



Ipsos MORI
Social Research Institute

Taking Part: England's survey of Culture, Leisure and Sport

Interviewer Instructions

Main Stage, Quarter 2, July – September

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1 About Taking Part

1.1 Aims and overview

The Taking Part survey is commissioned by the Department for Culture, Media and Sport ("DCMS"). The DCMS Single Departmental Plan covering 2015 to 2020 sets out the Department's aims which are to drive growth, enrich lives and promote Britain to the world.

The Department's vision covers six areas, including encouraging participation. Taking Part collects data on many aspects of leisure, cultural and sporting participation in England, and these data are used to produce four key measures to assist the monitoring of the Department's performance. These are the percentage of adults in England who have:

- engaged in arts;
- visited a heritage site;
- visited a museum or gallery; and
- visited a public library.

Like a number of major Government surveys, Taking Part is a National Statistic. The survey is long-running; it was commissioned in 2005 and has run continually since then.

The survey has two principal aims:

1. To estimate the **number of people** taking part in leisure, cultural and sporting activities in England.
 - This is done by collecting data from a nationally representative sample of adults (16+), youths (aged 11-15) and children (aged 5-10).
2. To identify the **reasons for changes** in participation in leisure, cultural and sporting activities in England over time.
 - This is done by collecting data from a panel of adults, youths and children.
 - In 2016/17 panel members will be interviewed face-to-face.
 - In 2017/18 and onwards panel members will be interviewed on the web.

The Taking Part survey instruments gather data covering:

- arts;
- museums and galleries;

- archives;
- libraries;
- heritage; and
- sport.

For each of these topics, data about the reasons for participating and not participating, barriers to participation, and the frequency of participation are also collected.

In addition to these topics, data are also gathered on a variety of other relevant topics. These include:

- free time activities;
- social capital;
- participation during childhood;
- volunteering;
- internet/TV/radio use and access; and
- attitudes to heritage and the arts

Demographic information about the respondents is also collected to use in analysis of the survey results.

1.2 Funding and governance

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

The study is managed by a small team at DCMS comprising Mary Gregory (Head of Statistics) and Helen Miller-Bakewell (Assistant Statistician).

For eleven years TNS-BMRB were the contractor for Taking Part and undertook the survey design and data collection and production on behalf of the Department. We are delighted that Ipsos MORI and NatCen Social Research were recently appointed to carry out Taking Part for the Department for at least the next three years. This is a prestigious Government study and one which is very important to both organisations. Our aim over the next three years is to ensure there is a smooth transition from the previous contractor, as well as to make a number of very significant improvements to the survey design and procedures.

Ipsos MORI are the lead partner in the consortium but Ipsos MORI and NatCen Social Research are very much equal partners in this endeavour.

1.3 The impact of Taking Part

Demand for the survey data remains very high. Taking Part remains DCMS' only National Statistic, used to assess the Department's performance along with other sources of information. The wide scope of the survey means that Government departments, local authorities, academics and charities use the data that the survey provides.

Sue Owen, the Permanent Secretary at DCMS, has explained further:

"The Department for Culture, Media and Sport (DCMS) has set out its vision of driving growth, enriching lives and promoting Britain around the world. Participation in many DCMS sectors is proven to increase health and well-being and promote social mobility. The changes to the Taking Part survey will allow us to monitor progress and improve our understanding of how we can influence these areas, putting us in a better position to deliver our vision."

Taking Part enables the Government to monitor changes in participation since the survey launched in 2005, as the graphic below demonstrates:



DCMS believes everyone should be able to access and participate in the arts, heritage and sport no matter what their background or where they come from. Taking Part data used to monitor

- the impact of DCMS policies on participation among all groups of society.
- the new Culture White Paper (2016).

Taking Part data informs DCMS strategy to understand where there is a need to invest in the arts, heritage and sport. For example:

- Taking Part revealed the enduring legacy of visiting sites of historic interest in childhood, which creates a life-long interest in visiting such sites as adults. This has informed policy-making.

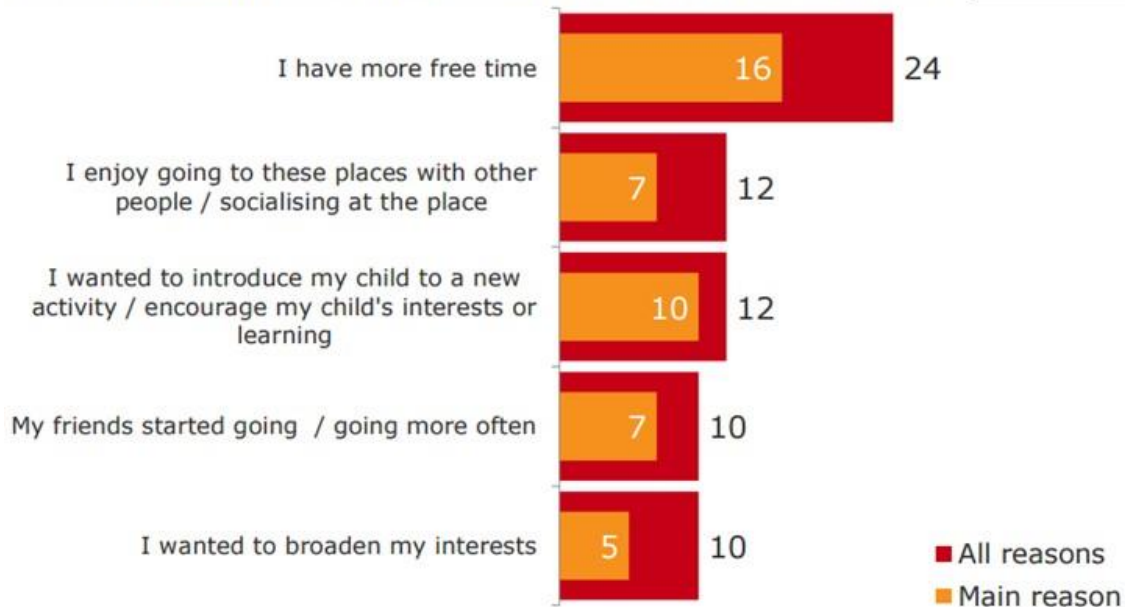
- Taking Part one of few credible sources of data on trends in visiting galleries and museums.

