

**Taking Part: The National Survey of Culture, Leisure and Sport
(2005-06)**

Final Technical Report

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Introduction

This report outlines the methods used for the first 12 months of the *Taking Part* survey which started in July 2005. It also includes final data on fieldwork outcomes.

This report has been written by the BMRB project manager Joel Williams, with assistance from Angela Charlton.

1 Sample design

1.1 Survey population and sample frame

The survey was designed to yield a representative sample of adults aged 16+ who are normally resident in England. For practical purposes, residents of institutional accommodation (armed forces barracks, student halls of residence, hospitals, care homes, prisons etc.) were excluded.

BMRB utilised the small-user Postal Address File (PAF) as the sample frame. This provides a list of almost all private residential addresses in the UK and is the most comprehensive frame available. Because it lists addresses, not individuals, interviewers were required to randomly select one respondent from among those eligible in selected addresses.

The survey was designed to yield 27,000 interviews from 'core' addresses plus a further 1,500 'boost' interviews among adults from non-white ethnic groups living in addresses either side of the 'core' address.

BMRB designed the primary sampling units (PSUs) to be equal to postal sectors except where these contained fewer than 500 delivery points (addresses) on the small-user Postal Address File (PAF). These sectors were combined with their nearest neighbour to form a 'super-sector'.

Before BMRB selected the PSUs for the survey, the list of PSUs was stratified using the following factors:

1. Region (9 strata)
2. Population density (4 equally-sized strata¹ within each Region)
3. Proportion of residents classified as managerial/professional/full-time students (4 equally-sized strata within each density stratum)

This meant 144 strata in total. Each stratum was further sorted by the proportion of residents aged 65+.

BMRB selected PSUs with a probability proportionate to size (number of delivery points/addresses) using the method of random start and fixed interval. The size value was altered for some PSUs prior to selection to counteract some of the negative effects of the 'boost' sample. This is described below.

¹ In terms of delivery points, not PSUs.

1.2 The effects of the ‘boost’ sample on the main sample selection

The survey design called for a ‘boost’ sample of adults from non-white ethnic backgrounds. BMRB utilised a method called focused enumeration to achieve this boost sample. This involved interviewers screening one address each side of the core address and requesting one interview per eligible address². Where a PSU had a known high prevalence of people from non-white ethnic groups (>45% *not* White British according to the Census), the number of addresses issued was *halved*. This reduced the number of very large, unwieldy fieldwork assignments (due to lots of additional ‘boost’ interviews) as well as limiting cluster effects. In order to retain equal selection probability for the addresses³, the size value for these PSUs was *doubled* before drawing the sample. These PSUs are referred to as ‘adjusted’ PSUs (as opposed to ‘standard’ PSUs).

BMRB calculated how many PSUs needed to be selected in order to meet interview targets in each Region based on an assumed 65% response rate. The researchers then inflated this number by 10%. This 10% formed the reserve sample, to be activated should the response rate fall below the target.

Once PSUs were selected, 1 in 10 was assigned to the reserve sample. The list of selected PSUs remained stratified for this procedure to make sure that the reserve PSUs made up a representative sample of the selected PSUs.

Similarly, each of the remaining main sample PSUs was assigned to a month of issue so that each month contained a representative sample of the selected PSUs.

In the event, the reserve sample was activated in full from Month 4 (October 2005). Each of these reserve PSUs was assigned to one of Months 4-12 so that each month continued to hold a representative sample of all PSUs. Because of this reserve sample activation more PSUs were issued in Months 4-12 than were issued in Months 1-3.

1.3 Regional interview targets

BMRB set a minimum sample size per Region so that no Region’s data would be subject to significantly wider confidence intervals than the rest. At the same time, BMRB wanted to limit the design effect implications so did not set equal interview targets per Region.

² An eligible address is one containing at least one person aged 16+ who defined him/herself as being from a non-white ethnic background.

³ At least within Region.

BMRB set a core sample size of 2,000 (=18,000 across 9 Regions) with the remaining 9,000 interviews distributed proportionately. This led to the following interview targets:

North East England	2,463 interviews
North West England	3,224 interviews
Yorkshire and The Humber	2,906 interviews
East Midlands	2,765 interviews
West Midlands	2,957 interviews
East of England	2,988 interviews
London	3,313 interviews
South East England	3,469 interviews
South West England	2,915 interviews
TOTAL	27,000 interviews

The contributory design effect was 1.042 which was felt to be acceptable, given the gains in precision in the smaller Regions⁴.

This design meant that each Region had a different sampling fraction so the selection probability of addresses *within* each Region was equal but, between Regions, it varied.

Furthermore, in London, a greater number of addresses was selected per PSU because of known difficulties achieving a high response rate in London compared to other Regions. More addresses were needed to generate the same number of interviews.

1.4 Calculations for the number of PSUs required to meet interview targets

The number of core addresses required per selected PSU varied from 40 to 17:

London / >55% White British: 40 addresses, *for a target of 20 core interviews*

Non- London / >55% White British: 34 addresses, *for a target of 20 core interviews*

London / <55% White British: 20 addresses, *for a target of 10 core interviews*

⁴ Equal interview targets per Region would contribute a design effect of 1.081.

Non- London / <55% White British: 17 addresses, for a target of 10 core interviews

Within each Region, BMRB estimated how many PSUs to select, given the target number of interviews. The researchers calculated how many PSUs were likely to be ones requiring only half the core number of addresses (i.e. 'adjusted' PSUs with doubled size values):

$$\frac{(\text{Number of addresses in 'adjusted' PSUs}) * 2}{\text{Number of addresses in 'standard' PSUs} + (\text{number of addresses in 'adjusted' PSUs} * 2)}$$

For example, in London:

$$\frac{(1,252,762) * 2}{1,801,028 + (1,252,762 * 2)}$$

= 58%

With a target of 3,644 interviews (basic target of 3,313 + 10% for a reserve sample) and 20 interviews from core addresses per PSU, 182-3 PSUs are required. In London, this distribution would be expected:

76 'standard' PSUs (42% of total)

106 'adjusted' PSUs (58% of total)

Because 'adjusted' PSUs should yield half the number of core interviews, this is equal to 129 'standard' PSUs (76 + (106/2)). This is short of the target number of 182-3. The number of PSUs to select must be increased by a factor of 1.42 (182-3/129) to 258. This distribution would then be expected:

108 'standard' PSUs (42% of total)... yielding 2,160 core interviews @20 per PSU

150 'adjusted' PSUs (58% of total)... yielding 1,500 core interviews @10 per PSU

Total expected core interviews = 3,660, slightly above the target of 3,644.

1.5 PSU breakdown per Region

The actual number of PSUs selected was:

North East England 136 'standard' PSUs + 0 'adjusted' PSUs

North West England 173 'standard' PSUs + 9 'adjusted' PSUs

Yorkshire and The Humber	155 'standard' PSUs + 10 'adjusted' PSUs
East Midlands	147 'standard' PSUs + 10 'adjusted' PSUs
West Midlands	148 'standard' PSUs + 27 'adjusted' PSUs
East of England	164 'standard' PSUs + 2 'adjusted' PSUs
London	106 'standard' PSUs + 152 'adjusted' PSUs
South East England	188 'standard' PSUs + 5 'adjusted' PSUs
South West England	161 'standard' PSUs + 0 'adjusted' PSUs
TOTAL	1,378 'standard' PSUs + 215 'adjusted' PSUs

2 Incentive experiment

2.1 Summary of experiment design

BMRB decided to carry out an incentive experiment with the first three months of issued sample (July, August and September).

This was designed to provide answers to the following questions:

- What effect would incentives have on response rate and associated measures?
- Are conditional incentives more or less effective than unconditional incentives?
- Is cash more or less effective than high street vouchers?

It was assumed that the main objective of an incentive is to increase the number of interviews in a cost-effective fashion. The underlying objective is to reduce non-response bias but the relationship between response rate and non-response bias is a complex one that cannot be wholly reviewed here. This analysis assumes that a higher response rate is *always* desirable.

Sampled addresses were divided into four groups:

- 1/4 with no incentive
- 1/4 £3 'high street' vouchers in advance letter
- 1/4 £5 'high street' vouchers conditional on completion of interview
- 1/4 £5 cash conditional on completion of interview

The total cost of each of the three incentive options was (roughly) equal⁵ so that the relationship between cost and effectiveness would be clear.

2.2 Size of the experiment

In order for a 3 percentage point difference in response rate between one option and another to be statistically significant, each option required around 2,100 addresses. For a 2 percentage point difference to be significant, each option required around 4,800 addresses. Given that no more than 4,000 addresses are issued each month, BMRB

⁵ The cost of the unconditional incentive varies with the response rate. Because the reserve sample was activated in Month 4 (October 2005) – due to a lower than expected response rate - the cost of this incentive increased.

designed the experiment so that 3 percentage point differences would be significant, using the first three months of issued addresses.

2.3 Interviewer assignments

One interviewer assignment = one PSU.

Ideally, all four separate options would be represented within *each* interviewer assignment. The reason for this is that response rate tends to vary a great deal between assignments, largely due to the type of area but also due to varying interviewer performance. If all four options were represented in each assignment, the influence of area differences and interviewer differences could be greatly reduced.

Unfortunately, asking interviewers to deal with four different incentive options would have led to (often unidentified) mistakes that would pollute the experiment. Given this problem, BMRB suggested a compromise design: 2 options per assignment. This meant six different types of assignment:

- ½ addresses receiving no incentive; ½ addresses receiving unconditional £3 vouchers
- ½ addresses receiving no incentive; ½ addresses receiving conditional £5 vouchers
- ½ addresses receiving no incentive; ½ addresses receiving conditional £5 cash
- ½ addresses receiving unconditional £3 vouchers; ½ addresses receiving conditional £5 vouchers
- ½ addresses receiving unconditional £3 vouchers; ½ addresses receiving conditional £5 cash
- ½ addresses receiving conditional £5 vouchers; ½ addresses receiving conditional £5 cash

All assignments were listed in their original stratification order before being tagged with one of these six options. This meant the experiment controlled for area type as far as possible.

2.4 Analysis of response rates and co-operation rates

Analysis of effectiveness is largely based upon the 'original' outcomes from each address. If there is an unproductive original outcome, the address is usually (though not always) re-issued to a more experienced interviewer. The degree of re-issuing is

partly determined by the response rate from the original outcomes so analysis of the final outcomes (after re-issuing) from each address should be done separately.

The total number of addresses issued was as follows⁶:

July	3,770
August	3,758
September	3,775
Total	11,303

Table 2.1 shows the number of addresses assigned to each cell:

Table 2.1 Distribution of addresses by sample month and incentive type

MONT	H			Total
	July	August	September	
No incentive	926	929	936	2,791
Unconditional £3 voucher	959	953	944	2,856
Conditional £5 voucher	964	943	943	2,850
Conditional £5 cash	921	933	952	2,806
TOTAL	3,770	3,758	3,775	11,303

Of the 11,303 addresses issued with original outcomes, 860 were classified as deadwood (7.6%), leaving 10,443 valid addresses. 5,088 interviews were achieved (a 48.7% response rate based on original outcomes). However, a better metric is the 'co-operation rate': interviews / (interviews + refusals) because the incentive should not affect the proportion of non-contacts or 'other unsuccessful' outcomes.

The *unweighted* co-operation rates (original outcomes only) for each incentive type were as follows:

- No incentive 60.8% (1,201 interviews)
- £3 'high street' vouchers in advance letter 63.7% (1,325 interviews)

⁶ The slight variation between months was due to random differences in the distribution of differently sized assignments (in terms of the number of main addresses issued).

- £5 'high street' vouchers (conditional) 63.6% (1,336 interviews)
- £5 cash (conditional) 60.2% (1,226 interviews)
- TOTAL 62.1% (5,088 interviews)

The *weighted* co-operation rates (original outcomes only) for each incentive type were as follows:

- No incentive 60.6% (unweighted – 0.2%)
- £3 'high street' vouchers in advance letter 62.9% (unweighted – 0.8%)
- £5 'high street' vouchers (conditional) 63.5% (unweighted – 0.1%)
- £5 cash (conditional) 59.7% (unweighted – 0.5%)
- TOTAL 61.7% (unweighted – 0.4%)

Both the conditional £5 'high street' vouchers and the £3 'high street' vouchers in advance letter yielded a higher co-operation rate than the 'no incentive' option though the impact was marginal ($p=0.06$ and $p = 0.14$ respectively on the weighted data). The conditional £5 'high street' vouchers was slightly cheaper than £3 'high street' vouchers in the advance letter so this was selected as the best incentive option.

The poor performance of the cash incentive is surprising and runs counter to the results of some other experiments. It is possible that the apparent difference between conditional cash and incentive is due to random sampling error. However, the probability that this difference is unreal is only 0.02.

BMRB estimated the percentage increase in co-operation rate associated with conditional £5 'high street' vouchers (as compared to no incentive) to be 4.8% $((63.5\% - 60.6\%)/60.6\%)$. This means that, for every 1,000 interviews achieved *without* an incentive, 1,048 would be achieved *with* the incentive⁷. This extra 48 interviews would cost an extra £5,240 (excluding admin/VAT costs) due to the incentives, equal to £109 for each additional interview. This should be added to the total cost of the standard (original issue) interview to find the total cost of each additional interview. This total is slightly *less* than the cost of an interview achieved through re-issuing the address at a later date. This suggests that the conditional £5 'high street' vouchers incentive was a moderately cost-effective method of increasing the number of interviews achieved from a fixed number of addresses.

⁷ These figures are subject to confidence intervals but represent the best estimate available.

The final *unweighted* co-operation rates (after re-issuing) for each incentive type were as follows:

- No incentive 64.7% (original+3.9%)
- £3 'high street' vouchers in advance letter 67.6% (original+3.9%)
- £5 'high street' vouchers (conditional) 67.6% (original+4.0%)
- £5 cash (conditional) 64.7% (original+4.5%)
- TOTAL 66.1% (original+4.0%)

The final *weighted* co-operation rates (after re-issuing) for each incentive type were as follows:

- No incentive 64.5% (unweighted rate – 0.2%)
- £3 'high street' vouchers in advance letter 66.9% (unweighted rate – 0.7%)
- £5 'high street' vouchers (conditional) 67.4% (unweighted rate – 0.2%)
- £5 cash (conditional) 64.2% (unweighted rate – 0.5%)
- TOTAL 65.8% (unweighted rate – 0.3%)

There were no significant differences between the cells in terms of re-issuing efficiency if this is measured in terms of additional co-operation rate (range = 3.9% to 4.5% for both unweighted and weighted data).

These analyses of the final outcomes as opposed to the original outcomes show that the incentives only had an impact on the original response rate and did not affect the response rate to re-issues. However, it is unclear what the impact would have been had BMRB *removed* the incentive for the re-issue stage. Householders and interviewers may have reacted badly to the switch, leading to depressed co-operation rates.

3 Fieldwork

All fieldwork was conducted on behalf of BMRB by interviewers trained and supervised by Kantar Operations⁸. In total, about 500 interviewers worked on the survey.

3.1 Briefings

Before starting fieldwork, all interviewers attended a face to face briefing. These were presented by BMRB researchers and Kantar Operations field staff. The initial briefings held in July and August 2005 were also attended by representatives from the DCMS and/or representatives of the Non-Departmental Public Bodies.

During Year 1, 37 briefings were held of which 17 were held at the beginning of fieldwork and a further 20 as required throughout year. Around 12-15 interviewers attended each briefing.

There were two types of briefings – a full day briefing attended by interviewers with little or no random probability survey experience and a half day briefing for experienced interviewers.

Each briefing included the following topics:

1. Background and information on the Taking Part Survey and its use by the DCMS.
2. Information about sampling procedures (including focused enumeration procedures); contact procedures and dwelling/respondent selection; the importance of high response rates, with methods of ensuring contact and encouraging co-operation; and the use of incentives.
3. Description of the questionnaire, and interview procedures, including explanations of the more complex questions and question sequences. Particular attention was paid to the questions used to measure the PSA targets.
4. Group exercise to get interviewers to think of ways to respond to potential refusals on the doorstep.

Both types of briefing covered the same topics but longer was spent covering the areas in (2) above during the full day briefing.

⁸ Kantar is the information, insight and consultancy arm of WPP. Kantar Operations manage all aspects of the operational side of research on behalf of BMRB. Further details can be found at <http://www.kantaroperations.com>.

In addition to attending the face to face briefing, interviewers were also required to read the written Interviewer Instructions and carry out at least two practice interviews before starting their first assignment.

3.2 Supervision and quality control

Several methods were used to ensure the quality and validity of the data collection operation.

A proportion of interviewers, particularly those less experienced, were accompanied in the field by supervisors. All interviewers who were new to random probability sample surveys were accompanied on the first day of a Taking Part assignment by a supervisor.

A proportion of addresses were re-contacted, to verify that the interviewer had contacted someone at the address and whether or not an interview had taken place. In total, 11% of addresses were re-contacted to verify that the interviewer had contacted someone and whether or not an interview was completed. Addresses for back checking were selected on the basis of Kantar Operations overall field quality procedures, whereby all interviewers have their work checked at least twice a year.

These back checking procedures were mainly carried out by telephone. Where no telephone number was available a short postal questionnaire was sent to the address to collect the same information.

3.3 Fieldwork dates and fieldwork management

Fieldwork was conducted between 17th July 2005 and 2nd October 2006.

Fieldwork was managed on a monthly basis and assignments were issued to interviewers in the middle of each month. Table 3.1 shows the number of assignments and core sample addresses per month.

Table 3.1 Assignments and core sample addresses per month

Issue	Month	Number of assignments issued	Number of core sample addresses
1	July 2005	119	3770
2	August 2005	119	3758
3	September 2005	119	3775
4	October 2005	136	4320
5	November 2005	137	4493

6	December 2005	137	4499
7	January 2006	138	4539
8	February 2006	138	4516
9	March 2006	138	4533
10	April 2006	138	4508
11	May 2006	137	4465
12	June 2006	137	4423

Interviewers had about 4-5 weeks to cover all the addresses in their assignment and report final outcomes. Interviewers were encouraged to start their assignment as early as possible in fieldwork to try and maximise the time available for making contact at the addresses.

Once all the issued addresses had been covered the Address Contact Sheets were returned to Kantar Operations and a decision was taken about re-issuing non-productive outcomes. As a general rule all non-productive addresses (non-contacts, refusals, broken appointments, etc.) were re-issued unless there was a specific reason not to or it was not considered cost effective (e.g. only one or two addresses in an assignment). Once the first re-issue period had been completed a decision was taken about whether to re-issue addresses that were still non-productive for a second or third time.

Table 3.2 shows the fieldwork dates for each sample month.

Table 3.2 Fieldwork dates for each sample month

Issue	Month	Fieldwork start	Fieldwork end (includes re-issue period)
1	July 2005	18/7/05	07/12/05
2	August 2005	15/8/05	16/1/06
3	September 2005	19/9/05	29/1/06
4	October 2005	17/10/05	14/5/06
5	November 2005	21/11/05	07/5/06
6	December 2005	19/12/05	02/7/06
7	January 2006	23/1/06	30/7/06
8	February 2006	20/2/06	01/10/06

9	March 2006	20/3/06	01/10/06
10	April 2006	17/4/06	01/10/06
11	May 2006	22/5/06	01/10/06
12	June 2006	19/6/06	01/10/06

3.4 Fieldwork procedures and documents

3.4.1 Introductory letters and leaflet

All the core sample addresses were sent an advance letter and a Taking Part respondent leaflet. In the first nine months of the survey (Issue Month 1-9) they were despatched centrally at the beginning of each sample month by Kantar Operations. From April (Issue Month 10), this process changed and the letters were sent by interviewers a couple of days before starting their assignment.

The letter and leaflet were designed to answer respondents' questions and encourage them to take part. After feedback from interviewers, both were revised over the course of the survey in an attempt to make them more respondent friendly and persuasive.

The boost sample addresses did not receive a letter and leaflet in advance but were given copies of a similar letter by the interviewer if eligible for the boost survey.

The letters outlined the background to the survey, stressed the importance of the respondent taking part, the confidential nature of the survey and (if relevant) the financial 'thank you' for taking part. The letter for the boost sample addresses also mentioned the reason for wanting additional interviews with BME individuals. The letters were despatched on DCMS headed paper and signed by the project manager at the DCMS to authenticate the survey.

In October 2005 (Issue Month 4) 'reissue' letters were introduced. There were 2 versions of the letter – one for those addresses where the initial interviewer was unable to make contact at the address and one for those where a refusal had occurred. Both were despatched on BMRB headed paper and signed by the project manager at BMRB.

All letters provided a telephone number (freephone from April 2006) and an email address so that individuals could find out more about the survey, make an appointment for an interviewer to call, or opt out of the survey. Over the course of the year, 729 people, representing 1.4% of addresses issued, opted out of the survey by contacting BMRB, Kantar Operations or the DCMS.

Copies of the letters and the leaflet can be found in Appendix B and Appendix D respectively.

3.4.2 Limited/non speakers of English

In cases where the selected person had limited or no English, interviewers were permitted to use another person to interpret, provided such a person was appropriate (e.g. a close relative). The minimum age for an interpreter was set at 12 years old.

