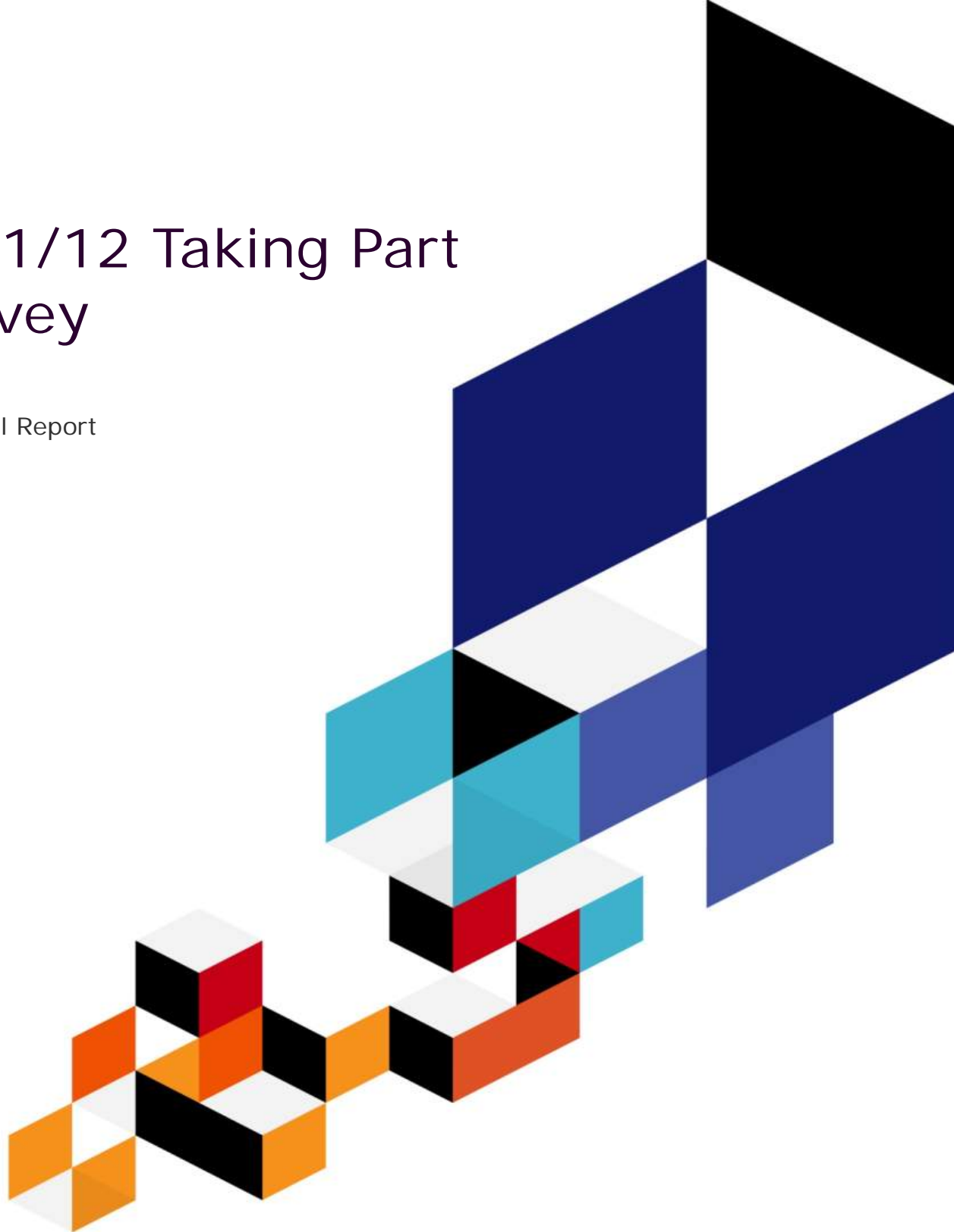


# 2011/12 Taking Part Survey

Technical Report



**TNS BMRB**

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# 1. Introduction

## 1.1 Background, including Aims and Objectives

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. The 2011/12 is the 7th year of fieldwork.

The survey originated in response to a need for consistent, high quality national data on people's engagement with culture and sport and collects detailed information on a plethora of different parameters of leisure, culture and sport engagement, such as arts, heritage, museums and galleries, libraries, archives and sport, as well as extensive socio-demographic information on respondents.

Taking Part serves as the key evidence source for DCMS and subsequently is relied on considerably by DCMS and its three partners; Arts Council England, English Heritage, and Sport England which form the Taking Part steering group. The data produced is used to measure and inform departmental indicators, inform the development and impact of DCMS policy, and to better understand the drivers and barriers of participation in cultural and sporting activities in England. This is achieved through the collection of data around issues exploring; 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; attitudes to heritage/the arts and demographics. As a designated national statistic by the UK National Statistics Authority, the data collected is of the highest possible standards of quality.

The in depth data outlined above helps the survey to achieve its 3 main objectives. Taking Part aims to:

- Provide a central, reliable evidence source that can be used to analyse cultural sporting engagement, portraying clear evidence of why people do or do not engage
- Meet the needs and interests of everyone who uses Taking Part, including relevant public bodies and the public

- Underpin further research on driving engagement and the value and benefits of engagement

Taking Part is a random probability survey of adults aged 16+ and of children aged 5-15 in England. In 2011/12, 9188 adults and 771 children aged 11-15 were interviewed. Information was also collected from parents or guardians of 1,040 children aged 5-10. Interviews were conducted face-to-face in home by specially trained interviewers working on behalf of TNS BMRB using Computer Assisted Personal Interviewing (CAPI).

The sample was issued on a monthly basis, with the first sample issued in April 2011 and the final sample issued in March 2012.

## **1.2 Summary of Outputs**

On an annual basis there are three key outputs for Taking Part:

- SPSS data files – quarterly and annual adult (aged 16+) datasets and an annual child (aged 5-15 years) dataset. The adult SPSS file, produced on a quarterly basis, contains the key participation data which forms the basis of the quarterly statistical reports published by DCMS. The quarterly file contains rolling data dating back to the beginning of the survey in July 2005. The adult and child annual datasets contain all questionnaire variables for the specific survey year. In the 2011/12 survey year, the datasets contained data based on the date the interview took place, rather than the sample issued date.
- Statistical spreadsheets – TNS BMRB produce a number of reports (in Excel format) for DCMS based on the SPSS quarterly and annual data file. The reports are provided in Excel and include participation figures for the current rolling 12 month period and the figures for each survey year. The data also includes the confidence intervals and range and any statistically significant changes from the first year the data variable was collected are highlighted. These reports are published by DCMS and form the basis of the quarterly statistical report.

- Themed reports – TNS BMRB publish independent written reports on an adhoc basis. The theme is agreed with DCMS – the themes are usually topical or to answer a particular research question.

In 2011/12, the reports were: Big Society (available at <http://www.culture.gov.uk/publications/8612.aspx>), Analysis of sport participation measures (available in Appendix K) and the Olympics (due to be published in October 2012).

### **1.3 Structure of the Technical Report**

The report documents the technical aspects of the 2011/12 Taking Part Survey. Data collection is the major task for TNS BMRB so this forms the central part of this report.

The report is structured as follows:

- Chapter two provides a detailed description of the sample design;
- Chapter three focuses on the 2011/12 adult questionnaire, providing an overview of the stages involved in its development, the changes implemented and a summary of the topics covered in the final 2011/12 questionnaire;
- Chapter four covers fieldwork – this includes all fieldwork and management procedures and a summary of fieldwork performance;
- Chapter five covers all aspects of the child surveys;
- Chapter six, the final chapter, covers data processing and outputs, including weighting and design factors.

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

## **2. Sample Design**

### **2.1 Survey Population and Sample Frame**

The survey was designed to yield a representative sample of 9,000 adults aged 16+ who are normally resident in England. Relevant adults were also asked to provide information about co-resident children aged 5-10 and to facilitate direct interviews with a sample of co-resident children aged 11-15.

For practical purposes, residents of institutional accommodation (armed forces barracks, student halls of residence, hospitals, care homes, prisons etc.) were excluded as is normal practice for household surveys due to practicalities of drawing a sample and reaching these populations.

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

### **2.2 Key Features of the Sample Design**

Taking Part employs a two-stage address sample design in which a sample of addresses is drawn from within a sample of postal sectors. Postal sector areas are defined using the first half of a postcode plus the first digit of the second half (e.g. L19 3 is the postal sector containing the postcode L19 3QU). For survey purposes, postal sectors with a very small number of addresses in 2003 were combined to form the primary sampling units (PSUs) used by TNS BMRB. Table 2.1 shows descriptive statistics for these primary sampling units in 2011.

Table 2.1 Descriptive statistics for primary sampling units

PSU information	Counts
Total number of PSUs	7,152
Mean number of addresses per PSU	3,157
Minimum number of addresses per PSU	259
Maximum number of addresses per PSU	10,434
Standard deviation in number of addresses per PSU	1,434

The statistical efficiency of two-stage samples is primarily a function of the variance in primary sampling unit-level survey estimates. Analysis of previous editions of Taking Part showed that this variance was greatest in areas of high population density and smallest in areas of low population density. This variance can be mitigated through smaller interview totals per primary sampling unit. Consequently, after allocating each primary sampling unit to one of three 'address density' strata, TNS BMRB set approximate interview targets of 10 per primary sampling unit (high density stratum), 12 per primary sampling unit (mid density stratum) and 17 per primary sampling unit (low density stratum).

Furthermore, historical data suggested that some variation in address conversion rates (interviews as a proportion of addresses sampled) could be expected. In order to maximise the likelihood of meeting interview targets in each primary sampling unit, the ratio of sampled addresses to target interviews varied between regions<sup>1</sup>. Although this means that the address sample is not an equal probability sample, it is anticipated that the *net* weight applied to each case (a combination of sampling weight and response propensity weight) will have lower variance than would be the case with an equal probability design. Table 2.2 shows the address sample totals for each primary sampling unit classification.

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<sup>1</sup> Historically, response rates have been lower in West Midlands and, especially, in London. Consequently, we issue more addresses per PSU to achieve the same average interviewer total per PSU.

Table 2.2 Address sample totals for each primary sampling unit classification

Region(s)	Address density Stratum	Sampled addresses per PSU	Expected number of interviews per PSU
All except West Midlands and London	High	18	10
All except West Midlands and London	Medium	22	12
All except West Midlands and London	Low	32	17
West Midlands	High	20	10
West Midlands	Medium	24	12
West Midlands	Low	36	17
London	High	26	10
London	Medium	32	12
London	Low	44	17

Twenty-seven sample strata were formed from the interaction of region (nine categories) and address density (three categories). TNS BMRB calculated an initial target number of primary sampling units for each stratum *a* using the following formula:

$$(((N_a/N) * 10,000) / E(\text{ints per PSU})_a) * 1.2$$

The formula included an inflation of 20% to provide a reserve sample of primary sampling units. This initial figure was rounded to an integer and then further adjustments were made to maximise the likelihood of achieving the overall target of 10,000 adult interviews. Table 2.3 shows the final number of PSUs sampled from each stratum.



