

Annex A

Community Engagement Survey 2025-26 Cognitive Testing Findings

2025-26 Community & Engagement Survey Questionnaire Cognitive Testing

Cognitive testing question by question findings

Please note that in this report any suggested changes to questions are colour coded; **red** indicates deletions and **green** additions.

ASK ALL

CONNECTINT

The next questions are about how connected you may feel to the people in your life.

<p>Round 1 (R1) Findings</p> <ul style="list-style-type: none"> Participants generally found this intro text clear, although commented that their interpretations of feeling 'connected' would depend on the nature of the relationship with the person or people referred to and as such, 'connectedness' would be defined differently, depending on this.
<p>R1 recommendations</p> <ul style="list-style-type: none"> Given respondents interpreted this intro as how strong their connection was with different people, we suggest simplifying the text to focus on feeling a connection in general with the people in their lives, rather than the strength of the connection. We suggested testing the alternative version of the intro text at R2.
<p>Updates for Round 2 (R2)</p> <p>CONNECTINT</p> <p>The next questions are about whether you feel a sense of connection with any of the people in your life.</p>
<p>R2 Findings</p> <ul style="list-style-type: none"> Participants understood this intro text well and generally interpreted it to mean that they were likely to be asked about the types of relationships they had with others. When probed on their understanding of the term 'sense of connection', several participants said that this meant 'being close' to someone. Examples of those people who came to mind here were 'those you spend time with' and 'family and friends'.
<p>Final recommendations</p> <ul style="list-style-type: none"> No further changes recommended.
<p>Final wording</p> <p>CONNECTINT [Text]</p> <p>The next questions are about whether you feel a sense of connection with any of the people in your life.</p>

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ASK ALL

CONNECT [Grid]

How much do you agree or disagree with the following statements?

There are people in my life who...

- A. I share interests or experiences with
- B. Are on the same 'wavelength' as me
- C. Understand what I'm going through day-to-day
- D. Have the same values or beliefs as me
- E. Are working towards the same goals as me
- F. Want the same things from life as me
- G. Come from the same background as me
- H. I feel close to
- I. I can relate to
- J. I can talk to about anything without judgement
- K. I can truly be myself with
- L. Who know me, inside and out
- M. I can talk openly with
- N. I can share my thoughts or feelings with
- O. I have a lot in common with
- P. I have meaningful relationships with
- Q. I have companionship with

- 1. Definitely agree
- 2. Tend to agree
- 3. Tend to disagree
- 4. Definitely disagree
- 5. Prefer not to say

<p>R1 Findings</p> <ul style="list-style-type: none"> • Participants commented on the large number of statements, as well as noticing a significant amount of overlap between statements. • Respondents felt that the following statements overlapped: H & I, K & L and P & Q • A couple of participants expressed difficulty in choosing the level of agreement or disagreement with some of the statements, as it would depend on the situation and/or the different people or relationships to whom the statement potentially applies. These respondents stated that they would like to see a middle-ground 'it depends' answer option. • There was a level of ambiguity in this question in terms of it being unclear as to exactly which people in their life these statements were referring to. For some respondents the question was felt to be too broad and non-specific. • Some commented that they were unsure as to exactly what 'on the same wavelength' meant – possibly highlighting the need to rephrase or elaborate on this, given that this is a somewhat idiomatic expression.
<p>R1 recommendations</p> <ul style="list-style-type: none"> • Reduce the number of statements in the list. • The key sentiments cited by respondents when asked to define 'Connectedness' included: having strong relationships, being able to talk with someone about

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personal issues, having common interests and having similar values. On this basis, we recommended retaining statements A, D, N, P.

- When asked which are the most important statements when defining a sense of connection, almost all the respondents cited statement A (someone they shared interests or experiences with). So this was felt to be particularly important to retain.
- In terms of potential statements to delete, respondents cited statements H and I as overlapping, as well as statements P and Q.
- We recommended deleting statements I and Q. Additionally, we suggest removing statement L, as it overlaps with statement C (and potentially the revised statement B).
- We also recommended rewording statement B ('are on the same wavelength as me'), to instead use the phrase 'like-minded' or 'understand each other' or removing this statement altogether.
- Finally we suggested rewording the question text to "There is at least one person in my life who...". This change should help minimise confusion about who is being referred to and reduce the time required to answer the question.

Update for R2

- Update the question to a multi-code rather than a grid and reduce the answer list as follows

CONNECT [Multi coded]

Which of the following statements apply to the different connections and relationships you have with people in your life?

There is at least one person in my life who...

Please select all that apply.

1. I share interests or experiences with

~~Are on the same 'wavelength' as me~~

2. Understand what I'm going through day-to-day

3. Hasve the same values or beliefs as me

~~Are working towards the same goals as me~~

4. Want the same things from life as me

~~Come from the same background as me~~

~~I feel close to~~

~~I can relate to~~

5. I can talk to about anything without judgement

6. I can truly be myself with

~~Who know me, inside and out~~

~~I can talk openly with~~

~~I can share my thoughts or feelings with~~

~~I have a lot in common with~~

7. I have a close meaningful relationships with

~~I have companionship with~~

8. I don't currently have any of these types of connections

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9. Prefer not to say

R2 Findings

- Generally, participants were able to answer this question easily and, during testing, took the time to consider each statement in turn. However, one participant commented that the wording 'there is at least one person in my life who...' was clunky and lengthy when combined with the statements. They suggested that wording such as 'do you have at least one person in your life who...' followed by 'yes', 'no' for each statement would be more fluid. However, due to restrictions on interview length we retained the existing wording as it was still answered clearly by respondents.
- When probed it was clear that participants were thinking about different connections with different people across statements, ranging from partners, immediate family members and friends to colleagues who they might reach out to for advice.
- One participant commented that the list is 'quite long', and another commented that options A and D essentially meant the same thing for them. However, the reduced list in R2 was more manageable for participants.
- When probed as to which statements felt most relevant to their understanding of the connections in their life, a participant listed 'sharing interests and experiences', 'understanding what you're going through day-to-day' and 'feeling close to someone'. This largely reflects the findings from R1.

Final Recommendations

- No changes.

Final wording

CONNECT [Multi coded]

Which of the following statements apply to the different connections and relationships you have with people in your life?

There is at least one person in my life who...

Please select all that apply.

1. I share interests or experiences with
 2. Understands what I'm going through day-to-day
 3. Has the same values or beliefs as me
 4. Wants the same things from life as me
 5. I can talk to about anything without judgement
 6. I can truly be myself with
 7. I have a close relationship with
 8. I don't currently have any of these types of connections *Exclusive
998. Prefer not to say

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Ask only if any CONNECT_B,C,D,I,K,O=1 OR 2

CONNECTWHO [Multi coded]

And which of these people do you feel these connections with?

Please select all that apply.

1. My spouse, civil partner or unmarried partner
2. Other family members
3. My friends
4. People I work or study with
5. My neighbours
6. People who live in my local area or community
7. People in my religion
8. People I have shared interests with (online or in person)
9. Someone else (please type in)

R1 Findings

- This question was clearly understood and respondents found the question fairly straightforward to answer. Although (as per the questions above) in some instances, respondents struggled to answer, stating that it is 'sometimes' the case that they feel these connections with the people listed.
- For example, one respondent noted that they feel these connections with some individuals who share the same religion and with certain friends, although not in all cases.
- Participants interpreted 'people I have shared interests with' as those who 'like the same things', or with whom they have 'common ground' or who they 'resonate with'.
- A couple of respondents stated that they would like to see an 'all of the above' answer option (commenting that connections are generally formed based on having 'shared interests').

R1 recommendations

- Consider updating question wording to include 'generally', 'usually' or 'for the most part', to address the points respondents raised about the lack of consistency in the feelings of connections with these different groups of people.

Updates for R2

Question wording updated to 'And which of these people do you **generally** feel these connections with?'

R2 Findings

- Participants found this question easy to answer and the list covered the types of people participants mentioned when probed at CONNECT.
- One younger participant wondered whether code 1 would include their girlfriend implying that the language didn't feel that applicable to their age group.
- Examples of 'people I have shared interests with' at code 8 included: sports teammates or people in gym classes, people who support the same football team, or people who they interact with online such as Instagram followers or people on Reddit. This suggests that this code could cover a wide range of relationships dependent on the participants' interests.

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- One participant suggested that code 7 could be modified to reference 'religious community' as she is aware of friends who do not practice their religion but have a lot of connections and are fully immersed within their local religious/cultural community. In this case, the participant said that they would not be sure whether to select code 6 or 7, as the community is local but is connected by religious/cultural ties.

Final recommendations

- Update code 1 to include boyfriends and girlfriends (more relevant for younger respondents).
- Amend code 7 to reference religious community e.g. 'People in my religion or religious community'.

Final suggested wording

CONNECTWHO [Multi coded]

And which of these people do you generally feel these connections with?

Please select all that apply.

1. My spouse, civil partner, ~~other or unmarried~~ partner, boyfriend or girlfriend
2. Other family members
3. My friends
4. People I work or study with
5. My neighbours
6. People who live in my local area or community
7. People in my religion or religious community
8. People I have shared interests with (online or in person)
9. Someone else (please type in)

Final wording

DCMS decided against the suggested wording changes to code 7 to keep the text as streamlined as possible.

CONNECTWHO [Multi coded]

And which of these people do you feel these connections with?

Please select all that apply.

1. My spouse, civil partner, other partner, boyfriend or girlfriend
2. Other family members
3. My friends
4. People I work or study with
5. My neighbours
6. People who live in my local area or community
7. People in my religion
8. People I have shared interests with (online or in person)
9. Someone else (please type in)

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Ask only if any CONNECT_B,C,D,I,K,O=1 OR 2

CONNECTHOW [Multi coded]

Thinking about the people you feel a sense of connection with, in which of the following ways do you interact with them?

Please select all that apply.

1. Meet up in person
2. Phone or video call
3. Text messages or voice notes (such as via WhatsApp or Messenger etc.)
4. Traditional written communication (postal letters, greetings cards etc.)
5. Sharing memes or short videos (via TikTok, Snapchat, social media or messaging apps)
6. Comment on social media posts, stories or photos
7. Messaging or communicating via gaming platforms or apps
8. Another way of connecting (please type in)

R1 Findings

- Clear question with no amends necessary.
- Respondents commented that options 1 and 2 were the most important forms of interaction, although social media interactions (codes 3,5 and 6) were their more frequently used method of communication in most cases.

R1 recommendations

- Retain existing wording.
- Exclude from R2.

Update for R2

- Not included in R2.

Final recommendations

- Although no changes were made for R2, for accessibility reasons we suggested removing bracketing and the use of 'etc.' in the answer codes:

Final suggested wording

CONNECTHOW [Multi coded]

Thinking about the people you feel a sense of connection with, in which of the following ways do you interact with them?

Please select all that apply.

1. Meet up in person
2. Phone or video call
3. Text messages or voice notes ~~{such as via WhatsApp or Messenger etc.}~~
4. Traditional written communication ~~such as {postal letters, greetings cards etc.}~~
5. Sharing memes or short videos ~~such as {via TikTok, Snapchat, social media or messaging apps}~~
6. Comment on social media posts, stories or photos
7. Messaging or communicating via gaming platforms or apps
8. Another way of connecting (please type in)

Final wording

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Due to time constraints the suggested changes were not applied before Q1.