3.4.3 Address Contact Sheets

Each address was issued to the interviewer on a document called the Address Contact Sheet (ACS). Different ACSs were used for the main sample and the focused enumeration boost sample (see Appendix C). The ACS used for the main sample served six main functions:

1. it contained full address details for the sampled address;
2. interviewers used it to make random selections of dwelling units and eligible adults;
3. interviewers used it to complete the screening for the child interview, make the selection of the child and record parental permission to approach the child for interview (from Month 7)⁹;
4. interviewers used it to record the outcome of their attempts to make contact and conduct an interview at the address;
5. interviewers used it to record the neighbouring addresses to be screened by focused enumeration and to record the outcome of this screening;
6. it included the signed receipt of the incentive.

Interviewers made a minimum of five calls at each address before regarding it as a non-contact, recording details of these on the ACS. Calls had to be made on different days of the week and at different times of day: at least two of the calls had to be made on a weekday evening (after 7.00 p.m.) or at a weekend (10.00 a.m. – 9.00 p.m.), in order to make contact with households where everyone was working.

⁹ The Child Survey is not covered in this report.

3.5 Screening procedures for the focused enumeration boost sample

Focused enumeration was developed in order to allow large numbers of addresses to be screened cost-effectively for the presence of visible minorities¹⁰. It involves interviewers identifying addresses in the field to be screened and then screening them either by proxy (from a neighbouring address) or through making a personal call.

The focused enumeration procedures involved three main stages:

1. interviewers identified one address on either side of the main sample address;
2. these addresses were screened - either by proxy or in person - for the presence of any adult who belonged to an eligible BME group;
3. interviews were attempted at addresses where eligible adults were identified.

3.5.1 Identifying addresses to be screened

Interviewers were instructed to identify one occupied residential address to the left of the core sample address and one occupied residential address to the right of the core sample address (as they looked at the property) and to record the identity of these addresses on the main sample ACS.

They were instructed to:

- ignore gaps between occupied residential dwellings such as business premises (after having checked these for any residential accommodation contained within them), farmland, small parks, and unoccupied/vacant residential addresses;
- use a code for "unable to identify address for screening" if next residential address was too far away to be seen from outside the main address;
- go round street corners rather than across the road;
- go round the end of dead end streets and start working back along the other side.

Special rules were applied to deal with flats (see interviewers instructions in Appendix E). Once addresses were identified for screening, no substitutes were allowed.

¹⁰ Brown, C and Ritchie, (1981). *Focussed enumeration: the development of a method for sampling ethnic minority groups*. PSI and SCPR: London.

3.5.2 Asking about the identified addresses

Once contact was made at the core sample address, interviewers asked about the ethnic origin of the people living at the two identified addresses. Interviewers were instructed to attempt this even if an interview was not achieved at the core address.

Interviewers were given some discretion about when and where to ask about the ethnic origin of the people living in neighbouring addresses. If they experienced problems obtaining the core sample interview they were permitted to ask another core address occupant or occupants at one of the addresses to be screened.

Interviewers were instructed to call on all addresses which were said to contain eligible people or for which eligibility remained unclear after the initial (proxy) screening. They were not required to visit addresses at which they had been told eligible people definitely did not live.

The screening question used by interviewers when screening neighbouring addresses was:

The address immediately to the (left/right) of this one is (INTERVIEWER DESCRIBES ADDRESSES). Is there anyone aged 16 or over living at this address who is black, Asian, Chinese or from another non-white group?

The screening question used by the interviewer when screening the occupants of the address at which (s)he was calling was:

Is there anyone aged 16 or over at this address who is black, Asian, Chinese or from any other non-white group?

Interviewers were instructed to use a showcard (Appendix C) whilst screening to ensure there was no misunderstanding about eligibility.

Interviewers recorded the outcome of their attempts to screen these addresses on the core sample ACS.

3.5.3 Attempting interviews

When an interviewer identified an address as possibly containing one or more BME individuals aged 16 or over, (s)he was instructed to complete a blank focused enumeration boost sample ACS and attempt an interview.

The focused enumeration boost sample ACS served five main functions:

1. interviewers used it to record details of each address at which at least one individual from a BME group had been identified, and to confirm that this information was correct;

2. interviewers used it to guide and record selection of eligible dwelling units (where there was more than one at the address) and individuals (where there was more than one in the dwelling unit);
3. interviewers used it to complete the screening for the child interview, make the selection of the child and record parental permission to approach the child for interview (Months 6-12 in Year 1)¹¹;
4. interviewers used it to record the outcome of their efforts to make contact and conduct an interview at the address;
5. it included the signed receipt of the incentive.

In cases where positively screened addresses contained more than one dwelling unit, interviewers selected one at random only from those dwelling units containing one or more BME adults. In dwelling units containing more than eligible adult, one was randomly selected for interview (i.e. if non-eligible adults lived in the dwelling unit, they were excluded from the selection process).

3.6 Interview length

The mean adult sample interview length was 36 minutes (median 32 minutes)¹²; 90% of interviews lay in the range 17 to 66 minutes.

3.7 Respondent incentives

Chapter 2 outlined the incentive experiment which was conducted with the first three months of sample (July, August and September). As the final result of the experiment was not available until January 2006, an interim incentive was agreed for use with sample issued in Months 4-6 (October to December).

At the beginning of October, the early leader was the **£3 high street voucher sent with the advance letter**. It was the only incentive yielding a response rate¹³

¹¹ The Child Survey is not covered in this report.

¹² These figures are based on 28,117 adult interviews and were calculated after capping the 2.5% most extreme lower values and the 2.4% most extreme upper values. Extreme lower (including negative) and upper values are likely to have arisen from interviews being split into two or more sessions, since the computation is not date-sensitive (e.g. if an interview was concluded on a subsequent day but earlier in the day, the difference between relative start and end times could be negative, or unexpectedly small)

¹³ The 'response rate' is the percentage of eligible households yielding an interview.

significantly above the 'no incentive' condition and at that stage it was two or three percentage points ahead of the £5 conditional incentive. This incentive was used for sample issued in Months 4-6 before switching to the 'best' incentive option, the **£5 conditional voucher**, for the final six months of the survey (Months 7-12).

An unconditional stamp incentive was used **in addition** to the conditional £5 voucher with the final month of issued sample (Month 12). This involved sending a booklet of six first class stamps with the advance letter as a 'thank you' to people for taking part in the survey.

This additional stamp incentive was introduced to try and boost the original response rate and to ensure fieldwork was finished as scheduled. From Month 6 onwards there was a general decline in the original response rate¹⁴ from 50% in Month 5 (November) to 42% in Month 11 (May) which meant achieving a final response rate of 55% was becoming increasingly difficult with more effort and time needed to carry out reissues. Incentive experiments on other surveys, including the British Crime Survey 2004-2005 have suggested that using stamps as an incentive is a relatively low cost way of improving the response rate on a survey¹⁵.

Using the additional incentive in Month 12 was successful as fieldwork finished as planned after achieving an original response rate of 50% (final response rate after re-issues of 56%).

¹⁴ The 'original response rate' is the response before non-productive addresses are re-issued to a different interviewer (see section 3.3).

¹⁵ McConaghy, M and Beerten R (2003) *Influencing response on the Family Resources Survey by using incentives* in Survey Methodology Bulletin, 51, January 2003 (London: ONS)

4 Fieldwork outcomes

4.1 Core adult sample

Table 4.1 shows the fieldwork outcomes for the core adult sample issued for the 2005-06 *Taking Part* survey. The final contact rate was 92.6%¹⁶ and the final co-operation rate was 64.1%¹⁷. The (unadjusted) response rate was **55.2%**.

It is standard practice to assume that a proportion of the outcomes classified as 'Residential address but no contact with anyone at address' is actually deadwood. This proportion is equal to the proportion of other outcomes that is classified as deadwood.

51,599 (total number of outcomes) minus 3,090 (total residential non-contacts) = 48,509 outcomes, of which 4,417 are deadwood (9.1%). $3,090 * 9.1\% = 281$ assumed deadwood addresses among the residential non-contacts. This increases the total deadwood count to 4,698 (4,417 + 281) and the total non-deadwood outcomes is reduced to 46,901 (51,599 - 4,698). The *adjusted* response rate = **55.6%**

If the outcomes are weighted by the inverse of the address selection probability, the contact rate becomes 92.7% (unweighted rate +0.1%), the co-operation rate becomes 64.1% (equal to unweighted rate), and the unadjusted response rate becomes 55.3% (unweighted rate +0.1%). The adjusted weighted response rate = **55.6%** (equal to unweighted rate)

Table 4.1 Fieldwork outcomes (Core adult sample)

OUTCOME		OUTCOME GROUPING		% of total issues	% of non-deadwood
Not yet built/under construction	54	Deadwood	4,417	8.6%	-
Derelict/demolished	221				
Vacant/empty housing	2,344				
Non-residential address	536				
Communal establishment	113				
Address residential & occupied but not main residence	396				
Other ineligible	174				
Inaccessible	63				

¹⁶ (Interviews + Refusals + Other unproductive)/ Total non-deadwood.

¹⁷ Interviews / (Interviews + Refusals).

Unable to locate address	515				
Residential address but no contact with anyone at address	3,090	Non contact	3,469	6.7%	7.4%
Person selected but no contact with selected person	374				
No contact with parent to get parental permission	5				
Information about occupants refused	5,563				
Office refusal	729	Refusal	14,576	28.2%	30.9%
Parent refused permission to interview	12				
Refusal by selected person	7,099				
Proxy refusal	1,173				
Broken appointment	733				
Selected person ill at home during survey period	242	Other unproductive	3,079	6.0%	6.5%
Selected person away or in hospital throughout survey period	503				
Selected person physically or mentally unable	641				
Selected person has inadequate English	312				
Other unproductive	537				
Interview reported but no data received	111				
Full interview	26,057				
Partial interview	2				
TOTAL			51,599		

4.2 Focused enumeration screening adult sample

Table 4.2 shows the fieldwork outcomes for the BME adult boost sample achieved via focused enumeration. The final contact rate was 85.2% and the final co-operation rate was 55.4%. The (unadjusted) response rate was **39.8%**.

It is not possible to produce an adjusted response rate as those outcomes classified as 'Residential address but no contact with anyone at address' have at least been identified as containing at least one non-white adult.

If the outcomes are weighted by the inverse of the address selection probability, the contact rate becomes 85.2% (equal to the unweighted rate), the co-operation rate becomes 55.6% (unweighted rate + 0.2%), and the response rate becomes **40.1%** (unweighted rate +0.3%).

These results are obviously poorer than those achieved for the core sample. However, it is quite typical for the response rates to be lower when screening methods are employed. It should also be noted that 45% of non-deadwood outcomes are in London where contact rates and co-operation rates are traditionally lower. The (unadjusted but weighted) response rate to the *core* London sample was only 40.1%.

Only 5.0% of households were identified as containing at least one BME adult. This is lower than the latest estimate from the Labour Force Survey (8.4%), suggesting the screening process misses 40% of eligible households. Inevitably, this will introduce some bias to the sample estimates on top of any non-response bias that may be present.

Table 4.2 Fieldwork outcomes (Focused enumeration screening - adult sample)

OUTCOME		OUTCOME GROUPING		% of total issues	% of non-deadwood
No information about NW adults	3,133	Deadwood	98,032	95.0%	-
No NW adult at this address (interim code)	161				
No NW adult at this address (final code)	89,587				
Other ineligible	102				
Address part of core sample	118				
Unable to locate address	4,931				
Residential address but no contact with anyone at address	672	Non contact	767	0.7%	14.8%
Person selected but no contact with selected person	95				
No contact with parent to get parental permission	0				
Information about occupants refused	887	Refusal	1,657	1.6%	32.1%
Office refusal	7				
Parent refused permission to interview	1				
Refusal by selected person	623				
Proxy refusal	139				

Broken appointment	143	Other unproductive	684	0.7%	13.2%
Selected person ill at home during survey period	8				
Selected person away or in hospital throughout survey period	97				
Selected person physically or mentally unable	31				
Selected person has inadequate English	222				
Other unproductive	155				
Interview reported but no data received	28				
Full interview	2,058				
Partial interview	0				
TOTAL			103,198		

5 Weighting

5.1 Adult data design weights

There are two adult survey sub-groups requiring weights:

- 1) Core adult sample respondents;
- 2) Combined adult sample respondents (comprising the core and boost sample respondents)¹⁸

Design weights were computed for both sub-populations. The design weights were equal to the inverse of the individual's selection probability.

The individual's selection probability for the core sample was computed as follows:

Core address selection probability * (1/ number of dwelling units at address) * (1/ number of individuals aged 16+ in selected dwelling unit).

The individual's selection probability for the combined sample was computed as follows:

If white and interviewed as part of the core sample:

Core address selection probability * (1/ number of dwelling units at address) * (1/ number of individuals aged 16+ in selected dwelling unit).

If BME and interviewed as part of the core sample:

Core address selection probability * 3 * (1/ number of dwelling units at address) * (1/ number of individuals aged 16+ in selected dwelling unit).

If BME and interviewed as part of the boost sample:

Core address selection probability * 3 * (1/ number of dwelling units at address identified as containing one or more adults from a BME group) * (1/ number of individuals aged 16+ in selected dwelling unit identified as from a BME group).

¹⁸ 45 boost sample interviews were carried out with individuals who passed the screening process but later either classified themselves as 'white' at the ethnic group question or refused to/could not give an answer. These individuals are excluded from both sub-groups since their selection probabilities cannot be computed.

The address selection probability for BME respondents is multiplied by 3 to reflect the fact that there were 3 addresses to every one core address where a BME individual aged 16+ could enter the sample.

When there is a BME boost, it is normal practice to use the combined sample only for specific ethnic group analyses. However, because the BME boost for *Taking Part* was quite small, the combined sample can be used for *all* analyses. The degree of up-weighting given to non-BME respondents from the core sample is minor and the overall effective sample size of the combined sample is slightly larger than the core sample alone.

5.2 Adult data non-response weights

Non-response weights were computed in two stages:

- 1) Area-type non-response weights;
- 2) Target population weights.

Area-based information was attached to each issued address in the core sample. This included a mix of Census data, Census-derived data (such as the ACORN geo-demographic classification) and administrative data (e.g. population density, deprivation indices and government boundaries).

The CHAID procedure was used to classify addresses in terms of mean response rate. Four area-based variables proved significant:

- Region
- ACORN group
- % of PSU population aged 0-14 according to Census
- % of PSU population classified as White British according to Census

27 classes were produced with mean response rates ranging from 29% to 79%. An area-type non-response weight was computed that was equal to the inverse of the (unadjusted but weighted) mean response rate. The 27 classes are detailed in Table 4.1 below:

Table 5.1 Area-type non-response weights

REGION	ACORN group	% aged 0-14	% White British	Addresses	MEAN RR	WEIGHT (1/RR)	
NE / NW / Yorkshire & Humber / West Midlands / SE	1 / 2 / 14	All	All	7,845	62.0%	1.61	
	3 / 4 / 8 / 9 / 12 / 15	All	<89.4%	1,951	53.6%	1.87	
			89.4%-96.2%	3,809	61.0%	1.64	
			>96.2%	5,727	58.7%	1.70	
	6 / 7 / 10 / 13	All	All	4,933	55.0%	1.82	
5 / 11 / 16 / 17	All	All	1,498	49.1%	2.04		
East Midlands	All	All	<92.3%	1,453	46.4%	2.16	
East of England	All	All	<92.3%	1,910	51.8%	1.93	
East Midlands / East of England	All	All	92.3%-96.9%	3,728	55.1%	1.81	
			<18.8%	>96.9%	1,635	62.8%	1.59
			18.8%-21.0%	>96.9%	869	58.7%	1.70
			>21.0%	>96.9%	219	48.4%	2.07
London	2 / 9 / 13 / 14	All	All	420	56.0%	1.79	
							5 / 10 / 17
	15.4%-17.5%	All	571	35.6%	2.81		
	17.5%-18.2%	All	243	44.0%	2.27		
	>18.2%	All	1,402	35.4%	2.82		
	1 / 3 / 4 / 6 / 7 / 8 / 11 / 12 / 15 / 16	<15.4%	All	153	32.7%	3.06	
		15.4%-19.4%	All	1,330	41.4%	2.42	
		19.4%-21.0%	All	804	47.3%	2.11	
		2.0%-22.4%	All	486	38.5%	2.60	
	>22.4%	All	451	50.1%	2.00		
SW	All	<15.4%	<94.9%	392	42.3%	2.36	
			94.9%+	367	57.5%	1.74	
		15.4%-22.4%	All	3,861	61.9%	1.62	
		>22.4%	<96.9%	220	63.6%	1.57	
			96.9%+	126	78.6%	1.27	

These area-type non-response weights were applied both to the core sample addresses and the neighbouring boost sample addresses¹⁹.

In the second and final non-response weighting stage, BMRB applied rim weights to match targets provided by the 2005 Labour Force Survey which is itself weighted to ONS mid-year population estimates. The targets were based on sex, age, region, and ethnic group.

One other target was used: interview date. This was designed to counteract the slightly uneven 'flow' of interviews over the course of the fieldwork period and address any bias in estimates due to seasonality.

This second stage of non-response weighting was quite minor as the first stage brought most of the key distributions close to these targets.

Table 5.2 Targets used for second stage non-response weighting.

Age	Male	Female
16 - 19	3.30%	3.19%
20 - 24	3.81%	3.91%
25 - 29	3.78%	3.98%
30 - 34	4.07%	4.29%
35 - 39	4.64%	4.85%
40 - 44	4.75%	4.88%
45 - 49	4.25%	4.33%
50 - 54	3.80%	3.90%
55 - 59	4.04%	4.16%
60 - 64	3.31%	3.43%
65 - 69	2.72%	2.89%
70 - 74	2.26%	2.56%
75+	3.56%	5.34%
TOTAL	48.29%	51.71%

Region	
North East	5.02%
North West	13.42%
Yorkshire & Humberside	10.00%
East Midlands	8.56%
West Midlands	10.56%

¹⁹ Only the core sample addresses were included in the CHAID sequence for reasons of stability.

East of England	11.07%
London	14.75%
South East	16.41%
South West	10.21%
TOTAL	100.00%

Ethnic group	
White	90.14%
Indian	2.23%
Pakistani / Bangladeshi / Other Asian	2.53%
Black	2.43%
Mixed/Chinese/Other ethnic group	2.67%
TOTAL	100.00%

Interview date	
July 2005 -October 2005	22.92%
November 2005 -February 2006	33.33%
March 2006 - June 2006	33.33%
July 2006 -October 2006	10.42%
TOTAL	100.0%

5.3 Final adult weights

Weights were ‘capped’ to avoid inflating the variance of the survey estimates. Although such caps may introduce extra bias to the estimates, this is likely to be minor when only the top 1-2% of weights are capped (as here)²⁰.

²⁰ Most of the largest weights are due to unexpectedly large numbers of dwelling units at a single address. These are likely either to be interviewer errors or to be very unusual cases that happen to fall into this particular sample. The addresses used in a survey represent a random sample of the PAF which means that the proportion that turn out to contain multiple dwelling units is only an *estimate* of the proportion in the full PAF. This estimate is subject to natural sampling error so should not be taken as absolute.

6 Design effects for key variables and key sub-groups

6.1 Adult data (Combined sample)

Significance tests assume that the achieved sample is a simple random sample from the survey population. The design effect takes into account the actual complexity of the sample design, reflecting the compromises necessary for real world survey practice.

The actual sample size divided by the design effect equals the *effective* sample size. The effective sample size - rather than the actual sample size - is used for tests of significance.

Table 6.1 below shows a selection of key (weighted) results used for PSA tracking²¹, the attendant design effects and the 95% confidence intervals for each result²². The design effects range from 1.5 to 2.1 but all of the estimates are accurate to +/-0.8 percentage points or less.

Table 6.1 Design effects for key PSA variables

RESULT	Weighted result	Design effect	95% confidence intervals [range]
% Visiting a heritage site at least once in last 12 months	69.9%	2.08	69.1% - 70.6% [1.5%]
% Engaging in at least one sport in last 4 weeks	53.7%	1.71	53.0% - 54.5% [1.5%]
% Visiting a museum/gallery at least once in last 12 months	42.3%	1.78	41.5% - 43.0% [1.5%]
% Attending at least two PSA-eligible arts events in last 12 months	33.7%	1.92	32.9% - 34.4% [1.5%]
% Engaging in at least two PSA-eligible arts participation activities in last 12 months	24.1%	1.75	23.4% - 24.8% [1.4%]
% Doing at least 12 'thirty minute plus' sessions of moderate intensity sports / recreational physical activity in last 4 weeks	20.9%	1.73	20.3% - 21.5% [1.2%]

²¹ The survey is used for measuring PSA Target 3. More information about this can be found at <http://www.culture.gov.uk/NR/rdonlyres/248372CE-3A62-4869-B8FC-A311E864931F/0/TechnicalnotewithfinalPSA3baselines.pdf>

²² Computed using STATA 9.0.

