

ANNEX

Analysis by question:

Q4 – CARTS1PARTIMP

Now thinking about the event(s) you have attended in the last 12 months

What impact did attending have on you?

Select all that apply.

1. I met new people or made friends
2. I spent time with friends or family
3. I became more actively involved with or felt more connected to the local community
4. I learnt about the past, heritage, history or culture
5. I developed a new passion, interest or hobby or returned to a previous one
6. I expanded or increased my knowledge
7. I made lasting memories
8. My physical health has improved
9. My wellbeing or mental health has improved
10. I felt less lonely or isolated
11. Something else (please type in)
12. None of these

R1 Findings

- This question is being tested as a follow-up the existing CARTS1 question 'In the last 12 months which of the following events have you attended in person in England?'
- There was variation in how respondents interpreted the answer codes at this question.
- Code 4 – 'History' and 'heritage' were understood to have separate distinct meanings. Heritage was interpreted as the past of the person individually, their family tree or from their close environment, for example one respondent said, "...heritage is more personal. It's about people. That's how I would see heritage. It's what sort of belongs to people, whereas history is more like documenting events".
- History was seen as the past in a broader and more detached context, as opposed to directly relating to the respondent, for examples respondents said, "...whereas history is broad and it involves everyone" "History feels like it's sort of colder. It's just events that happen."
- Code 4 – 'Past' and 'History' were interpreted as meaning the same thing.
- Code 7 – Respondents were prompted to recall their own memories here and some mentioned personal topics of nostalgia, the activity having brought back memories, as well as making new ones.
- Codes 8 and 9 – responses suggested improvement in mental health could be due to getting out of the house and socialising rather than the activity itself: "actually, on the path to fixing a mental health problem I've had for 20 plus years. And that's a direct result of my involvement with arts and culture".

R1 recommendations

- Code 4 - History and Heritage were interpreted differently. These could be divided into two different codes depending on what is being measured. 'Past' could also be removed.
- Respondents at code 8 may understand it as referring to mental health as well before reading code 9. We would suggest making the words 'Physical' and 'wellbeing and mental health' bold.
- There is the potential to change code 7 to read: 'I made lasting memories or remembered things from my past'

Updates for R2

~~Now thinking about the event(s) you have attended~~ You said you attended the following events in the last 12 months:

[LIST OF EVENTS FROM CARTS1]

What impact did attending these events have on you?

Select all that apply.

1. I met new people or made friends
2. I spent time with friends or family
3. I became more actively involved with or felt more connected to the local community
4. I learnt about ~~the past~~, heritage, history or culture
5. I developed a new passion, interest or hobby or returned to a previous one
6. I expanded or increased my knowledge
7. I made lasting memories or remembered things from my past
8. My physical health has improved
9. My wellbeing or mental health has improved
10. I felt less lonely or isolated
11. Something else (please type in)
12. None of these

Question used in R2

You said you attended the following event(s) in the last 12 months.

[REMIND RESPONDENT WHAT THEY SAID AT Q3]

What impact did attending these events have on you?

Select all that apply.

1. I met new people or made friends
2. I spent time with friends or family
3. I became more actively involved with or felt more connected to the local community
4. I learnt about the past, heritage, history or culture
5. I developed a new passion, interest or hobby or returned to a previous one
6. I expanded or increased my knowledge
7. I made lasting memories
8. My physical health has improved
9. My wellbeing or mental health has improved
10. I felt less lonely or isolated
11. Something else (please type in)
12. None of these

R2 Findings

- Some respondents thought about external factors rather than what they had selected in the previous question when answering this question (such as their choir group or their career).
- The answer list felt long to some respondents.
- 'Heritage' was understood in a variety of ways, for example, eras such as Vikings or Tudors, or what is special and unique about our country.
- 'Past' was understood as the lifestyle and survival of people before us.
- 'History' was similarly understood as what took place before and how.
 - There is still overlap in the ways that people define the past and history in their own words. Heritage and culture are understood more broadly and separately to history.
- Codes 8 and 9 were understood well by respondents. Physical health felt less relevant than wellbeing and mental health for some respondents. But others talked about increasing their step count and getting out the house when selecting this code.
 - "I slightly hesitated on physical health improved because I think on cultural events... it tends to be more mental than physical."

Final recommendations

- Display the answers from CARTS1.

Updates for main questionnaire

~~Now thinking about the event(s) you have attended~~ You said you attended the following events in the last 12 months:

[LIST OF EVENTS FROM CARTS1]

What impact did attending these events have on you?

Select all that apply.

1. I met new people or made friends
2. I spent time with friends or family
3. I became more actively involved with or felt more connected to the local community
4. I learnt about the past, heritage, history or culture
5. I developed a new passion, interest or hobby or returned to a previous one
6. I expanded or increased my knowledge
7. I made lasting memories
8. My physical health has improved
9. My wellbeing or mental health has improved
10. I felt less lonely or isolated
11. Something else (please type in)
12. None of these

Q4b - CARTS1FREQ

In the last 12 months would you say you have attended cultural events...

1. More often than in previous years
2. Less often than in previous years
3. About the same as in previous years
4. Don't know

R1 Findings

- The 12-month time frame was not salient to all respondents; some found it difficult to identify whether events happened within that period. "It was a little challenging thinking back due to lots of changes in life".
- Respondents referred to key events in their life to identify events within the time frame of 12 months. An example of this was the time a respondent actively decided to attend more social engagements and events to help with isolation, depression and other health-related issues. Another respondent referenced the time within the last 12 months that they had started counselling.
- More clarification as to what 'cultural events' entails may help respondents understand what to include. For example, a respondent struggled with identifying the 'event' as their example was a programme of events over a long period of time. This was a project called 'Time to Write' that ended in an event people attended.

R1 recommendations

- Possibly add more clarification on what qualifies as a 'cultural event' for the purposes of this question.
- Remove repetition from the response options by bringing the wording 'in previous years' into the question stem (and make the question a definitive question rather than running into the response options).

Updates for R2

In the last 12 months would you say you have attended cultural events **more often or less often than in previous years...**

1. More often ~~than in previous years~~
2. Less often ~~than in previous years~~
3. About the same ~~as in previous years~~
4. Don't know

Question used in R2

All suggested changes were implemented for R2.

R2 Findings

- Respondents found it easier to think back over more salient experiences or periods of time (such as a change in lifestyle) and that helped them to compartmentalise their time.
- Whilst most found this question relatively straightforward to answer, one respondent did struggle with the wording, and found it easier to compare based on years. They answered this question by comparing 2026 (current year) to 2025.

When comparing the last 12 months with previous years, respondents were likely to consider the last few years overall rather than a year-on-year comparison: "I've probably thought back to about the past three or four years."
Final recommendations This question could be a candidate for removal depending on what DCMS and ACE would like to measure. It may not be a strong measure of uptake in cultural events.

Q4c – CARTS1PREV

You said that you did not attend any cultural events in the last 12 months. Thinking further back, did you previously attend cultural events?

1. Yes
2. No
3. Can't remember

R1 Findings
This question was not tested as every respondent had attended at least one cultural event in the last 12 months.
R1 recommendations Recruit respondents for Round 2 who have not attended a cultural event in the last 12 months
Updates for R2 No updates
R2 Findings Despite screening aimed at capturing people who would answer this, the question was not tested as all respondents subsequently said they had attended at least one cultural event at CARTS1. A very similar question, CARTS2PREV, was tested (see below).
Final recommendations No updates.

Q6 – CARTS2PARTIMP

Now thinking about the things you have done in England in the last 12 months.

[LIST OF ACTIVITIES FROM CARTS2]

What impact did doing these things have on you?
Select all that apply.

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

R1 Findings

- This question is being tested as a follow-up the existing CARTS2 question 'In the last 12 months, which of these things have you done in England either at home or away from home? [LIST OF ARTS AND CULTURAL ACTIVITIES]'
- Respondents found this question easy to understand, although there were comments that it is similar to CARTS1PARTIMP (above).
- Respondents included learning practical skills and developing cognitive skills at code 4. Examples of practical skills were learning instruments, poetry, creative writing and pottery. An example of a cognitive skill developed here was becoming more questioning of media sources.
- Code 10 was selected frequently with respondents using these activities to actively involve themselves and socialise more. Positive impacts included improvement in symptoms of depression, and encouraging reintegration after a period of isolation. For one respondent, attending poetry events directly lead to their diagnosis of ADHD, and their path to improving their overall lifestyle.

R1 recommendations

- Similar to CARTS1PARTIMP, codes 9 and 10 may benefit from having the words 'physical health' and 'wellbeing and mental health' in bold text.
- Codes 4 and 7 may overlap in meaning so there is the potential to combine them into a single code.
- Update code 8 in line with CARTS1PARTIMP

Updates for R2

Now thinking about the things you have done in England in the last 12 months.

[LIST OF ACTIVITIES FROM CARTS2]

What impact did doing these things have on you?

Select all that apply.

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

Question used in R2

Now thinking about the things you have done in England in the last 12 months.

