



Department
for Culture
Media & Sport



Taking Part: the next five years

March 2016



Historic England

Contents

Foreword	3
Executive Summary	5
The Taking Part Survey	7
1. Data Collection	9
2. The Questionnaire	13
3. Dissemination	17
4. User Engagement.....	21
Annex A: Taking Part Timeline.....	23
Annex B: Summary of user feedback.....	24
Annex C: Questionnaire changes.....	30

Foreword



Evidence is fundamental to good decision making and I am pleased to introduce this strategy, which shows how DCMS and our funding partners are developing the Taking Part survey, leading the way with robust evidence for our sectors.

The Department for Culture, Media and Sport (DCMS) has set out its vision of driving growth, enriching lives and promoting Britain around the world. Participation in many DCMS sectors is proven to increase health and well-being and promote social mobility. The changes to the Taking Part survey set out in

this strategy will allow us to monitor progress and improve our understanding of how we can influence these areas, putting us in a better position to deliver our vision.

I am excited about the planned developments, which will ensure that the Taking Part survey supports DCMS and others in our sectors for many years to come.

**Sue Owen,
Permanent Secretary**



We are pleased to share our proposed developments to the Taking Part survey, which will ensure it is fit for the future and supports the evidence needs of our sectors.

Over the last 11 years, Taking Part has provided important evidence to support decision making and has been valued by a range of users, including policy makers, practitioners and academics. We are grateful for the input we have had from users of the survey during the development process and are now able to

share our plans for the future of Taking Part.

This strategy demonstrates how we will continue to provide high quality monitoring data, while also improving evidence of impact and outcomes associated with activities in DCMS sectors. We are also working to make data from the survey more accessible with the development of an online data tool, which we hope will allow you to make more use of the data and increase its impact.

Finally, I would like to thank TNS BMRB for all the work they have done developing the survey since it's inception: they have developed the survey into the valued product we have today. We look forward to working with Ipsos and NatCen to build on this in the future.

**Mary Gregory,
Head of Statistics**



Cultural engagement

In the last year have you done the following in your own time or as part of voluntary work?



Executive Summary

The Department for Culture, Media and Sport (DCMS) drives growth and enriches lives. Government believes everyone should be able to access and participate in the arts, heritage and sport no matter what their background or where they come from, and that these activities have a vital role to play in health and well-being and in promoting social mobility through broadened experiences and networks.

Taking Part is DCMS' flagship survey, and provides evidence to support government's policies in these areas. It is a continuous household survey in England and has two main aims:

1. to provide robust time series data to monitor participation and the activity of the general population;
2. to provide data which allow us to understand the reasons for participation and behaviour change.

This document sets out significant developments to the Taking Part survey, changes which DCMS believes will deliver a survey fit for the future and allow the survey to meet these two important aims. These changes will ensure:

- High quality data to support policy makers, practitioners and academics working in DCMS sectors;
- Better dissemination of available data to increase its use, supporting better policy making, delivery and evaluation;
- More evidence on causality, providing a fuller understanding of the contribution of culture and sport to society and how it impacts upon the well-being and lives of the nation.

Over the last 11 years, DCMS and its funding partners (currently Arts Council England, Historic England and Sport England) have worked with TNS BMRB to deliver the Taking Part survey. During this time the survey has evolved significantly, and we are very grateful to TNS BMRB for all the work they have done. In December 2015, Ipsos MORI in partnership with NatGen won the Taking Part contract for the next three years (2016-2019), with the potential to extend a further two years. Together, they will work with DCMS and its funding partners to deliver the Taking Part survey from April 2016.



Summary of survey developments

This section summarises the developments to the Taking Part survey grouped by four areas: data collection; questionnaire content; dissemination; and user engagement.

Data Collection

- Currently the Taking Part survey is entirely face-to-face with longitudinal respondents' data combined with new respondents' data to provide headline estimates. In future, the cross-sectional and longitudinal elements will be separated, with each tailored to best achieve its intended purpose:
 1. **Headline (cross-sectional) estimates** of participation will be based on face-to-face interviews of around 8,000 adults each year. The sample will be selected to be representative of households in England. Each adult included in the cross-sectional results will be participating in the survey for the first time.
 2. **Longitudinal data** will be collected via web-based interviews: all face-to-face participants will be invited to participate in the longitudinal panel, and members of the existing longitudinal panel will also be incorporated. The longitudinal web panel will be used to understand the causes of changes in participation, and associated impacts and outcomes. The web-based questionnaire will be asked as four short surveys throughout the year.

Questionnaire Content

- **Questionnaire topics** have been reviewed so that they continue to support policy priorities and user needs. Changes to the questionnaire are being introduced in 2016/17 and 2017/18. The most significant changes for 2016/17 are the inclusion of additional questions on digital participation, and developments to existing questions on libraries and sport.
- **Rotating modules** will be introduced to the face-to-face survey from 2016/17 to help provide more in-depth evidence for a range of policies within a fixed survey length.
- **Longitudinal survey** content is being fully reviewed to ensure it supports understanding of barriers and behaviours and is suitable for a web-based survey.
- **Data Linking** will be developed to extend the analysis possible using Taking Part. This will support understanding of outcomes. DCMS plans to link Taking Part data to administrative data on topics such as health, education and employment.

Dissemination

- An **online data analysis tool** will be launched on 21 July 2016. This tool will allow users to produce their own cross tabulations using Taking Part cross-sectional data.
- **Commentary and tables for bi-annual reports** will be reduced. Data from bi-annual reports will continue to be available either through the reports and accompanying tables, or from the online data analysis tool. This will allow DCMS to focus on other developments outlined in this document.
- **Short stories** will be published twice a year in April and October. These will be short, easy to read reports with a focus on topical areas of interest.
- DCMS intends to release an **open data** version of Taking Part record level data in 2017. This will include fewer variables than the dataset available via the UK Data Service but will be available to all without registration.

User Engagement

- **User events** will continue to be hosted by DCMS on an approximately annual basis. These events offer users the chance to hear about Taking Part developments and uses, and to feed into DCMS plans and priorities for the future of the survey.
- DCMS will also continue to communicate with users through our **email distribution list** and via **Twitter** (@DCMSinsight). Users can continue to get in touch with the Taking Part team by email at takingpart@culture.gov.uk.

The Taking Part Survey

Now in its 11th year, the Taking Part survey has provided strong evidence for the culture and sports sectors. It has provided invaluable information to policy makers, practitioners and academics on the drivers and barriers to engagement as well as levels of participation and enjoyment, and is increasingly used to track changes over time.

Moving forward

Taking Part is a National Statistics output and valued for the high quality evidence it offers. However, it is important that the survey continues to meet the needs of policy makers and practitioners within an ever more demanding financial climate. This document outlines how the survey will evolve to achieve this, covering modernisations to data collection, updated measurement and how DCMS plans to disseminate data and engage with users. Ultimately, we want to ensure the survey is meeting user needs and being used to its full potential, while safeguarding it for the future.

A brief history of Taking Part

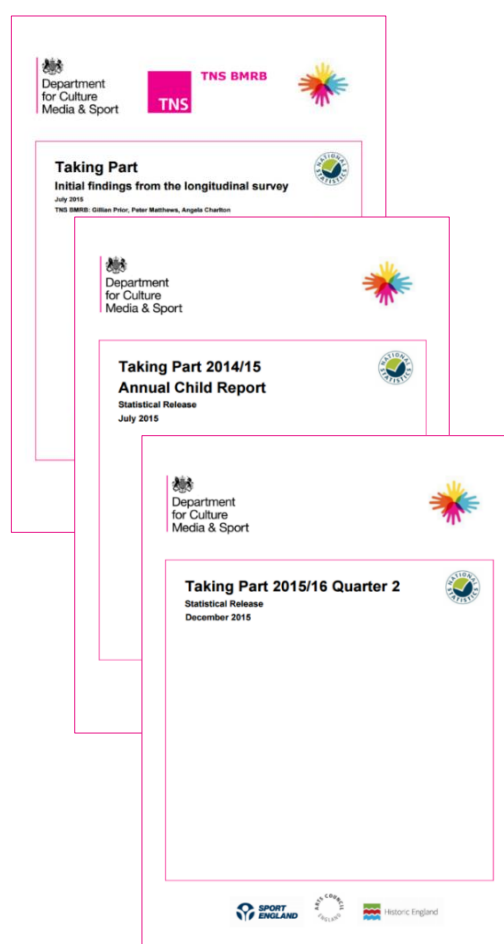
Over the last 11 years, DCMS has worked with TNS BMRB to deliver the Taking Part survey. During this time the survey has evolved significantly. It was first commissioned as an annual face-to-face household survey of 28,000 adults (aged 16+) in England. A child interview was added in 2006, interviewing a randomly selected child in households containing at least one child aged 11-15. In 2008/09, the child survey was broadened to cover 5-10 year olds.

Longitudinal data have been collected since 2012 with the first analysis of these data published in July 2015.

In 2012 the survey was assessed against the standards set out in the Code of Practice for Official Statistics¹ and retained National Statistics status.

The current survey includes an annually representative sample of around 10,000 adults (half longitudinal respondents and half fresh sample), and around 2,000 children (aged 5-15) living in private households in England.

Details of the survey methodology can be found in the technical report². More details on Taking Part, including current and past questionnaires³, can be found on the Taking Part webpages.



¹ <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html>
² <https://www.gov.uk/government/collections/taking-part-technical-reports>
³ <https://www.gov.uk/government/collections/questionnaires-from-taking-part>



A new working relationship

In December 2015, Ipsos MORI in partnership with NatCen won the Taking Part contract for the next three years (2016-2019), with the potential to extend to five years. Together, they will work with DCMS and its funding partners to deliver the Taking Part survey from April 2016.