Table 6.1 details the design effects for the total sample but a number of PSA targets were set for sub-groups as well as the total population. These sub-groups are:

- Adults aged 16+ identifying themselves as from a non-white ethnic group;
- Adults aged 16+ who self-report a long-term limiting illness / disability;
- Adults aged 16+ whose own occupational class is in NS-SEC analytic categories 5 to 8 (lower supervisory and technical occupations; semi-routine occupations; routine occupations; and those who have never worked);
- Women aged 16+ [sport only]

Table 6.2 shows survey estimates for all four groups with a margin of error (+/-x%) reflecting the design effect. The design effect ranges are 1.2 to 1.8 (non-white adults), 1.2 to 1.4 (adults with a long-term limiting illness / disability); 1.4 to 1.7 (adults in NS-SEC groups 5 to 8) and 1.5 (women, sport only).

Table 6.2 Weighted survey estimates and their margins of error for the four key sub-groups

RESULT	TOTAL	Non-white	LLT disability / illness	NS-SEC groups 5-8	Women
% Visiting a heritage site at least once in last 12 months	69.9% (+/-0.8%)	50.7% (+/-2.4%)	59.5% (+/-1.5%)	57.1% (+/-1.2%)	n/a
% Engaging in at least one sport in last 4 weeks	53.7% (+/-0.8%)	53.3% (+/-2.2%)	32.3% (+/-1.3%)	43.4% (+/-1.1%)	47.7% (+/-1.0%)
% Visiting a museum/gallery at least once in last 12 months	42.3% (+/-0.8%)	35.4% (+/-2.3%)	32.1% (+/-1.4%)	28.3% (+/-1.0%)	n/a
% Attending at least two PSA-eligible arts events in last 12 months	33.7% (+/-0.8%)	23.5% (+/-1.9%)	24.1% (+/-1.3%)	17.4% (+/-0.9%)	n/a
% Engaging in at least two PSA-eligible arts participation activities in last 12 months	24.1% (+/-0.7%)	20.8% (+/-1.7%)	18.9% (+/-1.1%)	15.3% (+/-0.8%)	n/a
% Doing at least 12 'thirty minute plus' sessions of moderate intensity sports / recreational physical activity in last 4 weeks	20.9% (+/-0.6%)	19.2% (+/-1.6%)	9.5% (+/-0.8%)	15.2% (+/-0.8%)	18.5% (+/-0.8%)

For other measures, an average overall design effect of 1.5 may be used for calculating the effective sample size.

Appendix B – Respondent letters

1. Core address sample advance letter
2. BME boost letter
3. Reissue letter – non-contacts
4. Reissue letter – refusals

The Resident(s)



45102731 Q4

TAKING PART: THE NATIONAL SURVEY OF CULTURE, LEISURE AND SPORT

Dear Sir/Madam,

I am writing to ask for your help with our survey called ***Taking Part***.

The survey asks people what they choose to do in their own time and why. The results of the survey will play a vital role in deciding how public money will be spent on sports, arts and other leisure facilities both locally and nationally. Most people enjoy taking part in the survey and more information can be found in the enclosed leaflet.

The Department of Culture, Media and Sport (and its partner organisations) has commissioned BMRB Social Research, an independent research organisation, to conduct the survey on its behalf. An interviewer will call at your address in the next few weeks. They will show you an identification card and will answer any questions you may have about the survey.

Your address has been selected at random from the Post Office's national list of addresses to form part of a sample that represents the population as a whole. Now that your address has been selected we cannot replace it with another.

The interviewer who comes to visit you may need to randomly select somebody from your household to take part. This ensures the survey is representative. You may want to show this letter and leaflet to other members of the household just in case they are selected. **No individual will be identifiable from the results and the information will only be used for genuine research purposes.**

We can only produce good quality official statistics if people like yourself volunteer to take part in these surveys. Without good quality statistics, it is difficult for us to make good decisions about the future so it is very important to us that everyone selected takes part, even if you don't think your experiences are relevant.

If you want to know more about the survey or wish to get a message to an interviewer who has already contacted you, please ring BMRB on 0800 015 2476 (freephone) between 9.30am and 5.30pm Monday to Friday, or email takingpart@bmr.co.uk.

Thank you in advance. ***As a token of our appreciation we are giving a £5 High Street Voucher to those households who take part.***

Yours faithfully,

Rebecca Aust
Survey Manager
Department for Culture, Media and Sport

M

Q4 final letter



45102731 Q4

TAKING PART: THE NATIONAL SURVEY OF CULTURE, LEISURE AND SPORT

Dear Sir/Madam,

The purpose of the Department of Culture, Media and Sport (and its partner organisations) is to give everyone the chance to get involved in sports, arts or cultural activities. To do this well, we need to know what people want to do and what helps them or prevents them from taking part in these activities. In order to continue improving facilities available nationally and in local areas we are conducting a survey of around 29,000 households across England.

To make sure all communities have a say, we need to carry out additional interviews in households where one or more adults are black, Asian, Chinese or from another minority ethnic group. At each of these addresses we want to talk to one adult (aged 16 or over), selected at random, about what they have chosen to do in their own time and what they thought of the experience. **Everybody's views are relevant.**

We have commissioned BMRB Social Research, a highly respected research organisation, to conduct the interviews on our behalf. An interviewer will call on your household and explain the survey in more detail. He or she will show you an identification card, which includes their photograph and interviewer identification number. You may want to show this letter to other members of the household just in case the interviewer calls when you are not at home.

I hope that you will be able to help us with this important survey. It is important that everyone selected takes part so that the survey reflects the experiences of the whole population.

The information collected during the interview will be treated in the strictest confidence. No individual will be identifiable from the results and the information will only be used for genuine research purposes.

If you want to know more about the survey or wish to get a message to an interviewer who has already contacted you, please ring BMRB on 0800 015 2476 (freephone) between 9.30am and 5.30pm Monday to Friday, or email takingpart@bmr.co.uk.

Thank you in advance for your help. ***As a token of our appreciation we are giving a £5 High Street Voucher to those households who take part.***

Yours faithfully,

Rebecca Aust
Survey Manager
Department for Culture, Media and Sport

NW

Boost Q4



45102731 / BMRB Serial Number

Dear Resident(s),

TAKING PART: THE NATIONAL SURVEY OF CULTURE, LEISURE AND SPORT

Some weeks ago we sent your household a letter about the *taking part* survey. However, we have been unable to make contact with you since this time. I am writing to ask if you would consider taking part when an interviewer calls again in the next few weeks.

The Government Department for Culture Media and Sport and its partner organisations have commissioned BMRB Social Research, an independent research organisation, to conduct the interviews on its behalf. The results of the survey will play a vital role deciding how public money will be spent on sports, arts and culture both locally and nationally.

The survey asks people what they have chosen to do in their own time recently and what helps or hinders them taking part in various activities. The survey covers a wide range of activities from walking, reading and going to the cinema to visiting historic places or museums. **If you don't take part in these activities your views and experiences are just as important as those people that do.**

Your household has been randomly selected from the Post Office's national address list. We only select a small number of households in each area, so it is very important that you take part to ensure all areas in England are represented.

The information collected during the interview will be treated in the strictest confidence. No individual will be identifiable from the results and the information will only be used for genuine research purposes.

I hope that you will help us with this survey. An interviewer will call in the next few weeks to arrange a time convenient to you to carry out the interview. He or she will carry an identification card and will answer any questions you may have about the survey.

If you wish to know more about the survey or tell us not to call, please ring BMRB on 0800 015 2476 (freephone) between 9.30am and 5.30pm Monday to Friday, or email takingpart@bmr.co.uk.

Thank you in advance for your help.

Yours faithfully,

Angela Charlton
Associate Director
BMRB Social Research

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Millward Brown Group

BMRB Limited
Registered in England
Number 275304
Registered office as above



FS 25040



45102731 / BMRB Serial Number

Dear Resident(s),

TAKING PART: THE NATIONAL SURVEY OF CULTURE, LEISURE AND SPORT

An interviewer working on behalf of BMRB Social Research may have recently asked you, or someone else in your household, to take part in the National Survey of Culture, Leisure and Sport. BMRB Social Research is conducting the survey on behalf of the Government Department for Culture, Media and Sport and its partner organisations.

I understand that your household chose not to take part when we last called. I am writing to ask if you *would* reconsider taking part when an interviewer calls again in the next few weeks.

The results of the survey will play a vital role deciding how public money will be spent on sports, arts and culture both locally and nationally.

The survey asks people what they have chosen to do in their own time recently and what helps or hinders them taking part in various activities. The survey covers a wide range of activities from walking, reading and going to the cinema to visiting historic places or museums. **If you don't take part in these activities your views and experiences are just as important as those people that do.**

Your household has been randomly selected from the Post Office's national address list. We only select a small number of households in each area, so it is very important that you take part to ensure all areas in England are represented.

The information collected during the interview will be treated in the strictest confidence. No individual will be identifiable from the results and the information will only be used for genuine research purposes.

I hope that you will help us with this survey. An interviewer will call in the next few weeks to arrange a time convenient to you to carry out the interview. He or she will carry an identification card and will answer any questions you may have about the survey.

If you wish to know more about the survey or tell us not to call, please ring BMRB on 0800 015 2476 (freephone) between 9.30am and 5.30pm Monday to Friday, or email takingpart@bmr.co.uk.

Thank you in advance for your help.

Yours faithfully,

Angela Charlton
Associate Director
BMRB Social Research

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Number 275304
Registered office as above



FS 23340

Appendix C – Address Contact Sheets

1. Core address sample contact sheet
2. BME boost contact sheet
3. BME boost card

**TAKING PART
ADDRESS CONTACT SHEET (ACS)
Main Sample**

APPENDIX C(1)

JN 45102731

DCMS

ADDRESS DETAILS

Selection Box

2	3	4	5	6	7	8	9	10	11	12	No of DUs/ people/children
											SELECT

Police Station

Selected Respondent Name

Telephone No.

Area Code

Interviewer Code

Serial Number

Interviewer Name

CHECK DIGIT

Supervisor

Screen Number 0

Date accompanied

Incentive Type £5 conditional voucher

**NOTE: IF YOU ARE DOING A REISSUE ASSIGNMENT
RECORD YOUR DETAILS ON PAGE 11 OF THE ACS**

CALLS RECORD (note all contacts and attempts to contact household & respondent in person or by 'phone even if no reply)

CALL NO.	DAY	DATE	TIME	R E S U L T
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

If more than 10 calls please record details on page 11

Total no. calls

--	--

Date of final visit

--	--

Day Day

(01 - 31)

--	--

Mth Mth

(01 - 12)

1. Establish whether address is eligible

C1. IS ADDRESS TRACEABLE, RESIDENTIAL AND OCCUPIED AS A MAIN RESIDENCE?

Yes	A	GO TO C1a	
No	B	CODE FINAL OUTCOME (code 1 -13) AT SECTION 9 & THEN GO TO SECTION 11 (page 8)	REMEMBER non-white screening at ALL addresses except non-traceable

C1a Before attempting contact at main address, identify screening addresses and follow instructions on pages 8 and 9. **ASK E2 (page 8) AT CONVENIENT POINT IF 'YES' AT C1**

2. Establish number of Dwelling Units (DUs) occupied

C2. Make contact with any adult at address

IF NECESSARY ASK : Can I just check, is this house/bungalow/building occupied as a single dwelling or is it split up into separate units?

How many units are occupied at present? (If don't know, treat a dwelling unit as occupied)

WRITE IN: ENTER TOTAL NO OF OCCUPIED DWELLING UNITS AT ADDRESS

e.g.: 2

AND CODE: NO. OF OCCUPIED DWELLING UNITS	1 only	A	GO TO C4
	2 or more	B	GO TO C3a
If no contact made with any adult or information refused		C	CODE OUTCOME IN SECTION 9 (code 16/17).

3. Multi-DU addresses - select one DU for interview

C3a. IF 2 OR MORE OCCUPIED UNITS, LIST ALL IN GRID BELOW:

- in flat/room number order

OR:

- from bottom to top of building, left to right, front to back
(SEE INSTRUCTIONS FOR MORE DETAILS)

OCCUPIED UNIT	DWELLING NO	OCCUPIED UNIT	DWELLING NO
	1		7
	2		8
	3		9
	4		10
	5		11
	6		12

C3b. LOOK AT SELECTION BOX ON FRONT PAGE TO SELECT DWELLING UNIT FOR INTERVIEW

- "No. of DUs/people" row - Find number corresponding to total number of dwelling units
- "SELECT" row - number beneath total number of dwelling units is SELECTED DWELLING UNIT.
- RING ON GRID ABOVE.

ENTER DWELLING NO. OF SELECTED DWELLING UNIT:

RECORD FLAT OR ROOM NUMBER/DETAILS OF LOCATION OF SELECTED UNIT BELOW:

NOW GO TO C4

4. Establish number of eligible persons at (selected) DU

C4. CONTACT RESPONSIBLE ADULT AT DWELLING UNIT AND INTRODUCE SURVEY

Good afternoon/evening. My name is and I'm calling on behalf of BMRB Social Research. I'm carrying out the 'Taking Part' survey for the government. It's about the kinds of activities you choose to do in your own time and about how you feel about facilities in your local area.

You should have received a letter about this survey from the Department for Culture, Media and Sport explaining that we would be contacting you.

SHOW COPY OF ADVANCE LETTER AND MENTION £5 VOUCHER

For this survey we are only interviewing people aged 16 or over. Including yourself, how many people aged 16 or over live in this household?

WRITE IN: ENTER NUMBER OF PEOPLE AGED 16+ (e.g. TWO = 2)

INCLUDE

- People who normally live at address who are away for under 6 months
- Boarders and lodgers living as part of household

EXCLUDE

- People aged 16+ who live elsewhere to study or work but who come home for holidays
- Spouses who are separated and no longer resident
- People away continuously for 6 months or more

AND CODE: NO. OF PERSONS ELIGIBLE

1 only

2 or more

If no. of persons in household not obtained

A		GO TO C5b
B		GO TO C5a
C		CODE OUTCOME AT SECTION 9 ON PAGE 6 (Code 16 or 17)

5. Select one person for interview

C5a. ASK FOR FIRST NAME OF EACH PERSON AGED 16+. LIST IN ALPHABETICAL ORDER IN GRID BELOW

FIRST NAME	PERSON NUMBER
	1
	2
	3
	4
	5

FIRST NAME	PERSON NUMBER
	6
	7
	8
	9
	10

LOOK AT SELECTION BOX ON FRONT PAGE TO SELECT PERSON FOR INTERVIEW.

- "No. of DUs/people" row - Find number corresponding to total number of persons
- "SELECT" row - number beneath total number of dwelling units is SELECTED PERSON.
- RING ON GRID ABOVE.

ENTER "PERSON NUMBER" OF SELECTED PERSON

C5b. Is selected person aged 16 or 17 AND living with parents? (circle code)

Yes	1	GO TO C5c
No	2	GO TO C6

C5c. If yes, has parental permission been obtained? (circle code)

	Yes	1	GO TO C6
No - parents/guardians not contacted		2	GO TO SECTION 9
No - parents/guardians refused		3	GO TO SECTION 9

C6. ENTER NAME OF SELECTED RESPONDENT AND, IF POSSIBLE, TELEPHONE NUMBER ON FRONT PAGE. ATTEMPT INTERVIEW OR RECORD APPOINTMENT TIME ON FRONT PAGE IF PARENTAL PERMISSION OBTAINED PUT THE NAME OF THE ADULT WHO GAVE PARENTAL PERMISSION IN BRACKETS AFTER THE RESPONDENT'S NAME.

C7. If there is one or more 11-15 year old within the household you will be prompted at the end of the interview to enquire about obtaining a child interview. If you are unable to establish this information during your visits, you should report an outcome code 84.

6. Screening for 11-15 year olds

CHILD INTERVIEW SCREEN NUMBER

9

If you obtain an adult interview at the end of the questionnaire where one or more 11-15 year old has been identified as part of the household you will be prompted to enquire about obtaining a child interview. If anyone in the household mentions the child interview before this stage you should conduct the screening at this point.

There are several situations when you will be unable to do the child screening:

- The main address is deadwood (codes 1-13)
- You have not made contact with anyone at the address (code 16)
- You have made contact, but all household information has been refused (code 17)
- An office refusal (code 31)

IN ALL THESE CASES YOU SHOULD REPORT AN OUTCOME CODE 84 FOR THE CHILD SCREENING.

If you are reporting an unproductive outcome code (33-44) on the main survey and have been unable to establish a definite child screening outcome (80, 81, 82), you should report outcome 84. Outcome code 83 should only be used if you have had a direct refusal to answer Y1.

Y1 How many children aged 11-15 live in this household (include all 11-15 year olds, both white and non-white)?

WRITE IN: NUMBER OF CHILDREN AGED 11-15 (e.g. TWO = 2)

AND CODE NUMBER OF CHILDREN AGED 11-15 BELOW:

None	81	NO EXTRA INTERVIEW
One or more	82	IF ONE CHILD AGED 11-15, WRITE NAME OF CHILD AT Y3 IF TWO OR MORE CHILDREN 11-15, GO TO Y2 AND COMPLETE SELECTION GRID
Information refused	83	NO EXTRA INTERVIEW DO NOT REPORT A CODE 83 UNLESS YOU HAVE HAD A SPECIFIC REFUSAL TO Y1.
No child screening	84	IF YOU HAVE BEEN UNABLE TO COMPLETE THE CHILD SCREENING YOU MUST REPORT THIS CODE. YOU DO NOT NEED TO REPORT AN 84 IF YOU ARE DOING A REISSUE AND CODE 81 IS CODED ABOVE.

- If you have recorded a code 82, you will need to go to section 7, ask for parental permission and then attempt an interview.
- In most cases you should only carry out a child interview after interviewing the main selected respondent. The only exception to this is if you have a firm appointment to interview the main respondent.

Electronic Report sent (Date box)

Original
1st re-issue
2nd re-issue
3rd re-issue

Child Screening (Screen 9)

7. Select one child for interview

**Y2. ASK FOR FIRST NAME OF EACH CHILD AGED 11-15.
LIST IN ALPHABETICAL ORDER IN GRID BELOW.**

FIRST NAME	CHILD NUMBER	FIRST NAME	CHILD NUMBER
	1		5
	2		6
	3		7
	4		8

LOOK AT SELECTION BOX ON FRONT PAGE TO SELECT PERSON FOR INTERVIEW

- "No. of children" row - Find number corresponding to total number of 11-15 year olds
- "SELECT" row - number beneath total number of children is SELECTED PERSON.
- RING ON GRID ABOVE.

ENTER "CHILD NUMBER" OF SELECTED 11-15 YEAR OLD:

**Y3. NAME OF SELECTED CHILD
(WRITE IN)**

8. Parental/guardian permission

Y4a ASK PARENT/GUARDIAN FOR CONSENT AND ASK THEM TO SIGN IN THE BOX BELOW BEFORE APPROACHING THE CHILD FOR INTERVIEW

SHOW PARENTAL PERMISSION CARD

The nature and purpose of the research has been explained to me and as the parent or guardian of
 ----- (enter name), I give permission for him/her to be approached to
 take part in the survey.

Signature ----- Print Name -----

Relationship to child ----- Date -----

Y4b HAS PARENTAL PERMISSION BEEN OBTAINED?

Yes	A	APPROACH CHILD AND ATTEMPT INTERVIEW
No - parent(s) not contacted	B	CODE OUTCOME AT SECTION 9 (CODE 33)
No - parents(s) refused	C	CODE OUTCOME AT SECTION 9 (CODE 34)

****REMEMBER TO USE SCREEN CODE 9 AT THE BEGINNING
OF THE CHILD INTERVIEW****

9. Final outcome for main adult interview and child interview

<i>(Ring relevant outcome codes)</i>	Main Adult Interview Final Outcome - screen 0			Child Interview Final Outcome - screen 9				
	Final Outcome	For Re-Issues ONLY			Final Outcome	For Re-Issues ONLY		
		1st	2nd	3rd		1st	2nd	3rd
<u>ADDRESS INELIGIBLE (DEADWOOD)</u>								
1. Not yet built/under construction	1	1	1					
2. Derelict / demolished	2	2	2					
3. Vacant/empty housing unit	3	3	3					
4. Non-residential address (e.g. business, school) – no private dwellings	4	4	4					
5. Communal establishment / institution – no private dwellings	5	5	5					
6. Address residential and occupied but not main residence (e.g. second home/holiday home)	6	6	6					
10. Other ineligible (record details on notes page)	10	10	10					
12. Inaccessible – OFFICE APPROVAL ONLY	12	12	12					
13. Unable to locate address	13	13	13					
<u>NO CONTACT</u>								
16. Residential address but no contact with anyone at address/DU (after 5+ calls)	16	16	16					
33. Selected person needed parental permission but no contact with parent	33	33	33	33	33	33	33	
35. Person selected but no contact with selected person (after 5+ calls)	35	35	35	35	35	35	35	
<u>REFUSAL (CODE HERE THEN COMPLETE SECTION 10 ON PAGE 7)</u>								
17. Contact made at residential address but information about DU / occupants refused	17	17	17	17	17	17	17	
31. Office refusal – OFFICE APPROVAL ONLY	31	31	31	31	31	31	31	
34. Selected person needed parental permission but parental permission refused	34	34	34	34	34	34	34	
36. Refusal by selected person before interview	36	36	36	36	36	36	36	
37. Proxy refusal (other than by parent/guardian)	37	37	37	37	37	37	37	
<u>OTHER UNPRODUCTIVE (COMPLETE SECTION 12 ON PAGE 10)</u>								
39. Broken appointment with selected person	39	39	39	39	39	39	39	
40. Selected person ill at home during survey period	40	40	40	40	40	40	40	
41. Selected person away or in hospital all survey period	41	41	41	41	41	41	41	
42. Selected person physically or mentally unable to be interviewed	42	42	42	42	42	42	42	
43. Selected person has inadequate English	43	43	43	43	43	43	43	
44. Other unproductive	44	44	44	44	44	44	44	
25. INTERIM CODE	25	25	25					
<u>PRODUCTIVE OUTCOME</u>								
51. Full interview	51	51	51	51	51	51	51	
52. Partial interview	52	52	52	52	52	52	52	

Electronic Report sent
(Date box)

Original
1st re-issue
2nd re-issue
3rd re-issue

Main Screen Code 0

Original
1st re-issue
2nd re-issue
3rd re-issue

Child Screen Code 9

Please record any other details of non-contact, refusals or other unsuccessful outcomes on page 10 of the ACS. This will help with re-issues.

