



Ipsos MORI
Social Research Institute

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Taking Part Web Panel (2016-19)

Technical Report

Ipsos MORI



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1 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; and
- (until April 2019) public attitudes towards the First World War Centenary Commemorations.

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

Taking Part was first commissioned in 2005 as an annual face-to-face household cross-sectional survey of 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.

The web panel

Since Year 8 (2012/13), longitudinal data¹ have been collected from both adults and children. The longitudinal survey enabled DCMS to track the same people over a period of time to see how their behaviour changed² and to understand how changes in circumstances and life events might impact upon participation levels³.

From April 2011 through to April 2017 (inclusive) these data were collected once a year via face-to-face interviewing of respondents recruited from the main face-to-face Taking Part survey. From April 2016 onwards, when Ipsos MORI and NatCen Social Research won the contract, data collection for the longitudinal element began to move online, with web panel members recruited at the end of the face-to-face survey interview. This technical report focuses solely on the web panel over the period 2016/17 (Year 12) to 2018/19 (Year 13). Separate technical reports are available for the face-to-face survey.

The main aims of the Taking Part web panel were:

1. to help DCMS and its partners understand the reasons for changes in people's behaviour over time and what drives and prevents participation;
2. to monitor how behaviour changes over time for adults and children;

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, 2018/19, with DCMS retaining an option to commission the survey years 2019/20 and 2020/21 under the same contract. In August 2018 DCMS exercised its option to commission the survey year 2019/20. Ipsos MORI are the lead contractor in the consortium but Ipsos MORI and NatCen Social Research are very much equal partners in this endeavour.

Ipsos MORI and NatCen Social Research each took responsibility for delivering half of the face-to-face fieldwork in any survey year and thus also for recruitment to the web panel. The other responsibilities for the Taking Part web panel were divided between the organisations. Ipsos MORI were responsible for questionnaire design, scripting, web panel methodological development and fieldwork. NatCen Social Research were responsible for data processing and outputs for the web panel.

Summary of outputs

Two key outputs from the web panel between 2016-2019 have been produced:

¹ 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).

² DCMS, *Taking Part Survey: Longitudinal element*, July 2012, p4. Available at https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/138068/Taking_Part_Longitudinal_Survey.pdf

³ TNS-BMRB, *Taking Part Survey: 2012/13 Longitudinal Development Report*, July 2012, p2. Available at https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/137746/longitudinal-development-report.pdf

- **SPSS datasets for each web panel survey.** These datasets were delivered to the Taking Part team at DCMS, and are being prepared for the UK Data Archive. Separate datasets are produced for the adult and child surveys.
- **Web panel technical report:** Published on the Taking Part website, containing details of sampling, recruitment, questionnaire design and scripting, web panel fieldwork, and data processing.

Structure of the technical report

This report documents the design of the Taking Part web panel. The report is structured as follows:

- Chapter 2 provides details of the sampling for the Taking Part face-to-face survey as it is from this survey that the web panel participants are recruited.
- Chapter 3 focuses on recruitment to the web panel.
- Chapter 4 details the questionnaire development and design – including the topics fielded in the adult and child questionnaires.
- Chapter 5 includes outcomes for each of the sample groups – adults and children.
- Chapter 6 includes covers data processing and outputs.

The report has been written by members of the web panel project team at Ipsos MORI – Nicholas Gilby (Research Director) and Sally Horton (Associate Director). This report is an Ipsos MORI publication. None of the figures contained in it should be regarded as official statistics unless this is explicitly stated.

Acknowledgements

We wish to thank all those who agreed to join the web panel, many of whom continue to give up their time to complete the web panel surveys. We would also like to acknowledge the commitment and professionalism of the interviewers who worked on the face-to-face survey throughout the three years, on whom the web panel recruitment depends.

We should like to thank all those colleagues (past and present) who contributed to the development of the web panel, including Leia Bagge, Richard Boreham, Kelly Butterfield, Sam Clemens, Luke Daxon, Colin Gardiner, Faith Jones, Gerry Nicolaas, Duncan Peskett, Dan Philo, Madalina Radu, Adrian Staley, Stephan Tietz, Darren Thickpenney and James Thom.

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2 Sampling

Introduction

From 2016/17 (Year 12) to 2018/19 (Year 14) the Taking Part web panel was recruited from the Taking Part face-to-face survey. Accordingly, this chapter describes the sampling design for the face-to-face survey.

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 for the Taking Part web panel was the same as that for the face-to-face survey, namely those living in private residential dwellings (that is, excluding communal establishments as defined by the 2011 Census) in England. A small proportion of the English population is not online and so could not join the web panel, but the web panel still aimed to represent the whole of the English population.

In Year 12 (2016/17), Year 13 (2017/18) and Year 14 (2018/19) the Taking Part face-to-face survey was designed to yield a representative sample of 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).

Sample frame

When Ipsos MORI was appointed the contractor for Taking Part for Year 12, it was agreed with DCMS that the design of the Taking Part survey would change in Year 13. It would, however, continue to use a random probability sample design to ensure valid inferences could be drawn from the survey results and to enable the analysis of survey trends.

For that reason, the design in Year 12 was the same as that since Year 8 (2012/13) when the longitudinal element to Taking Part was introduced. The Year 12 face-to-face sample comprised a cross-sectional sample (known as the “fresh” sample in technical reports prior to Year 11) and a “legacy”⁴ panel (or re-interview) sample. From Year 13 the design changed so that the whole face-to-face sample was cross-sectional.

For the cross-sectional samples in all survey years, the ‘small user’ Postcode Address File (PAF) was used as the sample frame, following standard practice on Taking Part and other high quality household surveys. This provides a list of almost 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.

For the legacy panel sample, a dataset provided by the previous contractor was used, containing all adults that been interviewed face-to-face in the previous survey year (Year 11), had agreed to be re-contacted in Year 12 and had agreed to have their previous answers passed to another survey research organisation.

⁴ The term “legacy panel” is used to refer to those panel members who were recruited during the face-to-face surveys carried out between Year 8 and Year 11 of Taking Part. When recruited these panel members were asked to do an annual face-to-face interview, not join a web panel.

Key features of the sample design

The sample design for Years 12 to 14 is fully described in the published face-to-face survey technical reports. This section focuses on the key features relevant to web panel data users.

The Year 12 sample comprised 724 primary sampling units, made up mostly of one postcode sector, with the remainder comprising several other small postcode sectors. The 724 primary sampling units used since Year 7 (2011/12) were retained in Year 12 as this was the most cost-effective way of re-interviewing legacy panel members and recruiting them to the web panel, as well as conducting “fresh” cross-sectional interviews.

The Year 13 and Year 14 samples comprised 720 primary sampling units, with primary sampling units being randomly selected at the start of each survey year, unlike the Years 8 to 12 samples. As the primary sampling units for Years 7 to 12 were originally sampled at Year 7, Ipsos MORI carried out a review of stratification variables to assess the optimal stratification variables (“stratifiers”) for Year 13 onwards. This was done by identifying which candidate measures were most strongly correlated with nine key survey estimates and hence would optimise precision. The stratifiers used for the sampling of the primary sampling units in Years 13 and 14 were: region, tertiles of higher qualification level, and population density.

Prior to selection the list of primary sampling units was stratified and the primary sampling units were randomly and systematically selected with probability proportional to PAF delivery point count (addresses that can receive mail).

Allocation of Primary Sampling Units to sample month

In Year 12 the allocation of primary sampling units to sample month used by the previous contractor was retained. The points were then randomly allocated between NatCen and Ipsos MORI.

In Years 13 and 14, once selected, the 720 primary sampling units were randomly allocated to a quarter so that each quarter’s allocation was nationally representative. This was done by systematically organising the primary sampling units into groups of four using the stratification variables and then randomly allocating to quarter within each group. A similar approach was used to allocate to month with quarter. Finally, the points were randomly allocated between NatCen and Ipsos MORI.

Table 2.1 shows the number of primary sampling units issued by sample month by former Government Office Region by survey year over Year 12 to Year 14⁵.

Table 2.1: Number of primary sampling units issued by sample month by former Government Office Region by survey year, Year 12 to Year 14

	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Total
Year 12										
2016										
<i>Quarter 1</i>										
April	7	7	7	3	7	7	9	9	5	61
May	5	8	6	6	7	4	9	9	5	59
June	6	9	5	5	6	7	10	7	6	61
<i>Quarter 2</i>										
July	6	8	7	5	7	6	10	9	4	62
August	6	8	6	5	6	6	9	9	5	60
September	5	7	6	5	7	5	10	9	6	60
<i>Quarter 3</i>										
October	4	9	5	6	7	6	9	8	6	60
November	6	9	5	6	5	6	9	8	5	59
December	5	8	7	5	5	7	9	8	6	60
2017										
<i>Quarter 4</i>										
January	4	8	7	5	5	6	9	9	5	58
February	6	9	6	6	6	6	9	9	6	63
March	5	8	6	5	7	6	9	9	6	61
Year 12 total	65	98	73	62	75	72	111	103	65	724
Year 13										
<i>Quarter 1</i>										
April	6	7	6	5	6	7	8	9	6	60
May	5	8	6	5	6	7	8	9	6	60
June	5	8	6	5	6	6	8	10	6	60
<i>Quarter 2</i>										

⁵ In each survey year a small number of the primary sampling units contained addresses in more than one region (because postcode sector boundaries are not coterminous with former Government Office Region boundaries). In Table 2.1 these primary sampling units have been classified according to the former Government Office Region most of the selected addresses from a primary sampling unit were in.

July	5	8	6	5	6	7	8	9	6	60
August	5	8	6	5	7	5	9	9	6	60
September	5	8	6	6	5	7	8	8	7	60
Quarter 3										
October	6	7	6	6	5	7	8	9	6	60
November	5	9	5	5	7	6	7	10	6	60
December	5	8	6	5	6	6	9	9	6	60
2018										
Quarter 4										
January	5	8	5	6	7	5	9	9	6	60
February	6	7	6	6	5	7	8	9	6	60
March	5	8	6	5	6	7	7	10	6	60
Year 13 total	63	94	70	64	72	77	97	110	73	720
Year 14										
Quarter 1										
April	5	8	6	5	7	6	8	9	6	60
May	6	7	6	6	5	7	8	9	6	60
June	5	8	6	5	6	7	8	9	6	60
Quarter 2										
July	6	7	6	6	5	6	9	9	6	60
August	5	9	5	5	7	6	7	10	6	60
September	5	8	6	5	6	7	8	9	6	60
Quarter 3										
October	6	8	5	5	7	6	8	9	6	60
November	5	8	6	6	5	7	8	9	6	60
December	5	8	6	5	6	6	8	10	6	60
2019										
Quarter 4										
January	5	8	6	5	6	7	8	9	6	60
February	6	7	6	5	7	5	9	9	6	60
March	5	8	6	6	5	7	8	9	6	60
Year 14 total	64	94	70	64	72	77	97	110	72	720
Years 12 to 14 total	192	286	213	190	219	226	305	323	210	2,164

Selection of addresses

As mentioned above, the Year 12 legacy panel sample contained all adults in the panel sample that been interviewed face-to-face in the previous survey year (Year 11), had agreed to be re-contacted in Year 12 and had agreed to have their previous answers passed to another survey research organisation. Accordingly, the number of legacy panel members in the Year 12 sample varied by primary sampling unit.

Once the panel data were received from the previous contractor, a number of checks were put in place to ensure that in all issued legacy panel households, the original main adult interviewed had agreed to be re-contacted and to have their previous answers passed to another survey research organisation. This was intended to avoid potentially difficult situations where a youth or young adult had agreed to be re-contacted but the main adult had not, but may have perceived their refusal as being on behalf of the household.

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

Table 2.2: Number of legacy panel households issued by sample month by former Government Office Region

	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Total
Year 12										
2016										
April	59	31	72	28	49	66	49	89	41	484
May	57	62	44	37	77	30	30	78	58	473
June	46	37	26	31	28	34	48	48	54	352
July	88	48	41	27	58	42	47	95	33	479
August	70	60	46	34	42	55	40	55	29	431
September	65	39	47	25	44	41	56	59	63	439
October	25	30	44	36	31	38	34	71	47	356
November	54	64	45	47	32	34	23	79	37	415
December	64	55	71	50	48	54	41	73	76	532
2017										
January	36	42	84	42	30	28	48	70	27	407
February	76	51	49	51	33	38	47	63	39	447
March	44	48	48	34	49	42	38	61	53	417
Year 12 total	684	567	617	442	521	502	501	841	557	5,232

For the cross-sectional samples in Year 12 to 14, in each primary sampling unit, the available addresses were ordered by postcode and then randomly selected using the random start and fixed interval method. The same number of addresses was selected in each primary sampling unit, so the cross-sectional sample was therefore an equal probability sample.

In Year 12 sixteen PAF addresses were selected per primary sampling unit. In Year 13 the number of addresses selected per primary sampling unit varied from 21 in Quarter 1, to 23 in both Quarter 2 and Quarter 3, and to 25 in Quarter 4, and in Year 14 twenty-four PAF addresses were selected per primary sampling unit. The reason the number of addresses selected per primary sampling unit varied was to attempt to contain the cost of the face-to-face fieldwork within the available budget.

Table 2.3 sets out the number of cross-sectional addresses issued by sample month by former Government Office Region.

Table 2.3: Number of cross-sectional addresses issued by sample month by former Government Office Region

	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Total
Year 12										
2016										
<i>Quarter 1</i>										
April	112	112	112	48	112	112	144	144	80	976
May	80	128	96	96	112	64	144	144	80	944
June	96	144	80	80	96	112	160	112	96	976
<i>Quarter 2</i>										
July	96	128	112	80	112	96	160	144	64	992
August	96	128	96	80	96	96	144	144	80	960
September	80	112	96	80	112	80	160	144	96	960
<i>Quarter 3</i>										
October	64	144	80	96	112	96	144	128	96	960
November	96	144	80	96	80	96	144	128	80	944
December	80	128	112	80	80	112	144	128	96	960
2017										
<i>Quarter 4</i>										
January	64	128	112	80	80	96	144	144	80	928
February	96	144	96	96	96	96	144	144	96	1,008
March	80	128	96	80	112	96	144	144	96	976
Year 12 total	1,040	1,568	1,168	992	1,200	1,152	1,776	1,648	1,040	11,584
Year 13										
<i>Quarter 1</i>										
April	126	147	126	105	126	147	167	190	126	1,260
May	104	169	127	105	125	147	168	189	126	1,260

June	105	167	126	105	127	127	167	210	126	1,260
Quarter 2										
July	115	184	138	115	138	161	184	207	138	1,380
August	115	184	138	115	161	115	207	207	138	1,380
September	115	184	138	138	115	161	184	184	161	1,380
Quarter 3										
October	138	161	138	137	115	162	184	207	138	1,380
November	115	207	115	115	161	138	161	230	138	1,380
December	115	184	138	115	138	138	208	206	138	1,380
2018										
Quarter 4										
January	125	200	125	150	175	125	225	225	150	1,500
February	150	175	150	150	125	175	200	225	150	1,500
March	125	200	150	125	150	174	175	253	148	1,500
Year 13 total	1,448	2,162	1,609	1,475	1,656	1,770	2,230	2,533	1,677	16,560
Year 14										
Quarter 1										
April	143	192	121	120	168	139	199	214	144	1,440
May	120	192	144	143	121	168	192	216	144	1,440
June	120	192	144	120	144	144	192	240	144	1,440
Quarter 2										
July	120	192	144	120	144	144	224	208	144	1,440
August	144	168	144	120	168	144	192	216	144	1,440
September	120	192	144	144	120	168	192	216	144	1,440
Quarter 3										
October	144	169	144	144	119	168	192	216	144	1,440
November	120	216	120	120	168	144	168	240	144	1,440
December	120	192	144	120	144	144	216	216	144	1,440
2019										
Quarter 4										
January	120	193	143	120	168	144	192	216	144	1,440
February	144	168	144	144	120	168	192	216	144	1,440
March	120	192	144	120	144	163	192	221	144	1,440
Year 14 total	1,535	2,258	1,680	1,535	1,728	1,838	2,343	2,635	1,728	17,280

Years 12 to 14 total	4,023	5,988	4,457	4,002	4,584	4,760	6,349	6,816	4,445	45,424
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Sampling procedures at cross-sectional addresses

The sampling of individuals at cross-sectional addresses followed the procedures adopted prior to Year 12 in principle. 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 dwelling unit 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 interviewed⁶.

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. 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.

Sampling procedures at legacy panel addresses

Separate procedures for legacy panel addresses were only required in Year 12. At legacy panel addresses, interviewers were required to complete the Enumeration instrument after making contact. The Enumeration instrument enabled them to check which legacy panel members were still living at the address. All resident adult and youth legacy panel members were eligible for interview (data was collected about child panel members only if the main adult was still living with them). There was no selection of other household members to participate in Taking Part; in other words, new panel members were not recruited at legacy panel addresses for the purpose of a face-to-face interview.

The fieldwork procedures at legacy panel addresses were simplified for Year 12, which affected the eligibility of some legacy panel members and the instruments allocated to them. The full details can be found in Table 2.5 in the Year 12 Technical Report.

Sample management

Taking Part 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 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

⁶ Note that unlike in Year 11 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 unit, for the purposes of selection they should treat all adults living in the dwelling as one household.

late December or January of each survey year, to ensure there was sufficient time for reissuing 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. We aimed to complete fieldwork for all issued cases within 12 weeks of issue, and this was achieved in the great majority of cases. Interviewers were instructed to complete all first issue addresses in eight weeks from the date of issue. This implied that fieldwork was continuous throughout the year with fieldwork for sample months overlapping considerably. As eligibility for web panel quarterly questionnaires was dependent on the date of the face-to-face interview when the web panel member was recruited (see Table 3.1), this means that web panel fieldwork was also continuous.

Data were received securely by each survey organisation from the interviewers. All survey data were transmitted securely to Ipsos MORI on a daily basis. Ipsos MORI processed the survey data and aimed to upload the details of those agreeing to join the web panel to our web panel software platform Questback on a weekly basis, thus ensuring respondents were invited to complete the first web panel survey within one week of the face-to-face interview. In practice the amount of time between the face-to-face interview and sample processing and uploading varied between one and three weeks.

3 Recruitment

Introduction

In this section, we describe the recruitment process for the Taking Part web panel. The key stages of the process were:

1. Face-to-face recruitment – interviewer-led recruitment to the web panel at the end of the Taking Part face-to-face survey.
2. Registration - adults and youths recruited to the web panel during the face-to-face interview were invited to complete a welcome survey and to set a password to 'officially' join the panel (the act of registration).
3. Participation in the Quarter 0 questionnaire – this survey was a bridge between the face-to-face interview and the web panel quarterly questionnaires. Web panel members could also set a password at the end of this survey to register to join the panel.
4. Ongoing participation – web panel members were invited to complete quarterly questionnaires throughout the year.
5. Leaving the panel – web panel members could opt out of the panel at any time or were compulsorily “retired” after they failed to respond to invitations/reminders for five consecutive surveys.

Recruitment at the face-to-face interview

All adult respondents with internet access were asked to join the web panel at the end of the face-to-face survey interview. Consent was obtained verbally. Personal and contact details for the respondent, including their title and full name, email address and mobile telephone number, were also collected to facilitate web panel data collection.

Respondents could refuse to provide either a first name or surname but not both. To facilitate accurate collection of the email address, the interviewer gave their computer to the respondent to enter the information. The question was scripted to check the email address given was in the correct format with an '@' symbol and ending with a '.X', where X was a recognised end for an email address e.g. '.com' or '.co.uk'. The email address was entered twice by the respondent with the entries compared by the script to check that they were the same. A second email address was collected if the respondent said that they also used another email address and the collection procedure and checks were the same. The interviewers also recorded the respondent's mobile telephone number where possible (although interviewers were permitted to enter a landline telephone number). The question was scripted to check the telephone number given started with a zero, only contained numeric data and was 10 or 11 digits in length. After data entry by the interviewer, the respondent was asked to confirm that the telephone number was correct.

Interviewers were instructed to give the adult respondents a leaflet about the web panel, to explain its purpose and to encourage them to join. 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.

All youth respondents were also asked, subject to parental consent, to join the web panel. Verbal consent was sought firstly from a legal parent or guardian (the name of the parent or legal guardian consenting was recorded by the interviewer) and then from the respondent themselves. Contact details for the youth respondent, including their email address and mobile telephone number, were also collected, subject to parental consent, to facilitate web panel data collection.

Both the face-to-face fieldwork and the web panel recruitment process are continuous throughout the calendar year. This means that web panel members could be at different points of the journey through the web panel annual questionnaire cycle at any one time.

Incentives and points

Conditional incentives (in the form of Love2Shop high street vouchers) were offered to adults and youth respondents.

Web panel members received 500 points for joining the web panel (completion of the welcome or Quarter 0 questionnaire), equivalent to £5 (1 point = 1 pence). They received 250 points (equivalent to £2.50) for completing each quarterly questionnaire after Quarter 0. At the end of each questionnaire, the web panel software platform Questback automatically credited web panel members' accounts with the appropriate number of points.

The first year includes a welcome questionnaire, Quarter 0 questionnaire and four other 'quarterly' questionnaires throughout the year; the second year only includes four quarterly surveys. Therefore, web panel members could earn a maximum of £15 for their first year on the web panel and £10 for each subsequent year.

Welcome and Quarter 0 questionnaires

Having initially agreed to join the web panel at the end of the face-to-face interview, adults and youths were invited by email to complete a welcome questionnaire. This was sent between 7 and 21 days after completion of the face-to-face interview and was intended to welcome respondents to the web panel. At the end of the welcome questionnaire, respondents could set a password to access the members' area of the Taking Part web panel website. Once a password had been set, respondents were regarded as having "officially" joined the web panel by this act of registration.

If a respondent failed to complete the welcome questionnaire, or did complete it but failed to set a password, they were still invited to complete the Quarter 0 questionnaire⁷ and could set a password at the end of that questionnaire instead. All respondents were invited to complete the Quarter 0 questionnaire 90 days after their face-to-face interview. Any respondent completing either the welcome or Quarter 0 questionnaires and who set a password at the end of one of these questionnaires was regarded as a web panel member and was invited to complete subsequent web panel quarterly questionnaires.

Taking Part web panel members' area

This was a secure web page web panel members could access via the Taking Part web panel website (www.takingpart.org), which included information about the study, contact details for Ipsos MORI for any queries, the web panel member's contact details, which could be updated if necessary, and an account for the points received as a thank

⁷ This invitation was sent three months after the face-to-face interview.

you for completing questionnaires. It also contained a means of redeeming points earned by converting them into Love2Shop high street vouchers.

On-going participation - quarterly questionnaires

Web panel members were invited by email to complete a new quarterly questionnaire every 90 days - based on the date of their face-to-face interview. Table 3.1 gives more detail on the timing of the questionnaire cycle.

An email reminder was sent to non-responders five days after the invitation and a second email reminder was sent to non-responders a further five days after that (10 days after the invitation). In line with best practice, including recommendations from Dillman et al⁸, the day that the email was sent, the subject line used and the content of the email invites and reminders varied – changing the appeal of each mailing to boost the likelihood of participation. All emails were personalised, kept short and succinct, and contained a unique link to the survey enabling web panel members simply to click on this to access a questionnaire.

Each quarterly questionnaire was “open” for completion from the date that the invitation was sent to the first web panel member eligible for that questionnaire, to a cut-off date. For example, the invitation email for the Quarter 0 questionnaire for the first web panel cohort year (recruited during Year 12) was due 90 days after the first face-to-face interview and closed on 11 January 2018 (first row in Table 3.1).

Most web panel members who were away at the time of the invitation or unable to complete the survey immediately had sufficient time to complete each questionnaire. Web panel members could complete questionnaires in sequence or out of order until a questionnaire closed. The closure dates for adult and youth questionnaires were the same.

During discussions with DCMS about the web panel data processing, Ipsos MORI analysed what proportion of all responses for each questionnaire (up to Year 12 Quarter 3) were received by various points in time, up to ninety-five days after the invitation email was sent. The purpose of the review was to determine a cut-off date for each questionnaire so data processing could begin. The analysis showed that adopting a 15-day cut-off for the adult web panel questionnaires, assuming the worst case, would result in 95.6 per cent of all responses being included in the dataset, or 4.4 per cent of cases being missing. The cut-off date was therefore set at 15 days after the invitation was sent to the last eligible web panel member.

8 Dillman, D.A., Smyth, J.D. & Christian, L.M. (2014). *Internet, Phone, Mail and Mixed-Mode Surveys: The Tailored Design Method*. John Wiley & Sons. Inc., Hoboken, New Jersey.

Table 3.1 shows the rules for the invitation emails and planned and actual cut-off dates for each web panel questionnaire. Note invitations to the web panel welcome questionnaire were sent out the day after each sample upload, and the questionnaire never closed.

