



Ipsos MORI  
Social Research Institute

August 2020

# Taking Part Year 15 (2019/20): Cross-sectional survey

Technical Report

Ipsos MORI



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# Introduction

## Background, including aims and objectives

Taking Part is the flagship survey of the Department for Digital, Culture, Media and Sport (DCMS). It collects data on many aspects of leisure, cultural and sporting participation in England, and these data are used to produce four key measures to assist the monitoring of the Department's performance. These are the percentage of adults in England who have:

- engaged with the arts;
- visited a heritage site;
- visited a museum or gallery; and
- used a public library service.

In addition, the survey also collects a wide range of other related data, covering:

- satisfaction and enjoyment with culture and sport;
- engagement with culture and sport whilst growing up;
- volunteering;
- digital skills and internet use;
- charitable donations;
- TV, radio and newspaper consumption;
- participation in gambling and lotteries and
- subjective well-being and loneliness.

Taking Part is mainly funded by DCMS, but it is also part funded by several of the Department's partner organisations, these being Sport England, Historic England and Arts Council England.

## The cross-sectional survey

Taking Part was first commissioned in 2005 as an annual face-to-face household cross-sectional survey of 28,000 adults (aged 16+) in England. From 2006, a randomly selected child aged 11 to 15 was also interviewed in applicable households. In 2008/09, the child cross-sectional survey was broadened to cover 5 to 10-year olds, with data collected by proxy interviews with the responding adults.

Since Year 8 (2012/13), longitudinal data<sup>1</sup> have been collected to better understand the ways in which engagement with culture and sport changes at the individual level and how life events can help or hinder participation. The first analysis of

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<sup>1</sup> Year 8 was the first year that some respondents were re-interviewed, so the Taking Part web panel contains some respondents interviewed for the first time in Year 7 (2011/12).

these data was published in July 2015. Since Year 12 (2016/17) longitudinal data have been collected online, with web panel members recruited at the end of the face-to-face cross-sectional survey.

In 2012 Taking Part was assessed against the standards set out in the Code of Practice for Official Statistics by the UK Statistics Authority and retained National Statistics status. The procedures used to gather and process the Taking Part data are compliant with the Code of Practice for Statistics.

Since Taking Part was first commissioned it has been running on a continuous basis. On 29 March 2016, DCMS published *Taking Part: the next five years*<sup>2</sup> which set out the two main aims of the survey:

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

The 2019/20 survey is the fifth year of fieldwork.

### Role of Ipsos MORI and NatCen Social Research

In December 2015, Ipsos MORI, in partnership with NatCen Social Research, won the Taking Part contract for the survey years 2016/17, 2017/18 and 2018/19, with the potential for an extension for a further two years. Funding for a one-year extension to the contract was awarded to us in August 2018, to cover the 2019/20 (Year 15) survey delivery year. Ipsos MORI are the lead contractor in the consortium but Ipsos MORI and NatCen Social Research are very much equal partners in this endeavour.

Having successfully consolidated on our progress in Year 14, following several significant improvements to the survey design and procedures made in Year 13, our aim for Year 15 was to continue this positive trend.

This report covers the fourth year of our contract – the fifteenth year of face-to-face fieldwork covering 2019/20. As with Years 13 and 14, in Year 15 the aim of the face-to-face survey was to estimate the **proportion of people** taking part in leisure, cultural and sporting activities in England, by collecting data from a nationally representative cross-sectional sample of adults (16+), youths (aged 11-15) and children (aged 5-10). The web panel remained the vehicle used to identify the **reasons for changes** in adults, youth and child participation in leisure, cultural and sporting activities in England over time.

Ipsos MORI and NatCen Social Research each take responsibility for delivering half of the face-to-face fieldwork in any survey year. The other responsibilities of the Taking Part contract are divided between the organisations. Ipsos MORI are responsible for:

- sampling;
- weighting;
- questionnaire scripting; and
- web panel development and fieldwork.

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<sup>2</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/511407/The\\_Future\\_of\\_Taking\\_Part\\_-\\_FINAL\\_29032016.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/511407/The_Future_of_Taking_Part_-_FINAL_29032016.pdf).



NatCen Social Research are responsible for:

- questionnaire development;
- questionnaire testing; and
- data processing and outputs.

## Summary of outputs

Several key outputs from the 2019/20 survey were produced. These are outlined below:

- **Two SPSS datasets.** These datasets were delivered to the Taking Part team at DCMS, both of which (edited versions) are being prepared for the UK Data Archive:
  - (for DCMS and the UK Data Archive) An adult cross-sectional dataset containing questionnaire data from interviewed adults (aged 16 or over) from the sample who were interviewed in 2019/20.
  - (for DCMS and the UK Data Archive) A child cross-sectional dataset containing questionnaire data from all youths and children (aged 5-15) from the sample who were interviewed in 2019/20.
- **Technical report:** Published on the Taking Part website, containing details of survey design, fieldwork, questionnaire development, the web panel recruitment and data processing.

## Structure of the technical report

This report documents the technical aspects of the 2019/20 Taking Part face-to-face survey. The report is structured as follows:

- Chapter two provides a description of key features of the sample design.
- Chapter three focuses on the 2019/20 adult, youth and child questionnaires.
- Chapter four covers fieldwork including all fieldwork and management procedures and a summary of fieldwork performance.
- Chapter five covers data processing and outputs, including weighting.

The report has been written by members of the Taking Part project team – Nicholas Gilby (Project Director, Ipsos MORI), Kevin Pickering (Head of Statistics, Ipsos MORI), Sally Horton (Associate Director – Ipsos MORI), Sarah Frankenburg (Project Director, NatCen Social Research), Hannah Morgan (Senior researcher, NatCen Social Research) and Joseph Cant (Researcher, NatCen Social Research).

## Acknowledgements

Firstly, we wish to thank all those who welcomed interviewers into their homes and gave up their time to be interviewed. We should also like to acknowledge the commitment and professionalism of the interviewers who worked on the survey throughout the year, on whom the survey's success depends.

We should like to thank all those colleagues who contributed to the survey, including Sam Clemens, Faith Jones, Vanessa Fiorentini, Chris Hanley, Rosie Hallows, Duncan Peskett, Darren Thickpenny, Neil Jackson, Alan Nicholas, Caroline Brouwer, Peter Cornick, Mari Toomse-Smith, Shane Howe, Chrysa Lamprinakou, Richard Boreham, Minesh Patel, Julie Weaver, Elaine James, Ruxandra Comanaru, Steve Edwards, Alessio Fiacco, Emma Fenn, Sophie Pilley, Emma Corteen, Alina Carabat, Jess Bailey, Afrika Anfruns, Jessica Messling and Migle Aleksejunaite.

We would also like to thank those we worked closely with at DCMS: Maria Willoughby, Penny Allen, Alex Björkegren, Alistair Rice and Harry Smart. We are also grateful for the support provided by Sport England, Historic England and the Arts Council England.

# Sample design

## Introduction

Taking Part uses a random probability sampling methodology. As is common in high-quality face-to-face surveys of the general population, for Taking Part a multi-stage stratified sample is drawn to maximise precision while minimising cost.

## Survey population

The population of interest were those living in private residential dwellings (that is, excluding communal establishments as defined by the 2011 Census<sup>3</sup>) in England.

In Year 15 (2019/20), the face-to-face data collection for Taking Part was designed to yield a representative cross-sectional sample of c.8,100 adults aged 16+ who are normally resident in England, along with a representative sample of resident youths (aged 11-15) and children (aged 5- 10). This was the same as the design used for Year 14.

## Sampling frame

The sample of addresses was selected from the small user Postcode Address File (PAF). This was the sampling frame that was used previously for Taking Part and is the standard for other high-quality household surveys. The PAF is a list of nearly all private residential addresses in the UK and is the most comprehensive sample frame available. As the PAF lists addresses, not individuals, interviewers were required to randomly select respondents from among those eligible.

## Selecting the Primary Sampling Units (PSUs)

Postcode sectors were used as the PSUs for Year 15. A list of all postcode sectors in England was drawn from the most up-to-date small user Postcode Address File (PAF) and all sectors containing fewer than 1,000 delivery points were combined with adjacent sectors, so that each combined sector contained at least 1,000 delivery points. The Year 15 sample contained 720 PSUs. Prior to selection the list of (combined) postcode sectors was stratified by region, tertiles of higher qualification level and population density. The latter two variables were both based on 2011 Census data. The PSUs were then sampled within regions as a systematic sample with probability proportional to PAF delivery point count (see Table 2.1 for counts of PSUs sampled in each region).

### Sampling of Primary Sampling Units by region

Since Year 13, PSUs have been sampled by region with the aim of achieving at least 750 interviews per region, while keeping the regional profile of the achieved sample as close to the population as possible. As in Year 14, the best available

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<sup>3</sup>A communal establishment is an establishment providing managed residential accommodation. 'Managed' in this context means full-time or part-time supervision of the accommodation. Please see:

<https://www.ons.gov.uk/census/censustransformationprogramme/administrativedatacensusproject/glossary>. It is normal practice to exclude communal establishments from household surveys due to the obstacles in drawing a sample and reaching the population living in communal establishments.

data<sup>4</sup> were used to estimate expected yield rates in each region to calculate the number of PSUs to sample in each region. Table 2.1 sets out the number of PSUs sampled by region for Year 15.

### Allocation of Primary Sampling Units to sample month

Once selected, the 720 PSUs were randomly allocated to a quarter so that each quarter's allocation was nationally representative. This was done by systematically allocating the PSUs to groups of four using the same stratification variables used for selection and then randomly allocating to quarter within each group. The same approach was used to allocate to month within quarter. Finally, the points were randomly allocated between NatCen and Ipsos MORI. Table 2.1 shows the number of PSUs issued in every sample month by former Government Office Region<sup>5</sup>:

**Table 2.1: Number of primary sampling units issued by sample month by former Government Office Region**

	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Total
<b>2019</b>										
<i>Quarter 1</i>										
April	5	8	5	7	6	6	8	9	6	60
May	5	8	6	5	6	7	8	9	6	60
June	5	8	6	5	6	6	9	9	6	60
<i>Quarter 2</i>										
July	5	8	6	5	6	6	8	10	6	60
August	5	7	6	7	6	6	8	9	6	60
September	5	8	6	5	6	7	8	9	6	60
<i>Quarter 3</i>										
October	5	8	6	5	6	7	8	9	6	60
November	5	7	6	6	7	6	8	9	6	60
December	5	8	6	5	6	7	8	9	6	60
<b>2020</b>										
<i>Quarter 4</i>										
January	5	8	5	6	6	7	7	10	6	60
February	5	8	6	5	6	6	9	9	6	60
March	5	8	6	6	6	6	8	9	6	60
<b>Total</b>	<b>60</b>	<b>94</b>	<b>70</b>	<b>67</b>	<b>73</b>	<b>77</b>	<b>97</b>	<b>110</b>	<b>72</b>	<b>720</b>

<sup>4</sup> For Year 15 expected yield rates were based on data from eight complete quarters - all Year 12 and Year 13 cross-sectional sample.

<sup>5</sup> Twelve of the 720 PSUs contained addresses in two regions (because postcode sector boundaries are not coterminous with former Government Office Region boundaries). In Table 2.1 these 12 PSUs have been classified according to the former Government Office Region most of the selected addresses were in.

## Selection of addresses

The number of addresses issued per PSU varied over the course of Year 14 to contain the cost of the face-to-face fieldwork within the available budget. At the time of sampling for Year 15, we had more information available about yield rates to inform our sampling design than we had for Year 14 (eight full quarters rather than six). As we did for Year 14, we decided that within each PSU 24 addresses would be randomly selected initially from the list of addresses in that PSU, stratified by postcode, to give a total issued sample size of 17,280. In Year 15 we did not need to issue any reserve sample.

Table 2.2 sets out the number of addresses issued by sample month by former Government Office Region.

**Table 2.2: Number of addresses issued by sample month**

	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Total
<b>2019</b>										
<i>Quarter 1</i>										
April	120	192	120	168	144	144	192	216	144	1,440
May	120	192	144	119	144	167	193	217	144	1,440
June	120	192	144	120	144	144	214	218	144	1,440
<i>Quarter 2</i>										
July	120	192	144	120	144	144	192	240	144	1,440
August	120	168	144	168	139	144	192	216	149	1,440
September	120	192	144	124	140	168	192	216	144	1,440
<i>Quarter 3</i>										
October	120	192	144	120	144	168	192	216	144	1,440
November	120	168	144	144	168	144	192	216	144	1,440
December	120	192	144	120	144	168	192	216	144	1,440
<b>2020</b>										
<i>Quarter 4</i>										
January	120	192	120	134	144	178	172	236	144	1,440
February	120	192	144	131	144	133	216	216	144	1,440
March	120	192	143	145	144	143	193	216	144	1,440
<b>Total</b>	<b>1,440</b>	<b>2,256</b>	<b>1,679</b>	<b>1,613</b>	<b>1,743</b>	<b>1,845</b>	<b>2,332</b>	<b>2,639</b>	<b>1,733</b>	<b>17,280</b>

## Selection of individuals

The sampling of individuals at cross-sectional addresses followed the same procedures as Years 12, 13 and 14. We continued to use electronic instruments for respondent selection in Year 15.

