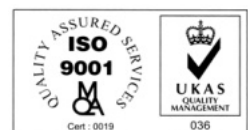


Taking Part Survey

2012/13 Longitudinal Development Report



TNS BMRB

©TNS 2012 26.07.2012

JN 260106725
Controlled document - Issue 5



Contents

1. Introduction and Background	1
2. Cognitive Testing	4
3. Longitudinal Pilot	17
4. Key Observations and Next Steps	70
5. Appendix A – Cognitive Questionnaire	73
6. Appendix B – Showcards for CAPI Pilot	117

1. Introduction and Background

1.1 Background to the Study

Taking Part, the flagship survey for the Department for Culture, Media and Sport, was first commissioned in 2005 and has been running on a continuous basis since. Consequently, 2012/2013 will comprise the 8th year of fieldwork.

Taking Part serves as the key evidence source for DCMS and is widely used by DCMS and its three survey partners; Arts Council England, English Heritage, and Sport England. The survey provides a wide range of data about engagement and non-engagement in culture, leisure and sport as well as more diverse measures that support a range of Government objectives. Taking Part provides reliable national estimates of participation and supports the Department's aim of improving the quality of life for everyone by providing people with the chance to get involved in a variety of cultural and sporting opportunities. The survey also aims to support the DCMS Structural Reform Priorities and Business Plan, through the provision of data for DCMS input and impact indicators and the broader information strategy.

The survey contributes to the evidence base across a wide range of topics, including participation in culture and sport; satisfaction and enjoyment with culture and sport; social capital; engagement with culture and sport whilst growing up; volunteering; internet, TV use and radio access; the London 2012 Olympic and Paralympic Games and attitudes to heritage and arts. It also collects an in-depth range of socio-demographic information on respondents. As a designated national statistic by the UK National Statistics Authority, the data collected is of the highest possible standards of quality.

Taking Part is a continuous face-to-face survey with adults aged 16 and over and children aged 5-15 living in private households in England. For the 2011-15 survey, 10,000 adult and approximately 1,000 children aged 11-15 are interviewed annually. In addition, information is also collected from parent or guardians (if adult respondent) of approximately 1,000 children aged 5-10. All interviews are conducted

in home, by interviewers working on behalf of TNS BMRB using Computer Assisted Personal Interviewing (CAPI).

1.2 Development of 2012/13 Taking Part Survey

For the first six years of the survey, Taking Part was based on a cross-sectional design, however, from the 2012/13 survey, a longitudinal element is to be introduced.

The new design will continue to collect a robust cross-sectional measurement of engagement across the DCMS sectors but will also provide longitudinal evidence that enables the Department and its partners to understand and demonstrate the impact and value of engagement in its sectors, and to identify what drives engagement, so that it can develop policies to influence behaviour change, particularly among children and young people. By revisiting the same respondents year-on-year, the longitudinal survey will allow DCMS to capture change over time with a greater degree of insight, to understand how changes in circumstances and life events might impact upon participation levels, and gain further insight on specific topics of interest, such as The Olympics, and changing attitudes towards the cultural and sporting sectors.

The survey will continue as a nationally representative face-to-face household survey, with a sample size of 10,000 adults (aged 16+) and a minimum sample of 1,900 children aged 5-15 years. Both the adult and child surveys have been adapted to include a longitudinal element, with the achieved sample in each year comprising approximately equal numbers of cross-sectional and longitudinal cases.

In order to maximise the effectiveness of the new design for the Department, its numerous stakeholders and its users, the Taking Part user event, held in August 2011 was used to gather priorities and potential topic areas for the longitudinal aspect of the survey. Building on the findings from this event, a workshop facilitated by TNS BMRB was held with key stakeholders to discuss the development of the longitudinal questionnaire. The objective of this workshop was to brainstorm new questionnaire topics and review the current

questionnaire, to identify areas and questions that could be cut for the 2011/12 survey.

Following on from feedback generated by this Taking Part user event, regular liaison with TNS BMRB, and numerous follow-up meetings between DCMS and its partner organisations Arts Council England, English Heritage and Sport England, a range of potential topic areas and questions were proposed for the 2012/13 survey.

1.3 Structure of this Report

In order to successfully move from the previous entirely cross-sectional survey to the inclusion of a longitudinal element, extensive testing of the proposed longitudinal survey process was required, to prepare fully for the commencement of fieldwork in April 2012. This report outlines the steps taken during this piloting stage.

The report is split into three main sections. The first section, chapter two, introduces the cognitive testing phase that preceded the full-scale pilot study, and lessons that were learned from this exercise. The next section, chapter three, focuses on the main full-scale pilot study, in which all of the proposed survey processes for the longitudinal element were tested. Finally in chapter four, the report shifts focus to the future, summarising the key observations from the pilot and the next steps in the development of the main stage longitudinal survey.

This report has been written by the project team at TNS BMRB – Angela Charlton (Project Manager), Michael Potter (Senior Research Executive) and Peter Smale (Research Executive).

2. Cognitive Testing

2.1 Methodological Overview

The first phase of preparation for the 2012/2013 survey was to conduct cognitive testing of potential new questions for inclusion in the questionnaire. After liaison between TNS BMRB and DCMS, a set of questions to potentially be included in the main stage of fieldwork from April 2012 were agreed.

On Thursday 12th January 2012, a small team of researchers from TNS BMRB conducted a day of hall-testing, with explicit attention to the mental processes respondents use to answer survey questions noted. The mental processes that were focused upon were:

Comprehension	e.g. do respondents understand the same thing as we intended when we designed our questions?
Judgements	e.g. what do they take into account when responding to the questions?
Responses	e.g. will the survey instrument allow them to express their responses correctly?

The cognitive testing undertaken comprised 17 in-depth interviews, and the respondent profile was composed as follows:

		Interviews completed
Sex	Male	10
	Female	7
Age	16-29 years	6
	30-44 years	1
	45-64 years	6
	65+	4

A guide quota was enforced, in order to get an even spread of demographics among respondents. Each respondent received a £5 high street voucher as an incentive for participating.

2.2 Summary of Topic Areas Tested, Findings and Recommendations

Potential questions were tested for both the cross-sectional and longitudinal elements of the survey. As the longitudinal specific questions were new questions developed by TNS BMRB and DCMS, they were a key focus of this testing stage. Although tested, many of the new cross-sectional questions were deemed straightforward, particularly as most were the same or slightly adapted versions of questions that appeared in previous years of the Taking Part Survey, or in Sport England's Active People Survey¹.

This section outlines the question areas that were tested and the recommendations that were put forward as a result of the cognitive testing. The cognitive questionnaire is included as appendix A.

2.2.1 Life Stage Questions

A key part of the longitudinal element is to identify the factors that drive engagement. Other research in this area has concluded that moving through different life stages affects participation (for example retirement, becoming a parent, leaving university)². A new question that tried to capture the different life stages was formed. This was tested by firstly asking whether the respondent had experienced any of the life stages in the last 12 months and, if so, whether the event had affected their engagement with culture and sport.

¹ The Active People Survey is conducted by TNS BMRB on behalf of Sport England. It measures how many people participate in sport, who they are, what sports they do, and how this varies across England.

² The importance of life-stage transitions has been discussed in several reports/publications:

- Project 'Experience of Sport': Understanding the Lapsed Target
- Understanding Participation in Sport: What determines sports participation among recently retired people?
- The Arts Debate

This question was straightforward and understood by all respondents. Respondents did not feel uncomfortable if they had experienced one of the more sensitive life stages (for example 'Death of a spouse').

It was notable from the interviews completed, how life stage events such as these do play a major factor in attendance / participation in the cultural and sporting sectors. In particular, life stages that increase (for example retirement) or decrease (for example additional caring responsibilities) free time are of key importance.

A couple of extra codes were proposed based on feedback from respondents:

- "You started a new relationship" – respondents mentioned that new partners had changed their lifestyle in the last year. Amongst respondents this led to broadening interests / more visits to arts events / heritage sites.
- "Death of a pet / pet illness" (example provided by a respondent) and "Got a pet" (recommended as a positive response) – one respondent mentioned that caring for her sick dog had a major influence on her time and was definitely a factor in her reduced attendance at arts events. It is recommended that the code "Got a pet" is added as this could impact on participation / attendance in a positive or negative way.

In addition, response 3 should be amended to include "household bills".

2.2.2 Changes in Participation

This section tested two aspects of the longitudinal focussed questions:

- The definition of what counts as change in the last 12 months – the thresholds set affect whether the respondent is asked reasons for changing participation.
- The reasons for doing more or less participation/attendance in the last 12 months .

2.2.2.1 Definition of Change

Due to the method of recruitment for the cognitive test, no specific data on each respondent's level of participation in culture and sport was available. Therefore, it was not possible to test the various thresholds of change agreed with DCMS. To replace this, each respondent was asked to reflect on whether or not they had done more or less of the activities in each sector during the previous 12 months. This was firstly to test the prevalence of change in people's participation in each of the DCMS sectors, and also whether people were able to easily identify a change in their level of activity. For those who did not participate regularly, we sought to understand whether or not the respondent felt that they had made a conscious change in their activity levels, or if their increase or decrease in activity was more by chance.

In light of the findings, it was recommended that the thresholds for change discussed between DCMS and TNS BMRB before the cognitive testing should be reviewed. Respondents who had, for example, gone from zero to one visit, did not really consider that their behaviour had changed in the last year. For example, for many of the arts attendance activities, attendance was sporadic or irregular, and as such, respondents took part as and when the opportunity arose, or when they were interested in something particular. For more "regular" activities, such as arts participation, it was felt that the threshold may be a little too conservative, and that participation was generally more of a regular activity, so the thresholds of no participation, once, twice and three plus times, might not reflect the true nature of the activities, or give an accurate picture of change.

2.2.2.2 More or Less Questions

If a respondent felt that they had done more or less of an activity in the last 12 months, a series of questions which were trying to ascertain the reasons for any increases or decreases in participation were tested. These questions used the responses mentioned at the initial life stage questions and also a set of specific responses for each type of culture activity and sport. This section was a key part of the cognitive testing – the objectives of the testing were:

- Clarifying the extent to which each of the various sector-specific reasons was mentioned as well as establishing how relevant the life stage events were in driving changes in behaviour.
- Understanding whether there was anything missing from the list of responses, in order to adapt and refine the list of answers available for this question.
- For those whose participation had only increased or decreased minimally, ascertaining whether any of the identified factors that may or may not increase or decrease participation were relevant or whether the respondents' change in activity had instead occurred by chance. For example, attending the theatre once last year and twice this year, because a son or daughter took them twice, as opposed to their being conscious reasons behind their change.
- Understanding whether or not change in participation was more easily identifiable in some DCMS sectors than others. For example, were respondents more easily able to identify a change in their sporting activity than in their arts attendance activity.
- Check whether respondent fatigue was an issue (if participation had changed across several sections, the question set might have become repetitive).

The response lists for the more and less questions were largely based on response lists from previous levers, barriers and attitudinal questions used on Taking Part³.

The general feedback was that respondents mentioned the same life stage changes as reasons for more or less participation in many cultural and sports sectors. As such, the questionnaire appeared very repetitive at times, so rearranging the order of how these questions are asked may help to combat this. It was recommended that the first life stage question (discussed in 2.2.1) should be asked close to the start of the interview (after collecting household details) and any of the life stages selected at

³ The Levers and Barriers sections in the 2005/06 questionnaire and the Attitudinal and Preference questions between April and December 2010

this point would form part of the sector specific more or less response lists later in the interview.

The questions and response list for capturing reasons for doing more or less activity were generally straightforward. For these questions, it was felt that most respondents tended to mention one main reason, then a number of other reasons which were often related to the main reason, or which may not directly have been a reason for “doing less”, but because of the main reason, they had become a factor (for example, respondent had less time, but because access was a problem as well, they were less inclined to make the effort). As such, it was recommended that a question asking “what was the main reason” should be asked for each iteration of this question (including “doing more” questions). Also, if the “life stage” was a reason why they were doing more or less, it was recommended that the relevant responses from this question should be added to the “main reason” response list.

During the testing it was recognised that many of the responses were just general reasons for not doing or doing an activity. Also some of the responses were not relevant to the activity. For example, in the reasons for visiting libraries less often list, the responses “I didn’t get on with the people I did it with” and “Everyone I used to do it with had given it up” were not relevant for this activity. As a result of these issues, the code lists for all iterations were reviewed to ensure they were more explicit about doing more or doing less activity and relevant to the activity.

The pilot also provided an opportunity to gain feedback on some of the specific response codes in the more or less section. Feedback was provided on the following:

- “I am interested/passionate about it”, which appeared as a reason for attending more arts events in the previous 12 months. Respondent feedback suggested that although they were more “interested” in attending events, they would not state they were “passionate” and were therefore reluctant to select this response. It was recommended that this code should be split into two.
- “The staff/service has improved” – this response code was recommended based on respondent feedback about good staff or getting on with the people who work there.

2.2.3 Factors Affecting Participation Questions

As well as exploring reasons for an increase or decrease in participation in culture and sport, another key remit of the 2012/2013 survey was to explore the numerous different factors affecting participation. This meant that various new questions testing psychological and social reasons for cultural participation, as well as factors affecting sports participation were tested during the phase of cognitive interviewing.

2.2.3.1 Psychological Questions

A series of questions were posed to respondents in the attempt to uncover some of the psychological levers affecting cultural participation. Primarily, researchers tested respondents' understanding of the questions and observed how easily they were able to categorise an answer into the relevant scale.

Furthermore, comprehension of key terms was also explored to ensure each question was valid and that it measured what it set out to. For example, respondents were asked what the term "arty" meant to them, when rating the statement "I am an arty person." The same can be said for the other psychological statement questions tested. As a result of these being new questions, researchers aimed to probe into respondents understanding and judgement of each response they provided. Finally, the nature of these questions meant that they appeared as a list of statements. Consequently respondent's level of interest was closely observed.

The findings from the testing, led to the following recommendations:

- "I am an arty person" – this was confusing for some respondents as some understood the term 'arty' to refer to painting and drawing, rather than performing arts. One particular respondent mentioned how the word "arty" took him down a "narrow corridor" and suggested that "creative" may be more appropriate. This term may be better understood when placed in the main questionnaire so it was recommended that this would be reviewed again after the CAPI pilot.

- “I feel completely confident and at ease when attending arts events such as theatres, concerts and arts exhibitions” - several respondents claimed that it was difficult to provide a response to this statement as their confidence differed by type of event (i.e. very confident at the theatre, not confident at all at art exhibitions, or that their attitude to this statement differed from gallery to gallery). It was recommended that the different activities in the list should be split out. Several respondents mentioned that confidence at an exhibition may also be related to the subject of the exhibition. Without a change to this question, “Somewhat true for you” may be coded by many respondents.
- “Having access to archive centres or record offices in my local area is important to me” - this statement added very little, so it was recommended that this is removed from the final, consolidated psychological question. Respondents mentioned that they thought it was important that these services were available, despite revealing no interest in using them in earlier questions. This suggested that they were thinking about the wider community, as opposed to whether the service was important to them.

In general it was recommended that the psychological set of questions should be consolidated into one longer question, incorporating all sectors. There were some statements which clearly did not work as well as others. If these statements were removed, all sectors could be addressed at once - saving interview length, and reducing repetition.

2.2.3.2 Social Questions

For each sector, a set of social statements were asked, trying to establish the impact that social groups (friends, family and work colleagues) have in affecting participation. Once again, the fact that these questions appeared in each DCMS sector meant that respondent fatigue and boredom was again being monitored. Furthermore, the suitability of using an agree/disagree scale when trying to identify how many of the respondent's family, friends and work colleagues participated in each sector was tested.

Finally, respondents' understanding of key terms was also tested. For example, when referring to family, did respondents think of immediate family, or extend this out to their cousins and distant relatives.

Respondents found these questions difficult to answer at times – for example, situations where one or two of their friends or family members participated, but not “most” – respondents felt that they could neither “agree” or “disagree” with the statement.

In addition to this, the statement “Many of the people that I work most closely with regularly attend arts events” was seen as irrelevant to the many respondents who did not work, and often difficult to answer for those who do, as they may not know what types of things their work colleagues do in their spare time (particularly in relation to cultural activities). The statement “While at secondary school I regularly attended arts events outside of school lessons” was felt to be somewhat superfluous by the research team as it was covered in the socialisation section of the main questionnaire. As such, it was proposed that both of these statements should be removed, and the question changed to the following, or a variation on this structure:

How many of your family members regularly attend arts events [or other activity]?

1. All/most
2. Some
3. None

How many of your friends regularly attend arts events [or other activity]?

1. All/most
2. Some
3. None

2.2.3.3 Factors Affecting Sports Participation

Due to the physical nature of sport, the section was very different to the sections covering cultural participation.

Firstly, a key issue for these questions was to test how easily respondents were able to rate themselves in various components of physiological sporting fitness in comparison to people of their own age and gender. Researchers probed to uncover how easily respondents were able to do this, particularly those people who do not engage in sporting activities (for example the elderly).

Any indication of how personality may dictate responses to this question were also observed as well as looking out for possible bias due to social desirability or modesty. Respondents' understanding of key terms was also questioned by researchers.

The response to the questions rating ability differed somewhat, depending on the type of respondent – some appeared very modest about their abilities, others were more bullish. As such, it was doubtful whether the question provides a truly accurate picture of people's ability.

There was tendency to think about friendship/peer groups, rather than age/gender overall. For example, someone who had recently played professional football was quite self-deprecating in their answers, and probably gave a false impression of their ability.

Some respondents found it difficult to know how they would compare to people of their own age gender, particularly older respondents. Codes such as hand eye co-ordination were particularly difficult to comment on, particularly amongst those that did not participate in sport.

Overall, the section seemed long – it was recommended that if this type of question is required, just the general sporting ability and skills statement is used.

2.2.4 Attitudinal Questions (Heritage, Museums and Libraries)

In the heritage, museums and libraries section the respondent was provided with a list of statements and asked whether they agreed or disagreed with them (using a five point scale). As with the factors affecting participation section, a key area for testing was to decipher whether the statements were understood by all and observe whether social desirability and respondent fatigue were issues.