Table 3.1: Launch and cut-off dates for each questionnaire

	Days after face-to-face interview when invitation email sent	Planned cut-off (15 days after invitation sent to last eligible respondent)	Actual cut-off
Year 12			
Q0	90	20 September 2017	11 January 2018
Q1	180	19 December 2017	11 January 2018
Q2	270	19 March 2018	19 March 2018
Q3	360	17 June 2018	17 June 2018
Q4	455	20 September 2018	20 September 2018
Q5	545	19 December 2018	19 December 2018
Q6	635	19 March 2019	19 March 2019
Q7	725	17 June 2019	17 June 2019
Q8	820	20 September 2019	20 September 2019
Year 13			
Q0	90	12 August 2018	12 August 2018
Q1	180	10 November 2018	10 November 2018
Q2	270	8 February 2019	8 February 2019
Q3	360	9 May 2019	9 May 2019
Q4	455	12 August 2019	12 August 2019
Year 14			
Q0	90	12 August 2019	12 August 2019

Leaving the panel

Web panel members could opt out of the web panel at any time. They could do this by telephoning or emailing the Taking Part helpline, by replying to an email invitation or reminder or by contacting us via the member's area of the website.

In addition, any web panel member who has failed to complete the last five quarterly surveys they were invited to are 'retired' from the web panel. After such a long period of inactivity, it is safe to assume a web panel member no longer wishes to be a member and can be removed. This practice was introduced in May 2018 shortly before the General Data Protection Regulation came into effect.

4 Questionnaire development and design

Overview

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 web panel questionnaires have been designed to collect information on participation or non-participation in leisure, cultural and sporting activities as well as measuring how and why this may change over time.

Separate questionnaires were developed each year for adults (aged 16 and over), youths (aged 11-15) and children (aged 5-10). The child questionnaires were appended to the adult questionnaires making them seem part of one questionnaire. The child questionnaires are completed by proxy by an adult parent or guardian of a resident child aged 5 to 10⁹.

All questionnaires were designed by Ipsos MORI in close consultation with DCMS. Microsoft Word questionnaire specifications were developed for each questionnaire for use by questionnaire programmers, and provided to DCMS.

Development

Usability testing of key materials relevant to the web panel – including the project website, recruitment information leaflet and draft emails as well as the welcome questionnaire¹⁰ - was undertaken with members of the public prior to the launch of the web panel. In two separate focus groups held in March 2016, focus group participants were taken through the process of “joining” the panel ensuring that all elements of the process could be tested, discussed and where applicable revised. As part of this process, focus group participants reviewed and fed back on the content of key documents; assessed the ease of navigating to and completing the welcome questionnaire as well as the steps needed to register for the panel and claim an incentive.

Scripting

Each questionnaire was scripted in line with best practice on questionnaire design for online surveys¹¹, was device agnostic¹² and were intended to take a maximum of 15 minutes to complete. If a respondent tried to skip a question without answering, “Don’t know” and “Prefer not to say” options were made available along with a message reminding them to choose an answer. Grids were avoided, longer lists were randomised and expanding headers were used for the questions on sports participation. We did the latter to be in line with the sports participation questions included on the Active Lives Survey carried out by Ipsos MORI on behalf of Sport England. Where needed, “information buttons” were

⁹ If more than one child aged 5-10 is resident, then one child was randomly selected and the adult respondent is asked about that child’s participation in activities during the web panel questionnaires. This only applies to legacy web panel members; for cross-sectional panel members, the same child asked about at the face-to-face interview was asked about in the web panel surveys.

¹⁰ Described in more detail below.

¹¹ For example, Couper, M. (2008) *Designing effective web surveys*, Cambridge University Press; Dillman, D., Smyth, J.D and Christian, L.M. (2014) *Internet, Phone, Mail and Mixed-Mode Surveys: The Tailored Design Method*, 4th edition, Wiley; Callegaro, M., Manfred Lozar, K. and Vehovar, V. (2015) *Web Survey Methodology*, London: Sage.

¹² The questionnaires displayed on PCs, laptops and mobile devices (operating on Android or iOS), regardless of type or size, without requiring any special adaptations.

provided to give additional information about key words or phrases. Script checking and testing was undertaken on both PCs and mobile devices.

Quantity and frequency of questionnaires

Web panel members were invited to complete up to four questionnaires a year – one per quarter plus a welcome and Quarter 0 questionnaire in the first year. All active web panel members were invited to complete the quarterly surveys – by “active” we mean Taking Part face-to-face respondents who agreed to join the web panel, completed either the welcome or Quarter 0 questionnaires, and who had not subsequently asked to leave or been retired from the web panel. No quotas are used. By inviting all active web panel members, we uphold the principle that the web panel population has a known, non-zero chance of being selected and thus the integrity of the random probability design remains intact.

Web panel members are invited to complete a questionnaire every three months. The timing of the invitations for questionnaires are shown in Table 3.1.

Welcome questionnaire

The welcome questionnaire was the first questionnaire adult and youth web panel members were invited to complete once they had agreed to join the web panel during the face-to-face interview. It was intended to welcome individuals to the panel. All topics were “core” as they were asked to all web panel members in the same format. Topics covered included: feedback on the experience of the face-to-face interview; reasons for joining the web panel; interest in different topics/activities; walking, cycling and sporting activities taken part in (last 7 days) and feedback on the questionnaire itself in terms of ease/difficulty to access and complete.

The adult web panel members said they enjoyed the face-to-face interview (93.7%), did not find the questions difficult (91.3%), and said the interviewer was knowledgeable about the web panel (93.9%). Nine in ten (88.9%) reported being given a leaflet about the web panel, and of those 92.4 per cent said it was clear and easy to read. Youth panel members gave very similar responses.

The reasons adult web panel member gave for joining the web panel were:

- influencing how public money is spent (55.0%);
- wanting to help the Government understand society (51.2%);
- wanting to share their views, opinions and experiences (48.6%);
- thinking surveys are important (42.3%);
- being interested in the topics (30.5%);
- wanting to do something useful with their time (26.4%);
- wanting to learn about developments in culture, media, sports and the arts (25.4%);
- wanting to earn money (22.7%);

- feeling the topics are relevant to them (18.2%); and
- something else (3.4%).

The reasons youth web panel member gave for joining the web panel were different. They were more likely than adults to give as reasons:

- wanting to earn money (43.3%);
- wanting to help the Government understand society and do something useful with their time (30.4%);
- feeling the topics are relevant to them (20.8%); and
- something else (5.4%).

They were less likely than adults to give as reasons:

- wanting to share their views, opinions and experiences (42.3%);
- influencing how public money is spent (29.4%);
- thinking surveys are important (27.3%);
- being interested in the topics (24.0%); and
- wanting to learn about developments in culture, media, sports and the arts (16.3%).

Adult respondents said they were interested in the following topics: music (88.6%), events and activities in the local community (88.5%), film (86.7%), reading books (82.9%), history and visiting museums and galleries (78.7%), theatre (72.8%), sports (66.1%), art (57.5%), and dance (41.3%).

Youth respondents were less likely to be interested in the topics adults were interested in, with the exception of film (94.0%), music (87.7%), sports (78.3%) and dance (44.0%).

Adult respondents were also asked about the experience of responding to the welcome questionnaire. Over nine in ten respondents (99.5%) said the questions were clear, easy to answer (95.5%), they enjoyed answering (94.6%), they liked the visual design (96.1%), and the survey was easy to access (92.7%). Most (83.6%) said they completed the welcome questionnaire at home, with 9.9 per cent completing it at work, and fewer than five per cent in any other setting. Youth panel members gave very similar responses.

Quarter 0 questionnaire

The Quarter 0 questionnaire was introduced as a “bridge” survey primarily to record changes in participation between the face-to-face interview and the start of the quarterly web panel surveys. It aimed as far as possible to avoid asking the same questions as the face-to-face interview so the survey content appeared novel to web panel members.

All topics were “core” as they were asked to all web panel members in the same format each year. Topics covered included: free time activities, life events experienced since the face-to-face interview; art activities and events participated

in since the face-to-face interview and reasons for change in participation; public library service use/visits to museums or galleries/places of historic interest and any change in usage/visits; sports participation; internet use and subjective well-being.

Conventions for quarterly questionnaires

Reference periods

Within each quarterly questionnaire, a reference period¹³ was always set for screening questions¹⁴ based on the amount of time since the date of the face-to-face interview. Screening questions ask about participation in different types of activity during the specified reference period, and determine whether the web panel members are asked follow-up questions about any activity.

The reference periods are used to enable DCMS to monitor any change in participation over time. Reference periods were also used in the questions on life events and changes in behaviour. The longest reference period used was 12 months as beyond that recall was likely to be affected and thus the accuracy of the information reported compromised. For the life events questions in Quarter 5, the date of completion of the last web questionnaire was referred to but if this was longer ago than 12 months then '12 months' was used instead. The reference periods are shown in Table 4.1. Note "playing sport" refers to the module about sports participation whereas "not sport" refers to modules about other activities and topics.

Table 4.1: Reference periods for quarterly questionnaires¹⁵

	Screeners (not sport)		Screeners (playing sport)		Life events		Changes in behaviour	
	Adult / Youth	Child	Adult	Child/ Youth	Adult	Child / Youth	Adult	Youth
Q0	F2F int	-	Last 3 months	Last 4 weeks	F2F int	F2F int	-	-
Q1	6 months	F2F int	Last 3 months	Last 4 weeks	Last web q'nr	Last web q'nr	F2F int	6 months
Q2	9 months	9 months	Last 3 months	Last 4 weeks	Last web q'nr	Last web q'nr	F2F int	9 months
Q3	12 months	12 months	Last 3 months	Last 4 weeks	Last web q'nr	Last web q'nr	-	-
Q4	12 months	12 months	Last 3 months	Last 4 weeks	Last web q'nr	Last web q'nr	-	-
Q5	12 months	12 months	Last 3 months	Last 4 weeks	Last web q'nr / last 12 months	Last web q'nr / last 12 months	Q1 web q'nr	Q1 web q'nr

¹³ The reference period is the period of time the respondent is asked to consider when answering a question. For example, when asked if they have visited a library, we define the time period we are asking about, for example "in the last 12 months", and this is the reference period.

¹⁴ These refer to questions asking about participation in key DCMS activities such as arts participation, arts events and visiting libraries, museums and galleries, archives or places of historic interest.

¹⁵ F2F int = face-to-face interview; q'nr = questionnaire.

Ipsos MORI aimed for consistency in the reference periods used and for continuity across quarters within cohort years. Unfortunately, some errors were made in early quarterly questionnaires¹⁶ but these were rectified in later questionnaires to ensure accuracy in data collection.

Content

Each quarterly questionnaire largely replicated items from the Taking Part face-to-face survey, which were adapted for web self-completion. The latest face-to-face questionnaire being implemented was reviewed at the point each quarterly questionnaire was drafted to ensure that the web panel content was kept as aligned to the face-to-face survey as possible. Occasionally, new items have also been designed specifically for inclusion in the quarterly questionnaires.

Substantive data from the face-to-face interviews and/or earlier quarterly questionnaires were fed through to later quarterly questionnaires to aid routing or to help web panel members provide data about changes in behaviour. This in turn enabled changes in participation or behaviour to be monitored. We summarise the topic coverage of the quarterly questionnaires in more detail in the following sections. Some of the topics can be regarded as core; others are “modular” as they are only fielded on specific quarterly questionnaires. Each quarterly questionnaire consists of questions on core and modular topics but not all modules are included in all questionnaires.

Adult questionnaire topics

The content of the adult questionnaires has remained broadly the same since the inception of the web panel. Occasionally, items or modules included in early quarterly questionnaires have been dropped/moved to later quarterly questionnaires due to a change in DCMS’s requirements or priorities (see Table 4.2). From Quarter 0 through to Quarter 4, specific modular topics were asked about each quarter. From Quarter 5 (onwards) modular topics started to be repeated - in Quarter 5, Quarter 1 modular topics were repeated; in Quarter 6, Quarter 2 modular topics were repeated and so on. This means that some questions of interest to the Arm’s-length bodies (ALBs) and specific sector stakeholders (except sports participation) – are only asked once per year – e.g. heritage in Quarter 2 and Quarter 6.

Table 4.2: Adult web panel questionnaire topics by cohort year and quarter

	Topics per quarter
	Year 12
Quarter 0	Core: subjective well-being, free time, internet use, life events, sports screener, change of address and location (where answering the questionnaire) Modular: arts (activities and events), libraries, museums and galleries, and heritage
Quarter 1	Core: subjective well-being, free time, life events, sports screener, change of address and location Modular: arts (activities and events – including changes) and access to news
Quarter 2	Core: same as Quarter 1, except free time dropped and interest in questions just answered added

¹⁶ In the Year 12 Q2 adult, youth and child questionnaires, for the screeners (not sport) the face-to-face interview date was used instead of 9 months. In the Year 12 Q2, Q3 and Q4 child questionnaires, for the life events questions the face-to-face interview date was used instead of the date of the last web questionnaire completed by the adult.

	Modular: libraries, archives, museums and galleries, and heritage (use/visits and changes for each of these)
Quarter 3	Core: same as Quarter 2 Modular: digital (relating to key DCMS areas), social media, voluntary work (and changes) and charitable giving
Quarter 4	Core: same as Quarter 2 Modular: TV/free time, community engagement, and sports motivators
Quarter 5	Core: same as Quarter 2 with addition of interest in questions just answered Modular: repeat of Quarter 1
Quarter 6	Core: same as Quarter 5 Modular: repeat of Quarter 2
Quarter 7	Core: same as Quarter 5 Modular: repeat of Quarter 3
Quarter 8	Core: same as Quarter 5 Modular: repeat of Quarter 4
	Year 13
Quarter 0	Core: subjective well-being, free time, internet use, life events, sports screener, meeting people socially, change of address, location answering web survey, and interest in questions just answered Modular: vehicle ownership and travel to activities (including travel abroad)
Quarter 1	Core: subjective well-being, life events, sports screener, change of address, location answering web survey, and interest in questions just answered Modular: arts (activities and events) including changes and access to news
Quarter 2	Core: same as Quarter 1 Modular: libraries, archives, museums and galleries, and heritage (use/visits and changes for each of these)
Quarter 3	Core: same as Quarter 1 Modular: digital (relating to key DCMS areas), social media, voluntary work and changes and charitable giving
Quarter 4	Core: same as Quarter 1 Modular: TV/free time, community engagement, and sports motivators
	Year 14
Quarter 0	Core: subjective well-being, life events, sports screener, change of address, location answering web survey, and interest in questions just answered Modular: vehicle ownership, travel to activities (including travel abroad) and specifically related to historic sites, internet use and community engagement

In the following we detail the core and modular topics fielded in the adult questionnaires.

Core: Life events

This section included four questions gathering information about changes in the web panel member's life since the previous web panel or face-to-face survey, within the convention on recall set out above. These questions were initially placed near the end of the questionnaire due to perceived sensitivity but from Year 12 Quarter 2, Year 13 Quarter 2 and Year 14 Quarter 0 they were asked first in the questionnaire to allow subsequent questions to make use of the answers given¹⁷.

Core: Walking, cycling and sports participation

This section asked about different forms of physical activity, including walking, cycling, dance and other sporting activities and was always placed after the core news module and the modules containing screening questions. For any activities carried out within the last four weeks, follow-up questions included frequency of participation and duration. In specific quarters, additional module questions were included on sports motivators – including ability and opportunity to be physically active.

Core: Subjective well-being

This section comprised the four standardised personal well-being questions¹⁸ developed by the Office for National Statistics. These questions are placed near the end of the web questionnaire in case they are perceived as sensitive by web panel members. This placement also replicates that of the face-to-face survey.

Module: News

This section asked several questions about accessing news using different media: printed newspapers, apps and websites, television and radio as well as the frequency of access.

Module: Screening questions

All adult web panel members were asked a series of screening questions covering participation during the specified reference period in different types of activities. If the web panel member had participated in any of the activities listed, they were asked a series of follow-up questions, including whether the participation was in their own time, for paid work, for academic study, as part of voluntary work or for some other reason. For those doing activity in their own time or as part of voluntary work they were asked how often they had participated in the activity during the specified reference period. Adult web panel members were also asked about changes in their participation¹⁹ and the reasons for this.

Module: Screening questions - arts participation

This section included several questions about participation in various arts activities within the reference period being used in that quarterly questionnaire. The questions included no more than 12 options each, grouped into similar kinds of

¹⁷ The answers from life event questions were fed through as reasons for changes in behaviour from Year 12 Quarter 5 onwards.

¹⁸ 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>.

¹⁹ Questions on changes in behaviour were only asked to those who answered the screener questions in the face-to-face interview or the relevant quarterly web survey.

activity. For each of the arts activities the web panel member had done, follow-up questions asked whether this was in their own time, as part of paid or voluntary work or academic study, and how often they had done this since the previous web panel or face-to-face survey, following the convention about recall. For one of these activities, randomly selected, the web panel member was asked to rate how much they enjoyed it.

The section included a follow-up question for web panel members who had reported taking part in one or more arts activities in the previous web panel or face-to-face survey but none within the current questionnaire. These web panel members were asked the reasons for spending less time doing an arts activity. Conversely, those who reported taking part in one or more arts activities within the current questionnaire but none in the previous web panel or face-to-face survey were asked about the reasons for starting to do an arts activity. The answers given at the life events questions were fed through to the list of reasons available to account for changes in behaviour in stopping/starting participating in the arts.

Finally, web panel members were asked how much they enjoyed one of the activities, randomly selected, and if they had recommended that activity to a friend or family member; if they would feel a real loss if they forced to stop taking part in arts activities and whether they felt confident and at ease when taking part in arts activities.

Module: Screening questions - arts attendance

This section followed a similar format to the arts participation section, asking about attendance at different types of arts events, with similar follow-up questions. The answers given at the life events questions were fed through to the list of reasons available to account for changes in behaviour.

Module: Screening questions - museums and galleries

This section included similar questions to those in the arts participation and arts events modules, but were about attendance at museums and galleries. The answers given at the life events questions were fed through to the list of reasons available to account for changes in behaviour in stopping/starting visiting museums and galleries. Web panel members were also asked to rate how much they enjoyed their most recent visit to a museum or gallery.

Module: Screening questions - libraries

Questions on public libraries covered all use of library services, with in-person visits, online use and other use asked about separately. The type of library service used was asked about, as well as frequency of use, satisfaction and reasons for starting to use libraries more as well as reasons for not using libraries.

Module: Screening questions - archives

The first question about archive use included an "information button" clarifying that usage did not include visits for the purposes of registering births, marriages or deaths at a registry office. Follow-up questions were similar to those asked about libraries.

Module: Screening questions - heritage

These questions were about visits to places of historic interest. As well as follow-up questions about whether this was done in the web panel member's own time, for paid or voluntary work or study, the frequency of visits to places of historic

interest and how much the web panel member enjoyed their most recent visit was also asked about. Questions also focused on reasons for starting to visit places of historic interest and reasons for ceasing visits.

Module: Internet use

Two questions on recent use of the internet and reasons for using the internet were included in Quarter 0 for the first three years of the web panel.

Module: Digital activities including social media

Questions focused on the use of websites or apps related to arts and cultural activities (including archives) and what these were used for. Additional questions focused on the use of social media websites or apps, which one was looked at most often and which one was posted to most often, as well as the number of hours a day the web panel member spent looking at or posting information on social media websites or apps.

Module: Free time and TV

This section comprised three questions about how the web panel member spent their free time, the types of TV programmes watched and a question about they accessed TV. Questions on free time were included in multiple quarters throughout the web panel annual cycle.

Module: Volunteering and charitable giving

These sections asked about types of volunteering/charitable giving, specifically in the areas relevant to DCMS, how often this took place and reasons for choosing to volunteer/give to charity. Reasons for changes in volunteering/charitable giving were also explored.

Module: Community cohesion/engagement and belonging

This module investigated the attitudes of web panel members to their local area and to Britain. An “information button” was included to define local area. Other questions in this module focused on civil activities/involvement in local activities and reasons for getting involved in these. A single question on meeting socially was included in Year 13 Quarter 0.

Module: Vehicle ownership and travel to activities

This module included questions on vehicle ownership (cars and bicycles)²⁰ as well as travel preferences for going to events and places – including locations of interest to DCMS such as a public library, a museum and gallery, a place of historic interest, an arts event or activity and a sports activity²¹. Separate questions asked about travelling abroad and in Year 13 Quarter 0 only, any participation in the areas of interest to DCMS whilst abroad. In Year 14 Q0 questions on travel to activities specifically related to visiting historic sites.

²⁰ Introduced from the outset at Year 12 Quarter 0.

²¹ In Year 14 Quarter 0, only travel preferences related to visiting places of historic interest were asked about.

At the end of the adult questionnaire, questions recording the location where the web survey questionnaire was completed²² and interest in the topics just asked about²³ were asked and change of address details were collected (for those indicating in the life events section that they had moved house)²⁴.

Youth questionnaire topics

The content of the youth questionnaire has remained broadly the same from the inception of the web panel. Occasionally, items or modules included in early questionnaires were dropped/moved to later quarterly questionnaires due to a change in DCMS's requirements or priorities (see Table 4.3). From Quarter 0 through to Quarter 4, specific modular topics were asked about each quarter. From Quarter 5 (onwards) modular topics started to be repeated - in Quarter 5, Quarter 1 modular topics were repeated; in Quarter 6, Quarter 2 modular topics were repeated and so on.

Table 4.3: Youth web panel questionnaire topics by cohort year and quarter

	Topics per quarter
	Year 12
Quarter 0	Core: school details, subjective well-being, life events, sports screener and change of address Modular: Activity screeners and frequency - dance, music, theatre and drama, reading and writing, arts, crafts and design activities, arts events, film and video, computer-based activities, radio programmes and broadcasts, libraries, museums, places of historic interest, live sporting events, and internet use
Quarter 1	Core: same as Quarter 0 Modular: Activity screeners, frequency and changes - dance, music, arts, crafts and design activities, and arts events; live sporting events
Quarter 2	Core: school details, life events, happiness, sports screener (and favourite sport), interest in questions just answered and change of address Modular: Activity screeners, frequency and changes - libraries, museums, places of historic interest, and social media use
Quarter 3	Core: same as Quarter 2 Modular: Activity screeners and frequency - reading and writing; swimming and cycling proficiency and live sporting events
Quarter 4	Core: same as Quarter 2 Modular: Activity screeners and frequency - film and video, radio programmes and broadcasts, computer-based activities, theatre and drama; and social action
Quarter 5	Core: same as Quarter 2 Modular: repeat of Quarter 1
Quarter 6	Core: same as Quarter 2

²² Introduced in Year 12 Quarter 1.

²³ Introduced in Year 12 Quarter 2.

²⁴ Introduced from the outset at Year 12 Quarter 0.

	Modular: repeat of Quarter 2
Quarter 7	Core: same as Quarter 2 Modular: repeat of Quarter 3, new questions on eSports added
Quarter 8	Core: same as Quarter 2 Modular: repeat of Quarter 4
	Year 13
Quarter 0	Core: school details, life events, happiness, sports screener, interest in questions just answered and change of address Modular: Activity screeners and frequency - dance, music, theatre and drama, reading and writing, arts, crafts and design activities, arts events, film and video, computer-based activities, radio programmes and broadcasts, libraries, museums, places of historic interest, and internet use.
Quarter 1	Core: same as Quarter 0, new question on favourite sport added Modular: Activity screeners and frequency - dance, music, arts, craft and design activities, arts events, and live sporting events
Quarter 2	Core: same as Quarter 1 Modular: Activity screeners, frequency and changes - libraries, museums, places of historic interest and social media use
Quarter 3	Core: same as Quarter 1 Modular: Activity screeners and frequency - reading and writing, swimming and cycling proficiency, and eSports
Quarter 4	Core: same as Quarter 1 Modular: Activity screeners and frequency - film or video, radio programmes or broadcasts, computer-based activities, theatre and drama, and social action
	Year 14
Quarter 0	Core: school details, life events, happiness, sports screener (and favourite sport), interest in questions just answered and change of address Modular: Activity screeners and frequency - reading and writing, arts, crafts and design activities, computer-based activities, libraries, museums, places of historic interest and internet use (expanded section)

In the following we detail the core and modular topics fielded in the youth questionnaire.

Core: School and school year

This section asked about the web panel member's school attendance and which school year they were currently in as well as whether they had recently been on holiday.

Core: Life events

This section included two questions collecting information about changes in the web panel member's life.

Core: Sport and physical activity

Web panel members were 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. In early quarterly questionnaires (Year 12 Quarter 0, Year 12 Quarters 1 and 3 and Year 13 Quarter 1), additional questions were asked about attendance at live sporting events and in Year 12 Quarter 2 a single question on favourite sport was introduced.

Core: Subjective well-being

In the first two quarterly questionnaires (Year 12 Quarter 0 and Year 12 Quarter 1), the same four questions on subjective well-being that were included in the adult questionnaire were replicated for youths. However, from Year 12 Q2 onwards a single question measuring happiness was included.

