions raised in one centre were approved and answered by the project team and then written instructions communicated to all centres in order to ensure consistency. Existing interviewers were re-briefed on the survey each month.

Members of the Sport England project management team monitored interviews both immediately after the briefing and remotely during the early stages of the fieldwork to ensure the survey was being administered correctly.

3.6 Background on key elements of the APS survey

The key elements of the survey are described below.

3.6.1 Survey introduction

When APS1 was set up, a great deal of time was spent in the design of the introduction to the survey in order to maximise response whilst eliminating bias as far as possible. No changes were made to the introduction in APS2.

The main potential bias was that refusal rates would be higher amongst those that were most sedentary, i.e. participating in little or no sport, so the introduction was carefully designed not to knowingly introduce this kind of bias by not mentioning 'sport' or 'Sport England' and stated only that the survey was about 'people's leisure and recreational activities'.

To maximise response it was agreed (and tested during piloting) that the introduction needed to be short to minimise the chance of refusal during the introduction i.e. giving too much information could give more reasons for people to decline to participate. However, it was still essential to cover the following within the introduction:

- Name of interviewer and organisation they were calling from (Ipsos MORI)
- The subject of the research (leisure and recreational activities)
- How the information would be used and by whom (by local authorities to help shape local services in the future).

The introduction therefore links the survey explicitly to local authorities and the shaping of local services to attempt to maximise buy-in to the survey:

“Good afternoon / evening. My name is [XXX YYY] calling from Ipsos MORI – the independent research organisation. We are carrying out a survey about people’s leisure and recreational activities. This important study will be used by Local Authorities and your opinions may help to shape local services in the future”.

Interviewers were carefully briefed to stress the following if questioned by respondents:

- “leisure and recreational activities” - When talking about the survey interviewers always use the word “activity” as opposed to “sport” (The views of those people who do not consider themselves as participating - or even interested - in sport are every bit as important as those of fitness fanatics. The word sport is more likely to put these people off participating in the survey).
- People who do not participate in leisure activities (e.g. mothers with young children or old age pensioners) are of key interest.
- “important study” – Interviewers stressed the sentence beginning with “This important study...” to help to encourage participation.
- May shape future local authority policies.

3.6.2 Reference period

Questions on walking, cycling and other sport and active recreation undertaken use the previous four weeks as the reference period:

e.g. *‘On how many days in last four weeks have you done ...’.*

In order to ensure that the correct reference period was used without respondents having to try to remember the date four weeks (28 days) previously, the CATI system inserted this date for interviewers to read out.

For example a respondent called on 29th September would be asked about the number of days they had done these activities since *‘1st September’* (i.e. 28 days prior to the interview). In this example,

*‘On how many days in last four weeks, that is since **1st September**, have you done ...’.*

3.6.3 Number of days versus number of sessions

It is important to stress that for all the activities undertaken by respondents (recreational walking, recreational cycling, other sports and recreational physical activity) the **number of days** that they had done each activity was captured.

This was **not** the number of **sessions** i.e. the number of times the activity has been undertaken in the last four weeks. For example someone cycling for 30 minutes twice in one day would be recorded as ‘one day’.

3.6.4 Recreational versus other walking and cycling

Respondents were first asked about any walking that they had done, including recreational walking and walking to get from place to place such as to the shops or work. Then respondents were asked specifically about walking *for the purpose of recreation or health*, not just to get from place to place.

The difference is important, as only recreational walking is included in the main KPI participation question⁶.

This same approach was used to isolate recreational cycling for the main KPI participation question.

3.6.5 Participation in other sport and active recreation

After being asked about walking and cycling respondents were then asked about any other activities they had undertaken in the previous four weeks:

“Please think about all the activities you did, in the last four weeks, whether for competition, training or receiving tuition, socially, casually or for health and fitness, but do not include any teaching, coaching or refereeing you may have done.”

So thinking about the last four weeks, that is since [^DATE 28 DAYS EARLIER^], did you do any sporting or recreational physical activity?”

Those answering yes were then asked which activities they had done. Respondents were not prompted (the list of activities is not read out by the interviewer) and asked to state all the different activities they had undertaken.

Sport England provided a comprehensive list of 256 activities for APS1. This list contained all the activities that met Sport England’s definition of ‘sports’ or ‘physical recreational activities’. These activities are referred to as ‘included’ activities and this list was reviewed and updated during APS2, 3 and 4 and a number of new ‘included’ activities were added as well as labelling changes being made to some existing activities (e.g. sailing activities were amended to better classify sailing disciplines).

The database of ‘included’ activities is provided in Appendix F.

A number of ‘excluded’ activities were also contained within the database, i.e. activities that are outside Sport England’s definition of ‘sport’ and ‘active recreation’. These activities included gardening, DIY, housework and dancing.

For each ‘included’ activity mentioned, respondents were asked the following questions:

- Q11 – The number of days the activity was undertaken for in last 28 days
- Q12 – The usual amount of time spent doing the activity

⁶ “The percentage of the adult population participating in at least 30 minutes of sport and active recreation (including walking and cycling) of at least moderate intensity on at least three days a week”

Depending on the activity undertaken two questions were used to establish the 'intensity' with which the activity is undertaken. Each activity was classified with one of five intensity categories as follows:

- **Light intensity activities**

These were activities such as Shooting, Darts, and Snooker etc. and were defined as those that are usually only ever done at 'light' intensity i.e. they do not usually raise breathing rate.

These activities were not routed to the questions to establish whether the activity is undertaken at 'moderate' intensity (Q13 – raises breathing rate) or 'vigorous' intensity (Q14 – makes sweat or out of breath).

- **Moderate intensity activities**

These include Cricket, Sailing, Baseball etc. and were classified as 'moderate' only i.e. they usually raise breathing rate but do not usually make participants sweat or out of breath. These activities were not routed to the intensity questions (Q13 and Q14).

- **Vigorous intensity activities**

These include Rugby, Skiing, Hockey etc. and were classified as 'vigorous' only i.e. they usually make participants sweat or out of breath. These activities were not routed to the intensity questions (Q13 and Q14).

- **Light, moderate or vigorous intensity activities**

These include Table tennis, Canoeing, and Skating etc. and can be undertaken at 'light', 'moderate' or 'vigorous' intensity and therefore intensity questions (Q13 and Q14) were asked to establish the intensity level.

- **Moderate or vigorous intensity activities**

These include Swimming, Football, and Martial arts etc. and were classified as activities that are usually undertaken at 'moderate' or 'vigorous' intensity and were therefore routed to Q14 only to establish the intensity.

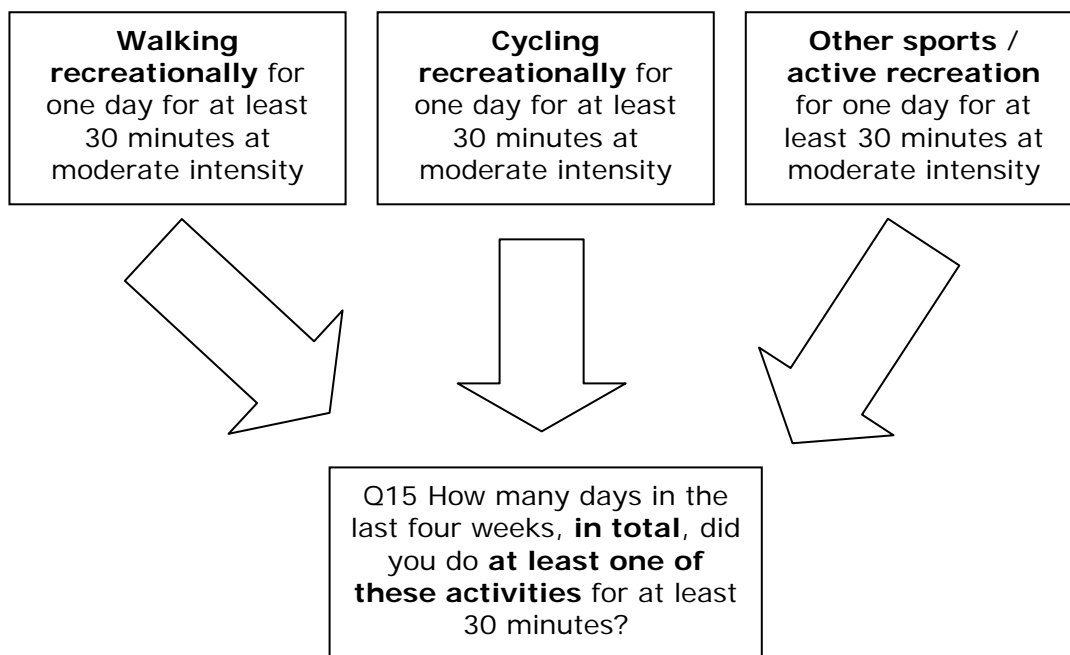
The database of 'included' activities showing the intensity classification for each is provided in Appendix F.

3.6.6 Main participation KPI question

All the 'included' activities (recreational walking, recreational cycling, other 'included' sports and other recreational physical activity) which respondents had done in the last 28 days were carried forward to Q15, the main participation KPI question, if they have done them:

- On at least one day
- **And** for at least 30 minutes
- **And** at moderate or vigorous intensity
- (And **recreationally** if walking or cycling rather than just to get from place to place)

The routing to Q15 is summarised in the diagram below.



So for example, if a respondent stated in previous questions that, in the last four weeks, they had done:

- A **moderate** 30 minute **recreational** walk on five days,
- A **vigorous** 30 minute **recreational** cycle on five days
- **Vigorous** 30 minutes football on five days

Each of the activities would be included in the question text for Q15 as follows:

"Thinking about the FOOTBALL, RECREATIONAL WALKING and RECREATIONAL CYCLING you have done in the last four weeks. Can I ask on how many days in the last four weeks, in total, did you do at least one of these activities for at least 30 minutes?"

If the respondent had done:

- A **light** 30 minute **recreational** walk on five days,
- A **moderate** 30 minute **non recreational** cycle on five days

- **Vigorous** 20 minutes Squash on five days
- **Moderate** 40 minutes Running on five days
- **Moderate** 30 minutes Football on 1 day
- Snooker for 2 hours on 2 days

The following question text would be displayed at Q15:

*“Thinking about the **RUNNING** and **FOOTBALL** you have done in the last four weeks. Can I ask on how many days in the last four weeks, **in total**, did you do at least one of these activities for at least 30 minutes?”*

NB

- Walking is not included because it was only done at **light** intensity
- Cycling is not included because it was **not for the purpose of health or recreation**
- Squash was not included because it was done for **less than 30 minutes duration**
- Snooker is a **light intensity** activity so never included in the main KPI for participation

It is also important to stress that as the question asked for the number of days ‘*in total*’ i.e. multiple activities on one day counts as one day. For example if someone did:

- A moderate 30 minute recreational walk on **five days**,
- A vigorous 30 minute recreational cycle on **five days**
- Vigorous 30 minutes football on **five days**

The answer at Q15 could be any where from five to fifteen days:

- Five days = walked, cycled, played football on each of the five days
- Six to fourteen days = any combination of activities undertaken in the same day
- Fifteen days = walked, cycled, played football on separate days

3.7 Matching respondents to local authorities

It was essential for the purposes of reporting at LA level to confirm where possible the address and postcode of respondents, or if this could not be captured then to accurately identify the LA in which respondents live.

A database containing all residential addresses in England was used to verify addresses and postcodes and is accessed by interviewers via the CATI script.

In nine out of ten of cases postcodes were obtained and matched to addresses provided by the database. These were then confirmed with respondents and amended as required.

For the remaining respondents where the postcode was not known, as much address information as possible was collected and respondents were asked to state in which LA they lived (self-coded LA). The CATI script displayed the LA that was allocated to their telephone on the sample file and five adjoining LAs, and this list read out to respondents.

To clear up any mismatching on self-coded LAs and also to allocate an LA where all details were refused, a lookup was used that matched the dialling code and exchange area telephone number⁷ to the LA code from the records where full correct details had been supplied via the address/ postcode.

There are 7,980 residential exchange area codes currently identified in England and it is known that they tend to form discrete geographical areas. However there has been a certain amount of 'extending' of boundaries within exchange areas in recent years so the geographical boundaries are not as perfect as they used to be. Also, there is not a perfect match of exchange area codes to LA and some natural overlaps do exist. Of the 7,980 exchange areas identified the breakdown by percent of LA covered was as follows.

Percent of maximum LA coverage	% of sample
Up to 75%	13%
75-90%	11%
90-95%	5%
95-99%	13%
100%	58%

This analysis shows that, in the great majority of cases, we can say with a high degree of certainty in which LA a piece of sample lies.

A match was given to the largest LA, if that LA had 100% of the coverage of the exchange area. For those that were less than 90%, individuals were recontacted in an attempt to confirm the LA.

Of the one in ten responses where LA was 'self coded' i.e. not verified by postcode:

- Around 85% produce an LA match via the exchange code
- For the remaining 15% nearly all produce at least a 90% match on LA code.

Any responses which remain unallocated to an LA using the rules set out above were excluded from the interview total and coded as ineligible.

3.8 Enquiries from respondents

Many enquiries from respondents come during the actual interview itself. Interviewers are routinely trained in how to deal with general questions from respondents (why they have been selected, how their number was obtained, how long the interview will take etc) and explanations on how to deal with survey-specific questions were given during interviewer briefings.

In this context a quick reference guide was developed which sets out frequently asked questions (FAQ's) specific to the survey and formed an important output from the questionnaire development and pilot stages. The quick reference guide was incorporated into the project briefing and was updated when new issues arose during fieldwork.

A helpline telephone number was also available to respondents. The number was given at the end of each interview (or in advance if the potential respondent requests some way of verifying the caller's authenticity).

⁷ On telephone number 020 8861 8149, the dialling code is 020 and exchange area is 020 8861

4. Sample management rules/Response rates

4.1 Overview

As well as achieving the target number of interviews, it was important that the response rate should be maximised as non-response bias will arise if certain segments of the population are under-represented. While this can be corrected to a certain extent by weighting it was important to make every effort to encourage response. In order to achieve this, a number of measures were taken to minimise the number of non-contacts and refusals through the development of a complex set of sample management rules.

This section of the document outlines these sample management rules and provides an outline of response rates achieved.

4.2 Sample management rules

The APS1 sample management rules were developed in conjunction with Sport England and went through a number of revisions in light of analysis of pilot sample outcomes and similar analysis during the main survey fieldwork. These same sample management rules were applied to APS2, except for the time elapsed before reissue of 'soft' refusals, which was changed from three weeks to six weeks to increase the probability of converting these into completed interviews.

An overview of the sample management rules, aimed at maximising response rates and minimising non-response, are outlined below.

4.2.1 Distribution of call attempts

The CATI sample management system was programmed to ensure live sample numbers were loaded following strict rules, this ensured that each number was called over different interviewing sessions - designated as 'morning,' 'afternoon' or 'evening' from Monday to Friday and separate morning/afternoon sessions on Saturday and afternoon sessions on Sunday. These rules can be summarised as follows:

- Numbers were called a maximum of two times per day
- Weekdays – each number was called at least once between 10-4pm and at least once between 4-6pm and at least once between 6-9pm
- Saturday – each number was called twice, once between 10-2pm and once between 2-6pm
- Sunday – as Saturday

Numbers were tried a maximum of 40 times before being classified as 'dead'.

4.2.2 Reissue of sample

Under certain circumstances sample was extracted from the live sample and reissued after either three or six weeks.

Constantly no reply, engaged, answer phone

Any numbers that had 15 consecutive call outcomes of either 'no reply' or 'engaged' or 'answer phone' (or a combination of these) were extracted from the live sample and re-issued after three weeks to allow for potential respondents being on holiday, away with work etc. and thus to minimise non-response.

Constantly fax / dataline

Any numbers that had three consecutive 'fax/dataline' call outcomes were extracted from the live sample and re-issued after three weeks.

Unobtainable numbers

Any numbers that had three consecutive 'unobtainable' call outcomes were extracted from the live sample and re-issued after three weeks to allow time for telephone lines to be re-connected or line faults fixed.

'Soft' refusals

In order to reduce the number of non-interviews due to 'soft' refusals these were re-issued for follow-up calls as these refusals are often due to the respondent's circumstances at the time of the initial call. 'Soft' refusals were extracted from the live sample and reissued after six weeks. Initially 'soft' refusals were reissued after three weeks but this period was extended to six weeks from month 4 (mid January 2008) onwards to maximise the probability of converting these to completed interviews.

Respondents have the right to refuse to take part in surveys and this could be considered to be an intrusion. In this respect Ipsos MORI works within the Data Protection guidelines and the requirements of the Market Research Society Code of Conduct, while recognising that these calls are necessary in order to maximise the response rate.

If TPS⁸ was mentioned in a non-hostile manner as a reason for refusing to take part in the survey, then interviewers explained the position with regard to TPS to try to get a complete interview. If interviewers were unable to achieve an interview and the respondent remained non-hostile then the sample was coded as a 'soft' refusal.

The 'soft' refusals calls were made by selected teams of experienced interviewers (who can see the notes of the previous call) to try to convert refusals to completed interviews. This mirrors the re-issue process that is an integral part of response rate maximisation for face-to-face surveys.

⁸ Telephone Preference Service (TPS) is a list for people to register their number, in order to stop receiving cold call sales contacts and marketing calls. Anyone undertaking this kind of activity has to purchase the TPS list and screen out all TPS numbers against their target list. Market research is not this kind of activity and therefore there is no requirement to screen research samples against the TPS.

4.2.3 Final sample outcome classification

This section outlines the final sample 'outcome categories' and the definition of each of these.

Full details of sample management rules are provided in Appendix G.

Full sample response analysis is provided in Appendix H.

'Ineligible' outcomes (i.e. excluded from response rate calculations)

1. Always no reply or engaged or answerphone

All sample that had 15 consecutive no replies or 15 consecutive engaged (or any combination of these) on first issue and a further five consecutive no reply or engaged on second issue (including at least one weekend call).

2. Always fax /dataline

All sample that had three consecutive fax / dataline on first issue and a further three consecutive fax / dataline on reissue (including at least one weekend call).

3. Business numbers

All sample that was confirmed as a business telephone number.

4. Unobtainable numbers

All sample that had three consecutive 'unobtainable' outcomes on first issue and three consecutive 'unobtainable' outcomes on reissue (including at least one weekend call).

5. Numbers called 40 times - no contact

All sample called 40 times without the call being answered i.e. any mixture of the following outcomes: no reply, engaged, fax/dataline, unobtainable.

6. Duplicate/ complete no LA/ outside England

Any duplicate telephone numbers, numbers where respondents were confirmed as living outside England and any completed interviews where no Local Authority can be confirmed.

'Eligible' outcomes (i.e. included in response rate calculation)

1. Complete interviews

Interviews were classified as complete where respondents have completed the whole interview and their LA was confirmed. Interviews were also classified as complete where respondents quit during the demographics but their LA was still confirmed.

2. Stopped interviews

This was where the respondent asked to stop the interview and re-start at a different time but the interview was never completed.

3. Quit interviews

This was where respondents got part way through the interview and did not wish to complete it i.e. they quit before the demographic questions.

4. Hard refusal

Hard refusals were coded where respondents were threatening or hostile.

5. Soft refusals on re-issue

Any reissued sample that was coded as 'soft' refusal on reissue.

6. Numbers called 40 times - contact

All numbers called 40 times where contact was made at least once i.e. a person was spoken to and confirmed the number related to a household rather than a business.

7. Soft refusal - no reply/ engaged/ answer phone/ fax/dataline on reissue

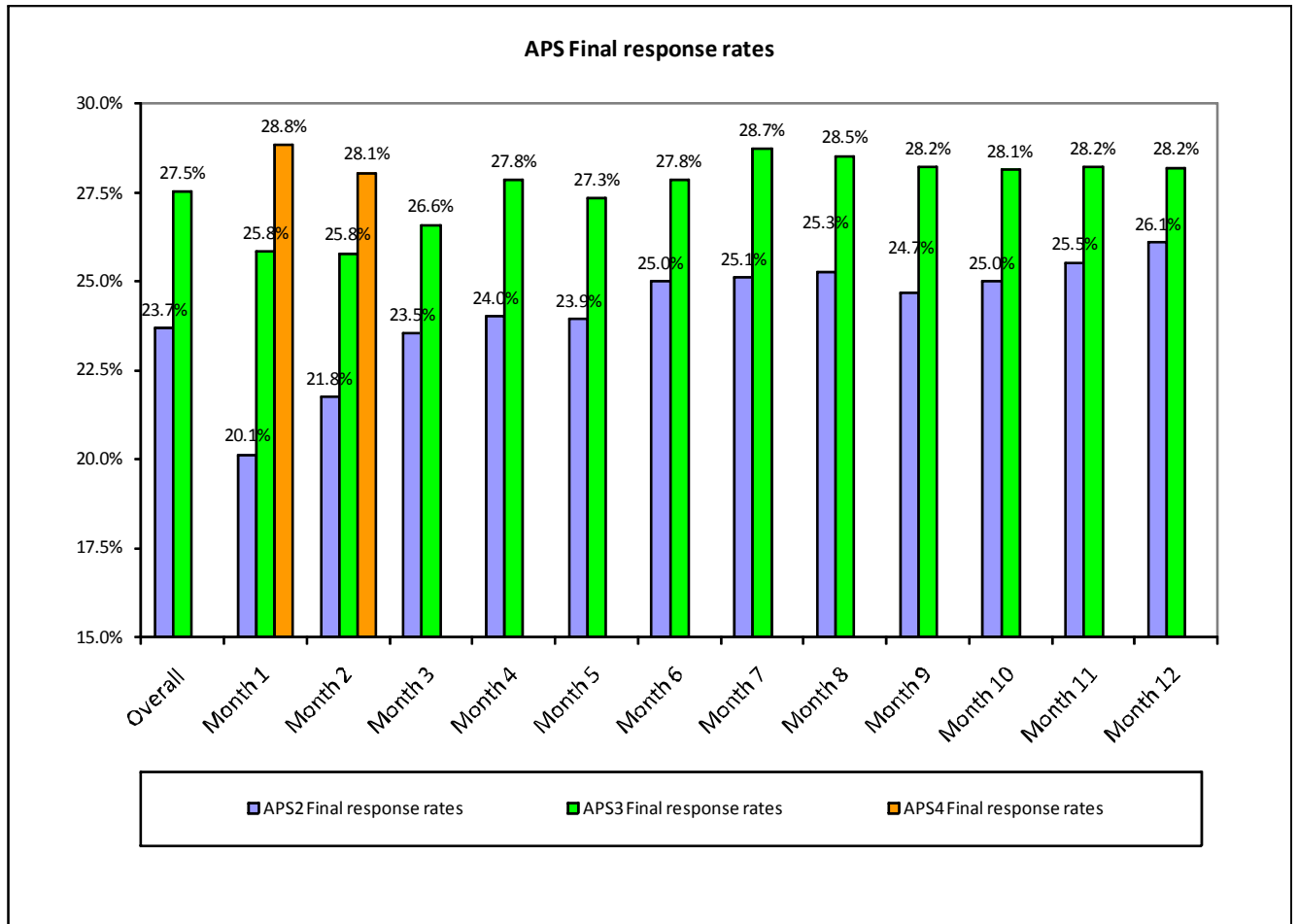
A soft refusal on first issue that was consecutively no reply or engaged or answer phone five times or consecutively fax/dataline three times on reissue.

4.3 Response rate analysis

4.3.1 APS response rates

As APS is a continuous survey responses are achieved from sample issued in previous survey periods i.e. all the sample still live at the end of APS2 was not removed and replaced with a completely fresh batch of sample at the start of APS3. Therefore responses are achieved in APS3 from sample that was first issued in APS2 etc. The main reason for this is that response rates are maximised for each batch of sample issued (a batch of sample is issued each month) to ensure that the responses from each batch are as representative as possible (demographically and in terms of participation behaviours).

Sample months were closed once the remaining live sample was less than one percent of sample issued. The chart below shows final response rates for each month for APS2, 3 & 4. (APS4 Months 3 to 12 were still open (i.e. had more the one percent of sample still live) when fieldwork closed on 14th October 2010.



4.3.2 DCMS culture boost interviews

The table below shows the final response rates for the APS2 DCMS Culture boost and the amount of live sample remaining at the end of fieldwork.

Month	Response rate	Live sample remaining
Month 1	31.9%	2.7%
Month 2	31.0%	6.4%
Month 3	29.6%	9.5%
Month 4	27.3%	15.7%
Month 5	23.8%	27.1%
Month 6	4.8%	90.1%

The table below shows the final response rates for the APS4 DCMS Culture boost and the amount of live sample remaining at the end of fieldwork.

Month	Response rate	Live sample remaining
Month 1	35.0%	0.5%
Month 2	35.3%	1.0%
Month 3	35.5%	0.6%
Month 4	33.6%	2.6%
Month 5	32.5%	1.1%
Month 6	30.1%	8.7%
Month 7	28.9%	12.2%
Month 8	27.1%	17.0%
Month 9	24.9%	20.6%
Month 10	15.0%	56.5%
Month 11	no sample issued	no sample issued
Month 12	4.7%	83.1%

Full sample response breakdowns are provided in Appendix H.

5. Data processing and weighting

5.1 Data processing

5.1.1 Edit checks

There is no separate data entry needed for CATI questionnaires. Only valid response codes can be entered. All possible range and logic checks were written into the questionnaire such that all data were correct at the time of interviewing.

5.1.2 Coding

A specialist unit carried out coding, and any queries were referred to the executive responsible for the project. Listings were made on the first 1,000 responses and submitted, with proposed code frames, for approval. Code frames were continually up-dated during the project as processing continued.

There were three questions in the survey that required coding. These were 'other – specify' questions i.e. questions with a pre-code list with the option for interviewers to record verbatim any 'other' responses. The questions are:

- Q10 – sports and active recreation not coded into the sports database

A number of respondents mention sports not included (or found) in the database of 274 sporting and active recreational activities contained within the CATI script. These tend to be very specific activities that were then recoded into the original database list.

- D4 – ethnic group

The ethnicity question uses the standard Office for National Statistics (ONS) categories and is set up to capture data using the method specified by ONS. Coding of ethnicity occurs at five levels:

- White – Other White background
 - Mixed – Other Mixed background
 - Asian or Asian British – Other Asian background
 - Black or Black British – Other Black background
 - Other ethnic group
- D6 – highest qualification obtained to date

5.1.3 NS-SEC classification

National Statistics Socio-economic Classification (NS-SEC) has been used for all official statistics and surveys since 2001 when it replaced Social Class based on Occupation (SC, formerly Registrar General's Social Class) and Socio-economic Groups (SEG).

This change was agreed by the National Statistician following a major review of government social classifications commissioned in 1994 by the Office of Population Censuses and Surveys (now the Office for National Statistics) and carried out by the Economic and Social Research Council.

The NS-SEC is an occupationally based classification but has rules to provide coverage of the whole adult population. The information required to create the NS-SEC is occupation coded to the unit groups (OUG) of the Standard Occupational Classification 2000 (SOC2000) and details of employment status (whether an employer, self-employed or employee; whether a supervisor; number of employees at the workplace). Similar information was previously required for SC and SEG.

The CATI script contains all the questions required to derive NS-SEC using the full method. NS-SEC is derived from **SOC Unit Group** and an **Employment Status/Size of Organisation** variable.

SOC Unit Group

SOC Unit Group is coded from questions about respondents' job title, job description and industry description. SOC Unit Group was coded using Cascot software, which is a program designed to make the coding of text information to standard classifications simpler, quicker and more reliable. The software is capable of occupational coding and industrial coding to the UK standards developed by the UK Office for National Statistics. These are the Standard Occupational Classification (SOC) and the Standard Industrial Classification (SIC). Cascot currently supports SOC 2000, SIC 92, SOC 90, SIC 80, and SIC 2003.

Employment Status/Size of Organisation

Further questions were asked to allocate respondents to one of the following groups:

1. Employers – large organisations
2. Employers – small organisations
3. Self-employed / no employees
4. Managers – large organisations
5. Managers – small organisations
6. Supervisors
7. Other employees

NS-SEC Full Operational Categories were then derived using NS-SEC derivation tables based on SOC2000 using priority order rules.

NS-SEC questions were also asked for the Household Reference Person (HRP)⁹ if this was not the respondent.

⁹ ONS Classification of HRP: Householder: the member of the household in whose name the accommodation is owned or rented, or is otherwise responsible for the accommodation. In households with a sole householder

A more detailed outline of NS-SEC coding is provided in Appendix I.

5.2 Data weighting

Rim weights were applied to the survey data. Rim weighting calculates the 'best' fit for the data across all the variables included in the weighting and does this by weighting the data by one weighting variable at a time and then repeats the sequence until the 'best' fit is reached.

The advantages of this approach are that the weighting can include a greater number of weighting variables, and it is not necessary to have targets for all the interlocked cells. Applying targets for each interlocked cell (cell weighting) would mean that targets would be set, for example, for each age band within each gender within each socio economic group etc. and is impractical due to the limitations of sample size.

All that rim weighting requires is that targets be set for each weighting variable separately, for example age within gender is given a set of weighting targets, socio economic group is given a set of weighting targets etc. (i.e. they are not interlocked).

In summary the data were weighted as follows:

- A pre weight was applied to deal with the issue of "probability weighting" of individual selection for larger and smaller households
- Demographic rim weighting was applied to ensure the data was representative of the populations of all reporting geographies in terms of age by gender, white and non white, working status by gender, household size and socio- economic classification (NS-SEC).
- Reporting geographies which comprise a number of local authorities responses were also weighted to match the population sizes of the different authorities comprising the reporting geography.

5.2.1 Pre weight

Resting on the assumption that each household has a single land-line, it is not possible for more than one adult sharing the same household to be included in the survey. A one-adult household is equally likely to be contacted as a three adult household. However, a person living alone, in the one-adult household would have three times the chance of being interviewed as a person in the three adult household.

Therefore, a "probability weight" was applied at the analysis stage to compensate for this, in addition to the standard demographic non-response weights described below. The "probability weight" is "h", where h is the number of adults in the household, multiplied by the respondent's non-response weight ('d') to give a final weight for each respondent of 'h*d'.

that person is the household reference person. In households with joint householders the person with the highest income is taken as the household reference person. If both have the same income, the older is taken as the HRP.

Number of adults in the household is captured on screener question S3. Where respondents refused to give the number of adults the “probability weight” “h” equals 2. In households with 5 or more adults the “probability weight” “h” equals 4.

5.2.2 Demographic weighting variables

Demographic weighting was applied to the data and each demographic weighting variable is listed below along with an outline of how the weighting targets for each were calculated. Weighting targets for each weighting variable were calculated so that the percentages within each weighting variable add to 100%.

1. Age by Gender

- Males 16 to 24
- Males 25 to 34
- Males 35 to 54
- Males 55 +
- Females 16 to 24
- Females 25 to 34
- Females 35 to 54
- Females 55 +

Any respondent without age specified were coded to an age break using responses to other demographic questions (gender was always collected).

2. Ethnicity

- Non white
- White

All respondents with no ethnicity recorded were coded as ‘White’.

3. Household size

- One person
- Two or more people

All respondents where no household size was recorded were coded as ‘Two or more’.

4. Working status within Gender

Weighting targets source data for working status were only provided for those aged 16 to 74. In order to attach weights to those over age 74, the population of over 74s has been added to the total population base for the calculation of weights:

- Males - Working full time (i.e. 30+ hours per week)
- Males - Not working full time – combines all other ‘Males’ working status breaks plus ‘All Males 75+’
- Females - Working full time (i.e. 30+ hours per week)

- Females - Not working full time – combines all other ‘Females’ working status breaks plus ‘All Females 75+’

All respondents with no working status recorded were coded as ‘Not working full time’ (gender was always recorded).

5. NS-SEC

Weighting targets source data for NS-SEC were only provided for those aged 16 to 74. In order to attach weights to those over 74 the population of over 74s has been added to the total population base for the calculation of weights:

- Managerial and professional occupations – NS-SEC 1, 1.1, 1.2, 2
- Intermediate occupations – NS-SEC 3
- Small employers and own account workers - NS-SEC 4
- Lower supervisory and technical occupations - NS-SEC 5
- Semi-routine and routine occupations - NS-SEC 6, 7
- Never worked and long term unemployed and Full time students - NS-SEC 8, 9
- *Inadequately described and Not classifiable* - NS-SEC 9 (L16 and L17 from survey data)
- Over 74s – from Age population estimates

The weighting proportion for this NS-SEC classification was calculated as follows:

NS SEC population total (excluding NS SEC ‘Inadequately described’ and ‘Not classifiable’) plus population total +75

Multiplied by

100% + Percentage of 16 to 74s NS SEC ‘Inadequately described’ and ‘Not classifiable’

= Total population including NS SEC from census / NS SEC ‘Inadequately described’ and ‘Not classifiable’ from survey / people aged +75 from census

Multiplied by

Percentage of 16 to 74s NS SEC ‘Inadequately described’ and ‘Not classifiable’

= Total population from the percentage of 16 to 74s NS SEC ‘Inadequately described’ and ‘Not classifiable’

5.2.3 Calculation of weights for all reporting geographies

Annual data

For the LA level reporting geography, demographic weighting targets were set which were based on the population profile of each individual LA.

A different approach was used for the other reporting geographies, these reporting geographies were:

- County Council (CC)
- County Sport Partnership (CSP)
- Region
- National (England)

Each entity within a particular reporting geography, for example Cumbria County Council is an entity within the County Council reporting geography, contains a mutually exclusive group of LAs.

Entities were weighted by applying individual LA demographic weighting to each of the LAs within the entity, and then adjusting the weighted counts by LA to match the LA populations within each area. This avoids the over-representation of persons in the smaller LAs.

For example, the table below shows the LAs within the Tyne and Wear CSP. LA weights were applied first then the LAs within the Tyne and Wear CSP are weighted by their population sizes.

LAs within Tyne and Wear CSP	LA Population % of overall CSP Population	Total
Gateshead (LA)	17.55%	155,587
Newcastle upon Tyne (LA)	24.99%	221,552
North Tyneside (LA)	17.74%	157,323
South Tyneside (LA)	13.81%	122,473
Sunderland (LA)	25.91%	229,713
Total Tyne and Wear CSP	100.00%	886,648

To ensure summer and winter responses were given equal weight within the annual data a weight was applied which distributes half the final sample size to the summer period and half to the winter period.

Interim data

Results were run on a monthly, quarterly and six monthly basis. Interim data was available for the following reporting geographies:

- County Council (CC)
- County Sports Partnership (CSP)
- Region
- National (England)

As the annual sample size for most LAs was 500 per year, a different weighting approach was used to that applied to the annual reporting for these geographies. This was because there

were insufficient responses within each LA on a monthly and quarterly basis to apply the LA based weighting scheme effectively.

Therefore for all interim reporting, data were weighted to individual entities population profiles in the same way as LAs were weighted to their population profiles. An additional weighting variable was included with the demographic weights. This weight adjusted the weighted counts by LA to match the LA populations within each reporting geography to avoid over-representing persons in the smaller LAs.

Monthly, quarterly and six monthly reporting periods were weighted based on responses achieved between specific dates. The periods were the same for each survey except over different years – APS1 mid Oct 2005 to mid Oct 2006, and APS2 mid Oct 2007 to mid Oct 2008 etc.

National and Regional geographies reported monthly, quarterly and six monthly. County Council and County Sport Partnerships reported only quarterly and six monthly.