Taking Part also enables DCMS to monitor the reasons people change their behaviour.

Change in frequency of visiting a heritage site in the last 12 months



Reasons for increased frequency of visiting heritage sites



1.4 Key features of Taking Part

The survey year for Taking Part runs parallel with the financial year. The first year of our contract is Year 12 of Taking Part which covers 2016/17 (that is, sample issued from April 2016 to March 2017).

Taking Part has an unusual design for a face-to-face Government survey because it combines both cross-sectional and longitudinal samples in the same interviewer assignment. We will be continuing this design for 2016/17.

From 2017/18 onwards the design of Taking Part will change. We will continue to collect data for the cross-sectional sample using face-to-face interviewing, but the longitudinal data will be collected by web. This means that existing panel members whom you interview this year will be asked to complete the survey on the web next year, and those who agree to participate in the survey next year will be invited to join our web panel.

In 2016/17 and in future years, the purpose of the cross-sectional sample is to fulfil the first of the study aims, that is to estimate the number of people taking part in leisure, cultural and sporting activities in England.

At each sampled address, you will:

- Attempt to interview one randomly selected adult aged 16 or over (the “adult” sample). During the interview you will ask them about their participation in culture, leisure and sport. You will ask the adult to join the web panel.
- If the randomly selected adult whom you have interviewed is the parent or guardian of one or more children in that household who are aged 5 to 10 years old, you will ask the adult similar questions about one of those children (the “child” sample). The child you will ask about will be randomly selected.
- If the randomly selected adult whom you have interviewed is living in the same household as one or more children who are aged 11 to 15 years old, you will ask that child (the “youth” sample) similar questions to those asked of the adult. Note the youth must be living with a parent or guardian even if the parent or guardian was not randomly selected for the adult interview. The youth you will speak to will be randomly selected. You will ask the youth to join the web panel (if their parent has agreed you can).

In 2016/17 and in future years, the purpose of the longitudinal sample is to fulfil the second of the study aims, that is to identify the reasons behind changes in participation in leisure, cultural and sporting activities in England over time. At each issued address you will:

- Establish whether existing panel members still live at the address;
- Interview any panel members you find at the address; and
- Invite any panel members you are able to interview to join our new web panel.

The TNS-BMRB interviewers had to cope with 4 different types of contact sheet (dependent on sample type) comprising 86 pages in total. We are greatly simplifying contact procedures by electronic collection of data that was previously collected on paper contact sheets/Address Record Forms. Ipsos MORI will be using

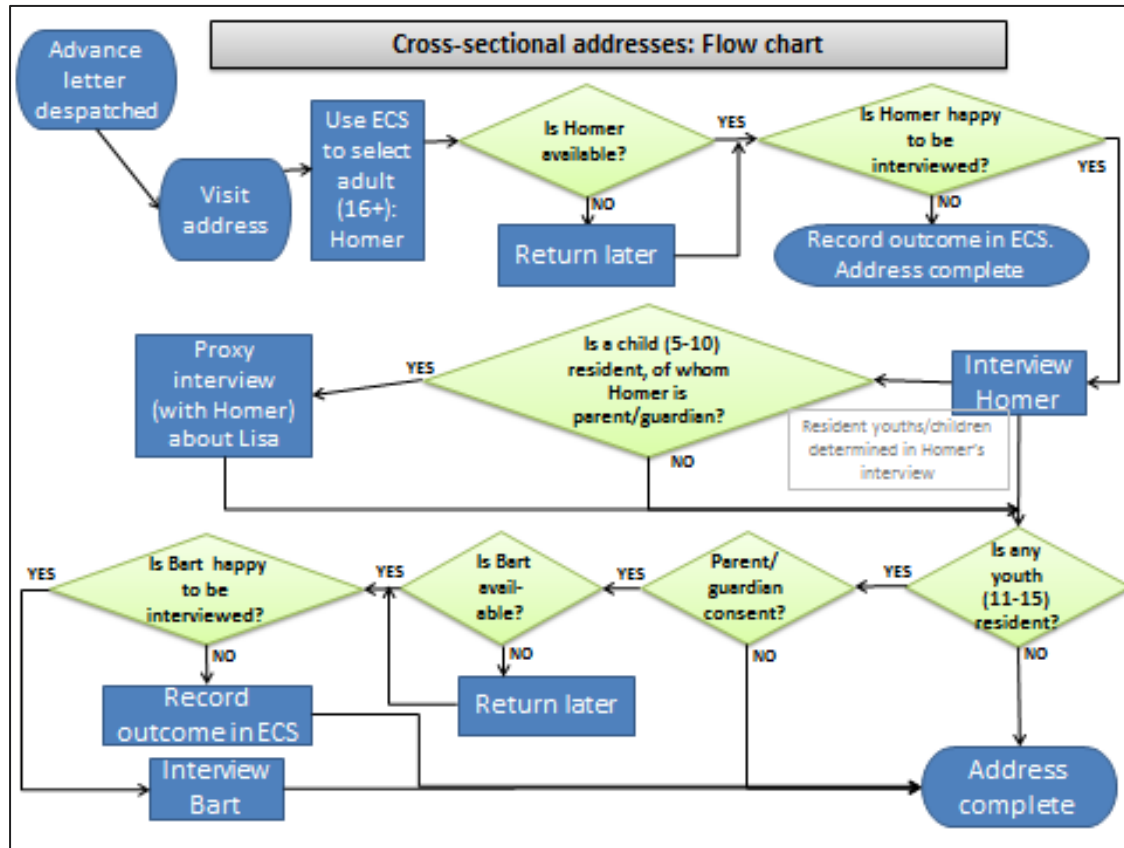
Electronic Contact Sheets for the duration of the study, while NatCen Social Research will introduce their system in August 2016. These instructions refer to the Ipsos MORI ECS, but if you are a NatCen interviewer working August and September sample, you will be fully briefed in due course. Interviewers using Ipsos MORI's ECS will be provided with a separate manual.