Table 2.3 Final number of PSUs sampled for each stratum

Region	Address density			Total
	High	Medium	Low	
NE England	27	31	20	<b>78</b>
NW England	50	46	22	<b>118</b>
Yorkshire & the Humber	30	34	24	<b>88</b>
East Midlands	18	29	27	<b>74</b>
West Midlands	35	37	19	<b>91</b>
East of England	22	32	32	<b>86</b>
London	114	17	2	<b>133</b>
SE England	37	51	36	<b>124</b>
SW England	23	26	28	<b>77</b>
<b>Total</b>	<b>356</b>	<b>303</b>	<b>210</b>	<b>869</b>

## 2.3 Additional Sample Stratification

Within each explicit stratum, primary sampling units were further sorted by a set of three 'factor' variables designed to be correlated with the key frequency data collected in the survey.

To achieve this, a set of regression models was produced using historic Taking Part data, one for each of the five sectors covered in the survey. The predictors in the model were limited to region and ACORN distribution (a neighbourhood classification produced by CACI) available for each primary sampling unit. The resulting regression equations were then applied to every primary sampling unit to produce a simple 'predicted frequency' for each of the five sectors.

These variables were further reduced into three 'factors' using a principal components extraction method combined with the 'varimax' rotation method to ensure that the three factors are not correlated with each other. This transformation should maximise the value of this data when stratifying the population of primary sampling units. The factors were ranked based on the proportion of variance (across the original sector 'predicted frequencies') each accounted for.

Within each explicit stratum, five strata were produced based on factor 1, three sub-strata based on factor 2, and finally primary sampling units were sorted by factor 3. In all, this led to 405 strata although only the primary strata were used as explicit strata (i.e. a target number of PSUs was not computed for all 405 strata, just for the primary 27). Nevertheless, the final sort order will be used to form 'variance strata' to ensure that standard error estimates reflect the sample design as accurately as possible.

Primary sampling units were sampled with a probability proportionate to address count. Sampling a fixed number of addresses in each sampled primary sampling unit ensures an equal probability address sample within each of the classes described in table 2.2. The address sampling probability varies *between* classes but not within each class.

## **2.4 Allocation of Primary Sampling Units to sample Month**

Once the 869 primary sampling units had been sampled, one in six was systematically allocated to the reserve pool, leaving 724 to be allocated to a time period.

Taking Part samples are issued on a monthly basis. First, the 724 'main sample' primary sampling units were systematically allocated to a quarter using the following string pattern:

1-2-3-4-2-3-4-1-3-4-1-2-4-1-2-3

Repetition of this pattern produces a balanced sample in each quarter. The starting position within the string pattern was randomly generated.

Within each quarter, primary sampling units were systematically allocated to months in the same way but using the following string pattern:

1-2-3-2-3-1-3-1-2

## 2.5 Sampling of Individuals at Sampled Address

At each sampled address, the interviewer would randomly sample one dwelling unit (if more than one), then randomly sample one household (if more than one) within the sampled dwelling unit. Interviewers used unique Kish Grids assigned to each address to assist them in this process.

The same Kish Grid was also used to randomly sample individuals within the household.

Interviews were sought with:

- 1 adult aged 16+
- 1 child aged 11-15 (if resident)

Any parents or guardians of 5-10 year olds who were interviewed for the adult survey were asked to provide information about one randomly sampled child in this age range.

## 2.6 Mid-fieldwork Adjustments to the Number of Sampled Addresses

As fieldwork progressed, it became clear that the response rate was higher than anticipated. Consequently, a systematic random sample of addresses was removed from each of months 3-12 (addresses issued between June 2011 and Mar 2012) with decisions about the total made on a monthly basis. Table 2.4 shows how many were removed from each sample issue month.

*Table 2.4 Number of removed addresses per month*

<b>Month</b>	<b>Original total addresses to issue</b>	<b>Removed before fieldwork</b>	<b>Issued total</b>
April 2011	1,476	0	1,476
May 2011	1,434	0	1,434
June 2011	1,470	164	1,306
July 2011	1,490	188	1,302
August 2011	1,462	172	1,290
September 2011	1,490	188	1,302
October 2011	1,426	158	1,268

November 2011	1,452	144	1,308
December 2011	1,490	166	1,324
January 2012	1,378	70	1,308
February 2012	1,536	162	1,374
March 2012	1,518	170	1,348
<b>Total</b>	<b>17,622</b>	<b>1,582</b>	<b>16,040</b>

# 3. Questionnaire Development and Design

## 3.1 Overview of Questionnaire

The Taking Part questionnaire has evolved since the 2005/06 survey. Each year the content of the survey is reviewed to ensure it continues to collect data to meet the research objectives of DCMS and its survey partners – Arts Council England, English Heritage and Sport England. The core of the questionnaire, the collection of culture and sports participation data and the demographics of the people interviewed, remains largely unchanged since 2005. Other areas of the questionnaire have been added, removed or adapted after each annual review. Minor changes are sometimes implemented at the beginning of a fieldwork quarter to adapt to new data requirements.

The review of the questionnaire in 2011 happened later than usual due to the time involved in the procurement of the 2011-15 Taking Part Survey. Therefore questionnaire changes for the 2011/12 survey were not implemented until July 1<sup>st</sup> 2011. The questionnaire used in the first quarter (April – June) of the 2011/12 survey remained largely the same as the 2010/11 survey.

## 3.2 Developmental Work and Piloting

In preparation for the 2011/12 survey, a thorough review into the content of the Taking Part Adult and Child Surveys was conducted in the months prior to fieldwork commencing. The piloting and developmental work was completed in order to ensure that the survey continued to adapt to DCMS objectives and policy, and ensure that it collected relevant information for use by the Department for Culture Media and Sport (DCMS), the Taking Part steering group and other stakeholders.

The piloting and developmental work conducted jointly by DCMS and TNS BMRB can be divided into 3 distinct stages:

- A questionnaire development workshop held jointly by DCMS and TNS BMRB;
- Cognitive testing of new questions to be included in the adult survey;

- A face-to-face quantitative pilot conducted in-home to test the final draft of the 2011-2012 questionnaire using Computer Assisted Personal Interviewing (CAPI).

### **3.2.1 Questionnaire Development Workshop**

The Questionnaire Development workshop was held at DCMS on Monday 28th March 2011. The workshop was staged to discuss the future of Taking Part and provided an opportunity for stakeholders to suggest potential new question topics that could be tested in the subsequent pilot survey for 2011/12, and potentially, be considered for inclusion in future editions of the survey.

Representatives from DCMS (the Taking Part team, Arts team and Olympics team), TNS BMRB, Sport England, Arts Council England, English Heritage and the Cabinet Office were all present at the workshop. Feedback and comments submitted by Taking Part users<sup>2</sup> during a wider questionnaire consultation hosted prior to the workshop were also presented by members of the Taking Part team at DCMS.

After the team from TNS BMRB presented an introductory insight into the history and current status of Taking Part, attendees were split into two group discussions. Initially, those present were asked to outline how they use Taking Part data, with responses varying considerably between different stakeholders. Groups discussions then switched focus to suggest potential new areas of interest, where ideas centred around motivations and barriers, the 2012 Olympic and Paralympic Games, Big Society, frequency of participation in the arts, location of activity, local facilities, digital engagement, wellbeing, disability and child surveys were examined. Furthermore, a number of amendments to existing questions were also suggested. This section of the questionnaire development workshop was fundamental in providing the building blocks for questions to be tested in the subsequent cognitive testing stage.

Following on from an exploration into potential new areas of interest was a brief dialogue looking into new potential survey partners. There was a

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<sup>2</sup> This is a mailing list of Taking Part users held by DCMS. The list contains a wide variety of people that have demonstrated an interest in the data collected by the survey. It includes academics, researchers and policy representatives from other Government departments, Local Authorities, users of NETQuest (online Taking Part analysis tool) etc.

general consensus amongst those involved that there was a strong case for opening up modules of the survey to other government departments and subjects, on condition that the necessary funding could be secured. In light of the recent cancellation of the Citizenship Survey, DCLG and the Cabinet Office were identified as potential candidates for inclusion, although the Cabinet Office have subsequently commissioned a 'Community Life Survey' for 2012/13.

In order to keep pace with change and to make room for new questions, it was also imperative to identify any possible questions to be removed from the questionnaire. Once again, this section of the workshop highlighted some interesting views and perspectives with a general consensus amongst those in attendance that any section where there are not significant changes over time could be potentially omitted. It was agreed at the very least that such sections could be removed and run on a modular basis, every other year, or even once every 5 years in order to free up questionnaire space with the potential time interval in each case strongly dictated by the need for particular data and the expected levels of change. The main group of questions to be identified as a result of these criteria were the socialisation questions (i.e the questions covering what adults did as children). This was mainly because very little change to the activities and participation reported by respondents when they were younger, since the inception of the survey. Participation, media usage and broadcasting questions and the Happiness question were also proposed as potential removals.

In order to implement the useful information to surface from the Questionnaire Development workshop, DCMS requested that representatives from the various survey stakeholders to submit questions that they would like to see included in the 2011/12 survey, in conjunction with any questions they would like to see removed. DCMS and TNS BMRB then acted upon this feedback and other relevant information collected at the workshop to develop a short questionnaire for cognitive testing.

### **3.2.2 Cognitive Testing**

The short questionnaire developed as a product of the feedback both during and after the questionnaire development workshop then embarked on a period of cognitive testing.

The advantage of cognitive interviewing over conventional piloting is that it pays explicit attention to the mental processes respondents use to answer survey questions. These mental processes include:

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

Although there are a number of parallels with the approach used in qualitative interviewing the objective is very different. In qualitative work, an exploration into actual attitudes and behaviour is implemented, whereas cognitive testing aims to delve into the specific respondent thought process used to answer survey questions.

The short questionnaire drew upon ideas from Taking Part Survey partners, Arts Council England, Sport England, and English Heritage, to test questions around; Involvement in heritage related groups and activities, Involvement in local planning decisions, National Identity and Pride, Involvement in the 2012 Olympic and Paralympic Games and finally, The influence of the 2012 Olympic and Paralympic Games on involvement in sport, cultural activities and volunteering.

The cognitive testing comprised 23 interviews from a Central London venue and was conducted on the 28<sup>th</sup> April 2011. The profile of respondents selected for interview can be seen in the table below:



Table 3.1 Profile of respondents

Demographic profile		Interviews completed
Sex	Male	13
	Female	10
Age	16-29 years	6
	30-44 years	5
	45-64 years	8
	65+	4
Working status	Working	8
	Not working	3
	Unemployed	1
	Retired	3
	Not working	6
	Student	2

Respondents were recruited for interview by recruiters working in the street. Interviewers followed the same procedure each time, briefly introducing the survey, DCMS and how long the interview was likely to take, before bringing them in the central venue to be interviewed face to face by one of four TNS BMRB researchers. 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.

Interviews lasted between 30 and 90 minutes depending on the answers provided by the respondent. Interviewers used extensive probing of respondents in order to ensure as much information as possible was collected, in addition to the standard follow up questions, designed to gain an appreciation of respondents comprehension and understanding of the questions asked.