Appendix A – Response by Local Authority - APS

Local authority	APS2			APS3			APS4		
	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved
Adur	500	509	102%	500	506	101%	504	504	101%
Allerdale	502	502	100%	500	506	101%	512	512	100%
Alnwick	500	509	102%	500	501	100%	500	500	100%
Amber Valley	501	502	100%	500	508	102%	532	532	106%
Arun	502	507	101%	500	502	100%	506	506	101%
Ashfield	502	516	103%	500	501	100%	509	509	102%
Ashford	500	507	101%	500	502	100%	507	507	101%
Aylesbury Vale	500	505	101%	500	507	101%	504	504	101%
Babergh	502	507	101%	500	511	102%	532	532	106%
Barking & Dagenham	505	509	102%	500	505	101%	505	505	101%
Barnet	516	514	103%	500	510	102%	524	524	105%
Barnsley	500	509	102%	500	501	100%	504	504	100%
Barrow-in-Furness	500	505	101%	500	500	100%	509	509	101%
Basildon	500	501	100%	500	500	100%	504	504	101%
Basingstoke & Deane	504	510	102%	500	501	100%	503	503	101%
Bassetlaw	503	511	102%	500	502	100%	502	502	100%
Bath & North East Somerset	504	505	101%	500	502	100%	503	503	101%
Bedford	500	502	100%	500	505	101%	507	507	101%
Berwick-upon-Tweed	500	500	100%	500	512	102%	501	501	100%
Bexley	500	514	103%	500	505	101%	519	519	104%
BIRMINGHAM EDGBASTON	512	509	102%	520	535	103%	141	141	118%
BIRMINGHAM ERDINGTON	500	498	100%	500	516	103%	117	117	104%
BIRMINGHAM HALL GREEN	510	521	104%	500	529	106%	128	128	107%
BIRMINGHAM HODGE HILL	500	530	106%	500	491	98%	114	114	95%
BIRMINGHAM LADYWOOD	500	475	95%	500	480	96%	97	97	81%
BIRMINGHAM NORTHFIELD	504	505	101%	500	515	103%	137	137	114%
BIRMINGHAM PERRY BARR	508	505	101%	500	510	102%	116	116	106%
BIRMINGHAM SELLY OAK	533	523	105%	500	535	107%	119	119	103%
BIRMINGHAM SUTTON COLDFIELD	510	512	102%	520	528	102%	138	138	115%
BIRMINGHAM YARDLEY	500	506	101%	500	525	105%	154	154	128%
Blaby	503	503	101%	500	501	100%	501	501	100%
Blackburn with Darwen UA	503	503	101%	1000	1007	101%	1004	1004	100%
Blackpool UA	504	509	102%	1000	1012	101%	1004	1004	100%
Blyth Valley	1005	1016	102%	500	501	100%	513	513	102%
Bolsover	500	500	100%	500	502	100%	502	502	100%
Bolton	500	505	101%	500	501	100%	503	503	101%
Boston	502	501	100%	500	501	100%	502	502	100%
Bournemouth UA	502	506	101%	500	500	100%	507	507	101%
Bracknell Forest UA	500	500	100%	500	505	101%	502	502	100%
Bradford	500	504	101%	500	502	100%	503	503	101%
Braintree	502	503	101%	500	500	100%	505	505	101%
Breckland	501	507	101%	500	503	101%	504	504	101%
Brent	1008	1008	101%	1000	1018	102%	1006	1006	101%
Brentwood	501	503	101%	500	502	100%	502	502	100%
Bridgnorth	502	503	101%	500	512	102%	502	502	100%
Brighton & Hove UA	500	499	100%	500	502	100%	513	513	100%

Local authority	APS2			APS3			APS4		
	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved
Bristol	500	509	102%	1000	1003	100%	517	517	103%
Broadland	503	505	101%	500	501	100%	516	516	103%
Bromley	502	504	101%	500	503	101%	1005	1005	101%
Bromsgrove	502	502	100%	500	503	101%	503	503	101%
Broxbourne	501	505	101%	500	500	100%	501	501	100%
Broxtowe	500	514	103%	500	501	100%	501	501	100%
Burnley	507	510	102%	500	503	101%	501	501	100%
Bury	509	513	103%	500	503	101%	505	505	101%
Calderdale	502	508	102%	500	501	100%	503	503	101%
Cambridge	500	506	101%	500	509	102%	514	514	103%
Camden	500	496	99%	500	504	101%	506	506	101%
Cannock Chase	500	501	100%	500	502	100%	504	504	101%
Canterbury	500	498	100%	500	503	101%	503	503	100%
Caradon	505	505	101%	500	501	100%	507	507	101%
Carlisle	502	501	100%	500	501	100%	518	518	101%
Carrick	500	506	101%	500	501	100%	536	536	107%
Castle Morpeth	508	508	102%	500	502	100%	504	504	101%
Castle Point	501	501	100%	1000	1007	101%	504	504	101%
Charnwood	500	509	102%	500	503	101%	501	501	100%
Chelmsford	505	510	102%	500	504	101%	501	501	100%
Cheltenham	500	505	101%	500	505	101%	504	504	101%
Cherwell	500	504	101%	500	513	103%	501	501	100%
Chester	500	500	100%	500	505	101%	503	503	101%
Chesterfield	500	505	101%	500	502	100%	505	505	100%
Chester-le-Street	501	504	101%	500	503	101%	503	503	101%
Chichester	500	497	99%	500	503	101%	507	507	101%
Chiltern	500	501	100%	500	503	101%	506	506	101%
Chorley	506	510	102%	500	500	100%	500	500	100%
Christchurch	504	514	103%	500	501	100%	500	500	100%
City of London	150	52		150	89	59%	108	108	72%
Colchester	500	500	100%	500	503	101%	502	502	100%
Congleton	508	512	102%	500	501	100%	503	503	101%
Copeland	501	507	101%	500	500	100%	500	500	100%
Corby	500	504	101%	500	502	100%	502	502	100%
Cotswold	504	503	101%	500	500	100%	501	501	100%
Coventry	500	514	103%	500	502	100%	509	509	102%
Craven	501	502	100%	500	505	101%	502	502	100%
Crawley	510	514	103%	500	502	100%	503	503	101%
Crewe & Nantwich	500	498	100%	500	502	100%	502	502	100%
Croydon	500	501	100%	500	517	103%	506	506	101%
Dacorum	505	507	101%	500	503	101%	502	502	100%
Darlington UA	501	502	100%	500	501	100%	500	499	100%
Dartford	500	500	100%	500	506	101%	504	504	101%
Daventry	500	498	100%	500	502	100%	513	513	103%
Derby UA	500	501	100%	500	505	101%	501	501	100%
Derbyshire Dales	500	501	100%	500	503	101%	509	509	102%
Derwentside	503	507	101%	500	501	100%	508	508	100%
Doncaster	500	500	100%	500	503	101%	500	500	100%
Dover	504	502	100%	500	505	101%	646	646	129%
Dudley	500	502	100%	500	505	101%	504	504	101%

Local authority	APS2			APS3			APS4		
	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved
Durham	501	503	101%	500	505	101%	503	503	101%
Ealing	1008	1021	102%	500	517	103%	515	515	103%
Easington	506	512	102%	500	501	100%	504	504	101%
East Cambridgeshire	503	504	101%	500	504	101%	504	504	101%
East Devon	500	510	102%	500	503	101%	520	520	104%
East Dorset	500	511	102%	500	503	101%	501	501	100%
East Hampshire	500	502	100%	500	503	101%	502	502	100%
East Hertfordshire	500	501	100%	500	517	103%	507	507	101%
East Lindsey	505	525	105%	500	504	101%	501	501	100%
East Northamptonshire	500	503	101%	500	504	101%	503	503	101%
East Riding of Yorkshire UA	500	503	101%	500	503	101%	512	512	102%
East Staffordshire	500	502	100%	500	505	101%	508	508	102%
Eastbourne	500	500	100%	500	501	100%	507	507	101%
Eastleigh	503	509	102%	500	502	100%	510	510	102%
Eden	500	506	101%	500	514	103%	500	500	100%
Ellesmere Port & Neston	502	502	100%	500	501	100%	510	510	102%
Elmbridge	500	504	101%	500	504	101%	510	510	102%
Enfield	505	503	101%	500	506	101%	505	505	101%
Epping Forest	501	502	100%	500	511	102%	504	504	101%
Epsom & Ewell	505	508	102%	500	509	102%	502	502	100%
Erewash	500	504	101%	500	502	100%	504	504	101%
Exeter	506	509	102%	500	501	100%	504	504	101%
Fareham	500	506	101%	500	503	101%	503	503	101%
Fenland	500	501	100%	500	503	101%	502	502	100%
Forest Heath	503	509	102%	500	506	101%	506	506	101%
Forest of Dean	504	505	101%	500	505	101%	502	502	100%
Fylde	505	505	101%	500	503	101%	504	504	101%
Gateshead	504	506	101%	1000	1001	100%	1009	1009	101%
Gedling	500	507	101%	500	504	101%	518	518	104%
Gloucester	508	515	103%	500	500	100%	509	509	102%
Gosport	500	501	100%	500	506	101%	500	500	100%
Gravesham	505	505	101%	500	501	100%	501	501	100%
Great Yarmouth	501	498	100%	500	500	100%	502	502	100%
Greenwich	1000	1003	100%	500	518	104%	500	500	100%
Guildford	500	511	102%	500	503	101%	501	501	100%
Hackney	505	507	101%	500	503	101%	508	508	102%
Halton UA	500	505	101%	500	502	100%	501	501	100%
Hambleton	503	503	101%	500	503	101%	503	503	101%
Hammersmith & Fulham	504	509	102%	500	501	100%	505	505	101%
Harborough	502	508	102%	500	501	100%	504	504	101%
Haringey	1000	999	100%	500	503	101%	1009	1009	101%
Harlow	504	508	102%	500	504	101%	503	503	101%
Harrogate	500	514	103%	500	502	100%	514	514	103%
Harrow	513	512	102%	1000	1007	101%	507	507	101%
Hart	501	503	101%	500	501	100%	503	503	101%
Hartlepool UA	500	502	100%	500	501	100%	511	511	102%
Hastings	506	514	103%	500	513	103%	503	503	101%
Havant	505	502	100%	500	505	101%	502	502	100%
Havering	509	515	103%	1000	1003	100%	501	501	100%
Herefordshire UA	500	502	100%	500	501	100%	501	501	100%

Local authority	APS2			APS3			APS4		
	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved
Hertsmere	504	517	103%	500	508	102%	508	508	102%
High Peak	500	500	100%	500	503	101%	504	504	101%
Hillingdon	500	500	100%	500	512	102%	506	506	101%
Hinckley & Bosworth	500	503	101%	500	503	101%	506	506	101%
Horsham	500	508	102%	500	502	100%	502	502	100%
Hounslow	500	503	101%	500	507	101%	527	527	105%
Huntingdonshire	500	505	101%	500	504	101%	502	502	100%
Hyndburn	503	502	100%	500	506	101%	501	501	100%
Ipswich	503	505	101%	500	501	100%	503	503	101%
Isle of Wight UA	500	501	100%	500	501	100%	511	511	100%
Isles of Scilly	150	90		150	151	101%	140	140	93%
Islington	500	501	100%	1000	1004	100%	505	505	100%
Kennet	500	504	101%	500	507	101%	506	506	101%
Kensington & Chelsea	500	508	102%	500	504	101%	510	510	102%
Kerrier	509	516	103%	500	500	100%	518	518	101%
Kettering	500	513	103%	500	501	100%	503	503	101%
Kings Lynn & West Norfolk	501	500	100%	500	515	103%	502	502	100%
Kingston upon Hull	500	506	101%	500	501	100%	1009	1009	101%
Kingston upon Thames	502	499	100%	575	585	102%	505	505	101%
Kirklees	506	514	103%	500	501	100%	506	506	101%
Knowsley	506	510	102%	500	509	102%	501	501	100%
Lambeth	500	502	100%	500	504	101%	504	504	101%
Lancaster	500	503	101%	500	500	100%	513	513	103%
Leeds	507	508	102%	500	502	100%	508	508	102%
Leicester UA	1000	994	99%	1000	1008	101%	568	568	107%
Lewes	505	511	102%	500	500	100%	501	501	100%
Lewisham	500	511	102%	1103	1117	101%	531	531	101%
Lichfield	500	500	100%	500	509	102%	503	503	101%
Lincoln	501	514	103%	500	502	100%	505	505	101%
Liverpool Alt Valley	500	517	103%	500	504	101%	508	508	102%
Liverpool City & North	500	463	93%	500	501	100%	458	458	92%
Liverpool Eastern Link	530	548	110%	500	519	104%	500	500	100%
Liverpool South Central	557	573	115%	520	536	103%	500	500	100%
Liverpool South Liverpool	562	577	115%	500	513	103%	510	510	102%
Luton UA	503	504	101%	500	503	101%	502	502	100%
Macclesfield	502	501	100%	500	502	100%	502	502	100%
Maidstone	500	503	101%	500	506	101%	503	503	101%
Maldon	504	504	101%	500	503	101%	501	501	100%
Malvern Hills	503	510	102%	500	501	100%	507	507	101%
Manchester	526	540	108%	1000	1004	100%	536	536	102%
Mansfield	500	501	100%	500	503	101%	502	502	100%
Medway UA	502	502	100%	500	504	101%	503	503	101%
Melton	507	505	101%	500	500	100%	502	502	100%
Mendip	503	503	101%	500	503	101%	501	501	100%
Merton	501	506	101%	500	504	101%	504	504	101%
Mid Bedfordshire	500	504	101%	500	501	100%	508	508	102%
Mid Devon	500	508	102%	500	505	101%	503	503	101%
Mid Suffolk	504	511	102%	500	510	102%	519	519	104%
Mid Sussex	500	501	100%	500	503	101%	502	502	100%
Middlesbrough UA	501	505	101%	500	502	100%	504	504	101%

Local authority	APS2			APS3			APS4		
	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved
Milton Keynes UA	500	501	100%	500	503	101%	558	558	112%
Mole Valley	500	500	100%	500	503	101%	503	503	101%
New Forest	501	517	103%	500	500	100%	508	508	102%
Newark & Sherwood	504	506	101%	500	503	101%	502	502	100%
Newcastle upon Tyne	500	504	101%	500	500	100%	1012	1012	101%
Newcastle-under-Lyme	500	502	100%	500	503	101%	502	502	100%
Newham	503	505	101%	500	505	101%	505	505	101%
North Cornwall	504	506	101%	500	501	100%	508	508	102%
North Devon	506	506	101%	500	502	100%	503	503	101%
North Dorset	500	501	100%	500	501	100%	501	501	100%
North East Derbyshire	500	505	101%	500	502	100%	511	511	102%
North East Lincolnshire UA	500	499	100%	500	506	101%	500	500	100%
North Hertfordshire	500	500	100%	500	500	100%	510	510	102%
North Kesteven	508	508	102%	500	512	102%	506	506	101%
North Lincolnshire UA	500	499	100%	500	507	101%	503	503	101%
North Norfolk	501	510	102%	500	508	102%	503	503	101%
North Shropshire	500	501	100%	500	502	100%	502	502	100%
North Somerset UA	502	507	101%	500	501	100%	503	503	101%
North Tyneside	500	500	100%	500	501	100%	501	501	100%
North Warwickshire	503	503	101%	500	501	100%	504	504	101%
North West Leicestershire	501	502	100%	500	504	101%	504	504	101%
North Wiltshire	502	510	102%	500	506	101%	508	508	102%
Northampton	500	520	104%	500	502	100%	502	502	100%
Norwich	502	501	100%	500	500	100%	504	504	101%
Nottingham UA	1002	1001	100%	1000	1006	101%	1017	1017	102%
Nuneaton & Bedworth	501	501	100%	500	507	101%	500	500	100%
Oadby & Wigston	503	508	102%	500	503	101%	505	505	101%
Oldham	500	496	99%	1000	1000	100%	501	501	100%
Oswestry	500	498	100%	500	502	100%	504	504	101%
Oxford	500	502	100%	500	501	100%	505	505	101%
Pendle	500	503	101%	500	506	101%	503	503	101%
Penwith	500	512	102%	500	501	100%	501	501	100%
Peterborough UA	500	499	100%	500	503	101%	501	501	100%
Plymouth UA	504	505	101%	500	502	100%	1013	1013	101%
Poole UA	502	507	101%	500	504	101%	507	507	101%
Portsmouth UA	500	511	102%	500	502	100%	509	509	102%
Preston	500	505	101%	500	504	101%	501	501	100%
Purbeck	506	513	103%	500	503	101%	506	506	101%
Reading UA	1000	997	100%	500	502	100%	504	504	101%
Redbridge	505	514	103%	1000	1011	101%	513	513	103%
Redcar & Cleveland UA	507	511	102%	500	500	100%	500	500	100%
Redditch	508	510	102%	500	506	101%	563	563	113%
Reigate & Banstead	500	501	100%	500	509	102%	501	501	100%
Restormel	500	503	101%	500	501	100%	500	500	100%
Ribble Valley	500	501	100%	500	504	101%	504	504	101%
Richmond upon Thames	500	494	99%	500	506	101%	507	507	101%
Richmondshire	500	508	102%	500	501	100%	511	511	101%
Rochdale	1005	1014	101%	500	507	101%	503	503	101%
Rochford	500	504	101%	500	503	101%	501	501	100%
Rossendale	500	505	101%	500	503	101%	500	500	100%

Local authority	APS2			APS3			APS4		
	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved
Rother	500	502	100%	500	502	100%	523	523	100%
Rotherham	501	497	99%	500	505	101%	510	510	102%
Rugby	500	505	101%	500	502	100%	501	501	100%
Runnymede	500	507	101%	503	506	101%	503	503	101%
Rushcliffe	500	501	100%	500	500	100%	503	503	101%
Rushmoor	500	500	100%	500	502	100%	506	506	101%
Rutland UA	502	482	96%	500	504	101%	501	501	100%
Ryedale	500	501	100%	500	502	100%	523	523	105%
Salford	508	508	102%	500	505	101%	509	509	102%
Salisbury	500	497	99%	500	500	100%	501	501	100%
Sandwell	515	524	105%	500	511	102%	503	503	101%
Scarborough	501	502	100%	500	502	100%	501	501	100%
Sedgefield	1000	1003	100%	500	501	100%	502	502	100%
Sedgemoor	508	529	106%	500	509	102%	502	502	100%
Sefton	548	624	125%	523	559	102%	1047	1047	102%
Selby	502	499	100%	500	505	101%	501	501	100%
Sevenoaks	502	502	100%	500	513	103%	504	504	101%
Sheffield	501	502	100%	500	509	102%	696	696	137%
Shepway	502	504	101%	500	501	100%	503	503	101%
Shrewsbury & Atcham	502	501	100%	500	501	100%	504	504	101%
Slough UA	500	507	101%	500	502	100%	504	504	101%
Solihull	568	614	123%	563	621	104%	505	505	101%
South Bedfordshire	503	515	103%	500	508	102%	502	502	100%
South Bucks	500	501	100%	500	501	100%	504	504	101%
South Cambridgeshire	500	499	100%	500	500	100%	507	507	101%
South Derbyshire	500	505	101%	500	502	100%	503	503	101%
South Gloucestershire UA	500	501	100%	500	506	101%	503	503	101%
South Hams	500	501	100%	500	501	100%	502	502	100%
South Holland	502	499	100%	500	514	103%	529	529	106%
South Kesteven	503	507	101%	500	504	101%	512	512	102%
South Lakeland	500	509	102%	500	511	102%	502	502	100%
South Norfolk	500	508	102%	500	507	101%	507	507	101%
South Northamptonshire	500	507	101%	500	508	102%	508	508	102%
South Oxfordshire	500	510	102%	500	503	101%	506	506	101%
South Ribble	500	505	101%	500	502	100%	511	511	102%
South Shropshire	500	504	101%	500	513	103%	501	501	100%
South Somerset	502	504	101%	500	515	103%	506	506	101%
South Staffordshire	503	514	103%	500	506	101%	503	503	101%
South Tyneside	504	518	104%	500	502	100%	503	503	101%
Southampton UA	501	508	102%	500	511	102%	500	500	100%
Southend UA	500	513	103%	500	502	100%	505	505	101%
Southwark	504	503	101%	500	504	101%	506	506	101%
Spelthorne	503	502	100%	500	504	101%	507	507	101%
St Albans	1003	1003	100%	500	501	100%	502	502	100%
St Edmundsbury	501	503	101%	500	500	100%	503	503	101%
St Helens	500	511	102%	500	501	100%	510	510	102%
Stafford	500	502	100%	500	503	101%	501	501	100%
Staffordshire Moorlands	500	500	100%	500	501	100%	504	504	101%
Stevenage	500	503	101%	500	503	101%	500	500	100%
Stockport	500	503	101%	500	507	101%	501	501	100%

Local authority	APS2			APS3			APS4		
	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved
Stockton-on-Tees UA	505	510	102%	500	508	102%	508	508	102%
Stoke-on-Trent UA	504	511	102%	500	506	101%	512	512	101%
Stratford-on-Avon	501	500	100%	500	500	100%	501	501	100%
Stroud	506	507	101%	500	501	100%	507	507	101%
Suffolk Coastal	500	509	102%	500	502	100%	506	506	101%
Sunderland	504	504	101%	500	506	101%	517	517	103%
Surrey Heath	502	513	103%	500	506	101%	509	509	102%
Sutton	503	511	102%	541	619	103%	506	506	101%
Swale	501	501	100%	500	500	100%	503	503	101%
Swindon UA	501	504	101%	500	500	100%	584	584	117%
Tameside	512	517	103%	1000	1002	100%	500	500	100%
Tamworth	500	497	99%	500	504	101%	506	506	101%
Tandridge	503	505	101%	500	502	100%	506	506	101%
Taunton Deane	500	502	100%	500	504	101%	509	509	102%
Teesdale	503	511	102%	500	511	102%	505	505	101%
Teignbridge	506	505	101%	500	501	100%	505	505	101%
Telford & Wrekin UA	500	506	101%	500	500	100%	505	505	101%
Tendring	500	505	101%	1000	1004	100%	503	503	100%
Test Valley	500	505	101%	500	506	101%	543	543	109%
Tewkesbury	500	496	99%	500	500	100%	502	502	100%
Thanet	500	518	104%	500	503	101%	510	510	100%
Three Rivers	500	497	99%	500	503	101%	508	508	102%
Thurrock UA	503	509	102%	1000	1001	100%	502	502	100%
Tonbridge & Malling	500	501	100%	500	501	100%	503	503	101%
Torbay UA	502	503	101%	500	502	100%	531	531	103%
Torridge	500	501	100%	500	500	100%	500	500	100%
Tower Hamlets	1000	1001	100%	500	521	104%	506	506	101%
Trafford	500	505	101%	500	503	101%	1004	1004	100%
Tunbridge Wells	503	506	101%	500	501	100%	503	503	101%
Tynedale	500	502	100%	500	501	100%	507	507	100%
Uttlesford	500	506	101%	500	500	100%	504	504	101%
Vale of White Horse	500	502	100%	500	500	100%	503	503	101%
Vale Royal	501	505	101%	500	502	100%	529	529	106%
Wakefield	500	502	100%	500	501	100%	504	504	101%
Walsall	504	511	102%	500	507	101%	507	507	101%
Waltham Forest	500	502	100%	500	500	100%	597	597	119%
Wandsworth	500	501	100%	500	506	101%	504	504	101%
Wansbeck	503	505	101%	500	502	100%	522	522	101%
Warrington UA	501	513	103%	500	502	100%	504	504	101%
Warwick	500	498	100%	500	502	100%	503	503	101%
Watford	500	505	101%	500	502	100%	504	504	101%
Waveney	500	501	100%	500	500	100%	506	506	101%
Waverley	503	509	102%	500	502	100%	504	504	101%
Wealden	504	515	103%	500	504	101%	504	504	101%
Wear Valley	510	510	102%	500	500	100%	508	508	101%
Wellingborough	500	507	101%	500	506	101%	507	507	101%
Welwyn Hatfield	500	502	100%	500	502	100%	500	500	100%
West Berkshire UA	500	500	100%	500	502	100%	505	505	101%
West Devon	500	500	100%	500	502	100%	503	503	101%
West Dorset	501	505	101%	500	503	101%	504	504	101%

Local authority	APS2			APS3			APS4		
	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved
West Lancashire	500	499	100%	500	500	100%	504	504	101%
West Lindsey	500	500	100%	500	503	101%	503	503	101%
West Oxfordshire	505	511	102%	500	501	100%	503	503	100%
West Somerset	500	508	102%	500	504	101%	501	501	100%
West Wiltshire	500	500	100%	500	500	100%	501	501	100%
Westminster	502	499	100%	500	503	101%	512	512	102%
Weymouth & Portland	500	502	100%	500	502	100%	508	508	102%
Wigan	500	499	100%	500	502	100%	1002	1002	100%
Winchester	500	502	100%	500	504	101%	505	505	101%
Windsor & Maidenhead UA	505	510	102%	500	501	100%	505	505	101%
Wirral	500	511	102%	500	505	101%	516	516	103%
Woking	501	503	101%	500	501	100%	501	501	100%
Wokingham UA	500	520	104%	500	503	101%	504	504	101%
Wolverhampton	516	517	103%	500	511	102%	504	504	101%
Worcester	500	509	102%	500	501	100%	505	505	101%
Worthing	500	501	100%	500	503	101%	507	507	101%
Wychavon	500	507	101%	500	504	101%	500	500	100%
Wycombe	503	502	100%	500	504	101%	504	504	101%
Wyre	500	500	100%	500	503	101%	516	516	103%
Wyre Forest	505	510	102%	500	505	101%	504	504	101%
York UA	500	501	100%	500	501	100%	507	507	101%
Birmingham - total	5082	5264	105%	5000	5271	105%	1200	1289	107%
Liverpool - total	2658	2737	109%	2500	2614	105%	2500	2539	102%

Response by Local Authority - DCMS Boost

Local authority	APS2 DCMS Boost			APS4 DCMS Boost		
	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved
Alnwick	26	28	109%			
Barking & Dagenham	250	254	102%			
Barnet	250	257	103%			
Barnsley	1750	1766	101%	1500	1587	106%
Bath & North East Somerset	250	257	103%			
Berwick-upon-Tweed	21	23	107%			
Bexley	250	282	113%			
Blackburn with Darwen UA	250	253	101%			
Blackpool UA	250	256	102%			
Blyth Valley	65	66	101%			
Bolton	250	268	107%			
Bournemouth UA	250	258	103%			
Bracknell Forest UA	250	270	108%			
Bradford	1750	1789	102%	1500	1525	102%
Bridgnorth	141	145	103%			
Brighton & Hove UA	1750	1758	100%	1500	1530	102%
Bristol	250	257	103%			
Bromley	250	255	102%			
Bury	250	257	103%			
Calderdale	250	253	101%			
Camden	250	255	102%			
Castle Morpeth	40	40	100%			
Christchurch	57	57	99%			
Coventry	250	252	101%			
Croydon	1750	1771	101%	1500	1540	103%
Darlington UA	1750	1765	101%	1500	1524	102%
Derby UA	1750	1793	102%	1500	1509	101%
Doncaster	1750	1756	100%	1500	1526	102%
Dudley	250	252	101%			
East Dorset	107	113	105%			
East Riding of Yorkshire UA	1750	1775	101%	1500	1548	103%
Enfield	250	254	102%			
Gateshead	250	258	103%			
Greenwich	1500	1517	101%	1500	1552	103%
Hackney	250	262	105%			
Halton UA	250	255	102%			
Hammersmith & Fulham	250	272	109%			
Harrow	1750	1786	102%	1500	1550	103%
Hartlepool UA	1750	1763	101%	1500	1524	102%
Havering	250	261	104%			
Herefordshire UA	1750	1773	101%	1500	1626	108%
Hillingdon	250	324	130%			
Hounslow	1750	1793	102%	1500	1518	101%
Isle of Wight UA	250	250	100%			
Islington	250	266	106%			
Kensington & Chelsea	250	256	102%			
Kingston upon Hull	250	251	100%			

Local authority	APS2 DCMS Boost			APS4 DCMS Boost		
	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved
Kingston upon Thames	250	267	107%			
Kirklees	250	253	101%			
Knowsley	250	249	100%			
Lambeth	250	262	105%			
Leeds	250	251	100%			
Lewisham	250	255	102%			
Luton UA	250	255	102%			
Manchester	250	250	100%			
Medway UA	250	251	100%			
Merton	250	267	107%			
Middlesbrough UA	250	262	105%			
Milton Keynes UA	1750	1752	100%	1500	1545	103%
Newcastle upon Tyne	250	256	102%			
Newham	250	256	102%			
North Dorset	79	81	102%			
North East Lincolnshire UA	250	252	101%			
North Lincolnshire UA	250	254	102%			
North Shropshire	153	158	103%			
North Somerset UA	250	256	102%			
North Tyneside	250	250	100%			
Oldham	250	255	102%			
Oswestry	99	105	106%			
Peterborough UA	250	252	101%			
Plymouth UA	250	258	103%			
Poole UA	250	255	102%			
Portsmouth UA	250	256	102%			
Purbeck	56	58	104%			
Reading UA	1500	1507	100%	1500	1539	103%
Redbridge	250	256	102%			
Redcar & Cleveland UA	250	249	100%			
Richmond upon Thames	250	260	104%			
Rotherham	250	259	104%			
Rutland UA	1750	1801	103%	1500	1743	116%
Salford	250	269	108%			
Sandwell	250	250	100%			
Sefton	250	257	103%			
Sheffield	250	260	104%			
Shrewsbury & Atcham	248	261	105%			
Slough UA	250	261	104%			
Solihull	250	250	100%			
South Gloucestershire UA	250	249	100%			
South Shropshire	109	104	95%			
South Tyneside	250	272	109%			
Southampton UA	250	257	103%			
Southend UA	1750	1801	103%	1500	1541	103%
Southwark	250	267	107%			
St Helens	250	261	104%			
Stockport	250	259	104%			
Stockton-on-Tees UA	1750	1754	100%	1500	1510	101%

Local authority	APS2 DCMS Boost			APS4 DCMS Boost		
	Target	Achieved	% of target achieved	Target	Achieved	% of target achieved
Stoke-on-Trent UA	250	252	101%			
Sunderland	250	257	103%			
Sutton	250	250	100%			
Swindon UA	1750	1754	100%	1500	1536	102%
Tameside	250	251	100%			
Telford & Wrekin UA	250	252	101%			
Thurrock UA	1750	1776	101%	1500	1541	103%
Torbay UA	1750	1766	101%	1500	1537	102%
Trafford	250	254	102%			
Tynedale	48	47	98%			
Wakefield	250	254	102%			
Walsall	250	251	100%			
Waltham Forest	1750	1778	102%	1500	1533	102%
Wandsworth	250	256	102%			
Wansbeck	49	48	97%			
Warrington UA	250	254	102%			
West Berkshire UA	1750	1769	101%	1500	1533	102%
West Dorset	120	121	101%			
Westminster	250	255	102%			
Weymouth & Portland	80	80	99%			
Wigan	250	254	102%			
Windsor & Maidenhead UA	250	254	102%			
Wirral	250	252	101%			
Wokingham UA	1750	1780	102%	1500	1526	102%
Wolverhampton	250	251	100%			
York UA	250	259	104%			

Appendix B – APS Questionnaire

18745UZ01 – SPORT ENGLAND ACTIVE PEOPLE SURVEY 4

FINAL QUESTIONNAIRE – VERSION 25 (5 JULY 2010)

INTRODUCTION

Good afternoon / evening. My name is [XXX YYY] calling from Ipsos MORI – the independent research organisation. We are carrying out a survey about people's leisure and recreational activities. This important study will be used by Local Authorities and your opinions may help to shape local services in the future.

IF NECESSARY ADD:

The interview takes about 15 minutes on average. I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.

LANGUAGE - INTERVIEWER CODE AS APPLICABLE

1. English (proceed with Interview)
2. Urdu (close and reissue)
3. Hindi (close and reissue)
4. Gujarati (close and reissue)
5. Asian Not Known (close and reissue)
6. Hard of hearing – Type Talk
7. Other (Specify and close)

INSERT QUESTION ONLY FOR SAMPLE FLAGGED AS BORDER AREA

The survey covers only England so can I just check whether you live in England?

1. Yes – proceed to next screen
2. No – TIPCODE K – Outside sample frame

SCREENER QUESTIONS

S3. To make sure we speak to a good cross section of the public can you please tell me how many people aged 16 or over currently live in your household including yourself?

CODE NULL IF NO PEOPLE AGED 16 OR OVER

1. 1 – Go to S9
2. 2 – Go to S6
3. 3 – Go to S4
4. 4 – Go to S4
5. 5 – Go to S4
6. 6 – Go to S4
7. 7 or more – Go to S4
8. Business number – TIPCODE 417
9. Don't know – Go to S4
10. Refused – Go to S4

IF S3 = 1 GO TO S9.
IF S3 = 2 GO TO S6.
IF S3 = 8 TIPCODE H.
IF S3 = DK OR REF GO TO S4.

[ASK IF S3 = 3, 4, 5, 6, 7, 9, 10 AND RIZZO METHOD SELECTS ANOTHER MEMBER OF THE HOUSEHOLD. IF SCREENER RESPONDENT SELECTED VIA RIZZO GO TO S9]

S4. Could I speak to the person aged 16 or over who has the next birthday? INTERVIEWER NOTE: This does not include the person you are speaking to, it must be another member of the household. IF NECESSARY SAY THE PERSON WITH THE NEXT BIRTHDAY IS SELECTED TO ENSURE WE ACHIEVE A NATIONALLY REPRESENTATIVE SAMPLE OF ADULTS IN ENGLAND.

1. Yes, available – CODE HERE WHEN SPEAKING TO THEM. – Go to S9
2. No, not available – Go to S5
3. Proxy refusal – soft
4. Proxy refusal – hard
5. Proxy - other non interview
6. Proxy wrong language – Go to S8
7. Proxy interview – Go to S9
8. Proxy interview – Type Talk – Go to S8

[ASK IF S3 = 2 AND RIZZO DOES NOT SELECT THE SCREENER RESPONDENT. IF SCREEN RESPONDENT SELECTED VIA RIZZO GO TO S9]

S6. In households where there are no more than two adults, we are using a random method to select which one of these adults takes part in this survey. On this occasion it is the other person that I would like to speak to. May I speak to that person? IF NECESSARY SAY THE OTHER PERSON IS SELECTED TO ENSURE WE ACHIEVE A NATIONALLY REPRESENTATIVE SAMPLE OF ADULTS IN ENGLAND

1. Yes, available – CODE HERE WHEN SPEAKING TO THEM. – Go to S9
2. No, not available – Go to S5
3. Proxy refusal – soft
4. Proxy refusal – hard
5. Proxy - other non interview
6. Proxy wrong language – Go to S8
7. Proxy interview – Go to S9
8. Proxy interview – Type Talk – Go to S8

[ASK IF S4 = 2 OR S6 = 2]

S5. Please can I take the persons name? EXPLAIN THAT YOU NEED THIS SO THAT YOU KNOW WHO TO ASK FOR THE NEXT TIME YOU CALL TO DO THE INTERVIEW.