At each sampled address, interviewers established whether there was more than one dwelling unit. If there was, they entered a description of each dwelling unit into the Selection instrument and the computer then randomly selected one. Interviewers then made contact at the address and entered the names or initials of adults resident at the address into the Selection instrument and the computer then randomly selected one to be interviewed<sup>6</sup>.

During the adult interview, information about the age and gender of other household members was collected, including the relationship of each household member to the adult respondent. Using this information, the computer randomly selected (if applicable):

- One resident child aged 5 to 10. Only children of the responding adult were eligible for selection. This was the same eligibility criteria used in previous years of Taking Part.
- One resident child aged 11 to 15. All resident children were eligible for selection, regardless of their relationship to the responding adult. This was the same eligibility criteria used in previous years of Taking Part.

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<sup>6</sup> Note that unlike in Year 11 and previous years of Taking Part, there was no random selection of households if there was more than one within the sampled dwelling unit. This situation occurs only very rarely, and including a stage for household selection in the Selection instrument would be very cumbersome. We instructed interviewers that if there was more than one household at the dwelling, for the purposes of selection they should treat all adults living in the dwelling as one household.

# Questionnaire development and design

## Overview of questionnaires

DCMS has strategic objectives which include maximising participation in social action, culture, sporting and physical activities, growing an economy that is creative, innovative and works for everyone and making our society safe fair and informed. Accordingly, the Taking Part survey questionnaires were designed to collect information on participation in leisure, cultural, sporting and digital activities. In Year 15 (2019/20), as in previous years, there were separate questionnaires designed for adults aged 16 and over, youths (aged 11-15) and children (aged 5-10).

This was the third survey year since Year 8 (2012/13) where face-to-face fieldwork comprised data collection from cross-sectional sample only (see the Sample design section of this report), following the transition of the collection of longitudinal data from the face-to-face survey to the web panel. As a result, only one version of the questionnaire was needed for each sample group.

The same questionnaires were used throughout the year, with some very minor changes in different quarters of the fieldwork.

Full documentation of the survey questionnaires will be published along with the survey data on the Taking Part pages on the website of the UK Data Archive, accompanied by a guide to changes made to the questionnaire since the Year 14 (2018/19) survey.

## Questionnaire development

For the Year 15 survey, questionnaire development focused on two objectives: revising existing content to ensure that it met current and anticipated information needs; and developing questions to incorporate new areas of interest for DCMS. At all times, we ensured that, as far as possible, data were collected in a comparable fashion with previous years of the survey to enable the tracking of trends over time. The process mainly focused on the adult interview, although there were also changes made to the youth and child questionnaires.

The number of changes to the adult questionnaire were more substantial than Year 14 but were comparable to the changes made in Years 12 and 13. New questions predominantly focused on digital topics, to better understand digital accessibility, activities and knowledge. A module of questions on gambling and lotteries was added and questions on the First World War centenary were removed. Other new questions covered topics on heritage, television and computer games and a new question on loneliness. The loneliness question was added to reflect the expansion of the remit of the Minister for Sport and Civil Society at DCMS to cover loneliness.

As mentioned, the questions on the First World War centenary was removed. Otherwise there were no major structural changes, with only small changes to improve accessibility and flow. Lastly, amendments to provide more detail were made to some questions on free time activities and arts participation. A number of questions also had new answer options added, including questions on visiting archives, heritage sites and museums. New answer options were also added to questions on volunteering, charitable giving and community cohesion.

The research team developed new individual questions based on suggestions from DCMS and their partner organisations: Arts Council England, Historic England and Sport England. This development was informed by cognitive testing of questions, which covered screening questions, how respondents access television and visits to UK and world heritage sites. As mentioned, several new questions focusing on digital topics were introduced. This included new questions on internet usage, data security and digital technologies. As well as questions on video games, usage of social media and digital skills, some new questions on gambling and lotteries were also introduced exploring betting on sports events.

The DCMS strategy for Taking Part is set out in *Taking Part: the next five years* (March 2016). This strategy proposed some degree of question rotation, so that some groups of questions would be included in alternate years. In Year 15, some questions included in the previous year were omitted for this reason.

An important consideration was the duration of the interview for different sample groups; the objective was an average of 40 minutes for adult respondents, which imposed limitations on the number of questions that could be asked.

The final version of the questionnaire was tested in the pilot (see the Fieldwork section of this report), and interviewers gave feedback about the revisions.

## Overview of the structure of the questionnaires

The following sections summarise the coverage of each questionnaire. Full questionnaires and documentation of changes since the Year 14 survey will be published along with the survey data on the Taking Part pages on the website of the UK Data Archive.

### Adult questionnaire

#### Household information

This section included information about the household and its inhabitants, including, for each person, their name, gender, age, relationship to the responding adult and marital status. The programme selected the adult and youth to be interviewed, and the identity of the child about whose activities the adult would be asked about.

#### Socialisation

Several questions in this section were removed for Year 15. This resulted in a single question being included that asked respondents whether they participated in sporting activities outside of school during their childhood, which was defined as the ages of 11 to 15.

#### Free time activities, TV and computer games

This section comprised of questions covering a range of leisure activities not covered elsewhere in the questionnaire. A new question was added for Year 15 on how people have accessed television over the last 12 months. Questions covering the types of TV programmes watched in the last 12 months and a question about how often the respondent played video games have been removed.



## Arts participation

As in Year 14, this section included three questions asking about participation in various arts activities in the last 12 months (regardless of whether participation took place within England). The questions included no more than 11 options each, grouped into similar kinds of activity, and the order in which these lists were presented was randomised. For each activity the respondent had done, follow-up questions asked whether this was done in their own time, as part of paid or voluntary work or study, and how often. For one of these activities, randomly selected, the respondent was asked to rate how much they enjoyed it.

The section included a follow-up question for respondents who had not taken part in any of the activities asked about, asking about their reasons for not participating in arts activities.

## Arts attendance

This section followed a similar format to the arts participation section, asking about attendance at different types of arts events (regardless of whether attendance took place within England), with similar follow-up questions. It also included some questions about venues where the respondent had attended arts or music events, and the sort of musical performances respondents had been to see.

## Libraries

Questions on libraries covered all use of library services (regardless of whether the libraries were in England), with visits, online use and other use asked about separately. The type of service used was asked about, as well as frequency of use, satisfaction, reasons for dissatisfaction, and reasons for not using libraries. The question determining the length of time taken to reach the library (introduced in Year 14) was removed for Year 15.

## Archives

Questions about archive use included a definition of an archive and covered archive visits only (not online archive use) (regardless of whether the archives were in England). Follow-up questions were similar to those asked about libraries. A new answer option was added to the question on reasons for visiting archives ('it was recommended by my GP, link worker or health worker').

## Heritage

These questions were about visits to locations of historic interest, whether in England or not. The first set of follow-up questions asked about whether this was done in the respondent's own time, for paid or voluntary work or study, how often they visited these sites and whether the historic character of the place influenced their decision to go.

The second set of follow-up questions asked about the most recent visit covering payment of entry fees, reasons for the visit, how long they spent at the site, where respondents stayed when visiting the site, transport used to get to the site and how far in miles the respondent travelled to get there as well as their enjoyment of the visit. As for archives, a new answer option was added to the question on reasons for visiting a heritage site ('it was recommended by my GP, link worker or health worker').

This section also included a question on whether the respondent had participated in metal detecting and a follow-up question for those who had not visited a historic site which asked why they had not.

## Museums and galleries

This section included similar questions about attendance at museums and galleries (regardless of whether the museums and galleries were in England), whether the distance to any museums or galleries visited is within an hour's journey, reason for their last visit, if they paid an entry fee, and whether they enjoyed their visit. As for archives and heritage sites, a new answer option was added to the question on reasons for visiting a museum or gallery ('it was recommended by my GP, link worker or health worker').

This section also included a follow-up question for those who had not attended a museum or gallery which asked why they had not.

## Walking, cycling and sports participation

This section asked about different forms of physical activity, including walking and cycling, regardless of whether it took place in England, whether it took place in the last four weeks and frequency of participation. Additional questions were asked about attendance at live sporting events, how many of these events required a ticket, and for non-ticketed events, how many events attended required payment.

## Digital activities

The digital activities section was significantly expanded from Year 14 with several new questions incorporated. The module has questions on a range of key themes. These were reflected in the questions on internet access, the uses of websites, e-sports, data security, digital technology, uses of social media and digital skills.

This section asked questions on internet access from home or anywhere else. These were followed by the new questions on internet usage, ability to use the internet and activities done online and then an existing question on internet access via different types of devices. There were questions focused on the use of websites related to arts and cultural activities (including archives); creating and uploading content; and the use of social media for culturally related purposes and sport. Additional questions were asked about whether the respondent watched or played eSports (professionally organised computer or video games tournaments).

New questions on data security and trust in personal data being used safely online were added. This was followed by questions on respondent's experience and uses of digital technology and their knowledge of emerging technology.

A new set of questions on video game use was added. Questions also focused on the respondent's use of social media applications or sites, with follow-up questions about reasons for use and frequency. These included a new question on activities done via social media.

A new set of questions on digital skills were included. These focused on whether respondents had learnt any basic digital skills, how they were taught these and if applicable how respondents funded any courses they had attended.

## Volunteering and charitable giving

These sections asked about types of volunteering, specifically in the areas relevant to DCMS, and follow-up questions explored the frequency of volunteering, time spent doing so, and reasons for volunteering. Similar questions were asked about donating money to charities. A new answer option of 'donations made through contactless technology' was added

to the question asking how people donate money. Similarly, a new answer option, 'I felt I needed to do it to get into a paid position', was added to the question on the reasons for volunteering.

### Community cohesion and belonging

This section investigated the attitudes of respondents to their local area. It comprised of one question asking what people felt was important in their local area. Several new answer options were added for Year 15.

### Attitudes to the arts and historic buildings

This section covered the attitudes of respondents to maintenance and care of historic buildings and places, including those within their local area.

### News

This section asked about accessing news using different media: printed newspapers, apps and websites, television and radio.

### Gambling and lotteries

This was a new module. Questions asked respondents about national lotteries - whether they have played them, how frequently they play and, if they never have, the reasons why. Questions on participation in society lotteries were also included. A new set of questions on sports betting were also added.

### Subjective well-being and loneliness

This section comprised the four standardised well-being questions<sup>7</sup> developed by the Office for National Statistics. In year 15 a new harmonised question on loneliness was added to the section. Interviewers were briefed on the reasons for asking the question and how to approach it sensitively.

### Demographics

This covered personal information: educational qualifications, employment status, income, housing, health and disability, sexual orientation, ethnicity, national identity and religion.

### Invitation to join the web panel

All adult respondents with internet access were asked to join the web-based panel. Consent was obtained verbally and, as in previous years, recorded by the interviewer at question WEB1. Contact details for the respondent, including their email address and telephone number, were also collected to facilitate web panel data collection. Those who refused were asked for the reason(s) and interviewers were asked to try and persuade respondents to re-consider in some situations (this is discussed further in the Fieldwork chapter).

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<sup>7</sup> These are the Personal Well-being (PWB) questions as they currently appear on the ONS Annual Population Survey. The Office for National Statistics (ONS) introduced these questions on the Annual Population Survey (APS) in April 2011. For further information, see <https://gss.civilservice.gov.uk/wp-content/uploads/2016/03/Personal-Well-being-June-17-Pending-informing-SPSC.pdf>.

## Youth questionnaire

Several changes were made to the youth questionnaire for Year 15. There were changes to existing questions and a new module focusing on digital topics was introduced. As in previous years, youth respondents (aged 11-15) were asked about their participation in cultural and sporting activity, both in school lessons and their spare time. The only change to the youth questionnaire between quarters was the removal of the web panel recruitment module from Quarter 3 onwards.

To aid recall, interviewers were provided with a 'life events' calendar, on which respondents could record significant events over the preceding 12 months. At the end of each youth interview, interviewers were asked if they had used the life events calendar during that interview. In Year 15, interviewers reported using the life events calendar in 17.9 per cent of youth interviews.

### School and school year

This section asked about the respondent's school attendance and school year.

### Screening questions

A new set of screening questions were added to the start of the youth interview. The first question asks what people do in their free time. This question was included to act as a 'warm-up' question for respondents collecting general interest. Youths were then asked several new questions on their use of the internet.

At the start of the section on **cultural activities**, all respondents were asked a series of screening questions covering participation during the last 12 months in different types of activities. If the respondent had participated in any of the activities listed below, they were asked a series of follow-up questions, including frequency and whether the participation was during school lessons or during their spare time. The activities in the screening questions were the same as Year 14, apart from computer-based activities which were moved to a separate section of the questionnaire and updated to include a larger range of computer, internet and digital activities

- Dance activities;
- Music activities;
- Theatre and drama activities;
- Reading and writing activities;
- Arts, crafts and design activities;
- Outdoor arts participation and attendance, for example, street arts, circus;
- Film and video activities;
- Radio activities;
- Libraries;
- Archives;

- Museums and galleries;
- Heritage (sites of historic interest).

The lists of activities used in the questions relating to participating in and attending arts activities were randomised for each respondent so that the same categories did not always appear at the top and bottom of the list.

### Computer, internet and digital

A new module on computer, internet and digital activities was included in the Year 15 questionnaire. Questions, including several new questions, covered internet usage, frequency of usage, ability to use the internet and activities on the internet. The module also included a set of questions on social media use that were previously only asked in the adult questionnaire. Questions were asked about the respondent's use of social media applications or sites, with follow-up questions about reasons for use and frequency. This also included a new question on activities done via social media.

