

# **Taking Part: England's Survey of Leisure, Culture and Sport (2007-08)**

## **Technical Report**

**November 2008**

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DCMS

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## Introduction

This report outlines the methods used for Year 3 of the *Taking Part* survey which started in July 2007 and was completed in October 2008.

This report has been written by the BMRB project consultant Joel Williams, with assistance from the BMRB project manager, Angela Charlton and project executive, Jonathan Cooper.

# **1 Sample design**

## **1.1 Survey population and sample frame**

The survey was primarily designed to yield a representative sample of 27,800 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.

## **1.2 Selection of Primary Sampling Units**

### **1.2.1 PSU composition**

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'.

### **1.2.2 PSU stratification**

Before BMRB selected the 'PSUs for Year 3, the list of PSUs was stratified using the following factors:

1. Region (10 strata – London split into North London and South London to assist with fieldwork efficiency)
2. Population density (4 equally-sized strata<sup>1</sup> within each Region)
3. Proportion of residents classified as managerial/professional (4 equally-sized strata within each density stratum)

This meant 160 strata in total. Each stratum was further sorted by the proportion of residents aged 65+ (an implicit stratification in a systematic sample).

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<sup>1</sup> In terms of delivery points, not PSUs.

### 1.2.3 The reserve sample

BMRB drew a sample of PSUs equal to *double* the required size. One in two of the PSUs was (randomly) assigned to the reserve sample. The reserve sample was not required.

### 1.2.4 PSU selection method

BMRB selected the PSUs with a probability proportionate to size (number of delivery points/addresses) using the method of random start and fixed interval<sup>2</sup>. However, the size value was altered prior to selection to increase the selection probabilities of PSUs with a high concentration of non-white ethnic groups. This replaced the previous 'focused enumeration' screening method of boosting the sample size of these groups.

The design effect of this procedure was estimated to be 1.06 but this increase in sampling variance was expected to be countered by a reduction in non-coverage bias among the non-white population. The focused enumeration method used to boost the sample size in Year 1 (and partially in Year 2) suffers this weakness. Furthermore, the lower cost of a standard interview - as opposed to an interview achieved via FE - means that a larger number of interviews can be achieved for the same budget. This mediates the design effect to a large extent.

BMRB used the following formula to generate size measures for each PSU:

(Number of delivery points \* % White [Census 01 data]) + (Number of delivery points \* % not White \* 8)

### 1.2.5 Regional samples

In addition, much lower than average response rates in London meant that more addresses needed to be issued in London to attain the same number of interviews per PSU as elsewhere. There were other slight regional variations in response rate but BMRB dealt with this by varying the PSU sampling fractions rather than by varying the address sampling fractions within already selected PSUs.

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<sup>2</sup> Note that one aspect of the original sample design was dropped for Year 3. This called for half of the PSUs sampled in each year to be re-used the following year. In theory, this reduces sampling variance (so long as there is a correlation between the PSU-level estimates from one year to the next). However, the software available to analyse the data could not account for this level of design complexity so the value remained theoretical rather than practical. Consequently, it was dropped in an effort to maximise clarity.

In total, 1,771 PSUs were selected and a total of 55,626 addresses were issued for Year 3. The distribution is shown below:

<b>Region</b>	<b>Type A (42 addresses per PSU)</b>	<b>Type B (30 addresses per PSU)</b>	<b>Total</b>
North East England		146	<b>146</b>
North West England		204	<b>204</b>
Yorkshire / Humber		189	<b>189</b>
East Midlands		186	<b>186</b>
West Midlands		199	<b>199</b>
East of England		209	<b>209</b>
London (N)	114		<b>114</b>
London (S)	94		<b>94</b>
South East England		233	<b>233</b>
South West England		197	<b>197</b>
<b>TOTAL (PSUs)</b>	<b>208</b>	<b>1,563</b>	<b>1,771</b>
<b>TOTAL (Addresses)</b>	<b>8,736</b>	<b>46,890</b>	<b>55,626</b>

Based on data from Years 1&2, BMRB expected an overall conversion rate (interviews as a proportion of all issued addresses) of 50% with some variation by Region:

North East England	58%
North West England	54%
Yorkshire and The Humber	53%
East Midlands	51%
West Midlands	51%
East of England	49%
London (N&S)	39%
South East England	51%
South West England	51%

BMRB set a minimum sample size per Region in both Year 1 and Year 2 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.

BMRB set a core sample size of 2,000 (=18,000 across 9 Regions) with the remaining 9,800 interviews distributed proportionately. This led to the following interview targets:

North East England	2,540 interviews
North West England	3,304 interviews
Yorkshire and The Humber	3,005 interviews
East Midlands	2,846 interviews
West Midlands	3,045 interviews
East of England	3,072 interviews
London	3,407 interviews (1,867 N & 1,540 S)
South East England	3,565 interviews
South West England	3,014 interviews
TOTAL	27,799 interviews

The contributory design effect was 1.04 which was felt to be acceptable, given the gains in precision in the smaller Regions<sup>3</sup>. This design meant that each Region had a different general sampling fraction.

#### **1.2.6 Design effect**

The overall design effect due to disproportionate sampling at ethnic and regional level was estimated to be 1.10. The effective sample size for the sample of 27,800 was therefore 25,340 before taking into account the gains due to stratification and the losses due to clustering.

#### **1.2.7 Month assignment**

Finally, the survey sample was split into twelve equal months before issuing to interviewers. The primary objective was to achieve a representative sample for the

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<sup>3</sup> Equal interview targets per Region would contribute a design effect of 1.08.



twelve month period viewed as a whole but a secondary objective was to achieve a representative sub-sample of the whole in each month.

### **1.3 The child survey**

A child interview was appended to the main adult survey from Month 6 of Year 1 (January 2006). In those households containing at least one child aged 11-15, an interview was sought with one (randomly selected) child aged 11-15. Interviewers made this request *after* the completion of the adult interview with interview household data informing the selection.

The child interview tended to last around 15-20 minutes.

A separate technical report is available for the child survey.

**A summary of the sample design changes from Year 1 to Year 3 can be found in Appendix A.**

## 2 Fieldwork

All fieldwork was conducted on behalf of BMRB by interviewers trained and supervised by Kantar Operations<sup>4</sup>. In total, approximately 350 interviewers worked on the survey.

### 2.1 Briefings

Before starting work on Taking Part all interviewers attend a face-to-face briefing. These are presented by BMRB researchers and Kantar Operations field staff. The initial briefings held in July and August 2005 of Year 1 were also attended by representatives from the DCMS and/or representatives of the Non-Departmental Public Bodies.

After doing 37 briefings during Year 1 and 5 briefings in Year 2, only 2 full day briefings were required in Year 3. Around 12-15 interviewers attended each briefing.

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; 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.

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.

Interviewers briefed in Year 1 or Year 2 were not required to attend a further face-to-face briefing. Interviewers were sent an updated set of Interviewer Instructions, highlighting the changes to their assignment in Year 3.

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<sup>4</sup> 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>.

## **2.2 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 respondents were re-contacted to verify that an interview had taken place. In total, 12% of respondents 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.

## **2.3 Fieldwork dates and fieldwork management**

Fieldwork was conducted between 23<sup>rd</sup> July 2006 and 9<sup>th</sup> September 2008.

Fieldwork was managed on a monthly basis and assignments were issued to interviewers in the middle of each month. Table 2.1 shows the number of assignments and core sample addresses per month.

Table 2.1 Assignments and core sample addresses per month

Issue	Month	Number of assignments issued	Number of core sample addresses
1	July 2007	147	4602
2	August 2007	148	4656
3	September 2007	148	4656
4	October 2007	147	4602
5	November 2007	148	4656
6	December 2007	148	4656
7	January 2008	147	4602
8	February 2008	148	4656
9	March 2008	148	4656
10	April 2008	147	4614
11	May 2008	147	4614
12	June 2008	148	4656

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 to 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 2.2 shows the fieldwork dates for each sample month.

Table 2.2 Fieldwork dates for each sample month

Issue	Month	Fieldwork start	Fieldwork end (includes re-issue period)
1	July 2007	23/7/07	11/11/07
2	August 2007	20/8/07	16/12/07
3	September 2007	17/9/07	13/01/08
4	October 2007	15/10/07	10/2/08
5	November 2007	19/11/07	16/3/08
6	December 2007	17/12/07	13/4/08
7	January 2008	21/1/08	18/5/08
8	February 2008	18/2/08	15/6/08
9	March 2008	17/3/08	13/7/08
10	April 2008	21/4/08	17/8/08
11	May 2008	19/5/08	14/9/08
12	June 2008	16/6/08	09/9/08

## 2.4 Fieldwork procedures and documents

### 2.4.1 Introductory letters and leaflet

All the core sample addresses were sent an advance letter and a Taking Part respondent leaflet. The letters and leaflets 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. No changes were made to these documents in year three of the survey (having already been revised in the previous years of the survey to make them more respondent friendly and persuasive, these documents seemed to be working well).

The letters outlined the background to the survey, stressed the importance of the respondent taking part, the confidential nature of the survey and the financial 'thank you' for taking part. The letters were despatched on DCMS headed paper and signed by the project manager at the DCMS to authenticate the survey.

There were also 2 'reissue' letters – 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 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, **1,122** people, representing **2%** 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 C and Appendix E respectively.

## **2.4.2 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.

## **2.4.3 Address Contact Sheets**

Each address was issued to the interviewer on a document called the Address Contact Sheet (ACS). 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<sup>5</sup>;
4. interviewers used it to record the outcome of their attempts to make contact and conduct an interview at the address;
5. it included the signed receipt of the incentive.

Interviewers made a minimum of eight 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

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<sup>5</sup> The Child Survey is not covered in this report.

on a weekday evening (after 7.00 p.m.) and at least one call at a weekend (10.00 a.m. – 9.00 p.m.), in order to make contact with households where everyone was working.

## **2.5 Interview length**

The mean adult sample interview length was 40 minutes (median 37.1 minutes)<sup>6</sup>; 90% of interviews lay in the range 20.2 to 69.1 minutes.

## **2.6 Respondent incentives**

In an attempt to maximise the original response rate<sup>7</sup> throughout Year 3, each household received a book of stamps with the advance letter. In addition, each household that completed the interview(s) received a £5 high street voucher.

This combination of incentives was found to be the most effective incentive to decrease refusal rates and increase response rates from an experiment of various incentives in Year 2 of the survey.