[REMIND RESPONDENT WHAT THEY SAID AT Q5]

What impact did doing these things have on you?

Select all that apply.

1. I met new people or made friends
2. I spent time with friends or family
3. I became more actively involved with or felt more connected to the local community

4. I learnt new skills or made use of existing ones
5. I developed a new passion, interest or hobby or returned to a previous one
6. I developed skills that advanced or changed my career
7. I expanded or increased my knowledge
8. I made lasting memories
9. My physical health has improved
10. My wellbeing or mental health has improved
11. I felt less lonely or isolated
12. Something else (please type in)
13. None of these

R2 Findings

- For one respondent, their career in art was the main focus when thinking about their answers.
- Response strategies included reading the answer list and retro-fitting activities to these, rather than thinking about the things they had selected at the previous question and if they had led to the listed outcomes. This may be a result in the challenge of the task or the length of the question.
- Most respondents reported that 'in England' had little impact on how they answered the question.
- The question felt repetitive to the previous loop at CARTS1: "Very similar to that one we did before... It's almost like the same question coming up again for me".

Final Recommendations

- A broad range of activities are covered in CARTS2 so the follow-up questions will be more general than specific to what respondents have selected. It may be difficult to combine the follow-ups to CARTS1 and CARTS2 into one set of questions as the answers will become even more general.
- Display the answers from CARTS2.

Updates for main questionnaire

~~Now thinking about the things you have done~~ You said you did the following things in England in the last 12 months:

[LIST OF ACTIVITIES FROM CARTS2]

What impact did **doing these things** have on you?

Select all that apply.

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

Q7 – CARTS2FREQ

In the last 12 months would you say you have participated in arts activities...

1. More often than in previous years
2. Less often than in previous years
3. About the same as in previous years
4. Don't know

R1 Findings

- This question heavily overlapped with CARTS1FREQ, with respondents repeating the answer they gave previously.
- Respondents referenced the time they remembered making an active effort to attend, socialise and improve mental health when selecting code 1.

R1 recommendations

Remove repetition from the response options by bringing the wording 'in previous years' into the question stem (and make the question a definitive question rather than running into the response options).
Updates for R2 In the last 12 months would you say you have participated in arts activities more often or less often than in previous years... 1. More often than in previous years 2. Less often than in previous years 3. About the same as in previous years 4. Don't know Question for R2 All suggested changes were implemented for R2.
R2 Findings - This question was also felt to be repetitive to the previous loop at CARTS1: "that's the same... again, it's similar to the one we had a couple of questions ago". - This question felt more difficult for some respondents, who started to think more generally across CARTS1 and CARTS2 when answering rather than the specific activities from CARTS2. - The range of activities included in CARTS2 made this follow-up more difficult for some respondents. For example, one respondent had selected code 2 (Read books, graphic novels or magazines) code 9 (Photography as a hobby) and code 10 (Read news in a national printed newspaper) which were less like activities that could be quantified but more things that were done in their own time. - The same confusion with question wording took place here, where the respondent answered thinking about 2026 compared to 2025 rather than the last 12 months compared to previous years.
Final Recommendations Same as CARTS1FREQ.

Q7b – CARTS2PREV

You said that you did not participate in any arts activities in the last 12 months. Thinking further back, did you previously participate in arts activities?

1. Yes
2. No
3. Can't remember

R1 Findings
This question was not tested as every respondent had participated in at least one arts activity in the last 12 months.
R1 recommendations
Recruit respondents for Round 2 who have not participated in any arts activities in the last 12 months
Updates for R2
No updates
R2 Findings
- This question was answered by one respondent. - No issues answering this question, it was easy to think back based on events that took place in the past and compare to now. - Previous activities included theatre, church and village hall events. Decline in participation was attributed to lack of proximity and difficulty parking.
Final recommendations
No changes.

NOTE: Whilst we expect the routing for the following three questions to be restricted to only some of the answers selected at Q9 – ARTPARTIMP in the main survey in year 2, for the purposes of the cognitive testing, these questions were asked of any respondent who did not select code 16 'None of these'.

Please see the R2 reporting of individual questions for the suggested filtering to be applied in the main survey.

Q10 - ARTPARTIMPH

Has taking part led to any of the following health-related changes?

Select all that apply.

1. Positive change in your weight
2. Reduction in aches and pains
3. Improved energy levels
4. Better quality sleep
5. Improved mobility
6. Improved sense of body image or pride in appearance
7. Stopped or reduced medication(s) or treatment
8. Some other health related change (please type in)
9. None of these

R1 Findings

- This question was generally well-received, with respondents feeling that the breadth of answer options was sufficient and nobody selecting the other specify answer code.
- Interpretations of 'Improved energy levels' included getting out and breathing fresh air, doing something that is positive, and feeling energised when attending events.
- Definitions of better-quality sleep were sleep that is less disturbed and getting more sleep by going to bed earlier, both of which fit into what is being measured with this answer code.
- There was a mixed reception to code 6 and the reference to 'body image' with respondents happy to be able to select it and talk about the positive lifestyle changes they have made, but others positing that it seemed "out of place" for this question.
- There are a few recommendations to adjust the wording slightly to make things clearer for respondents.

R1 recommendations

- A small change to the question stem, and potentially to tailor it for the main survey dependent on answers given at ARTPARTIMP.
- Adjust a few of the answer codes to be in the first person.

Updates for R2

Has taking part led to any of the following ~~health-related~~ changes **to your health**?

Select all that apply.

1. Positive change in ~~your~~ **my** weight
2. Reduction in aches and pains
3. Improved energy levels
4. Better quality sleep
5. Improved mobility
6. Improved sense of body image or pride in appearance
7. Stopped or reduced medication(s) or treatment
8. ~~Some other health-related change~~ **Another change to my health** (please type in)
9. None of these

Question used in R2

Has taking part led to any of the following changes to your health?

Select all that apply.

1. Positive change in your weight
2. Reduction in aches and pains
3. Improved energy levels
4. Better quality sleep
5. Improved mobility
6. Improved sense of body image or pride in appearance
7. Stopped or reduced medication or treatment plan
8. Another health-related change (please type in)
9. None of these

R2 Findings (findings apply to the next two questions as well (ARTPARTIMPW, ARTPARTIMPP))

- There was a suggestion that the use of 'led to' in the question stem implied direct correlation between the classes and courses people participated in and the outcomes in the answer codes, whereas the changes might be down to lifestyle in general. The question could also be reframed to cover maintenance rather than changes e.g. participation maintains good energy levels.
- As with R1, respondents were not certain which activities to consider when responding to this question.

Final recommendations

- Build into the question stem the list of answers from ARTPART12.
- Consider whether the question should be reframed to allow for indirect correlation and maintenance to be covered as well.
- Update the wording to answer codes 1 and 8.
- Suggested filtering for this question – respondents who code the following at ARTPARTIMP:
 11. *My physical health has improved*
 12. *My wellbeing or mental health has improved*
 13. *I felt less lonely or isolated*
 14. *I made fewer visits to the GP, doctor or other health professional*

Q11 - ARTPARTIMPW

And has taking part resulted in any of the following emotional or psychological changes?

Select all that apply.

1. Feeling less anxious, guilty, angry or depressed
2. Increased confidence, enjoyment or ability to focus
3. Greater ability to relax
4. Increased personal resilience or self-awareness
5. Feeling more supported, encouraged or listened to
6. Feeling less overwhelmed

7. Feeling more hopeful
8. Increased trust in others
9. Stopped or reduced medication or treatment plan
10. Some other emotional or psychological change (please type in)
11. None of these

R1 Findings

- Given that in the cognitive testing, respondents had already been asked about attendance to arts and cultural events and the impact of arts and culture participation, one respondent needed a reminder of what exactly we were referencing here before answering the question.
- While most of the answer options at this question were clear to respondents, a few did present challenges or different interpretations.
- Code 2 ('Increased confidence, enjoyment or ability to focus') evoked a broad range of feelings including meeting new people, performing musical pieces in front of others, and overcoming symptoms of ADHD.
- Definitions of 'personal resilience' (code 4) given by respondents were persevering where you might once have given up, and self-confidence.
- Code 8 – 'Increased trust in others' was quite confusing for respondents as they weren't sure in whom their trust might have increased. This ranged from people they had met in the groups and classes they had joined, to friends and family.

R1 recommendations

- Include in the question a reminder of what we are asking respondents to think about when answering.
- Code 4 is quite broad and asks about two distinctive things. Personal resilience also has some overlap with code 2 'Increased confidence, enjoyment or ability to focus. We would recommend that code 4 be limited to 'self-awareness'.
- If we are to retain code 8 'Increased trust in others', we would recommend either clarifying who we are asking about or making it clearer that it is a very general statement. We have included three options below with the intention for one to be selected for inclusion.
- A slight change to the question stem and the other specify answer code for clarity and consistency.

Updates for R2

You said you had participated in the following in the last 12 months:

[LIST ANSWERS FROM ARTPART12]

And has taking part resulted in any of the following emotional or psychological changes?

