# Annex A: 2023/24 Participation Survey Cognitive Testing Findings

## 2023-24 Participation Survey Questionnaire Cognitive Testing

## January 2023

## Cognitive testing R1 summary findings

**Quota Summary**

| Key factor/demographic | Quota | R1 Achieved |
|---|---|---|
| **Total** | | 12 |
| **Age** | 16-34 years old | 4 |
| | 35-54 years old | 4 |
| | 55+ years old | 4 |
| | | |
| **Gender (including other and PNTS)** | Male | 6 |
| | Female | 6 |
| | | |
| | | |
| **Educational attainment** | Did not complete GCSEs or equivalent | 1 |
| | GCSES or equivalent | 2 |
| | AS/A-Levels or equivalent | 3 |
| | Vocational Qualification BTEC/GNVQ | 2 |
| | Undergraduate Degree | 2 |
| | Masters/PHD | 2 |
| | | |
| **Ethnicity** | BAME | 2 |
| | Mixed ethnicity | 1 |
| | White British | 8 |
| | Asian | 1 |
| | | |
| **Disability/long-term illness** | Has a disability (physical or mental) | 3 |
| | Does not have a disability | 9 |
| | | |
| **Locations** | London, Surrey, Cheshire, Leeds, Chelmsford, Nottingham, Suffolk, Derbyshire, Guildford, Manchester and Birmingham | |
| **Participation in clubs or groups** | Participants had taken part in a mix of activities listed at ARTPART12 | |

## Key findings

The cognitive testing was very insightful in exploring participants' answer strategies and thought processes when approaching this set of questions.

Some key top level takeaway findings:

1. **Mixed overall reactions:** participants enjoyed the cognitive testing interviews especially the (more interesting) questions about arts and culture activities, historic places visited and their local area. The questions towards the end of the interview about digital skills and data were understandably not as salient and this is where we would expect to see participants satisfice by skipping introduction screens (and important information on these) and selecting Don't Know and Prefer Not To Say to get through the questionnaire more quickly.

2. **Amount of text:** participants regularly found there to be too much to read on the screen; this was most problematic where we had used a lot of examples and bracketed text and where the language was technical or complex (for example at the heritage questions and the later questions on aspects of data security). Where possible, we have cut down text and requested clarity on some of the more technical questions that participants found confusing.

3. **Repetition:** questions could feel repetitive where we use similar lists (for example the questions measuring impact, some of the questions about pride in place and local area) and so it would be good to review whether we need all of these.

4. **Too many statements in a battery:** where possible it would be good to cut down the number of statements in agree/disagree batteries as these were found to be onerous and burdensome and there is the risk participants will straight-line without reading the text properly. We have made suggestions for cutting, condensing or combining statements but it would be useful to make further cuts wherever possible.

5. Participation in arts and culture questions (CARTS1 and CARTS2):

   a. **Distinction between activities done for leisure and paid work:** this instruction was regularly missed not just at these questions but throughout the questionnaire. This distinction is not always clear cut depending on the nature of people's jobs.

6. Heritage questions:

   a. **'In England' wording:** participants missed the 'in England' wording and sometimes included places visited further afield.
   b. **Purpose of visit:** participants sometimes included visiting friends or family who live in historic places rather than focusing on places visited for tourism.
   c. **Easier to pin thinking to one/most recent visit:** participants found it difficult to generalise their thinking where they have visited more than one place.

Question by question findings

ASK ALL

Q013 - CARTS1                                             Multi coded
In the last 12 months which of the following 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 theatre play, drama, musical, Pantomime, Ballet, Opera, orchestra or poetry reading event
3. An event connected with literature, 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 (for example pop, jazz, electronic, choral or folk)
7. A festival and or carnival (for example both indoor or outdoor music, food or other cultural event)
8. A street art event
9. A live dance event (for example contemporary, world, street or urban)
10. A fashion show
11. A comedy event
12. An esports contest or event in person
13. Some other cultural event in England (please type in)
14. None of these *Fixed *Exclusive

| Findings |
| --- |
| • There were no major issues with answering this question.<br><br>• There is variation in whether participants notice and bear in mind the instruction not to include paid work and academic activities, even if this is noticed it can be forgotten once the participant sees a response option that applies to them. The nature of participants' work is also a key factor, for example one participant was an actor and screenplay writer and the distinction between whether some activities were things done in his spare time and whether they were done as 'paid work' was not always clear cut.<br><br>• Interpretation of 'esports' could cause confusion although this did not influence participants ability to answer the question appropriately.<br><br>• Overlap between live music event and festival at options 6 and 7 also caused confusion, for example one participant coded both options for the same music festival she had attended. This would then cause further problems at the follow up questions on frequency and nature of the activity as these would loop round twice about the same event. This may apply across other response options too.<br><br>• One participant was unsure whether to include a writing course at option 3. Another participant included 'flower show' under 'other'. |
| **Client amends from latest questionnaire draft** |
| • NA |

**Final recommendations**

- To better distinguish between 'festival' and 'live music event' we suggest removing music from the festival description at option 7.
- We suggest testing an alternative version of the 'esports' response option at R2.
- Consider exploring an alternative version of the instruction throughout the questionnaire at R2 that places the focus positively on 'things you did in your spare time' rather than on excluding activities that are part of paid work or academic learning.
- Explore whether we can move some of the examples to sit in help bubbles to reduce the amount of text on the screen.
- Include in R2

**Final wording**

ASK ALL

Q013 - CARTS1                                                          Multi coded

In the last 12 months which of the following 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 theatre play, drama, musical, Pantomime, Ballet, Opera, orchestra or poetry reading event
3. An event connected with literature, 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 (for example pop, jazz, electronic, choral or folk)
7. A festival and or carnival (for example ~~both indoor or outdoor music, a~~ food or other indoor or outdoor cultural event)
8. A street art event
9. A live dance event (for example contemporary, world, street or urban)
10. A fashion show
11. A comedy event
12. An esports or video gaming competition (online or ~~contest or event~~ in person)
13. Some other cultural event in England (please type in)
14. None of these *Fixed *Exclusive

Ask only if Q013 - CARTS1_,4
FILMTYPE                                                    Multi coded
You said you have watched a film at the cinema in the last 12 months. Which of the following types of films have you watched there?

Select all that apply

1. Mainstream Hollywood films
2. British films featuring mainly a British cast or locations
3. Independent films, that is, films not backed by a major film studio
4. Films in a foreign language or other World cinema
5. Documentaries
6. Animated films
7. Short films
8. Archive films or classic films from the past
9. A live or recorded cultural, arts or sports event such as a play or musical, orchestra or concert
10. Another type of film (please type in)
11. None of these *Fixed *Exclusive

999 Don't know *Fixed *Exclusive


| Findings |
| --- |
| • Cognitive testing found there to be overlap between certain response options within film type and participants were not always sure which category covered the films they had seen.<br>• 'Mainstream Hollywood films' were interpreted as big blockbusters, films with well-known actors, films "pumped full of money", films that are advertised on the side of a bus, those using CGI, and "box office" films. Major studios thought of included DreamWorks, Disney, 20th Century Fox.<br>• Participants were not always certain which genre the films they had seen fell into. The 'British films' category in particular overlapped with other categories and one participant pointed out that British films are not always filmed in Britain (and vice versa: scenes of other countries are sometimes filmed in Britain). British films may also be backed by a major US film studio.<br>• It could be challenging to recall all films seen over a whole year, especially for people who go to the cinema often.<br>• Participants sometimes missed the 'at the cinema' wording and included films they had seen at home and elsewhere. In some cases participants corrected this. |
| **Client amends from latest questionnaire draft** |
| • NA |
| **Final recommendations** |
| • The question would benefit from a slight rewording, to highlight that that films can fit multiple categories. This would also re-emphasise that we are referring to films seen at the cinema.<br>• Add the 'paid work' instruction to this question.<br>• Consider reducing the time period to 3 or 6 months to make recall easier (although this wouldn't match CARTS1 and so there may be variation in the time periods considered). |

- Confirm whether to include at R2 (possibly not necessary).

**Final wording**

Ask only if Q013 - CARTS1_,4

FILMTYPE                                                    Multi coded

You said you have watched a film at the cinema in the last 12 months. ~~Which of the following types of films have you watched there?~~ Which of the following best describes any of the films you have seen at the cinema in the last 12 months?

Please don't include films you have seen through paid work, school or college or structured academic activities.

Select all that apply

1. Mainstream Hollywood films
2. British films ~~featuring~~ with mainly a British cast or locations
3. Independent films, ~~that is, films~~ not backed by a major film studio
4. Films in a foreign language or other World cinema
5. Documentaries
6. Animated films
7. Short films
8. Archive films or classic films from the past
9. A live or recorded cultural, arts or sports event such as a play or musical, orchestra or concert
10. Another type of film (please type in)
11. None of these *Fixed *Exclusive

999 Don't know *Fixed *Exclusive

ASK ALL

**Q016 - CARTS2_:** Multi coded

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

Select all that apply

1. Written stories, plays, or poetry
2. Storytelling
3. Read books, graphic novels or magazines
4. Written, practiced or performed music
5. Listened to music
6. Painting, drawing, printmaking, calligraphy, colouring
7. Crafts (textile, sewing, ceramic, sculpting, carving, woodwork, mosaic, collage)
8. Choreographed or performed a drama or dance routine
9. Designed or programmed video games including on a smartphone or tablet
10. Made films or videos including original video content and animations
11. Photography as a hobby
12. Read news in a printed newspaper
13. Other arts, crafts, or creative activities at home (please type in) *Fixed*
14. None of these *Fixed *Exclusive*

| Findings |
|---|
| • As with CARTS1, depending on the nature of participants work, it could be hard to distinguish between activities that were done during leisure time and those that formed part of paid work where there isn't a hard line between the two (for example writing a story for enjoyment without knowing if it will ever become published). |
| • There was a great deal of confusion among participants as to the exact nature of 'storytelling'. Interpretations included telling a story to friends or children, sitting down as a group to listen to a story, hearing a story being read aloud or as part of a performance, re-telling an anecdote, reading a story in a library, open air reading, children's activities and being paid to write a story (for example a play or performance). One participant asked whether listening to an audiobook would count here. The concept is too intangible for participants to answer appropriately and requires clarification. |
| • All (or almost all) participants had listened to music and it is highly likely this will be selected meaning an extra loop of follow up questions. We suggest removing this code to avoid lengthening the questionnaire. |

**Client amends from latest questionnaire draft**

• **NA**

**Final recommendations**

• Remove 'listened to music'
• Please clarify what is meant by 'storytelling' so that the option can be revised and tested at R2.
• Include at R2.

**Final wording**

ASK ALL

Q016 - CARTS2_:                                                             Multi coded

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

Select all that apply

1. Written stories, plays, or poetry
2. Storytelling (insert examples here)
3. Read books, graphic novels or magazines
4. Written, practiced or performed music
5. ~~Listened to music~~
6. Painting, drawing, printmaking, calligraphy, colouring
7. Crafts (textile, sewing, ceramic, sculpting, carving, woodwork, mosaic, collage)
8. Choreographed or performed a drama or dance routine
9. Designed or programmed video games including on a smartphone or tablet
10. Made films or videos including original video content and animations
11. Photography as a hobby
12. Read news in a printed newspaper
13. Other arts, crafts, or creative activities at home (please type in) *Fixed*
14. None of these *Fixed* *Exclusive*

PAYPAPER                                                                 Single coded

How do you usually pay when you read a printed newspaper?

1.  Pay a one-time fee or charge
2.  Pay a monthly or annual subscription
3.  Access content free of charge

999 Don't know *Fixed *Exclusive

| Findings |
| --- |
| • Clear question with no amends necessary. |
| **Client amends from latest questionnaire draft** |
| • NA |
| **Final recommendations** |
| • Retain existing wording. |
| • Exclude from R2. |
| **Final wording** |
| No changes recommended. |

Q020 - CNARTP1                                                            Multi coded

What are the reasons you haven't personally attended cultural activities or participated in arts in the last 12 months?

Select all that apply

1.  I cannot afford it
2.  It is not value for money
3.  I'm not interested in cultural activities
4.  I don't have time
5.  I have a health problem or disability
6.  They are difficult to get to
7.  I don't know what is available
8.  I would feel out of place
9.  I don't have anyone to go with
10. The opening hours are inconvenient
11. Due to COVID-19 restrictions or concerns
12. The cultural activities on offer do not match my own cultural interests or preferences
13. Some other reason (please type in) *Open *Fixed
14. No reason in particular *Fixed *Exclusive

| Findings |
|---|
| • This question was only tested with one participant as most had done at least one activity.<br>• The only key finding here was that 'restrictions' at code 11 feels outdated and may no longer be necessary now that most covid-19 restrictions have been relaxed. Concerns about covid-19 are likely to be personal worries rather than in response to imposed restrictions. |

| Client amends from latest questionnaire draft |
|---|
| • NA |

| Final recommendations |
|---|
| • Remove 'restrictions or' from code 11.<br>• Include at R2. |

| Final wording |
|---|
| Ask if Q016 - CARTS2_,14 and Q013 - CARTS1,14 [NONE CODED AT CARTS1 AND CARTS2]<br>**Q020 - CNARTP1**                                               **Multi coded**<br>What are the reasons you haven't personally attended cultural activities or participated in arts in the last 12 months?<br><br>Select all that apply<br><br>1. I cannot afford it<br>2. It is not value for money<br>3. I'm not interested in cultural activities<br>4. I don't have time<br>5. I have a health problem or disability<br>6. They are difficult to get to<br>7. I don't know what is available<br>8. I would feel out of place<br>9. I don't have anyone to go with<br>10. The opening hours are inconvenient<br>11. Due to COVID-19 ~~restrictions or~~ concerns<br>12. The cultural activities on offer do not match my own cultural interests or preferences<br>13. Some other reason (please type in) *Open *Fixed*<br>14. No reason in particular *Fixed *Exclusive* |

WHYNOCULT                                                              Multi coded

What are your reasons for not being interested in cultural activities?

Select all that apply

1.  The cultural activities on offer do not match my own cultural interests or preferences
2.  Cultural activities are too academic for me
3.  I don't have any artistic, creative or cultural skills
4.  The people who take part in cultural activities are not like me
5.  I don't know enough about what cultural activities there are
6.  I don't think cultural activities are of any value for me or my family
7.  Cultural activities will not help with my career or the careers I want my family to have
8.  My family, friends or community would not be supportive of me attending cultural activities
9.  I used to take part in cultural activities for my health but stopped as I now feel better
10. I'm just not interested in cultural activities
11. Some other reason
12. No reason in particular *Fixed *Exclusive*

| Findings |
| --- |
| • Almost all participants had attended at least one cultural event, so this question was only answered by one person. As a result, it is difficult to provide recommendations. <br> • The participant struggled to elaborate on why they were not interested in cultural activities. However, the codes appropriately covered their response. |
| **Client amends from latest questionnaire draft** |
| • **NA** |
| **Final recommendations** |
| • Codes appropriately covered the possible options, but it should be noted that participants may struggle to provide a specific response. <br> • Include in R2 testing although due to being heavily filtered the question may not be relevant/on route. |
| **Final wording** |
| No changes recommended. |

ASK ALL
**SOCPRESINTRO** **Multi coded**
'Social prescribing' is a way to connect people who need it to support from their community. This might be through a GP or other healthcare professional or people may refer themselves. A link worker will then help find activities to support health and wellbeing. This often involves the voluntary and community sector and might include activities such as gardening, care farming, walking groups, sports and arts and culture activities.

| **Findings** |
|---|
| • The description of Social Prescribing was meaningful to participants and the examples made sense. |
| • The first sentence read slightly strangely and so a slight change is recommended. |
| **Client amends from latest questionnaire draft** |
| • **NA** |
| **Final recommendations** |
| • Minor edit to the first two sentences. |
| • Exclude from R2. |
| **Final wording** |
| 'Social prescribing' is a way to connect people who need ~~it to~~ support from their community. This might be through a GP,~~ or~~ other healthcare professional**s** or people may refer themselves. A link worker will then help find activities to support health and wellbeing. This often involves the voluntary and community sector and might include activities such as gardening, care farming, walking groups, sports and arts and culture activities. |

ASK ALL

**SOCPRESA** [KEY FILTER QUESTION]                              Single coded

Which of the following statements best applies to you?

1. I don't need social prescribing
2. I would like to make use of social prescribing but have not looked into it or been referred yet
3. I have been referred and am currently waiting for social prescribing
4. I have been offered social prescribing but I chose not to take it
5. Social prescribing was used to support me in the past
6. Social prescribing is currently being used to support me

999 Don't know *Fixed *Exclusive

998 Prefer not to say *Fixed *Exclusive

| Findings |
| --- |
| • None of the participants at Round 1 had received social prescribing so we were only able to test the description wording, SOCPRESA and SOCPRESC.<br>• Participants showed interest in social prescribing and expressed interest in finding out more about it before deciding whether or not it was something for them.<br>• The order of the response options felt illogical and could potentially be re-ordered so that responses range from 'I don't want SP' to 'I want SP'. |
| **Client amends from latest questionnaire draft** |
| • NA |
| **Final recommendations** |
| • Add 'at the moment' to code 1.<br>• Amend code 2 to 'I would like to find out more about how social prescribing could support me in the future'.<br>• We originally included a range of response options to help filter the following questions in the section. However, now that the full social prescribing section won't be included in the final questionnaire, we would like to re-visit the objectives of this question with a view to condensing and re-ordering the categories to a more logical order.<br>• Exclude from R2. |
| **Final wording**<br><br>SOCPRESA                                        Single coded<br><br>Which of the following statements best applies to you?<br><br>1. I don't need social prescribing at the moment<br>2. ~~I would like to make use of social prescribing but have not looked into it or been referred yet~~ I would like to find out more about how social prescribing could support me in the future<br>3. I have been offered social prescribing but I chose not to take<br>4. Social prescribing was used to support me in the past<br>5. I have been referred and am currently waiting for social prescribing<br>6. Social prescribing is currently being used to support me<br><br>999 Don't know *Fixed *Exclusive<br>998 Prefer not to say *Fixed *Exclusive |

**SOCPRESREF**                                                              Single coded

How were you referred for social prescribing?