Module: Screening questions

All youth web panel members were asked a series of screening questions covering participation during the specified reference period in different types of activities. If the web panel member had participated in any of the activities listed, they were asked a series of follow-up questions, including frequency and whether the participation was during school lessons or during their spare time. Change in participation²⁵ was asked about as well as reasons for this.

Module: Screening questions – dance

The questions on dance asked about activities such as dance club participation, dance performances, creating a dance routine, attending a dance event or taking part in a dance lesson.

Module: Screening questions – music

The questions on music asked about activities such as singing to an audience or rehearsing for a performance, practising or rehearsing a musical instrument, playing a musical instrument to an audience, writing music or lyrics and attending a live music event (including music festivals).

Module: Screening questions – theatre and drama

The questions on theatre and drama asked about activities such as rehearsing or performing in a play/drama or drama club, taking part in a drama lesson and attending theatre performances such as plays, pantomimes, opera, musicals or comedy.

Module: Screening questions – reading and writing

The questions on reading and writing focused on writing stories, plays and poetry, reading books for pleasure, taking part in a reading club, listening to authors talk about their work and taking part in an English literature lesson. In later quarterly

²⁵ Questions on changes in behaviour were only asked of those who answered the screener questions in the face-to-face interview or the relevant quarterly questionnaire.

questionnaires, the items on reading and writing asked whether web panel members shared stories, plays or poetry they had written and if so, where (online or offline) and who with. Web panel members were also asked about the types of fiction and non-fiction genres they liked to read.

Module: Screening questions – arts, crafts and design activities

The arts, crafts and design activities screening section asked about web panel member's experience of painting, drawing, sculpture or model making; photography; pottery, jewellery making, woodwork and metal work; attending an arts/photography exhibition and taking part in an arts, crafts, design or photography lesson.

Module: Screening questions – arts events

The screening section on arts events asked about the web panel member's experience of street arts, outdoor sculpture and art works, circus, carnival and festivals (excluding music festivals).

Module: Screening questions – film and video

The film and video screeners focus on whether web panel members had made or appeared in films or videos for artistic purposes, watched and discussed film or videos in a lesson or film society or attended a cinema or outdoor film screening.

Module: Screening questions – radio

This screening section asked web panel members if they had made any radio broadcasts or programmes in the last year. These questions were not included after Year 13.

Module: Screening questions – computer-based activities

The questions on computer-based activities asked web panel members whether they had made, revised or written a blog, website or podcast; made or revised their own computer game or used a computer to create original artworks or animation.

Module: Screening questions – libraries

Questions on public libraries covered frequency of visiting (either during school lessons or spare time) and, similar to the adult questionnaire, reasons for starting to use libraries more as well as reasons for not using libraries.

Module: Screening questions – museums

Questions on museums followed a similar format to the section on libraries.

Module: Screening questions – places of historic interest

Questions on places of historic interest followed a similar format to the questions libraries and museums as well as establishing the places visited, that is a historic building, garden or landscape, a historical monument or site of archaeological interest, a city or town with historic character or an important modern building or public space.

Module: Swimming and cycling proficiency

Questions on swimming and cycling proficiency were included in Quarter 3 and were intended to measure any change in swimming or cycling ability since the face-to-face interview.

Module: Internet use

As in the adult questionnaire, two questions on recent use of the internet and reasons for using the internet were included in Quarter 0 for the first three years of the web panel. In Year 14, an expanded section of questions was included on this topic.

Module: Social media use

Questions on social media were introduced in Year 12 Quarter 2, focusing on the use of social media websites. Questions asked if web panel members had looked at or posted information to them; the number of hours a day they spent looking at them or posting information on social media websites and which one was looked at or posted to most often.

Module: eSports

Two questions on eSports were introduced in Year 12 Quarter 7 and they were also asked in Year 13 Quarter 3. These asked web panel members whether they had watched or played in a professionally organised computer or video game ("eSports") tournament in the last 12 months. An "information button" was included defining eSports.

Module: Social action

The module on social action focused on activities carried out to help other people or the environment. This could have been with a school, another organisation or club or with friends and family.

At the end of each youth questionnaire, questions measuring interest in the topics just asked about²⁶ as well as change of address details²⁷ were collected (for those indicating that they had moved house in the life events section).

Child (proxy) questionnaire topics

The content of the child (proxy) questionnaire has remained broadly the same from the inception of the web panel and largely replicates the topics asked of youths. Occasionally, items or modules included in early questionnaires were dropped/moved to later quarterly questionnaires due to a change in DCMS's requirements or priorities (see Table 4.4). From Quarter 0 through to Quarter 4, specific modular topics were asked about each quarter. From Quarter 5 (onwards) modular topics started to be repeated - in Quarter 5, Quarter 1 modular topics were repeated; in Quarter 6, Quarter 2 modular topics were repeated and so on.

Table 4.4: Child (proxy) web panel questionnaire topics by cohort year and quarter

	Topics per quarter
	Year 12
Quarter 0	Not applicable as no child (proxy) questionnaire was asked at Quarter 0
Quarter 1	Core: school details, life events, and sport screener

²⁶ Introduced in Year 12 Quarter 2.

²⁷ Introduced from the outset at Year 12 Quarter 0.

	Modular: Activity screeners and frequency - dance, music, arts, crafts and design activities, arts events, and live sporting events
Quarter 2	Core: same as Quarter 1 Modular: Activity screeners and frequency - libraries, museums, and places of historic interest
Quarter 3	Core: Same as Quarter 1 Modular: Activity screeners and frequency - reading and writing, swimming and cycling proficiency, and live sporting events
Quarter 4	Core: Same as Quarter 1 Modular: Activity screeners and frequency - film and video, radio and computer-based activities, theatre and drama, and social action
Quarter 5	Core: same as Quarter 1 Modular: repeat of Quarter 1
Quarter 6	Core: same as Quarter 1 Modular: repeat of Quarter 2
Quarter 7	Core: same as Quarter 1 Modular: repeat of Quarter 3, except live sporting events dropped
Quarter 8	Core: same as Quarter 1 Modular: repeat of Quarter 4
	Year 13
Quarter 0	Not applicable as no child (proxy) questionnaire was asked at Quarter 0
Quarter 1	Core: same as Year 12 Quarter 1 Modular: repeat of Year 12 Quarter 1
Quarter 2	Core: same as Year 12 Quarter 2 Modular: repeat of Year 12 Quarter 2
Quarter 3	Core: same as Year 12 Quarter 3 Modular: repeat of Year 12 Quarter 3, except live sporting events dropped
Quarter 4	Core: same as Year 12 Quarter 4 Modular: repeat of Year 12 Quarter 4
	Year 14
Quarter 0	Not applicable as no child (proxy) questionnaire was asked at Quarter 0

In the following we detail the core and modular topics fielded in the child (proxy) questionnaire.

Core: School and school year

This section asked whether the adult web panel member's child goes to school, which school year they are currently in as well as whether they had recently been on holiday.

Core: Life events

This section included two questions gathering information about changes in the child's life.

Core: Sport and physical activity

Adult web panel members were asked to identify which sport and physical activities their child had participated in during the last four weeks outside school. Follow-up questions covered whether the activities participated in had been done during school lessons, activities organised and not organised by the school and attendance at live sporting events²⁸.

Screening questions

Adult web panel members were asked a series of screening questions covering their child's participation in different types of activities outside school since the previous web panel or face-to-face survey. If the adult web panel member's child had participated in any of the activities, they were asked a series of follow-up questions, including frequency and whether the participation was within the last seven days.

Module: Screening questions – dance

The questions on dance asked about activities such as dance club participation, dance performances, creating a dance routine, attending a dance event or taking part in a dance lesson.

Module: Screening questions – music

The questions on music asked about activities such as singing to an audience or rehearsing for a performance, practising or rehearsing a musical instrument, playing a musical instrument to an audience, writing music or lyrics, attending a live music event (including music festivals) and taking part in a music lesson.

Module: Screening questions – arts, crafts and design activities

The arts, crafts and design activities screening section asked about the child's experience of painting, drawing, sculpture or model making; photography; pottery, jewellery making, woodwork and metal work; attending an arts/photography exhibition and taking part in an arts, crafts, design or photography lesson.

Module: Screening questions – arts events

The screening section on arts events asked about the child's experience of street arts, outdoor sculpture and art works, circus, carnival and festivals (excluding music festivals).

²⁸ Questions on live sporting events dropped in Year 12 Quarter 3.

Module: Screening questions – libraries

Questions on public libraries covered whether the adult web panel member's child had visited a library outside of school for any reason and frequency of visiting.

Module: Screening questions: museums

Questions on visiting a museum followed the same format to the questions on libraries.

Module: Screening questions: places of historic interest

Questions on places of historic interest followed a similar format to the questions libraries and museums as well as establishing the places visited, that is a historic building, garden or landscape, a historical monument or site of archaeological interest, a city or town with historic character or an important modern building or public space.

Module: Screening questions – reading and writing

The questions on reading and writing focused on whether the adult web panel member's child had done any of these activities outside of school. An "information button" clarified for the adult web panel members that reading books for school should not be included except English literature. The reading and writing activities included - writing stories, plays and poetry (including adults helping/writing on behalf of the child), reading books for pleasure, taking part in a reading club, listening to authors talk about their work and taking part in an English literature lesson.

Follow-up questions asked whether the adult web panel member shared their child's stories, plays or poetry and if so, where (online or offline) and who with. Adult web panel members were also asked about the types of fiction and non-fiction genres their child liked to read or have read to them.

Module: Screening questions – film and video activities

The film and video screeners focused on whether the adult web panel member's child had done any of these activities outside of school, excluding watching films on television, DVD or the internet or talking about films with family and friends. An "information button" clarified for the adult web panel members that "any helping out or volunteering" should be included. The film and video activities included making or appearing in films or videos for artistic purposes, watching and discussing film or videos in a lesson or film society or attending the cinema or an outdoor film screening.

Module: Screening questions – computer-based activities and radio

The questions on computer-based activities focused on activities that the adult web panel member's child had done outside of school, excluding playing computer games, surfing the internet or listening to the radio. The "information button" mentioned film and video was also included. The questions asked whether the adult web panel member's child had done either computer-based activities (such as setting up their own blog, website or podcast; making their own computer game; or using a computer to create original artworks/animation) or radio activities (such as making radio broadcasts or programmes).

Module: Screening questions – theatre and drama activities

The questions on theatre and drama asked about activities such as rehearsing or performing in a play/drama or drama club, taking part in a drama lesson and attending theatre performances such as plays, pantomimes, opera, musicals or comedy.

Module: Swimming and cycling proficiency

Questions on the child's swimming and cycling proficiency were included in Quarter 3 and were intended to measure any change in swimming or cycling ability since the adult web panel member first reported it at the face-to-face interview.

Module: Social action

The module on social action focused on activities that the adult web panel member's child had carried out to help other people or the environment. This could have been with their school, another organisation or club or with friends and family.

5 Outcomes

This section of the report looks at the outcomes for the Taking Part web panel, for each sample type – adults, youths and children (interviewed by proxy). It sets out for each sample type in turn an analysis of web panel recruitment during the face-to-face interview and the initial web panel operations. It then goes on to look at response to each quarterly questionnaire and the response behaviour of web panel members, before comparing the profile of the web panel to the population at various stages, and looking at the impact of attrition on the web panel profile. Finally, information on break-off rates and completion times is provided for each questionnaire by sample type.

Analysis of outcomes is presented by cohort, that is web panel members recruited during a specific face-to-face fieldwork year. This section covers the Year 12 cohort (cross-sectional and legacy panel samples) up to Quarter 8, the Year 13 cohort (cross-sectional sample) up to Quarter 4, and the Year 14 cohort (cross-sectional sample) up to Quarter 0. Future technical reports will cover the implementation of subsequent quarterly questionnaires.

Adult sample

Table 5.1 sets out an analysis of adult web panel recruitment during the face-to-face interview for all cohorts. A total of 15,463 adults interviewed during Years 12 to 14 agreed to join or consider joining the web panel (61.3%), including 2,886 legacy panel members. The proportion of adults in the cross-sectional samples agreeing to join or consider joining varied across Years 12 to 14 but averaged 59.0 per cent. The proportion of legacy panel members agreeing to join or consider joining the web panel was higher at 73.6 per cent.

Our planning assumption was that 55.9 per cent of adults in the cross-sectional samples and 64.5 per cent of adults in the legacy panel sample would be willing to join the web panel (that is, not including those considering doing so). The proportion of adults in the cross-sectional samples agreeing to join the web panel during Years 12 to 14 was 55.4 per cent (0.5 percentage points below target) whereas in the legacy panel sample 70.5 per cent of adults were willing to join the web panel (6 percentage points above target).

In the cross-sectional samples, 12.8 per cent of adults interviewed did not have internet access and thus were unable to join the web panel.

Overall, taking into account non-response in the face-to-face survey, the response rate for web panel recruitment was 29.7 per cent for the cross-sectional samples, compared to the survey response rate of 50.4 per cent. A response rate has not been computed for the legacy panel sample, as this would require taking into account the re-interview rate at each previous survey year of Taking Part. This calculation would be far from straightforward as panel members were recruited over six fieldwork years, and not all panel members were issued for fieldwork in some survey years (please refer the relevant Taking Part technical reports for details).

Recruitment to the panel at the face-to-face interview

Table 5.1: Adult web panel recruitment at face-to-face interview

Cohort			Year 12		Year 13	Year 14
	All	All X-sect	X-sect	Legacy panel	X-sect	X-sect
Eligible for face-to-face interview	N/A	42,320	10,848	N/A	15,401	16,071
Interviewed	25,228	21,307	5,431	3,921	7,715	8,161
With internet access	22,128	18,570	4,859	3,558	6,671	7,040
Willing to join web panel	14,562	11,797	3,053	2,765	4,333	4,411
Willing to consider joining web panel	901	780	251	121	252	277
Willing to join/ consider joining web panel	15,463	12,577	3,304	2,886	4,585	4,688
% with internet access	87.7%	87.2%	89.5%	90.7%	86.5%	86.3%
% with internet access willing to join web panel	65.8%	63.5%	62.8%	77.7%	65.0%	62.7%
% with internet access willing to consider joining web panel	4.1%	4.2%	5.2%	3.4%	3.8%	3.9%
% willing to join web panel	57.7%	55.4%	56.2%	70.5%	56.2%	54.0%
% willing to consider joining web panel	3.6%	3.7%	4.6%	3.1%	3.3%	3.4%
% willing to join/consider joining web panel	61.3%	59.0%	60.8%	73.6%	59.4%	57.4%
Response rate for face-to-face survey	N/A	50.4%	50.1%	N/A	50.1%	50.8%
Response rate for web panel recruitment	N/A	29.7%	30.5%	N/A	29.8%	29.2%

X-sect denotes cross-sectional sample.

Interviewers asked adults refusing to join the web panel for their reasons. The most common five reasons given by those in the cross-sectional samples in Years 12 to 14 for refusing to join the web panel were:

- Being too busy (35.8%);
- Feeling they had done enough already (22.4%);
- Lacking the internet skills to complete the web questionnaire (14.9%);
- Not wanting to complete questionnaires on the web (8.7%); and
- A reason not given on the list of answer options (9.0%).

Among legacy panel members, the most common five reasons given for refusing to join the web panel were:

- Lacking the internet skills to complete the web questionnaire (33.3%, compared to 14.9% of those in the cross-sectional samples refusing to join the web panel);
- Not wanting to complete questionnaires on the web (20.4%, compared to 8.7% of those in the cross-sectional samples refusing to join the web panel); and
- Being too busy (17.3%, compared to 35.8% of those in the cross-sectional samples refusing to join the web panel);
- Feeling they had done enough already (11.9%, compared to 22.4% of those in the cross-sectional samples refusing to join the web panel);
- A reason not given on the list of answer options (16.0%, compared to 9.0% of those in the cross-sectional samples refusing to join the web panel).

Recruitment to the panel after the face-to-face interview

Table 5.2 sets out an analysis of adult web panel recruitment outcomes following the face-to-face interview for all cohorts. Those who respond to the registration or Quarter 0 questionnaire join the web panel and are invited to complete quarterly questionnaires.

For all web panel surveys re-interview rates and response rates are reported. The re-interview rate looks at the proportion invited to complete a web panel (quarterly) questionnaire who did so. It is, however, different to the response rate, which looks at the proportion of those sampled for the Taking Part face-to-face survey that complete each web panel (quarterly) questionnaire, and thus accounts for all components of non-response and is an indicator of potential non-response bias.

Of the 15,463 adults interviewed during Years 12 to 14 who agreed to join or consider joining the web panel, 14,835 (95.9%) were sent a registration invitation email. Those who were not sent a registration email either had no email address or refused to provide one (but gave a mobile telephone number), or failed to provide a valid email address. Of the 2,886 legacy panel members who agreed to join or consider joining the web panel, 2,754 (95.4%) were sent a registration invitation email.

Overall, 52.9 per cent of those in cross-sectional samples for Year 12 to 14 who were sent a registration invitation email completed the survey, and 45.6 per cent of those sent a Quarter 0 invitation email completed the survey. The proportion joining the web panel (completing either the registration or Quarter 0 questionnaire) was 55.4 per cent. Most (69.3 per cent) of those joining the web panel completed both the registration and Quarter 0 questionnaire.

Compared to the respondents in the cross-sectional samples, those in the legacy panel sample were more likely to complete the registration survey (61.5%), more likely to complete the Quarter 0 survey (53.1%) and more likely to join the web panel (62.0%).

The response rate for the cross-sectional samples, once the initial web panel recruitment operations had concluded, was 16.5 per cent, compared to 29.7 per cent at the end of the face-to-face interview and the survey response rate of 50.4 per cent.

Table 5.2: Adult web panel recruitment after face-to-face interview

Cohort	All	All X-sect	Year 12		Year 13	Year 14
			X-sect	Legacy panel	X-sect	X-sect
Eligible for face-to-face interview	N/A	42,320	10,848	N/A	15,401	16,071
Willing to join the web panel	15,463	12,577	3,304	2,886	4,585	4,688
Sent registration invitation email	14,835	12,081	3,104	2,754	4,468	4,509
Completed registration questionnaire	8,078	6,385	1,665	1,693	2,206	2,514
Re-interview rate (of all)	54.5%	52.9%	53.6%	61.5%	49.4%	55.8%
Sent Q0 invitation email	14,729	11,866	3,038	2,714	4,340	4,488
Completed Q0 questionnaire	7,559	5,407	1,397	1,442	1,865	2,145
Re-interview rate (of all)	51.3%	45.6%	46.0%	53.1%	43.0%	47.8%
Completed registration questionnaire only	1,904	1,557	398	347	552	607
Completed Q0 questionnaire only	675	579	130	96	211	238
Completed registration and Q0 questionnaire	6,174	4,828	1,267	1,346	1,654	1,907
Joined web panel	8,753	6,964	1,795	1,789	2,417	2,752
Percentage joining web panel	56.6%	55.4%	54.3%	62.0%	52.7%	58.7%
<i>Of which...</i>						
Percentage completing registration questionnaire only	21.8%	22.4%	22.2%	19.4%	22.8%	22.1%
Percentage completing Q0 questionnaire only	7.7%	8.3%	7.2%	5.4%	8.7%	8.6%
Percentage completing registration and Q0 questionnaire	70.5%	69.3%	70.6%	75.2%	68.4%	69.3%
Response rate for face-to-face survey	N/A	50.4%	50.1%	N/A	50.1%	50.8%
Response rate for web panel recruitment	N/A	29.7%	30.5%	N/A	29.8%	29.2%
Response rate after joining web panel	N/A	16.5%	16.5%	N/A	15.7%	17.1%

X-sect denotes cross-sectional sample.

Response to Registration/Quarter 0 questionnaires

Table 5.3 sets out an analysis of the response to the registration and Quarter 0 questionnaires in detail for the Year 12 to 14 adult cohorts. The pattern of response was as expected with a higher level of response to the invitation email compared to the reminders, and the first reminder being more effective than the second. A significant proportion of responses were received after the end of the email campaign (15 days), and the re-interview rate at this stage for the registration survey was notably higher in Year 12 because of a postal reminder trial carried out with the Year 12 Quarter 2 and Quarter 3 samples.

The contact rate was very high, suggesting the procedures for collecting email addresses in the face-to-face interview were very effective.

Table 5.3: Adult registration/Quarter 0 questionnaire response

Cohort			Year 12		Year 13	Year 14
			All	All X-sect	X-sect	Legacy panel
Registration questionnaire						
Sent invitation email	14,835	12,081	3,104	2,754	4,468	4,509
Responded to invitation email	4,073	3,213	858	860	1,203	1,152
Re-interview rate after invitation email	27.5%	26.6%	27.6%	31.2%	26.9%	25.5%
Sent first reminder email	10,723	8,833	2,238	1,890	3,249	3,346
Responded to first reminder email	1,731	1,485	210	246	415	860
Re-interview for first reminder email	16.1%	16.8%	9.4%	13.0%	12.8%	25.7%
Re-interview after first reminder email	39.1%	38.9%	34.4%	40.2%	36.2%	44.6%
Sent second reminder email	8,990	7,346	2,026	1,644	2,834	2,486
Responded to second reminder email	809	664	140	145	197	327
Re-interview rate for second reminder email	9.0%	9.0%	6.9%	8.8%	7.0%	13.2%
Re-interview rate after second reminder email	44.6%	44.4%	38.9%	45.4%	40.6%	51.9%
After email campaign						

Responded after email campaign	1,465	1,023	457	442	391	175
Re-interview rate after email campaign	17.9%	15.3%	24.2%	29.5%	14.8%	8.1%
Total responses	8,078	6,385	1,665	1,693	2,206	2,514
Undelivered	444	378	115	66	168	95
Delivered but no response	6,193	5,248	1,254	945	2,094	1,900
Contact rate	97.0%	96.9%	96.3%	97.6%	96.2%	97.9%
Re-interview rate (of all)	54.5%	52.9%	53.6%	61.5%	49.4%	55.8%
Re-interview rate (of contacted)	56.1%	54.6%	55.7%	63.0%	51.3%	57.0%
<u>Q0 questionnaire</u>						
Sent invitation email	14,580	11,866	3,038	2,714	4,340	4,488
Responded to invitation email	3,354	2,639	652	715	960	1,027
Re-interview rate after invitation email	23.0%	22.2%	21.5%	26.3%	22.1%	22.9%
Sent first reminder email	10,589	8,864	2,045	1,725	3,370	3,449
Responded to first reminder email	1,777	1,454	329	323	515	610
Re-interview rate for first reminder email	16.8%	16.4%	16.1%	18.7%	15.3%	17.7%
Re-interview rate after first reminder email	35.2%	34.5%	32.3%	38.2%	34.0%	36.5%
Sent second reminder email	8,808	7,407	1,716	1,401	2,855	2,836
Responded to second reminder email	868	704	160	164	225	319
Re-interview rate for second reminder email	9.9%	9.5%	9.3%	11.7%	7.9%	11.2%
Re-interview rate after second reminder email	41.1%	40.4%	37.6%	44.3%	39.2%	43.6%
After email campaign						
Responded after email campaign	850	610	256	240	165	189

Re-interview rate after email campaign	10.7%	9.1%	16.5%	19.4%	6.3%	7.5%
Total responses	6,849	5,407	1,397	1,442	1,865	2,145
Undelivered	297	275	46	22	57	172
Delivered but no response	7,434	6,184	1,595	1,250	2,418	2,171
Contact rate	98.0%	97.7%	98.5%	99.2%	98.7%	96.2%
Re-interview rate (of all)	47.0%	45.6%	46.0%	53.1%	43.0%	47.8%
Re-interview rate (of contacted)	48.0%	46.6%	46.7%	53.6%	43.5%	49.7%

X-sect denotes cross-sectional sample.

Response to quarterly questionnaires

Table 5.4 sets out an analysis of the response to the Quarter 1 to Quarter 8 questionnaires in detail for the Year 12 adult cross-sectional sample. The pattern of response is as expected with a higher level of response to the invitation email compared to the reminders, and the first reminder being more effective than the second. A significant proportion of responses were received after the end of the email campaign (15 days).

As one would expect, initially the re-interview rates to the quarterly questionnaires declined gently over time, due to attrition. It is important to remember that after the Quarter 5 questionnaire web panel members become eligible for “retirement” if they have failed to response to five consecutive surveys. Accordingly, the re-interview rate to subsequent quarterly questionnaires increased after Q6, although the response rate for each quarterly questionnaire continued to decline.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) the re-interview rate was 64.1 per cent and the overall response rate 10.3 per cent, and the figures for the second annual questionnaire cycle on the web panel (Quarter 5 to Quarter 8) were 63.9 per cent and 8.2 per cent respectively.