### Sport and physical activity

Respondents were given a show card and asked to identify which sports activities they had participated in during the last four weeks. Follow-up questions covered which activities took place during school lessons and which were carried out during their spare time, frequency of participation and which activities they enjoyed the most. This included a new question on participation in School Games events and attitudinal questions on taking part in exercise and sporting activities. Questions were also asked about swimming and cycling competency.

### Well-being

This section comprised of two questions. The first question asked respondents to rate their level of happiness on a scale of 1 to 10. The second was the harmonised question on loneliness (which was also asked in the adult interview).

### Demographics

Background information about health and ethnicity was collected from respondents, and interviewers confirmed their date of birth and full name.

### Invitation to join the web panel

In the first two quarters of Year 15 fieldwork, all youth respondents were asked, subject to parental consent, to join the web-based panel. Verbal consent was sought firstly from a legal parent or guardian (as in previous years the name of the individual consenting was recorded by the interviewer) and then from the respondent. Contact details for the respondent, including their email address and telephone number, were also collected to facilitate web panel data collection. Those who refused were asked for the reason(s) and interviewers were asked to try and persuade respondents to re-consider in some situations.

At the end of Quarter 2, DCMS decided to close the youth and child (proxy) web panels, as the numbers of youths completing the web panel surveys was too low for statistical analysis to be useful<sup>8</sup>. As a result of this decision, youth respondents were not invited to join the web panel in the remainder of the fieldwork period for Year 15.

### National Pupil Database linkage

Verbal consent was sought, firstly from the parent or legal guardian (as in previous years the name of the individual consenting was recorded by the interviewer) and then the respondent, to use the respondent's personal information to link National Pupil Database (NPD) records to their survey data. Respondents and the consenting parent or guardian were given a handout containing their reference number, with information about NPD linkage and details of who to contact to opt out of the linkage.

### Child questionnaire

The child questionnaire was similar to the youth questionnaire and remained substantially unchanged from Year 14.

Adult respondents who were parents or guardians of resident children aged 5 to 10 were asked about a randomly selected resident child's participation in cultural and sporting activity. These questions covered participation outside school lessons only, to avoid extra burden for an adult respondent who had been asked about their own activities and attitudes during their own interview; it was also felt that parents and guardians would not necessarily know of all the activities their child had participated in at school.

The child questionnaire did not change between quarters.

### School and school year

This section asked about the child's school attendance and school year.

### Screening questions

Adult respondents were asked a series of screening questions covering their child's participation during the last 12 months in different types of activities outside school. If the respondent's child had participated in any of the activities listed below, they were asked a series of follow-up questions, including frequency and whether the participation was within the last seven days. The questions on museums and galleries differentiates between activities done inside and outside of school.

- Dance activities;
- Music activities;
- Theatre and drama activities;
- Reading and writing activities;
- Arts, crafts and design activities;

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<sup>8</sup> Please refer to the Technical report for the web panel (2016-19): <https://www.gov.uk/government/publications/technical-report-taking-part-web-panel-2016-19>

- Outdoor arts participation and attendance, for example, street arts, circus;
- Film and video activities;
- Computer-based and radio activities;
- Libraries;
- Museums and galleries;
- Heritage (sites of historic interest).

The lists of activities used in the questions relating to participating in and attending arts activities were randomised for each respondent so that the same categories did not always appear at the top and bottom of the list.

### Sport and physical activity

Adult respondents were given a show card and asked to identify which sport and physical activities their child had participated in during the last four weeks. Follow-up questions covered a question checking whether activities took place outside of school, and length and frequency of activities. This included a new question on participation in School Games events. Questions were also asked about swimming and cycling competency.

### Demographics

Background information about the health and ethnicity of their child was collected from respondents, and interviewers confirmed their child's date of birth and full name.

### National Pupil Database linkage

Verbal consent was collected from the respondent to use their child's personal information to link National Pupil Database (NPD) records to survey data about the child. Respondents were given a handout containing their reference number, with information about NPD linkage and details of who to contact to opt out of the linkage.

# Fieldwork

## Introduction

This chapter describes all aspects of the Year 15 (2019/20) data collection process, including fieldwork procedures, the pilot, briefings, fieldwork management, quality control procedures, outcomes and response rates achieved.

## Fieldwork procedures

### Advance letter and leaflet

The design of the advance letters and leaflets was retained from the previous three years for Year 15. On each letter the logos of DCMS and the survey organisation were printed, along with the signature of the Head of Statistics at DCMS. Advance letters were addressed 'Dear Sir/Madam'.

The letter and leaflet explained the nature of the study, why the address had been selected and that an interviewer carrying photo identification would be calling in the next week or so. The letter and leaflet also stressed the importance of the study, that the experience of everyone was relevant, and that survey answers would be treated as confidential as well as explaining the participants' rights under GDPR. The leaflets further explained how to contact the survey organisation or find additional information. The letter included the unconditional incentive of a £10 voucher that could be redeemed for £10 in cash at any Post Office. The leaflet contained more detail than the advance letters, including interesting findings from Taking Part, which were judged would not affect respondents' answers to survey questions.

Each organisation used its own branding on the documents, so it was clear to all respondents which organisation the interviewer worked for. For this reason, each organisation maintained a Taking Part telephone helpline and email contact address, both of which were printed on the advance letters and leaflets.

To make it easier for interviewers to distinguish between the cross-sectional and web panel leaflets, different logos and colour schemes were used. An orange typeface was used for the cross-sectional advance letters and leaflets, and a pink typeface was used for the web panel leaflets.

During Year 15 fieldwork, 292 households opted out of the survey by contacting Ipsos MORI, NatCen Social Research or DCMS by telephone or email. The opt-out rate was 1.7 per cent.

### Selection instrument

The electronic Selection instrument developed for Year 12 of Taking Part and used in Years 12-14, was retained for Year 15.

After making contact, the interviewer's first task was to complete the Selection instrument, as no adult, youth or child questionnaires could become available until this was done.

The Selection instrument was a Unicom Intelligence (formerly 'Dimensions') script. It was designed so it could be used on the doorstep if required, using the touch screen function on the interviewers' tablets or laptops. Interviewers were permitted to complete the Selection instrument with any adult who lived at the sampled address.



The Selection instrument enabled interviewers to complete the process of selecting a dwelling unit and an adult aged 16 or over, where there was more than one of either. When entering the identity of adults into the Selection instrument for the purposes of selection, interviewers were permitted to use initials instead of names, where respondents did not wish to give out names early in the process. When an adult was selected for an interview, the interviewer was required to enter the name of the respondent before continuing.

### Selection procedure for youths/children

At the start of all adult interviews, interviewers collected information about the members of the adult's household, including the name, gender, age, and marital status of all household members and the relationship of each household member to the respondent. During adult interviews the computer used this information to select randomly one youth and child (if applicable) for inclusion in the achieved sample.

### Parental permission rules

If the randomly selected adult was aged 16 or 17 and still living with a parent or legal guardian, as a courtesy, interviewers were required to obtain parental permission before the adult interview. Interviewers were instructed to show a parent or legal guardian the parental permission card which explained what topics were covered in the interview. Interviewers recorded the name of the parent or legal guardian consenting in the Selection instrument.

At the start of each youth interview the questionnaire asked interviewers for the name of the parent or legal guardian giving them permission to interview the youth.

### Other documents

Several other documents were required for Taking Part. Each organisation produced its own versions of documents, using the agreed wording. This ensured each organisation retained its own corporate identity in the eyes of the respondents, meaning there was no confusion about which organisation the interviewer worked for.

For Year 15, the laminate impact card was updated so that the examples of how Taking Part data had been used were as up to date as possible. A help card was also developed and introduced in Q3 to help interviewers persuade reluctant, older, adult respondents to join the web panel. We received feedback from interviewers that some adult respondents, particularly older participants, had said they lacked the necessary internet skills or confidence to join a web panel. The help card was introduced to illustrate just how straight-forward and easy it is to join. If they agreed, the card was left with them to guide them through the initial process of accessing a survey and registering to join the panel. Interviewers could choose which respondents to leave a card with.

Table 4.1 sets out the purpose of each Taking Part-specific document issued to interviewers.

**Table 4.1: Documents used for Year 15 Taking Part fieldwork, and their purpose**

Document	Purpose
<b>Documents for the adult interview</b>	
Advance letters (spares)	For interviewers to leave with respondents who requested another copy of the advance letter.
Advance letter (Laminated)	For interviewers to use on the doorstep.
Survey leaflets (spares)	For interviewers to leave with respondents who requested another copy of the leaflet.
Show cards	For interviewers to use these when interviewing an adult aged 16 or over.
Web panel leaflet	For interviewers to use at the end of the interview to show respondents when inviting them to join the web panel. Interviewers were required to leave a leaflet with each respondent who agreed to join the web panel.
Web panel help card	For interviewers to use during web panel recruitment to encourage those indicating that they lacked the necessary internet skills or confidence to join to do so. Interviewers could choose which respondents to leave a card with.
Parental permission card	For interviewers to use if seeking parental permission for an interview with an adult aged 16 or 17.
Non-contact letter	For interviewers working with difficult-to-contact cases and those working on reissues. The aim of the letter was to help interviewers make contact with respondents.
Laminate impact card	For interviewers to use to convince respondents of the value of the survey when attempting to secure participation.
<b>Documents for the youth interview</b>	
Life events calendar	For interviewers to use in the youth interview to help respondents recall what they had done.
Parental permission card	For interviewers to use when seeking parental permission for an interview with a youth.
Show cards	For interviewers to use when interviewing a youth aged 11 to 15 years old.
Youth National Pupil Database handout	For interviewers to leave with any youth agreeing to linkage of their National Pupil Database records with their survey answers.
Parent National Pupil Database handout	For interviewers to leave with any adult agreeing to linkage of the youth's National Pupil Database records with the youth's survey answers.
<b>Documents for the child proxy interview</b>	
Show cards	For interviewers to use when interviewing an adult about a child aged 5 to 10 years old.
Parent National Pupil Database handout	For interviewers to leave with any adult who agreed to linkage of their child's National Pupil Database records with the adult's survey answers about their child.

## Minority languages

Household interpreters were permitted for Taking Part, as most of the questions were not sensitive. Interviewers were instructed that any household interpreters should be aged 12 or over, in line with previous practice on Taking Part.

Interviewers were told that for the question SXCLASS, where the adult was asked about their sexual identity, they should decide on a case-by-case basis whether to ask this question if there was a household interpreter. If interviewers did not consider the question was appropriate because of the presence of a household interpreter, they were instructed to code 'refused' and make a note that this was their decision and not the respondent refusing to answer.

In situations where the respondent's English was adequate for the Taking Part interview, but they preferred to be interviewed in another language, interviewers were instructed to let the Field Department know. In these cases, if interviewers spoke the respondent's preferred language then we permitted interviewers to carry out the interview in that language.

During Year 15, 49 of the 8,956 interviews (0.5%) were conducted in a language other than English. Taking Part interviews were carried out in English and 15 other languages. The five most common 'other' languages were Urdu, Punjabi, Hindi, Polish and Bengali.

## Despatch of advance letters

NatCen despatched advance letters from the office on behalf of their interviewers, but Ipsos MORI interviewers were responsible for despatching their own advance letters, which they received in their workpacks. Ipsos MORI interviewers were sent advance letters and leaflets in pre-sealed postage paid envelopes for all the addresses in their work pack.

## Web panel recruitment

During Year 15, at the end of the adult interview, interviewers asked adult respondents with internet access to join the web panel. Similarly, the parent/guardian of interviewed youths were asked for their consent for the youth to be asked to join the web panel. If the parent/guardian agreed, then the youth was asked to join the web panel. At the end of Quarter 2 of Year 15 fieldwork, DCMS decided to close the youth and child (proxy) web panels, as the numbers of youths completing the web panel surveys was too low for statistical analysis to be useful. As a result of this decision, youth respondents were not invited to join the web panel in the remainder of the fieldwork period for Year 15. Full details of the operations of the web panel will be published in a separate report at a later date.

Interviewers were instructed to give respondents a web panel leaflet and explain the purpose of the web panel and encourage them to join it. If the respondent agreed or said they wanted to consider it further in their own time, interviewers collected the respondent's contact details. Interviewers were required to leave a copy of the web panel leaflet with all those who agreed to join the web panel.

As mentioned above, a help card was introduced in Q3 to encourage older adult respondents to join the web panel. The help card provided a step-by-step guide to accessing web panel surveys. If such respondents agreed to join, the interviewer left the help card with them to guide them through the initial process of accessing a survey and registering to join the panel.

The same recruitment procedures were used in the youth interview in Q1 and Q2, except that interviewers were required to obtain the consent of a parent or legal guardian before asking the youth to join the web panel. Interviewers were also

required to ask the parent or legal guardian for consent to ask the youth for their e-mail address and mobile telephone number. As in previous years the name of the parent or legal guardian consenting was recorded by the interviewer.

### Refusal conversion for web panel recruitment

Any adult or youth who refused to join the web panel were asked the reason for this – which was coded by interviewers – based on a list. In Year 14 Q2, the adult and youth instruments were updated to try to encourage some of the respondents who were initially reluctant, to reconsider their decision (“refusal conversion”).

