Participation Survey 2021-22
Pilot Report

Contents

1. Introduction

In 2021, the Department for Digital, Culture, Media and Sport (DCMS) commissioned Kantar Public to design and deliver a new, nationally representative 'push-to-web' survey to assess adult participation in DCMS sectors across England. The new survey serves as a successor to the Taking Part Survey, which ran for 16 years as a continuous face to face survey[1].

The scope of the new survey is to deliver a nationally representative sample of adults (aged 16 years and over) in England. The survey will use a 'push-to-web' design with interviews conducted online and on paper. In 2021-22 the sample will consist of approximately 33,000 interviews across two quarters of fieldwork (October-December 2021 and January-March 2022).

The key objectives of this new survey are as follows:

- To inform and monitor government policy and programmes in DCMS and other governmental departments on adult engagement with the DCMS sectors. The survey will also gather information on demographics (e.g. age, gender, education).
- To assess the variation in engagement with cultural activities across DCMS sectors in England, and the differences in social-demographics such as location, age, education, and income.
- To monitor the impact of previous and current restrictions on cultural events/sites within its sectors, as well as feeding directly into the Spending Review Metrics, agreed centrally with the Treasury, to measure key departmental outcomes.

---

[1] https://www.gov.uk/guidance/taking-part-survey

In preparation for the main survey launching in October 2021, Kantar Public undertook questionnaire development work and a pilot study to test various elements of the new design.

The key objectives of the pilot study were as follows:

- To provide estimates of interview length, response rates, script accuracy, questionnaire flow, and data quality.
- To identify any teething problems with the fieldwork documents or general approach.
- To provide an opportunity to obtain new evidence about design features that are not yet widely used in push-to-web surveys

This report outlines the methodology and findings from this work.

1.1 Structure of the report

The various sections of the report are as follows:

- **Chapter 2: Executive Summary**

  Outlines key findings and recommendations.

- **Chapter 3: Questionnaire development**

  Describes the process of cognitive and usability testing of the questionnaire, including detailed question level feedback and revisions that were made ahead of the main survey.

- **Chapter 4: Sampling**

  Provides a brief description of how the sample for the pilot survey was drawn, including an overview of the specifications.

- **Chapter 5: Fieldwork**

  Provides a brief description of the fieldwork methodology used for the pilot survey (including communications strategy), as well as providing analysis of fieldwork experiments.

- **Chapter 6: Data processing**

  Describes the process by which the data was quality assured, edited and formatted.

2. Executive Summary

Fieldwork design

- In total, 2,086 individual responses were received (against a target of 1,500) at a response rate of 24%. This represents a positive performance and provides confidence that the methodology and contact strategy will deliver the required sample in the main Participation Survey.

- The average time taken to complete the online survey was 27 minutes.

- An 'early bird' incentive experiment was implemented, whereby a sub-sample of households were offered an additional financial incentive if they completed the survey within two weeks of the invitation letter being issued (details can be found in Chapter 5). Given that a fairly high response rate was achieved among households that were *not* offered an early bird incentive (at least relative to expectations), it does not appear to be good value for money to offer an early bird incentive bonus.

- Another experiment was conducted which involved 'soft' and 'hard' age targeting (details can be found in Chapter 5). This experiment demonstrated that 'hard' age targeting in survey letters (i.e. restricting responses to people in particular age groups) has a strong effect, even without an eligibility check within the questionnaire script. The method, therefore, has potential to boost the sample size of younger age groups. However, more evidence would be needed to compile such a design and there is a risk of focusing too much on the respondent age profile at the (potential) expense of other factors. As a result, it is not recommended to include age targeting in the main Participation Survey.

Questionnaire design

- Cognitive testing provided value insights into respondents' understanding of the questions and the answer strategies adopted. As a result of these findings, specific recommendations have been made to improve the wording and format of a variety of questions. These recommendations can be found in Appendix A.

Paper questionnaire design

- During usability testing, the paper questionnaire was generally well-received. In particular, respondents liked the colour scheme and that there were no open-text questions.

- Respondents were less positive about the size of the question numbers, feeling that they were too small, and felt that there was a lack of information on the front page about the survey, for example what the benefits of the survey are.

- Other key issues that stood out were:
  - Not noticing or following filtering or instructions with the consequence that participants felt as though certain questions didn't apply to them or were repetitive.
  - Missing instruction wording, for example where the instruction asked participants to exclude activities undertaken outside of England was missed, meaning activities abroad were included
  - The design of pages laid out in a horizontal format could be rather overwhelming at first glance and these pages were more confusing than the more 'standard' vertical design (see the 'Layout' section on the following pages for more detail)

- Recommendations arising from usability testing can be found in Appendix B.

3. Questionnaire development

The online questionnaire was designed to take an average of 30 minutes to complete. A modular design was used with around half of the questionnaire made up of a core set of questions asked of the full sample. The remaining questions were split into three separate modules, randomly allocated to a subset of the sample.

The postal version of the questionnaire included the same set of core questions asked online, but the modular questions were omitted to avoid overly burdening respondents who complete the survey on paper, and to encourage response.

The latest Taking Part adult questionnaire was used as a starting point for questionnaire development but was updated to reflect current policy priorities and to ensure the question wording was suitable for online and paper completion.

Given the extent of questionnaire changes required it was important to implement a comprehensive development and testing phase. This was made up of three key stages:

- Questionnaire review
- Cognitive testing
- Usability testing

This chapter provides details of each stage.

3.1 Questionnaire review

After consultation with relevant stakeholders DCMS provided an initial list of questions and topics of interest, predominantly made up of questions taken from the latest Taking Part adult questionnaire.

The questionnaire was then reviewed by members of the Research team at Kantar Public, who focused on:

- Reviewing the key design challenges caused by a move from a face-to-face to a self-completion design presented for the survey and outlining recommendations for maximising data quality. This included reviewing long response lists, questions with lengthy text, interviewer instructions and support, and position of non-response options.
- Using these recommendations to adapt the Taking Part question wording so that questions are suitable for online and paper completion
- Ensuring alignment with the GSS Harmonisation Guidelines, unless alternative metrics would provide better quality measurement.
- Creating questions 'from scratch' to address new policy priorities, using best practice guidance on questionnaire design.

Although many of the questions were adapted from the Taking Part survey, ensuring comparability was not an important part of the questionnaire development process. Given the change in methodology, data from the Participation survey is not directly comparable to the Taking Part time series.

Following a number of iterations and discussions between DCMS and Kantar Public, a provisional online and paper questionnaire was produced for use in cognitive and usability testing.

3.2   Cognitive testing

Cognitive testing explores how participants understand, process and respond to individual survey questions. A mix of new questions and questions identified as potentially problematic in the review were carried forward for cognitive testing with members of the public. Kantar's research team prepared a guide to check for specific issues, while being alert to areas of misunderstanding that may arise. Researchers drew on established assessment techniques during the testing,

including verbal probing, think-aloud and paraphrase protocols, and observation of non-verbal behaviours. This provides valuable insight into how the questions were being interpreted.

Two rounds of cognitive testing were carried out:

- Round 1: 19th to 23rd August
- Round 2: 2nd to 3rd September

A two-round approach allowed for revisions to be made ahead of Round 2 (based on findings from Round 1) so that these revisions could be tested before being implemented on the main survey.

Respondents for cognitive testing were recruited by Criteria Fieldwork Ltd, a specialist qualitative research recruitment agency. A total of 23 interviews were conducted by Kantar Public researchers (Table 3.1). Due to Covid-19 restrictions all interviews were conducted remotely via Zoom and participants were given an appropriate monetary payment as a thank you for their contribution.

Table 3.1 – Profile of participants taking part in the cognitive testing

Rounds	Gender		Age				Highest level of education				
	Male	Female	16-24	25-44	45-64	65+	No formal quals	GCSEs or equiv.	A-levels or equiv.	Degree	Masters/ PhD
Round 1	7	8	4	5	3	3	2	6	3	3	1
Round 2	4	4	1	1	4	2	1	2	2	2	1
TOTAL	11	12	5	6	7	5	3	8	5	5	2

The findings from cognitive testing are outlined in Appendix A.

3.3   Usability testing

A phase of usability testing of the paper questionnaire was conducted in September 2021 with participants who were not very comfortable completing forms online.

Usability testing, in the context of a self-completion survey questionnaire, explores qualitatively how the participant interacts with the instrument. The interview focused on the layout, presentation and navigation features of the questionnaire and explored specific issues with completion[2]. For this phase of testing, while the focus was on usability, the interviews naturally included elements of cognitive testing where issues such as comprehension of the question wording and interpretation of key terms were also explored.

In total, 8 usability interviews were conducted; 4 interviews were conducted in person, 3 via telephone and 1 via video interviewing. Participants who lacked confidence in their digital literacy skills and who would prefer a paper questionnaire to an online survey were targeted as well as a range of people of different ages, backgrounds and circumstances.

The four participants who were interviewed remotely were sent a paper questionnaire and a respondent debriefing questionnaire, the latter to be completed immediately after the paper questionnaire.

3.3.1 How people approach filling in surveys

Existing literature shows that taking shortcuts is an inherent trait which can be applied to the process of completing questionnaires. Participants differ in the extent to which they are prepared to read through the material. A minority will take the time to read through the information in detail while a more common strategy is to find shortcuts so they can complete a questionnaire as quickly as possible. Participants will often assume what is required of them rather than giving this careful thought. Examples of such shortcuts are skipping over introduction wording, skim reading material, and heading straight for the answer options without having read the question text.

---

[2] Geisen, E. and Romano Bergstrom, J. (2017) 'Usability Testing for Survey Research'. Morgan Kaufmann.

These types of behaviour are referred to as 'satisficing'[3] and all were found among our participants who completed the Participation Survey paper questionnaire. Therefore, it is important to consider these kinds of inherent behaviours in designing a self-completion questionnaire. Achieving a balance between providing enough information to allow the respondent to complete the questionnaire adequately and 'overloading' them with information is very tricky. If the participant is to be discouraged from satisficing and taking short cuts it is crucial that the task is as simple and straightforward as possible.

3.3.2 'Readers, Skimmers and Strugglers'

Jenkins *et al* (1992) [4] identified two main strategies participants adopt when completing a survey questionnaire and classified these groups as 'Readers' and 'Skimmers'. 'Readers' are prepared to read all or most of the information presented to them whereas 'Skimmers' only read as much as they believe is necessary to complete the task.

This typology can be applied to the participants completing the Participation Survey paper questionnaire where we found both 'Readers' and 'Skimmers'. The 'Readers' were prepared to read the introductory wording, instructions and the full question text, on occasion re-reading it to check it had been understood correctly. These participants experienced a narrower range of usability issues than 'Skimmers', who tended to skip over text they felt was unnecessary or repetitive, such as clarification wording or filtering instructions. Instead 'Skimmers' focussed on the answer categories, the spaces where they were required to check a box or write something in which meant that assumptions, which were sometimes incorrect were made about the task.