CONNECTHOW [Multi coded]

Thinking about the people you feel a sense of connection with, in which of the following ways do you interact with them?

Please select all that apply.

1. Meet up in person
2. Phone or video call
3. Text messages or voice notes (such as via WhatsApp or Messenger etc.)
4. Traditional written communication (postal letters, greetings cards etc.)
5. Sharing memes or short videos (via TikTok, Snapchat, social media or messaging apps)
6. Comment on social media posts, stories or photos
7. Messaging or communicating via gaming platforms or apps
8. Another way of connecting (please type in)

ASK ALL

FRNDSAT1 [Single coded]

How much do you agree or disagree with the following statements?

If I needed help, there are people who would be there for me.

1. Definitely agree
2. Tend to agree
3. Tend to disagree
4. Definitely disagree
998. Prefer not to say

Ask only if any FRNDSAT1=1 OR 2

FRNDSAT1WHO [Multi coded]

Which of these people would be there for you if you needed help?

Select all that apply.

1. My spouse, civil partner or unmarried partner
2. Other family members
3. My friends
4. People I work or study with
5. My neighbours
6. People who live in my local area or community
7. People in my religion
8. People I have shared interests with (online or in person)
9. Someone else (please type in)

R1 Findings
<ul style="list-style-type: none"> • Question clearly understood.

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- Respondents remarked that their answers would differ depending on the sort of help they needed (although all participants who were interviewed selected codes 1 and 2 (amongst other codes) when answering this question).
- When probed about missing answer options, one respondent cited 'emergency services' as well as 'community services' (referring to support available for individuals without family or close friends). However, the focus of this question is on people the respondents personally know, rather than emergency or other official service provisions.

R1 recommendations

- Suggest adding 'generally' to match recommendations at other similar questions.

Update for R2

FRNDSAT1WHO [Multi coded]

Which of these people would **generally** be there for you if you needed help?

Select all that apply.

1. My spouse, civil partner or unmarried partner
2. Other family members
3. My friends
4. People I work or study with
5. My neighbours
6. People who live in my local area or community
7. People in my religion
8. People I have shared interests with (online or in person)
9. Someone else (please type in)

R2 Findings

- Participants experienced no problems in answering this question.
- The wording 'generally' helped the participant select more options because it implies general/ broad support. When answering this question, one participant described her thought process as thinking about 'who would I call if my car broke down and I was stranded'
- As with CONNECTWHO, one participant suggested that code 6 could be changed slightly as they know people who aren't practicing their religion but do engage with a religious community and have strong ties to those within that community.
- Another participant suggested that there could be a code for 'business partners' or 'mentors', as they are a source of help. However, the code for 'someone else' would likely cover this.

NOTE: FRNDSAT1 and FRNDSAT1WHO were removed from the cognitive testing after the first two interviews of R2 due to time constraints.

Final recommendations

- Amend code 7 to reference religious or cultural community e.g. 'People in my religion or religious community'.
- Amend code 1 for consistency across use of answer code.

Final suggested wording

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FRNDSAT1WHO [Multi coded]

Which of these people would **generally** be there for you if you needed help?
Select all that apply.

1. My spouse, civil partner, ~~other or unmarried~~ partner, boyfriend or girlfriend
2. Other family members
3. My friends
4. People I work or study with
5. My neighbours
6. People who live in my local area or community
7. People in my religion **or religious community**

Final wording

FRNDSAT1WHO was not included in the final questionnaire due to space restrictions.

Ask only if any FRNDSAT2=1 OR 2

FRNDSAT2WHO [Multi coded]

Which of these people would be there could you call on if you wanted company or to socialise?

Select all that apply.

1. My spouse, civil partner or unmarried partner
2. Other family members
3. My friends
4. People I work or study with
5. My neighbours
6. People who live in my local area or community
7. People in my religion
8. People I have shared interests with (online or in person)
9. Someone else (please type in)

R1 Findings

- A few grammatical errors were identified in the question wording (see 'recommendations' section below)
- A couple of respondents mentioned that there would be people who would be there in principle, but who may not be available when you wanted company or to socialise.

R1 recommendations

- Update question text to include the word 'and' (or alternatively remove text 'would be there')
- Suggest adding 'generally' to match recommendations at other similar questions.

Update for R2

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FRNDSAT2WHO [Multi coded]

Which of these people would **generally** be there **and** could you call on if you wanted company or to socialise?

Select all that apply.

1. My spouse, civil partner or unmarried partner
2. Other family members
3. My friends
4. People I work or study with
5. My neighbours
6. People who live in my local area or community
7. People in my religion
8. People I have shared interests with (online or in person)
9. Someone else (please type in)

R2 Findings

- Participants showed a good understanding of this question and answered it differently to the other questions. For example, one stated that her neighbours would be there if she needed help but that she would not call on them to socialise, so did not select code 5 here.
- Participants understood socialising to mean, 'inviting people to your house, going out together, having conversations'.
- One participant commented that this question made her think about who she 'would' call upon to socialise as opposed to those she 'could' call upon. When probed, she said that she answered thinking about those she 'would' call on, i.e. would usually socialise with, rather than those she in theory 'could' socialise with if she wanted to reach out.

NOTE:

FRNDSAT2 and FRNDSAT2WHO were removed from the cognitive testing after the first two interviews of R2 due to time constraints.

Final recommendations

- Consider if there is a need to clarify if this question is about people who participants 'would' turn to for regular socialising or people who participants 'could' turn to but wouldn't necessarily choose to.

Suggested final wording

- DCMS to advise on the key interest of the question before Verian recommend final wording suggestion.
- Revisions to answer codes to match comparable questions:
 - My spouse, civil partner, **other or unmarried** partner, **boyfriend or girlfriend**
 - 7. People in my religion **or religious community**

Final wording

FRNDSAT1WHO not included in the final questionnaire due to space restrictions.

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ASK ALL

COUNTON1 [Single coded]

Is there anyone who you can really count on to listen to you when you need to talk?

1. Yes, one person
2. Yes, more than one person
3. No one
998. Prefer not to say

Ask only if COUNTON1=1 OR 2

COUNTON1WHO [Multi coded]

Who / Which of these people could you really count on to listen to you when you need to talk?

Select all that apply.

1. My spouse, civil partner or unmarried partner
2. Another family member / Other family members
3. A friend / My friends
4. Someone I work or study with / People I work or study with
5. A neighbour / My neighbours
6. Someone who lives in my local area or community / People who live in my local area or community
7. Someone in my religion / People in my religion
8. Someone I have shared interests with (online or in person) / People I have shared interests with (online or in person)
9. Someone else (please type in)

R1 Findings

- Although the majority of respondents selected codes 1 and 2 at each of FRNDSAT1WHO, FRNDSAT2WHO and COUNTON1WHO, the additional codes selected differed slightly across the three questions, with more respondents choosing answer option 3 at FRNDSAT2WHO, than at FRNDSAT1WHO and COUNTON1WHO.
- Friends were more likely to be cited as people that would be there / called upon for socialising. Codes 5 and 6 were selected by some respondents at FRNDSAT1WHO but were not mentioned at either of FRNDSAT2WHO and COUNTON2WHO.
- There was a degree of conflation of the sentiments at the FRNDSAT1WHO and COUNTON1WHO questions, with respondents expressing that they felt that being 'there if they needed help' and being able to be 'counted on to listen if they needed to talk' essentially equated to the same thing.
- One respondent spontaneously used the phrase 'count on' when being probed about FRNDSAT1WHO.

R1 recommendations

- Consider deleting either FRNDSAT1WHO or COUNTON1WHO due to the perceived overlap.

Suggested wording update for R2

NA

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R2 Findings
<ul style="list-style-type: none"> • Participants again did not experience any issues when answering this question. • Responses to this question tended to be similar to those at FRNDSAT1WHO, but different to those at FRNDSAT2WHO. As at R1, there were similarities between individuals that participants said they could call on for help and individuals that they could count on to talk to. • Interpretations of this question tended to centre around talking to someone about personal issues, but one participant who selected code 4 was also thinking about talking to someone about professional issues at work.
Final recommendations
<ul style="list-style-type: none"> • No changes • Answer codes 1 and 7 will need updating in line with comparable questions: <ul style="list-style-type: none"> ○ My spouse, civil partner, other or unmarried partner, boyfriend or girlfriend ○ People in my religion or religious community • Consideration should be given to whether it is necessary to include both FRNDSAT1WHO and COUNTON1WHO on the basis that answers have been largely the same for both questions across both rounds of testing.
Final wording
COUNTON1WHO not included in the final questionnaire due to space restrictions.

ASK ALL

SBeGB [Single coded]

How strongly do you feel you belong to Britain?

1. Very strongly
2. Fairly strongly
3. Not very strongly
4. Not at all strongly
999. Don't know

Ask only if SBeGB=1 OR 2

SBeGBStr [Multi coded]

(TESTED AS UNPROMPTED AND PROMPTED)

What are the main reasons you feel you belong to Britain?

Please select all that apply.

1. I was born in Britain
2. I have British citizenship or a British passport
3. I have British ancestry
4. I grew up or was educated in Britain
5. I contribute to British society for example through work, volunteering or the community
6. I value Britain's democratic system or civil rights
7. I identify with British traditions, customs, or values
8. I feel accepted and included in British society
9. I feel proud of British history and heritage

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10. I feel an emotional connection to Britain as "home"
11. Some other reason (please type in)
12. No particular reason **Exclusive*

R1 Findings

- There were no major issues experienced at this question and participants felt that all statements in the list were applicable to a feeling of belonging to Britain and for the most part, reflected their experiences.
- When respondents were initially asked this question unprompted, probing suggested that their spontaneous thoughts regarding their reasons for feeling that they belong to Britain were down to being born in Britain and having British citizenship and ancestry (covered at codes 1,2 and 3).
- When asked the question in a prompted sense with an answer list, respondents selected additional codes that they stated as 'not having thought about' when it comes to interpreting what it means to 'belong to Britain'.
- Some participants stated that all answers in the list would apply as valid reasons (so there is a possible need here to rephrase the question to ask for the top 3 reasons, or to introduce a follow-up question (if multiple reasons selected) asking which one is the most important reason.
- One respondent suggested that code 5 should be expanded to state 'I contribute or have contributed...', as they had volunteered (and paid income tax) in the past, but no longer does.
- Definitions of 'British ancestry' and 'being born in Britain': when probed, respondents seemed to understand the distinction on the whole, referring to the fact that having British ancestors or having previous generations of the family having lived in Britain, is different to simply being born in Britain (which doesn't necessarily mean you have British ancestry). "Where you're born is just your place of birth and doesn't define your nationality."
- Definition of 'feeling an emotional connection to Britain as "home"': one respondent referred to this as "where your roots are and having a connection to British traditions and the things you've grown up with".

R1 recommendations

- Possibly expand wording of code 5 to read 'I contribute, or have previously contributed, to British society for example through work, volunteering or the community'.
- Potentially restrict the number of response options to three.