There will be considerable changes to the survey over this period, starting with modernisation of the way data are collected, updates to the questionnaire content and design of new products to help users access and analyse Taking Part data. This report summarises and explains the key developments. A timeline for development work is provided in Annex A.

Section 1 outlines the main changes to survey methodology starting in 2016/17 and fully introduced for the 2017/18 survey year. These include separating out the fresh sample and longitudinal elements of the survey, and moving to web based data collection for the longitudinal part of the survey.

Section 2 provides a summary of changes to the questionnaire content for the adult, child and longitudinal surveys. Some of these changes will go into the field in 2016/17, while others will be introduced in 2017/18.

Section 3 explains how DCMS will make Taking Part data more accessible to users, including the introduction of a new online data query tool.

Finally, **Section 4** details how DCMS will engage with Taking Part users in the future.

User engagement in 2015

To inform the developments set out in this document DCMS has undertaken a series of user engagement actions over the last seven months. These included:

- conversations with policy teams in DCMS to ensure that the survey supports current and future policy priorities;
- meetings with academics working in the fields of culture and sport to establish opportunities to increase the value and impact of Taking Part;
- consulting academics in the DCMS Science Advisory Council to help define a clear direction and strategy for the survey;
- a Taking Part user event in July 2015⁴;
- a request for user feedback, which ran in the autumn of 2015 and sought user views on the survey and development proposals⁵.

A detailed summary of the user feedback and ideas received through these engagements is presented in [Annex B](#), along with our response.

The key objective of the Taking Part survey is...

“...to provide evidence to enable policy makers and practitioners to develop, monitor and evaluate effective policy.”

The following aims support this overarching objective:

- 1.** To deliver robust, nationally representative data (to National Statistics quality) that support the priorities for DCMS, its ALBs and other users.
- 2.** To meet the evolving evidence needs of policymakers and practitioners, in measuring the effectiveness of existing policy and designing new policies based on the evidence it provides.
- 3.** To measure changes over time and understand what drives and prevents participation.
- 4.** To modernise data collection and measurement whilst as far as possible maintaining comparable data to previous surveys, so that changes can be tracked and analysed over time.
- 5.** Provide the ability for Taking Part users to undertake their own analysis of Taking Part data, helping support DCMS and other users to exploit the data to its full potential.

⁴ <https://www.gov.uk/government/publications/2015-user-event-taking-part-survey>

⁵ <https://www.gov.uk/guidance/taking-part-user-engagement-2015>

1. Data Collection

From April 2017, there will be several significant changes to the way the Taking Part survey collects data. These changes have been guided by the underlying principle that we should not compromise the statistical robustness and quality of the data that the survey provides.

The Taking Part survey is prized among users for the breadth, depth and quality of evidence it provides. Many of the users who responded to the Taking Part user questionnaire highlighted the unique nature of Taking Part data, citing it as the only source of national level data on adult and child engagement with and participation in cultural sectors, and the only data source that captures the opinions of people who do not participate in arts, culture and sport. The survey allows data to be cut in a number of ways, which means it is possible to gain reliable information about priority groups. In addition, Taking Part data are increasingly used to look at changes in participation over time.

The adult survey

The Taking Part survey has two key aims: to provide robust time series data relating to participation and related activities; and to provide data that allow for the causal analysis of participation and behaviour change.

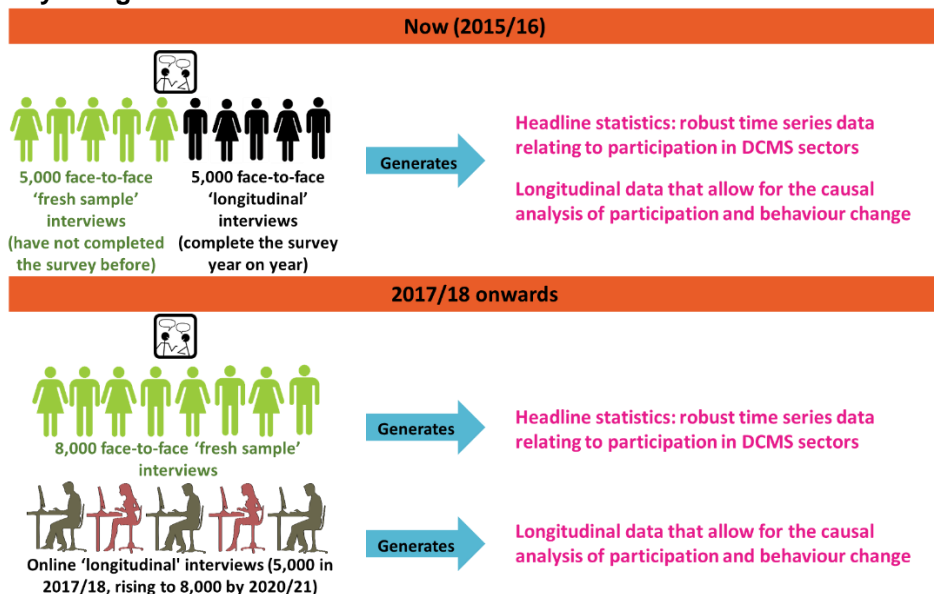
The current adult survey is a face-to-face survey that includes an annual, nationally representative sample of 10,000 adults, half of which are longitudinal respondents (who complete the survey year on year), and half of which are 'fresh sample' respondents (those completing the survey for the first time). Attempting to achieve everything with this combined sample has drawbacks for both elements.

In order to improve the sample and the data produced, Taking Part will move to two distinct data collection approaches, each tailored to one of the two key survey aims:

1. Headline (cross-sectional) estimates will be based on 8,000 face-to-face interviews per year, collected from a fresh sample each year;
2. Longitudinal data collection will be web-based, the sample will be made up of the existing longitudinal panel, built up since 2011/12, with all new face-to-face respondents also invited to join the longitudinal panel.

These changes will be implemented from April 2017, following a transitional year in 2016/17. During the transitional year, fresh and longitudinal interviews will continue to be face-to-face, and all respondents will be asked to join the online longitudinal panel.

Taking Part survey design: now and in the future



Face-to-face, fresh sample survey

The first survey component will provide high quality cross-sectional data, fulfilling National Statistics requirements, which can be used to continue key Taking Part time series. These include headline participation figures for each of the DCMS cultural sectors (arts, museums and galleries, heritage, libraries and archives). Ceasing to include the longitudinal sample in these estimates has several advantages:

1. **It will reduce bias in cross-sectional estimates.** Bias arises because longitudinal sample estimates are systematically different from fresh sample estimates on some survey statistics. Over time this issue becomes more pronounced and can adversely impact on headline results;
2. **Data will require less statistical weighting** to be made nationally representative, as it will not be relying on the less representative longitudinal sample;
3. **The sample can be drawn from a new set of Primary Sampling Units (PSUs)** each year. Up to 2015/16 the sample has been drawn from the same set of PSUs. This is a sensible approach as it reduces costs because the longitudinal and fresh households are clustered. However over time it is possible this would introduce additional bias into the survey.

Overall, there will be improvements to data quality: the new sampling and analysis methods will deliver comparable effective sample sizes to those currently achieved, despite the reduction in actual face-to-face sample size from 10,000 to 8,000.

Although still widely accepted as the best way to collect social survey data in the UK, face-to-face surveys are very expensive, and it is becoming harder to collect representative data in this way. There is a lot of interest in more cost-effective approaches, including online data collection (particularly postal to web). Although this method is not yet considered adequate for headline Taking Part results that monitor national trends in participation, DCMS will continue to review the evidence from other studies and consider if and when Taking Part can move to this approach. **For now, we plan to design all new questions so that they are “unimode” (i.e. will work across a range of data collection modes, including online) so that disruption will be minimised if there is a future change of methods.**

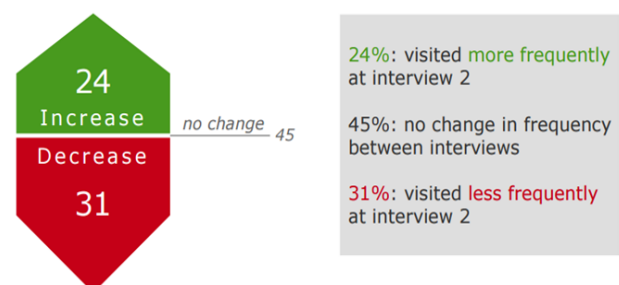
Longitudinal sample survey

The second element of the survey is longitudinal and will be online. It will provide a rich dataset that permits a wide range of analyses, including modelling of the causes of participation and related behaviours. It should not be expected to deliver unbiased point estimates; however, it should provide reliable data to understand change.

Just as there are benefits to removing the longitudinal data from the headline estimates of participation, there are direct benefits to the longitudinal data from keeping it separate from the fresh sample. At present, a subset of 5,000 of the total Taking Part sample is drawn from longitudinal respondents each year. This means a proportion of first-time respondents who have agreed to be re-contacted in the previous year are not re-contacted or recruited to the longitudinal panel. In the new approach, every fresh sample respondent will be able to sign up to the online longitudinal panel, so we will no longer lose potential panel members. By starting to recruit respondents to the panel in 2016/17, it is anticipated we will have a sample of 5,000 in 2017/18, rising to 8,000 by 2020/21.