The consequences of these behaviours were that in some cases:

---

[3] Satisficing' refers to when respondents move through the questions with minimal effort, in order to avoid the cognitive effort involved in giving a more considered or more accurate response. See for example Krosnick, J.A. (1991) 'Response Strategies for Coping with Cognitive Demands of Attitude Measures in Surveys', Applied Cognitive Psychology, **5**, 231-236

[4] Jenkins, C.R., Ciochetto, S. and Davies, W. (1992) 'Results of cognitive research on the public school 1991-92 field test questionnaire for the schools and staffing survey'. Unpublished, in Collins, D. and White, A. (1995) 'Making the next Census form more respondent-friendly' in Survey Methodology Bulletin , 37, OPCS.

1. questions were answered incorrectly, due to not reading the question properly and misunderstanding it
2. questions that should have been filtered past were answered in error, due to ignoring or missing the filter instructions; this also meant that the questions could be found to be repetitive

Despite these issues, from a usability perspective 'Skimmers' were able to complete the questionnaire without a great degree of difficulty. If they became stuck, they were able to resolve the issue without help or were able to communicate how they would resolve this issue 'in real life' (i.e. without the presence or help of an interviewer). Our role, as survey researchers, is to decide, based on these consequences, what level of impact we are willing to accept. For consequence 1, there will be some degree of error where questions were misinterpreted which is the case for all survey questions and it is a case of simplifying wherever possible to make questions easier to understand and process. For consequence 2, extra questions being answered is not a problem from our perspective as we can deal with this during data cleaning. The key issue is that despite feeling questions are repetitive or not relevant, participants are prepared to keep going as the biggest risk is that this will lead to drop out.

3.3.3 Kantar Public's paper questionnaire template

Kantar's paper questionnaire template has been designed with this evidence in mind, drawing on recommendations and best practice principles found in relevant literature[5],[6]. Below are some key examples of these principles and an example page from the Participation Survey paper questionnaire:

Key design principles for paper questionnaires

---

[5] Dillman, D.A., Smyth, J.D. and Christian, L.M (2014) 'Internet, Phone, Mail and Mixed-Mode Surveys; the Tailored Design Method' (4th edition), Wiley.

[6] Jenkins, C.R. and Dillman, D.A. (1995) 'Towards a Theory of Self-Administered Questionnaire Design' Survey Measurement and Process Quality.

- Use a double columnar approach for an A4 booklet

- Use square 'X' boxes of a standard size

- Include a neutral background colour and white spaces to write into

- Display instructions in a different colour

- Include all relevant information on the relevant page

- Incorporate icons or other pictorial/visual images

- Use arrows and colour to visually indicate filtering

Section 1: About you

Thank you for choosing to take part in the Participation Survey. In this first section, we would like to find out a little about you and your household.

The information is used to understand the experiences of different groups and will not identify you or anyone in your household.

Q1   Including you, how many adults aged 16 or over are currently living in your household?
Include anyone aged 16 or over with whom you usually share cooking facilities as well as a living room, sitting room or dining area

- ☐ 1   ☐ 6
- ☐ 2   ☐ 7
- ☐ 3   ☐ 8
- ☐ 4   ☐ 9
- ☐ 5   ☐ 10+

Q2   What is your age?
Please write in your age below.

[|] ⤺ If age entered go to Q4

☐ Prefer not to say

Q3   Which of the following age bands are you in?
⤺ Please cross one box only ☒

- ☐ 16 to 19   ☐ 55 to 59
- ☐ 20 to 24   ☐ 60 to 64
- ☐ 25 to 29   ☐ 65 to 69
- ☐ 30 to 34   ☐ 70 to 74
- ☐ 35 to 39   ☐ 75 to 79
- ☐ 40 to 44   ☐ 80 to 84
- ☐ 45 to 49   ☐ 85 or over
- ☐ 50 to 54   ☐ Prefer not to say

Q4   Would you describe yourself as...
⤺ Please cross one box only ☒

- ☐ Male
- ☐ Female
- ☐ Prefer to self-describe - write in

  [   ]

- ☐ Prefer not to say

Q5   What is your legal marital or registered civil partnership status?
⤺ Please cross one box only ☒

- ☐ Never married and never registered in a civil partnership
- ☐ Married ⤺ Go to Q7
- ☐ In a registered civil partnership ⤺ Go to Q7
- ☐ Separated, but still legally married
- ☐ Separated, but still legally in a civil partnership
- ☐ Divorced
- ☐ Formerly in a civil partnership which is now legally dissolved
- ☐ Widowed
- ☐ Surviving partner from a registered civil partnership
- ☐ Prefer not to say

Q6   Are you living with someone in this household as a couple?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Q7   How many children aged under 16 currently live in your household?

- ☐ 0   ☐ 6
- ☐ 1   ☐ 7
- ☐ 2   ☐ 8
- ☐ 3   ☐ 9
- ☐ 4   ☐ 10+
- ☐ 5

Findings from the usability testing are outlined in Appendix B.

4. Sampling

4.1   Sample design

For the pilot of the Participation Survey, Kantar Public drew a stratified random sample of 4,999 addresses from a larger master sample drawn from the residential subset of the Postcode address File (PAF) in England. The pilot sample was stratified by:

- Age segment (based on CACI[7] address-level data, see below): 3 levels
- Ethnic diversity (based on Census 2011 OA-level data): 2 levels
- Deprivation level (based on Index of Multiple Deprivation 2019 LSOA-level data): 5 levels

Within these strata, PAF addresses were sorted by region and local authority within the region, to maximise the sample's geographical dispersion.

Different sampling fractions were used per age segment, relatively over-sampling addresses coded as 'young' and as 'old'. To allow for analysis of fieldwork experiments, a design weight was applied to the set of sampled addresses proportional to one divided by the sampling probability, with a mean value of 1.00.

- 'Young' = All adults <35, according to CACI [sampled addresses = 1,667; design weight = 0.64]
- 'Old' = All adults >64, according to CACI (or lacking age data) [sampled addresses = 1,666; design weight = 0.67]
- 'Mixed ages' = All other addresses [sampled addresses = 1,666; design weight = 1.69]

---

[7] CACI are a data aggregator and approved supplier to Kantar Public (https://www.caci.co.uk/).

5. Fieldwork

5.1 Overview

Pilot fieldwork was carried out between the 1st and 30th September. The primary purpose of the **pilot study** was to provide estimates of interview length, response rates, script accuracy, questionnaire flow, and data quality, and to identify any teething problems with the fieldwork documents or general approach.

The pilot study also provided an opportunity to obtain new evidence about design features that are not yet widely used in push-to-web surveys. A description of these experiments and analysis of the results are included in Section 5.5.

5.2 Fieldwork processes

In order to replicate the intended design for the main survey, the pilot utilised the 'ABOS' (address-based online surveying) method[8]. A nationally representative sample of 5,000 addresses was drawn from the Post Office Address File, with a view to achieving approximately 1,500 completes.

The sample population was adults aged 16 or over living in England. The number of household members eligible to take part varied across the sample, based on information provided by Kantar Public's data supplier, CACI. Addresses that CACI data predicted contained only one adult were allocated two logins; addresses predicted to contain two adults were allocated three logins; and other addresses were allocated four logins.

---

[8] 'ABOS' (Address-Based Online Surveying) is a method developed by Kantar that allows online surveying of a random sample of the general public instead of a panel of people who like completing questionnaires. This overcomes the principal barrier to online social research – unrepresentative samples – while retaining many of the measurement, speed and cost advantages over interview–based alternatives.

5.3   Communications strategy

All selected addresses were sent an initial invitation letter (Appendix C), containing the following information:

- A brief description of the survey

- The URL of survey website (used to access the online script)

- A QR code that can be scanned to access the online survey

- Log-in details for the required number of household members

- An explanation that participants will receive a £10 shopping voucher

- Information about how to contact Kantar Public in case of any queries

The reverse of the letter featured responses to a series of Frequently Asked Questions.

All non-responding households were sent two reminder letters, at the end of the first and second weeks of fieldwork. A targeted third reminder letter was sent to households for which, based on Kantar Public's ABOS field data from previous studies, this was deemed likely to have the most significant impact (mainly deprived areas and addresses with a younger household structure). The information contained in the reminder letters was similar to the invitation letters, with slightly modified messaging to reflect each reminder stage.

As well as the online survey, respondents were also given the option to complete a paper questionnaire. Each letter informed respondents that they could request a paper questionnaire by contacting Kantar Public using the email address or telephone number provided.

In addition, some addresses received two paper questionnaires with the second reminder letter. The basis for this targeted approach was, again, based on historical data Kantar Public has collected through other studies, which suggests that provision of paper questionnaires to all addresses can actually displace online responses in some areas. Paper questionnaires were pro-actively provided to (i) sampled addresses in the most deprived quintile group, and (ii) sampled addresses where it was expected that every resident would be aged 65 or older (based on CACI data).

5.4   Fieldwork performance

In total, 2,086 respondents completed the pilot survey – 1,804 via the online survey and 282 by returning a paper questionnaire. This constitutes a 42% conversion rate and an individual-level response rate of 24%[9].

For the online survey, the average completion time was 27 minutes.

5.5   Analysis of fieldwork experiments

Two experiments were carried out as part of the pilot:

- **Experiment 1**: An offer of a £5 'early bird' incentive bonus (on top of the standard £10) if the survey was completed within two weeks of issuing the invitation letter (versus no bonus). The invitation letter and first reminder included the line 'If you complete the survey by Thursday 16th September you will receive an **additional £5 shopping voucher**.'

- **Experiment 2 ('young' and 'mixed ages' strata only)**: 'Soft' and 'hard' age targeting (versus none). Under 'soft' age targeting, the letter included the line 'Although this survey is open to anybody aged 16 or older, **we are particularly interested in hearing from people aged 16 to 35**.'. Under 'hard' age targeting, the letter included the line 'Up to [2/3/4] people in your household **aged 16 to 35** can take part […]. Although 'hard' age targeting implies that no one aged 36 or older could complete the survey, no bar was implemented (i.e. those providing an age of >35 were still able to complete the questionnaire).

---

[9] The response rate was calculated via the standard ABOS method. An estimated 8% of 'small user' PAF addresses in England are assumed to be non-residential (derived from interviewer administered surveys). The average number of adults aged 16+ per residential household, based on the Labour Force Survey, is 1.89. Thus, the response rate formula: number of responses / (number of addresses*0.92*1.89).

The purpose of experiment 1 was to assess whether a time-limited larger incentive would encourage early response and potentially reduce the need for a third – or even second – reminder, at least for some strata.

The purpose of experiment 2 was to assess whether the respondent age profile could be manipulated via messaging in the letter. If so, this method could be used as a way to 'boost' the sample size for some age groups within an otherwise general population survey design.