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<sup>6</sup> These figures are based on 29,420 adult interviews and were calculated after capping the 0.64% most extreme lower values and the 0.83% 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)

<sup>7</sup> The 'response rate' is the percentage of eligible households yielding an interview. The 'original response rate' is the response before non-productive addresses are re-issued to a different interviewer

### 3 Coding open ended questions

Code frames for open-ended (and 'partially open-ended'<sup>8</sup>) questions for the survey were originally developed by BMRB and signed-off by DCMS in Year 1 of the survey, based on the verbatim answers of such questions. Code frames were reviewed quarterly in Year 3 and new codes were added if the questionnaire had changed or, occasionally, on existing questions where respondents had given answers which they had not given in the previous years of the survey.

The coding of open-ended questions was carried out using a web-based package called Ascribe by an experienced team of coders in Kantar Operations. Five per cent of open-ended answers were checked by senior coders. New coders had 100% of their work checked until the required standard was reached and thereafter their work was systematically spot-checked. On questions where the "Other" answer category exceeded 10%, answers were also reviewed.

The coding team also code socio-economic data for this survey to produce Standard Occupational Classification (SOC) and National Statistics Socio-economic Classification (NS-SEC) categorisation, from a series of standard questions which were designed for NS-SEC and SOC categorisation.

BMRB researchers briefed the coding team whenever new or revised code frames were adopted and kept in close contact with the coding team throughout fieldwork to ensure that coding was carried out at regular intervals. At least every quarter of the survey year the coding was accessed by the BMRB research team to check the quality of the coders' work in terms of what had been back-coded to each answer category, and to see what sort of answers had been left in "Other". The research team advised the coding team of any additional back-coding or any new codes which were necessary. New codes which were added were suggested by BMRB and signed-off by DCMS.

A list of all of the code frames used on open-ended and partially open-ended questions in Year 3 can be found in Appendix H.

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<sup>8</sup> Questions with a response list but with an "Other – specify" response option, for the respondent to give an answer that the response list did not cover, are known as "partially open-ended".



## 4 Fieldwork outcomes

Table 4.1 shows the fieldwork outcomes for the core adult sample issued for the 2007-08 *Taking Part* survey. The final contact rate was 91.8%<sup>9</sup> and the final co-operation rate was 63.8%<sup>10</sup>. The (unadjusted) response rate was **58.5%**.

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.

55,626 (total number of outcomes) minus 3,449 (total residential non-contacts) = 52,177 outcomes, of which 5,348 are deadwood (10.25%).  $3,449 \times 10.25\% = 354$  assumed deadwood addresses among the residential non-contacts. This increases the total deadwood count to 5,702 (5,348 + 354) and the total non-deadwood outcomes is reduced to 49,924 (55,626 - 5,702). The *adjusted* response rate = **58.9%**.

If the outcomes are weighted by the inverse of the address selection probability, the contact rate becomes 92.5% (unweighted rate +0.7%), the co-operation rate becomes 64% (unweighted rate +0.2), and the unadjusted response rate becomes 59.2% (unweighted rate +0.7%). The adjusted weighted response rate = **59.5%** (unweighted rate +0.6%).

Table 4.1 Fieldwork outcomes (Core adult sample)

OUTCOME		OUTCOME GROUPING		% of total issues	% of non-deadwood
Not yet built/under construction	73	Deadwood	5,348	9.6%	-
Derelict/demolished	259				
Vacant/empty housing	3094				
Non-residential address	757				
Communal establishment	138				
Address residential & occupied but not main residence	453				
Other ineligible	148				
Inaccessible	60				
Unable to locate address	366				

<sup>9</sup> (Interviews + Refusals + Other unproductive)/ Total non-deadwood.

<sup>10</sup> Interviews / (Interviews + Refusals + Other unproductives).

Residential address but no contact with anyone at address	3449	Non contact	4,132	7.4%	8.2%
Person selected but no contact with selected person	682				
No contact with parent to get parental permission	1				
Information about occupants refused	5230	Refusal	12,992	23.4%	25.8%
Office refusal	1122				
Parent refused permission to interview	22				
Refusal by selected person	5575				
Proxy refusal	1017				
Refusal during the interview	26				
Broken appointment	1121				
Selected person ill at home during survey period	224	Other unproductive	3,734	6.7%	7.4%
Selected person away or in hospital throughout survey period	495				
Selected person physically or mentally unable	717				
Selected person has inadequate English	531				
Other unproductive	617				
Interview reported but no data received	29				
Full interview	29,415				
Partial interview	5				
TOTAL			55,626		

A total of 29,420 adult interviews were achieved from Year 3 sample. However the Q4 questionnaire issued in April was adjusted to start measuring the new PSA requirements covering 2008-11. The CAPI interview randomly allocated 1 in every 2 respondents the 'old' questions and 1 in every 2 respondents the 'new' questions. Those cases allocated the 'new' questions were removed from the Year 3 data file and will be included in the April 2008-March 2009 data file. ***The adjusted final sample size for Year 3 is 25,720.***

## 5 Weighting

### 5.1 Adult data design weights

The design weight is equal to the inverse of the individual's selection probability.

The individual's selection probability 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).

However, the Q4 adult questionnaire was adjusted to meet new PSA requirements covering 2008-11. The questionnaire program randomly allocated respondents to the 'old' or the 'new' questionnaire with a .5 probability of each. In order to maximise representativeness, this allocation was carried out separately within strata formed by some of the preceding questionnaire items.

Consequently, as far as the 'old' questionnaire is concerned, the individual's selection probability in Q4 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) \* (1/2).

### 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. Three area-based variables proved consistently significant:

- Region
- Population density
- % of PSU population classified as White British according to Census

This was carried out separately for Q1/2 and Q3/4. This procedure produced 9 classes in Q1/2 and 7 classes in Q3/4 with mean response rates ranging from 44% to 67%. An area-type non-response weight was computed that was equal to the inverse of the weighted mean response rate for the class. The 16 classes are detailed in Table 5.1 below:

Table 5.1 Area-type non-response weights

<b>BMRB Node ref</b>	<b>REGION</b>	<b>% White British</b>	<b>Population density (individuals per square mile)</b>	<b>MEAN RR</b>	<b>WEIGHT (1/RR)</b>
<b>Q1/2</b>					
11	NE, NW, SW	>97.2%	All	67.1%	1.49
6	East Midlands, SE	All	<1044	64.4%	1.55
10	NE, NW, SW	>93.8%<97.2%	All	64.2%	1.56
1	Yorkshire & Humber, West Midlands	All	All	62.1%	1.61
9	NE, NW, SW	<93.8%	All	61.8%	1.62
7	East Midlands, SE	All	>1044<4583	56.7%	1.76
4	East of England	All	All	56.1%	1.78
8	East Midlands, SE	All	>4583	55.6%	1.80
2	London	All	All	44.3%	2.26
<b>Q3/4</b>					
4	All	>97.2%	All	66.5%	1.50
7	All	>93.3<97.2%	<430	66.0%	1.52
8	All	>93.3<97.2%	>430<5972	63.3%	1.58
9	All	>93.3<97.2%	>5972	60.4%	1.65
6	NW, Yorkshire & Humber, West Midlands, SE, SW	<85.9%	All	57.4%	1.74
2	All	>85.9<93.3	All	56.7%	1.76
5	NE, East Midlands, East of England, London	<85.9%	All	46.8%	2.14

In the second and final non-response weighting stage, BMRB applied rim weights to match targets provided by the latest ONS mid-year population estimates (2006 for Q1-2 and 2007 for Q3-4). The targets were based on sex, age, region, and (LFS estimate) 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. The targets were calculated by taking the distribution of interviews for each issue month (e.g. x% of interviews completed in the issue month, y% completed in the following month, z% completed in the third month etc.) and calculating the total distribution across all issue months. This average was then applied to the whole fieldwork period to get 'expected' numbers of interviews for two month segments of the fieldwork period.

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

<b>Q1-2</b>		
<b>Age</b>	<b>Male</b>	<b>Female</b>
16 - 19	3.35%	3.15%
20 - 24	4.17%	4.01%
25 - 29	3.98%	3.98%
30 - 34	4.18%	4.19%
35 - 39	4.71%	4.74%
40 - 44	4.72%	4.80%
45 - 49	4.18%	4.23%
50 - 54	3.68%	3.77%
55 - 59	3.91%	4.02%
60 - 64	3.21%	3.35%
65 - 69	2.62%	2.81%
70 - 74	2.20%	2.52%
75+	3.68%	5.84%
TOTAL	48.59%	51.41%

<b>Q3-4</b>		
<b>Age</b>	<b>Male</b>	<b>Female</b>
16 - 19	3.36%	3.15%
20 - 24	4.29%	4.06%
25 - 29	4.07%	4.04%
30 - 34	4.00%	3.99%
35 - 39	4.60%	4.64%
40 - 44	4.75%	4.81%
45 - 49	4.23%	4.31%
50 - 54	3.69%	3.78%
55 - 59	3.71%	3.82%
60 - 64	3.42%	3.58%

65 - 69	2.60%	2.79%
70 - 74	2.22%	2.51%
75+	3.74%	5.84%
TOTAL	48.68%	51.32%

<b>Q1-2</b>	
<b>Region</b>	
North East	5.08%
North West	13.46%
Yorkshire & Humberside	10.13%
East Midlands	8.63%
West Midlands	10.49%
East of England	11.02%
London	14.77%
South East	16.20%
South West	10.22%
TOTAL	100.00%

<b>Q3-4</b>	
<b>Region</b>	
North East	5.07%
North West	13.41%
Yorkshire & Humberside	10.14%
East Midlands	8.65%
West Midlands	10.45%
East of England	11.06%
London	14.72%
South East	16.23%
South West	10.27%
TOTAL	100.00%

<b>Ethnic group (Q1-4)</b>	
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%

<b>Interview date (Q1-4)</b>	
------------------------------	--

Issued 2007 and interview in July/August 2007	8.55%
Issued 2007 and interview in September/October 2007	16.00%
Issued 2007 and interview in November/December 2007	16.65%
Issued 2007 but interview in 2008	8.80%
Issued 2008 and interview in Jan/Feb 2008	7.77%
Issued 2008 and interview in March/April 2008	15.71%
Issued 2008 and interview in May/June 2008	16.67%
Issued 2008 and interview in Other 2008	9.86%
TOTAL	100.00%

### 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)<sup>11</sup>.

Note that weights were computed separately for Q1/2 on the one hand and Q3/4 on the other. The two six month datasets were then combined, each with its sum of weights set as 50% of the total.

---

<sup>11</sup> 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 Final design effects for key variables

### 6.1 Adult data

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.