Examples of longitudinal analysis using Taking Part data

Change in frequency of visiting a heritage site in the last 12 months



Reasons for increased frequency of visiting heritage sites



A shift to online data collection will mean that those without internet access cannot take part in the longitudinal survey. However, we are not proposing alternative modes of data collection for those without internet access due to the additional cost and because the exclusion of off-liners is unlikely to reduce the usefulness of the longitudinal data. The Office for National Statistics estimates that only 14 per cent of households in Great Britain do not have access to the internet, and this proportion is rapidly decreasing⁶. In 2015, nearly nine out of ten adults living in England had used the internet in the last three months. For those aged 65 and over, this figure was about six out of ten. Although those households without internet access are more likely to include an adult aged 65 or over, under-representation of this age group is less problematic for the analysis of longitudinal data than for the production of population estimates. Furthermore, under-representation can also be addressed by weighting the panel data.

A second advantage of separating the longitudinal from the fresh sample survey is that the questionnaire content can be tailored to the longitudinal sample, with more questions that focus specifically on behaviour change and its drivers.

Finally, the proposed web panel will provide DCMS with a flexible vehicle that could potentially be used in the near future to collect new types of data. Examples include:

- One-off, quick turnaround surveys to respond to emerging policy issues;
- Online qualitative research with specific subgroups;
- Online communities (community members could discuss and debate issues of policy interest).

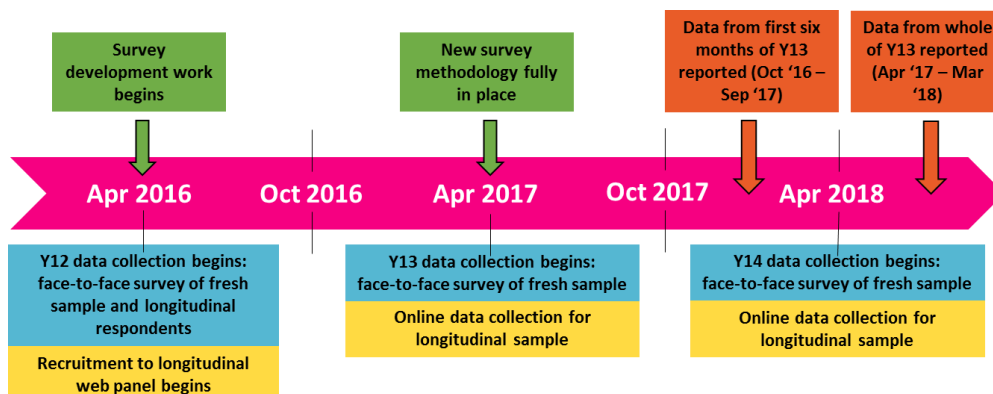
These new types of data collection could be more cost effective and provide DCMS with a better understanding of how those participating compare the wider population. When combined with the evidence from survey data it could more effectively meet the evolving needs of policy makers and practitioners to better understand what drives participation and how to affect behaviour change.

The longitudinal element of the Taking Part survey was frequently cited as very important by those who responded to the user questionnaire: several respondents stressed the importance of growing and refreshing the longitudinal panel if DCMS are to capture the value of culture to future generations. The method outlined above will allow us to continue collecting the high quality data needed to understand changes in participation, as well as the impacts and outcomes of participation, for many years to come.

Next steps

Development work to empirically test the proposed methods and assumptions around the longitudinal panel design will be conducted during 2016/17 and used to optimise procedures for recruiting, retaining and collecting data. Testing will include trialling different monetary incentive strategies and different questionnaire designs. Findings will be published as part of a technical report in early 2017.

Timeline for introduction of new survey methodology (a more detailed timeline is available in Annex A)



⁶ <http://www.ons.gov.uk/ons/rel/rdit2/internet-access---households-and-individuals/2015/index.html>



The child survey

In addition to the main adult survey, the Taking Part survey also incorporates a child element. Understanding child participation has become increasingly important as the extent to which experiences in early life can shape behaviour in adult life has become more apparent.

The current child survey asks about child participation in cultural and sporting activities, as well as well-being. The 5-10 survey is completed by an adult on behalf of the child and asks about activities completed outside of school, while the 11-15 survey is completed by the child and asks about activities completed in and out of school. An annual representative sample of around 2,000 children (aged 5-15) living in private households in England is interviewed each year.

The size of the child sample is dependent on the ability to identify households containing a child through the same addresses used to sample adults. Whether a child interview is attempted is conditional on the participation of an adult in the household and, for 11-15 year olds, whether permission is given by their parent/guardian and, for 5-10 year olds, whether the interviewed adult is their parent/guardian. Therefore, the journey to obtaining the child interview has many stages at which drop out can occur.

In 2014/15, the Department for Education (DfE) funded a child boost of 1,750 secondary school children (aged 11-15) in order to measure government interventions for that age group. The National Pupil Database (NPD) was used to identify households containing children aged 11-15 (over and above those identified through regular Taking Part fieldwork) to be asked further sports questions. This boost was a one off, but has potential to provide valuable insights. A question requesting permission to link child data to the NPD has been included in the child surveys (5 - 15) for 2016/17.

In 2016/17, the child surveys will continue as they are (bar a few small changes to the wording of existing questions). We will start recruiting

children to the new longitudinal web panel (assuming parental permission) in 2016/17.

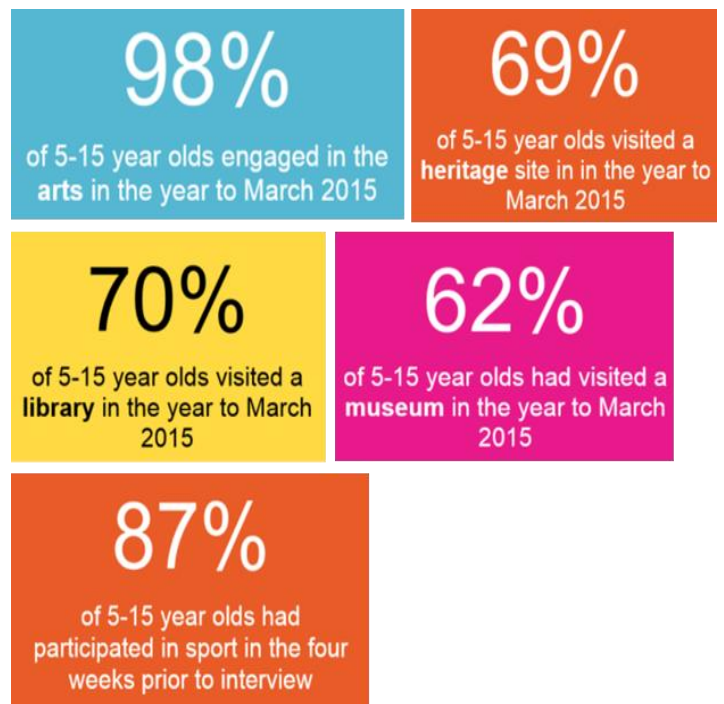
However, DCMS is looking at how to develop child data collection with a view to improving the data available for this important group.

Priorities for child data collection include:

1. Covering in-school and out-of-school activities for all age groups (5 - 15).
2. Having the ability to report by detailed demographics and year groups.
3. Understanding children's views and perceptions.

Further details of DCMS plans will be available by the end of 2016.

Headline figures from the 2014/15 annual child report⁷



⁷ <https://www.gov.uk/government/statistics/taking-part-201415-annual-child-release>

2. The Questionnaire

If Taking Part is to remain relevant and useful, it needs to ask the right questions. The majority of the questionnaire content was decided when the survey first started in 2005 and, since then, there have been many additions, but no systematic review and few questions removed. This means each interview now takes longer to complete (the average adult interview is now approximately 50 minutes), which has an impact on response rates and increases costs. Moreover, in some cases, questions in the survey are no longer the top priority questions for DCMS or other users. Therefore, DCMS is reviewing both the adult and child questionnaires, with the dual aim of reducing questionnaire time, while supporting new and existing priority areas.

DCMS sets out eight criteria to determine questionnaire content:

- **User need** – is there an identified user need and how strong is it?
- **Relevance** – is the content relevant to DCMS sectors and priorities?
- **Duplication** – is there a suitable alternative source for the information?
- **Continuity** – is there consistency with previous questions to enable comparisons over time?
- **Data quality** – can the data be collected accurately through survey questions?
- **Compatibility** – can questions be converted for online data collection?
- **Harmonisation** – are the questions consistent with other social surveys or government standard survey questions?
- **Multivariate analysis** – does the data collected enhance the ability to analyse and understand other topics in the survey?

These criteria, along with responses received during the 2015 user consultation, feedback received at the summer user event and input from policy and academics, are being used to determine the questionnaire content going forward.

Adult questionnaire

In order to retain the time series data for headline figures of engagement in DCMS sectors, a number of questions in the adult questionnaire will continue to be asked in their current form (details at the end of Annex C). Beyond these questions, there will be a number of changes made in 2016/17 and 2017/18, which aim to better align questions with policy and other user needs. In particular it is important that the evidence collected by the Taking Part survey supports measurement of policy priorities such as the new sports strategy⁸ (published in December 2015) and the Cultural White Paper⁹ (published in March 2016). Changes made to the adult questionnaire will go into the field in three stages: April 2016; October 2016; and April 2017.

The majority of questionnaire changes will not have an impact on time series data. However, there will be several larger changes, which include:

- **Changes to the sports participation questions to align with the new Sport England Active Lives Survey¹⁰**. Initial changes have been made to the Taking Part questions for April 2016: these include changes to the list of activities adults are asked if they have participated in and

⁸ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf

⁹ <https://www.gov.uk/government/publications/culture-white-paper>

¹⁰ <http://www.sportengland.org/research/about-our-research/active-lives-survey/>



changes to the frequency of participation questions, as well as new questions about attendance at sporting events. Additional questions on physical literacy, and revised questions on attitudes towards sport and volunteering in the sports sector are expected for October 2016.