When TNS-BMRB carried out the study, adult respondents received one book of stamps and a £5 gift card. Youths who were part of the panel study received a £5 gift card voucher. We have decided to change the incentive regime so that all households receive a £10 unconditional Post Office voucher, while youths in the panel sample will continue to receive a £5 gift card voucher.

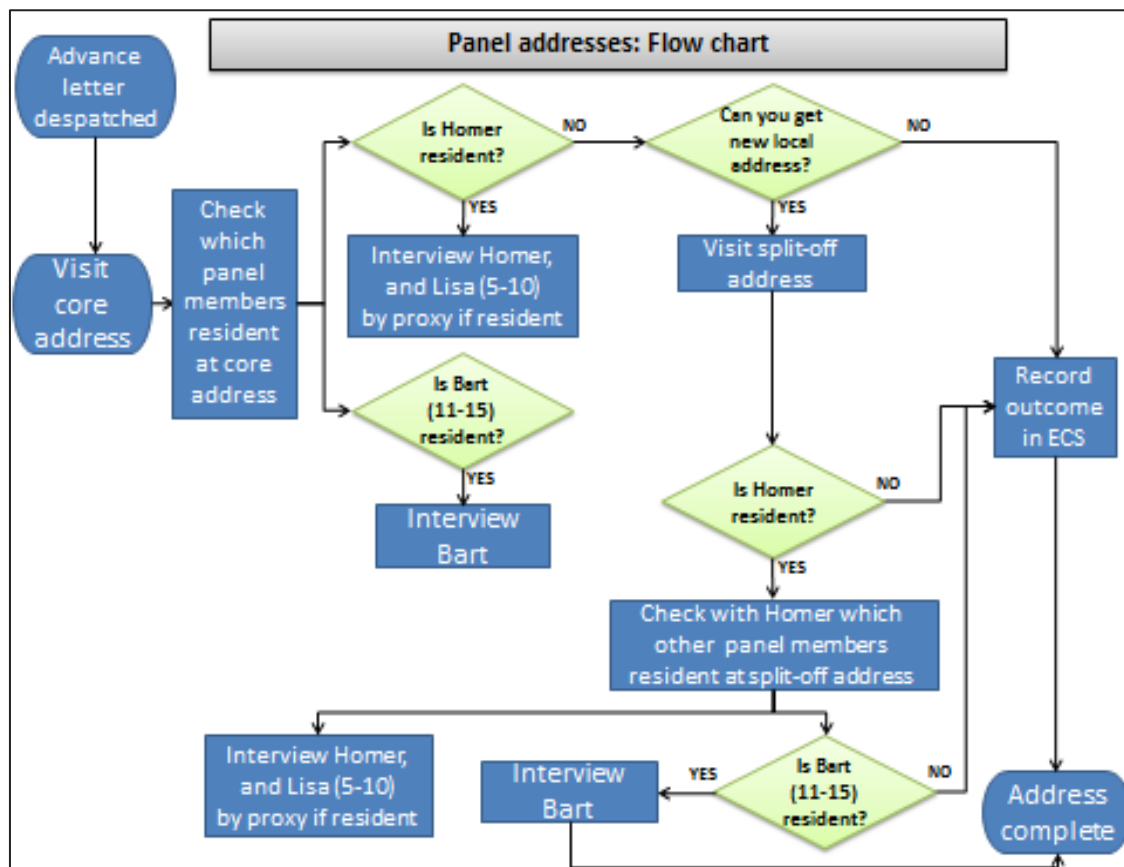
The study was successfully piloted between 10th and 20th March 2016. During that time we were able to conduct 90 adult interviews, 5 youth interviews and 15 child proxy interviews. Despite the short set-up period we were delighted that we did not experience any major problems. We have made a number of significant changes following interviewer feedback:

- We have made more information available in the Electronic Contact Sheet, for example on calling patterns. We have also placed much greater emphasis on training at the briefing.
- We have amended the leaflet to emphasise that everyone's views are relevant.
- We have amended the showcards so that respondents can read off numbers where possible and we have put the titles in bold and in bigger fonts.
- We have decided to make the interviewer instructions available electronically.
- We have amended the youth instrument so that you will ask a parent or guardian for permission before inviting the youth to join the web panel. Further, only those with internet access will be asked to join web panel.

Summary of cross-sectional procedures



Summary of panel procedures



2 The sample

The population of interest are those living in private residential dwellings (that is, excluding communal establishments as defined by the 2011 Census¹) in England.

The 2016/2017 sample comprises 724 sampling points, of which 702 comprise one postcode sector, and the remained comprise between two and four postcode sectors. In 2017/2018 we intend to select new sampling points as part of our refreshing of the study design.