A great deal was learned from the cognitive testing stage. This resulted in amendments to question text, the inclusion of additional response codes in synopsis with a greater overall perception of respondents understanding of the questions asked. As a result of the findings from cognitive testing, the Taking Part team at DCMS conversed with each of the relevant survey stakeholders to ensure that potential modifications did not affect the intended meaning of the questions. Feedback was then passed onto TNS BMRB, where the questions were revised accordingly.

The new amended questions were then added to the questionnaire and tested in the subsequent quantitative CAPI pilot.

### **3.2.3 Face to Face Quantitative Pilot (CAPI)**

After acting on the proposed changes brought about by the findings from the Questionnaire development workshop and cognitive testing, a Face to Face Quantitative Pilot (CAPI) was conducted as the third and final component in questionnaire development.

The Quantitative CAPI Pilot was conducted by TNS BMRB between the 25<sup>th</sup> and 30<sup>th</sup> May 2011 in eleven areas across England. Prior to commencing fieldwork, interviewers attended an interviewer briefing, conducted by the TNS BMRB research team on 24<sup>th</sup> May. The end of fieldwork preceded two interviewer debrief sessions, which were held on the 31<sup>st</sup> May 2011.

The pilot study had two aims: firstly, to test the new questions in the context of a current questionnaire and secondly to learn the timings for the new proposed questionnaire. The pilot was also useful as it formed the basis for interviewer feedback on both the questionnaire and the practical aspects of conducting the interview.

A random location sampling method<sup>3</sup> was used to select addresses. Interviewers were issued with a list of streets clustered within one of the eleven survey areas, and instructed to complete interviews at any of the addresses on those streets. No advance materials or notification were utilised, which meant that interviewers had to recruit respondents on the doorstep. Each interviewer was set the target of achieving six adult interviews and three child interviews. This culminated in an overall target of ninety-nine interviews across the eleven selected areas. Furthermore, in order to gain an even demographic spread of respondents, a guide quota was defined. As an incentive for taking part, each household that participated in the Pilot questionnaire was issued a £5 high street voucher.

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<sup>3</sup> Random location sampling is a tightly controlled form of face-to-face quota sampling where interviewers are provided with a small set of homogenous streets, selected with probability to population after stratification by their ACORN characteristics and region. Quotas are set in each assignment and interviewers follow rules which govern the distribution, timing and spacing of interviews.

In order to gain an accurate understanding of interview length, interviewers were instructed not to carry out any cognitive probing during the interview. Instead, interviewers were requested to pay close attention to respondents' answers to questions and note down any issues experienced with particular questions during the interview. Moreover, interviewers were also encouraged to ask some brief follow up questions after the interview had finished to explore respondents thoughts and feelings about any particular question, or set of questions. Some interviewers were accompanied by members of the research team at TNS BMRB and DCMS.

Overall, the pilot went well and interviewers had little difficulty in recruiting respondents to participate (target = 99, actual = 115). The testing revealed a number of interesting findings which were extremely useful in finalising the 2011/12 questionnaire.

Many of the new questions included in the survey utilised response lists and feedback was collected to understand how efficiently they fitted into the questionnaire. The feedback on this particular parameter of the pilot survey was mixed, with some interviewers reporting no problems with the showcards whilst others favoured a show screen approach. One thing that was particularly apparent was that there was a slight problem when using a showcard and showscreen question adjacent to each other (and vice versa). As a result of this, it was proposed that their use throughout the questionnaire would be reviewed, and an attempt would be made to ensure that blocks of questions use just one approach culminating in a reduced need to switch between the two methods.

The other major issue to surface from the pilot was the ambiguity associated with the term 'local area' with a number of questions utilising this term without a clear, concise definition. Although in isolation, respondents could be allowed to apply self-definition when using the term, the fact that subsequent questions refer to the 'immediate neighbourhood' suggested that it would be beneficial to provide a standardised definition of 'local area' to decrease ambiguity and clarify the distinction between 'local area' and 'immediate neighbourhood.'

A full written report covering the development work is available at:  
[http://culture.gov.uk/what we do/research and statistics/7387.aspx](http://culture.gov.uk/what_we_do/research_and_statistics/7387.aspx)

### **3.3 Overview of the Structure of the Questionnaire**

DCMS, in collaboration with TNS BMRB, designed a 40-minute questionnaire for the Taking Part adult survey in 2011/12 (used from the 2<sup>nd</sup> quarter, July 2011). Following the piloting outlined above, several changes and additions were made to the questionnaire from previous years, which will be outlined in this section of the technical report. The child questionnaires, approximately 25 minutes (for the 11-15 youth survey) and 12 minutes (for the 5-10 proxy survey) in length, remained largely the same as they were in the final quarter of the 2010/11 survey. A full overview of the child questionnaires can be found in section 5.3.

Some of the changes made to the survey during the 2011/12 fieldwork year were done so in preparation for a new longitudinal element to the survey, to be implemented from April 2012. The re-contact questions were amended to enable more effective tracking of respondents over time, while the socialisation questions, previously asked of 50% of respondents, were amended to be asked of all respondents to provide depth to future longitudinal data.

#### **3.3.1 Adult Questionnaire**

The main sections of the 2011/12 adult questionnaire were as follows:

##### **Household information**

The initial section of the questionnaire on household information collected details about the various members of the household, including names, sex, ages, and relationship to the respondent, in addition to the number of people living in the household. Furthermore, this section also included a question asking the respondent their month of birth and which school year they are currently in, if the respondent was aged between 16 and 19.

##### **Social Capital and Socialisation Questions**

The Socialisation section of the questionnaire collected information relating to what the respondent did whilst they were growing up (aged 11 – 15), how often they participated in these activities and also who they did the activities with. This section was used to enable comparisons to be

made between childhood and current participation levels in an array of different activities.

### **Screeners and frequencies**

The screeners and frequencies section of the questionnaire formed a substantial section of the survey and was answered by all respondents. This section explored in detail the types of activities that the respondent does nowadays, defined as the last 12 months. For the entirety of this section, there was no geographic restriction on where the respondent could have taken part in these activities (including outside England).

For all of the activities in this section except sport, respondent's participation or attendance in the activity was measured over the past 12 months. For each of the activities that the respondent had taken part in, respondents were asked whether they did this activity in their own time, for paid work, for academic study, as part of voluntary work or for some other reason.

In those cases where the respondent stated that they did the activity in their own time and/or for the purpose of voluntary work they were asked how often they had done the activity in question in these two settings, in each case reminded not to include times that they may have also done the activity as part of paid work, academic study or as part of a school organised activity. There is one exception to this rule with regards to Heritage based activities, where academic study and school organised activities were also included in follow up questions.

There were some new questions added to the heritage screeners and frequencies section of the questionnaire. Firstly, a question was included to ask those who had visited a heritage site in the last 12 months, where this was (in England, other countries in the British Isles, or abroad). A question regarding participation in historic re-enactment was also asked of all respondents, in the heritage section. In the museums and galleries section, a question regarding the location of the museum or gallery visited was included. This question was similar to that asked in the heritage section.

The sports/physical activity questions were asked on the premise that participation has occurred in the past four weeks and how many days in this four week period they had participated in each of the

sporting/physical activities selected. This section started by asking about walking and cycling activity before moving onto the main sports participation questions. If the respondent selected a sporting activity, they were then asked questions relating to the frequency, duration and intensity of the activity, which helped to determine whether or not the session was of benefit to their health.

Following on from the sports/physical activity screener and frequency questions, this section closed with some questions on perceived swimming and cycling competency which preceded a couple of questions on the subject of sponsored sporting events, and a new question, asking the respondent whether or not they had a sporting facility that they could access within twenty minutes of where they live.

### **Details of participation**

The questionnaire then progressed to ask respondents further details about those activities mentioned in the previous section and sought to examine respondents' satisfaction with their experience. Respondents were asked follow-up questions about one randomly selected activity that they stated they had done in the screeners and frequencies section. If only one activity was mentioned then it was this activity that was followed-up, and if no activities were mentioned, no questions were asked. Respondents were required to think back to the last time they did the activity.

Respondents were asked how much they enjoyed the activity, how likely it is that they will do it again, and whether they would recommend it to friends and family. For the archives and libraries questions in this section, enjoyment questions were replaced by questions ascertaining respondents' satisfaction with the service provided on their last visit.

### **Barriers to participation**

This section was asked for each sector (arts participation; arts visits; visiting libraries; visiting archives; sites of historic interest; museums and galleries; and sports/physical recreation) that the respondent had **not** participated in during the last 12 months.

For each sector, it was established whether they ever participated at any point in the past. If respondents had ever done the activity, a question was asked to establish how frequently they did the activity in the past.

## **Internet use**

This short section of the questionnaire explored respondents use of the internet and the extent to which respondents use the internet to look at websites in accordance with the areas of activity covered in the survey (arts participation; arts attendance; visiting libraries; visiting archives; sites of historic interest; museums and galleries; and sports/physical recreation). For each of the website types selected at the beginning of this section, respondents were subsequently asked how these sites are used, with response codes tailored to each individual website type. Several of the response lists for these questions were changed in 2011/12. The heritage and arts questions were completely revamped, while the internet questions for each other sector had minor changes applied, such as the removal of a "none of these" code. The section concluded with a couple of questions ascertaining where and how the respondent accesses the internet, along with a new question for 2011/12 (included from April 2011, the start of 2011/12 fieldwork), to establish whether or not the respondent has a currently active email address.

## **Volunteering**

This section determined whether the respondent had done any voluntary activity in the past 12 months. If respondent stated that they had participated in voluntary activity, further details were collected such as the types of things they had done, whether or not it was connected to any of the areas of activity covered in the survey (arts participation; arts attendance; libraries; archives; museums and galleries; and sports/physical recreation) and the amount of time devoted to voluntary activity in the past 4 weeks.

## **Charitable giving**

The objective of this section of the questionnaire was to seek whether or not the respondent had given any money to charity by any means in the last 12 months. The section asked respondents in which ways they had donated money in the last 12 months, before follow up questions in relation to giving to DCMS's sectors (the arts, heritage, museums and galleries and sporting sectors) were asked. If indeed respondents had donated at all to any of the DCMS sectors, respondents were asked how much money they had given to each. Furthermore, respondents were asked whether they believe they will generally give more, less or the same amount of money as they did to charities in the arts, culture and

sporting sectors in the next 12 months. Finally, attitudes to charitable giving were also captured, with respondents asked their opinions on a battery of attitude statements.

### **Community cohesion/belonging**

The community cohesion section consisted of three short questions relating to how strongly the respondent felt they belonged to their local area and Britain, and to what extent they believed that their area is a place where people from different backgrounds get on well together. This section was new to the questionnaire from July 2011.