- **Updates to existing questions around digital engagement, and the addition of new questions to further explore how people are using the internet** to participate in the cultural and sporting sectors, including how they are accessing media, have been made for April 2016.
- **New questions that ask respondents what prevents them from participating in the cultural and sports sectors.** These questions are planned for October 2016.

More details of the changes that will be made to the questionnaire are available in [Annex B: A summary of user feedback](#) and [Annex C: Questionnaire changes](#). The final version of the 2016/17 adult questionnaire will be available on the Taking Part webpages in 2016.

The Taking Part survey occasionally includes questions relating to special events, such as the London 2012 Olympics and the First World War Centenary (2014-2018). Questions that ask about special events or short-term policy interests will still be able to be added to the questionnaire for an appropriate number of years going forward.

Rotating modules

To provide greater flexibility and help provide continued evidence for a range of policies within a fixed survey length, DCMS will introduce rotating question modules from 2016/17. This will allow groups of questions to be included in the survey on a less regular basis than at present (when all questions are asked annually), and it will mean that the sample no longer needs to be split within years (as is currently the case for a small number of questions), which reduces the sample size for some questions considerably.

The majority of rotating modules in Taking Part will be asked every other year, with potential for extra questions to be added as a one off in a single year. Questions included in the rotating modules are those that do not require annual data collection. The exact contents of the rotating modules will be published as part of the adult questionnaire in April 2016, but a summary of question topics is given in the table below.

Question topics for inclusion in a rotating module

BLOCK	SUBJECT	QUESTIONS
1 (1 st year 2016/17)	Heritage visits	Three questions, covering who the respondent has visited a heritage site with, the geographical location of the heritage site, and how far they travelled to get to the heritage site (WHOHER, HERWHERE and HERWHE2).
	Heritage extras	Two questions, covering membership of heritage organisations, and involvement in historical re-enactments (HERMEM, REENACT).
	Museum visits	Two questions, covering the geographical location of a museum/gallery the respondent has visited, and how far they travelled to get there (MUSWHER and MUSWHE2).
	Charitable giving	Ten questions, covering why the respondent donated money, what would encourage them to give money, and whether they think they will give more or less money in the next 12 months (GIVESECT, GIVEENC).
	Library visits	Three questions, covering who the respondent has visited a library with, how they travel to the library, and how long it takes to get to their library from their home (LIBWHO, LIBTRAV, LIBWHE).

BLOCK	SUBJECT	QUESTIONS
2 (1 st year 2017/18)	Music venues	One question, covering the kinds of venue the respondent has watched live music in (AARTAVN2).
	Art venues	One question, covering the kinds of venue the respondent has attended arts events in (ARTVEN).
	Heritage	One question, which asks whether the respondent has become involved in a suite of activities as a result of visiting a heritage site (question for review before reinsertion) (HERLOCAL).
	Opinions	Fifteen questions, covering the extent to which respondents agree with a set of opinions others have expressed about the arts (A4OP1A2, B4OP1A2, C4OP1A2).

Longitudinal questionnaire

The separation of the longitudinal and cross-sectional surveys, along with the move to web-based data collection for the longitudinal survey, provides an opportunity for significant review to the longitudinal questionnaire. Fifteen minutes is considered the upper limit for questionnaires completed on mobile devices with small screen sizes (such as smartphones): therefore, rather than filling in one long questionnaire per year, longitudinal respondents completing the Taking Part questionnaire online will be asked to fill in a series of shorter questionnaires throughout the year, receiving an incentive each time. All questions will be covered over the year, but split between quarters.



Whilst the modular questionnaire approach has the advantages of keeping panel members engaged over the year, limiting the length of the questionnaire, and allowing some questions to be asked more regularly, it will inevitably mean that data will be incomplete for a proportion of respondents. In order to maximise the usefulness of data under these circumstances we will group questions in individual modules carefully, minimising the occurrence of items likely to be analysed together appearing in different modules.

Interviewers will ask current panel members and fresh survey respondents to join the web panel at the end of their 2016/17 face-to-face interview. The web panel will then run alongside face-to-face fieldwork in 2016/17 to engage these individuals early and start building up longitudinal data from new panel members. Early follow up should reduce the drop-out rate.



The web questionnaires will be designed so that they can be completed on smart phones, as well as PCs, laptops and tablets (i.e. device agnostic). This will minimise the risk of losing the potentially significant proportion of panel members who only have access to mobile internet (e.g. young adults and lower income groups) as well as those who choose to complete the questionnaires on their phones.



Aligning Taking Part with the Sport England survey Active Lives

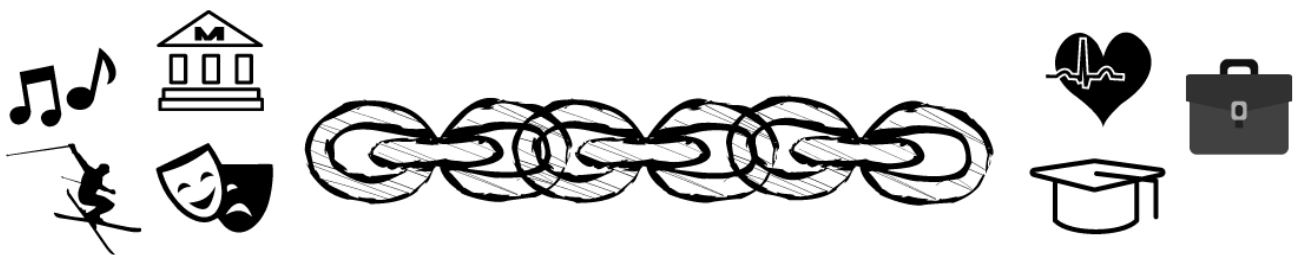
The Sport England Active Lives Survey¹¹ (previously the Active People Survey) tracks and reports participation in sport and physical activity among adults in England. These large-scale, cross-sectional surveys provide local authority level results, a wide range of sport specific data, and enable detailed demographic analysis. Taking Part data on sports participation is used for cross-sector, longitudinal and child analysis, and to validate Sport England's participation estimates. Subject to on-going developments with both surveys, there are opportunities for closer alignment in the future. For 2016/17, the adult sport questions in Taking Part will be harmonised with those in the Active Lives Survey. This means they will ask about participation in the same sports, over the same time periods, with both surveys consistent with the measures outlined in the DCMS sport strategy, Sporting Future.

Data linking

While Taking Part can provide valuable insights as a standalone data source, there is even more potential through linking survey data to administrative data sources. This can offer the opportunity to explore the relationships between measures collected in the survey and objective measures that do not rely on the participants' recall or knowledge. It can also support understanding of participants' longer-term outcomes, without the need for additional data collection.

DCMS plans to develop further data linking in future, building on the successful work linking the Department for Education's National Pupil Database (NPD) with child data for 11 to 15 year olds. Future data linking is planned on topics including health, education and employment. New questions to request consent for linking survey data with administrative data will be included in future surveys, with NPD permission for 5 to 15 year olds being included from April 2016.

We intend to publish a 'short story', based on the linked child survey data (11-15) and NPD data, in 2016.



Child questionnaire

DCMS is not making significant amendments to the child questionnaires for 2016/17. However, there are a small number of changes from the beginning of April to ensure it reflects current priorities, including:

- Updating sport questions to support Sporting Future: A New Strategy for an Active Nation.
- Refreshing the categories for arts participation.
- Including a consent question seeking permission to link the NPD with the survey data.

As set out in section 1, more significant developments to the way we measure child participation are being considered to ensure that we can provide the data required: more details on this will be available by October 2016.

¹¹ <http://www.sportengland.org/research/about-our-research/active-lives-survey/>

3. Dissemination

Taking Part provides a huge wealth of high quality data. DCMS wants to ensure that these data are being used to their full potential and are having an impact, influencing the decisions of policy makers and practitioners. This means data need to be widely available, in a range of formats that suit different types of user.

Taking Part has a wide range of users, including policy makers, practitioners, academics, NGOs, charities, journalists and members of the public. Different users have different levels of familiarity with research techniques and analytical tools, and therefore have different needs when it comes to Taking Part data and how they are presented. This section outlines how DCMS will disseminate data and results going forward, aiming to maximise its usefulness across a range of user.

Presentation of headline results

DCMS already publishes a range of reports¹² that present findings from the Taking Part survey. In each case the report is accompanied by data tables that contain the data on which the report is based.