Select all that apply.

1. Feeling less anxious, guilty, angry or depressed
2. Increased confidence, enjoyment or ability to focus
3. Greater ability to relax
4. Increased ~~personal resilience~~ or self-awareness
5. Feeling more supported, encouraged or listened to
6. Feeling less overwhelmed
7. Feeling more hopeful
8. ~~Increased trust in others~~
Increased trust in people
Increased trust in new people I meet
Increased trust in family and friends
9. Stopped or reduced medication or treatment plan
10. ~~Some~~-Another emotional or psychological change (please type in)
11. None of these

Question used in R2

Has taking part led to any of the following emotional or psychological changes?

Select all that apply.

1. Feeling less anxious, guilty, angry or depressed
2. Increased confidence, enjoyment or ability to focus
3. Greater ability to relax
4. Increased self-awareness
5. Feeling more supported, encouraged or listened to
6. Feeling less overwhelmed
7. Feeling more hopeful
8. Increased trust in others
9. Stopped or reduced medication or treatment plan
10. Another emotional or psychological change (please type in)
11. None of these

R2 Findings

- Probing on answer code 5 did not result in respondents including trust, which should therefore be retained as a standalone answer (code 8).
- However, trust continues to be framed around other respondents in the classes and courses respondents attend.
- There was some discussion about the inclusion of an answer code covering “feeling happier and being in a better mood”.

Final recommendations

- Build into the question stem the list of answers from ARTPART12.
- Amend code 8 to be more specific about who 'others' are e.g. 'Trust in the people I meet through these activities'
- Monitor 'other specify' responses for answers around happiness and mood and add a new answer code if there is demand.
- Suggested filtering for this question – respondents who code the following at ARTPARTIMP:
 1. *I met new people or made friends*
 2. *I spent time with friends or family*
 3. *I became more actively involved with or felt more connected to the local community*
 8. *I developed skills that advanced or changed my career*
 10. *I made lasting memories*
 11. *My physical health has improved*
 12. *My wellbeing or mental health has improved*
 13. *I felt less lonely or isolated*
 14. *I made fewer visits to the GP, doctor or other health professional*

Q12 - ARTPARTIMP

And has taking part resulted in any of the following?

Select all that apply.

1. Greater confidence in making positive decisions
2. Improved problem-solving ability
3. Feeling better informed or more knowledgeable
4. Feeling more able to manage daily activities or more in control
5. Feeling more motivated
6. Increased sense of personal fulfilment
7. Feeling enlightened or inspired
8. Increased engagement with your spiritual or religious beliefs
9. Improved concentration
10. Something else (please type in)
11. None of these

R1 Findings

- Respondents felt comfortable answering this question and felt that perhaps it was the logical culmination of the two questions that preceded it.
- There was a positive response to the inclusion of code 8 'Increased engagement with your spiritual or religious beliefs' at this question, although it was felt that there might be some overlap with the use of the word 'enlightened' at answer code 7: "Pretty similar, because I see enlightenment as quite a spiritual thing. So, I sort of felt like they were a bit lumped in together."
- 'Personal fulfilment' at answer code 6 was interpreted variously as performing at a concert or creating something in a workshop, a sense of achievement, and seeking out things that are meaningful and integrating them into life.

R1 recommendations

- Due to the overlap with code 8 'Increased engagement with your spiritual or religious beliefs', we would recommend removing the word 'enlightened' from answer code 7.
- Adjust code 8 to be in the first person.
- As with ARTPARTIMPW, a slight change to the question stem for clarity and consistency.

Updates for R2

And has taking part ~~resulted in~~ **led to** any of the following?

Select all that apply.

1. Greater confidence in making positive decisions
2. Improved problem-solving ability
3. Feeling better informed or more knowledgeable
4. Feeling more able to manage daily activities or more in control
5. Feeling more motivated
6. Increased sense of personal fulfilment
7. Feeling ~~enlightened~~ or inspired
8. Increased engagement with ~~your~~ **my** spiritual or religious beliefs
9. Improved concentration
10. Something else (please type in)
11. None of these

Question used in R2

And has taking part led to any of the following?

Select all that apply.

1. Greater confidence in making positive decisions
2. Improved problem-solving ability
3. Feeling better informed or more knowledgeable
4. Feeling more able to manage daily activities or more in control
5. Feeling more motivated
6. Increased sense of personal fulfilment
7. Feeling enlightened or inspired
8. Increased engagement with my spiritual or religious beliefs
9. Improved concentration
10. Something else (please type in)
11. None of these

R2 Findings

- As with R1, respondents saw overlap between answer codes 7 and 8, especially in relation to the word 'enlightened':
 - "Enlightened is quite a religious, spiritual thing and I don't feel like I would be justified in using that word".

Final recommendations

- Build into the question stem the list of answers from ARTPART12.
- Remove the word 'enlightened' from answer code 7: 'Feeling inspired'.
- Suggested filtering for this question – respondents who code the following at ARTPARTIMP:
 4. *I learnt about the past, heritage, history or culture*
 5. *I benefited from visiting a spiritual place or one of religious significance*
 6. *I learnt new skills or made use of existing ones*
 7. *I developed a new passion, interest or hobby or returned to a previous one*
 8. *I developed skills that advanced or changed my career*
 9. *I expanded or increased my knowledge*
 11. *My physical health has improved*
 12. *My wellbeing or mental health has improved*
 13. *I felt less lonely or isolated*
 14. *I made fewer visits to the GP, doctor or other health professional*

NOTE: Overall, whilst the three questions (ARTPARTIMPH, ARTPARTIMPW, and ARTPARTIMPP) have considerable overlap, respondents didn't find them cognitively burdensome to answer consecutively. When probed, one respondent commented that this might be because the activities she has participated in have had a positive impact on her and therefore, she is happy to answer questions about them. However, another did point out that her dyslexic partner might struggle with long lists of answer codes in short succession.

Q13 - CREOPPS

To what extent do you agree or disagree with the following statement...

'In my day-to-day life, I have the opportunity to be creative'

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

R1 Findings

- There was evidence of confusion here about the difference between 'having the **opportunity** to be creative' and actually '**being** creative'. Responses commonly focused on ways in which respondents felt they were creative rather than the opportunities available to them. This gives rise to difficulties in interpreting the data, as it is not clear what is being measured and exactly what agreement/disagreement means in this context.
- We uncovered many and varied interpretations of being 'creative' – examples cited included: music, singing, writing, poetry, painting, crafts, decorating and sport.
- When thinking about creativity, respondents referred to what they do at work and answered this question within the confines of what they do for a job. Quote: *"For a living, I write. So sometimes my writing involves being creative."*
- There was a potential issue with the interpretation of 'in day-to-day' life. This naturally led respondents with jobs to thinking about their time 'at work' (which is what much of their day-to-day comprises). Where these respondents' jobs didn't allow opportunity for creativity, they tended to downplay the opportunities available to them when answering this question, although it was evident from probing that opportunities were available.
- In terms of barriers when it comes to opportunities to be creative, respondents cited the following issues:
 - Nature of job: for respondents who work, there was a focus on their working life and a feeling that their careers that don't allow for creativity. Quote: *"if I did something different [as a job], my creativeness would come through"*

- Time and cost factors were also deemed to be potential barriers in terms of pursuing opportunities to be creative. Quote: *"To Durham, it cost us £200 return...cost of transport within the UK is very expensive."*

R1 recommendations

- Confirm if the focus of this question is to capture whether there are outlets available in their local area for people to be creative – or to identify whether people proactively take up these opportunities.
- Consider replacing the phrase 'in my day-to-day life' with 'in my life in general'. Alternatively, add some explanatory text to explain that day-to-day life can include either 'at work/in your career' or 'in your personal life'.
- In the interests of accessibility, add a question mark at the end of the question (rather than three dots).

Updates for R2

Recommended updates to be provided once we have feedback on what this question is aiming to measure (as per 'recommendations' section above). There may be a potential need here to cover this subject across two questions (concerning availability of opportunities locally and level of uptake [and possible reasons for not doing so]).

Questions used in R2

Q13 - CREOPPS

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

'In my life in general, I have the opportunity to be creative'

Please think about both your personal life, and your work and career, when answering.

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

Q13b - CREOPPSLOC

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

'There are opportunities in my local area to take part in creative activities'

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

R2 Findings

Q13 - CREOPPS

- Overall, the updated wording at Q13 seemed to work better than the R1 version, in that the revised version refers to 'life in general', and prompted respondents to think about opportunities to be creative in an overall sense. The inclusion of a reference to both personal and working life was also helpful in providing some context.
- Respondents commented that in general, they are offered opportunities for creativity in their personal life more so than in their working life – many careers do not provide the chance to be creative.
- R2 testing revealed evidence of some uncertainty as to the specific definition of 'creative', with respondents referring to the fact that 'creativity' is a very broad term: "'Creative' is a really broad term. It could mean basically anything. But to me, I would say content creation. So that could be art, music, video."
- Respondents suggested that it would be helpful to specify examples of what it means to be creative: "Does it mean to make something, or be something, or do something?"