Interviewers attempted refusal conversion if an adult or youth respondent was not willing to join the web panel (or a parent/legal guardian refused on behalf of a youth respondent) or an adult or youth respondent said ‘maybe’ but refused to provide an email address, and, they gave certain specific reasons for not wanting to join.

Refusal conversion statements were developed which were tailored to the reason(s) given for not wanting to join the web panel and interviewers were asked to try and persuade respondents to reconsider their decision using some or all the eight statements provided. Initial results were disappointing so the interviewer briefing materials were enhanced for Year 15 to emphasise the importance of the web panel to DCMS and reiterate how the refusal conversion process was intended to work. Interviewers were also asked for their feedback on how the conversion process had been working to date.

Subsequent analysis of the adult data from Year 14 Quarters 2-4 and Year 15 Quarters 1 and 2 identified a very small improvement to the number of conversions, but the figure remained disappointingly low with only 1.09% of those who were eligible for conversion being converted in total. Furthermore, in total, there was only a 0.1 percentage point increase in the number of adults agreeing to join the web panel after conversion. Overall, the number being converted was very small, reflecting the small proportion of interviewees subject to conversion and the high proportion of interviewees who were already very willing to join the web panel. It further supports the interviewers’ assertion that those who initially refused to join the web panel, could not be persuaded to join. Given this result and taking into consideration the amount of time and effort required from the interviewers to complete the refusal conversion process DCMS agreed not to pursue the refusal conversion approach for future years of Taking Part.

### National Pupil Database (NPD) linkage handouts

At the end of youth or child proxy interviews, interviewers were required to ask a parent or legal guardian for consent for DCMS to link the National Pupil Database (NPD) records of their child to the youth or child proxy data, as applicable. As in previous years the name of the parent or legal guardian consenting was recorded by the interviewer. Interviewers were instructed to leave the parent or legal guardian with a handout which explained what the NPD is and how their child’s data will be used, and how to withdraw their consent to the linkage.

At the end of the youth interview, after consent for NPD linkage had been obtained from a parent or legal guardian (as in previous years the name of the individual consenting was recorded by the interviewer), interviewers were asked to secure the consent of the youth for the linkage too, and to leave the youth with their own NPD handout, containing the same information as that given to the parent or legal guardian.

## Pilot

For Year 15, the adult questionnaire was changed with some questions and sections deleted and new questions and sections added. A pilot was felt to be essential to ensure the sample management systems and questionnaires were working properly, as well as to gather feedback from interviewers about new questions.

As far as possible the procedures for the pilot replicated those intended to be used during Year 15 fieldwork. To ensure robust testing of all procedures, six interviewers (three from Ipsos MORI and three from NatCen Social Research) worked on the pilot.

As the pilot had to be carried out over a short period, special sampling procedures were used to help the interviewers be as productive as possible, and to carry out sufficient numbers of interviews. A quota sampling method was used to maximise the number of interviews interviewers could achieve, while ensuring they obtained a sample with a broad range of key characteristics such as age, gender and working status.

Interviewers were asked which postcode area they would prefer to work in. Ipsos MORI's Sampling Department randomly selected a paired Output Area (around 250 addresses) in the chosen postcode area. We provided interviewers with a street listing of the paired Output Areas along with a quota (gender, age, working status) to work to, and a map. The aim was for each interviewer to achieve nine interviews to quota, aiming to ensure respondents were interviewed from a range of backgrounds and enabling interviewers to test different routes through the questionnaires.

All six pilot interviewers attended a half-day briefing held on 28 January 2019 at Ipsos MORI's office in London. Members of the Ipsos MORI and NatCen Social Research project teams attended.

Pilot fieldwork took place from 29 January to 5 February 2019. A total of 56 interviews were completed, of which 46 were adult interviews, four were child proxy interviews, and six were youth interviews.

A feedback form was included in each interviewer's work pack. Interviewers were asked to complete it before the de-briefing. A de-briefing was held at Resource for London in London on 6 February 2019, to discuss interviewers' experiences from the Pilot and to collect the completed feedback forms. All six interviewers attended this, along with representatives from DCMS, Ipsos MORI and NatCen Social Research.

## Briefings

An extensive programme of briefings was held which took place throughout Year 15.

Briefings followed a standard agenda and we took care to standardise their content across both organisations, by agreeing a common set of presentation slides for most of the briefing (the exception was material relating to each organisation's sample and field management procedures).

Interviewers who had worked on Taking Part previously attended refresher briefings, while those who had not attended full briefings. Each refresher briefing lasted two hours, whereas a full briefing lasted four hours.

At the refresher briefings, the interviewers were briefed about field performance on Year 15 of Taking Part, and significant changes to the questionnaires. At the full briefings we covered the survey procedures, the importance of achieving high response rates, the sample management systems to be used by the interviewers' organisation, the Selection instrument

and questionnaires, web panel recruitment, data protection and information linkage, and the advance mailing and incentives. During each full briefing interviewers were able to practice using the sample management systems and completing the Selection instrument.

The content of both the refresher and full briefings were revised and refreshed for Year 15. At the refresher briefings, the interviewers were briefed about field performance on Year 14 of Taking Part and the changes made to the questionnaire and the documents for Year 15. We covered procedures and documents that had not changed since Year 12, to ensure those who had not worked on Taking Part for some time were re-familiarised with all procedures and documents. We also asked interviewers to work in groups and discuss how best to secure co-operation from respondents to inform their approach for Year 15. A quiz was held for interviewers focusing on the new topics in the questionnaire to provide further context e.g. questions focused on identifying social media sites and contribution of the National lottery to good causes. Finally, we provided detailed information on the web panel conversion to emphasise the importance of this aspect of the web panel recruitment.

The full briefing followed the pattern established in previous years. We covered the survey procedures, the importance of achieving high response rates, the sample management systems to be used by the interviewers' organisation, the Selection instrument and questionnaires, web panel recruitment (including refusal conversion), data protection and information linkage, and the advance mailing and incentives. During each full briefing interviewers were able to practice using the sample management systems and the Selection instrument and questionnaires. As in Year 14, detail of how DCMS use the Taking Part data was covered to enable interviewers to explain to respondents more easily the impact of the survey and how the information respondents provide is used. Interviewers were asked to work in groups to discuss how they would secure co-operation from respondents.

Across the year, 392 interviewers were briefed in 28 separate briefings, of which 15 were refresher briefings. In total, 270 interviewers attended refresher briefings and 122 interviewers attended full briefings across the year. The briefings were held in Bristol, Derby, Leeds, London, Manchester, Solihull and York, and one refresher briefing was held by telephone conference (2 interviewers only in total). Of the 392 interviewers briefed, 306 were briefed at the start of Quarter 1 fieldwork.

## Fieldwork dates and fieldwork management

As has been the practice previously on Taking Part, during Year 15 the fieldwork was managed on a monthly basis. In general, assignments were issued at the beginning of each month, and extra time was allowed for interviewers to complete their assignments e.g. if the sample month fieldwork period included the Christmas holidays. DCMS wished to ensure that publication of the annual report took place at the same time of year as previously. For this reason, it was necessary to start fieldwork for all three sample months in Quarter 4 in late December 2018 or January 2019, to ensure there was sufficient time to reissue, so the target number of interviews could be met without significantly damaging the response rate.

As many of the activities covered by Taking Part are seasonal in nature, it was important that cases should not be allowed to languish in the field. As in Year 14, we aimed to complete fieldwork for all issued cases within 12 weeks of issue, and this was achieved in the majority of cases. Interviewers were instructed to complete all first issue addresses in seven weeks from the date of issue.

The fieldwork dates for each monthly sample for Year 15 are set out in Table 4.2. Fieldwork for Year 15 began on 01 April 2019 and was stopped earlier than scheduled on Tuesday 17 March 2020 because of COVID-19 and the restrictions imposed on daily life across the UK. This was over a month earlier than the planned end date of Sunday 26 April 2020 and meant that fieldwork could not be completed for Q3 or Q4.

**Table 4.2: Fieldwork dates for each sample month**

Sample quarter	Sample month	Fieldwork start	Fieldwork end
<b>2019</b>			
<b>1</b>	<b>April</b>	01 April 2019	14 September 2019
<b>1</b>	<b>May</b>	02 May 2019	14 September 2019
<b>1</b>	<b>June</b>	02 June 2019	13 September 2019
<b>2</b>	<b>July</b>	03 July 2019	09 December 2019
<b>2</b>	<b>August</b>	01 August 2019	09 December 2019
<b>2</b>	<b>September</b>	04 September 2019	06 January 2020
<b>3</b>	<b>October</b>	01 October 2019	16 March 2020
<b>3</b>	<b>November</b>	01 November 2019	16 March 2020
<b>3</b>	<b>December</b>	28 November 2019	16 March 2020
<b>2020</b>			
<b>4</b>	<b>January</b>	30 December 2019	17 March 2020
<b>4</b>	<b>February</b>	23 January 2020	17 March 2020
<b>4</b>	<b>March</b>	29 January 2020	17 March 2020

As with Years 12-14, to make Taking Part data easier to analyse, we allocated questionnaires to each sample quarter, so that if any changes were made to a questionnaire for any sample quarter, these changes only applied to the sample from that quarter. Allocation of questionnaires to sample members was controlled automatically; interviewers were advised of any changes to questionnaires from the previous quarters.

Once the first issue addresses had been fully worked, following the prescribed calling pattern, the Field Departments in each organisation decided which cases should be reissued to interviewers. A specific list of outcome codes making addresses eligible for reissue is set out in the section 'Maximising response'.

## Supervision and quality control

Several procedures were put in place to supervise fieldwork and ensure that the data collected were of high quality. Field supervisors from both organisations accompanied a proportion of interviewers in the field, to monitor their work. Any interviewers working on Taking Part for the first time were accompanied by a supervisor on their first day working on their assignment.

Some respondents were also re-contacted to verify that an interview had taken place, and to ask about their recollection of what was asked, to give us confidence that the questionnaires were being implemented properly in the field. In total 794 respondents were re-contacted, 768 (97.0%) by telephone, 22 face-to-face (3.0%) and four (1.0%) by post. As a result

of these back-checks, we identified one interview that had been completed at the wrong address (i.e. not the one selected in the sample) and that another interviewer had falsified some of their interviews. In total, 18 interviews were deleted and the interviewer who falsified the interview data was removed from the project and the interviewer panel. The Market Research Society guidelines are followed for validation of interviewers' work. The work of all new interviewers is validated when they start work (on their first or second PSU<sup>9</sup>).

## Maximising response

Several steps were put in place to maximise the response rate achieved at all addresses. These were the use of incentives, a set calling pattern, and the reissuing of some unproductive cases.

### Incentives

The incentive strategy was unchanged from that used for the cross-sectional sample for Year 12 and in Year 13. The incentive was an unconditional £10 Post Office voucher which could be exchanged for £10 cash at any Post Office. This was printed at the bottom of the advance letter sent to each household, along with its expiry date. Generally, Post Office vouchers expire after about six months from date of issue.

Where respondents reported they had not received the advance letter or had thrown it away, interviewers passed this on to their Field Department. NatCen interviewers were issued with replacement £10 gift vouchers (Love2Shop) provided to respondents after the interview was completed. Ipsos MORI interviewers were issued with reprinted advance letters.

### Calling pattern

The calling pattern interviewers were required to follow was also unchanged from Years 12-14. The purpose of a calling pattern is to ensure interviewers make calls at different times and on different days so that the number of addresses where no contact is made is minimised and that people of all circumstances have the opportunity to participate, maximising sample representativeness.

In Year 15, for all addresses, interviewers were required to make a minimum of six calls before a non-contact outcome could be recorded for an address. Interviewers were required to make at least one evening call (weekday after 6.00 pm), one weekend call, and a further call either during a weekday evening or at a weekend. Interviewers were told that, in cases where they could not make contact, there must be at least three weeks between the first and last calls.

We permitted interviewers to arrange appointments for youth interviews with a parent or legal guardian by telephone, but only once an adult interview was completed at an address although we stressed that interviewers might have more success if they continued to make face-to-face calls.

### Reissues

In order to maximise the response rate, some addresses with an unproductive outcome were reissued. Prior to fieldwork a list of outcome codes was developed which, if used by an interviewer for any address, would make an address eligible for reissuing. Each Field Department regularly produced lists of addresses eligible for reissue and decisions about whether to

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<sup>9</sup> If on the first PSU an interviewer is accompanied by a supervisor, then the validation is carried out on their first unaccompanied PSU.



reissue an address were made on a case-by-case basis, after examination of the information available about that address and the interviewer's experience.

Table 4.3 shows which outcome codes made an address eligible for reissue.

**Table 4.3: Outcome codes eligible for reissue**

Outcome code	Outcome description
320	No further contact at issued address
420	Contact made, but refused to give information about household / names
431	Refusal by target adult (16+)
432	Refusal by proxy (other person)
450	Broken appointment – no re-contact
510	Refusal because ill at home during entire fieldwork period
520	Refusal because away / in hospital during entire fieldwork period
540	Language barrier / difficulties
599	Other non-response (give details)
611	Not issued to an interviewer
650	No contact with anyone at address (after required visits made)
690	Other unknown eligibility (give details)
790	Other ineligible (give details)
890	Other unknown eligibility despite making contact (give details)

Table 4.4 gives details of the reissuing carried out during Year 15 fieldwork. During Year 15, 3,911 of the 17,280 addresses (22.6%) were reissued. Of the 3,911 reissued addresses, 3,810 were reissued once (97.4%) and 101 were reissued twice (2.6%). A productive outcome was achieved at 15.6 per cent of reissued addresses. Table 4.4 also shows the conversion rate by Standard Outcome Code used at first issue, including only those first issue Standard Outcome Codes which generated at least 50 reissues. Interviewers working reissue cases were most successful at households where at first issue the appointment had been broken (23.6%) or there had been no further contact at an address (19.1%). Note that due to the premature end of Year 15 fieldwork, the remaining sample from Quarters 3 and 4 could not be fully worked.