Update for R2

- SBeGBStr was not included for testing in R2 due to interview time constraints. The recommendations from R1 were therefore not implemented at R2. Belonging questions were flagged for additional cognitive testing.

R2 Findings

- While the testing didn't specifically focus on SBeGBStr given it is an existing question that has been used on the Community Life Survey in the past, participants generally found it straightforward to answer. However, interviewers observed that reactions to this question varied depending on participants' ethnic backgrounds.

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- White British participants generally answered the question quickly and easily, one respondent initially wondered whether it referred to 'how you feel about being British' or 'being in Britain.' They ultimately chose to respond based on the former.
- Participants from ethnic minorities and mixed ethnic backgrounds found the question more sensitive and often expressed emotional responses.

Final recommendations

- Amend code 5 to keep consistent with other codes.
- To make the transition to questions about Britain smoother, add an introductory sentence to SBeGB that signals the shift in focus, from neighbourhood to local area to Britain. For example: 'Now, thinking more broadly about Britain in general...'
- To introduce the sensitive topic of reasons why participants may or may not feel they belong to Britain, add an opening sentence to 'normalise' the sense of belonging and reasons for it. Additionally, phrase the question in a softer, less direct way to make it feel more approachable.

Final wording suggestion

SBeGBStr

Below are some reasons why people might feel they belong to Britain. Which of these apply to you and how you feel?

Please select all that apply.

1. I was born in Britain
2. I have British citizenship or a British passport
3. I have British ancestry
4. I grew up or was educated in Britain
5. I **have** contributed to British society for example through work, volunteering or the community
6. I value Britain's democratic system or civil rights
7. I identify with British traditions, customs, or values
8. I feel accepted and included in British society
9. I feel proud of British history and heritage
10. I feel an emotional connection to Britain as "home"
11. Some other reason (please type in)
12. No particular reason **Exclusive*

Final wording

SBeGB [Single coded]

How strongly do you feel you belong to Britain?

1. Very strongly
 2. Fairly strongly
 3. Not very strongly
 4. Not at all strongly
- 999.Dont know

Ask only if SBeGB=3 OR 4

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SBeGBNotStr[Multi coded]

(TESTED AS UNPROMPTED AND PROMPTED)

What are the main reasons you do not feel a strong sense of belonging to Britain?

Please select all that apply.

1. I wasn't born in Britain
2. I don't have British citizenship or a British passport
3. I don't have British ancestry
4. I grew up or was educated in another country
5. I don't feel I contribute to British society for example through work, volunteering or the community involvement
6. I don't identify with Britain's democratic system or civil rights
7. I don't identify with British traditions, customs or values
8. I don't feel accepted or included in British society
9. I don't feel pride in British history or heritage
10. I don't feel an emotional connection to Britain as "home"
11. Some other reason (please type in)
12. No particular reason *Exclusive

R1 Findings

- Only one respondent was routed to this question (due to filtering). However, this question seemed to be clearly understood by this respondent.
- The difference in the definition of 'British ancestry' vs. 'being born in Britain' was also clear, with similar interpretations on probing as those respondents answering SbeGBStr.
- This respondent commented on code 5, stating that, although some people may have liked to have been able to contribute to British society, they may not have had the opportunity to do so (possibly due to a language barrier or cultural differences).

R1 recommendations

- Possibly expand wording of code 5 to read 'I don't feel I contribute, or have had the opportunity to contribute, to British society for example through work, volunteering or the community involvement'.

Update for R2

- Update to code 5 to allow for people not having the opportunity to contribute to society.

SBeGBNotStr [Multi coded]

What are the main reasons you do not feel a strong sense of belonging to Britain?

Please select all that apply.

1. I wasn't born in Britain
2. I don't have British citizenship or a British passport
3. I don't have British ancestry
4. I grew up or was educated in another country
5. I don't feel I **have contributed or had the opportunity to contribute** to British society for example through work, volunteering or the community involvement

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<p>6. I don't identify with Britain's democratic system or civil rights</p> <p>7. I don't identify with British traditions, customs or values</p> <p>8. I don't feel accepted or included in British society</p> <p>9. I don't feel pride in British history or heritage</p> <p>10. I don't feel an emotional connection to Britain as "home"</p> <p>11. Some other reason (please type in)</p> <p>12. No particular reason *Exclusive</p>
<p>R2 Findings</p> <ul style="list-style-type: none"> • This question was considered emotive for some participants who identified as British-born and from an ethnic minority background, as it elicited emotional responses rooted in lived experiences. For example, one respondent stated: "I don't strongly feel like I belong because I feel like White British people don't want people like me here, so why would I feel like I belong?" • The main unprompted reason was because of lived experience. • The main prompted reason was code 8 – sense of belonging.
<p>Final recommendations</p> <ul style="list-style-type: none"> • We recommended revising the wording of the question to reduce sensitivity • As at SBeGBStr, add an opening sentence to 'normalise' the sense of belonging and reasons for it, and phrase the question in a softer way, rather than as such a direct question. E.g. 'Below are some reasons why people might not feel they belong to Britain? Which of these apply to you and how you feel?'
<p>Final wording</p> <p>Since only a few respondents were routed to this question during the initial cognitive testing, additional testing was conducted and the belonging questions were not included for Q1.</p>

ASK ALL

CIVPART [Multi coded]

In the **last 12 months**, that is since [DATE ONE YEAR AGO], have you...?

Please select all that apply.

1. Contacted a local official such as a local councillor, MP, government official, mayor, or public official working for the local council (Please do not include any contact for personal reasons, for example housing repairs or contact through work)
2. Attended a public meeting, rally, or taken part in a public demonstration or protest
3. Signed a paper petition or an online or e-petition
4. None of these *Exclusive

Ask only if CIVPART=1,2 OR 3

CIVPARTSOURCE [Multi coded]

How did you find out how to participate in this / these things?

[List things mentioned at CivPart]

Please select all that apply.

1. I was the person or one of the people who started this
2. I was asked to do this or get involved by someone I already knew
3. I was asked to do this or get involved by someone I hadn't previously known

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4. I saw a leaflet, poster, or flyer
5. I read about it in local newspapers or media in print or online
6. Via a local community, neighbourhood, or residents' group
7. Via an online forum or through social media
8. Through word of mouth (friends, family, or neighbours)
9. Through a local campaign
10. Through a local charity or voluntary organisation
11. Some other way (type in)

R1 Findings

- No issues experienced at this question.
- Respondents were clearly able to distinguish between local and national news.
- Probing elicited a couple of potential additional codes (see 'recommendations' section below).

R1 recommendations

- Potential new codes (to test at R2):
 - Read about it on council website
 - Via an email / email petition (e.g. change.org)

Updates for R2

CIVPARTSource [Multi coded]

How did you find out how to participate in this / these things?

[List things mentioned at CivPart]

Please select all that apply.

1. I was the person or one of the people who started this
2. I was asked to do this or get involved by someone I already knew
3. I was asked to do this or get involved by someone I hadn't previously known
4. I saw a leaflet, poster, or flyer
5. I read about it in local newspapers or media in print or online
6. Via a local community, neighbourhood, or residents' group
7. Via an online forum or through social media
8. Through word of mouth (friends, family, or neighbours)
9. Through a local campaign
10. Through a local charity or voluntary organisation
11. Read about it on council website
12. Via an email / email petition (e.g. change.org)
13. Some other way (type in)

R2 Findings

- Some respondents seemed overwhelmed by the long answer list at this question.
- One respondent found it difficult to answer using the list as they "didn't have the best memory" and didn't feel confident in which code to pick. This was partly due to the time that had elapsed since signing a petition, and the absence of an immediately visible response option for 'college' which they believed was the source of the petition.
- Another respondent only selected the first code from the list that they identified with – answering this question as a single code rather than multi choice. After probing, the interviewer found that they identified with multiple codes from the list, but if answering independently they would have still only selected one.

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<ul style="list-style-type: none"> There is a potential risk that respondents may not read the full list and select multiple codes due to the length of the response list.
<p>Final recommendations</p> <ul style="list-style-type: none"> Our final suggestion aimed to cut text without removing key answer options. Include work or school in code 8.
<p>Final wording suggestion</p> <p>CIVPARTSource [Multi coded] How did you find out how to get involved in this / these things? [List things mentioned at CivPart] Please select all that apply.</p> <ol style="list-style-type: none"> I started or helped start this I was asked to do this or get involved by someone I already knew I was asked to do this or get involved by someone I didn't know [NB: option to combine codes 2 and 3 and ask the detail about whether knew them in a follow up] I saw a leaflet, poster, or flyer I read about it in local news papers or media in print or online Through via a local community, neighbourhood, or residents' group Through social media or an online forum Via an online forum or through social media Through friends, family, neighbours, work or school Through word of mouth (friends, family, or neighbours) Through a local campaign, charity or voluntary organisation [combines code 9 Through a local campaign and code 10 Through a local charity or voluntary organisation] Read about it on a council website Through an email or petition, for example change.org Some other way (type in)
<p>Final wording</p> <p>DCMS worked in collaboration with Verian to agree the following codes.</p> <p>CivPartSource [Multicoded] How did you find out how to get involved in [If one response at CivPart: this / If more than one response at CivPart: these things]? [List things mentioned at CivPart] Please select all that apply.</p> <ol style="list-style-type: none"> I started or helped start this I was asked to do this or get involved by someone I already knew I was asked to do this or get involved by someone I hadn't previously known I saw a leaflet, poster, or flyer I read about it in a local newspaper or on a local news website Through a local community, neighbourhood, or residents' group Through social media or an online forum

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8. Through friends, family, neighbours, work or school
9. Through a local campaign, charity or voluntary organisation
10. Read about it on a council website
11. Through an email or petition, for example change.org
12. Some other way (type in)

ASK ALL

CIVCONSULT [Multi coded]

In the **last 12 months**, that is since [DATE ONE YEAR AGO], have you taken part in a **consultation** about local services or issues in your local area through any of these ways?

Please select all that apply.

1. Completing a paper or online questionnaire
2. Attending a public meeting
3. Being involved in a face-to-face or online group
4. None of these *Exclusive

Ask only if CIVCONSULT=1,2 OR 3

CIVCONSULTSOURCE [Multi coded]

How did you find out how to take part in this type of consultation / these types of consultation]?

[List things mentioned at CivConsult]

Please select all that apply.

1. I was the person or one of the people who organised it
2. I was asked to do this or attend by someone I already knew
3. I was asked to do this or attend by someone I hadn't previously known
4. I saw a leaflet, poster, or flyer
5. I read about it in local newspapers or media in print or online
6. Via a local community, neighbourhood, or residents' group
7. Via an online forum or through social media
8. Through word of mouth (friends, family, or neighbours)
9. Through a local campaign
10. Through a local charity or voluntary organisation
11. It was sent to me to complete [IF CivConsult = 1]
12. Some other way (type in)

R1 Findings
<ul style="list-style-type: none"> • No participants in R1 were routed to this question
R1 recommendations
<ul style="list-style-type: none"> • N/A
Suggested wording update for R2
<ul style="list-style-type: none"> • N/A
R2 Findings
<ul style="list-style-type: none"> • One participant struggled to answer this question as they would have liked to answer, 'through work'. They ended up selecting code 9 but reported that this felt inaccurate to them.