The following observations and recommendations were made as a result of the testing:

- “I would feel out of place in an art gallery or museum” and “Museums and galleries are not really for people like me” – respondents responded negatively to these statements, feeling that it was a strange thing to ask. One particular respondent objected to the statement, claiming that “they are for everybody” when presented with this question as and when it appeared throughout the questionnaire. This would suggest that people were thinking of others as opposed to themselves. It was recommended that “I feel completely confident and at ease in museums and galleries” asked in the psychological set of statements would be a better alternative to these statements.
- “Museums are too formal” – this code didn’t work particularly well, as the standard response was “it depends what type of museum”.
- “Heritage sites are not for people like me” – this statement sometimes confused respondents as it was the only negative statement in this list of heritage attitudinal statements. It was recommended that this should be changed to be positive (“I feel completely confident and at ease visiting heritage sites / places of historical interest”).

In general, it was found that the heritage attitudinal statements worked better than the museums statements, as they asked the respondent to think more about their own opinion priorities, rather than the wider community.

Although several changes to the attitudinal statements were recommended, this section worked well. The general feeling was that the codes should be adapted to make them linked to the respondent’s own preference or feelings, as, at present, some of the codes lead them to think more generally, or about the priorities of others or their community as a whole. There was also a feeling that there was a fairly high degree of social desirability influencing responses – in general, most of the codes are quite agreeable, and respondents would lean towards agreeing, even if they didn’t have strong feelings either way.

2.2.5 General Structure - Factors Affecting Participation and Attitudinal Questions

The questions in the current structure were long-winded and repetitive for respondents. Therefore, TNS BMRB worked with DCMS and the other survey partners to improve this question set. It was recommended that the questions should be re-organised into two main areas – changes in participation and attitudes towards participation. Each type of activity (arts participation, arts attendance, visiting libraries, visiting museums, visits to heritage sites and sport participation) would be asked about in turn, within two main question modules. This would enable a consolidation of a number of questions to ensure less repetition for the respondent.

2.2.6 Social Media Questions

This set of questions was tested to include on both the cross sectional and longitudinal questionnaires. The set included a general prevalence question, to find out whether the respondent has ever accessed a number of social networking sites and, if so, how often and why.

All respondents understood the term “social networking”. The response “Google+” does need clarification as several respondents made the mistake of thinking we were referring to the Google search engine. The pilot did not test a specific frequency question as the responses at the pilot would be used to develop a frequency scale. The frequency of access did vary, but those accessing Facebook or Twitter often did so several times a day. For the main stage questionnaire, a frequency scale was developed, and the frequency was asked in general, not for each individual site (though a list of sites they visit will be displayed on screen).

The final question “Do you use social networking sites or application for any of the following reasons?” was generally fine but some respondents did need reminding that they should be only thinking about social networking sites for responses such as “To join organisations” or “To plan visits to heritage sites”. It was recommended that text should be added to the question to remind the respondent of the social networking sites they have accessed.

2.3 Next Steps

Interviews ranged from 30 to 90 minutes in duration, with this variance in time strongly dictated by the answers provided by the respondent. The general consensus following cognitive testing was that the interview, in its current form, was both too long and somewhat repetitive for the respondent. It was felt that if the interview was left in its current format for the main stage, then a potentially less engaging interview experience would be created as a result. This is a particularly pertinent issue, as a key requirement for the longitudinal survey is for the content to be as engaging and interesting as possible, in order to maximise retention rates for the panel in forthcoming years.

The recommendations that resulted from the pilot formed the basis of discussions between TNS BMRB, DCMS and the survey partners. Discussions were held about how the new questions could be amended, shortened and consolidated in order to address the issues from the cognitive testing. A key area of discussion was how the new modules and questions would fit into the Taking Part questionnaire to be used in the longitudinal pilot, outlined in the next chapter.

3. Longitudinal Pilot

3.1 Longitudinal Pilot Overview

Building on the lessons learned from a stage of cognitive testing, a two week longitudinal pilot was held. This helped both TNS BMRB and DCMS gain a more informed understanding of the multi-faceted nature of the longitudinal research process, with the pilot providing the perfect opportunity to further test the questionnaire and re-contact procedures, and to gauge interview length and general flow of questions. This section explores the methodological approach, as well as key feedback on the new questions tested.

The Quantitative CAPI Pilot was conducted by TNS BMRB and Kantar Operations,⁴ between Thursday 16th and Monday 27th February 2012, in 10 areas across England. Prior to commencing fieldwork, interviewers attended an interviewer briefing, conducted by the TNS BMRB research team on Monday 13th February. Interviewers also attended a debrief session, which was held on Friday 24th February 2012.

During the pilot study, 97 full adult interviews, 17 child proxy (5-10) interviews, and 14 11-15 year old interviews were achieved from 158 contacts issued.

3.2 Methodology

The methodology adopted for the pilot study was designed to replicate what will happen on the main stage survey as closely as possible, although various differences did occur in order to maximise the potential of the pilot study, and to account for aspects of the survey that were not required for testing at this pilot stage. As such, the pilot study only tested the longitudinal survey and methodology, and did not include any testing of the cross-sectional survey or processes, as these remained largely unchanged.

⁴ Kantar Operations are the fieldwork providers for TNS BMRB, and specialise in face to face and telephone data collection.

3.2.1 Sample and Assignments

The pilot study contained longitudinal sample only, with no cross-sectional addresses issued, as these procedures did not require piloting.

3.2.1.1 Selection of Areas

The sample for the pilot study was selected from areas that had been included in the 2010/11 Taking Part survey, and assignments that had been issued in the final quarter of fieldwork (between January and March 2011). This ensured that respondents were interviewed as close as possible to one year from their original interview date. The areas that included assignments from this period were analysed by agreement to be re-contacted, and areas with a high co-operation level were put forward for inclusion.

As well as rates of agreement to be re-contacted, areas were also selected on the basis of the presence of child interviews. It was ensured that all areas selected included at least one address where at least one child interview was conducted last time, so that each interviewer could test the procedures for contacting and conducting child interviews on the longitudinal survey. The areas were then hand-picked to provide assignments with enough contacts in them to maximise the productiveness of the interviewing resource available.

3.2.1.2 Assignments

This approach to sample selection ensured that there was a reasonable spread of assignments throughout England, with interviewers being issued between 10 and 21 addresses per assignment. No response rate assumptions were made for the pilot study, with interviewers briefed to attempt as many interviews as they could manage within the fieldwork period. Interviewers were advised that their assignments represented at least three days of work, though no minimum number of calls per address was set for the pilot study.

All addresses issued contained a named adult respondent – the only adult that could be interviewed at each address, and the names of any children

who were also required to take part. The target number of interviews for the pilot study was 60 adult interviews and 30 child interviews (split between 5-10 proxy interviews and 11-15 youth interviews).

3.2.1.3 Interview Scenarios

There were several scenarios to be tested thoroughly during the pilot study, regarding who to interview and which interview should be conducted with each respondent. The possible scenarios that were to be tested are outlined in table 3.1 below:

Table 3.1 Contact scenarios to be tested in the pilot study

Type of respondent	Scenario	Outcome
Adult	Named adult is present in household	Interviewed the named adult respondent – no replacements can be made
Adult	Adult had moved from address	Interviewer sought to obtain new address and conduct follow-up interview if the address was within, or close to, assignment area – no replacements can be made
Child 5-10 proxy	Child aged between 5 and 10 was interviewed last time, is still in household, and within these ages	5-10 proxy interview was conducted with the adult respondent, about the same child as they were asked about last time. The child to be interviewed was indicated on the contact sheet.
Child 5-10 proxy	Child was aged 9 or 10 last time, and is now aged 11	Interviewer sought to conduct an 11-15 interview with the child, after gaining permission from the parent/guardian
Child 5-10 proxy	Child in the household was aged 3 or 4 last time, and is now aged 5	Interviewer attempted to conduct a 5-10 proxy interview with the adult respondent about this child, but only if the adult respondent was the parent/guardian of the child, and only if the child was in the household

		at the time of last adult interview
Child 11-15 interview	Child aged between 11 and 15 was interviewed last time, is still within household, and within these ages	Interviewer sought to conduct an interview with the same child as they interviewed last time, following the gaining of parental permission. The child to be interviewed was indicated on the contact sheet, and mentioned in the advance letter.
Child 11-15 interview	Child was aged 14 or 15 last time, and is now aged 16	The interviewer was advised to screen for this, and record the details on the contact sheet, but not conduct an interview with this respondent. In the main stage survey, the child would receive a cross-sectional adult interview in this scenario.
Child interviews (5-10 and 11-15)	Adult respondent was present in the household, but child(ren) had moved out	Adult interview was conducted as normal, but child interviews were not followed up as the adult respondent was required to give household information to support the child interview
All interviews	Adult respondent had moved out, but child(ren) were still present in the household	No interviews were conducted as adult respondent was not present to give household information to support child interviews.

According to the scenarios outlined above, in some households, interviewers were advised that they may have to conduct four separate interviews (named adult respondent, named 11-15 respondent, ask named adult respondent about a named 5-10 year old AND ask the named adult about an additional five-year old).

Any children aged **6-15** who were not selected at the last interview or who had moved into the household since the last interview were not eligible to be interviewed. The only new respondents were children who were in the household at the time of last interview, but were too young to be included in the 5-10 survey. Adding these new five year olds to the

sample was seen as a way of ensuring that Taking Part is representative of all children aged 5-15.

3.2.2 Respondent Contact Process

The process of making contact with respondents on the longitudinal pilot was one of the aspects of the study that differed significantly from the main stage, and as such, it was crucial to pilot this extensively and gain detailed feedback.

3.2.2.1 Advance Letter and Leaflet

The advance letter for the survey was similar to the existing cross-sectional advance letter, but was amended for the longitudinal element. For the pilot study, the letters were sent out centrally a few days before fieldwork commenced (a key difference from the main stage, owing to the short fieldwork period of the pilot study). Any office opt-outs that occurred prior to the face-to-face briefing were relayed to the interviewer during the briefing itself.

The respondent also received a leaflet with the letter explaining the details of the longitudinal survey. Again, this was based on the existing leaflet, but was adapted to reflect the details of the longitudinal survey.

All advance letters also contained a book of six first class stamps as an unconditional incentive to take part.

3.2.2.2 Introducing the Survey

As with the main Taking Part survey, there was no obligation for any respondent to take part, however as interviewers were re-contacting respondents who had previously participated, it was expected that there would be differences in the approach to persuading people to take part, to those employed in the main stage study.

As always, the importance of being flexible and adaptable in introducing the survey was emphasised to interviewers. Interviewers were briefed to explain to respondents that they were testing new questions, and to stress that participation would make a big difference to the future of the

survey. As all named respondents had taken part in the survey at some point in the last survey year, it was anticipated that they might remember participating, and as such interviewers may find them easier to persuade to take part again. However, as interviewers were only permitted to interview the named respondent, it was anticipated that it may take longer to make contact and organise for the interview to be conducted.

3.2.2.3 Contact Sheet

The contact sheet was re-designed for the longitudinal pilot study, as the procedures for making contact differed so much from those employed on the main stage survey. A summary of the key elements of the contact sheet used in the pilot study is included below:

- **Address details**

- Full name of the adult respondent to interview, date of their last interview, respondent age band and gender.
- Alternative address details were also printed on the front page, if these had been provided at the last interview, along with space to indicate whether the respondent had moved since the date of last interview.

- **Child survey details**

A box was included on the front page to indicate whether the interviewer needed to conduct a 5-10 proxy interview, an 11-15 interview, or screen for a respondent now aged 5.

- **Establishing whether the named respondent was resident at the address**

Step-by-step guide to establishing whether the named adult respondent is still a resident at the address, including guidance of what to do if they had moved, if the address was now vacant, if it had been demolished, or if the respondent had died since the last interview. If the respondent had moved, or the address was now empty, there was guidance on attempting to establish a follow-up address for the respondent.

- **Final outcomes for longitudinal adult interview**

Changes were made to all outcome codes to ensure that they were appropriate for the longitudinal approach (with a named respondent).

Many of the deadwood codes were also removed, as these were no longer suitable with a named respondent approach. A few new codes were added to the final outcomes to reflect the new longitudinal approach. The new codes were:

- 7 – named respondent has died
- 80 – named respondent has moved from England (only people resident in England are eligible for the survey)
- 91 - INTERIM – Respondent has moved; trying to find respondent's new address
- 92 - MOVED– Respondent has moved and follow-up address not known or not obtained
- 95 - INTERIM – New address for respondent obtained in assignment area
- 93 - Moved – New address for respondent obtained but outside of assignment area
- 94 - Moved – Respondent moved to armed forces or other institution where access needs to be negotiated

- Child aged 5-10 interview (with parent)

- Two boxes identified whether or not a 5-10 interview needs to be done, or whether screening for a 5-10 year old should be conducted.
- Section contained the details of the child aged 5-10 to ask about in the proxy interview, as well as their age at last interview, sex, and the date of last interview with the parent.
- Guide to determining whether this child was still aged 5-10. If they were now aged 11 or 12, the contact sheet instructed the interviewer to obtain parental permission for an 11-15 interview to be conducted directly with this child.
- A section containing screening and selection instructions for children who were now aged 5 in the household. This section needed to be completed if there was a child aged 3 or 4 identified in the household during the last interview.

- Child aged 11-15 interview

- This section included a box that identified whether or not an 11-15 interview should be conducted. The boxes below contained all of the relevant information about the child to interview.

- A step-by-step guide to establishing if the respondent was still aged 11-15 was included. If they were, parental permission was gained, and the interviewer would approach the child for interview. If the child was now aged 16 or over, the interviewer was advised not to interview them for the pilot study (in the main stage survey, interviewers would conduct an adult cross-sectional interview with those who have turned 16 since last interview, but the pilot was not set up for this to take place).

3.2.2.4 Incentives

Each household received a £5 high-street voucher for participating in the survey. This was a household incentive – all respondents aged 16+ that took part in the survey received a £5 high-street voucher at the end of the interview (though this didn't include new adult respondents who had previously participated in the 11-15 interview and had since turned 16). There was no separate incentive for the child interview. Interviewers were advised that they should mention, if necessary, the £5 voucher incentive when introducing the survey.

3.2.3 Interviewer Briefing

The 10 interviewers from Kantar Operations assigned to work on the Longitudinal Pilot Survey attended an interviewer briefing on Monday 13th February 2012 in TNS BMRB offices at More London Place. The briefing was conducted by members of the research team at TNS BMRB, with two representatives from DCMS also present.

Interviewers were briefed on the pilot processes, with a particular focus on aspects that differed from the usual methodology. The briefing commenced with a background to the study, providing an overview of DCMS, who they are and what they are aiming to learn from the longitudinal survey. The briefing then covered in depth the sample and assignments that interviewers would be working on in the pilot study, and how these differed from assignments they might be used to work on the main Taking Part survey. This was followed by an extensive look at the survey procedures, in particular the contact sheet, with notable differences between this and previous years, as already alluded to in section 3.2.2.3. After a brief introduction to the questionnaire itself, the

remainder of the briefing was spent running through the questionnaire before concluding with advice regarding pilot feedback and the upcoming interviewer de-brief.

3.2.4 Interviewer Accompaniments

Members of the research teams at TNS BMRB and DCMS accompanied interviewers during the fieldwork period. This enabled researchers to experience first-hand how effective the questionnaire was at achieving its goals and helped highlight any discrepancies in question wording or routing that may not have been as visibly apparent during script checking and questionnaire drafting. Furthermore, these accompaniments, along with specific interviewer experiences, also provided fuel for discussion at the interviewer de-brief.

3.2.5 Interviewer De-brief

All interviewers who worked on the pilot study attended a de-brief session held at TNS BMRB's offices on Friday 24th February 2012. The de-brief provided the interviewers with a forum to voice any issues or difficulties encountered with their assignments, and to suggest improvements that could be made to the processes or questionnaires, or added to the briefings for the main stage fieldwork.

Although the feedback from the interviewers was overwhelmingly positive, there were many lessons that emerged from the pilot study, to be implemented for the main stage. The feedback is covered in detail in section 3.3.

3.3 Feedback on Longitudinal Procedures and Lessons for Main Stage

There was an overwhelmingly positive response from interviewers working on the pilot study, about their assignments in general. Most of the processes piloted appeared to work well and there were few negatives to report. Below is a summary of the feedback received on the specific elements of using the survey documents, contacting the respondent,

introducing the survey and screening for new five year olds within households.

3.3.1 Advance Letter and Leaflet

Interviewers reported that most respondents remembered receiving the letter, and were very happy to participate in the survey. Respondents generally remembered participating previously. This was seen as positive, as they were generally happy to help out again.

There was little feedback on the content of the advance letter, as this was generally considered to be fine in the state it was piloted. One interviewer emphasised the importance of using the phrase "it is very important to us that you take part, even if you don't think your experiences are relevant" in the letter, as some respondents were surprised that they had been re-contacted, since they had done no activities last time they were interviewed.

The feedback on the leaflet was similarly positive, and no specific feedback on potential amends was suggested by any of the interviewers working on the pilot study.

3.3.2 Contact Sheet

Several new outcome codes were suggested by interviewers following the pilot study, including additions to and clarification of some of the codes used. It was suggested that it would be useful for quick reference, if the names of any children to be interviewed were printed on the front page of the contact sheet, in the section that indicates whether or not child interviews should be conducted at the address.

Other comments centred around the screening process for children, and screening for the presence of a new child aged 5 in the household. There was some confusion around some of these screening instructions, suggesting that extra time and attention should be focused on this in the main stage briefings.

3.3.3 Contacting the Adult Respondent

Making contact with the named adult was generally a smooth process with few difficulties mentioned by interviewers. Most respondents needed no persuading to participate, and opposition to the survey was rare. As expected, respondents were generally positive about the survey and happy to help out if they were able to. The fact that respondents had been re-contacted by TNS BMRB to be interviewed again seemed to make sense to respondents, who were expecting the call from an interviewer, and were happy to help out.

Several interviewers did report cases where the adult respondent had moved. In some cases, the new address was untraceable, while in cases where the new address was traceable, interviews were conducted without any issues.

3.3.4 Contacting the Child Respondent

There were some queries from interviewers regarding the contacting and screening procedures for child respondents, most of which were points that required discussion between DCMS and TNS BMRB in order to decide the most practical approach.