Current Taking Part publication schedule



Biannual reports

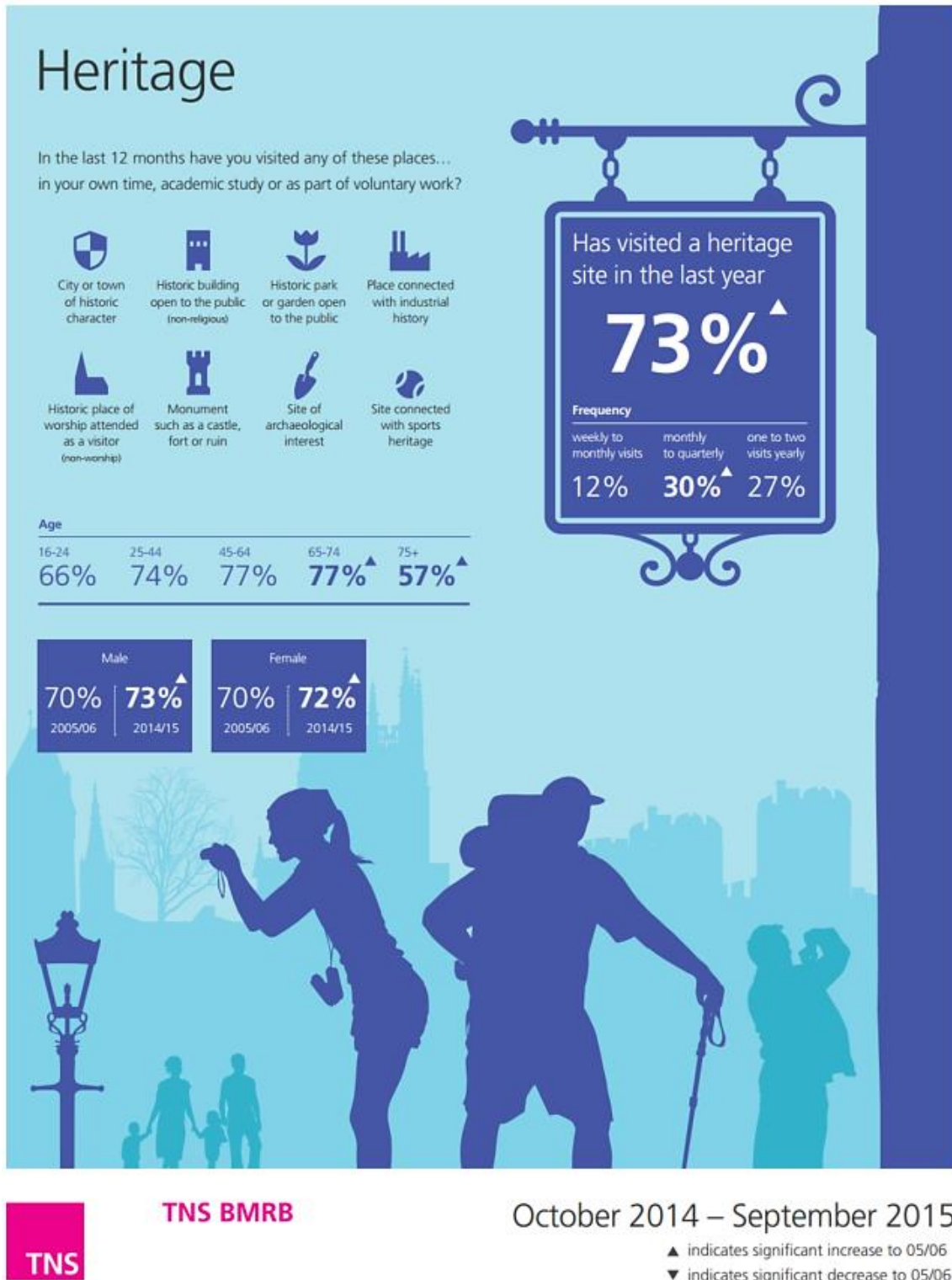
Biannual reports provide regular updates on trends, presenting the most recent headline figures for participation in the DCMS cultural sectors by a variety of demographics. In future DCMS will reduce the commentary and data tables published as part of these reports, to allow us to focus on other developments outlined in this document. Data not published as part of the report will be available from the online data analysis tool (see below). Infographics are provided alongside the biannual publications, which depict the headline findings for each sector on a single page. These infographics are designed to be engaging and easy to interpret and share.

¹² <https://www.gov.uk/government/collections/sat--2>



Short stories

The short story publications in April and October replace the previous annual reports: each short story takes a more in-depth look at a specific topic. Past short stories have covered topics including, well-being, newspaper readership, and free time activities. The next short stories publication (28 April 2016) will include reports covering libraries, cross-sector participation and social media users, as well as a report based on longitudinal data.

An example of a Taking Part infographic from the most recent biannual adult publication¹³

¹³ <https://www.gov.uk/government/statistics/taking-part-201516-quarter-2-statistical-release>

Summary briefing and factsheets

The Taking Part reports and accompanying tables are designed to suit users who need regular, easily accessible headline figures of engagement and participation and who want to know how these vary between different demographic groups in the population. However, the Taking Part survey covers a broad range of topics, in much more detail than it is possible to explore in the regular publications. The short story publications that have been published since March 2015 have started to address this issue, but these are currently only downloadable as PDFs. DCMS feels there could be great dissemination potential for short, primarily visually summary briefings, which focus on particular topics of interest. The intended market for these summaries might be policy makers or journalists who just want top figures in a compact, very easily digestible form.

DCMS intends to trial the production of two such summary briefings in 2016/17.

A new online data analysis tool

While some users are satisfied with headline figures, many users have highlighted their desire to get easy access to more of the data available from Taking Part, affording greater understanding of who is taking part in specific activities, for example. The recent DCMS consultation with Taking Part data users showed that users would very much welcome an online tool that enabled them to conduct their own analysis and exploration of the Taking Part data.

DCMS is in the process of developing such a tool. We intend that this tool will allow users to:

- **Search the Taking Part data set** using survey questions or by clicking through a hierarchy of topics;
- **Look at trends for specific survey measures**, cross-tabulating by variables (such as age, region etc.) and filtering data responses to build up a picture of a particular group;
- **View and explore longitudinal data** through interactive infographics;
- **Choose how data are viewed** (whether as a table, chart or map);
- **Download data** behind each visualization;
- **Share key graphics** on social media or other websites;
- **View data across devices** including smartphones and tablets.



Following user testing, DCMS plans to launch the online data analysis tool alongside the biannual adult release and the 2015/16 annual child release, which will be published on 21 July 2016.

Record level Taking Part data

UK Data Service

For those users, often in the academic community, who would like the opportunity to explore the full depths of the Taking Part data, anonymised versions of the Taking Part adult and child data sets are available through the UK Data Service¹⁴. Disclosive variables such as full event dates (birth, marriage etc.) and detailed geography are removed prior to making data sets available. Data can be downloaded in SPSS format (a special license is required for access to Local Authority data). User guides and

¹⁴ <https://www.ukdataservice.ac.uk/>



technical documentation, which includes the questionnaires and a list and description of all derived variables, can also be downloaded to aid data analysis.

Welcome page of the UK Data Service

The screenshot shows the UK Data Service website homepage. At the top right, there are links for 'Site search', 'FAQ', 'Help', 'Contact', and 'New users'. Below this is a navigation menu with 'UK Data Service' on the left and 'About us', 'Get data', 'Use data', 'Manage data', 'Deposit data', and 'News and events' on the right. The UK Data Service logo is on the left, and social media icons for LinkedIn, Facebook, and Twitter are in the center. On the right, there is a 'Register / Login' button. A large dark blue banner features the text 'Explore the UK's largest collection of social, economic and population data resources.' Below the banner is a search bar with the text 'Search data' and a magnifying glass icon.

Open data

DCMS is also planning to release a fully open Taking Part data set in 2017. This development is in line with the UK government's commitment to making data publicly available unless there is a good reason to withhold it. The dataset will be anonymised and will contain a smaller number of key variables, compared to the dataset on the UK Data Service. Initially it will contain cross-sectional data only due to the increased complexity of anonymising the longitudinal data to the point where it can be made open, but work will also be done to look at the feasibility of making longitudinal data available as open data in future. Information in the dataset will include data on participation in DCMS sectors, but will not include any geographic or personal data. It will be available to all without the need to register.

4. User Engagement

The first principle of the Code of Practice for Official Statistics, which governs the production of statistics by all UK bodies that produce Official Statistics, is that statistics should meet user needs. This illustrates the importance of engaging effectively with users to understand their needs, enabling us to maximise the value and impact of statistics. The Taking Part survey has a wide range of users: the following section outlines how users of the Taking Part survey and DCMS can engage with one another, including through user events and online channels of communication.

Taking Part User Events

DCMS has hosted events for Taking Part users since 2010. These events offer users the chance to hear the latest Taking Part headline findings, to listen and feed into DCMS plans for the survey, to showcase work they have done using Taking Part data and to network with other users. User input at these events is invaluable to DCMS as it helps us to understand how the Taking Part survey is being used and what we can do to make Taking Part data more accessible and therefore to increase the impact it has.

The most recent event for users of the Taking Part Survey was held at DCMS in July 2015. The event included presentations from DCMS, as well as from the UK Statistics Authority and The Audience Agency (a not-for-profit charitable organisation), who talked about using Taking Part data to build a population-profiling tool. All presentations along with feedback from the event have been published on the DCMS website¹⁵.

Agenda of the July 2015 Taking Part user event

Department for Culture Media & Sport

Welcome to the Taking Part User Event

Historic England | SPORT ENGLAND | ARTS COUNCIL ENGLAND

Department for Culture Media & Sport

Taking Part

- 13:30 Welcome
- 13:40 10 years of Taking Part, DCMS
- 14:00 Using Taking Part to build the Audience Spectrum, Audience Agency
- 14:30 Initial findings from the Taking Part longitudinal survey, TNS BMRB
- 15:00 Break (tea and coffee)
- 15:15 The future of Taking Part (presentation, discussions and feedback)
- 16:20 Ed Humpherson, UK Statistics Authority
- 16:30 End

The next user event will be in the second half of 2016, and will be advertised via the Taking Part newsletter, as well as on gov.uk.