1. I self-referred (referred myself)
2. I was referred by a doctor or other health professional

999 Don't know *Fixed *Exclusive
998 Prefer not to say *Fixed *Exclusive

| Findings |
| --- |
| • No participants filtered to this question. |
| **Client amends from latest questionnaire draft** |
| • **To be removed.** |
| **Final recommendations** |
| • NA |
| **Final wording** |
| NA |

**SOCPRESO**                                                               Multi coded

What social prescribing activities [IF 4: were you [IF SOCPRESREF=2: offered/IF SOCPRESREF=1: did you refer yourself for]/IF 5: were used to support you/6: are being used to support you]?

Select all that apply

1. Nature-based activities (for example, gardening, care farming and walking)
2. Arts-based activities (for example, writing, painting or drawing and arts and crafts)
3. Exercise or wellbeing-based activities (for example, yoga or meditation classes)
4. Dance or music-based activities (for example, a drama or music group)
5. Any other activities (please type in)
6. None of these *Fixed *Exclusive

| Findings |
| --- |
| • No participants filtered to this question. |
| **Client amends from latest questionnaire draft** |
| • **To be removed.** |
| **Final recommendations** |
| • NA |
| **Final wording** |
| NA |

**SOCPRESR**                                                          **Multi coded**

Why did you choose not to take up the social prescribing you were offered?

Select all that apply

1. Lack of time due to home or work circumstances
2. I didn't want to do the activities on offer or would have preferred something else
3. I didn't feel confident enough
4. I didn't think I needed social prescribing
5. I took up other activities instead
6. There was nothing appropriate for me in my local area
7. I moved away from the area
8. Due to health issues or my age
9. Another reason (please type in)
10. None of these

| Findings |
| --- |
| • No participants filtered to this question. |
| **Client amends from latest questionnaire draft** |
| • **To be removed.** |
| **Final recommendations** |
| • NA |
| **Final wording** |
| NA |

**SOCPRESS**                                                          **Multi coded**

What were the main reasons you stopped taking part in the social prescribing activities?

Select all that apply

1. Lack of time due to home or work circumstances
2. Being involved was taking up too much of my time
3. The activities finished or closed
4. I felt better or had gained everything I could so no longer needed to take part
5. I lost interest, stopped enjoying it or didn't get to do the things I wanted
6. The activities were disorganised or bureaucratic
7. Taking part became too expensive
8. I took up other activities instead
9. I moved away from the area
10. Due to health issues or my age
11. Another reason (please type in)
12. None of these

| Findings |
|---|
| • No participants filtered to this question. |
| **Client amends from latest questionnaire draft** |
| • **To be removed.** |
| **Final recommendations** |
| • NA |
| **Final wording** |
| NA |

ASK IF SOCPRESO=2,4 [IF PRESCRIBED ARTS OR CULTURE SP ACTIVITIES]

**SOCPRESIMP**                                                                                    Multi coded

You mentioned earlier that you [were/have been] prescribed [arts-based/dance or music-based/arts and dance or music-based] activities]. Thinking about these activities, what impact did these have on you?

Select all that apply

1. I met new people or made friends
2. I spent time with my friends or family
3. I became more actively involved with or felt more connected to my local community
4. I learnt new skills or made use of existing ones
5. I developed a new passion, interest or hobby or returned to a previous one
6. I developed skills that advanced or changed my career
7. I expanded or increased my knowledge
8. It was a positive way to spend my leisure time
9. My physical health has improved
10. My wellbeing or mental health has improved
11. I felt less lonely or isolated
12. Something else (please type in)
13. None of these

| Findings |
|---|
| • No participants filtered to this question. |
| **Client amends from latest questionnaire draft** |
| • **To be removed.** |
| **Final recommendations** |
| • NA |
| **Final wording** |
| NA |

**SOCPRESIMPH** Multi coded

Has taking part in the [arts-based/dance or music-based/arts and dance or music-based] activities you [were/have been] prescribed resulted in any of the following?

Select all that apply.

1. Change in weight
2. Reduction in aches and pains
3. Improvement in energy levels
4. Better quality of sleep
5. Improvement in mobility
6. Improvement in sense of body image or pride in appearance
7. Fewer visits to the GP, doctor or other health professional
8. Stopped or reduced medication(s) or treatment plan
9. Something else (please type in)
10. None of these

| Findings |
| --- |
| • No participants filtered to this question. |
| **Client amends from latest questionnaire draft** |
| • **To be removed.** |
| **Final recommendations** |
| • NA |
| **Final wording** |
| NA |

**SOCPRESIMPW** Multi coded

Has taking part in the [arts-based/dance or music-based/arts and dance or music-based] activities you [were/have been] prescribed resulted in any of the following?

Select all that apply.

1. Decrease in feeling anxious, guilty, angry or depressed
2. Increase in sense of confidence, enjoyment or focus
3. Increase in ability to relax
4. Increase in sense of personal resilience or self-awareness
5. Greater feeling of being supported, encouraged or listened to
6. Decrease in feeling overwhelmed
7. Increase in sense of hopefulness
8. Increase in sense of trust
9. Fewer visits to the GP, doctor or other health professional
10. Stopped or reduced medication(s) or treatment plan
11. Something else (please type in)
12. None of these

| Findings |
|---|
| • No participants filtered to this question. |
| **Client amends from latest questionnaire draft** |
| • **To be removed.** |
| **Final recommendations** |
| • NA |
| **Final wording** |
| NA |

ASK IF SOCPRESIMP= 3, 4, 5, 6, 7, 8 [DEVELOPED SKILLS OR INCREASED KNOWLEDGE]

SOCPRESIMPP                                                             Multi coded

Has taking part in the [arts-based/dance or music-based/arts and dance or music-based] activities you [were/have been] prescribed resulted in any of the following?

Select all that apply.

1. Greater confidence in ability to make positive decisions
2. Increased ability in problem solving
3. Feeling of being better informed or more knowledgeable
4. Increase in ability to carry out everyday activities or feeling more in control
5. Feeling generally more motivated
6. Increase in sense of personal fulfilment
7. Feeling enlightened or inspired
8. Increase in engagement with own spiritual or religious beliefs
9. Increase in concentration levels
10. Something else (please type in)
11. None of these

| Findings |
|---|
| • No participants filtered to this question. |
| **Client amends from latest questionnaire draft** |
| • **To be removed.** |
| **Final recommendations** |
| • NA |
| **Final wording** |
| NA |

SOCPRESC                                                              Single coded

Would you consider social prescribing if you were offered it by a GP or another health professional?

1. Yes
2. Maybe
3. No
999 Don't know *Fixed *Exclusive

| Findings |
| --- |
| • Participants who were unsure of the specifics of social prescribing defaulted to 'don't know', or answered depending on their assumptions of what the specifics could be. |
| • The question also does not specify a time frame, do we mean now or any time in the future? |
| **Client amends from latest questionnaire draft** |
| • NA |
| **Final recommendations** |
| • Remove reference to 'GP or another health professional' and simply refer to being offered social prescribing. |
| • Include a timeframe for the question and examples of social prescribing. We have suggested 12 months but could put this further ahead, perhaps the next 2 or 3 years. |
| • Exclude from R2. |
| **Final wording** |
| SOCPRESC                                                        Single coded<br><br>Would you consider social prescribing if you were offered it ~~by a GP or another health professional~~ within the next 12 months? This could be arts activities, such as gardening, care farming, walking groups, sports and other arts and culture activities.<br><br>1. Yes<br>2. Maybe<br>3. No<br>999 Don't know *Fixed *Exclusive |

# Arts and Culture participation

**ARTPART12**                                                                 **Multi coded**

For the next questions please think about any classes, courses, groups, clubs or organisations you have joined or taken part in both in-person or online. Please don't include places or events you have attended through paid work, school or college or structured academic activities.

In the last 12 months, which of the following classes, courses, groups, clubs or organisations have you taken part in?

Select all that apply

1. A book club
2. A theatre or dance group
3. A choir or music group, orchestra or band
4. An art class, such as life drawing, painting, ceramics, crafts or jewellery design
5. A gardening club or community garden scheme, including renting an allotment
6. A Fitness group or local park run
7. A local volunteering opportunity
8. Another class, group, club, or organisation (please type in)
9. None of these

---

## Findings

- Participants were, on the whole, able to fit the classes, courses, groups, clubs or organisations they had attended into the list.
- 'A fitness group or local park run' was the most problematic response option. Participants were unsure whether to include other types of exercise here, such as going to the gym or playing in a sports club (for example a football club) and so decisions around whether to include or exclude these activities differed.
- There were some clubs and groups participants were unsure whether to include, these were: a regular karaoke group at the pub (option 3), a poker night, a quiz night, running a children's football team, attending local sport matches (option 8), being part of a village programme where residents exchange homegrown plants and vegetables (option 5) and volunteering as a one off (option 7).
- Key information such as including online activities and not including anything undertaken as part of paid work or academic activities could get lost among lengthy question wording which then affects subsequent questions. One participant included a choir for a West End show she is paid to participate in. These aspects could be emphasised by breaking up the text and including the introduction on a separate screen.
- The most important issue here however relates to the following filtered questions. It was challenging for participants to restrict thinking to just the arts and culture groups (options 1-4), there is not always a clear instruction about this (and why) and some simply missed it and included anything coded at ARTPART12.

**Client amends from latest questionnaire draft**

- Discussion re whether to ask this of all participants or just those who hadn't undertaken arts and culture social prescribing. Now we have decided not to include the social prescribing questions this should now be resolved and asked of all.

**Final recommendations**

- Include the introduction wording on a separate screen and better space out.
- To help participants focus in on these types of class only at the follow up questions, break into two questions and ask the follow up 'other' question at the end of the section.
- Add an instruction to clarify the participant will be asked about other types of classes later.
- Add new category 'A sports club or gym' – this may not be of interest but could be discounted so these activities are not inconsistently included at 'a fitness group or local park run'.
- Clarify whether the activities participants were unsure whether to include 'count' (see list above) and possibly make further amends or add examples.
- Include at R2.

**Final wording**

ASK ALL unless has undertaken arts or cultural social prescribing (SOCPRES0 NE 2,4)

ARTPART12INTRO                                                                    Multi coded

For the next questions please think about any classes, courses, groups, clubs or organisations you have joined or taken part in both in-person or online.

Please don't include anything you did as part of places or events you have attended through paid work, school or college or structured academic activities.

ASK ALL
ARTPART12AC
In the last 12 months, which of the following classes, courses, groups, clubs or organisations have you taken part in?

You will be asked about other things you have taken part in such as sports and exercise at later questions.

Select all that apply

1. A book club
2. A theatre or dance group
3. A choir or music group, orchestra or band
4. An art class, such as life drawing, painting, ceramics, crafts or jewellery design
5. None of these

ASK ALL
ARTPART12OTHER (to be asked at the end of the section)
In the last 12 months, which of the following classes, courses, groups, clubs or organisations have you taken part in?

Select all that apply

1. A gardening club or community garden scheme, including renting an allotment
2. A sports club or gym

3. A Fitness group or local park run
4. A local volunteering opportunity
5. Another class, group, club, or organisation (please type in)
6. None of these

**LOCPROV**                                                                                           **Multi coded**
Were the classes, courses, groups, clubs or organisations you joined or took part in provided by any of the following?

Select all that apply.

1. A local library (for example the Reading Well programme)
2. A local art gallery
3. A local museum
4. A local heritage site
5. None of these

| Findings |
| --- |
| • Participants who were filtered to this question all answered 'None of these' so it was not possible to test options 1-4 in any detail although no issues were reported. |
| **Client amends from latest questionnaire draft** |
| • Regarding the filter, if we are only following up about arts and culture classes (ARTPART12-1-4) then this needs to be clearer. If we retain the full list then we will need to also include the textfilled wording before ARTPARTWHY at this question: You mentioned earlier that, in the last 12 months, you had joined or taken part in the following classes, courses, groups, clubs or organisations. [LIST OUT RELEVANT OPTIONS FROM ARTPART12 – 1-4]. However, we should note that even if it is clear to the participant what they should include/exclude, our reasons (that is that we only want to ask for more detail about arts and culture classes) will not be. |
| **Final recommendations** |
| • If the recommendation to divide ARTPART12 into two questions is adopted then the above issue will be resolved. This question will only refer to arts and culture classes. |
| • If we decide to retain one full list, then we will need to include clarification wording here as outlined above (not added below yet). |
| • Include at R2. |
| **Final wording** |
| ASK IF ARTPART12=1-4 [PARTICIPATED IN ARTS AND CULTURE ACTIVITIES]<br>**LOCPROV**                                                          **Multi coded**<br>Were the classes, courses, groups, clubs or organisations you joined or took part in provided by any of the following?<br><br>Select all that apply.<br><br>1. A local library (for example the Reading Well programme)<br>2. A local art gallery<br>3. A local museum<br>4. A local heritage site |

> **5.** None of these

**PAYCLASS**                                                                                    Multi coded

Were you required to pay for these or were they provided free of charge?

Select all that apply.

1. I was required to pay
2. I gave a donation towards the cost
3. They were provided free of charge
4. It differed depending on the class

999 Don't know *Fixed *Exclusive
998 Prefer not to say *Fixed *Exclusive

| Findings |
| --- |
| • The participant who had been paid to take part in a West end choir (and thus included the activity in error at ARTPART12) found this question confusing as it didn't apply – they were paid rather than the other way round. This participant chose PNTS. |
| **Client amends from latest questionnaire draft** |
| • Same issues as outlined above regarding the filter. |
| **Final recommendations** |
| • If the recommendation to divide ARTPART12 into two questions is adopted then the filter issue will be resolved. This question will only refer to arts and culture classes.<br>• If we decide to retain one full list, then we will need to include clarification wording here as outlined above (not added below yet).<br>• Clarify whether this should change to be a single code question. If multi-code then delete option 4.<br>• Include at R2 as we did not get to explore in great detail at R1. |
| **Final wording** |
| ASK IF LOCPROV=1-4 [PARTICIPATED IN ARTS AND CULTURE ACTIVITIES]<br>**PAYCLASS**                                                 Multi coded<br>Were you required to pay for these or were they provided free of charge?<br><br>Select all that apply.<br><br>1. I was required to pay<br>2. I gave a donation towards the cost<br>3. They were provided free of charge<br>4. It differed depending on the class<br>999 Don't know *Fixed *Exclusive<br>998 Prefer not to say *Fixed *Exclusive |

**ARTPARTWHY**                                                    Multi coded

You mentioned earlier that, in the last 12 months, you had joined or taken part in the following classes, courses, groups, clubs or organisations.
[LIST OUT RELEVANT OPTIONS FROM ARTPART12 – 1-4]
Which of the following were your reasons for taking part in these?

Select all that apply

1. I wanted to meet new people or make friends
2. To spend time with my friends or family
3. To become more actively involved with or support my local community
4. To learn about or celebrate my past, heritage, history or culture
5. To visit a spiritual place or one of religious significance
6. To learn new skills or to make use of existing ones
7. To develop a new passion, interest or hobby or to return to a previous one
8. To develop skills to advance or change my career
9. To expand or increase my knowledge
10. A positive way to spend my leisure time
11. To improve my physical health
12. To improve my wellbeing or mental health
13. A friend or family member recommended it
14. A healthcare professional recommended it
15. Another reason (please type in)
16. None of these

| Findings |
| --- |
| • As above, participants either didn't notice the instruction to, or found it difficult to restrict their thinking to the arts and culture classes only. As mentioned, our reasons for making this distinction are not clear to the participant. For example one participant asked "are we including the football here?"<br>• The response list was found to be clear although could take a little while to work through as it is long at 16 options. There may be scope to condense/reduce the number of items on the list. |
| **Client amends from latest questionnaire draft** |
| NA |
| **Final recommendations** |
| • Consider deleting this question as it is very similar to ARTPARTIMP and could be repetitive. See comments at ARTPARTIMP (next question).<br>• If the recommendation to divide ARTPART12 into two questions is adopted then the filter issue will be resolved. This question will only refer to arts and culture classes.<br>• If the recommendation above is adopted we could remove the clarification wording as it is not required. You mentioned earlier that, in the last 12 months, you had joined or taken part in the following classes, courses, groups, clubs or organisations. [LIST OUT RELEVANT OPTIONS FROM ARTPART12 – 1-4]. This would also reduce burden. |

- We could delete option 10 'A positive way to spend my leisure time' as this is implied by most of the other response options.
- Remove references to 'my' local community and 'my' past so they are more general. These may not be the participant's own local community or heritage.
- Explore whether there are any further categories that could be removed/condensed.
- Include at R2 if retained.

**Final wording**

ASK IF ARTPART12=1-4 [PARTICIPATED IN ARTS AND CULTURE ACTIVITIES]

ARTPARTWHY                                                                              Multi coded

~~You mentioned earlier that, in the last 12 months, you had joined or taken part in the following classes, courses, groups, clubs or organisations.~~
~~[LIST OUT RELEVANT OPTIONS FROM ARTPART12 – 1-4]~~
Which of the following were your reasons for taking part in these?

Select all that apply

1. I wanted to meet new people or make friends
2. To spend time with ~~my~~ friends or family
3. To become more actively involved with or support ~~my~~ local community
4. To learn about or celebrate the ~~my~~ past, heritage, history or culture
5. To visit a spiritual place or one of religious significance
6. To learn new skills or to make use of existing ones
7. To develop a new passion, interest or hobby or to return to a previous one
8. To develop skills to advance or change my career
9. To expand or increase my knowledge
10. ~~A positive way to spend my leisure time~~
11. To improve my physical health
12. To improve my wellbeing or mental health
13. A friend or family member recommended it
14. A healthcare professional recommended it
15. Another reason (please type in)
16. None of these

**ARTPARTIMP**                                                                                          **Multi coded**

And again, thinking about the following classes, courses, groups, clubs or organisations you have joined or taken part in in the last 12 months.