The set of 4,999 sampled addresses was systematically allocated to an experiment cell but with greater probability to the 'control' cell. For experiment 1, each address had a 0.30 probability of being allocated to the 'early bird' incentive bonus. For experiment 2, each address in the 'young' and 'mixed ages' strata had a 0.17 probability of being allocated to the 'soft' age targeting and a 0.17 probability of being allocated to the 'hard' age targeting. For analysis purposes, a design weight has been applied to the set of sampled addresses in each experiment cell equal to the product of (i) one divided by the cell allocation probability and (ii) the address design weight.

5.6   Pilot survey contact design

Although the timescale for the pilot was compressed compared to the main stage, the full contact strategy was applied. This is shown in table 5.1. The number of characters (W or P) is equal to the number of letters sent to each sampled address in the stratum; the letter 'W' means 'push-to-web' with no paper questionnaire included (although one could be ordered); the letter 'P' means push-to-web but a paper questionnaire *was* included in the pack as well. For example, 'WWPW' means that up to four letters were sent to each sampled address in the stratum and that a paper questionnaire was included with the third letter.

Table 5.1 – Pilot survey contact designs per stratum

Age segment (CACI data)	Deprivation stratum				
	Most deprived quintile 1/5	2nd most deprived quintile	3rd most deprived quintile	4th most deprived quintile	Least deprived quintile 1/5
Young (all aged <35)	WWPW	WWWW	WWWW	WWW	WWW
Mixed age groups	WWPW	WWW	WWW	WWW	WWW
Old (all aged >64 or no data)	WWPW	WWPW	WWP	WWP	WWP

The letters were sent on the following dates:

- Letter 1: 01/09/21
- Letter 2: 08/09/21
- Letter 3: 15/09/21
- Letter 4: 22/09/21

Copies of the letters are included in Appendices C and D.

Irrespective of the despatch dates for these letters, inspection of the web data returns allows us to determine the response 'phase':

- Phase 1: 02/09/21 to 10/09/21
- Phase 2: 11/09/21 to 19/09/21 (early bird incentive bonus period ended 16/9/21)
- Phase 3: 20/09/21 to 01/10/21 for 3-letter strata, 20/9/21 to 24/9/21 for 4-letter strata
- Phase 4: 25/09/21 to 01/10/21 (four-letter strata *only*)

5.7 Overall conversion and response rates

Applying the sample design weight, the overall conversion rate (number of post-QC completed questionnaires as a proportion of sampled addresses) was 0.42. This can be converted into a **standardised individual-level response rate of 24.1%** by dividing 0.42 into the average expected number of adults aged 16+ per sampled address: 92%*1.89 (i.e. the proportion of sampled addresses expected to have been residential multiplied by the mean number of adults aged 16+ in residential households in England).

5.8 The 'early bird' incentive bonus

Applying the experiment-specific design weight, we find that the conversion rate where an early bird incentive was offered was 0.44, compared to 0.41 where one was not offered, a gain of 0.03. These convert into standardised response rates of 25.3% and 23.4% respectively, an absolute uplift of 1.9% in the response rate and a relative uplift of 8%. Note that these response rates are averaged across the cells of the other experiment (soft/hard age constraints).

The early bird incentive not only increased the overall response rate but increased the speed of response. Four in five (80%) web responses came within the early bird period, compared to only two in three (67%) where an early bird incentive was not offered. This difference in response between the two cells of the experiment faded as fieldwork progressed: response in phases 3 and 4 was stronger where an early bird incentive had not been offered. Table 5.2 shows the cumulative standardised response rate by fieldwork phase:

Table 5.2 Cumulative standardised response rates by response phase and experiment cell (design weights applied)

Stage	No early bird incentive	Early bird incentive	Difference
After phase 1	7.6%	8.9%	+1.3%
After phase 2	16.2%	20.1%	+3.8%
After phase 3 (web)	20.1%	22.9%	+2.8%
After phase 3 (paper)	22.5%	24.9%	+2.4%
Final (after phase 4)	23.4%	25.3%	+1.9%

Based on this data, it seems that an early bird incentive makes the fourth letter redundant (an increase of only 0.4% on the response rate) and there is even an argument for a more selective use of the third letter. However, taken together, Kantar estimates that **the per-complete data collection cost under an 'early bird' incentive design** with the full four-phase contact sequence **would be 34% greater than if no early bird incentive was offered**. Removing the fourth letter and being selective with respect to the third letter would not cover this cost increase. Given the fairly high response rate *without* an early bird incentive (at least relative to expectations), it does not appear to be good value for money to offer an early bird incentive bonus.

5.9 'Soft' and 'hard' age targeting

Applying the experiment-specific design weight (which excludes sampled addresses in the 'old' age segment), we find that the conversion rate with no age targeting was 0.44, with 'soft' age targeting it was 0.42, and with 'hard' age targeting it was 0.31. The difference in conversion rates between no age targeting and 'soft' age targeting was not statistically significant, but the conversion rate under 'hard' age targeting was substantially lower than under either of the other conditions.

In terms of the respondent age distribution, the proportion aged under 35 was 28% with no age targeting, 30% with 'soft' age targeting, and 52% with 'hard' age targeting. Again, the 'soft' age targeting appears to have made virtually no difference but the 'hard' age targeting made a very substantial difference. This is to be expected, given that the significantly lower conversion rate under the 'hard' age targeting condition suggests some older people who would have responded under either of the other conditions chose to not respond.

It is possible to use this data to compare the absolute response levels *by age group* of the 'hard' age targeting condition as opposed to the standard no age targeting condition. Overall, the response ratio was 71% (0.31 conversion rate divided by 0.44 conversion rate) but among 16-34 year olds, it was 135%. In other words, **the 'hard' age targeting condition increased the number of responses from 16-34 year olds by one third, even though the overall number of responses was much lower**. This effect seems even stronger the younger the age group: the response ratio was 196% for 16-24 year olds, although the margin of error around this statistic is wide.

One possibility is that some older people provided a false younger age in order to 'qualify' for the survey since it was not obvious to them that they would be allowed to continue if they said they were older than 35. Nearly half of the respondents provided an age over 35 – so this practice cannot have been too widespread – but it is possible that false age reporting contributed substantially to the observed difference in age profile when 'hard' age targeting was used. A potential improvement would be to include a note before requesting the respondent's age: e.g., 'Although this survey is for people aged 16-35, we can accept responses from older people so please record your true age here'.

Although there are no plans to include age targeting in the main Participation Survey, this experiment demonstrates that 'hard' age targeting in the letter has a strong effect, even without an eligibility check within the questionnaire script. Assuming for the moment that age is reported correctly in the vast majority of cases, this method has genuine potential to boost the sample size of younger age groups. It might even be possible to distribute age targeting conditions across a sample of addresses such that the respondent age profile is a much closer match for the population age profile

than is the case without targeting. However, more evidence would be needed to compile such a design and there is a risk of focusing too much on the respondent age profile at the (potential) expense of other factors.[10]

---

[10] It is worth noting that the education level profile among 16-34 year olds was the same under the 'hard' age targeting condition as under the no age targeting condition (c. 50% with a degree, 40% with some other qualification, and 10% with none).

6. Data processing

6.1 Data management

The data was collected by web and paper questionnaire. Because there are differences in the structure of these two questionnaires the data management was handled separately.

The web questionnaire data was collected via the web script and much more easily accessible, whereas the paper questionnaires had to be scanned and converted into an accessible format. For the final analysis both sets of interview data were converted into SPSS with the web questionnaire structure as a base. The paper interview data was converted to the same structure as the web data so the data could be combined into a single SPSS file.

6.2 Quality checking and editing

The participation pilot data was processed with the aim of providing accurate estimates of interview length, response profile and to review script and data quality.

Because the paper interview data needed to be scanned and converted to the web data structure the first check was to ensure this process was done accurately. The response distributions of the paper interviews were compared with the web interviews to ensure no structural errors in the conversion. The SPSS output for each question that were common to both questionnaires were compared to see differences in distribution and data setup. In the cases where discrepancies were spotted, scanned images of selected paper questionnaires were checked against the SPSS data and a conversion process corrected where needed.

Once any structural issues were corrected the combined data file was ready for further quality checks to remove any invalid interviews.

1. Selecting complete interviews - First any test serials in the dataset were removed. And for the pilot it was decided that the respondent had to have answered the fraud declaration statement (web: QFraud, paper: Q90) to be classed as a complete valid interview.

2. Duplicate serials check - If any Individual serial had been returned in the data multiple times we looked at their responses to determine if they were the same person or possible error from web login or paper scanning. If they were found to be valid interviews the serial a new unique serial number was created, and the data was included in the data file. If the interview was deemed to be a 'true' duplicate we kept the more complete or earlier interview.

3. Interview quality checks – a set of checks on the data were undertaken to check the interview was done in good faith and to a reasonable quality. Several parameters are looked at:

    a. Interview length (Web check only)

    b. Number of people in household reported in interview(s) vs number of total interviews from household.

    c. If key questions have valid answers.

    d. How many grid questions were answered all with responses in a straight line.

    e. How many multi response questions were answered with only one option ticked.

6.3 Interim data quality review

Given the pilot took place in September, there was insufficient time to conduct detailed quality checks prior to the main stage fieldwork, which started in October. However, Kantar conducted an interim review of four common data quality indicators: item non-response, questionnaire length, number of items selected at multi-code questions and drop-out rates. The findings were based on an initial sample size of c.1,200 online pilot cases.

This review highlighted certain questions were more likely to elicit a 'Don't Know' response which implies that these questions may have been problematic for respondents to answer. The most likely reasons for a higher level of item non-response to a particular question tends to be as follows:

- The question is cognitively challenging, and the respondent doesn't understand the question.

- The question is hypothetical and may not be something the respondent has considered before or would need additional information to be able to provide an informed answer.

- The question is technical in nature and requires information that the respondent doesn't have to hand or know.

This review fed into the questionnaire development phase.

6.4　Data outputs

Once the checks were complete a final SPSS data file was created that only contained valid interviews. Because the aim was meta-analysis rather than reporting of contents the cleaning or edits that would normally be done for a dataset used for analysis/reporting was not applied to the pilot data set.

7. Appendix A: Cognitive Testing Findings

The findings from cognitive testing are outlined below. In each case, the original question used during testing is shown first, followed by a summary of the feedback that emerged from testing, and then the final recommended question (with revisions highlighted in red).

CARTS1

Original question

In the last 12 months which of the following cultural events have you attended in person in England? Please don't include places or events you have attended through paid work, school or college or structured academic activities.

Select all that apply

1   An exhibition of art, photography or sculptures

2   A play, drama, musical, Pantomime, Ballet, Opera

3   An event connected with books, reading, or writing

4   A live showing of a movie or recording

5   A craft exhibition (not a crafts market; crafts include for example textiles, woodworking)

6   A live music event

7   A festival and or carnival (music, food, culture)

8   A street art event

9   A live dance event

10   A fashion show

11   A comedy event

12   Some other cultural event in England (type in)

13   None of these

Feedback

The term 'cultural' caused some confusion – one respondent thought this referred to events associated with different ethnic/ religious groups (e.g. Eid and Diwali). Since the individual codes are self-explanatory, we recommend removing the word 'cultural'.