Year 3 of Taking Part was the final year of the 2005-2008 PSA period. Table 6.1 below shows a selection of key (weighted) Year 3 results used for PSA tracking<sup>12</sup>, the attendant design effects and the 95% confidence intervals for each result<sup>13</sup>. The design effects range from 1.7 to 2.3 but all of the estimates are accurate to +/-1.0 percentage points or less.

Table 6.1 Design effects for key PSA variables (Year 3)

RESULT	Weighted result	Design effect	95% confidence intervals [range]
% Visiting a heritage site at least once in last 12 months	71.14%	2.13	70.3% - 72.0% [1.7pp]
% Engaging in at least one sport in last 4 weeks	53.56%	1.81	52.7% - 54.4% [1.7pp]
% Visiting a museum/gallery at least once in last 12 months	43.54%	1.87	42.7% - 44.4% [1.7pp]
% Attending at least two PSA-eligible arts events in last 12 months	34.34%	2.01	33.5% - 35.2% [1.7pp]
% Engaging in at least two PSA-eligible arts participation activities in last 12 months	22.63%	1.70	22.0% - 23.3% [1.3pp]
% Doing at least 12 'thirty minute plus' sessions of moderate intensity sports / recreational physical activity in last 4 weeks	22.49%	1.78	21.8% - 23.2% [1.4pp]

---

<sup>12</sup> 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>

<sup>13</sup> Computed using STATA 9.0.



Table 6.2 shows the same table for Year 1 estimates.

Table 6.2 Design effects for key PSA variables (Year 1)

<b>RESULT</b>	<b>Weighted result</b>	<b>Design effect</b>	<b>95% confidence intervals [range]</b>
% Visiting a heritage site at least once in last 12 months	69.9%	2.08	69.1% - 70.6% [1.5pp]
% Engaging in at least one sport in last 4 weeks	53.7%	1.71	53.0% - 54.5% [1.5pp]
% Visiting a museum/gallery at least once in last 12 months	42.3%	1.78	41.5% - 43.0% [1.5pp]
% Attending at least two PSA-eligible arts events in last 12 months	33.7%	1.92	32.9% - 34.4% [1.5pp]
% Engaging in at least two PSA-eligible arts participation activities in last 12 months	24.1%	1.75	23.4% - 24.8% [1.4pp]
% 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% [1.2pp]

Table 6.3 shows the difference between the Year 1 and Year 3 measures as well as the results of a significance test.

Table 6.3 Differences between Year 1 and Year 3 for key PSA variables

<b>RESULT</b>	<b>Difference Y3-Y1</b>	<b>Pooled standard error *1.96 (95% CI range)</b>	<b>Significant difference?</b>
% Visiting a heritage site at least once in last 12 months	+1.24pp	2.24pp	Yes
% Engaging in at least one sport in last 4 weeks	-0.14pp	2.24pp	No
% Visiting a museum/gallery at least once in last 12 months	+1.24pp	2.26pp	Yes
% Attending at least two PSA-eligible arts events in last 12 months	+0.64pp	2.25pp	No
% Engaging in at least two PSA-eligible arts participation activities in last 12 months	-1.47pp	1.88pp	Yes
% Doing at least 12 'thirty minute plus' sessions of moderate intensity sports / recreational physical activity in last 4 weeks	+1.59pp	1.85pp	Yes

Tables 6.1 to 6.3 detail the results 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 6.4 shows Year 3 survey estimates for all four groups with a margin of error (+/- x%) reflecting the sample design.

Table 6.4 Weighted survey estimates and their margins of error for the four key sub-groups (Year 3)

<b>RESULT</b>	<b>TOTAL</b>	<b>Non-white</b>	<b>LLT disability / illness</b>	<b>NS-SEC groups 5-8</b>	<b>Women</b>
% Visiting a heritage site at least once in last 12 months	71.14% (+/-0.8pp)	54.06% (+/-2.4pp)	60.93% (+/-1.4pp)	59.39% (+/-1.2pp)	n/a
% Engaging in at least one sport in last 4 weeks	53.56% (+/-0.8pp)	52.65% (+/-2.3pp)	30.08% (+/-1.3pp)	43.82% (+/-1.2pp)	46.09% (+/-1.0pp)
% Visiting a museum/gallery at least once in last 12 months	43.54% (+/-0.8pp)	39.31% (+/-2.3pp)	33.2% (+/-1.4pp)	30.57% (+/-1.0pp)	n/a
% Attending at least two PSA-eligible arts events in last 12 months	34.34% (+/-0.8pp)	27.24% (+/-2.0pp)	25.14% (+/-1.3pp)	18.28% (+/-0.9pp)	n/a
% Engaging in at least two PSA-eligible arts participation activities in last 12 months	22.63% (+/-0.7pp)	20.34% (+/-1.9pp)	18.67% (+/-1.1pp)	14.52% (+/-0.8pp)	n/a
% Doing at least 12 'thirty minute plus' sessions of moderate intensity sports / recreational physical activity in last 4 weeks	22.49% (+/-0.7pp)	20.96% (+/-2.0pp)	9.72% (+/-0.8pp)	16.49% (+/-0.9pp)	18.57% (+/-0.7pp)

Table 6.5 shows the equivalent figures from Year 1.

Table 6.5 Weighted survey estimates and their margins of error for the four key sub-groups (Year 1)

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

Table 6.6 shows how the Year 3 result differs from the Year 1 result. Differences which are statistically significant at the 95% level are starred \*.

Table 6.6 Differences between Year 1 and Year 3 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	+1.24pp*	+3.36pp*	+1.43pp	+2.29pp*	n/a
% Engaging in at least one sport in last 4 weeks	-0.14pp	-0.65pp	-2.22pp*	+0.42pp	-1.61pp*
% Visiting a museum/gallery at least once in last 12 months	+1.24pp*	+3.91pp*	+1.04pp	+2.27pp*	n/a
% Attending at least two PSA-eligible arts events in last 12 months	+0.64pp	+3.74pp*	+1.04pp	+0.88pp	n/a
% Engaging in at least two PSA-eligible arts participation activities in last 12 months	-1.47pp*	-0.46pp	-0.23pp	-0.78pp	n/a
% Doing at least 12 'thirty minute plus' sessions of moderate intensity sports / recreational physical activity in last 4 weeks	+1.59pp*	+1.76pp	+0.22pp	+1.29pp*	+0.07pp

It is possible to calculate design effects for each of the sub-group measures, not just the overall measure. However, there are two versions that can be calculated. One uses a notional simple random sample of the full population as the benchmark and one uses a notional random sample of the sub-group population as the benchmark. The former is a more realistic assessment of the impact of complex sample design but the latter makes calculation of standard errors simpler as these are derived simply by multiplying the standard error of the simple random sample by the square root of the design effect (also known as the 'design factor'). Table 6.7 shows these Year 3 design effects. For other measures, an average overall design effect of 1.47 may be used for calculating the effective sample size<sup>14</sup>.

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<sup>14</sup> In other words the standard  $pq/n$  calculation of sampling variance should be changed to  $(pq/n)*1.47$ .

Table 6.7 Y3 Design effects for key sub-group measures

<b>RESULT</b>	<b>TOTAL</b>	<b>Non-white</b>	<b>LLT disability / illness</b>	<b>NS-SEC groups 5-8</b>	<b>Women</b>
% Visiting a heritage site at least once in last 12 months	2.13	1.76	1.35	1.64	n/a
% Engaging in at least one sport in last 4 weeks	1.81	1.62	1.38	1.67	1.41
% Visiting a museum/gallery at least once in last 12 months	1.87	1.70	1.41	1.44	1.44
% Attending at least two PSA-eligible arts events in last 12 months	2.01	1.52	1.47	1.59	1.63
% Engaging in at least two PSA-eligible arts participation activities in last 12 months	1.70	1.70	1.28	1.43	1.47
% Doing at least 12 'thirty minute plus' sessions of moderate intensity sports / recreational physical activity in last 4 weeks	1.78	1.75	1.29	1.63	1.38

## Appendices

### Appendix A – Summary of sample design changes Year 1 to Year 3

#### Year 1:

##### Fundamental design:

- Sample size target: 27,000 adults aged 16+ in England
- Two-stage design: sample of PSUs, followed by sample of addresses within each sampled PSU
- More addresses issued in London PSUs than in other regions (due to lower expected response rate): 50 compared to 36
- PSUs = Postcode sectors, sampled PPS with size measure equal to small-user PAF address count
- PSUs stratified by (1) region, (2) population density quartiles, (3) quartiles based on % managerial/professional/student, (4) ordered by % aged 65+
- Focused enumeration (FE) around each sampled address
- PSUs with a very mixed ethnic profile (40%+ non-white) given double sampling probability but only half the usual number of addresses are sampled within these PSUs (limits assignment demands - otherwise FE element would be overwhelming)
- Slightly different sampling fractions per region to ensure minimum regional sample size of 2,000
- 10% reserve sample
- One interview with randomly selected individual aged 16+ per sampled address

##### Alterations within Year 1:

- At Q2 issued reserve sample, spread between Q2-4 but proves insufficient to meet target of 27,000
- At Q3 added child interview (aged 11-15) at each sampled address where adult interview achieved and an 11-15 resident

#### Year 2:

##### Changes from Year 1:

- Re-used half the PSUs from Year 1, issuing these PSUs at the same month in Year 2 as used in Year 1
- Sampled sufficient new PSUs to meet sample size target of 27,000
- Stratification for sample of new PSUs altered by splitting London region into N & S London and removing the student element from the third stratification variable

- Reduced the number of addresses sampled in each new PSU to 30 (42 in London) so more new PSUs than re-used PSUs (where address numbers retained from Year 1)
- Sampled new PSUs PPS but with size measure changed from address count to  $((\text{address count} * \% \text{ white}) + (\text{address count} * 2.75 * \% \text{ non-white}))$ : ultimate purpose to increase non-white sample size and drop FE element
- Slightly altered region-level sampling fractions to reflect variation in Year 1 response rates
- No FE around sampled addresses in new PSUs
- FE around random half of addresses in re-used PSUs
- Much larger reserve sample than for Year 1 (equal in size to whole main sample for Year 2) – guards against too small a reserve sample (problem in Year 1)

#### **Alterations within Year 2:**

- At Q3-4 randomly selected 246 PSUs to drop in order to reduce overall sample size to 23,500 and save money

#### **Year 3:**

##### **Changes from Year 2:**

- Sampled all new PSUs PPS with altered size measure:  $((\text{address count} * \% \text{ white}) + (\text{address count} * 8 * \% \text{ non-white}))$
- 30 addresses sampled in all PSUs (42 in London)
- No re-used PSUs as proved impossible to account for this design feature with available statistical software
- No FE at all and, consequently, no 'double-probability-half-addresses' PSUs
- Raised target sample size to 27,800 to compensate for more skewed main sample
- Revised region-level sampling fractions to reflect variation in response rates across both Year 1 and Year 2

## **Appendix C – Respondent letters**

1. Advance letter
2. Reissue letter – refusals
3. Reissue letter – non-contact



The Resident(s)

Our ref: 45106467/Q2

October 2007



department for  
culture, media  
and sport

## TAKING PART: ENGLAND'S SURVEY OF LEISURE, CULTURE 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](mailto:takingpart@bmr.co.uk).