Generally, the adult respondent seemed aware that an interviewer would need to speak to their child, as this had been mentioned in the advance letter, and, as such, had organised for the child to be available for interview.

Uncertainty occurred when interviewers were presented with unusual circumstances regarding the presence of, or access to, child respondents. Several queries emerged from the transition of respondents between surveys (5-10 to 11-15, and 11-15 to adult, although the adult interview was not conducted in this case). Clarification was required in some cases regarding which outcome codes should be used, in situations where, for example, child screening had been impossible to carry out. Interviewers also queried whether a refusal on behalf of the child respondent this year would rule them out of future participation – a point to clarify before the main stage fieldwork.

One situation occurred during the pilot study where the adult respondent at the address had moved out since the last interview, but the child respondent was still present in the household. The interviewer was uncertain whether anyone else could provide permission and household information in place of the adult who was no longer present, as this was the only barrier to conducting an interview with the child respondent. For the pilot study, no interview was conducted, though this led to discussions surrounding who is permitted to provide consent and household information for child respondents. In the main stage survey, it was concluded that children in this situation would be interviewed if a responsible adult within the household was able to provide permission and household details (they are not required to have been the adult respondent on the survey). This approach would require a short questionnaire, separate from the main adult questionnaire, to collect household details from the adult.

3.3.5 Screening for a New Five Year Old

No problems were reported in the process of screening for a new child aged five in the household, for inclusion in the 5-10 proxy interview. Interviewers reported that they were able to screen for the new child respondent on the doorstep during their survey introduction. One thing that would make the doorstep screening more straightforward would be the addition of the name of the child who may now be aged five, on the front page of the contact sheet, for quick reference.

3.4 Pilot Fieldwork Outcomes

Table 3.2 shows the fieldwork outcomes from the longitudinal pilot study. From these, it is possible to identify a response rate for the pilot, though it should be noted that due to the short fieldwork period of the pilot study, and the relatively small number of addresses included in the pilot study. The response rate for the pilot study was **64.2%**.

Due to the short nature of the pilot study, it might be reasonable to assume that some of the “non-contact” and “other unproductive” outcomes may have been affected by the time restrictions placed on assignments. In the main stage longitudinal survey, it is likely that some of these contacts will be converted into interviews. Contacts where the

respondent has moved outside of the assignment area might also be followed-up in the main stage, but for the purpose of the pilot study it was decided that these would not be pursued. In the main stage survey, it might be possible to assign movers to another interviewer.

Table 3.2 Adult outcomes from longitudinal pilot

Outcome		Outcome grouping		% of total issues	% of non-deadwood
Respondent has moved and follow-up address not obtained	7	Deadwood	7	4.4%	-
No contact with anyone at the address after 8+ calls	5	Non-contact	10	6.3%	6.6%
No contact with named respondent (after 8+ calls)	4				
Respondent has moved and follow-up address outside of assignment area	1				
Office refusal	4	Refusal	27	17.1%	17.9%
Refusal by named respondent before interview	11				
Proxy refusal	1				
Refusal by named respondent during interview	11				
Broken appointment with named respondent	8	Other unproductive	17	10.8%	11.3%
Named respondent is away for the survey period	2				
Named respondent is physically or mentally unable to be interviewed	2				
Other unproductive	5				
Full interview	97	Interview	97	61.4%	64.2%
TOTAL			158		

3.4.1 5-10 Survey Outcomes

The outcomes of the 5-10 survey are outlined in table 3.3. Due to the short fieldwork period of the pilot study, a high proportion of “other unproductive” outcomes were achieved. In the longer assignments of the main stage fieldwork, many of these unproductive outcomes would be converted to interviews. For the pilot study, a respondent not living in the household with their parents anymore was considered deadwood, and not followed up. However, for the main stage, interviewers will be attempting to conduct interviews with an adult in the child’s new household, about the child. As such, these will no longer find themselves in deadwood category. The response rate for the 5-10 proxy survey for the longitudinal pilot study was **44.7%**.

Table 3.3 Child 5-10 outcomes from longitudinal pilot

Outcome		Outcome grouping		% of total issues	% of non-deadwood
No child aged 5-10 in household or main interview not with parent of 5-10 year old	5	Deadwood	6	13.6%	-
Named respondent not living with parents anymore	1				
No contact with named respondent after 8+ calls	2	Non-contact	2	4.5%	5.3%
Office refusal	1	Refusals	8	18.2%	21.1%
Refusal by named respondent before interview	7				
Contact made with named respondent but no specific appointment made	5	Other unproductive	11	25.0%	28.9%
Broken appointment	4				
Named respondent away during survey period	1				
Other unproductive	1				
Full interview	17	Interview	17	38.6%	44.7%
TOTAL			44		

3.4.2 11-15 Survey Outcomes

The outcomes for the 11-15 youth survey are outlined in table 3.4 below. As with the 5-10 proxy and main adult interview, there is a higher proportion of “other unproductive” outcomes than might be expected in the main stage survey, due to the short fieldwork period on the pilot study. As with the 5-10 proxy survey, any child respondents who have moved out of the household since their last interview will be followed-up in the main stage survey, and as such, these respondents won’t be considered deadwood. The response rate for the 11-15 survey in the longitudinal pilot study was **42.4%**.

Table 3.4 11-15 survey outcomes from longitudinal pilot

Outcome		Outcome grouping		% of total issues	% of non-deadwood
No child aged 11-15 in household	7	Deadwood	9	21.4%	-
Named respondent not living with parents anymore	2				
Respondent has moved and follow-up address outside of assignment area	1	Non-contact	1	2.4%	3.0%
Named respondent needed parental permission but parental permission refused	6	Refusals	8	19.0%	24.2%
Refusal by named respondent before the interview	1				
Proxy refusal (other than by parent/guardian)	1				
Contact made with named respondent but no specific appointment made	6	Other unproductive	10	23.8%	30.3%
Broken appointment	1				
Other unproductive	3				
Full interview	14	Interview	14	33.3%	42.4%
TOTAL			42		

3.5 Profile of Respondents

Table 3.5 provides the profile of respondents interviewed during the pilot study.

Table 3.5 Longitudinal pilot respondent profile

	Number	%
Sex		
Male	39	40%
Female	58	60%
Age		
16-24	3	3%
25-44	21	22%
45-64	43	44%
65-74	18	19%
75+	12	12%
Working status		
Working	47	48%
Not working	50	52%
Illness/disability		
No long-standing limiting illness, disability or infirmity	58	60%
Long-standing limiting illness, disability or infirmity	39	40%
Participation in DCMS sectors		
Arts participation (done at least one arts activity in last 12 months)	84	87%
Arts attendance (attended at least one arts event in last 12 months)	74	76%
Heritage visits (been to at least one heritage site in last 12 months)	76	78%
Archive visits (been to an archive centre or record office in last 12 months)	4	4.1%
Library usage (used a public library service in last 12 months)	52	54%
Museums & galleries (been to a museum or gallery in last 12 months)	52	54%
Sports participation (done any sport/physical activity in last 4 weeks)	47	49%

3.6 The Questionnaire

This section outlines the additions that were made to the questionnaire for the longitudinal pilot study. Much of the questionnaire remained the same as that used for the cross-sectional survey, but several new questions were included in the pilot study. Some of these were for inclusion in the longitudinal survey only, while some will be included in the cross-sectional survey as well.

The structure of the questionnaire tested in the pilot was as follows:

Household details

The interviewer gathered standard information about the household that they were interviewing in, though some information that was collected in the last interview at that address was not collected again.

Life events

This section comprised two new questions asking the respondent about various things that might have happened to them since the last interview. It covered aspects of everyday life that could occur to people, such as moving house, changes to working or marital status, changes to children and childcare arrangements, as well as developments to health, the health of a spouse or partner and the death of a friend or family member. Answers to these questions formed the basis for some of the follow-up questions asked later in the interview.

Screeners and frequencies

The standard screeners and frequencies were asked for the pilot study, though several new questions were added to the heritage section, and the sports section. To the heritage section, questions on who the respondent attended a heritage site with, involvement in membership of heritage organisations, any holidays taken in the last 12 months, and participation in metal detecting, were added. To the sports section, questions on organised sport (involvement in clubs, competitive sport and tuition) were added, as well as a question about the respondent's perceived general sporting ability compared to people of their own age and gender.

Details of participation

This section was largely the same as it is in the main cross-sectional survey, though a few questions were added to the sports sub-section, including questions related to the satisfaction of the respondent's overall sporting experience in the last 12 months, and their likelihood to still participate in sport when other factors get in the way.

Changes to participation

This section represented one of the main additions for the longitudinal pilot, and sought to establish the reasons behind any changes in participation between the 2011 interview and this one. The respondents' answers from last year's interview were compared to what they mentioned in the pilot interview, and several follow-up questions were asked, if their participation was seen to have changed.

If the respondent had done less or more of any activity than they had reported when they were last interviewed, they were asked if any of the life-events that they mentioned earlier in the interview had contributed to this change, and another question which included a number of reasons why people may do less or more of an activity. Respondents were asked whether any of the reasons included applied to their change in participation. Respondents were also permitted to state that they did not feel their participation had changed in the last 12 months.

Factors affecting participation

This new section contained a number of questions surrounding things that may or may not have an impact upon participation in any of the sectors included in the questionnaire. Questions surrounding health and physical pain, how respondents would feel if they were not able to participate and how confident and at ease the respondent felt in certain situations were asked. Attitude statement questions were asked regarding to how the respondent felt about the arts, museums and galleries, heritage and sport, in relation to their personal preferences and their general feelings about the sectors in a wider context. Respondents were also asked whether their friends and families participated in any of the sectors covered in the questionnaire.

Internet use

The internet section was largely the same as in the main stage questionnaire, although some new questions were added regarding social networking sites and usage of these.

Olympics

The Olympics section was largely unchanged, although a longitudinal question was added, if the respondent's attitudes to the Olympics had changed since the last interview, asking them why they had become more or less supportive of The Games.

Broadcasting

This section remained unchanged from the main stage questionnaire.

Demographics

A few demographic questions included in the cross-sectional questionnaire were not asked in the longitudinal pilot study. These were questions about national identity, ethnicity, sexual identity and religion. A new question was included asking the respondent if they had gained any new qualifications since they were last interviewed.

Re-contact questions

Some new questions were added to the questionnaire to ensure contact could easily be made with the respondent in future years.

3.6.1 Questionnaire Length

Table 3.6 summarises the questionnaire length of the adult interviews conducted during the pilot study. It also contains information regarding the sections of the questionnaire that were removed for the pilot study, and what implications there might be for the length of the questionnaire if some of these sections were restored to the questionnaire for the main stage survey.

Table 3.6 Questionnaire Timings

Questionnaire / section	Mean	Median
Pilot questionnaire overall	00:48:38	00:47:23
New longitudinal sections (more/less questions and factors affecting participation)	00:10:10	00:09:35
Existing Taking Part questionnaire	00:44:39	00:40:55
Volunteering section (removed for pilot study)	00:00:51	00:00:34
Charitable giving section (removed for pilot study)	00:03:41	00:03:10
Community cohesion section (removed for pilot study)	00:02:11	00:01:57
Planning decisions section (removed for pilot study)	00:00:37	00:00:06

The new longitudinal questions represent a substantial increase in questionnaire length, despite the fact that some of the “Changes in Participation” questions are not asked of all respondents. Additional to the 10 minutes of interview time taken up by the two longer longitudinal sections (changes in participation and factors affecting participation), other longitudinal questions scattered around the questionnaire are likely to account for approximately two extra minutes of interview time.

If each of the four sections that were removed for the longitudinal pilot study, but that may be considered for inclusion in the main stage longitudinal survey, were included, then the average interview length may approach 56 minutes. This suggests that some key decisions need to be made around the priorities for various questions, either longitudinal or existing, and some questions or sections may need to be removed, amended or asked of split samples.

3.6.2 Feedback on New Questions and Recommendations

3.6.2.1 ENGLAND / ENGLANDL

These questions are required for weighting purposes – in the 2012/13 survey the objective is to find out how many months for the April 2011 and March 2012 period did the respondent live in England.

ENGLAND

[ASK ALL]

How long have you been living continuously in England?

1. Less than 12 months
2. 12 months or more but less than 2 years
3. 2 years or more but less than 3 years
4. 3 years or more but less than 5 years
5. 5 years or more but less than 10 years
6. 10 years or more but less than 20 years
7. 20 years or longer
- 1. Don't know

ENGLANDL

[IF ENGLAND =1)

Thinking about the last 12 months, how many months have you been living in England?

Min 1- Max 11

-1 . Don't know

Although the questions were straightforward and understood by respondents, interviewers suggested that, as the majority of respondents have always lived in England, there should be an initial shorter question that determines this, before asking the longer response list. As the objective is to find out about a given period, ENGLAND could be shortened to the following:

ENGLAND

[ASK ALL]

How long have you been living continuously in England?

1. Less than 12 months
2. 12 months or more but less than 2 years
3. 2 years or more but less than 3 years
4. 3 years or more

-1. Don't know

For the 2012/13 survey, ENGLANDL will need to be amended to ask about the specific period of interest (see below). Remembering this specific period could be an issue for a number of respondents as the period of interest will not be the 12 months prior to the interview. In this situation it would be useful to provide a visual aid to help the respondent provide an accurate response. The survey already uses a calendar prompt for the sports section, so this will be extended to include the April 2011 to March 2012 period and interviewers will be asked to use it with respondents during this question.

ENGLANDL

[IF ENGLAND =1, 2 or 3)

INTERVIEWER: SHOW CALENDAR

Thinking about the period April 2011 to March 2012, how many months were you living in England?

Min 1- Max 12

-1 . Don't know

3.6.2.2 LSTAGE1/LSTAGE2

The aim of the life stage questions was to establish whether the respondent had experienced a major event in their life since the last interview. The questions were positioned after the household grid section as many of the responses are related to changes in household composition. The questions also needed to be included before the "Changes in Participation" section as these major events need to be considered as a reason for any changes in culture and sport participation. The life events were split into two questions, with experiences deemed as more distressing included in the second question. Due to the length of the response lists and the sensitive nature of the responses, show cards were used for these questions.

LSTAGE1

[ASK IF CSCREEN = 1]

WHITE SHOWCARD A

Here is a list of things that can happen to people at various stages of their life. Have any of the following happened to you since <MONTHINT>? Please just tell me the number from the card.

1. You moved house
2. You had significantly more disposable income
3. Significant increase in financial commitments such as household bills, mortgage, loans etc
4. Major financial crisis, like losing the equivalent of 3 months' income
5. You left school or university
6. You [or your partner] changed jobs
7. You [or your partner] lost your [their] job
8. You [or your partner] retired
9. You got a pet
10. Your pet died / became ill
11. None of the above
- 1. Don't know
- 2. Refused

LSTAGE2

[ASK IF CSCREEN= 1]

WHITE SHOWCARD B

And how about any of **the** following....

INTERVIEWER ADD IF NECESSARY: Have any of these things happened to you since <MONTHINT>. Please just tell me the number from the card.

1. You started a new relationship
2. You moved in with your partner
3. You got engaged or married
4. You had your first child
5. You had another child
6. Your child/ren started school

7. Your child/ren left home
8. Serious illness or injury
9. You have taken on additional caring responsibilities for a friend or family member
10. Separation from your partner due to divorce, marital difficulties or relationship breakdown
11. Death of a spouse
12. Death of a close family member
13. Death of a close friend
14. None of the above
- 1. Don't know
- 2. Refused

A range of responses were coded at these questions during the pilot. Over 70% of respondents had experienced one or more of the life events since the last interview. The most frequent life event mentioned was a "Significant increase in financial commitments such as household bills, mortgage, loans etc." – it was mentioned by one in four respondents. It is reassuring that only one respondent refused LSTAGE2, which would suggest that the questions were handled sensitively in the interview.

As some of the life events covered in the response lists could be distressing for respondents, a number of interviewers suggested that these questions should be asked later in the interview. Also, having such emotive questions before the key participation and frequency section, may impact on the continuity of the Taking Part participation data.

As a result of these issues, it was recommended that these questions are placed before the "Changes to Participation" section of the longitudinal interview. In placing them at this point, the questions follow the key participation and frequency sections and can be introduced in the context of changes to participation since the last interview. It is also questionable whether these questions should be "ask all" or whether they should only be asked of respondents that have changed participation since the last interview.

Interviewers also suggested a number of additional life events that may contribute to changes in participation – these are covered in table 3.9 in section 3.6.2.7.

3.6.2.3 WHOHER/HOLIDAYS/HERLOCAL/HERMEM/METDET

The aim of this set of questions was to collect additional details about participation in the heritage sector. The questions were placed after the initial heritage screener and frequency questions and would be asked of all cross-sectional and longitudinal respondents.

WHOHER

[ASKED IF SCHER < > 9 AND (HERWKAC = 1 OR HERWKAC = 3 OR HERWKAC = 4)]

INTERVIEWER: SHOW SCREEN

Who have you visited a heritage site with, in the last 12 months?

CODE ALL THAT APPLY

1. Alone
2. Friends
3. Parent/guardian
4. Brother/sister
5. Husband/wife/partner
6. Your children
7. Your grandchildren
8. Other relatives
9. Colleagues
10. Members of a club, society or group
11. Other (specify)

HOLIDAYS

[ASK ALL]

In the last 12 months, have you done any of the following?

INTERVIEWER: READ OUT AND CODE ALL THAT APPLY

1. Taken a short break in Britain of less than 1 week

2. Taken a longer holiday in Britain (1 week or longer)
3. Taken a short break abroad of less than 1 week
4. Taken a longer holiday abroad (1 week or longer)
5. None of these
6. Don't know

HERLOCAL

[ASKED IF SCHER < > 9 AND (HERWKAC = 1 OR HERWKAC = 3 OR HERWKAC = 4)]

INTERVIEWER: SHOW SCREEN

Have you become involved in any of the following as a result of visiting heritage sites?

1. Volunteering in the historic environment
2. Joining a local group with an interest in the historic environment
3. Campaigning on issues related to the historic environment (e.g. to save a building in poor repair)
4. None of these
5. Don't know

HERMEM

[ASK ALL]

Are you currently a member of any of the following organisations?