[LIST OUT RELEVANT OPTIONS FROM ARTPART12 – 1-4]

What impact did these have on you?

Select all that apply.

1. I met new people or made friends
2. I spent time with my friends or family
3. I became more actively involved with or felt more connected to my local community
4. I learnt about or celebrated my past, heritage, history or culture
5. I benefitted from visiting a spiritual place or one of religious significance
6. I learnt new skills or made use of existing ones
7. I developed a new passion, interest or hobby or returned to a previous one
8. I developed skills that advanced or changed my career
9. I expanded or increased my knowledge
10. It was a positive way to spend my leisure time
11. My physical health has improved
12. My wellbeing or mental health has improved
13. I felt less lonely or isolated
14. I made fewer visits to the GP, doctor or other health professional
15. Something else (please type in)
16. None of these

| **Findings** |
| --- |
| • This question felt repetitive after ARTPARTWHY as the options are the same and distinction subtle. There may be scope to remove one of these two questions. |
| • Only one participant gave a definition of 'impact' here, this was "personal impacts related to positive ways in which they changed [her] outlook, perspectives and general wellbeing". |
| **Client amends from latest questionnaire draft** |
| • NA |
| **Final recommendations** |
| • Clarify whether it is possible to delete either ARTPARTWHY or ARTPARTIMP as they are repetitive and answers may be highly correlated (that is, participants may just copy the answers they gave at ARTPARTWHY here). We suggest ARTPARTIMP may be more useful and that we could delete ARTPARTWHY? |
| • If we retain both questions, make the same amends to the response list as at ARTPARTWHY so that the questions match. |
| • If the recommendation to divide ARTPART12 into two questions is adopted then the filter issue will be resolved. This question will only refer to arts and culture classes. |
| • If the recommendation above is adopted we could remove the clarification wording as it is not required. You mentioned earlier that, in the last 12 months, you had joined or taken part in the following classes, courses, groups, clubs or organisations. [LIST OUT RELEVANT OPTIONS FROM ARTPART12 – 1-4]. This would also reduce burden. |

- We could delete option 10 'It was a positive way to spend my leisure time' as this is implied by most of the other response options.
- Remove references to 'my' local community and 'my' past so they are more general. These may not be the participant's own local community or heritage.
- Include at R2.

**Final wording**

ASK IF ARTPART12=1-4

ARTPARTIMP                                                        Multi coded

~~And again, thinking about the following classes, courses, groups, clubs or organisations you have joined or taken part in in the last 12 months.~~
~~[LIST OUT RELEVANT OPTIONS FROM ARTPART12 – 1-4]~~

What impact did these have on you?

Select all that apply.

1. I met new people or made friends
2. I spent time with ~~my~~ friends or family
3. I became more actively involved with or felt more connected to ~~my~~ local community
4. I learnt about or celebrated ~~my~~ the past, heritage, history or culture
5. I benefitted from visiting a spiritual place or one of religious significance
6. I learnt new skills or made use of existing ones
7. I developed a new passion, interest or hobby or returned to a previous one
8. I developed skills that advanced or changed my career
9. I expanded or increased my knowledge
10. ~~It was a positive way to spend my leisure time~~
11. My physical health has improved
12. My wellbeing or mental health has improved
13. I felt less lonely or isolated
14. I made fewer visits to the GP, doctor or other health professional
15. Something else (please type in)
16. None of these

**ARTPARTNON**                                                   **Multi coded**

What are the reasons you haven't taken part in any classes, courses, groups, clubs or organisations in the last 12 months?

Select all that apply

1. I cannot afford it
2. It is not value for money
3. I am not interested in these types of activity
4. I don't have time
5. I have a health problem or disability
6. They are difficult to get to
7. I don't know what is available
8. I would feel out of place
9. I don't have anyone to go with
10. The opening hours are inconvenient
11. Due to COVID-19 restrictions or concerns
12. The cultural activities on offer do not match my own cultural interests or preferences
13. Some other reason (please type in) *Open *Fixed
14. No reason in particular *Fixed *Exclusive

| Findings |
| --- |
| <ul><li>There were no major issues experienced at this question and with the response list. Participants answered thinking about all the classes and groups listed at ARTPARTNON.</li><li>The question felt quite repetitive coming soon after CNARTP1.</li><li>These questions (which ask for reasons for not having participated) could be quite negative in terms of participants being required to address why they haven't taken part and 'justify' this. One participant emphasised how important lack of time was, particularly as a single father. Another participant with a disability selected option 10 but emphasised that this was to do with her condition making her very tired in the evenings rather than this being the fault of what was available.</li><li>Two participants selected code 2 'It is not value for money'. One was thinking about being part of a health club (David Lloyd) and it no longer being value for money given rising prices and that he had such little time to go. The second answered in terms of being concerned that the activity would not offer value for money given the current economic climate, for example wanting to participate in a cooking class but being concerned it would be a waste of money and not worth it given how expensive the cost of living is currently.</li></ul> |
| **Client amends from latest questionnaire draft** |
| <ul><li>NA</li></ul> |
| **Final recommendations** |
| <ul><li>Clarify whether this question would be more useful in relation purely to arts and culture classes and groups. If so, and we divide ARTPART12 into two questions as recommended above, we could position this question so it is only asked in relation to arts and culture rather than all classes and groups.</li></ul> |

- We could add 'or how to access it' at option 7 although if we make this amend it should be implemented consistently across all questions using this scale.
- Include at R2.

**Final wording**

ASK IF ARTPART12=1-4̶9̶ [HAVEN'T PARTICIPATED IN ACTIVITIES IN LAST 12 MONTHS]

ARTPARTNON                                                          Multi coded

What are the reasons you haven't taken part in any classes, courses, groups, clubs or organisations in the last 12 months?

Select all that apply

1. I cannot afford it
2. It is not value for money
3. I am not interested in these types of activity
4. I don't have time
5. I have a health problem or disability
6. They are difficult to get to
7. I don't know what is available or how to access it
8. I would feel out of place
9. I don't have anyone to go with
10. The opening hours are inconvenient
11. Due to COVID-19 restrictions or concerns
12. The cultural activities on offer do not match my own cultural interests or preferences
13. Some other reason (please type in) *Open *Fixed
14. No reason in particular *Fixed *Exclusive

ASK ALL

Q043 - CHERVIS12                                                    Multi coded
In the last 12 months which of the following places in England have you visited in person?
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

| Findings |
| --- |
| • Participants did not always notice or adhere to the 'in England' wording and included locations outside of England. In particular, other parts of the United Kingdom and other countries (for example Cuba) were mentioned. This could be explained by 'England' being mentioned in the first line of a four-line question and not being otherwise highlighted. |
| • Language used throughout the question was complex, in particular the definition of 'historic', which was found to be unnecessarily complex and use difficult language by some participants, such words are: architectural, archaeological, exceptional cultural/heritage value which may be challenging for those who don't have a native's level of understanding of English. |
| • One participant noted that nearly every city in England could have a celebrated historic nature (see Code 1). This ties in with another observation by a participant who mentioned that they visit York – a city with celebrated historic nature – often, but for family purposes. This participant said they were unsure whether to include visiting York as "it's because I didn't go as a tourist...my uncle lives in the city centre so we go quite often". |
| • Response options are generally long and wordy, containing a lot of bracketed text. Option 7 stands out as confusing as the wording and examples are things NOT to include rather than what we are looking for. One participant had visited Lord's Cricket Ground (to watch the cricket primarily) and then visited the museum there and was not sure if this counted. |
| **Client amends from latest questionnaire draft** |
| • **NA** |

**Final recommendations**

- The question text should be clearer that only sites in England are asked about. Although a separate instruction may make the question text and instructions overly long, bolding or otherwise highlighting 'England' would be a minimum recommendation. Another introduction screen before CHERVIS12 would be another option.
- The question includes a definition of 'historic' though this word is not included in the question text. We recommend adding this and simplifying the definition of 'historic'.
- Language used across answer options should be simplified, where possible and option 8 phrased positively. Please clarify whether the museum at Lord's Cricket Ground should be included here and some examples of what other places should be included that we can re-work into the answer category.
- The purpose of visits could be clearly defined for this question to exclude visits for reasons not associated with the historic nature of the site (for example to see family or to take children to school). Alternatively, please confirm if including such visits is okay.
- Include at R2.

**Final wording**

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

By historic, we mean that 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~~ that you visited for its celebrated historic nature
2. A historic, non-religious 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~~ visited for its heritage ~~(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

**OTHHER** Grid

Did you visit this heritage site or place of historic interest by yourself or with others?
(options 2 and 3 can be multi-coded)

1. By myself
2. With friends or family
3. With other people I didn't know (for example a tour group)

998 Prefer not to say *Fixed *Exclusive

| Findings |
| --- |
| • Some participants visited a type of site multiple times in the last 12 months. Which visit is asked about? |
| **Client amends from latest questionnaire draft** |
| Client has deleted the question, as per comment. However, recommendations and final suggested wording are provided below. |
| **Final recommendations** |
| • Specify that the last visit is referred to. |
| • Exclude from R2. |
| **Final wording** |
| ~~Did~~ Thinking about the last time you visited a heritage site or place of historic interest, were you by yourself or with others? |
| (options 2 and 3 can be multi-coded) |
| 1. By myself |
| 2. With friends or family |
| 3. With other people I didn't know (for example a tour group) |
| 998 Prefer not to say *Fixed *Exclusive |

LIKHER                                                                                    Single coded

<u>IF VISITED ONE PLACE:</u> Thinking about the heritage site or place of historic interest you have visited, how likely are you to visit here again, or another heritage site in England in the next 12 months?

<u>IF VISITED MORE THAN ONE PLACE:</u> Thinking about all the heritage sites or places of historic interest you have visited, how likely are you to visit these again, or other heritage sites in England in the next 12 months?

1. Very likely
2. Quite likely
3. Not very likely
4. Not at all likely

| Findings |
| --- |
| • The same issue arose here as at CHERVIS12 regarding the purpose of the visit; where participants had visited friends or family living in historic locations, it is likely they would come back again. The suggested amend to option 1 at CHERVIS12 may help alleviate this issue. <br> • Participants reported that this question felt like two questions being asked in one. It is asking both about places visited previously (where the response was usually answer codes 3 or 4) *and* about other heritage sites in England (where the response was more likely to be answer codes 1 or 2). Participants felt that you may not want to go back to the same place again but visit somewhere new. One said "but you probably want to see somewhere else, rather than going back to the same place…I would want to see different places". <br> • One participant commented that 12 months is not a very long time frame in which to consider a return visit to somewhere historic and relatively fresh in their memory. |
| **Client amends from latest questionnaire draft** |
| **NA** |
| **Final recommendations** |
| • Reframe the question to refer to other heritage sites rather than the same places already visited. <br> • Include at R2. |
| **Final wording** |
| ASK IF CHERVIS12=VISITED AT LEAST ONE PLACE |
| LIKHER                                                                 Single coded |

IF VISITED ONE PLACE: Thinking about the heritage site or place of historic interest you have visited, how likely are you to visit here again, or another heritage site in England in the next 12 months?

IF VISITED MORE THAN ONE PLACE: Thinking about all the heritage sites or places of historic interest you have visited, how How likely are you to visit these again, or other heritage sites in England in the next 12 months?

1. Very likely
2. Quite likely
3. Not very likely
4. Not at all likely

**IMPHER**                                                                                    **Multi coded**

IF VISITED ONE PLACE: Thinking about the heritage site or place of historic interest you have visited, what impact did this have on you?

IF VISITED MORE THAN ONE PLACE: Thinking about all the heritage sites or places of historic interest you have visited, what impact did visiting these have on you?

Select all that apply

1. I met new people or made friends
2. I spent time with my friends or family
3. I became more actively involved with or felt more connected to my local community
4. I learnt about or celebrated my past, heritage, history or culture
5. I benefitted from visiting a spiritual place or one of religious significance
6. I learnt new skills or made use of existing ones
7. I developed a new passion, interest or hobby or returned to a previous one
8. I developed skills that advanced or changed my career
9. I expanded or increased my knowledge
10. It was a positive way to spend my leisure time
11. My physical health has improved
12. My wellbeing or mental health has improved
13. I feel less lonely or isolated
14. I made fewer visits to the GP, doctor or other health professional
15. Other (please type in)
16. None of these

| Findings |
| --- |
| • The same issue arose here regarding where the purpose of the visit had not been for tourism. The suggested amend to option 1 at CHERVIS12 may help alleviate this issue. |
| • Participants were able to work through this list of answer options which, despite being long at 16 items, was easier to read and digest as each category was shorter, used more straightforward language and there was less bracketed text. |
| • As with some other questions, thinking about all visits was burdensome and it would be less challenging to refer back to the last visit. |
| • 'Celebrate' in the context of one's own past, heritage, history or culture (Code 4) was considered too strong for some participants to select that option, particularly where they were 'celebrating' another past, heritage… |
| • Codes 11-14 may feel irrelevant for some participants or it may feel unrealistic that you would see an impact within the relatively short time frame of 12 months. One participant commented that it was quite a leap to say that you're able to feel these types of benefits from just visiting historical sites. |
| **Client amends from latest questionnaire draft** |
| **NA** |

**Final recommendations**

- Reframe the question to refer to the last visit, if they had visited multiple sites.
- Add reference to 'in England' for consistency.
- In line with amends to similar lists in the participation in arts and culture section, we could delete option 10 'A positive way to spend my leisure time' as this is implied by most of the other response options.
- Change 'my' to 'the' or delete
- Change Code 13 from present to past tense.
- Consider whether Codes 11-14 should be retained at this question.
- Include at R2.

**Final wording**

ASK IF CHERVIS12=VISITED AT LEAST ONE PLACE

IMPHER                                                                                    Multi coded

IF VISITED ONE PLACE: Thinking about the [last] (IF VISITED MORE THAN ONE PLACE) heritage site or place of historic interest you have visited in England, what impact did this have on you?

IF VISITED MORE THAN ONE PLACE: Thinking about all the heritage sites or places of historic interest you have visited, what impact did visiting these have on you?

Select all that apply

1. I met new people or made friends
2. I spent time with ~~my~~ friends or family
3. I became more actively involved with or felt more connected to ~~my~~ local community
4. I learnt about or celebrated ~~my~~ the past, heritage, history or culture
5. I benefitted from visiting a spiritual place or one of religious significance
6. I learnt new skills or made use of existing ones
7. I developed a new passion, interest or hobby or returned to a previous one
8. I developed skills that advanced or changed my career
9. I expanded or increased my knowledge
10. ~~It was a positive way to spend my leisure time~~
11. My physical health has improved
12. My wellbeing or mental health has improved
13. I ~~feel~~ felt less lonely or isolated
14. I made fewer visits to the GP, doctor or other health professional
15. Other (please type in)
16. None of these

**Q046 - SSATTHER**                                              Multi coded

IF VISITED ONE PLACE: Thinking about the heritage site or place of historic interest you have visited, what were your reasons for visiting this sort of heritage site or place of historic interest in England?

IF VISITED MORE THAN ONE PLACE: Thinking about all the places you have visited, what were your reasons for visiting these sorts of heritage sites or places of historic interest in England?

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

Select all that apply

1. General interest in the subject
2. To spend time with family or friends
3. To see a specific exhibition or display
4. It was in the area
5. Accompanying children
6. It was low cost or free
7. It was recommended (for example by a friend, website or guidebook)
8. For an event, activity or workshop
9. As part of an organised group or tour
10. There were amenities or free facilities such as toilets, communal space, restaurants, cafés, shops
11. I was told by a healthcare professional (GP or Carer) that it may help my health or result in improved outcomes
12. Some other reason (please type in) *Open *Fixed
13. No particular reason *Fixed *Exclusive

| Findings |
| --- |
| • As above, it could be challenging to think through the reasons for visiting all historic places where participants had made more than one visit. <br><br> • Code 4 may have a typo – 'It' or 'I' at start of option? <br><br> • Code 10 was an odd option that was not selected by any participants but did confuse a couple, as it was a good addition to the site (for example toilets) but not a reason for visiting <br><br> • Code 11 – one participant had been advised by a nurse to get out more, saying "when I went to the GP, I went for a check after mum passed away...and the lady [nurse] I saw told me to get out and about and amongst people so yes I was told that a few months before I did these things". |
| **Client amends from latest questionnaire draft** |
| **NA** |
| **Final recommendations** |
| • Reframe the question to refer to the last visit, if they had visited multiple sites. <br><br> • Code 4 – change 'It' to 'I' if this is correct? <br><br> • Code 10 – remove answer option <br><br> • Code 11 – change wording to included nurses <br><br> • More generally, we recommend re-assessing how useful this question is in measuring reasons for visiting somewhere, particularly given the next question (SUCHER) measures impact of the |

visit(s). Please see recommendations at SUCHER for further options on refining or possibly deleting this question.

- Include at R2.

ASK IF CHERVIS12=VISITED AT LEAST ONE PLACE

**Q046 - SSATTHER**                                                                                    Multi coded

~~IF VISITED ONE PLACE:~~ Thinking about the [last] (IF VISITED MORE THAN ONE PLACE) heritage site or place of historic interest you have visited, what were your reasons for visiting this sort of heritage site or place of historic interest in England?

~~IF VISITED MORE THAN ONE PLACE: Thinking about all the places you have visited, what were your reasons for visiting these sorts of heritage sites or places of historic interest in England?~~

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

Select all that apply

1. General interest in the subject
2. To spend time with family or friends
3. To see a specific exhibition or display
4. I~t~ was in the area
5. Accompanying children
6. It was low cost or free
7. It was recommended (for example by a friend, website or guidebook)
8. For an event, activity or workshop
9. As part of an organised group or tour
10. ~~There were amenities or free facilities such as toilets, communal space, restaurants, cafés, shops~~
11. I was told by a healthcare professional (for example a GP, nurse or Carer) that it may help my health or result in improved outcomes
12. Some other reason (please type in) *Open *Fixed
13. No particular reason *Fixed *Exclusive

**SUCHER**                                                         **Grid**

For each of the reasons you visited this heritage site or place of historic interest in England, to what extent do you feel you were able to do this?