Thank you in advance. ***As a token of our appreciation, all households that take part receive a £5 High Street Voucher.***

Yours faithfully,

Rebecca Aust  
**Survey Manager**



improving  
the quality  
of life for all



45106466 / BMRB Serial Number

Dear Resident(s),

### **TAKING PART: ENGLAND'S SURVEY OF LEISURE, CULTURE 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@bmrbs.co.uk](mailto:takingpart@bmrbs.co.uk).

Thank you in advance for your help. As a token of our appreciation for your time, all households that take part receive a £5 High Street Voucher.

Yours faithfully,

Angela Charlton  
Associate Director  
BMRB Social Research

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Registered in England  
Number 275304  
Registered office as above



Cert. No. 0417

Cert. No. 0438



45106466 / BMRB Serial Number

Dear Resident(s),

### **TAKING PART: ENGLAND'S SURVEY OF LEISURE, CULTURE 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 England's Survey of Leisure, Culture 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](mailto:takingpart@bmr.co.uk).

Thank you in advance for your help. As a token of our appreciation for your time, all households that take part receive a £5 High Street Voucher.

Yours faithfully,

Angela Charlton  
Associate Director  
BMRB Social Research

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## **Appendix D – Address Contact Sheet**

TAKING PART

ADDRESS CONTACT SHEET (ACS)

JN 45106466  
DCMSJL7

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

Serial Number

CHECK DIGIT

Screen Number            0

Incentive Type            £5 conditional voucher  
and Stamps

Interviewer Code

Interviewer Name

Supervisor

Date accompanied

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  
(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 C2
No	B	CODE FINAL OUTCOME (code 1 -13) AT SECTION 9, PAGE 6

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

2

**AND CODE: NO. OF OCCUPIED DWELLING UNITS** 1 only

2 or more

If no contact made with any adult or information refused

A	GO TO C4
B	GO TO C3a
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  
1<sup>st</sup> re-issue  
2<sup>nd</sup> re-issue  
3<sup>rd</sup> 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

(Ring relevant outcome codes)	Main Adult Interview				Child Interview			
	Final Outcome – screen 0				Final Outcome – screen 9			
	Final Outcome	For Re-Issues ONLY			Final Outcome	For Re-Issues ONLY		
		1st	2nd	3rd		1st	2nd	3rd
<b><u>ADDRESS INELIGIBLE (DEADWOOD)</u></b>								
1. Not yet built/under construction	1	1	1	1				
2. Derelict / demolished	2	2	2	2				
3. Vacant/empty housing unit	3	3	3	3				
4. Non-residential address (e.g. business, school) – no private dwellings	4	4	4	4				
5. Communal establishment / institution – no private dwellings	5	5	5	5				
6. Address residential and occupied but not main residence (e.g. second home/holiday home)	6	6	6	6				
10. Other ineligible (record details on notes page)	10	10	10	10				
12. Inaccessible – <b>OFFICE APPROVAL ONLY</b>	12	12	12	12				
13. Unable to locate address	13	13	13	13				
<b><u>NO CONTACT</u></b>								
16. Residential address but no contact with anyone at address/DU (after 8+ calls)	16	16	16	16				
33. Selected person needed parental permission but <b>no contact with parent</b>	33	33	33	33	33	33	33	33
35. Person selected but <b>no contact with selected person</b> (after 8+ calls)	35	35	35	35	35	35	35	35
<b><u>REFUSAL (CODE HERE THEN COMPLETE SECTION 10 ON PAGE 7)</u></b>								
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 <b>parental permission refused</b>	34	34	34	34	34	34	34	34
36. <b>Refusal by selected person</b> before interview	36	36	36	36	36	36	36	36
37. <b>Proxy refusal</b> (other than by parent/guardian)	37	37	37	37	37	37	37	37
<b><u>OTHER UNPRODUCTIVE (COMPLETE SECTION 11 ON PAGE 8)</u></b>								
39. <b>Broken appointment</b> with selected person	39	39	39	39	39	39	39	39
40. Selected person <b>ill at home</b> during survey period	40	40	40	40	40	40	40	40
41. Selected person <b>away or in hospital</b> all survey period	41	41	41	41	41	41	41	41
42. Selected person <b>physically or mentally unable</b> to be interviewed	42	42	42	42	42	42	42	42
43. Selected person has <b>inadequate English</b>	43	43	43	43	43	43	43	43
44. <b>Other</b> unproductive	44	44	44	44	44	44	44	44
<b>25. INTERIM CODE</b>	25	25	25	25				
<b><u>PRODUCTIVE OUTCOME</u></b>								
51. <b>Full</b> interview	51	51	51	51	51	51	51	51
52. <b>Partial</b> interview	52	52	52	52	52	52	52	52

**Electronic  
Report sent**  
(Date box)

Original  
1<sup>st</sup> re-issue  
2<sup>nd</sup> re-issue  
3<sup>rd</sup> re-issue

Main Screen Code 0

Original  
1<sup>st</sup> re-issue  
2<sup>nd</sup> re-issue  
3<sup>rd</sup> re-issue

Child Screen Code 9

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.

## 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>1<sup>st</sup></u>	<u>2<sup>nd</sup></u>	<u>3<sup>rd</sup></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 11)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
R2	How old do you think the respondent is?				
	1. Under 20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	2. 20 – 39	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	3. 40 – 59	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	4. 60 or over	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5. Don't know, never saw respondent , no selected respondent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**PLEASE WRITE FULL DETAILS OF REFUSALS IN SECTION 11**

### 11. 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.

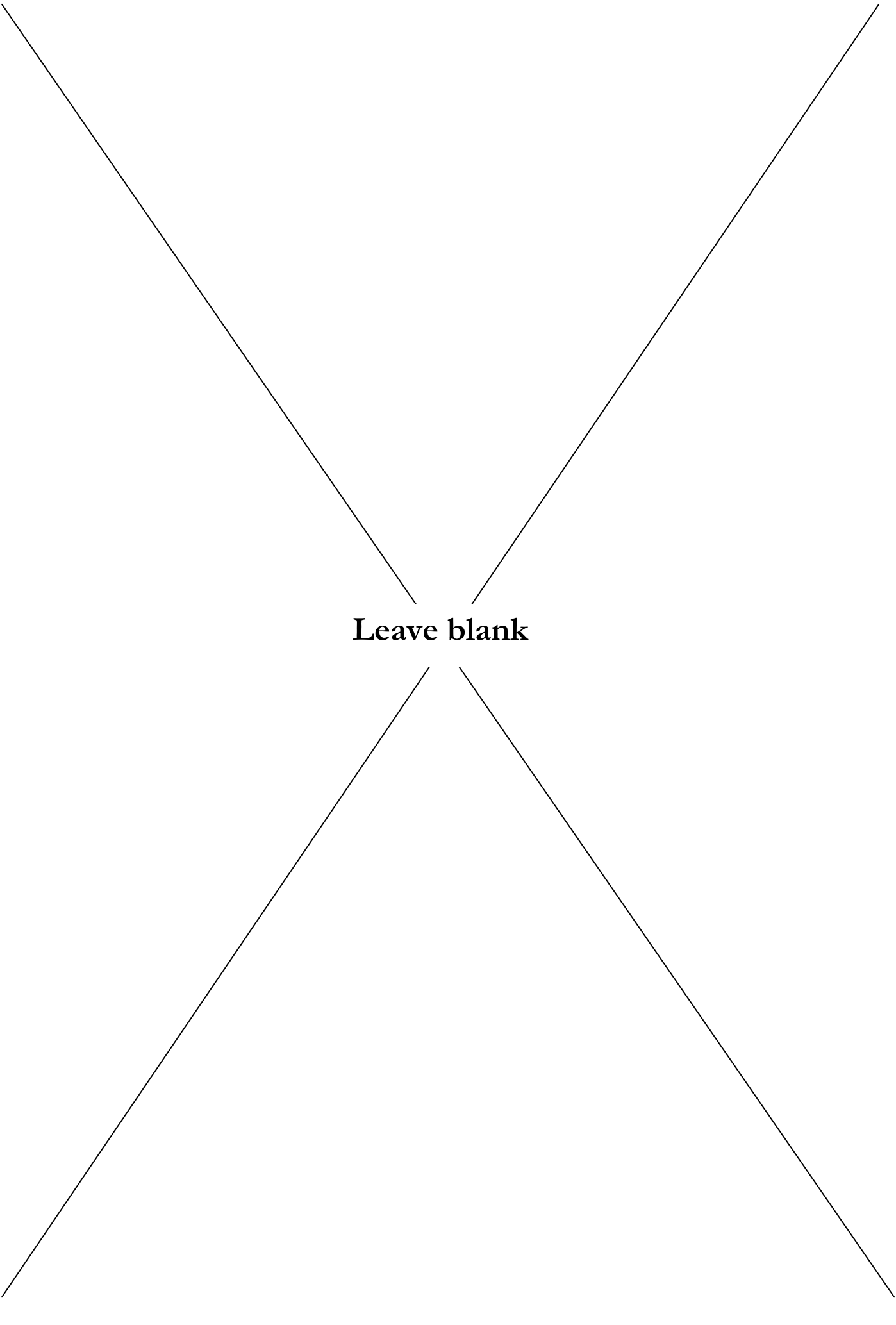
## 12. Re-issue information

<b>RE-ISSUE 1</b>	Name of interviewer	Interviewer No.	Total no. calls	Date of final visit			
			<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>
			Day    Day (01 – 31)	Mth    Mth (01 – 12)			
<b>RE-ISSUE 2</b>	Name of interviewer	Interviewer No.	Total no. calls	Date of final visit			
			<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>
			Day    Day (01 – 31)	Mth    Mth (01 – 12)			
<b>RE-ISSUE 3</b>	Name of interviewer	Interviewer No.	Total no. calls	Date of final visit			
			<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div> <div style="border: 1px solid black; width: 30px; height: 30px; display: inline-block;"></div>
			Day    Day (01 – 31)	Mth    Mth (01 – 12)			

## 13. 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**

**14. 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:

## **Appendix E – 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](http://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](http://www.bmrb.co.uk)

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

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

You can also contact Kantar Operations 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  
**Kantar Operations:** Gurprit Dhillon – 020 8433 4304  
**Interviewer ID check (office hours)** - 020 8433 4214

Ref: 45106466 – V3 July 2007



## taking part

England's Survey of  
Leisure, Culture and Sport



Hythe School - 07.04.04

Your household has been selected for the 2007/08 **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.