The response rate for the Year 12 cross-sectional sample decreased sharply during the initial web panel recruitment, but more gently during the annual questionnaire cycles. The response rate after the second annual questionnaire cycle was 8.2 per cent, compared to 10.3 per cent after the first annual questionnaire cycle, 16.5 per cent once the initial web panel recruitment operations had concluded, 30.5 per cent at the end of the face-to-face interview and the survey response rate of 50.1 per cent.

Table 5.4: Adult quarterly questionnaire response (Year 12 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Eligible for face-to-face interview	10,848	10,848	10,848	10,848	10,848	10,848	10,848	10,848
Joined web panel	1,795	1,795	1,795	1,795	1,795	1,795	1,795	1,795

Sent invitation email	1,778	1,771	1,758	1,750	1,715	1,680	1,561	1,397
Responded to invitation email	659	587	603	534	542	516	475	524
Re-interview rate after invitation email	37.1%	33.1%	34.3%	30.5%	31.6%	30.7%	30.4%	37.5%
Sent first reminder email	1,019	1,175	1,152	1,213	1,169	1,134	1,067	697
Responded to first reminder email	305	315	265	268	222	248	281	218
Re-interview rate for first reminder email	29.9%	26.8%	23.0%	22.1%	19.0%	21.9%	26.3%	31.3%
Re-interview rate after first reminder email	54.2%	50.9%	49.4%	45.8%	44.5%	45.5%	48.4%	53.1%
Sent second reminder email	714	860	887	945	947	885	786	478
Responded to second reminder email	156	146	123	58	111	111	126	112
Re-interview rate for second reminder email	21.8%	17.0%	13.9%	6.1%	11.7%	12.5%	16.0%	23.4%
Re-interview rate after second reminder email	63.0%	59.2%	56.4%	49.1%	51.0%	52.1%	56.5%	61.1%
After email campaign								
Responded after email campaign	80	80	76	261	85	53	23	38
Re-interview rate after email campaign	14.3%	11.2%	9.9%	29.4%	10.2%	6.8%	3.5%	10.4%
Total responses	1,200	1,128	1,067	1,121	960	928	905	892
Undelivered	3	5	4	4	3	8	4	2
Delivered but no response	575	638	687	625	752	744	652	503
Contact rate	99.8%	99.7%	99.8%	99.8%	99.8%	99.5%	99.7%	99.9%
Re-interview rate (of all)	67.5%	63.7%	60.7%	64.1%	56.0%	55.2%	58.0%	63.9%
Re-interview rate (of contacted)	67.6%	63.9%	60.8%	64.2%	56.1%	55.5%	58.1%	63.9%
Response rate for face-to-face survey	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%
Response rate for web panel recruitment	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%
Response rate after joining web panel	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%	16.5%
Response rate	11.1%	10.4%	9.8%	10.3%	8.8%	8.6%	8.3%	8.2%

Table 5.5 sets out an analysis of the response to the Quarter 1 to Quarter 8 questionnaires in detail for the Year 12 adult legacy panel sample. The pattern of response was similar to that observed for the cross-sectional sample. As we see for the cross-sectional sample, the re-interview rates to the quarterly questionnaires declined gently over time until Q6, due to attrition, though less sharply than those for the cross-sectional sample. After the Quarter 5 questionnaire web panel members became eligible for retirement if they had failed to response to five consecutive surveys, and thus the re-interview rate increased from Quarter 6 to Quarter 8.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) the re-interview rate was 72.2 per cent; after the second annual questionnaire cycle it was 74.0 per cent.

Table 5.5: Adult quarterly questionnaire response (Year 12 legacy panel sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Joined web panel	1,789	1,789	1,789	1,789	1,789	1,789	1,789	1,789
Sent invitation email	1,778	1,768	1,758	1,745	1,711	1,682	1,589	1,476
Responded to invitation email	733	698	727	621	637	646	547	629
Re-interview rate after invitation email	41.2%	39.5%	41.4%	35.6%	37.2%	38.4%	34.4%	42.6%
Sent first reminder email	932	1,064	1,026	1,120	1,069	1,019	1,020	730
Responded to first reminder email	326	325	292	330	269	266	363	274
Re-interview rate for first reminder email	35.0%	30.5%	28.5%	29.5%	25.2%	26.1%	35.6%	37.5%
Re-interview rate after first reminder email	59.6%	57.9%	58.0%	54.5%	53.0%	54.2%	57.3%	61.2%
Sent second reminder email	606	739	734	789	800	753	657	456
Responded to second reminder email	140	155	137	61	156	139	158	126
Re-interview rate for second reminder email	23.1%	21.0%	18.7%	7.7%	19.5%	18.5%	24.0%	27.6%
Re-interview rate after second reminder email	67.4%	66.6%	65.8%	58.0%	62.1%	62.5%	67.2%	69.7%
After email campaign								
Responded after email campaign	76	97	69	248	85	46	29	63
Re-interview rate after email campaign	16.3%	16.6%	11.6%	34.1%	13.2%	7.5%	5.8%	19.1%
Total responses	1,275	1,275	1,225	1,260	1,147	1,097	1,097	1,092
Undelivered	5	5	12	7	5	7	7	6
Delivered but no response	498	456	489	451	528	528	438	235

Contact rate	99.7%	99.7%	99.3%	99.6%	99.7%	99.6%	99.6%	99.6%
Re-interview rate (of all)	71.7%	72.1%	69.7%	72.2%	67.0%	65.2%	69.0%	74.0%
Re-interview rate (of contacted)	71.9%	72.3%	70.2%	72.5%	67.2%	65.5%	69.3%	74.3%

Table 5.6 sets out an analysis of the response to the Quarter 1 to Quarter 4 questionnaires in detail for the Year 13 adult cross-sectional sample. The re-interview rates to the Year 13 quarterly questionnaires were similar to Year 12, and declined gently over time, due to attrition. Accordingly, the overall response rate to the web panel also declined and was also lower than that observed for the Year 12 cross-sectional sample. The response rate after the first annual questionnaire cycle was 9.0 per cent, compared to 15.7 per cent once the initial web panel recruitment operations had concluded, 29.8 per cent at the end of the face-to-face interview and the survey response rate of 50.1 per cent.

Table 5.6: Adult quarterly questionnaire response (Year 13 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4
Eligible for face-to-face interview	15,401	15,401	15,401	15,401
Joined web panel	2,417	2,417	2,417	2,417
Sent invitation email	2,406	2,395	2,373	2,353
Responded to invitation email	815	831	741	729
Re-interview rate after invitation email	33.9%	34.7%	31.2%	31.0%
Sent first reminder email	1,583	1,556	1,626	1,612
Responded to first reminder email	455	402	438	373
Re-interview rate for first reminder email	28.7%	25.8%	26.9%	23.1%
Re-interview rate after first reminder email	52.8%	51.5%	49.7%	46.8%
Sent second reminder email	1,128	1,154	1,187	1,239
Responded to second reminder email	209	194	269	285
Re-interview rate for second reminder email	18.5%	16.8%	22.7%	23.0%
Re-interview rate after second reminder email	61.5%	59.6%	61.0%	58.9%
After email campaign				
Responded after email campaign	110	88	0	0
Re-interview rate after email campaign	12.0%	9.2%	0.0%	0.0%
Total responses	1,589	1,515	1,448	1,387
Undelivered	2	5	67	24

Delivered but no response	763	815	801	877
Contact rate	99.9%	99.8%	97.2%	99.0%
Re-interview rate (of all)	66.0%	63.3%	61.0%	58.9%
Re-interview rate (of contacted)	66.1%	63.4%	62.8%	59.6%
Response rate for face-to-face survey	50.1%	50.1%	50.1%	50.1%
Response rate for web panel recruitment	29.8%	29.8%	29.8%	29.8%
Response rate after joining web panel	15.7%	15.7%	15.7%	15.7%
Response rate	10.3%	9.8%	9.4%	9.0%

Response behaviour of web panel members

Table 5.7 sets out an analysis of the response behaviour of the Year 12 adult cross-sectional web panel members, by quarterly questionnaire.

As one might expect the proportion responding to all quarterly questionnaires declined over time, to 46.2 per cent after the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4), and 34.9 per cent after the second annual questionnaire cycle (Quarter 5 to Quarter 8).

The proportion never responding also declined over time, but this was offset by the increasing proportion who asked to be removed from the panel or were “retired” because they had not responded to five consecutive quarterly questionnaires. The proportion who were inactive was relatively stable from Q2 onwards.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) 46.2 per cent of panel members were responding to all quarterly questionnaires, a further 31.4 per cent were still active (responding at least once), and 22.4 per cent were inactive. The figures for the second annual questionnaire cycle on the web panel (Quarter 5 to Quarter 8) were 34.9 per cent, 37.0 per cent and 28.1 per cent respectively.

Table 5.7: Adult web panel member response behaviour (Year 12 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Joined web panel	1,795	1,795	1,795	1,795	1,795	1,795	1,795	1,795
Responded to this quarterly questionnaire	1,200	1,128	1,067	1,121	960	928	905	892
Responded to all quarterly questionnaires	1,200	1,002	885	830	757	704	661	627
Responded to at least one quarterly questionnaire	N/A	324	468	563	629	680	699	664
Never responded	586	454	418	372	352	319	224	131
Retired	N/A	0	0	0	0	26	138	298
Asked to be removed from web panel	9	15	24	30	57	66	73	75
% Responding to all quarterly questionnaires	66.9%	55.8%	49.3%	46.2%	42.2%	39.2%	36.8%	34.9%
% Responding to at least one quarterly questionnaire	0.0%	18.1%	26.1%	31.4%	35.0%	37.9%	38.9%	37.0%
% Never responded	32.6%	25.3%	23.3%	20.7%	19.6%	17.8%	12.5%	7.3%
% Retired	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	7.7%	16.6%
% Asked to be removed from web panel	0.5%	0.8%	1.3%	1.7%	3.2%	3.7%	4.1%	4.2%

Table 5.8 sets out an analysis of the response behaviour of the Year 12 adult legacy panel members, by quarterly questionnaire. As with the cross-sectional sample, the proportion responding to all quarterly questionnaires declined over time but was still nearly half the sample by Quarter 8 (43.0%). As observed for the Year 12 cross-sectional sample, the proportion never responding also declined over time, but this was offset by the increasing proportion who asked to be removed from the panel or were “retired”. The proportion who were inactive was relatively stable from Q2 onwards but lower than in the Year 12 cross-sectional sample.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) 55.3 per cent of legacy panel members were responding to all quarterly questionnaires, a further 28.2 per cent were still active (responding at least once), and 16.5 per cent were inactive. The figures for the second annual questionnaire cycle on the web panel (Quarter 5 to Quarter 8) are 43.0 per cent, 36.1 per cent and 20.9 per cent respectively.

Table 5.8: Adult web panel member response behaviour (Year 12 legacy panel sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Joined web panel	1,789	1,789	1,789	1,789	1,789	1,789	1,789	1,789
Responded to this quarterly questionnaire	1,275	1,275	1,225	1,260	1,147	1,097	1,097	1,092
Responded to all quarterly questionnaires	1,275	1,123	1,038	989	905	850	805	770
Responded to at least one quarterly questionnaire	N/A	304	425	504	586	636	659	646
Never responded	507	347	303	265	248	223	152	89
Retired	N/A	0	0	0	0	22	111	214
Asked to be removed from web panel	7	15	23	31	50	58	62	70
% Responding to all quarterly questionnaires	71.3%	62.8%	58.0%	55.3%	50.6%	47.5%	45.0%	43.0%
% Responding to at least one quarterly questionnaire	0.0%	17.0%	23.8%	28.2%	32.8%	35.6%	36.8%	36.1%
% Never responded	28.3%	19.4%	16.9%	14.8%	13.9%	12.5%	8.5%	5.0%
% Retired	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	6.2%	12.0%
% Asked to be removed from web panel	0.4%	0.8%	1.3%	1.7%	2.8%	3.2%	3.5%	3.9%

Table 5.9 sets out an analysis of the response behaviour of the Year 13 adult cross-sectional web panel members, by quarterly questionnaire. As we saw for the Year 12 cross-sectional sample, the proportion responding to all quarterly questionnaires declined over time to around 45 per cent by Quarter 4 (44.2%). The proportion who were inactive declined up to Quarter 4, but was similar to the cross-sectional sample for Year 12 (22.7% compared to 22.4%).

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) 44.2 per cent of panel members were responding to all quarterly questionnaires, a further 33.1 per cent were still active (responding at least once), and 22.7 per cent were inactive.

Table 5.9: Adult web panel member response behaviour (Year 13 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4
Joined web panel	2,417	2,417	2,417	2,417
Responded to this quarterly questionnaire	1,589	1,515	1,448	1,387
Responded to all quarterly questionnaires	1,588	1,348	1,176	1,068
Responded to at least one quarterly questionnaire	N/A	406	653	800
Never responded	817	640	546	488
Retired	N/A	0	0	0
Asked to be removed from web panel	12	23	42	61
% Responding to all quarterly questionnaires	65.7%	55.8%	48.7%	44.2%
% Responding to at least one quarterly questionnaire	0.0%	16.8%	27.0%	33.1%
% Never responded	33.8%	26.5%	22.6%	20.2%
% Retired	0.0%	0.0%	0.0%	0.0%
% Asked to be removed from web panel	0.5%	1.0%	1.7%	2.5%

Response profiles

Table 5.10 sets out an analysis of the Year 12 adult cross-sectional web panel profile by key demographics for various stages. The figures for level of activity are provided for illustrative purposes to aid the reader in assessing the level of bias on the panel. Please refer to published DCMS reports for official statistics for these measures. Compared to the population profile:

- Men were under-represented. This under-representation was present among the face-to-face survey respondents but once respondents joined the web panel this bias did not worsen.
- Those in the top and bottom of the age range (75+ years old and 16-34 years old) were under-represented. These biases started at different stages with those aged 16 to 34 being under-presented among the face-to-face survey respondents, while those aged 75 or over were under-represented at recruitment during the face-to-face survey.

The under-representation of those aged 16 to 34 became more acute over time, while the that of those aged 75 or over was stable once respondents joined the web panel.

- Those from minority ethnic groups were under-represented from recruitment during the face-to-face survey, and this became slightly more acute over time. A similar pattern was observed for those in the lower socio-economic groups.
- Those who did not do the activities of interest (engaging with the arts, visiting heritage sites, museums or galleries or using a public library) were under-represented from recruitment during the face-to-face survey. This under-representation became slightly more acute but did not worsen after the first year on the web panel.

Table 5.10: Adult web panel population profile²⁹ (Year 12 cross-sectional sample)

Web panel stage	Population	Respondents	With internet access	Willing to join web panel	Joining web panel	Active after one year (Q4)	Active after two years (Q8)
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Gender							
Male	49.0	44.4	44.5	43.0	41.0	40.3	40.5
Female	51.0	55.6	55.5	57.0	59.0	59.7	59.5
Age							
16-24	13.7	7.6	8.4	9.1	6.5	5.5	5.1
25-34	16.9	15.2	16.9	18.7	16.7	15.2	14.6
35-44	15.9	15.7	17.4	19.9	20.2	19.5	19.4
45-54	17.3	16.2	17.5	18.5	19.3	19.7	20.0
55-64	14.1	16.1	16.9	16.5	18.6	19.9	20.1
65-74	12.1	15.7	14.7	12.6	14.8	16.3	16.7
75-79	4.0	5.6	4.2	2.7	2.2	2.4	2.2
80+	6.0	7.2	3.5	1.8	1.5	1.4	1.4
Ethnicity³⁰							
White	85.4	86.6	85.8	86.5	88.6	89.8	90.8
Black	3.5	2.8	2.8	2.6	2.5	1.8	1.7
Asian	7.8	5.4	5.7	5.2	4.1	4.0	3.3
Other	2.3	5.1	5.5	5.7	4.8	4.4	4.2
Socio-economic group (NS-SEC)³¹							
Upper (classes 1 to 4)	48.4	54.5	57.6	62.1	66.0	67.6	67.2
Lower (classes 5 to 8)	33.9	37.1	34.5	31.3	28.9	27.9	28.2

²⁹ These figures are derived from 2016 mid-year population estimates unless otherwise stated. Estimates for levels of activity are derived from the weighted estimates from the Year 12 Taking Part face-to-face survey.

³⁰ 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>.

³¹ Data are from English regions cross-referenced with age, ethnicity, household type (Jan to Dec 2016), employment status, NS-SEC, health conditions and local authorities, UK, April 2017 to March 2018 (Office for National Statistics), see <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/008659englishregionscrossreferencedwithageethnicityhouseholdtypejantodec2016employmentstatusnssechealthconditionsandlocalauthoritiesukapril2017tomarch2018>.

Not classified	17.7	8.4	8.0	6.6	5.1	4.5	4.6
Disability³²							
Disability	17.2	25.6	22.1	20.4	20.6	21.3	21.3
No disability	82.8	74.4	77.9	79.2	79.4	78.7	78.7
Level of activity							
Engaging with the arts in the previous 12 months	76.6	74.2	78.1	83.5	85.6	86.3	86.1
Not engaging with the arts in the previous 12 months	23.4	25.8	21.9	16.5	14.4	13.7	13.9
Visiting a heritage site in the previous 12 months	73.9	71.8	75.3	80.1	83.2	85.2	84.8
Not visiting a heritage site in the previous 12 months	26.0	28.2	24.7	19.9	16.8	14.8	15.2
Visiting a museum or gallery in the previous 12 months	53.6	52.0	55.9	61.9	65.1	67.0	66.9
Not visiting a museum or gallery in the previous 12 months	46.4	48.0	44.1	38.1	34.9	33.0	33.1
Using a public library in the previous 12 months	34.1	35.7	37.1	40.6	41.9	42.2	42.5
Not using a public library in the previous 12 months	65.8	64.3	62.9	59.4	58.1	57.8	57.5

³² Census 2011 data.

Table 5.11 sets out an analysis of the Year 12 adult legacy panel profile by key demographics for various stages. Here the commentary compares the outcomes to the legacy panel *respondent profile*.

When the panel sample was interviewed face-to-face, the approach used to select the panel sample at each wave gave preference to participants who had taken part in more than one wave and randomly sub-sampled participants that were part of the cross-sectional sample in the previous wave. In addition, Ipsos MORI was only passed details of panel members who had consented both to continue participating and also to their contact details and survey data being passed to another (unspecified) research organisation.

Analysis by Ipsos MORI compared the weighted estimates from the cross-sectional and panel samples for ten key outcome measures using the Year 8, Year 9 and Year 11 datasets. This analysis suggested that there was evidence of residual bias in the face-to-face panel sample estimates after the data had been weighted, with the legacy panel sample becoming increasingly biased over time compared to the population, prior to the remaining legacy panel sample being transferred to the web panel by Ipsos MORI.

For web panel fieldwork:

- In general, once legacy panel members joined the web panel, the observed biases (under-representation of men, older people, those from minority ethnic groups, those from the lower socio-economic groups) did not worsen.
- Those who did not do the activities of interest (engaging with the arts, visiting heritage sites, museums or galleries or using a public library) were under-represented from recruitment during the face-to-face survey. This under-representation became slightly more acute but did not worsen after the first year on the web panel.

Table 5.11: Adult web panel population profile (Year 12 legacy panel sample)

Web panel stage	Population	Respondents	With internet access	Willing to join web panel	Joining web panel	Active after one year (Q4)	Active after two years (Q8)
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Gender							
Male	49.0	48.1	48.3	47.5	45.4	44.5	44.1
Female	51.0	51.9	51.7	52.5	54.6	55.5	55.9
Age							
16-24	13.7	5.8	6.4	6.9	5.7	5.1	5.1
25-34	16.9	10.1	11.1	13.1	11.5	10.6	10.9
35-44	15.9	14.0	15.3	17.1	17.0	16.3	16.0
45-54	17.3	16.4	17.8	19.3	19.5	19.6	19.7
55-64	14.1	18.1	18.9	19.2	19.6	20.5	20.8
65-74	12.1	21.5	20.7	17.9	20.2	21.2	21.1
75-79	4.0	6.5	5.1	3.5	3.8	3.8	3.6
80+	6.0	7.7	4.7	3.1	2.7	2.8	2.8
Ethnicity							
White	85.4	91.6	91.1	91.3	92.6	92.4	92.5
Black	3.5	2.1	2.2	2	1.5	1.4	1.4
Asian	7.8	3.0	3.2	3.1	2.8	3.0	3.0
Other	2.3	3.1	3.4	3.5	3.0	3.0	3.0

Socio-economic group (NS-SEC)							
Upper (classes 1 to 4)	48.4	59.4	62.1	65.5	69.8	70.7	70.9
Lower (classes 5 to 8)	33.9	34.8	32.2	29.2	25.1	24.8	24.6
Not classified	17.7	5.8	5.7	5.4	5.1	4.4	4.5
Disability							
Disability	17.2	30.0	27.5	25.6	24.9	25.3	24.9
No disability	82.8	70.0	72.5	74	75.1	74.7	75.1
Level of activity							
Engaging with the arts in the previous 12 months	76.6	78.7	81.7	84.3	87.4	88.1	87.9
Not engaging with the arts in the previous 12 months	23.4	21.3	18.3	15.7	12.6	11.9	12.1
Visiting a heritage site in the previous 12 months	73.9	76.3	79.1	81.4	84.6	85.7	86.0
Not visiting a heritage site in the previous 12 months	26.0	23.6	20.9	18.5	15.4	14.3	14.0
Visiting a museum or gallery in the previous 12 months	53.6	54.1	57.2	59.4	62.9	64.2	63.8
Not visiting a museum or gallery in the previous 12 months	46.4	45.9	42.8	40.6	37.1	35.8	36.2
Using a public library in the previous 12 months	34.1	35.1	36.4	36.7	39.5	39.4	38.8
Not using a public library in the previous 12 months	65.8	64.9	63.6	63.3	60.5	60.6	61.2

Table 5.12 sets out an analysis of the Year 13 adult cross-sectional web panel profile by key demographics for various stages. The patterns are very similar to those observed for the Year 12 adult cross-sectional web panel profile, with men, those in the top and bottom of the age range (75+ years old and 16-34 years old), those from minority ethnic groups, those in the lower socio-economic groups, and those who did not do the activities of interest (engaging with the arts, visiting heritage sites, museums or galleries or using a public library) being under-represented.

Table 5.12: Adult web panel population profile³³ (Year 13 cross-sectional sample)

Web panel stage	Population	Respondents	With internet access	Willing to join web panel	Joining web panel	Active after one year (Q4)
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)
Gender						
Male	49.0	45.3	45.9	44.0	42.1	40.5
Female	51.0	54.7	54.1	56.0	57.9	59.5
Age						
16-24	13.7	7.0	8.0	8.9	6.2	5.4
25-34	16.9	14.6	16.7	17.8	14.1	12.5
35-44	15.9	16.6	18.8	20.4	19.6	18.5
45-54	17.3	16.0	17.8	18.8	19.6	20.1
55-64	14.1	16.2	16.9	16.4	19.6	20.9
65-74	12.1	16.6	15.0	13.8	16.5	17.9
75-79	4.0	5.4	3.5	2.4	2.9	3.2
80+	6.0	7.6	3.3	1.6	1.6	1.6
Ethnicity						
White	85.4	88.8	88.3	89.8	92.6	93.6
Black	3.5	2.6	2.8	2.3	2.0	1.7
Asian	7.8	5.1	5.3	4.5	3.4	2.8
Other	2.3	2.9	3.1	3.0	1.6	1.5
Socio-economic group (NS-SEC)						
Upper (classes 1 to 4)	48.4	48.7	51.7	55.7	62.4	64.7
Lower (classes 5 to 8)	33.9	33.3	30.4	26.2	25.3	25.4
Not classified	17.7	18.1	17.9	18.1	12.2	9.9
Disability						
Disability	17.2	25.8	21.6	20.3	20.9	21.7
No disability	82.8	73.5	77.7	79.3	78.5	77.8
Level of activity						
Engaging with the arts in the previous 12 months	78.9	78.2	81.7	86.4	89.1	89.8
Not engaging with the arts in the previous 12 months	21.1	21.8	18.3	13.6	10.9	10.2

³³ These figures are derived from 2016 mid-year population estimates unless otherwise stated. Estimates for levels of activity are derived from the weighted estimates from the Year 13 Taking Part face-to-face survey.

Visiting a heritage site in the previous 12 months	72.8	73.1	76.7	81.5	84.2	84.7
Not visiting a heritage site in the previous 12 months	27.2	26.9	23.2	18.5	15.8	15.3
Visiting a museum or gallery in the previous 12 months	48.1	47.9	51.9	57.6	61.6	84.7
Not visiting a museum or gallery in the previous 12 months	51.9	52.1	48.1	42.4	38.4	15.3
Using a public library in the previous 12 months	32.7	34.1	35.7	39.0	40.1	41.0
Not using a public library in the previous 12 months	67.2	65.7	64.3	61.0	59.9	59.0

Table 5.13 looks in more detail at the impact of attrition on the web panel among the Year 12 adult cross-sectional sample, by comparing the profile of those responding to all surveys in each annual questionnaire cycle, with those who failed to respond at least once.