**Table 4.4: Reissue analysis**

	<b>Standard outcome code</b>	<b>All</b>
<b>Total addresses issued</b>		17,280
<b>Total addresses reissued</b>		3,911
<b>% of sample reissued</b>		22.6%
<b>Fully productive reissue addresses</b>		569
<b>Partially productive reissue addresses</b>		42
<b>Total productive reissue addresses</b>		611
<b>Conversion rate</b>		15.6%
<b>First issue outcome conversion rates</b>		
<b>Broken appointment – no re-contact</b>	450	23.6%
<b>No further contact at issued address</b>	320	19.1%
<b>No contact with anyone at address (after required visits made)</b>	650	18.8%
<b>Other non-response</b>	599	15.8%
<b>Contact made, but refused to give information about household / names</b>	420	14.6%
<b>Refusal by target adult (16+)</b>	431	12.1%
<b>Refusal by proxy (other person)</b>	432	10.6%

### Fieldwork outcomes

The fieldwork outcomes, including response rates, are set out in this section. As in the technical reports for Years 12-14, the figures reflect the sample year. We report fieldwork outcomes separately for the adult, youth and child samples.

For Year 15 'Standard Outcome codes', which have been adopted by the Office for National Statistics and NatCen Social Research, were used. These enable valid comparisons to be made between response rates on different surveys, and by different organisations, by defining and calculating response rates in a standard way. These Standard Outcome codes are commonly used for major government, academic and public sector surveys.

Every Standard Outcome Code has three digits, with the first digit representing the type of outcome, as follows:

#### Complete interview

1. Complete interview
2. Partially complete interview

#### Eligible, but no interview

3. No-contact

4. Refusal
5. Other eligible but no interview

#### Unknown eligibility

6. Unknown eligibility, non-contact
8. Unknown eligibility, contacted

#### Ineligible

7. Ineligible

A full description of each Standard Outcome Code and the appropriate circumstances to use it was provided to all interviewers as an Appendix to the interviewer instruction manual.

In addition to the Standard Outcome Codes, a special outcome code was introduced and applied to cases affected by the premature end to Year 15 fieldwork on 17 March 2020 because of COVID-19. This code was assigned the number '899' and labelled as 'COVID-19 fieldwork curtailment'. Code 899 was applied to all started and not started cases in the field as of 17 March 2020. There were also re-issued cases in the field at that time (issue 2 cases – which were mostly non-contacts and soft refusals from issue 1). Any re-issues that had been started, were coded as 899.

### Adult sample

Table 4.5 shows the fieldwork outcomes for the adult sample for Year 15 of Taking Part.

The final contact rate for Year 15<sup>10</sup> was 90.6 per cent and the final co-operation rate<sup>11</sup> was 51.5 per cent. The 'unadjusted' response rate<sup>12</sup> was 48.7 per cent, and the yield rate<sup>13</sup> was 43.4 per cent.

The method of producing an 'adjusted' response rate<sup>14</sup> was unchanged from Years 12-14. For the following five outcomes, interviewers were asked to record whether they thought the household was eligible for Taking Part, or if they were unable to establish eligibility: 320, 420, 540, 650, 690. We applied an eligibility rate to the total number of times interviewers used these outcomes. This eligibility rate was calculated by taking the total number of outcomes where the eligibility of the household was unknown and applying an adjusted ineligible rate of 5.4 per cent to these outcomes. This applied ineligible rate is lower than the total ineligible rate of 7.0 per cent. This is because the overall ineligible rate of 7.0 per cent includes outcomes where we are certain the address is ineligible: 'not yet built/under construction', 'demolished/derelict', 'non-residential' and 'communal establishments/institutions'. As we only need to apply an ineligible rate to those outcomes where eligibility is uncertain, we only include ineligible outcomes where there is uncertainty in our calculation of the

<sup>10</sup> We have used the same method of calculation as in the technical reports for Years 12-14: (Interviews + Refusals + Other unproductive) / Total non-deadwood. This is the same as the Contact Rate 3 set out in the American Association for Public Opinion Research (AAPOR) Standard Definitions (Ninth edition, 2016) see: <http://www.aapor.org/Education-Resources/For-Researchers/Poll-Survey-FAQ/Response-Rates-An-Overview.aspx> for AAPOR's Standard Definitions (2016).

<sup>11</sup> We have used the same method of calculation as in the technical reports for Years 12-14: Interviews / (Interviews + Refusals + Other unproductive). This is the same as the Co-operation Rate 1 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

<sup>12</sup> We have used the same method of calculation as in the technical reports for Years 12-14: Interviews / (Interviews + Refusals + Non-contact + Other unproductive). This is the same as the Response Rate 1 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

<sup>13</sup> This is the proportion of issued addresses which are productive.

<sup>14</sup> This is the same as the Response Rate 3 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

appropriate ineligible rate. Following this procedure, the adjusted response rate was calculated as of 46.9 per cent. A difference of 3.9 per cent can be seen in the adjusted response rate for Year 15 (46.9 per cent) compared to the equivalent rate for Year 14 (50.8 per cent). We believe that this decline can be attributed to the curtailment of fieldwork in Year 15 due to Covid-19.

**Table 4.5: Fieldwork outcomes (adult sample)**

Outcome	Standard outcome code	No. of cases	% of all cases	% of all cases which might be eligible
<b>Complete interview (I+P)</b>		7502	43.4	46.7
Complete interviews with all target respondents	110	7187	41.6	44.7
Complete interview with at least target adult (16+) but not all target respondents	210	315	1.8	2.0
<b>Eligible, but no interview (NC)</b>		849	4.9	5.3
No further contact at issued address	320	846	4.9	5.3
Contact made with target respondent at given address, but not with parent for permission	325	3	0.0	0.0
<b>Refusals (R)</b>		4879	28.2	30.4
Office refusal	410	292	1.7	1.8
Contact made, but refused to give information about household / names	420	1415	8.2	8.8
Refusal by target adult (16+)	431	2425	14.0	15.1
Refusal by proxy (other person)	432	411	2.4	2.6
Refusal (parental permission)	433	9	0.1	0.1
Broken appointment – no re-contact	450	327	1.9	2.0
<b>Other non-response (O)</b>		2174	12.6	13.5
Refusal because ill at home during entire fieldwork period	510	105	0.6	0.7
Refusal because away / in hospital during entire fieldwork period	520	128	0.7	0.8
Physically or mentally unable/incompetent	530	178	1.0	1.1
Language barrier / difficulties	540	99	0.6	0.6
Language barrier with target respondent	542	4	0.0	0.0
Lost interview	550	23	0.1	0.1
Full interview achieved but target adult 16+ requested data be deleted	591	0	0.0	0.0
Partial interview achieved but target adult 16+ requested data be deleted	592	0	0.0	0.0
Other non-response	599	222	1.3	1.4
COVID-19 fieldwork curtailment	899	1415	8.2	8.8

Outcome	Standard outcome code	No. of cases	% of all cases	% of all cases which might be eligible
<b>Unknown eligibility (UE)</b>		667	3.9	4.2
Not issued to an interviewer	611	0	0.0	0.0
Issued but not attempted	612	30	0.2	0.2
Address inaccessible	620	43	0.2	0.3
Unable to locate address / insufficient address	630	52	0.3	0.3
No contact with anyone at address (after required visits made)	650	533	3.1	3.3
Other unknown eligibility	690	9	0.1	0.1
<b>Ineligible (NE)</b>		1209	7.0	
Not yet built/under construction	710	15	0.1	
Demolished/derelict	720	46	0.3	
Vacant/empty	730	804	4.7	
Non-residential	740	185	1.1	
Address occupied, but no resident(s)	750	94	0.5	
Communal establishment/institution	760	22	0.1	
Resident household(s), but no person eligible for the survey	770	10	0.1	
Other ineligible	790	33	0.2	
<b>Total issued</b>		17280		

When interviewers used certain refusal outcome codes (431 and 432) they were required to record why respondents refused. As respondents were able to give more than one reason for refusal the interviewers were able to record more than one reason. The five most common reasons given for refusal were as follows:

- Not interested (52.6%)
- Too busy (32.3%)
- Another reason (15.1%)
- Waste of time (7.0%)
- Stressful family situation (6.0%)

No reason was offered by those refusing in 9 per cent of households that refused to participate in the survey.

Table 4.6 shows the fieldwork unadjusted response rates and yield rates for the Year 15 Taking Part sample, broken down by former Government Office Region. The yield rate was highest the North East (52.6%) and this region also had the highest unadjusted response rate (60.0). The lowest yield rate and unadjusted response rate were seen in London.

**Table 4.6: Fieldwork response rates by former Government Office Region (adult sample)**

Region	Issued	In scope	Interviews	Unadjusted response rate	Yield rate
North East	1440	1264	758	60.0%	52.6%
North West	2256	1988	1058	53.2%	46.9%
Yorkshire and the Humber	1679	1480	777	52.5%	46.3%
East Midlands	1613	1470	713	48.5%	44.2%
West Midlands	1743	1577	713	45.2%	40.9%
East of England	1845	1679	802	47.8%	43.5%
London	2332	2041	857	42.0%	36.7%
South East	2639	2337	1067	45.7%	40.4%
South West	1733	1552	757	48.8%	43.7%
<b>Total</b>	<b>17280</b>	<b>15388</b>	<b>7502</b>	<b>48.8%</b>	<b>43.4%</b>

#### Youth sample

Table 4.7 shows the fieldwork outcomes for the youth sample for Year 15 of Taking Part. Youths were eligible for interviews in 859 households, that is in 11.5 per cent of households where we achieved an adult interview. The final youth contact rate<sup>15</sup> was 98.0 per cent and the final co-operation rate<sup>16</sup> was 73.6 per cent.

The in-household youth response rate<sup>17</sup> was 72.2% per cent. As a youth interview could only be conducted in households where the adult interview had been completed, the response rate for the youth survey is the adult cross-sectional response rate multiplied by the in-household youth response rate. The youth response rate is thus 33.8% per cent (46.9% \* 72.2%).

<sup>15</sup> We have used the same method of calculation as in the technical reports for Years 12-14: (Interviews + Refusals + Other unproductive (excluding Non-contact outcomes)) / Total non-deadwood. This is the same as the Contact Rate 3 set out in the AAPOR Standard Definitions (Ninth edition, 2016).

<sup>16</sup> See footnote 15 regarding the method of calculation.

<sup>17</sup> See footnote 15 regarding the method of calculation.

**Table 4.7: Fieldwork outcomes (youth sample)**

<b>Outcome</b>	<b>Standard outcome code</b>	<b>No. of cases</b>	<b>% of all cases</b>
<b>Complete interview (I+P)</b>		620	72.2
Complete interview with target respondent	111	620	72.2
Partial interview with target respondent	211	0	0.0
<b>Refusals (R)</b>		175	20.4
Refusal by target respondent	431	37	4.3
Refusal by proxy	432	68	7.9
Refusal (parental permission)	433	59	6.9
Refusal during interview	440	4	0.5
Broken appointment – no recontact	450	7	0.8
Full interview achieved but respondent requested data be deleted	591	0	0.0
Partial interview achieved but respondent requested data be deleted	592	0	0.0
<b>Other non-response (O)</b>		64	7.5
Contact made with responsible resident at given address, but not with target respondent	323	7	0.8
Contact made with target respondent at given address, but no appointment/interview	324	6	0.7
Contact made with target respondent at given address, but not with parent for permission	325	4	0.5
Ill at home during field period	510	3	0.3
Away/in hospital throughout field period	520	9	1.0
Physically or mentally unable/incompetent	530	6	0.7
Language barrier with target respondent	542	2	0.2
Lost interview	550	9	1.0
Other non-response (give details)	599	18	2.1
<b>Total issued</b>		859	

### Child sample

Table 4.8 shows the fieldwork outcomes for the child sample for Year 15 of Taking Part. An adult respondent was eligible to complete the child proxy interview in 917 households, that is in 12.2 per cent of households where we achieved an adult interview. The final co-operation rate<sup>18</sup> was 91.5 per cent.

The in-household child proxy response rate<sup>19</sup> was 90.9 per cent. As a child proxy interview could only be conducted in households where the adult interview had been completed, the response rate for the child proxy survey is the adult

<sup>18</sup> See footnote 15 regarding the method of calculation.

<sup>19</sup> See footnote 15 regarding the method of calculation.

response rate multiplied by the in-household child proxy response rate. The child proxy response rate is thus 42.6 per cent (46.9% \* 90.9%).