10. Reasons for refusal – main adult interview

R1	Reason for refusal – <u>CODE ALL THAT APPLY</u> (CODE IF FINAL OUTCOME IS 17, 34, 36 OR 37)	Final outcome	For Re-Issues <u>ONLY</u>		
			<u>1st</u>	<u>2nd</u>	<u>3rd</u>
	1. Bad timing (e.g. sick children), otherwise engaged (e.g. visit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	2. Not interested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	3. Don't know enough / anything about the subject, too difficult for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	4. Waste of time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5. Waste of money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	6. Interferes with my privacy / I give no personal information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	7. Never do surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	8. Co-operated too often	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	9. Do not trust surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	10. Previous bad experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	11. Don't like subject	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	12. Survey not relevant – too old	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	13. Survey not relevant – don't do any activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	14. Refuses because partner / family / HH gives no approval to co-operate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	15. Office Refusal (not informed by the office)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	16. Other (WRITE REASON IN SECTION 12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
R2	How old do you think the respondent is? 1. Under 20 2. 20 - 39 3. 40 - 59 4. 60 or over 5. Don't know, never saw respondent , no selected respondent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLEASE WRITE FULL DETAILS OF REFUSALS IN SECTION 12

11. Non-white screening

E1 WAS THE MAIN ADDRESS TRACEABLE?

YES (main outcome at SECTION 9 not coded as 1, 12 or 13)	A	GO TO E1a
NO (main outcome at SECTION 9 coded as 1, 12 or 13)	B	END

E1a IDENTIFY ADDRESSES TO BE SCREENED **BEFORE** CALLING AT MAIN SAMPLE ADDRESS

Use the rules provided to identify 1 adjacent address to the left and 1 adjacent address to the right of the main sample address (as you look at it). Write each address in at E5 overleaf, giving them screen numbers 1 (for address to the LEFT of the main sample address) and 2 (for the address to the RIGHT of the main sample address) respectively.

ONCE YOU HAVE IDENTIFIED ADDRESSES RETURN TO C2 ON PAGE 2 AND CONTINUE.

E2 IF YOU MAKE CONTACT WITH THE MAIN SAMPLE ADDRESS, **EVEN IF YOU DO NOT GET AN INTERVIEW THERE**, READ OUT THE FOLLOWING EXPLANATION:

"We need to know about **all** groups of the population, especially people who are black, Asian, Chinese or from other non-white groups."

THEN USE SHOWCARD X1:

"The address immediately to the LEFT of this one is (DESCRIBE ADDRESS). Is there anyone aged 16 or over living at this address who is black, Asian, Chinese or from another non-white group?"

IF DEFINITE OUTCOME ('YES' OR 'NO') ESTABLISHED FOR THE ADDRESS TO THE LEFT, CODE AT E5 OVERLEAF.

THEN USE SHOWCARD X1:

"The address immediately to the RIGHT of this one is (DESCRIBE ADDRESS). Is there anyone aged 16 or over living at this address who is black, Asian, Chinese or from another non-white group?"

IF DEFINITE OUTCOME ('YES' OR 'NO') ESTABLISHED FOR ADDRESS TO THE RIGHT, CODE AT E5 OVERLEAF.

E3 IF YOU ARE UNABLE TO ESTABLISH A DEFINITE OUTCOME (YES OR NO) AT THE MAIN SAMPLE ADDRESS BECAUSE:

- you have not made contact at the main sample address
- the information is refused at the main sample address
- the respondent at the main sample address does not know
- the main sample address is traceable BUT is empty, derelict, demolished, etc

THEN YOU SHOULD CONTINUE SCREENING TO SEEK THE INFORMATION YOU NEED EITHER:

- at the identified address itself
- or at adjacent addresses (up to 3 addresses away from the identified address)

E4 USE SHOWCARD X2 AT IDENTIFIED ADDRESS TO ESTABLISH OR CONFIRM WHETHER ANYONE NON-WHITE PRESENT:

The Department for Culture, Media and Sport is carrying out a survey called 'Taking Part'. It's about the kinds of activities you choose to do in your own time and about how you feel about facilities in your local area. It's especially important that we interview people who are black, Asian, Chinese or from other non-white groups.

Is there anyone aged 16 or over at this address who is black, Asian, Chinese or from any other non-white group?"

You may seek information at identified address itself, and at adjacent addresses as well as the main sample address, accepting a definite 'no' or a definite 'yes'. Any case where the answer is *don't know* or *not sure* must be checked at the address itself.

Once you have established an outcome for each screened address, code the outcome at E5 below. Only code 'information not obtained' if you have not established definite outcome by end of fieldwork period.

E5 FINAL SCREENING OUTCOME CODES

Location	Screen No.	Address details (INTERVIEWER TO COMPLETE)	Outcome Code
First to left	1		71 NO – no non-white adult END OF ADDRESS 1 72 YES – non-white adult identified START NEW CONTACT SHEET 73 Information not obtained after every effort made END OF ADDRESS 1 74 Unable to identify address for screening END OF ADDRESS 1 75 Identified address part of the main sample END OF ADDRESS 1
<input type="checkbox"/> Electronically reported?			

Location	Screen No.	Address details (INTERVIEWER TO COMPLETE)	Outcome Code
First to right	2		71 NO – no non-white adult END OF ADDRESS 2 72 YES – non-white adult identified START NEW CONTACT SHEET 73 Information not obtained after every effort made END OF ADDRESS 2 74 Unable to identify address for screening END OF ADDRESS 2 75 Identified address part of the main sample END OF ADDRESS 2
<input type="checkbox"/> Electronically reported?			

E6 You should make out a new non-white address contact sheet (yellow) for each address coded 'yes' i.e. said to contain one or more non-white adults.

1. COPY THE AREA CODE AND ADDRESS SERIAL NUMBER FROM THE FRONT OF THIS CONTACT SHEET
2. WRITE APPROPRIATE SCREEN NUMBER (FROM GRID ABOVE) INTO RELEVANT BOX ON FRONT PAGE
3. COPY THE SELECTION ROW DIGITS INTO THE SELECTION BOX
4. COPY THE CHECK DIGITS FROM THE FRONT OF THIS CONTACT SHEET
5. WRITE IN FULL ADDRESS ON FRONT OF NEW NON-WHITE ADDRESS CONTACT SHEET (YELLOW)
6. ON PAGE 5 OF THE NON-WHITE CONTACT SHEET WRITE THE RELEVANT CHILD SCREENING CODE:
 - IF NON WHITE ADDRESS IS SCREEN 1 (FIRST TO THE LEFT), THE CHILD SCREEN NUMBER IS 7
 - IF NON-WHITE ADDRESS IS SCREEN 2 (FIRST TO THE RIGHT), THE CHILD SCREEN NUMBER IS 8

If you are reporting a final outcome 71, 73, 74 or 75 for either of the non-white addresses screened, you must remember to also report a code 84 for the non-white child screening. The outcome should be reported against screen code 7 for the first address to the left and screen code 8 for the first address to the right.

12. Notes page

For any unproductive interviews, please give us as much information as you can about the reason no interview was obtained. This information will help if the address is re-issued. For example:

- | | |
|---|---|
| • If refusal, or other unsuccessful, please give full explanation for outcome | • If the address was difficult to find, any helpful directions and any methods used to find address |
| • Best time to call to get someone in | • Information on respondent e.g. disabilities, whether work shifts |
| • Any other reasons why you haven't got an interview yet | • If unable to locate address you MUST record methods used to try and find the address. |

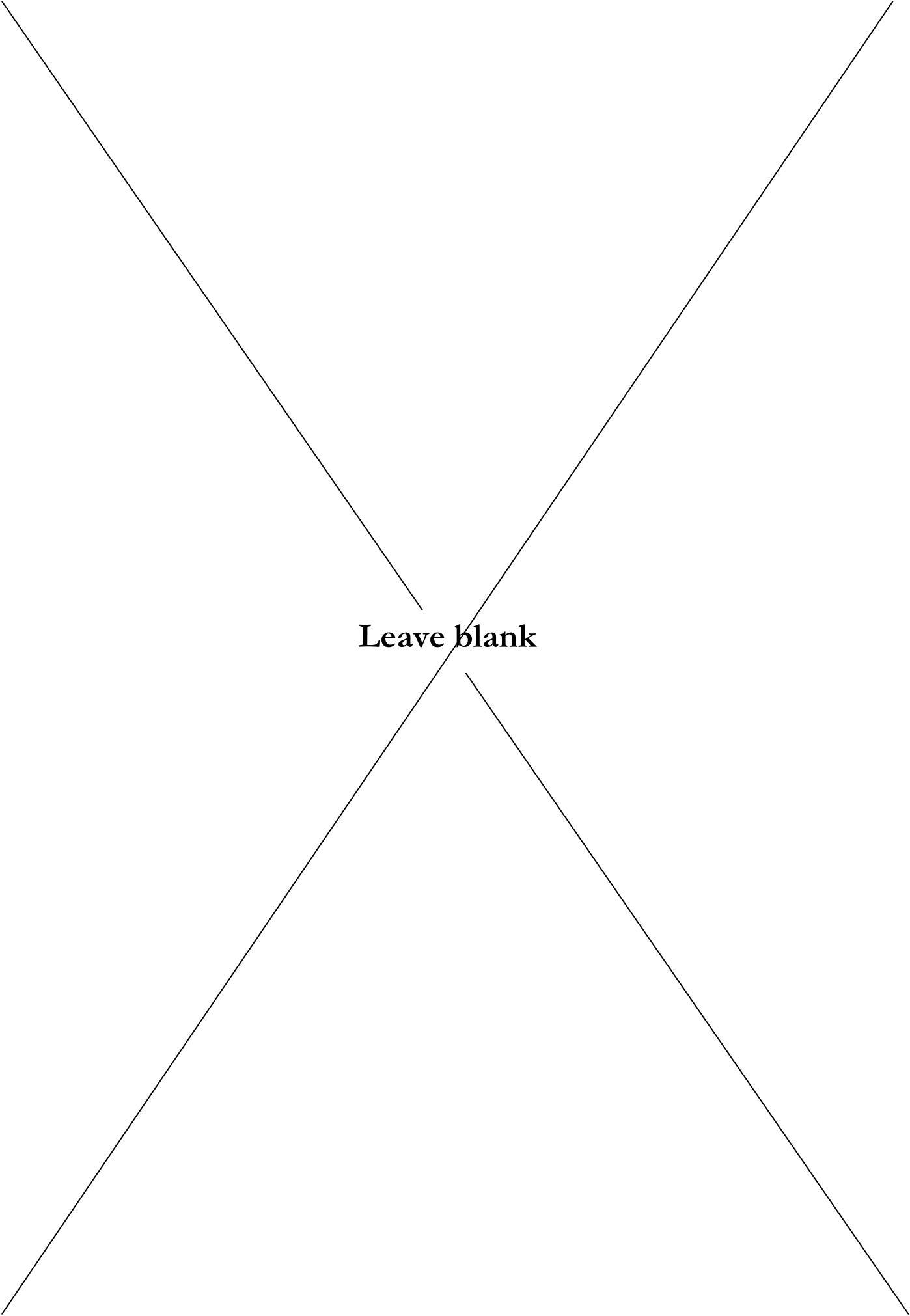
13. Re-issue information

RE-ISSUE 1	Name of interviewer	Interviewer No.	Total no. calls	Date of final visit									
			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>	
(01 - 31)		(01 - 12)											
RE-ISSUE 2	Name of interviewer	Interviewer No.	Total no. calls	Date of final visit									
			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>	
(01 - 31)		(01 - 12)											
RE-ISSUE 3	Name of interviewer	Interviewer No.	Total no. calls	Date of final visit									
			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>	
(01 - 31)		(01 - 12)											

14. Additional calls record

(note **all contacts and attempts to contact** household & respondent in person or by ' phone even if no reply)

CALL NO.	DAY	DATE	TIME	R E S U L T
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				



Leave blank

9. Incentive receipt

I, (name) _____ (PLEASE WRITE IN BLOCK CAPITALS) confirm that I have received a £5 voucher as a token of appreciation for my participation in the Taking Part Survey.

Signed:

Date:

**Taking Part
ADDRESS CONTACT SHEET (ACS)
Non-White Sample**

APPENDIX C(2)

JN 45102731

DCMS

ADDRESS DETAILS

Selection Box

2	3	4	5	6	7	8	9	10	11	12	No of DUs/ non-white adults/ children
											SELECT

Police Station

Selected Respondent Name

Telephone No.

Area Code

Interviewer Code

Serial Number

Interviewer Name

CHECK DIGIT

Supervisor

Screen Number

Date accompanied

Screen Number must be 1 or 2

Incentive Type: £5 conditional voucher

**NOTE: IF YOU ARE DOING A REISSUE ASSIGNMENT
RECORD YOUR DETAILS ON PAGE 9 OF THE ACS**

CALLS RECORD (note all contacts and attempts to contact household & respondent in person or by 'phone even if no reply)

CALL NO.	DAY	DATE	TIME	R E S U L T
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

If more than 10 calls please record details on page 9.

Total no. calls

--	--

Date of final visit

--	--

--	--

Day Day

Mth Mth

(01 - 31)

(01 - 12)

1. Establish number of Dwelling Units (DUs)

C1. ESTABLISH NO. OF DWELLING UNITS COVERED BY ADDRESS WHICH ARE OCCUPIED BY NON-WHITE ADULTS

IF NECESSARY ASK : Can I just check, is this house/bungalow/building occupied as a single dwelling or is it split up into separate units?

How many units are occupied at present by anyone who is black, Asian, Chinese or from another non-white group? (If don't know, treat a dwelling unit as occupied by a non-white adult)

WRITE IN: ENTER TOTAL NO OF OCCUPIED DWELLING UNITS OCCUPIED BY NON-WHITE ADULT(S) AT ADDRESS

e.g.: 2

AND CODE: NO. OF DWELLING UNITS OCCUPIED BY NON-WHITE ADULTS

1 only

2 or more

If no contact made with any adult or information refused

None occupied by non-white adult(s)

A	GO TO C3
B	GO TO C2a
C	CODE OUTCOME AT SECTION 8 ON PAGE 6 (code 16 or 17).
D	CODE OUTCOME AT SECTION 8 (code 22/10)

2. Multi-DU addresses - select one DU for interview

C2a. IF 2 OR MORE UNITS OCCUPIED BY NON-WHITE ADULTS, LIST ALL IN GRID BELOW:

- in flat/room number order

OR:

- from bottom to top of building, left to right, front to back
(SEE INSTRUCTIONS FOR MORE DETAILS)

OCCUPIED UNIT	DWELLING NO	OCCUPIED UNIT	DWELLING NO
	1		7
	2		8
	3		9
	4		10
	5		11
	6		12

C2b. LOOK AT SELECTION BOX ON FRONT PAGE TO SELECT DWELLING UNIT FOR INTERVIEW

- "No. of DUs/non-white adults" row - Find number corresponding to total number of dwelling units
- "SELECT" row - number beneath total number of dwelling units is SELECTED DWELLING UNIT.
- RING ON GRID ABOVE.

ENTER DWELLING NO. OF SELECTED DWELLING UNIT:

RECORD FLAT OR ROOM NUMBER/DETAILS OF LOCATION OF SELECTED UNIT BELOW:

NOW GO TO C3

3. Establish number of eligible persons at (selected) DU

C3. CONTACT RESPONSIBLE ADULT AT DWELLING UNIT AND INTRODUCE SURVEY

Good afternoon/evening. My name is and I'm calling on behalf of BMRB Social Research. I'm carrying out the 'Taking Part' survey for the Department for Culture, Media and Sport. It's about the kinds of activities you choose to do in your own time and about how you feel about facilities in your local area.

SHOW COPY OF LETTER & MENTION £5 VOUCHER

For this survey we are only interviewing people aged 16 or over who are black, Asian, Chinese or from another non-white group. Can I just check, how many non-white people aged 16 or over live in this household?

WRITE IN: ENTER NUMBER OF NON-WHITE PEOPLE AGED 16+ (e.g. TWO = 2)

INCLUDE

- People who normally live at address who are away for under 6 months
- Boarders and lodgers living as part of household

EXCLUDE

- People aged 16+ who live elsewhere to study or work but who come home for holidays
- Spouses who are separated and no longer resident
- People away continuously for 6 months or more

AND CODE: NO. OF PERSONS ELIGIBLE

1 only

2 or more

If no. of persons in household not obtained

A	GO TO C4b
B	GO TO C4a
C	CODE OUTCOME AT SECTION 8 (Code 16 or 17)

4. Select one person for interview

C4a. ASK FOR FIRST NAME OF EACH NON-WHITE PERSON AGED 16+. LIST IN ALPHABETICAL ORDER IN GRID BELOW

FIRST NAME	PERSON NUMBER
	1
	2
	3
	4
	5

FIRST NAME	PERSON NUMBER
	6
	7
	8
	9
	10

LOOK AT SELECTION BOX ON FRONT PAGE TO SELECT PERSON FOR INTERVIEW.

- "No. of DUs/ non-white adults" row - Find number corresponding to total number of persons
- "SELECT" row - number beneath total number of dwelling units is SELECTED PERSON.
- RING ON GRID ABOVE.

ENTER "PERSON NUMBER" OF SELECTED PERSON

C4b. Is selected person aged 16 or 17 AND living with parents? (circle code) Yes No

1	GO TO C4c
2	GO TO C5

C4c. If yes, has parental permission been obtained? (circle code)

Yes

No - parents/guardians not contacted

No - parents/guardians refused

1	GO TO C5
2	GO TO SECTION 8
3	GO TO SECTION 8

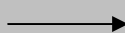
C5. ENTER NAME OF SELECTED RESPONDENT AND, IF POSSIBLE, TELEPHONE NUMBER ON FRONT PAGE. ATTEMPT INTERVIEW OR RECORD APPOINTMENT TIME ON FRONT PAGE

IF PARENTAL PERMISSION OBTAINED PUT THE NAME OF THE ADULT WHO GAVE PARENTAL PERMISSION IN BRACKETS AFTER THE RESPONDENT'S NAME.

C6. If there is one or more 11-15 year old within the household you will be prompted at the end of the interview to enquire about obtaining a child interview. If you are unable to establish this information during your visits, you should report an outcome code 84.

5. Screening for 11-15 year olds

CHILD INTERVIEW SCREEN NUMBER (WRITE IN)



If address is screen code 1 (see front page) , child screen number should be 7
 If address is screen code 2 (see front page), child screen number should be 8

If you obtain an adult interview at the end of the questionnaire where one or more 11-15 year old has been identified as part of the household you will be prompted to enquire about obtaining a child interview with a **non-white 11-15 year old**. If anyone in the household mentions the child interview before this stage you should conduct the screening at this point.

There are several situations when you will be unable to do the child screening:

- There is no non-white adult aged 16+ at the address (code 22)
- You have not made contact with anyone at the address (code 16)
- You have made contact, but all household information has been refused (code 17)
- An office refusal (code 31)

IN ALL THESE CASES YOU SHOULD REPORT AN OUTCOME CODE 84 FOR THE CHILD SCREENING.

If you are reporting an unproductive outcome code (33-44) on the non-white boost survey and have been unable to establish a definite child screening outcome (80, 81, 82), you should report outcome 84. Outcome code 83 should only be used if you have had a direct refusal to answer Y1.

Y1 How many children **aged 11-15** and **non-white** live in this household?