    A. To support the conservation and protection of this site/these sites
    B. To celebrate my local heritage, history or culture
    C. To celebrate Britain's national heritage/history/culture
    D. To support my local community
    E. To learn about another culture or time in history
    F. To learn about my past and culture
    G. To learn something new
    H. To visit a place of religious significance
    I. To spend time in a spiritual place
    J. Something to do in my spare time

I was able to do this…
    1. To a great extent
    2. To a moderate extent
    3. To some extent
    4. Not at all

| Findings |
| --- |
| • This was the most challenging and confusing question within this section and it was not clear whether the question was intended to refer back to the previous question or be asked independently. If it is intended to be linked to the reasons given at SSATTHER then these outcomes do not feel logical when asked in relation to the very practical reasons on the response list there. |
| • As with other questions in this section, it could be challenging to think through the question in relation to all historic places visited where participants had made more than one visit. The extent could differ greatly between places visited making it hard to give an overall answer. One participant said "I can see why you want to know but it is a little complex isn't it, you're juggling too much in your head as well as juggling what you're looking at". |
| • Because the question is burdensome there is more risk of satisficing and straight lining behaviours/answer strategies. |
| • Participants found it confusing that they would celebrate or support their own local heritage/community/etc. by visiting a location elsewhere in England. Likelier that it's in relation to other local heritage/community/etc. within England. |
| • The final answer option was deemed to be particularly troublesome to select a response for. |
| • OVERALL – many participants struggled to select an option as they did not understand how the answer options related to a *reason* for having visited the heritage site. It appears that they selected answers that reflect the reasons they visited heritage sites rather than in relation to the answer options selected at SSATTHER. |
| **Client amends from latest questionnaire draft** |
| **NA** |

**Final recommendations**

- Change 'my' to 'the' where local heritage/community/etc. are referenced.
- Remove the last answer code.
- Cut down 'heritage/history/culture' to simply 'heritage'.
- Please can we confirm the focus of this question and whether it is intended to relate back to SSATHER? It overlaps with IMPHER so it might be possible to delete one or the other? We would recommend this one is more time consuming and that IMPHER fits better with response lists at other questions and so it may be better to delete this question.
- The alternative is to: reframe the question to refer to the last visit and ask the extent to which they were able to do each of the following (as above, this overlaps to some extent with IMPHER).
- Or to position this question after IMPHER and follow up about the extent of the impact.
- Include at R2 if retained.

**Final wording**

To be confirmed following clarification of measurement objectives.

ASK ALL
**LOCALAREA**                                                                                    **Text**
The next questions refer to your local area. Please think of the area accessible within 15-20 minutes using a mode of transport readily available to you such as by foot, bike, car or public transport.

| Findings |
| --- |
| • The different modes of transports were interpreted differently and appear to conflict in terms of what the participant should be thinking about (for example, the area that is covered when reachable by foot in 15 mins varies if it's by tram or car). This could mean that participants are thinking about quite different reference areas when answering. |
| • The current definition yields different answers depending on whether the respondent lives in a rural area, where neighbourhoods are more spread out, or a city, where it may be congested, and thus, time and distance are not the most appropriate measures of one's local area. Some people struggle with these metrics as highlighted by one participant who said in relation to one-mile radius that they would "need a measuring stick to go out there and see what's covered by that". |
| **Final recommendations** |
| • Although we know that people interpret this in very different ways, it might be better to refer to 'local community' as it feels as though that is really what we would like to measure. |
| • Exclude from R2. |
| **Final wording** |
| The next questions refer to your local area and the local community close to where you live. |

ASK ALL
**PRIDE_D**                                                                                    **Grid**
How much do you agree or disagree with the following statements?

    A.   I am proud to live in my local area
    B.   In five years' time **I would like to still be** living in my local area

1. Definitely agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Definitely disagree
6. Don't know

| Findings |
| --- |

- They were no significant issues with answering in relation to Statement A, it being fairly easy to think about the present time, but Statement B was more difficult where participants had difficulty picturing the local area and their whereabouts in 5 years' time, which in turn may skew their responses to the more neutral options.
- Younger participants may be more inclined to move city/county/country regardless of how they feel about their local area, this not fully capsulated by the disagree list which feels quite negative in relation to the local area which may not be the case at all – the person just wants a change or adventure. One participant said "it's been a really nice place to grow up and it's a close community, all my family live here as well".
- Furthermore, participants living in cities mentioned seeing large changes in the past 5 years, making it very difficult for them to predict 5 years into the future.
- The option 'Neither agree nor disagree' is often treated synonymously as the 'Don't know' option.

**Final recommendations**

- A potential way of removing the time factor (i.e., in five years' time), is asking whether the R would recommend their local area to family or friends, which is an alternative way to demonstrate the R's pride and fondness for their local area. This could replace Statement B or join the battery as a third statement.
- Exclude from R2.

**Final wording**

ASK ALL
PRIDE_D                                                                                          Grid
How much do you agree or disagree with the following statements?

    A.   I am proud to live in my local area
    B.   In five years' time I would like to still be living in my local area
    C.   I would recommend my local area to others as a good place to live

1. Definitely agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Definitely disagree
6. Don't know

**PRIDE_IND_C**                                                      **Multi coded**

What are the reasons you [agree/disagree] that you would like to still be living in this area in 5 years' time?

Select all that apply

Agree:

1. Financially it is better for me to stay here than live elsewhere
2. I am close to my friends or family
3. I feel that it is a good area to live in
4. The area caters to my interests and the sorts of activities I like to do
5. There are opportunities to take part in local arts and cultural activities and events
6. Because of the schools or for childcare
7. Because the area has good local services such as shops and healthcare
8. There are good transport links from here to visit or work in other areas
9. I like the green and natural spaces here
10. I like that the people here are respectful and friendly
11. I feel at home here
12. I need to stay here for work or job opportunities
13. Living here suits my age or my pace of life
14. There is a strong sense of community here
15. It is a safe area to live in
16. Some other reason (type in)

Disagree:

1. Financially it would be better for me to live elsewhere
2. To be closer to my friends or family
3. I do not feel that it is a good area to live in
4. The area does not cater to my interests and the sorts of activities I like to do
5. There is a lack of local arts and cultural activities and events
6. Because of the schools or for childcare
7. There is a lack of good transport links from here to visit or work in other areas
8. There is a lack of good local services such as healthcare and shops
9. I would like to be around more green and natural spaces
10. I dislike that some people here can be disrespectful or troublesome
11. I feel out of place here
12. I may need to live elsewhere for work or job opportunities
13. Living here does not suit my age or my pace of life
14. There is a lack of community here
15. I would like to live in a safer area
16. Some other reason (type in)

| Findings |
|---|
| • While the lists were long, they were felt to be relevant and easy to read through with no bracketed text or complex language. |
| • As mentioned above, for PRIDE_D (statement B)=4,5, the current options are all quite negative to the local area. It is possible to like your area but still want to see something new and better. |
| • Option 14 'There is a lack of community here' was thought to be quite strong and could be softened. |

**Final recommendations**

- We recommend softening option 14 and including an option about exploring/moving to somewhere new or different or better.
- Exclude from R2.

**Final wording**

IF PRIDE_D (statement B)=4,5
  Disagree:
1. Financially it would be better for me to live elsewhere
2. To be closer to my friends or family
3. I do not feel that it is a good area to live in
4. The area does not cater to my interests and the sorts of activities I like to do
5. There is a lack of local arts and cultural activities and events
6. Because of the schools or for childcare
7. There is a lack of good transport links from here to visit or work in other areas
8. There is a lack of good local services such as healthcare and shops
9. I would like to be around more green and natural spaces
10. I dislike that some people here can be disrespectful or troublesome
11. I feel out of place here
12. I may need to live elsewhere for work or job opportunities
13. Living here does not suit my age or my pace of life
14. There is a lack of sense of community here
15. I would like to live in a safer area
16. I would like to explore somewhere new
17. Some other reason (type in)

ASK ALL

PRIDECULTINTRO                                                                    Text

The next few questions refer to arts and cultural facilities, events and groups in your  local area. This could include:

- Local arts and cultural facilities such as cinemas, theatres, museums, libraries and art galleries
- Local arts and cultural groups, clubs or classes such as book clubs, dance classes, choir, theatre, cinema or craft groups
- Local arts and cultural events or activities such as street festivals, musical festivals, carnivals, outdoor events and book readings

| Findings |
| --- |
| <ul><li>The excerpt is a little wordy and some statements are repetitive.</li><li>There were the same issues as previously noted regarding reference area. Participants seemed to think of their local town and surrounding area, but this could differ within individuals and geographical locations.</li></ul> |
| **Client amends from latest questionnaire draft** |
| <ul><li>The team suggested adding studios to be added to the list, e.g., 'art galleries and studios' and can music venues also be added to round this off.</li></ul> |
| **Final recommendations** |
| <ul><li>Instead of asking about local area, we could change this to local community.</li><li>We recommend shortening the text and reducing a few examples.</li><li>Exclude from R2.</li></ul> |
| **Final wording** |
| ASK ALL<br><br>PRIDECULTINTRO                                   Text<br><br>The next ~~few~~ questions refer to arts and cultural facilities, events and groups in your  local area. Some examples include ~~This could include~~:<ul><li>~~Local arts and cultural f~~Facilities such as cinemas, theatres, museums, libraries, ~~and~~ art galleries, studios and music venues</li><li>~~Local arts and cultural g~~Groups~~, clubs~~ or classes such as book clubs, dance classes, choir, theatre~~, cinema~~ or craft groups</li><li>~~Local arts and cultural e~~Events ~~or activities~~ such as street festivals, musical festivals, carnivals~~, outdoor events~~ and book readings</li></ul> |

ASK ALL

**PRIDECULT**                                                                                          **Grid**

How much do you agree or disagree with each of the following?

   A.  The arts and cultural facilities, groups, events and activities available in my local area make me feel proud of my local area
   B.  The arts and cultural facilities, groups, events and activities available in my local area make it an enjoyable place to live
   C.  I am satisfied with the arts and cultural facilities, groups, events and activities available in my local area


   1.  Definitely agree
   2.  Tend to agree
   3.  Neither agree nor disagree
   4.  Tend to disagree
   5.  Definitely disagree
   6.  Not applicable – my local area doesn't have this/these

| **Findings** |
| --- |
| • The three questions are quite similar, the differences hard to pinpoint and possibly highly correlated with one another which may increase likelihood of Rs straightlining. |
| **Final recommendations** |
| • Shorten wording and remove Statement C as it is rather broad and vague, and Statements A and B already cover similar grounds.<br>• For those who are not involved in their local communities, add another option at the end, 'Not applicable – I don't use them'.<br>• Exclude from R2. |
| **Final wording**<br>ASK ALL<br>**PRIDECULT**                                                      **Grid** |

How much do you agree or disagree that the arts and cultural facilities, group, events and activities available in your local community ~~with each of the following?~~

A. Make you feel proud of your local community ~~The arts and cultural facilities, groups, events and activities available in my local area make me feel proud of my local area~~

B. Make it an enjoyable place to live ~~The arts and cultural facilities, groups, events and activities available in my local area make it an enjoyable place to live~~

C. ~~I am satisfied with the arts and cultural facilities, groups, events and activities available in my local area~~

1. Definitely agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Definitely disagree
6. Not applicable – my local area doesn't have this/these
7. Not applicable – I don't use this/these

ASK ALL

PRIDEIMP1                                                                    Single coded

How important is it for you to live somewhere that is close to arts and cultural facilities such as cinemas, theatres, museums, libraries and art galleries?

1. Very important
2. Fairly important
3. Not very important
4. Not at all important

ASK ALL

**PRIDEIMP2**                                                    **Single coded**

How important is it for you to live somewhere where there are opportunities to take part in arts and cultural groups, clubs or classes such as book clubs, dance classes, choir, theatre, cinema or craft groups activities?

1. Very important
2. Fairly important
3. Not very important
4. Not at all important

| **Findings** |
|---|
| • See the comments in PRIDEIMP1. |
| **Final recommendations** |
| • See the recommendations in PRIDEIMP1. |
| **Final wording** |
| See the recommendations in PRIDEIMP1. |

ASK ALL

**PRIDEIMP3**                                                    **Single coded**

How important is it for you to live somewhere where there are opportunities to take part in arts and cultural events or activities such as street festivals, musical festivals, carnivals, outdoor events and book readings?

1. Very important
2. Fairly important
3. Not very important
4. Not at all important

| **Findings** |
|---|
| • See the comments in PRIDEIMP1. |
| **Final recommendations** |
| • See the recommendations in PRIDEIMP1. |
| **Final wording** |
| See the recommendations in PRIDEIMP1. |

ASK ALL

**Belong**                                                                                                    **Single coded**

To what extent do you agree or disagree with the statement 'local arts and culture help me feel as though I belong to this neighbourhood'?

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
999 Don't know

| **Findings** |
| --- |
| • There was variation in how participants defined belonging and neighbourhood. For example, one participant defined local as the area surrounding their local village, and another defined it at the county level.<br>• Belonging may be quite an abstract and complex word and participants could struggle to explain this in their own words. |
| **Final recommendations** |
| • We suggest changing some wording to make it clearer and more explanatory.<br>• Exclude from R2. |
| **Final wording** |
| ASK ALL<br>**Belong**                                                    **Single coded**<br>To what extent do you agree or disagree with the statement 'local arts and culture help me feel part of my ~~as though I belong to this~~ neighbourhood'?<br><br>1. Strongly agree<br>2. Agree<br>3. Neither agree nor disagree<br>4. Disagree<br>5. Strongly disagree<br>999 Don't know |

ASK ALL

**ARTCULATT**                                                                                    Grid

**To what extent do you agree or disagree with the following statements?**

    A.   Arts and culture in my neighbourhood is only for certain groups of people
    B.   Arts and culture in my neighbourhood helps bring people from different backgrounds together
    C.   Arts and culture in my neighbourhood brings visitors or tourism to the area
    D.   Arts and culture in my neighbourhood helps support or generate local businesses
    E.   Arts and culture within my neighbourhood has helped improve the area
    F.   There should be more investment in arts and culture within my neighbourhood

      1.   Strongly agree
      2.   Agree
      3.   Neither agree nor disagree
      4.   Disagree
      5.   Strongly disagree

999Don't know *Fixed *Exclusive

| Findings |
| --- |
| • Statements A-E are very repetitive with the length introduction to each one of 'Arts and culture in my neighbourhood…' and this wording could be shortened. |
| • E: Participants found 'helped improve the area' to be vague and could mean a variety of things such as help improve: the economy, crime rate, general look of the town and so on. |
| • F: Participants struggled with this statement as on the one hand of course there should be more funding in arts and culture but on the other hand this is a time of austerity and energy crisis and funding for other sectors is being cut. |
| • In places, participants gave answers in response to the past as well as thinking ahead to the future. |
| **Final recommendations** |
| • Change the wording for A to focus on inclusivity. |
| • E either needs to be more specific or it should be removed. |
| • F needs to be reworded to be clearer. |
| • Exclude from R2. |
| **Final wording** |
| ASK ALL |
| **ARTCULATT**                                                   Grid |
| To what extent do you agree or disagree that, at the moment, arts and culture in your neighbourhood… with the following statements? |
|    A.  Are inclusive of all who are interested in taking partrts and culture in my neighbourhood is only for certain groups of people |
|    B.  Arts and culture in my neighbourhood helps bring people from different backgrounds together |
|    C.  Arts and culture in my neighbourhood brings visitors or tourism to the area |
|    D.  Arts and culture in my neighbourhood helps support or generate local businesses |

E. ~~Arts and culture within my neighbourhood has helped improve the area~~

F. ~~There s~~Should receive ~~be~~ more investment ~~in arts and culture within my neighbourhood~~

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

999Don't know *Fixed* *Exclusive*

ASK ALL

**Q094 - CSMARTU**                                                              **Multi coded**

Which of the following devices do you personally own and use at home?

Please do not include devices owned by your company.
'Smart' devices or appliances are capable of connecting to the internet, or to other devices that can connect to the internet.

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. Smart printer
8. None of these *Fixed *Exclusive

| Findings |
| --- |
| • The question was well understood, but the wording could be slightly improved to avoid any potential confusion.<br>• Some participants argued the description of 'smart' was not necessary, but others explicitly asked for a definition so on balance we have decided it should stay for those few situations where it is necessary. |
| **Client amends from latest questionnaire draft** |
| • NA |
| **Final recommendations**<br>• Alter the wording to reduce the length of the question and make it more succinct.<br>• Add the word 'smart' to the question wording as it is included in the instruction but not the wording.<br>• Reverse the two instructions so the 'smart' definition sits directly underneath the question wording rather than being separated by the instruction about company owned devices.<br>• Add an example to the instruction about company owned devices.<br>• Exclude from R2. |

**Q094 – CSMARTU**                                         **Multi coded**

Which of the following smart devices do you personally own and use at home?

'Smart' devices or appliances can ~~are capable of~~ connect~~ing~~ to the internet.~~, or to other devices that can connect to the internet.~~

Please do not include devices owned by your company (for example a work laptop).

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. Smart printer
8. None of these *Fixed *Exclusive

ASK IF CSMARTU=1-7 [HAS AT LEAST ONE DEVICE]

**SECFEAT**                                                 **Grid**

Thinking about each of the smart devices that you currently own, to what extent did you consider the security features when deciding to buy it?
For example, security features could include supporting two-factor authentication (that is, a password plus text message verification or fingerprint or facial recognition), visual indicators on cameras and speakers when they are in use, and end-to-end encryption of your data.

[List all smart devices currently owned from Q094 - SMARTU]

1. Considered it to a great extent
2. Considered it to some extent
3. Did not consider it
 999 Don't know *Fixed *Exclusive

| **Findings** |
| --- |
| • Participants struggled with this question as the focus felt out of place. The question relates to decisions around software purchase and installation rather than the smart (hardware) devices on our list. For example, one participant said they found this confusing as you can't make this choice when buying the device. For example, if you want to get a PS5, you have to accept the company's security features and assume these features are built into the hardware and typically people wouldn't choose Xbox over PS because of security features.<br>• The security features mostly relate to features/apps accessible from the devices or tasks that need carrying out, for example logging into online banking or 2 factor authorisation apps for security purposes rather than these being aspects of the devices themselves. Therefore, is |

asking about these security features specifically in relation to the smart devices the correct context?