1. Insert Name – first name only is acceptable - Go to S7
2. Proxy refusal – soft
3. Proxy refusal – hard

[ASK IF S5 = 1]

S7. GO TO APPOINTMENT SCREEN TO BOOK APPOINTMENT.

[ASK S4 or S6 = 6 or 8]

S8. We may arrange for another interviewer to call in the next few days, can you please tell me what language this person speaks?

1. English (continue)
2. Urdu (close and reissue)
3. Hindi (close and reissue)
4. Gujarati (close and reissue)
5. Asian Not Known (close and reissue)
6. Hard of hearing – Type Talk (auto coded from code 8 at S4 or S6)
7. Other (Specify and close)

[ASK IF S3 = 1 OR SCREENER RESP SELECTED VIA RIZZO OR S4 = 1 OR 7 OR S6 = 1 OR 7]

S9. INTERVIEWER CODE

1. Respondent willing
2. Hard refusal
3. Soft refusal
4. Wants appointment – GO TO APPOINTMENT SCREEN AND BOOK APPOINTMENT

A. WALKING

[ASK ALL]

Q1. Firstly, I would like you to think about all the walking you have done. Please include any country walks, walking to and from work or the shops and any other walks you may have done. Please exclude time spent walking around shops. In the last four weeks, that is since [^INSERT^] have you done at least one continuous walk lasting at least 5 minutes?

1. Yes
2. No
3. Don't know
4. Unable to walk

IF Q1 = 4, DISPLAY TEXT FOR INTERVIEWER TO READ OUT.

INTERVIEWER READ OUT: ALTHOUGH YOU HAVE SAID YOU CANNOT WALK, WE ARE STILL INTERESTED IN ANY OTHER ACTIVITIES YOU MAY DO WHICH ARE BENEFICIAL TO YOUR HEALTH AND THE NEXT FEW QUESTIONS ASK YOU ABOUT THESE.

[ASK IF Q1 = 1]

Q2. In the last four weeks, that is since [^INSERT^] have you done at least one continuous walk lasting at least 30 minutes?

1. Yes
2. No
3. Don't know

[ASK IF Q2 = 1]

Q3. On how many days in the last four weeks have you walked for at least 30 minutes?
THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?

1. Every day = 28
2. Every weekday = 20
3. Every other day = 14

4. Every day at weekends = 8
5. One day every weekend = 4
6. Other (ENTER NUMBER OF DAYS – NUMBER RANGE 1 to 28)
7. Don't know / can't remember

[ASK IF Q2 = 1]

Q4. How would you describe your usual walking pace?
SINGLE CODE. READ OUT LIST.

1. A slow pace
2. A steady average pace
3. A fairly brisk pace
4. A fast pace
5. Don't know

[ASK IF Q2 = 1]

Q5. You said that you had walked for 30 minutes on *[^INSERT FROM Q3^ IF Q3 = DK/REF/NULL INSERT 'at least one'] day(s) since [^INSERT^]*. Can I ask, on how many of those days were you walking for the purpose of health or recreation not just to get from place to place again please exclude time spent walking around shops? THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?

1. Every day = 28
2. Every weekday = 20
3. Every other day = 14
4. Every day at weekends = 8
5. One day every weekend = 4
6. Other (ENTER NUMBER OF DAYS – NUMBER RANGE 0 to 28 IF < OR = TO Q3)
7. Don't know / can't remember

B. CYCLING

[ASK ALL]

Q6. I would now like you to think about any cycling you may have done. Please include any casual cycling in your local area, any cycling in the countryside or on cycling routes, cycling to or from work or any competitive cycling.

In the *last four weeks, that is since [^INSERT^]* have you done at least one continuous cycle ride lasting at least *30 minutes*?

1. Yes
2. No
3. Don't know

[ASK IF Q6 = 1]

Q7. On how many days in the last four weeks have you cycled for at least 30 minutes? THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?

1. Every day = 28
2. Every weekday = 20

3. Every other day = 14
4. Every day at weekends = 8
5. One day every weekend = 4
6. Other (ENTER NUMBER OF DAYS – NUMBER RANGE 1 to 28)
7. Don't know / can't remember

[ASK IF Q6 = 1]

Q8. You said that you had cycled for 30 minutes on [^INSERT FROM Q7^ IF Q7 = DK/REF/NULL INSERT 'at least one'] day(s) in the last four weeks. Can I ask, on how many of those days were you cycling for the purpose of health, recreation, training or competition not to get from place to place?
THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?

1. Every day = 28
2. Every weekday = 20
3. Every other day = 14
4. Every day at weekends = 8
5. One day every weekend = 4
6. Other (ENTER NUMBER OF DAYS – NUMBER RANGE 0 to 28 IF < OR = TO Q7)
7. Don't know / can't remember

[ASK IF Q8 >=1]

Q13a. During the last four weeks, was the effort you put into recreational cycling usually enough to raise your breathing rate?

1. Yes
2. No
3. Don't know

[ASK IF Q8 >=1]

Q14a. During the last four weeks, was the effort you put into recreational cycling usually enough to make you out of breath or sweat?

1. Yes
2. No
3. Don't know

C. SPORTS AND RECREATION

[ASK ALL]

Q9. I have already asked you about walking and cycling. I would now like to ask you about other types of sport and recreational physical activity you may have done.

Please think about all the activities you did, *in the last four weeks*, whether for competition, training or receiving tuition, socially, casually or for health and fitness, but do not include any teaching, coaching or refereeing you may have done.

So thinking about *the last four weeks, that is since [^INSERT^]*, did you do any sporting or recreational physical activity?

1. Yes
2. No
3. Don't know

INCLUDED ON ALL QUESTIONS FROM Q9 TO Q25 EXCEPT DATABASE QUESTIONS AND Q19 AND Q20.

4. INTERVIEWER DO NOT READ OUT. CODE IF RESPONDENT HAS STATED THEY ARE SEVERELY DISABLED AND DO NO ACTIVITY. CODE ONLY AS A LAST RESORT IF RESPONDENT IS FRUSTRATED OR UNHAPPY WITH ACTIVITY QUESTIONS

[ASK IF Q9 = 4 ONLY]

Dis. Can I just check that you don't do any light recreational activities such as darts, snooker, fishing or any wheelchair sports as these are included in the survey?. If you do I'd like to continue with the sport and recreational activity questions.

SINGLE CODE

1. Proceed with interview (skips back to question)
2. Skip sports questions (skips to Q26)

[ASK IF Q9 = 1]

Q10. What have you done?

DO NOT PROMPT. CODE ALL MENTIONED. WHERE A DATABASE SEARCH BRINGS UP A NUMBER OF ACTIVITIES FOR A SPORT PLEASE PROBE CAREFULLY FOR THE EXACT ACTIVITY UNDERTAKEN. IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY.

[SEE SEPARATE Q10 ACTIVITIES LIST FOR ROUTING TO Q11 TO Q15]

WHEN EXHAUSTED TYPE none!

PROMPT: WHAT ELSE?

SWIM QUESTION ADDED AT START M6 OF APS4 AND REMOVED END OF M6 APS4

Swim. I would now like to ask you a couple of questions about two recreational physical activities in particular. Firstly, a question about swimming. Which of the following statements best describes your ability to swim?

SINGLE CODE. READ OUT LIST.

1. I cannot swim and am scared of going into the water
2. I cannot swim but am happy to go into the water
3. I can swim but would not be confident of being able to swim 25 metres
4. I can swim 25 metres
5. I am a strong swimmer who can swim more than 25 metres
6. Don't know (DO NOT READ OUT)

FISHING QUESTION ADDED AT START Q2 OF APS4

[ASK IF Q9 = 1 AND q10 NOT = 78,79, OR 161]

Fishing. And secondly. Have you done any fishing in the last four weeks, that is since [insert date]?"

1. Yes
2. No
3. Don't know

FISHING QUESTION ROUTING Q11 to Q14 ADDED AT START M6 OF APS4

[IF Fishing. = 1 ROUTE TO CODE 78 (FISHING) Q11 to Q14]

[ASK FOR EACH SNOWSPORT ACTIVITY CODED]

Snow1. Was this in?

1. England
2. Other United Kingdom (Scotland, Wales, N Ireland)
3. Overseas

[ASK IF SNOW1 = 1] [DO NOT DISPLAY OPTION 1 (Indoor snow slope) IF CODE 97 (SKI-ING - GRASS OR DRY SKI SLOPE)]

Snow2. Was this?

1. Indoor snow slope
2. Dry slope
3. Other

[ASK IF WEIGHT TRAINING CODED]

WeightTraining. What type of weight training did you do?

INTERVIEWER NOTE: We are interested in respondents primary motivation for weight training for example whether it is for general fitness or to participate in a specific sport, and the type of equipment primarily used (e.g. free weights or resistance machines).

1. Weight training (free weights) - general fitness
2. Weight training (free weights) - for specific sport
3. Weight training (resistance machines) - general fitness
4. Weight training (resistance machines) - for specific sport

[ASK IF WEIGHTLIFTING CODED]

Weightlifting. Is that Snatch / Clean & Jerk?"

INTERVIEWER NOTE: If the answer is no please enter weight training at the database and code as a weight training activity.

1. Yes
2. No - (this will skip back to Q10)

[ASK IF POWERLIFTING CODED]

Powerlifting. Is that Special Olympians or Paralympic Bench Press powerlifting?"

INTERVIEWER NOTE: If it is not one of these please enter 'Neither' at the below.

1. Powerlifting - Special Olympians
2. Powerlifting Paralympic - Bench press
3. Neither - (allocate to existing 'general' powerlifting code (code no 289))

[ASK IF CRICKET CODED]

Cricket. Which of the following types of cricket have you done in the last four weeks?

INTERVIEWER NOTE: any mention of 'nets' is cricket practice.

1. cricket (outdoors) - match
2. cricket (indoors) - match
3. cricket (outdoor) - nets / practice
4. cricket (indoors) - nets / practice
5. Cricket - Other

[ASK IF RUGBY UNION CODED]

RugbyUnion.. Which of the following types of Rugby Union have you done in the last four weeks?

1. Rugby union - 15 a side game
2. Rugby union – Sevens
3. Rugby union - Tag rugby
4. Rugby union - Touch rugby
5. Rugby Union - Other

[ASK IF RUGBY LEAGUE CODED]

RugbyLeague. Which of the following types of Rugby League have you done in the last four weeks?

1. Rugby league - 13 a side game
2. Rugby league - Tag rugby
3. Rugby League - Touch rugby
4. Rugby league - Other

[ASK IF RUGBY TAG CODED]

RugbyTag.

Is that Union or League?

INTERVIEWER NOTE: if respondent says it's neither code as 'Rugby - Other'.

1. Rugby league - Tag rugby
2. Rugby union - Tag rugby
3. Rugby - Other

[ASK IF RUGBY TOUCH CODED]

RugbyTouch.

Is that Union or League?

INTERVIEWER NOTE: if respondent says it's neither code as 'Rugby - Other'.

1. Rugby league - Touch rugby
2. Rugby union - Touch rugby
3. Rugby - Other

[ASK IF GYM CODED]

GYM1.

You said that you have been to the gym in the last 4 weeks, can I ask, what was the main reason for your participation? Was it to improve your general health and fitness, or as preparation or training to participate in a particular sport or sports?

1. General health and fitness
2. Preparation or training for a sport
3. Other

[ASK IF GYM1 = 2]

GYM2.

Which main sport were you preparing or training for at the gym?

DISPLAY Q10 DATABASE. SINGLE CODE ONLY.

[ASK IF Q10 = 5, 6, 7, 8, 178, or 179 AND Q8 >=1]

Cycl.

Is that in addition to any RECREATIONAL cycling you have already mentioned?

1. Yes
2. No
3. Don't know

[Cycl. = 1 ADD TO ACTIVITIES AT Q10. Cycl. = 2 OR 3 DO NOT ADD TO ACTIVITIES AT Q10.]

[ASK IF Q10 = 114, 115, 116, 117, 118, 145, or 146 AND Q5 >=1]

Walk.

Is that in addition to any RECREATIONAL walking you have already mentioned?

1. Yes
2. No
3. Don't know

Q11. On how many days in the last four weeks have you done [^INSERT ACTIVITY^]
THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF
RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?

1. Every day = 28
2. Every weekday = 20
3. Every other day = 14
4. Every day at weekends = 8
5. One day every weekend = 4
6. Other (ENTER NUMBER OF DAYS – NUMBER RANGE 1 to 28)
7. Don't know / can't remember

Q12. And how long do you USUALLY do [^INSERT ACTIVITY ^] for?
IF RESPONDENT CAN'T ANSWER BECAUSE PATTERN VARIES WIDELY DAY TO DAY. STRESS THAT AN
APPROXIMATE TIME FOR EACH OCCASION THAT ACTIVITY IS UNDERTAKEN E.G. ONE SWIMMING
SESSION, ONE FOOTBALL GAME ETC.

IF ASKED STRESS THAT THIS IS TIME SPENT ACTUALLY DOING THE ACTIVITY AND DOES NOT INCLUDE
FOR EXAMPLE TIME SPENT GETTING TO AND FROM VENUES, TIME SPENT CHANGING OR SOCIALISING.

Hrs.... (ENTER NUMBER OF HOURS – NUMBER RANGE 0 to 16)
Mins... (ENTER NUMBER OF MINUTES – NUMBER RANGE 0 to 59)

IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 2 HOURS 0 MINS, OR
IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 3 HOURS 0 MINS, OR
IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 4 HOURS 0 MINS, OR
IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 6 HOURS 0 MINS
DISPLAY ON SCREEN LOGIC CHECK. (RANGES RELATE TO INDIVIDUAL SPORTS). VALUES OUTSIDE
THESE RANGES STILL PERMITTED.

INTERVIEWER TO READ OUT.

YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING [^INSERT ACTIVITY^], IS THAT
CORRECT?

1. Yes
2. No

IF = 1 GO TO NEXT QUESTION.
IF = 2 GO BACK AND CORRECT Q12.

[ASK IF Q10 = 114, 115, 116, 117, 118, 145, or 146 AND Q2 NOT = 1]

Q4a. How would you describe your usual walking pace?
SINGLE CODE. READ OUT LIST.

1. A slow pace
 2. A steady average pace
 3. A fairly brisk pace
 4. A fast pace
 5. Don't know
- REFUSED

[Q12 = DK OR REFUSED ROUTE AS < 30 mins]

Q13. During the last four weeks, was the effort you put into [^INSERT FROM Q10^] usually enough to raise your breathing rate?

1. Yes
2. No
3. Don't know

Q14. During the last four weeks, was the effort you put into [^INSERT FROM Q10^] usually enough to make you out of breath or sweat?

1. Yes
2. No
3. Don't know

Q15 - routing

ACTIVITIES ROUTED FROM Q10 LIST [SEE SPREADSHEET – Q15 – Routing column]

- ✓ ACTIVITIES 'Always included' INSERTED AT Q15 IF Q12 >=30 mins
- ✓ ACTIVITIES 'Only if Q13' INSERTED AT Q15 IF Q13 = 1 AND Q12 >=30 mins
- ✓ ACTIVITIES 'Only if Q4=3or4' INSERTED AT Q15 IF Q4 = 3 OR 4 OR Q4a = 3 OR 4 AND Q12 >=30 mins

RECREATIONAL WALKING INSERTED AT Q15 IF Q5>=1 AND Q4 = 3 OR 4.

RECREATIONAL CYCLING INSERTED AT Q15 IF Q8>=1 AND Q13a = 1 OR Q14a = 1.

Q15. Thinking about the [ACTIVITIES ROUTED FROM Q10 LIST] [and] [RECREATIONAL WALKING] [and] [RECREATIONAL CYCLING] you have done in the last four weeks.

VERY IMPORTANT: PLEASE ENSURE IT IS ONLY THE ACTIVITIES DISPLAYED ABOVE THAT ARE INCLUDED IN THE NUMBER OF DAYS COUNTED IN THIS QUESTION.

Can I ask on how many days in the last four weeks, in total, did you do at least one of these activities [this activity] for at least 30 minutes?

IF ONLY ONE ACTIVITY IS INCLUDED AT Q15 DISPLAY ALTERNATIVE QUESTION TEXT

Can I just confirm on how many days in the last four weeks, in total, did you do [INSERT ACTIVITY] for at least 30 minutes?

THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. FOR THOSE DAYS THAT YOU HAVE DONE MORE THAN ONE ACTIVITY ON A DAY YOU NEED TO COUNT AS JUST ONE DAY.

IF RESPONDENT ASKS WHY WE ARE ONLY ASKING ABOUT SOME OF THE ACTIVITIES THEY HAVE MENTIONED SAY: 'We just want to focus on specific activities of particular benefit to health'.

1. Every day = 28
2. Every weekday = 20
3. Every other day = 14
4. Every day at weekends = 8
5. One day every weekend = 4
6. Other (ENTER NUMBER OF DAYS – NUMBER RANGE 1 to 28)
7. Don't know / can't remember

D. CLUB

Q16. Over the past four weeks have you been a member of a club, particularly so that you can participate in any sports or recreational physical activities?

Please do not include any [INSERT EXCLUDED ACTIVITIES AND OTHERS MENTIONED AT Q10] club membership.

COULD BE A HEALTH/ FITNESS CLUB, SOCIAL CLUB (EMPLOYEES/ YOUTH CLUB, PUB TEAM), SPORTS CLUB OR OTHER CLUB)

1. Yes
2. No
3. Don't know

[ASK IF Q16 = 1]

Q16b. What type of club(s)?

READ OUT LIST AND CODE ALL THAT APPLY

IF THE RESPONDENT SAYS THEY ARE A MEMBER OF A LEISURE CENTRE OR GYM, PROBE FOR WHAT TYPE OF CLUB AT THE LEISURE CENTRE [GYM].

IF RESPONDENT MENTIONS A BRAND OF CLUB I.E. FITNESS FIRST, DAVID LLOYD, LA FITNESS, VIRGIN ACTIVE, HOLMES PLACE OR A SPECIFIC SPORT I.E. SHOOTING CLUB, FOOTBALL CLUB READ OUT LIST AGAIN AND ASK THEM TO CONFIRM WHICH TYPE IT IS.

IF AFTER PROBING, THE RESPONDENT STILL SAYS A TYPE OF CLUB THAT CANNOT BE CODED IN THE READ OUT LIST, THEN CODE AS 'OTHER'.

1. Health/fitness club
2. Social club (e.g. employees club, youth club, pub team)
3. Sports club (THIS OPTION ROUTES TO DATABASE)
4. Other type of club – DO NOT READ OUT (CODE OTHER AND ENTER VERBATIM)

[ASK IF Q16b = 3]

Q16a. Which sports or recreational physical activities do you take part in as a member of a sports club? DISPLAY Q10 DATABASE.

DO NOT PROMPT. CODE ALL MENTIONED. IF RESPONDENT SAYS 'GOING TO A GYM' ENTER 'GYM'.

IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY

PROMPT: WHAT ELSE?

E. INSTRUCTION

Q17. Now thinking about the last 12 months, have you received tuition from an instructor or coach to improve your performance in any sports or recreational physical activities?

THIS IS RESTRICTED TO FORMAL COACHING OR INSTRUCTION AND DOES NOT INCLUDE, FOR EXAMPLE, INFORMAL COACHING OR ADVICE RECEIVED FROM FAMILY MEMBERS OR FRIENDS.

1. Yes
2. No
3. Don't know

[ASK IF Q17 = 1]

Q17a. Which sports or recreational physical activities have you received tuition from an instructor or coach for in the last 12 months?

DISPLAY Q10 DATAB ASE.

DO NOT PROMPT. CODE ALL MENTIONED.

IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY

PROMPT: WHAT ELSE?

WHEN EXHAUSTED TYPE none!

F. COMPETITION

Q18. And again, over the past 12 months have you taken part in any organised competition for any sports or recreational physical activities? Please do not include any teaching, coaching or refereeing.

1. Yes
2. No
3. Don't know

[ASK IF Q18 = 1]

Q18a. Which sports or recreational physical activities have you taken part in organised competition for?

DISPLAY Q10 DATAB ASE. DO NOT PROMPT. CODE ALL MENTIONED.

IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY

PROMPT: WHAT ELSE?

WHEN EXHAUSTED TYPE none!

G. VOLUNTEERING

Q19. I would now like to ask you a couple of questions about sports volunteering you may have done. That is sports voluntary work without receiving any payment except to cover expenses. When answering the questions, please think about all sports voluntary activity.

This could be organising or helping to run an event, campaigning/raising money/providing transport or driving/ taking part in a sponsored event/ coaching, tuition, mentoring etc.

This does not include time spent solely supporting your own family members. So during the last 4 weeks, that is since (^INSERT^) have you done any sports voluntary work?

1. Yes
2. No
3. Don't know

[ASK IF Q19 = 1]

Q20. During the last four weeks that is since (INSERT) how much time have you spent on voluntary sports work?

Hrs.... (ENTER NUMBER OF HOURS – NUMBER RANGE 0 to 224)

Mins... (ENTER NUMBER OF MINUTES – NUMBER RANGE 0 to 59)

Don't know

Refused

IF LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 224 HOURS 0 MINS DISPLAY ON SCREEN LOGIC CHECK. VALUES OUTSIDE THESE RANGES STILL PERMITTED.

INTERVIEWER TO READ OUT: YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING VOLUNTARY SPORTS WORK, IS THAT CORRECT?

1. Yes
2. No

IF = 1 GO TO NEXT QUESTION.

IF = 2 GO BACK AND CORRECT Q20.

H. SPORTS PROVISION

Q21. How would you rate your level of OVERALL satisfaction with sports provision in your local area?
READ OUT LIST. SINGLE CODE

1. Very satisfied
2. **Fairly satisfied**
3. Neither satisfied or dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. No opinion/not stated – DO NOT READ OUT

I. LIKELIHOOD TO DO MORE SPORT

[ASK OF HALF THE SAMPLE]

Q22. Would you like to do more sport or recreational physical activity than you do at the moment?

1. Yes
2. No
3. Don't know

[ASK IF Q22 = 1]

Q23. Which one sport or recreational physical activity would you most like to do, or to do more often?
DISPLAY Q10 DATAB ASE. SINGLE CODE.

DO NOT PROMPT. SINGLE CODE ONLY. IF ACTIVITY NOT ON DATABASE CODE OTHER AND ENTER AS OTHER SPECIFY

IF RESPONDENT SAYS DON'T KNOW, CODE ACCORDINGLY – DON'T KNOW CODE IS NOT WITHIN Q10 DATABASE.

J. CHANGE IN PARTICIPATION IN LAST 12 MONTHS

PARTICIPATION QUESTIONS ADDED AT START OF APS3

[ASK OF 20% OF SAMPLE]

Q24. Do you think you generally do more, less, or the same amount of sport and recreational physical activity as you did this time last year? SINGLE CODE.

1. More
2. Same
3. Less
4. Don't Know (DO NOT READ OUT)

[ASK IF Q24 = 3]

Q25. What is the **main** reason why you are doing less?
SINGLE CODE. DO NOT READ OUT LIST.

HEALTH/DISABILITY REASONS

1. Poor / deteriorating health / increasing age
2. Disability
3. Recent injury / illness / operation / medical reason

INCOME AND ECONOMY

4. Loss of job (redundancy) / loss of income / loss of home
5. Less income / too expensive / can't afford to due to current economic conditions
6. Less income / too expensive / can't afford to due to any other reason

OTHER

7. Pregnancy / looking after child or baby / having a family / family commitments
8. Lack of time due to work commitments / work longer hours / longer commuting
9. Less free time / lack of time for other reasons

10. Prefer to spend time doing other activities
11. Left school / not at school anymore
12. Not enough opportunities / inadequate facilities in my area
13. No main reason
14. Other (please specify)

15. Don't know (DO NOT READ OUT)

K. DANCE AND GARDENING QUESTIONS

DANCE AND GARDENING QUESTIONS ADDED AT START OF APS3 MONTH 4 - 14 Jan 09

[ASK ALL]

Q26. I have already asked you about sports and recreational physical activity you may have done.

I'd now like to ask if you have done any dancing or any of the following types of gardening, *in the last four weeks, that is since [^INSERT^]*,

READ OUT – PLEASE INCLUDE ALL TYPES OF DANCING EXCEPT DANCE AS PART OF AN EXERCISE CLASS.

PLEASE EXCLUDE ANY DANCING OR GARDENING WHERE YOU RECEIVED PAYMENT AS PART OF YOUR JOB.

READ OUT IF REQUIRED - CONSERVATION RELATED GARDENING ACTIVITIES ARE THOSE WHERE ORGANISATIONS INSPIRE INDIVIDUALS TO IMPROVE BOTH THEIR HEALTH AND THE ENVIRONMENT AT THE SAME TIME SUCH AS GREEN GYMS WHICH OFFER THE OPPORTUNITY TO TACKLE PHYSICAL JOBS IN THE OUTDOORS WHILST BENEFITING LOCAL GREEN SPACES.

MULTICODE

READ OUT LIST

1. Dancing
2. Gardening at home
3. Gardening at an allotment
4. Conservation related gardening
5. Any other gardening
6. No dance or gardening done
7. Don't know (NO NOT READ OUT)

[ASK Q26 TO Q30 IF Q26 = 1. INSERT ACTIVITY “dancing”]

[ASK Q26 TO Q30 IF Q26 = 2 or 3 or 4 or 5. INSERT ACTIVITY “gardening”]

Q27. On how many days in the last four weeks have you done [^INSERT ACTIVITY FROM Q26^]
THERE ARE 28 DAYS IN THE LAST FOUR WEEKS. SPONTANEOUS RESPONSE CODE AS BELOW. IF
RESPONSE NOT GIVEN IN DAYS PROMPT, ON HOW MANY DAYS IS THAT?

1. Every day = 28
2. Every weekday = 20
3. Every other day = 14
4. Every day at weekends = 8
5. One day every weekend = 4
6. Other (ENTER NUMBER OF DAYS – NUMBER RANGE 1 to 28)
7. Don't know / can't remember

Q28. And how long do you USUALLY do [^INSERT ACTIVITY FROM Q26^] for?
IF RESPONDENT CAN'T ANSWER BECAUSE PATTERN VARIES WIDELY DAY TO DAY. STRESS THAT AN
APPROXIMATE TIME FOR EACH OCCASION THAT ACTIVITY IS UNDERTAKEN.

IF ASKED STRESS THAT THIS IS TIME SPENT ACTUALLY DOING THE ACTIVITY AND DOES NOT INCLUDE
FOR EXAMPLE TIME SPENT GETTING TO AND FROM VENUES OR ALLOTMENTS etc.

Hrs.... (ENTER NUMBER OF HOURS – NUMBER RANGE 0 to 16)

Mins... (ENTER NUMBER OF MINUTES – NUMBER RANGE 0 to 59)

IF Q26 = 1 AND LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 2 HOURS 0 MINS.

IF Q26 = 2 or 3 or 4 or 5 AND LESS THAN 0 HOURS AND 10 MINS OR MORE THAN 6 HOURS 0 MINS.

DISPLAY ON SCREEN LOGIC CHECK. VALUES OUTSIDE THESE RANGES STILL PERMITTED.

INTERVIEWER TO READ OUT.

YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING [^INSERT ACTIVITY^], IS THAT
CORRECT?

1. Yes
2. No

IF = 1 GO TO NEXT QUESTION.

IF = 2 GO BACK AND CORRECT Q28.

[ASK Q29 IF Q28 >= 30] [Q28 = DK OR REFUSED NOT ROUTED TO Q29]

Q29. During the last four weeks, was the effort you put into [^INSERT ACTIVITY FROM Q26^] usually enough
to raise your breathing rate?

1. Yes
2. No
3. Don't know

[ASK Q29 IF Q28 >= 30] [Q28 = DK OR REFUSED NOT ROUTED TO Q29]

- Q30. During the last four weeks, was the effort you put into [^INSERT FROM Q26^] usually enough to make you out of breath or sweat?
1. Yes
 2. No
 3. Don't know

L. DCMS CULTURAL QUESTIONS

- Q1. I'm going to ask you a few questions about activities you have done in your leisure time, that are not part of paid work, formal education or volunteering.

During the last 12 months, have you attended a museum or gallery at least once?

1. Yes
2. No
3. Don't know

- Q2. During the last 12 months, have you used a public library service at least once?

1. Yes
2. No
3. Don't know

- Q3. Have you attended any creative, artistic, theatrical or musical events in the last 12 months?

1. Yes
2. No
3. Don't know

[ASK IF Q3 = 1]

- Q4. How many events have you attended?
INTERVIEWER INSTRUCTION: READ OUT IF NECESSARY. SINGLE CODE.

1. One
2. Two
3. Three or more
4. Don't know (DO NOT READ OUT)

- Q5. Have you spent time actually doing any creative, artistic, theatrical or musical activities, or any crafts in the last 12 months?

1. Yes
2. No
3. Don't know

[ASK IF Q5 = 1]

Q6. How many times have you done any of these activities?
INTERVIEWER INSTRUCTION: READ OUT IF NECESSARY. SINGLE CODE.

1. One
2. Two
3. Three or more
4. Don't know (DO NOT READ OUT)

DEMOGRAPHICS

I would like to finish the survey by asking you a few questions about you and your household. Please be assured that we are bound by the MRS code of conduct and all of your details are held in the strictest confidence.

D1. Gender
DO NOT READ OUT. CODE GENDER.

1. Male
2. Female

D2. How old are you?

ENTER YEARS OF AGE
REFUSED

FREE SWIM QUESTIONS

FREE SWIM AWARENESS QUESTIONS ADDED AT START OF APS3 MONTH 6 - 10 Mar 09 REMOVED 14 Jul 10

[ASK IF D2 = 60 TO 120]

Q31. Have you heard that free swimming in public pools is being offered to people aged 60 and over?
READ OUT IF REQUIRED - THIS QUESTION IS ONLY ASKED OF THOSE AGED 60 OR OVER SO WE NEEDED TO ESTABLISH YOUR AGE FIRST.

1. Yes
2. No
3. Don't Know

[ASK IF D2 = 16]

Q32. Have you heard that free swimming in public pools is being offered to young people aged 16 and under?
READ OUT IF REQUIRED - THIS QUESTION IS ONLY ASKED OF THOSE AGED 16 SO WE NEEDED TO ESTABLISH YOUR AGE FIRST.

1. Yes
2. No
3. Don't Know

FREE SWIM PARTICIPATION QUESTIONS ADDED - 1 April 09. REMOVED 14 Jul 10

[ASK IF D2 = 60 TO 120 AND Q10 = 3, OR 4]

Q34. Did you swim for free in any public pools in the last four weeks, that is since [^INSERT^]?

READ OUT IF REQUIRED: WE ASK WHICH AREA YOU LIVE IN AT THE END OF THE INTERVIEW SO CAN IDENTIFY WHETHER FREE SWIMMING IS ACTUALLY AVAILABLE WHERE YOU LIVE WHEN THE DATA IS ANALYSED.

1. Yes
2. No
3. Don't Know

[ASK IF Q34 = 1]

Q35. How many sessions did you swim for free?
ENTER NUMBER OF SESSIONS

RANGE 1 TO 96

DON'T KNOW
REFUSED

[ASK IF D2 = 16 AND Q10 = 3, OR 4]

Q36. Excluding school lessons did you swim for free in any public pools in the last four weeks, that is since [^INSERT^]?

1. Yes
2. No
3. Don't Know

[ASK IF Q35 = 1]

Q37. How many sessions did you swim for free?
ENTER NUMBER OF SESSIONS

RANGE 1 TO 96

DON'T KNOW
REFUSED

DEMOGRAPHICS



[ASK D3 IF D2 = REFUSED]

D3. Then can you tell me which age band you fall into?
READ OUT LIST. SINGLE CODE.

1. 16 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 to 74
7. 75 to 84
8. 85+
9. Refused

D4. Which of these ethnic groups do you consider you belong to? READ OUT. SINGLE CODE.

1. White
2. Mixed
3. Asian or Asian British
4. Black or Black British
5. Chinese or other ethnic group
6. Refused

IF 1 (WHITE) ASK. And which of these ethnic groups do you consider you belong to?

IF RESPONDENT SAYS 'ENGLAND OR ENGLISH', 'SCOTLAND OR SCOTTISH' OR 'WALES OR WELSH' OR ANY PART OF THESE COUNTRIES E.G. CORNWALL, BRISTOL ETC. CODE AS 'BRITISH'.

1. White – British
2. White - Irish
3. White – Other White Background – please specify

IF 2 (MIXED) ASK. And which of these ethnic groups do you consider you belong to?

1. Mixed – White and Black Caribbean
2. Mixed – White and Black African
3. Mixed – White and Asian
4. Mixed – Any Other Mixed Background – please specify

IF 3 (ASIAN OR ASIAN BRITISH) ASK. And which of these ethnic groups do you consider you belong to?

1. Asian or Asian British – Indian
2. Asian or Asian British – Pakistani
3. Asian or Asian British – Bangladeshi
4. Asian or Asian British – Other Asian Background – please specify

IF 4 (BLACK OR BLACK BRITISH) ASK. And which of these ethnic groups do you consider you belong to?

1. Black or Black British – Caribbean
2. Black or Black British – African
3. Black or Black British – Other Black Background

IF 5 (CHINESE OR OTHER ETHNIC GROUP) ASK.

1. Chinese
2. Other – please specify

Now thinking about your education.

D5. At what age did you finish your continuous full-time education at school or college?
READ OUT. SINGLE CODE.

1. Not yet finished
2. Never went to school
3. 14 or under
4. 15
5. 16
6. 17
7. 18
8. 19
9. 20
10. 21 or over
11. Don't know
12. Refused

[ASK IF D5 = 1]

D5a. At what stage of your full time education are you at?
READ OUT. SINGLE CODE.

IF RESPONDENT SAYS 'AT COLLEGE' PROBE WHETHER THIS IS A 6TH FORM, HIGHER EDUCATION OR FURTHER EDUCATION COLLEGE

1. At school in Year 11
2. At school in 6th form
3. At 6th form college
4. At a further education college
5. At a University or other higher education institution
6. Don't know
7. Refused

D6. What is the highest qualification you have obtained up to now?
DO NOT READ OUT. USE EXAMPLES TO CODE INTO APPROPRIATE CATEGORY. PROBE FOR AS MUCH
DETAIL AS POSSIBLE. SINGLE CODE.

- 1. Not yet finished school – no qualifications**
- 2. Never went to school**
- 3. Higher Education & professional/vocational equivalents**
Degree or Degree equivalent, and above
Higher degree and postgraduate qualifications
First degree (including B.Ed.)
Postgraduate Diplomas and Certificates (including PGCE)
Professional qualifications at degree level e.g. graduate member of professional institute,
chartered accountant or surveyor
NVQ or SVQ level 4 or 5
- 4. Other Higher Education below degree level**
Diplomas in higher education & other higher education qualifications
HNC, HND, Higher level BTEC
Teaching qualifications for schools or further education (below Degree level standard)
Nursing, or other medical qualifications not covered above (below Degree level standard)
RSA higher diploma
- 5. A levels, vocational level 3 & equivalents**
A level or equivalent
AS level
SCE Higher, Scottish Certificate Sixth Year Studies or equivalent
NVQ or SVQ level 3
GNVQ Advanced or GSVQ level 3
OND, ONC, BTEC National, SCOTVEC National Certificate
City & Guilds advanced craft, Part III (& other names)
RSA advanced diploma
- 6. Trade Apprenticeships**
- 7. GCSE/O Level grade A*-C (5 or more), vocational level 2 & equivalents**
NVQ or SVQ level 2, GNVQ intermediate or GSVQ level 2
RSA Diploma, City & Guilds Craft or Part II (& other names)
BTEC, SCOTVEC first or general diploma
Et level or GCSE grade A-C, SCE Standard or Ordinary grades 1-3
- 8. GCSE/O Level grade (less than 5 A*-C), other qualifications at level 1 and below**
NVQ or SVQ level 1, GNVQ Foundation level, GSVQ level 1
GCSE or O level below grade C, SCE Standard or Ordinary below grade 3
CSE below grade 1, BTEC, SCOTVEC first or general certificate
SCOTVEC modules, RSA Stage I, II, or III, City and Guilds part 1 Junior certificate
- 9. Other qualifications – please specify**
Other vocational or professional or foreign qualifications
- 10. No qualifications**

D7. Is the accommodation you live in?
ALWAYS READ OUT FIRST TWO OPTIONS THEN READ OUT REST AND STOP WHEN GIVEN AN ANSWER.
PROBE AS NECESSARY. SINGLE CODE.