2.1 The cross-sectional sample

Sample eligibility

The eligibility criterion for each respondent type is as follows:

- The adult sample: those aged 16 or over;
- The youth sample: those aged 11 to 15 living with their parent(s) or guardian(s);
- The child sample (data are collected from a parent or guardian who has already been interviewed in the adult sample only): those aged 5 to 10.

Adults must be resident at the sampled address, as must the youth or child. You should ensure to include people who normally live at the address but are away for less than six months, and boarders and/or lodgers aged 16 or over living in the household. You should exclude people who live elsewhere to study or work but who come home for holidays, spouses who are separated and no longer resident, and people away continuously for six months or more.

Sampling frame

We are selecting the cross-sectional sample from the latest available version of the small-user Postcode Address File (PAF).

Selection of dwellings, households and respondents

Each sampling point contains 16 addresses selected at random from the PAF. At each selected address, the selection instrument will take you through the necessary procedures. This replicates what in the past has been done on contact sheets/Address Record Forms.

¹ A communal establishment is an establishment providing managed residential accommodation. 'Managed' in this context means full-time or part-time supervision of the accommodation. For further information please see <http://www.ons.gov.uk/ons/guide-method/census/2011/the-2011-census/2011-census-questionnaire-content/final-population-definitions-for-the-2011-census.pdf>.

Where there is more than one address or adult, you will record these in the instrument and the computer will pick one at random for you. When entering adults into the Selection instrument for the purposes of selections, it is acceptable to use initials instead of names, in situations where respondents do not wish to give out names early in the process.

For the youth and child sample, the selection is performed by the computer when you record the details of these individuals in the “household grid” in the adult interview. At the end of the adult interview the computer will inform you which, if any, youths or children have been selected, and the relevant scripts will then become available.

2.2 The panel sample

Almost all sampling points will contain panel members but the number will vary significantly. In most sampling points you will have five to ten panel households to contact, along with your 16 cross-sectional addresses.

Sampling frame

The panel members are those who took part in the Taking Part survey in a previous sweep (which can be up to five years ago) and have been interviewed in every year since they first participated. So some panel members may have participated in Taking Part five times, and others only once. But all will have participated in the last survey year.

All panel members have agreed that their data can be passed by TNS-BMRB to another research organisation for the purpose of being re-contacted to take part in this survey.

Sample eligibility and selection

Interviewing can take place at one or two addresses:

- The core address. This address is defined as the address we currently have for the panel member(s) or any address within your area that all the panel members have since moved to.
- The split-off address. We only follow split-off households where the original adult panel member has moved away from some or all of the other panel members (who remain at the core address) to a new address.

The eligibility criterion for a panel member is simple as this was defined at previous sweeps of Taking Part. It is as follows:

- The core address. Any adult or youth panel members still living there are eligible. The child panel member is only eligible if they are still living with the main adult (who must be their parent or guardian).
- The split-off address. Any adult, youth or child panel members living there are eligible, as long as they are living with the main adult panel member.

Please note that as age is the criterion which determines the respondent type, previously some panel members have “graduated” from one respondent type to another between survey years. For example a child aged 10 could graduate to the youth survey in the next survey year, or a youth aged 15 could graduate to the adult survey in the next survey year.

Previously the fieldwork period for each monthly sample issued lasted up to nine months. Thus the last interview for a panel member issued to the field in April 2015 was conducted in December 2015. As the fieldwork period was so long, this means that a panel member’s annual interview can take place only a few months after their previous one. For reasons of practicality we have determined in advance which instrument each panel member will be administered in 2016/17, and, further, we have done so taking into account their age at last interview. This means that in some instances we will be interviewing youths who are 10 years old, and adults who are 15 years old.

Please do not query the allocation of instrument to panel members with the office as we are aware there are discrepancies for the reasons given above. There is nothing in the instruments that makes the questions obviously inappropriate in this sort of situation.

The maximum number of panel members possible in a household is theoretically eleven (three adults, three youths and five children). In reality the number of panel members you will interview in each household is far smaller and typically will be one or two panel members. In the panel sample for the final three Quarters of this survey year, only three per cent of household contain three or more panel members (including child panel members), only one per cent contain three or more panel members you must interview, and the maximum number of panel members in any household is five.

3 Your task

This chapter sets out an overview of your task at each address.

A summary of the procedures described below is contained in the flow charts set out at the start of this document.

3.1 The cross-sectional sample

Making contact

In your Electronic Contact Sheet (ECS) you have a sample of 16 cross-sectional addresses drawn from PAF.

The advance mailing will be sent from the NatCen office. This will comprise an advance letter accompanied by a leaflet. It is very important that you read the leaflet before making contact, so that you can deal with any questions the respondents may have.

Please note the advance letter and leaflet for the cross-sectional addresses are different to those used at the panel addresses. The leaflets can be distinguished most obviously by the different colour typefaces used: the cross-sectional leaflet uses a pink typeface and the panel leaflet uses a turquoise typeface. The suggested introduction text is below, and always available in your ECS during the selection instrument:

Good morning/afternoon/evening. My name is.... from [Ipsos MORI/NatCen Social Research, the research organisation]. I am carrying out the "Taking Part" survey for the Government. It's about the kinds of activities you choose to do in your own time and about how you feel about the facilities in your area.

You should have received a letter about this survey from the Department for Culture, Media and Sport explaining that we would be contacting you.

Before I can carry out the survey, I would like just a few minutes of your time to ask you a few questions about yourself and the people who live here with you.

I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any particular individual or address in the results unless you give your permission.

You can also mention that there is a £10 Post Office voucher at the bottom of the advance letter, as a token of our appreciation. The expiry data is printed on the voucher; please draw the respondent's attention to this if necessary. Generally, Post Office vouchers expire after about six months from date of issue. And if, on arrival at an address, a respondent gives you back their letter (e.g. if they do not want to cash the Post Office voucher), you should shred/destroy the letter.