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<ul style="list-style-type: none"> • Clarification needed on whether this question and the CIVPARTSource should include a code to cover through school or work.
<p>Final recommendations</p> <ul style="list-style-type: none"> • Our final suggestion aims to cut text without removing key answer options. • Include work or school in code 8.
<p>Final suggested wording</p> <p>CIVCONSULTSource [Multi coded] How did you find out how to take part in this type of consultation / these types of consultation? [List things mentioned at CivConsult] Please select all that apply.</p> <ol style="list-style-type: none"> 1. I started or helped start this 2. I was asked to do this or get involved by someone I already knew 3. I was asked to do this or get involved by someone I didn't know [NB: option to combine codes 2 and 3 and ask the detail about whether knew them in a follow up] 4. I saw a leaflet, poster, or flyer 5. I read about it in local news papers or media in print or online 6. Through via a local community, neighbourhood, or residents' group 7. Through social media or an online forum Via an online forum or through social media 8. Through friends, family, neighbours, work or school Through word of mouth (friends, family, or neighbours) 9. Through a local campaign, charity or voluntary organisation (combines code 9 Through a local campaign and code 10 Through a local charity or voluntary organisation) 10. It was sent to me to complete [IF CivConsult = 1] 11. Some other way (type in)
<p>Final wording</p> <p>DCMS worked in collaboration with Verian to agree the following codes.</p> <p>CivConsultSource [Multi coded] How did you find out how to take part in [If one response at CivConsult: this type of consultation / If more than one response at CivConsult: these types of consultation]? [List things mentioned at CivConsult] Please select all that apply.</p> <ol style="list-style-type: none"> 1. I started or helped start this 2. I was asked to do this or attend by someone I already knew 3. I was asked to do this or attend by someone I hadn't previously known 4. I saw a leaflet, poster, or flyer 5. I read about it in a local newspaper or on a local news website 6. Through a local community, neighbourhood, or residents' group 7. Through social media or an online forum 8. Through friends, family, neighbours, work or school

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9. Through a local campaign, charity or voluntary organisation
10. It was sent to me to complete [IF CivConsult = 1]
11. Read about it on a council website
12. Through an email or petition, for example change.org
13. Some other way (type in)

ASK ALL

ASSETS2 [Grid]

For each of the following, please indicate whether there is at least one within a 15-20 minute walk from your home, further away but still in your local area, or there is not one in your local area at all.

Please select the first two answers if they both apply.

- A. General or grocery shop
- B. Pub or bar
- C. Park
- D. Restaurant or cafe
- E. Community centre or hall
- F. Health centre or GP
- G. Chemist or pharmacy
- H. Post Office
- I. Public transport links

1. Yes, within a 15-20 minute walk from my home
2. Yes, further away but still in my local area
3. No, not in my local area at all
4. Don't know or Not sure

ASK ALL

ASSETS2a [Grid]

And for each of the following, please also indicate whether there is at least one within a 15-20 minute walk from your home, further away but still in your local area, or there is not one in your local area at all.

Please select the first two answers if they both apply.

- A. Library
- B. Sports facilities
- C. Place of worship for my faith or religion, such as a church, mosque, temple
- D. Theatre or concert hall
- E. Cinema
- F. Museum or gallery
- G. Heritage site or place of historic interest

1. Yes, within a 15-20 minute walk from my home
2. Yes, further away but still in my local area
3. No, not in my local area at all
4. Don't know or Not sure
5. Not applicable I do not have a religion or faith (only applicable if code C)

2025-26 Community & Engagement Survey Questionnaire Cognitive Testing**R1 Findings (ASSETS2 and ASSETS2A)**

- For the most part both ASSETS2 and ASSETS2A were understood, and respondents were able to answer them without issues.
- There was some uncertainty amongst respondents regarding the distinction between 'heritage sites' and 'places of historic' interest' at ASSETS2A, with many participants conflating the two. However, as these response options are combined in one code, this is probably not an issue of concern.

R1 recommendations

- No changes recommended.

Updates for R2

- DCMS proposed testing a revised version of ASSETS2A, called ASSETSEngage2A, in Round 2. This new version asked respondents not only whether the facilities are in their local area but also whether they have visited any of them. For Round 2, the question capturing satisfaction with local facilities and amenities was also asked twice (see more detailed findings for the SatAsset question).

ASK ALL

ASSETS2 [Grid]

For each of the following, please indicate whether there is at least one within a 15-20 minute walk from your home, further away but still in your local area, or there is not one in your local area at all.

Please select the first two answers if they both apply.

- A. General or grocery shop
- B. Pub or bar
- C. Park
- D. Restaurant or cafe
- E. Community centre or hall
- F. Health centre or GP
- G. Chemist or pharmacy
- H. Post Office
- I. Public transport links

1. Yes, within a 15-20 minute walk from my home
2. Yes, further away but still in my local area
3. No, not in my local area at all
4. Don't know or Not sure

SATASSET [Single coded]

(TESTED WITH AND WITHOUT REFERENCE TO RESPONSES FROM ASSETSEngage2a)

[GENERAL]: Generally, how satisfied are you with the facilities and amenities in your local area?

[REFERENCE TO RESPONSES TO ASSETS2a]: Now thinking about the services and facilities that you mentioned in the previous question, how satisfied are you with these facilities and

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amenities in your local area?

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied

ASK ALL

ASSETSENGAGE2A [Grid]

For the following, please also indicate whether you have visited at least one which is within a 15-20 minute walk from your home, further away but still in your local area, or there is not one in your local area at all.

Please select the first two answers if they both apply.

- A. Library
- B. Sports facilities
- C. Place of worship for my faith or religion, such as a church, mosque, temple
- D. Theatre or concert hall
- E. Cinema
- F. Museum or gallery
- G. Heritage site or place of historic interest

1. Yes, I visited, and it was within a 15-20 minute walk from my home
2. Yes, I visited, and it was further away but still in my local area
3. No, not in my local area at all
4. Don't know or Not sure
5. Not applicable I do not have a religion or faith (only applicable if code C)

SATASSET [Single coded]

(TESTED WITH AND WITHOUT REFERENCE TO RESPONSES FROM ASSETSEngage2a)

[GENERAL]: Generally, how satisfied are you with the facilities and amenities in your local area?

[REFERENCE TO RESPONSES TO ASSETSEngage2a]: Now thinking about the services and facilities that you mentioned in the previous question, how satisfied are you with these facilities and amenities in your local area?

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied

R2 findings (ASSETS2 and ASSETSEngage2a)

- Similar to R1, Assets2 was fairly straightforward for respondents. Interviewers observed that no respondents selected 'Yes, further away but still in my local area' which may indicate some may ignore this option.

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- The revised AssetsEngage2a grid question was less straightforward and presented problems for participants:
- The question was cognitively challenging for participants as it required them to answer about multiple elements – location and proximity of local facilities; visits to them – simultaneously.
- Respondents felt that the answer options were too restrictive, preventing them from providing an accurate response in some cases. For example, if a facility was within a 15-20 minute walk but they had not visited it, there was no suitable answer for them to select.

Final recommendations

- Return to the original wording, where Assets2 and Assets2a record the location of local facilities and Assets3 records visits to local facilities.
- See below (SATASSET block) for the final wording for the ASSETS questions.

ASK ALL

SATASSET [Single coded]

(TESTED WITH AND WITHOUT REFERENCE TO RESPONSES FROM ASSETS2a)

[GENERAL]: Generally, how satisfied are you with the facilities and amenities in your local area?

[REFERENCE TO RESPONSES TO ASSETS2a]: Now thinking about the services and facilities that you mentioned in the previous question, how satisfied are you with these facilities and amenities in your local area?

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied

R1 Findings (SATASSET)

- Whilst respondents tended to answer this question generally based on the range of facilities and services they had specified at Assets2 and Assets2a as being in their local area, a couple of respondents focused only on a specific facility (namely a library and a job centre).
- On probing, it became clear that respondents based their level of satisfaction on different factors, such as the quantity or availability of services, the quality of services, or other considerations like accessibility and ease of use.
- Respondents also commented that they would answer differently depending on the facility / service they were assessing.
- Overall, this question (and ratings of satisfaction) seemed to be interpreted differently by different participants.

R1 recommendations

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- Include two satisfaction questions to explore if responses change depending on the general type of facility and amenity asked about. The first asset question asks about availability of general facilities while the second question focuses on DCMS sectors.
- Test an additional version of the question piping in the assets available in each respondent's local area.
- Note that this is an existing question, so that would need to be taken into account when implementing any updates.

Updates for R2

- SatAsset was asked twice once immediately after the Assets2 grid and again after the AssetsEngage2A grid, instead of being asked just once at the end of both grids.
- Interviewers also asked an alternative version that reminded respondents of their answers from the grid when answering the question to replicate piping.

R2 findings (SATASSET)

- Similar to R1, respondents tended to employ different strategies when responding to this question.
- When asked more generally, respondents thought more about the availability and quantity of services in their area.
- In comparison, respondents focused more on the quality of the services when answering the question version that referenced the local facilities that were available.
- Respondents felt that it was repetitive to ask the SatAsset question twice (once after each grid) and didn't have anything different to say – "haven't I already answered this?"

Final recommendations (whole Assets section)

- As Assets2_grid is an existing question we suggest retaining the original question wording and layout and using the same question style for the new question Assets2a_grid for consistency.
- Remove the overcomplicated AssetsEngage2a_grid tested at R2. Adding a further measurement point within the grid to measure whether visited overcomplicates the question, adds burden and is overall very confusing to participants.
- It would be clearer to break the 'whether visited' aspect out into a separate question, as in the approach suggested below at the existing question Assets3.
- Still ask two satisfaction question but change the emphasis and positioning of the second version. So, the first question continues to measure satisfaction of facilities and amenities available locally and the second measures satisfaction with the specific places visited (piping them into question wording). As outlined in the findings, these overall measures are very broad. Satisfaction can vary significantly across the different facilities and amenities, for which participants would give very different answers if they were asked about them separately. This should be considered when reviewing the data.

Final suggested wording (whole Assets section)

AssetsIntro [Text]

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The next few questions are about facilities and amenities in your local area.

Assets2_grid [Multicoded]

For each of the following, please indicate whether there is at least one within a 15-20 minute walk from your home, further away but still in your local area, or there is not one in your local area at all.

Please select the first two answers if they both apply.

- A. General or grocery shop
- B. Pub or bar
- C. Park
- D. Restaurant or cafe
- E. Community centre or hall
- F. Health centre or GP
- G. Chemist or pharmacy
- H. Post Office
- I. Public transport links

- 1. Yes, within a 15-20 minute walk from my home
- 2. Yes, further away but still in my local area
- 3. No, not in my local area at all
- 999. Don't know

Assets2a_grid [Multicoded]

And for each of the following, please ~~also~~ indicate whether there is at least one within a 15-20 minute walk from your home, further away but still in your local area, or there is not one in your local area at all.