1. Owned outright
2. Owned, with mortgage
3. Rented from Council
4. Rented from housing association
5. Rented with job/business
6. Rented privately, unfurnished
7. Rented privately, furnished
8. Free – comes with job or part of pay package
9. Other

D10. Please tell me how many people aged 15 or under currently live in your household?
CODE NULL IF NO PEOPLE AGED 15 OR UNDER.

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 or more
11. Don't know
12. Refused

[ASK IF D10 = 2, 3, 4, 5, 6, 7, 8, 9, 10]

D11. Starting with the oldest first could you tell me how old are they?
RECORD AGE OF EACH

Years __ (ENTER YEARS – NUMBER RANGE 0 TO 15)

[ASK IF D10 = 1]

How old are they?

RECORD AGE OF EACH

Years __ (ENTER YEARS – NUMBER RANGE 0 TO 15)

FREE SWIM AWARENESS QUESTION ADDED AT START OF APS3 MONTH 6 - 10 Mar 09. This question was moved from after Q32 to before Q38 on 30 April 09. REMOVED 14 Jul 10

[ASK IF D2 = 17 TO 59 AND IF D10 = 1 to 10 (ASKED OF 25% ONLY)]

Q33. Have you heard that free swimming in public pools is being offered to people aged 60 and over and young people aged 16 and under?

READ OUT IF REQUIRED - THIS QUESTION IS ONLY ASKED OF THOSE AGED 17 TO 59 SO WE NEEDED TO ESTABLISH YOUR AGE FIRST.

1. Yes
2. No
3. Don't Know

FREE SWIM PARTICIPATION QUESTIONS ADDED - 1 April 09 REMOVED 14 Jul 10

[ASK IF D10 = 1 to 10 AND Q33 = 1]

Q38. Has the child, or have the children aged 15 and under in your household, had any free swimming sessions in any public pools in the last four weeks, that is since [^INSERT^]? - PLEASE EXCLUDE ANY SCHOOL SWIMMING LESSONS

1. Yes
2. No
3. Don't Know

[ASK IF Q38 = 1]

Q39. How many sessions did they swim for free?

READ OUT IF REQUIRED - THIS IS THE TOTAL NUMBER OF SESSIONS IF MORE THAN ONE CHILD IN THE HOUSEHOLD.

ENTER NUMBER OF SESSIONS

RANGE 1 TO 96

DON'T KNOW
REFUSED

D12. Is there a car or van normally available for use by you or any members of your household? Include any provided by employers if normally available for private use by you or members of household

1. Yes
2. No

[ASK IF D12 = 1]

D13. How many?

RECORD NUMBER
REFUSED

D14. Do you have a long-standing illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time.

1. Yes
2. No

REFUSED

[ASK IF D14 = 1]

D15. Does this illness or disability limit your activities in any way?

1. Yes
2. No

REFUSED

D19. What is your current working status?

DO NOT READ OUT BUT PROMPT FROM LIST AS REQUIRED. SINGLE CODE **MAIN STATUS**

1. Working full-time (30+ hours per week)
2. Working part-time (9 to 29 hours per week)
3. Unemployed – less than 12 months
4. Unemployed (long term) – more than 12 months
5. Not working – retired
6. Not working – looking after house/children
7. Not working – long term sick or disabled
8. Student – in full-time education
9. Student – in part-time education
10. Other
11. Refused

Eda and Edb ADDED on 19 Mar 09

[ASK IF D19 = 1, 2, 3, 4, 5, 6, 7, 10, REF]

Eda. Are you currently doing any part time education courses?

INTERVIEWER READ OUT: PLEASE INCLUDE ONLY PART TIME EDUCATION COURSES WHICH ARE BEING STUDIED TO OBTAIN A RECOGNISED QUALIFICATION.

1. Yes
2. No
3. Don't know

[ASK IF Ed_a = 1 or D19 = 9, or D5 = 2 to 12 and D19 = 8 (added 23 Feb 10)]

Edb. Are you studying with?

[DISPLAY IF D19 = 9 ONLY] INTERVIEWER READ OUT: PLEASE INCLUDE ONLY PART TIME EDUCATION COURSES WHICH ARE BEING STUDIED TO OBTAIN A RECOGNISED QUALIFICATION.

READ OUT LIST. MULTIPLE CODE.

1. A further education college or other further education institution
2. A university or other higher education institution
3. Other
4. Don't know
5. Refused

IF D19 = 4. NS-SEC CODE = L14 GO TO J.

IF D19 = 8. NS-SEC CODE = L15 GO TO J.

IF D19 = REF. NS-SEC CODE = L17 GO TO J.

[ASK IF D19 = 6, 7, 9]

D19a. Have you ever worked?

1. Yes
2. No

If D19a = 2. NS-SEC CODE = L14 GO TO J.

D20. SOC classification / NS-SEC classification

SOC UNIT GROUP (A-C) AND EMPLOYMENT STATUS/SIZE OF ORGANISATION VARIABLE (D-H) USED TO DERIVE NS – SEC.

NS-SEC CODED TO OPERATIONAL CATEGORIES THEN TO ANALYTIC CLASSES

A TO C CODED TO CREATE SOC CLASSIFICATION (FOUR DIGIT UNIT GROUP)

IF CANNOT BE CODED TO SOC2000. NS-SEC CODE = L16.

Industry description

A. What does [did] the firm/organisation you work [worked] for mainly make or do at the place where you work [worked]?

[INSERT IF D19 = 5] PLEASE ENSURE YOU ARE ASKING ABOUT THE RESPONDENTS MAIN JOB OR CAREER PRIOR TO RETIREMENT]

OPEN ENDED. PLEASE ASK RESPONDENT TO DESCRIBE FULLY. PROBE MANUFACTURING OR PROCESSING OR DISTRIBUTING ETC AND MAIN GOODS PRODUCED OR SERVICES PROVIDED. DO NOT EXCEPT COMPANY NAME/HEAD OFFICE ETC.

DK/REFUSED

Job title

- B. What was your main job in the week ending last Sunday [your last main job]?
OPEN ENDED. PLEASE ENTER FULL JOB TITLE

DK/REFUSED

Job description

- C. What do [did] you mainly do in your job?
OPEN ENDED.

DK/REFUSED

Qualifications

- Cb. What qualifications are required for your job?
PLEASE CHECK AND RECORD SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB

DK/REFUSED

D TO H CODED TO DERIVE EMPLOYMENT STATUS / SIZE OF ORGANISATION VARIABLE

IF ROUTED TO D AND D = 3, 4. CODE NS-SEC USING SOC2000 AND SIMPLIFIED NS-SEC COLUMN. IF SOC2000 CANNOT BE CODED. CODE NS-SEC = L16.

IF ROUTED TO F AND F = 4, 5. CODE F = 1 (1 to 24).

IF ROUTED TO I AND I = 4, 5. CODE I = 1 (1 to 24).

IF ROUTED TO E AND E = 3, 4 AND SOC CODE STARTS WITH 1. NO ANSWER IS REQUIRED.

IF ROUTED TO E AND E = 3, 4 AND SOC CODE DOES NOT START WITH 1. CODE E = 2 (NO SUPERVISORY STATUS).

IF ROUTED TO H AND H = 3, 4. CODE H = 1 (NO EMPLOYEES).

Employee or self-employed

- D. Are (were) you working as an employee or are (were) you self-employed?

1. Employed
2. Self-employed
3. Don't know
4. Refused / not answered

[ASK IF D = 1, 3, 4]

Manager or supervisor

- E. In your job do (did) you have any formal responsibility for supervising the work of other employees?
PLEASE DO NOT INCLUDE SUPERVISORS OF CHILDREN E.G. TEACHERS, NANNIES, CHILD MINDERS, SUPERVISORS OF ANIMALS, OR PEOPLE WHO SUPERVISE SECURITY OR BUILDINGS ONLY

1. Yes
2. No
3. Don't know
4. Refused / not answered

[ASK IF D = 1, 3, 4]

Number of employees

F. How many employees [are there / were there] at the place where you [work/ worked]?

1. 1 – 24
2. 25 – 499
3. 500 or more
4. Don't know
5. Refused / not answered

[ASK IF E = 1]

Number of employees responsible for

G. How many employees are [were] you responsible for?

1. 1 – 24
2. 25 – 499
3. 500 or more
4. Don't know
5. Refused

[ASK IF D = 2]

Number of employees – self – employed

H. Are [were] you working on your own or do (did) you have employees?

1. On my own/with partner but no employees
2. With employees
3. Don't know
4. Refused / not answered

[ASK IF H = 2]

Number of employees – self – employed

I. How many people do (did) you employ at the place where you work [worked]?

1. 1 – 24
2. 25 – 499
3. 500 or more
4. Don't know
5. Refused / not answered

[ASK IF S3 = 2, 3, 4, 5, 6, 7, 8, 9]

Identifying household reference person (HRP)

J. Is the property you live in owned or rented in your name or someone else's?
IF RESPONDENT CLARIFY IF 1 OR 3. IF SOMEONE ELSE CLARIFY IF 2 OR 4.

1. Respondent's
2. Another person's
3. Joint names – respondent and other person (s)
4. Joint names – two or more people – not including respondent
5. A company / organisation / someone else not living in the household
6. Don't know
7. Refused

[ASK IF J = 3]

Ja. And which of you is the CHIEF INCOME EARNER (or the oldest if their incomes are the same), that is the person with the highest income, whether from employment, self-employment, a pension or government benefits?

1. Respondent
2. Another person who jointly owns or rents your property
3. Don't know
4. Refused

[ASK IF J = 5]

Jb. Which of the adults in the household is the CHIEF INCOME EARNER (or the oldest if their incomes are the same), that is the person with the highest income, whether from employment, self-employment, a pension or government benefits?

1. Respondent
2. Another person
3. Don't know
4. Refused

[ASK IF J = 2]

NS-SEC for Household Reference Person (HRP)

Ka. The following questions refer to **this person's** current main job or their last job if not working. Please give a full description where required.

[ASK IF Ja = 2 OR Jb = 2]

NS-SEC for Household Reference Person (HRP)

Kb. The following questions refer to **this person's** current main job or their last job if not working. Please give a full description where required.

[ASK IF J = 4]

NS-SEC for Household Reference Person (HRP)

Kc. The following questions refer to **the person out of these that has the highest income** (or the oldest if their incomes are the same). The questions are about their current main job or their last job if not working. Please give a full description where required.

ASK QUESTIONS D19 AND A TO I FOR HOUSEHOLD REFERENCE PERSON (HRP). USE SAME ROUTING INSTRUCTIONS.

TEXT FOR D19 / D19a AND A TO I FOR HRP

D192. What is their working status?

IF D192 = 4. NS-SEC CODE = L14 GO TO D23.

IF D192 = 8. NS-SEC CODE = L15 GO TO D23.

IF D192 = REF. NS-SEC CODE = L17 GO TO D23.

D19a2. Have they ever worked?

Industry description

A. What does [did] the firm/organisation **they** work [worked] for mainly make or do at the place where **they** work [worked]?

[INSERT IF D19 = 5] PLEASE ENSURE YOU ARE ASKING ABOUT THE PERSON'S MAIN JOB OR CAREER PRIOR TO RETIREMENT]

Job title

B. What was **their** main job in the week ending last Sunday [**their** last main job]?

Job description

C. What do [did] **they** mainly do in **their** job?

Qualifications

Cb. What qualifications are [were] required for their job?

Employee or self-employed

D. Are (were) **they** working as an employee or are (were) **they** self-employed?

Manager or supervisor

E. In **their** job do (did) **they** have any formal responsibility for supervising the work of other employees?

Number of employees

F. How many employees [are there / were there] at the place where **they** [work/ worked]?

Number of employees responsible for

G. How many employees are [were] **they** responsible for?

Number of employees – self – employed

H. Are [were] **they** working on **their** own or did **they** have employees?

Number of employees – self – employed

I. How many people did **they** employ at the place where **they** work [worked]?

D23. We want to know if income affects people's ability to participate in various sporting activities. Is your total household income, that is income from all sources, before tax and other deductions above or below £26,000?

IF RESPONDENT SAYS HIGHER ASK WHETHER INCOME IS ABOVE OR BELOW £41,600 THEN READ OUT REMAINING POSSIBLE INCOME BANDS. IF RESPONDENT SAYS LOWER THEN ASK WHETHER INCOME IS ABOVE OR BELOW £15,600 THEN READ OUT REMAINING POSSIBLE INCOME BANDS SINGLE CODE.

1. Up to £5,199
2. £5,200 to £10,399
3. £10,400 to £15,599
4. £15,600 to £20,799
5. £20,800 to £25,999
6. £26,000 to £31,199
7. £31,200 to £36,399
8. £36,400 to £41,599
9. £41,600 to £45,799

10. £46,800 to £51,999
11. £52,000 or more
12. Refused
13. Don't know

POSTCODE AND ADDRESS CHECKING

S1. Can I take your full postcode? INSERT TEXT IF ROUTED FROM Pcode 1 or Pcode2: Can I take your postcode again to check I entered it correctly?

1. Yes
2. No

DO NOT ALLOW REF DK NULL

[ASK IF S1=1]

Pcode1 INTERVIEWER RECORD POSTCODE

DP: LOOK UP ADDRESS ON DATABASE FROM POSTCODE

[IF FIRST TIME ROUTED TO Pcode1 AND Pcode1 = NO POSTCODE MATCH ON DATABASE GO TO S1]

[IF SECOND TIME ROUTED TO Pcode1 AND Pcode1 = NO POSTCODE MATCH ON DATABASE GO TO ADD1]

[ASK IF Pcode1 = POSTCODE MATCH ON DATABASE]

Pcode2 This is (display address), Is this correct?

1. Yes
2. No

[IF FIRST TIME ROUTED TO Pcode2 AND Pcode2 = 2 GO TO S1]

[IF SECOND TIME ROUTED TO Pcode2 AND Pcode2 = 2 GO TO ADD1]

[ASK IF Pcode2 = 1]

Pcode3 Please can you give me your house name or number?

ALLOW REF

[ASK IF S1 = 2 OR IF SECOND TIME ROUTED TO Pcode1 AND Pcode1 = NO POSTCODE MATCH ON DATABASE OR IF SECOND TIME ROUTED TO Pcode2 AND Pcode2 = 2]

ADD1 *Please can you tell me the name of your and town or village?*

INTERVIEWER ENTER TOWN AND SEARCH FOR MATCH. IF REFUSED CODE NULL. IF NO MATCH FOUND CODE 'OTHER' AND ENTER TOWN GIVEN.

[ASK IF ASKED ADD1]

S2. Which one of the following local authorities do you live in?

DISPLAYS 5 MOST LIKELY LAs FROM SAMPLE. READ OUT FULL LIST IN ALL CASES – DO NOT ACCEPT FIRST MENTION.

IF NO MATCH THEN CODE 'OTHER' AND ENTER LA GIVEN.

IF NO MATCH IS FOUND CODE NULL AND ENTER WHAT THE RESPONDENT HAS SAID

[ASK IF S2 = NULL]

S2a. ENTER LA GIVEN

RE-CONTACT FOR MAIN SURVEY

RC1. This survey was commissioned by Sport England thank you for taking part. Would you be willing to be re-contacted on behalf of Sport England regarding your sport and recreation activities in the future. There would be no obligation for you to take part.

1. Yes
2. No

[ASK IF RC1 = 1]

RC2. Can I please ask for your name?

ENTER NAME

[ASK IF RC1 = 1]

RC3. Could I take your email address?

1. Yes
2. No

[ASK IF RC3 = 1]

RC4. Record email address

Closing page for completed interviews

Thank you on behalf of Ipsos MORI.

If you have any queries about the survey please visit the Sport England website or call our helpline number. I can also give you the Market Research Society number:

Sport England website: www.sportengland.org and follow the links to the Active People Survey pages

Active People Survey Helpline: 0131 561 4600

MRS: 0500 39 69 99

MRS number can provide confirmation that we are a genuine market research company.

Appendix C – DCMS Boost Questionnaire

18745UZ01 – APS 2 – DCMS BOOST QUESTIONNAIRE - FINAL

VERSION 3 (APRIL 8 2008)

INTRODUCTION

Good afternoon / evening my name is [XXX YYY] calling from Ipsos MORI – the independent research organisation. We are carrying out a survey which asks you a few simple questions about various activities you have done in your leisure time. The results will be used by your local authority and your answers may help to shape local services in the future.

IF NECESSARY ADD:

The interview takes about 8 minutes on average. The results from the survey will be used to measure your local authority's performance against targets aimed at increasing the use of libraries, museums and attendance and participation in cultural activities.

I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.

S1. Code language

1. English (proceed with Interview)
2. Urdu (close and reissue)
3. Hindi (close and reissue)
4. Gujarati (close and reissue)
5. Asian Not Known (close and reissue)
6. Hard of hearing – Type Talk
7. Other (Specify and close)

SCREENER QUESTIONS

S2. This study covers some of the Local Authorities in England. Can I check whether you live in one of these?

DISPLAY 5 MOST LIKELY LAs FROM THE LA IDENTIFIED BY THE PHONE NUMBER.

INTERVIEWER INSTRUCTION:

READ OUT FULL LIST IN ALL CASES. DO NOT ACCEPT FIRST MENTION.

LA MATCHES LA ON BOOST LIST - GO TO S3A.

LA DOES NOT MATCH LA ON BOOST LIST - CLOSE INTERVIEW (TIPCODE K – Outside sample frame).

DISPLAY CLOSE 1.

DK OR REF OR NULL CODED – GO TO S3B.

CLOSE 1.

Thank you for your time but the local authority you live in is not included in the survey.

[S2 = BOOST LA]

S3A. Your Local Authority is included in the survey but to make sure we speak to a good cross section of the public can you please tell me how many people aged 16 or over currently live in your household including yourself?

[S2 = DK, REF, NULL]

S3B. To make sure we speak to a good cross section of the public can you please tell me how many people aged 16 or over currently live in your household including yourself?

INTERVIEWER INSTRUCTION:

CODE NULL IF NO PEOPLE AGED 16 OR OVER

1. 1 – Go to S9
2. 2 – Go to S6
3. 3 – Go to S4
4. 4 – Go to S4
5. 5 – Go to S4
6. 6 – Go to S4
7. 7 or more – Go to S4
8. Business number – TIPCODE 417
9. Don't know – Go to S4
10. Refused – Go to S4

IF S3 = 1 GO TO S9.

IF S3 = 2 GO TO S6.

IF S3 = 8 TIPCODE H.

IF S3 = DK OR REF GO TO S4.

[ASK IF S3 = 3, 4, 5, 6, 7, 9, 10 AND RIZZO METHOD SELECTS ANOTHER MEMBER OF THE HOUSEHOLD. IF SCREENER RESPONDENT SELECTED VIA RIZZO GO TO S9]

S4. Could I speak to the person aged 16 or over who has the next birthday?

INTERVIEWER INSTRUCTION: This does not include the person you are speaking to, it must be another member of the household.

INTERVIEWER INSTRUCTION:

IF NECESSARY SAY THE PERSON WITH THE NEXT BIRTHDAY IS SELECTED TO ENSURE WE ACHIEVE A NATIONALLY REPRESENTATIVE SAMPLE OF ADULTS IN ENGLAND

1. Yes, available – CODE HERE WHEN SPEAKING TO THEM. – Go to S9
2. No, not available – Go to S5
3. Proxy refusal – soft
4. Proxy refusal – hard
5. Proxy - other non interview
6. Proxy wrong language – Go to S8
7. Proxy interview – Go to S9
8. Proxy interview – Type Talk – Go to S8

[ASK IF S3 = 2 AND RIZZO DOES NOT SELECT THE SCREENER RESPONDENT. IF SCREEN RESPONDENT SELECTED VIA RIZZO GO TO S9]

S6. In households where there are no more than two adults, we are using a random method to select which one of these adults takes part in this survey. On this occasion it is the other person that I would like to speak to. May I speak to that person?

INTERVIEWER INSTRUCTION:

IF NECESSARY SAY THE OTHER PERSON IS SELECTED TO ENSURE WE ACHIEVE A NATIONALLY REPRESENTATIVE SAMPLE OF ADULTS IN ENGLAND

1. Yes, available – CODE HERE WHEN SPEAKING TO THEM. – Go to S9
2. No, not available – Go to S5
3. Proxy refusal – soft
4. Proxy refusal – hard
5. Proxy - other non interview
6. Proxy wrong language – Go to S8
7. Proxy interview – Go to S9
8. Proxy interview – Type Talk – Go to S8

[ASK IF S4 = 2 OR S6 = 2]

S5. Please can I take the persons name?

INTERVIEWER INSTRUCTION:

EXPLAIN THAT YOU NEED THIS SO THAT YOU KNOW WHO TO ASK FOR THE NEXT TIME YOU CALL TO DO THE INTERVIEW

1. Insert Name – first name only is acceptable - Go to S7
2. Proxy refusal – soft
3. Proxy refusal – hard

[ASK IF S5 = 1]

S7. GO TO APPOINTMENT SCREEN TO BOOK APPOINTMENT.

[ASK S4 OR S6 = 6 OR 8]

S8. We may arrange for another interviewer to call in the next few days, can you please tell me what language this person speaks?

1. English (continue)
2. Urdu (close and reissue)
3. Hindi (close and reissue)
4. Gujarati (close and reissue)
5. Asian Not Known (close and reissue)
6. Hard of hearing – Type Talk (auto coded from code 8 at S4 or S6)
7. Other (Specify and close)

[ASK IF S3 = 1 OR SCREENER RESPONDENT SELECTED VIA RIZZO OR S4 = 1 OR 7 OR S6 = 1 OR 7]

S9. INTERVIEWER CODE

1. Respondent willing
2. Hard refusal
3. Soft refusal
4. Wants appointment – GO TO APPOINTMENT SCREEN AND BOOK APPOINTMENT

CULTURAL QUESTIONS

[ASK ALL]

Q1. I'm going to ask you a few questions about activities you have done in your leisure time, that are not part of paid work, formal education or volunteering.

During the last 12 months, have you attended a museum or gallery at least once?

1. Yes
2. No
3. Don't know

[ASK ALL]

Q2. During the last 12 months, have you used a public library service at least once?

1. Yes
2. No
3. Don't know

[ASK ALL]

Q3. Have you attended any creative, artistic, theatrical or musical events in the last 12 months?

1. Yes
2. No
3. Don't know

[ASK IF Q3 = 1]

Q4. How many events have you attended?

INTERVIEWER INSTRUCTION: READ OUT IF NECESSARY. SINGLE CODE.

1. One
2. Two
3. Three or more
4. Don't know (DO NOT READ OUT)

[ASK ALL]

Q5. Have you spent time actually doing any creative, artistic, theatrical or musical activities, or any crafts in the last 12 months?

1. Yes
2. No
3. Don't know

[ASK IF Q5 = 1]

Q6. How many times have you done any of these activities?

INTERVIEWER INSTRUCTION: READ OUT IF NECESSARY. SINGLE CODE.

1. One
2. Two
3. Three or more
4. Don't know (DO NOT READ OUT)

DEMOGRAPHICS

I'd now like to ask you a few questions about you and your household. Please be assured that we are bound by the MRS code of conduct and all of your details are held in the strictest confidence.

IF NECESSARY ADD:

These classification questions are included to enable the results from the survey to be analysed for different type people to help your local authority to understand who does the different types of activity.

D1. Gender

DO NOT READ OUT. CODE GENDER.

1. Male
2. Female

D2. How old are you?

ENTER YEARS OF AGE

REFUSED

[ASK D3 IF D2 = REFUSED]

D3. Then can you tell me which age band you fall into?

READ OUT LIST. SINGLE CODE.

1. 16 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 to 74
7. 75 to 84
8. 85+
9. Refused

D4. Which of these ethnic groups do you consider you belong to? READ OUT. SINGLE CODE.

1. White
2. Mixed
3. Asian or Asian British
4. Black or Black British
5. Chinese or other ethnic group
6. Refused

IF 1 (WHITE) ASK. And which of these ethnic groups do you consider you belong to?

IF RESPONDENT SAYS 'ENGLAND OR ENGLISH', 'SCOTLAND OR SCOTTISH' OR 'WALES OR WELSH' OR ANY PART OF THESE COUNTRIES E.G. CORNWALL, BRISTOL ETC. CODE AS 'BRITISH'.

1. White – British
2. White - Irish
3. White – Other White Background – please specify

IF 2 (MIXED) ASK. And which of these ethnic groups do you consider you belong to?

1. Mixed – White and Black Caribbean
2. Mixed – White and Black African
3. Mixed – White and Asian
4. Mixed – Any Other Mixed Background – please specify

IF 3 (ASIAN OR ASIAN BRITISH) ASK. And which of these ethnic groups do you consider you belong to?

1. Asian or Asian British – Indian
2. Asian or Asian British – Pakistani
3. Asian or Asian British – Bangladeshi
4. Asian or Asian British – Other Asian Background – please specify

IF 4 (BLACK OR BLACK BRITISH) ASK. And which of these ethnic groups do you consider you belong to?

1. Black or Black British – Caribbean
2. Black or Black British – African
3. Black or Black British – Other Black Background

IF 5 (CHINESE OR OTHER ETHNIC GROUP) ASK.

1. Chinese
2. Other – please specify

D6. What is the highest qualification you have obtained up to now?

DO NOT READ OUT. USE EXAMPLES TO CODE INTO APPROPRIATE CATEGORY. PROBE FOR AS MUCH DETAIL AS POSSIBLE. SINGLE CODE.

1. Not yet finished school – no qualifications
2. Never went to school
3. Higher Education & professional/vocational equivalents
 - a. Degree or Degree equivalent, and above
 - b. Higher degree and postgraduate qualifications
 - c. First degree (including B.Ed.)
 - d. Postgraduate Diplomas and Certificates (including PGCE)
 - e. Professional qualifications at degree level e.g. graduate member of professional institute, chartered accountant or surveyor
 - f. NVQ or SVQ level 4 or 5
4. Other Higher Education below degree level
 - a. Diplomas in higher education & other higher education qualifications
 - b. HNC, HND, Higher level BTEC
 - c. Teaching qualifications for schools or further education (below Degree level standard)
 - d. Nursing, or other medical qualifications not covered above (below Degree level standard)
 - e. RSA higher diploma
5. A levels, vocational level 3 & equivalents
 - a. A level or equivalent

- b. AS level
 - c. SCE Higher, Scottish Certificate Sixth Year Studies or equivalent
 - d. NVQ or SVQ level 3
 - e. GNVQ Advanced or GSVQ level 3
 - f. OND, ONC, BTEC National, SCOTVEC National Certificate
 - g. City & Guilds advanced craft, Part III (& other names)
 - h. RSA advanced diploma
- 6. Trade Apprenticeships
 - 7. GCSE/O Level grade A*-C (5 or more), vocational level 2 & equivalents
 - a. NVQ or SVQ level 2, GNVQ intermediate or GSVQ level 2
 - b. RSA Diploma, City & Guilds Craft or Part II (& other names)
 - c. BTEC, SCOTVEC first or general diploma
 - d. Et level or GCSE grade A-C, SCE Standard or Ordinary grades 1-3
 - 8. GCSE/O Level grade (less than 5 A*-C), other qualifications at level 1 and below
 - a. NVQ or SVQ level 1, GNVQ Foundation level, GSVQ level 1
 - b. GCSE or O level below grade C, SCE Standard or Ordinary below grade 3
 - c. CSE below grade 1, BTEC, SCOTVEC first or general certificate
 - d. SCOTVEC modules, RSA Stage I, II, or III, City and Guilds part 1 Junior certificate
 - 9. Other qualifications – please specify
 - a. Other vocational or professional or foreign qualifications
 - 10. No qualifications

D10. Please tell me how many people aged 15 or under currently live in your household?
CODE NULL IF NO PEOPLE AGED 15 OR UNDER.

- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. 10 or more
- 11. Don't know
- 12. Refused

D14. Do you have a long-standing illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time.

- 1. Yes
- 2. No

[ASK IF D14 = 1]

D15. Does this illness or disability limit your activities in any way?

- 1. Yes
- 2. No

D19. What is your current working status?

DO NOT READ OUT BUT PROMPT FROM LIST AS REQUIRED. SINGLE CODE **MAIN STATUS**

1. Working full-time (30+ hours per week)
2. Working part-time (9 to 29 hours per week)
3. Unemployed – less than 12 months
4. Unemployed (long term) – more than 12 months
5. Not working – retired
6. Not working – looking after house/children
7. Not working – long term sick or disabled
8. Student – in full-time education
9. Student – in part-time education
10. Other
11. Refused

IF D19 = 4. NS-SEC CODE = L14 GO TO D23.

IF D19 = 8. NS-SEC CODE = L15 GO TO D23.

IF D19 = REF. NS-SEC CODE = L17 GO TO D23.

[ASK IF D19 = 6, 7, 9]

D19a. Have you ever worked?

1. Yes
2. No

If D19a = 2. NS-SEC CODE = L14 GO TO D23.

D20. SOC classification / NS-SEC classification

SOC UNIT GROUP (A-C) AND EMPLOYMENT STATUS/SIZE OF ORGANISATION VARIABLE (D-H) USED TO DERIVE NS – SEC.

NS-SEC CODED TO OPERATIONAL CATEGORIES THEN TO ANALYTIC CLASSES

A TO C CODED TO CREATE SOC CLASSIFICATION (FOUR DIGIT UNIT GROUP)

IF CANNOT BE CODED TO SOC2000. NS-SEC CODE = L16.

Industry description

A. What does [did] the firm/organisation you work [worked] for mainly make or do at the place where you work [worked]?

[INSERT IF D19 = 5] PLEASE ENSURE YOU ARE ASKING ABOUT THE RESPONDENTS MAIN JOB OR CAREER PRIOR TO RETIREMENT]

OPEN ENDED. PLEASE ASK RESPONDENT TO DESCRIBE FULLY. PROBE MANUFACTURING OR PROCESSING OR DISTRIBUTING ETC AND MAIN GOODS PRODUCED OR SERVICES PROVIDED. DO NOT EXCEPT COMPANY NAME/HEAD OFFICE ETC.

DK/REFUSED

Job title

B. What was your main job in the week ending last Sunday [your last main job]?

OPEN ENDED. PLEASE ENTER FULL JOB TITLE

DK/REFUSED

Job description

- C. What do [did] you mainly do in your job?
OPEN ENDED.

DK/REFUSED

Qualifications

- Cb. What qualifications are required for your job?
PLEASE CHECK AND RECORD SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB

DK/REFUSED

D TO H CODED TO DERIVE EMPLOYMENT STATUS / SIZE OF ORGANISATION VARIABLE

IF ROUTED TO D AND D = 3, 4. CODE NS-SEC USING SOC2000 AND SIMPLIFIED NS-SEC COLUMN. IF SOC2000 CANNOT BE CODED. CODE NS-SEC = L16.

IF ROUTED TO F AND F = 4, 5. CODE F = 1 (1 to 24).

IF ROUTED TO I AND I = 4, 5. CODE I = 1 (1 to 24).

IF ROUTED TO E AND E = 3, 4 AND SOC CODE STARTS WITH 1. NO ANSWER IS REQUIRED.

IF ROUTED TO E AND E = 3, 4 AND SOC CODE DOES NOT START WITH 1. CODE E = 2 (NO SUPERVISORY STATUS).

IF ROUTED TO H AND H = 3, 4. CODE H = 1 (NO EMPLOYEES).

Employee or self-employed

- D. Are (were) you working as an employee or are (were) you self-employed?

1. Employed
2. Self-employed
3. Don't know
4. Refused / not answered

[ASK IF D = 1, 3, 4]

Manager or supervisor

- E. In your job do (did) you have any formal responsibility for supervising the work of other employees?
PLEASE DO NOT INCLUDE SUPERVISORS OF CHILDREN E.G. TEACHERS, NANNIES, CHILD MINDERS, SUPERVISORS OF ANIMALS, OR PEOPLE WHO SUPERVISE SECURITY OR BUILDINGS ONLY

1. Yes
2. No
3. Don't know
4. Refused / not answered

[ASK IF D = 1, 3, 4]

Number of employees

- F. How many employees [are there / were there] at the place where you [work/ worked]?

1. 1 – 24

2. 25 – 499
3. 500 or more
4. Don't know
5. Refused / not answered

[ASK IF E = 1]

Number of employees responsible for

G. How many employees are [were] you responsible for?

1. 1 – 24
2. 25 – 499
3. 500 or more
4. Don't know
5. Refused

[ASK IF D = 2]

Number of employees – self – employed

H. Are [were] you working on your own or do (did) you have employees?

1. On my own/with partner but no employees
2. With employees
3. Don't know
4. Refused / not answered

[ASK IF H = 2]

Number of employees – self – employed

I. How many people do (did) you employ at the place where you work [worked]?

1. 1 – 24
2. 25 – 499
3. 500 or more
4. Don't know
5. Refused / not answered

D23. We want to know if income affects people's ability to participate in leisure activities. Is your total household income, that is income from all sources, before tax and other deductions above or below £26,000?

IF RESPONDENT SAYS HIGHER ASK WHETHER INCOME IS ABOVE OR BELOW £41,600 THEN READ OUT REMAINING POSSIBLE INCOME BANDS. IF RESPONDENT SAYS LOWER THEN ASK WHETHER INCOME IS ABOVE OR BELOW £15,600 THEN READ OUT REMAINING POSSIBLE INCOME BANDS SINGLE CODE.

1. Up to £5,199
2. £5,200 to £10,399
3. £10,400 to £15,599
4. £15,600 to £20,799
5. £20,800 to £25,999
6. £26,000 to £31,199
7. £31,200 to £36,399
8. £36,400 to £41,599
9. £41,600 to £45,799
10. £46,800 to £51,999
11. £52,000 or more

12. Refused
13. Don't know

POSTCODE AND ADDRESS CHECKING

S1. Can I take your full postcode? INSERT TEXT IF ROUTED FROM Pcode 1 or Pcode2: Can I take your postcode again to check I entered it correctly?

IF NECESSARY ADD:

We have already asked which LA you live in but it is important that we collect the full postcode so analysis within smaller areas can be conducted, for example to assess the distance you live from local facilities.