During 2007/2008, 27,750 adults and 3,000 children will be interviewed on this survey.

Further information about the survey is available from: [www.culture.gov.uk/Reference\\_library/Research/taking\\_part\\_survey](http://www.culture.gov.uk/Reference_library/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 F – Interviewer Instructions**

# taking part

## England's Survey of Leisure, Culture and Sport

Interviewer Instructions  
Year 3 Q1 July

45106466

### **RECENT CHANGES:**

- **Removal of BME boost**
- **Questionnaire revisions**

Full details of the above are included in the update memo in your work pack.

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# Taking Part

## Interviewer Instructions

### 45106466

#### 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 England and the 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 the 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 2007-2008 we aim to achieve 27,750 interviews with adults aged 16+ and 3,000 interviews with 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:**

- Incentive household receives unconditional book of stamps and conditional £5 voucher if takes part in the interview
- 8 minimum calls at all non-contacts – 2 in the evening and 1 at the weekend.
- Child survey – additional interview if address contains a child aged 11-15 years.
- No collection of Observational data

## 2. EXECUTIVES AT HEAD OFFICE

The Executives at Head Office are Angela Charlton, Jonathan Cooper and Jo Mason. 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:

\* New for Y3 Q1

### ALL ASSIGNMENTS:

\* Update Memo

Results Summary Sheet

\*Advance letter pack containing 1 pre-printed address per address, 1 book of stamps per addresses, OHMS envelopes, and *Taking Part* survey leaflets (V3 – July)

Assignment sheet

Map of assignment area

Set of pre-printed Address Contact Sheets for sample

Advance Letters – “Q1 – July 2007”

\*DCMS Survey leaflets – “V3 July” (spares)

\*DCMS ‘About Us’ leaflets + note about new ministers

\*Set of Show Cards

Definitions show card

\*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

Incentives - £5 High Street Vouchers + 1 book of 6 x 1<sup>st</sup> class stamps per address

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:

- You will be assigned 30 addresses, or 42 addresses if you are working in London. You will be expected to get at least 15 - 16 interviews from your assignment.
- Before starting your assignment you will need to post an advance letter, survey leaflet and 1 book of stamps to each address in the OHMS envelopes provided.
- 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 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 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 an adult interview in the household. This process is explained in more detail in section 9.
- From the addresses (those with screen 0) we expect a **minimum response rate of 55%**, which means that for assignments with 30 addresses we expect you to carry out a minimum of **15 - 16 adult interviews** (assuming c.2-3 addresses are ‘deadwood’) and in assignments with 42 addresses we again expect you to carry out a minimum of **15 - 16 adult interviews** (assuming c.3-4) addresses are ‘deadwood’). The number of child interviews will 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**. Assignments outside of London consist of 30 addresses, and in London of 42 addresses.

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 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 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 Monday 23<sup>rd</sup> July. Please see the Request to Work email sent by your Team Leader for the final end of fieldwork date.

Your assignment will take between 6 and 7 days (see your Request to Work email). You should NOT expect to work **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 – 9.00pm 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, and 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

A **MINIMUM** of 8 calls must be made at all addresses before regarding it as a non-contact and a minimum of 2 calls must be after 7pm and 1 call on a weekend. Even once you have called at an address 8 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 eight calls, at least two of which are on a weekday evening and one at a weekend, will be returned to you so you can complete the assignment.

## 5.5 Your 1<sup>st</sup> 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 1<sup>st</sup> day as early as possible in the fieldwork period. You should try and send the advance letters 2-3 days before you plan to start work.
- We recommend that you start as early as 10am and try to work a longer day on your 1<sup>st</sup> 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 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!

If you have got around all (or most) of your addresses, made contact with people at some addresses, and perhaps made a few appointments, it 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 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 Kantar Operations (see numbers on the leaflet).

## 6. RESPONSE RATE

Overall, we expect to achieve a **55%** response rate for the survey. However, this is the **minimum** response rate and we would expect you to make every effort to achieve the highest response rate and maximum number of interviews possible. The number of interviews depends on the number of addresses in your assignment:

### Assignments:

- Outside London = 30 addresses to achieve 15 - 16 interviews (excludes child interviews)
- London = 42 addresses to achieve 15 - 16 interviews (excludes child interviews)

We have issued a higher number of addresses in London as experience from other surveys suggests that a lower response rate will be achieved in London.

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. Please 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, Survey Leaflet and Unconditional Incentives

Since April 2006 you have been responsible for sending the advance letter to all addresses in your assignment.

In your workpack you should find a pre-addressed letter for each address, a copy of the Taking Part survey leaflet for each address, a book of stamps for each address and a batch of OHMS envelopes. The letters, leaflets and stamps 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 Kantar Operations. 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

Findings from the recent incentive experiment suggest that the best incentive (in terms of response rate) is the conditional £5 voucher + unconditional stamps. So for Year 3 fieldwork (July onwards) we will be using this incentive type.

### Summary of incentives

- All households should be sent a book of 6 x 1<sup>st</sup> class stamps with the advance letter
- All respondents aged 16+ that take part in the survey should receive a £5 High Street voucher at the end of the interview. There is no separate incentive for the child interview.

You may mention the £5 voucher incentive when introducing the survey, however do not refer to the stamps on the doorstep or to the respondent, unless they mention them first.

## 7.3 When to give the £5 voucher incentive

This should be given to the respondent only **after** they have completed the interview. There will be a reminder on screen at the very end of the interview. Note that you will need to get the respondent to acknowledge receipt of the incentive on the final page 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 11.

#### 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 adult questionnaire should, on average, last approximately 45 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

There is only one type of contact sheet used on this survey. The contact sheet includes the contact procedure, interview process and outcome record for both the adult and the child survey. 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 adult interview

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 + unconditional stamps’.
- **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 establish 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 9 of the contact sheet.
- **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 9 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 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 addresses must be circled in the column ‘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 **8** 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 8 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 issued 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**

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**

If you do an interview you will need to get the respondent to acknowledge receipt of the incentive on the back page of the contact sheet.

## 9. CHILD SURVEY

The aims of the child survey are the same as the adult interview (as outlined in the introduction). In 2007/2008 we are aiming to achieve approximately 3000 interviews with children aged 11-15 from the sampled addresses. The child survey contact procedure (screening, interview and final outcome) is included on the contact sheets.

### 9.1 Child Screening Process

The child screening is carried out at all addresses in the 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 sample address (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 adult interview always takes priority. Conducting the child screening should never jeopardise the adult interview.**

### 9.2 General Rules for doing Child Screening

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

As we don't want to jeopardise the adult interview we would like you to leave the child screening until the end of the adult interview. If someone at the address mentions the child interview before the completion of the adult 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.

Situations where no child screening is possible are as follows:

- Where the 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 sample, you should report a code 84 for the child screening.**

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

**IN SUMMARY, IF YOU ACHIEVE AN OUTCOME CODE 1-31 AT THE 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).**

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 at the original issue

### **9.3 Identification and Selection**

The child screening should be done after the adult 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 adult interview as some respondents may be less inclined to participate in the 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 adult interview.**

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 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 survey. As a rule of thumb, we would not expect a code 83 to be reporting in conjunction with an outcome code of 34, 36 or 37 (i.e. a refusal). If you are reporting a refusal outcome on the 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 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 an 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 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 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 adult 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 adult



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 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 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 adult 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 adult interview at a later visit.

It is important that we conduct both the adult 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 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 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. 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. QUESTIONNAIRE**

### **10.1 Getting the questionnaire**

The questionnaire will be available after 6pm on Friday 20<sup>th</sup> July. The questionnaire for July fieldwork is called DCMSJL7.

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

### **10.2 Practice Interviews**

It is vital that you conduct a minimum of 2 practice interviews on the adult survey (use screen code 0) and 1 practice interview on the child survey (use screen number 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.

### 10.3 Conducting the Interview

The adult questionnaire should take on average 45 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 whether you are carrying out an adult or a child interview (0 for an adult interview, 9 for a child interview).

Once you have entered the serial number and screen number the sampled address will appear in the questionnaire. If the address is incorrect you must go back and change the serial number and/or screen number.

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 adult 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 barriers to participation section of the adult interview and the sports frequency questions in the adult and child interview).

### 10.4 Overview of the Adult Questionnaire

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; museums and galleries; sports/physical recreation, and the abolition of the slave trade.

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, academic study or any school organised activities**. 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’, ‘academic study’ and ‘school organised activities’.

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 by asking them how much they enjoy doing the activity, what's the best and worst thing about it (both open-ended questions) and how likely is it that they'll do the activity again. 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**

Questions about type of voluntary work (if any) undertaken

#### ➤ **Public Participation**

This section asks questions about the local area, including questions about whether the respondent feels they have any influence over the quality and variety of local sporting/cultural facilities and the quality of the local environment.

#### ➤ **Anniversary of the Abolition of Slave Trade**

Respondents will be asked if they are aware that 2007 is the 200<sup>th</sup> anniversary of the abolition of the slave trade, and if they are, they will be asked their views about the remembrance events. If respondents did not know about the anniversary, they will not be asked about it.

#### ➤ **Broadcasting**

Questions about TV viewing, radio and newspaper readership.

### ➤ **Licensing Laws**

The questions in this section are about the recent changes in 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.

### ➤ **Children's Play Facilities**

If there is a child (aged 0 to 15) in the household the interview will ask about children's play and play facilities. For each child aged 4-10, the interview will ask how often they participate in active physical play outside of school and nursery. The definition of play is included in the question and this should be read out to the respondent. Other topics in this section include questions about whether or not the child(ren) is allowed to play outside, questions about local play facilities, frequency of use and how they rate the facilities.

### ➤ **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.

Half of the respondents in your assignment will be asked about their weight and height. This will be used to calculate BMI (Body Mass Index) and can be used with the sport activity data. Only estimates are needed and respondents may refuse to answer these questions.

## **10.5 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 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 adult

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.

**It is also important that only sports activities are included in this section. For the purpose of this interview activities such as camping, dancing, photography, gardening, bird watching and so on are classified as hobbies and should not be included in 'other'.**

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 adult questionnaire, the only questions asked in the child interview are illness and ethnicity.

## **11. REPORTING, RETURN OF WORK AND PAYMENT**

### **11.1 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.**

### **11.2 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 Kantar Operations electronically once you 'connect to KO' with your modem.