Q13b - CREOPPSLOC

- R2 testing indicated that in general, answers at this question were very similar (if not the same) as those at the previous version (Q13).
- It was evident from the testing that in some cases, respondents tended to think specifically about activities that are of interest to them, rather than considering opportunities that might be available in a wider sense.
- One respondent commented that this question was harder to answer than the previous version (Q13) due to the rural location and lack of young people: "If you want activities, you have to drive to these areas or drive somewhere that has these activities."

Final recommendations

Q13 - CREOPPS

- Recommend dropping this question, as data from existing questions CARTS2 and ARTPART12, along with identifying the level of opportunities available in the local area at CREOPPSLOC, would provide data on whether respondents have opportunities to be creative in their lives.

Q13b - CREOPPSLOC

- Retain CREOPPSLOC over CREOPPS – see comment above.
- Confirm if there is a need to follow up on this question and additionally capture the level of uptake on these opportunities.

- As this question is looking to measure the level or volume of available opportunities, as opposed to gauging attitude, we'd recommend revising the answer options as per the below:

Q13b - CREOPPSLOC

As far as you are aware, are there opportunities in your local area to take part in creative activities?

1. Yes - lots
2. Yes - some
3. Yes – a few
4. No – none that I know of
5. Don't know

Q14 – ARTOPPS

To what extent do you agree or disagree with the following statement...

'I have opportunities to take part in arts activities if I want to'

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

R1 Findings

- Cognitive testing didn't identify any major issues with this question.
- Two relatively minor themes that emerged were:
 - As found at CREOPPS above, cost was cited as a barrier to taking part in arts activities.
 - The impression that awareness of arts activities is gleaned through social media channels. One respondent commented that as a non-user of social media, they had a lack of awareness to some degree of the different opportunities available.

R1 recommendations

- In the interests of accessibility, add a question mark at the end of the question (rather than three dots).
- Confirm whether this question should be included, as there is an element of overlap with CNARTP1/2 (which looks at reasons for non-participation in various arts and other activities). Is there scope to extend the answer lists at the existing questions (CNARTP1 & 2) and potentially add a code around 'lack of opportunities' to capture these responses.

Updates for R2

See comments in 'recommendations' section above.

Question used in R2

Question replaced with CREOPPSLOC (see feedback for this question above)

R2 Findings

ARTOPPS question not included at R2 cog testing

Final recommendations

- Question to be removed

Q15 – TRANSPROV

If public transport services in your local area were improved, what impact would this have on how often you go to arts or cultural events?

1. I would go a lot more often
2. I would go a little more often
3. It would not make any difference to how often I go
4. I prefer to travel by car or walk to these events rather than use public transport
5. Don't know

R1 Findings

- The majority of respondents (6 out of 8) answered this question with code 3 (it would not make any difference to how often I go). The remaining respondents answered with code 1 (would go a lot more) and code 4 (prefer to travel by car or walk).

Issues uncovered during testing were:

- **Overlap between options 3 and 4:** Respondents that would usually drive to these events commented during probing that they wouldn't use public transport, although notably most of these respondents didn't answer this question with code 4 (I would prefer to travel by car or walk), suggesting that this answer option was overlooked in some cases. On this basis, it could be argued that codes 3 and 4 essentially mean the same thing, as the quality of public transport services would have no bearing on attendance of such events for those who don't use public transport (i.e. 'it would make no difference, **because** I'd travel by car...').
- **Other barriers to attending arts and cultural events:** barriers to attending events were less about public transport services and more about issues around cost and the range of facilities/activities (or lack thereof) in the local area. Quote: "*Price [of entry] also makes a difference, because I have a kid and my wife, so probably costs a bit more, so something like a discount would help.*"
- **Difficulties in answering:** Answering this question proved somewhat problematic for respondents who do not use public transport (despite the presence of code 4). This question was also difficult to answer for those who felt that their current local transport service is already very good. In these instances, respondents couldn't

think of how it could be improved and therefore struggled to assess in a hypothetical sense how it might impact their level of attendance at events.

- **Comprehension of question:** There seemed to be evidence of the question being treated in two parts, with some respondents considering the concepts of 'improved transport services' and 'increased attendance of arts/cultural events' as two separate things (with the second not necessarily being dependent on the first). In general, the level of public transport service didn't seem to be deemed a barrier to going to arts and cultural events.
- **Local area interpretation:** Although all respondents seemed to answer this question in relation to their local transport services, definitions of their 'local area' varied, with some considering this their nearest town or city and others thinking of the wider area (their county). A couple of respondents remarked that they'd answered this within the context of the question (i.e. interpreted this as meaning the nearest area which would have provision for arts/cultural events). Quote: Local area defined as *"my nearest town of any particular size that has (because we're talking about cultural events) cinemas, theatres, art galleries"*.
- Interpretations of 'improved' (in terms of public transport services) included a more frequent service, better connections and lower costs or a free service laid on for events.

R1 recommendations

- Confirm if the focus of this question is concerned with frequency of attending events or barriers to attendance.
- Depending on the focus, options are to:
 - Include preceding questions (for filtering) asking whether respondents would like to attend these events more and/or whether the current level of public transport service impacts how often they attend (and potentially also which public transport factors impact on frequency of attendance).
 - Filter from existing question (code 6 'they are difficult to get to' at CNARTP1).
 - Capture this at CNARTP1 by extending code 6 to 'they are difficult to get to by public transport'
- If there is an interest in other barriers at this question, consider extending question wording to read 'if public transport services in your local area were improved or were more affordable...'.
 - Given the varied interpretations, we need to define 'local area' (maintaining consistency with the definition used elsewhere in questionnaire: '15-20 minute walk from your home').
 - Reword code 4 to read 'I don't use public transport to go to these events'

- Add code for 'I'm not interested in attending arts or cultural events'.

Updates for R2

Recommended updates to be provided once we have feedback on what this question is aiming to measure (as per 'recommendations' section above). There may be a potential need here to filter from earlier questions.

Further discussion around the focus of this question may be needed, but one suggestion would be to replace this question with one more tailored to public transport factors to assess the impact of changes to public transport on attendance within a wider context (as per example below):

Which, if any, of the following would make you more likely to attend arts or cultural events?

Select all that apply.

1. More frequent public transport
2. More affordable public transport
3. More reliable public transport
4. I'm not interested in attending arts or cultural events

Questions used in R2

Q15 - TRANSPROV

How easy or difficult is it for you to get to arts and cultural events using public transport?

1. Very easy
2. Fairly easy
3. Neither easy nor difficult
4. Fairly difficult
5. Very difficult
6. Don't know

Q15b - TRANSPROVFREQ

If it were easier for you to travel to arts and cultural events by public transport, would this affect how often you attend?

1. Yes, I would go a lot more often
2. Yes, I would go a little more often
3. No, it would not make a difference
4. No, I'm not interested in attending arts and cultural events
5. Don't know

R2 Findings

Q15 - TRANSPROV

- It was evident from testing that answers to this question may differ depending on whether the respondent was considering weekdays or weekends. Day of the week would impact responses (due to engineering works, reduced frequency of services on a Sunday etc.).

- It was felt in some cases that this question wasn't applicable, as these respondents don't use public transport, suggesting the need for an 'N/A' answer option. Two respondents living in rural areas were able to answer this question, but it was apparent that their reliance on car ownership impacted how they responded.

Q15b - TRANSPROVFREQ

- No issues in answering this from respondents' perspective (but refer to comments below in 'recommendations' section).

Final recommendations

Q15 – TRANSPROV

- Consider asking a follow-up question for those respondents who state that it is difficult, to check if that applies generally (i.e. at any time), or varies depending on time of day and/or day of the week.
- Include an additional 'not applicable' code for those who don't use public transport, as follows: 'N/A – doesn't apply to me / I do not use public transport'

Q15b – TRANSPROVFREQ

- Due to the highly hypothetical nature of this question (i.e. responses based on claimed vs. actual behaviour and responses based on unrealistic changes to public transport services), there is a question mark over the value of data collected here. As such, this question should be considered for removal.

Q16 – ORGGOALS

Arts and cultural organisations have many goals. If they had to choose, which TWO of the following do you think should be their top priorities?

1. Tackling their environmental impact
2. Making arts and culture accessible to everyone
3. Diversity and inclusion
4. Community wellbeing and social connections
5. Artistic quality and creative excellence
6. Don't know
7. Prefer not to say

R1 Findings

- Selecting just two answers was felt to be quite limiting, with some stating that they would have selected more if they'd been able to, as it was difficult to choose just two.
- Accessibility of arts and culture (answer option /goal 2) was considered to be one of the top priorities by the majority of respondents (chosen by 6 out of 8 respondents). Accessibility, however, appears to be less of a priority or concern for younger people when it comes to arts and cultural organisations. Goals 4

(community wellbeing) and 5 (artistic quality and creative excellence) were the next most commonly selected priorities, each chosen by half the respondents.