At code 4, the word 'live' was not being understood as 'in person'. Some responded selected this code in reference to watching a film on TV at the time of broadcast. A clearer wording would be 'A cinema screening of a film or movie'.

Final question

In the last 12 months which of the following ~~cultural~~ events have you attended in person **in England**? Please don't include places or events you have attended through paid work, school or college or structured academic activities.

Select all that apply

1   An exhibition of art, photography or sculptures

2   A play, drama, musical, Pantomime, Ballet, Opera

3   An event connected with books, reading, or writing

4   A cinema screening of a film or movie

5   A craft exhibition (not a crafts market; crafts include for example textiles, woodworking)

6   A live music event

7   A festival and or carnival (music, food, culture)

8   A street art event

9   A live dance event

10   A fashion show

11   A comedy event

12   Some other cultural event in England (type in)

13   None of these

Original question

And in the last 12 months which of these things have you done? Please don't include paid work, school or college or structured academic activities.

Select all that apply

1 Written stories, plays, or poetry

2 Read books or magazines

3 Written or performed music

4 Painting, drawing, printmaking, calligraphy

5 Crafts (textile, ceramic, sculpting, carving, woodwork)

6 Choreographed or performed a drama or dance routine

7 Designed or programmed video games

8 Played video games

9 Made films or videos as an artistic activity including original animations

10 Photography as an artistic activity

11 Other arts, crafts, or creative activities at home (please type in)

12 None of these

Feedback

Some respondents did not limit their responses to activities done in England.

At code 10, respondents had difficulty with 'as an artistic activity'. For example, some respondents essentially did this activity, but didn't select this code because they felt their photographs were not of sufficiently high quality to be considered 'artistic'. The intention here is to capture photography that is done recreationally, beyond simply taking photographs of family and friends. We suggest the wording 'Photography as a hobby'.

Final question

And in the last 12 months which of these things have you done in England? Please don't include paid work, school or college or structured academic activities.

Select all that apply

1   Written stories, plays, or poetry
2   Read books or magazines
3   Written or performed music
4   Painting, drawing, printmaking, calligraphy
5   Crafts (textile, ceramic, sculpting, carving, woodwork)
6   Choreographed or performed a drama or dance routine
7   Designed or programmed video games including on a smartphone or tablet
8   Played video games including on a smartphone or tablet
9   Made films or videos as a hobby including original animations
10 Photography as a hobby
11 Other arts, crafts, or creative activities at home (please type in
12 None of these

Original question

In the last 12 months which of these activities have you done? Please don't include anything you did through paid work, school or college or structured academic activities.

Select all that apply

1   Read an e-book or e-magazine

2   Joined video calls with family, friends (for example Microsoft Teams, Zoom, FaceTime)

3   Watched TV at the time it was broadcast (for example live sporting events)

4   Watched TV shows or films on-demand for regular TV channels (for example BBC iPlayer, ITV hub)

5   Watched TV shows or films using a streaming service (for example Netflix or Amazon Prime)

6   Listened to live radio online

7   Listened to streamed music

8   Listened to downloaded music

9   Listened to an audiobook

10   Listened to a podcast

11   None of these

Feedback

At code 1, including reference to a Kindle will help respondents to understand what is meant by 'e-book or e-magazine'.

At code 3, citing the example of live sporting events caused confusion for some respondents – they didn't select this option because they thought we were referring exclusively to watching sport (i.e. not other types of TV).

At code 7, including reference to specific streaming services will help respondents to understand what is meant by 'streaming music'.

Final question

In the last 12 months which of these activities have you done? Please don't include anything you did through paid work, school or college or structured academic activities.

Select all that apply

1 Read an e-book or e-magazine (for example, on a Kindle)
2 Joined video calls with family, friends (for example Microsoft Teams, Zoom, FaceTime)
3 Watched TV at the time it was broadcast ~~(for example live sporting events)~~
4 Watched TV shows or films on-demand for regular TV channels (for example BBC iPlayer, ITV hub)
5 Watched TV shows or films using a streaming service (for example Netflix or Amazon Prime)
6 Listened to live radio online through a computer, laptop, tablet or phone
7 Listened to streamed music (for example, through iTunes, Spotify)
8 Listened to downloaded music
9 Listened to an audiobook
10 Listened to a podcast
11 None of these

Original question

How, if at all, do you usually pay for content when you [ITEM FROM CARTS3]

1   Pay a one-time fee
2   Pay a subscription
3   Access content for free
4   Access content using a friend's log-in/sharing content
5   Access paid content for free, using other methods
6   Don't know

Feedback

The response list doesn't quite cover all eventualities. Watching terrestrial television (e.g. BBC, ITV) is technically not free content, since it requires payment of a TV licence. A new code needs to be added to cover this.

A clearer distinction needs to be made between content that is free to access (e.g. YouTube), and content that the respondent has accessed without having to pay for it (e.g. by using someone else's account/ log-in).

At code 4, the wording is limited to 'a friend's log-in'. This should be expanded to account for people who use a log-in belonging to another family member (e.g. an adult son or daughter).

Final question

How, if at all, do you usually pay for content when you [ITEM FROM CARTS3]

1   Pay a one-time fee
2   Pay a monthly or annual subscription
3   Content is paid for through TV licence fee (all live TV and BBC iPlayer)
4   Access free content
5   Access content using a log-in belonging to someone NOT in my household
6   Access paid content for free, using other methods
7   Don't know

Original question

And in the last 12 months which of the following events have you watched online?

Please don't include anything you did through paid work, school or college or structured academic activities.

Select all that apply

1 A live arts event including theatre, visual arts or literature
2 A pre-recorded arts event including theatre, visual arts or literature
3 A live music or dance performance
4 A pre-recorded music or dance performance
5 None of these

Feedback

There were two key points of confusion around codes 3 and 4.

1. The word 'performance' was seen to be ambiguous. For example, a music video could be regarded as a performance, but this is not how the code is intended to be understood.

2. A couple of respondents expressed uncertainty around what constitutes a 'live' performance. For example, performances from music festivals (such as Glastonbury) are available to watch online after the event. These performances should be included under code 4, not code 3.

Final question

And in the last 12 months which of the following events have you watched online?

Please don't include anything you did through paid work, school or college or structured academic activities.

Select all that apply

1 A live arts event including theatre, visual arts or literature
2 A pre-recorded arts event including theatre, visual arts or literature
3 A live music or dance ~~performance~~ event, watched as it was happening
4 A pre-recorded music or dance ~~performance~~ event
5 None of these

Original questions

The term 'STEAM' is sometimes used to refer to a range of subjects or sectors: Science, Technology, Engineering, Arts and Maths.

Do you take an interest in any of these subjects or sectors in your free time (outside of your job or structured academic activities)?

1 Yes
2 No

Still thinking about STEAM subjects (Science, Technology, Engineering, Arts and Maths)

In the next 12 months, do you plan to take part in any activity or event connected with a STEAM subject or sector in your free time outside your job or structured academic activities?

1 Yes
2 No
3 Maybe

Feedback

These questions proved to be quite problematic. As an example: one respondent initially answered 'No', but then noticed the reference to 'Arts'. They changed their answer to 'Yes', on the grounds that they watch films and read books, which are types of art.

Another issue is that 'Arts' is very distinct from the other subjects mentioned. Someone with an interest in the Arts could answer 'Yes' even if they have no interest in the other subjects. Essentially, it will be very difficult to get usable data from the question in its current form. For example, does a response of 'Yes' mean that they are interested in all of these subjects? Only some? Only one?

To allow for more granularity, it will be better to list out the specific STEAM subjects separately and allow respondents to select the subjects that apply to them.

Final question

The term 'STEAM' is sometimes used to refer to a range of subjects or sectors: Science, Technology, Engineering, Arts and Maths.

Thinking now about your free time outside of your job or structured academic activities.

In which of these subjects or sectors, if any, do you take an interest?

Select all that apply

1 Science
2 Technology
3 Engineering
4 Arts
5 Maths
6 None of the above

Still thinking about the subjects below (Science, Technology, Engineering, Arts and Maths)

In the next 12 months, do you plan to take part in any activity or event connected with any of these subjects or sectors in your free time, outside your job or structured academic activities?

1 Yes - Science
2 Yes - technology
3 Yes - Engineering
4 Yes - Arts
5 Yes - Maths
6 Don't know
7 None of these

Original question

In the last 12 months have you accessed public library services in any of these ways? Please don't include paid work, school or structured academic activities.

Select all that apply

1 Through a library website
2 Using a library app
3 Through social media
4 Through YouTube
5 By telephone
6 None of these

Feedback

Adding a reference to using services 'digitally or online' will help respondents to understand we kinds of services they are being asked about.

Final question

In the last 12 months have you ~~accessed~~ used public library services digitally or online in any of these ways? Please don't include paid work, school or structured academic activities.

Select all that apply

1 Through a library website
2 Using a library app
3 Through social media
4 Through YouTube
5 By telephone
6 None of these

Original question

In the last 12 months which of the following places have you visited in person in England?

Please don't include paid work, school or college or structured academic activities.

By historic we mean something that because of its age and architectural, traditional, artistic or archaeological condition is of exceptional cultural or heritage value.

Select all that apply

1 a city or town with historic character
2 a historic building open to the public (non-religious)
3 a historic place of worship attended as a visitor (not to worship)
4 a park or garden open to the public with historic or artistic features
5 a place connected with industrial history (such as an old factory, mine or railway)
6 an ancient monument or archaeological site (such as a castle, fort, burial site)
7 a site connected with sports heritage not visited for the purposes of watching sport (such as Wimbledon or Wembley stadium)
8 a site connected with maritime or underwater heritage (such as shipwrecks)
9 a historic landscape or habitat (such as coastline, countryside)
10 Some other heritage site or historic place (Please type in)
11 None of these

Feedback

The wording of the question struck some respondents as being somewhat clumsy. This could be structured differently.

Code 1 was selected by almost all respondents, some of whom remarked that just about every city or town has some kind of historic character. It seems that they explanatory text is not sufficient to clarify what is meant here. Changing the wording to 'celebrated historic nature' might help respondents to understand this option more clearly.

Code 7 was selected by one respondent who later realised that they were thinking of an occasion on which they had been a spectator at a sporting event. The word 'not' should be emphasised.

Final question

In the last 12 months which of the following places **in England** have you visited in person ~~in England~~?

Please don't include paid work, school or college or structured academic activities.

By historic we mean something that because of its age and architectural, traditional, artistic or archaeological condition is of exceptional cultural or heritage value.