It is important to report **ALL** final outcomes – this includes the outcome of the youth screening. For every 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 1<sup>st</sup> 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.

### 11.3 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 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.**

### 11.4 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.

## 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. Navaratri 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.



## **Appendix H – Codeframes**

## TAKING PART: ENGLAND'S SURVEY OF LEISURE, CULTURE AND SPORT 2007-08

### Year 3 code frames

#### LiveLike / Livlik

What do you like most about your area?

1. Close to friends/ family
2. Friendliness of the area / good neighbours / community spirit
3. Familiar with (used to) the area / 'homely' feel
4. Respondent's own house/flat
5. Convenient for work
6. Good transport links / easy to get to other places
7. Close to shops / good shops in the area
8. Good schools, colleges etc.
9. Any mention of local libraries, museums, galleries, cinemas, theatres etc.
10. Attractive buildings
11. Peace and quiet / not much traffic
12. Plenty of green spaces / fresh air / attractive countryside
13. Advantages of both country and town/city
14. Other [specify]
15. Nothing / Don't know
20. Closer to the seaside
21. Close to a good hospital / doctor
22. It is a safe / relatively safe area
23. Any mention of sport/leisure facilities
24. Clean

#### LiveBet / Livbet

What one thing would most improve the quality of your local area?

1. Cleaner streets
2. More green spaces
3. Less traffic
4. Less crime
5. More / better shops
6. Better schools, colleges etc.
7. More / better libraries, museums, galleries, cinemas, theatres etc.
8. More leisure centres or sports facilities
9. Better transport links
10. More parking spaces
11. Better designed buildings
12. More money for the renovation of old buildings
13. Something else (specify)
14. Nothing
15. Don't know
20. A larger police presence
21. More affordable housing
22. More activities / facilities / play areas to keep young people off streets

23. Improvement to roads, pavements, and/or paths

### **FreTim / ftimot1 / ftimot2 / ftimot3**

I would now like to ask you about the things you do in any free time you have. Please look at this list and tell me the number next to each of the things you do in your free time.

1. Spend time with friends/family
2. Read
3. Listen to music
4. Watch TV
5. Days out or visits to places
6. Eat out at restaurants
7. Go to pubs/bars/clubs
8. DIY
9. Gardening
10. Shopping
11. Sport/exercise
12. Arts and crafts
13. Play a musical instrument
14. Go to cinema
15. Visit museums/galleries
16. Theatre/music concerts
17. Play computer games
18. Internet/emailing
19. Other 1 (specify)
20. Other 2 (specify)
21. Other 3 (specify)
30. Academic Study
31. Puzzles and games
32. Attend/member of a society/club
33. Gambling
34. Religious activities, going to place of worship, prayer
35. Voluntary work/charity work

### **ARTAMUS**

Can you tell me what sort of music you have been to see?

1. Rock/ pop music (include indie / heavy metal)
2. Soul, R&B or hip-hop music
3. Folk or country and western music
4. Reggae/ Calypso/ Caribbean music
5. African music
6. South Asian music
7. Spanish or Latin American music
8. Other
20. Scottish/Irish music
21. Brass band music
22. Gospel
23. Dance / trance / techno
24. Classical

**ARTAVEN**

And in what kinds of venue have you watched this music?

1. Pub / bar
2. Hotel
3. Restaurant / café
4. Small club
5. Medium to large live music venue (include stadium / arena)
6. Clubs and associations [private]
7. Student union
8. Church halls / community centres
9. Park / field
10. Other, specify
20. Theatre
21. Stately home / cathedral
22. School/school hall

**WLKGOT / WLKG01 / WLKG02 / WLKG03**

What would encourage you go more often?

1. Safer neighbourhood
2. Support for my specific needs, for example injury or disability
3. People to go with
4. Less traffic
5. More free time
6. Help with childcare
7. Maps of local walking routes
8. Nothing
9. Other, specify
20. If I had better health
21. If I enjoyed it more
22. If I had more money / any references to finance
23. If the weather was better
24. If there were nicer places to go
25. If I had more energy / had more motivation
26. Somewhere to walk to / better local scenery etc.
27. If I had a dog
28. If I did not have a car
29. Better public transport to walking locations
30. If it got darker later in the evening

**Scspot1 / Scspot12 / Scspot13/ Scspot2/ Scspot22/ Scspot23/ Scspotb/ Scspotb2/ Scspotb3**

Which ones have you done?

1. Swimming or diving [INDOORS]
2. Swimming or diving [OUTDOORS]
3. BMX, cyclo-cross, mountain biking
4. Cycling [HEALTH, RECREATION, TRAINING, COMPETITION] [SOFT CHECK]
5. Cycling [TO GET TO PLACES I.E WORK, SHOPS] [SOFT CHECK]

6. Bowls [INDOORS]
7. Bowls (lawn) [OUTDOORS]
8. Tenpin bowling
9. Health, fitness, gym or conditioning activities
10. Keepfit, aerobics, dance exercise (include exercise bike)
11. Judo
12. Karate
13. Taekwando
14. Other Martial Arts (include self defence, tai chi)
15. Weight training (include body building)
16. Weightlifting
17. Gymnastics
18. Snooker, pool, billiards (exclude bar billiards)
19. Darts
20. Rugby League
21. Rugby Union
22. American football
23. Football (include 5-a-side and 6-a-side) [INDOORS]
24. Football (include 5-a-side and 6-a-side) [OUTDOORS]
25. Gaelic sports (e.g. camogie, Gaelic football, hurling, Irish handball and shinty)
26. Cricket
27. Hockey (exclude ice, roller and street hockey, but include in 'other')
28. Archery
29. Baseball/softball
30. Netball
31. Tennis
32. Badminton
33. Squash
34. Basketball
35. Table tennis
36. Track and field athletics
37. Jogging, cross-country, road running
38. Angling or fishing
39. Yachting or dingy sailing
40. Canoeing
41. Windsurfing or boardsailing
42. Ice skating
43. Curling
44. Golf, pitch and putt, putting
45. Skiing (on snow or an artificial surface; on slopes or grass)
46. Horse riding
47. Climbing/mountaineering (include indoor climbing)
48. Hill trekking or backpacking
49. Motor sports
50. Shooting
51. Volleyball
52. Orienteering
53. Rounders
54. Rowing
55. Triathlon
56. Boxing
57. Waterskiing
58. Lacrosse
59. Yoga
60. Fencing

61. Other type of sport for example roller-blading, street hockey, skateboarding, water polo, surfing, scuba diving, gliding, hang/ paragliding, parachuting or parascending
80. Frisbee
81. Trampolining
82. Rambling / walking for pleasure/recreation
83. Any other water sports (i.e. not including yachting/sailing/canoeing/windsurfing/board sailing/rowing)
99. Miscellaneous hobbies that involve some physical effort (e.g. playing musical instrument, gardening, bird watching, metal detecting, photography)
84. Skittles
85. Pilates

## ARTPBST

What was the best thing about it?

1. Atmosphere/environment
2. Being with others / socialising (include meeting people)
3. Enjoyment / fun (include references to 'entertainment')
4. Interesting
5. Educational
6. It was free
7. Good day out
8. There was a good range/choice
9. Helpful/friendly staff
10. The location
11. It was something different (include references to 'something new')
20. Making things for others (e.g. children/family) or for self
21. Relaxing/relieves stress
22. Sense of achievement/satisfaction (include references to 'to create something', 'feel good factor', 'end product' or 'result')
23. Creativity (General - e.g. 'I'm creative', 'to be creative', 'I like being creative')
24. I'm good at it
25. The music
26. Everything about it
27. The exercise/keeping or getting fit
28. Expressing my feelings/opinions
29. Improving my abilities
30. Nothing
31. Other answers

## ARTPWRS

What was the worst thing about it?

1. The location (e.g. 'not a nice location', 'too far away', 'don't like the town/area' or 'inaccessible location')
2. Transport issues (e.g. 'not enough transport', 'can't park', 'public transport' 'no way of getting there')
3. It was boring
4. (In)accessibility to building (e.g. 'lack of disabled access', 'too many steps')
5. Didn't have what I wanted
6. Other attendees

7. Atmosphere/environment
8. Too busy / had to queue
9. Problems with building (e.g. too small / hot)
10. Not 'my kind of thing'
20. The weather
21. It's difficult/hard work
22. Takes up too much time
23. It was expensive
24. Not good at it / bad result
25. Mess, having to clean up afterwards
26. Physical problems, including tiredness
27. Problems/issues with equipment, including lack of equipment and computer problems
28. Nerves/Stress
29. Nothing
30. Other answers

### ARTABST

What was the best thing about it?

1. Atmosphere/environment
2. Being with others / socialising (include meeting people)
3. Enjoyment / fun (include references to 'entertainment')
4. Interesting
5. Educational
6. It was free
7. Good day out
8. There was a good range/choice
9. Helpful/friendly staff
10. The location
11. It was something different (include references to 'something new')
20. Helping/supporting others (including children / family)
21. Funny/humour/comedy
22. Relaxing/relieves stress
23. The weather
24. Everything about it
25. I like that particular display/performance/event
26. Professionalism/quality/excellence
27. Nothing
28. Other answers

### ARTAWRS

What was the worst thing about it?

1. The location (e.g. 'not a nice location', 'too far away', 'don't like the town/area' or 'inaccessible location')
2. Transport issues (e.g. 'not enough transport', 'can't park', 'public transport' 'no way of getting there')
3. It was boring
4. (In)accessibility to building (e.g. 'lack of disabled access', 'too many steps')
5. Didn't have what I wanted
6. Other attendees

7. Atmosphere/environment
8. Too busy / had to queue
9. Problems with building (e.g. too small / hot)
10. Not 'my kind of thing'
20. The weather/temperature
21. The performers
22. The storyline
23. Noisy
24. It was expensive
25. Nothing
26. Other answers

### **LIBBST**

What was the best thing about it?

1. Atmosphere/environment
2. Being with others / socialising (include meeting people)
3. Enjoyment / fun (include references to 'entertainment')
4. Interesting
5. Educational
6. It was free
7. Good day out
8. There was a good range/choice
9. Helpful/friendly staff
10. The location
11. It was something different (include references to 'something new')
20. Children like it/it helps them
21. Computers/internet access
22. The reference section
23. Relaxing/relieves stress
24. Choice/variety
25. Browsing
26. Borrowing
27. Finding information I wanted
28. Reading the books/papers
29. Everything about it
30. Books – unspecified mention
31. Nothing
32. Other answers

### **LIBWRS**

What was the worst thing about it?