From the time the sample becomes available there are **12 weeks to complete the assignment** (this includes the re-issue period). It is important that fieldwork is completed in this window, as many of the survey measures are highly prone to seasonal variation (to take two examples: gardening and cricket).

The calling pattern is a minimum of six face-to-face visits, at least one of which must be in the evening, one at the weekend and a further one either in an evening or the weekend. The first and last calls must be a minimum of three weeks apart.

NatCen are responsible for the advance letters, as they hold the licence for the Post Office voucher incentive system we are using. We had hoped that each organisation would be able to print replacement advance letters on demand, but unfortunately this is not possible as only NatCen's printers are able to print the barcodes the voucher incentive system relies upon. We want to avoid asking printers to print replacement letters on request to avoid the considerable additional expense short print runs incur.

Instead NatCen have ordered additional barcodes for each Field Department to send out on request. They look like a compliments slip and just contain the additional barcode. You need to request these from the office **only when you need them** and we will send them to you. Clearly we need to contain costs on the study and accordingly we should only order these when they are essential to secure an interview. We will also need you to account for these by completing a receipt form when these are used. These must be returned at the end of your assignment so that reconciliation can take place.

The selection instrument

When you make contact at the address, once you have introduced yourself, the first thing you need to do is the selection. In the address in the ECS the selection instrument is the first instrument available and must be completed before other scripts start appearing. You can of course record outcomes in the ECS without using the selection instrument.

As you will be using tablets, the selection instrument is designed so it can be completed on the doorstep using the touch screen function. You can complete the selection instrument with any adult who lives in the sampled address (note that they may not be the person randomly selected for the adult interview).

The selection instrument will, if necessary, take you through the process of selecting a dwelling unit and adult aged 16 or over, where there is more than one of either. When entering adults into the Selection instrument for the purposes of selection, it is acceptable to use initials instead of names, in situations where respondents do not wish to give out names early in the process. When a respondent is selected for interview, you will be prompted to obtain the name of the respondent before you can continue. You must always obtain the name of the respondent you are interviewing; it is never acceptable to interview someone without establishing their name.

If the randomly selected adult is aged 16 or 17 and still lives with a parent or guardian, as a courtesy you are required in all cases to obtain parental permission before the interview has been completed (if for some reason

the parent is not around please press “pause”). You must show the parent or guardian the parental permission card which explains what topics are covered in the interview. There is no parental consent form or requirement for a signature; please just record the name of the parent consenting when prompted to do so by the selection instrument.

Please note that in all cases where we need parental permission, you should interpret the word “guardian” to mean legal guardian. It is never acceptable to obtain permission from some other person (say a childminder, aunt or uncle, or grandparent) who merely lives with the young person or is temporarily caring for them.

The adult interview

The adult interview is the first thing you must do in every household and must be completed before the adult is asked questions about one (of their) randomly selected child(ren) aged 5 to 10, and before a randomly selected youth aged 11 to 15 can be interviewed.

The adult interview establishes through the household grid and ages and names of everyone living in the household and generates a summary of all the elements you need to complete (that is, any youth of child proxy interviews you need to complete).

The adult interview should be around 43 minutes long on average (we have reduced its length, from an average of over 50 minutes in Q1), though the length will vary considerably depending on the answers the adult gives. You will be asking the adult questions and using showcards where prompted.

At the end of the adult interview you will ask the respondent to join the web panel. There will be a leaflet to give them, explaining the purpose of the web panel. If they agree or say they want to consider it further in their own time, you will collect their contact details so that we can re- contact them. Please take great care in doing this, as it is important we record email addresses and telephone numbers correctly to facilitate re- contact. As the panel will be interviewed on the web, there is no need to leave a change of address card with the adult. Please note that if respondents ask, they can only be on the panel if they are prepared to be interviewed on the web.

We have set a target response rate for the adult sample of 60 per cent.

The child proxy interview

The proxy interview about a randomly selected child aged 5 to 10 can be completed at any point after the adult interview is complete. As the adult answers questions about the child, in practice we expect that in almost all cases the child proxy interview will take place immediately after the adult interview. As such we expect you to achieve a child proxy interview in almost all cases where a child is randomly selected during the adult interview.

The child will be randomly selected during the adult interview and at the end of the adult interview they will appear in the Electronic Contact Sheet and the relevant script will become available. You must ask the selected adult about the selected child only, even if they want to talk about the activities of other children they have.

The child proxy interview should be around 10 minutes long on average, though the length will vary considerably depending on the answers the adult gives. You will be asking the selected adult questions, and using showcards where prompted.

You will then ask the adult if the National Pupil Database records of their child can be linked to their survey answers. You must leave the parent National Pupil Database handout with the adult; this tells them what the National Pupil Database is and how their child's data will be used, and how to withdraw their consent to information linkage. Make sure to write the name of the child and the address serial number on the handout. You will be prompted to do this by the computer.

The youth interview

The interview with a randomly selected youth aged 11 to 15 living in the household with their parent or guardian can be completed at any point after the adult interview is complete. The youth will be randomly selected during the adult interview and at the end of the adult interview they will appear in the Electronic Contact Sheet and the relevant script will become available. You must interview the selected youth only, even if other youths live in the household and are willing to take part.

At the start of the youth interview you will be asked to record the parent or guardian giving permission for you to interview the youth. If you do not record a name, you will not be able to continue. Please note that in all cases where we need parental permission, you should interpret the word "guardian" to mean legal guardian. It is never acceptable to obtain permission from some other person (say a childminder, aunt or uncle, or grandparent) who merely lives with the young person or is temporarily caring for them.