Select all that apply

1 a city or town with celebrated historic nature
2 a historic building open to the public (non-religious)
3 a historic place of worship attended as a visitor (not to worship)
4 a park or garden open to the public with historic or artistic features
5 a place connected with industrial history (such as an old factory, mine or railway)
6 an ancient monument or archaeological site (such as a castle, fort, burial site)
7 a site connected with sports heritage NOT visited for the purposes of watching sport (such as Wimbledon or Wembley stadium)
8 a site connected with maritime or underwater heritage (such as shipwrecks)
9 a historic landscape or habitat (such as coastline, countryside)
10 Some other heritage site or historic place (Please type in)
11 None of these *Fixed *Exclusive*

CDIGHER12

Original question

In the last 12 months which of these things have you done?

Please don't include paid work, school or college or structured academic activities.

Select all that apply

1. Taken a virtual tour of a museum or gallery in England
2. Taken a virtual walking tour of a historic town or city, heritage site, castle or monument in England (Not including drone flights)
3. Researched local history online
4. Researched items from a museum or gallery collection in England online
5. Viewed documents from an archive in England online
6. Engaged with other multimedia content from heritage sites in England (such as games or podcasts)
7. Engaged with other multimedia content from museums in England (such as games or podcasts)
8. None of these

Feedback

Including a reference to 'virtual or online activities' in the question text will help to ensure that respondents focus exclusively on these types of activities.

Code 3 was sometimes interpreted too broadly as researching the local history of any place, not specifically the place where the respondent lived. The wording here should be made more specific.

Codes 6 and 7 were not particularly well understood. The examples provided at each code (games or podcasts) proved unhelpful, as respondents tended to think about these types of content only, at the exclusive of other multimedia. In order to ensure that all relevant experience is captured, a broader, more comprehensive list of examples should be cited.

Final question

In the last 12 months, which of these virtual or online activities have you done?

Please don't include paid work, school or college or structured academic activities.

Select all that apply

1 Taken a virtual tour of a museum or gallery in England
2 Taken a virtual walking tour of a historic town or city, heritage site, castle or monument in England (Not including drone flights)
3 Researched your local history online
4 Researched items from a museum or gallery collection in England online
5 Viewed documents from an archive in England online
6 Engaged with ~~other multimedia content~~ text, image, audio, video, or animation, games, or podcast content from heritage sites in England ~~(such as games or podcasts)~~
7 Engaged with ~~other multimedia content~~ text, image, audio, video, or animation, games, or podcast content from museums in England ~~(such as games or podcasts)~~
8 None of these

CSPOFREQ

Original question

In the last 6 months, how frequently have you attended these live sporting events?

1 At least once a week
2 Less often than once a week but at least once a month
3 Once every two months
4 Twice in the last 6 months
5 Don't know

Feedback

This question proved to be very difficult for some respondents to answer, particularly if their attendance had fluctuated. As an example, If they have attended one event every week for the last month, but nothing in the preceding 5 months, how should they answer?

Since there is an existing question which asks the number of events attended in 6 months, it would be better to drop this question.

Final question

Question deleted

Original question

Thinking about your last holiday in England, where did you go?

Please select your answer from the list below.

1 City or large town
2 Countryside or village
3 Traditional coastal or seaside town
4 Rural coastline
5 Mountains or hills
6 Somewhere else (type in)
7 Don't know

Feedback

If we want this to be single coded, we should ask which 'best describes' the place. This will account for the fact that some places will fall under more than one code.

One respondent said that they had been to all of these places on their last holiday. Their accommodation was in one place, but they travelled around to visit lots of different places. In such instances, we should ask the respondent to answer in relation to the place where they stayed.

Final question

Thinking about your last holiday in England, which of the following best describes the place where you stayed?

If, on your most recent holiday in England, you stayed in more than one place, please think about the place you stayed last.

Please select your answer from the list below.

1 City or large town
2 Countryside or village
3 Traditional coastal or seaside town
4 Rural coastline or coastal village
5 Mountains or hills
6 Somewhere else (type in)
7 Don't know

Original questions

In the last 12 months have you placed a bet during any sporting event you attended? Placing a bet can be online or in person.

1 Yes
2 No

In the last 12 months have you placed a bet during any sporting event you were watching live on TV?

1 Yes
2 No
3 Don't know

Feedback

One respondent answered yes, even though they placed the bet several hours before the event started. We should clarify that the bet must have been placed after the event started.

Final question

In the last 6 months have you placed a bet **during** any sporting event you attended (i.e. **after the event started**)? Placing a bet can be online or in person.

1 Yes
2 No

In the last 12 months have you placed a bet **during** any sporting event you were watching live on TV (i.e. **after the event started**)?

1 Yes
2 No
3 Don't know

CEVEAW, CEVEENG & CEVEENGHOWQPJ

Original questions

Which of these major events have you heard of?

Select all that apply

   1 Her Majesty the Queen's Platinum Jubilee
   2 Festival UK* 2022
   3 Birmingham Commonwealth Games 2022
   4 Coventry City of Culture
   5 None of these

Which of these major events would you be interested in participating in?

Select all that apply

   1 Her Majesty the Queen's Platinum Jubilee
   2 Festival UK* 2022
   3 Birmingham Commonwealth Games 2022
   4 Coventry City of Culture
   5 None of these

In which of the following ways would you be interested in participating in [EVENT FROM CEVEAW]?

   1 Attending a national event
   2 Attending a local event
   3 Attending an digital event
   4 Following coverage on TV or radio (includes watching the event and or news about the event)
   5 Following on social media
   6 Taking part in a voluntary capacity
   7 Taking part in a professional capacity
   8 Taking part in some other way
   9 Don't know

Feedback

In version that was tested, respondents were first asked which events they would be interested in participating in, before then being asked *how* they would like to participate.

Respondents experienced some confusion around the term 'participating'. The interpretation ranged from assuming it referred to only in person attendance to actually competing/ being an active part of the celebrations. For example, some respondents thought we were asking whether they planned to *compete* in the commonwealth games!

We suggest removing the second question and rewording the final question so that the options are available for the respondent to select. This is suggested because respondents who said they would not like to participate then chose an option from when they were shown the options.

Final question

Which of these major events have you heard of?

Select all that apply

1   Her Majesty the Queen's Platinum Jubilee
2   Festival UK* 2022
3   Birmingham Commonwealth Games 2022
4   Coventry City of Culture
5   None of these

Which of these major events would you be interested in participating in?

Select all that apply

1   Her Majesty the Queen's Platinum Jubilee
2   Festival UK* 2022
3   Birmingham Commonwealth Games 2022
4   Coventry City of Culture
5   None of these

In which of the following ways, if any, would you be interested in participating in [EVENT FROM CEVEAW]?

Select all that apply

1   Attending a national event

2   Attending a local event

3   Attending an digital or online event

4   Following coverage on TV or radio (includes watching the event and or news about the event)

5   Following on social media

6   Taking part in a voluntary capacity

7   Taking part in a professional capacity

8   Taking part in some other way

9   Don't know

10   I am not interested in participating in this event

Original question

Which of the following do you have in your home?

Smart products are devices or appliances controlled via an internet connection.

Select all that apply

1   A Wi-Fi router or internet hub (A router is a device that communicates between the internet and the devices in your home that connect to the internet)
2   Smartwatch (such as Apple Watch, Samsung Galaxy Gear)
3   Fitness band or smart wristband (such as FitBit, Jawbone Up)
4   Voice-activated personal assistant or smart speaker device (such as Amazon Echo, Alexa, Google Home)
5   Smart home security (such as internet-connected or smartphone controlled security, smart door lock)
6   Smart energy device or thermostat
7   Smart kitchen appliance (such as a smart fridge)
8   Smart toy or baby monitor for children
9   Some other smart device for the home (type in)
10 None of these

Feedback

At code 6, some respondents were unsure what was meant by 'smart energy device'. Adding some examples would make this option clearer.

Final question

Which of the following do you have in your home?

Smart products are devices or appliances controlled via an internet connection.

Select all that apply

1   A Wi-Fi router or internet hub (A router is a device that communicates between the internet and the devices in your home that connect to the internet)
2   Smartwatch (such as Apple Watch, Samsung Galaxy Gear)
3   Fitness band or smart wristband (such as FitBit, Jawbone Up)
4   Voice-activated personal assistant or smart speaker device (such as Amazon Echo, Alexa, Google Home)
5   Smart home security (such as internet-connected or smartphone controlled security, smart door lock)
6   Smart energy device (smart meter, bulb or plug) or thermostat
7   Smart kitchen appliance (such as a smart fridge)
8   Smart toy or baby monitor for children
9   Some other smart device for the home (type in)
10 None of these

Original question

Which of these devices that you personally own do you use for business purposes?

Select all that apply

1 Smartphone
2 Laptop computer
3 Tablet
4 Desktop PC
5 Games Console (such as an Xbox or Playstation)
6 Smart TV
7 None of these

Feedback

There was some confusion between items that are personally owned as opposed to items that are for personal use. Some respondents mentioned devices that were owned by their employer but used by them exclusively (e.g. a laptop). A slight wording change should help to ensure that respondents think only about devices that they actually own.

Final question

Thinking of the devices that you personally own, which, if any, do you use for business purposes?

Select all that apply

1 Smartphone
2 Laptop computer
3 Tablet
4 Desktop PC
5 Games Console (such as an Xbox or Playstation)
6 Smart TV
7 None of these

Original questions

On average, how often, would you replace big ticket items such as smart TV's and smart kitchen appliances?

1   Within 1 year
2   Within 1 to 3 years
3   Within 3 to 5 years
4   Within 5 to 10 years
5   More than 10 years
6   Don't know

On average, how often would you replace items for connecting the home such as smart thermostats, home assistants, smart speakers and smart security.

1   Within 1 year
2   Within 1 to 3 years
3   Within 3 to 5 years
4   Within 5 to 10 years
5   More than 10 years
6   Don't know

Feedback

These questions do not work in the intended way. Generally, respondents fell into one of two camps:

1. They had never needed to replace any of these devices, so found it very difficult to answer the questions.

2. They **had** replaced these items but answered in relation to how long they have had their current device. For example, someone might select code 2 because they replaced their smart TV 2 years ago, even though they had their last TV for 5 years and intend to keep their current TV for another 3 years (so 5 years in total).

Final question

Questions deleted

Original question

On average, how often would you replace lifestyle items such as smart tablets, smartphones and smart watches?

1 Within 1 year
2 Within 1 to 3 years
3 Within 3 to 5 years
4 Within 5 to 10 years
5 More than 10 years
6 Don't know

Feedback

Respondents generally used their smart phone as the reference item when they were thinking about their choice of answer. So essentially, their answer relates solely to their smart phone, regardless of whether they also own tablets and smart watches.

We recommend only asking for smart phone as this makes the task easier and to reflect the answer that the respondents are ultimately selecting.

Final question

On average, for how long do you keep a smartphone before replacing it?

Please think about all of the smartphones you have ever owned, not just the one you currently own.

1 12 months or less
2 More than 12 months but less than 2 years
3 At least 2 years but less than 3 years
4 At least 3 years but less than 4 years
5 At least 4 years but less than 5 years
6 5 years or more
7 I have never replaced my smartphone
8 Don't know

Original question

Thinking about all the smart devices that you currently own, where did you get them?