- No respondents selected goal 1 (tackling environmental impact) as one of the top priorities, despite this evidently (on probing) being an important issue for some.
- Respondents typically answered this question based very specifically on issues they are aware of or have personal experience of (and thus what they feel should be addressed as a priority), rather than what art and cultural organisations might currently be doing or considering doing. For example, one respondent commented that there is not enough coverage of their culture so felt there should be "more festivals for Asian people", hence selected goal 3 (diversity and inclusion).
- Respondents provided many examples of what **could** be done but are less aware of what they believe **is being** done.
- It was clear that there was notable variation in the interpretation of 'environmental impact' (code 1), ranging from sustainability of products used at events, to energy sources used to power events, to impacts of litter and traffic.
- Interpretation of 'accessibility' (code 2) also varied significantly, ranging from financial accessibility (affordability) to physical accessibility (transport options and disabled access) to inclusive accessibility (engaging to a wider audience and involving people from different backgrounds). One respondent also commented that the latter definition then overlaps with code 3 (diversity and inclusion).
- Diversity and inclusion (code 3) definition quote: *"makes it open to people from all walks of life, ethnicity, sex etc. – everyone would feel welcome"*
- Community wellbeing (code 4) was interpreted as pulling people together, all being involved and all working together and making social connections. Quote: *"community wellbeing is looking after one another and that can be physically or mentally."*

R1 recommendations

- Is there scope to allow more than 2 answer options – or potentially rank the 5 goals in terms of priority.
- Given the different interpretations of some of the goals, it is possibly worth adding further explanatory text alongside the answer options (especially for codes 1 and 2).
- Due to the potential crossover between codes 2 and 3, consider simplifying the question by combining categories 2 and 3.

Updates for R2

Suggested updated categories:

1. Tackling their environmental impact

2. ~~Making arts and culture accessible to everyone~~

3. ~~Diversity and inclusion~~

2. Making arts and culture accessible and inclusive to everyone

3. Community wellbeing and social connections
4. Artistic quality and creative excellence
5. Don't know
6. Prefer not to say

As per comments in 'recommendations' section above, consider options for inclusion of explanatory text against codes, or reformatting question as a ranking question.

Questions used in R2

Q16 - ENVRESP

To what extent do you agree that arts and cultural organisations have a responsibility to take action to address climate change?

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

Q16b - ENVLIM

In your opinion, when should arts and cultural organisations prioritise limiting their environmental impact?

1. Always
2. Most of the time, unless it would greatly increase costs or reduce quality
3. Only for activities with a big environmental impact
4. It should not be a priority
5. Don't know

R2 Findings

Q16 - ENVRESP

- It was evident from testing that respondents based their responses more on observations rather than concrete knowledge. Respondents tended to formulate opinions regarding their level of agreement based on what organisations might be doing or could do to address climate change, rather than based on awareness of particular policies.
- Whilst understanding of climate change in general was high, many respondents expressed a lack of knowledge regarding specific actions that arts and cultural organisations are taking to address this issue: "I just don't know enough about it to have an opinion, a strong opinion on it."
- Although in some cases, respondents were able to cite examples of actions taken by organisations to address climate change, most had difficulty when probed in naming specific arts and cultural organisations, suggesting a potential need to include examples of such organisations in the question text.
- Respondents were divided when it came to rating their level of agreement as to whether arts and cultural organisations have a responsibility to take action to address climate change. There was a feeling that addressing climate change was

not within the remit of arts and cultural organisations: "I don't think climate change is the responsibility of arts and cultural organisations, unless they're directly in that field."

- There was evidence of an element of misunderstanding around the term 'address' used in the question wording, with the phrase 'to take action to address climate change' being interpreted as meaning preaching or telling people about climate change. This finding suggests that a different term in the question stem might be more appropriate.

Q16b - ENVLIM

- There was a sense that this question was rather broad in terms of the reference to 'environmental impact' and that it is not particularly meaningful to arts and culture: "Environmental impact is a general phrase. Not sure of meaning really. Is it about energy? Or materials? Very broad question".
- A lack of knowledge about what these organisations may already be doing meant that respondents expressed difficulty in answering specifically for arts and cultural organisations with regards to assessing when they should prioritise limiting their impact: "I cannot recall seeing anything or reading about any particular type of event [where] the organisation is doing something specifically for this"
- Testing revealed, however, that there was an overall agreement that in theory arts and cultural organisations should prioritise limiting their environmental impact, with all but one respondent answering with code 1 or 2.
- The general sentiment expressed during testing is that limiting environmental impact is not an issue that is specific to arts and cultural organisations, rather is a matter that concerns all sectors: "They have the same responsibility as everyone else. Duty of care to the environment."

Final recommendations

Q16 - ENVRESP

- Confirm whether respondents formulating opinions based on 'on the spot' observations – rather than concrete knowledge of specific policies to tackle climate change – would be sufficient in terms of assessing the level of agreement that arts and cultural organisations have a responsibility in this area. The question is whether this would yield meaningful data, as responses would not be well-informed. Depending on how the data for this question will be used, this could be a possible candidate for removal.
- If this question is to be retained, to avoid misinterpretation of the question, consider returning to the word 'tackle' in the question stem, as per the below:
 - To what extent do you agree that arts and cultural organisations have a responsibility to take action to ~~address~~ **tackle** climate change?

Q16b - ENVLIM

- Since it is felt that asking this question within the specific context of arts and cultural organisations is not particularly meaningful, remove Q16b.

Q17 – ENVIMP

In your opinion, how much do you feel arts and cultural organisations are doing to help reduce their environmental impact?

Examples might be recycling and reusing materials, using energy efficient equipment, switching to renewable energy sources and supporting low-carbon travel.

1. Arts and cultural organisations are doing too much in this area
2. They are doing enough in this area
3. They are taking some action, but not enough in this area
4. They are not taking enough action in this area
5. I am not aware of what these organisations are doing in this area

R1 Findings

- There was evidence of a distinct lack of awareness here, with respondents answering this question with code 5 (not aware of what organisations are doing in this area).
- Probing revealed that respondents generally felt that they had limited knowledge in this area and a lack of awareness about what might be being done, so found it difficult to assess whether the actions are enough or not. Respondents expressed that it was difficult to have an opinion without the knowledge.
- Respondents were asked through probing whether potential additional examples of what organisations might be doing could be included in the question stem. Examples provided were as follows:
 - Managing the impact of tourism
 - Encouraging nature to thrive through park management
 - Water saving measures
 - Providing multi-person transport options for visitors to reduce volume of traffic
- One respondent referenced the financial implications of implementing these measures, which could have an impact on the amount of action that these organisations are able to take.
- Thinking about the lack of awareness in this area, one respondent suggested a 'badge' system to promote an event as sustainable.

R1 recommendations

- Given the evident lack of awareness in this area, consider introducing a lead question on level of knowledge, followed by a filtered question (for those who have some awareness of what is being done) to ask whether they should be doing more.

- Confirm focus for this question – is there a requirement to understand how much people know about what organisations are doing in this area? And if so, for what purpose?

Updates for R2

Suggested lead question for filtering:

How much, if anything, do you know about what arts and cultural organisations are doing to help reduce their environmental impact?

Examples might be recycling and reusing materials, using energy efficient equipment, switching to renewable energy sources and supporting low-carbon travel.

1. I am not aware of anything that these organisations are doing in this area
2. Hardly anything, but have heard about this
3. A little
4. A fair amount
5. A lot

If codes 2-5 above:

In your opinion, what do you feel about the amount that arts and cultural organisations are doing to help reduce their environmental impact?

1. Arts and cultural organisations are doing too much in this area
2. They are doing enough in this area
3. They are taking some action, but not enough in this area
4. They are not taking enough action in this area

Question used in R2

How much do you feel arts and cultural organisations are doing to help reduce their environmental impact?

Examples might be recycling and reusing materials, using energy efficient equipment, switching to renewable energy sources and supporting low-carbon travel.

1. Arts and cultural organisations are doing **too much** in this area
2. They are doing **enough** in this area
3. They are taking **some** action, but not enough in this area
4. They are **not** taking enough action in this area
5. I am not aware of what these organisations are doing in this area

R2 Findings

- As with R1, R2 cog testing continued to illustrate that knowledge was very limited in this area, with respondents reporting that they generally felt that they had no awareness or understanding of what arts and cultural organisations might be doing to help reduce their environmental impact.

Final recommendations

- Given the clear lack of knowledge in this area, this question should be dropped.

Q18 – ENVCON

How concerned, if at all, are you about environmental issues?

1. Very concerned
2. Fairly concerned
3. Not very concerned
4. Not at all concerned
5. Don't know

R1 Findings

- Environmental issues are clearly of concern, with all but one of the respondents answering that they were either very or fairly concerned. The remaining respondent had indicated that they were 'not at all concerned' about environmental issues.
- Cognitive testing uncovered uncertainty amongst respondents about whether this question related specifically to arts and cultural events, or more generally. If the latter, the question wording could be extended to make reference to this (see recommendations section below).
- Environmental issues cited by respondents included microplastics, air and water pollution, energy wastage, depletion of natural resources, rising water levels and fracking.
- In two cases, respondents were unable to cite examples of the specific impact that arts and cultural organisations have on the environment – and thus struggled to assess their level of concern in this regard. However, this is less of an issue if the focus of this question is about concern with environmental issues in general.