### **Public participation**

The public participation section of the survey sought to determine how respondents feel about their local area. Firstly, respondents were asked about whether or not they feel they have an influence over sporting and cultural facilities in their area, as well as the quality of their local environment. The section progressed by asking whether or not any organisations have asked the respondent how they feel about local sporting facilities, local cultural facilities or the quality of their local environment before asking whether or not the respondent had taken any action to try to get something done about each of these three components of their local area, and what they did to try and achieve their desired outcome. There were several additions to the public participation section for 2011/12. The new questions were included from July 2011, and asked about local planning decisions, involvement in these, and the local environment. These questions were asked of 50% of respondents.

### **Olympics**

The Olympics section explored respondents' views surrounding the forthcoming 2012 Olympic and Paralympic Games as well as their participation in Olympics related activities. The section asked about the respondents' attitude towards The Games, whether they are strongly supportive of or strongly against the UK hosting The Games in 2012. If either of these extremities was selected, a follow up question seeking further details as to why they are strongly against or strongly supportive was asked. After this, respondents were asked whether or not the UK hosting the 2012 Olympic and Paralympic Games had encouraged them to do more sport/recreational or cultural activity, in addition to whether or not it had encouraged the respondent to do more voluntary work. The



questions on culture and voluntary work were new to the questionnaire in 2011/12 (from July 2011 onwards).

The Olympics section contained several other new questions that were included in the questionnaire from July 2011. The first new question in this section surrounded national pride, asking the respondent what makes them most proud of Britain. Two questions were added, asking the respondent in what ways (if any), they plan to follow the 2012 Olympic and Paralympic Games

### **Broadcasting**

This short section included questions regarding TV and radio ownership as well as newspaper readership. Respondents were asked questions around whether or not they have digital television, their main television systems provider, whether they are likely to convert to digital in the next 12 months, how many digital radios they own, and the newspaper they read most often.

### **Demographics**

The final section of the questionnaire, collected detailed demographic information about the respondent and household. Information was collected regarding respondents' education, their employment, income, household tenure, vehicle ownership, phone access, health, sexual identity, ethnicity, religion and happiness. If the selected respondent was not the Household Reference Person, then questions relating to the Household Reference Person's employment and income were also asked.

Several new questions were added to the demographics section of the questionnaire in 2011/12. In July 2011 a question on national identity was included for the first time. Two new questions aimed at providing an alternative measure of sports participation were also placed in the demographics section of the questionnaire for one quarter, between July and September 2011. These questions attempted to summarise the sport participation of the respondent, and were included with the intention of comparing results to the existing sports participation questions in the survey. A report on the findings of this experiment can be found in Appendix K.

### **Re-contact questions**

The questionnaire concluded with several questions to establish whether or not the respondent would be happy to be re-contacted in the future for similar research. The respondent was asked whether they would be happy to be re-contacted by TNS BMRB, as well as by other research organisations working on behalf of DCMS. To prepare for the longitudinal element of the survey from April 2012, there were several questions added to the end of the re-contact section from the start of 2011/12 fieldwork (April 2011), including a question to gather the respondents' email address for re-contact purposes. The respondent was also asked if they were likely to move from their current address in the next 12 months, and if they were, whether they would be able to provide alternative contact details – another new addition from the start of 2011/12.

### **Sample A and Sample B respondents**

To ensure the set interview length is adhered to, several questions were only asked of a sub sample of respondents in 2011/12. Respondents in "Sample A" were asked the full set of charitable giving questions covering general charitable giving and giving to the culture and sport sectors, while those in "Sample B" were only asked the general giving questions. "Sample B" respondents were instead asked the arts and heritage attitudinal questions, and also the new questions on involvement in local planning decisions. These questions were not asked of "Sample A" respondents. Respondents were randomly allocated to either "Sample A" or "Sample B" at the beginning of the CAPI questionnaire.

## 4. Fieldwork

### 4.1 Introduction

This chapter documents all aspects of the 2011/12 data collection process, specifically regarding fieldwork procedures, the management of fieldwork across the year, quality control procedures and response rates achieved.

All fieldwork for Taking Part 2011/12 was conducted on behalf of TNS BMRB by interviewers trained and supervised by Kantar Operations.

### 4.2 Briefings

No briefings occurred over the course of the 2011/12 fieldwork period.

In total, 260 interviewers worked assignments for Taking Part during the 2011/12 survey year.

### 4.3 Fieldwork Dates and Fieldwork Management

During 2011/12, the fieldwork for the Taking Part survey was managed on a monthly basis. Assignments were generally distributed evenly throughout the year, and were issued on a monthly basis, starting on the 1<sup>st</sup> of each month. The fieldwork dates for each monthly sample issue for 2011/12 are noted in table 4.1.

*Table 4.1 Fieldwork dates for each sample month*

Month	Fieldwork start	Fieldwork end
April 2011	1st April 2011	30th June 2011
May 2011	1st May 2011	31st July 2011
June 2011	1st June 2011	31st August 2011
July 2011	1st July 2011	30th September 2011
August 2011	1st August 2011	31st October 2011
September 2011	1st September 2011	30th November 2011
October 2011	1st October 2011	31st December 2011

November 2011	1st November 2011	31st January 2012
December 2011	1st December 2011	29th February 2012
January 2012	1st January 2012	31st March 2012
February 2012	1st February 2012	30th April 2012
March 2012	1st March 2012	31st May 2012

Interviewers were advised to post the advance letters, introducing the survey, to addresses in their assignments two or three days before starting their fieldwork, and to spread their work out across the six weeks given to complete their assignment.

Once all the issued addresses had been covered the Address Contact Sheets were returned to Head Office and a decision was taken about re-issuing non-productive outcomes. As a general rule all non-productive addresses (non-contacts, refusals, broken appointments, etc.) were re-issued unless there was a specific reason not to or it was considered not to be cost effective (e.g. only one or two addresses in an assignment). Once the first re-issue period had been completed a decision was taken about whether to re-issue addresses that were still non-productive for a second or third time. Full details of the re-issuing of sample in 2011/12 are shown below in section 4.6.

There was a time lag between addresses being issued and interviews being achieved, due to the length of time that assignments stayed open, particularly when re-issued. As such, the time period covered by the 2011/12 issued sample and the time period covered by the 2011/12 achieved sample are different. Although the sample for the survey was issued between April 2011 and March 2012, the actual fieldwork dates during which interviews were achieved ran from April 2011 to June 2012. This means that for each quarter of the year not all interviews were achieved in the quarter of issue.

The questionnaire used in the field was aligned to the survey year, rather than being aligned to the sample issue. This meant that when changes were made to the questionnaire, all open survey months would be updated at the same time, so that all interviews achieved at any given time would be on the same questionnaire. In previous years, updates to the questionnaires were only issued to new sample (not to all surveys in field at the time of change).

In 2011/12 all interviews carried out between 1st April 2011 and 31st March 2012 were therefore done with the 2011/12 questionnaire, irrespective of the time period in which the sample was issued. The advantage of this is that the questionnaire is in line with the way in which the data is reported. This was also the case in July 2011, when further changes to the questionnaire were introduced.

## **4.4 Supervision and Quality Control**

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

A proportion of interviewers, particularly those less experienced, were accompanied in the field by supervisors. Any interviewers working on the survey for the first time were accompanied by a supervisor on the first day of their assignment,

A proportion of respondents were re-contacted to verify that an interview had taken place. In total, 12.1% of respondents were re-contacted in 2011/12 to verify that the interviewer had contacted someone and whether or not an interview was completed. Addresses for back checking were selected on the basis of Kantar Operations overall field quality procedures, whereby all interviewers have their work checked at least twice a year.

These back checking procedures were mainly carried out by telephone. Where no telephone number was available a short postal questionnaire was sent to the address to collect the same information. Of the back checks completed, 90.6% were validated by telephone and 9.4% by post.

## **4.5 Fieldwork Procedures and Documents**

### **4.5.1 Advance Letter and Leaflet**

All selected addresses were sent an advance letter and a Taking Part respondent leaflet from DCMS in advance of an interviewer calling at the address. Interviewers sent out the letters themselves, two or three days before starting their assignment.

The letter and leaflet explained a little about the survey, why the address had been selected, and informed occupants of the address that an interviewer would be calling round in the next couple of weeks. The letter also stressed the importance of the respondent taking part, the confidential nature of the survey and the respondent incentive for taking part. The letter was despatched on DCMS headed paper and signed by the project manager at DCMS to authenticate the survey.

There were also two 'reissue' letters – one for those addresses where the initial interviewer was unable to make contact at the address and one for those where a refusal had occurred. Both were despatched on TNS BMRB headed paper and signed by the project manager at TNS BMRB.

The letters included a telephone number and email address for people to contact if they required more information about the survey, to make an appointment for an interviewer to call, or to opt out of the survey. Over the course of the year, 376 people, representing 2.3% of addresses issued, opted out of the survey by contacting TNS BMRB, Kantar Operations or DCMS.

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

#### **4.5.2 Address Contact Sheet (ACS)**

Interviewers were issued with a paper Address Contact Sheet (ACS) for each sampled address. This was the key document that allowed interviewers to carry out the different tasks that make up each Taking Part assignment and to record and manage their own calling strategies for each address.

The Address Contact Sheets are crucial documents to the management of the survey, both at the level of the individual assignment and for the management of the survey overall. The primary functions of the ACS are as follows:

- To allow interviewers to record the days and times that they called at an address. Additionally, there is space for interviewers to record details or comments that may be useful should the address be re-issued to another interviewer.

- To provide a record of all the outcomes achieved at the address. The ACS allows the outcome at each re-issue stage to be recorded separately, so that there was a complete record of outcomes for each address. Although these outcomes were recorded by interviewers on the paper ACS, they were also reported electronically to Head Office on a daily basis so that overall progress could be monitored and managed.
- To allow the interviewer to carry out any selection procedures where required and record the details. Where an interviewer found more than one dwelling unit at an address they had to carry out a procedure to randomly select one dwelling unit for interview. Similarly, where more than one eligible adult was found at an address, interviewers had to randomly select one person for interview.
- To allow the interviewer to carry out the screening process for the 5-10 proxy and 11-15 youth surveys the ACS had step-by-step instructions for interviewers and also allowed them to record the screening outcomes for every address. As with the final response outcomes, all screening outcomes were reported back to Head Office on a daily basis.

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

An example ACS is included in Appendix D.

#### **4.5.3 Non-English Speakers**

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

## 4.6 Maximising Response

### 4.6.1 Reissues

In order to maximise response to the survey, addresses with non-productive outcomes were re-issued, where a decision was made that this was appropriate.

In total across the year, 16,040 addresses were issued, with 827 addresses being re-issued, representing 5.26% of the original sample. Of these, 57 addresses were re-issued for a second time (less than 1% of all addresses). Of all the addresses re-issued, 11.49% were converted into productive outcomes (i.e. an interview), at some stage. Generally, addresses where the original outcome had been a refusal were less likely to be converted than those that had been a non-contact or some other unproductive outcome (e.g. broken appointment, away, etc.).

### 4.6.2 Incentives

The survey was incentivised in two stages. Every address in the sample was sent an unconditional incentive of a book of six first-class stamps that were included with the advance letter. Additionally, each household that completed an interview(s) received a £5 high-street voucher.

No additional incentive was provided for the child surveys.