INTERVIEWER: READ OUT AND CODE ALL THAT APPLY

1. National Trust
2. English Heritage
3. Historic Royal Palaces
4. Historic Houses Association
5. Amenities society (for example Victorian Society or the Council for British Archaeology)
6. Other heritage organisation (please specify)
7. None of these
8. Don't know

METDET

[ASK ALL]

In the last 12 months, have you participated in metal detecting?

1. Yes

- | |
|-----------------------------------------------------------------------------|
| <ul style="list-style-type: none">2. No3. Don't know |
|-----------------------------------------------------------------------------|

These questions were straightforward.

The response list for WHOHER covers most, if not all, potential responses and this was demonstrated during the pilot as no respondents selected "Other". For this reason, it was recommended that the "Specify" option is removed from this list.

It was suggested that "HOLIDAYS" should be preceded with a question to determine whether the respondent has taken a short break or holiday in the last 12 months, and, if so, "HOLIDAYS" should be asked. This was due to the length of the response list which needed to be read out to all respondents. To guarantee the information is collected accurately, it would be important to ensure that a screener style question defined what is meant by short breaks or holidays – however, adding a definition would counter any time saving from asking a screener question. To speed up this section, all "READ OUT" questions could be changed to "SHOW SCREEN".

HELOCAL, HERMEM and METDET were understood by respondents – interviewers did not provide any feedback and "don't know" was not coded at any of the questions. It was recommended that HERLOCAL and HERMEM are showscreen.

Two other specify responses were included at HERMEM – these were the "Woodlands Trust" and the "National Association of Decorative and Fine Arts Societies". To ensure that non-heritage organisations can be removed from the final data, "Other specify" should be retained.

3.6.2.4 CLUB / CLUB1/ORGSPORT/SPOABIL

The new sport questions were asked to gain further detail about the respondents' participation in sport or recreational physical activities. The club and organised sport questions would be asked of all respondents, and the sports ability and skills question of longitudinal respondents only.

CLUB**[ASK ALL]**

Still thinking about the last 4 weeks, that is since [TODAY'S DATE MINUS FOUR WEEKS], been a member of a club, particularly so that you can participate in any sports or recreational physical activities?

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

CLUB1**[ASK IF CLUB = 1]**

What type of club(s)?

READ OUT AND CODE ALL THAT APPLY

1. Health/fitness club
2. Social club (e.g. employees club, youth club, pub team)
3. Sports club
4. Other type of club

ORGSPORT**[ASK ALL]**

In the last 12 months, have you been involved in any of the following?

READ OUT RESPONSE 1 AND 2 - CODE ALL THAT APPLY

1. Received tuition from an instructor or coach to improve your performance in any sports or recreational physical activities
2. Taken part in any organised competition for any sports or recreational physical activities (please do not include any teaching, coaching or refereeing)
3. None of these
4. Don't know

SPOABIL**[IF CSCREEN = 1, ASK ALL]**

How would you rate your general sporting ability and skills compared with people of your own age and gender?

Would you say you are...

INTERVIEWER: READ OUT

1. Much better than most
2. A bit better than most
3. About average
4. A bit worse than most
5. Much worse than most
6. INTERVIEWER DO NOT READ OUT: Don't know
7. INTERVIEWER DO NOT READ OUT: Refused

These questions worked well, although this was unsurprising as they were based on similar sets of questions to those used in previous years of Taking Part, or on Sport England's Active People Survey.

An issue that did arise was whether it is appropriate to ask CLUB and ORGSPORT of all respondents, including those that did not participate in sport in the last 4 weeks/12 months. It is valid to ask the CLUB of all respondents (someone may be a member of a club, without having participated in sport for the last 4 weeks), however, as the activities included in ORGSPORT are based on participation in sports activities, routing to this question could be amended to be only asked of those that have participated in sport in the last 12 months.

Several interviewers mentioned that they would prefer it if the response list for SPOABIL was included on a showcard (this was a general comment for all questions that included a response scale).

3.6.2.5 SPORTSAT1/SPORTSAT2

The sport satisfaction questions were positioned after the "Detail of Sports Participation" section. The questions would only be asked of the longitudinal sample.

SPORTSAT1

[ASK IF CSCREEN = 1 - ASKED IF SCSPMA1 = (1 OR MORE) OR SCSPMB1 = (1 OR MORE) OR SCSPYN = (1 OR MORE) OR CYCLREC = 1 OR MORE]

Taking everything about your sport participation into account, how satisfied overall are you with your experience of taking part in sport over the last 12 months? Please rate on a scale of 1 to 10 where 1 is extremely dissatisfied and 10 is extremely satisfied.

1-10

-1. Don't know

SPORTSAT2

[ASK IF CSCREEN = 1 - ASKED IF SCSPMA1 = (1 OR MORE) OR SCSPMB1 = (1 OR MORE) OR SCSPYN = (1 OR MORE) OR CYCLREC = 1 OR MORE]

Compared to the same time last year, would you say your satisfaction is:

1. Much better
2. Better
3. The same
4. Worse
5. Much worse
- 1. Don't know

The questions were asked if the respondent had participated in recreational cycling or any sport/recreational activity (from the list of 62 sports + other sport) in the past year. The questions caused some confusion for respondents, particularly for those that did not see physical activity such as keep fit or walking as "sport". In these cases the question seemed irrelevant. The objectives of this question needs to be clearer – is the question only useful for finding out about satisfaction with sport or does it also cover the range of physical activities? Based on the objective, the question filtering or wording should be amended.

3.6.2.6 PSYCHSP_1-5

This question set was based on a similar set of questions which was included on Sport England's Active People Survey, and is part of a series of questions that examine the psychological (PSYCHSP, LOSS, EASE & PERSONAL), sociological (FAM & FRIEND) and physiological (SPOABIL, SPOHEALTH & SPOPAIN) elements of participation. The questions would only be asked of the longitudinal sample.

PSYCHSP_1-5

[ASK IF CSCREEN = 1 - ASKED IF SCSPMA1 = (1 OR MORE) OR SCSPMB1 = (1 OR MORE) OR SCSPYN = (1 OR MORE) OR CYCLREC = 1 OR MORE]

I would now like to ask you about how confident you are that you would still take part in sport when other things get in the way. On a scale of 1 to 5, where 1 is not at all confident and 5 is completely confident.....

How confident are you that you would still take part in sport when....

- a) You are under a lot of stress
- b) You feel you don't have the time
- c) You have to do it alone or without your regular playing companions
- d) Your family member(s) does not want you to take part
- e) It's cold, raining or snowing

- 1. Not at all confident
- 2. Somewhat confident
- 3. Moderately confident
- 4. Very confident
- 5. Completely confident
- 6. INTERVIEWER DO NOT READ OUT: Not applicable
- 7. INTERVIEWER DO NOT READ OUT: Don't know
- 8. INTERVIEWER DO NOT READ OUT: Refused

In general this question worked well. The only suggestion from the pilot was to include the response list on a showcard.

3.6.2.7 Changes to Participation

This section was asked of all respondents that have participated in more or less culture or sport since the last interview. For each area (arts participation, arts attendance, using a public library service, visiting archives, visiting museums and galleries, visiting heritage sites and participation in sport) the questionnaire structure was as follows:

- Introduction screen – this was a text screen detailing participation noted during the previous interview and participation from the current interview.
- Life events - whether any of the life events coded at the earlier LSTAGE1/LSTAGE2 questions contributed to the change in participation.
- Additional reasons for changes to participation - other reasons for doing more / less activity – each response lists was relevant to the area (for example – the library list included reasons such as “I wanted to encourage my child to read books” and “I started to buy books or get my books from elsewhere”).
- Main reason - the main reason for doing more or less activity if more than one reason was selected.

Of the 97 respondents, 63 were asked this section of the questionnaire (breakdown by section is in table 3.9).

The thresholds to determine change in behaviour were different for each area and were restricted by the current frequency questions that are covered in the questionnaire. The thresholds are outlined in table 3.7.

Table 3.7 Activity Thresholds

Area	Frequency	Activities included (if applicable)
Arts Participation in the last 12 months: <ul style="list-style-type: none"> • Own time • Voluntary purposes 	<ul style="list-style-type: none"> • Three times or more in the last 12 months • Twice in the last 12 months • Once in last 12 months • 0 activities 	All listed arts activities if done in own time or for the purposes of voluntary work except: <ul style="list-style-type: none"> • All buying activities • Reading for pleasure (unless reading as part of a group)
Arts Attendance in the last 12 months <ul style="list-style-type: none"> • Own time • Voluntary purposes 	<ul style="list-style-type: none"> • Three times or more in the last 12 months • Twice in the last 12 months • Once in last 12 months • 0 activities 	All listed arts events except film at cinema or other venue

Using a public library service in the last 12 months: <ul style="list-style-type: none"> • Own time • Voluntary purposes 	<ul style="list-style-type: none"> • At least once a week • Less often than once a week but at least once a month • Less often than once a month but at least once a year • Has not visited 	
Visited an archive in the last 12 months: <ul style="list-style-type: none"> • Own time • Voluntary purposes 	<ul style="list-style-type: none"> • Been to an archive in the last 12 months • Not been to an archive in the last 12 months 	
Museums or galleries in the last 12 months: <ul style="list-style-type: none"> • Own time • Voluntary purposes 	<ul style="list-style-type: none"> • At least once a week • Less often than once a week but at least once a month • Less often than once a month but at least once a year • Has not visited 	
Heritage sites in the last 12 months : <ul style="list-style-type: none"> • Own time • Voluntary purposes • Academic study 	<ul style="list-style-type: none"> • At least once a week • Less often than once a week but at least once a month • Less often than once a month but at least 3-4 times a year • 1-2 times in the last 12 months 	All listed sites/places
Sport in the last 4 weeks	<ul style="list-style-type: none"> • 12+ days at 30 minutes+ • 4-11 days at 30 minutes+ • 1-3 days at 30 minutes+ • 0 days • (No intensity measures included above) 	All sports on the list of sports with the exception of: <ul style="list-style-type: none"> • Walking • Recreational & utility cycling • Snooker, pool, billiards • Darts • Archery (unless aged 65+) • Angling or fishing • Shooting • Yoga (unless aged 65+) • Pilates(unless aged 65+) • Croquet (unless aged 65+)

For some activities, the change in participation required to generate the more/less questions was negligible. Respondents who, for example, had gone from participating in art from 1 to 2 times, may not consider their behaviour to have changed in the last 12 months. For this reason, an

additional response was added to both the lifestage and more/less question that could be used if the respondent disagreed that their participation had changed since the last interview. The response to this is highlighted in table 3.9 below. For most activities, the respondent agreed that their participation had changed. For arts participation, however, one in three of the respondents asked the more/less questions disagreed that their behaviour had changed. This reflects the findings from the cognitive interviewing which noted that for “more” regular activities, the threshold may be a little too conservative and the thresholds of one, twice and three plus times may not reflect the true nature of the activities, or give an accurate picture of change.

Introduction screen

The initial screen explaining the change in participation was slightly different for each sector. The example below is the introduction text for arts participation.

Thinking about your involvement in xxxxx – during your interview in <month of previous interview > you said that you had participated in the following activities in your own time or for the purposes of voluntary work <frequency from last interview> in the previous 12 months:

<List of activities>

In the last 12 months you have participated in the following activities <frequency from current interview>:

<List of all eligible arts activities from this interview>

As the differences in participation were explained in the text, the introduction sometimes sounded clumsy for interviewers, particularly if both a list of activities and the frequency was included (as in the arts participation example).

For the main stage, it was recommended that the text should be revised so it explained whether the respondent had participated in the activity more or less often in the last 12 months (the text in the subsequent questions would also need to be amended to take account of this). The detail about the difference would be included on the

screen for interviewers, but it would only be read out to respondents if they wanted an explanation of why their participation has changed. The proposed introduction text for each activity is included in table 3.8.

Table 3.8 Proposed introductory text for each type of activity

Activity	Recommended text
Arts participation	<p>Thinking about your participation in arts activities in the last 12 months.....you said that you have taken part <more/less> often than you did in your last interview.</p> <p>INTERVIEWER ADD IF NECESSARY In this interview you have taken part <frequency>. IF ONE OR MORE TIMES ADD – You participated in these activities: <list activities>.</p> <p>In <month of interview> you had taken part <frequency> IF ONE OR MORE TIMES ADD – You participated in these activities: <list activities>.</p>
Arts attendance	<p>Thinking about your participation in arts activities in the last 12 months.....you said that you have taken part <more/less> often than you did in your last interview.</p> <p>INTERVIEWER ADD IF NECESSARY In this interview you have taken part <frequency>. IF ONE OR MORE TIMES ADD – You participated in these activities: <list activities>.</p> <p>In <month of interview> you had taken part <frequency> IF ONE OR MORE TIMES ADD – You participated in these activities: <list activities>.</p>
Using a public library service	<p>Thinking about using library services in the last 12 months.....you said that you used them <more/less> often than you did in your last interview.</p> <p>INTERVIEWER ADD IF NECESSARY In this interview you have used library services <frequency>.</p> <p>In <month of interview> you had used library services <frequency>.</p>

Visiting an archives or records office	<p>Thinking about visits to an archives or records office in the last 12 months.....you said that you have visited <more/less> often than you did in your last interview.</p> <p>INTERVIEWER ADD IF NECESSARY In this interview you have <frequency>.</p> <p>In <month of interview> you had <frequency>.</p>
Visiting museums and galleries	<p>Thinking about visiting museums or galleries in the last 12 months.....you said that you visited them <more/less> often than you did in your last interview.</p> <p>INTERVIEWER ADD IF NECESSARY In this interview you have visited museums or galleries <frequency>.</p> <p>In <month of interview> you had visited museums or galleries <frequency>.</p>
Visiting heritage sites	<p>Thinking about visiting heritage sites in the last 12 months.....you said that you visited them <more/less> often than in your last interview.</p> <p>INTERVIEWER ADD IF NECESSARY In this interview you have visited heritage sites <frequency>.</p> <p>In <month of interview> you had visited heritage sites <frequency>.</p>
Participation in sport	<p>Thinking about participation in sports activities in the last 4 weeks....you said that you have taken part <more/less> often than in our last interview.</p> <p>INTERVIEWER ADD IF NECESSARY In this interview you have taken part on <frequency> for at least 30 minutes or more in the last 4 weeks.</p> <p>In <month of interview> you had taken part on <frequency> for at least 30 minutes or more in the last 4 weeks prior to the interview.</p>

Life stage questions

These questions only appeared if any of the life events had been coded earlier in the interview. Respondents were asked whether any of the life events had contributed to their change in participation in each type of activity (if applicable). The question also offered the interviewer the opportunity to skip the more/less questions if the respondent did not think their participation in the activities had changed in the last year.

LSTAGEAP1

[IF (FF7AP < NEWAP) AND (LSTAGE1 = 1 TO 10 OR LSTAGE2 = 1-13)]

You said that you've spent more time doing these kinds of activities since your last interview. Have any of the following contributed to this?

INTERVIEWER: READ OUT

<LIST OF RESPONSES FROM LSTAGE1 + LSTAGE2>

None of these

50. Respondent is not doing more arts activities since last interview (DO NOT READ OUT)

- 1. Don't know
- 2. Refused

Interviewers reported that for those respondents that were asked a number of the more or less sections, these questions seemed repetitive. This was particularly problematic in those interviews where the respondent had experienced some of the distressing life events.

It was recommended that the life events questions should only be asked once of respondents who have changed their participation in one or more of the activities. The recommended question was:

SHOWCARD X

So thinking about <list of activities done more/less of>
Looking at this card, have any of the events affected your participation in these kinds of activities? This could include doing the activities more or less often than you did at the time of your last interview.

<list of responses from lstage1 and lstage2>
None of these

The disadvantage of asking this question in this way is that the life events cannot be linked to a specific activity (unless the respondent has changed participation in only one type of activity).

To ensure the question is dealt with sensitively, the showcard used in the earlier LSTAGE questions would be used for this question (the statements will need to be identified by a letter rather than a number so they match the response list in CAPI).

'More' or 'less' participation and main reason

Respondents were asked the more or less questions if their participation had changed since their last interview. The questions list a number of reasons for changing participation and the respondent was asked to select the reasons that applied to them. If more than one reason was selected from either this or the life stage question, the respondent was asked for the main reason.

WHITE SHOWCARD X

Here is a list of reasons why people might spend more time doing these kinds of activities. Just thinking about the time since your last interview, which if any apply to you?

Respondent is not doing more XXXX since last interview (DO NOT ADD

TO SHOWCARD)

Other specify – may include up to 3 additional responses

Respondent is not doing more activities

Don't know

What is the main reason why you've spent more time doing these kinds of activities since your last interview?

<LIST OF REASONS FROM LSTAGEAP1 & APMORE>

-1. Don't know

The full response lists for each activity are in Appendix B.

Table 3.9 provides details of the number of pilot respondents asked the more or less questions (including those that did not think their participation had changed), all the "Other Specify" responses and the recommended additions to the response lists for each activity.