Select all that apply.

1 Online shop (such as Amazon)
2 Online marketplace (such as eBay, Facebook)
3 In person from a high street or retail park
4 Second hand or charity shop
5 Gift or passed on from family or friends
6 Other, (type in)

Feedback

A couple of respondents said that they bought their mobile phone from their network provider. This should be added as an option.

Final question

Thinking about all the smart devices that you currently own, where did you get them?

Select all that apply.

1 Online shop (such as Amazon)
2 Online marketplace (such as eBay, Facebook)
3 A mobile phone network provider (such as O2, EE)
4 In person from a high street or retail park
5 Second hand or charity shop
6 Gift or passed on from family or friends
7 Other, (type in)

Original question

How do you dispose of your smart devices?

Select all that apply

1 Trade in or return to the company or producer
2 Recycle (such as using a local E-waste recycling centre)
3 Pass onto family or friend
4 Sell online (such as eBay, Facebook)
5 Sell at a secondhand shop
6 Give to a secondhand or charity shop
7 Keep as a spare
8 Other (type in)

Feedback

There were a number of issues with this question.

The term 'dispose' was somewhat misleading for some respondents, as it is generally interpreted as meaning to throw something away. This interpretation was not matched by the options listed, which caused confusion.

Code 1 was viewed by some to be too broad, since it covers two very different reasons for returning a device to the company – to either trade in for another device or send back to be recycled. In order to capture the distinction, both reasons should be captured by separate codes.

Code 7 was slightly unclear. One respondent selected this code, but during probing it emerged that she did not keep her mobile phone as a spare – it had simply been placed in a drawer and forgotten about. A new code should be added to capture this.

Final question

What do you typically do with your smart devices when you no longer need them?

Select all that apply

   1   Trade in for another device
   2   Return to the company or producer to be recycled
   3   Recycle (such as using a local E-waste recycling centre)
   4   Pass onto family or friend
   5   Sell online (such as eBay, Facebook, Music Magpie)
   6   Sell at a secondhand shop
   7   Give to a secondhand or charity shop
   8   Keep as a spare
   9   Store it somewhere (not as a spare)
  10 Throw it away
  11 Other (type in)

Original question

Below is a list of digital skills. Which of these things do you do?

Select all that apply.

1   I can update and change my password when prompted to do so
2   I communicate with others by mail or other messaging apps (such as WhatsApp)
3   I communicate with others using video tools (such as Facetime, Teams, Skype)
4   I post content such as messages, photographs or videos on social media (such as Facebook, Instagram, Snapchat)
5   I can recognise what information or content may, or may not, be trustworthy on websites or apps
6   I can use search engines to find the information I'm looking for (such as searching for news using a browser such as Chrome, Internet Explorer or Safari)
7   I can store information online and access content from a different device (such as using the cloud)
8   I can access and use public services online, including filling in forms (such as Vehicle tax, Voting registration, medical visits or prescriptions)
9   I can manage my money and transactions online securely, via websites or Apps (such as bank account)
10 I can use online tutorials, web chat, FAQs and forums to improve my skills in using the internet and digital Apps or products or services
11 None of these

Feedback

The format of this question, whereby the full list was shown on screen and the respondents was asked to select all that apply, proved to be quite taxing for respondents. Some commented on the volume of text they were presented with. There were indications that respondents did not fully read/ take in all of the text, particularly as they got to the later codes.

A better approach would be to ask about each option individually, so that a single code appears on screen and the respondent selects 'Yes' or 'No' before moving on to the next option.

Final question

Do you ever...?

		Yes	No
1	Communicate with others by e-mail or other messaging apps (such as WhatsApp)	x	x
2	Communicate with others using video tools (such as Facetime, Teams, Skype)	x	x
3	Post content such as messages, photographs or videos on social media (such as Facebook, Instagram, Snapchat)	x	x
4	Recognise what information or content may, or may not, be trustworthy on websites or apps	x	x
5	Use search engines to find the information I'm looking for (such as searching for news using a browser such as Chrome, Internet Explorer or Safari)	x	x
6	Store information online and access content from a different device (such as using the cloud)	x	x
7	Access and use public services online, including filling in forms (such as Vehicle tax, Voting registration, medical visits or prescriptions)	x	x
8	Use online banking and online transactions	x	x
9	Use online tutorials, web chat, FAQs and forums to improve my skills in using the internet and digital Apps or products or services	x	x

SSDPAY & SSDPAY2

Original question

How much does your household currently pay for internet or broadband at your home per month? If you are not sure, please give your best estimate.

If you get your broadband as part of a bundle (TV or broadband or telephone) and don't have a breakdown, then halve the amount you pay per month.

1   Up to £20
2   £21 to £30
3   £31 to £40
4   £41 to £50
5   £50 to £60
6   More than £60
7   Don't know

Feedback

Respondents did not generally notice the explanatory text instructing them to halve the amount if they pay for a package. A more reliable approach would be to include a follow-up question to establish whether the amount covers a package or internet only.

Final question

How much does your household currently pay for internet or broadband at your home per month? If you are not sure, please give your best estimate.

~~If you get your broadband as part of a bundle (TV or broadband or telephone) and don't have a breakdown, then halve the amount you pay per month.~~

1 Up to £20
2 £21 to £30
3 £31 to £40
4 £41 to £50
5 £50 to £60
6 More than £60
7 Don't know

You've told us that your household currently pays [ANSWER FROM SSDPAY] for internet or broadband at your home per month.

Does this amount cover...

1 A package/bundle that includes a TV subscription or telephone contract, or
2 Internet or broadband only
3 Don't know

SSDSPEED

Original question

Thinking about how much your household currently pays per month for internet or broadband at your home, how much extra would you be willing to pay per month to double your broadband speed?

1   Up to £2
2   Between £2 and £5
3   Between £5 and £7.5
4   Between £7.5 and £10
5   Between £10 and £15
6   More than £15
7   I would not be willing to pay any more to double my broadband speed
8   Don't know

Feedback

This was a difficult question for respondents to conceptualize and consequently they used different strategies to decide on their answer – some considered whether they were happy with the current speed, some mentioned that they don't get the speed they are paying for so would like faster speed but are not willing to pay, others considered whether faster speed was worth budgeting for. It's worth stressing that there will be some inconsistency in how it is interpreted/ answered by respondents.

One respondent mentioned that faster broadband is not available in their area. In such cases, respondents should be instructed to answer hypothetically.

Final question

Thinking about how much your household currently pays per month for internet or broadband at your home, how much extra would you be willing to pay per month to double your broadband speed?

This would allow you to upload and download files more quickly.

If you know that faster broadband is not available where you live, please think about how much extra you would be willing to pay if it WAS available.

1   Up to £2
2   Between £2 and £5
3   Between £5 and £7.5
4   Between £7.5 and £10
5   Between £10 and £15
6   More than £15
7   I would not be willing to pay any more to double my broadband speed
8   Don't know

Original question

Which statement below is closest to your view?

Select all that apply.

1 I would get 5G if it were free
2 I would pay more for 5G if I really thought it would benefit me
3 I am happy with my current mobile subscription upload and download speeds so would not pay more for 5G
4 I would never get 5G regardless of what it cost
5 Other (type in)

Feedback

This is a multi-coded question, but the wording asks which statement is closest to their view. The wording should be amended to reflect the fact that more than one option can be selected.

Final question

Which of the following do you agree with?

Select all that apply.

1 I would get 5G if it were free
2 I would pay more for 5G if I really thought it would benefit me
3 I am happy with my current mobile ~~subscription upload and download~~ internet speed so I would NOT be willing to pay more for 5G
4 I would never get 5G regardless of what it cost
5 Other (type in)

Original question

Thinking about all information or data collected and how it is used by different parts of society, which of the following statements do you agree with?

Select as many as apply

1   Private companies use it to grow the economy and create jobs
2   The UK Government use it to understand and better serve society through improved public services
3   Charities use it to help vulnerable people in society
4   The UK Government use it to make public policies which help keep people safe
5   Private companies use it to develop technology to help people do things more efficiently
6   It is used to develop services that help people save money, such as price comparison websites
7   It is used by private companies to improve their services and products
8   It is used by private companies to design services which help people connect with others, for example, to develop social media platforms
9   Researchers and scientists use it to increase our understanding and knowledge of the world, people, culture and society
10 None of the above

Feedback

This question caused some confusion. Several respondents were unsure whether they were being asked whether the data actually *is* used in these ways, or whether they would support data being in these ways. Since the priority for DCMS us understanding how people feel about these sorts of data uses, a better approach would be to ask how comfortable respondents would be in each case.

Final question

Thinking about all information or data collected and how it could be used by different parts of society, how comfortable would you be with each of the following?

Select all that apply

		Very comfortable	Fairly comfortable	Fairly uncomfortable	Very uncomfortable	Don't know
1	Private companies using data to grow the economy and create jobs	x	x	x	x	x
2	The UK Government using data to understand and better serve society through improved public services	x	x	x	x	x
3	Charities using data to help vulnerable people in society	x	x	x	x	x
4	The UK Government using data to make public policies which help keep people safe	x	x	x	x	x
5	Private companies using data to develop technology to help people do things more efficiently	x	x	x	x	x
6	Data being used to develop services that help people save money, such as price comparison websites	x	x	x	x	x
7	Data being used by private companies to improve their services and products	x	x	x	x	x
8	Data being used by private companies to design services which help people connect with others, for example, to develop social media platforms	x	x	x	x	x
9	Researchers and scientists using data to increase our understanding and knowledge of the world, people, culture and society	x	x	x	x	x
10	It is easy for me to understand how the data is being used and for what purposes	x	x	x	x	x

Original question

What do you consider to be the main role of the Monarchy in the UK?

Select up to two options

1 To undertake a constitutional role as Head of State (such as opening each new session of Parliament)
2 To support and encourage public service and charitable sectors
3 To recognise and support the armed forces
4 To be the Supreme Governor of the Church of England
5 To provide a sense of continuity and act as a focus for national identity, unity and pride
6 To promote the UK abroad
7 To recognise exceptional achievement by issuing honours (such as MBEs, OBEs)
8 Other

Feedback

This question was very problematic. In its original form, different respondents interpreted the question in different ways, which will make it very difficult to understand what the data actually means.

Essentially the question can be interpreted in one of two ways:

1. An awareness question: i.e. 'Do you know what the main role of the Monarchy is?'
   OR

2. An attitudinal question: i.e. 'What do you think *should* be the main role of the Monarchy?'

During cognitive testing two different respondents both selected Option 1 ('To undertake a constitutional role…').

Respondent A was a strong supporter of the Monarchy and felt that it's very important for the Monarchy to carry out this role. He had no hesitation in selecting this option.

Respondent B described himself as 'a republican', who was not in favour of having a Monarchy at all. He selected Option 1 simply as a matter of fact ('They do carry out that role, even if I think they shouldn't.). When asked, during probing, how he would answer the question 'Which of these do you think *should* be the main role of the Monarchy?', he claimed he would say 'None of these'.