- The language and terminology is very technical and participants differed in the extent to which they were familiar with it and understood it; they tended to focus in on the examples which were familiar to them and ignore the ones they didn't recognise.
- The introduction is very wordy and doesn't give a description of end-to-end encryption (which was ignored by those unaware of the details and importance of encryption). As noted above, this is a software feature and not hardware/device dependant, for example Whatsapp utilises end to end encryption regardless of the device it is installed on.
- Participants also answered generally about what they do in relation to security features rather than separating this out across device meaning it would be simpler and more efficient to ask one question on this topic rather than a separate question per device. We suspect participants' behaviour and decision making around security features is likely to be similar across device.

**Client amends from latest questionnaire draft**

- NA

**Final recommendations**

- This question requires more clarification- are we looking at hardware security features or software security features? Hardware is usually fixed, but the user has more influence over the software features (e.g., firewall, anti-malware).
- This changes the nature of the question entirely and there are two suggested alternative questions which can stem from the decided focus of the question as below.
- Include at R2 if adopt new suggested wording.

**Final wording**

**Option 1:** An alteration of the original question, with a focus on hardware security features built into the device:

ASK IF CSMARTU=1-7 [HAS AT LEAST ONE DEVICE]

SECFEAT                                                                 ~~Grid~~ Single code

Thinking about ~~each of~~ the smart devices that you currently own, to what extent did you consider the security features when deciding to buy them ~~it~~?

For example, security features could include supporting ~~two-factor authentication (that is, a password plus text message verification or~~ fingerprint or facial recognition~~)~~, visual indicators on cameras and speakers when they are in use, and ~~end-to-end encryption of your data.~~ password or pin features.

[List all smart devices currently owned from Q094 - SMARTU]

1. Considered security features ~~it~~ to a great extent
2. Considered security features ~~it~~ to some extent
3. Did not consider security features ~~it~~
4. It differed depending on the device

999 Don't know *Fixed *Exclusive

Option 2: A different version focusing on current behaviour around software features of apps and other features accessible from smart devices:
ASK IF CSMARTU=1-7 [HAS AT LEAST ONE DEVICE]
**SECFEAT**                                                                     ~~Grid~~ Single code
~~Thinking about each of the smart devices that you currently own, to what extent did you consider the security features when deciding to buy it?~~
Thinking about all the ways you use ~~the features and apps you access through~~ these smart devices, to what extent do you consider the security features ~~when utilising these features~~? For example, when using online banking or messaging apps.
For example, security features could include supporting two-factor authentication (that is, a password plus text message verification ~~or fingerprint or facial recognition),~~ visual indicators on cameras and speakers when they are in use, and end-to-end encryption of your data.

[List all smart devices currently owned from Q094 - SMARTU]

1.   Consider~~ed~~ the security features ~~it~~ to a great extent
2.   Consider~~ed~~ the security features ~~it~~ to some extent
3.   Do ~~id~~ not consider the security features ~~it~~
4.   It differs depending on the device
 999 Don't know *Fixed *Exclusive

ASK ALL
**Q095 - CSMARTD**                                                       Drop down
How many of each of the following do you have in your home? Select 0 if you have none of a particular type.

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

[Drop down for each: 0-10]

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 Watch)
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 or smart camera)
6.   Smart energy device (smart meter, bulb or plug) or thermostat
7.   Smart kitchen appliance (such as a smart fridge, kettle, air fryer)
8.   Smart toy or baby monitor for children
9.   Some other smart device for the home (please type in) *Open

| Findings |
| --- |
| • The question was well understood, but lengthy to work through now we are asking for a number for each device type. |
| • Some of the descriptions feel unnecessarily wordy and there is a lot of bracketed text. Having said that the examples were quite useful as not everyone is familiar with these types of product. |
| • It is difficult to imagine many people will have more than one wifi router. |
| • One participant included smart solar panels under 'Other'. |

**Client amends from latest questionnaire draft**
- NA

**Final recommendations**
- Condense the wording to make it more palatable.
- Confirm whether participants should be thinking about their whole household (for example if a participants child has a smart watch should this be included?). What about shared accommodation?
- Exclude from R2.

**Final wording**

ASK ALL

**Q095 - CSMARTD**                                                        Drop down

How many of each of the following smart devices do you have in your home? Select 0 if you have none of a particular type.

Smart ~~products are~~ devices or appliances can connect to the ~~controlled via an~~ internet ~~connection~~.

[Drop down for each: 0-10]

1. A Wi-Fi router or internet hub (A router ~~is a device that~~ connects devices to the wireless internet ~~communicates between the internet and the devices in your home that connect to the internet~~)
2. Smartwatch (such as Apple Watch, Samsung Galaxy Watch)
3. Smart ~~f~~Fitness wristband ~~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~~ device-controlled security, smart door lock or smart camera)
6. Smart energy device (such as smart meter, ~~bulb or plug)~~ or thermostat
7. Smart kitchen appliance (such as ~~a~~ smart fridge, kettle or air fryer)
8. Smart toy or baby monitor for children
9. Some other smart device for the home (please type in) *Open

# Mobile internet

ASK ALL

## Q123 - SSDIGATT                                                     Grid

To what extent do you agree or disagree with the following statements?

    A. Viruses can damage my computer security
    B. It is impossible to prevent viruses by using software
    C. My online activity produces a permanent record
    D. My online activity can be used by others both now and in the future
    E. Only people I give permission to can capture and use the data I post online
    F. I can protect and secure my personal data through privacy settings
    G. Online security is not for me to worry about
    H. It's important for me to improve my cyber security

    1. Strongly agree
    2. Agree
    3. Neither agree nor disagree
    4. Disagree
    5. Strongly disagree

999Don't know *Fixed *Exclusive

| Findings |
| --- |
| • Participants considered a wide range of factors when answering this question depending on the level of knowledge they have of this area. To illustrate this, one participant said "it's not really something I usually think about which is why I found it a lot harder to answer it but I'm very aware of things like that as much as I don't have any interest in it". |
| • Statements B and G – these were more cognitively challenging to answer when phrased negatively. |
| • Statement D – 'both now' and 'in the future' are two different times; therefore, this is essentially two different statements. One participant noted that now their online activity cannot be used by others but potentially in the future it may be. |
| • Statement F – this depends on the privacy options across different sites and apps. For some it is very safe to protect your personal data and others are less easy. |
| • Statement H – 'improve' is a strange choice of diction in context of cyber security. |
| • Many participants chose 'Don't know' for at least one of the statements. |

| Client amends from latest questionnaire draft |
| --- |
| • MOBINTRO wording does not relate to this question and has been relocated. |

| Final recommendations |
| --- |
| • Statement B – amend to positive phrasing; 'possible' rather than 'impossible' |
| • Statement D – keep 'in the future' and delete 'both now and'; if 'now' is the more relevant time, then keep 'now' and remove 'in the future.' |
| • Statement G – amend to positive phrasing: 'something I should be worried about' rather than 'not'. |
| • Statement H – replace 'improve' with 'maintain.' |

- Retain 'Don't know' option as it is important participants have this option as knowledge is likely to be limited for some.
- Consider deleting one or two statements to shorten the battery – we suggest G and H are quiet similar as are D and E.
- Place this question before MOBINTRO in terms of question ordering.
- Include in R2 if space.

**Final wording**

To what extent do you agree or disagree with the following statements?

A. Viruses can damage my computer security
B. It is ~~im~~possible to prevent viruses by using software
C. My online activity produces a permanent record
D. My online activity can be used by others ~~both now and~~ in the future
E. Only people I give permission to can capture and use the data I post online
F. I can protect and secure my personal data through privacy settings
G. Online security is something I should be ~~not for me to~~ worried~~y~~ about
H. It's important for me to ~~improve~~ maintain my cyber security

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. Don't know

ASK ALL
**IGIDINTRO**                                                                                    **Text**

A digital identity is an electronic representation of a person and information about them, such as their name, address, date of birth and qualifications. It enables them to prove who they are during interactions and transactions online or in person. These checks can be done digitally, by identity service providers. For example, digital identity can be used to apply for a mortgage from a bank or to get past door security at a nightclub.

| Findings |
| --- |
| • Participants ranged in their knowledge and familiarity with 'digital identity'. Some had heard of this (some even had one) while for others this was a new term and concept. Examples included a digital driving licence or passport and a virtual ID. |
| • One participant said they were more familiar with the term 'electronic identity'. Another described their digital identity as "virtual ID" saying "I've got an app that's a kind of virtual ID so some places accept it instead of your ID but a lot of places don't so it's not actually that helpful". |
| • Another participant said "your knowledge of it gradually grows as you do more online, I have government gateway, I have an online tax account, I do online banking…you read the screen in front of you and learn a little more each time about how the checks are changing gradually". |
| • 'Identity service provider' can be a confusing term if presented on its own – an accessible description is very important. While this definition was helpful overall, it is quite long and wordy and one participant said they found it a little confusing. |
| • The mortgage example was thought to be helpful but the example of door security at a night club may be unrelatable for a range of different demographics. |

| <span style="color:red">Client amends from latest questionnaire draft</span> |
| --- |
| **Q092 - CINTUSE, 1** |
| Updated routing – question only asked of participants who use the Internet. |

| <span style="color:red">Final recommendations</span> |
| --- |
| • Replace nightclub example with a different, more relatable one. Perhaps, something to do with HMRC which was mentioned by one of the participants (Government Gateway account) if this is correct usage? |
| • Define or give example of an identity service provider, if that would help understanding of term. However, this is not necessary if the introduction becomes significantly wordier. |
| • Include in R2. |

| <span style="color:red">Final wording</span> |
| --- |
| <span style="color:red">ASK IF CINTUSE=1</span> |
| A digital identity is an electronic representation of a person and information about them, such as their name, address, date of birth and qualifications. It enables them to prove who they are during interactions and transactions online or in person. These checks can be done digitally, by identity service providers. For example, <span style="color:red">you can use a</span> digital identity <del>can be used</del> <span style="color:red">when</span> <del>to</del> apply<span style="color:red">ing</span> for a mortgage from a bank,<del> or</del> to <span style="color:red">travel or get through door security at an event</span>. |

ASK ALL
**DIGIDIMP**                                                                                      **Grid**
How important do you consider each of the following if you were to choose a digital identity service provider?


A.  Whether the service provider is endorsed by the government
B.  Whether the service provider is a company you are familiar with
C.  The level of support offered to complete the identity check
D.  The length of time it would take for the identity check to be completed


   1.  Very important
   2.  Fairly important
   3.  Not very important
   4.  Not at all important
999 Don't know *Fixed *Exclusive

| Findings |
| --- |
| • Participants were able to answer this question and thought about a range of issues. It is important to have the DK option here so that if people aren't sure they have somewhere to code this.<br>• The key problem was that 'service provider' was slightly confusing for some participants. One asked is whether we mean something like a government organisation that does the digital identity (HMRC). Another participant thought of the DVLA for driving licences and another said they would expect it to be a company they'd never heard of. |
| **Client amends from latest questionnaire draft** |
| Q092 - CINTUSE, 1<br>Updated routing – question only asked of participants who use the Internet. |
| **Final recommendations** |
| • Amend wording to include a definition of/introduction sentence about 'digital service provider'.<br>• Simplify wording where possible.<br>• Include in R2. |
| **Final wording** |
| ASK IF CINTUSE=1~~ALL~~<br>**DIGIDIMP**                                                          **Grid**<br>If you were to get a digital identity you would need to choose a company or agency to process this for you. In choosing the right company or agency, h~~H~~ow important would ~~do~~ you consider each of the following ~~if you were to choose a digital identity service provider~~?<br><br>A.  Whether they were ~~service provider is~~ endorsed by the government<br>B.  Whether you had heard of the ~~service provider is a~~ company or agency ~~you are familiar with~~<br>C.  The level of support offered to complete the identity check<br>D.  The length of time it would take for the identity check to be completed |

1. Very important
2. Fairly important
3. Not very important
4. Not at all important

999 Don't know *Fixed *Exclusive

ASK ALL

**Q128 - DATAINTRO**                                                                                    **Text**

The next set of questions are about information or data collected in general and how it is used more widely within society. When we refer to data, we mean information about people, systems as well as other things.

Information about people could include their names and addresses or it could be about the population, such as the proportion of adults who own a property.

Information about systems could include how companies perform, such as hospital waiting times or company sales figures.

Information about things could include the stock of food at a supermarket or the number of ventilators at a hospital.

Data are used for many purposes. The following questions are about your views on how data is used for a range of reasons.

| **Findings** |
|---|
| • While participants found this informative the key finding here was that the introduction is too lengthy. In reality reading it would be onerous/burdensome and we expect participants won't read it and will just skip past it as it's off-putting<br>• 'Things' (in two places) is too vague and could be interpreted as almost anything.<br>• One participant commented that the information about hospital waiting times was a meaningful and relevant example. |
| **Final recommendations** |
| • Reword sentences and reducing repetitive words.<br>• Better organise the information in bullet points and use bold emphasis.<br>• Include in R2. |
| **Final wording**<br><br>The next set of questions are about information or data collected in general and how it is used more widely within society. When we refer to data, we mean information about people, systems as well as objects.<br><br>• **People** – this includes their names and addresses, or it could be about the population, such as the proportion of adults who own a property.<br>• **Systems** – this includes companies perform, such as hospital waiting times or company sales figures.<br>• **Objects** – this includes the stock of food at a supermarket or the number of ventilators at a hospital.<br><br>Data are used for many purposes. The following questions are about your views on how data is used. |

ASK ALL

Q129 – SSINFOC                                                                                       **Grid**

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?

A. Businesses using data to grow the economy and create jobs
B. The UK Government using data to understand and better serve society through improved public services
C. Charities using data to help vulnerable people in society
D. The UK Government using data to make public policies which help keep people safe
E. Businesses using data to develop technology to help people do things more efficiently (such as predictive email replies)
F. Data being used by businesses to develop services that help people save money, such as price comparison websites
G. Data being used by businesses to improve their services and products
H. Data being used by businesses to design services which help people connect with others, for example, to develop social media platforms
I. Researchers and scientists using data to increase our understanding and knowledge of the world, people, culture and society

1. Very comfortable
2. Fairly comfortable
3. Fairly uncomfortable
4. Very uncomfortable

999 Don't know *Fixed *Exclusive

| **Findings** |
| --- |
| • This question was one of the most onerous and challenging to answer. There are too many categories overall (9), too much to read and a lot of it is very technical (and not particularly interesting! language. To highlight this point, one participant said "[there] is quite a lot of content within it, a lot to think about. It's something that you have to put a little more thought into anyway because of the content of the question".
• Across all 9 statements, the concepts are very vague and without examples it is difficult for participants to transform these into something tangible to consider. One participant said "I can think of examples where public policies keep people safe and make them less safe" but questioned how they should connect this to data. It is not clear how data is vital to these concepts.
• There is a risk that participants will straight-line to get past this question without properly engaging with it. It is important to include a DK option and we expect there will be high % across the statements.
• A: 'Growing the economy' is quite vague and abstract
• D: ''make public policies which help keep people safe' is also vague and difficult to think of a meaningful example.
• E: the predictive email replies' then feels the opposite – a very specific example when everything else is so open |

- G: 'Data being used by businesses to improve their services and products' was felt to be too generic and vague (what kind or services or products?).

**Final recommendations**

- Condense, reduce and shorten wording and remove brackets where possible.
- Consider statements to cut – B and D overlap for example.
- Please can we have some clear examples of each of these statements? Then once we have a better idea of what each means we can try and make the wording clearer and possibly build in some of the examples.
- Include in R2 if re-word statements.

**Final wording**

To be confirmed once received above information.


ASK ALL

COOKBAN                                                          Single coded

A cookie banner is a notification that is displayed on websites to ask visitors for consent for the use of cookies.

When a cookie banner is displayed on a website, what do you do most of the time?

1. Accept all cookies
2. Customise cookie choices (accept some and reject others)
3. Reject all cookies
4. Not applicable to me *Fixed *Exclusive

999 Don't know *Fixed *Exclusive


**Findings**

- Participants were familiar with what cookies are but the definition and explanation of cookies need to be more detailed, and the definition shouldn't be self-referential.
- One participant questioned how to interpret 'most of the time'. Does this refer to most of the time on every site, or most of the time on most sites?

**Client amends from latest questionnaire draft**

- Option (4) not applicable should be nuanced – 'Not applicable – I never visit webpages' (it's possible to use the internet without using a web browser, but I suspect very few people fall into this category).

**Final recommendations**

- Add detail to the cookie description as the current version is insufficient.
- Use 'pop-up' instead of 'banner' as this was the more familiar phrase among our participants.
- Apply a filter to this question so it is only asked of participants who use the internet.
- Include at R2 if adopt new introduction sentence.

**Final wording**

ASK IF CINTUSE=1ALL

COOKBAN                                                    Single coded

Cookies are small pieces of information that websites leave on your device, usually to help the website remember information about you. A cookie banner is a notification that is displayed on websites to ask visitors for consent for the use of cookies.

When a cookie banner is displayed on a website, what do you do on most websites most of the time?