1. The location (e.g. 'not a nice location', 'too far away', 'don't like the town/area' or 'inaccessible location')
2. Transport issues (e.g. 'not enough transport', 'can't park', 'public transport' 'no way of getting there')
3. It was boring
4. (In)accessibility to building (e.g. 'lack of disabled access', 'too many steps')
5. Didn't have what I wanted
6. Other attendees



7. Atmosphere/environment
8. Too busy / had to queue
9. Problems with building (e.g. too small / hot)
10. Not 'my kind of thing'
20. Old/outdated books
21. Limited choice
22. Noisy
23. Fines
24. The opening hours
25. Unhelpful/unfriendly/not enough staff
26. The computers/internet connection
27. Nothing
28. Other answers

### ARCBEST

What was the best thing about it?

1. Atmosphere/environment
2. Being with others / socialising (include meeting people)
3. Enjoyment / fun (include references to 'entertainment')
4. Interesting
5. Educational
6. It was free
7. Good day out
8. There was a good range/choice
9. Helpful/friendly staff
10. The location
11. It was something different (include references to 'something new')
20. Access to records/material/data
21. Finding the information I wanted
22. Organised/efficient
23. Nothing
24. Other answers

### ARCWRS

What was the worst thing about it?

1. The location (e.g. 'not a nice location', 'too far away', 'don't like the town/area' or 'inaccessible location')
2. Transport issues (e.g. 'not enough transport', 'can't park', 'public transport' 'no way of getting there')
3. It was boring
4. (In)accessibility to building (e.g. 'lack of disabled access', 'too many steps')
5. Didn't have what I wanted
6. Other attendees
7. Atmosphere/environment
8. Too busy / had to queue
9. Problems with building (e.g. too small / hot)
10. Not 'my kind of thing'
20. Could not find the information
21. Unhelpful/unfriendly/not enough staff

22. Time-consuming/inefficient
23. Having to pay/the cost/the expense
24. Nothing
25. Other answers

## MUSBEST

What was the best thing about it?

1. Atmosphere/environment
2. Being with others / socialising (include meeting people)
3. Enjoyment / fun (include references to 'entertainment')
4. Interesting
5. Educational
6. It was free
7. Good day out
8. There was a good range/choice
9. Helpful/friendly staff
10. The location
11. It was something different (include references to 'something new')
20. Relaxing/relieves stress
21. Architecture
22. The children like it
23. Everything about it
24. I like that particular display/performance/event
25. History/historical interest
26. Nothing
27. Other answers

## MUSWRS

What was the worst thing about it?

1. The location (e.g. 'not a nice location', 'too far away', 'don't like the town/area' or 'inaccessible location')
2. Transport issues (e.g. 'not enough transport', 'can't park', 'public transport' 'no way of getting there')
3. It was boring
4. (In)accessibility to building (e.g. 'lack of disabled access', 'too many steps')
5. Didn't have what I wanted
6. Other attendees
7. Atmosphere/environment
8. Too busy / had to queue
9. Problems with building (e.g. too small / hot)
10. Not 'my kind of thing'
20. Not much to do/see
21. Not enough exhibits/broken exhibits (put answers referring to 'boring exhibits' into code 3 'it was boring')
22. Unhelpful/unfriendly/not enough staff
23. It was expensive
24. Didn't like or approve of (some of) the art/exhibition
25. Nothing
26. Other answers

**HERBEST**

What was the best thing about it?

1. Atmosphere/environment
2. Being with others / socialising (include meeting people)
3. Enjoyment / fun (include references to 'entertainment')
4. Interesting
5. Educational
6. It was free
7. Good day out
8. There was a good range/choice
9. Helpful/friendly staff
10. The location
11. It was something different (include references to 'something new')
20. The buildings/architecture
21. The beauty / scenery
22. The history
23. The gardens/walks
24. Relaxing/relieves stress
25. The weather
26. Everything about it
27. I like that particular display/performance/event
28. Shops/shopping
29. Nothing
30. Other answers

**HERWRS**

What was the worst thing about it?

1. The location (e.g. 'not a nice location', 'too far away', 'don't like the town/area' or 'inaccessible location')
2. Transport issues (e.g. 'not enough transport', 'can't park', 'public transport' 'no way of getting there')
3. It was boring
4. (In)accessibility to building (e.g. 'lack of disabled access', 'too many steps')
5. Didn't have what I wanted
6. Other attendees
7. Atmosphere/environment
8. Too busy / had to queue
9. Problems with building (e.g. too small / hot)
10. Not 'my kind of thing'
20. The weather
21. It was expensive
22. Facilities, including lack of facilities and toilets
23. Nothing
24. Other answers

**SPOBEST**

What was the best thing about it?

1. Atmosphere/environment
2. Being with others / socialising (include meeting people)
3. Enjoyment / fun
4. Interesting
5. Educational
6. It was free
7. Good day out
8. There was a good range/choice
9. Helpful/friendly staff
10. The location
11. It was something different (include references to 'something new')
20. Children enjoy it
21. Health / exercise / fitness
22. Competitive/competition
23. Fresh air
24. Relaxing/relieves stress
25. Everything about it
26. Winning/doing well/good result
27. Feeling good afterwards
28. The freedom
29. Nothing
30. Other answers

## **SPOWRS**

What was the worst thing about it?

1. The location (e.g. 'not a nice location', 'too far away', 'don't like the town/area' or 'inaccessible location')
2. Transport issues (e.g. 'not enough transport', 'can't park', 'public transport' 'no way of getting there')
3. It was boring
4. (In)accessibility to building (e.g. 'lack of disabled access', 'too many steps')
5. Didn't have what I wanted
6. Other attendees
7. Atmosphere/environment
8. Too busy / had to queue
9. Problems with building (e.g. too small / hot)
10. Not 'my kind of thing'
20. It's difficult/hard work
21. The weather
22. Losing
23. The facilities/equipment (e.g. changing rooms, swimming pool, gym equipment)
24. The pain/injuries
25. It was expensive
26. Not good at it / bad result
27. Tiring/tired/lack of energy
28. Motivation
29. Nothing
30. Other answers

**OLYMAG1 AND OLYMAG2 (against winning the bid)**

1. Costs too much
2. Money better used elsewhere
3. Should be elsewhere in the country / London gets too much attention
4. Waste of money
5. Security fears
6. Do not think UK will do a good job / cannot cope
7. Do not like sports or athletics
8. It will only benefit London
9. Other

**OLYMSU1 AND OLYMSU2 (for winning the bid)**

1. Good for London
2. Good for the country in general
3. Promotes sport / fitness
4. Good for children / youth
5. I want to go and see it
6. National pride / patriotism
7. Regeneration of the area (East end of London)
8. I like athletics / sport
9. Good for tourism
10. Good for the economy e.g. extra revenue for businesses, creates jobs
11. Good for athletes (UK or Other)
12. Other

**WNOARTP / WNARP01 / WNARP02 / WNARP03**

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?

1. It's difficult to find the time
2. I don't know enough about it
3. It costs too much
4. Not really interested
5. I don't have anyone to do it with
6. Never occurred to me
7. Health isn't good enough
8. Against my religion/ beliefs
9. Lack of transport/ I can't easily get to it
10. Not enough information on what is available
11. I wouldn't enjoy it
12. Not enough facilities close to where I live
13. Other, specify
14. SPONTANEOUS: DON'T KNOW
20. I am too old
21. Language barrier
22. Other responsibilities / other things to do
23. Reference to looking after children / lacking child-care etc.
24. I'm not an artistic/musical/creative person
25. I don't have the ability to do these activities
26. Tiring/tired/lack of energy

- 27 Lack of motivation
- 28 Lack of opportunity

### **WNOARTA01 / WNOARTA02 / WNOARTA03**

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?

- 1. It's difficult to find the time
- 2. It costs too much
- 3. I don't know enough about it
- 4. Never occurred to me
- 5. Not really interested
- 6. I don't have anyone to go with
- 7. I wouldn't enjoy it
- 8. Not enough facilities close to where I live
- 9. Health isn't good enough
- 10. I might feel uncomfortable or out of place
- 11. Against my religion/ beliefs
- 12. Lack of transport/ I can't easily get to it
- 13. Not enough information on what is available
- 14. Other, specify
- 15. SPONTANEOUS: DON'T KNOW
- 20. Reference to looking after children / lacking childcare, etc.
- 21. Any reference to being too old
- 22. Any fears for personal safety
- 23. Reference to being a carer (not children)
- 24. Lack of motivation

### **WNOLIB / WNLIB01 / WNLIB02 / WNLIB03**

You said earlier you had not been to a library in the last 12 months. We are interested in hearing why people choose not to do these activities. What are your reasons?

- 1. It's difficult to find the time
- 2. It costs too much
- 3. I might feel uncomfortable or out of place
- 4. Never occurred to me
- 5. Not really interested
- 6. I wouldn't enjoy it
- 7. No need to go
- 8. Against my religion/ beliefs
- 9. Health isn't good enough
- 10. Lack of transport/ I can't easily get to it
- 11. Not enough information on what is available
- 12. Other, specify
- 13. SPONTANEOUS: DON'T KNOW
- 20. Prefer to buy books
- 21. Insufficient access for disabled people
- 22. Have enough books at home
- 23. Can't read
- 24. Inconvenient to return books
- 25. Don't want to pay fines

26. Use internet instead
27. Restricted opening hours
28. I am too old
29. Reference to looking after children / lacking childcare
30. Do not read much
31. No books in my language
32. Get books from other sources (friends, charity shops, book clubs, etc.)
33. Not enough choice of books / other resources
34. Don't know where the library is
35. Library card expired/need to get a new library card/I'm not a member
36. I don't like using second hand books/the books are in poor condition

### **WNOMUS / WNMUS01 / WNMUS02 / WNMUS03**

You said earlier you had not been to a museum or gallery in the last 12 months. We are interested in hearing why people choose not to do these activities. What are your reasons?

1. It's difficult to find the time
2. It costs too much
3. Never occurred to me
4. Not really interested
5. I might feel uncomfortable or out of place
6. I wouldn't enjoy it
7. No need to go
8. Against my religion/ beliefs
9. Health isn't good enough
10. Lack of transport/ I can't easily get to it
11. Not enough information on what is available
12. Other, specify
13. SPONTANEOUS: DON'T KNOW
20. Prefer outdoor activities
21. I have no-one to go with
22. Insufficient access for disabled people
23. I am too old
24. Have been in the past / don't feel I need to go again / nothing new
25. Not child friendly / children too young
26. Reference to looking after children / lacking childcare, etc.
27. Reference to looking after family (not children)
28. Prefer to use internet
29. Lack of motivation
30. Not had opportunity

### **WNOHER / WNHER01 / WNHER02 / WNHER03**

You said earlier you had not been to any of the places 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?