Compared to the profile of those joining the web panel:

- The profile of active web panel members responding to all surveys in each annual questionnaire cycle and those who failed to respond at least once was similar by gender.
- Active web panel members in the lower part of the age range (aged 16 to 44) were under-represented among those responding to all surveys in each annual questionnaire cycle, while those aged 55 to 74 were over-represented.
- Active web panel members from minority ethnic groups were under-represented among those responding to all surveys in each annual questionnaire cycle.
- Active web panel members who did not do most activities of interest (visiting heritage sites, museums or galleries or using a public library) were under-represented among those responding to all surveys in each annual questionnaire cycle.

Table 5.13: Impact of attrition on adult web panel (Year 12 cross-sectional sample)

Web panel stage	Joined web panel	By Wave 4			By Wave 8		
		Still active	Responded to all	Ever non-response	Still active	Responded to all	Ever non-response
Response behaviour							
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Gender							
Male	41.0	40.3	41.1	40.9	40.5	42.3	40.3
Female	59.0	59.7	58.9	59.1	59.5	57.7	59.7
Age							
16-24	6.5	5.5	3.6	8.9	5.1	2.2	8.7
25-34	16.7	15.2	13.1	19.7	14.6	11.3	19.5
35-44	20.2	19.5	17.6	22.5	19.4	16.6	22.2
45-54	19.3	19.7	20.5	18.3	20.0	21.9	18.0
55-64	18.6	19.9	22.3	15.3	20.1	23.4	15.9
65-74	14.8	16.3	18.7	11.5	16.7	20.1	12.0
75-79	2.2	2.4	2.5	2.0	2.2	2.9	1.9
80+	1.5	1.4	1.4	1.6	1.4	1.4	1.5
Ethnicity							
White	88.6	89.8	93.9	84.0	90.8	93.9	85.7
Black	2.5	1.8	0.6	4.0	1.7	0.5	3.5
Asian	4.1	4.0	1.9	6.0	3.3	1.9	5.3
Other	4.8	4.4	3.6	5.9	4.2	3.7	5.5

Socio-economic group (NS-SEC)							
Upper (classes 1 to 4)	66.0	67.6	69.9	62.7	67.2	70.3	63.7
Lower (classes 5 to 8)	28.9	27.9	27.0	30.5	28.2	27.0	29.9
Not classified	5.1	4.5	3.1	6.8	4.6	2.7	6.4
Disability							
Disability	20.6	21.3	21.2	20.0	21.3	21.3	18.7
No disability	79.4	78.7	78.8	80.0	78.7	78.7	81.3
Level of activity							
Engaging with the arts in the previous 12 months	85.6	86.3	85.9	85.4	86.1	85.0	86.0
Not engaging with the arts in the previous 12 months	14.4	13.7	14.1	14.6	13.9	15.0	14.0
Visiting a heritage site in the previous 12 months	83.2	85.2	85.8	80.9	84.8	85.8	81.8
Not visiting a heritage site in the previous 12 months	16.8	14.8	14.2	19.1	15.2	14.2	18.2
Visiting a museum or gallery in the previous 12 months	65.1	67.0	68.7	62.0	66.9	67.9	63.5
Not visiting a museum or gallery in the previous 12 months	34.9	33.0	31.3	38.0	33.1	32.1	36.5
Using a public library in the previous 12 months	41.9	42.2	44.0	40.1	42.5	43.2	41.2
Not using a public library in the previous 12 months	58.1	57.8	56.0	59.9	57.5	56.8	58.8

Table 5.14 looks in more detail at the impact of attrition on the web panel among the Year 12 adult legacy web panel profile. The patterns are very similar to those observed for the Year 12 adult cross-sectional web panel profile, with little difference by gender among the profile of active legacy panel members responding to all surveys in each annual questionnaire cycle and those who failed to respond at least once. Active legacy panel members in the lower part of the age range (aged 16 to 44), those from minority ethnic groups and those who did not do most activities of interest were under-represented among those responding to all surveys in each annual questionnaire cycle.

Table 5.14: Impact of attrition on adult web panel (Year 12 legacy panel sample)

Web panel stage	Joined web panel	By Wave 4			By Wave 8		
Response behaviour		Still active	Responded to all	Ever non-response	Still active	Responded to all	Ever non-response
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Gender							
Male	45.4	44.5	43.9	47.3	44.1	44.3	46.2
Female	54.6	55.5	56.1	52.8	55.9	55.7	53.8
Age							
16-24	5.7	5.1	4.3	7.4	5.1	3.6	7.3
25-34	11.5	10.6	10.4	12.8	10.9	9.7	12.8
35-44	17.0	16.3	16.1	18.1	16.0	14.8	18.6
45-54	19.5	19.6	18.5	20.6	19.7	18.3	20.3
55-64	19.6	20.5	21.0	17.9	20.8	21.4	18.3
65-74	20.2	21.2	22.5	17.3	21.1	24.5	16.9
75-79	3.8	3.8	3.7	3.9	3.6	4.0	3.6
80+	2.7	2.8	3.2	2.1	2.8	3.5	2.2
Ethnicity							
White	92.6	92.4	93.4	91.5	92.5	94.3	91.3
Black	1.5	1.4	1.6	1.4	1.4	1.2	1.8
Asian	2.8	3.0	2.0	3.8	3.0	1.6	3.7
Other	3.0	3.0	2.7	3.3	3.0	2.9	3.0
Socio-economic group (NS-SEC)							
Upper (classes 1 to 4)	69.8	70.7	71.7	67.4	70.9	72.9	67.4
Lower (classes 5 to 8)	25.1	24.8	24.0	26.5	24.6	22.7	26.9
Not classified	5.1	4.4	4.3	6.1	4.5	4.4	5.7
Disability							
Disability	24.9	25.3	26.4	23.0	24.9	27.4	23.0
No disability	75.1	74.7	73.6	77.0	75.1	72.6	77.0
Level of activity							
Engaging with the arts in the previous 12 months	87.4	88.1	87.9	86.9	87.9	88.1	86.9

Not engaging with the arts in the previous 12 months	12.6	11.9	12.1	13.1	12.1	11.9	13.1
Visiting a heritage site in the previous 12 months	84.6	85.7	86.2	82.6	86.0	87.0	82.8
Not visiting a heritage site in the previous 12 months	15.4	14.3	13.8	17.4	14.0	13.0	17.2
Visiting a museum or gallery in the previous 12 months	62.9	64.2	64.7	60.6	63.8	65.6	60.8
Not visiting a museum or gallery in the previous 12 months	37.1	35.8	35.3	39.4	36.2	34.4	39.2
Using a public library in the previous 12 months	39.5	39.4	40.0	38.9	38.8	40.8	38.5
Not using a public library in the previous 12 months	60.5	60.6	60.0	61.1	61.2	59.2	61.5

Table 5.15 looks in more detail at the impact of attrition on the web panel among the Year 13 adult cross-sectional web panel profile. The patterns are very similar to those observed for the Year 12 adult cross-sectional web panel profile.

Table 5.15: Impact of attrition on adult web panel (Year 13 cross-sectional sample)

Web panel stage	Joined web panel	By Wave 4		
Response behaviour		Still active	Responded to all	Ever non-response
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)
Gender				
Male	42.1	40.5	40.8	43.1
Female	57.9	59.5	59.2	56.9
Age				
16-24	6.2	5.4	4.1	7.8
25-34	14.1	12.5	9.1	18.0
35-44	19.6	18.5	16.8	21.8
45-54	19.6	20.1	19.8	19.4
55-64	19.6	20.9	22.8	17.0
65-74	16.5	17.9	21.9	12.2
75-79	2.9	3.2	3.3	2.7
80+	1.6	1.6	2.2	1.1
Ethnicity				
White	92.6	93.6	95.4	90.4
Black	2.0	1.7	1.1	2.7
Asian	3.4	2.8	2.1	4.4
Other	1.6	1.5	1.2	1.9
Socio-economic group (NS-SEC)				
Upper (classes 1 to 4)	62.4	64.7	66.7	59.1
Lower (classes 5 to 8)	25.3	25.4	25.7	25.0
Not classified	12.2	9.9	7.6	15.9
Disability				
Disability	20.9	21.7	22.1	20.0
No disability	78.5	77.8	77.3	79.4
Level of activity				
Engaging with the arts in the previous 12 months	89.1	89.8	89.8	86.7
Not engaging with the arts in the previous 12 months	10.9	10.2	10.2	13.3
Visiting a heritage site in the previous 12 months	84.2	84.7	84.7	82.5

Not visiting a heritage site in the previous 12 months	15.8	15.3	15.3	17.5
Visiting a museum or gallery in the previous 12 months	61.6	61.9	62.3	61.1
Not visiting a museum or gallery in the previous 12 months	38.4	38.1	37.7	38.9
Using a public library in the previous 12 months	40.1	41.0	43.4	37.5
Not using a public library in the previous 12 months	59.9	59.0	56.6	62.5

Youth sample

Table 5.16 sets out an analysis of youth web panel recruitment during the face-to-face interview for all cohorts. A total of 1,321 youths interviewed during Years 12 to 14 agreed to join or consider joining the web panel (67.6%), including 197 legacy panel members. The proportion of youths in the cross-sectional samples agreeing to join or consider joining varied across Years 12 to 14 but averaged 65.1 per cent. The proportion of legacy panel members agreeing to join or consider joining the web panel was higher at 86.4 per cent.

Overall, taking into account non-response in the face-to-face survey, the response rate for web panel recruitment was 24.0 per cent for the cross-sectional sample, compared to the survey response rate of 36.9 per cent (a response rate has not been computed for the legacy panel sample).

Recruitment to the panel at the face-to-face interview

Table 5.16: Youth web panel recruitment at face-to-face interview

Cohort			Year 12		Year 13	Year 14
Sample	All	All X-sect	X-sect	Legacy panel	X-sect	X-sect
Estimated number eligible for face-to-face interview	N/A	4,676	1,200	N/A	1,707	1,768
Youths interviewed	1,954	1,726	410	228	671	645
Parents consenting for youth to join web panel	1,410	1,206	311	204	480	415
Parents consenting for youth to provide email address or mobile telephone number	1,361	1,160	299	201	456	405
Youths willing to join web panel	1,297	1,101	285	196	434	382
Youths willing to consider joining web panel	24	23	6	1	9	8
Youths willing to join/consider joining web panel	1,321	1,124	291	197	443	390
% of parents consenting for youth to join web panel	72.2%	69.9%	75.9%	89.5%	71.5%	64.3%
% of parents consenting for youth to provide email address or mobile telephone number	69.7%	67.2%	72.9%	88.2%	68.0%	62.8%
% of youths willing to join web panel after parental consent given	95.3%	94.9%	95.3%	97.5%	95.2%	94.3%
% of youths willing to consider joining web panel after parental consent given	1.8%	2.0%	2.0%	0.5%	2.0%	2.0%
% of all youths willing to join web panel	66.4%	63.8%	69.5%	86.0%	64.7%	59.2%

% of all youths willing to consider joining web panel	1.2%	1.3%	1.5%	0.4%	1.3%	1.2%
% of all youths willing to join/consider joining web panel	67.6%	65.1%	71.0%	86.4%	66.0%	60.5%
Response rate for face-to-face survey	N/A	36.9%	34.2%	N/A	39.3%	36.5%
Response rate for web panel recruitment	N/A	24.0%	24.2%	N/A	26.0%	22.1%

X-sect denotes cross-sectional sample.

Interviewers asked those parents refusing to let the youth respondent join the web panel for their reasons. The most common five reasons given by parents in the cross-sectional samples in Years 12 to 14 were:

- Feeling they had done enough already (28.8%);
- Being too busy (27.5%);
- Considering the responding youth too young (25.6%);
- Being unable due to sickness or disability (5.4%); and
- A reason not given on the list of answer options (8.1%).

Among legacy panel members, the most common five reasons given by parents were:

- Feeling they had done enough already (41.7%, compared to 28.8% of those in the cross-sectional samples);
- Being too busy (29.2%, compared to 27.5% of those in the cross-sectional samples);
- Considering the responding youth too young (20.8%, compared to 25.6% of those in the cross-sectional samples);
- Not wanting to give information on the internet (8.3%, compared to 2.5% of those in the cross-sectional samples); and
- Looking after children, being almost never home, believing one questionnaire every three months is too much, and not completing questionnaires on the internet were all reasons given by 4.2 per cent of parents.

Recruitment to the panel after the face-to-face interview

Table 5.17 sets out an analysis of youth web panel recruitment outcomes following the face-to-face interview for all cohorts. As with the adult sample, those who respond to the registration or Quarter 0 questionnaire join the web panel and are invited to complete quarterly questionnaires.

Of the 1,321 youths interviewed during Years 12 to 14 who agreed to join or consider joining the web panel, 1,082 (81.9%) were sent a registration invitation email. Those who were not sent a registration email either had no email address or refused to provide an email address (but gave a mobile telephone number), or failed to provide a valid email address. The proportion of youths sent registration emails is notably lower than that for the adult sample, no doubt reflecting different communications preferences for this age group. Of the 197 legacy panel members who agreed to join or consider joining the web panel, 147 (74.6%) were sent a registration invitation email.

Overall, 44.1 per cent of those in cross-sectional samples for Year 12 to 14 who were sent a registration invitation email completed the survey, and 36.8 per cent of those sent a Quarter 0 invitation email completed the survey. The proportion joining the web panel (completing either the registration or Quarter 0 questionnaire) was 40.3 per cent. These figures are all notably lower than the corresponding figures for the adult web panel. Most (64.7 per cent) of those joining the web panel completed both the registration and Quarter 0 questionnaire.

Unlike in the adult sample, those in the legacy panel sample were no more likely to complete the registration or Q0 survey than the cross-sectional sample, and were slightly less likely to join the web panel (36.5% compared to 40.3%).

The response rate for the cross-sectional samples, once the initial web panel recruitment operations had concluded, was 9.7 per cent, compared to 24.0 per cent at the end of the face-to-face interview and the survey response rate of 36.9 per cent.

Table 5.17: Youth web panel recruitment after face-to-face interview

Cohort			Year 12		Year 13	Year 14
	All	All X-sect	X-sect	Legacy panel	X-sect	X-sect
Estimated number eligible for face-to-face interview	N/A	4,676	1,200	N/A	1,707	1,768
Willing to join the web panel	1,321	1,124	291	197	443	390
Sent registration invitation email	1,082	935	218	147	384	333
Completed registration questionnaire	480	412	108	68	164	140
Response rate (of all)	44.4%	44.1%	49.5%	46.3%	42.7%	42.0%
Sent Q0 invitation email	1,044	907	207	137	367	333
Completed registration questionnaire	385	334	71	51	127	136
Response rate (of all)	36.9%	36.8%	34.3%	37.2%	34.6%	40.8%

Completed registration questionnaire only	140	119	40	21	48	31
Completed Q0 questionnaire only	45	41	3	4	11	27
Completed registration and Q0 questionnaire	340	293	68	47	116	109
Joined web panel	525	453	111	72	175	167
Percentage joining web panel	39.7%	40.3%	38.1%	36.5%	39.5%	42.8%
<i>Of which...</i>						
Percentage completing registration questionnaire only	26.7%	26.3%	36.0%	29.2%	27.4%	18.6%
Percentage completing Q0 questionnaire only	8.6%	9.1%	2.7%	5.6%	6.3%	16.2%
Percentage completing registration and Q0 questionnaire	64.8%	64.7%	61.3%	65.3%	66.3%	65.3%
Response rate for face-to-face survey	N/A	36.9%	34.2%	N/A	39.3%	36.5%
Response rate for web panel recruitment	N/A	24.0%	24.2%	N/A	26.0%	22.1%
Response rate after joining web panel	N/A	9.7%	9.2%	N/A	10.3%	9.4%

X-sect denotes cross-sectional sample.

Response to Registration/Quarter 0 questionnaires

Table 5.18 sets out an analysis of the response to the registration and Quarter 0 questionnaires in detail for the Year 12 to 14 youth cohorts. The pattern of response was as expected with a higher level of response to the invitation email compared to the reminders, and the first reminder being more effective than the second. A significant proportion of responses were received after the end of the email campaign (15 days).

The contact rate was relatively high, suggesting the procedures for collecting email addresses in the face-to-face interview were effective.

Table 5.18: Youth registration/Quarter 0 questionnaire response

Cohort			Year 12		Year 13	Year 14
	All	All X-sect	X-sect	Legacy panel	X-sect	X-sect
<u>Registration questionnaire</u>						
Sent invitation email	1,082	935	218	147	384	333
Responded to invitation email	226	203	48	23	89	66
Re-interview rate after invitation email	20.9%	21.7%	22.0%	15.6%	23.2%	19.8%
Sent first reminder email	854	731	170	123	294	267
Responded to first reminder email	79	74	12	5	27	35
Re-interview for first reminder email	9.3%	10.1%	7.1%	4.1%	9.2%	13.1%
Re-interview after first reminder email	28.2%	29.6%	27.5%	19.0%	30.2%	30.3%
Sent second reminder email	775	657	158	118	267	232
Responded to second reminder email	42	37	7	5	11	19
Re-interview rate for second reminder email	5.4%	5.6%	4.4%	4.2%	4.1%	8.2%
Re-interview rate after second reminder email	32.1%	33.6%	30.7%	22.4%	33.1%	36.0%
After email campaign						
Responded after email campaign	133	98	41	35	37	20
Re-interview rate after email campaign	18.1%	15.8%	27.2%	31.0%	14.5%	9.4%
Total responses	480	412	108	68	164	140
Undelivered	77	68	18	9	29	21
Delivered but no response	525	455	92	70	191	172
Contact rate	92.9%	92.7%	91.7%	93.9%	92.4%	93.7%

Re-interview rate (of all)	44.4%	44.1%	49.5%	46.3%	42.7%	42.0%
Re-interview rate (of contacted)	47.8%	47.5%	54.0%	49.3%	46.2%	44.9%
Q0 questionnaire						
Sent invitation email	1,044	907	207	137	367	333
Responded to invitation email	173	148	30	25	58	60
Re-interview rate after invitation email	16.6%	16.3%	14.5%	18.2%	15.8%	18.0%
Sent first reminder email	825	731	149	94	309	273
Responded to first reminder email	89	75	13	14	35	27
Re-interview rate for first reminder email	10.8%	10.3%	8.7%	14.9%	11.3%	9.9%
Re-interview rate after first reminder email	25.1%	24.6%	20.8%	28.5%	25.3%	26.1%
Sent second reminder email	736	656	136	80	274	246
Responded to second reminder email	44	42	9	2	15	18
Re-interview rate for second reminder email	6.0%	6.4%	6.6%	2.5%	5.5%	7.3%
Re-interview rate after second reminder email	29.3%	29.2%	25.1%	29.9%	29.4%	31.5%
After email campaign						
Responded after email campaign	79	69	19	10	19	31
Re-interview rate after email campaign	11.4%	11.2%	15.0%	12.8%	7.3%	13.6%
Total responses	385	334	71	51	127	136
Undelivered	52	51	8	1	14	29
Delivered but no response	607	522	128	85	226	168
Contact rate	95.0%	94.4%	96.1%	99.3%	96.2%	91.3%
Re-interview rate (of all)	49.4%	37.2%	34.3%	37.2%	34.6%	40.8%
Re-interview rate (of contacted)	38.8%	39.0%	35.7%	37.5%	36.0%	44.7%

X-sect denotes cross-sectional sample.

Response to quarterly questionnaires

Table 5.19 sets out an analysis of the response to the Quarter 1 to Quarter 8 questionnaires in detail for the Year 12 youth cross-sectional sample. The pattern of response was as expected with a higher level of response to the invitation email compared to the reminders, and the first reminder being more effective than the second. A significant proportion of responses are received after the end of the email campaign (15 days).

As one would expect, initially the re-interview rates to the quarterly questionnaires declined gently over time, due to attrition. It is important to remember that after the Quarter 5 questionnaire web panel members become eligible for “retirement” if they have failed to response to five consecutive surveys. Accordingly, the re-interview rate to subsequent quarterly questionnaires increased after Q6, although the response rate for each quarterly questionnaire continued to decline.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) the re-interview rate was 44.4 per cent and the overall response rate 4.0 per cent, and the figures for the second annual questionnaire cycle on the web panel (Quarter 5 to Quarter 8) the figures were 61.0 per cent and 3.0 per cent respectively.

As with the adult sample, the response rate for the Year 12 cross-sectional sample decreased sharply during the initial web panel recruitment, but more gently during the annual questionnaire cycles. Overall the response rates for the youth web panel were less than half those seen for the adult web panel. The response rate after the second annual questionnaire cycle was 3.0 per cent, compared to 4.0 per cent after the first annual questionnaire cycle, 9.2 per cent once the initial web panel recruitment operations had concluded, 24.2 per cent at the end of the face-to-face interview and the survey response rate of 34.2 per cent.

Table 5.19: Youth quarterly questionnaire response (Year 12 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Eligible for face-to-face interview	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200
Joined web panel	111	111	111	111	111	111	111	111
Sent invitation email	110	110	109	108	107	104	91	59
Responded to invitation email	29	14	14	22	18	19	18	19
Re-interview rate after invitation email	26.4%	12.7%	12.8%	20.4%	16.8%	18.3%	19.8%	32.2%
Sent first reminder email	75	96	95	86	89	82	73	40
Responded to first reminder email	12	9	8	9	17	9	7	10
Re-interview rate for first reminder email	16.0%	9.4%	8.4%	10.5%	19.1%	11.0%	9.6%	25.0%
Re-interview rate after first reminder email	37.3%	20.9%	20.2%	28.7%	32.7%	26.9%	27.5%	49.2%

Sent second reminder email	63	87	87	77	72	73	66	30
Responded to second reminder email	8	2	4	7	5	5	4	4
Re-interview rate for second reminder email	12.7%	2.3%	4.6%	9.1%	6.9%	6.8%	6.1%	13.3%
Re-interview rate after second reminder email	44.5%	22.7%	23.9%	35.2%	37.4%	31.7%	31.9%	55.9%
After email campaign								
Responded after email campaign	15	29	26	10	3	7	9	3
Re-interview rate after email campaign	27.3%	34.1%	31.3%	14.3%	4.5%	10.3%	14.5%	11.5%
Total responses	64	54	52	48	43	40	38	36
Undelivered	0	1	1	0	0	1	0	0
Delivered but no response	47	56	58	63	68	70	73	75
Contact rate	100.0%	99.1%	99.1%	100.0%	100.0%	99.0%	100.0%	100.0%
Re-interview rate (of all)	58.2%	49.1%	47.7%	44.4%	40.2%	38.5%	41.8%	61.0%
Re-interview rate (of contacted)	58.2%	49.5%	48.1%	44.4%	40.2%	38.8%	41.8%	61.0%
Response rate for face-to-face survey	34.2%	34.2%	34.2%	34.2%	34.2%	34.2%	34.2%	34.2%
Response rate for web panel recruitment	24.2%	24.2%	24.2%	24.2%	24.2%	24.2%	24.2%	24.2%
Response rate after joining web panel	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%	9.2%
Response rate	5.3%	4.5%	4.3%	4.0%	3.6%	3.3%	3.2%	3.0%

Table 5.20 sets out an analysis of the response to the Quarter 1 to Quarter 8 questionnaires in detail for the Year 12 youth legacy panel sample. The pattern of response was similar to that observed for the Year 12 cross-sectional sample. As we see for the cross-sectional sample, the re-interview rates to the quarterly questionnaires declined gently over time until Quarter 6, due to attrition. After the Quarter 5 questionnaire web panel members became eligible for retirement if they had failed to response to five consecutive surveys, and thus the re-interview rate increased from Quarter 6 to Quarter 8.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) the re-interview rate was 47.2 per cent, much lower than that for the adult sample; after the second annual questionnaire cycle it was 71.7 per cent.