1. Accept all cookies
2. Customise my cookie choices (accept some and reject others)
3. Reject all cookies
4. Not applicable to me – I never visit websites
5. Don't know

## 2023-24 Participation Survey Questionnaire Cognitive Testing

## Cognitive testing R2 summary findings - February 2023

**Quota Summary**

| Key factor/demographic | Quota | R1 | R2 |
|---|---|---|---|
| **Total** | | 12 | 6 |
| **Age** | 16-34 years old | 4 | 2 |
| | 35-54 years old | 4 | 2 |
| | 55+ years old | 4 | 2 |
| | | | |
| **Gender (including other/PNTS)** | Male | 6 | 2 |
| | Female | 6 | 4 |
| | | | |
| | | | |
| **Educational attainment** | Did not complete GCSEs or equivalent | 1 | 1 |
| | GCSES of equivalent | 2 | 2 |
| | AS/A-Levels or equivalent | 3 | 2 |
| | Vocational Qualification BTEC/GNVQ | 2 | 0 |
| | Undergraduate Degree | 2 | 1 |
| | Masters/PHD | 2 | 0 |
| | | | |
| **Ethnicity** | BAME | 2 | 1 |
| | Mixed ethnicity | 1 | |
| | White British | 8 | 4 |
| | Asian | 1 | 1 |
| | | | |
| **Disability/long-term illness** | Has a disability (physical or mental) | 3 | 1 |
| | Does not have a disability | 9 | 5 |
| | | | |
| **Locations across both rounds** | London, Surrey, Cheshire, Leeds, Chelmsford, Nottingham, Suffolk, Derbyshire, Guildford, Manchester and Birmingham | | |
| **Participation in clubs or groups across both rounds** | Participants had taken part in a mix of activities listed at ARTPART12 | | |

## Key findings

The second round of cognitive testing helped show changes made following R1 were improvements and gave a useful insightful in exploring participants' answer strategies and thought processes when approaching this set of questions.

Some key top level take away findings:

1. **Asking too much in one question:** at some questions it was clear that we are asking a lot of participants and that questions could be broken down further to match participant thought processes. Where there is too much to read and too much burden, participants will satisfice, that is take shortcuts to get the questionnaire more quickly, for example skim reading or skipping over text. Examples of questions that included too much text or asked participants to perform complex tasks are:

    a. **Environment questions**: these questions ask the participant to think generally about all the events they have attended in the last year and give one response. Where participants have experienced multiple events, asking them to generalise is likely to be difficult. We recommend pinning these questions to the most recent event they have attended.

    b. **Library question**: the re-worked libraries question (CLIBRARY1) requires the participant to read through a lot of detailed information and cognitive testing showed this could be missed. We recommend breaking this question down into more manageable stages and working backwards to create the overall headline figure required during the data analysis stage.

    c. **Likelihood of visiting heritage sites**: the question LIKHER effectively asks two questions in one – how likely the participant is to re-visit historic places visited in the last 12 months and how likely they are to visit other historic places. We recommend dividing this question into two with a grid presentation.

    d. **Considering security features of smart devices**: the three questions SECFEAT1-3 group a range of smart devices together when asking about consideration of security features at the point of purchase. For SECFEAT2 in particular, the devices included are quite different and may yield different responses than if asked about separately. We are also uncertain whether asking about these types of security feature in relation to purchasing decisions around devices/hardware is the right context. Rather, some of the security features referenced feel better suited to decisions around software, the types of **features/apps accessible from the devices or tasks that need carrying out, for example logging into online banking or two factor authentication apps rather than these being aspects of the device/hardware themselves.** We recommend the key focus of these questions is clarified and the overall groupings are revisited and confirmed.

    e. **Digital and online training**: the question CDIGTRA12 asks about both digital and online training. We would like to pin down the distinction between the two and whether this is important to capture. Additionally, many participants had done some form of training via work, and due to covid-19 much of this has moved online. This could lead to people answering yes to online training (thinking of any remote training they had received) rather than training specifically about using the internet.

2. **Differentiating between arts and culture and other types of activity:** at the new question ARTPART12 which collects whether participants have taken part in classes, courses, groups, clubs

or organisations which involve arts and culture, participants naturally wanted to include other types of activity (for example fitness groups). While we need to distinguish between groups and clubs that are classified as arts and culture and those that are not, this distinction and the reasons behind it are not natural to participants and don't fit with their thinking. We recommend including clarification of our focus and re-instating the final question (ARTPART12OTHER) at the end of the section to collect other types of participation in clubs and groups. While this is not necessarily of interest it is important participants to have a place to record what they have taken part in.

3. **'Celebrating' historic places**: there was some difficulty raised concerning interpretation of the word 'celebrated' in connection with historic places and this is a point we could reflect on more generally. Some participants struggled to find celebrations in more contentious parts of England's history and their responses were predicated on their perceptions of celebrated history. This raises the question of the necessity of 'celebrated' in the responses, not just here but throughout the questionnaire and may be a point to discuss in more detail separately.

4. **Knowledge is not always available**: for some questions participants may not have the information available to answer the question, for example at SSFTTPPAY which asks about willingness to pay for a higher internet speed over and above the participant's current internet package. A second example is the question DIGIDIMP which asks about factors to consider when getting a digital identity; as some participants will not have heard or this concept and won't be familiar with the language, the answers yielded could be very hypothetical.

5. **Reduced complexity = reduced burden**: we saw some examples of where wording had been simplified and amount of text had been reduced (for example removing brackets and complex language) meant questions were easier to answer and participants were more willing to read it. For example, the streamlined introduction screen at DATAINTRO was found to be easier to read through and digest, this broken down into easier to absorb bullet points.

6. **Examples helped conceptualise complex topics**: at SSINFOC, the examples provided by DCMS meant the question was more meaningful than the more conceptual/theoretical version tested at R1.


**Question by question findings**


ASK ALL
**Q012 - INTROART**                                                                    **Text**

Next are some questions about activities you may have done in the last 12 months in England. Please think about activities you have done in your own time and don't include anything that was part of paid work, school or college or structured academic activities'.


ASK ALL                                                                    <span style="color:blue">Local Authority</span>

## Q013 - CARTS1:                                                          Multi coded

In the last 12 months which of the following 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 theatre play, drama, musical, Pantomime, Ballet or Opera
3. An event connected with literature, books, reading, poetry 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 (for example pop, jazz, electronic, choral, orchestra or folk)
7. A festival and or carnival (for example a food or other indoor or outdoor cultural event)
8. A street art event
9. A live dance event (for example contemporary, world, street or urban)
10. A fashion show
11. A comedy event
12. An esports contest or video game competition event in person
13. Some other cultural event in England (please type in)
14. None of these *Fixed *Exclusive

| Findings |
|---|
| • Options 6 and 7 are still overlapping and confusing for some participants (i.e. musical festival) |

**Client amends from latest questionnaire draft (v8.4)**

- Confirmed removal of 'music' from festival description at option 7
- Remove 'indoor or outdoor from option 7
- There will be some overlap in the codes (although to note this means the follow ups will be looped round twice for the same event)
- Is it possible to add 'excluding festivals' to option 6?
- New suggested wording for the e-sports option to be confirmed following consultation with the DCMS team

**Final recommendations**

- Add 'that is not a festival' to option 6 OR reverse options 6 and 7 so that the festival option is listed first. This may help reduce the double counting although we have not tested this approach.
- Remove 'indoor or outdoor' from option 7.
- Awaiting feedback on suggested amends to option 12 however we recommend moving 'in-person' to the beginning.

**Final wording**

In the last 12 months which of the following 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 theatre play, drama, musical, Pantomime, Ballet or Opera
3. An event connected with literature, books, reading, poetry 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 that is not a festival (for example pop, jazz, electronic, choral, orchestra or folk)
7. A festival and or carnival (for example, a food or other ~~indoor or outdoor~~ cultural event)
8. A street art event
9. A live dance event (for example contemporary, world, street or urban)
10. A fashion show
11. A comedy event
12. An in-person esports contest or video gaming competition event ~~in person~~
13. Some other cultural event in England (please type in)
14. None of these *Fixed *Exclusive

Ask only if **Q013 - CARTS1_,**4                                            Local
Authority
FILMTYPE                                                                Multi coded
You said you have watched a film at the cinema in the last 12 months. Which of the following best describes any of the films you have seen at the cinema in the last 12 months?

Please don't include films you have seen through paid work, school or college or structured academic activities.

Select all that apply

1.   Mainstream Hollywood films
2.   British films with mainly a British cast or locations
3.   Independent films, not backed by a major film studio
4.   Films in a foreign language or other World cinema
5.   Documentaries
6.   Animated films
7.   Short films
8.   Archive films or classic films from the past
9.   A live or recorded cultural, arts or sports event such as a play or musical, orchestra or concert
10. Another type of film (please type in)
11. None of these *Fixed *Exclusive
999 Don't know *Fixed *Exclusive

| Findings |
| --- |
| • Participants were confident in answering the question and appeared to understand the response options. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • N/A |
| **Final wording** |
| No changes recommended. |

Earlier you said that you have attended the following events in the last 12 months.
[LIST EVENTS SELECTED AT CARTS1]

Which mode of transport do you typically use to travel to these events?

Please select one response only – the main mode you use.
1. Car
2. Train
3. Tram
4. Underground or metro
5. Bus
6. Taxi or private hire (for example Uber)
7. Car share or UberPool
8. Bicycle
9. Walk
10. Other form of transport (please type in)

| Findings |
| --- |
| • As participants commonly were required to think across multiple events, a key strategy here was to list out all modes of transport taken, ignoring the instruction to select one response only.<br>• Participants generally did not struggle to select the *main* mode although this was established during the follow up discussion. Online participants would only be able to select one option in the 'real' survey although they may be confused by why this is the case given the above finding. One participant noted that while they "normally use many types of transport, most often we still get around by car, like 40% of the time." |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • Consider asking a 'catch all' question to collect all modes and then a follow up question (if more than one is selected) to collect the main mode.<br>• If stick with the existing question, underline or otherwise highlight the instruction to select the main mode of transport used.<br>• We noticed that 'typically' was missed across several questions and suggest replacing this with 'usually'.<br>• NB: See changes at ENVIRON3 re response options and if those changes are made they would need to be applied to this question too. |
| **Final wording** |
| Earlier you said that you have attended the following events in the last 12 months.<br>[LIST EVENTS SELECTED AT CARTS1] |

Which main mode of transport do you ~~typically~~ usually use to travel to these events?

Please select one response only – the main mode of transport you use.

1. Car
2. Train
3. Tram
4. Underground or metro
5. Bus
6. Taxi or private hire (for example Uber)
7. Car share or UberPool
8. Bicycle
9. Walk
10. Other form of transport (please type in)

Ask only if **Q013 - CARTS1_**,1,2,3,4,5,6,7,8,9,10,11,12,13 <span style="color:teal">ITL2</span>

ENVIRON2 Single coded

Approximately what distance do you typically travel to get to these types of events?

1. Less than 10 miles
2. 10 to 20 miles
3. 20 to 30 miles
4. 30 to 40 miles
5. 40 to 50 miles
6. More than 50 miles

999 Don't know *Fixed *Exclusive*

| Findings |
| --- |
| • Four of our 6 participants answered this question. While these four were able to answer without difficulty, we still have concerns around potential difficulty to answer based on more than one event (as the distance travelled may differ significantly across events attended). |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • As recommended previously, we suggest the question focuses on the last event attended rather than asking the participant to generalise. |
| • The question is phrased generally rather than about the last 12 months and so we recommend adding this clarification. |
| • Replace 'typically' with 'usually'. |
| **Final wording** |
| Thinking about the events you have attended in the last 12 months, ~~Aa~~pproximately what distance do you ~~typically~~ usually travel to get to these types of events?<br><br>1. Less than 10 miles<br>2. 10 to 20 miles<br>3. 20 to 30 miles<br>4. 30 to 40 miles<br>5. 40 to 50 miles<br>6. More than 50 miles<br>999 Don't know *Fixed *Exclusive* |

Ask only if **Q013 - CARTS1_**,1,2,3,4,5,6,7,8,9,10,11,12,13         <span style="color:blue">ITL2</span>
**ENVIRON3**                                                          Single coded
If you were unable to travel to these events by [INSERT ANSWER FROM **ENVIRON1]**, what mode of transport would you use instead?

Please select one response only
SCRIPTING: ONLY SHOW ANSWERS NOT SELECTED AT ENVIRON1

1. Car
2. Train
3. Tram
4. Underground or metro
5. Bus
6. Taxi or private hire (for example Uber)
7. Car share or UberPool
8. Bicycle
9. Walk
10. Other form of transport (please type in)
11. None of these – there are no alternative forms of transport

| Findings |
| --- |
| • As above, we recommend linking this question to the last (most recent) event attended so that participants are not required to generalise across what might be very different events. |
| • One participant asked where Overground or DLR would fit. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • If appropriate, 'Overground' and/or 'DLR' could be added to answer options 2 or 4. |
| • NB: if we make the above change, this should be applied to ENVIRON1. |
| **Final wording** |
| Ask only if **Q013 - CARTS1_**,1,2,3,4,5,6,7,8,9,10,11,12,13   <span style="color:blue">ITL2</span><br>**ENVIRON3**                                     Single coded<br>If you were unable to travel to these events by [INSERT ANSWER FROM **ENVIRON1]**, what mode of transport would you use instead?<br><br>Please select one response only<br>SCRIPTING: ONLY SHOW ANSWERS NOT SELECTED AT ENVIRON1<br><br>1. Car<br>2. Train <span style="color:red">or Overground</span><br>3. Tram<br>4. Underground, <span style="color:red">~~or~~</span> metro <span style="color:red">or DLR</span><br>5. Bus<br>6. Taxi or private hire (for example Uber)<br>7. Car share or UberPool<br>8. Bicycle<br>9. Walk<br>10. Other form of transport (please type in) |

11. None of these – there are no alternative forms of transport

ASK ONLY IF Ask only if **Q013 – CARTS1_**,1,2,3,4,5,6,7,8,9,10,11,12,13

**ENVIRON6**                                                                 **Single coded**

What is the main reason you typically travel to these events by [INSERT ANSWER FROM **ENVIRON1**]?

1. Time
2. Cost
3. Public transport not available or is unrealistic,
4. I have a physical impairment or disability that makes it difficult/prevents me using other modes of transport
5. Environmental concerns
6. No other alternatives available
7. Some other reason (type in)

| Findings |
| --- |
| • Several of our participants' immediate answers was 'convenience'; however, they were able to select between the answer options during the subsequent discussion.<br>• By 'convenience', participants meant a combination of time, cost and other factors (such as accessibility). However, this cannot be a distinct answer option as it encompasses several existing answer options.<br>• As recommended at ENVIRON1, we suggest asking a 'catch all' version of this question to collect all factors and then follow up (where more than one option is selected) to collect the main factor. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • N/A |
| **Final wording** |
| No changes recommended (unless adopt two question approach suggested above). |

ASK ALL
Q016 - CARTS2_:                                                                                    Multi coded
In the last 12 months, which of these things have you done in England either at home or away from home? 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, graphic novels or magazines
3.  Written, practiced or performed music
4.  Painting, drawing, printmaking, calligraphy, colouring
5.  Crafts (textile, sewing, 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.  Made films or videos including original video content and animations
9.  Photography as a hobby
10. Read news in a printed newspaper
11. Other arts, crafts, or creative activities (please type in) *Fixed*
12. None of these *Fixed* *Exclusive*

| Findings |
| --- |
| • Our participants experienced no issues with this question. Removing the storytelling category meant the question was overall more straightforward to answer. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • N/A |
| **Final wording** |
| No changes recommended. |

Ask only if Q016 - CARTS2_,12 and Q013 - CARTS1,14 Local Authority

Q020 - CNARTP1 Multi coded

What are the reasons you haven't personally attended cultural activities or participated in arts in the last 12 months?

Select all that apply
1. I cannot afford it
2. It is not value for money
3. I'm not interested in cultural or arts activities
4. I don't have time
5. I have a health problem or disability
6. They are difficult to get to
7. I don't know what is available
8. I would feel out of place
9. I don't have anyone to go with
10. The opening hours are inconvenient
11. Due to COVID-19 concerns
12. Some other reason (please type in) *Open *Fixed
13. No reason in particular *Fixed *Exclusive

| Findings |
|---|
| • As all R2 participants had taken part in at least one arts and culture event none were filtered to this question. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • N/A |
| **Final wording** |
| No changes recommended. |

ASK IF CNARTP1=3

WHYNOCULT                                                      Multi coded

What are your reasons for not being interested in cultural or arts activities?

Select all that apply

1.  The cultural and arts activities on offer do not match my own cultural interests or preferences
2.  Cultural and arts activities are too academic for me
3.  I don't have any artistic, creative or cultural skills
4.  The people who take part in cultural and arts activities are not like me
5.  I don't know enough about what cultural and arts activities there are
6.  I don't think cultural and arts activities are of any value for me or my family
7.  Cultural and arts activities will not help with my career or the careers I want my family to have
8.  My family, friends or community would not be supportive of me attending cultural or arts activities
9.  I used to take part in cultural and arts activities for my health but stopped as I now feel better
10. I'm just not interested in cultural or arts activities
11. Some other reason
12. No reason in particular*Fixed *Exclusive*

| Findings |
|---|
| • As above, as all R2 participants had taken part in at least one arts and culture event none were filtered to this question. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • N/A |
| **Final wording** |
| No changes recommended. |

ASK ALL
**ARTPART12INTRO**
For the next questions please think about any classes, courses, groups, clubs or organisations you have joined or taken part in both in-person or online. Please don't include places or events you have attended through paid work, school or college or structured academic activities.

| Findings |
|---|
| • No issues with this introductory text. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • In line with the recommendations below (see ARTPART12 write up) we recommend emphasising in this intro text that the questions are about participation in arts and culture. |
| **Final wording**<br><br>ASK ALL<br>**ARTPART12INTRO**<br>~~For t~~The next questions are about ~~please think about any~~ classes, courses, groups, clubs or organisations you have joined or taken part in that involve **arts and culture**.<br><br>Please include arts and culture activities ~~both~~ that took place in-person or online. Please don't include places or events you have attended through paid work, school or college or structured academic activities.<br><br>You will be asked about other types of class or group at a later question. |

ARTPART12                                                        Multi coded

In the last 12 months, which of the following classes, courses, groups, clubs or organisations have you taken part in?

Select all that apply.