For clarity, the question wording should be changed to ask what respondents think *should be* the main role of the Monarchy.

Final question

What do you think should be the main role of the Monarchy in the UK?

~~Select up to two options~~

1 To undertake a constitutional role as Head of State (such as opening each new session of Parliament)
2 To support and encourage public service and charitable sectors
3 To recognise and support the armed forces
4 To be the Supreme Governor of the Church of England
5 To provide a sense of continuity and act as a focus for national identity, unity and pride
6 To promote the UK abroad
7 To recognise exceptional achievement by issuing honours (such as MBEs, OBEs)
8 Other
9 Don't know

8. Appendix B: Usability Testing Findings

8.1 General Findings

Overall, the paper questionnaire was well received; the key issues that stood out were:

- Not noticing or following filtering or instructions with the consequence that participants felt as though certain questions didn't apply to them or were repetitive

- Missing instruction wording, for example where the instruction asked participants to exclude activities undertaken outside of England was missed, meaning activities abroad were included

- The design of pages laid out in a horizontal format could be rather overwhelming at first glance and these pages were more confusing than the more 'standard' vertical design (see the 'Layout' section on the following pages for more detail)

Participants were also asked to score how easy or difficult the paper questionnaire was on a scale of 0-10 (where 0 is very easy and 10 is very difficult); scores were between 0 and 4.

Participants liked in particular: the colour scheme and that there were no open questions. Aspects disliked were: the size and colour of the question numbers (there were some comments that a larger and more prominent font would be preferable) and that there was a lack of information on the front page about the survey, for example what the benefits of the survey are.

8.2 How respondents approached specific design features of the paper questionnaire

8.2.1 Colour scheme

Example:

Findings	Recommendation(s)
The colour scheme worked well; the colour, the text and the font were felt to be good quality and 'official' which made the questionnaire seem important.	Retain overall gold colour.
There was no evidence that the colour scheme affected participants' decision to take part or negatively impacted on their experience.	Use a darker gold for question numbers and arrow filters.
'Skimmers' were more prone to skipping text in gold or to assume it repeated information and was therefore less important than the black question text (which makes sense and fits with our overall priorities). However, this could lead to the missing of filter instructions.	
We considered using a different colour for the filters to make them stand out more; however, the issue we anticipate is that if we try and make everything prominent then it becomes overwhelming, and nothing ends up standing out. The design prioritises the question text in black and the use of white space for where the participant is required to make a mark naturally draws their eye to these important spaces.	

8.2.2 Answer boxes

Examples:

Findings	Recommendation(s)
These were well received by participants; the white space naturally draws the eye to where they need to put a 'X' or write in a number. The only comments we received was that the smaller boxes could be slightly larger.	Very slightly increase size of 'X' answer boxes. Retain number boxes.

8.2.3 Instruction wording

Examples:

Findings	Recommendation(s)
'Skimmers' regularly missed these instructions, and participants said they were too similar and the difference easy to miss. The underlining was felt to be helpful for emphasis.	Make these instructions bolder and the text larger and slightly darker gold. Ensure 'one' is underlined rather than 'box' at all relevant questions and add the word 'boxes' to the multi code instruction.

8.2.4 Sign posting and navigation

There were three different types of filters included in the paper questionnaire:

Arrow filter

Q48 Do you personally use the internet, either at home or anywhere else?
☐ Yes
☐ No ⇨ Go to Q54

Box filter

Do you or your household own or rent this accommodation?
⇨ Please cross one box only ☒

☐ Owns outright
☐ Owns with a mortgage or loan
Go to Q68

☐ Part-owns and part rents (shared ownership)
☐ Rents it (with or without housing benefit)
☐ Lives here rent-free
Go to Q67

Bar filter

If you chose 'None of these' at Q8a and Q9a, please answer Q11

Findings	Recommendation(s)
Signposting was one of the more challenging aspects of the paper questionnaire. **All** participants who were observed filling in the questionnaire in person missed filtering to some degree, showing this to be a universal problem experienced by 'Readers' as well as 'Skimmers'. Where this happened participants sometimes felt that there was a mistake in the questionnaire rather than they had missed something). Feedback on the **arrow filter** was mixed; some said these were easy to spot as they were positioned just after the answer code.	Use a slightly darker gold for arrow filters in line with other instruction wording. Review wording at bar filters to make these as simple and straightforward as possible; these questions were also highlighted as being a priority for cuts. It is important to highlight that whatever amends we make, we cannot prevent participants

Findings	Recommendation(s)
Others said they preferred the **box filter** as the method was more prominent and noticeable. These seemed to be the most obvious of the three filter types, especially when there is more than one box (see example above). This filter design was slightly trickier on questions that only had one routing condition off all codes, especially where this was positioned far over to the right.	ignoring/missing the filtering as this was an issue experienced by all members of our sample, 'Readers' and 'Skimmers'.
The **bar filter** was most complex, and participants found it easy to miss altogether. The key difficulty was that they were required to go back to previous questions and/or pages to see if the filter applied to them. In some instances, the wording was also confusing. One participant commented that there are three types of filters, and it would be better to stick to one type.	

8.2.6 Layout

The Participation Survey paper questionnaire was unusual in design in that it switched between vertical (portrait) and horizontal (landscape) layouts. Whether this created problems or caused issues for participants was a key issue for the usability testing to explore.

Below are some activities you may have done in the last 12 months

Q9a. Have you done this activity in the last 12 months? Please don't include anything done through paid work, school or academic activities.	Please cross all activities done in the last 12 months and leave the other boxes blank	Q9b. How often have you done this activity in the last 12 months? ⊃ Please cross one box only ☒						Q9c. Was this... ⊃ Please cross all that apply		
		Every day	Less than daily, at least once a week	Less than once a week, at least once a month	Less than once a month, at least 3 or 4 times a year	Twice in the last 12 months	Once in the last 12 months	In your free time	As a volunteer	In some other way
Written stories, plays or poetry	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Read books or magazines	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Written or performed music	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Painting, drawing, print making	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Crafts (textiles, ceramics, sculpting)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Choreographed or performed a dance routine	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Designed or programmed video games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Played video games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Made videos, films, or animations	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Photography for artistic purposes	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other arts, crafts or creative activities (write-in)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
None of these	☐									

Findings	Recommendation(s)
The requirement to turn the paper between portrait and landscape was felt to be slightly annoying rather than a major problem. One participant commented that it might be better to have the whole questionnaire in landscape. From observing participants, they were more likely to fold over the booklet when completing the landscape pages as it made it easier to see the top page. This was something to consider in terms of practicalities/logistics of filling in the questionnaire as having folded the booklet can mean more effort is required to review previous answers at questions which rely on a bar filter instruction. In terms of the content, these pages were the most problematic; they caused confusion and	Retain existing layouts and use double columns wherever possible. Delete question a) and re-word question b) to be the starting point. For example, for Q9: 'In the last 12 months, how often, if at all, have you done each of the following activities?' Add a 'Not in the last 12 months' option and remove the 'None of these' option. These two measures would mean that all rows would get a cross at b), the amount of the

Findings	Recommendation(s)
could be overwhelming at first glance. Issues were: - Leaving column a) blank and going straight to columns b) and c) – this could cause issues during data cleaning and so we would need to consider priority coding here as may miss valuable information at b) and c). - Completing column b) and skipping column c). - Confusion around the order/process of completing the page: options were to 1) complete column a) then b) and c) for each relevant activity or 2) complete the whole of column a) first, then go back to b) and c) where relevant. These participants were able to work this out in the end although there was a significant degree of burden involved. - Missing the gold instruction at a) altogether or finding the instruction to leave boxes 'blank' confusing. For example participants questioned which boxes should be left blank and some were unsure whether we meant the ones at b) and c). - Misreading the instruction 'Please don't include…' and interpreting it as DO include these. - The introduction wording at the top of each page was too generic and could be tailored to each question. - Overall, there was too much text on the page which could be overwhelming, and participants were not sure where to start.	page would be reduced overall (3 questions down to 2) and the confusing instruction about 'blank' boxes could be deleted. We also wouldn't need to use the word 'activity' where it doesn't fit. Amend the instruction at a) to 'Please do not include anything…' rather than 'don't'. Improve the introduction sentence to be more specific to each page. Reduce/refine the amount of text wherever possible. Retain the alternate row shading to help participants navigate between the rows. Retain the gold arrows between the columns to help guide participants to the next question(s).

The final version of Q9 is shown below as an example of the changes that were made to the landscape pages.

Below are some activities you may have done in the last 12 months.

Q9a. In the last 12 months, how often, if at all, have you done each of the following activities?

Please do not include anything done through paid work, school or academic activities.

↪ Please cross <u>one</u> box only for each option ☒

Q9b. Was this...

↪ Please cross <u>all</u> boxes that apply ☒

	Not in the last 12 months	Every day	Less than daily, at least once a week	Less than once a week, at least once a month	Less than once a month, at least 3 or 4 times a year	Twice in the last 12 months	Once in the last 12 months	In your free time	As a volunteer	In some other way
Written stories, plays or poetry	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Read books or magazines	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Written or performed music	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Painting, drawing, print making	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Crafts (textile, ceramic, sculpting, carving, woodwork)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Choreographed or performed a drama or dance routine	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Designed or programmed video games including on a smartphone or tablet	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Played video games (including on a smartphone or tablet)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Made films or videos as a hobby including original animations	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Photography as a hobby	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other arts, crafts, or creative activities at home (write in)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

8.2.7 Front cover

HM Government

Participation Survey

Who should complete the questionnaire?

We are interested in the views of everyone aged 16 or over in your household.

Please read the rest of the information on this page, then turn over the page to start the survey.

How do I fill in the questionnaire?

1. Most questions can be answered by putting a cross in the box next to the answer that applies to you, like this: ☒

   Or by writing in a number like this: | 1 | 0 |

2. Some questions will ask you to "cross all that apply." Please cross as many boxes that apply to you when you see this instruction.

3. Please try to answer every question. If you cannot remember, do not know, or the question does not apply to you then please cross the relevant box where shown or leave the question blank.

4. If you change your mind about an answer you have given, completely block out the box you have crossed like this, ■ and then put a cross in your preferred box.

5. Please use black or blue ink to complete the questionnaire.

Where can I get more information?

✉ : www.participationsurvey.co.uk

☎ : 0800 904 7726 (9am-5pm)

Information about how your data is processed and information about your rights in relation to the data we collect is available on the back of the accompanying letter. You can also access our survey privacy policy by clicking the link near the top of our website privacy policy at:

https://participationsurvey.co.uk/privacypolicy.html

Findings	Recommendation(s)
As expected, participants differed in terms of the amount of attention they gave the front page. While the 'Readers' read it carefully, the 'Skimmers' glanced over it, some noticing the logos, help line and credentials information. It should be noted that usability participants were not shown a cover letter which would have provided more information about the background to the survey. At least two participants didn't cross the boxes as specified in the instructions and instead drew a single diagonal line (somewhere between a tick and a cross). Some of the instructions were felt to be unnecessary (for example point 1 which feels obvious).	Retain the logos as these make the survey seem official. Space permitting, include more information on the background to the survey and its purpose, for example 'This study plays a vital role in deciding how public money is spent on sports, arts, culture and other facilities in your local area'. Include information on the financial incentive, for example 'Each person who completes the survey will receive a £10 shopping voucher as a thank you'. Replace the number boxes example with images of the filtering instructions as these are more prevalent and were more problematic during testing. At point 2 use the 'cross all that apply' image actually used inside the questionnaire.