Table 3.9 More/Less responses for each type of activity

Area	More (n=97)	Less (n=97)	Additional 'other' specify responses	New response codes recommend
Arts Participation	10 (2)*	20 (7)*	<p>More: 'Nature of childcare changed'</p> <p>Less: 'Another play was not organised for this year'</p>	<p>More: I have less childcare responsibilities / children are less dependent (amendment)</p>
Arts Attendance	20 (2)*	20	<p>More: 'I went to the theatre through voluntary work'</p> <p>Less: 'Dog has been unwell and the kennels would not take him so we have less time to go away' 'There was not the events available' 'No one to take me'</p>	<p>Less: I've got no one to go with</p> <p>There were fewer/no events of interest to me</p>
Use of library services	15 (1)*	13 (2)*	<p>More: 'Renew Bus Pass' 'I needed certain books for my college course and they were too expensive to buy' 'Just to do photocopying'</p> <p>Less: 'The libraries seem to be open less and less' 'Less often because going to music lesson in same building which changed' 'Children now do book research on the internet' 'My husband got IPAD so he can download novels'</p>	<p>Less: It became inconvenient as the opening hours changed/library is open less often (amendment to current code)</p> <p>I now read E books (eg. Kindle, iBooks, Kobo) so don't need to use the library anymore</p>
Archives	2		<p>More: 'My son who works at the British Library got me a ticket'</p>	

Visiting museums and galleries	13 (1)*	8 (1)*	More: 'So wanted to introduce granddaughter to these things' <i>'Daughter has got older'</i> 'I had more opportunities to go this year' 'I attended because of voluntary work' 'The museum was closed for refurbishment'	
Visiting heritage sites	24 (1)*	31 (4)*	More: <i>'Husband finished work to care for respondent'</i> 'There have been more opportunities this year' 'We are doing more walking now and making it a purpose of our walk to visit heritage sites' 'A friend took me to a heritage site' 'Personal choice' 'Children on school holiday' 'On holiday' Less: 'Other commitments' <i>'My wife had more health problems'</i> <i>'I didn't have as much surplus money'</i> 'We had more family stay with us in the previous year' <i>'My work demands have increased'</i> 'We tend to do that on holiday. We haven't had a holiday as we've been doing house improvements'	Less: It is usually a holiday activity and we haven't been on holiday in the last 12 months
Sports Participation	31 (10)*	14 (2)*	More: 'Nature of childcare responsibilities changed as daughter has become less dependent (1-2 yrs old)'	More: I have less childcare responsibilities / children are less dependent (amendment)
*Number of respondents that did not think their participation had changed since their last interview				

A range of responses was selected at these questions, with a number of respondents selecting more than one response. The responses included many of the more general reasons ("I have more free time" or "I developed health problems or a disability") and also some of the activity specific reasons ("I wanted to get fitter/healthier" or "There were less/no events that interested me in the last 12 months"). As a result of the pilot, the response lists should be updated to include some of the "other responses" recorded in the pilot (see table 3.9). The responses in italics in table 3.9 should be considered as additions for the lifestage questions.

Main reason

The main reason for doing more or less activity was asked if more than one reason from either the life stage questions or the more or less questions was selected. From a brief review of the responses to this, the main reasons selected for any changing participation were related to life stages, enjoyment or free-time.

3.6.2.8 Factors Affecting Participation

This is a new section which was asked of all respondents. It covers social, psychological and physical factors which may or may not affect participation in culture and sport. In the pilot, interviewers were asked to read out the response lists, but feedback at the briefings suggested that, where possible, showcards should be used.

SPOHEALTH AND SPOPAIN

The first questions ask whether physical health has interfered with normal social activities and whether physical pain has interfered with normal work. The questions were based on questions included in Sport England's Active People Survey.

SPOHEALTH

[ASK ALL]

During the past 4 weeks, to what extent has your physical health interfered with your normal social activities with family, friends, neighbours or groups?

INTERVIEWER: READ OUT

1. Not at all
2. A little bit
3. Moderately
4. Quite a bit
5. Extremely
6. INTERVIEWER DO NOT READ OUT: Don't know
7. INTERVIEWER DO NOT READ OUT: Refused

SPOPAIN

[ASK ALL]

During the last 4 weeks how much did physical pain interfere with your normal work (including both work outside the home and housework)?

INTERVIEWER: READ OUT

1. Not at all
2. A little bit
3. Moderately
4. Quite a bit
5. Extremely
6. INTERVIEWER DO NOT READ OUT: Don't know
7. INTERVIEWER DO NOT READ OUT: Refused

Generally, these questions worked well. Interviewers commented whether SPOPAIN should be referring to 'social activities' rather than 'normal work'. A further issue that requires discussion is the timeframe. For cultural activities we usually capture participation in the last 12 months, however, the timeframe for these questions is the last 4 weeks.

LOSS

This question attempts to find out how much value the respondent places on the different activities.

LOSS1_6

[ASK ALL]

I am going to read out a number of statements and for each one, I would like you to tell me to what extent it is true for you

You would feel a real loss if you were forced to give up

1. Attending art events in the future

2. Taking part in arts activities in the future
3. Visiting museums and galleries in the future
4. Visiting heritage sites in the future
5. Using library services in the future
6. Taking part in sport in the future

So is this.....

INTERVIEWER: READ OUT

- a) Very true for you
- b) Somewhat true for you
- c) Somewhat untrue for you
- d) Not at all true for you
- e) INTERVIEWER DO NOT READ OUT: Don't know
- f) INTERVIEWER DO NOT READ OUT: Refused

Interviewers commented that for culture and sport, "a real loss" is extreme and it may be more appropriate to use the term "miss" if they were forced to give it up. This should be considered however, as changing the wording may not allow distinguishing between different types of people as much.

EASE

The objective of this question is to find out how comfortable the respondent feels in different culture and sport settings. For many, this is hypothetical as they may not have visited or taken part in these activities.

EASE1_7

[ASK ALL]

You feel completely confident and at ease...

(INTERVIEWER - ADD IF NECESSARY – To what extent is it true for you...

1. At arts events such as musicals, plays, dance events or musical performances
2. At art, photography or craft exhibitions
3. In museums and galleries
4. At heritage sites
5. In libraries
6. In situations where people take part in sport or exercise activity
7. About the appearance of your body when taking part in sport or exercise activity

So is this.....

INTERVIEWER: READ OUT

- a) Very true for you
- b) Somewhat true for you
- c) Somewhat untrue for you
- d) Not at all true for you
- e) INTERVIEWER DO NOT READ OUT: Don't know
- f) INTERVIEWER DO NOT READ OUT: Refused

This question caused some confusion amongst non-participants, as the question text assumed that the respondent had experience of attending or participating in the activity. The question text should be amended to "You would feel completely confident and at ease...".

PERSONAL

This set of attitudinal statements attempted to ascertain the importance of culture and sport to the respondent.

PERSONAL1_7

[ASK ALL]

These are some opinions that people have expressed about different types activities. Please tell me how much you agree or disagree with each statement on a scale of 1 to 5, where 1 means strongly agree and 5 means strongly disagree.

- a) I am an arty person
- b) Having access to museums and galleries in my local area is important to me
- c) Museums play an important role in helping me understand the world
- d) I'm interested in the history of the places where I live
- e) Conservation of local heritage doesn't really benefit me
- f) I am a sporty person

- 1. Strongly agree
- 2. Agree
- 3. Neither agree nor disagree
- 4. Disagree
- 5. Strongly disagree
- 1. Don't know

The pilot highlighted a couple of issues about these questions.

For some respondents the definition of "arty" and "sporty" was ambiguous. Interviewers reported that in some cases the respondent

may have a much more limited definition of “art” than DCMS, and “sporty” may be understood as watching sport rather than participating. In previous editions of Taking Part, terms such as those were self-defined by the respondent. This should be included as a question briefing point in the future.

All statements, with the exception of (e), were positive. Although it is good practice for sets of attitudinal statements to have a mix of positive and negative statements, to have just one negative statement on such a short set caused confusion for some respondents and could lead to miscoding. It is recommended that statement (e) is changed to: “Conservation of local heritage benefits me”.

FAM AND FRIEND

The objective of these questions was to find out whether family or friends regularly take part or attend cultural and sports activities as this may impact on participation in these activities.

FAM1_7

[ASK ALL]

So firstly, how many of your family members regularly....

- a) Go to arts events such as musicals, plays, dance events or musical performances
- b) Go to art, photography or craft exhibitions
- c) Go to museums and galleries
- d) Go heritage sites
- e) Use library services
- f) Take part in sport or exercise activity

INTERVIEWER: READ OUT

- 1. All/most
- 2. Some
- 3. None
- 4. Don't know

FRIEND1_7

[ASK ALL]

And how many of your friends regularly....

- a) Go to arts events such as musicals, plays, dance events or musical performances
- b) Go to art, photography or craft exhibitions
- c) Go to museums and galleries

- d) Go heritage sites
- e) Use library services
- f) Take part in sport or exercise activity

INTERVIEWER: READ OUT

- 1. All/most
- 2. Some
- 3. None
- 4. Don't know

There was some confusion about whether the family question was intended to be about immediate or extended family. A clarification about this should be included in interviewer notes.

The response scale should be reviewed, as a few respondents experienced difficulties answering this question because they only had one friend or family member participating in the activity – “some” does not cover this situation.

GENATT

This set of statements covers a number of attitudes towards museums, libraries and heritage.

GENATT1_7

[ASK ALL]

Here are some opinions that people may express about different types of activities and places. Please tell me how much you agree or disagree with each statement on a scale of 1 to 5, where 1 means strongly agree and 5 means strongly disagree.

- a) Museums and galleries are important to have in my local area
- b) Museums are a reliable source of information and educational material
- c) Libraries provide a valuable service to their local community
- d) Libraries are a good source of information and learning opportunities
- e) When trying to improve local places, it's worth saving their historic features
- f) Heritage sites / the historic environment is important to my local area

- 1. Strongly agree

- 2. Agree
- 3. Neither agree nor disagree
- 4. Disagree
- 5. Strongly disagree
- 1. Don't know

From an interviewing point of view, these statements worked well with no issues raised by interviewers. However, the value of these statements is questioned since all but a few respondents (see table 3.10) in the pilot strongly agreed or agreed with every statement. It is recommended that these questions are not included in the final questionnaire.

Table 3.10 Topline results from general attitudinal questions

Statement	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Museums and galleries are important to have in my local area	37	46	8	4	2
Museums are a reliable source of information and educational material	48	46	3	0	0
Libraries provide a valuable service to their local community	58	38	1	0	0
Libraries are a good source of information and learning opportunities	64	33	0	0	0
When trying to improve local places, it's worth saving their historic features	54	41	2	0	0
Heritage sites / the historic environment is important to my local area	39	46	9	1	1
n= 97					

3.6.2.9 Social Networking

These questions looked to explore the uses of social networking sites, in particular, to provide an overview of the variety of different social networking sites used, their frequency of use, and finally, whether or

not they were utilised in relation to any of the DCMS sectors covered in the survey.

SOCMED1

[ASK ALL]

INTERVIEWER: SHOWSCREEN

Do you ever access any of the following social networking sites or applications?

CODE ALL THAT APPLY

1. Facebook
2. Twitter
3. LinkedIn
4. Bebo
5. Myspace
6. Google+ (NOT the Google search engine)
7. Flickr
8. Last.fm
9. Friends Reunited
10. Youtube
11. Blogs written by someone else
12. Your own blog(s)
13. None of these
14. Don't know

SOCMED2

[IF SOCMED1 = 1-12]

INTERVIEWER: SHOWSCREEN

How often do you access sites such as these?

1. Several times a day
2. At least once a day
3. At least 3-4 times a week
4. 1-2 times a week
5. Less often than once a week but at least 2-3 times a month

6. At least once a month
7. Less often than once a month
8. Don't know

SOCUSE

[IF SOCMED2 = 1 to 6]

INTERVIEWER: SHOWSCREEN

Do you use social networking sites or applications for any of the following reasons?

1. To find out what's happening in your local area
2. To plan and inform visits to heritage sites
3. To plan and inform visits to museums or galleries
4. To get information about local sports facilities
5. To get information about arts events (theatre, concerts etc.)
6. To research family history
7. To find places to do a particular activity
8. To join organisations
9. To chat about sport, artistic, theatrical or musical interests or activities
10. To meet people
11. To arrange sporting fixtures
12. To share content and views on content
13. To discuss or comment on heritage sites or issues
14. None of these
15. Don't know

At the interviewer debrief, a couple of issues regarding these questions were raised.

Firstly, it was initially queried as to why we asked these social networking questions to respondents that had said that they (or any members of their household) did not have access to the internet in their home. In response to this, it was highlighted that this question should still be asked of everyone, regardless of the provision of

internet access in their home, as a result of the multiple methods of social networking access outside of the conventional home-based internet method, such as the use of smart phones, or accessing the internet at work, to name but a few. From this query, however, the need emerges to better clarify at subsequent interviewer briefings, the reasons why this question should remain “ask all”.

Secondly, as anticipated, interviewers also reported confusion by some respondents with regards to the distinction between Google+ (the social networking site) and Google (the internet search engine). Greater guidance and a reinforcement of ensuring this distinction is made will also need to be provided at future interviewer briefings.

3.6.2.10 Olympics Attitude Questions

This question added looked to explore changing attitudes to London hosting the 2012 Olympic and Paralympic Games. This question was only asked of respondents who had changed the way that they felt, based on answers provided in the previous year, and looked to explore the reasons for changing views.

OLYMCHA

[ASK IF olympic1a <> OLYMPCN]

During the interview in <MONTHINT>, you said that you were <OLYMPIC1> the UK hosting the 2012 Summer Olympics and Paralympic Games in London. Why have you changed the way you feel about this?

Free text

-1. Don't know

Just under 40% of respondents had changed their attitude towards the Olympics since the previous year. A number of the responses centred on issues such as the economy and access to tickets.

Due to this being an open question, and the fact that it could add up to approximately one minute to the overall questionnaire time, its inclusion needs to be discussed, particularly as change in opinions over time can be recorded from the previous closed question. It should be

noted, however, that this alternative approach would not offer the same depth of analysis as the open response question - its inclusion is entirely dependent on how important the reasoning for respondents changing views on the Olympics is to DCMS.

4. Key Observations and Next Steps

4.1 Fieldwork

4.1.1 Response

The response to the longitudinal survey was very positive from both interviewers and respondents. Interviewers explained how they received a positive reaction from most respondents when calling at the door, particularly in households that they had previously visited. To maximise response amongst the longitudinal respondents, interviewers felt that it would be particularly beneficial to work in the same area as they did in the previous survey, due to both familiarity with the local area as well as the rapport established in the previous year's interview. Therefore, it was recommended to Kantar Operations that, where possible, interviewers should be assigned the same areas worked in 2011/12, in 2012/13.

Based on the pilot work, TNS BMRB predict that an 80% response rate should be achievable for the adult longitudinal survey and will subsequently set this figure as the target for 2012/13. This target has been made in light of the 64.2% response rate achieved in just two weeks of fieldwork, with many of the respondents who did not complete the survey stating that they would have been able, given more time. The response rate target for fresh sample addresses will remain at 60%.

4.1.2 Procedures

The pilot highlighted a number of procedures that required thought and discussion in preparation for starting the longitudinal aspect of the survey.

It was apparent from interviewer feedback that there are various scenarios, in addition to those tested in the table 3.1 (section 3.2.1.3), interviewers may face on the doorstep that need to be incorporated into the contact and interviewing procedures. These will need to be covered

in-depth during the survey briefings. For the longitudinal aspect there is a shift from the importance of maximising contact with a specific address to maximising contact with a named adult or child. The procedures will not only need to cover following up the named adult and child when they have moved together to a new address, but also cover cases when the adult and child respondent no longer live in the same household. To address the complex contacting procedures, the following was recommended:

- The address contact sheet should be updated to ensure it covers all potential scenarios for contacting the named adult and/or child respondent. This should include identifying another parent in the household to provide parental permission for the 11-15 survey, and/or to complete a proxy 5-10 survey interview in cases where the original adult respondent no longer lives in the same household as the named child.
- In the cases outlined above, a short household interview will be required, in order to collect essential demographic data. This short, five minute interview should contain a few questions in the household screening section and a reduced set of essential demographic questions required for child data analysis.
- A flow chart of possible contacting scenarios should be put together to demonstrate the procedures to interviewers at briefings.

The respondent incentive for completing an interview, particularly for the child respondent was also a topic of discussion during the pilot debrief. It was agreed, in order to maintain interest and build a strong longitudinal panel, that in addition to providing a £5 voucher to all adult respondents, the £5 incentive should be extended to all 11-15 year old longitudinal respondents.

4.1.3 Documents

In addition to the changes to the contact sheet noted above, interviewer feedback also suggested that it would be helpful if the name of the child required for a longitudinal interview was included on the front page of the address contact sheet. This recommendation will be implemented for the

main stage of the survey, ensuring an easier and smoother identification of who to interview in the household to be made on the doorstep.

4.2 Questionnaire

One key finding from the longitudinal pilot was that the survey was longer than the 45 minutes required. As a result of this, rotations of questions will need to be implemented to ensure interview length meets the target, without comprising the base size for analysis of key subgroups. TNS BMRB will work closely with DCMS to agree on which questions can be rotated or removed.

5. Appendix A – Cognitive Questionnaire

Firstly, I'd like to ask you a question about the kinds of things that can happen at various different stages in a person's life.

ASK ALL LSTAGE

Here is a list of things that can happen to people at various stages of their life. Have any of the following happened to you since this time last year?

1. You had more disposable income
2. You moved house
3. Significant increase in financial commitments such as mortgage, loans etc
4. You left school or university
5. You [or your partner] changed jobs
6. You [or your partner] lost your [their] job
7. Major financial crisis, like losing the equivalent of 3 months' income
8. You [or your partner] retired
9. You got engaged or married
10. You moved in with your partner
11. Separation from your partner due to divorce, marital difficulties or relationship breakdown
12. You had your first child
13. You had another child
14. Death of a spouse
15. Death of a close family member
16. Death of a close friend
17. Your child/ren started school
18. Your child/ren left home
19. You have taken on additional caring responsibilities for a friend or family member
20. Serious illness or injury
21. None of the above
- 1. Don't know

ARTS ATTENDANCE

ASK ALL

ARTACHECK

Can I just check, in the last 12 months have you attended a creative, artistic, theatrical or musical event?

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

ASK ALL

ARTACHANGE

Do you think you generally attend creative, artistic, theatrical or musical events more, less or the same amount as you did this time last year?

1. More
2. Same
3. Less
4. Don't know

Could you please give me some more details about the way in which your participation has changed? (Probe for general frequency)

ASK IF LSTAGE = 1-20 AND RESPONDENT PARTICIPATION HAS CHANGED IN ARTS ATTENDANCE

LSTAGEB1_1

You said you've attended a creative, artistic, theatrical or musical event more/less than you did this time last year. Have any of the following contributed to this?