1. A book club
2. A theatre or dance group
3. A choir or music group, orchestra or band
4. An art class, such as life drawing, painting, ceramics, crafts or jewellery design
5. **A volunteering opportunity involving arts and culture**
6. **Another type of volunteering opportunity**
7. None of these

| Findings |
| --- |
| • This question was changed following R1 in an attempt to help focus the follow up questions on arts and culture participation. Unfortunately, this change meant that at R2, some participants were looking for an answer option that would include other types of class or group, for example fitness classes and a religious group. While we need to distinguish between groups and clubs that are classified as arts and culture and those that are not, this distinction and the reasons behind it are not natural to participants and don't fit with their thinking.<br>• As in R1, we had one participant who incorrectly included a play/musical they saw at a theatre at response option 2.<br>• Participants did *not* struggle in understanding the difference between answer codes 5 and 6. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • To address the issue of only asking about arts and culture participation here we recommend:<br>    o Emphasising this in the introduction at ARTPARTINTRO and question wording at ARTPART12.<br>    o Re-instating the final question (ARTPART12OTHER) at the end of the section to collect other types of participation in clubs and groups. While this is not necessarily of interest it is important participants have a place to record what they have taken part in.<br>• Reverse the ordering of 'dance' and 'theatre' at option 2 to reflect that theatre is an adjective, rather than a place/venue visited by participants. |
| **Final wording** |
| ASK ALL<br>ARTPART12 |

In the last 12 months, which of the following <span style="color:red">arts and culture</span> classes, courses, groups, clubs or organisations have you taken part in?

Select all that apply.

1. A book club
2. A <span style="color:red">dance or</span> theatre <s style="color:red">or dance</s> group
3. A choir or music group, orchestra or band
4. An art class, such as life drawing, painting, ceramics, crafts or jewellery design
5. **A volunteering opportunity involving arts and culture**
6. **Another type of volunteering opportunity**
7. None of these

**ARTPART12OTHER** (to be asked at the end of the section)
In the last 12 months, which of the following classes, courses, groups, clubs or organisations have you taken part in?

Select all that apply

1. A gardening club or community garden scheme, including renting an allotment
2. A sports club or gym
3. A Fitness group or local park run
4. A local volunteering opportunity
5. Another class, group, club, or organisation (please type in)
6. None of these

ASK IF ARTPART12=1-4
LOCPROV                                                                 **Multi coded**

Were the classes, courses, groups, clubs or organisations you joined or took part in provided by any of the following?

Select all that apply.

1. A local library (for example the Reading Well programme)
2. A local art gallery
3. A local museum
4. A local heritage site
5. None of these

| Findings |
| --- |
| • Two participants noted that the provider was a local community centre. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • Add local community centre as answer option 5. |
| • Add 'arts and culture' in line with recommendations at ARTPART12. |
| **Final wording** |
| Were the arts and culture classes, courses, groups, clubs or organisations you joined or took part in provided by any of the following? <br><br> Select all that apply. <br><br> 1. A local library (for example the Reading Well programme) <br> 2. A local art gallery <br> 3. A local museum <br> 4. A local heritage site <br> 5. A local community centre <br> 6. None of these |

ASK IF ARTPART12=1-4
Authority
PAYCLASS                                                      Single coded
Were you required to pay for these or were they provided free of charge?

1. I was required to pay
2. I gave a donation towards the cost
3. They were provided free of charge
4. It differed depending on the class

999 Don't know *Fixed *Exclusive
998 Prefer not to say *Fixed *Exclusive

| Findings |
| --- |
| • No issues with this question. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • N/A |
| **Final wording** |
| No changes recommended. |

ASK IF ARTPART12=1-4

ARTPARTWHY                                                                                Open-ended

You mentioned earlier that, in the last 12 months, you had joined or taken part in the following arts and culture classes, courses, groups, clubs or organisations.

[LIST OUT RELEVANT OPTIONS FROM ARTPART12 – 1-4]

What were your reasons for taking part in these?

| Findings |
| --- |
| • Only two of our six participants were filtered to this question so we were unable to test it in any great detail. <br> • One participant emphasized "socialising and enjoyment" as well as "confidence and being embedded" into the community. <br> • The other participant had several *main* reasons that they cited, and they pointed out that the list could be longer: <br>    1. Enjoyment – in this case due to prior experience in the arts (theatre) <br>    2. Spending time with family <br>    3. "For the benefit of others" – this participant wanted to get his daughters "out of the house", where they are more likely to "spend time staring at various screens, like their phones". This participant emphasised that he took part in these for his daughters' benefit and personal development. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • Participants had at least 2-3 distinct reasons that they stated. <br> • One option not previously considered is 'for the benefit of others' – see findings section. <br> • Add 'arts and culture' in line with recommendations at ARTPART12. |
| **Final wording** |
| To be decided – to consider whether to ask this as an open question as suggested by (which would require coding) or whether to compile a multi-code list. |

ARTPARTIMP                                                             Multi coded

And again, thinking about the following classes, courses, groups, clubs or organisations you have joined or taken part in in the last 12 months.

[LIST OUT RELEVANT OPTIONS FROM ARTPART12 – 1-4]

What impact did these have on you?

  Select all that apply.

1. I met new people or made friends
2. I spent time with my friends or family
3. I became more actively involved with or felt more connected to local community
4. I learnt about or celebrated the past, heritage, history or culture
5. I benefited from visiting a spiritual place or one of religious significance
6. I learnt new skills or made use of existing ones
7. I developed a new passion, interest or hobby or returned to a previous one
8. I developed skills that advanced or changed my career
9. I expanded or increased my knowledge
10. My physical health has improved
11. My wellbeing or mental health has improved
12. I felt less lonely or isolated
13. I made fewer visits to the GP, doctor or other health professional
14. Something else (please type in)
15. None of these

| Findings |
| --- |
| • As above, we were only able to test this with two participants.<br>• "Creating memories" was a term cited by one participant that they had to think about where to place.<br>• And one participant noted that the effect it had on them was "enjoyment and positive emotions" from having done something for their children. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • Consider including 'I made lasting memories' or similar if this is useful (this could also be included in 'Other'.<br>• Add 'arts and culture' in line with recommendations at ARTPART12. |
| **Final wording** |
| ASK IF ARTPART12=1-4                                    Local Authority<br>ARTPARTIMP                                              Multi coded |

And again, thinking about the following arts and culture classes, courses, groups, clubs or organisations you have joined or taken part in in the last 12 months.

[LIST OUT RELEVANT OPTIONS FROM ARTPART12 – 1-4]

What impact did these have on you?

Select all that apply.

1. I met new people or made friends
2. I spent time with my friends or family
3. I became more actively involved with or felt more connected to local community
4. I learnt about or celebrated the past, heritage, history or culture
5. I benefited from visiting a spiritual place or one of religious significance
6. I learnt new skills or made use of existing ones
7. I developed a new passion, interest or hobby or returned to a previous one
8. I developed skills that advanced or changed my career
9. I expanded or increased my knowledge
10. My physical health has improved
11. My wellbeing or mental health has improved
12. I felt less lonely or isolated
13. I made fewer visits to the GP, doctor or other health professional
14. Something else (please type in)
15. None of these

**ARTPARTNON**                                                                                    **Multi coded**

What are the reasons you haven't taken part in any of these types of class, course, group, club or organisation in the last 12 months?

Select all that apply.

1. I cannot afford it
2. It is not value for money
3. I am not interested in these types of activity
4. I don't have time
5. I have a health problem or disability
6. They are difficult to get to
7. I don't know what is available or how to access it
8. I would feel out of place
9. I don't have anyone to go with
10. The opening hours are inconvenient
11. Due to COVID-19 concerns
12. The cultural activities on offer do not match my own cultural interests or preferences
13. Some other reason (please type in) *Open *Fixed
14. No reason in particular *Fixed *Exclusive

---

**Findings**

- One participant, a recently retired individual, cited that "none of the options apply" to him as he'd "love to take part in some sort of class", but he hasn't decided on what he wants to do.

**Client amends from latest questionnaire draft (v8.4)**

- N/A

**Final recommendations**

- Consider adding "I haven't yet decided what I would like to take part in' underneath option 12 if useful as a standalone option. Otherwise, it could be included under 'Other'. If this change is taken forward, we should consider whether to include it at questions using the same/very similar response list.
- Add 'arts and culture' in line with recommendations at ARTPART12.

**Final wording**

What are the reasons you haven't taken part in any ~~of these types of~~ arts and culture class, course, group, club or organisation in the last 12 months?

Select all that apply.

1. I cannot afford it
2. It is not value for money
3. I am not interested in these types of activity
4. I don't have time
5. I have a health problem or disability

6. They are difficult to get to
7. I don't know what is available or how to access it
8. I would feel out of place
9. I don't have anyone to go with
10. The opening hours are inconvenient
11. Due to COVID-19 concerns
12. The cultural activities on offer do not match my own cultural interests or preferences
13. Some other reason (please type in) *Open *Fixed
14. No reason in particular *Fixed *Exclusive

ASK ALL                                                                    Local
Authority

**LIBRARYINTRO**                                                           **Text**

Next are some questions about library activities you may have done in the last 12 months in England. Please do not include direct employment within a public library service.

ASK ALL                                                                    Local
Authority

**Q030 - CLIBRARY1**                                          **Multi coded**

In the last 12 months, in which of these ways have you used public library services? Please don't include direct employment within a public library service.

Select all that apply

1. I visited a public library building or mobile library **in-person in my leisure time** (for example to borrow books or digital devices, attend an event or group, access information)
2. I accessed library services **digitally or online** (for example to borrow e-books and e-audio, access magazines or newspapers, renew books, search a catalogue)
3. I used the library as a study space
4. I used the library as a working-from-home space
5. I was visited by a home library service
6. I used another library outreach services (for example attended a community event where the library staff or volunteers were present)
7. Not used any library services in the last 12 months *Exclusive*

| **Findings** |
| --- |
| • The wording of the options is too long and there is lots of bracketed text. This affects options 1 and 2 in particular, and the examples can get lost (for example to 'attend an event or group'). <br> • One participant struggled with how to answer for work related activities that were for their own benefit. This participant worked in HR and used the library services as a source for "learning for [their] own understanding". |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • This question is very lengthy to read and respondents could miss examples and text. For example 'attend an event or group' was missed and the participant wanted to include this as something missing from the list. <br> • We recommend asking one simple question to collect a) in-person visits, b) digital access, c) home library, d) library outreach and e) none. And then asking follow up questions to ease the process of answering by breaking it into steps and to gather information on specific activities and reasons for visiting. <br> • DCMS have advised that the team has an interest in who is using libraries for study and as a work from a home space, but don't want this in the overall physical libraries |

engagement headline figure. Therefore, if we were to re-work the questions as suggested, is it possible to take all elements of data required (overall headline figure, study space, work from home space) from the follow up question CPARLI12B if the other reasons are grouped together in analysis (i.e. items 1-2 and 5-12 at CPARLI12B)? We have made some suggestions below.

**Final wording**

ASK ALL                                                                  Local Authority

**Q030 - CLIBRARY1**                                                    **Multi coded**

In the last 12 months, in which of these ways have you used public library services? Please don't include direct employment within a public library service.

Select all that apply

1. I visited a public library building or mobile library **in-person** ~~in my leisure time (for example to borrow books or digital devices, attend an event or group, access information)~~
2. ~~I accessed library services~~ **digitally or online** ~~(for example to borrow e-books and e-audio, access magazines or newspapers, renew books, search a catalogue)~~
3. ~~I used the library as a study space~~
4. ~~I used the library as a working-from-home space~~
5. I was visited by a home library service
6. I used another library outreach services (for example attended a community event where the library staff ~~or volunteers~~ were present)
7. Not used any library services in the last 12 months *Exclusive*

FOLLOW UP- the necessary follow up question is covered by CPARLI12B
ASK IF CLIBRARY1=1

**Q034 - CPARLI12B**                                                    **Multi coded**

In the last 12 months, which of these things have you done when you visited a public or mobile library **in-person**? Please don't include direct employment within a public library service.

Select all that apply

1. Borrowed, browsed or returned items (for example books, newspapers, music, CDs, DVDs, audiobooks or digital devices)
2. Accessed online resources such as e-books, magazines or journals
3. Used the library as a study space
4. Used the library as a working-from-home-space
5. Used free Wi-Fi, computer or printing facilities
6. Volunteered
7. Accessed health, local council or government services
8. Used the space as it was somewhere warm
9. Took part in an event, workshop or group (for example a reading group, film screening, author visit or a creative or skills workshop)
10. Took a child to an event
11. Visited the library café
12. Took a child to borrow, browse or return books
13. None of these *Fixed *Exclusive*

ASK ALL                                                                     Local
Authority

**Q043 - CHERVIS12**                                                    Multi coded

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

By historic we mean a place of exceptional cultural or heritage value.

Select all that apply

1. A city or town that you visited for its celebrated historic nature
2. A historic, non-religious building open to the public
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 visited for its heritage
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

| Findings |
| --- |
| <ul><li>Some participant's responses initially missed the 'in England' wording and included historic places further afield which would not be in scope.</li><li>Option 1 remains a problematic code as people visit historic towns and cities for a myriad of reasons.</li><li>There was some difficulty surrounding the phrasing 'celebrated' historic nature which is something we could reflect on more generally. Some participants struggled to find celebrations in more contentious parts of England's history and their responses were predicated on their perceptions of celebrated history. This raises the question of the necessity of 'celebrated' in the responses, not just here but throughout the questionnaire and may be a point to discuss in more detail separately.</li><li>Some respondents had visited Jersey and other crown dependencies. Whilst not a part of England, the similarities between these states often causes people to include them under the definition of England. Would it be possible to confirm that this questionnaire does not concern itself with the crown dependencies in the British Isles?</li></ul> |
| **Client amends from latest questionnaire draft (v8.4)** |
| <ul><li>N/A</li></ul> |
| **Final recommendations** |
| <ul><li>Highlight 'in England' in bold to assure it's not skipped.</li><li>Remove the reference to 'celebrated' to avoid possible confusion.</li></ul> |

- Amend option 1 to refer to having visited 'specifically' for the venue's historic nature to help clarify the nature of the visit for participants.

**Final wording**

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

By historic we mean a place of exceptional cultural or heritage value.

Select all that apply

1. A city or town that you visited specifically for its ~~celebrated~~ historic nature
2. A historic, non-religious building open to the public
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 visited for its heritage
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

## Q046 - SSATTHER                 Multi coded

Thinking about the last heritage site or place of historic interest you have visited in England, what were your reasons for visiting this place?

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

Select all that apply

1. General interest in the subject
2. To spend time with family or friends
3. To see a specific exhibition or display
4. It was in the area
5. Accompanying children
6. It was low cost or free
7. It was recommended (for example by a friend, website or guidebook)
8. For an event, activity or workshop
9. As part of an organised group or tour
10. I was told by a healthcare professional (for example a GP, nurse or Carer) that it may help my health or result in improved outcomes
11. Some other reason (please type in) *Open *Fixed
12. No particular reason *Fixed *Exclusive

| Findings |
|---|
| • Option 4 is broad and has been interpreted as "the site was in [their] local area". |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • Option 4 needs clarifying as the focus/intention is unclear – please can you confirm? Would it be best to rephrase the code to "I was in the area"? |
| **Final wording** |
| To be decided |

SUCHER                                                                   Grid

Thinking about the last heritage site or place of historic interest you have visited in England, what were the benefits after the visit?

Select all that apply
   A.   I supported the conservation and protection of this site/these sites
   B.   I celebrated local heritage, history or culture
   C.   I celebrated Britain's national heritage/history/culture
   D.   I supported local community
   E.   I learnt about another culture or time in history
   F.   I learnt about the past and culture
   G.   I learnt something new
   H.   I visited a place of religious significance
   I.   I spent time in a spiritual place
   J.   I had something to do in my spare time

| Findings |
| --- |
| • The issues relating to 'celebrated' wording apply here too. |
| • The question asks about places visited 'in England' whereas response option C refers to 'Britain'. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • Similar issues as above with 'celebrated' wording, we recommend replacing 'celebrated' with 'supported' to maintain consistency. |
| **Final wording** |
| Thinking about the last heritage site or place of historic interest you ~~have~~ visited in England, what were the benefits after the visit?<br><br>Select all that apply<br>   A.   I supported the conservation and protection of this site/these sites<br>   B.   I ~~celebrated~~ supported local heritage, history or culture<br>   C.   I supported England's ~~Britain's~~ national heritage/history/culture<br>   D.   I supported local community<br>   E.   I learnt about another culture or time in history<br>   F.   I learnt about the past and culture<br>   G.   I learnt something new<br>   H.   I visited a place of religious significance<br>   I.   I spent time in a spiritual place<br>   J.   I had something to do in my spare time |

LIKHER                                                            Single coded

How likely are you to visit these or other heritage sites or places of historic interest in England in the next 12 months?

1. Very likely
2. Quite likely
3. Not very likely
4. Not at all likely

| Findings |
| --- |
| • Some participants didn't initially see the 'or other places of historic interest' and answered on the basis of re-visiting the heritage sites they had already been to. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • As this question is effectively asking two separate things, and accordingly answers may differ, we recommend dividing into two and presenting as a grid (firstly, a question about 'these heritage sites' and secondly, a question about 'other heritage sites'). |
| **Final wording** |
| ASK IF CHERVIS12=VISITED AT LEAST ONE PLACE                                                ITL2<br>LIKHER                                                                      Grid ~~Single coded~~<br><br>How likely are you to visit these ~~or other~~ heritage sites ~~or places of historic interest~~, in England in the next 12 months?<br><br>How likely are you to visit ~~these or~~ other heritage sites or places of historic interest in England in the next 12 months?<br><br>1. Very likely<br>2. Quite likely<br>3. Not very likely<br>4. Not at all likely |

ASK IF CHERVIS12=VISITED AT LEAST ONE PLACE ITL

2

IMPHER                                                                                  Multi coded

Thinking about the last heritage site or place of historic interest you have visited in England, what impact did this have on you?