Please select the first two answers if they both apply.

- A. Library
- B. Sports facilities
- C. Place of worship for my faith or religion, such as a church, mosque, temple
- D. Theatre or concert hall
- E. Cinema
- F. Museum or gallery
- G. Heritage site or place of historic interest

- 1. Yes, within a 15-20 minute walk from my home
- 2. Yes, further away but still in my local area
- 3. No, not in my local area at all
- 999.** Don't know

998. Not applicable I do not have a religion or faith

SatAsset [Single coded]

Thinking about the types of places in the last two questions and which are in your local area, ~~G~~generally, how satisfied are you with the facilities and amenities that are available in your local area?

- 1. Very satisfied

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2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied

ASK IF CommPartFlag = 1 AND ANY ASSETS2_grid = 1-2 OR ANY ASSETS2a_grid = 1-2
Assets3 [Multicoded]

You said earlier that these facilities and amenities are in your local area.

Which of these ~~local facilities~~ have you visited in person in the last 12 months?

Please select all that apply.

1. General or grocery shop
2. Pub or bar
3. Park
4. Library
5. Restaurant or cafe
6. Community centre or hall
7. Sports facilities
8. Health centre or GP
9. Chemist or pharmacy
10. Post Office
11. Place of worship for my faith or religion, such as a church, mosque, temple
12. Public transport links
13. Theatre or concert hall
14. Cinema
15. Museum or gallery
16. Heritage site or place of historic interest
17. None of these *Exclusive

ASK IF CommPartFlag = 1 AND ANY ASSETS3 = 1-16

SatAssetVis [Single coded]

You said you have visited the following facilities and amenities in your local area in person in the last 12 months.

[SCRIPTING NOTE: SHOW ANSWERS SELECTED AT ASSETS3]

Overall, how satisfied are you with these places?

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied

Final wording

DCMS agreed with Verian's suggested question order after R2 but decided not to implement the minor wording changes that were recommended for Assets2a, SATASSET and ASSETS3. SatAssetVis was agreed to be added by DCMS.

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ASK ALL

CONCERNLOC [Multi coded]

(TESTED AS UNPROMPTED AND PROMPTED)

[UNPROMPTED]: Thinking about your local area, are there any issues that you are particularly concerned about?

[PROMPTED]: Which of the following issues are you most concerned about in your local area? Please select up to three issues.

1. Crime
2. Anti-social behaviour
3. Housing affordability and supply
4. Road quality, safety and traffic congestion
5. Environment, pollution and air quality
6. A decline in high street amenities
7. Access to healthcare
8. Lack of things to do
9. Lack of a sense of community
10. Availability of good jobs and employment
11. Access to quality and affordable public transport
12. Quality of education and schools
13. None of these *Fixed *Exclusive

R1 Findings

- This question was generally well understood and participants felt that the answer code list was relevant and covered a good range of topics.
- When asked the question in an unprompted sense, respondents' top of mind interpretation of 'issues of concern' related to issues around crime and anti-social behaviour, as well as traffic related problems.
- Some respondents remarked that they felt restricted by the limit of 3 answers, suggesting that they would select more from the list if possible. A couple of respondents suggested that this question could instead be framed as a ranking question, but this is not advised due to questionnaire accessibility reasons.
- There were some suggestions from participants about missing answer options (see 'recommendations' section below).

R1 recommendations

- Consider reformatting this question to allow unlimited answers at this question and including a follow-up question in which respondents then rank their top 3 issues.
- Alternatively, suggest bolding the word 'most' in the question text, to highlight to respondents that we are interested in the key issues that they are most concerned about in their area.
- Potential new codes (to test at R2). Although a couple of these could be classed as ASB, they may be points of interest and thus worthy of including as separate codes:
 - Speeding traffic
 - Problems with parking / lack of parking
 - Problems with rubbish / insufficient refuse collections

Updates for R2

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ConcernLoc (TESTED AS UNPROMPTED AND PROMPTED) [Multi coded]

[UNPROMPTED]: Thinking about your local area, are there any issues that you are particularly concerned about?

[PROMPTED]: Which of the following issues are you most concerned about in your local area?

Please select up to three issues.

1. Crime
2. Anti-social behaviour
3. Housing affordability and supply
4. Road quality, safety and traffic congestion
5. Environment, pollution and air quality
6. A decline in high street amenities
7. Access to healthcare
8. Lack of things to do
9. Lack of a sense of community
10. Availability of good jobs and employment
11. Access to quality and affordable public transport
12. Quality of education and schools
13. Problems with parking or a lack of parking
14. Problems with rubbish or not enough rubbish collections
15. None of these *Fixed *Exclusive

(Ask if ConcernLoc = more than 3 selected)

CONCERNLOCTOP3 [Multi coded]

And which of these would you say are the main three issues that you most concerned about in your local area?

Please select up to three issues.

1. Crime
2. Anti-social behaviour
3. Housing affordability and supply
4. Road quality, safety and traffic congestion
5. Environment, pollution and air quality
6. A decline in high street amenities
7. Access to healthcare
8. Lack of things to do
9. Lack of a sense of community
10. Availability of good jobs and employment
11. Access to quality and affordable public transport
12. Quality of education and schools
13. None of these *Fixed *Exclusive

R2 Findings

- All respondents selected more codes for the prompted version than they reported at the unprompted version, suggesting that they were more likely to report multiple concerns when given the response options.

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- For example, one participant answered “no” when answering the unprompted version but went on to select a code at the prompted question.
- Some participants mentioned finding the prompted version easier to answer, and some felt that the codes felt applicable and helped them give a more considered response.
- The ConcernLocTOP3 follow up worked well, and one participant reported that they liked having the full list to pick from before choosing their top three, as it made it clear what the question wanted them to do, and they wouldn't like to answer it in a different way.

Final recommendations

- Remove brackets for accessibility.
- Amend refuse to rubbish for plainer English.
- Keep ConcernLoc and ConcernLocTOP3.

Final suggested wording

ConcernLoc [Multi coded]

Which of the following issues are you most concerned about in your local area?

1. Crime
2. Anti-social behaviour
3. Housing affordability and supply
4. Road quality, safety and traffic congestion
5. Environment, pollution and air quality
6. A decline in high street amenities
7. Access to healthcare
8. Lack of things to do
9. Lack of a sense of community
10. Availability of good jobs and employment
11. Access to quality and affordable public transport
12. Quality of education and schools
13. Problems with parking or a lack of parking
14. Problems with rubbish or not enough rubbish refuse collections
15. None of these *Fixed *Exclusive

(Ask if ConcernLoc = more than 3 selected)

ConcernLocTOP3 [Multi coded]

And which of these would you say are the main three issues that you most concerned about in your local area?

Please select up to three issues.

1. Crime
2. Anti-social behaviour
3. Housing affordability and supply
4. Road quality, safety and traffic congestion
5. Environment, pollution and air quality
6. A decline in high street amenities

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7. Access to healthcare
8. Lack of things to do
9. Lack of a sense of community
10. Availability of good jobs and employment
11. Access to quality and affordable public transport
12. Quality of education and schools
13. Problems with parking ~~or a~~ lack of parking
14. Problems with rubbish ~~or~~ not enough rubbish ~~refuse~~ collections
15. None of these *Fixed *Exclusive

Final wording

CONCERNLOCTOP3 was not included due to space limitations as it was not feasible to add two additional questions.

DCMS agreed to drop code 13 'Problems with parking or a lack of parking' and code 14 'Problems with rubbish or not enough rubbish collections' from ConcernLoc due to their accessibility and language concerns, as well as their lack of mention during the cognitive testing.

ConcernLoc [Multi coded]

Which of the following issues are you most concerned about in your local area?

Please select up to three issues.

[Scripting note: Limit responses to max 3. Error message: "Please only select a maximum of three answers"]

1. Crime
2. Anti-social behaviour
3. Housing affordability and supply
4. Road quality, safety and traffic congestion
5. Environment, pollution and air quality
6. A decline in high street amenities
7. Access to healthcare
8. Lack of things to do
9. Lack of a sense of community
10. Availability of good jobs and employment
11. Access to quality and affordable public transport
12. Quality of education and schools
13. None of these *Fixed *Exclusive

ASK ALL

EMPREPINTRO

An 'emergency' is a major incident caused by human or environmental factors that seriously affects health, life, property, or the environment and needs immediate action. In this survey, 'emergency or disaster' means events impacting multiple people, not just one individual.

R1 Findings

- Respondents generally felt that this intro made sense (although when probed, one respondent was a little unsure as to what we would consider 'human' and 'environmental' factors to mean).

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<ul style="list-style-type: none"> • Most of the respondents queried the reference in the intro to events 'impacting multiple people, not just one individual', citing that they felt that emergencies could involve one person (referencing someone collapsing, having a heart attack, having a car accident), which suggests they have misunderstood the question. • One participant also felt that the intro could be more concise.
<p>R1 recommendations</p> <ul style="list-style-type: none"> • Consider adapting the intro text as suggested below.
<p>Updates for R2</p> <p>EmPrepIntro [text]</p> <p>An 'emergency' is a major incident caused by human or environmental factors such as extreme weather conditions (for example flooding, storms and heavy snow) or a health pandemic.</p> <p>In this survey, an 'emergency or disaster' means events impacting multiple people, not just one individual.</p>
<p>R2 Findings</p> <ul style="list-style-type: none"> • Respondents found this definition clear. • One respondent suggested the introduction could include reference to local area. As the word 'neighbourhood' is used in the follow-up questions and the introduction is a general explanation, we don't feel this is necessary to include.
<p>Final recommendations</p> <ul style="list-style-type: none"> • Suggestions below on how to make the question more concise.
<p>Final suggested wording</p> <p>EmPrepIntro [text]</p> <p>An 'emergency or disaster' is a major incident caused by human or environmental factors such as extreme weather conditions, for example flooding, storms and heavy snow, or a health pandemic.</p> <p>Here in this survey, an 'emergency or disaster' means events impacting multiple people, not just one individual person.</p>
<p>Final wording</p> <p>DCMS agreed with Verian's final suggested wording.</p>

ASK ALL

EMPREPPULL [Single coded]

To what extent would you agree or disagree that people in your neighbourhood would pull together in an emergency or disaster?

1. Strongly agree
2. Tend to agree
3. Tend to disagree
4. Strongly disagree
5. Don't know

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<p>R1 Findings</p> <ul style="list-style-type: none"> • No issues with this question. • Participants defined 'pulling together' as follows: 'coming together to try and resolve an issue' / 'coming to help without being asked' / 'working together in a time of need' • Respondents' definitions of 'neighbourhood' varied and as such there will be variation in the area they consider when answering. Examples were: 'the immediate area and road that they live on' / 'immediate neighbours and collective community or locality' / 'people on the road or in the local village' / 'houses close by or on the road on which they live'. • Probing suggested that some respondents considered their 'neighbourhood' just to include their immediate neighbours, whereas others felt it covered the road on which they live, or even the wider local community.
<p>R1 recommendations</p> <ul style="list-style-type: none"> • N/A
<p>Update for R2</p> <ul style="list-style-type: none"> • Not included in R2.
<p>Final recommendations</p> <ul style="list-style-type: none"> • No changes.
<p>Final wording</p> <p>The original wording for EMPREPPULL was used in the final questionnaire.</p>

ASK ALL

EMPREPREC [Single coded]

People respond in different ways during emergencies or disasters. Some get actively involved in helping their neighbourhood, while others may focus on their own families or feel unsure about how to help.