1. Yes
2. No

DO NOT ALLOW REF DK NULL

[ASK IF S1=1]

Pcode1 INTERVIEWER RECORD POSTCODE

DP: LOOK UP ADDRESS ON DATABASE FROM POSTCODE

[IF FIRST TIME ROUTED TO Pcode1 AND Pcode1 = NO POSTCODE MATCH ON DATABASE GO TO S1]

[IF SECOND TIME ROUTED TO Pcode1 AND Pcode1 = NO POSTCODE MATCH ON DATABASE GO TO ADD1]

[ASK IF Pcode1 = POSTCODE MATCH ON DATABASE]

Pcode2 This is (display address), Is this correct?

1. Yes
2. No

[IF FIRST TIME ROUTED TO Pcode2 AND Pcode2 = 2 GO TO S1]

[IF SECOND TIME ROUTED TO Pcode2 AND Pcode2 = 2 GO TO ADD1]

[ASK IF Pcode2 = 1]

Pcode3 Please can you give me your house name or number?

ALLOW REF

[ASK IF S1 = 2 OR IF SECOND TIME ROUTED TO Pcode1 AND Pcode1 = NO POSTCODE MATCH ON DATABASE OR IF SECOND TIME ROUTED TO Pcode2 AND Pcode2 = 2]

ADD1 Please can you tell me the name of your and town or village?

INTERVIEWER ENTER TOWN AND SEARCH FOR MATCH. IF REFUSED CODE NULL. IF NO MATCH FOUND CODE 'OTHER' AND ENTER TOWN GIVEN.

Thank you on behalf of Ipsos MORI.

If you have any queries about the survey I can give you the survey helpline number: Survey Helpline: 020 8861 3788

MRS number can provide confirmation that we are a genuine market research company.
MRS: 0500 39 69 99.

Appendix D – APS Interviewer briefing materials

Active People Survey 2

Telephone Interviewer's Manual

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Background

Welcome to the “Active People” interviewing team.

This project follows on from the successful baseline Active People Survey conducted in 2005-2006 (APS 1), of which many of you will have worked on. This survey remains one of the largest CATI study to be undertaken by telephone in the UK.

The project can be seen as three surveys: APS 2, APS 3 and APS 4. The survey you are about to start is APS 2 and will run from 15th October 2007 until October 2008. APS 3 will start in October 2008 until October 2009 and finally APS 4 will start in October 2009 and finish in October 2010! We estimate that it will require 70 interviewers working six-hour shifts, seven days a week continuously until October 2010. The interviewing needs to be spread evenly over each survey year and must be complete in exactly one year.

There are 354 Local Authorities (LA’s) in England and we plan to interview 500 respondents in each of them per year. (Scotland and Wales are conducting their own research). Each of the LAs must start on day one and run for the year.

Due to the sheer size and importance of the project we will be fielding much of the same winning team as we did on APS 1 - the Ipsos MORI centres in Lowestoft, Harrow and, Edinburgh as well as the Winnipeg CATI centre. We will also be working with colleagues in our Ottawa office in Canada.

Who is our Client?

Our Client is *Sport England*. This is the leading body of strategy for sport in England. They invest both Lottery and Exchequer money into sports. Their aim is “to make England an active and successful sporting nation and to provide for people of all ages to start, to stay and to succeed in sport”.

The main areas of interest for them are...

- **How many people take part in sports or physical activity?**

From APS1 we identified that 21% of the adult population aged 16+, living in England take part in at least 30 minutes of moderate intensity sport and active recreation on at least 3 days a week. How will this change as local and national initiatives are rolled out to encourage participation? APS 2, 3 & 4 will enable us to monitor any change.

- **What are the activities they take part in?**

Walking is the most popular recreational activity for people in England.

5.6 million people (13.8%) swim at least once a month while 4.7 million people (11.6%) go to the gym or use exercise machines (e.g. bikes, rowing machines, spinning).

Fitness related activities, often done on an individual basis or in classes, dominate but more traditional sports such as football (2.9 million people), golf (1.4 million), badminton (900,000) and tennis (874,000) feature in the 'sporting top 10'.

5% of the adult population (2 million people) take part in athletics, including informal road running and jogging in addition to 'track and field'.

We are now interested to see changes in these participation rates for individual sports.

- **What levels of service is each LA providing?**

APS 1 has provided each local authority with results for a set of key performance indicators. These indicators cover amongst other things, participation and volunteering in sport.

This information has implications for the prioritisation of resources and investment decisions and will be useful for all those working in delivering sport locally.

The main uses of this research are....

To provide an on-going measurement of Sport England's target of an active, healthy nation. Sport England has stated that "The realisation of our Olympic vision, tackling obesity and helping to create more cohesive communities all rest on establishing a clear understanding of how physically active a nation we are."

Sport England will be using the results that we provide to help promote the value of sport or physical activity participation, and will help them to target investment in sporting facilities so that it has the maximum impact allowing all groups in society to benefit.

This is of particular importance now in the run-up to the London 2012 Olympic Games & Paralympic Games.

The data that we have collected in APS1 has been used by a variety of agencies including all Local Authorities to help them to develop plans to increase people's levels of participation in sport and active recreation, as well as National Governing Bodies of Sport, who are using the data to increase the number of people taking part in their sport.

Key Issues

1. Although the volume of APS2 is smaller than APS1 you the interviewer are the most important part of achieving this. Once again we are relying on your continued support in terms of attendance, timekeeping and productivity for this project to succeed. You must all play your part in this.

2. It is vital that we always refer to “Activity” as opposed to “Sport”. The views of those people who do not consider themselves as participating - or even interested - in sport are every bit as important as those of fitness fanatics. So we do not want to sell this study to them as a study “on sport”.
3. Consistency across the interviewing centres. You must all pay very close attention to your training/briefing so that there are no interviewer variations between our centres.
4. Finally, as we head towards the London 2012 Olympic Games and Paralympic Games we anticipate that we will see an increase in general interest in activity as well as willingness to participate.

Introduction

Response Rate

If you were to approach 100 people with a question and 75 gave answers then you could have more confidence in the result than if, say, 40 people were to answer.

In fact if the 40 you spoke to all answered “yes” to your question it is still (theoretically) possible that the 60 you did not speak to would have said “no”. It is these figures that give us “response-rates” and statistical “confidence limits”.

Again, due to the high level of scrutiny, we are contracted to achieving a high response-rate – around 25-30%. So that is that for every 10 eligible people we will have a complete interview with 3 of them.

We have every confidence in your capabilities. It can be difficult on such a huge project but...

It's not just what you say....

The key to achieving this response rate is you and your introduction.

Read the **introduction** as it is written.

The key points to get over are...

- “leisure and recreational activities” - When talking about the survey always use the word “activity” as opposed to “sport”. The views of those people who do not consider themselves as participating - or even interested - in sport are every bit as important as those of fitness fanatics. The word sport is more likely to put these people off participating.
- People who do not participate in leisure activities (e.g. mothers with young children or old age pensioners) are of key interest so be ready to explain that we are interested in their activities.
- “important study” – Stress the sentence beginning with “This important study...”. This should help to encourage participation.
- May shape future local authority policies

However it is not just the words that you use but also how you say them

- You must **always** treat **every** telephone number as if it were the most important call you ever made! You may have read the script hundreds of times, but it is the first time for the respondent. You need to sound interested and enthusiastic about the topic and the survey in general.
- Smile while you talk – this may sound like an old cliché but it really does make a difference – if you are smiling you sound happier and people are more likely to take part

- Speak with confidence – Always speak to the respondent clearly and confidently. If they can understand you easily they are more likely to take part, and to complete the survey
- Listen to the respondent and what sort of person they are – match the tone and pace of your voice to what you think they want to hear. An elderly lady may want you to be slower, louder and clearly spoken, whilst a brisk young man may prefer you to be more dynamic and upbeat. If you can make that judgement correctly in the first couple seconds this will help make people want to speak to you.
- Make the respondent feel valued – listen to their responses and make them feel that you are interested in their opinions. Maintain the enthusiasm and avoid sounding bored, but also keep control of the call. The respondent should always be the most important thing to you so deserves your attention.

Sample Handling

In order to achieve the required response you need to take care when handling sample that everything is coded in the correct place.

You will find on the outcome list for this project that there are a couple of differences from usual.

Handling refusals

If a person refuses to take part, and they haven't already told you why, try to ask why they are refusing *"Could I ask why you are not interested in taking part"*. Be ready to counter reasons by giving them more information about the project.

If they refuse because they are busy or you can hear from the tone of voice, background noise etc that now is not a good time stress you can call back as now is not a good time.

It is important that if you are not able to convert this piece of sample into a complete on this call that you make every effort to try it again – the end date for appointments is October 2010 so there is no problem scheduling appointments, for example, after someone's holiday. However do not schedule appointments for months into the future.

When making soft appointments if you have not been advised of a possible time to call avoid making call backs for time such as +1week, +1day etc. If this sort of time is not good today the chances are it's a bad time so may be best to try a different time of day on the next call.

Outcome screen

It is important in our response rate analysis that all sample is coded accurately. Most codes are used as you would normally however please be aware of the following:

- No replies – do not use this for answer phones. This should only be used where the phone is not answered if any manual dialling work is done.
- Answer machine – This code should only be used for voice mails and answer phones. If however the message is obviously a business one please code as Business/residential number
- Fax / dataline - Use this code for any fax machines or any other kind of data line. As fax machines are usually blocked by our dialers these may be identifiable by a very brief blip then silence on the line.
- Soft Refusal – this will be the most commonly used of the refusal codes. This should be used for things such as too busy, don't like market research, sickness. Please include full comments. Do not accept lazy refusals.
- Hard Refusal – This code should be used for permanent refusals for respondents that clearly state that they are refusing to take part. Please include full comments

- Switch/other refused – this should be used in instances where we have the name of the ‘selected respondent’ (see below) and someone else refuses on their behalf. If this proxy refusal is a clear refusal this should be coded as hard refusal.
- Wants personal/postal – This should not be offered to respondents. If someone does say they would do it if we posted it then explain that we are unable to do that on this project as to ensure the results are consistent all interviews need to be done using the same method.

To help us achieve this response rate we will be handling refusals a little differently from usual.

We will be classifying refusals into two categories, soft and hard refusals. All soft refusals will be reissued in a separate job to be retried at a later date. This methodology is used by the face to face field work team who actually have to knock on the door and face someone who said no earlier on. If it works for them it can work for us.

It is however important that you keep all refusals to a minimum – if you think this person could be redialled – make an appointment. It is often worth making appointments for different times of day – If someone says they are busy cooking dinner then next time try them a little earlier or later.

Language

The first screen when you proceed with interview is a language check. If the person you are speaking to is able to communicate in English then code English to proceed. If they do not have adequate English skills then code the appropriate language. Please code as best as you can. If you do not know which language is spoken code other where you will need to specify as much as you can. If you are not 100% sure which language is the correct one but think you recognise the language then put ‘*I think this is Italian*’ If you know or think it is a language from a certain area then put this ‘*I think this is European*’.

Since we need to ensure that all groups within the community are represented we will initially be conducting interviews in Urdu, Hindi and Gujarati. Other languages may also be added to this at a later stage depending upon need.

If you speak to someone that is unable to speak English at a good enough level to complete the survey explain as best you can that we ‘We may arrange for another interviewer to call in the next few days’

Disabilities

Following APS1 we have identified a need to help more people with disabilities to take part in the survey.

We will achieve this using the following two techniques:

TYPE TALK

On the first screen is a precode called ' Hard of hearing – Type talk'

Where this is coded the sample will periodically be moved to an alternative directory where the interview will be attempted using type talk. Type talk is a service provided by the RNID that enables us to conduct the interview through an operator who will type out the questions we ask, and if necessary read back the respondents typed response to you.

This option may also be used by people with speech impediments if they have the type talk facilities

Full training will be provided to interviewers interviewing through this method.

Proxy Interview

In some instances we find that once we have selected the correct person in the household to take part we are told that they are unable to come to the phone due to disability. If in these instances they are capable of answering the questions by using another household member as interpreter then you should code 'proxy interview' and continue with the call.

This should not be used for non English speakers as we cannot guarantee the accuracy of translation, but may be used for any situations where you can hear the questions being read back to the respondent after you have asked them.

Please take care that the respondent is the one providing the answers, and not someone else answering on their behalf.

Area

On occasions you will get this question confirming if the respondent lives in England. This will only be shown where we believe, from the telephone number, that they live near the Welsh or Scottish borders. If they are not living in England then the interview will close.

Screenener

Random Selection

The data you collect will be subjected to a high level of scrutiny throughout Central and Local Government as well as the Media. Therefore it is essential that we use a Random Selection of respondents as opposed to our more usual quota surveys. This means that we need to select a specific individual from each household rather than just interview the person who answers the phone.

For APS2 we will be adopting a dual methodology in order to randomly select the member of the household to take part in the survey. The first part may be new to some of you and is known as the Rizzo method. The second part should be familiar and involves selecting the household member whose birthday comes next. If these methods are adhered to 100% then our final sample will be nationally representative. This means that there is no need to enforce any quotas on age, sex, social grade.

Rizzo & Next Birthday – how it works

The CATI script will initially attempt to randomly select an adult in the household. If only one adult lives in the household then CATI will select that person, the person you are speaking to.

If two adults live in the household CATI will randomly select either the person you are speaking to or the other household member, this means each adult in the household has a 50/50 chance of being chosen to take part in the survey.

If more than two adults live in the household then CATI may randomly select the person you are speaking to in order to continue with the interview. Alternatively, it will want to select one of the other adults in the household and to do this you will ask which adult in the household has the next birthday and this will be the randomly selected person you need to speak to.

The CATI script will try to avoid making you ask the next birthday questions where it can to make this part of the script as easy as possible for you.

The questions to achieve this selection are well worded and take you through the selection step by step. It is important that you ask each as it is written on the screen, and code the responses accurately.

Screenener Questions

S3 – take care that the respondent remembers themselves. It is fairly common for people to say *‘only one, me and my husband’* They are thinking of how many *other* people are in the household.

We are asking about the household which we have dialled on this occasion.

For the purposes of this question a household is defined as:

one person or a group of people who have the accommodation called as their only or main residence

AND

either share at least one meal a day
or share the living accommodation, that is, a living room or sitting room

Take care with certain groups of people:

- Students – only include if they are actually living there the day of your call (i.e. not away at university)
- Forces – anyone away from home in the forces should not be included
- Away from home – anyone who has been away from home continuously for 6 months or more is not included. This may be travelling, hospital, in prison.
- Temporary residents – If this is not their usual home only include them if they have been here continuously for six months or more

If there are no people aged 16+ in this household that consider this to be their only or main address then you should code 0. Do take care and clarify this before coding it and put full comments on the specify screen that explain why this has been coded.

S4

This will be asked when there are more than two adults in the household and the screener respondent is not selected.

Take care we are still thinking about only the people aged 16+ identified in the last question.

If a respondent refuses or questions why you need to know then explain further why it is necessary to select an individual for the household.

For refusals you will see there are two codes 'soft' refusal and 'hard' refusal. The soft refusals are as per respondent refuse above and the hard refusals are as per hostile refuse above.

S4a

This will be asked when there are two adults in the household and the CATI chooses to speak to the other person in the household i.e. not the screener respondent.

Take care we are still thinking about only the people aged 16+ identified in the last question.

If a respondent refuses or questions why you need to know then explain further why it is necessary to select an individual for the household.

For refusals you will see there are two codes 'soft' refusal and 'hard' refusal. The soft refusals are as per respondent refuse above and the hard refusals are as per hostile refuse above.

S5

A full name is not necessary, just a first name or a nickname will suffice.

S6

Do not code 'yes – available' until they are actually on the phone talking to you.

Not available will take you to an appointment screen.

Proxy refusals – as per S4. This will close the interview.

Proxy other non interview – this would be cases where the selected person is not capable of taking part (e.g. disabilities). This will close the interview.

Proxy wrong language – this would route to a question asking which language the selected person speaks so we could call back if possible.

Proxy interview – this would apply when the selected respondent requires someone else to act as an interpreter i.e. if they are unable to answer the phone. Please take care that the respondent is the one providing the answers, and not someone else answering on their behalf.

It is vitally important to make this work that you stick to the method without deviation. It can be very tempting to interview the first person you get on the telephone, particularly when told that the selected respondent...

“is out a lot of the time and probably won't want to do it” or the selected person is physically unable to take part but someone else is willing and able.

This is, quite simply, **not allowed**.

(In addition to our own increased monitoring levels the client will also monitor all three centres from time to time.)

It is worth keeping its purpose in the back of your mind – it means that the person who *“is out a lot of the time and probably won't want to do it”* at least **“has an equal chance of being selected.”**

However, bear in mind...

1 person in household	no need for selection process
2 people	50% chance you already have them
3 people.....	33%
etc. etc.	

Main Questionnaire

This section of the questionnaire will measure with how active the population is. We will be asking what type of sports or activities the respondent has participated in, within the last 4 weeks or 12 months. You must read the question exactly as it appears on the screen. Take care of changing timescales, we ask about 5 mins of exercise but then change to 30 mins.

Section A – Walking

Q1 – Everybody will be asked and this question - it's straightforward but please note that although walking to and from the shops is included, time walking around shops is to be excluded, we are really only interested in *continuous* walking. Emphasise that its *5 mins* of continuous walking in the last *4 weeks*. If a respondent says that they are unable to walk at Q1, then an on screen read out will appear before the next eligible questions. You must read out the following text:

INTERVIEWER READ OUT: ALTHOUGH YOU HAVE SAID YOU CANNOT WALK, WE ARE STILL INTERESTED IN ANY OTHER ACTIVITIES YOU MAY DO WHICH ARE BENEFICIAL TO YOUR HEALTH AND THE NEXT FEW QUESTIONS ASK YOU ABOUT THESE.

Q2 – Is asked of those who say yes at Q1. Please emphasise that we are now asking about *30 mins* in the last 4 weeks.

Q3 – Is asked of those who say yes at Q2. You are required to input a specific number of days. There are examples on your screen to help you. Please ensure you always clarify/double check with the respondent, for example

Resp: Erm, probably every other day

Interviewer: So approximately 14 days a month?

Q4 – Follows on for all respondents who answer Q3. Read out the options and code as applicable

Q5 – Follows on from Q4 and treat as Q3, if respondent says “every weekend” then clarify, “is that every Sat/Sun so 8 days a month or every Sat or Sun so 4 days a month?” Again, walking around shops in not included as its not *continuous* walking.

Section B - Cycling

This follows a similar pattern as Section A but its about cycling rather than walking, everyone is asked this section including those that have said they are unable to walk as they could use a specially modified bicycle.

Q6 – Asks about cycling, please emphasise that its *30 mins* in the past 4 weeks

Q7 – As per Q3, clarifying number of days or approx timescales

Q8 – As per Q5, clarifying days/timescales

Q13a – Straight forward, code as applicable. Stress that this is recreational cycling – not just getting from place to place.

Q14a – If you find a particular respondent finds the word ‘sweat’ offensive please use the word ‘perspire’

Section C – Sports and Recreation

Q9 – Asked of everybody. Emphasise that it’s the past 4 weeks.

Q10 – This list contains in excess of 250 different activities. The routing on the following questions is taken from this one so it is vital that you record all activities as you get the responses. The list is set up as a database to help you to find items quickly and easily.

USING THE DATABASE

The database will bring up all the activities listed that include the word or part word typed in and then the correct activity should be coded from the list.

The database is case sensitive all letters must be **lower case**
e.g. football not Football or FOOTBALL

In order to search the database you must type ‘!’ after the search word. For example:

ENTER ‘hockey!’ and the database will bring up a list containing all the hockey activities –

hockey – ice
hockey – roller
hockey – street
hockey - underwater

ENTER ‘motorcycling!’ and the database will bring up a list containing all the motorcycling activities –

motorcycling - motocross
motorcycling - off road
motorcycling - trail riding
motorcycling - trials riding

The database also searches on the first letters of the word. For example:

ENTER ‘moto!’ and the database will bring up a list containing all the motor activities –

motor sprints
motorcycling - motocross
motorcycling - off road
motorcycling - trail riding
motorcycling - trials riding

motor racing

The database also searches for letters in any position in a word. For example:

ENTER 'cycl! And the database will bring up a list of all activities containing the letters cycl

cyclo-cross
cycling
cycling – downhill riding / gravity riding
cycling – stunt riding
motorcycling – motocross
motorcycling - off road
motorcycling - trail riding
motorcycling - trials riding

All the activities that match the letters you have typed will be shown on the screen.

You can either select the required activity from the shorter list (using + to scroll if needed) or you can perform a second search within the search to narrow the choice down further.

If the respondent has not taken part in any activities, or you have recorded all of their activities then you need to select none to continue:

ENTER 'None!'

The database will bring up the code 'None'. Selecting this will move you forward in the script.

It is vital that as many responses as possible are coded on the list rather than using the other specifies as this affects the routing on the following questions.

Further tips for using the database can be found in your quick reference guide.

ASKING THE QUESTION

Read the question as it is on the screen.

Do not prompt for any specific sports.

Probe “what else?” after all spontaneous mentions.

If a respondent names a sport that is listed on the database without any subgroups (e.g. skiing) then you just code skiing – there is no need to probe for variant.

If the respondent names a sport for which ALL entries on the database have a subgroup (e.g. hockey) then you need to probe for variant. To do this ask:

“What type of [sports name] is that?”

If necessary prompt from the list.

Take care with abbreviated sports. If the respondent says “Biking” – you need to clarify whether this is motorcycling or cycling and then code as appropriate.

If you cannot find the named activity on the list then confirm with the respondent if there are any other common names for the activity.

If there are no other names then use the other specify options.

When using the other specify only put one activity in each other specify. (i.e. if 2 activities are mentioned that are not on the list then select other specify 1 and other specify 2. Once you have selected the none code you will be asked to specify activity one and, on the following screen activity 2.)

Walk. - If a respondent mentions any walking activity at Q10 (e.g. rambling or hill walking or just walking) and has already mentioned walking for recreation on at least one day for more than 30 minutes then this question is displayed. It asks the respondent whether the walking at Q10 is additional to walking previously mentioned as we do not want to double count walking.

Cycl. – Similar to above. If a respondent mentions any cycling activity at Q10 (e.g. BMX, Mountain biking or just cycling) and has already mentioned cycling for recreation on at least one day for more than 30 minutes then this question is displayed. It asks the respondent whether the cycling mentioned at Q10 is additional to cycling previously mentioned as we do not want to double count.

Q11 – May be asked of one or more of the activities mentioned previously, again clarify the number of days or general time scale. As this question will be asked for a selection of the sports it may come up more than once and the script will automatically insert the response from Q10 – take care that the respondent is aware of which activity you are asking about each time this question is asked.

Q12 – As Q11 this is asked for certain sports mentioned at Q10. As the on screen instructions say, probe for an approximate/average number of hours and mins. The first screen will ask you for hrs, the second for minutes.

It is vital that the respondent only includes time spent actually doing the activity. For example

-

- 0 If someone arrived at the swimming baths at 3pm, got into the pool at 3.30, swam until 5, and left the swimming baths at 6 the time we are interested in is between 3.30 and 5 where they were actually swimming so 1.5 hours
- 1 If someone plays a game of golf 10-12, has lunch 12-1 then has another game 1-3 the average per occasion would be 2 hours. If the lunch break was in the middle of the game (using the same timings) it would still be 2 hours as the continuity was broken
- 2 If someone says, for example, that they fish for 2 days continuously then we would need to establish how long during that 2 day period is actually engaged in the fishing activity. You would need to know how long each bout of fishing lasted before they did another non-fishing task (e.g. sleeping, drinking beer etc). For

example if they did 2 hrs fishing and then went to the café for a cup of tea, then did 2.5 hrs fishing before sleeping for a while, then did 1.5 hrs fishing before having a few beers with fellow fishermen, with the rest of the 2 days following a similar pattern you would need to code 2hrs (the average of 2 hrs, 2.5 hrs and 1.5 hrs)

There is a minimum and maximum amount set as 0-16 hours and 0-59 mins. Again the script will insert the sport from Q10 into the text.

Take care that 'one and a half hours' would be entered as 1 hour 30 mins

If you do have someone who does do a single activity continuously for more than 16 hrs, confirm that this is the case and if so code 16 hrs 59 mins

In addition, to help with the accuracy of the time recorded at Q12, we have programmed the script to run logic checks on the time entered. Logic checks are simply a way of double checking responses that seem unusual are in fact correct. These logic checks are very simple and appear on the screen as a prompt for you to check that the time given by the respondent for a particular activity is correct. The logic checks are programmed on a sport by sport basis. For example:

If a respondent says they participate in Tennis on average for 8 hours, then a logic check would appear, as 8 hours is considered an unusually long time for an activity of this type.

YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING [^INSERT ACTIVITY^], IS THAT CORRECT?
--

The CATI programme would automatically insert the time and activity the respondent has mentioned. All you need to do is read out the logic check and then code either 'yes' if it's confirmed by the respondent as being correct or 'no' if the respondent believes they have said the incorrect amount of time. If the respondent says 'no' you will be taken back to Q12 so that the correct time can be entered.

Q4a – This question is displayed if the respondent had not previously said that they had walked for half an hour continuously and was therefore not previously asked the walking pace question at Q4. This rule applies to all walking based activities mentioned at Q10.

Q13 – Straight forward, code as applicable. May be asked more than once depending on sports mentioned at Q10.

Q14 – As Q12, is asked for certain sports mentioned at Q10. As Q13, may come up more than once. If you find a particular respondent finds the word 'sweat' offensive please use the word 'perspire'

Q15 – This is key to the survey and as such particular care needs to be taken to ensure we are getting accurate results.

There is a readout screen before this question – ensure that this is read clearly as these are the activities that we are focusing on for Q15. Only some of the recorded activities will be included here, depending on which activity, how long they are done for and for some only if it raised the breathing rate.

We are asking:

Can I ask on how many days in the last four weeks, in total, did you do at least one of these activities for at least 30 minutes?

If they did more than one of these activities on any one day then you would only count that day once.

Example A:

- 0 If every Monday they go swimming and no other activities were done for at least 30mins that would be 4 days.
- 1 If they went on a bike ride for 45mins on each of the days they swam, it would still be 4 days.
- 2 If they also played rugby every other Wednesday it would be 6 days.

Example B:

- 0 If every Saturday and Sunday morning a person plays Squash for 30 mins and no other activities were done for at least 30mins that would be 8 days.
- 1 If every Saturday afternoon after they also played Football for an hour it would still be 8 days.
- 2 If they also played Five-side football for 45 mins every Tuesday, it would be 12 days.

Take care not to push someone too much for an answer – we would prefer a don't know than a guess that is totally inaccurate.

To help with the accuracy of the days recorded at Q15, we have programmed the script to run a logic check should the total number of days given by the respondent at Q15 be either:

- Less than the lowest number of days given for any of the eligible activities at a previous question asking them on how many days they did that particular activity. For example, if a respondent had previously said that they had swam for 5 days and played tennis for 3 days, the lowest number of days that should be entered at Q15 is 3 days;
- More than the combined total number of days that they may have done any of the individual activities. For example, if a respondent had previously said that they swam for 5 days and played football for 5 days, the maximum number of days that should be entered at Q15 is 10 days.

If the answer given at Q15 falls outside the minimum and maximum number of days (as explained above), an on screen logic check will appear prompting you to double check the answer given with the respondent.

The CATI programme will automatically list all of the eligible activities and the number of days the participant said they participated in each. All you need to do is read out the logic check and then code either 'yes' if it's confirmed by the respondent as being correct or 'no' if the respondent believes they have said the incorrect number of days. If the respondent says 'no' you will be taken back to Q15 so that the correct number of days can be entered.

Section D – Club

Q16 – Emphasis *4 weeks*.

Q16b – This question is only asked if people said 'yes' at Q16 i.e. they are a member of a club. You must read out the list. If the respondent says they are a member of a leisure centre or gym, you will need to probe i.e. *and what type of club at the leisure centre [gym] do you belong to?* If necessary read out list again. If after probing, the respondent still says a type of club that is not included in the read out list, then code as 'other' and type in their response in as much detail as possible.

Q16a – only asked if the respondent says they are a member of a sports club at Q16b. This question uses the Q10 database (please refer to section c 'using the database' for more detailed instructions). A respondent may give multiple answers.

Section E – Instruction

Q17 – Emphasis *12 months*.

Q17a – only asked if the respondent says 'yes' at Q17 i.e. they have received tuition in the past 12 months. This question uses the Q10 database (please refer to section c 'using the database' for more detailed instructions). A respondent may give multiple answers.

Section F – Competition

Q18 – Emphasis *12 months*.

Q18a – only asked if the respondent says 'yes' at Q18 i.e. they have received tuition in the past 12 months. This question uses the Q10 database (please refer to section c 'using the database' for more detailed instructions). A respondent may give multiple answers.

Section G – Volunteering

Q19 – Read question in full. Emphasis *4 weeks*.

For this question do not include time spent solely supporting their own family members. However time supporting own family members **and** other people should be included.

Example:

0 Driving their own child and a neighbours' to football practice would count.

If a respondent is doing this activity as a part of a paid job (e.g. nannies, teachers) then it should not be counted, however if it is done on a voluntary basis outside of their job duties it would be counted.

Q20 – This is asking how much time in total has been spent on voluntary sports work. The first screen will ask you for hrs, the second for minutes.

There is a minimum and maximum amount set as 0-224 hours and 0-59 mins.

To help with the accuracy of the time recorded at Q20, we have programmed the script to run logic checks on the time entered. Logic checks are simply a way of double checking responses that seem unusual are in fact correct. These logic checks are very simple and appear on the screen as a prompt for you to check that the time given by the respondent is correct. For example:

If a respondent says they volunteer for 225 hours, the following logic check would appear on screen:

YOU SAID YOU SPEND [^INSERT HRS^] AND [^INSERT MINUTES^] DOING VOLUNTARY SPORTS WORK, IS THAT CORRECT?
--

The CATI programme would automatically insert the time the respondent has mentioned. All you need to do is read out the logic check and then code either 'yes' if it's confirmed by the respondent as being correct or 'no' if the respondent believes they have said the incorrect amount of time. If the respondent says 'no' you will be taken back to Q20 so that the correct time can be entered.

Section H – Sports Provision

Q21 – If asked, by local area we are referring to the area local to the respondents home (note this may be in adjoining local authorities)

Section I – Likelihood to do more sport

Q22 – Straight forward, code as applicable.

Q23 – only asked of respondents who said 'yes' at Q22 i.e. they would like to do more sport or recreational physical activity. This question uses the Q10 database (please refer to section c 'using the database' for more detailed instructions). A respondent may only give one answer.

A 'don't know' response is allowed, but must not be read out to the respondent.

Demographics

The Demographics section of this questionnaire has been carefully designed in consultation with the Office for National Statistics and many of these questions are asked in the same way on other studies, so for the sake of comparison it is important that all questions are asked as written. One of the key principles of the National Statistics Code of Practice and Protocol on Statistical Integration is the promotion and use of common statistical frames, definitions and classifications.

The classification that is achieved using responses from these demographic questions allows us to arrange the data according to common properties so that the resulting statistics can be easily reproduced and compared over time as well as between different sources.

It is important that you ask these questions in the same way as any other question in the questionnaire and **DO NOT** preface them with any comments such as:

'I don't like asking this but I have to...'
'Some people don't like these questions'
'You can refuse any of these questions if you want to'

These types of comments will encourage more people to refuse to answer the questions or to worry about what may be being asked.

If a respondent is worried about a specific question they will let you know even if you have not told them they can.

If a respondent queries why we need this information about them the following lines may help:

The answers to these questions enable us to group the answers from different people together so we can report, for example, about the habits of people of a particular age group or household type.

Any answers you give me will remain completely confidential, they will only be used for analysis.

We want to be able to look at the experiences of different groups of society so we can measure the sports activities and use of facilities among these groups

Gender

As usual code this, do not read out

Age

Ask the age of the respondent, if they refuse then ask which age band. Read out the bands but do not offer the refusal option.

Ethnicity

The issue of an individual's ethnic group can, for some, be a sensitive topic. It is therefore important we are sensitive when handling this question but that we also maintain sound methodology.

If you are asked why we need this you may find the following helpful

We need to be able to assess the impact of services and policies on different ethnic groups and to monitor any adverse impact of these policies.

Education

D5 – At this question we are only interested in what age they first finished full time education. If, for example, someone left school at 16 worked for 5 years and then studied full time for 5 years we would code 16.

If however someone just had a gap year between college and university we would code this as the age they finished university.

D5a – This is only asked of respondents who said they had not yet finished school at D5. If a respondent says 'at college', probe whether this is a 6th form, higher education or further education college.

D6 – This question allows us to see the level of academic achievement to date. If someone is currently studying you would code the highest level so far achieved. So for example someone who is currently studying for A levels but already has GCSE's you would code GCSE.

If someone has international qualifications then you need to find out what is the UK equivalent level and code that. Only use the other specify if you cannot find the appropriate level for it.

For example someone trained as a teacher in any country would be coded as –

11. Higher Education & professional/vocational equivalents

At this question read the question as it is written. Once the respondent has offered an answer code it on the list. If you are not sure which option should be coded then use examples from the list. You can use the phrase *would that be a similar level to a*

Accommodation

At this question read the list and get a yes or no for each option. Stop when the respondent says yes.

Other household members

This section is to gather information about children living in the respondent's household. The definition of a household is as per the screening section.

Sometimes people are wary of giving out personal details of other members of the household – you may need to reassure them again that any details they give will remain confidential.

Follow the onscreen instructions to gather the number of children aged 15 or under in the household and each of their ages. The number of times age is asked for will be dependent on the number the respondent has said is in the house.

Vehicles

At these questions you would include any cars or vans used by any household members, not necessarily used personally by the respondent.

Health

These questions relate to the respondents health.

Occupation Classifications

We are using various methods of classifying respondents and their household using their occupation. You will be gathering information to allocate a SEG but you will not actually allocate it. The coding department will do this afterwards. They will also use the responses (including verbatims) in this section to allocate 'SOC' The Standard Occupation Classification and 'NS-SEC' The National Statistics Socio-Economic Classification. It is therefore important that full details are collected and recorded throughout this section.

D19 – At this question record the respondent's main status.

Do not read the whole list but prompt from list to clarify correct response. For example if they say they are not working you should ask are you Unemployed, Student or not working for another reason, and then probe further to get the correct response.

If the respondent suggests that they may fit into two categories you should ask for the main one, for example which one takes more of their time in an average week. So if for example someone has a fulltime and a part time job we would classify them as working full time.

If queried the following definitions can be used –

- Unemployed – not currently in employment but is available to start work within two weeks, and either looked for work in the last four weeks or waiting to start a new job
- Long term absence from work, sick leave, maternity leave etc. – a person is classified as employed if full or partial pay has been received by the worker during the absence and they expect to return to work for the same employer (i.e. a job is available for them).
- Career Break / Sabbatical: In some organisations employees are able to take a career break for a specified period and are guaranteed employment at the end of that period. If a respondent is currently on a career break they should be coded as employed only if there is an arrangement, between the employer and employee, that there will be employment for them at the end of the break. This is not dependent upon them receiving payment from their employer during this time. The respondent's opinion of whether they have a job to go back to should be taken.

D20 A to C - For the following few questions we are interested in the Main job in the week ending last Sunday.

This reference period is used as standard by the Office for National Statistics to avoid confusion for someone whose titles may change. If the respondent has had more than one job in the reference period then you should ask them to decide which was the main job. If they are unable to make this decision then you should ask them to select the job with the largest number of hours.