Select all that apply.
1. I met new people or made friends
2. I spent time with friends or family
3. I became more actively involved with or felt more connected to local community
4. I learnt about or celebrated the past, heritage, history or culture
5. I benefited from visiting a spiritual place or one of religious significance
6. I learnt new skills or made use of existing ones
7. I developed a new passion, interest or hobby or returned to a previous one
8. I developed skills that advanced or changed my career
9. I expanded or increased my knowledge
10. My physical health has improved
11. My wellbeing or mental health has improved
12. I felt less lonely or isolated
13. I made fewer visits to the GP, doctor or other health professional
14. Other (please type in)
15. None of these

| Findings |
| --- |
| • Similar issues with 'celebrated' wording as detailed above.<br>• No further issues found among our participants. |
| **Client amends from latest questionnaire draft (v8.4)**<br><br>• N/A |
| **Final recommendations**<br><br>• Similar issues as above with 'celebrated' wording, we recommend replacing 'celebrated' with 'supported' to maintain consistency. |
| **Final wording**<br><br>Thinking about the last heritage site or place of historic interest you have visited in England, what impact did this have on you?<br><br>Select all that apply.<br>1. I met new people or made friends<br>2. I spent time with friends or family<br>3. I became more actively involved with or felt more connected to local community<br>4. I learnt about ~~or celebrated~~ the past, heritage, history or culture<br>5. I benefited from visiting a spiritual place or one of religious significance<br>6. I learnt new skills or made use of existing ones<br>7. I developed a new passion, interest or hobby or returned to a previous one<br>8. I developed skills that advanced or changed my career<br>9. I expanded or increased my knowledge<br>10. My physical health has improved |

11. My wellbeing or mental health has improved
12. I felt less lonely or isolated
13. I made fewer visits to the GP, doctor or other health professional
14. Other (please type in)
15. None of these


ASK ALL                                                                     Local
Authority
Q094 - CSMARTU                                                       Multi coded

Which of the following smart devices do you personally own and use at home?

"Smart" devices or appliances can connect to the internet.

Please do not include devices owned by your company, for example a work laptop.

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. Smart printer
8. None of these *Fixed *Exclusive

| Findings |
| --- |
| • Little to no issues among participants. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • None needed |
| **Final wording** |
| No changes recommended. |

ASK ALL

Q095 - CSMARTD                                                      Drop down

How many of each of the following do you have in your home? Select 0 if you have none of a particular type.

Smart devices or appliances can connect to the internet.

[Drop down for each: 0-10]
1. A Wi-Fi router or internet hub (a router connects devices to the internet)
2. Smartwatch or fitness wristband (such as Apple Watch, Samsung Galaxy Watch, FitBit, or Jawbone Up)
3. Voice-activated smart speaker device (such as Amazon Echo, Alexa, Google Home)
4. Smart home security (such as device-controlled security, smart door lock or smart camera)
5. Smart energy device (smart meter, bulb or plug) or thermostat
6. Smart kitchen appliance (such as a smart fridge, kettle, air fryer)
7. Smart toy or baby monitor for children
8. Some other smart device for the home (please type in) *Open*

| Findings |
| --- |
| • No further issues uncovered at this question. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • None needed |
| **Final wording** |
| No changes recommended. |

ASK ALL
**SECFEATINTRO**
Now for some questions about your ownership of smart devices and consideration of their security features. For example, security features could include fingerprint or facial recognition, visual indicators on cameras and speakers when they are in use, whether your product receives security updates, and end-to-end encryption of your data.

| Findings |
| --- |
| • The question was a successful improvement on the changes made at R1 by making the wording more succinct, and removing unnecessary examples. <br> • Participants found the examples helpful in particular and no clarification was necessary. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • N/A |
| **Final wording** |
| No changes recommended. |

ASK IF CSMARTU = 2,4
**SECFEAT1**

You said you currently own [TEXTFILL RESPONSES FROM CMARTU=2,4].

To what extent did you consider the security features when deciding to buy this/these?

1. Considered security features to a great extent
2. Considered security features to some extent
3. Did not consider security features
4. It differed depending on the device

| Findings |
| --- |
| • Where the item was a gift it was unclear how to answer as the participant hadn't made the purchase decision. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • It is still unclear whether some of the examples of security feature are suited to the devices in question and whether these would be considered at the point of purchase. The concerns we raised at R1 regarding software and hardware and how these interact with security features are still relevant. The security features mentioned tend to relate to features/apps accessible from the devices or tasks that need carrying out, for example logging into online banking or two factor authentication apps rather than these being aspects of the device/hardware themselves. We asked following R1 whether including questions about the security features specifically in relation to the smart devices is the right context and this is still a concern |

following R2. For example, if you want to buy a PS5, you have to accept the company's security features and assume these features are built into the hardware and typically people wouldn't choose Xbox over PS because of security features.

- Regarding purchasing decisions: as these follow up questions include both personal and household smart devices it feels reasonable that the participant may have not made the purchasing decision. Therefore, if we retain the current questions, we recommend including an NA category to capture this.
- We also recommend rewording the question to explicitly refer to the items purchased as shown below.
- It is also important to re-visit and confirm which/whether items should be grouped together.

**Final wording**

ASK IF CSMARTU = 2,4
**SECFEAT1**

You said you purchased ~~currently own~~ [TEXTFILL RESPONSES FROM CMARTU=2,4].

To what extent did you consider the security features when deciding to buy this/these?

1. Considered security features to a great extent
2. Considered security features to some extent
3. Did not consider security features
4. It differed depending on the device
5. N/A – I did not purchase this/these device(s)

Ask if CSMARTU = 1,3,5,6,7 or CSMARTD = 6
**SECFEAT2**

You said you currently own [TEXTFILL RESPONSES FROM CMARTU=1,3,5,6,7 or CSMARTD=6]

To what extent did you consider the security features when deciding to buy this/these?

1. Considered security features to a great extent
2. Considered security features to some extent
3. Did not consider security features
4. It differed depending on the device

| Findings |
|---|
| • The textfill responses from CSMARTU/D confused participants here. Both smartphones and smart printers are included in this question, these requiring completely different levels of security (for example, people do not have their bank information on a smart printer whereas they regularly bank online via a smartphone). As such, these are not comparable and are difficult to group together. <br> • One participant said, "First thing I saw my smartphone so thought mostly about that item in the list". Evidence from the participants suggests we may not yield accurate data about all the smart devices included here, as smartphones or the top item on the list may become the focus. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • This question may benefit from moving CSMARTU-1 (smartphones) into SECFEAT1 as it contains tablets and PCs, which have similar needs for security features as smartphones due to the sensitive information often contained on these devices. <br> • As above, add NA category. <br> • Recommendations have been made below, but as indicated above, the overall groupings need to be revisited and confirmed. |
| **Final wording** |
| Ask if CSMARTU = ~~1~~,3,5,6,7 or CSMARTD = 6 <br> **SECFEAT2** <br><br> You said you purchased ~~currently own~~ or have in your home [TEXTFILL RESPONSES FROM CMARTU= ~~1~~,3,5,6,7 or CSMARTD=6] <br><br> To what extent did you consider the security features when deciding to buy this/these? <br><br> 1. Considered security features to a great extent <br> 2. Considered security features to some extent <br> 3. Did not consider security features <br> 4. It differed depending on the device <br> 5. N/A – I did not purchase this/these device(s) |

Ask if CSMARTD = 2,3,4,5,7,8
**SECFEAT3**

You said you currently have in your home [TEXTFILL RESPONSES FROM CMARTD=2,3,4,5,6,8,9]

To what extent did you consider the security features when deciding to buy this/these?

1. Considered security features to a great extent
2. Considered security features to some extent
3. Did not consider security features
4. It differed depending on the device

| Findings |
| --- |
| • Similar issues as above, with no further comments from participants. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • As above, add NA category. |
| • Recommendations have been made below, but as indicated above, the overall groupings need to be revisited and confirmed. |
| **Final wording**<br>Ask if CSMARTD = 2,3,4,5,7,8<br>**SECFEAT3**<br><br>You said you purchased or currently have in your home [TEXTFILL RESPONSES FROM CMARTD=2,3,4,5,6,8,9]<br><br>To what extent did you consider the security features when deciding to buy this/these?<br>1. Considered security features to a great extent<br>2. Considered security features to some extent<br>3. Did not consider security features<br>4. It differed depending on the device<br>5. N/A – I did not purchase this/these device(s) |

ASK ALL
**Q105 - CDIGTRA12**                                                              **Multi coded**
In the last 12 months, have you taken part in any digital or online skills training?

For example, this might include training on basic functions such as using digital or online applications to communicate, conducting internet searches and how to stay safe online.

Select all that apply

1. Yes, as part of my work
2. Yes, outside of work
3. No

| Findings |
|---|
| • Some participants found 'digital' and 'online' to be a tautology, which "[made] it a bit more confusing that needs to be". Please can we confirm the distinction? Is this between online/internet resources vs digital packages, for example Microsoft Excel?<br>• Many participants had done some form of training via work, and due to covid-19 much of this has moved online. This could lead to people answering yes to online training (thinking of any remote training they had received) rather than training specifically about using the internet. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • Some clarification on the nature of the training is needed before suggesting any recommendations. Please can we confirm whether these are being used synonymously or is there a distinction? |
| **Final wording** |
| To be decided |

ASK ALL
**ACADQUAL**                                                                                    **Single coded**

Did you gain an academic qualification for training you participated in at work? If you are still completing the work training, please select yes if you will gain a qualification.

1. Yes
2. No

| Findings |
| --- |
| • Lack of time frame in the question. Most participants did not assume it to be in the last 12 months and mentioned training undertaken longer ago. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • Filter question based on CDIGTRA12 (this was labelled ASK ALL in error) and add a reference to the last 12 months. |
| **Final wording** |
| ASK ALL **CDIGTRA12=1**<br>**ACADQUAL**                                         **Single coded**<br>In the last 12 months, d~~D~~id you gain an academic qualification for the training you participated in at work? If you are still completing the work training, please select yes if you will gain a qualification.<br><br>1. Yes<br>2. No |

ASK ALL
**ACADQUAL2** **Single coded**

Did you gain an academic qualification for training you completed in your own time? If you are still completing the training, please select yes if you will gain a qualification.

1. Yes
2. No

<table>
<tr><th>Findings</th></tr>
<tr><td>

- Issues as above regarding timeframe.
- This question would benefit from examples of academic qualifications to help clarify for participants, as they were unsure if courses taken at a local college for work would count.
</td></tr>
<tr><td>

**Client amends from latest questionnaire draft (v8.4)**

- N/A
</td></tr>
<tr><td>

**Final recommendations**

- As above, filter question based on CDIGTRA12 (this was labelled ASK ALL in error) and add a reference to the last 12 months.
- Definitions of "academic qualifications" to be included to avoid any possible confusion. I have added an initial description below, but it is rudimentary and requires more clarification to provide the best possible description for participants.
</td></tr>
<tr><td>

**Final wording**

ASK ALL **CDIGTRA12=2**
**ACADQUAL2** **Single coded**

Did you gain an academic qualification for training you completed in your own time? If you are still completing the training, please select yes if you will gain a qualification.

Academic qualifications can include diplomas, certificates or other qualifications gained from academic institutions such as colleges or universities.

1. Yes
2. No
</td></tr>
</table>

BROADBAND

ASK ALL                                                                                                    ITL2
**Q113 - SSDPAY**                                                                          **Single coded**
How much does your household currently pay for [IF Q823-SSDPAY2 = 2 OR DK: internet or
broadband/ IF Q823-SSDPAY2 = 1: the internet or broadband package or bundle] at your home per
month? If you are not sure, please give your best estimate.

1. Up to £20
2. £21 to £30
3. £31 to £40
4. £41 to £50
5. £50 to £60
6. More than £60

999 Don't know *Fixed *Exclusive*

| Findings |
|---|
| • Little to no issues for participants; they were generally aware how much the internet cost each month. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • None needed |
| **Final wording** |
| No changes recommended. |

Q115 - SSFTTPPAY          Single coded

How much more would you be willing to pay per month for 1Gbps (1000Mbps) speeds over what you pay for your current package?

1. Up to £5
2. More than £5, up to £10
3. More than £10, up to £15
4. More than £15, up to £25
5. More than £25, up to £35
6. More than £35
7. I would not be willing to pay any more per month for 1Gbps (1000Mbps) speeds *Fixed *Exclusive*

999 Don't know *Fixed *Exclusive*

| Findings |
| --- |
| • Responses to this question depend heavily on if the participant is aware of their current speeds or not. For our testing, the majority were aware, but those who were not struggled to answer with any accuracy and defaulted to don't know, as they "would need to research more before answering, and to see their current speed or if they actually need more speed". |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • This question is filtered based on SSDPAY in the survey and so will only be asked of those who know roughly how much they are spending on their internet package. <br> • However, this question also relies on a certain level of knowledge and understanding of internet speeds which cannot be supplied by the questionnaire. It should be noted that responses may vary and this question is likely to receive a large amount of 'don't know' responses due to this. |
| **Final wording** |
| No changes recommended. |

ASK ALL

**IGIDINTRO**                                                                                    Text

A digital identity is an electronic representation of a person and information about them, such as their name, address, date of birth and qualifications. It enables them to prove who they are during interactions and transactions online or in person. These checks can be done digitally, by identity service providers. For example, you can use a digital identity when applying for a mortgage from a bank, to travel or to get through door security at an event.

| Findings |
| --- |
| • The changes made following R1 to shorten and improve this introductory text were found to be helpful. Providing examples helped clarify the text. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • None required |
| **Final wording** |
| N/A |

ASK ALL
**DIGIDIMP**                                                                                                   **Grid**

If you were to get a digital identity you would need to choose a company or agency to process this for you. In choosing the right company or agency, how important would you consider each of the following?

A. Whether it was endorsed by the government
B. Whether you had heard of the company or agency
C. The level of support offered to complete the identity check
D. The length of time it would take for the identity check to be completed

    1. Very important
    2. Fairly important
    3. Not very important
    4. Not at all important
999 Don't know *Fixed *Exclusive

| Findings |
|---|
| • Participants understood the question well, as the previous definition helped clarify going forward. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • N/A |
| **Final wording** |
| No changes recommended. |

**Q128 - DATAINTRO** **Text**

The next set of questions are about information or data collected in general and how it is used more widely within society. When we refer to data, we mean information about people, systems as well as objects.

- People – this includes their names and addresses, or it could be about the population, such as the proportion of adults who own a property.
- Systems – this includes how companies perform, such as hospital waiting times or company sales figures.
- Objects – this includes the stock of food at a supermarket or the number of ventilators at a hospital.

Data are used for many purposes. The following questions are about your views on how data is used.

| Findings |
| --- |
| • This introductory text was well received by participants, who found it easier to read through and digest following the amends made after R1 to make it more streamlined and broken down into bullet points. <br> • While it could still take a while to read through, those who took the time found it quite helpful. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • N/A |
| **Final wording** |
| N/A |

## Q129 – SSINFOC                                                                                        Grid

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?

A. Businesses using data for administrative purposes, for example, compute hours worked or staff pay
B. Businesses using data to uncover patterns and trends, for example, analyse customer spending patterns or competitor behaviour
C. Businesses using data to make and implement better decisions, for example, calculate delivery times or branch profitability
D. Businesses using data to deliver services, for example, checking stock or number of downloads
E. Government using data for administrative purposes, for example, compute hours worked or staff pay
F. Government using data to uncover patterns and trends, for example, analyse citizen behaviour or international trends
G. Government using data to make and implement better decisions, for example, analyse bus use or service engagement
H. Government using data to deliver services, for example, process benefit claims or maintain prison safety

1. Very comfortable
2. Fairly comfortable
3. Fairly uncomfortable
4. Very uncomfortable
5. Don't know *Fixed *Exclusive

| Findings |
| --- |
| <ul><li>Following R1 examples were added to each category to help make the statements more meaningful. While the statements could still be lengthy to read through (and could lead to skimming and satisficing behaviours, overall, they were an improvement. We also found participants referred back to the introduction text on the previous screen (DATAINTRO) for reference.</li><li>However, at statement H, there were some issues around the prison safety example. Some participants found this to be a loaded term and suggested they would feel comfortable with resources going towards something "more beneficial for society". Alternatively, other participants acknowledged there would be a degree of personal bias if they had a family or friend in prison, which would skew their answer.</li><li>The question's length negatively impacts its salience. However, the examples were found to be helpful so question length may not be possible to change significantly without reducing the overall salience.</li></ul> |
| **Client amends from latest questionnaire draft (v8.4)** |
| <ul><li>N/A</li></ul> |
| **Final recommendations** |

- Remove or replace the 'prison safety' example to avoid possible bias and polarisation in answering. Please advise on a possible alternative example.

**Final wording**

Q129 – SSINFOC

Grid

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?

   A. Businesses using data for administrative purposes, for example, compute hours worked or staff pay
   B. Businesses using data to uncover patterns and trends, for example, analyse customer spending patterns or competitor behaviour
   C. Businesses using data to make and implement better decisions, for example, calculate delivery times or branch profitability
   D. Businesses using data to deliver services, for example, checking stock or number of downloads
   E. Government using data for administrative purposes, for example, compute hours worked or staff pay
   F. Government using data to uncover patterns and trends, for example, analyse citizen behaviour or international trends
   G. Government using data to make and implement better decisions, for example, analyse bus use or service engagement
   H. Government using data to deliver services, for example, process benefit claims. ~~or maintain prison safety~~

   1. Very comfortable
   2. Fairly comfortable
   3. Fairly uncomfortable
   4. Very uncomfortable
   5. Don't know *Fixed *Exclusive

ASK ALL

**COOKBAN** <span style="float:right">**Single coded**</span>

Cookies are small pieces of information that websites leave on your device, usually to help the website remember information about you. A cookie pop-up is a notification that is displayed on websites to ask visitors for consent for the use of cookies.

When a cookie pop-up is displayed on a website, what do you do on most websites most of the time?

1. Accept all cookies
2. Customise my cookie choices (accept some and reject others)
3. Reject all cookies
4. Not applicable to me - I never visit webpages

999 Don't know *Fixed *Exclusive

| Findings |
|---|
| • Little to no issues found among participants. |
| **Client amends from latest questionnaire draft (v8.4)** |
| • N/A |
| **Final recommendations** |
| • None needed |
| **Final wording** |
| No changes recommended. |