## 4.7 Fieldwork Outcomes

The fieldwork outcomes, including response rates, are detailed in this section. The figures reflect the sample year, not the survey year, and as such the figures are different to those in the 2011/12 dataset, which only reflects interviews gained over the period April 1<sup>st</sup> 2011 to March 31<sup>st</sup> 2012. The fieldwork outcomes list all figures up to the close of the final survey in field with 2011/12 sample, which closed in June 2012.

### 4.7.1 Adult Sample

Table 4.2 shows the fieldwork outcomes for the adult sample issued in 2011/12 for Taking Part. The final contact rate was 91.9%<sup>4</sup> and the final

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<sup>4</sup> (Interviews + Refusals + Other unproductive) / Total non-deadwood.



co-operation rate was 68.8%<sup>5</sup>. The (unadjusted) response rate was **63.3%**.

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

16,040 (total number of outcomes) minus 1,191 (total residential non-contacts) = 14,849 outcomes, of which 1,334 are deadwood (8.98%).

$1,191 * 8.98\% = 107$  assumed deadwood addresses among the residential non-contacts.

This increases the total deadwood count to 1,441 (1,334 + 107) and the total non-deadwood outcomes is reduced to 14,599 (16,040 – 1,441).

The *adjusted* response rate = **63.7%**.

*Table 4.2 Fieldwork outcomes (adult sample)*

Outcome		Outcome grouping		% of total issues	% of non-deadwood
Not yet built/under construction	13	Deadwood	1,334	8.3%	-
Derelict/demolished	46				
Vacant/empty housing	744				
Non-residential address	228				
Communal establishment	25				
Address residential & occupied but not main residence	165				
Other ineligible	49				
Inaccessible	7				

<sup>5</sup> Interviews / (Interviews + Refusals + Other unproductives).

Unable to locate address	57				
Residential address but no contact with anyone at address	964	Non-contact	1,191	7.4%	8.1%
Person selected but no contact with selected person	227				
No contact with parent to get parental permission	-				
Information about occupants refused	1,233				
Office refusal	376	Refusal	3,110	19.4%	21.1%
Parent refused permission to interview	6				
Refusal by selected person	1,216				
Proxy refusal	279				
Broken appointment	359				
Selected person ill at home during survey period	56	Other unproductive	1,101	6.9%	7.5%
Selected person away or in hospital throughout survey period	115				
Selected person physically or mentally unable	154				
Selected person has inadequate English	92				
Contact made with respondent but no appointment made	154				
Other unproductive	151				

Interview reported but no data received	20				
Full interview	9,303				
Partial interview	1	Interview	9,304	58.0%	63.3%
TOTAL			16,040		

## 4.8 Interview Length

In 2011/12 the mean adult sample interview length was 43 minutes 20 seconds (median 40 minutes 31 seconds).

The figures are calculated after capping the lower and upper extreme values. In this case, the lower 0.3% and the upper 0.8% of interviews have been removed due to extreme values. Extreme lower (including negative) and upper values are likely to have arisen from interviews being split into two or more sessions, since the computation is not date-sensitive (e.g. if an interview was concluded on a subsequent day but earlier in the day, the difference between relative start and end times could be negative, or unexpectedly small).

## 5. Child Surveys

### 5.1 Introduction to the Child Surveys

In addition to the main adult survey, Taking Part also includes a child element. This included a child proxy interview, where respondents who had been randomly selected to participate in the adult survey were asked a series of questions about one child aged 5-10 in their household and also a youth interview, where children aged 11-15 were interviewed directly on a separate survey.

Based on previous experience, and the expected incidence rates of eligible children in the households where adult interviews were conducted, it was expected that approximately 1,100 interviews with parents / guardians about their 5-10 year old and 850 interviews with children aged 11-15 from the sampled address, could be achieved during the 2011/12 fieldwork. These figures however, are dependent on the actual incidence rate of children aged 5-10 and 11-15 observed from the addresses in the sample.

The child surveys allowed national estimates to be collected on the engagement of children aged 5-15 in a variety of different DCMS sectors.

### 5.2 Sample (including an overview of the screening process)

The sample for both the child proxy (5-10) survey and youth (11-15) surveys was obtained from the list of addresses randomly selected for the main adult survey. Child screening was carried out at all addresses in the sample, however there were a number of procedures that interviewers adhered to when conducting the child screening.

Firstly, whether or not a child screening was needed was dependent on the outcome code achieved for the adult interview. For example, various situations where no child screening was possible were:

- Where the address sampled was deadwood
- Where no contact was made with anyone at the address (after a minimum of 8 calls)

- Where contact was made with an adult at the address, however they refused to do an interview
- Where there was an office refusal

In addition, because it was important not to jeopardise the adult interview, it was advised that interviewers left the child screening until after the adult interview had been completed. If however, a respondent mentioned the child survey before the adult interview was completed (the child survey was mentioned in the survey leaflet), then it was deemed acceptable to do the child screening at that point.

### **5.2.1 Child Aged 5-10 Interview**

Once the adult interview was completed, interviewers were instructed to ask how many children aged 5-10 were living in the household and whether or not the main adult selected for this interview was the parent / guardian of the 5-10 year old. If these conditions were met, and there was one child aged 5-10 living in the household, a proxy child interview was completed with the parent of the child. If there was more than one child aged 5-10 living in the household, one child was randomly selected using the following procedure:

- The name of each child aged 5-10 was listed in alphabetical order
- The Kish grid (as explained in section 2.5) was then used to identify which child to interview the adult about

This process ensured that just one child aged 5-10 was randomly selected for each applicable household.

### **5.2.2 Child Aged 11-15 Interview**

In addition to screening for a 5-10 child in each household, interviewers were also instructed to screen for any children aged 11-15 in the household. If there was one child aged 11-15 in the household, then interviewers attempted to complete a child 11-15 interview once parental permission had been obtained from a parent or guardian. A signed record of parental permission for every child 11-15 interview was collected on each relevant address contact sheet. If there were 2 or more children aged 11-15 in the household, then one child was randomly selected using the same method as outlined above in section 6.2.1 for the Child aged 5-

10 interview. Once again, it was essential that parental permission was obtained before attempting to complete a child 11-15 interview.

All things, considered, this meant that at any one address, a total of 3 interviews could be conducted, with 2 different respondents:

- 1) Parent / Guardian: Adult interview + Child by proxy interview (5-10)
- 2) Child living in household: Child 11-15 interview.

Respondents' completing the child surveys were not issued with incentives, meaning a maximum of £5 was issued to each participating household.

## **5.3 Questionnaire Development and Design**

### **5.3.1 Questionnaire Development**

The questionnaires for the child surveys remained largely the same as the previous year for 2011/12. Only one small change was made to the 11-15 questionnaire from the one used in quarter 4 of the 2010/11 survey. This was the addition of a question asking respondents about sports they have done in the last seven days, during school lessons. As this question was similar to the question included in the questionnaire asking about participation in sport in the last seven days in spare time, this question was not piloted. During 2011/12 fieldwork, some small additions were made to the child questionnaires. These additions are explained below.

### **5.3.2 Overview of the Child Questionnaires**

TNS BMRB and DCMS worked together to produce the two different child questionnaires. The 11-15 survey was approximately 25 minutes and the 5-10 proxy survey 12 minutes in length and remained the same as they were in the final quarter of the 2010/11 survey, until some new questions were added to the questionnaires in July 2011. The questionnaires were designed to capture detail about the child's participation in cultural and sporting and activities.

### **5.3.3 Overview of the 5-10 Child by Proxy Questionnaire**

The 5-10 child proxy questionnaire was conducted directly after the adult interview in all applicable households. This questionnaire asked the parent or guardian of the 5-10 year old about the activities the child participates

in outside of school. This included any activities organised by the school but done outside of normal school hours and also any activities done by the child on holiday. The 5-10 child survey did not ask about any activities that the child does at school, as it was considered too difficult for the parent or guardian to be able to report this detail accurately on behalf of their child.

The following sections were covered in the 5-10 child by proxy questionnaire:

### **Household**

This section included questions about the household i.e. the number of dwelling units, number of adults and number of children aged 5-10 and the name, age and sex of the child that the interview related to.

### **School and school year**

These questions collected information on which school the child went to and which school year the child was in at the time of interview.

Alternatively, if the child did not attend school (for example they were in receipt of home education or had not yet started school) then this information was also collected at this point. This information was collected in order to try to help link child data with the DfE National Pupil Database.

### **Activities and frequencies**

This section was initiated with questions asking the parent / guardian in question about things that their child may have done or places they may have visited in the past 12 months. These activities all linked to DCMS cultural areas of interest, as sport was covered in a later section.

For each type of activity e.g. dance activities, music activities etc. a list of different qualifying activities were provided in order to help establish which different areas the child had participated in outside of school during the past 12 months. Showscreen questions were used at each screener (with the exception of museums and libraries questions which used a showcard). These sections included any volunteering that the child may have done, and a showcard was included for respondents who had trouble defining the types of things the term 'volunteering' included. The following groups of activities were asked about:

- Dance activities
- Music activities
- Theatre and drama activities
- Reading and writing activities
- Arts crafts and design activities
- Street arts, circus, carnival or festival activities
- Film and radio activities
- Other media activities (Radio and computer activities)
- Visited a library
- Visited a museum
- Visited any historic or important modern places, buildings or public spaces.

For each group of activities that the child had participated in outside of school, follow up questions on the frequency of participation and whether the child had done the activity outside of school in the last 7 days were also asked.

Activities were grouped into 3 categories: arts, libraries and museums and heritage and these sections were rotated in the questionnaire.

### **Sport**

This section aimed to ascertain the child's level of sport participation and began with a question asking which sports the child had done in the last 4 weeks. This question was administered using a showcard. This was followed by a question asking which sports (of those selected at the first question) the child had participated in during the last 7 days, before asking about the number of days in the last week that the child had spent participating in sport for a minimum of 30 minutes.

### **Competitive sport**

In addition to the questions on sports participation, a couple of questions about competitive sport were also asked. These questions collected data on the types of activities that the child took part in organised by the school and not organised by the school in the past 12 months.

### **Swimming and cycling**

This section collected data on the child's swimming and cycling proficiency, requiring the parent to rate their child's ability to swim and



cycle from a response list shown on screen as well as their confidence in a range of different swimming environments.

### **Olympics**

The Olympics section of the 5-10 child by proxy was added to the questionnaire, following a stage of piloting, in July 2011. The section collected information on the child's involvement in Olympics-related activities and the ways the parent / guardian felt that their child would follow the Olympic Games. Furthermore, the questionnaire also asked whether the Olympics had encouraged their child to take part in more sport, and where relevant, in which ways they had achieved this.

### **Demographics**

This final section of the questionnaire included a few standard questions on the health and ethnicity of the child. All other detailed demographic information was collated from the accompanying adult interview.

A question asking for the date of birth of the child was also included. This was followed by a question requesting the parents' permission to pass on these personal details to DCMS to use in their statistical analysis.