CODE ALL THAT APPLY, ONLY INCLUDE CODES MENTIONED AT LSTAGE

1. You had more disposable income
2. You moved house
3. Significant increase in financial commitments such as mortgage, loans etc
4. You left school or university

5. You [or your partner] changed jobs
6. You [or your partner] lost your [their] job
7. Major financial crisis, like losing the equivalent of 3 months' income
8. You [or your partner] retired
9. You got engaged or married
10. You moved in with your partner
11. Separation from your partner due to divorce, marital difficulties or relationship breakdown
12. You had your first child
13. You had another child
14. Death of a spouse
15. Death of a close family member
16. Death of a close friend
17. Your child/ren started school
18. Your child/ren left home
19. You have taken on additional caring responsibilities for a friend or family member
20. Serious illness or injury
21. None of the above
- 1. Don't know

Anything else?

IF LESS ARTS ATTENDANCE

LESS1

You said you had visited a creative, artistic, theatrical or musical event less, compared with this time last year. Why is this?

Here is a list of reasons why people might stop visiting creative, artistic, theatrical or musical events, or visit them less. Which, if any of the following, apply to you?

SOCIAL FACTORS

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. I didn't get on with the people who did it
5. Everyone I used to do it with had given it up

PSYCHOLOGICAL FACTORS

- 6. I stopped enjoying or didn't enjoy the activity
- 7. I felt out of place
- 8. Once I stopped going, it was easier not to do it again

PHYSICAL FACTORS

- 9. I developed health problems or a disability

MATERIAL FACTORS

- 10. It became too expensive
- 11. It changed to an inconvenient time
- 12. It was difficult to get to via the transport options available to me
- 13. The facilities got worse
- 14. The venue closed down
- 15. I had trouble accessing the place where it was held

- 16. Other reason (please specify)
- 17. None of these things
- 1. Don't know

IF MORE ARTS ATTENDANCE

MORE1

You said you had visited a creative, artistic, theatrical or musical event more, compared with this time last year. Why is this?

Here is a list of reasons why people might start visiting creative, artistic, theatrical or musical events, or visit them more. Which, if any, apply to you?

SOCIAL FACTORS

1. I have less childcare responsibilities
2. I have more free time
3. I get on well with the people who do it
4. My friends started doing it / doing more of it
5. I wanted to meet new people
6. I enjoy doing the activity with other people / socialising through the activity
7. I wanted to introduce my child to a new activity / encourage my child's interests or learning

PSYCHOLOGICAL FACTORS

8. I am interested in/passionate about it
9. I feel comfortable in this environment
10. I wanted a new challenge
11. I wanted to broaden my interests
12. I wanted to do something for myself

PHYSICAL FACTORS

13. My health improved

MATERIAL FACTORS

14. I can afford to do it now
15. The facilities are of a high standard
16. Facilities have become available close to where I live
17. Other reason (please specify)
18. None of these things
- 1. Don't know

ASK ALL

PSYCH1

I am going to read out a number of statements and for each one, I would like you to tell me to what extent it is true for you.

1. I am an arty person stress
2. I would feel a real loss if I was forced to give up attending arts events and places in the future
3. I feel completely confident and at ease when attending arts events such as theatres, concerts and art exhibitions

So is this.....

INTERVIEWER: READ OUT

- g) Very true for you
- h) Somewhat true for you
- i) Somewhat untrue for you
- j) Not at all true for you
- k) INTERVIEWER DO NOT READ OUT: Don't know
- l) INTERVIEWER DO NOT READ OUT: Refused

**ASK ALL
ARTASOC**

To what extent do you agree with the following?

1. Most of my s regularly attend arts events
2. Most of my friends regularly attend arts events
3. Many of the people I work most closely with regularly attend arts events
4. While at secondary school I regularly attended arts events outside of school lessons

Do you...

INTERVIEWER: READ OUT

- a) Completely agree
- b) Somewhat agree
- c) Neither agree or disagree
- d) Somewhat disagree
- e) Completely disagree
- f) INTERVIEWER DO NOT READ OUT: Not applicable
- g) INTERVIEWER DO NOT READ OUT: Don't know
- h) INTERVIEWER DO NOT READ OUT: Refused

ARTS PARTICIPATION

ASK ALL

ARTPCHECK

Can I just check, in the last 12 months have you spent time doing any creative, artistic, theatrical or musical activities?

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

ASK ALL

ARTACHANGE

Do you think you've generally spent time doing any creative, artistic, theatrical or musical activities more, less or the same amount as you did this time last year?

1. More
2. Same
3. Less
4. Don't know

Could you please give me some more details about the way in which your participation has changed? (Probe for general frequency)

ASK IF LSTAGE = 1-20 AND RESPONDENT PARTICIPATION HAS CHANGED IN ARTS PARTICIPATION

LSTAGEB1_2

You said you've spent more/less time doing creative, artistic, theatrical or musical activities than you did this time last year. Have any of the following contributed to this?

CODE ALL THAT APPLY, ONLY INCLUDE CODES MENTIONED AT LSTAGE

1. You had more disposable income
2. You moved house
3. Significant increase in financial commitments such as mortgage, loans etc
4. You left school or university

5. You [or your partner] changed jobs
6. You [or your partner] lost your [their] job
7. Major financial crisis, like losing the equivalent of 3 months' income
8. You [or your partner] retired
9. You got engaged or married
10. You moved in with your partner
11. Separation from your partner due to divorce, marital difficulties or relationship breakdown
12. You had your first child
13. You had another child
14. Death of a spouse
15. Death of a close family member
16. Death of a close friend
17. Your child/ren started school
18. Your child/ren left home
19. You have taken on additional caring responsibilities for a friend or family member
20. Serious illness or injury
21. None of the above
- 1. Don't know

Anything else?

IF LESS ARTS PARTICIPATION

LESS2

You said you had spent time doing creative, artistic, theatrical or musical activities less, compared with this time last year. Why is this?

Here is a list of reasons why people might stop doing creative, artistic, theatrical or musical activities, or do them less. Which, if any, apply to you?

SOCIAL FACTORS

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. I didn't get on with the people who did it
5. Everyone I used to do it with had given it up

PSYCHOLOGICAL FACTORS

6. I stopped enjoying or didn't enjoy the activity
7. It was too difficult
8. I felt out of place
9. Once I stopped going, it was easier not to do it again

PHYSICAL FACTORS

10. I developed health problems or a disability
11. I didn't feel I was good enough
12. Once I was out of practice, it was too hard to get back into it

MATERIAL FACTORS

13. It became too expensive
14. It changed to an inconvenient time
15. It was difficult to get to via the transport options available to me
16. The facilities got worse
17. The venue closed down
18. I had trouble accessing the place where it was held
19. Other reason (please specify)
20. None of these things
 - 1. Don't know

IF MORE ARTS PARTICIPATION

MORE2

You said you had spent time doing creative, artistic, theatrical or musical activities, compared with this time last year. Why is this?

Here is a list of reasons why people might start doing creative, artistic, theatrical or musical activities, or do them more. Which, if any, apply to you?

SOCIAL FACTORS

1. I have less childcare responsibilities
2. I have more free time
3. I get on well with the people who do it
4. My friends started doing it / doing more of it
5. I wanted to meet new people
6. I enjoy doing the activity with other people / socialising through the activity
7. I wanted to introduce my child to a new activity / encourage my child's interests or learning

PSYCHOLOGICAL FACTORS

8. I am interested in/passionate about it
9. I feel comfortable in this environment
10. I wanted a new challenge
11. I wanted to broaden my interests
12. I wanted to do something for myself

PHYSICAL FACTORS

13. My health improved

MATERIAL FACTORS

14. I can afford to do it now
15. The facilities are of a high standard
16. Facilities have become available close to where I live
17. Other reason (please specify)
18. None of these things
- 1. Don't know

ASK IF TAKEN PART IN ARTS ACTIVITIES & NOT ANSWERED PSYCH1 (ARTS ATTENDANCE)

PSYCH1_2

I am going to read out a number of statements and for each one, I would like you to tell me to what extent it is true for you.

1. I am an arty person
2. I would feel a real loss if I was forced to give up taking part in arts activities in the future

So is this.....

INTERVIEWER: READ OUT

- a) Very true for you
- b) Somewhat true for you
- c) Somewhat untrue for you
- d) Not at all true for you
- e) INTERVIEWER DO NOT READ OUT: Don't know
- f) INTERVIEWER DO NOT READ OUT: Refused

**ASK ALL
ARTPSOC**

To what extent do you agree with the following?

1. Most of my family members regularly take part in arts activities
2. Most of my friends regularly take part in arts activities
3. Many of the people I work most closely with regularly take part in arts activities
4. While at secondary school I regularly took part in arts activities outside of school lessons

Do you...

INTERVIEWER: READ OUT

- a) Completely agree
- b) Somewhat agree
- c) Neither agree or disagree
- d) Somewhat disagree
- e) Completely disagree
- f) INTERVIEWER DO NOT READ OUT: Not applicable
- g) INTERVIEWER DO NOT READ OUT: Don't know
- h) INTERVIEWER DO NOT READ OUT: Refused

MUSEUM ATTENDANCE

ASK ALL

MUSCHECK

Can I just check, in the last 12 months have you attended a museum or art gallery?

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

ASK ALL

MUSCHANGE

Do you think you've generally attended museums or art galleries more, less or the same amount as you did this time last year?

1. More
2. Same
3. Less
4. Don't know

Could you please give me some more details about the way in which your participation has changed? (Probe for general frequency)

ASK IF LSTAGE = 1-20 AND RESPONDENT PARTICIPATION HAS CHANGED IN MUSEUMS/GALLERIES ATTENDANCE

LSTAGEB1_3

You said you've visited museums or art galleries more/less than you did this time last year. Have any of the following contributed to this?

CODE ALL THAT APPLY, ONLY INCLUDE CODES MENTIONED AT LSTAGE

1. You had more disposable income
2. You moved house
3. Significant increase in financial commitments such as mortgage, loans etc
4. You left school or university

5. You [or your partner] changed jobs
6. You [or your partner] lost your [their] job
7. Major financial crisis, like losing the equivalent of 3 months' income
8. You [or your partner] retired
9. You got engaged or married
10. You moved in with your partner
11. Separation from your partner due to divorce, marital difficulties or relationship breakdown
12. You had your first child
13. You had another child
14. Death of a spouse
15. Death of a close family member
16. Death of a close friend
17. Your child/ren started school
18. Your child/ren left home
19. You have taken on additional caring responsibilities for a friend or family member
20. Serious illness or injury
21. None of the above
- 1. Don't know

Anything else?

IF LESS MUSEUM ATTENDANCE

LESS3

You said you had ATTENDED MUSEUMS OR ART GALLERIES less, compared with this time last year. Why is this?

Here is a list of reasons why people might stop visiting, museums or art galleries, or visit them less. Which, if any, apply to you?

SOCIAL FACTORS

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. I didn't get on with the people who did it
5. Everyone I used to do it with had given it up

PSYCHOLOGICAL FACTORS

6. I stopped enjoying or didn't enjoy the activity
7. I felt out of place
8. Once I stopped going, it was easier not to do it again

PHYSICAL FACTORS

9. I developed health problems or a disability

MATERIAL FACTORS

10. It became too expensive
11. It was difficult to get to via the transport options available to me
12. The facilities got worse
13. The venue closed down
14. I had trouble accessing the place where it was held
15. Other reason (please specify)
16. None of these things
- 1. Don't know

IF MORE MUSEUM ATTENDANCE MORE3

You said you had ATTENDED MUSEUMS OR ART GALLERIES more, compared with this time last year. Why is this?

Here is a list of reasons why people might start visiting museums or art galleries, or visit them more. Which, if any, apply to you?

SOCIAL FACTORS

1. I have less childcare responsibilities
2. I have more free time
3. I get on well with the people who do it

4. My friends started doing it / doing more of it
5. I wanted to meet new people
6. I enjoy doing the activity with other people / socialising through the activity
7. I wanted to introduce my child to a new activity / encourage my child's interests or learning

PSYCHOLOGICAL FACTORS

8. I am interested in/passionate about it
9. I feel comfortable in this environment
10. I wanted a new challenge
11. I wanted to broaden my interests
12. I wanted to do something for myself

PHYSICAL FACTORS

13. My health improved

MATERIAL FACTORS

14. I can afford to do it now
15. The facilities are of a high standard
16. Facilities have become available close to where I live
17. Other reason (please specify)
18. None of these things
- 1. Don't know

ASK ALL PSYCH1_3

I am going to read out a number of statements and for each one, I would like you to tell me to what extent it is true for you.

1. Having access to museums and galleries in my local area is important to me
2. I would feel a real loss if I was forced to give up visiting museums and galleries in the future
3. I feel completely confident and at ease in museums and galleries

So is this.....

INTERVIEWER: READ OUT

- a) Very true for you
- b) Somewhat true for you
- c) Somewhat untrue for you
- d) Not at all true for you
- e) INTERVIEWER DO NOT READ OUT: Don't know

f) INTERVIEWER DO NOT READ OUT: Refused

**ASK ALL
MUSATT**

Here are some opinions that people may express about museums and galleries.
Please tell me how much you agree or disagree with each statement on a scale of 1 to 5, where 1 means strongly agree and 5 means strongly disagree.

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
- 1. Don't know

INTERVIEWER: READ OUT AND ASK FOR NUMBER OF STATEMENT
FROM CARD

- a. I would feel out of place in an art gallery or museum
- b. Museums and galleries are great places for a family day out
- c. Museums are too formal
- d. Museums are a good source of information and education
- e. Museums and galleries are important to have in my local area

**ASK ALL
MUSSOC**

To what extent do you agree with the following?

1. Most of my family members regularly visit museums and/or galleries
2. Most of my friends regularly visit museums and/or galleries
3. Many of the people I work most closely with regularly visit museums and/or galleries
4. While at secondary school I regularly visited museums and/or galleries outside of school lessons

Do you...

INTERVIEWER: READ OUT

- a) Completely agree
- b) Somewhat agree
- c) Neither agree or disagree
- d) Somewhat disagree
- e) Completely disagree
- f) INTERVIEWER DO NOT READ OUT: Not applicable
- g) INTERVIEWER DO NOT READ OUT: Don't know

h) INTERVIEWER DO NOT READ OUT: Refused

HERITAGE ATTENDANCE

ASK ALL

HERCHECK

Can I just check, in the last 12 months have you visited a place of historical interest?

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

ASK ALL

MUSCHANGE

Do you think you've generally visited places of historical interest more, less or the same amount as you did this time last year?

1. More
2. Same
3. Less
4. Don't know

Could you please give me some more details about the way in which your participation has changed? (Probe for general frequency)

ASK IF HAS VISITED HERITAGE SITES IN LAST 12 MONTHS (AT SCREENING)

WHOHER

Who have you visited a heritage site with, in the last 12 months?

MULTI-CODE

1. Alone
2. Friends
3. Parent/guardian
4. Brother/sister
5. Husband/wife/partner

6. Your children
7. Your grandchildren
8. Other relatives
9. Colleagues
10. Members of a club, society or group
11. Other (specify)

ASK IF HAS VISITED HERITAGE SITES IN LAST 12 MONTHS (AT SCREENING)
HERLOCAL

Have you become involved in any of the following as a result of visiting heritage sites?

1. Volunteering in the historic environment
2. Joining a local group with an interest in the historic environment
3. None of these
4. Other heritage related activity (please specify)

ASK ALL
HERMEM

Are you currently a member of any of the following organisations?

1. National Trust
2. English Heritage
3. Historic Royal Palaces
4. Historic Houses Association
5. Amenities society (for example Victorian Society or the Council for British Archaeology)
6. Other heritage organisation (please specify)
7. None of these
8. Don't know

ASK IF LSTAGE = 1-20 AND RESPONDENT PARTICIPATION HAS CHANGED IN HERITAGE VISITS

LSTAGEB1_4

You said you've visited a place of historical interest more/less than you did this time last year. Have any of the following contributed to this?

CODE ALL THAT APPLY, ONLY INCLUDE CODES MENTIONED AT LSTAGE

1. You had more disposable income
2. You moved house
3. Significant increase in financial commitments such as mortgage, loans etc
4. You left school or university
5. You [or your partner] changed jobs
6. You [or your partner] lost your [their] job
7. Major financial crisis, like losing the equivalent of 3 months' income
8. You [or your partner] retired
9. You got engaged or married
10. You moved in with your partner
11. Separation from your partner due to divorce, marital difficulties or relationship breakdown
12. You had your first child
13. You had another child
14. Death of a spouse
15. Death of a close family member
16. Death of a close friend
17. Your child/ren started school
18. Your child/ren left home
19. You have taken on additional caring responsibilities for a friend or family member
20. Serious illness or injury
21. None of the above
- 1. Don't know

Anything else?

IF LESS HERITAGE ATTENDANCE

LESS4

You said you had VISITED A PLACE OF HISTORICAL INTEREST less, compared with this time last year. Why is this?

Here is a list of reasons why people might stop visiting places of historical interest, or visit them less. Which, if any, apply to you?

SOCIAL FACTORS

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. I didn't get on with the people who did it
5. Everyone I used to do it with had given it up

PSYCHOLOGICAL FACTORS

6. I stopped enjoying or didn't enjoy the activity
7. I felt out of place
8. Once I stopped going, it was easier not to do it again

PHYSICAL FACTORS

9. I developed health problems or a disability

MATERIAL FACTORS

10. It became too expensive
11. It was difficult to get to via the transport options available to me
12. The facilities got worse
13. I had trouble accessing the place where it was held
14. Other reason (please specify)
15. None of these things
 - 1. Don't know

IF MORE HERITAGE ATTENDANCE

MORE4

You said you had VISITED A PLACE OF HISTORICAL INTEREST more, compared with this time last year. Why is this?

Here is a list of reasons why people might start visiting places of historical interest, or visit them more. Which, if any, apply to you?

SOCIAL FACTORS

1. I have less childcare responsibilities
2. I have more free time
3. I get on well with the people who do it
4. My friends started doing it / doing more of it
5. I wanted to meet new people
6. I enjoy doing the activity with other people / socialising through the activity
7. I wanted to introduce my child to a new activity / encourage my child's interests or learning

PSYCHOLOGICAL FACTORS

8. I am interested in/passionate about it
9. I feel comfortable in this environment
10. I wanted a new challenge
11. I wanted to broaden my interests
12. I wanted to do something for myself

PHYSICAL FACTORS

13. My health improved

MATERIAL FACTORS

14. I can afford to do it now
15. The facilities are of a high standard

16. Facilities have become available close to where I live

17. Other reason (please specify)

18. None of these things

-1. Don't know

ASK ALL

HERSOC

To what extent do you agree with the following?