If it were safe to do so, how likely is it that you would get involved in helping your neighbourhood recover from an emergency or disaster?

1. Very likely
2. Fairly likely
3. Not very likely
4. Not likely at all
5. I'm not sure what I would do

<p>R1 Findings</p> <ul style="list-style-type: none"> • Although this question seemed clear, some respondents found it difficult as their response would depend on multiple factors including a) the type of emergency or disaster, b) who was involved, c) their capability to get involved and d) their safety and level of risk if they did get involved.
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<ul style="list-style-type: none"> • A couple of respondents noted that, although they would feel morally obliged to try and help in an emergency, they did feel an expectation to answer this question with a 'likely' response.
<p>R1 recommendations</p> <ul style="list-style-type: none"> • Ask this question with reference to a specific emergency / disaster (or looped for different types of emergencies), since answers would likely be different. • Potentially delete given our concerns around social desirability bias and the hypothetical nature of the question.
<p>Update for R2</p> <ul style="list-style-type: none"> • Loop on two different examples for emergencies <p>ASK ALL EmPrepRec [Single coded]</p> <p>People respond in different ways during emergencies or disasters. Some get actively involved in helping their neighbourhood, while others may focus on their own families or feel unsure about how to help.</p> <p>If it were safe to do so, how likely is it that you would get involved in helping your neighbourhood recover from the following emergencies:</p> <p>LOOP1: A flood</p> <p>LOOP2: A health pandemic (such as Covid)</p> <ol style="list-style-type: none"> 1. Very likely 2. Fairly likely 3. Not very likely 4. Not likely at all 5. I'm not sure what I would do
<p>R2 Findings</p> <ul style="list-style-type: none"> • The loop design worked well in terms of structure, but participants raised two key points regarding the wording: <ul style="list-style-type: none"> ○ The word 'recover' in the question text felt wrong in context because it applies to human ailments rather than places. This felt particularly out of context in relation to the second loop about health pandemics. ○ The phrase 'safe to do so', in the context of the covid pandemic felt inconsistent with Government advice which was to stay inside and not engage in any communal activity.
<p>Final recommendations</p> <ul style="list-style-type: none"> • Replace the word 'recover' with 'restore' (i.e. restore the neighbourhood to its pre-emergency state). • Remove reference to Covid and drop the example of a health pandemic (acknowledging that for many, they will still think primarily of covid given its recency).
<p>Suggested final wording</p> <p>ASK ALL EmPrepRec Single coded</p> <p>People respond in different ways during emergencies or disasters. Some get actively</p>

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involved in helping their neighbourhood, while others may focus on their own families or feel unsure about how to help.

If it were safe to do so, how likely is it that you would get involved in helping to restore your neighbourhood ~~recover from~~ after the following emergencies or disasters:

LOOP1: A flood

LOOP2: A health pandemic ~~(such as Covid)~~

1. Very likely
2. Fairly likely
3. Not very likely
4. Not likely at all
5. I'm not sure what I would do

Final wording

EMPREPREC not included due to survey length restrictions.

ASK ALL

CARTS1COMM [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 or ceramics)
6. A live music event (for example, pop, jazz, electronic, choral, orchestra or folk)
7. An arts festival and or carnival (for example, a food, craft or other cultural event)
8. A street art event
9. A live dance event (for example, contemporary, world, street or ballroom)
10. A fashion show
11. A comedy event
12. An in-person esports contest or video game competition event
13. Some other cultural event in England (please type in)
14. None of these *Fixed *Exclusive

Ask only if ChildZeroFourFlag = 1 AND CARTS1 = 1-13

CARTS1CH [Multi coded]

Earlier, you said you have a child or children aged between 0 and 4. In the last 12 months, did you take your child or any of your children aged 0-4 with you when you attended any of the following events?

Select all that apply

[Scripting note: Please pipe answers from CARTS1 into CARTS1CH]

1. An exhibition of art, photography or sculptures

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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 or ceramics)
6. A live music event (for example, pop, jazz, electronic, choral, orchestra or folk)
7. An arts festival and or carnival (for example, a food, craft or other cultural event)
8. A street art event
9. A live dance event (for example, contemporary, world, street or ballroom)
10. A fashion show
11. A comedy event
12. An in-person esports contest or video game competition event
13. Some other cultural event in England [Pipe 'other' text from CARTS1]
14. None of these **Fixed *Exclusive*

R1 Findings
<ul style="list-style-type: none"> • No problems in answering this and all codes were clear. • Both respondents answering this question took their children when attending the event.
R1 recommendations
<ul style="list-style-type: none"> • Retain existing wording.
Update for R2
<ul style="list-style-type: none"> • NA
R2 Findings
<ul style="list-style-type: none"> • No problems in answering this • Some confusion was noted around option 3 – does this include a children's book club in their local library. The respondent ended up selecting code 3. • This respondent thought there are things on this list that do not apply to children, e.g. option 11 comedy event, but we don't see this as a major concern as the question will only display answers that they had previously picked at CARTS1.
Final recommendations
<ul style="list-style-type: none"> • No changes.
Final wording
The original wording for CARTS1CH was used in the final questionnaire.

ASK ALL

EVENTCOMBINED [Multi coded]

(NB This is a dummy question created for cog testing to replicate the routing from each of CLibrary1Part, ARCHUSE, CHERVIS12, CMUSVIS1)

In the last 12 months, have you visited or used the services of any of the following **in person**?

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

Select all that apply

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1. Visited a public library building or mobile library
2. Visited or used an archive or records office in England
3. Visited a city or town that you specifically for its historic nature
4. Visited a historic, non-religious building open to the public
5. Visited a historic place of worship attended as a visitor (not to worship)
6. Visited a park or garden open to the public with historic or artistic features
7. Visited a place connected with industrial history (such as an old factory, mine or railway)
8. Visited an ancient monument or archaeological site (such as a castle, fort, burial site)
9. Visited a site connected with sports for its heritage
10. Visited a site connected with maritime or underwater heritage (such as shipwrecks)
11. Visited a historic landscape or habitat (such as coastline, countryside)
12. Visited some other heritage site or historic place
13. Visited a museum or gallery

998. None of these

Ask only if ChildZeroFourFlag = 1 AND EVENTCombined = 1-13

EVENTCH [Multi coded]

Earlier, you said you have a child or children aged between 0 and 4. In the last 12 months, did you take your child or any of your children aged 0-4 with you when you went to any of the following places?

Select all that apply

1. Library [if EVENTCombined = 1]
2. Archive [if EVENTCombined = 2]
3. Heritage site or historical place [if EVENTCombined = 3-12]
4. Museum or gallery [if EVENTCombined = 13]
5. None of these * Fixed * Exclusive

R1 Findings
<ul style="list-style-type: none"> ● No problems in answering this and all codes were clear. ● Both respondents answering this question took their children when attending the event. ● Reasons for taking children: 'kids love exploring and it is good for them' (event mentioned was a museum), children enjoy reading books (event mentioned was library). One respondent stated that they want their children to see/experience different places.
R1 recommendations
<ul style="list-style-type: none"> ● Retain existing wording.
Update for R2
<ul style="list-style-type: none"> ● NA
R2 Findings
<ul style="list-style-type: none"> ● No problems in answering this and all codes were clear. ● Example given for code 3 was of Shakespeare's House Stratford upon Avon.
Final recommendations

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- No changes.

Final wording

The original wording for EVENTCH was used in the final questionnaire.

ASK ALL

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, practised 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 national printed newspaper
11. Read news in a local printed newspaper
12. Other arts, crafts, or creative activities
13. None of these

R1 Findings

- Question generally clear and easy to answer.
- Respondents seemed to be clear on the distinction between local and national newspapers, citing examples of each (despite several respondents stating that they actually consume their news online rather than reading printed newspapers). They didn't feel that examples were required.
- One respondent remarked on the crossover between code 12 and 5, suggesting that the 'other' answer option (code 12) should reference the list of activities at this question more generically (rather than referring to arts, crafts and creative activities, which they felt wouldn't necessarily cover reading books and newspapers).

R1 recommendations

- Possibly reword code 12 to be more generic, covering all the general types of activities listed at this question. Though we understand this is a key question that's tracked over time.

Update for R2

- Not included in R2 due to time constraints.

Final wording

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Verian's suggestion after R1 to reword code 12 was implemented for the final questionnaire.

CARTS2Comm [Multicoded]

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, practised 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 national printed newspaper
11. Read news in a local printed newspaper
12. Other art or creative activities (please type in) **Fixed*
13. None of these **Fixed *Exclusive*

ASK ALL

CARTS3 [Multi coded]

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

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

Select all that apply

1. Read an e-book or e-magazine (for example, on a Kindle)
2. Read news online from a national news publisher
3. Read news online from local news publisher
4. Played video games on a smartphone or tablet
5. Watched TV programmes live at the time they were broadcast
6. Watched TV programmes using a streaming service (for example BBC iPlayer, Netflix or Amazon Prime)
7. Watched films live at the time they were broadcast
8. Watched films using a streaming service (for example BBC iPlayer, Netflix or Amazon Prime)
9. Listened to live radio online through a computer, laptop, tablet or phone
10. Listened to streamed music (for example, through iTunes, Spotify)
11. Listened to downloaded music
12. Listened to an audiobook
13. Listened to a podcast
14. None of these

Ask only if CARTS3 = 4

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CARTSVID [Multi coded]

In the last 12 months have you paid to play video games online?

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

Select all that apply

1. Yes, I bought a game, DLC (downloadable content) or expansion
 2. Yes, I paid a subscription to play a game (including for a specific game, a game pass or to access online multiplayer)
 3. Yes, I made an in-game purchase (for example loot boxes, skins)
 4. No, in the last 12 months I have not spent any money while playing online video games
 5. I haven't played any video games online
999. Don't know

R1 Findings
<ul style="list-style-type: none"> • There was some confusion and uncertainty around this question, and it was clear from the testing that additional clarification was required. • Respondents commented on being unsure as to what 'paid to play video games online' included. For example, whether this meant making online in-game purchases or purchasing extra credits (to continue game play). A couple of respondents also commented that this might also include buying the game itself online. • Confusion was also expressed as to whether this question was referring to game consoles (connected to an online environment) or only games that are actually played online (e.g. on a PC or laptop connected to the internet). • Respondents suggested including an instruction after this question specifying which devices are included – and/or examples of the specific types of devices/consoles/platforms which are or are not included. One respondent queried whether playing games on his phone counted. • A couple of respondents (despite being gamers) stated that they weren't sure about what DLC meant (adding that the bracketed explanation of the abbreviation was helpful). One respondent added that they "would think any game is downloadable" so in that sense, the term isn't clear or specific enough. • Whilst one of the gaming respondents stated that they had never heard of loot boxes or skins, another conversely commented that the terms used in this question (and specifically these two terms) were "relatable to gamers" (but also added that the examples in brackets clarified what the question and terms were referring to). • In summary, more clarification is required at this question, but that the bracketed text / examples are helpful (even for regular gamers). • Despite the confusion detailed above, respondents stated that there was nothing they could think of that was missing from the answer list.
<p>R1 recommendations</p> <ul style="list-style-type: none"> • Clarify which devices/platforms are included in this question (along with examples). • Add more detail or a further explanation on what is meant by paying to play video games online (along with examples of the types of purchases). Could add in some explanatory text after the question text to provide some clarification. • Include an explanation of the terms 'loot boxes' and 'skins'.