**Table 4.8: Fieldwork outcomes (child sample)**

Outcome	Standard outcome code	No. of cases	% of all cases
<b>Complete interview (I+P)</b>		834	90.9
Complete interview with target respondent	111	834	90.9
Partial interview with target respondent	211	0	0.0
<b>Refusals (R)</b>		63	6.9
Refusal by target respondent	431	22	2.4
Refusal by proxy	432	31	3.4
Refusal during interview	440	5	0.5
Broken appointment – no recontact	450	4	0.4
Full interview achieved but respondent requested data be deleted	591	0	0.0
Partial interview achieved but respondent requested data be deleted	592	0	0.0
<b>Other non-response (O)</b>		20	2.2
Contact made with target respondent at given address, but no appointment/interview	324	6	0.7
Ill at home during field period	510	1	0.1
Away/in hospital throughout field period	520	2	0.2
Physically or mentally unable/incompetent	530	2	0.2
Language barrier with target respondent	542	2	0.2
Lost interview	550	0	0.0
Other non-response (give details)	599	6	0.7
<b>Total issued</b>		917	

## Web panel recruitment

### Adult sample

Table 4.9 sets out an analysis of adult web panel recruitment. The proportion of adults willing to join the web panel was slightly higher than Year 14, at 56.4 per cent.



**Table 4.9: Adult web panel recruitment analysis**

	<b>All</b>
<b>Adults interviewed</b>	<b>7502</b>
With internet access	6601
Willing to join web panel	4229
Willing to consider joining web panel	248
% of adults with internet access	88.0%
% of adults with internet access willing to join web panel	64.1%
% of adults with internet access willing to consider joining web panel	3.8%
% of all adults willing to join web panel	56.4%
% of all adults willing to consider joining web panel	3.3%

Interviewers asked those refusing to join the web panel for their reasons. The most common five reasons given by those refusing to join the web panel were similar to those given in Years 13 and 14:

- Being too busy (33.9%);
- Feeling they had done enough already (28.3%);
- Lacking the internet skills to complete the web questionnaire (13.8%);
- Not wanting to complete questionnaires on the web (8.4%);
- A reason not given on the list of answer options (8.1%); and
- Looking after child(ren) (7.6%).

Table 4.10 sets out an analysis of adult web panel recruitment rates, by key demographics.

There were significant differences in the proportion of respondents who were willing to join the web panel by gender, age, ethnicity, socio-economic group (NS-SEC), engagement with the arts in the previous 12 months, visiting a heritage site or museum in the previous 12 months, and using a public library in the previous 12 months.

The key points to note are:

1. Willingness to join the web panel was higher among those aged 16 to 54, but lower among those aged 55 or over, with the oldest age groups being least willing. The proportion willing to join the web panel fell from 66.2 per cent of those aged 16 to 54, to 34.8 per cent among those age 75 to 79 and to 18.1 per cent among those aged 80 or over. While lower rates of internet access partly explain why older age groups were less willing to join the web panel, willingness to join web the panel starts to decline at the 45 to 54 age group.

- 2.** Those in the upper socio-economic groups were significantly more likely to join the web panel than those in the lower socio-economic groups. The proportion of those in the upper socio-economic classes willing to join the web panel was 15 percentage points higher than among those in the lower socio-economic classes.
- 3.** The data for the web panel recruitment suggests that the web panel may be biased towards respondents who had engaged with the arts in the previous 12 months, visited a heritage site or museum in the previous 12 months, and visited a public library in the previous 12 months. These respondents were significantly more willing to join the web panel than those who had not.
- 4.** Many of the variables are correlated with each other. For example, disability rates are higher among older age groups. Further, it is likely that those who visit museums also engage with the arts or visit a library.

Table 4.10: Adult web panel recruitment analysis

	All adult respondents		
	With internet access (%)	Willing to join web panel (%) (with internet access)	Willing to join web panel (%) (of all respondents)
<i>Base size (n)</i>	7,502	6,601	7,502
All	88.0	64.1	56.4
<b>Gender</b>			
Male	89.6	62.0	55.6
Female	86.6	65.8	57.0
Other	0.0	0.0	0.0
<b>Age</b>			
16-24	98.2	67.5	66.3
25-34	98.4	69.7	68.6
35-44	97.9	68.0	66.6
45-54	96.4	65.8	63.4
55-64	91.6	62.5	57.2
65-74	82.8	61.4	50.8
75-79	64.5	54.0	34.8
80+	45.6	39.7	18.1
<b>Ethnicity</b>	87.5	65.4	57.3
White	90.7	46.1	41.8
Black	90.3	57.7	52.1
Asian	94.5	60.3	57.0
Other	87.5	65.4	57.3
<b>Socio-economic group (NS-SEC)</b>			
Upper (classes 1 to 4)	92.7	68.1	63.1
Lower (classes 5 to 8)	81.1	58.8	47.7
<b>Disability</b>			
Disability	76.9	63.2	48.6
No disability	92.3	64.8	59.8
<b>Level of activity</b>			
Engaging with the arts in the previous 12 months	92.3	67.7	62.5
Not engaging with the arts in the previous 12 months	74.1	49.5	36.7
Visiting a heritage site in the previous 12 months	92.9	68.0	63.2
Not visiting a heritage site in the previous 12 months	75.3	51.6	38.9
Visiting a museum or gallery in the previous 12 months	94.2	70.8	66.7
Not visiting a museum or gallery in the previous 12 months	81.5	55.9	45.6
Using a public library in the previous 12 months	91.8	69.5	63.8
Not using a public library in the previous 12 months	86.1	61.3	52.8

Table 4.11 compares the profile of the population<sup>20</sup> to that of the respondents and those agreeing to join the web panel<sup>21</sup> during the face-to-face interview. Compared with the population of England, the following groups are under-represented on the web panel at the point of recruitment at the face-to-face interview: men, the youngest (16 to 24) and oldest (75+) age groups, those from ethnic minority backgrounds, those from the lower socio-economic groups, those without disabilities, those who do not engage with the arts, those who do not visit heritage sites or museums, and those who do not use public libraries.

**Table 4.11: Adult web panel population profile**

	Population (%)	All respondents (%)	Respondents willing to join web panel (%)	Respondents willing to join web panel (n)
<b>All</b>			56.4	4229
<b>Gender</b>				
Male	49.0	45.5	44.9	1900
Female	51.0	54.4	55.1	2329
Other <sup>22</sup>	0.0	0.0	0.0	0
<b>Age<sup>23</sup></b>				
16-24	13.1	6.8	8.0	339
25-34	16.9	14.3	17.4	737
35-44	15.8	16.1	19.1	806
45-54	17.1	15.6	17.6	743
55-64	14.8	16.4	16.6	704
65-74	12.4	16.8	15.1	639
75+	9.8	5.7	3.5	149
<b>Ethnicity<sup>24</sup></b>				
White	85.7	88.2	89.7	3792
Black	3.5	3.0	2.2	94
Asian	7.9	6.0	5.6	236
Other	3.0	2.2	2.2	94

<sup>20</sup> These figures are derived from 2018 mid-year population estimates unless otherwise stated. Estimates for levels of activity are derived from the weighted estimates from the Year 15 Taking Part face-to-face survey.

<sup>21</sup> These figures are unweighted.

<sup>22</sup> The 2018 mid-year population counts are only supplied for two categories of gender (male and female).

<sup>23</sup> Data are from English regions cross-referenced with age, ethnicity, household type (Jan to Dec 2018), employment status, NS-SEC, health conditions and local authorities, UK, April 2018 to March 2019 (Office for National Statistics), see:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/010298englishregionscrossreferencedwithageethnicityhouseholdtypejantodec2018employmentstatusnssechealthconditionsandlocalauthoritiesukapril2018tomarch2019>

<sup>24</sup> Data are from *Population denominators by ethnic group, regions and countries: England and Wales, 2011 to 2018* (Office for National Statistics), see: <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/adhocs/008780populationdenominatorsbyethnicgroupregionsandcountriesenglandandwales2011to2017>

	Population (%)	All respondents (%)	Respondents willing to join web panel (%)	Respondents willing to join web panel (n)
<b>Socio-economic group (NS-SEC)<sup>25</sup></b>				
Upper (classes 1 to 4)	49.6	57.2	64.0	2707
Lower (classes 5 to 8)	50.4	37.3	31.6	1335
Not classified	0.0	5.5	4.4	187
<b>Disability<sup>26</sup></b>				
Disability	17.2	27.7	23.9	1010
No disability	82.8	71.2	75.6	3197
<b>Level of activity</b>				
Engaging with the arts in the previous 12 months	76.3	76.3	84.5	3575
Not engaging with the arts in the previous 12 months	23.7	23.7	15.5	654
Visiting a heritage site in the previous 12 months	72.7	72.0	80.7	3411
Not visiting a heritage site in the previous 12 months	27.3	28.0	19.3	818
Visiting a museum or gallery in the previous 12 months	52.0	51.1	60.5	2557
Not visiting a museum or gallery in the previous 12 months	48.0	48.9	39.5	1672
Using a public library in the previous 12 months	31.4	32.7	37.	1564
Not using a public library in the previous 12 months	68.4	67.2	62.9	2661

### Youth sample

As already mentioned, at the end of Year 15 Q2, DCMS decided to close the youth and child proxy web panels, so no youths were invited to join the panel in Q3 or Q4. The data in the tables that follow are based on recruitment from the first two quarters of Year 15 only.

Table 4.12 sets out an analysis of youth web panel recruitment.

<sup>25</sup> Data are from English regions cross-referenced with age, ethnicity, household type (Jan to Dec 2018), employment status, NS-SEC, health conditions and local authorities, UK, April 2018 to March 2019 (Office for National Statistics), see: <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/010298englishregionscrossreferencedwithageethnicityhouseholdtypejantodec2018employmentstatusnssechealthconditionsandlocalauthoritiesukapril2018tomarch2019>

<sup>26</sup> Census 2011 data.

**Table 4.12: Youth web panel recruitment analysis**

	<b>All</b>
<b>All Youths interviewed</b>	620
<b>Youths interviewed in Quarters 3 and 4 (not asked recruitment questions)</b>	283
<b>Youths interviewed in Quarter 1 or 2 (eligible for recruitment)</b>	337
Parents consenting for youth to join web panel	218
Parents consenting for youth to provide email address or mobile telephone number	211
Youths willing to join web panel	201
Youths willing to consider joining web panel	3
% of parents consenting for youth to join web panel	64.7%
% of parents consenting for youth to provide email address or mobile telephone number	62.6%
% of youths willing to join web panel after parental consent given	95.3%
% of youths willing to consider joining web panel after parental consent given	1.4%
% of all youths willing to join web panel	59.6%
% of all youths willing to consider joining web panel	0.9%

Interviewers asked those parents refusing to let the youth respondent join the web panel the reason(s) for their refusal. The most common reasons given by parents were the same as Year 14:

- Considering the youth too young (30.3%);
- Being too busy (29.4%);
- Feeling they had done enough already (19.3%)
- A reason not given on the list of answer options (16%); and
- Unable due to sickness or disability (6.7%).

Interviewers also asked those youths refusing to join the web panel for the reason(s) for their refusal. Most refusals to the youth web panel recruitment questions were given by the parent and only ten by the youth (see Table 4.12). The reasons given by youths were being too busy (2), feeling they had done enough already (2), being too young (2), finding the face-to-face interview boring/a waste of time/too long (1), finding the questions too intrusive, too private (1), another reason not given on the list (1) and the study is a waste of time/not useful (1).

Table 4.13 sets out an analysis of youth web panel recruitment rates, by key demographics.

Table 4.13: Youth web panel recruitment analysis

	All youth respondents		
	Parent willing for youth to join web panel (%)	Youth willing to join web panel (%) (of asked)	Youth willing to join web panel (%) (of all eligible respondents)
Base size (n)	337	211	337
<b>All</b>	62.6	95.3	59.6
<b>Gender</b>			
Male	65.7	94.6	62.1
Female	59.5	96.0	57.1
<b>Age</b>			
11	60.6	97.5	59.1
12	50.7	92.1	46.7
13	65.6	97.5	63.9
14	66.2	91.8	60.8
15	72.1	97.7	70.5
<b>Ethnicity</b>			
White	62.9	95.5	60.1
Other	61.5	93.8	57.7
<b>Socio-economic group (NS-SEC)</b>			
Upper (classes 1 to 4)	62.8	95.7	60.1
Lower (classes 5 to 8)	62.6	94.3	59.0
<b>Disability</b>			
Disability	64.7	97.0	62.7
No disability	62.5	94.8	59.2
<b>Level of activity</b>			
Engaging with the arts in the previous 12 months	64.9	95.7	62.1
Not engaging with the arts in the previous 12 months	22.2	75.0	16.7
Visiting a heritage site in the previous 12 months	66.8	97.3	65.0
Not visiting a heritage site in the previous 12 months	56.5	90.2	50.9
Visiting a museum or gallery in the previous 12 months	67.8	97.4	66.1
Not visiting a museum or gallery in the previous 12 months	57.9	92.6	53.7
Using a public library in the previous 12 months	66.0	95.3	62.9
Not using a public library in the previous 12 months	58.9	95.2	56.0

Table 4.14 compares the profile of the youth population to that of the respondents and those agreeing to join the web panel during the face-to-face interview in Q1 and Q2 of Year 15.