R1 recommendations

- Add word 'generally' to start of question stem to address issues of misunderstanding the context of this question.
- Confirm reasoning behind inclusion of this question – is the aim of this to provide a baseline for views on arts/culture-related environmental impact?

Updates for R2

Generally, how concerned, if at all, are you about environmental issues?

1. Very concerned
2. Fairly concerned
3. Not very concerned
4. Not at all concerned
5. Don't know

Question used in R2

All suggested changes were implemented for R2.

R2 Findings

- Including the word 'generally' seemed to guide respondents to thinking about their level of concern with environmental issues overall, in a broad sense, rather than specifically with reference to arts and cultural events.
- The testing indicated that respondents were on the whole concerned to some degree, with all but one respondent answering with code 1 or 2. Probing revealed concerns over issues like climate change, melting ice caps, vehicle gas emissions and deforestation.
- One respondent commented that in the current climate, they feel that there are more important issues than environmental issues.

Final recommendations

- No issues with this question – recommend including question with the updated wording that was implemented at R2.

SOCPRESINTRO

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

Q19 - SOCPRESAW

Before today, how much, if anything, did you know about Social Prescribing?

1. Never heard of this
2. Hardly anything but I've heard of this
3. A little
4. A fair amount
5. A lot
6. Don't know

R1 Findings

- Respondents did feel there were some challenges in understanding what social prescribing was from the description provided.
- The reference to 'a GP' in the definition caused confusion for respondents on how social prescribing is accessed, and how it differs from other referrals. A respondent gave the example that their GP had suggested taking more walks for high blood pressure (although this was not a social prescribing referral).
- Prior knowledge of social prescribing came from either being referred previously, or from engagement with a GP surgery (one respondent was part of the patients' panel). The description resonated with them, and they were able to select code 5 'A lot'.

R1 recommendations

- Remove reference to GP in definition to avoid confusion.
- Potential addition of a 'Social prescribing is not...' list so respondents can better understand what referrals are relevant and which are not social prescribing

Updates for R2

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

Social prescribing is not...[CLIENT TO ADVISE ON WHAT TO ADD HERE IF INCLUDED]

Before today, how much, if anything, did you know about Social Prescribing?

1. Never heard of this
2. Hardly anything but I've heard of this
3. A little
4. A fair amount
5. A lot
6. Don't know

Question used in R2

The suggested changes were not implemented for R2 and remained the same as R1.

The following question was added for R2:

Q20. Which of the following statements best applies to you?

1. I have never used, been referred for or offered social prescribing
2. I have been referred and am currently waiting for social prescribing
3. I have been offered social prescribing but I chose not to take it
4. Social prescribing was used to support me in the past
5. Social prescribing is currently being used to support me
6. Don't know

R2 Findings

- The definition of social prescribing was mostly understood, but there were still question around what could be considered as social prescribing. In one instance the respondent wasn't sure if being offered to start an early transition to university due to their autism would be classed as social prescribing, but chose to answer code 4 (Social prescribing was used to support me in the past) at Q20.
- It's likely that when taking the survey online respondents will skim or skip the introduction text: "sometimes I'll skip big text like that or not read it fully".

Final recommendations

- Reduce introduction text where possible.
- No changes to SOCPRESAW for the mainstage.

Updates for main questionnaire

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

Q21 – SOCPRESWH

When were you first offered or referred for social prescribing?

1. In the last 12 months
2. More than 12 months ago
3. Don't Know
4. Prefer not to say

R1 Findings

- Three respondents were routed to this question as a result of having been offered or referred for social prescribing.

The time frame of 12 months in the answer options was straightforward for respondents. They found it easy to remember the date they were referred to social prescribing to use as a reference.
R1 recommendations It is possible to update answer code 2 for clarity (see below).
Updates for R2 Q21. When were you first offered or referred for social prescribing? 1. In the last 12 months 2. More than 12 months ago Longer ago 3. Don't Know 4. Prefer not to say Question used in R2 All suggested changes were implemented for R2.
R2 Findings - When referred in the past, respondents found it difficult to remember if it was within the last 12 months or longer ago. They would have checked the date of referral during the real survey as they weren't sure how to answer. Upon checking, they saw that they had been referred in 2022. - If respondents were referred longer than a few months ago, their memory of 'when' becomes blurry. This might be especially relevant for NHS referrals as waiting lists are long and updates can sometimes take years, causing people to forget.
Final recommendations - We wonder if this data can be obtained from another official source, as respondents' memory of their referral dates more than a few months ago can be unreliable. - This question could be a candidate for removal for the main survey.

TRUSTNEWS [TESTQ added for R2]

ASK ALL

On a scale from 0 to 10, where 0 means not at all and 10 means completely, how much do you trust each of the following?

- A. National news reported on television
- B. National news reported in newspapers, newspaper websites, or apps
- C. National news reported on social media
- D. National news overall

0 – Don't trust at all

1

2

3

4

5

6

7

8

9

10 – Trust completely

Don't know

R2 Findings

- The word 'trust' in the question stem was interpreted as:
 - Belief in what you are being told, that it's the truth.
 - Nuanced – dependent on the source; aware that nothing comes from a completely unbiased viewpoint.
 - Fact-based.
 - Coming from people you know (specifically referring to local news).
- 'National' in the statements confused respondents, as they were not sure if it referred to news reported by 'national' sources (working across the country) such as the BBC, or news from across the nation. Responses very much depended on which side of this distinction respondents fell.
- Statement B had two issues:
 - It wasn't clearly specified that 'apps' was referring to the apps that are attached to newspapers. Respondents were also thinking about other apps, causing overlap with statement C (social media).
 - There was a perceived division between printed newspapers and newspaper websites and apps because the former cannot be corrected or updated whereas the latter can be changed in real-time if required.
- Statement C also presented a contradiction between the 'mainstream' news sources using social media to report such as Sky News on X or Instagram, and "Bob from round the corner".
- Respondents employed different strategies to answer statement D; there was aggregation of their answers to the previous statements to produce an average score, or thoughts turning to news sources not previously mentioned.

Final recommendations

- Remove 'National' from the beginning of each statement.
- Remove statement D from the question as it offers limited return in quality of data given the different interpretations respondents have.
- Offer more clarity about what should be considered when answering statement C about social media

- Split statement B into:
 - 'News reported in printed newspapers'
 - 'News reported on newspaper websites or newspaper apps'

Updates for main questionnaire

On a scale from 0 to 10, where 0 means not at all and 10 means completely, how much do you trust each of the following?

- A. ~~National~~ news reported on television
- B. ~~National~~ news reported in newspapers
- C. News reported on newspaper websites or newspaper apps
- D. ~~National~~ news reported on social media, for example [INSERT EXAMPLES]
- ~~D. National news overall~~

0 – Don't trust at all

1

2

3

4

5

6

7

8

9

10 – Trust completely

Don't know

Q22 – SOURCE NEWS

Which, if any, of these do you regularly use to get news?

Select all that apply.

1. Broadsheet newspapers in print, online or through an app such as The Guardian, The Independent, The Times, The Telegraph
2. Tabloid newspapers in print, online or through an app such as The Sun, The Mirror, Daily Mail
3. UK based news such as BBC, ITV or Sky on TV, websites or apps

4. International news such as CNN, Al Jazeera on TV, websites or apps
5. Radio news
6. News apps or notifications such as Apple News or Google News
7. Social media such as YouTube, TikTok, Instagram, Facebook or X
8. Somewhere else (please type in)
9. I do not regularly follow the news
10. Don't know
11. Prefer not to say

R1 Findings

- The interpretation of the word 'regularly' in the question stem differed among respondents. Responses were framed around thinking about their news consumption from the most frequent "on a daily basis" (or even multiple times a day) to the least frequent "about a couple of times a week".
- Overlap between answers codes did present as an issue in responding to this question:
 - Distinguishing between codes 2 and 6. This is because, in probing, respondents said that news apps such as Apple News or Google News grant subscribers access to 'lite' versions of newspapers like the Daily Mail. This meant that whilst they might not select code 2, they are indirectly accessing news that is drawn from mainstream sources.
 - Code 5 'Radio news' also presented similar issues because people are listening to national radio stations such as Radio 5 Live and Classic FM that broadcast news sourced from the BBC and Sky News, essentially making them mainstream sources as well.
- Other sources of news that were mentioned as missing from the answer list for this question included local newspapers, podcasts, and "word of mouth".