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- Suggest simplifying some of the response codes and reducing jargon, to make the options clearer and more accessible – see below.

Update for R2

Ask only if CARTS3 = 4

CARTSVID [Multi coded]

In the last 12 months have you **spent money playing** games online? **Such as on** game consoles connected to the internet, mobile phones, PCs, or laptops.

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

Select all that apply

1. Yes, **bought a game or paid for** extra content like new levels, characters, or features (often called DLC or expansion packs)
 2. Yes, I paid a subscription to play for example, for a specific game, a game pass, or to play with others online
 3. Yes, I made an in-game purchase for example loot boxes (**random rewards**), **outfits or skins for characters, virtual currency, or other items while playing**
 4. No, I have not spent any money while playing video games online in the last 12 months
 5. I haven't played any video games online in the last 12 months
999. Don't know

R2 Findings

- Those who were routed here found this a simple question to answer but it should be noted that they both answered code 4. One participant stated that this was easy to answer because 'I know I have never spent money on a game'.
- One participant who was routed here did not know what 'DLC' meant, one did understand the term and could give the full name, and one participant said that they would prefer it if there were no acronyms in questions. It may be the case that if code 1 is relevant to them, participants are much more likely to know what DLC stands for.

NOTE:

CARTS3: there is inconsistency because the answer code that routes to the question is code 4 'Played video games on a smartphone or tablet' but the question itself says 'game consoles connected to the internet, mobile phones, PCs, or laptops'. On this basis, we may miss out asking CARTSVID of people who exclusively play on consoles or computers.

Final recommendations

- DCMS to advise if CARTS3 should include playing games on consoles and PCs.

Final suggested wording

CARTSVID [Multi coded]

In the last 12 months, **have you spent money playing video games online in any of the following ways?** ~~spent money playing games online? Such as on game consoles connected to the internet, mobile phones, PCs, or laptops.~~

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

Select all that apply

1. Yes - I bought a game or paid for extra content like new levels, characters, or features such as expansion packs
2. Yes - I paid a subscription, for example, for a game pass or to play with others online
3. Yes - I made an in-game purchase, for example, skins or outfits for characters, battle passes or virtual currency
4. No - I have not spent any money while playing video games online in the last 12 months
5. I haven't played any video games online in the last 12 months

999. Don't know

Final wording

DCMS agreed with Verian's final suggested wording.

ASK ALL

ARCHINTRO

The next few questions are about archives.

Archives are collections of documents that have been created by families, individuals, businesses or organisations and have been specially chosen to keep permanently. Archive records can be analogue or digital, and can include letters, diaries, maps, photographs, film, sound recordings and more.

Archives are documents of historic importance but do not have to be very old. Places that keep archives are usually called a record office or archive centre, or are part of a wider organisation such as a business or university. Use of an archive can include family history research either online or in person.

Registering a birth, death or marriage happens at a registry office, not at an archive centre or record office.

R1 Findings

- Respondents generally found the definition of 'archives' easy to understand (the distinction between 'archives' and 'registry office' was particularly helpful).
- A couple of respondents expressed some uncertainty as to exactly what counts as an 'archive', and that more examples would be helpful. They thought it would be helpful to have further clarification about what is and isn't included.
- Some also commented on the fact that this introductory text and definition is rather wordy and would prefer a more succinct explanation (possibly with bullet-pointed examples instead).

R1 recommendations

- Reword intro text to be more concise.

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- Include additional examples (both for what does and doesn't count as an 'archive').
- Reformat the text to include bullet-points.

Update for R2

ASK ALL

ARCHINTRO

The next few questions are about archives.

Archives are collections of documents created by individuals, families, businesses, or organisations and kept permanently.

Archives can include:

- analogue or digital records
- items such as letters, diaries, maps, photographs, film, sound recordings
- items of historic importance (they do not have to be old)
- records used to research family history (online or in person)

Archives are held in places like record offices and archive centres. Some businesses or universities also maintain their own archives.

Registering a birth, death or marriage happens at a registry office, not at an archive centre or record office.

R2 Findings

- Participants did not report any issues with this definition and found it helpful and informative.

Final recommendations

- Suggest further cutting some text from the into as we predict some people may skip or skim over this introduction in the real survey.

Final suggested wording

ARCHINTRO

The next few questions are about archives.

Archives are collections of important documents created by people, families, businesses, or organisations and kept forever. Examples are:

- Paper or digital records
- Letters, diaries, maps, photos, videos or sound recordings
- Items with historical value, even if they are not old
- Records for researching family history

Archives are stored in places like record offices, archive centres, businesses or universities.

Registering a birth, death or marriage is done at a registry office, not at an archive centre.

Final wording

DCMS agreed with Verian's final suggested wording.

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ASK ALL

ARCHUSE [Multi coded]

In the last 12 months, have you visited or used an archive or records office in England either in person or online?

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

Select all that apply

1. Yes, in person
2. Yes, online
3. No
999. Don't know

Ask only if ARCHUSE = 1 OR EVENTCombined = 2

ARCHFREQ [Single coded]

How often in the last 12 months have you visited or used an archive or records office in England **in person**?

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

1. At least once a week
2. Less often than once a week but at least once a month
3. Less often than once a month but at least 3 or 4 times a year
4. Twice in the last 12 months
5. Once in the last 12 months

Ask only if ARCHUSE = 2

ARCHONLFREQ [Single coded]

How often in the last 12 months have you used an archive or records office in England **online**?

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

1. At least once a week
2. Less often than once a week but at least once a month
3. Less often than once a month but at least 3 or 4 times
4. Twice in the last 12 months
5. Once in the last 12 months

ASK ALL

ARCHHEARD [Multi coded]

Before today, were you aware of people using archives in any of the following ways, either in person or online?

Select all that apply

1. To research family history or genealogy
2. To learn about their local area or community
3. To inspire creative projects, for example books, films or art
4. For journalism and investigative reporting
5. To gather evidence for personal legal claims
6. To support national inquiries and justice processes

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7. For school, college, or university work
8. For academic research
9. For personal enjoyment, or wellbeing
10. For another reason (please type in)
11. None of these

R1 Findings

- Respondents felt that this question was straightforward and easy to understand and experienced no difficulties in answering.
- Most respondents thought that all the answer codes in the list were applicable.
- There was some uncertainty as to the meaning of 'genealogy' which could be replaced with a 'simpler' term.
- Some respondents mentioned some overlap between codes 7 and 8.
- When probed about missing answer options, additional options 'for work purposes' and 'for tax purposes' were suggested.
- A couple of respondents stated that they were thinking specifically about accessing archives in person when answering this, as they were unaware that this could be done online.
- Definition of 'archives': when probed, respondents seemed to understand the gist of what constituted an 'archive'.
 - One respondent defined this as being "data, records, information – something that relates to something that has already happened", giving examples of business accounts, family records, birth/marriage/death certificates and newspaper articles. Archives are "something you no longer need access to and you'd go to the archives when you want to research or look up something to find out about it. It's info to be accessed at a later date".
 - Another respondent defined 'archives' as a "place where historic documents are kept for record purposes for people to view or get information".
- Some respondents referred to their awareness being driven by the fact that they had used archives themselves for a specific purpose.

R1 recommendations

- Potential new codes (to test at R2):
- To research family history or genealogy (tracing family ancestry)
 - For academic research (such as school, college, or university work) [Codes 7 & 8 combined].
 - For work purposes

Updates for R2

- ARCHUSE, ARCHFREQ, ARCHONLFREQ not included in R2.
- ARCHEARD Codes 7 and 8: it was agreed to keep these separated out due to interest in analysing these two codes separately.

ASK ALL

ARCHHEARD [Multi coded]

Before today, were you aware of people using archives in any of the following ways, either in person or online?

Select all that apply

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1. To research family history or genealogy (tracing family ancestry)
2. To learn about their local area or community
3. To inspire creative projects, for example books, films or art
4. For journalism and investigative reporting
5. To gather evidence for personal legal claims
6. To support national inquiries and justice processes
7. For school, college, or university work
8. For academic research
9. For personal enjoyment, or wellbeing
10. For another reason (please type in)
11. For work purposes
12. None of these

R2 Findings

- Participants seemed to approach this question with some uncertainty and inconsistency.
- Many thought that this question was asking if they knew that archives could be used for these purposes and answered yes to many options (as was seen in R1).
 - One respondent said that they were answering based on what they 'see in the movies' and another said that they just assumed that journalism or national inquiries used archives as this requires 'research'. Therefore, this participant was answering based on 'common sense'/assumptions.
- Others queried whether this question was asking if they personally knew people who have used archives for these reasons. They spoke about family members using archives for family history research or for university work. One participant did not select any of these answer codes as they did not know anyone who used archives personally, despite being aware of the archives uses described in the list.
- This implies that there may need to be some clarification added to the wording to make it clear whether the question refers to 'people' in general or people known personally to participants.
- One participant suggested that the added brackets to code 1 (tracing family ancestry) could be improved by including 'creating a family tree', as this is a more recognisable concept for ordinary people.

Final recommendations

- Clarify the question as suggested below.

Suggested final wording

ASK ALL

ARCHHEARD [Multi coded]

Before today, had you heard ~~were you aware~~ of people using archives in any of the following ways, either in person or online?

Select all that apply

1. To research family history or genealogy, for example tracing their family tree ancestry
2. To learn about their local area or community
3. To inspire creative projects, for example books, films or art

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4. For journalism and investigative reporting
5. To gather evidence for personal legal claims
6. To support national inquiries and justice processes
7. For school, college, or university study
8. For academic research
9. For personal enjoyment, or wellbeing
10. For another reason (please type in)
11. For work purposes
12. None of these

Final wording

DCMS agreed with Verian's final suggested wording.

ASK ALL

HERINTEREST [Single coded]

(NB This is a dummy question created for cog testing to replicate the routing from CHERVIS12=11 AND CCNHERWHYA=3)

Are you generally interested in visiting heritage sites or places of historic interest?

1. Yes
2. No
3. Don't Know

Ask only if HERInterest = 2

WHYNOHER [Multi coded]

(TESTED AS UNPROMPTED AND PROMPTED)

What are your reasons for not being interested in visiting heritage sites or places of historic interest?