1. It's difficult to find the time
2. It costs too much
3. Never occurred to me
4. Places like that are not welcoming to people like me
5. Not really interested
6. I wouldn't enjoy it

7. Lack of appropriate facilities there
8. Against my religion/ beliefs
9. I might feel uncomfortable or out of place
10. Health isn't good enough
11. Lack of transport/ I can't easily get to it
12. Not enough information on what is available
13. Other, specify
14. SPONTANEOUS: DON'T KNOW
20. Prefer other activities
21. Too old
22. Reference to looking after children / lacking child-care etc.
23. No-one to go with
24. Have been in the past / don't feel I need to go again / nothing new
25. Reference to family illness/looking after family member (not children)

### **WNOARC / WNARC01 / WNARC02 / WNARC03**

You said earlier you had not done been to an archive/ record office in the last 12 months. We are interested in hearing why people choose not to do these activities. What are your reasons?

1. It's difficult to find the time
2. Never occurred to me
3. Not really interested
4. I wouldn't enjoy it
5. Health isn't good enough
6. No need to go
7. I might feel uncomfortable or out of place
8. Lack of transport/ I can't easily get to it
9. Not enough information on what is available
10. Other, specify
11. SPONTANEOUS: DON'T KNOW
20. Have been in the past/don't feel need to go again/nothing new
21. Limited opening hours
22. Access records via internet instead
23. I am too old
24. Reference to looking after children / lacking child-care etc.
25. Do not know where they are / not aware of them
26. Someone goes on my / my families behalf

### **WNOSP / WNOSP01 / WNOSP02 / WNOSP03**

1. It's difficult to find the time
2. It costs too much
3. No one to do it with
4. Never occurred to me
5. Not really interested
6. Fear of injury
7. Against my religion/ beliefs
8. I wouldn't enjoy it
9. Health isn't good enough
10. I might feel uncomfortable or out of place
11. Changing facilities are not good enough
12. Lack of transport/ I can't easily get to it



13. Not enough information on what is available
14. Other
15. SPONTANEOUS: DON'T KNOW
20. I am too old
21. I am too lazy
22. I exercise enough already
23. Reference to looking after children / lacking childcare
24. Reference to looking after other family members (not children)
25. Any reference to a lack of facilities
26. Any reference to being tired / lacking energy

### **Volty**

And what kinds of things have you done?

1. Raising or handling money / taking part in sponsored events
2. Leading a group
3. Member of a committee
4. Organising or helping to run an activity or event
5. Visiting people
6. Befriending / mentoring people
7. Coaching or tuition
8. Giving advice, information or counselling
9. Secretarial, administrative or clerical work
10. Providing transport or driving
11. Representing – e.g. addressing meetings, leading a delegation
12. Campaigning – e.g. lobbying, canvassing, letter writing
13. Conservation/restoration
14. Officiating – e.g. judging, umpiring or refereeing
15. Other practical help - for example helping out a school, religious group, with shopping/refreshments
16. Any other help (please specify)
17. None of these
18. Don't know
19. Work in a charity shop

### **Action2 / Act2oth**

If you wanted to get something done about the sporting or cultural facilities in your local area, what would you do first?

1. Contact a local radio station, television station or newspaper
2. Talk to / write to a sporting or cultural facility directly
3. Contact the council
4. Contact a local councillor or MP
5. Join a local residents' group or attended a neighbourhood forum
6. Attend a protest meeting or join a campaign/action group
7. Help organise a petition
8. Something else? [specify]
9. Nothing
10. Don't know
20. Do some internet research
21. Go to the library for information

22. Citizens Advice Bureau
23. Go to a family member/friend for help

### **LICNO / LicNSup**

We are interested in hearing why people are against the new laws. What are your reasons?

1. People drink enough already
2. More people will get drunk / encourages binge-drinking
3. More fighting / vandalism
4. More noise / disruption at night
5. More drink-driving
6. Health reasons (including more accidents / alcohol-related diseases)
7. Extra policing required
8. UK has a bad drinking culture compared to other countries
9. Young people / teenagers most affected
10. Other [specify]
11. Don't know
20. Previous laws / opening hours were adequate
21. More litter / mess in the street
22. Unfair on staff working in licensed premises (longer working hours etc)
23. Adverse affect on family life
24. More crime (general) / antisocial behaviour

### **LICYES / LicYSup**

We are interested in hearing why people support the new laws. What are your reasons?

1. More choice over how to spend free time
2. Can drink later/ longer
3. If people go home at different times there will be less drink-related violence
4. People won't have to drink so fast / less focus on 'closing time'
5. Less 'binge-drinking'
6. Good for people who work shifts / work late
7. Encourage a more relaxed / 'European' attitude to drinking
8. Won't make much difference
9. Other [specify]
20. Increases entertainment opportunities
21. Good for local business/good for my business

### **GAMY / GAMYROT**

During the last 12 months, that is since [^INSERT^] have you spent any of your own money on the activities listed on this card? Please tell me the letters

1. A. Tickets in the National Lottery Draw (not scratchcards)
2. B. Tickets for any other lottery (not scratchcards)
3. C. Scratchcards (not those from a newspaper)
4. D. Football pools or 'fixed odds' coupons
5. E. Bets on horse racing
6. F. Bets on dog racing
7. G. Bets on events for example football matches or elections

8. H. Table games (roulette, cards or dice)
9. I. Bingo tickets
10. J. Gaming/fruit machines
11. K. Private bets (not with a bookmaker) for example playing card games
12. L. Other
13. None of these
20. Raffles / tombolas
21. Premium bonds / shares / other risk-based investments
22. Internet / TV gambling
23. Don't know

### WHGAM

You said you had spent money on .... Where did you spend the money?

1. A. Shop/newsagents/supermarket (include post office / petrol station)
2. B. In a casino
3. C. In a club or bingo hall
4. D. In a betting shop
5. E. At a race course or dog track with a bookmaker
6. F. In a pub
7. G. In an arcade
8. H. With the tote at a race course
9. I. With a betting exchange
10. J. On the Internet
11. K. Through a television
12. L. By phone
13. M. At another live event for example a game
14. N. With friends/family members/colleagues
15. O. Other
20. By post
21. By direct debit / standing order
22. By house collection
24. On holiday
25. By other methods

### ParPlay / ParPlay2

Why not?

1. Too dangerous - people
2. Too dangerous – traffic
3. Too dangerous - unspecified
4. Nowhere to go
5. Child(ren) too young
6. Child(ren) don't want to play outside
7. Other [specify]
8. Don't know

### PLBAD

Could your local play facilities be improved in any of the following ways?

1. If the apparatus, such as the slide or swings, were made safer
2. If there was a better variety of apparatus (include modernisation / upgrading)
3. If the grounds were cleaner – for example less litter or vandalism
4. If there were fewer older children/teenagers hanging around
5. If it was less busy
6. If it was open longer
7. Other
20. More apparatus for small children
21. If it was nearer
22. Increased security (from vandals, etc.)
23. More apparatus for older children
24. No dogs / dogs on leads
25. If they were better maintained
26. If there were no / less drug dealers / users

### UKWHY

Why would you not consider this [holidaying in the uk]?

1. Weather
2. Expense / cheaper abroad
3. Prefer abroad generally
4. Would rather go to a different country to the one which I live in
5. Been everywhere / most places in UK
6. Any mention of family abroad

### SlavAg

Why are you against it?

1. Stirs up ill feeling/bad feeling/racial tension
2. Not relevant/nothing to do with us/me/we are not responsible
3. We have apologised, should be forgotten now
4. Should be forgotten/should move on (all other references)
5. Wasn't just black people/was white people/others too
6. Other countries were involved/wasn't just us/other countries should apologise too
7. Disagree with the apology (all negative references)
8. References to historical practice/children up chimneys etc/was just the way of the world back then (all references)
9. It's part of our history/too long ago/leave it in the past where it belongs/stop digging up the past
10. What about other issues of history? (including any named)
11. More pressing/modern day/current issues to deal with/spend money on
12. Waste of money/money could be put to better use
13. Political issues/done for political gain
14. Glad its finished/ended/it was us who ended it
15. Comments relating to racial divisions/issues/tensions in the country in the present day
16. Comments relating to respondents feeling that issue is being played upon/exploited

### Slav3

How do you think remembrance events such as this should be marked?

1. Remembrance services
2. Festivals, carnivals and celebrations
3. Educational projects (e.g. schools competitions)
4. Cultural events (museum and art gallery exhibitions)
5. Statues or memorials to slaves and abolitionists
6. Other (please specify)
7. (SPONTANEOUS) There should be no official events to mark the bicentenary

#### **Slav4**

What would you like to see happen as a result of the 200th anniversary remembrance events?

1. An increased awareness of slavery and the slave trade
2. An increased awareness of the individuals who helped abolish the slave trade
3. The compulsory study of the slave trade, black history and modern day forms of slavery in schools
4. A better understanding of the issues of diversity and equality in modern Britain
5. A commitment to tackle the problem of modern day forms of slavery (e.g. child labour, sex trafficking)
6. Other (please state)

#### **LicenHow**

What do you do differently?

1. I go out drinking later
2. I can do my supermarket shopping later
3. I go to the off-licence later
4. I go out to eat later
5. I eat out more
6. I see more live bands
7. I drink over a longer period of time
8. I drink more when I am out
9. I drink less quickly when I'm out
10. Go out less/have stopped going out altogether
10. Other, specify

#### **ETHNIC**

Please look at this list and choose one letter to indicate your cultural background.

1. A. White – British
2. B. White – Irish
3. C. White – Other White Background
4. D. Mixed – White and Black Caribbean
5. E. Mixed – White and Black African
6. F. Mixed – White and Asian
7. G. Mixed – Any Other Mixed Background
8. H. Asian or Asian British – Indian
9. I. Asian or Asian British – Pakistani

10. J. Asian or Asian British – Bangladeshi
11. K. Asian or Asian British – Other Asian Background (note to coders: 'other Asian background')
12. L. Black or Black British – Caribbean
13. M. Black or Black British – African
14. N. Black or Black British – Other Black Background
15. O. Chinese
16. P. Other
17. U. Other – please specify
18. V. Refused

## Religion

What is your religion, if any?

1. No religion
2. Christian (including Church of England, Catholic, Protestant, and all other Christian denominations)
3. Buddhist
4. Hindu
5. Judaism
6. Muslim
7. Sikh
8. Any other religion (Please specify)
9. SPONTANEOUS: Atheist/Agnostic
10. Don't know
11. Refused