The final version of the front cover is shown below.

HM Government

Participation Survey

What is the survey about?

This study plays a vital role in deciding how public money is spent on sports, arts, culture and other facilities in your local area.

Who should complete the questionnaire?

We are interested in the views of everyone aged 16 or over in your household. Please read the rest of the information on this page, then turn over the page to start the survey.

Each person who completes the survey will receive a £10 shopping voucher as a thank you.

How do I fill in the questionnaire?

1. Most questions can be answered by putting a cross in the box next to the answer that applies to you, like this: ☒

2. Some questions will ask you to: ➲ **Please cross <u>one</u> box only** and some will ask you to: ➲ **Please cross <u>all</u> boxes that apply.**

3. Some questions may not apply to you and you will be taken to the next one that does by following an arrow like this: ➲ **Go to Q34** or a box like this: **Go to Q76**

4. Please try to answer every question that applies to you. If you cannot remember or do not know, please cross the relevant box where shown or leave the question blank.

5. If you change your mind about an answer you have given, completely block out the box you have crossed like this, ■ and then put a cross in your preferred box.

6. Please use black or blue ink to complete the questionnaire.

Where can I get more information?

✉ : www.participationsurvey.co.uk

☎ : 0800 904 7726 (9am-5pm)

Information about how your data is processed and information about your rights in relation to the data we collect is available on the back of the accompanying letter. You can also access our survey privacy policy by clicking the link near the top of our website privacy policy at:

https://participationsurvey.co.uk/privacypolicy.html

At the end of the interview, participants were asked about the length of the questionnaire. It was felt to be broadly reasonable; the questionnaire shouldn't take more than 20-30 minutes overall. There were some comments that it might be completed over more than one sitting.

Participants were also asked what would encourage them to complete the questionnaire. Themes that came up here were:

- If I felt it was helping someone/a good cause or if it was felt to be important.

- If the questionnaire didn't contain open ended questions.

- A financial incentive.

Overall, the paper questionnaire was well received and is expected to have improved further in light of the changes implemented following usability testing, particularly the amends to make the landscape pages less busy and more straightforward. We received positive feedback on the Kantar Public template design. The key issue uncovered during this phase of testing is that filtering will always be skipped or misunderstood regardless of how 'motivated' the participant is to complete the questionnaire and these types of error should be anticipated in any paper questionnaire.

9. Appendix C: Invitation letter

HM Government

The Resident
Address1
Address2
Address3
Town County
Postcode

11 August 2021
Reference Number: {HHSerial}
Job Number: 40320894

Dear Resident,

Your household has been chosen to be part of the **Participation Survey**. This is an official government study that plays a vital role in deciding how public money is spent on sports, arts, culture and other facilities in your local area.

Up to {DCMS_PilotNumLogIns} people in your household aged 16 or over can take part, but each set of log-in details can only be used once.

How to take part

① Go to **www.participationsurvey.co.uk** or scan the QR code on a smartphone and select 'Click here to complete the survey'.

② Enter your **log-in details** (shown below) in the boxes provided.

Person 1	Person 2	Person 3	Person 4
Ref No: XXXX	Ref No: XXXX	Ref No: XXXX	Ref No: XXXX
Password: XXXX	Password: XXXX	Password: XXXX	Password: XXXX

③ Click **"START NOW"** to complete the survey and submit when done.

Each person who completes the survey will receive a **£10 shopping voucher** to thank them for their time. The survey should take around 30 minutes to complete.

If you are unable to complete the survey online, you can request a **paper version** of the questionnaire via the contact details below.

This study is being carried out on behalf of the government by Kantar Public, an independent social research organisation. If you would like to talk to someone about the study, please contact Kantar Public on 0800 904 7726 or at participationsurvey@kantar.com.

I hope you will be able to take part and thank you in advance for your help.

Yours faithfully,

Sarah Lasher

Sarah Lasher
Head of Profession for Statistics, DCMS

KANTAR PUBLIC

Frequently Asked Questions

Why did you choose my address?

As it is not possible to ask everyone to take part in the survey, we select a sample of addresses to represent the entire country. Your address was selected at random from a list of private addresses held by the Royal Mail.

Why are my views important?

Everyone's views and experiences are valuable, even if you don't participate in any activities or you don't think your views are relevant. The results need to be representative of everyone in England.

Who is conducting the survey?

The survey is being conducted by Kantar Public (an independent agency) on behalf of the government department for Digital, Culture, Media and Sport (DCMS). DCMS aims to improve the quality of life for all through sporting, art and cultural activities. To find out more about Kantar Public, please visit **www.kantarpublic.com.**

More information about this survey is available at: **www.gov.uk/guidance/participation-survey**

What do I need to do?

Up to {DCMS_PilotNumLogIns} people in your household aged 16 or over can take part. Simply go online and type **www.participationsurvey.co.uk** in the address bar or scan the QRcode on a smartphone. Then enter one of the reference numbers and associated password provided and complete the survey.

How do I collect the voucher?

Once you have completed the survey you will be directed to our voucher website, where you can choose from a range of different £10 shopping vouchers.

If you complete the survey using a paper questionnaire, we will post a £10 voucher to you once we have received the completed questionnaire.

Is the survey confidential?

Yes, the information that is collected will only be used for research and statistical purposes. Your contact details will be kept separate from your answers and will not be passed on to any organisation outside of Kantar or supplier organisations who assist in running the survey.

Data from the survey will be shared with DCMS for the purpose of producing and publishing statistics. The data shared with DCMS won't contain your name or contact details, and no individual or household will be identifiable from the results.

For more information about how we keep your data safe, you can visit **www.participationsurvey.co.uk.**

10. Appendix D: Reminder letters

HM Government

The Resident
Address1
Address2
Address3
Address4
Address5
Address6
Postcode_A

Counter
WebNo

8 September 2021
Reference Number: HHSerial
Job Number: 40320894

Dear Resident,

We recently invited your household to take part in the **Participation Survey**, an official government study. Our records suggest that the survey has not been completed by all adults in your household. We are writing again due to the importance of your household in helping us to gather accurate information.

Up to DCMS_RemindNumLogIns people in your household aged 16 or over can take part, but each set of log-in details can only be used once.

How to take part

1. Go to **www.participationsurvey.co.uk** or scan the QR code on a smartphone and select 'Click here to complete the survey'.

2. Enter your **log-in details** (shown below) in the boxes provided.

Person 1	Person 2	Person 3	Person 4
Ref No: XXXXXX	Ref No: XXXXXX	Ref No: XXXXXX	Ref No: XXXXXX
Password: XXXXXX	Password: XXXXXX	Password: XXXXXX	Password: XXXXXX

3. Click **"START NOW"** to complete the survey and submit when done.

Each person who completes the survey will receive a **£10 shopping voucher** to thank them for their time. The survey should take around 30 minutes to complete.

If you are unable to complete the survey online, you can request a **paper version** of the questionnaire via the contact details below.

If you would like to talk to someone about the study, please contact independent research agency Kantar Public on 0800 904 7726 or at participationsurvey@kantar.com.

I hope you will be able to take part and thank you in advance for your help.

Yours faithfully,

Sarah Lasher

Sarah Lasher
Head of Profession for Statistics, DCMS

KANTAR PUBLIC

HM Government

The Resident
Address1
Address2
Address3
Address4
Address5
Address6
Postcode_A

8 September 2021
Reference Number: HHSerial
Job Number: 40320894

Dear Resident,

We recently invited your household to take part in the **Participation Survey**, an official government study. Our records suggest that the survey has not been completed by all adults in your household. We are writing again due to the importance of your household in helping us to gather accurate information.

Each person who completes the survey will receive a £10 shopping voucher to thank them for their time. The survey should take around 30 minutes to complete.

Up to DCMS_RemindNumLogIns people in your household aged 16 or over can take part, but each set of log-in details can only be used once.

How to take part

① Go to **www.participationsurvey.co.uk** or scan the QR code on a smartphone and select 'Click here to complete the survey'.

② Enter your **log-in details** (shown below) in the boxes provided.

Person 1	Person 2	Person 3	Person 4
Ref No: XXXXXX	Ref No: XXXXXX	Ref No: XXXXXX	Ref No: XXXXXX
Password: XXXXXX	Password: XXXXXX	Password: XXXXXX	Password: XXXXXX

③ Click **"START NOW"** to complete the survey and submit when done.

If you are unable to complete the survey online, you can request a **paper version** of the questionnaire via the contact details below.

If you would like to talk to someone about the study, please contact independent research agency Kantar Public on 0800 904 7726 or at participationsurvey@kantar.com.

I hope you will be able to take part and thank you in advance for your help.

Yours faithfully,

Sarah Lasher

Sarah Lasher
Head of Profession for Statistics, DCMS

KANTAR PUBLIC

HM Government

The Resident
Address1
Address2
Address3
Address4
Address5
Address6
Postcode_A

Counter
WebNo

8 September 2021
Reference Number: HHSerial
Job Number: 40320894

Dear Resident,

We got in touch a few weeks ago, inviting your household to take part in the **Participation Survey**, an official government study. Our records suggest that the survey has not been completed by all adults in your household.

This is the <u>**last opportunity to take part**</u> – the survey will close on **Thursday 30th September**.

Each person who completes the survey will receive a £10 shopping voucher to thank them for their time. The survey should take around 30 minutes to complete.

Up to DCMS_RemindNumLogIns people in your household aged 16 or over can take part, but each set of log-in details can only be used once.

How to take part

① Go to **www.participationsurvey.co.uk** or scan the QR code on a smartphone and select 'Click here to complete the survey'.

② Enter your **log-in details** (shown below) in the boxes provided.

Person 1	Person 2	Person 3	Person 4
Ref No: XXXXXX	Ref No: XXXXXX	Ref No: XXXXXX	Ref No: XXXXXX
Password: XXXXXX	Password: XXXXXX	Password: XXXXXX	Password: XXXXXX

③ Click **"START NOW"** to complete the survey and submit when done.

If you are unable to complete the survey online, you can request a **paper version** of the questionnaire via the contact details below.

If you would like to talk to someone about the study, please contact independent research agency Kantar Public on 0800 904 7726 or at participationsurvey@kantar.com.

I hope you will be able to take part and thank you in advance for your help.

Yours faithfully,

Sarah Lasher

Sarah Lasher
Head of Profession for Statistics, DCMS

KANTAR PUBLIC