WRITE IN: NUMBER OF CHILDREN AGED 11-15 (e.g. TWO = 2)

AND CODE NUMBER OF CHILDREN AGED 11-15 BELOW:

None	81	NO EXTRA INTERVIEW
One or more	82	IF ONE CHILD AGED 11-15, WRITE NAME OF CHILD AT Y3 IF TWO OR MORE CHILDREN 11-15, GO TO Y2 AND COMPLETE SELECTION GRID
Information refused	83	NO EXTRA INTERVIEW DO NOT REPORT A CODE 83 UNLESS YOU HAVE HAD A SPECIFIC REFUSAL TO Y1.
No child screening	84	IF YOU HAVE BEEN UNABLE TO COMPLETE THE CHILD SCREENING YOU MUST REPORT THIS CODE. YOU DO NOT NEED TO REPORT AN 84 IF YOU ARE DOING A REISSUE AND CODE 81 IS CODED ABOVE.

- If you have recorded a code 82, you will need to go to section 6, ask for parental permission and then attempt an interview.
- In most cases you should only carry out a child interview after interviewing the main selected respondent. The only exception to this is if you have a firm appointment to interview the main respondent.

Electronic Report sent (Date box)

Original
 1st re-issue
 2nd re-issue
 3rd re-issue

Child Screening (screen 7 or 8)

6. Select one child for interview

Y2. ASK FOR FIRST NAME OF EACH CHILD AGED 11-15 (ONLY INCLUDE NON-WHITE 11-15 YEAR OLDS). LIST IN ALPHABETICAL ORDER IN GRID BELOW.

FIRST NAME	CHILD NUMBER	FIRST NAME	CHILD NUMBER
	1		5
	2		6
	3		7
	4		8

LOOK AT SELECTION BOX ON FRONT PAGE TO SELECT PERSON FOR INTERVIEW

- "No. of children" row - Find number corresponding to total number of 11-15 year olds
- "SELECT" row - number beneath total number of children is SELECTED PERSON.
- RING ON GRID ABOVE.

ENTER "CHILD NUMBER" OF SELECTED 11-15 YEAR OLD:

Y3. NAME OF SELECTED CHILD (WRITE IN)

7. Parental/guardian permission

Y4a ASK PARENT/GUARDIAN FOR CONSENT AND ASK THEM TO SIGN IN THE BOX BELOW BEFORE APPROACHING THE CHILD FOR INTERVIEW

SHOW PARENTAL PERMISSION CARD

The nature and purpose of the research has been explained to me and as the parent or guardian of
 ----- (enter name), I give permission for him/her to be approached to
 take part in the survey.

Signature ----- Print Name -----

Relationship to child ----- Date -----

Y4b HAS PARENTAL PERMISSION BEEN OBTAINED?

Yes	A	APPROACH CHILD AND ATTEMPT INTERVIEW
No - parent(s) not contacted	B	CODE OUTCOME AT SECTION 8 (CODE 33)
No - parents(s) refused	C	CODE OUTCOME AT SECTION 8 (CODE 34)

****REMEMBER TO USE THE CORRECT SCREEN CODE AT THE BEGINNING OF THE CHILD INTERVIEW****

8. Final Outcome for non-white adult interview and child interview

<i>(Ring relevant outcome codes)</i>	Non-white Adult Interview Final Outcome			Non-white Child Interview Final Outcome				
	Final Outcome	For Re-Issues ONLY			Final Outcome	For Re-Issues ONLY		
		1st	2nd	3rd		1st	2nd	3rd
<u>ADDRESS INELIGIBLE (DEADWOOD)</u>								
22. No non-white adult at address	22	22	22	22				
10. Other ineligible (record details on notes page)	10	10	10	10	10	10	10	10
<u>NO CONTACT</u>								
16. Residential address but no contact with anyone at address/DU (after 5+ calls)	16	16	16	16				
33. Selected person needed parental permission but no contact with parent	33	33	33	33	33	33	33	33
35. Person selected but no contact with selected person (after 5+ calls)	35	35	35	35	35	35	35	35
<u>REFUSAL (CODE HERE THEN COMPLETE SECTION 9 ON PAGE 7)</u>								
17. Contact made at residential address but information about DU / occupants refused	17	17	17	17	17	17	17	17
31. Office refusal - OFFICE APPROVAL ONLY	31	31	31	31	31	31	31	31
34. Selected person needed parental permission but parental permission refused	34	34	34	34	34	34	34	34
36. Refusal by selected person before interview	36	36	36	36	36	36	36	36
37. Proxy refusal (other than by parent/guardian)	37	37	37	37	37	37	37	37
<u>OTHER UNPRODUCTIVE (COMPLETE SECTION 10 ON PAGE 8)</u>								
39. Broken appointment with selected person	39	39	39	39	39	39	39	39
40. Selected person ill at home during survey period	40	40	40	40	40	40	40	40
41. Selected person away or in hospital all survey period	41	41	41	41	41	41	41	41
42. Selected person physically or mentally unable to be interviewed	42	42	42	42	42	42	42	42
43. Selected person has inadequate English	43	43	43	43	43	43	43	43
44. Other unproductive	44	44	44	44	44	44	44	44
25. INTERIM CODE	25	25	25	25				
<u>PRODUCTIVE OUTCOME</u>								
51. Full interview	51	51	51	51	51	51	51	51
52. Partial interview	52	52	52	52	52	52	52	52

Electronic Report sent
(Date box)

Original
1st re-issue
2nd re-issue
3rd re-issue

Main

Original
1st re-issue
2nd re-issue
3rd re-issue

Child

Please record any other details of non-contact, refusals or other unsuccessful outcomes on page 8 of the ACS. This will help with re-issues.

9. Reasons for refusal

R1	Reason for refusal - <u>CODE ALL THAT APPLY</u> (CODE IF FINAL OUTCOME IS 17, 34, 36 OR 37)	Final outcome	For Re-Issues <u>ONLY</u>		
			<u>1st</u>	<u>2nd</u>	<u>3rd</u>
	<ol style="list-style-type: none"> 1. Bad timing (e.g. sick children), otherwise engaged (e.g. visit) 2. Not interested 3. Don't know enough / anything about the subject, too difficult for me 4. Waste of time 5. Waste of money 6. Interferes with my privacy / I give no personal information 7. Never do surveys 8. Co-operated too often 9. Do not trust surveys 10. Previous bad experience 11. Don't like subject 12. Survey not relevant - too old 13. Survey not relevant - don't do any activities 14. Refuses because partner / family / HH gives no approval to co-operate 15. Office Refusal (not informed by the office) 16. Other <p style="text-align: center;">(WRITE REASON IN SECTION 10)</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
R2	<p>How old do you think the respondent is?</p> <ol style="list-style-type: none"> 1. Under 20 2. 20 - 39 3. 40 - 59 4. 60 or over 5. Don't know, never saw respondent , no selected respondent 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

PLEASE WRITE FULL DETAILS OF REFUSALS IN SECTION 10

10. Notes page

For any unproductive interviews, please give us as much information as you can about the reason no interview was obtained. This information will help if the address is re-issued. For example:

<ul style="list-style-type: none">• If refusal, or other unsuccessful, please give full explanation for outcome	<ul style="list-style-type: none">• If the address was difficult to find, any helpful directions and any methods used to find address
<ul style="list-style-type: none">• Best time to call to get someone in	<ul style="list-style-type: none">• Information on respondent e.g. disabilities, whether work shifts
<ul style="list-style-type: none">• Any other reasons why you haven't got an interview yet	<ul style="list-style-type: none">• If unable to locate address you MUST record methods used to try and find the address.

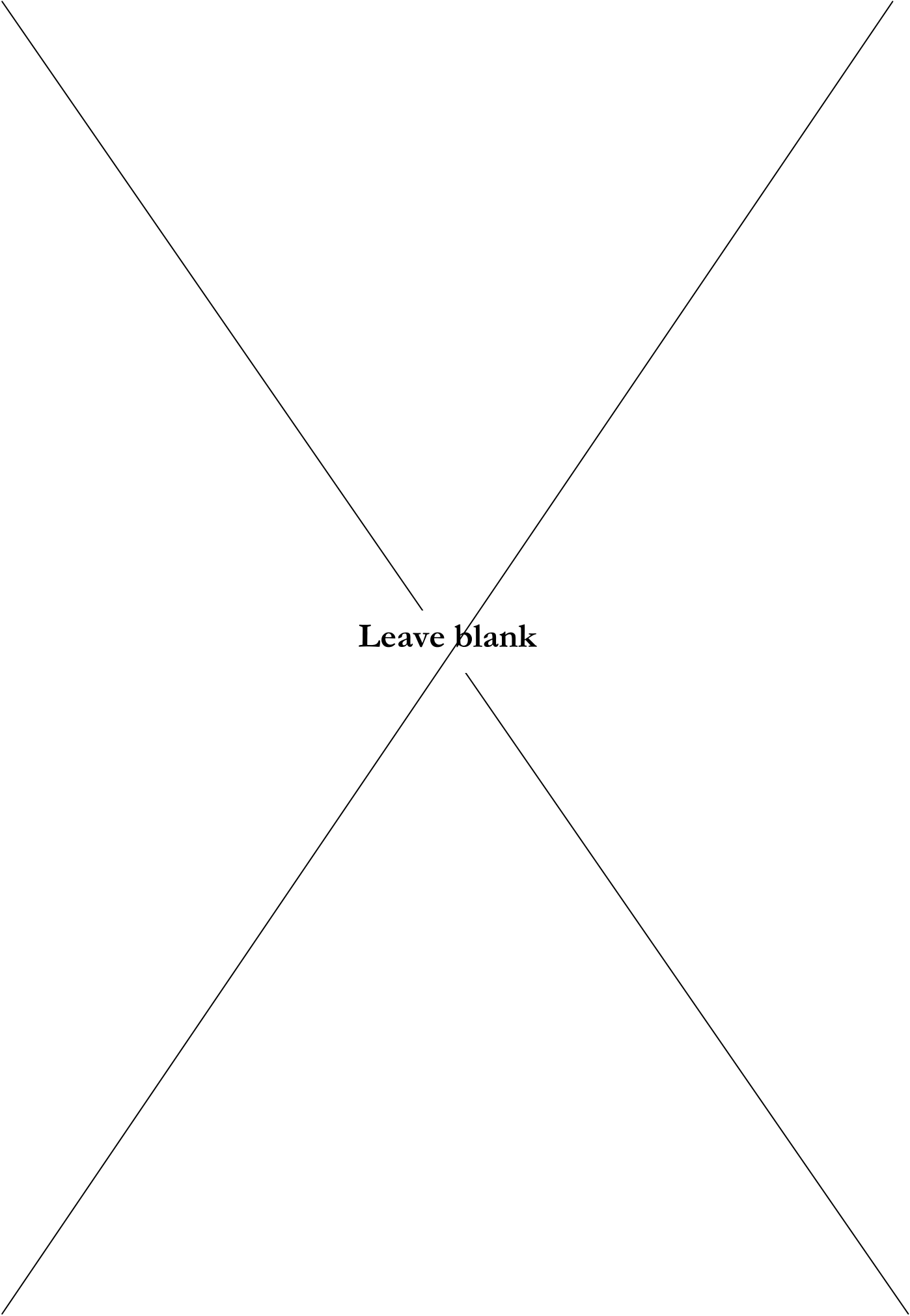
11. Re-issue information

RE-ISSUE 1	Name of interviewer	Interviewer No.	Total no. calls	Date of final visit									
			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>	
(01 - 31)		(01 - 12)											
RE-ISSUE 2	Name of interviewer	Interviewer No.	Total no. calls	Date of final visit									
			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>	
(01 - 31)		(01 - 12)											
RE-ISSUE 3	Name of interviewer	Interviewer No.	Total no. calls	Date of final visit									
			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>	
(01 - 31)		(01 - 12)											

12. Additional calls record

(note all contacts and attempts to contact household & respondent in person or by 'phone even if no reply)

CALL NO.	DAY	DATE	TIME	R E S U L T
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				



Leave blank

13. Incentive receipt

I, (name) _____ (PLEASE WRITE IN BLOCK CAPITALS) confirm that I have received a £5 voucher as a token of appreciation for my participation in the Taking Part Survey.

Signed:

Date:

Is there anyone aged 16 or over living at the addresses mentioned who is black, Asian, Chinese or from other non-white groups?

If you are unsure, please use the categories below as a guide.

White

- A. British
- B. Irish
- C. Any other White background

Mixed

- D. White and Black Caribbean
- E. White and Black African
- F. White and Asian
- G. Any other mixed background

Asian or Asian British

- H. Indian
- I. Pakistani
- J. Bangladeshi
- K. Any other Asian background

Black or Black British

- L. Caribbean
- M. African
- N. Any other Black background

Chinese or other ethnic group

- O. Chinese
- P. Any other

SHOWCARD X1

45102731

Is there anyone aged 16 or over living at this address who is black, Asian, Chinese or from other non-white groups?

If you are unsure, please use the categories below as a guide.

White

- A. British
- B. Irish
- C. Any other White background

Mixed

- D. White and Black Caribbean
- E. White and Black African
- F. White and Asian
- G. Any other mixed background

Asian or Asian British

- H. Indian
- I. Pakistani
- J. Bangladeshi
- K. Any other Asian background

Black or Black British

- L. Caribbean
- M. African
- N. Any other Black background

Chinese or other ethnic group

- O. Chinese
- P. Any other

SHOWCARD X2

45102731

Appendix D – Respondent Leaflet

DCMS Partner Organisations



www.sportengland.org
Tel: 08458 508 508



www.mla.gov.uk
Tel: 020 7273 1444



www.english-heritage.org.uk
Tel: 0870 333 1181



www.artscouncil.org.uk
Tel: 0845 300 6200

Further information about the Department for Culture, Media and Sport is available from:

www.culture.gov.uk

What is BMRB?



BMRB is an independent agency specialising in social research. Here are some examples of our work:

The British Crime Survey – this is a high profile survey on behalf of the Home Office. 51,000 interviews are completed per year asking people about their experiences of crime over the previous 12 months.

Adult Basic Skills – BMRB recently conducted a major survey on behalf of the Department for Education and Skills to measure adult basic skills, specifically literacy and numeracy. This involved over 8,000 interviews in England.

For more information about BMRB and the work we do, please refer to our website: www.bmrb.co.uk

How can you check that it is one of our interviewers?

All interviewers work for The Operations Centre on behalf of BMRB and carry the Market Research Society Interviewer Identity card (as shown).

You can also contact The Operations Centre or BMRB directly to check that the interviewer is one of our interviewers working in your area.

If you would like to check the identity of an interviewer or get some further information on the survey, please call:

BMRB Survey Information Line: Freephone - 0800 015 2476
The Operations Centre: Sean Dixon – 020 8433 4220
Interviewer ID check (office hours) - 020 8433 4214

Ref: 45102731



taking part

The National Survey of Culture, Leisure and Sport



Hythe School - 07.04.04

Your household has been selected for the 2005/06 **taking part** survey. This important survey is being conducted by BMRB Social Research on behalf of the Department for Culture, Media and Sport and its partner organisations.

Its aim is to find out how people choose to spend their own time and their views on the leisure activities and facilities available to them.

This leaflet contains more information about the survey and why we are carrying it out.

We hope that you will take part and find the survey interesting.

What is the *taking part* survey?

The Department for Culture, Media and Sport (DCMS) is the Government department which aims to improve the quality of life for all through sporting and cultural activities.

DCMS and its partner organisations have asked BMRB Social Research to talk to you to find out what you do in your own time and what you think of local facilities.

The results of the survey will help DCMS and its partners understand what helps or hinders people taking part in these activities.

The survey covers a variety of topics such as:

- Sport and active recreation
- Arts
- Museums and galleries
- Heritage
- Archives and libraries

Everyone's views and experiences are valuable. It is important to interview you even if you don't participate in any activities or you don't think your views are relevant. The results need to be representative of everyone in England.

Nearly 29,000 adults and 1,500 children will be interviewed for the 2005/06 survey.

Further information about the survey is available from:
www.culture.gov.uk/global/research/taking_part_survey



Why has my address been chosen?

Your address has been randomly selected from the Post Office's list of addresses in England.

It is important to have a strictly random selection, so that the results reflect the experiences and views of the whole population.

The interviewer does not know anything in advance about you or your household but he or she will need to randomly select from each address one adult (aged 16 or over) and if applicable, one child aged 11-15 to take part in the interview. Once selected, the interviewer is not allowed to interview anyone else.

What happens next?

An interviewer will call at your home within the next couple of weeks. He/she will show you an identification card and will be able to answer any questions you have about the survey.

If the selected person is unable to do the interview at the time, the interviewer will be happy to arrange a more convenient time.

If a child is selected to take part, the interviewer will ask for written permission from the parent or guardian before conducting the interview.

Is the information you give confidential?

It is **entirely confidential**:

- Your name and address details are kept separate from your answers and will not be passed onto any other organisation including the DCMS and its partner organisations, without your expressed permission.
- No individual will be identifiable from the results. Your answers will be combined with others that take part in the survey.

Will you be contacted again?

A small proportion of interviews are checked to ensure that the interviewer acted in a professional manner and that the information you gave was recorded accurately. You may receive a phone call or letter to confirm this.



Appendix E – Interviewer Instructions

Taking Part Interviewer Instructions 45102731

1. BACKGROUND

This survey is being carried out for the Department for Culture, Media and Sport and its partner organisations – Sport England, English Heritage, Arts Council and Museums, Libraries and Archives Council (MLA). One of the government’s aims is to improve the quality of life for everyone, by providing people with the chance to get involved with a variety of sports, arts and cultural activities. DCMS commissioned this survey to make sure they are meeting their Public Service Agreements (PSAs). PSAs are set for each government department and set out each department’s aims, objectives and key outcomes. Moreover they form an integral part of the spending plans. The main aim of the survey is to measure the performance of DCMS against these targets as well as to set strategic priorities for the delivery of culture and sport in the future.

This survey aims to interview a representative sample of the adult population chosen from the Post Office’s national list of addresses. In 2005-2006 we aim to achieve 27,000 main interviews and 1,500 non-white boost interviews. From January to June 2006 we are also aiming to interview 1500 children aged 11-15 years.

Throughout these instructions, we have noted where elements and rules of the survey are similar to the British Crime Survey. In these cases, we have referred you to the relevant section of the BCS manual, rather than repeating the same information here. However, **there are some key differences where the survey is different to the BCS:**

- All respondents that take part in the interview (main adult sample and non-white adult sample) receive a conditional £5 High Street Voucher.
- Non-white screening:
 - Screening at ALL main addresses
 - Screen only 2 adjacent addresses (not 4 as BCS), one address either side of the main address
- Child survey – additional interview if address contains a child aged 11-15 years.
- No Youth boost
- No collection of Observational data

2. EXECUTIVES AT HEAD OFFICE

The Executives at Head Office are Joel Williams, Angela Charlton, Susan Kay, and Dominika Malicka. However, if problems arise please contact the Manchester Office in the usual way.

3. KIT LIST

Along with these instructions you should also receive the following:

Update Memo

Results Summary Sheet

Advance letter pack containing 1 pre-printed address per main address, OHMS envelopes and *Taking Part* survey leaflets

Assignment sheet

Map of assignment area

Set of pre-printed Address Contact Sheets for main sample (white)

Address Contact Sheets for non-white boost sample (yellow)

Advance Letters

Non-white Letters

A5 Show Card (screening question – X1 & X2)

DCMS Survey leaflets (spares)

DCMS ‘About Us’ leaflets

Set of Show Cards

Definitions showcard

Calendar

Sports Card Pack

Parental Permission Card

Weekly Grid (1 per respondent)

Life Events Calendar (1 per respondent)

Social Research Leaflets

Police Forms

Set of Calling Cards

Set of Appointments Cards

Pay Chart

Pre-paid envelopes (addressed to Spa Park)

Return Slips & Final Sheet
 20 x £5 High Street Vouchers
 Incentive Return Slip
 Copy of No Contact Re-Issue Letter
 Copy of Refusal Re-Issue Letter

Also available on request – Tips on Countering Respondent Objections (feedback from July 2005 interviewer briefings)

If anything is missing from your work pack or you need additional documents to use on reissues, please call your Team Leader IMMEDIATELY. Whilst doing this check it is important that you check the serial numbers of the addresses against the list on your assignment sheet to ensure the correct number of contact sheets are included in your pack.

Please note that the number of copies of leaflets, letters and other documents you are provided with is based on a standard assignment. Since there is a lot of variation in the types of areas we cover, it is impossible to provide a standard number of copies that will meet everyone's requirements. If during your assignment you run out of leaflets or letters or any other documents please call your Team Leader and we will arrange to send you more supplies.

4. SUMMARY OF YOUR ASSIGNMENT

The following is a brief summary of your assignment:

- Your assignment will normally consist of 34 addresses. The only exceptions to this are in areas where we believe there to be a high incidence of non-white households and in London. In areas with a high incidence of non-white households we issue only 17 addresses because we would expect you to do a higher number of non-white boost interviews. In London we issue 40 addresses per assignment (or 20). These addresses represent the **Main Issued Sample**.
- On the Main Issued Sample you may **ONLY** interview at the addresses you have been issued with. Before starting your assignment you will need to post an advance letter and survey leaflet to each address.
- You **must** account for every address that is issued to you, whether you achieve an interview or not. Accounting for an address means giving a full record of all calls made, the final outcome achieved on each **Address Contact Sheet** (ACS). Some of the information you collect on the ACS will have to be reported back to us electronically on a regular basis. Having a complete account of every

address that is issued to you is vital for us in terms of tracking the progress of the survey over the whole country. Details of how to use the Address Contact Sheet can be found in Section 8.