The youth interview should be around 20 minutes long on average, though the length will vary considerably depending on the answers the youth gives. You will be asking the youth questions, and using showcards where prompted.

The parent will be always asked if they consent to the youth agreeing to join the web panel and/or the youth agreeing to have their National Pupil Database records linked to their survey answers, before we ask the youth themselves. If the adult agrees to National Pupil Database linkage, you must leave the parent National Pupil Database handout with the adult; this tells them what the National Pupil Database is and how their child's data will be used, and how to withdraw their consent to information linkage. Make sure to write the name of the child and the address serial number on the handout. You will be prompted to do this by the computer.

At the end of the youth interview you will ask them to join the web panel. There will be a leaflet to give them, explaining the purpose of the web panel. If they agree or say they want to consider it further in their own time, you will collect their contact details so that we can re- contact them. Please take great care in doing this, as it is

important we record email addresses and telephone numbers correctly to facilitate re-contact. As the panel will be interviewed on the web, there is no need to leave a change of address card with the youth. Please note that if respondents ask, they can only be on the panel if they are prepared to be interviewed on the web.

You will then ask the youth if their National Pupil Database records can be linked to their survey answers. You must leave the youth National Pupil Database handout with the youth; this tells them what the National Pupil Database is and how their data will be used, and how to withdraw their consent to information linkage. Make sure to write the name of the youth and the address serial number on the handout. You will be prompted to do this by the computer.

In the cross-sectional sample the youth interview is not incentivised.

Definition of success

In the cross-sectional sample, an address is defined as productive (whether partly or fully) if the adult interview is completed. The headline response rate is calculated on this basis.

An address is defined as fully productive only if all eligible interviews are completed. At many addresses there will not be any youths or children living there, and thus completing the adult interview will mean the address is fully productive. But where there are youths and/or children you need to complete all elements before we consider an address fully productive.

3.2 The panel sample

The following only applies to those with panel members in their sampling points.

The panel members are those who took part in the Taking Part survey in a previous sweep (which can be up to five years ago) and have been interviewed in every year since they first participated. So some panel members may have participated in Taking Part five times, and others only once. Although in some households everyone may be on the panel, this will not be the case in all households.

In previous years of the survey, if a youth turned sixteen years old in a panel household, they graduated to the adult survey. A child could also graduate to the youth survey, and a child aged under 4 years old could graduate to the child proxy survey. This means that there could, in theory, be up to three adults per household, three youths and five children. In reality of course most households will comprise one adult panel member only.

Where there is more than one adult in a panel household, the main adult is the adult who was randomly selected in the cross-sectional sample. The other adults will be former 11 to 15 year olds who have graduated to the adult survey.

All panel members have agreed that their data can be passed by TNS-BMRB to another research organisation for the purpose of being re-contacted to take part in this survey.

Making contact

Almost all interviewers will have panel members in their sample, interspersed with the cross-sectional sample of addresses which all interviewers will have.

The advance mailing will be sent from the NatCen office. As with the cross-sectional addresses, this will comprise an advance letter sent to the main adult only, accompanied by a leaflet. It is very important that you read the leaflet before making contact, so that you can deal with any questions the respondents may have.

Please note the advance letter and leaflet for the panel members are different to those used at the cross-sectional addresses. The leaflets can be distinguished most obviously by the different colour typefaces used: the panel leaflet uses a turquoise typeface and the cross-sectional leaflet uses a pink typeface. The suggested introduction text is below, and always available in your ECS during the selection instrument:

Good morning/afternoon/evening. My name is.... from [Ipsos MORI/NatCen Social Research, the research organisation]. I am carrying out the "Taking Part" survey for the Government. It's about the kinds of activities you choose to do in your own time and about how you feel about the facilities in your area.

You may remember completing this survey last year. At the time you agreed that we could get back in contact with you to do future research on this topic.

IF NECESSARY: Explain that one or more household members agreed their details could be passed on by TNS-BMRB, the previous contractor, to [Ipsos MORI/NatCen Social Research].

You should have received a letter about this survey from the Department for Culture, Media and Sport explaining that we would be contacting you.

Before I can carry out the survey, I would like just a few minutes of your time to ask you a few questions about yourself and the people who live here with you.

I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any particular individual or address in the results unless you give your permission.

You can also mention that there is a £10 Post Office voucher at the bottom of the advance letter, as a token of our appreciation.

From the time the sample becomes available there are **12 weeks to complete the assignment** (this includes the re-issue period). It is important that fieldwork is completed in this window, as many of the survey measures are highly prone to seasonal variation (to take two examples: gardening and cricket).

The calling pattern is a minimum of six face-to-face visits, at least one of which must be in the evening, one at the weekend and a further one either in an evening or the weekend. The first and last calls must be a minimum of three weeks apart.

Although this is a panel survey, you will need to make contact by personal visits, not by telephone or email. In many panel studies, telephone contact is permitted to arrange face-to-face visits, particularly where panel members have been part of the study for some time. This will not be permitted **until four face-to-face visits have been made to the core or split-off address**. This is because of the change of contractor means a new interviewer from a different organisation is contacting them and telephone contact could prompt unnecessary refusals.

If you find that all the panel members have moved to another address, you should ask the current householder or neighbours for a forwarding address. You are required to make calls on up to two neighbours (maximum of two face-to-face calls per neighbour) to establish whether the address is occupied, or whether they can help you trace panel members. You should record these contacts in ECS.

You can make a note of any replies in your ECS but there is no requirement to ask people to forward on letters as there is in Child of the New Century and other longitudinal studies, and no tracing is required. Please record any new address you find in the ECS and, if the address is in your area, you may attempt to interview the panel members at their new address.