If the respondent is retired then you need to ask about their last position when they were working and record these details.

A. Industry Description – Here you must probe fully. If someone says *I work in a factory* you need to probe *'What does the factory produce'*. If they give you a company name for example *Kodak* you need to probe *'What does Kodak mainly make or do at the place where you work'*

B. Job Title – Here we just need the job title for the period of the week lasting last Sunday. There should be no need to probe further.

C. Job Description – Here we need to know what the job actually entailed. You should probe here for things such as:

- Main task involved
- Level of position

Ca. Qualifications – This is straightforward, record the qualifications required for the position they are in.

D. Employment Status - This is a straightforward question. The division between employees and self-employed is based on respondents own assessment of their employment status in their main job.

E. Manager or Supervisor – Take care here that the respondent is thinking about employees that they supervise and not patients in the hospital ward, passengers on the bus, etc.

F to I. Employees – The number of employees may be asked in 4 different ways depending if the respondent is a supervisor, employee or self employed.

In each instance we need to know the number of people working at the local unit of the establishment. The *local unit* refers to the site where they normally work, this may be part of a building, a whole building or a self contained group of buildings at one location. The *establishment* refers to the just the company they work for.

We are interested in the total number of people at the local unit not just their own division, department etc.

For people based at a central depot but travel away to work (e.g. a bus driver) the local unit would be the depot.

For people that work at home you need to establish if they have a base office that they are a part of and communicate with. In this instance the base office would be the local unit. If unsure you should accept the respondents opinion of whether they belong to a wider establishment for work purposes or if they work totally independently.

Freelance workers who are subcontracted you need to ask them to think of the main place of work for the reference period of the week ending last Sunday.

J. Property – Here we need to know who owns or rents the property that the respondent lives in in order to establish who is the **Household Reference Person (HRP)**. This is asked as we are also collecting 'SOC' and 'NS-SEC' for the HRP if it is not the respondent themselves.

If the respondent says someone else owns or rents you need to probe to clarify between another person or joint names (two or more people).

If the respondent owns or rents you need to probe to clarify is that just their name or are they a joint owner/renter.

For bedsits we are only interested in the accommodation unit of that individual.

For lodgers living with a family we would be interested in the owner/renter of the whole property.

Household Reference Person – In the next few questions we will be collecting the occupational details of the property owner or renter. In each instance we are interested in their current main job or their last job if not currently working. The instructions above all apply in this section.

Ja - If the household is owned jointly between the respondent and someone else then we need to know which of these people has the highest income. These occupation details will be asked of that person.

At this question you do not need to read the text in brackets unless the respondent volunteers that the incomes are the same.

Note the reference here to the chief income earner is not asking who in the household is the chief income earner but is asking from between the respondent and the other person which of these has the higher income.

Ka and Kb. – these are just leading questions to explain we are now talking about the person who either owns/rent the property, or if joint ownership the one with the larger income

Kc and Kd. – This asks the respondent to identify who out of the house owners/renters has the largest income and goes on to ask for their occupation details.

Take care that now when we refer to the chief income earner we are talking about whoever in the household has the highest income. This may or may not be the same person as the householder.

D23 - Income – Read as per onscreen instructions

Address Details

Postcode - These questions are to collect the full postcode. It is vitally important that we collect the full postcode on this project as it may be used in the analysis stage in order to group respondents in terms of their local authority, in their local health authority or the distance from local facilities that they live.

S1 You will ask the respondent for their FULL postcode –

- If they know their full post code yes and enter it on the following screen.
- If they do not know their full postcode code no
- If they refuse to give you their full postcode you must make every effort to reassure them to give it to you. If this is not successful then code no.

Some respondents may want to know why we need their postcode. If asked you may find the following useful:

“The information will be used to shape local services in the future so we need to confirm exactly where you live”.

“We must check that we conduct 1000 interviews in each Local Authority Area”.

“We will only use this information for analysis purposes, we will not be sending you anything”

“You and your household will not be identifiable in any information given to our client the answers you give will be added to those from other people in your area for an overall picture”

Recording the postcode

Most postcodes are in the following format:

Letter, letter, number, *SPACE*, number, letter, letter
e.g. HA1 2QG

However you can get B2 1XY, or EC1A 4QQ.

The only hard rule is that they always begin with a letter, and end *SPACE*, number, letter, letter.

Some respondents may give you an area in place of the first letter or letters, for example 'Southwest 1 3BP' or 'Liverpool 2 3RW' In these instance please explain that you are not familiar with the postcode from their area and ask them to tell you what letters represent Southwest or Liverpool in their postcode.

When entering the postcode listen very carefully and do not be afraid to prompt as letters can be confused over the 'phone – P/B, T/D, N/M, F/S etc.

If postcode matched – you will be routed to the address check

If postcode not matched first time – you will be routed back to verify that the postcode has been given or entered correctly

If postcode not matched second time – you will be routed to ask for town and street

Address Check if postcode matched

Once the postcode has been matched to the database you will be shown their street name. Please read this back to the respondent to confirm we have the correct area. On some occasions you may find that the computer displays Harrow road for that postcode when the respondent lives at 8 Harrow court, Harrow road. As long as the property is on Harrow road then this is fine.

If address matched – you will be routed to ask house name or number

If address not matched first time – you will be routed back to verify that the postcode has been given or entered correctly

If address not matched second time – you will be routed to ask for their town and street

House number / name if address and postcode matched

For the example of Harrow court above you would type '8 Harrow court' as the house number or name.

Collecting Town details

For all respondents that have not given you a full postcode that is successfully matched to the database, where the road or street name provided by the database is not the same as the respondents, you will ask them for the name of their town or village.

This is entered into a database in the same way as the activities were earlier on. However on this database you cannot enter any word with less than three letters. This does mean you should take care with St Paul's road and enter it in full – Saint Paul's road.

If town matched – you will be routed to ask about local authority

If town not matched – code NULL and you will be routed to ask about local authority

If town refused – code NULL and you will be routed to ask about local authority

Local Authority

This will also be asked of all respondents where the postcode and town is not confirmed. Ask the question as on the screen. If the respondent does not spontaneously answer read the list displayed of likely authorities. This list has been generated based on the telephone number on the sample. If you do need to read the list read the whole list until the respondent stops you.

If you select other you are taken to another database of all Local Authorities. Search the database as before to find the local authority mentioned.

If there is no match code NULL and enter verbatim the LA they have given to you. If necessary ask for them to repeat it.

KPI Complete

The Client has agreed that once we have a certain amount of information that we can include the respondent as a KPI complete - that is a key performance indicator.

If at any stage AFTER the gender question the respondent wishes to quit then we can still include their data (however it is obviously preferable to us to have the complete data).

Therefore for any quits after this stage you should code the option

[DO NOT READ] RESPONDENT QUILTS INTERVIEW

If you are at an open ended question you will not have this code. In this instance you should code refuse until you reach a question with this option.

The script will then take you to the postcode question as this is the final information we need to make the answers complete.

Closing the Interview

Recontact

Finally you will find a recontact question asking for permission to be contacted on Sport England's behalf in the future. Read as on the screen.

Please take care here that the correct telephone number is read out as is displayed on the screen.

For those agreeing to be recontacted will then be asked for their name.

Hang-up

At this stage you will thank and close the interview. Here you can type * hangup.

Review demographics – If you need to tidy up the demographic details you entered now is the time to do so.

And Finally.....

The success of this project is largely down to you the interviewers. You will be working on this project a lot over the coming months. It is important to remember that although you have read the script countless times you need to stay focused on the job, and fresh sounding on each and every call you make.

Thank you for your efforts for helping to make a project of this size a reality for Ipsos MORI.

The Active People Survey Management Team

APS Telephone Interviewing Briefing Manual (Additions)

Additional briefing for questions added for APS2

Club Membership – Q16 & Q16B

UNLESS the respondent is adamant, **ALL** responses with the name of a sport in the club title **MUST** be coded as *option 3 – sports club*.

Additional briefing for questions added for APS3

Dancing & Gardening Questions – Q26b to Q30

Sport England now want to capture how many people in England take part in other **Active Recreation**, such as dancing and gardening, as adults who are physically active have a **20-30% reduced risk of premature death** and up to a **50% reduced risk of heart disease, stroke, diabetes and cancer**.

Please **CONTINUE** to code **ANY** activity the respondent mentions at the sports database question **Q10**, as the computer will decide what constitutes a physical activity. Therefore please **STILL** enter gardening or dancing if the respondent mentions them at that point and it will bring up this prompt: *You will be asked separately about dance/gardening later in the interview.*

Please note you **MUST** read out the full intro to this new question to inform the respondent that it doesn't include dance as part of an exercise class, or gardening where you receive payment. Additionally please make sure the respondent knows that we are looking for the length of time they spend doing these activities in **ONE** session **WITHOUT** a break (It is highly unlikely that a person does gardening for 8 hrs non-stop in one day so bear that in mind).

Free Swimming Awareness & Participation – Q31-39

A number of local authorities in England are offering **free swimming** to those **aged 16 or under** and those **aged 60 and over**. There are 3 different scenarios:

1. If the respondent is **16 years old** the question will read:
“Have you heard that free swimming in public pools is being offered to young people aged 16 and under?”
2. If the respondent is **60 or over**, the question will read:
“Have you heard that free swimming in public pools is being offered to people aged 60 and over?”
3. **10%** of the remaining respondents aged **17-59** will be asked:

“Have you heard that free swimming in public pools is being offered to people aged 60 and over and young people aged 16 and under?”

If the respondent has children under 16 Sport England want to know how many sessions they swam for free **EXCLUDING** school lessons. (Please note if there are **2** children who swam **twice** in the last 4 weeks it would be **4** sessions, not 2).

Additional briefing for questions added for APS4

Sport England has made some important changes to the list of sports found in the database. These additions and amendments will affect how you **search, probe** and **code** activities from. Please make sure you fully understand the following instructions.

- **Gym – A new question will appear after Q12 (How long did you go to the gym for?) to ask WHY the respondent goes to the gym**

Sport England would like to find out the respondent’s main **motivation** behind attending the gym and to understand **why** the respondent carries out gym activities, so they have added a new question:

You said that you have been to the gym in the last 4 weeks, can I ask, what was the main reason for your participation? Was it to improve your general health and fitness, or as preparation or training to participate in a particular sport or sports?

- 1 General health and fitness
- 2 Preparation or training for a sport
- 3 Other

If you code **option 2**, it will then present you will the sports database and ask:

Which main sport were you preparing or training for at the gym?

- **Football – 5 and 11-a-side will now be a coded SEPARATELY**

The options when you type **foot!** are now:

- 1 - football (indoors)-small sided(eg.5-a-side)
- 2 - football (indoors) - other
- 3 - football(outdoors)-small sided(eg.5-a-side)
- 4 - football (outdoors) - 11-a-side
- 5 - football (outdoors) - other

Please make sure your **FIRST** probe is **indoors/outdoors**. Then ask if they play **5-a-side, 11-a-side or other** (such as kick about in the park / back garden / beach / knocking a ball about with family etc).

- **Rugby – A new question will pop up when you code Rugby Union or Rugby League and also if you code the new options of Touch or Tag Rugby**

The options when you type in **rugby!** are now:

- 1 - rugby league
- 2 - rugby union
- 3 - wheelchair sports - rugby
- 4 - tag rugby / rugby tag
- 5 - touch rugby / rugby touch

Please make sure you read out **ALL** the above options to ensure correct coding. The following table shows the range of questions which will be asked as soon as you have selected one of the above options:

Rugby League	Rugby Union	Touch or Tag Rugby
Which of the following types of Rugby League have you done in the last four weeks?	Which of the following types of Rugby Union have you done in the last four weeks?	Is that Union or League? (If respondent says it's neither code as 'Rugby - Other')
1 Rugby league-13 a side game 2 Rugby league - Tag rugby 3 Rugby League - Touch rugby 4 Rugby league - Other	1 Rugby union - 15 a side game 2 Rugby union - Sevens 3 Rugby union - Tag rugby 4 Rugby union - Touch rugby 5 Rugby Union - Other	1 Rugby league-Touchrugby 2 Rugby union-Touch rugby 3 Rugby – Other

- **Cricket – A new question will pop up to ask for the TYPE of cricket played**

Which of the following types of cricket have you done in the last four weeks?

INTERVIEWER NOTE: any mention of 'nets' is cricket practice.

- 1 cricket (outdoors) - match
- 2 cricket (indoors) - match
- 3 cricket (outdoor) - nets / practice
- 4 cricket (indoors) - nets / practice
- 5 cricket – Other

Please make sure your FIRST probe is **indoors/outdoors**. Then ask if they played cricket in a **match**, at **cricket practice**, in the **nets** or **other** (such as in the park /back garden / beach / knocking a ball about with family etc).

- **Weights – Clearer definitions of Weight Training and Weight Lifting**

When the respondent says **weights**, and you probe for either **weight lifting** or **weight training**, you will now have to do the following:

1) For **Weight Training** the new question will read:

What type of weight training did you do?

INTERVIEWER NOTE: We are interested in respondents **primary motivation** for weight training, for example whether it is for general fitness or to participate in a specific sport, and the **type of equipment** primarily used (e.g. free weights or resistance machines).

- 1 Weight training (free weights) - general fitness
- 2 Weight training (free weights) - for specific sport
- 3 Weight training (resistance machines) - general fitness
- 4 Weight training (resistance machines) - for specific sport

Therefore, please make sure your **FIRST** probe is to ask if they used either **free weights** or **resistance machines**, and then you need to find out if the respondent did the weight training for **general fitness** or to **train for a specific sport**.

2) For **Weight Lifting** the new question will read:

Is that Snatch / Clean & Jerk?

INTERVIEWER NOTE: If the answer is **no** please enter **weight training** at the database and code as a weight training activity.

- 1 Yes
- 2 No - (this will skip back to database so you can code **weight training** instead).

- **Snow Sports – Extended skiing options and LOCATION of participation**

The options when you type in **skiing!** are now:

- 1 - skiing
- 2 - skiing - barefoot snow
- 3 - skiing - extreme
- 4 - skiing - free
- 5 - skiing - grass or dry ski slope
- 6 - skiing – mono
- 7 - skiing - parachute
- 8 - skiing - ribbing
- 9 - skiing – speed

Please make sure you are **probing fully** and coding the **exact** sport that the respondent mentions.

If you code **any type of snow sport** a new question will pop up asking:

Was this in?

- 1 England
- 2 Other United Kingdom (Scotland, Wales, N Ireland)
- 3 Overseas

If the respondent answers England it will then ask:

Was this?

- 1 Indoor snow slope
- 2 Dry slope
- 3 Other

General Points to Note

Below are just a few things to remember when using the sports database – most of these haven't changed but are things which are sometimes forgotten:

- **Always** search for the respondent's **own words** first before thinking about alternative words/similar sports.
- **Always** search for **alternative words/similar sports** before using 'other – please specify'.
- **Read out the list of options** when your search returns more than one sport to ensure **full probing** and **accurate coding**.
- Enter **everything** the respondent mentions, as long as you have checked with them that they consider it to be a **recreational physical activity**.
- Continue to enter **dancing** and **gardening** as it brings up important prompts during the remainder of the script.
- **Exercises** are now on the database; you just need to probe whether it is health & fitness exercises or keep fit exercises.
- The **names of exercise classes** are on the database, so please search for these. **DON'T** put them under gym for e.g. body pump, body jam, body attack, and legs, bums and tums.
- **Marathon** and **half marathon** have been added to running on the road, as has running in a park/local area.

- **Normal walking** is found alongside power walking (since the '/' on the database means either/or).

- **Bowls has now been divided into the following:**
 - Bowls – Crown green
 - Bowls – Flat green outdoor
 - Bowls – Flat green indoor
 - Bowls – Short mat
 - Bowls – Carpet

Appendix E – DCMS question briefing materials

DCMS Boost Interviewer Briefing notes – FINAL (14 April)

Background

The survey has been commissioned by the Department of Culture Media and Sport (DCMS). DCMS is a government department whose aim is to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries.

DCMS is responsible for Government policy on the arts, sport, the National Lottery, tourism, libraries, museums and galleries, broadcasting, creative industries including film and the music industry, press freedom and regulation, licensing, gambling and the historic environment.

The DCMS uses targets, amongst other things, to achieve its aims. This survey will be used to provide a baseline for three of these targets with the follow up survey being used to measure performance against these targets.

The targets are:

- To increase attendance at museums and galleries
- To increase use of library services
- To increase attendance of creative, artistic, theatrical or musical events and actual participation in these activities

Sample and scope of research

The DCMS Boost comprises nearly 60,000 interviews in 2008 and over 30,000 in 2010. The interviews are eight minutes long on average.

These boost interviews do not cover all local authorities in England as the questions in this survey are also being added to the Active People Survey. Therefore this boost survey covers 120 local authorities (LAs) where additional responses are required.

The respondent universe is all people aged 16 and over living in the England.

RDD sample is used to generate the telephone numbers and respondents are selected using the same Rizzo method as the Active People Survey. Using this method will provide a representative sample of people age 16 and over living in each of the LAs covered by the boost.

Introduction

The introduction is short and should always be read out in full:

“Good afternoon / evening my name is [XXX YYY] calling from Ipsos MORI – the independent research organisation. We are carrying out a survey which asks you a few simple questions about various activities you

have done in your leisure time. The results will be used by your local authority and your answers may help to shape local services in the future.”

This introduction deliberately avoids mentioning visiting libraries, museums / galleries and attending or doing creative, artistic, musical or theatrical activities. This is because we need to be careful that we are not getting people automatically refusing because they do not do such things by thinking it doesn't apply to them.

It is essential, in order to get a true picture of number visiting libraries, and museums and attending or doing creative, artistic, musical or theatrical activities, that all people respond, regardless of whether they do these things.

You can say that the survey was commissioned by DCMS if asked.

However there is an additional on-screen prompt to be used if a respondent really needs further information about the survey.

Where this is read out please must stress that it is very important for everyone to respond in for the survey to give an accurate picture.

IF NECESSARY ADD:

The interview takes about 8 minutes on average. The results from the survey will be used to measure your local authority's performance against targets aimed at increasing the use of libraries, museums and attendance and participation in cultural activities.

Identifying the Local Authority at the start of the interview

The boost survey covers only 120 out of 354 LAs in England and whilst the RDD sample allocates an LA to each telephone number this is not 100% accurate.

By asking for the LA they live in at the start we can screen out those that say they do not live in one of the LAs covered by the survey.

LA screener question

S2. *This study covers some of the Local Authorities in England. Can I check whether you live in one of these?*

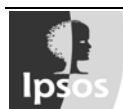
This screen will display a list of the five LAs the respondent is most likely to live in according to their telephone number. This list should be read out in full. Do not accept first mention.

If the respondent says it is none of these or another LA then you should code 'other'. This will take you to another screen where you can search the database for the stated LA.

Where an LA is selected which IS one of the LAs being boosted then the interview proceeds to the respondent selection questions.

Where an LA is selected which NOT one of the LAs being boosted then the interview is closed and the following text is displayed:

CLOSE 1.



Thank you for your time but the local authority you live in is not included in the survey.

If respondents question this you should stress that this survey only covers some LAs but data for their LA is being collected via another survey.

Where the respondent refuses to give the LA, or they do not know or they give an LA but you cannot find a match on the database then the interview is continued as we can try to identify where the respondent lives by getting their postcode at the end of the survey.

Random Selection

The random select of respondents works in exactly the same way as the Active People Survey.

The Questionnaire

Definitions of what is included and excluded in answers to the cultural questions

The first question gives an introduction:

I'm going to ask you a few questions about activities you have done in your leisure time, that are not part of paid work, formal education or volunteering.

There is a separate prompt sheet which outlines what respondents should and shouldn't include in their answers to the questions which will follow. You should therefore refer to these definitions when accepting answers from respondents. The definitions are as follows:

Paid work is excluded where it is part of their main job or where the primary motivation is to receive payment for doing the activity.

For example, someone doing band practice where the primary reason they are doing it is so they will be paid to do a future gig. This would be excluded.

Paid work is included where the person's primary motivation is pleasure i.e. the person would have done it regardless of whether they were going to get paid or not. Examples of included activities:

- A musician does gigs and gets paid but his/her primary motivation is the pleasure of playing not to make money.
- An artist or writer might be in a similar position: a painting might end up being sold or a book published but if the person did not expect this when he/she began to paint or write then this should be included.

Formal education is excluded and is defined as:

- Any school-organised activity
- Any activity undertaken *specifically* to assist a person studying for a recognised, formal qualification

Other educational activities, which do not lead to a formal qualification, should be included.

Formal volunteering is excluded and is defined as giving unpaid help through groups, clubs or organisations which support social, environmental, cultural or sporting objectives.

Question order

Informal volunteering, such as giving unpaid help to friends, neighbours or someone else (but not a relative), should be included.

The following questions are randomised on the script as follows:

- Order of Q1, Q2 and Q3 to Q6 (Q3 to Q6 are grouped together in block)

For example question order could be:

Q3 to Q6, Q1, Q2

Q1, Q2, Q3 to Q6

Q1, Q3 to Q6, Q2

Q2, Q1, Q3 to Q6 etc.

- Order of Q3 and Q4, and Q5 and Q6.

For example sometimes Q3 and Q4 will come first and sometimes Q5 and Q6 will come first.

Museums and galleries question

Q1. During the last 12 months, have you attended a museum or gallery at least once?

Attendance means an actual trip to any museum or gallery. This could be in the UK or abroad. It does not need to be within the LA that respondent lives in.

Online access to collections and outreach services are not included. Outreach services are offered outside of the museum or gallery, through activities, talks and other events.

Libraries question

Q2. During the last 12 months, have you used a public library service at least once?

Use of a public library can include:

- A visit to a public library building or mobile library to make use of library services. This includes to print or use electronic resources or to take part in an event such as a reading group or author visit
- The use of on-line library resources or services remotely (i.e. used a computer outside the library to view the website, catalogue or databases)
- Access, and receipt, of the library service by email, telephone, fax or letter

- Receipt of an outreach service such as home delivery or library events outside a library building

Use of any other libraries and archives services is excluded.

Arts questions

There are four questions related to creative, artistic, theatrical or musical events and activities.

Q3. *Have you attended any creative, artistic, theatrical or musical events in the last 12 months?*

Events that should be **included**:

- Exhibition or collection of art, photography or sculpture including those at museums and galleries
- Craft exhibition (not crafts markets)
- Event which included video or electronic art
- Event connected with books or writing
- Street arts (an artistic performance that takes place in everyday surroundings like parks, streets and shopping centres)
- A public art display or installation (an art work such as a sculpture that is outdoors or in a public place)
- Circus (not animals)
- Carnival
- Culturally specific festivals, for example, Mela, Baisakhi, Navrati
- Play/drama
- Pantomime
- Musical
- Opera/operetta
- Classical music performance
- Jazz performance
- Other live music events such as Rock and Pop concerts, pub bands, music festivals, for example Glastonbury, Reading festival etc
- Ballet
- Contemporary dance
- Other live dance event, such as African people's dance or South Asian and Chinese dance

This **excludes**:

- Seeing a **Film** at a cinema or other venue
- Going to karaoke
- Listening to 'non-live' music.

The definition of 'non-live' is largely self-defined but, as guidance, live performances that are made up of sound samples would be included, as would people watching opera on a Big Screen in the park. Listening to live sessions on the radio would be excluded.

Q4. *How many events have you attended?*

1. *One*
2. *Two*
3. *Three or more*
4. *Don't know (DO NOT READ OUT)*

Those saying they have attended an event are routed to this question. Please only read out the list where necessary.

Each time a certain type of event is attended then this is counted as one. For example if someone has gone to the theatre five times and been to no other events you would code 'Three or more'.

Q5. *Have you spent time actually doing any creative, artistic, theatrical or musical activities in the last 12 months?*

Activities that should be **included**:

- Formal dancing e.g. Ballet, Ballroom, Salsa or Line dancing etc.
- Singing to an audience or rehearsed for a performance
- Playing a musical instrument (or conducting an orchestra) to an audience or rehearsing for a performance or playing for own pleasure
- Composing and writing music and songs
- Rehearsing or performing in a play / drama
- Rehearsing or performing in an opera / operetta or musical theatre
- Stage production e.g. directing, stage / costume design, stage management, lighting, choreography etc.
- Taking part in a carnival (e.g. as a musician, dancer or costume maker)
- Taking part in street arts (an artistic performance that takes place in everyday surroundings like parks, streets and shopping centres)
- Learning or practising circus skills
- Painting, drawing, printmaking or sculpture
- Photography as an artistic activity (not family or holiday 'snaps')
- Making films or videos as an artistic activity (not family or holidays)
- Using a computer to create original artworks or animation
- Textile crafts such as embroidery, crocheting or knitting
- Wood crafts such as wood turning, carving or furniture making
- Other crafts such as calligraphy, pottery or jewellery for yourself
- Writing any stories, plays or poetry
- Being a member of a book club, where people meet up to discuss and share books

Activities that should be **excluded**:

- Singing Karaoke
- Dance exercise, dancing for fitness
- Informal dancing i.e. at a nightclub or disco
- Buying any original works of art or handmade crafts such as pottery or jewellery, or buying novels, books of stories, poetry or plays for yourself
- Reading for pleasure (including newspapers, magazines or comics)

Q6. *How many times have you done any of these activities?*

1. *One*
2. *Two*
3. *Three or more*
4. *Don't know (DO NOT READ OUT)*

Those saying they have done any activities are routed to this question. Please only read out the list where necessary. Again it is the number of occasions the activities have been done. For example if the respondent has sung in a band twice and done woodwork once then you would code 'Three or more'.

If someone does an activity that results in them making something, for example they do pottery and make pots, it is the number of times they do the activity that counts, NOT the number of items they make.

Demographics

These are a reduced version of APS demographics and will be handled in the same way.

Postcode and address checking

These are a reduced version of APS demographics and will be handled in the same way.

However, there is additional text under the postcode question as a prompt for you if the respondents query why we are asking for this when we have already asked which LA they live in.

S1. *Can I take your full postcode?*

IF NECESSARY ADD:

We have already asked which LA you live in but it is important that we collect the full postcode so analysis within smaller areas can be conducted, for example to assess the distance you live from local facilities.

Appendix F – Activities database

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Sailing – Dinghy Racing (inc. Multihull)	Yes	Moderate or vigorous	New activity	Start of APS4
Weight training (free weights) - for specific sport	No	Moderate or vigorous	New activity	Start of APS4
ABSEILING	Yes	Light, moderate or vigorous		
AEROBICS	Yes	Moderate or vigorous		
AIKAI DO	Yes	Moderate or vigorous		
AIR CHAIR	Yes	Light, moderate or vigorous		
AMERICAN FOOTBALL	Yes	Vigorous only		
ANGLING	Yes	Light, moderate or vigorous	DELETED	24 July 2008 (APS2 Q3)
AQUAFIT / AQUACISE / AQUA AEROBICS	Yes	Light, moderate or vigorous		
ARCHERY	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
ARM WRESTLING	Yes	Light, moderate or vigorous		
ATHLETICS - FIELD	Yes	Moderate or vigorous		
ATHLETICS - TRACK	Yes	Moderate or vigorous		
AUSTRALIAN RULES FOOTBALL	Yes	Light, moderate or vigorous		
AUTO CROSS	Yes	Moderate or vigorous		
Autotest	Yes	Moderate or vigorous	New activity	Start of Q3
BACKPACKING	Yes	Light, moderate or vigorous		
BADMINTON	Yes	Moderate or vigorous		
BASE JUMPING – BUILDINGS / ANTENNA / SPAN / EARTH	No	Light, moderate or vigorous	DELETED	18 January 2009
BASEBALL	Yes	Moderate only		
BASKETBALL	Yes	Moderate or vigorous		
BATON TWIRLING	Yes	Moderate or vigorous	New activity	Start of APS2
Biathlon	Yes	Moderate or vigorous	New activity	Start of Q3
Bicycle Polo	Yes	Moderate or vigorous	New activity	Start of Q3
BILLIARDS	Yes	Light - only		
BMX	Yes	Moderate or vigorous		
BOBSLEIGH	Yes	Light, moderate or vigorous		
BOCCE	Yes	Light, moderate or vigorous		
BOCCIA	Yes	Light, moderate or vigorous		
BODY ATTACK	Yes	Moderate or vigorous	New activity	Start of APS2
BODY BALANCE	Yes	Moderate or vigorous	New activity	Start of APS2
BODY BOARDING	Yes	Light, moderate or vigorous		
BODY BUILDING	Yes	Moderate or vigorous		
BODY COMBAT / CARDIO KICK	Yes	Moderate or vigorous		
BODY JAM	Yes	Moderate or vigorous	New activity	Start of APS2
BODY PUMP	Yes	Moderate or vigorous		
BODY STEP	Yes	Moderate or vigorous	New activity	Start of APS2
BODY VIVE	Yes	Moderate or vigorous	New activity	Start of APS2
BOULDERING	Yes	Light, moderate or vigorous		

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
BOULES	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
Bowls - Carpet	Yes	Light, moderate or vigorous	New activity	Start of Q2 APS4
Bowls - Crown green	Yes	Light, moderate or vigorous	New activity	Start of Q2 APS4
Bowls - Flat green indoor	Yes	Light, moderate or vigorous	New activity	Start of Q2 APS4
Bowls - Flat green outdoor	Yes	Light, moderate or vigorous	New activity	Start of Q2 APS4
Bowls - Short mat	Yes	Light, moderate or vigorous	New activity	Start of Q2 APS4
BOWLS (LAWN) [OUTDOORS]	No	Light, moderate or vigorous	DELETED	Start of Q2 APS4 (Intensity level change start of APS2 / label change start of APS4)
BOWLS [INDOORS]	No	Light, moderate or vigorous	DELETED	Start of Q2 APS4 (Intensity level change start of APS2)
BOXERCISE	Yes	Moderate or vigorous	New activity	Start of APS2
BOXING	Yes	Vigorous only		
BUNGEE JUMPING / HELI-BUNGEE JUMPING / PARA BUNGEE	Yes	Light, moderate or vigorous		
Camogie	Yes	Moderate or vigorous	New activity	Start of Q3
CANOE POLO	Yes	Light, moderate or vigorous		
CANOEING	Yes	Light, moderate or vigorous		
CANYONING	Yes	Light, moderate or vigorous		
CARRAM -BOARD	Yes	Light - only		
CAVING / POT HOLING	Yes	Light, moderate or vigorous		
CHEERLEADING	Yes	Moderate or vigorous	New activity	Start of APS2
CLIMBING - ICE	Yes	Vigorous only		
CLIMBING - INDOOR	Yes	Vigorous only	LABEL CHANGE	Start of APS4
CLIMBING - ROCK	Yes	Vigorous only	LABEL CHANGE	Start of APS4
CLIMBING - ROPE	Yes	Moderate or vigorous		
CLIMBING - SOLO	No	Vigorous only	DELETED	Start of Q3 APS4
CLIMBING - SPORT	No	Vigorous only	DELETED	Start of Q3 APS4
COASTEERING	Yes	Light, moderate or vigorous		
CONDITIONING ACTIVITIES / CIRCUIT TRAINING	Yes	Moderate or vigorous		
CRICKET	Yes	Moderate only	Only used for routing to follow up question	Start of APS4
Cricket - Other	No	Moderate only	New activity	Start of APS4
Cricket (Indoors) - match	No	Moderate only	New activity	Start of APS4
Cricket (Indoors) - nets / practice	No	Moderate only	New activity	Start of APS4
Cricket (Outdoor) - nets / practice	No	Moderate only	New activity	Start of APS4
Cricket (Outdoors) - match	No	Moderate only	New activity	Start of APS4
CROQUET	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
CROSS TRAINING	Yes	Moderate or vigorous		
CROSSBOW	Yes	Light - only		
CURLING	Yes	Moderate only		

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
CYCLING	Yes	Moderate or vigorous		
CYCLING - DOWNHILL RIDING / GRAVITY RIDING	Yes	Light, moderate or vigorous		
CYCLING - STUNT RIDING	Yes	Light, moderate or vigorous		
CYCLE-CROSS	Yes	Moderate or vigorous		
DANCE EXERCISE	Yes	Moderate or vigorous		
DARTS	Yes	Light - only		
DECK BOWLS	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
DIVING - DEEP WATER / FREE	Yes	Light, moderate or vigorous		
Dodge ball	Yes	Light, moderate or vigorous	New activity	12 January 2009
Drag racing	Yes	Moderate or vigorous	New activity	Start of Q3
DRAGON BOAT RACING	Yes	Light, moderate or vigorous		
Exercise (floor/standing/at home/flexibility classes)	No	Light, moderate or vigorous	CODING ONLY	CODING ONLY
EXERCISE BIKE / SPINNING CLASS	Yes	Moderate or vigorous	New activity	Start of Q2 APS4
EXERCISE BIKE / RUNNING-MACHINE / TREADMILL / ROWING MACHINE	No	Moderate or vigorous	DELETED	Start of Q2 APS4
EXERCISE MACHINE / RUNNING MACHINE / TREADMILL	Yes	Moderate or vigorous	New activity	Start of Q2 APS4
EXTREME ADVENTURE RACING	Yes	Light, moderate or vigorous		
FENCING	Yes	Moderate or vigorous		
FISHING	Yes	Light, moderate or vigorous	Intensity level change	24 July 2008 (APS2 Q3)
FISHING - SEA	Yes	Light, moderate or vigorous	Intensity level change	24 July 2008 (APS2 Q3)
FIVES - ETON	Yes	Light, moderate or vigorous		
FIVES - RUBGY	Yes	Light, moderate or vigorous		
FLOORBALL	Yes	Light, moderate or vigorous		
FOOTBALL (INCLUDE 5 AND 6-A-SIDE) {INDOORS}	No	Moderate or vigorous	DELETED	Start of APS4
FOOTBALL (INCLUDE 5 AND 6-A-SIDE) {OUTDOORS}	No	Moderate or vigorous	DELETED	Start of APS4
Football (Indoors) - Other	Yes	Moderate or vigorous	New activity	Start of APS4
Football (Indoors) – small sided (e.g. 5-a-side)	Yes	Moderate or vigorous	New activity	Start of APS4
Football (outdoors) – 11-a-side	Yes	Moderate or vigorous	New activity	Start of APS4
Football (outdoors) - Other	Yes	Moderate or vigorous	New activity	Start of APS4
Football (outdoors) – small sided (e.g. 5-a-side)	Yes	Moderate or vigorous	New activity	Start of APS4
FRISBY / FRISBEE	Yes	Light, moderate or vigorous		

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
FUTSAL	Yes	Light, moderate or vigorous		
GAELIC FOOTBALL	Yes	Vigorous only		
GAELIC SPORTS	Yes	Vigorous only		
GLIDING	Yes	Light, moderate or vigorous		
GO KARTING	Yes	Moderate or vigorous		
GOLF / PITCH AND PUTT / PUTTING	Yes	Moderate only		
GYM	Yes	Moderate or vigorous		
GYMNASTICS	Yes	Moderate or vigorous		
HANDBALL	Yes	Light, moderate or vigorous		
HANG-GLIDING	Yes	Light, moderate or vigorous		
HARNES RACING	Yes	Light, moderate or vigorous		
HEALTH AND FITNESS	Yes	Moderate or vigorous	LABEL CHANGE	Start of APS4
HIGH WIRE	Yes	Light, moderate or vigorous		
HIGHLAND GAMES	Yes	Light, moderate or vigorous		
HILL CLIMB	Yes	Moderate or vigorous		
HILL TREKKING	Yes	Light, moderate or vigorous		
HOCKEY - FIELD	Yes	Vigorous only		
HOCKEY - ICE	Yes	Vigorous only		
HOCKEY - ROLLER	Yes	Vigorous only		
HOCKEY - STREET	Yes	Vigorous only		
HOCKEY - UNDERWATER	Yes	Vigorous only		
HORSE RIDING	Yes	Moderate or vigorous		
HORSE RIDING - DRESSAGE	Yes	Moderate or vigorous		
HORSE RIDING - PONY TREKKING	Yes	Moderate or vigorous		