R1 recommendations

- Make a few changes to the wording used in the question stem. We have suggested a couple of options to replace the word 'regularly' (see below). Also include the word 'sources' for consistency with the follow-up question.
- Streamline the answer code list by merging code 6 'News apps or notifications such as Apple News or Google News' with code 8 'Somewhere else'. This should help alleviate the issue identified with overlap between code 6 and codes 1-2 (access to newspapers via the likes of Apple News and Google News).
- Treat code 5 'Radio News' as a mainstream news source and do not ask the follow-up question NEWSCHOICE if it is selected.
- Rather than expanding the answer code list now, monitor the other specify responses in year 2 quarter 1 to see if sources such as podcasts and local newspapers are coming up frequently.

Updates for R2

Which, if any, of these **sources** do you ~~regularly~~ **[typically / usually]** use ~~to get~~ **for** news?

Select all that apply.

1. Broadsheet newspapers in print, online or through an app such as The Guardian, The Independent, The Times, The Telegraph
2. Tabloid newspapers in print, online or through an app such as The Sun, The Mirror, Daily Mail
3. UK based news such as BBC, ITV or Sky on TV, websites or apps
4. International news such as CNN, Al Jazeera on TV, websites or apps
5. Radio news
6. ~~News apps or notifications such as Apple News or Google News~~
7. Social media such as YouTube, TikTok, Instagram, Facebook or X
8. ~~Somewhere else~~ Other news sources (please type in)
9. I do not ~~regularly~~ [typically / usually] follow the news
10. Don't know
11. Prefer not to say

Question used in R2

Which, if any, of these sources do you typically use for news?

Select all that apply.

1. Broadsheet newspapers in print, online or through an app such as The Guardian, The Independent, The Times, The Telegraph
2. Tabloid newspapers in print, online or through an app such as The Sun, The Mirror, Daily Mail
3. UK based news such as BBC, ITV or Sky on TV, websites or apps
4. International news such as CNN, Al Jazeera on TV, websites or apps
5. Radio news
6. Social media such as YouTube, TikTok, Instagram, Facebook or X
7. Other news sources (please type in)
8. I do not typically follow the news
9. Don't know
10. Prefer not to say

R2 Findings

- Despite the change of wording from R1, 'typically' in the question stem was interpreted as regularly or most often. One respondent said that frequency depended on the news source they were thinking about.

- 'Word of mouth' was mentioned as another source of news that is used

Final recommendations

- No suggested changes to the question stem or answer codes
- Monitor 'other specify' answers during Q1 to see if 'word of mouth' is frequently mentioned. If so, consider adding as an answer code.

Q23 – NEWSCHOICE

You said that you do not use any of these regularly to get news:

- Broadsheet newspapers in print, online or through an app
- Tabloid newspapers in print, online or through an app
- UK based news such as BBC, ITV or Sky on TV, websites or apps

Which of these reasons best describe why you do not use these sources?

Select all that apply.

1. I don't trust the information they provide
2. I think their coverage is biased or pushes an agenda
3. Their news does not cover topics that feel relevant to me or people like me
4. I find the news too negative or stressful
5. I am not interested in news or current affairs
6. I prefer to get news from elsewhere, for example through social media
7. I find their websites, apps, or platforms difficult to use
8. I don't want to pay for news
9. Some other reason (please specify)
10. No particular reason

R1 Findings

- This question was shown to two respondents who did not select any of the mainstream news sources (answer codes 1-3) at SOURCENEWS.
- Whilst they were able to answer this question, their responses and follow-up probing suggested that one answer option that could be missing was for them to say that they don't follow the news as a conscious choice (see below for suggested amend to code 5).
- It is possible that in the main survey, a minority of respondents will feel that the answers options are not strong enough for the opinions they hold and want to express. Whilst the respondents both chose codes 1 and 2, they suggested during probing that the owners of the mainstream news sources are actively pursuing agendas against the public good.

R1 recommendations

- Update the question stem to reflect change made to SOURCENEWS.

- Treat Radio News as a mainstream source and exclude from this question respondents who select it at SOURCENEWS.
- Change code 5 'I am not interested in news or current affairs' to better represent sentiment of respondents' choosing not to follow the news.
- Although not a direct finding at this question, the term 'current affairs' is interpreted quite differently by respondents. We would recommend dropping it from code 5 as it is not mentioned anywhere else in this or the previous question.

Updates for R2

You said that you do not use any of these ~~regularly~~ [typically / usually] to get news:

- Broadsheet newspapers in print, online or through an app
- Tabloid newspapers in print, online or through an app
- UK- based news such as BBC, ITV or Sky on TV, websites or apps
- Radio news

Which of these reasons best describes why you do not use these sources?

Select all that apply.

1. I don't trust the information they provide
2. I think their coverage is biased or pushes an agenda
3. Their news does not cover topics that feel relevant to me or people like me
4. I find the news too negative or stressful
5. I ~~am not interested in~~ don't tend to follow the news ~~or current affairs~~
6. I prefer to get news from elsewhere, for example through social media
7. I find their websites, apps, or platforms difficult to use
8. I don't want to pay for news
9. Some other reason (please specify)
10. No particular reason

Question used in R2

All suggested changes were implemented for R2. Additionally, the first sentence was updated as follows:

You said that you do not typically use any of these for news:

R2 Findings

- Only one respondent was asked this question, and no issues were identified.

Final recommendations

- No changes.

Q24 – KNOWNEWS

How much would you say you know about each of the following topics?

- A. Your local community
- B. Current affairs
- C. Local political issues
- D. National political issues
- E. Money and the economy

- 1. A lot
- 2. A fair amount
- 3. A little
- 4. Hardly anything
- 5. Don't know
- 6. Prefer not to say

R1 Findings

- Respondents were able to provide answers for each of the topics listed at this question, although interpretations of some of them varied.
- 'Local community' was understood to refer to local council (potentially overlapping with 'Local political issues'), facilities, provision of services, "the area where I live", and local events.
- In the minds of respondents, 'current affairs' also had some overlap with politics with people associating it with social or political news, what's going on in the world, or "the headlines".
- The scale for this question worked well, with respondents prepared to give honest responses, even when they knew hardly anything about a topic.
- As with other questions in this section, the subject of politics evoked emotive responses: "I should be more bothered about stuff, but like I said, I try and keep myself very safe these days. I try not to look too much into things, anything that could have a bit of negativity in it or it could overload my brain."

R1 recommendations

- Due to the perceived overlap, there is the potential to drop statement B 'Current affairs' from this question, which will also help to reduce burden on the respondent.

Updates for R2

How much would you say you know about each of the following topics?

A. Your local community

~~B. Current affairs~~

C. Local political issues

D. National political issues

E. Money and the economy

1. A lot

2. A fair amount

3. A little

4. Hardly anything

5. Don't know

6. Prefer not to say

Question used in R2

All suggested changes were implemented for R2.

R2 Findings

- Statement D: whilst 'economy' is clear, 'money' could refer to anything from individual spending to the general topic of personal finance. This didn't stop respondents answering though.

Final recommendations

- No changes.

Q25 – REPMEDIA

When you watch, read or listen to media like TV, films, theatre, radio, podcasts or books, do you feel they include people who are similar to you?

1. Yes, in all forms of media
2. Yes, in some forms of media but not all
3. No, not in any forms of media

4. I don't watch, read or listen to any media
5. Don't know

R1 Findings
• Regardless of backgrounds, respondents tended to interpret the phrase 'people who are similar to you' in similar ways: sex, age, ethnic/cultural background, familial status. • Other things that were considered when responding, included: beliefs, hobbies and interests, and mental health status. • One respondent found the question challenging because they weren't sure whether it was asking about beliefs, values and opinions or about physical and demographic characteristics. This did not prevent them from providing an answer though. • Another respondent said that they actively seek out things that are different from their experiences so that they can learn about other peoples and cultures: "I feel like it's important to read about or consume things about people that aren't similar to you." • One respondent expressed some sensitivity in answering this question because she felt embarrassed about it. • As the question covers a wide range of media sources, all respondents coded 2 'Yes, in some forms of media but not all'. It is therefore possible that the quality of data collected at this question might be compromised by the breadth of media that is being asked about.
R1 recommendations
• Consider the value of including this question in the main survey (this could be fully assessed after Round 2 of the cognitive testing). The following recommendations assume it will be included in the main survey. • Continue to use the phrase 'people who are similar to you' in the question stem and allow respondents to interpret this in their own way when answering. • Remove all the different forms of media listed in the question stem but retain the reference to different modes of consumption ('watch, read or listen'). • Add 'Prefer not to say' for any respondents who are uncomfortable answering this question.
Updates for R2 When you watch, read or listen to different forms of media like TV, films, theatre, radio, podcasts or books, do you feel they include people who are similar to you? 1. Yes, in all forms of media 2. Yes, in some forms of media but not all

3. No, not in any forms of media

4. I don't watch, read or listen to any media

5. Don't know

6. Prefer not to say

Question used in R2

The question wording was kept the same as R1 for R2 but Prefer not to say was added as code 6.