### **5.3.4 Overview of the 11-15 Child Questionnaire**

On the whole, the structure of the 11-15 questionnaire was largely the same as the 5-10 questionnaire. The key difference in this survey in terms of content was that the 11-15 questionnaire collected data on the activities that the respondent did both in school lessons **and** in their spare time. This specific questionnaire therefore included activities that had been done at any time, and once again included activities that had been done on holiday.

### **Household**

This section included questions about the household i.e. the number of dwelling units, number of adults and number of children aged 11-15 and the name, age and sex of the child.

### **School and school year**

These questions collected information on which school the child went to and which school year the child was in at the time of interview. Alternatively, if the child did not attend school (for example they were in

receipt of home education or had not yet started school) then this information was also collected at this point. This information was collected in order to try to help link child data with the DfE National Pupil Database.

### **Activities, frequencies and satisfaction**

Once again, this section started with questions about things that the child had done or places they had visited in the past 12 months. These activities all linked to DCMS cultural areas of interest, as sport was covered in a later section.

For each type of activity e.g. dance activities, reading and writing activities etc. a list of different qualifying activities were provided in order to help establish which different areas the child had participated in outside of school during the past 12 months. Showscreen questions were used at each activity screener question (with the exception of museums and libraries questions which used a showcard). These sections included any volunteering that the child may have done, and a showcard was included for respondents who had trouble defining the types of things the term 'volunteering' included. The following groups of activities were asked about:

- Dance activities
- Music activities
- Theatre and drama activities
- Reading and writing activities
- Arts crafts and design activities
- Street arts, circus, carnival or festival activities
- Film and radio activities
- Other media activities (Radio and computer activities)
- Visited a library
- Visited a museum
- Visited any historic or important modern places, buildings or public spaces.

A series of follow up questions were asked for each activity, if the child respondent had participated in any of the things listed in each activity screener question. Follow up questions for each activity type then collected information on whether the respondent had done the activity during school lessons, during their spare time (which included out of school lessons, break times, and lunchtimes during school) or both. In

addition, data on how frequently they had done the activity in each setting and whether they had participated in the activity in the past 7 days were also asked. Moreover, satisfaction questions were also included, asking the child to how much they enjoyed the last time they did the activity on a scale of 1-10, with 1 meaning awful and 10 brilliant.

Activities were grouped into 3 categories: arts, libraries and museums and heritage and these sections were rotated in the questionnaire.

### **Sport**

This section aimed to establish the child's level of sport and began with a question asking which sports the child had done either in school lessons or in their spare time in the last 4 weeks. This question was administered using a sport prompt pack consisting of a comprehensive list of sports. This was followed by a question asking which of these sports the child had participated in during school lessons and then, in their spare time in the last 4 weeks. Each section ended by asking about the number of days in the last week that the child had spent participating in these sports for a minimum of 30 minutes in school lessons and their own time.

### **Competitive sport**

The sports participation section progressed by asking a couple of questions about competitive sport. These questions collected data on the types of activities that the child took part in organised by the school and not organised by the school in the past 12 months.

### **Swimming and cycling**

This section collected data on the child's swimming and cycling proficiency, requiring the child to rate their perceived ability to swim and cycle from a response list shown on screen, as well as their confidence in a range of different swimming environments.

### **Olympics**

The Olympics section was added to the 11-15 questionnaire following a stage of piloting, in July 2011. The section collected information on the child's involvement in Olympics-related activities and the ways the child felt that they would follow the Olympic Games. Furthermore, the questionnaire also asked whether the Olympics had encouraged them to take part in more sport, and where relevant, in which ways it had increased their motivation to do this.

## **Demographics**

This final section of the questionnaire included a few standard questions on the health and ethnicity of the child. All other detailed demographic information was collated from the accompanying adult interview.

A question asking for the date of birth of the child was also included. This was followed by a question requesting the parents' permission to pass on these personal details to DCMS to use in their statistical analysis.

## **5.4 Fieldwork**

There are two parts to the child survey:

- 5-10 interview carried out by proxy with the adult respondent if they were the parent or guardian of the 5-10 year old;
- 11-15 interview carried out with the child, following parental consent being granted.

### **5.4.1 Fieldwork Procedures and Documents**

Screening for the child surveys took place at all addresses in the sample. Screening occurred after the adult interview, as interviewers were advised not to screen for the presence of children in the household before conducting the adult interview, unless absolutely necessary, as the adult interview was not to be jeopardised as a result of additional screening.

If an eligible child aged 5-10 was identified in the household, then a 5-10 proxy survey was carried out immediately after the main adult interview. This survey was only carried out if the adult respondent was the parent or guardian of the 5-10 year-old.

If an eligible 11-15 year-old was identified in the household, an 11-15 youth interview was conducted. This took place after the main adult interview, and was carried out with the child directly. It was recommended that the 11-15 interview should be conducted during the same visit as the adult interview if possible, though appointments for a re-visit could be made for the 11-15 interview if necessary.

There were screening instructions for both the 5-10 proxy interview and the 11-15 interview on the main address contact sheet. Once the selection of any children aged 11-15 had been made, the interviewer was required to obtain written parental permission before proceeding with the interview. The adult was shown the Parental Permission Card (see Appendix E) to indicate what the interviewer would be asking the child, and asked to sign the “parental/guardian permission” section of the address contact sheet. This was not required with the 5-10 proxy interview as this was completed by the parent on behalf of the child.

## 5.4.2 Fieldwork Outcomes

This section details the fieldwork outcomes for the child surveys. The 5-10 proxy survey and the 11-15 youth survey outcomes are reported separately.

### 5.4.2.1 5-10 Survey

Table 5.1 shows the fieldwork outcomes for the 5-10 child proxy survey. The final contact rate should be **100%** as screening for the 5-10 child interview by proxy should only take place with households co-operating with the main (adult) survey and when the person participating in the adult interview is the parent or guardian of the child aged 5-10.

The final co-operation rate was **91.9%**<sup>6</sup>. As there were no non-contacts for the 5-10 proxy survey, the response rate is the same as the co-operation rate: **91.9%**.

As a general formula, the *cumulative* response rate for the 5-10 survey is adult response rate \* child response rate = 58.0%\*91.9% = **53.3%**.

Table 5.1 Fieldwork outcomes (5-10 survey)

Outcome		Outcome grouping		% of total issues	% of non-dead wood
No child aged 5-10 in household or main interview	9,385	Deadwood	14,891	92.8%	-

<sup>6</sup> (Interviews / (Interviews + Refusals + Other unproductives))

not with parent of 5-10 year old					
Information for child screening refused	5				
Unable to complete child screening (non-response/deadwood in adult survey)	5,501				
Residential address but no contact with anyone at address (when seeking child interview)	-	Non-contact	0	0%	0%
Child selected but no contact (or re-contact) with parent of child	-				
Selection information refused	-	Refusals	62	0.4%	5.4%
Office refusal	-				
Refusal by selected person	51				
Proxy refusal	11				
Broken appointment	10	Other unproductive	31	0.2%	2.7%
Contact made but no appointment made	3				
Selected person ill at home during survey period	-				
Selected person	1				

away or in hospital throughout survey period					
Selected person physically or mentally unable	2				
Selected person refused parental permission	2				
Other unproductive	11				
Interview reported but no data received	2				
Full interview	1,056	Interview	1,056	5.9%	91.9%
TOTAL			16,040		

#### 5.4.2.2 11-15 Survey

Table 5.2 shows the fieldwork outcomes for the 11-15 child survey. The final contact rate was **95.2%**<sup>7</sup> and the final co-operation rate was **77.3%**<sup>8</sup>. The response rate was **73.7%**. It should be borne in mind that the request for an interview with an 11-15 year old could only be made in households co-operating with the main (adult) survey request. As a general formula, the *cumulative* response rate for the 11-15 child survey is adult response rate \* child response rate = 58.0%\*73.7% = **42.7%**.

Table 5.2 Fieldwork outcomes (11-15 survey)

Outcome		Outcome grouping		% of total issues	% of non-deadwood
No child aged 11-15 in household	9,463	Deadwood	14,969	93.3%	-
Information for	5				

<sup>7</sup> (Interviews + Refusals + Other unproductive)/Total non-deadwood

<sup>8</sup> (Interviews / (Interviews + Refusals + Other Unproductives)

child screening refused					
Unable to complete child screening (non-response /deadwood in adult survey)	5,501				
Child selected but no contact with selected child	28	Non-contact	34	0.2%	3.2%
No contact with parent to get parental permission	6				
Selection information refused	-	Refusal	185	1.2%	17.3%
Office refusal	1				
Parent refused permission to interview	119				
Refusal by selected child	53				
Proxy refusal	12				
Broken appointment	17	Other unproductive	63	0.4%	5.9%
Contact made but no specific appointment made	10				
Selected child ill at home during survey period	1				
Selected child away or in hospital throughout survey period	7				



Selected child physically or mentally unable	5				
Selected child has inadequate English	1				
Other unproductive	16				
Interview reported but no data received	6				
Full interview	789	Interview	789	4.9%	73.7%
TOTAL			16,040		

### 5.4.3 Interview lengths

The mean interview length for the 5-10 proxy survey was 13 minutes 30 seconds (median 12 minutes 46 seconds).

The mean interview length for the 11-15 youth survey was 23 minutes 54 seconds (median 22 minutes 12 seconds).

The interview lengths for the child surveys have been calculated after capping the lower and upper extreme values. For the 5-10 proxy survey, the lower 1.1% and the upper 0.2% were capped. For the 11-15 youth survey, the lower 1.4% and the upper 1.0% were capped. Extreme lower (including negative) and upper values are likely to have arisen from interviews being split into two or more sessions, since the computation is not date-sensitive (e.g. if an interview was concluded on a subsequent day but earlier in the day, the difference between relative start and end times could be negative, or unexpectedly small).

# 6. Data Processing and Outputs

## 6.1 Introduction

Outputs were provided to DCMS on a quarterly basis. This output included a SPSS file and a number of statistical reports which were used to produce quarterly statistical bulletins by DCMS. The section provides further details of the outputs, outlining the data processing procedure and the quality checks conducted at each stage of the process.

## 6.2 Coding Open-ended Questions

The Taking Part adult and child questionnaires have a number of full and partial open-ended questions.

For full open-ended questions, the verbatim provided by respondents are reviewed by the Coding team and a code frame was created so frequently recurring responses could be easily used in analysis.

Partial open-ended questions have response lists with an 'other specify' option. For the partial-opened questions, the coders were provided with the code frames used in the questionnaire as a starting point. The Coding team check whether any of the verbatim responses could actually be coded in one of the pre-coded response options (this exercise is commonly known as back coding). If necessary, new codes are added to the codeframe.

Since most of the questions have been used in previous years of the survey, the code frames in 2011/12 were already well developed and there was little need to add new codes to the frames. All new or amended code frames were signed-off by the research team and DCMS.

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

The coding team also code socio-economic data for this survey to produce Standard Occupational Classification (SOC2000) and National Statistics Socio-economic Classification (NS-SEC) categorisation, from a series of standard questions which were designed for NS-SEC and SOC categorisation.