1. Most of my family members regularly visit heritage sites
2. Most of my friends regularly use visit heritage sites
3. Many of the people I work most closely with regularly use visit heritage sites
4. While at secondary school I regularly visited heritage sites outside of school lessons

Do you...

INTERVIEWER: READ OUT

- a) Completely agree
- b) Somewhat agree
- c) Neither agree or disagree
- d) Somewhat disagree
- e) Completely disagree
- f) INTERVIEWER DO NOT READ OUT: Not applicable
- g) INTERVIEWER DO NOT READ OUT: Don't know
- h) INTERVIEWER DO NOT READ OUT: Refused

ASK ALL

HERATT

Here are some opinions that people may express about the heritage and history of their local area. Please tell me how much you agree or disagree with each statement on a scale of 1 to 5, where 1 means strongly agree and 5 means strongly disagree.

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
- 1. Don't know

INTERVIEWER: READ OUT AND ASK FOR NUMBER OF STATEMENT FROM CARD

- a) It is important to me that heritage buildings and places are well looked after
- b) The heritage of my local area is well looked after
- c) When trying to improve local places, it's worth saving their historic features
- d) Heritage sites / the historic environment is important to my local area
- e) I'm interested in the history of the place where I live
- f) Heritage sites are not really for people like me
- g) Conservation of local heritage sites doesn't really benefit me

**ASK ALL
METDET**

In the last 12 months, have you participated in metal detecting?

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

Probe: What do you understand by the term "metal detecting"?

ARCHIVE ATTENDANCE

ASK ALL

ARC CHECK

Can I just check, in the last 12 months have you been to an archive centre or record office?

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

ASK ALL

ARC CHANGE

Do you think you've generally visited archive centres or record offices more, less or the same amount as you did this time last year?

1. More
2. Same
3. Less
4. Don't know

Could you please give me some more details about the way in which your participation has changed? (Probe for general frequency)

ASK IF LSTAGE = 1-20 AND RESPONDENT PARTICIPATION HAS CHANGED IN ARCHIVE VISITS

LSTAGEB1_5

You said you've visited archive centres or record offices more/less than you did this time last year. Have any of the following contributed to this?

CODE ALL THAT APPLY, ONLY INCLUDE CODES MENTIONED AT LSTAGE

1. You had more disposable income
2. You moved house
3. Significant increase in financial commitments such as mortgage, loans etc

4. You left school or university
5. You [or your partner] changed jobs
6. You [or your partner] lost your [their] job
7. Major financial crisis, like losing the equivalent of 3 months' income
8. You [or your partner] retired
9. You got engaged or married
10. You moved in with your partner
11. Separation from your partner due to divorce, marital difficulties or relationship breakdown
12. You had your first child
13. You had another child
14. Death of a spouse
15. Death of a close family member
16. Death of a close friend
17. Your child/ren started school
18. Your child/ren left home
19. You have taken on additional caring responsibilities for a friend or family member
20. Serious illness or injury
21. None of the above
- 1. Don't know

Anything else?

IF LESS ARCHIVE ATTENDANCE

LESS5

You said you had BEEN TO AN ARCHIVE CENTRE OR RECORD OFFICE less, compared with this time last year. Why is this?

Here is a list of reasons why people might stop going to archive centres or record offices, or visit them less. Which, if any, apply to you?

SOCIAL FACTORS

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. I didn't get on with the people who did it
5. Everyone I used to do it with had given it up

PSYCHOLOGICAL FACTORS

6. I stopped enjoying or didn't enjoy the activity
7. I felt out of place
8. Once I stopped going, it was easier not to do it again

PHYSICAL FACTORS

9. I developed health problems or a disability

MATERIAL FACTORS

10. It became too expensive
11. It was difficult to get to via the transport options available to me
12. The facilities got worse
13. The venue closed down
14. I had trouble accessing the place where it was held

15. Other reason (please specify)
16. None of these things
- 1. Don't know

IF MORE ARCHIVE ATTENDANCE

MORE5

You said you had been to an archive centre or record office more, compared with this time last year. Why is this?

--

Here is a list of reasons why people might start visiting archive centres or record offices, or visit them more. Which, if any, apply to you?

SOCIAL FACTORS

1. I have less childcare responsibilities
2. I have more free time
3. I get on well with the people who do it
4. My friends started doing it / doing more of it
5. I wanted to meet new people
6. I was encouraged to do it by friends/family members

7. I wanted to introduce my child to a new activity / encourage my child's interests or learning

PSYCHOLOGICAL FACTORS

8. I am interested in/passionate about it
9. I feel comfortable in this environment
10. I wanted a new challenge
11. I wanted to broaden my interests
12. I wanted to do something for myself

PHYSICAL FACTORS

13. My health improved

MATERIAL FACTORS

14. I can afford to do it now
15. The facilities are of a high standard
16. Facilities have become available close to where I live
17. Other reason (please specify)
18. None of these things
- 1. Don't know

ASK ALL

PSYCH1_5

I am going to read out a statement and I would like you to tell me to what extent it is true for you.

1. Having access to archive centres or record offices in my local area is important to me

So is this.....

INTERVIEWER: READ OUT

- a) Very true for you
- b) Somewhat true for you
- c) Somewhat untrue for you
- d) Not at all true for you
- e) INTERVIEWER DO NOT READ OUT: Don't know
- f) INTERVIEWER DO NOT READ OUT: Refused

LIBRARY ATTENDANCE

ASK ALL

LIBCHECK

Can I just check, in the last 12 months have you used a public library service?

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

ASK ALL

LIBCHANGE

Do you think you've generally used public library services more, less or the same amount as you did this time last year?

1. More
2. Same
3. Less
4. Don't know

Could you please give me some more details about the way in which your participation has changed? (Probe for general frequency)

ASK IF LSTAGE = 1-20 AND RESPONDENT PARTICIPATION HAS CHANGED IN LIBRARY VISITS

LSTAGEB1_6

You said you've used library services more/less than you did this time last year. Have any of the following contributed to this?

CODE ALL THAT APPLY, ONLY INCLUDE CODES MENTIONED AT LSTAGE

1. You had more disposable income
2. You moved house
3. Significant increase in financial commitments such as mortgage, loans etc
4. You left school or university
5. You [or your partner] changed jobs

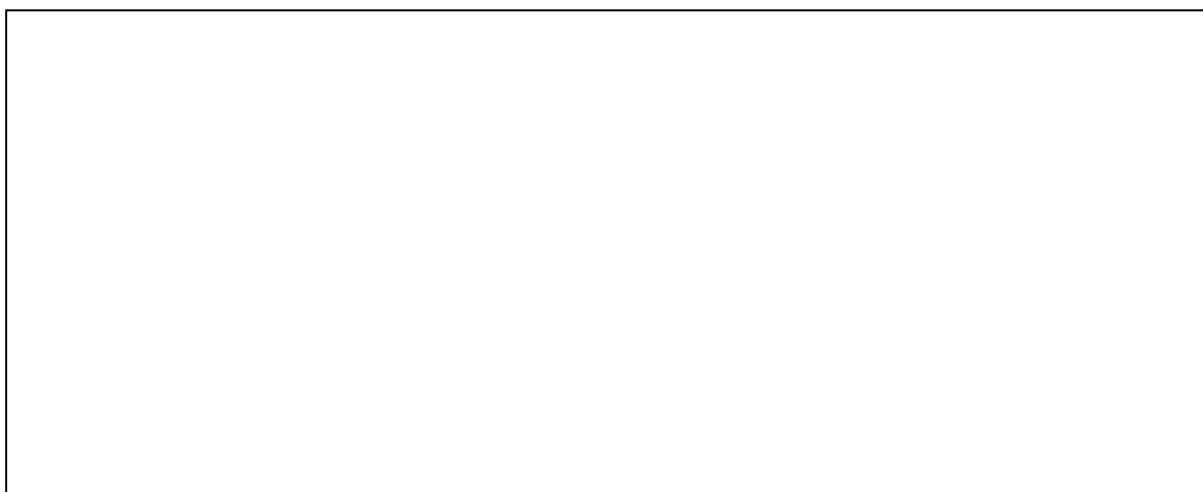
6. You [or your partner] lost your [their] job
7. Major financial crisis, like losing the equivalent of 3 months' income
8. You [or your partner] retired
9. You got engaged or married
10. You moved in with your partner
11. Separation from your partner due to divorce, marital difficulties or relationship breakdown
12. You had your first child
13. You had another child
14. Death of a spouse
15. Death of a close family member
16. Death of a close friend
17. Your child/ren started school
18. Your child/ren left home
19. You have taken on additional caring responsibilities for a friend or family member
20. Serious illness or injury
21. None of the above
- 1. Don't know

Anything else?

IF LESS LIBRARY ATTENDANCE

LESS6

You said you had USED A LIBRARY SERVICE less, compared with this time last year. Why is this?



Here is a list of reasons why people might stop using library services, or use them less. Which, if any, apply to you?

SOCIAL FACTORS

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. I didn't get on with the people who did it
5. Everyone I used to do it with had given it up

PSYCHOLOGICAL FACTORS

6. I stopped enjoying or didn't enjoy the activity
7. I felt out of place
8. Once I stopped going, it was easier not to do it again

PHYSICAL FACTORS

9. I developed health problems or a disability

MATERIAL FACTORS

10. It became too expensive
11. It was difficult to get to via the transport options available to me
12. The facilities got worse
13. The venue closed down
14. I had trouble accessing the place where it was held
15. Other reason (please specify)
16. None of these things
- 1. Don't know

IF MORE LIBRARY ATTENDANCE

MORE6

You said you had used a library service more, compared with this time last year.
Why is this?

--

Here is a list of reasons why people might start using library services, or use them more. Which, if any, apply to you?

SOCIAL FACTORS

1. I have less childcare responsibilities
2. I have more free time
3. I get on well with the people who do it
4. My friends started doing it / doing more of it
5. I wanted to meet new people
6. I enjoy doing the activity with other people / socialising through the activity
7. I wanted to introduce my child to a new activity / encourage my child's interests or learning

PSYCHOLOGICAL FACTORS

8. I am interested in/passionate about it
9. I feel comfortable in this environment
10. I wanted a new challenge
11. I wanted to broaden my interests
12. I wanted to do something for myself

PHYSICAL FACTORS

13. My health improved

MATERIAL FACTORS

14. I can afford to do it now
15. The facilities are of a high standard
16. Facilities have become available close to where I live
17. I now have a place to study / access the internet
18. Other reason (please specify)
19. None of these things
- 1. Don't know

ASK ALL

PSYCH1_6

I am going to read out a number of statements and for each one, I would like you to tell me to what extent it is true for you.

1. Having access to libraries and library facilities is important to me
2. I would feel a real loss if library services weren't available in my local area
3. I feel completely confident and at ease in libraries

So is this.....

INTERVIEWER: READ OUT

- a) Very true for you
- b) Somewhat true for you
- c) Somewhat untrue for you
- d) Not at all true for you
- e) INTERVIEWER DO NOT READ OUT: Don't know
- f) INTERVIEWER DO NOT READ OUT: Refused

ASK ALL

LIBATT

Here are some opinions that people may express about libraries. Please tell me how much you agree or disagree with each statement on a scale of 1 to 5, where 1 means strongly agree and 5 means strongly disagree.

- 1. Strongly agree
- 2. Agree
- 3. Neither agree nor disagree
- 4. Disagree
- 5. Strongly disagree
- 1. Don't know

INTERVIEWER: READ OUT AND ASK FOR NUMBER OF STATEMENT FROM CARD

- a. Libraries provide a valuable service to their local community
- b. Libraries are not really for people like me
- c. It is important to me that local libraries are well looked after
- d. Libraries are a good source of information and education
- e. Libraries play a valuable role in my life

ASK ALL

LIBSOC

To what extent do you agree with the following?

- 1. Most of my family members regularly use library services
- 2. Most of my friends regularly use library services
- 3. While at secondary school I regularly used library services outside of school lessons

Do you...

INTERVIEWER: READ OUT

- a) Completely agree
- b) Somewhat agree
- c) Neither agree or disagree
- d) Somewhat disagree
- e) Completely disagree
- f) INTERVIEWER DO NOT READ OUT: Not applicable
- g) INTERVIEWER DO NOT READ OUT: Don't know
- h) INTERVIEWER DO NOT READ OUT: Refused

SPORTS PARTICIPATION

ASK ALL

SPOCHECK

Can I just check, in the last 12 months have you taken part in any sport or physical recreational activity?

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

ASK ALL

SPOCHANGE

Do you think you've generally taken part in sport or physical recreational activity more, less or the same amount as you did this time last year?

- 1. More
- 2. Same
- 3. Less
- 4. Don't know

Could you please give me some more details about the way in which your participation has changed? (Probe for general frequency)

ASK IF LSTAGE = 1-20 AND RESPONDENT PARTICIPATION HAS CHANGED IN SPORTS PARTICIPATION

LSTAGEB1_7

You said you've taken part in sport or physical activity more/less than you did this time last year. Have any of the following contributed to this?

CODE ALL THAT APPLY, ONLY INCLUDE CODES MENTIONED AT LSTAGE

1. You had more disposable income
2. You moved house
3. Significant increase in financial commitments such as mortgage, loans etc
4. You left school or university
5. You [or your partner] changed jobs
6. You [or your partner] lost your [their] job
7. Major financial crisis, like losing the equivalent of 3 months' income
8. You [or your partner] retired
9. You got engaged or married
10. You moved in with your partner
11. Separation from your partner due to divorce, marital difficulties or relationship breakdown
12. You had your first child
13. You had another child
14. Death of a spouse
15. Death of a close family member
16. Death of a close friend
17. Your child/ren started school
18. Your child/ren left home
19. You have taken on additional caring responsibilities for a friend or family member
20. Serious illness or injury
21. None of the above
- 1. Don't know

Anything else?

IF LESS SPORT

LESS7

You said you had TAKEN PART IN SPORT OR PHYSICAL RECREATIONAL ACTIVITY less, compared with this time last year. Why is this?

Here is a list of reasons why people might stop TAKING PART IN SPORT OR RECREATONAL PHYSICAL ACTIVITIES, or take part less. Which, if any, apply to you?

SOCIAL FACTORS

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. I didn't get on with the people who did it
5. Everyone I used to do it with had given it up

PSYCHOLOGICAL FACTORS

6. I stopped enjoying or didn't enjoy the activity
7. It was too difficult
8. I felt out of place
9. Once I stopped going, it was easier not to do it again

PHYSICAL FACTORS

10. I developed health problems or a disability
11. I didn't feel I was good enough
12. Once I was out of practice, it was too hard to get back into it
13. I was worried that I would get injured if I carried on doing it
14. I had to give up due to an injury (sustained from sport)
15. I had to give up due to an injury (not sustained from sport)

MATERIAL FACTORS

16. It became too expensive
17. It changed to an inconvenient time
18. It was difficult to get to via the transport options available to me
19. The facilities got worse
20. The venue closed down
21. I had trouble accessing the place where it was held

22. Other reason (please specify)
23. None of these things
- 1. Don't know

IF MORE SPORT MORE7

You said you had taken part in sport or recreational physical activities more, compared with this time last year. Why is this?

Here is a list of reasons why people might start taking part in sport or physical recreational activities, or do them more. Which, if any, apply to you?

SOCIAL FACTORS

1. I have less childcare responsibilities
2. I have more free time
3. I get on well with the people who do it
4. My friends started doing it / doing more of it
5. I wanted to meet new people
6. I enjoy doing the activity with other people / socialising through the activity
7. I wanted to introduce my child to a new activity / encourage my child's interests or learning

PSYCHOLOGICAL FACTORS

8. I am interested in/passionate about it
9. I feel comfortable in this environment
10. I wanted a new challenge
11. I wanted to broaden my interests
12. I wanted to do something for myself

PHYSICAL FACTORS

13. My health improved
14. I wanted to get fitter/healthier

MATERIAL FACTORS

- 15. I can afford to do it now
- 16. The facilities are of a high standard
- 17. Facilities have become available close to where I live
- 18. Other reason (please specify)
- 19. None of these things
- 1. Don't know

**ASK ALL
ORGSPORT**

Over the past 12 months, have you been involved in any of the following?

MULTI-CODE

- 1. Been a member of a club, particularly so that you can participate in any sports or recreational physical activities
- 2. Received tuition from an instructor or coach to improve your performance in any sports or recreational physical activities
- 3. Taken part in any organised competition for any sports or recreational physical activities (please do not include any teaching, coaching or refereeing)
- 4. None of these
- 5. Don't know

**IF ORGSPORT = 1
CLUB1**

What type of club(s)?

- 1. Health/fitness club
- 2. Social club (e.g. employees club, youth club, pub team)
- 3. Sports club
- 4. Other type of club

Specify type of club here – are respondents mentioning the correct type of clubs?

If ORGSPORT = 1-3

ORGSPORT2

Have you been involved in any of these in the last four weeks that is since [insert date]?

ONLY READ RESPONSES CODED AT ORGSPORT. ONLY INCLUDE CODE 1 IF CLUB1 = 1-3

1. Been a member of a club, particularly so that you can participate in any sports or recreational physical activities
2. Received tuition from an instructor or coach to improve your performance in any sports or recreational physical activities
3. Taken part in any organised competition for any sports or recreational physical activities (please do not include any teaching, coaching or refereeing)

I would now like to ask you some questions about factors which may or may not affect your participation in activities.

**ASK ALL
SPOHEALTH**

During the past 4 weeks, to what extent has your physical health interfered with your normal social activities with family, friends, neighbours or groups?

INTERVIEWER: READ OUT

1. Not at all
2. A little bit
3. Moderately
4. Quite a bit
5. Extremely
6. INTERVIEWER DO NOT READ OUT: Don't know
7. INTERVIEWER DO NOT READ OUT: Refused

Probe for understanding of scale – are respondents able to make the distinction between “a little bit”, “moderately” and “quite a bit”?

**ASK ALL
SPOPAIN**

During the last 4 weeks how much did physical pain interfere with your normal work (including both work outside the home and housework)?