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
HORSE RIDING - SHOW JUMPING	Yes	Moderate or vigorous		
HORSE RIDING - THREE DAY EVENTING	Yes	Moderate or vigorous		
HOT AIR BALLOONING	Yes	Light - only		
HOVERING	Yes	Light, moderate or vigorous	Intensity level change	TBC
HURLING	Yes	Vigorous only		
ICE SKATING	Yes	Moderate or vigorous		
IRISH HANDBALL	Yes	Vigorous only		
JAM-ALAI	Yes	Light, moderate or vigorous		
JET SKI-ING	Yes	Light, moderate or vigorous		
JOGGING	Yes	Vigorous only		
JUDO	Yes	Moderate or vigorous		
JU-JITSU	Yes	Moderate or vigorous		
KABADDI	Yes	Light, moderate or vigorous		
KARATE	Yes	Moderate or vigorous		
KARTING	Yes	Moderate or vigorous		
KAYAKING	Yes	Light, moderate or vigorous		
KAYAKING - WHITEWATER	Yes	Light, moderate or vigorous		
KEEPFIT / KEEP FIT / SIT UPS	Yes	Moderate or vigorous	LABEL CHANGE	Start of APS4
KENDO	Yes	Moderate or vigorous		
KHO-KHO	Yes	Light, moderate or vigorous		
KICK BOXING / THAI BOXING	Yes	Vigorous only	New activity	Start of M9 APS2
KITE SURFING	Yes	Light, moderate or vigorous		
KOOZAHNGAL	Yes	Light, moderate or vigorous		
KORFBALL	Yes	Light, moderate or vigorous		

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
LACROSSE	Yes	Vigorous only		
LEGS, BUMS and TUMS	Yes	Vigorous only	New activity	Start of M9 APS2
Life saving	Yes	Moderate or vigorous	New activity	Start of Q3
LUGE	Yes	Light, moderate or vigorous		
LUGE - STREET	Yes	Light, moderate or vigorous		
MARTIAL ARTS	Yes	Moderate or vigorous		
MARTIAL ARTS - CHINESE	Yes	Moderate or vigorous		
Medau	Yes	Light, moderate or vigorous	New activity	12 January 2009
MICROLIGHTING	Yes	Light - only		
MINE EXPLORATION	Yes	Light, moderate or vigorous		
MODERN PENTATHLON	Yes	Light, moderate or vigorous		
MOTOR RACING	Yes	Moderate or vigorous		
MOTOR SPRINTS	Yes	Moderate or vigorous		
Motorcycling - drag/sprint	Yes	Moderate or vigorous	New activity	Start of Q3
Motorcycling - enduro	Yes	Moderate or vigorous	New activity	Start of Q3
MOTORCYCLING - MTOCROSS	Yes	Moderate or vigorous		
MOTORCYCLING - OFF ROAD	Yes	Moderate or vigorous		
Motorcycling - rallying	Yes	Moderate or vigorous	New activity	Start of Q3
Motorcycling - sidecar racing	Yes	Moderate or vigorous	New activity	Start of Q3
Motorcycling - super moto	Yes	Moderate or vigorous	New activity	Start of Q3
Motorcycling - track racing	Yes	Moderate or vigorous	New activity	Start of Q3
MOTORCYCLING - TRAIL RIDING	Yes	Moderate or vigorous		
MOTORCYCLING - TRIALS RIDING	Yes	Moderate or vigorous		
MOUNTAIN BIKING	Yes	Moderate or vigorous		

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
MOUNTAIN BOARDING	Yes	Light, moderate or vigorous		
Mountain walking	Yes	Light, moderate or vigorous	New activity	Start of APS4
MOUNTAINEERING	Yes	Vigorous only		
MOUNTAINEERING - HIGH ALTITUDE	Yes	Vigorous only		
NETBALL	Yes	Moderate or vigorous		
OCTOPUSH	Yes	Light, moderate or vigorous		
ORIENTEERING	Yes	Moderate or vigorous		
Other ball eg/stability/swing	No	Light, moderate or vigorous	CODING ONLY	CODING ONLY
Other included activity	No	Light, moderate or vigorous	CODING ONLY	CODING ONLY
PAINTBALL	Yes	Light, moderate or vigorous		
PARACHUTING	Yes	Light, moderate or vigorous		
PARAGLIDING	Yes	Light, moderate or vigorous		
PARAKARTING	Yes	Light, moderate or vigorous		
PARASCENDING	Yes	Light, moderate or vigorous		
PETANQUE	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
PILATES	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
Polo	Yes	Moderate or vigorous	New activity	Start of Q3
POLOCROSSE	Yes	Light, moderate or vigorous		
POOL	Yes	Light - only		
POWER KITING	Yes	Light, moderate or vigorous		
POWERBOAT RACING	Yes	Light, moderate or vigorous		
Powerlifting	Yes	Moderate or vigorous	New activity	Start of Q3
Powerlifting - Special Olympians	No	Moderate or vigorous	New activity	Start of APS4
Powerlifting Paralympic - Bench press	No	Moderate or vigorous	New activity	Start of APS4

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
PRESS UPS	Yes	Moderate or vigorous	New activity	Start of M9 APS2
QUAD RACING	No	Light, moderate or vigorous	DELETED	05-May-09
QUOITS	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
RACKETBALL (played on standard Squash Court)	Yes	Vigorous only	New activity	Start of APS2
RAFTING	Yes	Light, moderate or vigorous		
RALLY CROSS	Yes	Moderate or vigorous		
RALLYING	Yes	Moderate or vigorous		
RAMBLING	Yes	Light, moderate or vigorous		
RAQUETBALL (American version NOT played on standard squash court)	Yes	Vigorous only	New activity	12 January 2009
ROAD RACING (MOTORS)	Yes	Moderate or vigorous		
ROLLER BLADING / ROLLER SKATING	Yes	Light, moderate or vigorous		
ROPE COURSING	Yes	Light, moderate or vigorous		
ROUNDERS	Yes	Moderate only		
Rowing - Outdoor / Water based	Yes	Moderate or vigorous	LABEL CHANGE	Start of Q3 APS4
ROWING MACHINE / Indoor rowing	Yes	Moderate or vigorous	New activity	Start of Q2 APS4
Rugby - other	Yes	Vigorous only	New activity	Start of APS4
RUGBY LEAGUE	Yes	Vigorous only	Only used for routing to follow up question	Start of APS4
Rugby league - 13 a side game	No	Vigorous only	New activity	Start of APS4
Rugby league - Other	No	Moderate or vigorous	New activity	Start of APS4
Rugby league - Tag rugby	No	Moderate or vigorous	New activity	Start of APS4
Rugby League - Touch rugby	No	Moderate or vigorous	New activity	Start of APS4
Rugby Tag	No	Moderate or vigorous	Only used for routing to follow up question	Start of APS4
Rugby Touch	No	Moderate or vigorous	Only used for routing to follow up question	Start of APS4

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
RUGBY UNION	Yes	Vigorous only	Only used for routing to follow up question	Start of APS4
Rugby union - 15 a side game	No	Vigorous only	New activity	Start of APS4
Rugby Union - Other	No	Moderate or vigorous	New activity	Start of APS4
Rugby union – Sevens	No	Vigorous only	New activity	Start of APS4
Rugby union - Tag rugby	No	Moderate or vigorous	New activity	Start of APS4
Rugby union - Touch rugby	No	Moderate or vigorous	New activity	Start of APS4
RUNNING - CROSS COUNTRY / BEACH	Yes	Vigorous only		
RUNNING - Fell	Yes	Vigorous only	New activity	Start of APS3 M12
RUNNING - ROAD	Yes	Vigorous only	LABEL CHANGE	Start of APS4
RUNNING - TRACK	Yes	Moderate or vigorous		
RUNNING - ULTRA MARATHON	Yes	Vigorous only		
Sailing – Dinghy Cruising (inc. Multihull)	Yes	Moderate or vigorous	New activity	Start of APS4
SAILING – DINGY	No	Moderate or vigorous	DELETED	Start of APS4 (Intensity level change start of APS2)
SAILING – ENDURANCE	No	Moderate only	DELETED	Start of APS2
SAILING - ICE	Yes	Moderate only		
Sailing – Keelboat Cruising	Yes	Moderate or vigorous	New activity	Start of APS4
Sailing – Keelboat Racing	Yes	Moderate or vigorous	New activity	Start of APS4
SAILING – SPEED	No	Moderate only	DELETED	Start of APS2
Sailing – Yacht Cruising (inc. Multihull)	Yes	Moderate or vigorous	New activity	Start of APS4
Sailing – Yacht Racing (inc. Multihull)	Yes	Moderate or vigorous	New activity	Start of APS4
SAILING (CRUISING OR RACING) – CATAMARAN & MULTIHULL	No	Moderate or vigorous	DELETED	Start of APS4 (activity added start of APSS2)
SAILING (CRUISING OR RACING) – KEELBOAT	No	Moderate only	DELETED	Start of APS4 (activity added start of APSS2)
SAILING (CRUISING OR RACING) – OTHER	No	Moderate only	DELETED	Start of APS4 (activity added start of APSS2)

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
SANDBOARDING / SAND BOARDING	Yes	Light, moderate or vigorous		
SEA LEVEL TRAVERSING	Yes	Light, moderate or vigorous		
SELF DEFENCE	Yes	Moderate or vigorous		
SEPAK TAKRAW	Yes	Light, moderate or vigorous		
SHINTY	Yes	Vigorous only		
SHOOTING	Yes	Light - only		
SHOOTING - AIR RIFLE	Yes	Light - only		
SHOOTING - CLAY PIGEON	Yes	Light - only		
SHOOTING - PISTOL	Yes	Light - only		
SKATEBOARDING	Yes	Light, moderate or vigorous		
SKATING - IN-LINE	Yes	Light, moderate or vigorous		
SKI FLYING	Yes	Light, moderate or vigorous		
SKIING	Yes	Vigorous only		
SKI-ING - BAREFOOT SNOW	Yes	Vigorous only		
SKI-ING - BAREFOOT WATER	Yes	Vigorous only		
SKI-ING - EXTREME	Yes	Vigorous only		
SKI-ING - FREE	Yes	Vigorous only		
SKI-ING - GRASS OR DRY SKI SLOPE	Yes	Vigorous only		
SKI-ING - MONO	Yes	Vigorous only		
SKI-ING - PARACHUTE	Yes	Vigorous only		
SKI-ING - RIBBING	Yes	Vigorous only		
SKI-ING - SPEED	Yes	Vigorous only		
SKIPPING	Yes	Light, moderate or vigorous		
SKITTLES	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
SKY DIVING	Yes	Light, moderate or vigorous		
SKY SURFING	Yes	Light, moderate or vigorous		
SNOMOBILE RACING	Yes	Light, moderate or vigorous		
SNOOKER	Yes	Light - only		
SNORKELLING	Yes	Light, moderate or vigorous		
SNOW MOUNTAIN BIKE RACING	Yes	Light, moderate or vigorous		
SNOWBOARDING	Yes	Light, moderate or vigorous		
SOARING	Yes	Light, moderate or vigorous		
SOFTBALL	Yes	Moderate only		
SOMBO	Yes	Moderate or vigorous		
SPEED BIKING	Yes	Light, moderate or vigorous		
Speedway	Yes	Moderate or vigorous	New activity	Start of Q3
Sportsboats	Yes	Light, moderate or vigorous	New activity	Start of Q3
SQUASH	Yes	Moderate or vigorous		
STEP MACHINE	Yes	Moderate or vigorous		
Stool ball	Yes	Moderate or vigorous	New activity	Start of Q3
SUB AQUA / SCUBA DIVING / SCUBA DIVING	Yes	Light, moderate or vigorous		
SUPER-MODIFIED SHOVEL RACING	Yes	Light, moderate or vigorous		
Surf life saving	Yes	Moderate or vigorous	New activity	Start of Q3
SURFING	Yes	Light, moderate or vigorous		
SWIMMING - DEEP WATER	Yes	Moderate or vigorous		
SWIMMING - OPEN WATER	Yes	Moderate or vigorous		
SWIMMING / DIVING [INDOORS]	Yes	Moderate or vigorous		
SWIMMING / DIVING [OUTDOORS]	Yes	Moderate or vigorous		

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
TABLE TENNIS	Yes	Light, moderate or vigorous		
TAEKWANDO	Yes	Moderate or vigorous		
TAI CHI	Yes	Moderate or vigorous		
TANG SOO DO	Yes	Moderate or vigorous		
TCHOUKBALL	Yes	Light, moderate or vigorous		
Telemark	Yes	Moderate or vigorous	New activity	Start of Q3
TENNIS	Yes	Moderate or vigorous		
TENPIN BOWLING	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2
TOBOGGANING	Yes	Light, moderate or vigorous		
TRAMPOLINING	Yes	Light, moderate or vigorous		
TRAMPOLINING - in garden	Yes	Light, moderate or vigorous	New activity	Approx start M12 APS2 - 4 Sept 2008
TRIALS RACING	Yes	Moderate or vigorous		
TRIATHLON	Yes	Vigorous only		
TRIFOILING	Yes	Light, moderate or vigorous		
TROTting	Yes	Light, moderate or vigorous		
TUG OF WAR	Yes	Light, moderate or vigorous		
ULTIMATE FIGHTING	No	Light, moderate or vigorous	DELETED	18 January 2009
ULTIMATE FRISBEE	Yes	Light, moderate or vigorous		
VOLLEYBALL - INDOORS	Yes	Moderate or vigorous	New activity	12 January 2009
VOLLEYBALL - OUTDOORS	Yes	Moderate or vigorous	LABEL CHANGE	12 January 2009
WAKE BOARDING	Yes	Light, moderate or vigorous		
WALKING	Yes	Light, moderate or vigorous	LABEL CHANGE	Start of APS4
WALKING - CLIFF	Yes	Light, moderate or vigorous		
WALKING - GORGE	Yes	Light, moderate or vigorous		

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
WALKING - HILL WALKING	Yes	Light, moderate or vigorous		
WATER POLO	Yes	Light, moderate or vigorous		
WATERSKIING	Yes	Vigorous only		
WEIGHT TRAINING	Yes	Moderate or vigorous	Only used for routing to follow up question	Start of APS4
Weight training (resistance machines) - for specific sport	No	Moderate or vigorous	New activity	Start of APS4
Weight training (free weights) - general fitness	No	Moderate or vigorous	New activity	Start of APS4
Weight training (resistance machines) - general fitness	No	Moderate or vigorous	New activity	Start of APS4
WEIGHTLIFTING	Yes	Moderate or vigorous	Only used for routing to follow up question	Start of APS4
Weightlifting (Olympic) - Snatch / Clean & Jerk	No	Moderate or vigorous	New activity	Start of APS4
WHEELCHAIR SPORTS - ARCHERY	Yes	Light, moderate or vigorous		
WHEELCHAIR SPORTS - BASKETBALL	Yes	Light, moderate or vigorous		
WHEELCHAIR SPORTS - FISHING	Yes	Light, moderate or vigorous	Intensity level change	Start of Q2 APS4
Wheelchair sports - Rugby	Yes	Light, moderate or vigorous	New activity	12 January 2009
WHEELCHAIR SPORTS - TABLE TENNIS	Yes	Light, moderate or vigorous		
WHEELCHAIR SPORTS - TENNIS	Yes	Moderate or vigorous	Intensity level change	Start of Q2 APS4
WI FIT / WII FIT	Yes	Light, moderate or vigorous	New activity	18 January 2009
WINDSURFING OR BOARDSAILING	Yes	Moderate or vigorous		
WORK OUT / WORK OUT VIDEO	Yes	Moderate or vigorous	New activity	Start of M9 APS2
Wrestling - Beach	Yes	Light, moderate or vigorous	New activity	Start of APS4
Wrestling - Grappling	Yes	Light, moderate or vigorous	New activity	Start of APS4
Wrestling - Cornish	Yes	Light, moderate or vigorous	New activity	Start of APS4
WRESTLING - CUMBERLAND	Yes	Light, moderate or vigorous		
WRESTLING - FREESTYLE	Yes	Light, moderate or vigorous	DELETED / LABEL CHANGE	Start of Q3 APS4 (label change start of APS4)

Activity list	Included on database for Q16, 17, 18	Intensity label	Change	Change implemented
Wrestling - Lancashire or 'Catch as Catch Can'	Yes	Light, moderate or vigorous	New activity	Start of APS4
Wrestling - Olympic Freestyle	Yes	Light, moderate or vigorous	LABEL CHANGE	Start of APS4
Wrestling - Olympic Greco-Roman	Yes	Light, moderate or vigorous	LABEL CHANGE	Start of APS4
Wrestling - Westmoreland	Yes	Light, moderate or vigorous	New activity	Start of APS4
YACHTING	No	Moderate only	DELETED	Start of APS2
YACHTING - ICE	Yes	Moderate only	Intensity level change	Start of APS2
YACHTING - LAND	Yes	Light, moderate or vigorous		
YACHTING - OCEAN RACING	No	Moderate only	DELETED	Start of APS4
YACHTING (CRUISING OR RACING) - INSHORE/COASTAL	No	Moderate only	DELETED	Start of APS4 (activity added start of APSS2)
YACHTING (CRUISING OR RACING) - OFFSHORE	No	Moderate only	DELETED	Start of APS4 (activity added start of APSS2)
YACHTING (CRUISING OR RACING) - OTHER	No	Moderate only	DELETED	Start of APS4 (activity added start of APSS2)
YOGA	Yes	Light, moderate or vigorous	Intensity level change	Start of APS2

Appendix G – Sample management rules

Excluded from Response rate calculation	Ineligible	Detail
Dead	Always no reply	20 consecutive "no replies" outcomes (15 on first issue and 5 on reissue).
Dead	Always engaged	20 consecutive "engaged" outcomes (15 on first issue and 5 on reissue).
Dead	Always answer phone	20 consecutive "answer phone" outcomes (15 on first issue and 5 on reissue).
Dead	Always fax / data line	6 consecutive "fax or dataline" outcomes (3 on first issue and 3 on reissue)
Dead	Always no reply or engaged or answer phone	20 consecutive "no replies or engaged or answer phone" outcomes (15 on first issue and 5 on reissue).
Dead	Duplicate	A number duplicated in the sample
Dead	Business number	Known business numbers have been excluded from sample but some will still be present
Dead	Unobtainable - checked	6 consecutive "unobtainable" outcomes (3 on first issue and 3 on reissue)
Dead	Other non interview e.g. deaf, no English speakers or Urdu, Hindi, Gujarati	
Dead	Outside sample frame	Non English numbers excluded, out of quota
Dead	Complete - No postcode/LA/Address	A completed interview where no LA can be allocated
Dead	KPI complete - No postcode/LA/Address	A completed interview where respondent quits in the demographics and where no LA can be allocated
Dead	40 times tried – no contact	Any sample reaching 40 calls where it has not been possible to confirm that the number is an eligible household

Included in Response rate calculation	Eligible	Detail
Used	Complete	All questions answered, LA verified
Used	KPI complete	Q1 to Q15, Q19 and Q24 answered, LA verified
Used	Quit interview	A quit between Q1 and Q24
Used	Stopped interview	Interview stopped by respondent
Used	Hard refusal - initial contact	Refusal during survey introduction.
Used	Hard refusal - next birthday	Refusal at screener S4
Used	Hard refusal - respondent name	Refusal at screener S5
Used	Hard refusal - won't pass to respondent	Refusal at screener S6
Used	Hard refusal - respondent	Refusal at screener S9
Used	Soft refusal - reissued - initial contact	Soft refusal during survey introduction.
Used	Soft refusal - reissued - next birthday	Soft refusal at screener S4
Used	Soft refusal - reissued- respondent name	Soft refusal at screener S5
Used	Soft refusal - reissued - won't pass to respondent	Soft refusal at screener S6
Used	Soft refusal - reissued - respondent	Soft refusal at screener S9
Used	Soft refusal - reissued - proxy	Soft refusal by other member of household after eligible respondent has been confirmed.
Used	Soft refusal - reissue always eng / no rep / fax	Soft refusal reissued 5 consecutive no reply or engaged or 3 consecutive fax or dataline
Used	40 times tried - contact	Any sample reaching 40 calls where it is confirmed that the number is an eligible household

Appendix H – Sample response analysis

APS2	Month 1 - CLOSED		Month 2 - CLOSED	
Total Sample	28484	% total	181250	% total
Fresh sample - not issued / not loaded / not dialled	7		3	
Dialled (total sample - fresh sample)	28483	100.0%	181247	100.0%
	1			
Eligible (total sample - fresh and ineligible)	14562	51.1%	93368	51.5%
	9			
Ineligible	13920	48.9%	87874	48.5%
	2			
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	34526	12.1%	21163	11.7%
Business number	17385	6.1%	10942	6.0%
Unobtainable - checked	84873	29.8%	54353	30.0%
Tried over 40 times - no contact	300	0.1%	143	0.1%
Other (duplicate/complete no LA/outside England/other)	2118	0.7%	1273	0.7%
Eligible - used		% eligible		% eligible
Completed interview	29023	19.9%	19976	21.4%
Stopped or quit interview	1991	1.4%	1150	1.2%
Hard refusal	19628	13.5%	11286	12.1%
Soft refusal - second soft refusal	89822	61.7%	56685	60.7%
Soft refusal reissue - Always no reply or engaged	3096	2.1%	2401	2.6%
Tried over 40 times - contact	633	0.4%	325	0.3%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	454	31.6%	85	5.5%
Extracted sample	505	35.2%	409	26.5%
Eligible live		% eligible live		% eligible live
Hard appointment	10	0.7%	15	1.0%
Soft appointment	191	13.3%	447	28.9%
Soft refusal - first soft refusal	0	0.0%	2	0.1%
No reply or engaged or fax- data line or answerphone	106	7.4%	368	23.8%
Unobtainable - unchecked	54	3.8%	43	2.8%
Soft refusal reissue - no reply or engaged	116	8.1%	176	11.4%
Response rates		%		%
Final	29023	20.1%	19976	21.8%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	1436	0.5%	1545	0.9%

APS2	Month 3 - CLOSED		Month 4 - CLOSED	
Total Sample	11805	% total	18977	% total
Fresh sample - not issued / not loaded / not dialled	5		2	
Dialled (total sample - fresh sample)	11	0.0%	3	0.0%
	11804	100.0%	18976	100.0%
	4		9	
Eligible (total sample - fresh and ineligible)	61607	52.2%	95897	50.5%
Ineligible	56437	47.8%	93867	49.5%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	13386	11.3%	22161	11.7%
Business number	6669	5.6%	11546	6.1%
Unobtainable - checked	35480	30.1%	58553	30.9%
Tried over 40 times - no contact	35	0.0%	98	0.1%
Other (duplicate/complete no LA/outside England/other)	867	0.7%	1509	0.8%
Eligible - used		% eligible		% eligible
Completed interview	14278	23.2%	22740	23.7%
Stopped or quit interview	886	1.4%	1588	1.7%
Hard refusal	7716	12.5%	11028	11.5%
Soft refusal - second soft refusal	35857	58.2%	54933	57.3%
Soft refusal reissue - Always no reply or engaged	1588	2.6%	3327	3.5%
Tried over 40 times - contact	315	0.5%	1086	1.1%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	9	0.9%	49	4.1%
Extracted sample	145	15.0%	365	30.5%
Eligible live		% eligible live		% eligible live
Hard appointment	5	0.5%	10	0.8%
Soft appointment	325	33.6%	405	33.9%
Soft refusal - first soft refusal	0	0.0%	1	0.1%
No reply or engaged or fax- data line or answerphone	264	27.3%	192	16.1%
Unobtainable - unchecked	31	3.2%	28	2.3%
Soft refusal reissue - no reply or engaged	188	19.4%	145	12.1%
Response rates		%		%
Final	14278	23.5%	22740	24.0%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	967	0.8%	1195	0.6%

APS2	Month 5 - CLOSED		Month 6 - CLOSED	
Total Sample	223306	% total	132069	% total
Fresh sample - not issued / not loaded / not dialled	15	0.0%	6	0.0%
Dialled (total sample - fresh sample)	223291	100.0%	132063	100.0%
Eligible (total sample - fresh and ineligible)	112489	50.4%	66645	50.5%
Ineligible	110742	49.6%	65384	49.5%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	26439	11.8%	15353	11.6%
Business number	13733	6.2%	7743	5.9%
Unobtainable - checked	68758	30.8%	40926	31.0%
Tried over 40 times - no contact	64	0.0%	119	0.1%
Other (duplicate/complete no LA/outside England/other)	1748	0.8%	1243	0.9%
Eligible - used		% eligible		% eligible
Completed interview	26487	23.5%	16385	24.6%
Stopped or quit interview	2260	2.0%	1625	2.4%
Hard refusal	12730	11.3%	8950	13.4%
Soft refusal - second soft refusal	64028	56.9%	35720	53.6%
Soft refusal reissue - Always no reply or engaged	3877	3.4%	2001	3.0%
Tried over 40 times - contact	1236	1.1%	872	1.3%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	474	25.3%	330	30.2%
Extracted sample	230	12.3%	210	19.2%
Eligible live		% eligible live		% eligible live
Hard appointment	30	1.6%	9	0.8%
Soft appointment	625	33.4%	211	19.3%
Soft refusal - first soft refusal	0	0.0%	0	0.0%
No reply or engaged or fax- data line or answerphone	256	13.7%	121	11.1%
Unobtainable - unchecked	38	2.0%	31	2.8%
Soft refusal reissue - no reply or engaged	218	11.7%	180	16.5%
Response rates		%		%
Final	26487	23.9%	16385	25.0%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	1871	0.8%	1092	0.8%

APS2	Month 7 - CLOSED		Month 8 - CLOSED	
Total Sample	107491	% total	129115	% total
Fresh sample - not issued / not loaded / not dialled	13	0.0%	8	0.0%
Dialled (total sample - fresh sample)	107478	100.0%	129107	100.0%
Eligible (total sample - fresh and ineligible)	51738	48.2%	65352	50.6%
Ineligible	55705	51.8%	63755	49.4%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	12793	11.9%	15238	11.8%
Business number	6430	6.0%	8127	6.3%
Unobtainable - checked	35254	32.8%	39156	30.3%
Tried over 40 times - no contact	129	0.1%	140	0.1%
Other (duplicate/complete no LA/outside England/other)	1099	1.0%	1094	0.8%
Eligible - used		% eligible		% eligible
Completed interview	12814	24.8%	16201	24.8%
Stopped or quit interview	1658	3.2%	1022	1.6%
Hard refusal	6757	13.1%	7405	11.3%
Soft refusal - second soft refusal	27349	52.9%	37096	56.8%
Soft refusal reissue - Always no reply or engaged	1732	3.3%	1688	2.6%
Tried over 40 times - contact	713	1.4%	682	1.0%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	315	44.1%	324	25.8%
Extracted sample	101	14.1%	244	19.4%
Eligible live		% eligible live		% eligible live
Hard appointment	6	0.8%	25	2.0%
Soft appointment	134	18.7%	266	21.1%
Soft refusal - first soft refusal	0	0.0%	2	0.2%
No reply or engaged or fax- data line or answerphone	64	9.0%	196	15.6%
Unobtainable - unchecked	13	1.8%	11	0.9%
Soft refusal reissue - no reply or engaged	82	11.5%	190	15.1%
Response rates		%		%
Final	12814	25.1%	16201	25.3%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	715	0.7%	1258	1.0%

APS2	Month 9 - CLOSED		Month 10 - CLOSED	
Total Sample	132653	% total	94315	% total
Fresh sample - not issued / not loaded / not dialled	9	0.0%	7	0.0%
Dialled (total sample - fresh sample)	132644	100.0%	94308	100.0%
Eligible (total sample - fresh and ineligible)	66574	50.2%	46602	49.4%
Ineligible	66070	49.8%	47701	50.6%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	16151	12.2%	10510	11.1%
Business number	8136	6.1%	5624	6.0%
Unobtainable - checked	40648	30.6%	30100	31.9%
Tried over 40 times - no contact	45	0.0%	680	0.7%
Other (duplicate/complete no LA/outside England/other)	1090	0.8%	787	0.8%
Eligible - used		% eligible		% eligible
Completed interview	16152	24.3%	11470	24.6%
Stopped or quit interview	1061	1.6%	890	1.9%
Hard refusal	5866	8.8%	4480	9.6%
Soft refusal - second soft refusal	40109	60.2%	27270	58.5%
Soft refusal reissue - Always no reply or engaged	1563	2.3%	1114	2.4%
Tried over 40 times - contact	702	1.1%	603	1.3%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	532	47.5%	248	32.0%
Extracted sample	202	18.0%	148	19.1%
Eligible live		% eligible live		% eligible live
Hard appointment	21	1.9%	23	3.0%
Soft appointment	162	14.5%	198	25.5%
Soft refusal - first soft refusal	0	0.0%	0	0.0%
No reply or engaged or fax- data line or answerphone	63	5.6%	75	9.7%
Unobtainable - unchecked	12	1.1%	9	1.2%
Soft refusal reissue - no reply or engaged	129	11.5%	74	9.5%
Response rates				
Final	16152	24.7%	11470	25.0%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	1121	0.8%	775	0.8%

APS2	Month 11 - CLOSED		Month 12 - CLOSED	
Total Sample	46804	% total	186153	% total
Fresh sample - not issued / not loaded / not dialled	5	0.0%	14	0.0%
Dialled (total sample - fresh sample)	46799	100.0%	186139	100.0%
Eligible (total sample - fresh and ineligible)	23200	49.6%	92758	49.8%
Ineligible	23596	50.4%	93376	50.2%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	5387	11.5%	20593	11.1%
Business number	2816	6.0%	11394	6.1%
Unobtainable - checked	14840	31.7%	59199	31.8%
Tried over 40 times - no contact	122	0.3%	611	0.3%
Other (duplicate/complete no LA/outside England/other)	431	0.9%	1579	0.8%
Eligible - used		% eligible		% eligible
Completed interview	5809	25.0%	23892	25.8%
Stopped or quit interview	352	1.5%	1516	1.6%
Hard refusal	1989	8.6%	9118	9.8%
Soft refusal - second soft refusal	13674	58.9%	54456	58.7%
Soft refusal reissue - Always no reply or engaged	596	2.6%	1657	1.8%
Tried over 40 times - contact	335	1.4%	927	1.0%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	136	30.6%	211	17.7%
Extracted sample	74	16.6%	195	16.4%
Eligible live		% eligible live		% eligible live
Hard appointment	2	0.4%	1	0.1%
Soft appointment	121	27.2%	194	16.3%
Soft refusal - first soft refusal	0	0.0%	0	0.0%
No reply or engaged or fax- data line or answerphone	27	6.1%	476	39.9%
Unobtainable - unchecked	7	1.6%	27	2.3%
Soft refusal reissue - no reply or engaged	78	17.5%	88	7.4%
Response rates		%		%
Final	5809	25.5%	23892	26.1%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	445	1.0%	1192	0.6%

APS3	Month 1 - CLOSED		Month 2 - CLOSED	
Total Sample	124499	% total	200020	% total
Fresh sample - not issued / not loaded / not dialled	9	0.0%	20	0.0%
Dialled (total sample - fresh sample)	124490	100.0%	200000	100.0%
Eligible (total sample - fresh and ineligible)	61664	49.5%	97478	48.7%
Ineligible	62811	50.5%	102508	51.3%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	13979	11.2%	20547	10.3%
Business number	7245	5.8%	11002	5.5%
Unobtainable - checked	40581	32.6%	69319	34.7%
Tried over 40 times - no contact	7	0.0%	22	0.0%
Other (duplicate/complete no LA/outside England/other)	999	0.8%	1618	0.8%
Eligible - used		% eligible		% eligible
Completed interview	15623	25.3%	24664	25.3%
Stopped or quit interview	1085	1.8%	1498	1.5%
Hard refusal	5327	8.6%	8335	8.6%
Soft refusal - second soft refusal	36324	58.9%	57865	59.4%
Soft refusal reissue - Always no reply or engaged	1464	2.4%	2326	2.4%
Tried over 40 times - contact	629	1.0%	959	1.0%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	186	15.3%	889	48.6%
Extracted sample	426	35.1%	457	25.0%
Eligible live		% eligible live		% eligible live
Hard appointment	7	0.6%	5	0.3%
Soft appointment	313	25.8%	236	12.9%
Soft refusal - first soft refusal	1	0.1%	5	0.3%
No reply or engaged or fax- data line or answerphone	48	4.0%	88	4.8%
Unobtainable - unchecked	14	1.2%	20	1.1%
Soft refusal reissue - no reply or engaged	217	17.9%	131	7.2%
Response rates		%		%
Final	15623	25.8%	24664	25.8%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	1212	1.0%	1831	0.9%

APS3	Month 3 - CLOSED		Month 4 - CLOSED	
Total Sample	111479	% total	77662	% total
Fresh sample - not issued / not loaded / not dialled	1	0.0%	7	0.0%
Dialled (total sample - fresh sample)	111478	100.0%	77655	100.0%
Eligible (total sample - fresh and ineligible)	52582	47.2%	38289	49.3%
Ineligible	58887	52.8%	39360	50.7%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	12796	11.5%	8506	11.0%
Business number	5623	5.0%	3155	4.1%
Unobtainable - checked	39274	35.2%	26742	34.4%
Tried over 40 times - no contact	55	0.0%	206	0.3%
Other (duplicate/complete no LA/outside England/other)	1139	1.0%	751	1.0%
Eligible - used		% eligible		% eligible
Completed interview	13737	26.1%	10328	27.0%
Stopped or quit interview	810	1.5%	670	1.7%
Hard refusal	4561	8.7%	3303	8.6%
Soft refusal - second soft refusal	30312	57.6%	22030	57.5%
Soft refusal reissue - Always no reply or engaged	1564	3.0%	1009	2.6%
Tried over 40 times - contact	684	1.3%	362	0.9%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	401	43.9%	221	37.6%
Extracted sample	148	16.2%	66	11.2%
Eligible live		% eligible live		% eligible live
Hard appointment	5	0.5%	5	0.9%
Soft appointment	119	13.0%	112	19.1%
Soft refusal - first soft refusal	16	1.8%	1	0.2%
No reply or engaged or fax- data line or answerphone	104	11.4%	78	13.3%
Unobtainable - unchecked	16	1.8%	14	2.4%
Soft refusal reissue - no reply or engaged	105	11.5%	90	15.3%
Response rates		%		%
Final	13737	26.6%	10328	27.4%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	914	0.8%	587	0.8%