- At every address that you establish as being eligible for the survey, you will aim to interview only ONE adult (aged 16 or over) in the household. Where there are two or more adults in the household, you will have to randomly select one for interview using standardised selection procedures. Once you have selected someone in a household for interview this is the only adult you can interview – no substitution is allowed under any circumstances.
- At **ALL** main addresses you will need to carry out non-white screening. This involves identifying one address on either side of the main sample address and screening each address for non-white adults. Where you make a positive identification of a household with one or more non-white adults at any of these addresses, you will start a new yellow Address Contact Sheet (ACS) and attempt to conduct an interview. This process is explained in more detail in section 10.
- At **ALL** main and non-white boost addresses you will need to carry out screening to identify any children in the household aged 11-15 years. The screening should take place after the main adult interview. Where two or more children aged 11-15 years have been identified in the household, you will need to randomly select one for interview using standardised selection procedures. Once you have selected the 11-15 year old for interview this is the only child you can interview – no substitution is allowed under any circumstances. Ideally the interview with the child must take place after you have conducted a main or non-white adult interview in the household. This process is explained in more detail in section 9.
- From the main addresses (those with screen 0) we expect a minimum **response rate of 65%**, which means that in an average assignment of 34 addresses we expect you to carry out **20 full interviews** (assuming c.3-4 addresses are ‘deadwood’) with adults aged 16+. The number of interviews you achieve on the non-white boost will vary considerably depending on your area of work. We expect a minimum of **50% response rate** at all eligible households. The number of child interviews will also depend on your area of work.

5. PLANNING YOUR ASSIGNMENT

5.1 The Sample

The addresses in your assignment have been selected from within a **postcode sector**. The number of addresses in your assignment will vary. Generally assignments outside of London consist of 34 addresses and in London 40 addresses, however in areas with over 40% ethnic minority population only half the number of addresses are issued (17 and 20). This is because we expect these assignments to yield a high number of additional boost interviews (see section 9).

Postcode sectors vary enormously in size. As a general rule, sectors in inner city and urban areas tend to be fairly compact, while sectors in rural areas can cover large geographical areas. Your addresses will have been randomly selected from across the whole sector. Therefore you may have to travel a considerable distance between addresses. However, this can vary a lot from assignment to assignment. When we select the addresses from PAF we cannot tell how the addresses actually appear on the ground. Therefore, you may find that they are fairly spread out across the whole area, or you may find that they occur in small clusters. Whatever area they cover, you should not assume that the addresses you receive will be in a logical geographical order that you can follow around (i.e. from address 1, to address 2, to address 3, etc.)

It is absolutely essential that, before you set out on your first day, you spend some time organising and planning your addresses into a logical route and into manageable groups. To help you do this we have provided a map in your work pack highlighting each address. Providing a map like this will hopefully make planning your assignment slightly easier and will help to reduce the amount of work you have to do before the start of an assignment. The map should help give you some idea of your assignment area, how your addresses are spread throughout it, and how the addresses are clustered together. It should help you to more easily plan and prepare your assignment and may also help you to find some addresses more easily in the field.

5.2 Fieldwork dates

Fieldwork starts on the Monday 17th April. Please see the Request to Work email sent by your Team Leader for the final end of fieldwork date.

We expect a typical assignment to take 8 days (48 hours). You should NOT expect to work **8 full** days. Instead, your workload is likely to be spread over several weeks and your assignment may be made up of some full (6 hour) days, some half days, and some days when you only spend a couple of hours in the field. As a general rule we would expect you to work longer days at the start of your assignment and to spend shorter periods of time towards the end of your assignment.

5.3 When to Interview

All fieldwork should take place during the hours 1.30 – 9.00p.m on weekdays, unless it is your first day (10am start – see later) or a respondent requests an earlier or later appointment. These times have been found to be the most productive in terms of making contact and achieving interviews. However, all areas are different and we would not stop you from working in the morning if you felt this would be a productive use of your time. Examples of different types of area include those with a high elderly

population, commuter areas where people are not home until relatively late in the evening, areas where a lot of people work shifts, high unemployment areas where many people are at home during the day. In each of these areas your working pattern is likely to be very different. Apart from the first day, if you are planning to work in the morning please let your Team Leader know.

To help maximise contact with households we would also expect you to spread your working days over the full fieldwork period or a minimum of 3 weeks and vary your calling pattern in terms of the days and times you call at particular addresses.

5.4 Number of calls

As with all random probability surveys a MINIMUM of 5 calls must be made at all addresses before regarding it as a non-contact and a minimum of 2 calls must be after 7pm or on a weekend. Even once you have called at an address 5 times, you should continue to make calls if you happen to be in the area and are passing close to an address on your way to another address.

Any addresses which are returned to Spa Park non-contact but which do not meet the criteria of five calls, at least two of which are on a weekday evening or a weekend, will be returned to you so you can complete the assignment.

5.5 Your 1st Working Day

As on most random probability surveys your first working day is crucial to the success of your assignment. We recommend the following on this survey:

- Try and make your 1st day as early as possible in the fieldwork period. The advance letters are sent out 5 working days before the start of the field period, and the shorter the gap between the letter being delivered and you making the first contact the better.
- Recommend you start as early as 10am and try to work a longer day.
- Try to get around as many of your addresses as possible. If you are unfamiliar with the area it is always useful to get your bearings and actually find all your addresses early on. If you have any difficulty finding an address you should make full notes of where it is so you don't have any problems on subsequent visits. Finding addresses in the dark is much more difficult than finding them in the daylight. This is a good reason (especially in winter) for making an early start on your first day.

- Try to identify ineligible or deadwood addresses as early as possible in your assignment. Once you have done this you will not need to visit these addresses again.
- Try to get as many of your non-white screening outcomes on your first day. You should not wait until you make contact with someone at the main sampled address before trying to get this information.
- Try to make contact with someone at as many addresses as possible and complete the person selection.
- If the selected person is not in, try to establish the best day and time to catch them. If the selected person cannot do the interview straight away, arrange an appointment to call back.
- If possible, do some interviews!

Therefore, at the end of the first day if you have got around all (or most) of your addresses, you have completed a lot of your non-white screening outcomes, you have made contact with people at some addresses and perhaps made a few appointments this would be a highly successful first day.

You should not necessarily judge the success of your first day in terms of the number of interviews you achieve. If you do manage to get a few interviews on your first day this would be a good start. However, you can still have an extremely successful first day even if you don't actually achieve any interviews.

5.6 Notifying the Police

If you are working on an original issue assignment you must notify the police before you start working in your area. Hand in a copy of the Police Form and a copy of the main survey advance letter. You should make a note of the name and number of the person you spoke to and ask them, if possible, to rubber-stamp your copy of the Police Form and sign it with their name. This will give you some proof of having notified the police.

You should write the name of police station you have registered with on the front page of the Address Contact Sheet.

NB. It is not essential to notify the police if you are working on a reissue assignment.

If the police would like further information about the survey, they may contact any of the BMRB research team or The Operations Centre (see numbers on the leaflet). They may also contact Rebecca Aust at the DCMS on 020 72116112 (do not give this number out to respondents).

6. RESPONSE RATE

Overall, we expect to achieve a 65% response rate to the survey from the **Main Issued Sample**. This means that for an assignment with 34 addresses we expect you to carry out, on average, around 20 **full interviews** (assuming around 3-4 are ineligible 'deadwood'). However, this is the average number of interviews that we need to achieve in every assignment across the country. This means that you should make every effort to achieve the maximum number of interviews possible. The 20 interviews exclude additional non-white boost interviews and child interviews.

Although everyone should aim for a response rate of 65%, experiences from other surveys suggest that a lower response rate will be achieved in London. Therefore to ensure everyone achieves 20 interviews per assignment (and therefore the overall target in London) we have issued 40 (or 20 in high ethnic minority areas) addresses per assignment.

Procedures and Tips for achieving a high response rate can be found in the BCS Manual – chapter 2.6 and 2.7 and appendix A.

7. INTRODUCING THE SURVEY

As with other Government surveys there is no obligation to take part. However, it is very important, and you should use every technique to get respondents to take part.

The suggested introduction on page 3 of the contact sheet is:

Good afternoon/evening. My name is and I'm calling on behalf of BMRB Social Research. I'm carrying out the 'Taking Part' survey for the government. It's about the kinds of activities you choose to do in your own time and about how you feel about facilities in your local area.

You should have received a letter about this survey from the Department for Culture, Media and Sport explaining that we would be contacting you.

It is important that you are flexible and adaptable as the introduction will be critical on this survey. It is important to adapt your introduction depending on the situation on the doorstep. For example there

will be times when you may need to stress that activities such as just walking the dog or walking to the shops are of interest.

Stress to respondents that this is social research. The leaflet explains that BMRB specialise in social research.

Introducing the survey and the selection procedure is covered in more detail in chapter 8.

7.1 Advance letter and DCMS Leaflet

From April you will be responsible for sending the advance letter to all main addresses in your assignment.

In your workpack you should find a pre-addressed letter for each main address, a copy of the Taking Part survey leaflet for each address and a batch of OHMS envelopes. The letters and leaflets need to be put into the envelopes and posted before starting your assignment. Please try to stagger the posting of the advance letters to fit your pattern of visits. You should allow 2-3 days between sending the letters and calling round in person. You should avoid as far as possible lengthy gaps between sending the letters and first calling at the address.

The letter explains the reasons for the survey, its importance and its confidentiality and the leaflet contains additional information about the survey and contact details for the DCMS (and its partner organisations), BMRB and TOC. Letters must be sent in OHMS (On Her Majesty's Service) envelopes.

Make sure that you are fully aware of the content of the letter and leaflet and have spare copies in case some households do not remember receiving them. In some cases (e.g. the elderly) you may want to leave a copy of the letter and leaflet and suggest you will call back at a later time.

7.2 Incentives

All respondents aged 16+ that take part in the main survey (or non-white boost – see later) will receive a £5 High Street voucher at the end of the interview. There is no separate incentive for the child interview.

Note that you will need to get the respondent to acknowledge receipt of the incentive on page 13 of the contact sheet. A written signature must be obtained.

If the respondent does not complete the entire interview, use your judgement as to whether it would be appropriate to still give them the incentive. If they have given you at least 20 minutes of their time, then it would probably be appropriate to still give them the incentive. This would be regardless of whether they reached the point in the interview which we define as the cut-off for a useable partial interview).

For details on the administration of the incentives, see chapter 12.

7.3 Incentive Experiment

We have changed the incentive from January onwards as a result of the incentive experiment conducted in July, August and September 2005.

The experiment tested the impact of various incentive types for this survey. The four incentive types were:

- £5 cash conditional on interview completion
- £5 high street voucher conditional on interview completion
- £3 high street voucher sent with advance letter
- No incentive

When we analysed data from July issues *only* the top incentive was the £3 vouchers sent with the advance letter, however the analysis of data for July, August and September revealed that the £5 conditional voucher was the top incentive and gave best value for money. So, over the course of the experiment, the lead changed hands.

Those of you working on October, November and December re-issues will need to remember that all households will have received a £3 voucher with the advance letter and therefore you will not be administering an incentive. When working on issues from January onwards you will use the £5 vouchers incentive for *all* households, including 'boost' households.

7.4 Conducting the interview in privacy

Ideally the whole interview should be conducted in privacy, without others present. However, we do realise that this is often unavoidable, and therefore you should still complete the interview even if others are present. There are no 'sensitive' questions in the survey.

7.5 Timing Appointments

We would suggest allowing at least one hour for appointments. The main and non-white boost questionnaire should on average last approximately 44 minutes. The child interview should on average last approximately 15 minutes. However, these timings will vary depending on the respondent's individual experiences.

Do not start any interviews after 8pm in the evening, unless the respondent has indicated that they are happy to continue beyond 9pm if necessary.

7.6 Respondents with Limited English

If the selected respondent does not have a sufficiently good command of English to conduct the interview, please note that you can use another person as an interpreter for the interview, provided that the interpreter is aged 12 or over.

If you have got as far as selecting a respondent, but this person has insufficient English to continue with the interview, and an interpreter is not available, code final outcome code 43 "*Selected person has inadequate English*".

8. ADDRESS CONTACT SHEET – MAIN SAMPLE

The address contact sheet is very similar to the main contact sheet with non-white screening (yellow) used on the British Crime Survey. However it is important that you read this section as there are some key differences.

There are only 2 types of contact sheet used on this survey – the main issued sample contact sheet and the non-white boost contact sheet (will come back to the boost in chapter 10). Both versions of the contact sheet include the child survey screening, contact procedure and interview process. This will be explained in Chapter 9.

8.1 Address Details and calls record (page 1)

- **Address:** The first page of the contact sheet provides you with the sampled address you have to visit.
- **Serial Number:** there are several components here:
 - Area code – 4 digits
 - Serial number - 6 digits
 - Check number - 2 digits
 - Screen number – always 0 for the main sample

All of these need to be keyed into your CAPI machine at the start of the interview.

- **Incentive Type** – this will always be pre-printed as ‘£5 conditional voucher’.
- **Selection Box:** there is a selection box that you will use if you need to select a dwelling unit or respondent (adult and child) for the survey. The ‘select row’ of digits in the selection box is a randomly generated set of numbers and will vary between different addresses, to ensure that the selection is random.
- **Police Station Box:** Just under the selection box there is a box for the original interviewer to write the name of the police station they registered at before starting the assignment. If the contact sheet is reissued at a later stage in fieldwork, this information will be needed by the interviewer working on the reissues to pass on to respondents if necessary.

- **Selected Respondent name:** There is a space for you to write in the name and phone number of the selected respondent once you have managed to established this information. If you are conducting an interview with a 16 or 17 year old please also write in the name of the person you have obtained parental permission from.

- **Telephone number:** Wherever possible try to get a telephone number for the respondent as soon as possible after making contact. Ideally you should try to get a telephone number at your first contact and after you have done the person selection. **DO NOT WAIT UNTIL** after you have actually conducted an interview to get a number, if at all possible. You may get a landline number or a mobile number.

- **Interviewer Details:** On the front page of the ACS you should also write in your name and interviewer code, if this is not already printed onto the form. If you are doing a reissue assignment you should record these details on page 11.

- **Calls Record:** Please record all contacts or attempts to contact the address in the calls record box. If you run out of space, there are additional boxes to make note of calls on page 11 of the contact sheet. Once you have finished with an address, please write in at the bottom of page 1 of the contact sheet the total number of calls made, and also the date of the final visit.

8.2 Establishing address eligibility and selecting the dwelling (page 2)

The list of addresses you have been given has been randomly selected from the Post Office Address File (PAF) which is the Post Office's list of all delivery points in England. Most of these addresses will be private, residential addresses, but some of them may be small businesses or institutions such as shops, schools or hotels. Also, some of the addresses may cover two dwellings as the address may have recently been converted into 2 flats for example. Therefore at each address, you will need to establish whether the address is traceable, residential and occupied and whether the address covers more than one dwelling unit.

Section 1-3 of the contact sheet will take you through this procedure step by step.

➤ **Is the address traceable, residential and occupied? (Section 1)**

At C1 you are asked whether the address is traceable, residential and occupied as a main residence. Some addresses may be difficult to find. Before you code the address as ‘no’ for not traced you must do all you can do to track it down. You could try:

- asking local people;
- asking at a Post Office or a Sorting Office, or asking a postman;
- asking the police; or
- asking at an estate agents or a newsagents

Before coding as non-residential – check that no one lives on the property e.g. is there a flat above the shop that has the same postal address, is there a caretaker that lives in a school, etc.

Addresses should not be classed as empty just because you can never get hold of anyone or because you have been told that the occupiers are away for the whole of the fieldwork period. The property must be obviously empty or vacant (e.g. boarded up council flats, properties with no furniture or no sign of occupation) or you must have been told it is unoccupied by a close neighbour.

If after such efforts you find it is definitely not residential, traceable or a main address code ‘no’ and record the appropriate deadwood final outcome in section 9 on page 6 .

Reference to BCS – see section 3.3 of the BCS Manual for additional guidance on establishing eligibility

➤ **Dwelling Unit Selection (Section 2 and 3)**

A dwelling unit is a structurally separate accommodation unit, for example a bedsit, flat or a house. In most cases there will only be one dwelling unit at an address. However, sometimes an address can conceal a number of dwelling units. For instance, 1 Shirley Road may look from the outside like a large detached house, but it may have been converted into three flats. In such a case, you will need to do a selection.

Reference to BCS – The details of how to select dwelling units in these cases are identical to BCS, so please refer to section 3.4 of the BCS Manual

8.3 Establish number of eligible persons at Dwelling Unit and respondent selection (page 3)

Once you are able to make contact with a responsible adult at the selected dwelling unit, introduce the survey following the introduction at the top of page 3. As mentioned in chapter 7, the introduction provided in the contact sheet is only a guide and it should be adapted depending on the person who opens the door. Once you have introduced the survey you may need to randomly select one adult aged 16+ to take part in the interview. The only situation where you would not have to do a person selection is where there is only one adult living in the household. The person selection is done in a very similar way to the dwelling unit selection.

Firstly, at C5a list all the first names of all people aged 16+ in the household in alphabetical order (the contact sheet outlines who to include and exclude from the list). Then using the selection grid on the front page, you should randomly select one of these individuals to interview.

Reference to BCS – refer to chapter 3.5 of the BCS manual for detailed instructions on selection of the respondent

- Parental permission - Anyone over the age of 16 is eligible to take part in the survey. However, should you select a 16 or 17 year old who still lives with their parents, you MUST obtain parental/guardian permission to speak to them about taking part in the survey. Permission just needs to be given verbally, but you need to code C5c on the contact sheet (page 3) to show that parental/guardian permission has been given and you need to record the name of the adult who gave permission on the front page of the contact sheet.

8.4 Final outcome codes (page 6)

On page 6 of the Address Contact Sheet you must record the Final Outcome Code for the main address. Remember you must report a Final Outcome Code for each of the addresses that have been issued to you – whether or not you have actually achieved an interview. Please ensure you circle the correct outcome in the correct column. The final outcomes for main addresses must be circled in the column 'Main Adult Interview – Final Outcome – Screen 0'.

Reference to BCS - the final outcome codes are the same as BCS. They have been grouped into deadwood, non-contacts, refusals, other unproductive codes and productive codes. See BCS manual chapter 3.8 for further details.

- **Interim Code 25** - This code is to be used once you have made 5 or more calls to an address, but decide to continue to make calls at the address rather than coding a final outcome at this stage.

This code will highlight that you are actively working a particular contact despite not having reported a final outcome and will allow us to gain a more accurate view of coverage levels. It should also ensure that you get chased less for a final outcome by your team leader, however you will need to keep them informed of your work progress/dates. Particularly as there is obviously a limit to how long you can keep hold of your contact sheets, so it is imperative that you regularly communicate with your team leader.

For example the interim code (code 25) should be used...

- If you feel that you have a good chance of gaining an interview if you make additional calls, having completed the standard 5 calls.
 - If you make an appointment after several attempts to contact a particular respondent
 - If you know the respondent is away during the normal survey period
- **Definition of full / partial interviews**
 - Definition of a full interview – Up to and including the ethnicity question (qethnic)
 - Definition of a partial interview – Full completion of the screeners and frequency section (up to SpoLiv)

8.5 Reason for Refusal (page 7)

If you achieve a final outcome 17, 34, 36 or 37 for the main address code the reason for refusal in section 10 of the contact sheet. This section will help the office prioritise refusals for reissue.

There is also a question that asks you to code the age of the respondent (best guess as we don't want you to ask the age on the doorstep) and this, along with the reason for refusal, may help those interviewers working on reissues.

Once you have coded this page, write full details of refusal on the notes page (see below).

8.6 Notes Page (page 10)

If you do not manage to get an interview, we want as much information as possible about why. Therefore, if you get a refusal, please also give as much information as possible on reasons for refusal on the Notes page of the ACS, as this is extremely useful for those working on re-issues. If you are working on a re-issued address that you really think should not have been re-issued and you think it would be inappropriate to return, call your Team Leader to discuss it.

Please also enter further details of the reason for other types of non-response, such as non-contact. For example, if you are unable to get an interview because the selected respondent is away in hospital or on business, enter the date they are expected to return. We may re-issue a certain number of unproductive addresses, and therefore it is important that the interviewer who is sent back to these addresses has as much information as possible about what happened when you made contact.

8.7 Incentive Receipt (page 13)

If you do an interview, you will need to get the respondent to acknowledge receipt of the incentive on page 13.

9. CHILD SURVEY

From January 2006, the survey is extended to cover children aged 11-15. The aims of the child survey are the same as the adult interview (as outlined in the introduction). Between January and June we are aiming to achieve approximately 1500 interviews with children aged 11-15 from both the main sampled addresses and the non-white addresses. The child survey contact procedure (screening, interview and final outcome) is included on the main and non-white contact sheets.