R2 Findings

- The question was well-received during the cognitive testing and all respondents were able to provide answers.
- There was some interpretation of the question as relatability to people/characters portrayed in the media rather than representation.
- Those from a White British background were concerned about their representation:
 - One expressed the sentiment that political correctness has gone mad and that the majority is no longer included
 - Another said: "I think there's a bit of a I in advertising that every family is mixed race, that kind of thing, which can feel a bit on the nose sometimes, but mostly not an issue"
- There is the potential for respondents to find representation in the media by design i.e. because they choose to consume media containing people similar to themselves. This could impact response.
- Media in the question could be interpreted as a reference to news due to this question proceeding those asking about news consumption.

Final recommendations

- No changes to the question.
- Consider placement within the questionnaire to avoid order bias

Q26 – VEVJAWARE

VE (Victory in Europe) Day takes place on the 8th May each year and commemorates the defeat of Nazi Germany in the Second World War.

VJ (Victory over Japan) Day takes place on the 15th August each year and commemorates Japan's surrender in 1945 and the end of the Second World War.

In 2025, VE Day 80 and VJ Day 80 celebrations were held to mark the 80th anniversaries of these events.

Which of the following applies to you?

Please select all that apply.

1. I was aware of the **VE** Day 80 celebrations in 2025
2. I was aware of the **VJ** Day 80 celebrations in 2025
3. I was not aware of either of these celebrations in 2025

R1 Findings
• Whilst respondents might have been familiar with the days and connected them to World War Two, there was little awareness of the 80th anniversary celebrations having taken place in 2025. • Some moral and political opinions were brought up when probed about these events. Respondents brought up themes of British nationalism in a negative light they don't agree with: "[It] lumps all that...in the Reform [Party], Union Jacks on roundabouts. Feels very sort of nationalistic to me" or disagreeing with the overall idea of celebrating war (note that this question was asked before the pride in England question below so the view expressed here was not influenced by the pride in England question). • There was more awareness of VE day as something marked in this country compared with VJ day, but respondents found the definitions of both sufficient to understand.
R1 recommendations
• No recommendations
Updates for R2
• No updates
R2 Findings
• Respondents were aware of the VE Day 80 celebrations but were unfamiliar with the VJ Day 80 events. A lower awareness of VJ Day was unlikely to have influenced respondents' overall responses. Separating VE and VJ day was also unlikely to have any impact on how respondents answer: "Separating them wouldn't make any difference".
Final recommendations
• No changes.

Q27 – VEVJCELE

Did you take part in any of the following celebrations to mark VE Day 80 or VJ Day 80?

Please select all that apply.

1. Yes, I took part in the **VE** Day 80 Big Lunch
2. Yes, I took part in another **VE** Day 80 celebration
3. Yes, I took part in the **VJ** Day 80 Big Lunch
4. Yes, I took part in another **VJ** Day 80 celebration
5. No, I did not take part in any celebrations
6. Don't know/Can't remember

R1 Findings
• Of the three respondents who were aware of these celebrations, there was no active participation in them so little to report back on this question
R1 recommendations
• Confirming that to simplify things, in the main survey respondents will only see the answer codes related to the days that they are aware of.
Updates for R2
• No updates.
R2 Findings
• None of the respondents were familiar with the 'Big Lunch', although a couple of respondents mentioned taking part in their own celebrations, such as street parties and pub celebrations. • None of the respondents considered VJ day when answering.
Final recommendations
• Similar to R1, confirming that the main survey respondents will only see the answer codes relevant to the days they are aware of.

Q28 – VEVJIMP

Still thinking about the VE Day 80 or VJ Day 80 celebrations you participated in, to what extent do you agree or disagree with the following statements...

- A) The celebrations have made the sense of community spirit stronger
- B) The celebrations made me feel part of something that connected people across the country
- C) Participating has helped me to meet people in my local area
- D) Participating has increased my sense of belonging to my community
- E) Participating helped me learn more about what the nation experienced on VE Day or VJ Day in 1945

F) Participating has given me a sense of pride in the country

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

R1 Findings
• This question was not asked of any respondents in Round 1
R1 recommendations
• Recruit at least a few respondents who will be routed to this question for testing in Round 2
Updates for R2
• No updates.
R2 Findings
• Again, respondents were answering the statements based on VE day only. As one respondent noted: "VJ Day celebrations didn't enter my orbit". • Three respondents answered this question, and either <i>definitely agreed</i> or <i>tended to agree</i> with all six statements, except for Statement C. One respondent selected <i>definitely disagree</i> because they were not in their local area when the celebrations took place. They found the statement difficult to answer and felt none of the response options were appropriate, noting: "I don't actually disagree, I just can't agree." • Respondents felt the statements overlapped, as they all conveyed a similar theme of bringing people together. One respondent summed this up: "It's all the same, bringing everyone together". • Statement A was found to be harder for some to answer because it required respondents to look outside of their own experience.
Final recommendations
• Remove statement A due to overlap with statement B and respondents' difficulty answering due to the code not being directly about themselves. • Consider the necessity to include all remaining statements – a reduction could improve the quality of data collected.

Updates for main questionnaire

Still thinking about the VE Day 80 or VJ Day 80 celebrations you participated in, to what extent do you agree or disagree with the following statements...

~~A) The celebrations have made the sense of community spirit stronger~~

~~A) B) The celebrations made me feel part of something that connected people across the country~~

~~B) C) Participating has helped me to meet people in my local area~~

~~C) D) Participating has increased my sense of belonging to my community~~

~~D) E) Participating helped me learn more about what the nation experienced on VE Day or VJ Day in 1945~~

~~E) F) Participating has given me a sense of pride in the country~~

1. Definitely agree

2. Tend to agree

3. Neither agree nor disagree

4. Tend to disagree

5. Definitely disagree

6. Don't know

7. Not applicable

NOTE: For the following grid question, statements A-B are already in the existing CES survey, whilst statement C is a potential new addition. In order to test as effectively as possible, all three statements were included, but the findings in this report are restricted to statement C.

Q29 – PRIDE_D1-3

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

A. I am proud to live in my local area

B. I would recommend my local area to others as a good place to live

C. I am proud to live in England

1. Definitely agree

2. Tend to agree

3. Neither agree nor disagree

4. Tend to disagree

5. Definitely disagree

6. Don't know

R1 Findings

- As with the testing of the strength of belonging to Britain questions that were tested in November 2025, the response to statement C 'I am proud to live in England' was polarised.
- One respondent suggested that 'I am proud to live in England' would be interpreted quite differently by respondents from varying backgrounds, as proved to be the case in the cognitive testing: "I think [how others might interpret the statement] depends on who you are really".
- There was plenty of variation in what people thought about when answering. For some, England is considered to be a good place to live with mentions of culture, improvement over the last few years, and plenty of activities to participate in.
- For others, England is not a place they are proud to live in due to a lack of tolerance of others, the Government and poor infrastructure: "Our infrastructure is just rubbish... I hate the government, not just the current government, all of them, they're all working for the same people"
- There is also a concern over the proposed placement of this statement. It is currently placed with two statements that are testing attitudes towards respondents' local area whereas this statement focuses on nationalistic sentiment. This could potentially lead to an order bias in the response to statement C and might potentially affect the time series data collected for statements A and B compared to previous years.

R1 recommendations

- In Round 2, we would like to test the impact of order bias on response to this statement which could potentially help us decide on placement in the main survey. We would recommend including it twice, once at the beginning of the cognitive test as a standalone question, and a second time at the end as part of this grid question.
- No recommended changes to the wording for the grid version

Updates for R2

START OF COGNITIVE TEST

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

'I am proud to live in England'

1. Definitely agree

2. Tend to agree

3. Neither agree nor disagree

4. Tend to disagree

5. Definitely disagree

6. Don't know

END OF COGNITIVE TEST (UNCHANGED)

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

A. I am proud to live in my local area

B. I would recommend my local area to others as a good place to live

C. I am proud to live in England

1. Definitely agree

2. Tend to agree

3. Neither agree nor disagree

4. Tend to disagree

5. Definitely disagree

6. Don't know

Question used in R2

All suggested changes were implemented in R2.

R2 Findings

- The simplified version of the question was asked at the start of the interview in round 2. The testing revealed that for some, answers did change between the start and the end of the interview (three respondents). Reasons for changing answers were that the answer very much depends on what is happening at the time and would change depending on the day the question is asked.
 - "I think that will change day-to-day depending on what's going on as well".
- When answering this question, respondents are trying to balance different factors (such as good and bad) when deciding on their answer. History comes up as a topic that respondents think about, as well as comparisons to other countries they have lived in, the area they are from, and the political context at the time of answering.

- The question asks about 'England' which some respondents don't necessarily stick to when answering, focusing instead on Britain or the UK. This could cause some overlap with the belonging to Britain question.
- The first version of the question that was tested at the start of the interview was less burdensome for respondents than the second version of this question that was asked at the end as respondents only had to think about one statement [C] rather than all three.

Final recommendations

- Statement C could be asked separately to statements A and B to reduce cognitive burden.
- Consider the placement of this question in the survey and potentially add some intro text before the question is asked to prepare respondents.