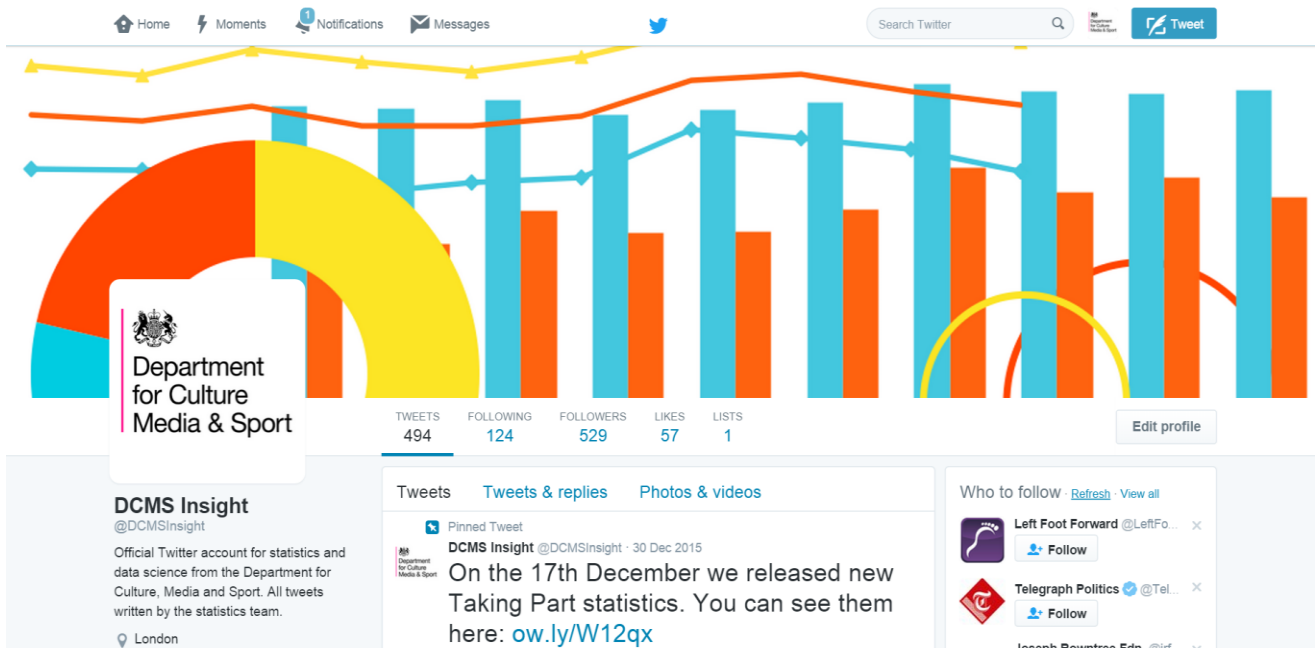
¹⁵ <https://www.gov.uk/government/publications/2015-user-event-taking-part-survey>



Day-to-day communications

As well as the Taking Part webpages on gov.uk and the new Taking Part website, DCMS use online newsletters, the DCMS statistics Twitter account (@DCMSInsight) and notices in survey releases to raise user awareness of relevant issues. You can sign up to the Taking Part mailing list [here](#)¹⁶, and you can follow us on Twitter [here](#)¹⁷.

The DCMS Insight Twitter account



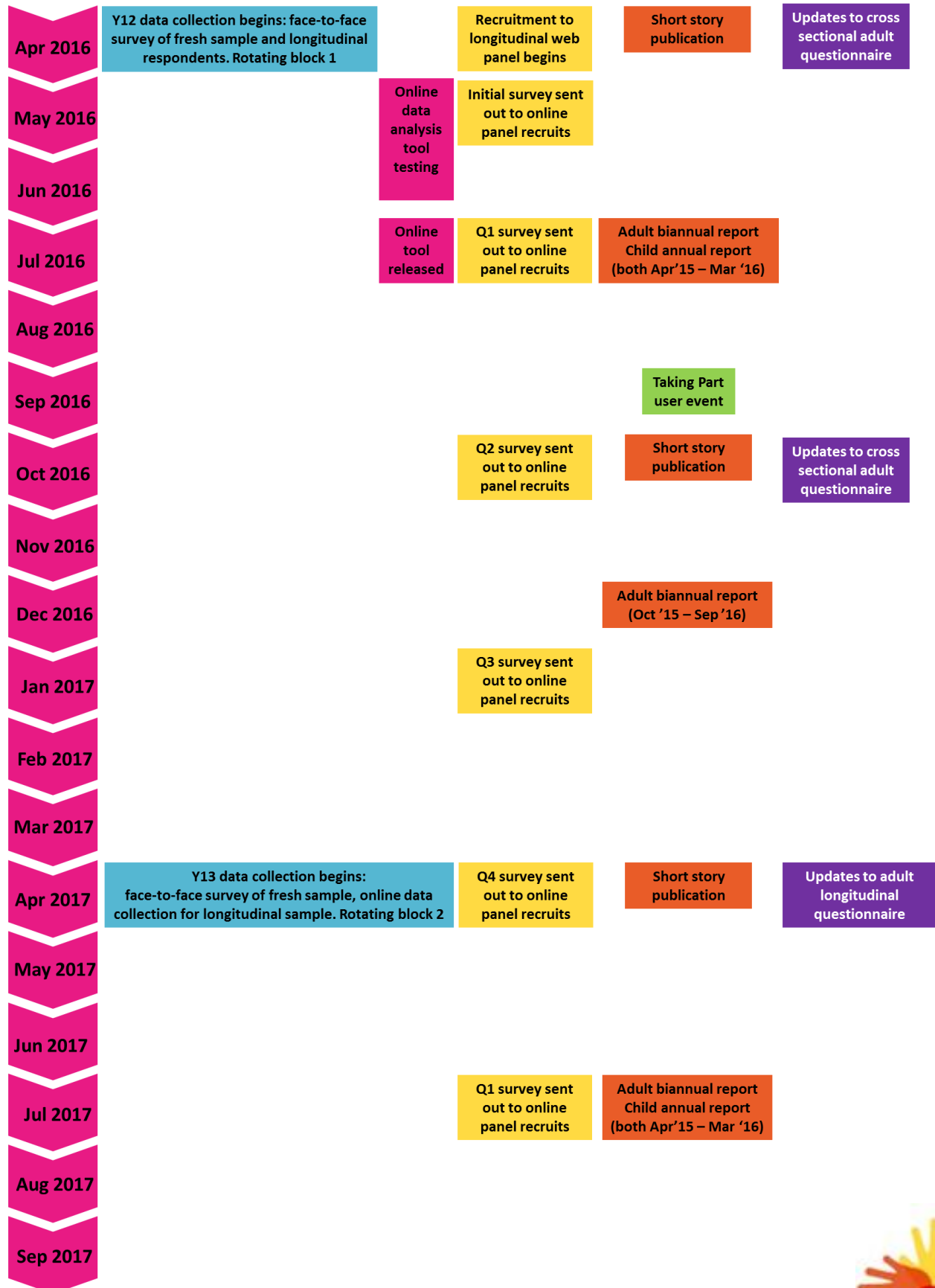
We've already done a lot to develop the Taking Part survey, and we plan to do a huge amount more: we're looking forward to the future and we'd be interested to hear your views on what we've outlined in this strategy. If you wish to get in touch with the Taking Part team at any time, you can reach us directly by emailing takingpart@culture.gov.uk.

¹⁶<http://culture.us5.list-manage.com/subscribe?u=75369368ec98d5e713dae3779&id=f8b0e8d3ba>

¹⁷<https://twitter.com/dcmsinsight>

Annex A: Taking Part Timeline

Anticipated timeline for developments to the adult Taking Part survey over the next 18 months.



Annex B: Summary of user feedback

This annex summarises feedback DCMS has received about the Taking Part survey via the user event in June 2015¹⁸, the user consultation in the autumn of 2015¹⁹, and via conversations with policy makers and academics that have been held over the last seven months. It has been structured to reflect the headings under which views were sought in the user consultation.

Overall summary

Almost all the feedback received about the Taking Part survey and its continuation in the future has been highly positive. Many have highlighted the unique nature of Taking Part data, citing it as the only source of national level data on adult and child engagement with and participation in cultural sectors, and the only data source that includes and captures the opinions of people who do not participate in arts or culture. Several users have also told us that the longitudinal element of Taking Part is vital, helping to understand the reasons behind changing participation levels.

Uses of the Taking Part survey referred to have included: understanding the scope of public engagement; informing policy; informing strategy; using the data as a benchmark when looking at other surveys in the culture sectors; and making the case for the value of the arts sector.

DCMS received 15 responses to the user consultation. These were from a wide range of organisations, including umbrella organisations that represent and/or support large numbers of groups in the arts or charity sectors, individual academics, other Government Departments, a city council, DCMS and DCMS ALBs (listed at the end of this annex). In addition DCMS had conversations with many different groups including policy makers, academics and other government departments, to help inform this strategy.

Questionnaire content

Summary of feedback

- The breadth of interest across Taking Part topics varies among users. Some users have a narrow interest in one or two topics, but a greater number have a broad interest across multiple cultural/arts/sporting sectors: users want to be able to create and understand the bigger picture of how people are using their leisure time.
- The detailed demographic questions are considered very important, as they allow users to understand who is and who is not participating.
- Some users feel that adult sport questions should be dropped as headline figures come from the Sport England Active People Survey (now the Active Lives Survey). However, the importance of retaining data for child participation in sport is also recognised.
- There is consensus that current questions around digital engagement in arts and culture and broadcasting are out of date and in need of revisiting.
- Questions on the Olympics are no longer seen as relevant.
- Users support harmonisation with other surveys where harmonisation offers richer sources of data on specific issues, or the opportunity to shorten the Taking Part survey.

Our response

For the start of 2016/17:

- There are only two topic areas that are being dropped from the survey. Questions about the Olympic and Paralympic Games (which are no longer relevant) and questions on digital radios (where it was felt data are better collected by Ofcom surveys).