TNS BMRB researchers kept in close contact with the coding team throughout fieldwork to ensure that coding was carried out at regular intervals. At least every quarter of the survey year the coding was accessed by the TNS BMRB research team to check the quality of the coders' work in terms of what had been back-coded to each answer category, and to see what sort of answers had been left in "Other".

A list of all of the code frames used on open-ended and partially open-ended questions in 2011/12 can be found in Appendix J.

## **6.3 SPSS Outputs**

### **6.3.1 Overview**

The main delivery was a rolling quarterly SPSS file which contained all new data from interviews collected within the latest quarter, added to a master data file containing all cases and key variables since 2005. The variables contained in this dataset were agreed with DCMS at the beginning of the survey year. This file was used to produce the rolling annual estimates required for the quarterly DCMS statistical bulletin. In addition to this, an annual dataset was provided at the end of the survey year.

In 2011/12, Taking Part moved to reporting based on date of interview rather than date of sample issue. In this period of transition, interviews achieved in April 2011 using 2010/11 issued sample (from February and March 2011) were included in both the 2010/11 dataset, and the 2011/12 dataset.

Datasets were provided to DCMS, five weeks after the end of each quarterly fieldwork period (August 2011, November 2011, February 2012 and May 2012).

### 6.3.2 Quarterly Datasets

At the end of the 2011/12 survey, the quarterly dataset contained 121,805 cases. The relevant annual samples at the end of each quarter are identified using the variable filters for each period (eg. Q25Q28filter).

Table 6.1 includes the sample size for each rolling annual dataset within the 2011/12 survey year.

*Table 6.1 Annual sample size at the end of each quarter*

Period	Sample size
July 2010 - June 2011 (Q22Q25filter)	12,977
October 2010 – September 2011 (Q23Q26filter)	11,780
January 2011 - December 2011 (Q24Q27filter)	10,336
April 2011 – March 2012 (Q25Q28filter)	9,188

The rolling quarterly dataset provided during the 2011/12 survey year contained a subset of the variables provided in the annual dataset. The variables covered the following topic areas:

- Demographics and area information
- Culture and sport participation (a selection of questions and summary variables based on the data required for the statistical bulletins)
- Swimming and cycling competency
- Internet Use
- Volunteering
- Charitable Giving
- Public Participation
- Olympics
- Involvement in Planning decisions
- Broadcasting

### **6.3.3 Annual datasets**

#### **6.3.3.1 Adult dataset**

The annual dataset contained 9,188 interviews.

The dataset contained all variables in the questionnaire, along with a number of derived variables and area variables. Details are provided in Appendix F (questionnaire) and Appendix G (list of all additional variables). In general, variables are included in the dataset in questionnaire order.

#### **6.3.3.2 Child dataset**

An annual child dataset was provided at the end of the survey year. The dataset contained a total of 1,811 interviews - 1,040 5-10 interviews and 771 11-15 interviews.

Interviews completed on each child survey can be identified by filtering the dataset using the variable "cscreen" (5-10 interviews – "cscreen" = 8 and 11-15 interviews – "cscreen" = 9). Variables based on questions asked of only the 5-10 sample or 11-15 sample, are clearly identified in the variable and value labels (eg. c5danceY or c11danceY). The unique serial number of the associated adult interview is also included in the dataset so users are able to merge household variables from the adult data into the child dataset if required.

As with the adult dataset, the child dataset is generally in questionnaire order. The child survey questionnaires are included in Appendix H and the additional variables are listed in Appendix I.

### **6.3.4 Note on Data Checking Process and Quality Checking**

The process for checking the adult and child datasets involved the following:

- The investigation of any duplicate cases in the data. Before the data is received by the TNS BMRB team, Data Processing and Field investigate any duplicate cases (whether the data includes several

- cases with same serial number/screen number combination) and any genuine duplicates are removed<sup>9</sup>;
- Comparing SPSS frequency counts with 'top level' output generated by the questionnaire program itself (Quantime software);
  - Checking coding counts with SPSS frequency counts;
  - The investigation of any unexpected missing data and the assigning of error codes to every affected variable;
  - Running cross-tabulations of any derived variables (including NS-SEC) with their source variables to make sure there are no inconsistencies (this includes the creation of 'test' variables where necessary, all removed from delivered dataset);
  - Checking any additional area-based variables against original sample file;
  - Checking of coded 'open-ended' data for sports frequencies to make sure back-coding has been applied correctly for the 'Sportxx' variables and that back-coded data can be linked to follow-up data (e.g. breathe, sweat, spotime etc.) (this process includes the creation of derived variables via SPSS to test those created via the Quantime software);
  - Checking that weighted proportions match the target weights set for sex-age, ethnic group, and region;
  - Ensuring all missing values are correctly assigned across the dataset (largely lo thru -3);
  - The modification of variable labels/value labels to clarify output (though the Data Processing team use a general specification document which outlines the 'rules' for labelling plus any re-coding required - for instance, all "Don't know" answers are recoded -1, all "Refused" answers are recoded -2 etc.);
  - The tidying up of variable names, labels and values to ensure they are consistent with previous datasets.

Finally all new syntax for derived variables is validated by another member or the TNS BMRB team and sent to DCMS.

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<sup>9</sup> Duplicates generally occur when an interviewer realises after conducting an interview that the interview has been conducted with the wrong person in the household or at the wrong address.

## 6.4 Statistical Release Data

### 6.4.1 Overview

The statistical spreadsheets were provided to DCMS on a quarterly basis and were used by DCMS to produce the quarterly statistical bulletin. The spreadsheets contained the annual estimates for each topic area, with the 12 month rolling estimates updated at the end of each quarter. In addition to the estimates, the spreadsheets included confidence intervals and all significant differences were highlighted (latest data against earliest available data).

Additional spreadsheets were produced at the end of the survey year, to feed into DCMS' annual report.

Table 6.2 summaries the spreadsheets provided to DCMS in 2011/12.

*Table 6.2 Statistical spreadsheets produced by TNS BMRB in 2011/12*

Statistical spreadsheet	Overview of spreadsheet	Dates produced
Arts	<ul style="list-style-type: none"> <li>▪ Arts Overview, including frequency</li> <li>▪ Proportion who have engaged with the arts once or more in the last year               <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> </ul> </li> </ul>	Quarterly - rolling 12 month data
Archives	<ul style="list-style-type: none"> <li>▪ Archives Overview, including purpose and frequency</li> <li>▪ Proportion who have been to an archive in the last year               <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> </ul> </li> </ul>	Quarterly - rolling 12 month data
Big Society	<ul style="list-style-type: none"> <li>▪ Volunteering overview, including type of volunteering</li> <li>▪ Volunteering in DCMS sectors, including number of sectors and time spent</li> <li>▪ Volunteering in the last year               <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> </ul> </li> </ul>	Quarterly - rolling 12 month data

	<ul style="list-style-type: none"> <li>▪ Demographics</li> <li>▪ Charitable Giving, including frequency and means</li> <li>▪ Giving to DCMS sectors, including number of sectors and giving intentions</li> <li>▪ Attitudes to charitable giving</li> <li>▪ Giving to DCMS sectors in last year: <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> </ul> </li> <li>▪ Social cohesion <ul style="list-style-type: none"> <li>▪ Influence over local sporting and cultural facilities and quality of local environment</li> <li>▪ Involvement in groups, clubs and organisations</li> </ul> </li> </ul>	
Child engagement	<ul style="list-style-type: none"> <li>▪ Overview and breakdown of specific activities for Arts, Heritage, Libraries, Museums and sport <ul style="list-style-type: none"> <li>▪ Demographic breakdowns (age, sex and limiting disability)</li> </ul> </li> <li>▪ Competitive Sport <ul style="list-style-type: none"> <li>▪ Demographic breakdowns (age and sex)</li> </ul> </li> </ul>	Annual
Cycling and Swimming proficiency	<ul style="list-style-type: none"> <li>▪ Cycling and swimming proficiency overview</li> <li>▪ Swimming proficiency <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> </ul> </li> <li>▪ Cycling proficiency <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> </ul> </li> </ul>	Quarterly - rolling 12 month data
Digital Participation	<ul style="list-style-type: none"> <li>▪ Digital Participation overview, including whether visited a library, heritage, arts, archives or museums and galleries website and reason for visit</li> <li>▪ Proportion who have digitally</li> </ul>	Quarterly - rolling 12 month data



	<ul style="list-style-type: none"> <li>participated in culture in the last year <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> </ul> </li> </ul>	
Digital participation V Actual participation	<ul style="list-style-type: none"> <li>▪ Actual and digital engagement in each sector – museums and galleries, archives, libraries, heritage, arts and sport <ul style="list-style-type: none"> <li>▪ Engagement within different subgroups - sex and limiting/non limiting disability</li> </ul> </li> </ul>	Annual
Heritage	<ul style="list-style-type: none"> <li>▪ Heritage Overview, including frequency</li> <li>▪ Proportion who have visited a heritage website in the last year <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> </ul> </li> </ul>	Quarterly - rolling 12 month data
Libraries	<ul style="list-style-type: none"> <li>▪ Libraries Overview, including frequency</li> <li>▪ Proportion who have visited a public library in the last year <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> </ul> </li> </ul>	Quarterly - rolling 12 month data
Museums and Galleries	<ul style="list-style-type: none"> <li>▪ Museums and Galleries, including frequency</li> <li>▪ Proportion who have visited a museums or gallery in the last year <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> </ul> </li> </ul>	Quarterly - rolling 12 month data
Olympics	<ul style="list-style-type: none"> <li>▪ Attitudes to the 2012 Olympic and Paralympic Games</li> <li>▪ Motivation to do more sport, culture and volunteering</li> <li>▪ How intend to follow or get involved in Games</li> <li>▪ Attitudes to the 2012 Olympic and Paralympic Games (support) <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> </ul> </li> </ul>	Quarterly - rolling 12 month data
Sport	<ul style="list-style-type: none"> <li>▪ Sport Overview, including active sport,</li> </ul>	Quarterly -

	<p>3x 30 at moderate intensity, 1x30 minutes (any intensity) and 1 x 30 minutes at moderate intensity</p> <ul style="list-style-type: none"> <li>▪ Proportion who have done sport once in the last 4 weeks <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> </ul> </li> </ul>	rolling 12 month data
Well-being	<ul style="list-style-type: none"> <li>▪ Happiness rating (frequency)</li> <li>▪ Happiness rating (mean): <ul style="list-style-type: none"> <li>▪ Area level breakdown</li> <li>▪ Demographics</li> <li>▪ Engagement in volunteering, charitable giving, sport and culture</li> <li>▪ 2011/12 data only - sport and culture engagement by demographics and area breakdown</li> </ul> </li> </ul>	Annual only

#### 6.4.2 Data Checking Process and Quality Checking

The statistical spreadsheets were produced by TNS BMRB for the first time in 2011. To ensure the statistical spreadsheets continued to provide accurate and reliable information, DCMS and TNS BMRB agreed a rigorous checking process. The checking process for each individual statistical spreadsheet involved the following steps/checks:

- The re-running of all tables in SPSS. This included a check to ensure that the correct dataset variables were used and all new derived variables were created correctly.
- All figures had been copied from SPSS into the spreadsheets correctly/accurately
- All data from the SPSS output had been copied into the confidence interval and significance testing spreadsheets correctly/accurately (including spot checks on back data)
- The correct design factors had been used
- The confidence intervals had been correctly created and copied into the spreadsheets correctly/accurately
- All significant results were highlighted

- All user notes at the bottom of the spreadsheets had been updated

These checks were completed on all new data added to the spreadsheets. If past data had not been changed, then this was not re-checked.