Table 5.20: Youth quarterly questionnaire response (Year 12 legacy panel sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Joined web panel	72	72	72	72	72	72	72	72
Sent invitation email	72	72	72	72	72	69	61	46
Responded to invitation email	19	9	14	18	11	16	14	16
Re-interview rate after invitation email	26.4%	12.5%	19.4%	25.0%	15.3%	23.2%	23.0%	34.8%
Sent first reminder email	47	63	58	54	61	53	47	30
Responded to first reminder email	6	6	4	7	8	6	9	6
Re-interview rate for first reminder email	12.8%	9.5%	6.9%	13.0%	13.1%	11.3%	19.1%	20.0%
Re-interview rate after first reminder email	34.7%	20.8%	25.0%	34.7%	26.4%	31.9%	37.7%	47.8%
Sent second reminder email	41	57	54	47	53	47	38	24
Responded to second reminder email	4	5	0	2	2	4	2	3
Re-interview rate for second reminder email	9.8%	8.8%	0.0%	4.3%	3.8%	8.5%	5.3%	12.5%
Re-interview rate after second reminder email	40.3%	27.8%	25.0%	37.5%	29.2%	37.7%	41.0%	54.3%
After email campaign								
Responded after email campaign	13	19	17	7	9	12	11	8
Re-interview rate after email campaign	35.1%	36.5%	31.5%	15.6%	17.6%	27.9%	30.6%	38.1%
Total responses	42	39	35	34	30	38	36	33
Undelivered	0	0	0	0	0	0	1	0
Delivered but no response	23	31	37	36	40	30	22	12

Contact rate	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.4%	100.0%
Re-interview rate (of all)	58.3%	54.2%	48.6%	47.2%	41.7%	55.1%	59.0%	71.7%
Re-interview rate (of contacted)	58.3%	54.2%	48.6%	47.2%	41.7%	55.1%	60.0%	71.7%

Table 5.21 sets out an analysis of the response to the Quarter 1 to Quarter 4 questionnaires in detail for the Year 13 youth cross-sectional sample. Similar to Year 12, the re-interview rates to the Year 13 quarterly questionnaires declined gently over time, due to attrition. Accordingly, the overall response rate to the web panel also declined but was higher than that observed for the Year 12 cross-sectional sample. The response rate after the first annual questionnaire cycle was 4.7 per cent, 10.3 per cent once the initial web panel recruitment operations had concluded, 26.0 per cent at the end of the face-to-face interview and the survey response rate of 39.3 per cent.

Table 5.21: Youth quarterly questionnaire response (Year 13 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4
Eligible for face-to-face interview	1,707	1,707	1,707	1,707
Joined web panel	175	175	175	175
Sent invitation email	175	174	174	174
Responded to invitation email	48	41	22	36
Re-interview rate after invitation email	27.4%	23.6%	12.6%	20.7%
Sent first reminder email	127	133	152	138
Responded to first reminder email	30	24	16	24
Re-interview rate for first reminder email	23.6%	18.0%	10.5%	17.4%
Re-interview rate after first reminder email	44.6%	37.4%	21.8%	34.5%
Sent second reminder email	97	109	136	114
Responded to second reminder email	14	10	59	21
Re-interview rate for second reminder email	14.4%	9.2%	43.4%	18.4%
Re-interview rate after second reminder email	52.6%	43.1%	55.7%	46.6%
After email campaign				
Responded after email campaign	13	21	0	0
Re-interview rate after email campaign	15.7%	21.2%	0.0%	0.0%
Total responses	105	96	97	81

Undelivered	0	3	7	3
Delivered but no response	67	68	66	85
Contact rate	100.0%	98.3%	96.0%	98.3%
Response rate (of all)	60.0%	55.2%	55.7%	46.6%
Response rate (of contacted)	60.0%	56.1%	58.1%	47.4%
Response rate for face-to-face survey	39.3%	39.3%	39.3%	39.3%
Response rate for web panel recruitment	26.0%	26.0%	26.0%	26.0%
Response rate after joining web panel	10.3%	10.3%	10.3%	10.3%
Response rate	6.2%	5.6%	5.7%	4.7%

Response behaviour of web panel members

Table 5.22 sets out an analysis of the response behaviour of the Year 12 youth cross-sectional web panel members, by quarterly questionnaire.

As one might expect the proportion responding to all quarterly questionnaires declined over time, to 31.5 per cent after the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4), and 18.9 per cent after the second annual questionnaire cycle (Quarter 5 to Quarter 8). These figures are much lower than those seen for the adult web panel and confirm the pattern of lower response among the youth samples to all aspects of the web panel operations.

The proportion never responding also declined over time, but this was offset by the increasing proportion who ask to be removed from the panel or were “retired” because they had not responded to five consecutive quarterly questionnaires. The proportion who were inactive was relatively stable from Quarter 3 onwards.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) 31.5 per cent of panel members were responding to all quarterly questionnaires, a further 37.8 per cent were still active (responding at least once), and 30.6 per cent were inactive. The figures for the second annual questionnaire cycle on the web panel (Quarter 5 to Quarter 8) are 18.9 per cent, 40.5 per cent and 40.5 per cent respectively.

Table 5.22: Youth web panel member response behaviour (Year 12 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Joined web panel	111	111	111	111	111	111	111	111
Responded to this quarterly questionnaire	64	54	52	48	43	40	38	36
Responded to all quarterly questionnaires	64	47	39	35	29	23	21	21
Responded to at least one quarterly questionnaire	N/A	24	36	42	49	55	52	45
Never responded	47	40	36	34	32	30	21	15
Retired	N/A	0	0	0	0	2	16	28
Asked to be removed from web panel	0	0	0	0	1	1	1	2
% Responding to all quarterly questionnaires	57.7%	42.3%	35.1%	31.5%	26.1%	20.7%	18.9%	18.9%
% Responding to at least one quarterly questionnaire	0.0%	21.6%	32.4%	37.8%	44.1%	49.5%	46.8%	40.5%
% Never responded	42.3%	36.0%	32.4%	30.6%	28.8%	27.0%	18.9%	13.5%
% Retired	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	14.4%	25.2%
% Asked to be removed from web panel	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	0.9%	1.8%

Table 5.23 sets out an analysis of the response behaviour of the Year 12 youth legacy panel members, by quarterly questionnaire. As with the cross-sectional sample, the proportion responding to all quarterly questionnaires declined over time to one quarter of the sample by Quarter 8 (25.0%). As observed for the Year 12 cross-sectional sample, the proportion never responding also declined over time, but this was offset by the increasing proportion who asked to be removed from the panel or were “retired”. The proportion who were inactive was relatively stable from Quarter 3 onwards but similar to the Year 12 cross-sectional sample.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) 34.7 per cent of legacy panel members were responding to all quarterly questionnaires, a further 34.7 per cent were still active (responding at least once), and 30.6 per cent were inactive. The figures for the second annual questionnaire cycle on the web panel (Quarter 5 to Quarter 8) were 25.0 per cent, 38.9 per cent and 36.1 per cent respectively.

Table 5.23: Youth web panel member response behaviour (Year 12 legacy panel sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Joined web panel	72	72	72	72	72	72	72	72
Responded to this quarterly questionnaire	42	39	35	34	30	38	36	33
Responded to all quarterly questionnaires	42	35	28	25	20	20	20	18
Responded to at least one quarterly questionnaire	N/A	11	22	25	30	33	32	28
Never responded	30	26	22	22	22	16	9	6
Retired	N/A	0	0	0	0	3	11	20
Asked to be removed from web panel	0	0	0	0	0	0	0	0
% Responding to all quarterly questionnaires	58.3%	48.6%	38.9%	34.7%	27.8%	27.8%	27.8%	25.0%
% Responding to at least one quarterly questionnaire	0.0%	15.3%	30.6%	34.7%	41.7%	45.8%	44.4%	38.9%
% Never responded	41.7%	36.1%	30.6%	30.6%	30.6%	22.2%	12.5%	8.3%
% Retired	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	15.3%	27.8%
% Asked to be removed from web panel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Table 5.24 sets out an analysis of the response behaviour of the Year 13 cross-sectional web panel members, by quarterly questionnaire. As we saw for the Year 12 cross-sectional sample, the proportion responding to all quarterly questionnaires declined over time to around one third by Quarter 8 (34.3%). The proportion who were inactive declined up to Quarter 4, but was lower than for the Year 12 cross-sectional sample (22.9% compared to 30.6%).

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) 34.3 per cent of panel members were responding to all quarterly questionnaires, a further 42.9 per cent were still active (responding at least once), and 22.9 per cent were inactive.

Table 5.24: Youth web panel member response behaviour (Year 13 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4
Joined web panel	175	175	175	175
Responded to this quarterly questionnaire	105	96	97	81
Responded to all quarterly questionnaires	105	83	70	60
Responded to at least one quarterly questionnaire	N/A	35	62	75
Never responded	70	57	42	39
Retired	N/A	0	0	0
Asked to be removed from web panel	0	0	1	1
% Responding to all quarterly questionnaires	60.0%	47.4%	40.0%	34.3%
% Responding to at least one quarterly questionnaire	0.0%	20.0%	35.4%	42.9%
% Never responded	40.0%	32.6%	24.0%	22.3%
% Retired	0.0%	0.0%	0.0%	0.0%
% Asked to be removed from web panel	0.0%	0.0%	0.6%	0.6%

Response profiles

Table 5.25 sets out an analysis of the Year 12 youth cross-sectional web panel profile by key demographics for various stages. The figures for level of activity are provided for illustrative purposes to aid the reader in assessing the level of bias on the panel. Please refer to published DCMS reports for official statistics for these measures. Compared to the population profile:

- Young women were under-represented. This under-representation was present among the face-to-face survey respondents but tended to fluctuate over time, possibly due to the low sample sizes.
- Those in the bottom of the age range (11-12 years old) were under-represented. These youths were over-represented among the face-to-face survey respondents, but then became under-represented once respondents joined the web panel.

- Those who did not do some of the activities of interest (engaging with the arts, visiting heritage sites, museums or galleries) were under-represented. This under-representation started at different stages, depending on the activity.

Table 5.25: Youth web panel population profile³⁴ (Year 12 cross-sectional sample)

Web panel stage	Population	Respondents	Willing to join web panel	Joining web panel	Active after one year (Q4)	Active after two years (Q8)
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)
Gender						
Male	51.2	55.9	58.2	57.7	54.5	57.6
Female	48.8	44.1	41.8	42.3	45.5	42.4
Age						
11	20.7	24.4	21.1	16.2	19.5	18.2
12	20.3	23.4	24.6	18.9	18.2	16.7
13	19.7	21.2	20.7	23.4	27.3	27.3
14	19.4	13.7	16.1	18.0	13.0	15.2
15	19.9	17.3	17.5	23.4	22.1	22.7
Ethnicity³⁵						
White	:	73.2	74.4	79.3	83.1	84.8
Other	:	26.8	25.6	20.7	16.9	15.2
Socio-economic group (NS-SEC)						
Upper (classes 1 to 4)	:	55.9	57.5	67.6	70.1	69.7
Lower (classes 5 to 8)	:	32.4	31.6	24.3	20.8	21.2
Disability						
Disability	:	8.3	9.1	6.3	3.9	4.5
No disability	:	91.2	90.5	92.8	94.8	93.9
Level of activity						
Engaging with the arts in the previous 12 months	97.3	97.6	98.6	100.0	100.0	100.0
Not engaging with the arts in the previous 12 months	2.7	2.4	1.4	0.0	0.0	0.0
Visiting a heritage site in the previous 12 months	70.5	68.5	71.6	78.4	83.1	78.8
Not visiting a heritage site in the previous 12 months	29.5	31.5	28.4	21.6	16.9	21.2
Visiting a museum or gallery in the previous 12 months	65.0	63.4	65.6	72.1	76.6	77.3

³⁴ These figures are derived from 2016 mid-year population estimates unless otherwise stated. Estimates for levels of activity are derived from the weighted estimates from the Year 12 Taking Part face-to-face survey. : is used to indicate where data are not available.

³⁵ 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>.

Not visiting a museum or gallery in the previous 12 months	33.8	35.1	33.3	27.0	22.1	21.2
Using a public library in the previous 12 months	67.7	69.3	72.6	72.1	70.1	65.2
Not using a public library in the previous 12 months	31.8	30.0	27.0	27.9	29.9	34.8

Table 5.26 sets out an analysis of the Year 12 adult legacy panel profile by key demographics for various stages.

Here the commentary compares the outcomes to the legacy panel *respondent profile*. The numbers of legacy youth web panel members are very low and so some caution needs to be shown when drawing conclusions. Young men, those from minority ethnic groups, those in the lower socio-economic groups, those with a disability, and those who did not do some of the activities of interest (visiting heritage sites, museums or galleries or using a public library) were under-represented.

Table 5.26: Youth web panel population profile (Year 12 legacy panel sample)

Web panel stage	Population	Respondents	Willing to join web panel	Joining web panel	Active after one year (Q4)	Active after two years (Q8)
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)
Gender						
Male	51.2	49.6	49.2	44.4	40.0	39.1
Female	48.8	50.4	50.8	55.6	60.0	60.9
Age						
11	20.7	26.3	27.4	18.1	22.0	21.7
12	20.3	20.6	20.8	22.2	22.0	26.1
13	19.7	17.5	16.2	15.3	12.0	10.9
14	19.4	18.0	18.3	26.4	26.0	26.1
15	19.9	17.5	17.3	18.1	18.0	15.2
Ethnicity						
White	:	83.3	84.8	88.9	88.0	89.1
Other	:	16.2	14.7	9.7	10.0	8.7
Socio-economic group (NS-SEC)						
Upper (classes 1 to 4)	:	62.3	65.5	70.8	74.0	73.9
Lower (classes 5 to 8)	:	29.4	26.9	25.0	20.0	19.6
Disability						
Disability	:	10.1	10.7	9.7	6.0	8.7
No disability	:	88.6	88.3	87.5	92.0	89.1
Level of activity						
Engaging with the arts in the previous 12 months	97.3	99.6	99.5	100.0	100.0	100.0
Not engaging with the arts in the previous 12 months	2.7	0.4	0.5	0.0	0.0	0.0

Visiting a heritage site in the previous 12 months	70.5	73.7	77.2	84.7	88.0	84.8
Not visiting a heritage site in the previous 12 months	29.5	26.3	22.8	15.3	12.0	15.2
Visiting a museum or gallery in the previous 12 months	65.0	64.9	67.5	66.7	68.0	69.6
Not visiting a museum or gallery in the previous 12 months	33.8	34.6	32.0	31.9	32.0	28.3
Using a public library in the previous 12 months	67.7	74.1	75.1	70.8	78.0	78.3
Not using a public library in the previous 12 months	31.8	25.9	24.9	25.0	22.0	21.7

Table 5.27 sets out an analysis of the Year 13 youth cross-sectional web panel profile by key demographics for various stages. The patterns are different to those observed for the Year 12 youth cross-sectional web panel profile, with young men under-represented and no discernible pattern by age. Similar to the Year 12 youth cross-sectional sample, those who did not do some of the activities of interest (engaging with the arts, visiting museums or galleries) were under-represented as were those who did not visit public libraries.

Table 5.27: Youth web panel population profile³⁶ (Year 13 cross-sectional sample)

Web panel stage	Population	Respondents	Willing to join web panel	Joining web panel	Active after one year (Q4)
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)
Gender					
Male	51.2	49.0	48.4	44.6	43.7
Female	48.8	51.0	51.6	55.4	56.3
Age					
11	20.7	21.6	21.9	18.3	19.3
12	20.3	23.5	22.6	20.6	20.0
13	19.7	20.9	21.7	22.3	17.8
14	19.4	19.2	18.9	23.4	25.9
15	19.9	14.8	15.0	15.4	17.0
Ethnicity					
White	:	82.4	85.9	87.4	84.4
Other	:	17.6	14.1	12.6	15.6
Socio-economic group (NS-SEC)					
Upper (classes 1 to 4)	:	42.6	47.0	49.7	48.9
Lower (classes 5 to 8)	:	31.6	29.5	24.6	25.2
Disability					
Disability	:	10.7	11.1	10.3	8.1
No disability	:	88.2	88.2	89.1	91.1

³⁶ These figures are derived from 2016 mid-year population estimates unless otherwise stated. Estimates for levels of activity are derived from the weighted estimates from the Year 13 Taking Part face-to-face survey.

Level of activity					
Engaging with the arts in the previous 12 months	96.4	97.2	99.1	99.4	99.3
Not engaging with the arts in the previous 12 months	3.6	2.8	0.9	0.6	0.0
Visiting a heritage site in the previous 12 months	68.2	69.6	74.2	80.0	80.7
Not visiting a heritage site in the previous 12 months	31.8	30.4	25.8	20.0	19.3
Visiting a museum or gallery in the previous 12 months	57.4	59.2	61.6	62.3	63.7
Not visiting a museum or gallery in the previous 12 months	41.9	40.8	38.4	37.1	36.3
Using a public library in the previous 12 months	71.8	72.9	74.1	77.7	80.7
Not using a public library in the previous 12 months	27.7	27.1	25.9	21.7	19.3

Table 5.28 looks in more detail at the impact of attrition on the web panel among the Year 12 youth cross-sectional sample, by comparing the profile of those responding to all surveys in each annual questionnaire cycle, with those who failed to respond at least once.

Compared to the profile of those joining the web panel:

- The profile of active web panel members responding to all surveys in each annual questionnaire cycle and those who failed to respond at least once was similar by gender.
- Active web panel members in the lower part of the age range (11 to 12) were under-represented among those responding to all surveys in each annual questionnaire cycle.
- Active web panel members from minority ethnic groups were under-represented among those responding to all surveys in each annual questionnaire cycle, with the under-representation worsening over time.
- Active web panel members from the lower socio-economic groups being under-represented among those responding to all surveys in each annual questionnaire cycle, with the under-representation worsening over time.
- There is no obvious pattern by activities of interest.

Table 5.28: Impact of attrition on youth web panel (Year 12 cross-sectional sample)

Web panel stage	Joined web panel	By Wave 4			By Wave 8		
		Still active	Responded to all	Ever non-response	Still active	Responded to all	Ever non-response
Response behaviour							
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Gender							
Male	57.7	54.5	57.1	57.9	57.6	52.4	58.9
Female	42.3	45.5	42.9	42.1	42.4	47.6	41.1
Age							
11	16.2	19.5	20.0	14.5	18.2	14.3	16.7
12	18.9	18.2	8.6	23.7	16.7	14.3	20.0
13	23.4	27.3	28.6	21.1	27.3	23.8	23.3
14	18.0	13.0	11.4	21.1	15.2	9.5	20.0
15	23.4	22.1	31.4	19.7	22.7	38.1	20.0
Ethnicity							
White	79.3	83.1	88.6	75.0	84.8	95.2	75.6
Other	20.7	16.9	11.4	25.0	15.2	4.8	24.4
Socio-economic group (NS-SEC)							
Upper (classes 1 to 4)	67.6	70.1	71.4	65.8	69.7	81.0	64.4
Lower (classes 5 to 8)	24.3	20.8	20.0	26.3	21.2	9.5	27.8
Disability							

Disability	6.3	3.9	2.9	7.9	4.5	0.0	7.8
No disability	92.8	94.8	94.3	92.1	93.9	100.0	91.1
Level of activity							
Engaging with the arts in the previous 12 months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Not engaging with the arts in the previous 12 months	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visiting a heritage site in the previous 12 months	78.4	83.1	82.9	76.3	78.8	90.5	75.6
Not visiting a heritage site in the previous 12 months	21.6	16.9	17.1	23.7	21.2	9.5	24.4
Visiting a museum or gallery in the previous 12 months	72.1	76.6	74.3	71.1	77.3	76.2	71.1
Not visiting a museum or gallery in the previous 12 months	27.0	22.1	22.9	28.9	21.2	23.8	27.8
Using a public library in the previous 12 months	72.1	70.1	68.6	73.7	65.2	71.4	72.2
Not using a public library in the previous 12 months	27.9	29.9	31.4	26.3	34.8	28.6	27.8

Table 5.29 looks in more detail at the impact of attrition on the web panel among the Year 12 youth legacy web panel profile. The patterns are different to those observed for the Year 12 youth cross-sectional web panel profile for gender, but similar for age, and socio-economic group. There is no obvious pattern by activities of interest.

Table 5.29: Impact of attrition on youth web panel (Year 12 legacy panel sample)

Web panel stage	Joined web panel	By Wave 4			By Wave 8		
Response behaviour		Still active	Responded to all	Ever non-response	Still active	Responded to all	Ever non-response
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Gender							
Male	44.4	40.0	32.0	51.1	39.1	27.8	50.0
Female	55.6	60.0	68.0	48.9	60.9	72.2	50.0
Age							
11	18.1	22.0	16.0	19.1	21.7	11.1	20.4
12	22.2	22.0	28.0	19.1	26.1	27.8	20.4
13	15.3	12.0	8.0	19.1	10.9	11.1	16.7
14	26.4	26.0	36.0	21.3	26.1	44.4	20.4
15	18.1	18.0	12.0	21.3	15.2	5.6	22.2
Ethnicity							
White	88.9	88.0	88.0	89.4	89.1	83.3	90.7
Other	9.7	10.0	8.0	10.6	8.7	11.1	9.3
Socio-economic group (NS-SEC)							
Upper (classes 1 to 4)	70.8	74.0	80.0	66.0	73.9	83.3	66.7
Lower (classes 5 to 8)	25.0	20.0	16.0	29.8	19.6	11.1	29.6
Disability							
Disability	9.7	6.0	8.0	10.6	8.7	5.6	11.1
No disability	87.5	92.0	92.0	85.1	89.1	94.4	85.2
Level of activity							
Engaging with the arts in the previous 12 months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Not engaging with the arts in the previous 12 months	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visiting a heritage site in the previous 12 months	84.7	88.0	80.0	87.2	84.8	88.9	83.3
Not visiting a heritage site in the previous 12 months	15.3	12.0	20.0	12.8	15.2	11.1	16.7
Visiting a museum or gallery in the previous 12 months	66.7	68.0	56.0	72.3	69.6	66.7	66.7

Not visiting a museum or gallery in the previous 12 months	31.9	32.0	44.0	25.5	28.3	33.3	31.5
Using a public library in the previous 12 months	75.0	78.0	80.0	72.3	78.3	83.3	72.2
Not using a public library in the previous 12 months	25.0	22.0	20.0	27.7	21.7	16.7	27.8

Table 5.30 looks in more detail at the impact of attrition on the web panel among the Year 13 youth cross-sectional web panel profile. The patterns are different to those observed for the Year 12 youth cross-sectional web panel profile, but this may be a function of the relatively low base sizes.

Table 5.30: Impact of attrition on youth web panel (Year 13 cross-sectional sample)

Web panel stage	Joined web panel	By Wave 4		
		Still active	Responded to all	Ever non-response
Response behaviour				
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)
Gender				
Male	44.6	43.7	36.7	48.7
Female	55.4	56.3	63.3	51.3
Age				
11	18.3	19.3	23.3	15.7
12	20.6	20.0	18.3	21.7
13	22.3	17.8	13.3	27.0
14	23.4	25.9	25.0	22.6
15	15.4	17.0	20.0	13.0
Ethnicity				
White	87.4	84.4	84.4	97.5
Other	12.6	15.6	15.6	2.5
Socio-economic group (NS-SEC)				
Upper (classes 1 to 4)	49.7	48.9	45.0	52.2
Lower (classes 5 to 8)	24.6	25.2	26.7	23.5
Disability				
Disability	10.3	8.1	3.3	13.9
No disability	89.1	91.1	95.0	86.1
Level of activity				
Engaging with the arts in the previous 12 months	99.4	99.3	100.0	99.1
Not engaging with the arts in the previous 12 months	0.6	0.7	0.0	0.9

Visiting a heritage site in the previous 12 months	80.0	80.7	80.0	80.0
Not visiting a heritage site in the previous 12 months	20.0	19.3	20.0	20.0
Visiting a museum or gallery in the previous 12 months	62.3	63.7	60.0	63.5
Not visiting a museum or gallery in the previous 12 months	37.1	36.3	40.0	35.7
Using a public library in the previous 12 months	77.7	80.7	76.7	78.3
Not using a public library in the previous 12 months	21.7	19.3	23.3	20.9

Child sample

Table 5.31 sets out an analysis of child web panel recruitment during the face-to-face interview for all cohorts. A total of 2,263 adults with children interviewed during Years 12 to 14 agreed to join or consider joining the web panel (79.3%), including 295 legacy panel members with children. The proportion of adults with children in the cross-sectional samples agreeing to join or consider joining varied across Years 12 to 14 but averaged 77.7 per cent. The proportion of legacy panel members with children agreeing to join or consider joining the web panel was higher at 92.2 per cent. For both the cross-sectional and legacy panel samples, the proportion of adults with children agreeing to join or consider joining the web pane was notably higher than for all adults.

Our planning assumption was that 55.9 per cent of adults in the cross-sectional samples and 64.5 per cent of adults in the legacy panel sample would be willing to join the web panel (that is, not including those considering doing so). The proportion of adults with children in the cross-sectional samples agreeing to join the web panel during Years 12 to 14 was 74.4 per cent (18.5 percentage points above target) whereas in the legacy panel sample 89.7 per cent of adults with children were willing to join the web panel (25.2 percentage points above target).

In the cross-sectional samples, 1.6 per cent of adults with children interviewed did not have internet access and thus were unable to join the web panel. This proportion was much lower than for adults as a whole (12.8%), because internet access is much higher among younger and middle-aged groups (please see face-to-face survey Technical Reports for further information).

Overall, taking into account non-response in the face-to-face survey, the response rate among adult with children for web panel recruitment was 35.8 per cent for the cross-sectional samples, compared to the survey response rate of 46.1 per cent. A response rate has not been computed for the legacy panel sample.