¹⁸ <https://www.gov.uk/government/publications/2015-user-event-taking-part-survey>

¹⁹ <https://www.gov.uk/guidance/taking-part-user-engagement-2015>

- New questions around digital engagement and viewing platforms have been added and some small changes have been made to existing questions to reflect more digital activity, we will continue to look to develop these areas for 2017/18.
- DCMS has looked across several Government surveys while reviewing the questionnaire and has harmonised adult sports questions with the Active Lives Survey, volunteering questions with the Community Life Survey, run by Cabinet Office, and updated a small number of demographic questions to align with harmonised questions recommended by the Office for National Statistics.
- Additional questions on physical literacy, and revised questions on attitudes towards sport and volunteering in the sports sector are expected for October 2016. These questions will be aligned with the Active Lives Survey.
- New questions that ask respondents what prevents them from participating in the cultural and sports sectors are also planned for October 2016.

A more detailed summary of the changes to the adult questionnaire is given in Annex C.

Potential for use of rotating modules

Summary of feedback

- In general, users are supportive of having a rotating questionnaire modules.
- Questions that support headline statistics on participation should not be in the rotating modules, and neither should questions relating to sectors that are evolving rapidly (such as the digital sector).
- Users preferred that questions should be included in the questionnaire once every two years, rather than once every three years, in order that data remain timely.

Our response

- The majority of questions in the Taking Part survey will continue to run annually, with rotating modules introduced for some less volatile questions. More details are provided in section 2.
- The majority of rotating modules have been grouped into two blocks of questions which will be run in alternating years. However, a small number of modules will be asked on a less regular basis e.g. every four years.
- Having rotating modules also means there is the potential for extra questions to be added as a one off in a single year.

Reduction in sample size

Summary of feedback

- In general, user are strongly against reducing the current Taking Part sample size. The sample size is one of the main reasons the Taking Part survey is so valuable, as it allows the data to be cut in a number of ways: by region, social class etc. Some of the samples sizes are already small when doing these analyses and would become unusable if further reduced.

Our response

- The quality of the headline survey estimates has been prioritised when considering developments to the survey. Proposed changes to the Taking Part survey methodology outlined in section 1 of this strategy should protect the effective sample size used to generate headline estimates of participation, as well as continue to grow the longitudinal panel.



Online data collection

Summary of feedback

- In general, users think DCMS should investigate online data collection.
- There are concerns among users that online data collection could miss older respondents or those from disadvantaged areas, or risk high rates of non-response more generally.
- Some users are cautious about whether it will be possible to collect the same high quality data online, and are concerned that a change in methodology could impact on the National Statistics Status of the survey.

Our response

- From 2017/18, longitudinal data will be collected online, but fresh sample data (used to estimate headline participation figures) will continue to be collected face-to-face, protecting the quality of these estimates and their National Statistics status.
- A shift to collecting longitudinal data online will mean that those without internet access cannot take part in the longitudinal survey. However, the exclusion of off-liners is unlikely to reduce the usefulness of the longitudinal data (see section 1 of this strategy for more information).
- Rather than filling in one long questionnaire per year, longitudinal respondents completing the Taking Part questionnaire online will be asked to fill in a series of shorter questionnaires throughout the year, receiving a cash incentive each time, to reduce drop outs.
- We have initially assumed that a three-monthly data-collection interval will be optimal for minimising panel attrition. As part of the development work in 2016/17, this assumption will be tested using a split-sample experiment to look at the impact of different questionnaire schedules on response rates and attrition.
- Cross-sectional data will be collected via face-to-face interviews. DCMS will consider if and when Taking Part can move to a 'push to web' in the future. For now, we will design new questions so that they are "unimode" (i.e. work across a range of data collection modes).

Local level data

Summary of feedback

- Some users would like to be able to report at a local level, and most of these said they would be willing to accept a reduction in survey quality in order to do so.
- Other users are not willing to consider compromising quality in order to get local level data.

Our response

- We are maintaining the effective sample size of the Taking Part survey, therefore Taking Part will not support local level reporting. However, there are options to boost the sample, which could be explored in areas which would like to provide funding. We will also look at the potential to model local area data based on multiple years of Taking Part data.
- Sport England's 'Active Lives Survey', running since November 2015, collects local-authority-level data on sports participation in England. Sponsored by ACE, it will also collect high-level information on arts attendance and participation in England between Nov 2015 and Nov 2016. The first results from this survey will be available in early 2017. Going forward, ACE intend to collect local-level data on arts attendance and participation every 4-5 years via the Active Lives Survey.

Frequency of returning to longitudinal sample

Summary of feedback

- The longitudinal element of the Taking Part survey is valued among users.

- In general, users would prefer that longitudinal data continue to be collected every year, rather than less frequently, in order that significant changes or life events are not missed.

Our response

- Longitudinal data will continue to be collected every year.
- From 2017/18, longitudinal data will be collected online. This allows us to collect a greater volume of data in a more cost effective way, while also having benefits for the cross-sectional element of the survey.
- Members of the online longitudinal panel will complete the questionnaire in a series of modules. More details are provided in section 2 of this report.
- An advantage of separating the longitudinal from the fresh sample survey is that the longitudinal questionnaire can be tailored to the longitudinal sample, with more questions that focus specifically on behaviour change and its drivers.
- Under the new approach, every fresh sample respondent will be able to sign up to the online longitudinal panel, so we will no longer lose potential panel members due to our 5,000 person limit. By starting to recruit respondents to the online panel in 2016/17, it is anticipated we will have a sample of about 5,000 in 2017/18, which could rise to 8,000 by 2020/21.

Data linking and administrative data

Summary of feedback

- In general, users are happy for DCMS to investigate linking with administrative data sources (presuming ethical considerations had been taken into account) where this would increase the value and depth of the analysis of the Taking Part data, and/or if it would provide value for money.
- Data linking would be most useful at the individual level.

Our response

- DCMS plan to link Taking Part data to administrative data on topics such as health, education and employment.
- For those that gave permission, DCMS has linked child survey data (11-15 year olds) with the National Pupil Database (NPD). The first analysis from this will be published in 2016.
- Future data linking is planned on topics including health, education and employment. New questions to request consent for linking survey data with administrative data will be included in future surveys.
- Permission to link 5 to 15 year olds' survey data with the NPD will be included from April 2016 and we plan to include questions to enable linking to health data from October 2016.

Analysis and dissemination

Summary of feedback

- The extent to which respondents use the current Taking Part outputs varies. The headline documents are seen to provide a useful overview of research findings by some and as irrelevant by others.
- The majority of users would like a user-friendly, online data analysis tool, so that they can look at specific areas of interest in more depth than is published in headline reports.
- A clear priority for several users is the ability to access raw Taking Part data. These users would like DCMS to release an open data set.
- Several users would like to see DCMS publish more in-depth analysis of the Taking Part data and discussion around the results.



- Some users would like a dashboard of headline figures, rather than reports published as word documents/PDFs.

Our response

- DCMS will continue to produce biannual reports detailing headline trends, with breakdowns by demographic groups. However, the commentary and accompanying tables will be reduced.
- These biannual reports will be complemented by a new online analysis tool that will enable users to query the Taking Part data themselves. We plan to launch this tool in July 2016.
- Record level datasets will continue to be available to download from the UK Data Service. DCMS also intend to publish an open data set.
- DCMS will continue to develop the short stories approach to providing topical analysis with a focus on a particular theme or question. Going forward DCMS will publish two sets of short stories a year (in April and October). User suggestions for content are welcomed.

User consultation responses received

DCMS received 15 user responses to the consultation that ran between July 2015 and October 2015. These are listed below, and include: umbrella organisations that represent and/or support large numbers of groups in the arts or charity sectors; individual academics; other Government Departments; a city council; DCMS; and DCMS Arms Length Bodies.

Culture/Arts organisations and Funding Bodies

1. Small Charities Coalition: a national umbrella organisation and capacity-building organisation, with over 7,000 members (small charities and supporters).
2. Voluntary Arts: a body that represents and supports creative cultural activities across the UK and Ireland.
3. Joint response from the Museum Sector: on behalf of membership bodies representing museums of all types and sizes (Association of Independent Museums, Museums Association, National Museum Directors' Council and University Museums Group).
4. The Audience Agency

Academics/Individuals

5. Dr. James Doeser, Freelance researcher, writer and consultant
6. Dr. Mark Taylor, Sheffield Methods Institute

Local Government

7. Manchester City Council

DCMS Non-Departmental Public Bodies

8. Arts Council England
9. Historic England
10. Sport England
11. British Film Institute
12. The National Archives
13. Heritage Lottery Fund

Government Departments

14. Department for Education
15. DCMS Evidence and Analysis Unit

Engagement with academics

In addition to the user consultation, DCMS held a meeting with academics working in the fields of culture and sport in October 2015. The purpose of this meeting was to establish opportunities to increase the value and impact of Taking Part. Academics from the University of London, the Arts and Humanities Research Council, Loughborough University, the University of Sheffield, the University of Birmingham and a freelance researcher associated with Kings College London attended.

The Taking Part team has also consulted academics via the DCMS Science Advisory Council, at their meeting in November 2015. This provided input into direction and strategy for the survey.



Annex C: Questionnaire changes

The table below provides a summary of the question topics included in the face-to-face adult Taking Part questionnaire 2015/16 to 2020/21.