INTERVIEWER: READ OUT

1. Not at all
2. A little bit
3. Moderately
4. Quite a bit
5. Extremely
6. INTERVIEWER DO NOT READ OUT: Don't know
7. INTERVIEWER DO NOT READ OUT: Refused

**ASK ALL
SPOABIL**

I would like to ask you about your abilities and skills and how you would rate yourself compared with people of your own age and gender

So thinking about your.....

1. General sporting ability and skills
2. Mobility/flexibility
3. Strength
4. Stamina
5. Running speed
6. Agility/balance
7. Hand eye co-ordination

(INTERVIEWER ADD IF NECESSARY:How would you rate yourself compared with people of your own age and gender?)

Would you say you are...

INTERVIEWER: READ OUT

- a) Much better than most
- b) A bit better than most
- c) About average
- d) A bit worse than most
- e) Much worse than most
- f) INTERVIEWER DO NOT READ OUT: Don't know
- g) INTERVIEWER DO NOT READ OUT: Refused

**ASK ALL
PSYCH1_7**

I am going to read out a number of statements and for each one, I would like you to tell me to what extent it is true for you.

1. I am a sporty person

2. I would feel a real loss if I was forced to give up playing sport or from ever taking part in sport in the future
3. I feel completely confident and at ease in situations where people take part in sport or exercise activity
4. I would be confident about the appearance of my body when taking part in sport or exercise activity

ASK IF TAKE PART IN SPORT AT SCREENING

PSYCH2_7

I would now like to ask you about how confident you are that you would still take part in certain activities when other things get in the way. On a scale of 1 to 5, where 1 is not at all confident and 5 is completely confident.....

How confident are you that you would still take part in sport when....

1. You are under a lot of stress.
 2. You feel you don't have the time
 3. You have to do it alone or without your regular playing companions
 4. Your family member does not want you to take part
 5. It's cold, raining or snowing
- a) Not at all confident
 - b) Somewhat confident
 - c) Moderately confident
 - d) Very confident
 - e) Completely confident
 - f) INTERVIEWER DO NOT READ OUT: Not applicable
 - g) INTERVIEWER DO NOT READ OUT: Don't know
 - h) INTERVIEWER DO NOT READ OUT: Refused

ASK ALL SPORTSOC

To what extent do you agree with the following?

1. Most of my family members regularly take part in sport
2. Most of my friends regularly take part in sport
3. Many of the people I work most closely with regularly take part in sport
4. While at secondary school I regularly took part in organised sport outside of school lessons

Do you...

INTERVIEWER: READ OUT

- a) Completely agree
- b) Somewhat agree
- c) Neither agree or disagree
- d) Somewhat disagree
- e) Completely disagree
- f) INTERVIEWER DO NOT READ OUT: Not applicable
- g) INTERVIEWER DO NOT READ OUT: Don't know
- h) INTERVIEWER DO NOT READ OUT: Refused

SOCIAL MEDIA QUESTIONS

**ASK ALL
SOCMED1**

Do you ever access any of the following social networking sites or applications?

MULTI-CODE

- 1. Facebook
- 2. Twitter
- 3. LinkedIn
- 4. Bebo
- 5. Myspace
- 6. Google+
- 7. Flickr
- 8. Last.fm
- 9. Friends Reunited
- 10. Youtube
- 11. Blogs written by someone else
- 12. Your own blog(s)
- 13. None of these
- 14. Don't know

Probe for understanding of "social networking"

IF SOCMED1 = 1-10

SOCMED2

How often do you access these sites?

ONLY SHOW ANSWERS SELECTED AT SOCMED1

MULTI-CODE – RECORD HOW FREQUENTLY NEXT TO EACH CODE

1. Facebook
2. Twitter
3. LinkedIn
4. Bebo
5. Myspace
6. Google+
7. Flickr
8. Last.fm
9. Friends Reunited
10. Youtube
11. Blogs written by someone else
12. Your own blog(s)
13. None of these
14. Don't know

IF USE AT LEAST ONE SOCIAL NETWORKING SITE REGULARLY, SOCMED2 = 1-10

SOCUSE

Do you use social networking sites or applications for any of the following reasons?

1. To find out what's happening in your local area
2. To plan visits to heritage sites
3. To plan visits to museums or galleries
4. To get information about local sports facilities
5. To get information about arts events (theatre, concerts etc.)
6. To research family history
7. To find places to do a particular activity
8. To join organisations
9. To chat about sport, artistic, theatrical or musical interests or activities
10. To meet people

11. To arrange sporting fixtures
12. To share content and views on content
13. To discuss or comment on heritage sites or issues
14. None of these
15. Don't know

HOLIDAYS

ASK ALL HOLIDAYS

In the last 12 months, have you done any of the following?

1. Taken a short break in Britain
2. Taken a longer holiday in Britain (1 week or longer)
3. Taken a short break abroad
4. Taken a longer holiday abroad (1 week or longer)
5. None of these
6. Don't know

INTERVIEWER: Now I'd just like to ask you a couple of questions about you before we finish.

AGE

What was your age last birthday?

OPEN

Don't know
Refused

AGEBAND

If AGE = DK or Ref, ask AGEBAND

Looking at this list, can you please tell me which age group you fall into?

1. 16-29
2. 30-44
3. 45-64
4. 65+

Don't know
Refused

WORKING

What is your current working status?

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

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

GENDER

DO NOT READ OUT

1. Male
2. Female

THANK AND CLOSE.

6. Appendix B – Showcards for CAPI Pilot

Taking Part

11232553

Yr 8 Pilot

Showcards

(Adult Survey)

1. You moved house
2. You had significantly more disposable income
3. Significant increase in financial commitments such as household bills, mortgage, loans etc
4. Major financial crisis, like losing the equivalent of 3 months' income
5. You left school or university
6. You [or your partner] changed jobs
7. You [or your partner] lost your [their] job
8. You [or your partner] retired
9. You got a pet
10. Your pet died / became ill

WHITE SHOWCARD A

1. You started a new relationship
2. You moved in with your partner
3. You got engaged or married
4. You had your first child
5. You had another child
6. Your child/ren started school
7. Your child/ren left home
8. Serious illness or injury
9. You have taken on additional caring responsibilities for a friend or family member
10. Separation from your partner due to divorce, marital difficulties or relationship breakdown
11. Death of a spouse
12. Death of a close family member
13. Death of a close friend

WHITE SHOWCARD B

- 1. Strongly agree**
- 2. Agree**
- 3. Neither agree nor disagree**
- 4. Disagree**
- 5. Strongly disagree**

WHITE SHOWCARD C

1. I have less childcare responsibilities
2. I have more free time
3. I get on well with the people who do it
4. My friends started doing it / doing more of it
5. I wanted to meet new people
6. I enjoy doing the activity with other people / socialising through the activity
7. I wanted to introduce my child to a new activity / encourage my child's interests or learning
8. I'm passionate about it
9. I wanted a new challenge
10. I wanted to broaden my interests
11. I wanted to do something for myself
12. My health improved
13. I can afford to do it now
14. The facilities have improved
15. Facilities have become available close to where I live

Other reasons (please tell interviewer)

WHITE SHOWCARD D (Arts Participation – more)

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. I didn't get on with the people who did it
5. Everyone I used to do it with had given it up
6. I stopped enjoying or didn't enjoy the activity
7. It was / became too difficult
8. I felt out of place
9. Once I stopped doing it, it was easier not to do it again
10. I developed health problems or a disability
11. I didn't feel I was good enough
12. Once I was out of practice it was hard to get back into it
13. It became too expensive
14. It changed to an inconvenient time
15. It was difficult to get to via the transport options available to me
16. The facilities got worse
17. The venue closed down
18. I had trouble accessing the place where it was held

Other reasons (please tell interviewer)

WHITE SHOWCARD E

(Arts Participation – less)

1. I have less childcare responsibilities
 2. I have more free time
 3. I get on well with the people who go there
 4. My friends started doing it / doing more of it
 5. I wanted to meet new people
 6. I enjoy going to these events with other people / socialising through the event
 7. I wanted to introduce my child to a new activity / encourage my child's interests or learning
 8. I'm passionate about it
 9. There were (more) events that interested me in the last 12 months
 10. I wanted a new challenge
 11. I wanted to broaden my interests
 12. I wanted to do something for myself
 13. My health improved
 14. I can afford to do it now
 15. The facilities have improved
 16. Facilities have become available close to where I live
- Other reasons (please tell interviewer)

WHITE SHOWCARD F (Arts Events – more)

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. I didn't get on with the people who go there
5. Everyone I used to go with had stopped going
6. I felt out of place
7. Once I stopped going, it was easier not to go again
8. I developed health problems or a disability
9. It became too expensive
10. It changed to an inconvenient time
11. It was difficult to get to via the transport options available to me
12. The facilities got worse
13. The venue closed down
14. I had trouble accessing the place where it was held

Other reasons (please tell interviewer)

WHITE SHOWCARD G

(Arts Events – less)

1. I have less childcare responsibilities
2. I have more free time
3. My friends started going / going more
4. I wanted to meet new people
5. I enjoy going to the library with other people
6. I wanted to encourage my child to read books
7. I like to read / wish to read more
8. There were (more) events at the library that interested me during the last 12 months
9. I wanted to broaden my interests
10. I wanted to do something for myself
11. My health improved
12. The facilities have improved
13. The staff / service has improved
14. Facilities have become available close to where I live
15. Books have become too expensive to buy
16. I needed access to the internet

Other reasons (please tell interviewer)

WHITE SHOWCARD H

(Visiting Libraries – more)

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. Everyone I used to go with had stopped going
5. I felt out of place
6. Once I stopped going, it was easier not to go again
7. I developed health problems or a disability
8. It was difficult to get to via the transport options available to me
9. The facilities got worse
10. The library closed down
11. It became inconvenient as the opening hours changed
12. I had trouble accessing the place where it was held
13. The service became unsatisfactory
14. I started to buy books / get books from elsewhere
15. They stopped stocking the books I like

Other reasons (please tell interviewer)

WHITE SHOWCARD I

(Visiting Libraries – less)

1. I have less childcare responsibilities
 2. I have more free time
 3. People I know started going / going more
 4. I wanted to meet new people
 5. I wanted to introduce my child to a new activity / encourage my child's interests or learning
 6. I'm passionate about searching the archives for information
 7. I started to look at my family tree
 8. There were (more) events that interested me during the last 12 months
 9. I wanted a new challenge or to broaden my interests
 10. I wanted to do something for myself
 11. My health improved
 12. The facilities have improved
 13. The staff / service has improved
 14. Facilities have become available close to where I live
- Other reasons (please tell interviewer)

WHITE SHOWCARD J

(Visiting Archives – more)

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. Everyone I used to go with had stopped going
5. I felt out of place
6. Once I stopped going, it was easier not to go again
7. I developed health problems or a disability
8. It was difficult to get to via the transport options available to me
9. The facilities got worse / the service became unsatisfactory
10. The archive centre or records office closed down
11. It became inconvenient as the opening hours changed
12. I had trouble accessing the place where it was held
13. I started to use the internet instead
14. The research I was doing came to an end
15. I found out what I wanted to know

Other reasons (please tell interviewer)

WHITE SHOWCARD K

(Visiting Archives – less)

1. I have less childcare responsibilities
 2. I have more free time
 3. I get on well with the people who go there
 4. My friends started going / going more often
 5. I wanted to meet new people
 6. I enjoy going to these events with other people / socialising through the event
 7. I wanted to introduce my child to a new activity / encourage my child's interests or learning
 8. I'm passionate about it
 9. There were (more) exhibitions that interested me in the last 12 months
 10. I wanted to broaden my interests
 11. I wanted to do something for myself
 12. My health improved
 13. I can afford to do it now
 14. The facilities have improved
 15. Facilities have become available close to where I live
- Other reasons (please tell interviewer)

WHITE SHOWCARD L

(Visiting Museums – more)

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. There were less / no exhibitions that interested me in the last 12 months
5. I didn't get on with the people who go there
6. Everyone I used to go with had stopped going
7. I stopped enjoying or didn't enjoy going
8. I felt out of place
9. Once I stopped going, it was easier not to go again
10. I developed health problems or a disability
11. It became too expensive
12. It became inconvenient as the opening hours changed
13. It was difficult to get to via the transport options available to me
14. The facilities got worse
15. The museum / gallery closed down

Other reasons (please tell interviewer)

WHITE SHOWCARD M

(Visiting Museums – less)

1. I have less childcare responsibilities
 2. I have more free time
 3. I get on well with the people who go there
 4. My friends started going / going more often
 5. I wanted to meet new people
 6. I enjoy going to these places with other people / socialising at the place
 7. I wanted to introduce my child to a new activity / encourage my child's interests or learning
 8. I'm passionate about it
 9. There were (more) events that interested me in the last 12 months
 10. I wanted to broaden my interests
 11. I wanted to do something for myself
 12. My health improved
 13. I can afford to do it now
 14. The facilities have improved
 15. Facilities have become available close to where I live
- Other reasons (please tell interviewer)

WHITE SHOWCARD N

(Visiting Heritage sites – more)

1. I had less free time
 2. Childcare responsibilities took priority over it
 3. There were other things I preferred to do in my leisure time
 4. There were less / no events that interested me in the last 12 months
 5. I didn't get on with the people who go there
 6. Everyone I used to go with had stopped going
 7. I stopped enjoying or didn't enjoy going
 8. I felt out of place
 9. Once I stopped going, it was easier not to go again
 10. I developed health problems or a disability
 11. It became too expensive
 12. It became inconvenient as the opening hours changed
 13. It was difficult to get to via the transport options available to me
 14. The facilities got worse
 15. The heritage site closed down
 16. I had trouble accessing the place / building
- Other reasons (please tell interviewer)

WHITE SHOWCARD O

(Visiting Heritage sites – less)

1. I have less childcare responsibilities
2. I have more free time
3. I get on well with the people who do it
4. My friends started doing it / doing more of it
5. I wanted to meet new people
6. I enjoy doing the activity with other people / socialising through the activity
7. I wanted to introduce my child to a new activity / encourage my child's interests or learning
8. I'm passionate about it
9. I wanted a new challenge
10. I wanted to broaden my interests
11. I wanted to do something for myself
12. To improve skill level
13. To increase competitive success
14. My health improved
15. Recovered from injury
16. I wanted to get fitter / healthier
17. I can afford it now
18. To prepare for an event / charity event
19. The facilities have improved
20. Facilities have become available close to where I live
21. More actively involved in sports club / organisation
22. I got a dog

Other reasons (please tell interviewer)

WHITE SHOWCARD P

(Sport participation – more)

1. I had less free time
2. Childcare responsibilities took priority over it
3. There were other things I preferred to do in my leisure time
4. I didn't get on with the people who did it
5. Everyone I used to do it with had given it up
6. I stopped enjoying or didn't enjoy the activity
7. It was / became too difficult
8. I felt out of place
9. Once I stopped doing it, it was easier not to do it again
10. I developed health problems or a disability
11. I didn't feel I was good enough
12. Once I was out of practice, it was too hard to get back into it
13. I was worried that I would get injured if I carried on doing it
14. I had to give up due to an injury (sustained from sport)
15. I had to give up due to an injury (not sustained from sport)
16. It became too expensive
17. The classes / sessions changed to an inconvenient time
18. A course, class or club finished / not available anymore
19. I was training for an event
20. It was difficult to get to via the transport options available to me
21. The facilities got worse
22. The venue / facilities closed down
23. I had trouble accessing the place where it was held
24. Don't have a dog anymore

Other reasons (please tell interviewer)

WHITE SHOWCARD Q

(Sport participation – less)

1. Attending a free Olympic or Paralympic event (e.g. marathon, cycling, road racing)
2. Attending a ticketed Olympic or Paralympic event
3. Taking part in a Games related sports or physical activity (e.g. AdiZone, Gold Challenge, Cadbury's Spots V Stripes)
4. Using a new or improved sports facility linked to the 2012 Games (e.g. Inspire-marked)
5. Games related employment or training
6. Taking part in a Games related cultural event or activity (e.g. Cultural Olympiad, London 2012 festival)
7. Volunteering during the Games (e.g. as a Gamesmaker, London Ambassador or for Cadbury's Spots V Stripes)
8. Taking part in a Games related community event or activity (e.g. street party or local Inspire Mark project)
9. None of the above

WHITE SHOWCARD R

1. I'm more interested in sport in general
2. It introduced me to new sports
3. It encouraged me to take part in sport more often
4. It encouraged me to take up a new sport
5. I intend to take part in sport more often
6. I intend to take up a new sport
7. None of the above

WHITE SHOWCARD S

- 1.**I'm more interested in sport in general
- 2.**In introduced me to new sports
- 3.**I intend to take part in sport more often
- 4.**I intend to take up a new sport
- 5.**None of the above

WHITE SHOWCARD T

1. I am now more interested in volunteering
2. I am now more aware of volunteering opportunities
3. I was motivated to volunteer for the first time
4. I now volunteer more often
5. I intend to volunteer more often in the future
6. None of these

WHITE SHOWCARD U

Annual	Weekly	Monthly
F. Under £2,500	Under £50	Under £200
E. £2,500-£4,999	£50-£99	£200-£399
B. £5,000-£9,999	£100-£199	£400-£829
C. £10,000-£14,999	£200-£289	£830-£1,249
G. £15,000-£19,999	£290-£389	£1,250-£1,649
K. £20,000-£24,999	£390-£489	£1,650-£2,099
J. £25,000-£29,999	£490-£579	£2,100-£2,499
L. £30,000-£34,999	£580-£679	£2,500-£2,899
I. £35,000-£39,999	£680-£769	£2,900-£3,349
D. £40,000-£44,999	£770-£869	£3,350-£3,749
A. £45,000-£49,999	£870-£969	£3,750-£4,149
H. £50,000 or more	£970 or more	£4,150 or more

WHITE SHOWCARD V

1. Mobility (moving about)
2. Lifting, carrying or moving objects
3. Manual dexterity (using your hands to carry out everyday tasks)
4. Continence (bladder and bowl control)
5. Communication (speech, hearing or eyesight)
6. Memory or ability to concentrate, learn or understand
7. Recognising when you are in physical danger
8. Your physical co-ordination (e.g. balance)
9. Other health problems or disability

WHITE SHOWCARD W