In addition to the checks completed by TNS BMRB, DCMS also spot-checked the worksheets. Any SPSS syntax used to create derived variables was also submitted to DCMS to validate.

## 6.5 Themed Reports

In 2011/12, TNS BMRB produced a number of additional reports that were published jointly with DCMS. These were:

- Big Society (available at <http://www.culture.gov.uk/publications/8612.aspx>)
- Analysis of sport participation measures (available in Appendix K)
- Olympics (due to be published in October 2012)

## 6.6 Weighting

Each quarterly dataset was weighted to compensate for variations in sampling probability and for variations in response propensity.

The first stage was to calculate the address design weight<sup>10</sup> ( $N_a/n_a$ ) and use this as a base weight for estimating an address-level response propensity.

The address-level response propensity was estimated using the CHAID algorithm which will produce weighting classes with maximally different response rates. The variables used to stratify the sample (see section 2.3) were used as input variables for the CHAID algorithm (namely region and a set of three 'factor' variables designed to be correlated with the key frequency data collected in the survey).

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<sup>10</sup>  $N_a$  = total number of addresses in sample stratum  $a$ ;  $n_a$  = sampled addresses in stratum  $a$ .

The address-level response propensity was computed based on the most recent twelve month issued sample for which fieldwork was complete. The 'rules' for weighting class allocation were then applied to the current dataset to form a new address-level weight<sup>11</sup> ( $N_a/n_a * 1/p(\text{response})_b$ ).

This new address-level weight was converted into an individual-level weight by multiplying it by the product of the number of dwelling units at the address, the number of households in the sampled dwelling unit and the number of eligible individuals in the sampled household<sup>12</sup> ( $N_{ca} * N_{dca} * N_{edca}$ ). This was carried out separately for both adults and children aged 11-15, with different values for the  $N_{edca}$  term. For children aged 5-10, the adult  $N_{edca}$  term was replaced by<sup>13</sup> ( $(N_{edca}/N_{fedca}) * N_{5-10}$ ).

This individual-level weight was used as the base weight for a calibration procedure<sup>14</sup> that forces the single quarter dataset marginal totals of (i) sex/age group and (ii) region to match ONS's 2010 mid-year population estimates, *divided by 4*. By dividing these population estimates by 4, the sum of weights in a dataset containing four quarters will be equal to the total population estimate (42,467,700).

For sex/age group, twenty-six classes were defined for adults, based on thirteen age groups (16-19; 20-24; 25-29; 30-34; 35-39; 40-44; 45-49; 50-54; 55-59; 60-64; 65-69; 70-74; 75+). For the 5-15 year olds, single year classes were defined (i.e. twenty-two classes in total, eleven for boys and eleven for girls).

## 6.7 Design Effects

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

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<sup>11</sup>  $p(\text{response})_b$  = estimated address-level response propensity in weighting class  $b$ .

<sup>12</sup>  $N_{ca}$  = number of dwelling units at address  $c$  in stratum  $a$ ;  $N_{dca}$  = number of households at dwelling unit  $d$  at address  $c$  in stratum  $a$ ;  $N_{edca}$  = number of eligible individuals in household  $e$  at dwelling unit  $d$  at address  $c$  in stratum  $a$ .

<sup>13</sup>  $N_{fedca}$  = number of adults with a formal parental relationship with the child;  $N_{edca}$  = number of individuals aged 16+ in the household, and  $N_{5-10}$  = number of 5-10 year olds that the sampled adult has a parental relationship with.

<sup>14</sup> The common 'raking' method was employed, using an SPSS macro.

For Taking Part, the design is affected by clustering, weighting and stratification (stratification usually helps to narrow the margin of error around estimates, whilst the clustering and weighting increase the margin of error around estimates. A higher margin of error is reflected by a higher design effect).

On the Taking Part Survey, a series of design effects are generated for the different sectors that the survey covers (arts, heritage, libraries, museums, galleries and archives, sport). The main reason different design effects are used for different sectors is related to clustering. The impact of clustering means that you may get some clusters where lots of people do an activity, for example sport, whilst in other clusters, very few people do sport. The design effects of each sector take this into account.

For the statistical data that is produced for the Taking Part Survey, sector and sub-group related design factors (the square root of the design effect), have been applied to any figures that are generated specifically from the variable that was also used to create the design effect for the sector. If the figures are not generated from that specific variable, then an average design factor figure, generated from the average of all sub-groups for each sector, has been used. Where possible, design factors for sub-groups within sector have also been used. Otherwise, where sub-group analysis is concerned, the overall average sub-group figures have been used.

### 6.7.1 Design Effects for the Adult Survey

Table 6.3 details the overall average design effects and design factors for each DCMS sector. Where analysis concerns the specific variable from which the design effect was derived (listed below), the sector design factor should be used.

*Table 6.3 Overall design effects and design factors by sector*

Sector	Dataset variable	Design effect	Design factor
Arts	ARTPSA2	1.61	1.27
Libraries	LIBPSA	1.41	1.19

Museums, galleries and archives	MUSPSA	1.49	1.22
Heritage	HERPSA	1.63	1.28
Sport	PSASPORTSR	1.50	1.22

Table 6.4 details the design factors for a number of key sub-groups. The design factors tend to be lower, reflecting the fact that these sub-groups will be more thinly distributed between PSUs leading to a smaller cluster effect.

*Table 6.4 Design factors by sub-group, within sector*

Sub-group	DCMS sector				
	Arts activity	Library use	Museum/gallery/archive visits	Historic site visits	Sport activity
<b>All</b>	1.27	1.19	1.22	1.28	1.22
<b>Sex</b>					
▪ Males	1.29	1.24	1.30	1.30	1.25
▪ Females	1.17	1.14	1.14	1.25	1.18
<b>Disability status</b>					
▪ Longstanding illness/disability/ infirmity	1.09	1.05	1.08	1.07	1.12
▪ No longstanding illness/disability/ infirmity	1.34	1.31	1.28	1.38	1.29
<b>Ethnic group</b>					
▪ BME	1.50	1.21	1.23	1.49	1.41
▪ White	1.27	1.27	1.26	1.31	1.23
<b>NS-SEC</b>					

▪ NS-SEC 1-4	1.17	1.16	1.19	1.19	1.21
▪ NS-SEC 5-8	1.28	1.18	1.16	1.27	1.17
<b>Age group</b>					
▪ 16-24	1.48	1.38	1.44	1.48	1.43
▪ 25-44	1.28	1.05	1.28	1.31	1.20
▪ 45-64	1.18	1.15	1.16	1.18	1.18
▪ 65-74	1.02	0.96	0.94	1.03	0.90
▪ 75+	1.06	0.98	0.96	1.03	0.99

For other measures, an average overall design effect of 1.467 (and an average design factor of 1.211), may be used for calculating the effective sample size. The average design effect is based on the average of all sub-group design effects for each key DCMS sector variable.

### 6.7.2 Design effects for the child survey

For the child survey, a similar approach to design effects was taken. Design effects were calculated for each DCMS sector, and for key sub-groups within each sector. For the child survey, separate design effects were calculated for the 5-10 proxy survey and the 11-15 youth survey.

*Table 6.5 Child survey design effects and design factors by sector*

Sector	Dataset variable	Design effect	Design factor
Arts - Whether done at least one arts activity outside of school in last 12 months (5-10s)	c5anyarts12	1.14	1.07
Libraries - Whether visited in last week (5-10s)	c5wk11	1.29	1.14
Museums - Whether visited in last week (5-10s)	c5wk13	1.32	1.15

Heritage - Whether visited in last week (5-10s)	c5wk14	1.31	1.15
Sport - Whether done at least one sports activity outside of school in last 4 weeks (5-10s)	c5anysport	1.32	1.15
Arts - Whether done at least one arts activity in last 12 months (11-15s)	c11anyarts12	0.65	0.80
Libraries - Whether visited in last week (11-15s)	c11wk11	1.24	1.11
Archives - Whether visited in last week (11-15s)	c11wk12	1.41	1.19
Museums - Whether visited in last week (11-15s)	c11wk13	0.97	0.98
Heritage - Whether visited in last week (11-15s)	c11wk14	1.16	1.08
Sport - Whether done at least one sports activity in last 4 weeks (11-15s)	c11anysport	1.06	1.03

Table 6.7 details the design effects and design factors for a number of key sub-groups. The design effects tend to be slightly lower than for the full sample.

*Table 6.7 Child survey design factors by sub-group*

	All	Limiting disability	BME	White	Male	Female
Arts - Whether done at least one arts activity outside of school in last 12 months (5-10s)	1.07	1.22	1.14	1.02	1.09	1.01



Libraries - Whether visited in last week (5-10s)	1.14	1.05	1.15	1.17	1.08	1.17
Museums - Whether visited in last week (5-10s)	1.15	1.16	1.20	1.10	1.17	1.14
Heritage - Whether visited in last week (5-10s)	1.15	1.22	1.15	1.20	1.14	1.14
Sport - Whether done at least one sports activity outside of school in last 4 weeks (5-10s)	1.15	1.17	1.09	1.16	1.12	1.20
Arts - Whether done at least one arts activity in last 12 months (11-15s)	0.80	0.84	N/A	0.79	0.79	N/A
Libraries - Whether visited in last week (11-15s)	1.11	1.01	1.09	1.16	1.20	1.11
Archives - Whether visited in last week (11-15s)	1.19	0.91	1.04	1.27	1.32	1.09
Museums - Whether visited in last week (11-15s)	0.98	0.71	0.91	1.19	1.06	1.19
Heritage - Whether visited in last week (11-15s)	1.08	1.13	1.11	1.07	1.13	1.03
Sport - Whether done at least one sports activity in last 4 weeks (11-15s)	1.03	1.04	1.06	1.00	1.12	0.93

## 7. Appendix

Documents to be ordered as noted in the report – will include:

- A Interviewer Instructions
  
- B Respondent letters
  - B1 – Advance letter (sample specific)
  - B2 – Advance letter (general)
  - B3 – Reissue letter
  - B4 – Reissue letter (non-contacts)
  
- C Respondent leaflet
  
- D Address Contact Sheet
  
- E Parental Permission Card
  
- F 2011/12 Adult questionnaire
  
- G 2011/12 Additional adult dataset variables
  
- H 2011/12 Child questionnaires
  - H1 – 5-10 Child questionnaire
  - H2 – 11-15 Child questionnaire
  
- I 2011/12 Additional child dataset variables
  
- J 2011/12 Codeframe documents
  - J1 – 2011/12 Adult survey codeframes
  - J2 – 2011/12 Child survey codeframes
  
- K Themed report: Developing a new set of sports participation questions for Taking Part