Recruitment to the panel at the face-to-face interview

Table 5.31: Child web panel recruitment at face-to-face interview

Cohort			Year 12		Year 13	Year 14
			All	All X-sect	X-sect	Legacy panel
Adults with children interviewed eligible for face-to-face interview	N/A	5,493	1,400	N/A	1,952	2,141
Adults with children interviewed	2,852	2,532	624	320 ³⁷	909	999
With internet access	2,808	2,491	618	317	892	981
Willing to join web panel	2,172	1,885	475	287	687	723
Willing to consider joining web panel	91	83	25	8	24	34
Willing to join/ consider joining web panel	2,263	1,968	500	295	711	757
% with internet access	98.5%	98.4%	99.0%	99.1%	98.1%	98.2%
% with internet access willing to join web panel	77.4%	75.7%	76.9%	90.5%	77.0%	73.7%
% with internet access willing to consider joining web panel	3.2%	3.3%	4.0%	2.5%	2.7%	3.5%
% willing to join web panel	76.2%	74.4%	76.1%	89.7%	75.6%	72.4%
% willing to consider joining web panel	3.2%	3.3%	4.0%	2.5%	2.6%	3.4%
% willing to join/consider joining web panel	79.3%	77.7%	80.1%	92.2%	78.2%	75.8%
Response rate for face-to-face survey	N/A	46.1%	44.6%	N/A	46.5%	46.7%
Response rate for web panel recruitment	N/A	35.8%	35.7%	N/A	36.4%	35.4%

X-sect denotes cross-sectional sample.

³⁷ Note that the number of adults with children in the legacy panel sample was lower than the number of child proxy interviews carried out in the Year 12 legacy panel sample (343). The legacy panel sample passed to Ipsos MORI for Year 12 contained a small number of households with two child panel members, which was permitted by the data collection procedures used when longitudinal data were collected face-to-face. For the web panel one of the child panel members was randomly sampled, where a household contained two child panel members.

Recruitment to the panel after the face-to-face interview

Table 5.32 sets out an analysis of child web panel recruitment outcomes following the face-to-face interview for all cohorts. As with the adult sample as a whole, adults with children who respond to the registration or Quarter 0 questionnaire join the web panel and are invited to complete quarterly questionnaires on behalf of the randomly selected child they were asked about during the face-to-face interview.

Of the 2,263 adults with children interviewed during Years 12 to 14 who agreed to join or consider joining the web panel, 2,188 (96.7%) were sent a registration invitation email. Those who were not sent a registration email either had no email address or refused to provide an email address (but gave a mobile telephone number), or failed to provide a valid email address. Of the 295 legacy panel members who agreed to join or consider joining the web panel, 284 (96.2%) were sent a registration invitation email.

Overall, 46.0 per cent of adults with children in the cross-sectional samples for Year 12 to 14 who were sent a registration invitation email completed the survey, and 37.1 per cent of those sent a Quarter 0 invitation email completed the survey. The proportion joining the web panel (completing either the registration or Quarter 0 questionnaire) was 49.7 per cent, slightly lower than for adults as a whole. Most (60.9 per cent) of those joining the web panel completed both the registration and Quarter 0 questionnaire.

As for adults as a whole, those in the legacy panel sample were more likely to complete the registration or Q0 survey than the cross-sectional sample, and were more likely to join the web panel (57.3% compared to 49.7%).

The response rate for the cross-sectional samples, once the initial web panel recruitment operations had concluded, was 17.8 per cent, compared to 35.8 per cent at the end of the face-to-face interview and the survey response rate of 46.1 per cent.

Table 5.32: Child web panel recruitment after face-to-face interview

Cohort						
			Year 12		Year 13	Year 14
Sample	All	All X-sect	X-sect	Legacy panel	X-sect	X-sect
Estimated number eligible for face-to-face interview	N/A	5,493	1,400	N/A	1,952	2,141
Willing to join the web panel	2,263	1,968	500	295	711	757
Sent registration invitation email	2,188	1,904	457	284	706	741
Completed registration questionnaire	1,033	875	214	158	300	361
Response rate (of all)	47.2%	46.0%	46.8%	55.6%	42.5%	48.7%
Sent Q0 invitation email	2,162	1,883	452	279	690	741
Completed registration questionnaire	830	699	172	131	231	296
Response rate (of all)	38.4%	37.1%	38.1%	47.0%	33.5%	39.9%
Completed registration questionnaire only	317	279	60	38	100	119
Completed Q0 questionnaire only	114	103	18	11	31	54
Completed registration and Q0 questionnaire	716	596	154	120	200	242
Joined web panel	1,147	978	232	169	331	415
Percentage joining web panel	50.7%	49.7%	46.4%	57.3%	46.6%	54.8%
<i>Of which...</i>						
Percentage completing registration questionnaire only	27.6%	28.5%	25.9%	22.5%	30.2%	28.7%
Percentage completing Q0 questionnaire only	9.9%	10.5%	7.8%	6.5%	9.4%	13.0%
Percentage completing registration and Q0 questionnaire	62.4%	60.9%	66.4%	71.0%	60.4%	58.3%
Response rate for face-to-face survey	N/A	46.1%	44.6%	N/A	46.5%	46.7%
Response rate for web panel recruitment	N/A	35.8%	35.7%	N/A	36.4%	35.4%
Response rate after joining web panel	N/A	17.8%	16.6%	N/A	17.0%	19.4%

X-sect denotes cross-sectional sample.

Response to Registration/Quarter 0 questionnaires

Table 5.33 sets out an analysis of the response of adults with children to the registration and Quarter 0 questionnaires in detail for the Year 12 to 14 youth cohorts. The pattern of response was as expected with a higher level of response to the invitation email compared to the reminders, and the first reminder being more effective than the second. A significant proportion of responses were received after the end of the email campaign (15 days), and the re-interview rate at this stage for the registration survey was notably higher in Year 12 because of a postal reminder trial carried out with the Year 12 Quarter 2 and Quarter 3 samples.

The contact rate was very high, suggesting the procedures for collecting email addresses in the face-to-face interview were effective.

Table 5.33: Adults with children registration/Quarter 0 questionnaire response

Cohort			Year 12		Year 13	Year 14
	All	All X-sect	X-sect	Legacy panel	X-sect	X-sect
Registration questionnaire						
Sent invitation email	2,188	1,904	457	284	706	741
Responded to invitation email	445	376	92	69	145	139
Re-interview rate after invitation email	25.2%	19.7%	20.1%	24.3%	20.5%	18.8%
Sent first reminder email	1,742	1,527	365	215	560	602
Responded to first reminder email	270	243	25	27	69	149
Re-interview for first reminder email	24.8%	15.9%	6.8%	12.6%	12.3%	24.8%
Re-interview after first reminder email	43.6%	32.5%	25.6%	33.8%	30.3%	38.9%
Sent second reminder email	1,471	1,283	339	188	491	453
Responded to second reminder email	116	100	24	16	30	46
Re-interview rate for second reminder email	12.7%	7.8%	7.1%	8.5%	6.1%	10.2%
Re-interview rate after second reminder email	50.8%	37.8%	30.9%	39.4%	34.6%	45.1%
After email campaign						
Responded after email campaign	202	156	73	46	56	27
Re-interview rate after email campaign	14.9%	13.2%	23.2%	26.7%	12.1%	6.6%
Total responses	1,033	875	214	158	300	361
Undelivered	57	52	13	5	26	13
Delivered but no response	1,062	946	218	116	370	358

Contact rate	97.4%	97.3%	97.2%	98.2%	96.3%	98.2%
Re-interview rate (of all)	47.2%	46.0%	46.8%	55.6%	42.5%	48.7%
Re-interview rate (of contacted)	48.5%	47.2%	48.2%	56.6%	44.1%	49.6%
Q0 questionnaire						
Sent invitation email	2,162	1,883	452	279	690	741
Responded to invitation email	376	320	83	56	118	119
Re-interview rate after invitation email	24.2%	17.0%	18.4%	20.1%	17.1%	16.1%
Sent first reminder email	1,705	1,509	318	196	571	620
Responded to first reminder email	216	188	39	28	66	83
Re-interview rate for first reminder email	18.6%	12.5%	12.3%	14.3%	11.6%	13.4%
Re-interview rate after first reminder email	38.3%	27.0%	27.0%	30.1%	26.7%	27.3%
Sent second reminder email	1,489	1,321	279	168	505	537
Responded to second reminder email	123	100	18	23	31	51
Re-interview rate for second reminder email	11.6%	7.6%	6.5%	13.7%	6.1%	9.5%
Re-interview rate after second reminder email	45.4%	32.3%	31.0%	38.4%	31.2%	34.1%
After email campaign						
Responded after email campaign	115	91	32	24	16	43
Re-interview rate after email campaign	8.4%	7.5%	12.3%	16.6%	3.4%	8.8%
Total responses	830	699	172	131	231	296
Undelivered	41	41	6	0	10	25
Delivered but no response	1,114	1,005	212	109	439	354
Contact rate	98.1%	97.8%	98.7%	100.0%	98.6%	96.6%
Re-interview rate (of all)	49.3%	47.8%	38.1%	47.0%	33.5%	39.9%
Re-interview rate (of contacted)	39.1%	37.9%	38.6%	47.0%	34.0%	41.3%

X-sect denotes cross-sectional sample.

Response to quarterly questionnaires

Table 5.34 sets out an analysis of the response to the Quarter 1 to Quarter 8 questionnaires in detail for the Year 12 child cross-sectional sample. The pattern of response for adults with children was as expected with a higher level of response to the invitation email compared to the reminders, and the first reminder being more effective than the second. A significant proportion of responses were received after the end of the email campaign (15 days).

As one would expect, initially the re-interview rates to the quarterly questionnaires declined gently over time, due to attrition. It is important to remember that after the Quarter 5 questionnaire web panel members become eligible for “retirement” if they have failed to response to five consecutive surveys. Accordingly, the re-interview rate to subsequent quarterly questionnaires increased after Q6, although the response rate for each quarterly questionnaire continued to decline.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) the re-interview rate for adults with children was 56.8 per cent and the overall response rate 9.2 per cent, and the figures for the second annual questionnaire cycle on the web panel (Quarter 5 to Quarter 8) were 49.7 per cent and 6.1 per cent respectively.

As for adults as a whole, the response rate for the Year 12 cross-sectional sample of adults with children decreased sharply during the initial web panel recruitment, but more gently during the annual questionnaire cycles. Overall the response rates for the child web panel were a little lower than those seen for the adult web panel. The response rate after the second annual questionnaire cycle was 6.1 per cent, compared to 9.2 per cent after the first annual questionnaire cycle, 16.6 per cent once the initial web panel recruitment operations had concluded, 35.7 per cent at the end of the face-to-face interview and the survey response rate of 44.6 per cent.

Table 5.34: Adults with children quarterly questionnaire response (Year 12 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Eligible for face-to-face interview	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400
Joined web panel	232	232	232	232	232	232	232	232
Sent invitation email	232	232	227	227	224	217	201	173
Responded to invitation email	67	60	57	54	52	46	39	43
Re-interview rate after invitation email	28.9%	25.9%	25.1%	23.8%	23.2%	21.2%	19.4%	24.9%
Sent first reminder email	157	170	170	173	171	169	157	104
Responded to first reminder email	42	28	36	31	22	14	35	23
Re-interview rate for first reminder email	26.8%	16.5%	21.2%	17.9%	12.9%	8.3%	22.3%	22.1%
Re-interview rate after first reminder email	47.0%	37.9%	41.0%	37.4%	33.0%	27.6%	36.8%	38.2%
Sent second reminder email	115	142	134	142	149	155	122	81
Responded to second reminder email	22	20	14	9	14	17	18	13

Re-interview rate for second reminder email	19.1%	14.1%	10.4%	6.3%	9.4%	11.0%	14.8%	16.0%
Re-interview rate after second reminder email	56.5%	46.6%	47.1%	41.4%	39.3%	35.5%	45.8%	45.7%
After email campaign								
Responded after email campaign	9	12	14	35	11	10	4	7
Re-interview rate after email campaign	9.7%	9.8%	11.7%	26.3%	8.1%	7.2%	3.8%	10.3%
Total responses	140	120	121	129	99	87	96	86
Undelivered	1	2	1	0	0	0	0	0
Delivered but no response	80	101	100	93	119	121	98	56
Contact rate	99.6%	99.1%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%
Re-interview rate (of all)	60.3%	51.7%	53.3%	56.8%	44.2%	40.1%	47.8%	49.7%
Re-interview rate (of contacted)	60.6%	52.2%	53.5%	56.8%	44.2%	40.1%	47.8%	49.7%
Response rate for face-to-face survey	44.6%	44.6%	44.6%	44.6%	44.6%	44.6%	44.6%	44.6%
Response rate for web panel recruitment	35.7%	35.7%	35.7%	35.7%	35.7%	35.7%	35.7%	35.7%
Response rate after joining web panel	16.6%	16.6%	16.6%	16.6%	16.6%	16.6%	16.6%	16.6%
Response rate	10.0%	8.6%	8.6%	9.2%	7.1%	6.2%	6.9%	6.1%

Table 5.35 sets out an analysis of the response to the Quarter 1 to Quarter 8 questionnaires in detail for the Year 12 child legacy panel sample. The pattern of response among adults with children in the legacy panel sample was similar to that observed for the Year 12 cross-sectional sample. As we see for the cross-sectional sample, the re-interview rates to the quarterly questionnaires declined gently over time until Quarter 6, due to attrition. After the Quarter 5 questionnaire web panel members became eligible for retirement if they had failed to respond to five consecutive surveys, and thus the re-interview rate increased from Quarter 6 to Quarter 8.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) the re-interview rate was 62.3 per cent, lower than that for adults as a whole; after the second annual questionnaire cycle it was 68.0 per cent.

Table 5.35: Adults with children quarterly questionnaire response (Year 12 legacy panel sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Joined web panel	169	169	169	169	169	169	169	169
Sent invitation email	169	168	168	167	163	159	143	125
Responded to invitation email	57	51	57	40	40	45	41	37
Re-interview rate after invitation email	33.7%	30.4%	33.9%	24.0%	24.5%	28.3%	28.7%	29.6%
Sent first reminder email	104	117	110	127	122	109	99	76
Responded to first reminder email	31	33	23	27	21	17	22	28
Re-interview rate for first reminder email	29.8%	28.2%	20.9%	21.3%	17.2%	15.6%	22.2%	36.8%
Re-interview rate after first reminder email	52.1%	50.0%	47.6%	40.1%	37.4%	39.0%	44.1%	52.0%
Sent second reminder email	73	84	87	99	101	92	77	48
Responded to second reminder email	15	12	14	8	18	9	21	16
Re-interview rate for second reminder email	20.5%	14.3%	16.1%	8.1%	17.8%	9.8%	27.3%	33.3%
Re-interview rate after second reminder email	60.9%	57.1%	56.0%	44.9%	48.5%	44.7%	58.7%	64.8%
After email campaign								
Responded after email campaign	10	9	6	29	13	9	3	4
Re-interview rate after email campaign	17.2%	12.5%	8.2%	31.9%	15.7%	10.8%	5.4%	12.5%
Total responses	113	105	100	104	92	80	87	85
Undelivered	1	1	2	2	1	2	0	0
Delivered but no response	39	60	62	55	65	67	50	23

Contact rate	99.4%	99.4%	98.8%	98.8%	99.4%	98.7%	100.0%	100.0%
Re-interview rate (of all)	66.9%	62.5%	59.5%	62.3%	56.4%	50.3%	60.8%	68.0%
Re-interview rate (of contacted)	67.3%	62.9%	60.2%	63.0%	56.8%	51.0%	60.8%	68.0%

Table 5.36 sets out an analysis of the response to the Quarter 1 to Quarter 4 questionnaires in detail for the Year 13 child cross-sectional sample. Similar to Year 12, the re-interview rates to the Year 13 quarterly questionnaires declined gently over time, due to attrition. Accordingly, the overall response rate to the web panel also declined but was similar to that observed for the Year 12 cross-sectional sample. The response rate after the first annual questionnaire cycle was 7.6 per cent, compared to 17.0 per cent once the initial web panel recruitment operations had concluded, 35.8 per cent at the end of the face-to-face interview and the survey response rate of 46.5 per cent.

Table 5.36: Adults with children quarterly questionnaire response (Year 13 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4
Eligible for face-to-face interview	1,952	1,952	1,952	1,952
Joined web panel	331	331	331	331
Sent invitation email	330	328	326	325
Responded to invitation email	96	84	72	69
Re-interview rate after invitation email	29.1%	25.6%	22.1%	21.2%
Sent first reminder email	233	243	254	256
Responded to first reminder email	36	57	50	35
Re-interview rate for first reminder email	15.5%	23.5%	19.7%	13.7%
Re-interview rate after first reminder email	40.0%	43.0%	37.4%	32.0%
Sent second reminder email	197	186	204	221
Responded to second reminder email	37	26	46	44
Re-interview rate for second reminder email	18.8%	14.0%	22.5%	19.9%
Re-interview rate after second reminder email	51.2%	50.9%	51.5%	45.5%
After email campaign				
Responded after email campaign	14	10	0	0
Re-interview rate after email campaign	8.8%	6.3%	0.0%	0.0%
Total responses	183	177	168	148
Undelivered	0	1	11	3

Delivered but no response	138	139	136	160
Contact rate	100.0%	99.7%	96.6%	99.1%
Response rate (of all)	55.5%	54.0%	51.5%	45.5%
Response rate (of contacted)	55.5%	54.1%	53.3%	46.0%
Response rate for face-to-face survey	46.5%	46.5%	46.5%	46.5%
Response rate for web panel recruitment	35.8%	35.8%	35.8%	35.8%
Response rate after joining web panel	17.0%	17.0%	17.0%	17.0%
Response rate	9.4%	9.1%	8.6%	7.6%

Response behaviour of web panel members

Table 5.37 sets out an analysis of the response behaviour of adults with children in the Year 12 cross-sectional sample, by quarterly questionnaire.

As one might expect the proportion responding to all quarterly questionnaires declined over time, to 39.2 per cent after the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4), and 23.7 per cent after the second annual questionnaire cycle (Quarter 5 to Quarter 8). These figures are lower than those seen for the adult web panel as a whole.

The proportion never responding also declined over time, but this was offset by the increasing proportion who ask to be removed from the panel or were “retired” because they had not responded to five consecutive quarterly questionnaires. The proportion who were inactive was relatively stable from Quarter 3 onwards.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) 39.2 per cent of adults with children on the web panel were responding to all quarterly questionnaires, a further 31.0 per cent were still active (responding at least once), and 29.7 per cent were inactive. The figures for the second annual questionnaire cycle on the web panel (Quarter 5 to Quarter 8) were 23.7 per cent, 43.1 per cent and 33.2 per cent respectively.

Table 5.37: Adults with children web panel member response behaviour (Year 12 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Joined web panel	232	232	232	232	232	232	232	232
Responded to this quarterly questionnaire	140	120	121	129	99	87	96	86
Responded to all quarterly questionnaires	140	112	97	91	78	69	64	55
Responded to at least one quarterly questionnaire	N/A	36	60	72	86	95	98	100
Never responded	92	84	72	66	62	56	42	22
Retired	N/A	0	0	0	0	5	20	47
Asked to be removed from web panel	0	0	3	3	6	7	8	8
% Responding to all quarterly questionnaires	60.3%	48.3%	41.8%	39.2%	33.6%	29.7%	27.6%	23.7%
% Responding to at least one quarterly questionnaire	0.0%	63.8%	67.7%	31.0%	37.1%	40.9%	42.2%	43.1%
% Never responded	39.7%	36.2%	31.0%	28.4%	26.7%	24.1%	18.1%	9.5%
% Retired	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	8.6%	20.3%
% Asked to be removed from web panel	0.0%	0.0%	1.3%	1.3%	2.6%	3.0%	3.4%	3.4%

Table 5.38 sets out an analysis of the response behaviour of adults with children in the Year 12 legacy panel sample, by quarterly questionnaire. As with the cross-sectional sample, the proportion responding to all quarterly questionnaires declined over time, to one third of the sample by Quarter 8 (33.7%). As observed for the Year 12 cross-sectional sample, the proportion never responding also declined over time, but this was offset by the increasing proportion who asked to be removed from the panel or were “retired”. The proportion who were inactive was relatively stable from Quarter 2 onwards.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) 47.9 per cent of adults with children in the legacy panel sample were responding to all quarterly questionnaires, a further 29.0 per cent were still active (responding at least once), and 23.1 per cent were inactive. The figures for the second annual questionnaire cycle on the web panel (Quarter 5 to Quarter 8) were 33.7 per cent, 35.5 per cent and 30.7 per cent respectively.

Table 5.38: Adults with children web panel member response behaviour (Year 12 legacy panel sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Joined web panel	169	169	169	169	169	169	169	169
Responded to this quarterly questionnaire	113	105	100	104	92	80	87	85
Responded to all quarterly questionnaires	113	93	85	81	71	63	59	57
Responded to at least one quarterly questionnaire	N/A	32	43	49	57	65	66	60
Never responded	56	44	41	38	37	33	21	10
Retired	N/A	0	0	0	0	3	18	34
Asked to be removed from web panel	0	0	0	1	4	5	5	8
% Responding to all quarterly questionnaires	66.9%	55.0%	50.3%	47.9%	42.0%	37.3%	34.9%	33.7%
% Responding to at least one quarterly questionnaire	0.0%	18.9%	25.4%	29.0%	33.7%	38.5%	39.1%	35.5%
% Never responded	33.1%	26.0%	24.3%	22.5%	21.9%	19.5%	12.4%	5.9%
% Retired	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	10.7%	20.1%
% Asked to be removed from web panel	0.0%	0.0%	0.0%	0.6%	2.4%	3.0%	3.0%	4.7%

Table 5.39 sets out an analysis of the response behaviour of adults with children on the Year 13 cross-sectional web panel, by quarterly questionnaire. As we saw for the Year 12 cross-sectional sample, the proportion responding to all quarterly questionnaires declined over time to around one third by Quarter 4 (31.4%). The proportion who were inactive declined up to Quarter 4, but was very similar to that for the Year 12 cross-sectional sample.

After the first annual questionnaire cycle on the web panel (Quarter 1 to Quarter 4) 31.4 per cent of adults with children were responding to all quarterly questionnaires, a further 39.3 per cent were still active (responding at least once), and 29.3 per cent were inactive.

Table 5.39: Adults with children web panel member response behaviour (Year 13 cross-sectional sample)

Quarterly questionnaire	Q1	Q2	Q3	Q4
Joined web panel	331	331	331	331
Responded to this quarterly questionnaire	183	177	168	148
Responded to all quarterly questionnaires	183	147	122	104
Responded to at least one quarterly questionnaire	N/A	66	106	130
Never responded	147	115	99	91
Retired	N/A	0	0	0
Asked to be removed from web panel	1	3	4	6
% Responding to all quarterly questionnaires	55.3%	44.4%	36.9%	31.4%
% Responding to at least one quarterly questionnaire	0.0%	19.9%	32.0%	39.3%
% Never responded	44.4%	34.7%	29.9%	27.5%
% Retired	0.0%	0.0%	0.0%	0.0%
% Asked to be removed from web panel	0.3%	0.9%	1.2%	1.8%

Response profiles

Table 5.40 sets out an analysis of the Year 12 child cross-sectional web panel profile by key demographics for various stages. The figures for level of activity are provided for illustrative purposes to aid the reader in assessing the level of bias on the panel. Please refer to published DCMS reports for official statistics for these measures. Compared to the population profile:

- There is no pattern of over- or under-representation by gender or age (note a parent answers on behalf of each child).
- Children who did not do some of the activities of interest (engaging with the arts and visiting using public libraries) were under-represented. This under-representation started when their parents joined the web panel.

Table 5.40: Adults with children web panel population profile³⁸ (Year 12 cross-sectional sample)

Web panel stage	Population	Respondents	Willing to join web panel	Joining web panel	Active after one year (Q4)	Active after two years (Q8)
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)
Gender						
Male	51.2	52.4	50.8	48.7	50.9	49.7
Female	48.8	47.6	49.2	51.3	49.1	50.3
Age						
5	17.3	17.6	16.8	15.5	16.6	16.1
6	17.0	19.1	19.6	19.4	21.5	21.3
7	16.7	15.4	15.0	15.1	13.5	14.2
8	16.8	17.0	16.8	19.0	17.8	18.1
9	16.3	15.7	16.0	16.4	15.3	13.5
10	16.0	15.1	15.6	14.7	15.3	16.8
Ethnicity³⁹						
White	:	73.6	75.8	76.7	75.5	76.8
Other	:	26.4	24.2	23.3	24.5	23.2
Socio-economic group (NS-SEC)						
Upper (classes 1 to 4)	:	57.1	61.2	62.9	65.6	63.9
Lower (classes 5 to 8)	:	34.9	33.4	32.8	31.3	32.3
Disability						
Disability	:	7.4	7.6	6.9	8.0	9.0
No disability	:	92.1	92.2	93.1	92.0%	91.0%
Level of activity						
Engaging with the arts in the previous 12 months	95.7	95.7	96.8	98.7	98.2	98.1
Not engaging with the arts in the previous 12 months	4.3	4.3	3.2	1.3	1.8	1.9
Visiting a heritage site in the previous 12 months	66.0	63.1	64.8	66.4	66.9	65.8
Not visiting a heritage site in the previous 12 months	34.0	36.9	35.2	33.6	33.1	34.2
Visiting a museum or gallery in the previous 12 months	99.8	99.7	99.7	99.3	99.1	99.0
Not visiting a museum or gallery in the previous 12 months	0.2	0.0	0.0	0.0	0.0	0.0

³⁸ These figures are derived from 2016 mid-year population estimates unless otherwise stated. Estimates for levels of activity are derived from the weighted estimates from the Year 12 Taking Part face-to-face survey. : is used to indicate where data are not available.