9.1 Child Screening Process

The child screening is carried out at all addresses in the main sample and the non-white boost sample. Where an eligible 11-15 year old is identified we want you to try and carry out an extra interview (a “child interview”) at that household. This means that at some addresses you will be carrying out interviews with TWO people in the same household.

Because you are carrying out the child screening at the same address as the main sample (and non-white boost addresses (see later) it is important to understand how the two parts fit together. **The most important thing to remember about child screening is that the main interview always takes priority. Conducting the child screening should never jeopardise the main interview.**

9.2 General Rules for doing Child Screening

In households that you visit as part of the main sample whether or not you have to do the child screening will depend upon the main outcome code that you achieve. The procedures for doing child screening are on page 5 of the white contact sheet.

As we don't want to jeopardise the main adult interview we would like you to leave the child screening until the end of the main adult interview. If someone at the address mentions the child interview before the completion of the main interview (the child interview is mentioned in the survey leaflet) you may do the child screening at that point.

There are some clear situations where it will be impossible to do any child screening. Even if this is the case we still want you to report a child screening outcome. This is important because we need to keep track of the number of addresses where child screening has been done in order to ensure that we meet our target number of interviews for January to June.

Situations where no child screening is possible are as follows:

- Where the main sample address is a deadwood outcome (i.e. outcome codes 1-13)
- Where you have never made contact with anyone at the address across all your calls (outcome code 16)
- Where you have made contact with someone at the address, but all information has been refused (outcome code 17)
- Where it is an office refusal (code 31)

In all these situations if you are reporting one of the above outcomes on the main sample, you should report a code 84 for the child screening.

IN SUMMARY, IF YOU ACHIEVE A MAIN OUTCOME CODE 1-31 AT THE MAIN ADDRESS, YOU WILL NOT BE ABLE TO CARRY OUT THE CHILD SCREENING PROCEDURES. IN ALL SUCH CASES YOU SIMPLY NEED TO REPORT CODE 84 (NO CHILD SCREENING REQUIRED).

A outcome 84 also needs to be reported if you do contact someone at the address and you are unable to do the main interview and the person contacted does not (unprompted) tell you about the presence of children.

Remember that if you are doing a reissue assignment you may need to do the child screening if the interviewer has not done it for legitimate reasons on the original issue

9.3 Identification and Selection

The child screening should be done after the main interview and noted on page 4 of the contact sheet. If there is a child aged 11-15 in the household, the adult questionnaire will prompt you to do the child screening. We ask you to do the screening after the main adult interview as some respondents may be less inclined to participate in the main survey if they know in advance that you wish to interview two people in the household. As the child interview is mentioned in the survey leaflet, the child survey may be mentioned by the respondent (or someone else in the household) before the interview takes place. If this happens you should do the child screening at this point. Most households will not contain anyone aged 11 to 15 and that is all you will need to establish. **The key consideration is that you do not jeopardise the main interview.**

At Y1 you should ask the person you have made contact with how many children aged 11-15 live in the household (in most cases you will know this information from the interview). Record the number of 11-15 year olds in the box provided and code as appropriate:

- If you establish that there is no-one in the household aged 11 to 15 then you should use code 81;
- If you establish that there is one or more 11-15 year old then you should use code 82 and complete the child selection at section 7 on the main contact sheet.
- If the person you have made contact with refuses to give you the information about the children who live in the household you should use code 83. Please note that code 83 should ONLY be used if you have received a direct refusal to Y1 from an otherwise co-operating household. It should not be used for a more general refusal to take part in the main survey. As a rule of thumb, we would not expect a code 83 to be reporting in conjunction with a main outcome code of 34, 36 or 37 (i.e. a refusal). If you are reporting a refusal outcome on the main survey and have not been able to definitely establish a child screening outcome at the same time (that is a code 80, 81 or 82), you should report a child screening outcome of 84. This means that if the main address is reissued, the

interviewer doing the reissue will also have the opportunity to establish a definite child screening outcome.

- The same rule of thumb should be applied to all other unproductive outcomes for the same reason. This means that if you are returning a main outcome code of 39-44, you should only return a code 83 if you have had a direct refusal to Y1. If you are unable to establish a definite child screening outcome (80, 81 or 82) then you should report an outcome of 84.
- If you have already established that you do not need to do the child screening as outlined above you should use code 84. Please note that you do **not** need to record code 84 on the Address Contact Sheet, but you will need to report this electronically. You should not record code 84 on the paper ACS because at a reissue stage the main sample outcome may change, in which case the interviewer doing the reissue will need to record a different screening outcome (81-83).

9.4 Completing the Contact Sheet

Unlike the youth boost on BCS, the contacting procedures for the child survey are included in the main adult contact sheet. There is no separate child survey contact sheet.

- For every address where you have identified a child aged 11-15 you will need to complete section 7. If there is more than one child aged 11-15 living in the household, you will need to select one of them at random for interview. This is done in exactly the same way as on the main sample. The first names of those people aged 11-15 are listed in alphabetical order in the grid at Y2. The selection box on the front page of the contact sheet is then used to select one. As with the main selection, once a child has been selected, there is no substitution allowed. You will need to write the name of the selected 11-15 year old in the box at Y3.
- Before approaching the selected child, you must get parental/guardian permission. To ensure they give informed consent you must show them the parental permission card and ask them to sign the parental permission section of the contact sheet at Y4a. **You may need to reassure the parent that the questionnaire is much shorter for the child and it only asks about the activities on the parental permission card – it does not ask about the new licensing laws or gambling.** You must only go ahead and do the child interview if the child wants to do the interview (we don't want the child to feel coerced into taking part in the survey by their parent).

- Record the outcome of the child interview on page 6 of the main contact sheet, ensuring it is circled in the correct column (Child Interview - Final Outcome Screen 9).

9.5 Conducting an Interview

In most situations the child screening will establish that there is no 11-15 year old in the household and you will not need to conduct a second interview.

If you do have to conduct a child interview, it is important that it is done after the main adult interview. This is because we do not want to jeopardise the main interview. We do not want the main respondent to feel that because one interview has already been carried out in their home, their interview is thus less important. Nor do we want the main respondent to be put off by the fact that the “shorter” interview lasted a long time. Clearly, if the respondent insists on doing the child interview before the adult interview you should fit in with their wishes, but you should try to avoid this situation.

Ideally you will conduct the adult interview and then the child interview during the same visit. However if you end up conducting two interviews at a household **on separate visits**, you should always try to carry out the main interview on your first visit and the child interview at a later visit.

The only exception to this is where the main respondent seems happy to do the interview but makes a firm appointment to do the interview at a later date. If the selected child respondent is available and willing to do the interview on your current visit it is all right to carry out the child interview there and then and to return to do the main interview at a later visit.

It is important that we conduct both the main interview and child interview as the child interview only collects a small amount of household information at the beginning of the interview. This is the minimum amount of information required to use the interview. Ideally we also need to use the classification information from the main adult interview in the analysis of the child interviews.

9.6 Administration of the Child Survey

You must complete the child screening, selection, parental permission and final outcome page of the main contact sheet as instructed. If you achieve a final outcome for the child interview, ensure the outcome is circled in the correct column on page of the contact sheet (Child Interview – Final Outcome – screen 9).

You must remember that each serial number **MUST** have an electronically reported final screening and/or outcome for its screen code 9. So even if you do not need to attempt an interview with a child aged 11-15 years, you must still do an electronic report e.g. if no eligible 11 – 15yr old in household,

you would need to report an outcome 84. Like with the non-white contact sheets, the ONLY interim outcome code for the child screening is 82 – these should be treated in the same way and be followed by a final outcome once achieved.

10. NON-WHITE BOOST SAMPLE

The DCMS and its partner organisations have several key groups that they wish to look at in detail - people with illnesses/disabilities, people from lower socio-economic groups (C2DEs), women and people from minority ethnic backgrounds. The main sample of 27,000 will pick up enough people in 3 of these key groups to analyse as a single group, however the number of non-white respondents picked up in the main sample will be relatively small. Therefore, we need to increase the number of interviews that we conduct with non-white respondents using focused enumeration (screening at adjacent addresses). This process is being carried out on top of the main issued sample to give us sufficient interviews with these respondents. Overall, the aim of the screening process is to generate an additional 1,500 interviews per year with people of non-white origin.

At all main issued addresses you will need to carry out screening to identify whether or not any non-white people live at the addresses first to the right and first to the left of the sampled address (as you look at the property).

When carrying out screening for non-white households you will potentially need to carry out four stages:

- Identify **one** address on either side of the main sample address
- Screen these addresses for anyone who is non-white
- Obtain a screening outcome for each address and report this back electronically (+ a child screening outcome 84 if reporting a 71, 73, 74 or 75)
- If any non-white adults live at these addresses, attempt to interview one of them using a yellow contact sheet.
- Complete the child screening at the non-white address and if eligible child present in the household, attempt a child interview.

These steps are explained in more detail in this section.

10.1 Average Assignment

On average, a typical assignment is unlikely to yield more than two or three boost interviews, although obviously there will be wide variation depending on the type of population in the area. In fact, more than half of the assignments each month will result in no extra interviews.

We have identified in advance a number of assignments where there is likely to be a high incidence of non-white people, and if you are working in one of these points you will have received only 17 main addresses (20 in London), instead of 34 (40 in London), to take into account the extra boost interviews you will have to do. However, if you are working in a 'normal' point and are identifying a large number of non-white households, let your Team Leader know about this as soon as possible, so that they can authorise extra time, or arrange assistance.

10.2 Use of terminology

The term 'non-white' is used deliberately. There is a difference between the 'non-white population' and the 'ethnic minority population'.

Whatever terminology is used, the most important principle underlying the whole screening process is the principle of **self-definition**. It is not up to you to provide any definition of what we mean by 'non-white' beyond the wording you are given. Similarly, you should never assume anything or question a person's answer – simply accept the answer you are given.

10.3 Identifying adjacent addresses to be screened (step 1)

For all main sample you need to identify the 2 addresses immediately adjacent to the main sample address – even if the main sample address is deadwood. There are only two situations where you would not carry out the non-white screening:

- if you have been unable to locate the main sample address (final outcome code 12); or
- if the main sample address is inaccessible (final outcome code 13).

Similarly, it does not matter whether you achieve an interview at the main sample address or not. Nor does it matter whether the person you interview at the main sample address is non-white or not. The final outcome at the main issued sample address is entirely unrelated to the non-white screening process.

You should always aim to do step 1 of the non-white screening BEFORE you attempt to make contact with anyone at the main sample address. The reason for this is because you will try to ask at the main sample address whether any non-white people live at any of the identified addresses.

References to BCS - The rules for identifying the 2 adjacent addresses are the same as those used for BCS. See BCS manual chapter 5.4 for further details.

Once you have identified the two addresses you should write these on the grid of your Address Contact Sheet (E5 on page 9) Note that each address has a screen number (1 or 2) depending on where it is in relation to the main sample address.

Once you have identified the two addresses you cannot change them or use substitutes, even if you see or are told about a non-white person at another address.

10.4 Screening at Identified Address (step 2)

If you have successfully identified two neighbouring addresses, the next step is to establish whether there are any adults living at any of these addresses who are non-white. **Your aim is to obtain this information in the most efficient way possible in order to minimise the amount of work you have to do.** It should also be your aim to get all the screening outcomes on your FIRST visit to the main sample address.

- Ask the person at the MAIN sample address. Ask whether there is anyone from a non-white group living at the two addresses you have identified. This should be done EVEN IF YOU DO NOT ACHIEVE AN INTERVIEW AT THE MAIN ADDRESS. Use the text provided at E2 and showcard X1. If there is ANY doubt or hesitation from the person at the main sample address you must check at the identified addresses.
- If you are unable to establish a definite outcome at the main sample address you should call at the addresses themselves or at other adjacent addresses. E4 on page 9 of the contact sheet gives you a standard introduction to establish or to confirm whether anyone living at the address is non-white. Again use showcard X2. Remember that if you contact anyone at this address they will know nothing about the Taking Part survey or why you are calling. You will therefore need to explain what you are doing and why you are asking about the ethnic composition of the household.

Showcard X1/X2 – these cards should be used to ensure standardisation. The categories on the Show Card are the ethnicity categories used on the 2001 Census and they are exactly the same as the ethnicity question that we ask people during the interview. There are 18 categories of ethnicity in total on the card. Categories 1-3 are taken to be ‘white’, while categories 4-18 are taken to be ‘non-white’. Therefore, if the person you are talking to identifies themselves or their neighbours as being in categories 4-18 you should take this as having identified a non-white adult.

If you are given information about a household by their neighbours please use this information sensitively. Do not tell the household what their neighbour has said about them as people generally do not like to think that you have been discussing them. It is also possible that their neighbour may have given you the ‘wrong’ information. This will become apparent later in the process.

References to BCS – Detailed instructions for screening process are in chapter 5.5 of the BCS Manual.

10.5 Completing the screening outcomes (step 3)

By the end of your first call at a main sample address you should have definite screening outcome codes for both adjacent addresses.

If you have established that there are definitely no non-white adults at an address, then code 71 in the appropriate box on page 9. Code 71 indicates that you have finished screening that address. You must also send back a code 84 for the child survey to indicate that you will not be doing any child screening at a non-white address. You should use the child screen code 7 for the non-white address to the left (screen 1) and child screen code 8 for the non-white address to the right (screen 2).

If you are told that there are one or more non-white adults living at an identified address, then you should ring code 72 on the grid on page 9. You should then make out a new “Non-white Address Contact Sheet” for any such address (the blank yellow ACS).

If you have not been able to obtain any information at an address, despite making every effort you should use code 73. Although we do not require a minimum number of calls to be made in order to achieve a definite screening outcome (as on the main sample), you should not use code 73 if you know you are going to have to come back to the area to visit the main sample address. Again as with the code 71, you will need to send back a code 84 for the child survey.

If you have not been able to complete step 1, identifying a neighbouring address, you should use code 74. Again as with the code 71 and 73 you will need to send back a code 84 for the child survey.

In rare cases, it is possible that an identified address will be the same as one of the main sample addresses that you have been issued. If this is the case, you should use code 75 on the grid where you write in address details, on page 9 of the ACS. Again you will need to send back a code 84 for the child survey.

It is very important that you enter a screening outcome code in the grid for both addresses (+ send back the child survey outcomes). These will all have to be reported electronically since they are used to calculate the response rate for the non-white boost.

10.6 Completing the non-white address contact sheet (step 4)

For every address where you have identified a household as possibly containing one or more non-white adults (aged 16 or over) and you have recorded a code 72, you must fill out a new Non-White contact sheet, using the blank versions provided (yellow).

You are creating your own Address Contact Sheet. The first step is therefore to complete the equivalent of the pre-printed information that is on main issued contact sheet.

You will need to **copy** the following information from the front of the original main sample contact sheet:

- the area code (4 digits);
- the serial number (6 digits);
- the check digits (2 digits); and
- the random selection numbers (the bottom row from the Selection Box)

You will also need to take two bits of information from grid E5 on page 9 of your main address contact sheet and copy these on to the front page of the yellow sheet:

- the address where you have identified a non-white household; and
- the screen number (1 or 2) which shows the position of the non-white address in relation to the main sample address.

Finally you will also need to add the correct screen code for the child survey on page 5 of the contact sheet:

- If the non-white screen address is screen 1, the child screen number should be 7
- If the non-white screen address is screen 2, the child screen number should be 8

Once you have done this you will have a new contact sheet that should be used in exactly the same way as the main sample contact sheet, with a few exceptions.

Important points to remember about the yellow contact sheet are as follows:

- Once it is started a yellow contact sheet is exactly like the main contact sheet in terms of the call pattern. This means that you are required, if necessary, to make a minimum of five calls, with at least two calls on a weekday evening (after 7pm) or at a weekend. This is why you need to identify potentially eligible households early in your assignment.
- Since you will have already eliminated all the deadwood at the screening stage, there should be no deadwood addresses. However, it is possible that some deadwood may arise. For example, because of the length of the fieldwork period an address initially identified as eligible, may be empty or unoccupied at a reissue stage. Since we expect very few deadwood addresses, the yellow ACS has only one standard final outcome code for deadwood – code 10. In this case you would just report a code 84 for the child survey.
- A more common type of ‘deadwood’ is where you find a household where no-one is non-white. Remember that ethnicity is all about self-definition. If you have identified someone you think is non-white based on what a neighbour has told you in good faith, it could well be the case that when you call at the address the people themselves do not regard themselves as non-white. In such situations you should not simply tear up the yellow ACS. We want to know about the level of ‘misidentification’ that is going on. Instead, you should code it as final outcome code 22 and report this back. In this case you would just report a code 84 for the child survey. No further action is then needed.
- In the extremely rare case where an address that you identify turns out to have multiple dwelling units, you need to select a single DU for interview using exactly the same procedures as on the main sample. **However, only do the selection with dwelling units that contain non-white adults.**
- Where you have to do a person selection this is done in exactly the same way as on the main sample. However, remember that households can contain a mixture of people who classify

themselves as white and non-white. **In doing the person selection, you should only include non-white adults in the grid.**

- The child screening should be done at all non-white boost addresses. The process is similar to the main sampled address, however only those children aged 11-15 and non-white are eligible. As with the adult selection, you should only include children that define themselves as non-white in the grid.

10.7 Calling at addresses identified through non-white screening

Screened addresses will **not** have received a letter in advance unlike the main sample addresses. Therefore we have provided you with similar letters to give to any non-white households you identify at the screened addresses. These are on DCMS headed paper and they have been labelled **'boost Q4'** in the bottom right hand corner to help to distinguish them from the advance letters sent to main sample addresses.

If you are told that an address contains non-white adults, but it is proving difficult to contact them, you can put through their letter-box a copy of the MAIN sample advance letter, labelled **'Q4 Letter'**. Don't use the Non-white letter, labelled **'boost Q4'** as if the information you have been given is incorrect, this might annoy the household.

Many of the same questions that you will get asked on the main sample will also arise on the boost sample. However, some people may be particularly sensitive about the fact that you are looking to interview non-white people. For example, some people may feel you are being racist by looking for non-white people. However, there is nothing racist about finding out about the different experiences and circumstances of different groups in the population. This can only be done by talking to them, and that is why we need your help in identifying where they live.

Some people may think that you are only interested in interviewing non-white people, and are excluding white people. Of course, this is not the case. In fact, 95% of people we interview on the Taking Part Survey are white. It is the very fact that non-white people make up a relatively small proportion of the population that we need to carry out a special exercise to find non-white people.

10.8 Incentives for non-white boost

All adult respondents participating in the non-white boost should be given a £5 High Street Voucher (no additional incentive for the child survey). This should be given to the respondent only **after** they have completed the interview. Note that you will need to get the respondent to acknowledge receipt of the incentive on page 11 of the contact sheet. A written signature must be obtained.

If the respondent does not complete the entire interview, use your judgement as to whether it would be appropriate to still give them the incentive. If they have given you at least 20 minutes of their time, then it would probably be appropriate to still give them the incentive. This would be regardless of whether they reached the point in the interview which we define as the cut-off for a useable partial interview).

For details on the administration of the incentives, see chapter 12.

11. QUESTIONNAIRE

11.1 Getting the questionnaire

The questionnaire will be available after 7pm on Thursday 13th April. The questionnaire for April fieldwork is called DCMSAP6.

If you have problems getting the questionnaire, wait 10 minutes and try and again a couple of times. Standard instructions on using CAPI are contained in your Interviewer Manual. If problems persist, please call the CAPI Helpline.

11.2 Practice Interviews

It is vital that you conduct a minimum of 2 practice interviews on the main adult survey (use screen code 0, 1 or 2) and 1 practice interview on the child survey (use screen number 7, 8 or 9) before beginning your assignment – taking note of the questionnaire instructions below.

To do the practice interviews, you can enter the serial numbers and check digits from any of your contact sheets, however make sure you code that you are completing a practice interview, not a real one.

11.3 Conducting the Interview

The adult questionnaire should take on average 44 minutes to complete and the child interview should take approximately 15 minutes, however as usual the timings will depend on the answers given and the respondent.

It is crucial that the correct serial number, check sum and screen number is entered into the questionnaire at the beginning of the interview. The screen number identifies the type of address you are interviewing at (whether main address, non-white address to the left or right, whether a child interview at the main address or one of the non-white addresses) and also filters the questionnaire to either an adult or child interview.

The relationship you build up with the respondent and the manner in which you conduct the interview will be crucial to the quality of data we get back. Through much of the interview you will be required to **show your screen** to the respondent. This is because the survey is about uptake of certain activities and you will be required to show respondents lists of these activities.

Some of the people you speak to may have trouble reading, and so in these instances, please read out the show screen lists to them.

Throughout the main and child questionnaire some of the 'other specify' response have been split into 3 separate responses, allowing you to type in up to 3 'Other' answers on 3 separate screens. Please note that you should never type more than 1 response per screen (examples of this are in the reasons for doing activities in the adult interview and the sports frequency question in the main and child interview).

11.4 Overview of the Main Questionnaire (Main adult sample and Non-white adult sample)

The following sections are covered in the questionnaire:

➤ **Household** - Questions about household members i.e. names, sex, ages, relationship to respondent.