NatCen are responsible for the advance letters, as they hold the licence for the Post Office voucher incentive system we are using. We had hoped that each organisation would be able to print replacement advance letters on demand, but unfortunately this is not possible as only NatCen's printers are able to print the barcodes the voucher incentive system relies upon. We want to avoid asking printers to print replacement letters on request to avoid the considerable additional expense short print runs incur.

Instead NatCen have ordered additional barcodes for each Field Department to send out on request. They look like a compliments slip and just contain the additional barcode. You need to request these from the office **only when you need them** and we will send them to you. Clearly we need to contain costs on the study and accordingly we should only order these when they are essential to secure an interview. We will also need you to account for these by completing a receipt form when these are used. These must be returned at the end of your assignment so that reconciliation can take place.

The enumeration instrument

Where you make contact at the core address and any panel households are still present, after introducing yourself the first thing you need to do is the enumeration. The enumeration is where we check which panel members are still living at the address. In the core address in ECS the enumeration instrument is the first instrument available and must be completed before other scripts start appearing.

As you will be using tablets, the enumeration instrument is designed so it can be completed on the doorstep using the touch screen function. The enumeration instrument will first list all the adult and youth panel members we believe are living at the address. For each person you need to record whether they are still living there, have moved out, or whether something else has happened (they may have died, or gone to prison, for example). After this the enumeration instrument does the same for all the children who are panel members.

If you are at the core address, and you find that the main adult panel member has moved out, the enumeration instrument will prompt you to ask the person you are talking to for their new address, and if this is volunteered, to record it. You will also ask if this address is in your interviewing area.

Once you have completed the enumeration instrument at the core address, the relevant instruments become available for that address. If the main adult panel member has moved out, you have discovered this address and it is in your area then a “split-off” address will appear in ECS. If a split-off address does appear, please get in touch with the office to request an advance letter to be sent out. When you get to the split-off address you will go through the enumeration procedure above again, except that any panel members still living at the core address will not be displayed.

At the split-off address you must complete the enumeration instrument with the named adult only.

Remember we know that the main adult panel member has split-off from the core address and other panel members, but not necessarily the reason (or even if we have a reason, we do not know if it is the true reason). You should make no assumptions about what people at the split-off address know about who the main adult panel member has previously lived with or why. If someone other than the named adult panel member answers the door, explain that you wish to re-interview them for the Taking Part study but do not disclose any information from the ECS about their history with the study or other panel members they are linked to. This is extremely important.

The adult interview

At the core or split-off addresses, the adult and youth interviews can be done in any order. The main adult panel member, however, must be interviewed before they are asked questions about a child panel member aged 5 to 10. The interview for the adult panel member is very similar to the interview for the adults in the cross-sectional sample.

At the end of the adult interview you will ask the respondent to join the web panel. There will be a leaflet to give them, explaining the purpose of the web panel. If they agree or say they want to consider it further in their own time, you will collect their contact details so that we can re- contact them. Please take great care in doing this, as it is important we record email addresses and telephone numbers correctly to facilitate re- contact. As the panel will be interviewed on the web, there is no need to leave a change of address card with the adult. Please note that if respondents ask, they can only be on the panel if they are prepared to be interviewed on the web.

The target response rate for the adult panel members is 76 per cent.

In situations where the main adult panel member is not present at the core address, we still wish to interview the other panel members. In this situation no child proxy interviews will be possible.

If any adult panel members are aged 16 or 17, you will need to ask a parent or guardian for permission to interview them. For all youth panel members, you will need to ask for parental permission too. You must show the parent or guardian the parental permission card which explains what topics are covered in the interview. There is no parental consent form or requirement for a signature; please just record the name of the parent consenting when prompted to do so by the enumeration instrument.

Please note that in all cases where we need parental permission, you should interpret the word “guardian” to mean legal guardian. It is never acceptable to obtain permission from some other person (say a childminder, aunt or uncle, or grandparent) who merely lives with the young person or is temporarily caring for them.

The youth interview and child proxy interview

Any youth interview can be completed at any point after the enumeration instrument is complete. A child proxy interview can be completed only after the main adult panel member is interviewed.

The scripts will appear in the Electronic Contact Sheet and become available. Please only interview panel members. We expect the child proxy interviews to be completed immediately after the adult interview in almost all cases.

If any adult panel members are aged 16 or 17, you will need to ask a parent or guardian for permission to interview them. For all youth panel members, you will need to ask for parental permission too. You must show the parent or guardian the parental permission card which explains what topics are covered in the interview. There is no parental consent form or requirement for a signature; please just record the name of the parent consenting when prompted to do so by the instrument.

At the start of the youth interview you will be asked to record the parent or guardian giving permission for you to interview the youth. If you do not record a name, you will not be able to continue. Please note that in all cases where we need parental permission, you should interpret the word “guardian” to mean legal guardian. It is never acceptable to obtain permission from some other person (say a childminder, aunt or uncle, or grandparent) who merely lives with the young person or is temporarily caring for them.

The youth interview should be around 20 minutes long on average and the child proxy interview around 10 minutes long on average. The length will vary considerably depending on the answers given. You will be asking the youth questions and using showcards where prompted.

The parent will always be asked if they consent to the youth agreeing to join the web panel and/or the youth agreeing to have their National Pupil Database records linked to their survey answers, before we ask the youth themselves. If the adult agrees to National Pupil Database linkage, you must leave the parent National Pupil

Database handout with the adult; this tells them what the National Pupil Database is and how their child's data will be used, and how to withdraw their consent to information linkage. Make sure to write the name of the child and the address serial number on the handout. You will be prompted to do this by the computer.