Select all that apply

1. These places do not match my own cultural interests or preferences
2. These places are too academic for me
3. The people who visit these places are not like me
4. I don't know enough about what places there are to visit
5. I don't think visiting these places would be of any value for me or my family
6. Visiting these places will not help with my career or the careers I want my family to have
7. My family, friends or community would not be supportive of me visiting these places
8. I was not encouraged to visit these places as a child
9. I used to visit these places for my health or wellbeing but stopped as I now feel better
10. I'm just not interested in visiting these places
11. Some other reason
12. No reason in particular *Fixed *Exclusive

R1 Findings

- Only one respondent was routed to this question (due to filtering). However, the question seemed to be clearly understood by this respondent.

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<ul style="list-style-type: none"> ● When probed about the answer list, the respondent commented that <ul style="list-style-type: none"> ○ Code 1: It was noted that the term 'cultural' may not be the most appropriate, as it could be interpreted as referring to background or ethnicity rather than to artistic or intellectual activities. ○ Code 6: this code seemed unclear, as it does not relate directly to interest. Visiting heritage sites for career purposes does not necessarily indicate a genuine level of interest, for example, someone might visit a site to advance their career without having any personal interest in it.
<p>R1 recommendations</p> <ul style="list-style-type: none"> ● Code 6 – consider removing this code (to some degree this overlaps anyway with code 5). ● Code 1 – consider removing cultural from the response option.
<p>Updates for R2</p> <p>WHYNOHER [Multi coded]</p> <p>What are your reasons for not being interested in visiting heritage sites or places of historic interest?</p> <p>Select all that apply</p> <ol style="list-style-type: none"> 1. These places do not match my own interests or preferences 2. These places are too academic for me 3. The people who visit these places are not like me 4. I don't know enough about what places there are to visit 5. I don't think visiting these places would be of any value for me or my family 6. My family, friends or community would not be supportive of me visiting these places 7. I was not encouraged to visit these places as a child 8. I used to visit these places for my health or wellbeing but stopped as I now feel better 9. I'm just not interested in visiting these places 10. Some other reason 11. No reason in particular
<p>R2 Findings</p> <ul style="list-style-type: none"> ● No participants in R2 were routed to this question.
<p>Final recommendations</p> <ul style="list-style-type: none"> ● Keep wording from R2.
<p>Final wording</p> <p>DCMS agreed with Verian's final recommendation to use the wording from R2.</p>

ASK ALL

SSBETHORSE2 [Single coded]

In the last 12 months, have you placed a bet on a horse race?

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1. Yes
2. No
999. Don't know

R1 Findings
<ul style="list-style-type: none"> • Respondents found this question straightforward and easy to answer. • Respondents tended to think primarily about online betting when answering this question (and some referred to a specific event, namely the Grand National).
R1 recommendations
<ul style="list-style-type: none"> • Retain existing wording.
Update for R2
<ul style="list-style-type: none"> • N/A
Final recommendations
<ul style="list-style-type: none"> • No changes.
Final wording
No changes were applied to this question and the original wording from R1 was used in the final questionnaire.

Ask only if SSBETHORSE2 = 1

SSBETHORSEWAY [Multi coded]

And in the last 12 months, in which of these ways have you placed a bet?

Select all that apply

1. Online, for example through a website or app
2. In person at the racecourse with an on-course bookmaker or self-service terminal
3. In a betting shop
4. In another way (please type in) **Open *Fixed*
5. None of these **Fixed *Exclusive*

R1 Findings
<ul style="list-style-type: none"> • Respondents felt that the list of answer options was clear and covers all ways of placing bets – nothing missing.
R1 recommendations
<ul style="list-style-type: none"> • Retain existing wording. • No need to test for R2.
Update for R2
<ul style="list-style-type: none"> • Not included for testing in R2.
Final recommendations
<ul style="list-style-type: none"> • No changes.

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Final wording

No changes were applied to this question and the original wording from R1 was used in the final questionnaire.

Ask only if SSBETHORSEWAY = 1 OR 4

SSBETHORSEONLPER [Single coded]

And in the last 12 months, have you placed an **online** bet on a horse race at an event you attended **in person**, either while you were at the event or before arriving?

1. Yes
2. No
999. Don't know

R1 Findings

- This question was somewhat problematic and seemed to cause some confusion.
- Respondents generally understood the difference between placing a bet online vs. in person but were unsure exactly what this question was asking in terms of the format and timing of placing the bet.
- Respondents commented that the wording is unclear due to the multiple different conditions.
- On probing, respondents felt that this question needs rewording to make it clearer, possibly splitting across multiple questions.
- A couple of respondents stated they were unsure what the text 'while you were at the event or before arriving' meant. These respondents understood the individual concepts of 'placing a bet online' and 'placing a bet at an event in person' but were a bit unclear as to whether the question was asking whether they'd done both things effectively at the same time (as the question states that it can be placed 'before arriving' at the event).
- The general feeling was that this question is open to multiple interpretations.

R1 recommendations

- Suggest rewording the question as below to provide some clarification.
- Suggest splitting the 'yes' code, to underline the distinction between 'at the event' and 'before the event'.
- Retest at R2.

Updates for R2

Ask only if SSBETHORSEWAY = 1 OR 4

SSBETHORSEONLPER [Single coded]

And in the last 12 months, have you placed an **online** bet on a horse race at an event you attended **in person** ~~either while you were at the event or before arriving?~~ This could be either while you were at the event or prior to arriving at the event.

1. Yes – while attending the event
2. Yes – prior to attending the event
3. No
999. Don't know

R2 Findings

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<ul style="list-style-type: none"> • Participants that were routed to this question found it straightforward. • They understood that the question was asking them about placing a bet online for an event attended in person.
Final recommendations
<ul style="list-style-type: none"> • Simplify wording slightly as suggested below.
Final suggested wording
<p>Ask only if SSBETHORSEWAY = 1 OR 4 SSBETHORSEONLPER [Single coded] And in the last 12 months, have you placed an online bet on a horse race at an event you attended in person? This could be either while you were at the event or before you arrived prior to arriving at the event.</p> <ol style="list-style-type: none"> 1. Yes – while attending the event 2. Yes – before arriving at the event 3. No
Final wording
DCMS agreed with Verian's final suggested wording.

ASK ALL

QUALSED [Multi coded]

Which of the following educational qualifications do you have for which you received a certificate?

Please select all that apply.

Higher education

1. Higher degree (for example Master's or PhD)
2. Undergraduate degree (for example a BA or BSc)
3. Other Higher Education below degree level

AS, A level or equivalent

4. 2 or more A levels, 4 or more AS levels
5. 1 A level, 2-3 AS levels

NVQ or equivalent

6. NVQ level 3, BTEC National, OND or ONC, City and Guilds Advance Craft
7. NVQ level 2, BTEC General, City and Guilds Craft
8. NVQ level 1

GCSEs or equivalent

9. 5 or more GCSEs (A* to C, 1 to 9), O levels (passes) or CSEs (grade 1)
10. Any other GCSEs, O levels or CSEs (any grades) or Basic Skills course

Other or no qualifications

11. Any other qualification, equivalent unknown
12. No qualifications
98. Don't know

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<p>R1 Findings</p> <ul style="list-style-type: none"> • This question was generally unproblematic, and respondents were familiar with the qualifications. • A couple of respondents commented that they had to reread the question and think about all the qualifications they hold (as in their experience from other surveys, they were 'normally' asked about their highest qualification).
<p>R1 recommendations</p> <ul style="list-style-type: none"> • Suggest asking about the highest qualification held only.
<p>R2 Findings</p> <ul style="list-style-type: none"> • Despite the adjustment to ask about highest qualification only, one respondent was still unsure whether they should provide just their highest or all their qualifications. • One respondent held a Postgraduate Certificate of Education (PGCE) and wasn't sure where this fit in the existing answer options.
<p>Final recommendations</p> <ul style="list-style-type: none"> • Recommend retaining the question as multi-coded and collecting all qualifications as it is useful to have data on different paths through education. • Include the word 'postgraduate' in the first answer code and remove 'Higher' as it may be confused with HNCs HNDs which are levels 4 and 5 respectively (equivalent to answer codes 3 and 4 on the answer list). • Other changes to remove bracketing for accessibility reasons.
<p>Final suggested wording</p> <p>QUALSED [Multi coded]</p> <p>Which of the following educational qualifications do you have for which you received a certificate?</p> <p>Please select all that apply.</p> <p>Higher education</p> <ol style="list-style-type: none"> 1. Postgraduate degree, for example Master's or PhD 2. Undergraduate degree, for example a BA or BSc 3. Other Higher Education below degree level <p>AS, A level or equivalent</p> <ol style="list-style-type: none"> 4. 2 or more A levels, 4 or more AS levels 5. 1 A level, 2-3 AS levels <p>NVQ or equivalent</p> <ol style="list-style-type: none"> 6. NVQ level 3, BTEC National, OND or ONC, City and Guilds Advance Craft 7. NVQ level 2, BTEC General, City and Guilds Craft 8. NVQ level 1 <p>GCSEs or equivalent</p> <ol style="list-style-type: none"> 9. 5 or more GCSEs A* to C, 1 to 9, O levels passes or CSEs grade 1 10. Any other GCSEs, O levels or CSEs at any grades or Basic Skills course <p>Other or no qualifications</p> <ol style="list-style-type: none"> 11. Any other qualification, equivalent unknown 12. No qualifications

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98. Don't know

Final wording**DCMS agreed with Verian's final suggested wording.**

ASK ALL

CARE [Single coded]

Have you spent any time in care as a child (under the age of 18)?

(This could be care approved through a court order or voluntary basis and be provided by the state, voluntary or private sector. It includes a wide range of accommodation outside the immediate or extended family)

1. Yes
2. No
3. Prefer not to say

ASK ALL

CARELEAVER [text]

A care leaver is a young person aged 16 to 25 years old who has been 'looked after' for at least 13 weeks at some point after their 14th birthday.

Ask only if CARE = 1

CARELEAVER [Single coded]

Did you ever live with foster parents or in children's residential care after your 14th birthday?

1. Yes
2. No
3. Prefer not to say

Ask only if CARELEAVER = 1

CARELEAVERTIME [Single coded]

long did you live with foster parents or in children's residential care after your 14th birthday?
Was it...

1. ...Less than 13 weeks (i.e. less than 3 months)
2. ...13 weeks or more (i.e. 3 months or more)
3. Don't know / can't remember

R1 Findings

- Despite the sensitive nature of this question, respondents felt that the question and explanatory text made sense and did not generally feel uncomfortable answering this (although none of the participants included in the R1 testing reported having been in care).
- One respondent commented that this may trigger someone who has been in care, so thought it would be good to have a note included in the actual questionnaire referring to the sensitivity/confidentiality of the subject matter at this question.

R1 recommendations

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<ul style="list-style-type: none"> • N/A
Suggested wording update for R2 <ul style="list-style-type: none"> • N/A
R2 findings <ul style="list-style-type: none"> • No participants were routed to this block of questions in R2. • We did ask two participants to look at the CARELEAVER definition: one respondent had known someone in care and reported that they had not heard this term before, although they found the definition easy enough to understand. The other respondent question whether it was a legitimate term and reported that they felt the term 'care leaver' was contradictory as it suggests people leaving care rather than remaining in care after a certain age.
Final recommendations <ul style="list-style-type: none"> • These questions were not included in the 2025/26 fieldwork as they require further testing with care leavers.