➤ **Introductory Questions**

This contains two sets of questions, '**Social Capital**' and '**Growing Up**'. You will only ever ask a respondent one set of questions, the computer will randomly select which set of questions you ask.

The 'Social Capital' questions ask the respondent for their views on their local area and the 'Growing Up' questions ask respondents about activities they did when they were growing up.

➤ **Screeners and Frequency**

This section is where we establish what activities respondents have taken part in over the last twelve months. DCMS has a wide range of activities they want to measure and these activities have been grouped together to form a number of "show screen" questions. The activities are grouped as follows: arts participation; arts visits; visiting libraries; attending archives; sites of historic interest; Royal Parks; museums and galleries, and sports/physical recreation.

There is **no** geographic restriction on where the respondent could have taken part in an activity.

Respondents are asked not to include any activities they may have done as part of their **paid work** or for **academic study**. The one exception to this is question ScHer, where respondents can include any of activities listed they have done as part of their academic study. If the respondent is unsure whether or not to include an activity - for example, they get paid on a casual basis to play in a band, but don't know if they should count this as paid work or not - please show them the **definitions card** which offers definitions of 'paid work' and 'academic study'.

For each activity a respondent says they have done, they will be asked how frequently they have done it in the last 12 months.

For the sports/physical recreation questions, respondents will be asked if they have done such activities in the last **4 weeks**, and how many days in the last four weeks they have done it. We have added a calendar so that you can show the respondent what period is covered in the last 4 weeks.

We have also added guidance at these questions as follows:

If the respondent says 'every day', input 28 days

Every weekday = 20 days

Every other day = 14 days

Every day at the weekend = 8 days

For the sports activities, respondents are asked to state (unprompted) what sports they have done, this question is then asked as a prompted (show card) question. The code list for this question comprises 61 sport codes. It will appear in alphabetical order on your screen, making it easier to code, for example, if a person says they played badminton, you'll know to look near the top of the code list! For the prompted question (ScSpMB) you will need to show the respondent SHOWCARD 1. This shows the list of sports in the order they have been shown in previous surveys. This is not alphabetical.

Despite the long sports code list, respondents could well mention sports that aren't listed. We have added 3 separate 'other specify' codes at the sports activities questions. Please enter no more than one sport at each 'other specify' option.

Please see Appendix 1 for further definitions of the activities listed at ScArtA (Arts Activities) and ScArtP (Arts Participation). Appendix 1 also provides some extra guidance about WalkRec and CycleRec – where the respondent is asked to say how many days they have walked/cycled in the last month for health or recreation (excluding just for getting from place to place).

➤ **Detail of Participation**

Respondents will be asked some follow up questions about one randomly selected activity they have done in each of the following sectors - arts participation; arts visits; visiting libraries; visiting archives; museums and galleries, and sports/physical recreation. For sites of historic interest, respondents will be asked follow up questions about the last place they visited.

The follow up questions aim to identify why respondents took part in the activity (unprompted, code to a list). If respondents give more than one reason for taking part, they will be asked to select the main reason. Respondents who do not regularly take part in the selected activity are also asked what would encourage them to do the activity more (prompted). Obviously if respondents haven't done any of the activities listed, they won't be asked any follow up questions about it.

➤ **Barriers to Participation**

An instruction will appear just before this section advising you to turn the screen away from the respondent. All questions in this section are unprompted.

If the respondent hasn't done any of the activities in one or more of the groups (arts participation; arts visits; visiting libraries; visiting archives; sites of historic interest; museums and galleries, and sports/physical recreation) they will be asked (unprompted, code to a list) to give reasons why they haven't chosen to do so for each of the areas they haven't taken part in. **Please probe fully!**

Showcards are provided for the sectors with long lists of activities (arts participation, arts visits, sites of historic interest). You will be prompted to show the relevant card when asking about non-participation. For example, if a respondent had not taken part in any arts activities (or only selected codes 16, 17, 18 or 19 at ScArtP), you will ask the following – “You said earlier you had not done any of the things listed on this card in the last 12 months. We are interested in hearing why people choose not to do these activities. What are your reasons?” SHOWCARD 3 (this card show the list of arts activities asked about earlier, excluding codes 16-19).

➤ **Internet Use**

Three questions about using the internet to look at websites in relation to the areas of activity this survey looks at - arts participation; arts visits; visiting libraries; visiting archives; sites of historic interest; museums and galleries, and sports/physical recreation

➤ **Community Participation**

Four questions about type of voluntary work (if any) undertaken

➤ **Public Participation**

Five questions about the local area, including questions about the quality and variety of local sporting/cultural facilities and what can be done to improve them;

➤ **Broadcasting**

Four questions about TV viewing, TV channels available and type of programmes watched. Three questions about radios in the household.

➤ **Licensing Laws**

3 questions about the new licensing laws asking whether or not they support them and their reasons for this. Please ensure you turn the screen away from respondents when they answer their reasons for supporting or not supporting the new laws.

➤ **Gambling**

An instruction will appear before this section advising you that these questions may be sensitive to some people and to 'show screen' rather than read out questions where possible.

Three questions about gambling activity, which includes taking part in the national lottery.

➤ **Classification**

This is the last section and includes more questions about the respondent and their household.

This comprises standard questioning about: car ownership; internet access; general health; education; employment; ethnicity and religion.

Questions 'Famjob' and 'Frienjob' are included in this section. 'Famjob' - The aim is to establish what the head of the household's (described as highest income earner in the question) main job was **when the respondent was aged 16**. Younger respondents especially may have already told you this information at preceding questions, i.e. they could be living in the same household now as when they were 16. There is a code for this at 'Famjob' and you will move automatically to 'Frienjob'. 'Frienjob' – The aim is to establish what job the respondent's **current** best friend does. The 'best friend' cannot live in the same household, but otherwise it is up to the respondent who they choose.

11.5 Overview of the Child Questionnaire

The child questionnaire is a shorter version of the adult questionnaire and covers the main activity types (arts participation; arts visits; visiting libraries; sites of historic interest; museums and galleries, and sports/physical recreation.) with the exception of royal parks and archives. The structure however is slightly different as the questionnaire takes each type of activity and then asks the screeners and frequency questions, details of participation and the barriers to participation for each group of activities. As with the main questionnaire the groups of activities are randomised so the order they appear in the questionnaire will be different from one interview to the next.

The response lists should be either READ OUT or SHOW SCREEN. Please follow the instructions on screen.

There is **no** geographic restriction on where the respondent could have taken part in an activity.

The following sections are covered in the questionnaire:

➤ **Household**

The first questions ask about the household structure – number of dwelling units (from the contact sheet), the number of adults aged 16 and over, whether the household is a one parent household and the number of children aged 0-15 in the household. These questions are all ask or record and they then followed by the sex and age of the respondent.

➤ **Introductory questions**

These questions are to get the child thinking about the type of activities (eg. spend time with friends, play computer games, read, shopping etc) they do in their spare time. The questionnaire gives them a definition of what we mean by spare time:

By spare time I mean all time out of normal school lessons. This includes break time, lunchtime, after school, weekend and school holidays. This also includes any activities organised by your school but that are done out of school lessons.

We have added 3 separate ‘other specify’ codes in the spare time activities question. Please enter only one activity at each ‘other specify’ option.

If they have done any of the activities we ask them what they enjoy doing most, what they enjoy doing least and which ones they would like to do more often.

➤ **Life Events Calendar**

During the piloting of this interview several children struggled to think about the last 12 months. Therefore to ensure we help them answer the questions as accurately as possible we have provided a Life Events Calendar to use during the child interview. When prompted by the questionnaire mark up the last 12 months on the Life Events Calendar and ask the respondents about any events that may help them think about this period – birthdays, exams, family holidays etc and write these on the calendar. This can then be used as a prompt if the respondent is having difficulty thinking about the activities they have done in the last 12 months and how often they have done them.

There is also a space on the calendar to write the respondent's usual school hours, their break times and school lunch time. This will help you if you need to explain the times we are taking about when we mention 'outside of school lessons' throughout the questionnaire.

➤ **Arts Participation, Arts Attendance, Libraries, and Museums**

For these 4 activity groups we ask about the last 12 months. We firstly ask if they have done or visited them at all in the last 12 months. We then ask whether they have done the activities outside of school lessons (see above definition). For those that they done outside of school lessons we ask if they enjoy the activity and how often they have done it outside of school lessons in the last 12 months.

For those activities done outside of school lessons respondents will then be asked some follow up questions, asking who they did the activity with (this is asked of one randomly selected arts attendance and arts participation activity and the last visit to the library and museum/galleries) and would they like to do it more often.

If they haven't done any of the activities in each group outside of school lessons the respondent is asked the barriers questions (the exception to this is if they have only said that they read and/or bought novels outside of school lessons in the arts participation section and if they have only visited the cinema outside of school lessons in the arts attendance section). These questions find out which (if any) of the activities they would like to do and if they would like do any of them, they are asked what is stopping them from doing the activities. You will need to probe fully at this question. If the child says something about a specific activity, please note this in the questionnaire.

The guidance and descriptions of arts activities and events provided in appendix 1 for the adult survey should also be used for the child survey.

➤ **Sites of historic interest**

This section follows a similar structure to above, however we do not ask if they have visited outside of school lessons.

➤ **Sports and recreational activities**

For the sports/physical recreation questions, respondents will be asked if they have done such activities in the last **4 weeks (during school lessons and outside of school lesson)**. If necessary, you could use the calendar provided for the adult interview to show the respondent what period is covered in the last 4 weeks.

As with the adult interview the respondents are asked to state (unprompted) what sports they have done, this question is then asked as a prompted question (use sports card pack). The code list for this question comprises 47 sport codes. It will appear in alphabetical order on your screen, making it easier to code. For the prompted question (CScSpMB) you will need to hand the respondent the sports card pack and ask the respondent to read out all sports they have done. This pack is not in alphabetical order so you must ask them to read out the sport itself. It is important that you always ask the respondent to read all cards to ensure they do not forget any of the sports they may have done.

Again, despite the long sports code list, respondents may well mention sports that aren't listed. We have added 3 separate 'other specify' codes at the sports activities questions. Please enter no more than one sport at each 'other specify' option.

As with the other sectors, the respondent will then have to code the sports they have done outside of school (in the last 4 weeks) and there are some follow up questions about these sports (eg. whether the respondent has had any additional tuition and coaching).

The respondent will then be asked about the sports activities they have done **in the last week outside of school lessons** (CScSpW). When prompted in the questionnaire you will need to mark up the 7 days prior to the interview on the weekly grid. The 'weekly grid' has been provided to use for this section of the questionnaire to ensure the respondent is clear about the time frame we are asking about.

In the following question (CAllSpW) a list of all sports activities done in the previous week outside of school lessons will appear on screen (with the exception of darts, snooker, pool, billiards, fishing and yoga). These activities should be written on the left hand column of the weekly grid. With the respondent you need to go through each day and ask if they have done the activity outside of school hours and if they have done an activity, how long they spent doing it. You should then add up the time spent each day doing these activities. The number of days the respondent spent at least an hour taking part in sports activities should be recorded in the questionnaire.

As with other sectors if the respondent has not done any sports outside of school lessons (in the last 4 weeks), the respondent will be asked if they would like to do any. If they say they would, they are asked what is stopping them. Again, you must probe as much as possible at this question.

➤ Classification

As most of the classification section required for analysis will be taken from the main adult questionnaire, the only questions asked in the child interview are illness and ethnicity.

12. REPORTING, RETURN OF WORK AND PAYMENT

12.1 Results Summary Sheet

In your workpack you should find a Results Summary Sheet. This document is for you to record the final outcome that you achieve at each address and the date these were reported electronically, and the date you completed and sent the observation questions for each address. You should also record the date the Address Contact Sheet was posted to the Spa Park Office. It can also be used to make note of any comments you may have about each address.

We need you to keep this form at home in a safe place as your Team Leader may need to ask you for information about your addresses. **It is not a form to be sent to Ealing Head Office/Spa Park/Manchester Office.**

12.2 Electronic Reporting and Reporting to the Manchester Office

Electronic reporting is a process that must be done whenever a final outcome for an address has been achieved (this will probably be at the end of every day you work on this survey) and **MUST** be done for **EVERY** address visited.

All entered information will then be returned to The Operations Centre electronically once you 'connect to TOC' with your modem.

It is important to report **ALL** final outcomes – this includes the outcomes from the non-white screened addresses and the outcome of the youth screening.

1. For every **MAIN** contact sheet you will need to report electronically **6 final outcomes**.....1 for the original contact (screen no. 0), 1 for the main sample child survey (screen number 9), 1 for each of the 2 screened addresses (screen no's 1 – 2) and 1 for the child survey at the 2 screened addresses (screen no's 7 – 8)
2. For every **YELLOW** contact sheet you will need to electronically report **2 final outcomes**....1 for the adult contact and 1 for the child survey.

Full instructions on using the electronic system can be found in BCS Manual.

If this is the first time that you are working on a pre-selected job please check with your Team Leader after you have electronically reported your 1st set of final outcomes, to make sure that everything is being sent correctly.

If you are having any problems with your assignment or have 3 refusals, please call your Team Leader IMMEDIATELY for advice.

12.3 Return of Work

- All CAPI questionnaires should be returned as usual via your modem, overnight. **It is VITAL that you also complete a dayrec**, including how many hours you have worked that day. A dayrec should be completed each time you work on the survey, even if you have not completed any interviews but spent all your day trying to make contact at the addresses (this is also true if you have been working on re-issues).

If you have any incomplete interviews which you are planning to go back and finish, do NOT log in until you have done so, as this will automatically send back the incomplete interview as well. Let your Team Leader know what is happening.

- Each time you achieve a final outcome at an address, you must send back an electronic report of that final outcome (and any respondent details for any interviews completed) for that address.
- Please return the paper Address Contact Sheets (both the main sample contact sheets and any that have been generated by the ‘non white boost sample’) when a final outcome has been achieved. The Address Contact Sheets, along with a return slip need to be returned to Spa Park in Leamington Spa in the prepaid envelopes provided. **Before returning contact sheets, please check the final outcome details have been noted on your Results Summary Sheet (NB. This document should not be returned to Ealing/Spa Park/Manchester Office).**

When you return your final contact sheets, please include the final sheet to indicate that you have returned all your contact sheets and your assignment is completed.

PLEASE KEEP HOLD OF ALL FIELDWORK DOCUMENTS, AS YOU MAY NEED TO USE THEM ON FUTURE WAVES OR REISSUES.

12.4 Incentive Administration

Your work pack will contain 20 x £5 High Street Vouchers. If you require any additional vouchers please contact your team leader in the normal way. On the other hand please return any unused

vouchers to the Spa Park Office, using the incentive return slip provided as soon as you have completed your assignment.

12.5 Payment

This survey is Payment by Results & is Paid Electronically.

Any interviews completed before **2nd May 2006** will be paid on the **10th May 2006**.

Any interviews completed before **30th May 2006** will be paid on the **9th June 2006**.

In principle it works in exactly the same way as any other electronic pay survey; the main difference being that there are more items that you need to claim on your Electronic Expenses Claims form.

What will be calculated automatically, and what should I claim?

Calculated automatically:
Main interview fees
Non-white interview fees
Subsistence
All cover/screening fees

To be claimed:
Mileage expenses
Electronic reporting fee
Additional expenses (e.g. parking)
Extra travel time



Item/Category:
Mileage
Brief fee
Other fee
Parking, Phone, Other

Please be very careful to ensure the correct “item” is selected when making an electronic claim and remember that the claim will not be passed without a short but clear explanation of what the claim is for.

Cover/screening fees are calculated automatically when we have received your electronic report for the contact sheet/serial number. It is therefore essential that you keep up to date with your reporting, or your payment of cover fees will be delayed.

Please note – from April 2005 cover fees will only be paid when a final outcome is received. You will not receive a cover fee for reporting interim codes 72 (non-white screening code)

Interview fees are calculated automatically when the interview has been received at The Operations Centre.

Subsistence is calculated when your dayrec has been received stating how many days you have worked.

PLEASE NOTE – You MUST complete your DAYREC accurately, with special regard to the hours/days worked. If this is not correct, your subsistence allowance will also be incorrect and you are likely to experience problems/delays in payment for this survey.

Remember.....

1. On each occasion that you electronically report a set of final outcomes and any respondent details, you may claim a fee (see pay chart in pack).
2. If you have any queries regarding electronic pay on Random Probability surveys, please call your Team Leader.

Appendix 1

SCREENERS & FREQUENCY

ScArtP1-21 (taking part in arts activity)

Reading for pleasure

Reading for relaxation and leisure is of interest but reading newspapers, magazines and comics are excluded, as is reading education text books or reading conducted as part of job.

Include: literature in all languages, it does not have to be in English.

Sang to an audience

Include: performing rap.

Play musical instrument

Include: all kinds of musical instruments, including instruments played for South Asian music. Indian classical music instruments can be grouped into five categories

- Ghan non-membranous percussion instruments, specifically those with solid resonators
- Sushir blown air instruments
- Tat plucked stringed instruments
- Vitat bowed stringed instruments
- Avanaddh membranous percussion instruments

The instruments most commonly taught in England are

- Sitar plucked, stringed, with frets
- Sarod plucked, stringed, with a fretless fingerboard
- Santoor stringed, plucked with wooden hammers
- Tabla percussion, a pair of drums
- Mridangam one piece drum, South Indian
- Veena plucked, stringed (South Indian) or Saraswati Veena
- Violin

Textile crafts

Include: activities such as embroidery, crocheting or knitting but not sewing to 'mend.'

Wood crafts

Include: activities such as wood turning, carving, furniture making but not DIY.

Other crafts

Include: activities such as calligraphy, pottery or jewellery making.

ScArtA1-20

Film at the cinema or other venue**(attending activity)**

arts Films or videos watched at home are not of interest. Examples of 'other venues' are arts centres, film societies or outdoor screenings in parks.

Exhibition or collection of art, photography or sculpture

Interest is not only in exhibition and collections in art galleries but also other venues such as community halls, theatre foyers, arts centres etc.

Events including video or electronic art

This covers art that is based on, or which uses, electronic images or video.

Include: video installations at art galleries, club venue projections, internet-based art and outdoors events with video or projected images.

Exclude: outdoor screenings of films (which would be categorised under film at cinema or other venue).

Event connected with books or writing

This includes events such as book and poetry readings, performance poetry, story tellers.

Include: attendance at mushairas (Urdu poetry readings popular within some Pakistani communities), performance poetry (popular in Black Caribbean communities).

Exclude: readings of religious texts.

Carnival

The Arts Council provides funding for a range of carnival activities. Carnival arts combine music, literature, drama, dance, performance, live and visual arts in a participatory event that usually occurs in the street. 'Carnival' involves live performance, calypso, masquerade, soca, steel pan and sound systems as well as costume design

Include: all types of carnival.

Street arts and circus

Circus refers to a 'people' circus, and can involve acrobatics, magical illusions, clowning, physical comedy, dance, music, aerial and balancing skills. It does not necessarily have to take place in a tent.

Street Arts include dance, music, circus, pyrotechnics, theatre, comedy and spectacle which take place out of doors, often in sites not traditionally associated with performance, such as squares, streets, shopping centres and parks.

Include: for example, performances by Cirque du Soleil.

Exclude: circuses using animals.

Culturally specific festival

The Arts Council is particularly interested in activities organised by Black and Minority Ethnic groups. Interest is in cultural festivals that include an element of performance such as music or dance. These may be primarily religious events, but include considerable artistic content. Events of interest would include:

Mela – An Asian-based open air fair.

Baisakhi – North Indian spring festival

Navratri – North Indian autumn festival preceding Dussehra. It is a festival of 9 days and nights remembering the war of Rama and Ravana. Navratri is a very big festival for Leicester's Gujarati community.

Dussehra – Festival commemorating Rama's victory over Ravana in the battle at Lanka and the rescue of his abducted wife Sita. It is celebrated in India with terrifying fireworks and huge effigies of Ravana and his brother that are burned. All houses are outlined in pinpricks of tiny oil lamps. It takes place shortly before Diwali.

Chinese Moon festival

Chinese New Year – celebrations start on the first day of the lunar new year and end on the full moon 15 days later when people celebrate the Lantern Festival

Diwali – A Hindu festival of light making the beginning of the Hindu New Year.

Classical music concert

Include: All types of classical music, including music from other cultures, such as classical Indian, Persian or Turkish music.

Other live music event

Include: contemporary Black and Asian music.

**WalkRec
CycleRec**

/ WalkRec ...how many days you walked for the purpose of health or recreation (not to get to place to place)? INTERVIEWER NOTE: EXCLUDE WALKING TO WORK, SHOPS ETC.

CycleRec ... how many days did you cycle for the purpose of health or recreation (not to get to place to place)? INTERVIEWER NOTE: EXCLUDE CYCLING TO WORK, SHOPS ETC.

For walking and cycling we are keen to get accurate measures of how much activity was done for recreation and how much was for utility purposes. Recreational walking/ cycling would be done for health or enjoyment reasons. Whereas walking round the shops or walking/ cycling to work would be classed as utility.