Table 4.14: Youth web panel population profile<sup>27</sup>

	Population (%)	All respondents (%)	Respondents willing to join web panel (%)	Respondents willing to join web panel (n)
<b>Base (n)</b>				337
<b>Gender</b>				
Male	51.3	50.1	52.2	105
Female	48.7	49.9	47.8	96
<b>Age<sup>28</sup></b>				
11	21.2	19.6	19.4	39
12	20.5	22.3	17.4	35
13	20.1	18.1	19.4	39
14	19.3	22.0	22.4	45
15	19.0	18.1	21.4	43
<b>Ethnicity<sup>29</sup></b>				
White	77.2	84.0	84.6	170
Other	22.8	15.4	14.9	30
<b>Socio-economic group (NS-SEC)</b>				
Upper (classes 1 to 4)	:	54.3	54.7	110
Lower (classes 5 to 8)	:	41.2	40.8	82
<b>Disability</b>				
Disability	:	15.5	16.3	32
No disability	:	84.5	83.7	164
<b>Level of activity</b>				
Engaging with the arts in the previous 12 months	95.6	94.7	98.5	198
Not engaging with the arts in the previous 12 months	4.4	5.3	1.5	3
Visiting a heritage site in the previous 12 months	66.6	67.4	72.5	145
Not visiting a heritage site in the previous 12 months	32.1	32.6	27.5	55
Visiting a museum or gallery in the previous 12 months	55.2	51.0	56.2	113
Not visiting a museum or gallery in the previous 12 months	44.4	49.0	43.8	88
Using a public library in the previous 12 months	57.7	57.9	60.7	122
Not using a public library in the previous 12 months	42.0	42.1	39.3	79

<sup>27</sup> These figures are derived from 2018 mid-year population estimates unless otherwise stated. Estimates for levels of activity are derived from the weighted estimates from the Year 15 Taking Part face-to-face survey, : is used to indicate where data are not available.

<sup>28</sup> Data are from 2019-mid year population estimates (Office for National Statistics), see:

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland>

<sup>29</sup> Data are from *Population denominators by ethnic group, regions and countries: England and Wales, 2011 to 2017* (Office for National Statistics), see <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/adhocs/008780populationdenominatorsbyethnicgroupregionsandcountriesenglandandwales2011to2017>.



## National Pupil Database (NPD) linkage consent rates

Table 4.15 sets out an analysis of consent rates for National Pupil Database (NPD) linkage.

**Table 4.15: Consent rates for National Pupil Database (NPD) linkage**

	<b>All</b>
<b>Youths</b>	<b>620</b>
Parents consenting for youth's NPD records to be linked to survey data	445
Youths consenting for their NPD records to be linked to survey data	431
% of parents consenting for youth's NPD records to be linked to survey data	71.8%
% of youths consenting for their NPD records to be linked to survey data, after parental consent given	97.3%
% of all youths where consent for NPD records to be linked to survey data given	69.5%
<b>Children</b>	<b>834</b>
Parents consenting for child's NPD records to be linked to survey data	586
% of parents consenting for child's NPD records to be linked to survey data	70.3%

## Interview lengths

Only very minor changes were made to the adult instrument after the start of Year 15 fieldwork, so the interview lengths are very similar across quarters.

The overall timings produced for each quarter's sample were reviewed to identify a significant break point above which to exclude outliers, for example where an interviewer hasn't exited the program straight away. In addition, only those interviews recorded as having taken place in a single session were included in the analysis to avoid the reliability of the figures being affected by interruptions.

Table 4.16 shows the average interview lengths for each of these questionnaire versions.

**Table 4.16: Average adult interview lengths**

	<b>All</b>
<b>Q1</b>	
Mean	42 minutes 34 seconds
Median	40 minutes 46 seconds
<b>Q2</b>	
Mean	42 minutes 26 seconds
Median	39 minutes 59 seconds
<b>Q3</b>	
Mean	43 minutes 46 seconds
Median	41 minutes 52 seconds
<b>Q4</b>	
Mean	43 minutes 16 seconds
Median	41 minutes 10 seconds
<b>Year 15 overall</b>	
Mean	42 minutes 58 seconds
Median	40 minutes 52 seconds

Only very minor changes were made to the youth instrument after the start of Year 15 fieldwork. Table 4.17 shows the average interview lengths for the youth and child questionnaires.

**Table 4.17: Average Youth and child interview lengths**

	<b>All</b>
<b>Youth interviews</b>	
Mean	25 minutes 16 seconds
Median	24 minutes 05 seconds
<b>Child interviews</b>	
Mean	12 minutes 53 seconds
Median	12 minutes 18 seconds

# Data processing and outputs

## Introduction

Full data and other outputs were delivered to DCMS after all Year 15 fieldwork was complete, in June and July 2020. The delivery comprised SPSS datasets and tables summarising key indicators. This section describes the content of this delivery and the quality checks applied in their production.

## Coding open-ended questions

The questionnaires contained several open-ended questions, including those where a specified list of options included an 'other' category. In these cases, responses were recorded by interviewers as text.

Initial coding was undertaken by NatCen Social Research's specially trained coding and editing team, using an Excel-based 'coding hub'. This phase involved coding of any open-ended questions, and addressing any notes made by interviewers during the interview. The coding and editing team were briefed in person before starting work, and each coder's first assignment was double-checked. Thereafter the data hub spreadsheets were reviewed to ensure consistency of approach and quality of work.

Where possible, responses were back-coded into existing categories. Standard coding of harmonised occupational and employment data was carried out to enable classification according to the standard National Statistics categorisations of Standard Occupational Classification (SOC2010) and Socio-Economic Classification (NS-SEC).

## Data management

Data sets were structured to be consistent with the survey data from previous years. This was managed by using NatCen Social Research's 'data hub' process to control the organisation of data and its manipulation into the required structure. The data hub is MS Excel-based. All key aspects of the data, such as variable and value names and labels, were entered into a spreadsheet which then automatically created SPSS syntax to transform the data into the required format (for example, SPSS re-labelling syntax was automatically generated from the label text specified in the spreadsheet).

This method ensured the following:

- The automatic generation of syntax significantly reduced the likelihood of human error in manually creating syntax from a separate specification.
- The spreadsheet provided clear and easily accessible documentation of the final dataset for checking and editing.

Variables from the Year 14 and Year 15 survey years were mapped in the data hub to check that variables were formatted consistently between survey years.

For multi-coded questions, separate dichotomous variables were produced for each answer option, indicating whether a respondent selected that response or not.

## Variable naming

Where questionnaire wording has not changed considerably, variable names remain consistent with previous years. Changes to variables can be identified in the change documentation which will be published separately.

## SPSS outputs: annual datasets

Annual datasets were produced following the close of Year 15 fieldwork. Two SPSS datasets were delivered to DCMS and are being prepared for the UK Data Archive. An overview of each dataset that was produced and the numbers included in each dataset is outlined below.

### Adult dataset

The adult dataset contains data from interviewed adults (aged 16 and over) from the sample who were interviewed in the Year 15 fieldwork year. The dataset includes questionnaire data from the Year 15 fieldwork year only for 7,502 adults.

### Child dataset

The child dataset contains data containing data from all children (aged 5-15) from the sample who were interviewed in person or by proxy in the Year 15 fieldwork year. The dataset includes questionnaire data from the Year 15 fieldwork year only for 620 youths aged 11 to 15 and 834 children aged 5 to 10.

## Data checking process and quality checking

The data underwent a series of checking, cleaning and quality assurance procedures, including:

- Reconciliation of booked-in data against received interview data across Ipsos MORI and NatCen datasets, that is, checking that cases recorded as productive contain interview data.
- Logic and consistency checks to ensure that the data outputs reflect the agreed questionnaire specification.
- Logic checks for minimum and maximum values entered by the interviewer, for example, amount of time spent doing an activity.
- Assigning missing values to the data as per specification agreed with DCMS.
- Checking overall counts and estimates against previous survey years, where applicable.
- Production of derived variables as per specification agreed with DCMS.
- All derived variable syntax and table outputs were checked by another member of the Research team prior to delivery.

## Taking Part Statistical Release

NatCen Social Research delivered tables for publication showing key findings for the Taking Part Statistical Releases, designed to be as consistent as possible with previous years. The Year 15 tables were delivered in June 2020 based on

adult and child data for the Year 15 fieldwork year (April 2018 – March 2020). The tables were delivered in an Excel workbook, and the content of each spreadsheet is summarised in Table 5.1.

**Table 5.1: Statistical spreadsheets produced for the full dataset**

Spreadsheet	Overview of spreadsheet
<b>Archives</b>	Visited an archive centre or records office in the last year Visited an archive centre or record office in the last year in own time, for paid work, for academic study or for voluntary work Frequency of visiting an archive centre or records office in the last year Reasons for attending an archive centre or records office in own time or voluntary work Analysis by area-level variables Analysis by demographic variables (age, gender, NS-SEC, employment status, tenure, ethnicity, religion and whether have a long-standing illness or disability)
<b>Arts</b>	Engaged with the arts in the last year Frequency of engagement with the arts in the last year Barriers to attending arts events Barriers to participating in the arts Analysis by area-level variables Analysis by demographic variables
<b>Charitable giving</b>	Has donated money in the last year Frequency of charitable giving in the last year Means through which money was donated in the last year Whether has donated money in the last year to <ul style="list-style-type: none"> <li>• Heritage</li> <li>• The arts</li> <li>• Museums or galleries</li> <li>• Libraries</li> <li>• Sport</li> <li>• Any DCMS sector</li> </ul> Analysis by area-level variables Analysis by demographic variables
<b>Digital participation</b>	Visited websites in the last year <ul style="list-style-type: none"> <li>• Museum or gallery website</li> <li>• Library website</li> <li>• Heritage website</li> <li>• Arts website</li> <li>• Archive or record office website</li> <li>• Sport website</li> </ul> Reasons for visiting websites <ul style="list-style-type: none"> <li>• Museum or gallery website</li> <li>• Heritage website</li> <li>• Arts website</li> <li>• Archive or record office website</li> </ul> Analysis by area-level variables Analysis by demographic variables

<b>Gambling and lotteries (New in Year 15)</b>	<p>Whether has played a National Lottery game in last year  Frequency of playing National Lottery games  Reasons for playing National Lottery games  Reasons for never playing National Lottery games  Has played a society lottery game in last year  Has placed a bet on a live sporting event in last year  Analysis by area-level variables  Analysis by demographic variables</p>
<b>Heritage</b>	<p>Visited a heritage site in the last year  Frequency of visiting a heritage site in the last year  Whether visited a heritage site in own time, for paid work, for academic study or for voluntary work  Types of heritage sites visited  Reasons for visiting a heritage site  Reasons for not visiting heritage sites  Analysis by area-level variables  Analysis by demographic variables</p>
<b>Internet and social networking</b>	<p>Household has access to the internet  Has used the internet  Uses social networking sites or applications  Frequency of social networking sites visited  Reasons for social networking site usage, for those accessing at least once per month  Whether uploaded personally created content within the last year: <ul style="list-style-type: none"> <li>• Uploaded music</li> <li>• Uploaded photos</li> <li>• Uploaded films</li> </ul> Engagement and participation in professionally organised computer or video game tournament: <ul style="list-style-type: none"> <li>• Watched online</li> <li>• Watched in person at a live event</li> <li>• Played online</li> <li>• Played in person at a live event</li> </ul> Analysis by area-level variables  Analysis by demographic variables</p>
<b>Internet and technology use (new for Year 15)</b>	<p>Has used the internet  Trust in government using personal data online  Trust in private companies using their data online  Ability to use the internet  Reasons for going online  Whether used any technologies in last 12 months <ul style="list-style-type: none"> <li>• Virtual Reality (VR) headset</li> <li>• Augmented Reality application</li> <li>• Mixed reality smartglasses</li> <li>• Watched a 360 video</li> </ul> Plays video or computer games in free time  Analysis by area-level variables  Analysis by demographic variables</p>

<b>Libraries</b>	<p>Visited a public library in the last year  Frequency of visiting a public library in the last year  Whether visited a public library in own time, for paid work, for academic study or for voluntary work  Ways in which public library services were used in the last year  Reasons for not using public library services  Analysis by area-level variables  Analysis by demographic variables</p>
<b>Museums and galleries</b>	<p>Visited a museum or gallery in the last year  Frequency of visiting a museum or gallery in the last year  Whether visited a museum or gallery in own time, for paid work, for academic study or for voluntary work  Reasons for visit  Reasons for not visiting museums or galleries  Analysis by area-level variables  Analysis by demographic variables</p>
<b>Volunteering</b>	<p>Has volunteered in the last year  Has volunteered in DCMS sectors last year  Frequency of volunteering in the last year  Types of volunteering activity  Reason for volunteering  Whether volunteering activity was connected to</p> <ul style="list-style-type: none"> <li>• The arts</li> <li>• Museums or galleries</li> <li>• Heritage</li> <li>• Libraries</li> <li>• Archives</li> <li>• Sport</li> <li>• Any DCMS sector</li> </ul> <p>Analysis by area-level variables  Analysis by demographic variables</p>
<b>Wellbeing</b>	<p>Loneliness  Analysis by area-level variables  Analysis by demographic variables</p>

## Weighting

The approach to weighting required two stages of calibration weighting to mid-year population counts. At the first stage household level weights were generated; these were used at the second stage to generate the individual level weights.