Survey section	2015/ 16	2016/ 17	2017/ 18	2018/ 19	2019/ 20	2020/ 21	Summary of changes
Household details	x	x	x	x	x	x	No changes.
Subjective well-being	x	x	x	x	x	x	From April 2016, all four subjective well-being questions will be asked together, in this section.
Socialisation	x	x	x	x	x	x	From April 2016, questions about activities done while growing up include more digital options, such as: playing computer games; coding; creating art digitally; and using social media, email or blogs.
Screeners and frequencies – free time activities	x	x	x	x	x	x	From April 2016, question about free time activities includes: <ul style="list-style-type: none"> • Going to the library. • Separate options about video/computer games played on a console/computer or on a tablet/mobile phone • New questions about TV programmes watched and how.
Screeners and frequencies – arts, libraries, archives, museums and heritage	x	x	x	x	x	x	From Apr 2016, new options added to arts screener questions: <ul style="list-style-type: none"> • All library questions will be asked to all library users, rather than just those using the library in their own-time or for voluntary work. • Question about how people use the library updated. • New question on why respondent visited an archive.
Screeners and frequencies – arts, libraries, archives, museums and heritage. Rotating modules (Block 1)	x	x		x		x	From Apr 2016, a number of questions will be included as rotating modules: <ul style="list-style-type: none"> • who respondents visited a heritage site with • the location of the heritage site • historic re-enactments • who respondents visit a library with (new question) • how travelled to a library (new question) • how long it took to travel to the library (new question) • how far travelled to a heritage site (new question)

							<ul style="list-style-type: none"> • who visited museum with (new question) • location of museum (new question) • how far travelled to museum (new question)
Screeners and frequencies – arts, libraries, archives, museums and heritage. Rotating modules (Block 2)	x		x		x		From Apr 2016, questions on venues respondents have been to live music/arts events have been moved to a rotating module.
Screeners and frequencies – DCMS sponsored museums			x				For one year from April 2017 to March 2018, new question about visits to DCMS sponsored museums will be included.
Screeners and frequencies – walking cycling and sport.	x	x	x	x	x	x	<p>From April 2016 these questions will be changed to align with new Active Lives Survey questions. New questions on attending live sporting events will also be included.</p> <p>New questions on physical literacy, perceived sporting ability and attitudes to sport planned for October 2016.</p>
Digital (NEW for Apr 2016)		x	x	x	x	x	<p>From April 2016:</p> <ul style="list-style-type: none"> • New questions focused on digital participation in DCMS sectors. • Updated questions on visiting websites/using apps. • Questions on internet use moved to this section. • Updated social media questions.
Details of participation	x	x	x	x	x	x	<p>From April 2016:</p> <ul style="list-style-type: none"> • Questions asking how likely it is the respondent will do an activity again have been removed. • Updated question about library services respondents were dissatisfied with. • Archive/record offices questions reinstated. • New question asking whether respondents work in an ‘historic’ building or area.
Details of participation – rotating module	x		x		x		From April 2016, question asking the extent to which respondents agree with opinions others have expressed about the arts has been put in a rotating module.
Barriers to participation	x	x	x	x	x	x	<p>From April 2016, archives/record offices question reinstated.</p> <p>New questions to be developed for Oct 2016. New questions will be asked of all respondents who say they have stopped doing activities, rather than just of respondents who report a limiting illness or disability.</p>

Life events (longitudinal only)	x	x					Questions will move to the online longitudinal survey during 2016/17 and fully from Q1 2017/18. Face-to-face survey from April 2016: new options added to libraries questions.
Changes to participation (longitudinal only)	x	x					Questions will move to the online longitudinal survey during 2016/17 and fully from Q1 2017/18.
Factors affecting participation	x	x	x	x	x	x	From April 2016, question about feeling a loss if forced to give up certain activities will be dropped.
Internet use	x						From April 2016, these questions have been moved to the new digital module.
Volunteering	x	x	x	x	x	x	From April 2016: <ul style="list-style-type: none"> • Screener question has been dropped (in line with volunteering questions in the Community Life Survey). • New questions on frequency of volunteering and motivations.
Charitable giving - headlines	x	x	x	x	x	x	From April 2016, questions on value of giving will be dropped.
Charitable giving – rotating module	x	x		x		x	From April 2016, questions covering why the respondent donated money, what would encourage them to give money, and whether they think they will give more or less money in the next 12 months have been moved to a rotating module.
Community cohesion/belonging	x	x	x	x	x	x	From April 2016, new question asking how long respondent has lived in their area.
Public participation	x	x	x	x	x	x	From April 2016: <ul style="list-style-type: none"> • Options on libraries have been added to several questions. • Question about what makes respondent proud of Britain has been moved to this section.
Olympics	x						These questions will be dropped after March 2016.
First World War	x	x	x	x	x		These questions will run until March 2020.
Broadcasting	x	x	x	x	x	x	From April 2016: <ul style="list-style-type: none"> • Digital radio questions will be dropped. • Questions around accessing the news have been updated, with new questions about reading the news online.
Demographics	x	x	x	x	x	x	From April 2016, employment and income questions have been revised to bring them in line with Office for National Statistics harmonised social survey questions.

Questions to be kept in the Taking Part survey: dropping these questions was not considered during the questionnaire review, although there are a few small changes for April 2016 (noted in pink).

SECTION	VARIABLE CODE	QUESTION	OPTIONS
ARTS PARTICIPATION SCREENER AND FREQUENCIES	{ARTP1 to ARTP26}	In the last 12 months, have you done any of these activities?	(See full questionnaire for list of activities: one additional category has been added, one removed and one moved to the digital section)
	{ARTP1A to ARTP25F}	In the last 12 months, have you done this?	1. In your own-time 2. For paid work 3. For academic study 4. As part of voluntary work 5. For some other reason -1. Don't know
	{APFRQ1 to APFRQ27}	How often in the <u>last</u> 12 months have you done this...?	1. At least once a week 2. Less often that once a week but at least once a month 3. Less often than once a month but at least 3 or 4 times a year 4. Twice in the last 12 months 5. Once in the last 12 months -1. Don't know
ARTS ATTENDANCE SCREENER AND FREQUENCIES	{ARTA1 to ARTA22}	In the last 12 months, have you been to any of these events?	(See full questionnaire for list of activities: one additional category added)
	{ARTA1A to ARTA21F}	In the last 12 months, have you been to any of these events?	1. In your own-time 2. For paid work 3. For academic study 4. As part of voluntary work 5. For some other reason -1. Don't know
	{AAFREQ1 to AAFREQ21}	How often in the <u>last</u> 12 months have you been to this type of event...?	1. At least once a week 2. Less often that once a week but at least once a month 3. Less often than once a month but at least 3 or 4 times a year 4. Twice in the last 12 months 5. Once in the last 12 months -1. Don't know



LIBRARIES SCREENER AND FREQUENCIES	{SCLIBRARY}	During the last 12 months, have you used a public library service at least once?	1. Yes 2. No -1. Don't know
	{LIBRARYA to LIBRARYF}	In the last 12 months, have you used a public library service?	1. In your own-time 2. For paid work 3. For academic study 4. As part of voluntary work 5. For some other reason -1. Don't know
	{LIBFREQ}	How often in the <u>last</u> 12 months have you used a public library service...? <i>All library users will be asked this question from Apr 2016, rather than just those using the library in their own-time or for voluntary work. This differs from other sectors, where only those participating in their free-time or for voluntary work are asked.</i>	1. At least once a week 2. Less often that once a week but at least once a month 3. Less often than once a month but at least 3 or 4 times a year 4. Twice in the last 12 months 5. Once in the last 12 months -1. Don't know
HERITAGE SCREENER AND FREQUENCIES	{SCHER1 TO SCHER9}	In the last 12 months have you visited any of these places?	1. A city or town with historic character 2. A historic building open to the public (non-religious) 3. A historic park or garden open to the public 4. A place connected with industrial history (e.g. an old factory, dockyard or mine) or historic transport system (e.g. an old ship or railway) 5. A historic place of worship attended as a visitor (not to worship) 6. A monument such as a castle, fort or ruin 7. A site of archaeological interest (i.e. Roman villa, ancient burial site) 8. A site connected with sports heritage (e.g. Wimbledon) (not visited for the purposes of watching sport) 9. None of these
	{HERITAGEA to HERITAGEF}	In the last 12 months, have you been to any of these places....	1. In your own-time 2. For paid work 3. For academic study 4. As part of voluntary work 5. For some other reason -1. Don't know

	{HERFREQ}	How often in the last 12 months have you been to places like this...?	<ol style="list-style-type: none"> 1. At least once a week 2. Less often that once a week but at least once a month 3. Less often than once a month but at least 3 or 4 times a year 4. Twice in the last 12 months 5. Once in the last 12 months -1. Don't know
MUSEUMS AND GALLERIES SCREENER AND FREQUENCIES	{SCMUSEUM}	During the last 12 months, have you attended a museum or gallery at least once?	<ol style="list-style-type: none"> 1. Yes 2. No -1. Don't know
	{MUSEUMA to MUSEUMF}	In the last 12 months, have you attended a museum or gallery.....?	<ol style="list-style-type: none"> 1. In your own-time 2. For paid work 3. For academic study 4. As part of voluntary work 5. For some other reason -1. Don't know
	{MUSFREQ}	How often in the last 12 months have you been to a museum or gallery...?	<ol style="list-style-type: none"> 1. At least once a week 2. Less often that once a week but at least once a month 3. Less often than once a month but at least 3 or 4 times a year 4. Twice in the last 12 months 5. Once in the last 12 months -1. Don't know
CHARITABLE GIVING	{GIVETY1-17}	In the last 12 months, have you donated any money in any of the following ways?	(See full questionnaire for response options)



© Crown copyright 2016

You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence.

To view this licence, visit www.nationalarchives.gov.uk/doc/open-government-licence/ or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gsi.gov.uk.



Department
for Culture
Media & Sport

4th Floor, 100 Parliament Street
London, SW1A 2BQ
GOV.UK/DCMS