³⁹ 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>.

Using a public library in the previous 12 months	61.2	60.3	62.0	66.4	67.5	66.5
Not using a public library in the previous 12 months	38.4	39.4	38.0	33.6	32.5	33.5

Table 5.41 sets out an analysis of the Year 12 child legacy panel profile by key demographics for various stages.

Here the commentary compares the outcomes to the legacy panel *respondent profile*. The numbers of legacy child web panel members are very low and so some caution needs to be shown when drawing conclusions. Similar to the child Year 12 cross-sectional sample, there is some bias by some of the activities of interest where those children not visiting heritage sites or using a public library were under-represented.

Table 5.41: Adults with children web panel population profile (Year 12 legacy panel sample)

Web panel stage	Population	Respondents	Willing to join web panel	Joining web panel	Active after one year (Q4)	Active after two years (Q8)
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)
Gender						
Male	51.2	50.1	50.0	49.1	46.9	47.0
Female	48.8	49.9	50.0	50.9	53.1	53.0
Age⁴⁰						
5	17.3	0.0	0.0	0.0	0.0	0.0
6	17.0	26.1	25.8	21.9	23.1	23.1
7	16.7	19.4	20.3	20.7	20.0	20.5
8	16.8	18.8	18.4	18.9	16.9	17.1
9	16.3	19.1	18.1	20.7	21.5	19.7
10	16.0	16.7	17.4	17.8	18.5	19.7
Ethnicity						
White	:	79.5	81.3	81.7	80.0	79.5
Other	:	20.2	18.4	18.3	20.0	20.5
Socio-economic group (NS-SEC)						
Upper (classes 1 to 4)	:	62.5	64.5	67.5	65.4	65.0
Lower (classes 5 to 8)	:	31.4	30.0	27.8	29.2	29.9
Disability						
Disability	:	6.2	6.1	4.1	3.1	2.6
No disability	:	93.3	93.2	95.9	96.9	97.4
Level of activity						
Engaging with the arts in the previous 12 months	95.7	98.8	99.0	99.4	100.0	100.0
Not engaging with the arts in the previous 12 months	4.3	1.2	1.0	0.6	0.0	0.0

⁴⁰ Note that no details of children aged 4 years old at the previous survey (Year 11) were passed to Ipsos MORI, and hence none of the child legacy sample were aged 5 years old.

Visiting a heritage site in the previous 12 months	66.0	72.1	74.5	75.1	76.2	75.2
Not visiting a heritage site in the previous 12 months	34.0	27.9	25.5	24.9	23.8	24.8
Visiting a museum or gallery in the previous 12 months	99.8	100.0	100.0	100.0	100.0	100.0
Not visiting a museum or gallery in the previous 12 months	0.2	0.0	0.0	0.0	0.0	0.0
Using a public library in the previous 12 months	61.2	59.2	59.7	65.7	69.2	69.2
Not using a public library in the previous 12 months	38.4	40.5	40.0	33.7	30.8	30.8

Table 5.42 sets out an analysis of the Year 13 child cross-sectional web panel profile by key demographics for various stages. The patterns are different to those observed for the Year 12 child cross-sectional web panel profile, with no discernible pattern of bias by age or gender. Similar to the Year 12 child cross-sectional sample, those who did not do the activities of interest were under-represented.

Table 5.42: Adults with children web panel population profile⁴¹ (Year 13 cross-sectional sample)

Web panel stage	Population	Respondents	Willing to join web panel	Joining web panel	Active after one year (Q4)
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)
Gender					
Male	51.2	52.5	51.5	51.4	51.7
Female	48.8	47.3	48.5	48.6	48.3
Age					
5	17.3	15.3	15.5	13.3	14.1
6	17.0	16.5	15.8	15.7	15.8
7	16.7	16.8	16.7	18.1	16.2
8	16.8	16.5	17.3	16.9	18.4
9	16.3	19.6	20.1	19.9	20.1
10	16.0	14.4	14.5	15.7	15.0
Ethnicity					
White	:	78.9	81.9	83.4	84.6
Other	:	20.8	18.0	16.3	15.4
Socio-economic group (NS-SEC)					
Upper (classes 1 to 4)	:	49.4	53.2	58.9	60.3
Lower (classes 5 to 8)	:	33.4	30.1	29.6	32.1
Disability					
Disability	:	10.2	10.4	11.8	13.2
No disability	:	89.3	89.5	87.9	86.3

⁴¹ These figures are derived from 2016 mid-year population estimates unless otherwise stated. Estimates for levels of activity are derived from the weighted estimates from the Year 13 Taking Part face-to-face survey. : is used to indicate where data are not available.

Level of activity					
Engaging with the arts in the previous 12 months	95.9	96.3	97.9	98.5	97.9
Not engaging with the arts in the previous 12 months	4.1	3.7	2.1	1.5	2.1
Visiting a heritage site in the previous 12 months	67.1	68.2	73.7	79.2	78.2
Not visiting a heritage site in the previous 12 months	32.9	31.8	26.3	20.8	21.8
Visiting a museum or gallery in the previous 12 months	58.6	58.3	62.2	62.2	60.7
Not visiting a museum or gallery in the previous 12 months	41.4	41.7	37.8	37.8	39.3
Using a public library in the previous 12 months	58.8	57.8	60.3	63.1	63.2
Not using a public library in the previous 12 months	40.1	40.8	39.0	36.0	36.8

Table 5.43 looks in more detail at the impact of attrition on the web panel among the Year 12 child cross-sectional sample, by comparing the profile of children whose parents respond to all surveys in each annual questionnaire cycle, with those whose parents failed to respond at least once.

Compared to the profile of those joining the web panel:

- Parents of younger boys were increasingly under-represented among those responding to all surveys with the under-representation worsening over time. The same was true of parents of children from ethnic minority groups.
- There is no obvious pattern by child age, parent socio-economic group or child activities of interest.

Table 5.43: Impact of attrition on child web panel (Year 12 cross-sectional sample)

Web panel stage	Joined web panel	By Wave 4			By Wave 8		
		Still active	Responded to all	Ever non-response	Still active	Responded to all	Ever non-response
Response behaviour	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Demographics (at face-to-face interview)							
Gender							
Male	48.7	50.9	47.3	49.6	49.7	41.8	50.8
Female	51.3	49.1	52.7	50.4	50.3	58.2	49.2
Age							
5	15.5	16.6	17.6	14.2	16.1	16.4	15.3
6	19.4	21.5	19.8	19.1	21.3	16.4	20.3
7	15.1	13.5	14.3	15.6	14.2	14.5	15.3
8	19.0	17.8	13.2	22.7	18.1	18.2	19.2
9	16.4	15.3	17.6	15.6	13.5	16.4	16.4
10	14.7	15.3	17.6	12.8	16.8	18.2	13.6
Ethnicity							
White	76.7	75.5	83.5	72.3	76.8	85.5	74.0
Other	23.3	24.5	16.5	27.7	23.2	14.5	26.0
Socio-economic group (NS-SEC)							
Upper (classes 1 to 4)	62.9	65.6	63.7	62.4	63.9	63.6	62.7
Lower (classes 5 to 8)	32.8	31.3	31.9	33.3	32.3	32.7	32.8
Disability							
Disability	6.9	8.0	6.6	7.1	9.0	5.5	7.3
No disability	93.1	92.0	93.4	92.9	91.0	94.5	92.7
Level of activity							
Engaging with the arts in the previous 12 months	98.7	98.2	96.7	100.0	98.1	96.4	99.4
Not engaging with the arts in the previous 12 months	1.3	1.8	3.3	0.0	1.9	3.6	0.6

Visiting a heritage site in the previous 12 months	66.4	66.9	72.5	62.4	65.8	74.5	63.8
Not visiting a heritage site in the previous 12 months	33.6	33.1	27.5	37.6	34.2	25.5	36.2
Visiting a museum or gallery in the previous 12 months	99.3	99.1	100.0	98.9	99.0	100.0	99.1
Not visiting a museum or gallery in the previous 12 months	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Using a public library in the previous 12 months	66.4	67.5	65.9	66.7	66.5	67.3	66.1
Not using a public library in the previous 12 months	33.6	32.5	34.1	33.3	33.5	32.7	33.9

Table 5.44 looks in more detail at the impact of attrition on the web panel among the Year 12 child legacy web panel profile. The patterns are similar to those observed for the Year 12 youth cross-sectional web panel profile for child gender, child ethnicity, and child activities of interest. Parents of younger children were increasingly under-represented among those responding to all surveys with the under-representation worsening over time.

Table 5.44: Impact of attrition on child web panel (Year 12 legacy panel sample)

Web panel stage	Joined web panel	By Wave 4			By Wave 8		
		Still active	Responded to all	Ever non-response	Still active	Responded to all	Ever non-response
Response behaviour							
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Gender							
Male	49.1	46.9	43.2	54.5	47.0	36.8	55.4
Female	50.9	53.1	56.8	45.5	53.0	63.2	44.6
Age							
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	21.9	23.1	21.0	22.7	23.1	17.5	24.1
7	20.7	20.0	16.0	25.0	20.5	12.3	25.0
8	18.9	16.9	18.5	19.3	17.1	19.3	18.8
9	20.7	21.5	22.2	19.3	19.7	24.6	18.8
10	17.8	18.5	22.2	13.6	19.7	26.3	13.4
Ethnicity							
White	81.7	80.0	84.0	79.5	79.5	82.5	81.3
Other	18.3	20.0	16.0	20.5	20.5	17.5	18.8
Socio-economic group (NS-SEC)							
Upper (classes 1 to 4)	67.5	65.4	66.7	68.2	65.0	71.9	65.2
Lower (classes 5 to 8)	27.8	29.2	30.9	25.0	29.9	26.3	28.6
Disability							
Disability	4.1	3.1	3.7	4.5	2.6	1.8	5.4
No disability	95.9	96.9	96.3	95.5	97.4	98.2	94.6
Level of activity							
Engaging with the arts in the previous 12 months	99.4	100.0	100.0	98.9	100.0	100.0	99.1
Not engaging with the arts in the previous 12 months	0.6	0.0	0.0	1.1	0.0	0.0	0.9
Visiting a heritage site in the previous 12 months	75.1	76.2	77.8	72.7	75.2	80.7	72.3
Not visiting a heritage site in the previous 12 months	24.9	23.8	22.2	27.3	24.8	19.3	27.7

Visiting a museum or gallery in the previous 12 months	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Not visiting a museum or gallery in the previous 12 months	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Using a public library in the previous 12 months	65.7	69.2	67.9	63.6	69.2	66.7	65.2
Not using a public library in the previous 12 months	33.7	30.8	32.1	35.2	30.8	33.3	33.9

Table 5.45 looks in more detail at the impact of attrition on the web panel among the Year 13 youth cross-sectional web panel profile. The patterns are different to those observed for the Year 12 youth cross-sectional web panel profile, for example by child gender, but this may be a function of the relatively low base sizes.

Table 5.45: Impact of attrition on child web panel (Year 13 cross-sectional sample)

Web panel stage	Joined web panel	By Wave 4		
		Still active	Responded to all	Ever non-response
Response behaviour				
Demographics (at face-to-face interview)	(%)	(%)	(%)	(%)
Gender				
Male	51.4	51.7	56.7	48.9
Female	48.6	48.3	43.3	51.1
Age				
5	13.3	14.1	15.4	12.3
6	15.7	15.8	15.4	15.9
7	18.1	16.2	14.4	19.8
8	16.9	18.4	17.3	16.7
9	19.9	20.1	20.2	19.8
10	15.7	15.0	16.3	15.4
Ethnicity				
White	83.4	84.6	88.5	81.1
Other	16.3	15.4	11.5	18.5
Socio-economic group (NS-SEC)				
Upper (classes 1 to 4)	58.9	60.3	63.5	56.8
Lower (classes 5 to 8)	29.6	32.1	27.9	30.4
Disability				
Disability	11.8	13.2	15.4	10.1
No disability	87.9	86.3	84.6	89.4
Level of activity				

Engaging with the arts in the previous 12 months	98.5	97.9	97.1	99.1
Not engaging with the arts in the previous 12 months	1.5	2.1	2.9	0.9
Visiting a heritage site in the previous 12 months	79.2	78.2	77.9	79.7
Not visiting a heritage site in the previous 12 months	20.8	21.8	22.1	20.3
Visiting a museum or gallery in the previous 12 months	62.2	60.7	62.5	62.1
Not visiting a museum or gallery in the previous 12 months	37.8	39.3	37.5	37.9
Using a public library in the previous 12 months	63.1	63.2	62.5	63.4
Not using a public library in the previous 12 months	36.0	36.8	37.5	35.2

Completion times

Table 5.46 shows the overall completion times for each web panel questionnaire.

Respondents invited to join the web panel were told the welcome questionnaire should take less than five minutes to complete and this proved to be the case on average. The mean registration completion time was around four minutes for all Year 12 to Year 14 adults, adults with children and youths, although a high standard deviation indicates considerable variation in completion time.

Respondents invited to join the web panel were told that each quarterly questionnaire would take around 15 minutes to complete. Across all quarterly questionnaires the mean questionnaire length was less than 15 minutes for the adults and youths. In Year 12 the mean completion time for adults ranged from 8 minutes to 12 minutes and 30 seconds, whereas the mean for youths ranged from 6 minutes and 33 seconds to 10 minutes and 18 seconds. Similar ranges were observed for the Year 13 adult and youth quarterly questionnaires. The standard deviations for each quarterly questionnaire are high for both adults and youths, indicating there was considerable variation in the completion time across the samples.

Adults with children were asked additional questions about one of their children (the same child asked about during the face-to-face interview). Accordingly, the mean completion times were longer for adults with children (around one to three minutes depending on the quarterly questionnaire). Please note that questions about children were not asked in the registration of Quarter 0 questionnaires.

Table 5.46: Mean completion times of web panel questionnaires

Questionnaire	Adults		Adults with children		Youths	
	Mean (h:mm:ss)	Standard deviation (h:mm:ss)	Mean (h:mm:ss)	Standard deviation (h:mm:ss)	Mean (h:mm:ss)	Standard deviation (h:mm:ss)
Year 12 (all)						
Registration	0:04:10	0:03:00	0:03:44	0:02:54	0:04:18	0:03:15
Q0	0:08:05	0:05:22	0:07:43	0:05:23	0:10:18	0:05:25
Q1	0:12:30	0:07:07	0:15:21	0:09:01	0:09:57	0:05:06
Q2	0:08:37	0:05:43	0:11:21	0:07:37	0:07:57	0:05:09
Q3	0:12:24	0:07:31	0:14:41	0:08:03	0:08:14	0:06:51
Q4	0:11:31	0:06:33	0:14:16	0:09:05	0:09:34	0:07:43
Q5	0:12:12	0:06:48	0:14:42	0:08:28	0:08:09	0:04:55
Q6	0:08:58	0:05:39	0:10:55	0:08:17	0:06:33	0:03:09
Q7	0:12:35	0:07:16	0:13:58	0:10:26	0:07:35	0:05:07
Q8	0:10:44	0:06:28	0:12:27	0:09:17	0:08:41	0:07:06
Year 13 (all)						
Registration	0:03:56	0:02:46	0:03:22	0:01:50	0:04:18	0:02:33
Q0	0:10:19	0:05:37	0:09:18	0:05:47	0:10:39	0:06:42
Q1	0:12:58	0:06:54	0:15:26	0:07:54	0:10:16	0:06:39
Q2	0:09:42	0:06:28	0:11:31	0:07:51	0:09:06	0:06:25
Q3	0:13:16	0:07:53	0:16:28	0:12:09	0:07:50	0:04:17
Q4	0:10:58	0:06:29	0:12:00	0:08:43	0:09:06	0:05:58

Year 14 (all)			0:03:24	0:02:51		
Registration	0:03:57	0:03:09	0:09:49	0:06:33	0:03:46	0:02:39
Q0	0:10:11	0:06:02	0:03:44	0:02:54	0:09:58	0:05:27

Table 5.47 shows the break-off rates for each questionnaire (that is, the proportion of those reaching the first page of any questionnaire who never subsequently completed it. Note that those who completed a questionnaire in multiple sessions would not be counted as “breaking off”).

Break-off rates were low, and less than 10 per cent for all surveys except the Year 14 Quarter 0 questionnaire. The break-off rates were higher for this questionnaire due to an SMS reminder experiment which, as expected, led to higher break-offs among non-responders who received SMS reminders, clicked on the embedded link in the SMS message and decided not to complete the questionnaire. Break-off rates were generally slightly higher for youths and adults with children, than for all adults.

Table 5.47: Break-off rates for web panel questionnaires

Questionnaire	Adults	Adults with children	Youths
	Break-off rate (%)	Break-off rate (%)	Break-off rate (%)
Year 12 (all)			
Registration	3.1	4.4	4.3
Q0	5.0	7.1	4.7
Q1	2.8	4.2	4.5
Q2	2.4	3.8	6.1
Q3	2.1	3.5	6.5
Q4	2.1	4.5	4.7
Q5	2.0	4.5	6.4
Q6	2.8	6.7	4.9
Q7	2.2	2.7	3.9
Q8	2.1	5.5	4.2
Year 13 (all)			
Registration	2.8	2.9	1.2
Q0	4.3	3.8	4.5
Q1	2.8	4.1	3.6
Q2	3.5	6.3	6.7
Q3	3.6	6.1	4.0
Q4	3.9	8.5	6.8
Year 14 (all)			
Registration	2.7	2.4	2.8
Q0	12.7	17.8	9.3

Panel maintenance

Panel members were able to communicate directly with the research team through an email address and freephone helpline. In addition, a panel website was maintained, where panel members could find out more information about the survey and log in to claim incentives (and complete surveys).

Panel members occasionally contacted the research team and asked to leave the panel. Information about the numbers doing so can be found in Tables 4.7 to 4.9 (for adults), and Tables 4.22 to 4.24 (for youths).

Panel members who failed to respond were “retired” from the web panel. This process usually happened monthly and resulted in the cessation of email invitations and reminders to web panel members. Information about the numbers “retiring” can be found in Tables 4.7 to 4.9 (for adults), and Tables 4.22 to 4.24 (for youths).

6 Data processing and outputs

Introduction

Full data and other outputs were delivered to DCMS after quarterly questionnaires were closed. Each delivery comprised SPSS datasets, a map file (mapping the variable names used in the Questback web panel software to the variable names in the dataset as well as containing the specification for the derived variables), and a syntax file enabling the linking of the dataset with the applicable face-to-face dataset.

This section describes the content of the SPSS datasets and the quality checks applied in their production.

Coding open-ended questions

It is well known that open-ended questions elicit far less data from respondents in self-completion questionnaires than they do in interviewer-administered questionnaires. For this reason, the quarterly questionnaires were designed to avoid the use of open-ended questions and only included a minimal number of open “other” options in answer lists.

It was agreed with DCMS that to minimise costs, no coding of open-ended questions would be required for the web panel, but that if the proportion giving an “other” option in any question answer list appeared high to DCMS, Ipsos MORI would review the answers given to develop additional answers for the applicable list.

Data management

Datasets 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 face-to-face survey and quarterly questionnaires 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 web panel member selected that response or not.

Variable naming and selection

Variable names remained consistent with the face-to-face data where possible. Each variable requires a name to separate it from others in the dataset, while labels are used to give clear explanations to the user as to what the data contained within any variable relate to.

Ipsos MORI examined the Microsoft Word questionnaire specification for each quarterly questionnaire. For each variable, Ipsos MORI determined whether the variable was comparable with the face-to-face data, taking into account the eligibility criteria for the question, the question wording, the answer categories and the reference period.

Where the variable was comparable with the face-to-face data, Ipsos MORI identified the name of the comparable variable in the face-to-face data, so NatCen could produce the variable in the same way as for the face-to-face data. Ipsos MORI also identified the variable label to be used.

Where the variable was not comparable with the face-to-face data, the variable name in the Microsoft Word questionnaire specification was used, and Ipsos MORI indicated to NatCen that the variable was new for the web panel.

Ipsos MORI also examined the face-to-face datasets and documentation relating to derived variables. Ipsos MORI identified which derived variables used in the face-to-face data could be produced in a comparable way using the quarterly questionnaire data. Ipsos MORI specified appropriate derived variables for inclusion, identifying the name of the comparable variable in the face-to-face data, so NatCen could produce the variable in the same way as for the face-to-face data.

DCMS agreed the list of core variables from the face-to-face survey and sample data, such as geographic and demographic variables, for inclusion. Ipsos MORI then produced a data specification for each quarterly questionnaire.

SPSS outputs: datasets

Datasets were produced following the closure of fieldwork for each quarterly questionnaire. Each dataset comprised:

- Core variables: these are variables from the face-to-face survey and sample data, such as geographic and demographic variables.
- Survey-specific variables: these comprise survey answers, paradata (for example, timestamps or device used to complete the survey) and derived variables.
- Feed forward variables: these are variables comprising answers given in previous (face-to-face or web panel) surveys which are used to drive the quarterly questionnaire, information about the survey process (reminders, date of completion) and key information about the web panel held by our web panel software platform Questback (respondent type, date of face-to-face interview).

Two SPSS datasets had been delivered to DCMS at the time of writing, and will be prepared for the UK Data Archive. An overview of each dataset produced and numbers included in each is outlined below.

Year 12 Quarter 0 adult dataset

The dataset contains data from adult web panel members from the samples (both cross-sectional and legacy panel) who were interviewed in the Year 12 face-to-face fieldwork year and subsequently completed Year 12 Quarter 0. The dataset includes questionnaire data for 2,839 adults. The dataset does not include data relating to the child proxy questionnaire.

Year 12 Quarter 1 adult dataset

The dataset contains data from adult web panel members from the samples (both cross-sectional and legacy panel) who were interviewed in the Year 12 face-to-face fieldwork year and subsequently completed Year 12 Quarter 1. The dataset includes questionnaire data for 2,475 adults. The dataset does not include data relating to the child proxy questionnaire.

Data checking process and quality checking

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

- Checks to ensure all variables listed in the Microsoft Word questionnaire specifications were present in NatCen's data hub. This ensures all data collected by each questionnaire are present in the dataset.
- Checks to identify any variables in the quarterly questionnaire data that did not appear in the Microsoft Word questionnaire specification. This ensures that no variables in the questionnaire data have been overlooked in the specifications.
- Checks to ensure the derived variables listed in the web panel data specifications could be produced in the same way as for the face-to-face data. In a longitudinal study it is very important to enable data from multiple questionnaires to be analysed together. These checks ensure users are not misled by inconsistencies in the production of derived variables for different datasets, where these variables have the same names.
- Checks to compare the variable names and labels in the quarterly questionnaire data with those in the data hub. This ensures that NatCen had mapped Ipsos MORI's data specification correctly to the variables from the quarterly questionnaire data.
- Checks of each variable in the unprocessed quarterly questionnaire data against the routing given in the Microsoft Word questionnaire specification. Within NatCen's data hub, the routing condition in the questionnaire specification was translated to SPSS syntax to create a binary checking variable. The NatCen data hub then compared this to unprocessed data. If a question appeared to have been asked to too many or too few people, a report was provided to Ipsos MORI for further checking. Many discrepancies are most likely caused by web panel members clicking back and changing responses in routed questions. NatCen and Ipsos MORI agreed appropriate editing corrections to be made to the data.
- Checks of variable names/labels to ensure the names and labels in the Microsoft Word questionnaire specifications are used as specified in the datasets.
- Checks to identify any variables used in the data preparation process which were not required for the data delivery.
- Checks to compare frequencies for a small number of variables with those run on the unprocessed quarterly questionnaire data. This ensures that the data look plausible and helps identify priorities for any further checking.

- Checks to ensure the dataset could be linked with the applicable face-to-face data and any other applicable finalised quarterly questionnaire datasets.

Weighting

No weights were produced for the web panel data. Calibration to population totals was not carried out as the web panel data are not intended for cross-sectional analyses. The appropriate longitudinal weights required would depend on the nature of the analysis to be carried out, and it was not possible for Ipsos MORI to anticipate the very large number of potential analyses that could be carried out on the data.

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About Ipsos MORI's Social Research Institute

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.