## Stage 1: Household weights

The first stage of weighting generated household-level weights so that the weighted counts of household members matched the 2018 mid-year population estimates<sup>30</sup> for categories of age group and gender<sup>31</sup>, and by region (see Tables 5.2 to 5.4) and also to equalise the number of interviews in each sampling month. The starting weights for the calibration were calculated by first generating a dwelling weight equal to the number of dwellings identified at the address and trimmed at 2. This dwelling weight was then adjusted within each region by a constant so that the weighted number of household members equalled the population counts – this was used as the starting weight.

The calibration adjustment was trimmed at the 2.5 and 97.5 percentiles to reduce the variance of the weights.

## Stage 2: Adult / youth / child calibration weights

Selection weights were calculated for the selection of one adult (16 or older), one youth (aged 11-15) and one child (aged 5-10). These were equal to the number of adults, youths and children identified in the household, but were trimmed at 3, 2 and 2 (respectively) to avoid large weights. These weights were combined with the household weights produced in Stage 1 to generate the starting weights for the individual-level calibration stage.

The calibration stage adjusts these weights separately so that the profile of the achieved sample of adults, youths and children matched the corresponding mid-year 2018 population counts for age/gender group, by region (see Tables 5.2 to 5.4) and to equalise the number of interviews in each sampling month. No trimming was required for the individual calibration weights as the adjustment factors were not particularly variable.

Note that some cases were missing age (due to respondent refusal), but not gender. Those cases were excluded from the individual calibration stage and were assigned the mean calibration weights based on gender and region.

The final weights ('rimweight') were scaled to have a mean of 1.

## Seasonality analyses and effects

The fieldwork for Taking Part year 15 was stopped on 17 March 2020 because of COVID-19. This was over a month earlier than the planned date of 26 April 2020. That therefore means that the fieldwork could not be completed and that the number of interviews carried out for the March sample will be lower than would otherwise have been the case. The impact of this on the weighting strategy is summarised below.

Stopping the fieldwork in mid-March would impact most on the estimates for measures that displayed a seasonality effect, i.e. for measures that systematically varied throughout the year. However, because most of the questions in Taking Part refer to a twelve-month reference period, there is a reduced risk of any seasonality effect. They would only be observed if there were strong systematic memory effects, and there is no reason to suspect this would be the case. There are a few measures which use different reference periods, for example: anysport (In last 4 weeks, has respondent done ANY sport/recreational physical activity); intdev1 (Device used to access the internet in the last month: Computer, including a

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<sup>30</sup> Ideally, we would have used 2019 mid-year population estimates, but these were only published as provisional estimates at the time the weighting was carried out.

<sup>31</sup> For Year 15, gender was collected with a third category for 'other' / 'prefer not to say'. The 2018 mid-year population counts however are only supplied for two categories of gender (male and female). In order that all respondents were included in the weighted estimates, cases where the gender category recorded was 'other' / 'prefer not to say' were included in the calibration so that their weight was adjusted based on their age, but no adjustment was made for gender.



desktop, laptop or notebook) and intdev2 (Device used to access the internet in the last month: Mobile device, including a smartphone or tablet).

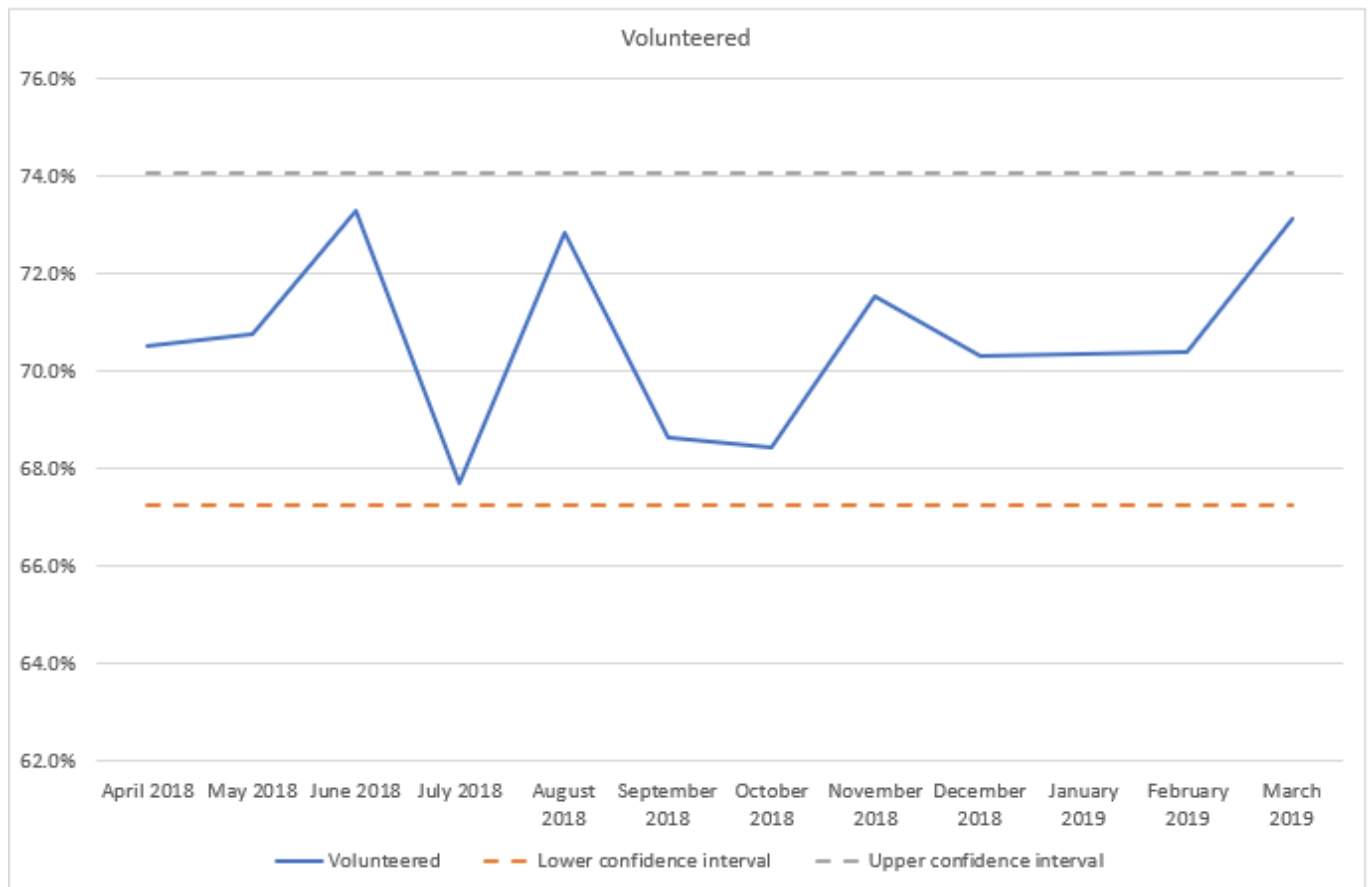
To test the presence of any seasonality effect, we looked at the estimates for a range of key measures by month of sample in the Year 14 data (the last complete survey year) as outlined in Table 5.2.

**Table 5.2 Key measures explored from Year 14 analyses**

Variable	SPSS variable	Description
Volunteered	volworkY12	During the last 12 months, have you done any voluntary work?
Museum/gallery visit	scmuseum	During the last 12 months, have you attended a museum or gallery at least once?
Heritage site (visit)	heritager	During the last 12 months, have you visited a heritage site (own time, academic study and voluntary work)?
Library (used)	libraryr	During the last 12 months, have you used a public library service at least once (own time and voluntary work)
Arts (attended/participated)	artsoverview	Whether done/attended at least one arts participation/arts event in the last 12 months?
Donated money	anygiving	Whether donated at all in the last 12 months?
Museum/gallery (website)	net1	In the last 12 months have you used the internet to look at museums or galleries?
Heritage site (website)	net3	In the last 12 months have you used the internet to look at history or heritage sites?
Sporting activity	anysport	In the last 4 weeks has respondent done ANY sport/recreational physical activity?
Computer etc	INTDEV1	Device used to access the internet in the last month: Computer, including a desktop, laptop or notebook
Mobile device etc	INTDEV2	Device used to access the internet in the last month: Mobile device, including a smartphone or tablet

The analysis shows no systematic evidence of there being any seasonality effects in the Taking Part data. To highlight this, graphs were produced for each measure showing the estimates for each month and the corresponding approximate confidence intervals around the annual estimates. The confidence intervals are based on the sample size for the corresponding month, so represent the ranges within which the monthly estimates would be likely to fall allowing only for random variation from the annual estimate.

As an example, Figure 1.1 is the graph for volunteering (the first measure on the list). The estimate varies month on month, but with no systematic pattern and, in fact, is always within the bounds of the confidence interval.

**Figure 1.1: Year 15 Estimates for volunteering**

For some measures an estimate for a month is outside the range of its confidence interval, but we would expect that to happen occasionally (on average for 1 in 20 measures). Where this has happened, there is no systematic pattern in the estimates.

The analysis presented here shows that there is no evidence of seasonality effects in the Taking Part data. However, we will be short of interviews for March (and possibly for February) due to fieldwork being stopped early. To be conservative, we weighted up the interviews for those two months. This was done by adding sampling month to the calibration weighting described above. That ensures that each month is represented in its correct proportion and will mean that the estimate will not be biased if there was a seasonality effect for any other measure.

**Table 5.3: Mid-year population estimates (2018) by former Government Office Region: counts**

	<b>All</b>	<b>Adults (16+)</b>	<b>Youths (11-15)</b>	<b>Children (5-10)</b>
<b>North East</b>	2,657,909	2,182,911	143,595	187,334
<b>North West</b>	7,292,093	5,897,142	416,071	544,109
<b>Yorkshire and the Humber</b>	5,479,615	4,433,234	313,165	409,920
<b>East Midlands</b>	4,804,149	3,910,325	268,807	351,462
<b>West Midlands</b>	5,900,757	4,740,406	348,335	452,620
<b>East of England</b>	6,201,214	5,000,231	355,534	473,292
<b>London</b>	8,908,081	7,073,286	505,652	713,262
<b>South East</b>	9,133,625	7,378,358	532,872	695,150
<b>South West</b>	5,599,735	4,612,827	300,763	389,788
<b>TOTAL</b>	55,977,178	45,228,720	3,184,794	4,216,937

**Table 5.4: Mid-year population estimates (2018) by former Government Office Region: percentages**

	<b>All</b>	<b>Adults (16+)</b>	<b>Youths (11-15)</b>	<b>Children (5-10)</b>
<b>North East</b>	4.7%	4.8%	4.5%	4.4%
<b>North West</b>	13.0%	13.0%	13.1%	12.9%
<b>Yorkshire and the Humber</b>	9.8%	9.8%	9.8%	9.7%
<b>East Midlands</b>	8.6%	8.6%	8.4%	8.3%
<b>West Midlands</b>	10.5%	10.5%	10.9%	10.7%
<b>East of England</b>	11.1%	11.1%	11.2%	11.2%
<b>London</b>	15.9%	15.6%	15.9%	16.9%
<b>South East</b>	16.3%	16.3%	16.7%	16.5%
<b>South West</b>	10.0%	10.2%	9.4%	9.2%
<b>TOTAL</b>	100.00%	100.00%	100.00%	100.00%

**Table 5.5: Mid-year population estimates (2018) by age group and gender: counts and percentages**

	<b>Males: counts</b>	<b>Females: counts</b>	<b>Males: %</b>	<b>Females: %</b>
<b>0-4</b>	1,716,253	1,630,474	3.1%	2.9%
<b>5-10</b>	2,159,079	2,057,858	3.9%	3.7%
<b>11-15</b>	1,632,571	1,552,223	2.9%	2.8%
<b>16-24</b>	3,085,594	2,919,889	5.5%	5.2%
<b>25-34</b>	3,825,706	3,777,815	6.8%	6.7%
<b>35-44</b>	3,532,360	3,575,707	6.3%	6.4%
<b>45-54</b>	3,811,128	3,903,565	6.8%	7.0%
<b>55-64</b>	3,256,556	3,361,147	5.8%	6.0%
<b>65-74</b>	2,670,860	2,876,533	4.8%	5.1%
<b>75+</b>	1,977,835	2,654,025	3.5%	4.7%
<b>TOTAL</b>	27,667,942	28,309,236	49.4%	50.6%
<b>16-24</b>	3,085,594	2,919,889	6.8%	6.5%
<b>25-34</b>	3,825,706	3,777,815	8.5%	8.4%
<b>35-44</b>	3,532,360	3,575,707	7.8%	7.9%
<b>45-54</b>	3,811,128	3,903,565	8.4%	8.6%
<b>55-64</b>	3,256,556	3,361,147	7.2%	7.4%
<b>65-74</b>	2,670,860	2,876,533	5.9%	6.4%
<b>75+</b>	1,977,835	2,654,025	4.4%	5.9%
<b>ADULTS (16+)</b>	22,160,039	23,068,681	49.0%	51.0%
<b>11-13</b>	1,004,646	955,534	31.5%	30.0%
<b>14-15</b>	627,925	596,689	19.7%	18.7%
<b>YOUTHS (11 to 15)</b>	1,632,571	1,552,223	51.3%	48.7%
<b>5-7</b>	1,095,179	1,043,596	26.0%	24.7%
<b>8-10</b>	1,063,900	1,014,262	25.2%	24.1%
<b>CHILDREN (5 to 10)</b>	2,159,079	2,057,858	51.2%	48.8%

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The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methods and communications expertise, helps ensure that our research makes a difference for decision makers and communities.