APS3	Month 5 - CLOSED		Month 6 - CLOSED	
Total Sample	138548	% total	121247	% total
Fresh sample - not issued / not loaded / not dialled	13	0.0%	11	0.0%
Dialled (total sample - fresh sample)	138535	100.0%	121236	100.0%
Eligible (total sample - fresh and ineligible)	70400	50.8%	60981	50.3%
Ineligible	68135	49.2%	60244	49.7%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	16422	11.9%	13633	11.2%
Business number	5816	4.2%	5167	4.3%
Unobtainable - checked	44620	32.2%	39697	32.7%
Tried over 40 times - no contact	110	0.1%	642	0.5%
Other (duplicate/complete no LA/outside England/other)	1167	0.8%	1105	0.9%
Eligible - used		% eligible		% eligible
Completed interview	19013	27.0%	16692	27.4%
Stopped or quit interview	1063	1.5%	1020	1.7%
Hard refusal	5921	8.4%	5480	9.0%
Soft refusal - second soft refusal	40621	57.7%	33241	54.5%
Soft refusal reissue - Always no reply or engaged	1830	2.6%	1840	3.0%
Tried over 40 times - contact	1077	1.5%	1086	1.8%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	95	10.9%	157	9.7%
Extracted sample	367	41.9%	377	23.2%
Eligible live		% eligible live		% eligible live
Hard appointment	10	1.1%	6	0.4%
Soft appointment	150	17.1%	206	12.7%
Soft refusal - first soft refusal	35	4.0%	13	0.8%
No reply or engaged or fax- data line or answerphone	92	10.5%	237	14.6%
Unobtainable - unchecked	17	1.9%	465	28.7%
Soft refusal reissue - no reply or engaged	109	12.5%	161	9.9%
Response rates				
Final	19013	27.3%	16692	27.9%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	874	0.6%	1055	0.9%

APS3	Month 7 - CLOSED		Month 8 - CLOSED	
Total Sample	70199	% total	162605	% total
Fresh sample - not issued / not loaded / not dialled	5	0.0%	6	0.0%
Dialled (total sample - fresh sample)	70194	100.0%	162599	100.0%
Eligible (total sample - fresh and ineligible)	34621	49.3%	79120	48.7%
Ineligible	35539	50.7%	83272	51.3%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	8489	12.1%	20204	12.4%
Business number	2999	4.3%	6818	4.2%
Unobtainable - checked	23258	33.1%	54906	33.8%
Tried over 40 times - no contact	4	0.0%	24	0.0%
Other (duplicate/complete no LA/outside England/other)	789	1.1%	1320	0.8%
Eligible - used		% eligible		% eligible
Completed interview	9759	28.2%	22154	28.0%
Stopped or quit interview	657	1.9%	1597	2.0%
Hard refusal	2800	8.1%	6910	8.7%
Soft refusal - second soft refusal	19412	56.1%	43966	55.6%
Soft refusal reissue - Always no reply or engaged	898	2.6%	1995	2.5%
Tried over 40 times - contact	455	1.3%	1033	1.3%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	345	53.9%	699	47.7%
Extracted sample	94	14.7%	287	19.6%
Eligible live		% eligible live		% eligible live
Hard appointment	0	0.0%	10	0.7%
Soft appointment	39	6.1%	160	10.9%
Soft refusal - first soft refusal	49	7.7%	57	3.9%
No reply or engaged or fax- data line or answerphone	82	12.8%	89	6.1%
Unobtainable - unchecked	11	1.7%	23	1.6%
Soft refusal reissue - no reply or engaged	20	3.1%	140	9.6%
Response rates		%		%
Final	9759	28.72%	22154	28.53%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	640	0.9%	1465	0.9%

APS3	Month 9 - CLOSED		Month 10 - CLOSED	
Total Sample	167168	% total	138501	% total
Fresh sample - not issued / not loaded / not dialled	24	0.0%	13	0.0%
Dialled (total sample - fresh sample)	167144	100.0%	138488	100.0%
Eligible (total sample - fresh and ineligible)	80828	48.5%	67856	49.0%
Ineligible	85988	51.5%	70617	51.0%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	20353	12.2%	16388	11.8%
Business number	7206	4.3%	5881	4.2%
Unobtainable - checked	56751	34.0%	47073	34.0%
Tried over 40 times - no contact	23	0.0%	6	0.0%
Other (duplicate/complete no LA/outside England/other)	1655	1.0%	1269	0.9%
Eligible - used		% eligible		% eligible
Completed interview	22341	27.6%	18687	27.5%
Stopped or quit interview	1867	2.3%	1682	2.5%
Hard refusal	7171	8.9%	5555	8.2%
Soft refusal - second soft refusal	44898	55.5%	38462	56.7%
Soft refusal reissue - Always no reply or engaged	1932	2.4%	1403	2.1%
Tried over 40 times - contact	947	1.2%	629	0.9%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	138	8.3%	372	25.9%
Extracted sample	1277	76.4%	609	42.4%
Eligible live		% eligible live		% eligible live
Hard appointment	1	0.1%	4	0.3%
Soft appointment	48	2.9%	136	9.5%
Soft refusal - first soft refusal	87	5.2%	74	5.1%
No reply or engaged or fax- data line or answerphone	44	2.6%	105	7.3%
Unobtainable - unchecked	26	1.6%	24	1.7%
Soft refusal reissue - no reply or engaged	51	3.1%	114	7.9%
Response rates		%		%
Final	22341	28.22%	18687	28.14%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	1672	1.0%	1438	1.0%

APS3	Month 11 - CLOSED		Month 12 - CLOSED	
Total Sample	93271	% total	210001	% total
Fresh sample - not issued / not loaded / not dialled	15	0.0%	15	0.0%
Dialled (total sample - fresh sample)	93256	100.0%	209986	100.0%
Eligible (total sample - fresh and ineligible)	46162	49.5%	104012	49.6%
Ineligible	47051	50.5%	105888	50.4%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	10146	10.9%	23937	11.4%
Business number	3958	4.2%	8883	4.2%
Unobtainable - checked	31907	34.2%	71002	33.8%
Tried over 40 times - no contact	71	0.1%	44	0.0%
Other (duplicate/complete no LA/outside England/other)	969	1.0%	2022	1.0%
Eligible - used		% eligible		% eligible
Completed interview	12811	27.8%	28815	27.7%
Stopped or quit interview	1250	2.7%	1568	1.5%
Hard refusal	4410	9.6%	9249	8.9%
Soft refusal - second soft refusal	25529	55.3%	59278	57.0%
Soft refusal reissue - Always no reply or engaged	939	2.0%	2002	1.9%
Tried over 40 times - contact	457	1.0%	1255	1.2%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	285	37.2%	114	6.2%
Extracted sample	249	32.5%	739	40.1%
Eligible live		% eligible live		% eligible live
Hard appointment	3	0.4%	19	1.0%
Soft appointment	47	6.1%	121	6.6%
Soft refusal - first soft refusal	40	5.2%	396	21.5%
No reply or engaged or fax- data line or answerphone	71	9.3%	256	13.9%
Unobtainable - unchecked	21	2.7%	28	1.5%
Soft refusal reissue - no reply or engaged	50	6.5%	172	9.3%
Response rates		%		%
Final	12811	28.22%	28815	28.20%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	766	0.8%	1844	0.9%

APS4	Month 1 - CLOSED		Month 2 - CLOSED	
Total Sample	88542	% total	206705	% total
Fresh sample - not issued / not loaded / not dialled	5	0.0%	9	0.0%
Dialled (total sample - fresh sample)	88537	100.0%	206696	100.0%
Eligible (total sample - fresh and ineligible)	42795	48.3%	102305	49.5%
Ineligible	45733	51.7%	104355	50.5%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	9124	10.3%	21477	10.4%
Business number	3045	3.4%	7934	3.8%
Unobtainable - checked	32567	36.8%	72188	34.9%
Tried over 40 times - no contact	6	0.0%	895	0.4%
Other (duplicate/complete no LA/outside England/other)	991	1.1%	1861	0.9%
Eligible - used		% eligible		% eligible
Completed interview	12085	28.2%	28108	27.5%
Stopped or quit interview	797	1.9%	2159	2.1%
Hard refusal	3765	8.8%	9526	9.3%
Soft refusal - second soft refusal	24138	56.4%	56384	55.1%
Soft refusal reissue - Always no reply or engaged	985	2.3%	3058	3.0%
Tried over 40 times - contact	146	0.3%	955	0.9%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	0.0%	0	0.0%
Unobtainable awaiting reissue	0	0.0%	0	0.0%
Soft refusal awaiting reissue	0	0.0%	0	0.0%
Reissue sample - not reissued /not reloaded /not dialled	232	26.4%	636	30.1%
Extracted sample	382	43.5%	781	36.9%
Eligible live		% eligible live		% eligible live
Hard appointment	6	0.7%	31	1.5%
Soft appointment	69	7.8%	98	4.6%
Soft refusal - first soft refusal	0	0.0%	2	0.1%
No reply or engaged or fax- data line or answerphone	56	6.4%	257	12.2%
Unobtainable - unchecked	19	2.2%	33	1.6%
Soft refusal reissue - no reply or engaged	115	13.1%	277	13.1%
Response rates		%		%
Final	12085	28.83%	28108	28.05%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	879	1.0%	2115	1.0%

APS2DCMS Culture Boost	Month 7		Month 8	
Total Sample	89990	% total	102984	% total
Fresh sample - not issued / not loaded / not dialled	3	0.0%	4	0.0%
Dialled (total sample - fresh sample)	89987	100.0%	102980	100.0%
Eligible (total sample - fresh and ineligible)	42722	47.5%	50115	48.7%
Ineligible	47265	52.5%	52865	51.3%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	11226	12.5%	12073	11.7%
Business number	5281	5.9%	5979	5.8%
Unobtainable - checked	29363	32.6%	33295	32.3%
Tried over 40 times - no contact	14	0.0%	21	0.0%
Other (duplicate/complete no LA/outside England/other)	1381	1.5%	1497	1.5%
Eligible - used		% eligible		% eligible
Completed interview	13648	31.9%	15539	31.0%
Stopped or quit interview	582	1.4%	638	1.3%
Hard refusal	4368	10.2%	3798	7.6%
Soft refusal - second soft refusal	20070	47.0%	21726	43.4%
Soft refusal reissue - Always no reply or engaged	1150	2.7%	1294	2.6%
Tried over 40 times - contact	467	1.1%	551	1.1%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	14	0.6%	127	1.9%
Unobtainable awaiting reissue	48	2.0%	162	2.5%
Soft refusal awaiting reissue	197	8.1%	707	10.8%
Reissue sample - not reissued /not reloaded /not dialled	145	5.9%	187	2.8%
Extracted sample	1727	70.9%	5314	80.9%
Eligible live		% eligible live		% eligible live
Hard appointment	0	0.0%	0	0.0%
Soft appointment	135	5.5%	32	0.5%
Soft refusal - first soft refusal	0	0.0%	0	0.0%
No reply or engaged or fax- data line or answerphone	158	6.5%	29	0.4%
Unobtainable - unchecked	10	0.4%	8	0.1%
Soft refusal reissue - no reply or engaged	3	0.1%	3	0.0%
Response rates		%		%
Current	13648	31.9%	15539	31.0%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	2437	2.7%	6569	6.4%

APS2DCMS Culture Boost	Month 9		Month 10	
Total Sample	14315	% total	50657	% total
Fresh sample - not issued / not loaded / not dialled	6			
Dialled (total sample - fresh sample)	24	0.0%	34	0.1%
	14313	100.0%	50623	99.9%
	2			
Eligible (total sample - fresh and ineligible)	70317	49.1%	25839	51.0%
Ineligible	72815	50.9%	24784	49.0%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	16236	11.3%	5468	10.8%
Business number	7992	5.6%	2618	5.2%
Unobtainable - checked	46315	32.4%	16036	31.7%
Tried over 40 times - no contact	11	0.0%	1	0.0%
Other (duplicate/complete no LA/outside England/other)	2261	1.6%	661	1.3%
Eligible - used		% eligible		% eligible
Completed interview	20803	29.6%	7051	27.3%
Stopped or quit interview	882	1.3%	248	1.0%
Hard refusal	7140	10.2%	1994	7.7%
Soft refusal - second soft refusal	26118	37.1%	8220	31.8%
Soft refusal reissue - Always no reply or engaged	1210	1.7%	308	1.2%
Tried over 40 times - contact	561	0.8%	82	0.3%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	342	2.5%	369	4.6%
Unobtainable awaiting reissue	333	2.4%	230	2.9%
Soft refusal awaiting reissue	2949	21.7%	2095	26.4%
Reissue sample - not reissued /not reloaded /not dialled	265	1.9%	74	0.9%
Extracted sample	9568	70.3%	5113	64.4%
Eligible live		% eligible live		% eligible live
Hard appointment	2	0.0%	0	0.0%
Soft appointment	55	0.4%	24	0.3%
Soft refusal - first soft refusal	0	0.0%	1	0.0%
No reply or engaged or fax- data line or answerphone	64	0.5%	20	0.3%
Unobtainable - unchecked	11	0.1%	4	0.1%
Soft refusal reissue - no reply or engaged	14	0.1%	6	0.1%
Response rates		%		%
Current	20803	29.6%	7051	27.3%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	13603	9.5%	7936	15.7%

APS2DCMS Culture Boost	Month 11		Month 12	
Total Sample	44864	% total	286283	% total
Fresh sample - not issued / not loaded / not dialled	69	0.2%	241211	84.3%
Dialled (total sample - fresh sample)	44795	99.8%	45072	15.7%
Eligible (total sample - fresh and ineligible)	23213	51.8%	43174	95.8%
Ineligible	21582	48.2%	1898	4.2%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	4356	9.7%	11	0.0%
Business number	2492	5.6%	1439	3.2%
Unobtainable - checked	14221	31.7%	164	0.4%
Tried over 40 times - no contact	2	0.0%	0	0.0%
Other (duplicate/complete no LA/outside England/other)	511	1.1%	284	0.6%
Eligible - used		% eligible		% eligible
Completed interview	5525	23.8%	2085	4.8%
Stopped or quit interview	154	0.7%	78	0.2%
Hard refusal	1337	5.8%	401	0.9%
Soft refusal - second soft refusal	3936	17.0%	0	0.0%
Soft refusal reissue - Always no reply or engaged	110	0.5%	0	0.0%
Tried over 40 times - contact	17	0.1%	0	0.0%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	942	7.8%	364	0.9%
Unobtainable awaiting reissue	568	4.7%	14935	36.8%
Soft refusal awaiting reissue	4491	37.0%	5160	12.7%
Reissue sample - not reissued /not reloaded /not dialled	27	0.2%	0	0.0%
Extracted sample	5982	49.3%	19980	49.2%
Eligible live		% eligible live		% eligible live
Hard appointment	0	0.0%	1	0.0%
Soft appointment	29	0.2%	50	0.1%
Soft refusal - first soft refusal	1	0.0%	0	0.0%
No reply or engaged or fax- data line or answerphone	85	0.7%	108	0.3%
Unobtainable - unchecked	1	0.0%	12	0.0%
Soft refusal reissue - no reply or engaged	8	0.1%	0	0.0%
Response rates		%		%
Current	5525	23.8%	2085	4.8%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	12134	27.1%	40610	90.1%

APS4 DCMS Culture Boost	Month 1 - CLOSED		Month 2 - CLOSED	
Total Sample	40161	% total	41306	% total
Fresh sample - not issued / not loaded / not dialled	175	0.4%	0	0.0%
Dialled (total sample - fresh sample)	39986	99.6%	41306	100.0%
Eligible (total sample - fresh and ineligible)	18096	45.4%	19142	46.5%
Ineligible	21758	54.6%	21984	53.5%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	4440	11.1%	4939	12.0%
Business number	1299	3.2%	1436	3.5%
Unobtainable - checked	15377	38.5%	14694	35.6%
Tried over 40 times - no contact	3	0.0%	3	0.0%
Other (duplicate/complete no LA/outside England/other)	639	1.6%	912	2.2%
Eligible - used		% eligible		% eligible
Completed interview	6259	34.6%	6618	34.6%
Stopped or quit interview	214	1.2%	203	1.1%
Hard refusal	1311	7.2%	1571	8.2%
Soft refusal - second soft refusal	9479	52.4%	9583	50.1%
Soft refusal reissue - Always no reply or engaged	512	2.8%	595	3.1%
Tried over 40 times - contact	106	0.6%	170	0.9%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	9	4.2%	7	1.7%
Unobtainable awaiting reissue	1	0.5%	6	1.5%
Soft refusal awaiting reissue	2	0.9%	4	1.0%
Reissue sample - not reissued /not reloaded /not dialled	1	0.5%	0	0.0%
Extracted sample	34	15.8%	109	27.1%
Eligible live		% eligible live		% eligible live
Hard appointment	7	3.3%	9	2.2%
Soft appointment	35	16.3%	26	6.5%
Soft refusal - first soft refusal	26	12.1%	118	29.4%
No reply or engaged or fax- data line or answerphone	70	32.6%	73	18.2%
Unobtainable - unchecked	3	1.4%	2	0.5%
Soft refusal reissue - no reply or engaged	27	12.6%	48	11.9%
Response rates		%		%
Final	6259	35.00%	6618	35.31%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	215	0.5%	402	1.0%

APS4 DCMS Culture Boost	Month 3 - CLOSED		Month 4	
Total Sample	5017	% total	16405	% total
Fresh sample - not issued / not loaded / not dialled	0	0.0%	0	0.0%
Dialled (total sample - fresh sample)	5017	100.0%	16405	100.0%
Eligible (total sample - fresh and ineligible)	2174	43.5%	7450	45.5%
Ineligible	2825	56.5%	8908	54.5%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	575	11.5%	1570	9.6%
Business number	165	3.3%	599	3.7%
Unobtainable - checked	1989	39.6%	6378	38.9%
Tried over 40 times - no contact	0	0.0%	0	0.0%
Other (duplicate/complete no LA/outside England/other)	96	1.9%	361	2.2%
Eligible - used		% eligible		% eligible
Completed interview	760	35.0%	2503	33.6%
Stopped or quit interview	42	1.9%	79	1.1%
Hard refusal	101	4.6%	556	7.5%
Soft refusal - second soft refusal	1163	53.5%	3624	48.6%
Soft refusal reissue - Always no reply or engaged	73	3.4%	217	2.9%
Tried over 40 times - contact	4	0.2%	44	0.6%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	1	3.2%	151	35.4%
Unobtainable awaiting reissue	2	6.5%	17	4.0%
Soft refusal awaiting reissue	1	3.2%	18	4.2%
Reissue sample - not reissued /not reloaded /not dialled	0	0.0%	0	0.0%
Extracted sample	20	64.5%	135	31.6%
Eligible live		% eligible live		% eligible live
Hard appointment	0	0.0%	4	0.9%
Soft appointment	1	3.2%	13	3.0%
Soft refusal - first soft refusal	0	0.0%	25	5.9%
No reply or engaged or fax- data line or answerphone	1	3.2%	42	9.8%
Unobtainable - unchecked	2	6.5%	0	0.0%
Soft refusal reissue - no reply or engaged	3	9.7%	22	5.2%
Response rates		%		%
Final	760	35.46%		
Current			2503	33.60%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	31	0.6%	427	2.6%

APS4 DCMS Culture Boost	Month 5		Month 6	
Total Sample	4081	% total	64604	% total
Fresh sample - not issued / not loaded / not dialled	0	0.0%	1	0.0%
Dialled (total sample - fresh sample)	4081	100.0%	64603	100.0%
Eligible (total sample - fresh and ineligible)	1706	42.0%	29609	46.0%
Ineligible	2356	58.0%	34761	54.0%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	237	5.8%	5107	7.9%
Business number	134	3.3%	2278	3.5%
Unobtainable - checked	1888	46.3%	25570	39.6%
Tried over 40 times - no contact	0	0.0%	1	0.0%
Other (duplicate/complete no LA/outside England/other)	97	2.4%	1805	2.8%
Eligible - used		% eligible		% eligible
Completed interview	554	32.5%	8899	30.1%
Stopped or quit interview	24	1.4%	307	1.0%
Hard refusal	90	5.3%	1641	5.5%
Soft refusal - second soft refusal	946	55.5%	12540	42.4%
Soft refusal reissue - Always no reply or engaged	48	2.8%	433	1.5%
Tried over 40 times - contact	1	0.1%	150	0.5%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	5	11.6%	1551	27.5%
Unobtainable awaiting reissue	0	0.0%	150	2.7%
Soft refusal awaiting reissue	1	2.3%	661	11.7%
Reissue sample - not reissued /not reloaded /not dialled	0	0.0%	12	0.2%
Extracted sample	31	72.1%	2685	47.6%
Eligible live		% eligible live		% eligible live
Hard appointment	0	0.0%	20	0.4%
Soft appointment	1	2.3%	75	1.3%
Soft refusal - first soft refusal	0	0.0%	0	0.0%
No reply or engaged or fax- data line or answerphone	1	2.3%	121	2.1%
Unobtainable - unchecked	0	0.0%	4	0.1%
Soft refusal reissue - no reply or engaged	4	9.3%	360	6.4%
Response rates		%		%
Current	554	32.47%	8899	30.06%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	43	1.1%	5639	8.7%

APS4 DCMS Culture Boost	Month 7		Month 8	
Total Sample	8753	% total	17771	% total
Fresh sample - not issued / not loaded / not dialled	0	0.0%	0	0.0%
Dialled (total sample - fresh sample)	8753	100.0%	17771	100.0%
Eligible (total sample - fresh and ineligible)	4437	50.8%	9191	51.9%
Ineligible	4291	49.2%	8515	48.1%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	1009	11.5%	1497	8.4%
Business number	294	3.4%	659	3.7%
Unobtainable - checked	2883	32.9%	5967	33.6%
Tried over 40 times - no contact	0	0.0%	1	0.0%
Other (duplicate/complete no LA/outside England/other)	105	1.2%	391	2.2%
Eligible - used		% eligible		% eligible
Completed interview	1283	28.9%	2493	27.1%
Stopped or quit interview	53	1.2%	90	1.0%
Hard refusal	225	5.1%	470	5.1%
Soft refusal - second soft refusal	1753	39.5%	3016	32.8%
Soft refusal reissue - Always no reply or engaged	51	1.1%	76	0.8%
Tried over 40 times - contact	1	0.0%	23	0.3%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	169	15.8%	674	22.3%
Unobtainable awaiting reissue	250	23.3%	485	16.0%
Soft refusal awaiting reissue	36	3.4%	595	19.7%
Reissue sample - not reissued /not reloaded /not dialled	1	0.1%	12	0.4%
Extracted sample	591	55.2%	1028	34.0%
Eligible live		% eligible live		% eligible live
Hard appointment	0	0.0%	10	0.3%
Soft appointment	3	0.3%	34	1.1%
Soft refusal - first soft refusal	0	0.0%	0	0.0%
No reply or engaged or fax- data line or answerphone	2	0.2%	51	1.7%
Unobtainable - unchecked	0	0.0%	0	0.0%
Soft refusal reissue - no reply or engaged	19	1.8%	134	4.4%
Response rates		%		%
Current	1283	28.92%	2493	27.12%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	1071	12.2%	3023	17.0%

APS4 DCMS Culture Boost	Month 9		Month 10	
Total Sample	19007	% total	17481	% total
Fresh sample - not issued / not loaded / not dialled	0	0.0%	0	0.0%
Dialled (total sample - fresh sample)	19007	100.0%	17481	100.0%
Eligible (total sample - fresh and ineligible)	9670	51.0%	13143	75.3%
Ineligible	9304	49.0%	4304	24.7%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	1778	9.4%	203	1.2%
Business number	762	4.0%	514	2.9%
Unobtainable - checked	6236	32.8%	3335	19.1%
Tried over 40 times - no contact	0	0.0%	0	0.0%
Other (duplicate/complete no LA/outside England/other)	528	2.8%	252	1.4%
Eligible - used		% eligible		% eligible
Completed interview	2406	24.9%	1977	15.0%
Stopped or quit interview	52	0.5%	57	0.4%
Hard refusal	588	6.1%	173	1.3%
Soft refusal - second soft refusal	2654	27.4%	1059	8.1%
Soft refusal reissue - Always no reply or engaged	38	0.4%	0	0.0%
Tried over 40 times - contact	22	0.2%	0	0.0%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	526	13.5%	1036	10.5%
Unobtainable awaiting reissue	257	6.6%	2313	23.4%
Soft refusal awaiting reissue	959	24.5%	3549	35.9%
Reissue sample - not reissued /not reloaded /not dialled	1	0.0%	46	0.5%
Extracted sample	1997	51.1%	2658	26.9%
Eligible live		% eligible live		% eligible live
Hard appointment	10	0.3%	10	0.1%
Soft appointment	18	0.5%	23	0.2%
Soft refusal - first soft refusal	0	0.0%	0	0.0%
No reply or engaged or fax- data line or answerphone	73	1.9%	108	1.1%
Unobtainable - unchecked	0	0.0%	2	0.0%
Soft refusal reissue - no reply or engaged	69	1.8%	132	1.3%
Response rates		%		%
Current	2406	24.88%	1977	15.04%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	3910	20.6%	9877	56.5%

APS4 DCMS Culture Boost	Month 11		Month 12	
Total Sample	0	% total	99797	% total
Fresh sample - not issued / not loaded / not dialled	0	#DIV/0!	25	0.0%
Dialled (total sample - fresh sample)	0	#DIV/0!	99772	100.0%
Eligible (total sample - fresh and ineligible)	0	#DIV/0!	88841	89.1%
Ineligible	0	#DIV/0!	10857	10.9%
Ineligible		% dialled		% dialled
Always no reply or engaged/fax- data line / answerphone	0	#DIV/0!	18	0.0%
Business number	0	#DIV/0!	2250	2.3%
Unobtainable - checked	0	#DIV/0!	3312	3.3%
Tried over 40 times - no contact	0	#DIV/0!	4524	4.5%
Other (duplicate/complete no LA/outside England/other)	0	#DIV/0!	753	0.8%
Eligible - used		% eligible		% eligible
Completed interview	0	#DIV/0!	4199	4.7%
Stopped or quit interview	0	#DIV/0!	177	0.2%
Hard refusal	0	#DIV/0!	992	1.1%
Soft refusal - second soft refusal	0	#DIV/0!	7	0.0%
Soft refusal reissue - Always no reply or engaged	0	#DIV/0!	0	0.0%
Tried over 40 times - contact	0	#DIV/0!	566	0.6%
Eligible live - waiting for reissue / or not dialled or loaded		% eligible live		% eligible live
No replies / engaged awaiting reissue	0	#DIV/0!	2509	3.0%
Unobtainable awaiting reissue	0	#DIV/0!	32114	38.7%
Soft refusal awaiting reissue	0	#DIV/0!	21804	26.3%
Reissue sample - not reissued /not reloaded /not dialled	0	#DIV/0!	0	0.0%
Extracted sample	0	#DIV/0!	23351	28.2%
Eligible live		% eligible live		% eligible live
Hard appointment	0	#DIV/0!	39	0.0%
Soft appointment	0	#DIV/0!	140	0.2%
Soft refusal - first soft refusal	0	#DIV/0!	0	0.0%
No reply or engaged or fax- data line or answerphone	0	#DIV/0!	2943	3.6%
Unobtainable - unchecked	0	#DIV/0!	0	0.0%
Soft refusal reissue - no reply or engaged	0	#DIV/0!	0	0.0%
Response rates		%		%
Current	0	#DIV/0!	4199	4.73%
Live sample remaining		% dialled		% dialled
Live and reissue sample remaining	0	#DIV/0!	82900	83.1%

Appendix I – NS-SEC Classification

Outline of NS-SEC classification

The script contains all the questions required to derive NS-SEC using the full method. NS-SEC is derived from **SOC Unit Group** – coded from questions A to C on the questionnaire and an **Employment Status/Size of Organisation** variable – calculated using questions D to I.

A. SOC CODING

SOC coding comes from responses to A / A2 to Cb / Cb2 on the script.

Word of warning on statistical software: the derivation tables contain values with decimal places that relate to the operational sub-categories (3.1, 3.2 etc.). With most statistical software, precision problems can arise if the variables are defined as numeric values. ONS recommend that NS-SEC variables as names rather than numeric values so that they will not be picked up as figures to be included in calculations.

- There are 353 SOC codes.
- SOC Codes 1111 to 1239 are all classed as managers
- SOC codes 2111 to 9259 are not

B. DERIVING THE EMPLOYMENT STATUS/SIZE OF ORGANISATION VARIABLE FROM CATI DATA

The employment status/size variable has seven codes derived as follows:

1. Employers – large organisations

I / I2 = 2 OR 3.

2. Employers – small organisations

I / I2 = 1 (OR I / I2 = DK, REF).

3. Self-employed / no employees

H / H2 = 1 (OR H / H2 = DK, REF).

4. Managers – large organisations

SOC CODE = 1111 to 1239 AND F / F2 = 2 OR 3.

5. Managers – small organisations

SOC CODE = 1111 to 1239 AND F / F2 = 1 (OR F / F2 = DK, REF).

6. Supervisors

SOC CODE = 2111 to 9259 AND E / E2 = 1.

7. Other employees

SOC CODE = 2111 to 9259 AND E / E2 = 2 (OR IF E / E2 = DK, REF).

C. CREATING NS-SEC CLASSIFICATIONS

The following variables will be computed from SOC and Employment status/size:

1. NS-SEC Full Operational Categories
2. NS-SEC Combined Operational Categories
3. NS-SEC Analytic Classes
4. Approx. Social Class
5. Approx. SEG

1. NS-SEC Full Operational Categories

The table below gives the NS-SEC Full Operational Categories. These are derived using NS-SEC derivation tables based on SOC2000 using priority order rules¹⁰.

National Statistics Socio-economic Classification Full Operational Categories	
L1	Employers in large organisations
L2	Higher managerial
L3.1	Higher professionals (traditional) – employees
L3.2	Higher professionals (new) – employees
L3.3	Higher professionals (traditional) - self-employed
L3.4	Higher professionals (new) - self-employed
L4.1	Lower professionals and higher technical (traditional) – employees
L4.2	Lower professionals and higher technical (new) – employees
L4.3	Lower professionals and higher technical (traditional) - self-employed
L4.4	Lower professionals and higher technical (new) - self-employed
L5	Lower managerial
L6	Higher supervisory
L7.1	Intermediate clerical and administrative
L7.2	Intermediate sales and service
L7.3	Intermediate technical and auxiliary
L7.4	Intermediate engineering
L8.1	Employers in small organisations (non-professional)
L8.2	Employers in small organisations (agriculture)
L9.1	Own account workers (non- professional)
L9.2	Own account workers (agriculture)
L10	Lower supervisory
L11.1	Lower technical craft
L11.2	Lower technical process operative
L12.1	Semi-routine sales
L12.2	Semi-routine service

¹⁰ See The National Statistics Socio-economic Classification: User Manual for full derivation tables

L12.3	Semi-routine technical
L12.4	Semi-routine operative
L12.5	Semi-routine agriculture
L12.6	Semi-routine clerical
L12.7	Semi-routine childcare
L13.1	Routine sales and service
L13.2	Routine production
L13.3	Routine technical
L13.4	Routine operative
L13.5	Routine agricultural
L14.1	Never worked
L14.2	Long-term unemployed
L15	Full-time students
L16	Occupations not stated or inadequately described
L17	Not classifiable for other reasons

In some case Full Operational Categories are derived directly from working status questions so do not require SOC or Employment status/size.

These cases are outlined below:

Creating Operational categories straight from D19 / D192

D19 / D192 = 4. NS-SEC CODE = L14.2

D19 / D192 = 8. NS-SEC CODE = L15

D19 / D192 = REF. NS-SEC CODE = L17

Creating Operational categories straight from D19a / D19a2

If D19a = 2. NS-SEC CODE = L14.1

On other cases with missing data Full Operational Categories can be derived as follows:

Creating Operational categories if D / D2 is don't know or refused

D / D2 = DK, REF. CODE NS-SEC USING SOC2000 AND SIMPLIFIED NS-SEC COLUMN.

Creating Operational categories if D19a / D19a2 is don't know or refused

CODE NS-SEC USING SOC2000 AND SIMPLIFIED NS-SEC COLUMN.

Creating Operational categories if no SOC is coded

IF SOC2000 CANNOT BE CODED. CODE NS-SEC = L16.

2. NS-SEC Combined Operational Categories

A combined version of the list can then be derived from the Full list as follows:

1 L1 Large employers

1.1	L2	Higher managerial occupations
1.2	L3	Higher professional occupations
2	L4	Lower professional and higher technical occupations
2	L5	Lower managerial occupations
2	L6	Higher supervisory occupations
3	L7	Intermediate occupations
4	L8	Employers in small organisations
4	L9	Own account workers
5	L10	Lower supervisory occupations
5	L11	Lower technical occupations
6	L12	Semi-routine occupations
7	L13	Routine occupations
8	L14	Never worked and long-term unemployed
9	L15	Full time students
9	L16	Occupations not stated or inadequately described
9	L17	Not classified for other reasons

3. NS-SEC Analytic Classes

Analytic Classes can then be derived from the combined list as follows:

1. Higher managerial and professional occupations
Large employers and higher managerial occupations
Higher professional occupations
2. Lower managerial and professional occupations
3. Intermediate occupations
4. Small employers and own account workers
5. Lower supervisory and technical occupations
6. Semi-routine occupations
7. Routine occupations
8. Never worked and long term unemployed
9. Not classified

4. Social Class

Approximate SC can be derived from NS-SEC Full Operational Categories as shown below:

Social Class		NS-SEC Full Operational Categories
I	Professional, etc. occupations	3.1, 3.3
II	Managerial and Technical occupations	1, 2, 3.2, 3.4, 4.1, 4.3, 5, 7.3, 8.1, 8.2, 9.2
III N	Skilled occupations - non-manual	4.2, 4.4, 6, 7.1, 7.2, 12.1, 12.6
III M	Skilled occupations - manual	7.4, 9.1, 10, 11.1, 12.3, 13.3
IV	Partly skilled occupations	11.2, 12.2, 12.4, 12.5, 12.7, 13.1, 13.2, 13.5
V	Unskilled occupations	13.4

5. Socio-economic Group (SEG)

Approximate SEG can be derived from NS-SEC Full Operational Categories as shown below:

Socio-economic Group		NS-SEC Operational Categories
1	Employers and managers in central and local government, industry, commerce, etc. - large establishments	
1.1	Employers in industry, commerce, etc. - large establishments	1
1.2	Managers in central and local government, industry, commerce, etc. - large establishments	2
2	Employers and managers in industry, commerce, etc. - small establishments	
2.1	Employers in industry, commerce, etc. - small establishments	8.1
2.2	Managers in industry, commerce, etc. - small establishments	5
3	Professional workers - self-employed	3.3
4	Professional workers - employees	3.1
5	Intermediate non-manual workers	
5.1	Ancillary workers and artists	3.2, 3.4, 4.1, 4.3, 7.3
5.2	Foremen and supervisors non-manual	6
6	Junior non-manual workers	4.2, 7.1, 7.2, 12.1, 12.6,
7	Personal service workers	12.7, 13.1
8	Foremen and supervisors - manual	10
9	Skilled manual workers	7.4, 11.1, 12.3, 13.3
10	Semi-skilled manual workers	11.2, 12.2, 12.4, 13.2
11	Unskilled manual workers	13.4
12	Own account workers (other than professional)	4.4, 9.1
13	Farmers - employers and managers	8.2
14	Farmers - own account	9.2
15	Agricultural workers	12.5, 13.5
16	Members of armed forces	-
17	Inadequately described and not stated occupations	16