



department for
**culture, media
and sport**

Taking Part Survey

Longitudinal element

July 2012

improving
the quality
of life for all

Taking Part is a National Statistic and has been produced to the standards set out in the Code of Practice for Official Statistics.

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Taking Part longitudinal survey

This note sets out the introduction of a longitudinal element to the Taking Part Survey from 2012/13. It is expected that the results will become available for analysis in August 2013.

What's the difference between a cross-sectional and a longitudinal survey?

Since 2005/06, the Taking Part survey has been run on a cross-sectional basis. This means that each year a new sample of households is drawn and a new group of respondents are asked Taking Part questions. This approach enables us to say 'X% of the population does Y' but not to say how an individual's behaviour has changed over time.

A longitudinal survey, tracks the same people over a period of time to see how their behaviour changes. In the case of Taking Part, this means that we will be able to monitor, for example, the effect of leaving school or having children on sports participation or how a person's engagement with the arts and culture sectors changes when they retire from paid work.

Taking Part longitudinal background

From 1 April 2012, 5,000 adults (16+) and c. 1,000 children (5-15) who were first interviewed in 2011/12 will be followed up in the Taking Part longitudinal survey. These are respondents who said that they were happy to be contacted again when they were first interviewed in 2011/12.

This means that from 1 April 2012, the Taking Part sample will be split in two – half will be cross-sectional (questions asked of new respondents) and half will be longitudinal (questions asked of respondents followed-up one year later). The longitudinal questions focus on life events and changes in the behaviour of respondents since they were last interviewed a year ago.

Responses to the longitudinal survey will be added back into the results of the regular cross-sectional survey to maintain the sample size. It remains essential that we have a large enough sample size to produce headline figures on participation in our sectors (i.e. museums and galleries, the arts, libraries, heritage, sport, archives, volunteering and charitable giving) and to provide demographic detail.

Consultation

At the Taking Part user event in August 2011, DCMS canvassed views on the priorities for the longitudinal survey. These are summarised in Annex A. These views were taken into account when developing the longitudinal survey, however

given the limited questionnaire space, the priority was to meet the immediate research needs of colleagues in DCMS and co-funding ALBs (English Heritage, Sport England, Arts Council England).

We consulted with DCMS policy leads and the co-funding ALBs on:

- The content of the longitudinal survey (specific questions and/or topic areas aimed at analysing behaviour change over time together with a core of questions asked on the regular cross-sectional survey)
- Which questions in the regular cross-sectional survey do not need to be asked in the longitudinal surveys e.g. information already gathered on the respondent before re-interviewing a year later. This enabled space for longitudinal questions.
- Whether there was an interest in specific groups (e.g. following a larger group of younger or older people) or a nationally representative spread of the population.

Pilot

The longitudinal survey was piloted in the field from Thursday 16th to Monday 27th February 2012 in 10 areas across England. This gave an opportunity to test out how new questions worked, how the process of re-contacting respondents and how the computer programming and structure of the interview worked in practice. A detailed report on the pilot is available at

http://www.culture.gov.uk/what_we_do/research_and_statistics/7388.aspx and the final questionnaire is available at http://www.culture.gov.uk/what_we_do/research_and_statistics/7387.aspx

Data

The longitudinal survey has been in the field since year 8 (April 2012). From April 2012, data for the Taking Part Survey will be collected via both a longitudinal element and the existing cross-sectional method. The results from both sources will be used to produce the quarterly and annual estimates currently published as well as an additional annual output of longitudinal data which can be used to track changes in behaviour over time.

The impact of collecting data through both routes and combining them together will not be fully known until data are collected and analysis can then be completed. Findings from the pilot survey suggested that the data from both elements were consistent and there was no bias combining the data; however DCMS will publish a note once this has been examined using data currently being collected.

It is anticipated that analysis using the first year's longitudinal questions will be published in August 2013.

Annex A – Taking Part user event: 18th August 2011

Small Group Discussion: What are your priorities for the Longitudinal Survey?

The following suggestions were made at the small group discussion, and have been grouped together by theme:

Effects of initiatives/policy

- What types of programmes have users engaged in? e.g. Libraries – Summer Reading Challenge, Free Swimming
- Explore links between broadband roll out and digital engagement in culture and sport – does it make a difference? This could be tracked with a simple question to respondents, such as ‘Do you have access to broadband and do you use it to view museum collections online?’
- Do/Are current initiatives in increasing craft activity in schools increase adult participation?
- Digital – How and why changed?

Financial circumstances

- Adults – Finances in relation to cultural engagement (effect of recession on participating in arts)
- Changes to Higher Education funding

Olympics

- Track participation changes in those who have engaged in the Olympics.
- Olympics: regeneration of East London, building a sense of community.

Methodological

- Larger panel as it’s only short.
- More precise measures of change in participation in the key sectors. (Good from a methodological perspective and quality).
- Everything that it is asking at the moment – participation, attendance, etc. Look holistically across 36 months rather than just 12.
- More direct measurement of quality of life/well-being to allow analyst to see how Taking Part impacts on this.

Households

- Development of inter-household behaviour.
- All household sampled -> GHS reprise but repeated measures.

Engagement/disengagement/barriers

- Include questions such as – ‘If you haven’t previously done x, why have you done it this year?’ and vice versa.
- Monitor satisfaction with local provision (link to Places Survey and BVPIs).
- What factors change or sustain involvement?
- What levels of engagement? Clubs/Societies/Groups
- Why did you stop playing regular sport? Injury, family commitments, job commitments...
- Why did you start playing regular sport? Health, social, more time (e.g. retirement)...
- What triggered engagement?

Life Events

- Concentrate on life-changes, e.g. leaving school, leaving university, having children.
- Changing rates of participation as a result of ‘life events’ changing.
- People’s engagement/disengagement with culture and sport and the link to life events, e.g. moving house, having children, pregnancy, retirement.
- Life events over last 12 months, e.g. health, losing/finding jobs.
- Changes in individual/family circumstances.
- Would like to see a basic breakdown of how free time is spent, and how this changes as people get older.

Children

- For sport transition, should at least span late teens <-> early 20s.
- Ability to map transitions from childhood to adulthood.
- Child element to be big enough to survive attrition – and perhaps to focus on 1 or more 2 school cohorts (otherwise results for any narrow age group will be too small; or a wider age spread will cover too diverse a set of children. Say age 7 and 11?).
- A set of questions that track the pattern of cultural engagement of children through to adulthood, e.g. visits to museums and galleries, digital engagement in museums and galleries, enjoyment of visit to museums and galleries.



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