At the end of the youth interview you will ask them to join the web panel. There will be a leaflet to give them, explaining the purpose of the web panel. If they agree or say they want to consider it further in their own time, you will collect their contact details so that we can re- contact them. Please take great care in doing this, as it is important we record email addresses and telephone numbers correctly to facilitate re-contact. As the panel will be interviewed on the web, there is no need to leave a change of address card with the youth. Please note that if respondents ask, they can only be on the panel if they are prepared to be interviewed on the web.

You will then ask the youth if their National Pupil Database records can be linked to their survey answers. You must leave the youth National Pupil Database handout with the youth; this tells them what the National Pupil Database is and how their data will be used, and how to withdraw their consent to information linkage. Make sure to write the name of the youth and the address serial number on the handout. You will be prompted to do this by the computer.

The youth should be given a £5 gift card at the end of the interview. This has already been activated in the office. You must ensure the youth signs the receipt form so that we can account for all incentives.

The child proxy interview should be around 10 minutes long on average, though the length will vary considerably depending on the answers the adult gives. You will be asking the selected adult questions, and using showcards where prompted.

You will then ask the adult if the National Pupil Database records of their child can be linked to their survey answers. You must leave the parent National Pupil Database handout with the adult; this tells them what the National Pupil Database is and how their child's data will be used, and how to withdraw their consent to information linkage. Make sure to write the name of the child and the address serial number on the handout. You will be prompted to do this by the computer.

Definition of success

In the panel sample, the key is achieving as many productive interviews with individuals as possible, whether they are at core addresses, or now live in a "split-off" household. We will calculate response rates at the individual level, that is, the proportion of panel members we are able to interview.

We will need outcomes at the address level, and the same rules as the cross-sectional sample will apply, except we will not consider these when assessing performance. An address is defined as productive (whether partly or fully) if an interview is achieved with any panel member. An address is defined as fully productive only if all panel members living there are interviewed.

3.3 Feedback

Although we have carried out the pilot successfully it is still early days. We are still very interested in hearing your feedback which you can communicate to the research team via your area manager or directly by email if you prefer to takingpart@ipsos.com or takingpart@natcen.ac.uk.

We are interested in feedback on all aspects of the survey process, including the Electronic Contact Sheet, and the selection and enumeration instruments, which are new for 2016/17.

It is also important that you keep us updated with your progress. Electronic Contact Sheets are designed to make this as easy as possible as outcomes are automatically recorded in some situations (for example, if you complete an interview) and you can keep track of progress on the tablet as you go along. This removes the need for paper documents. Please take advantage of this technology which should be convenient for you and for us in the office.

3.4 Documents and envelopes in your pack

The following table sets out the purpose of each document in your pack.

Note that each organisation has its own versions of documents. This is because we wish each organisation to retain its own corporate identity in the eyes of the respondents, which will mean there is no ambiguity about which organisation you work for. If they call the helpline or email us, they will receive a response from the appropriate organisation; if this was not the case we were concerned this could affect trust in you and the survey.

Document	Purpose
All respondents	
Taking Part appointment cards (Ipsos MORI only)	To leave with respondents when you make an appointment at a face-to-face visit. NatCen interviewers should use their standard stationery.
Taking Part calling cards (Ipsos MORI only)	To leave with respondents after you have made calls but could not make contact. NatCen interviewers should use their standard stationery.
Police station letters (Ipsos MORI only)	This is to register with a local police station if you consider it necessary.
White definitions showcards	These are used to help you decide what is covered by terms such as paid work, volunteering and so on.
Cross-sectional addresses	
Advance letters (spares)	The advance letters will have been posted before you visit.
Advance letter (Laminated)	This advance letter can be used on the doorstep.
Leaflets (spares)	The leaflets will have been posted before you visit.
Web panel leaflet	This is used at the end of the interview to show respondents when inviting them on to the web panel. A leaflet should be left with each respondent who agrees to join the web panel.
Panel addresses	
Incentive receipt forms	These are for you to collect the respondent's signature when the incentive is handed to them at the end of an interview.
Advance letters (spares)	The advance letters will have been posted before you visit.
Advance letter (Laminated)	This advance letter can be used on the doorstep.
Leaflets (spares)	The leaflets will have been posted before you visit.
Web panel leaflet	This is used at the end of the interview to show respondents when inviting them on to the web panel. A leaflet should be left with each respondent who agrees to join the web panel.
Documents for the adult interview (both cross-sectional and panel addresses)	
Lilac showcards	You will need to use these when interviewing an adult aged 16 or over. New showcards are necessary for Quarter 2 because of changes to the adult questionnaire. Note that for Quarter 1 interviews, the adult showcards were green. The lilac adult showcards for Quarter 2 include a cover sheet that states "QUARTER 2", and CAPI will also prompt you to make sure you are using the lilac Quarter 2 showcards for Quarter 2 interviews. Please take care to ensure you are using the correct set of showcards.
Parental permission card	You will need to use this if you are seeking parental permission for an interview with an adult aged 16 or 17.

Document	Purpose
Documents for the youth interview (both cross-sectional and panel addresses)	
Life events calendar	You will need to use this in the youth interview to help respondents recall what they have done.
Parental permission card	You will need to use this if you are seeking parental permission for an interview with any youth.
Yellow showcards	You will need to use these when interviewing a youth aged 11 to 15 years old.
Youth National Pupil Database handout	You will need to leave this with the youth who agrees to linkage of their National Pupil Database records with the survey answers.
Parent National Pupil Database handout	You will need to leave this with the adult who agrees to linkage of the youth's National Pupil Database records with the survey answers.
Documents for the child proxy interview (both cross-sectional and panel addresses)	
Blue showcards	You will need to use these when interviewing an adult about a child aged 5 to 10 years old.
Parent National Pupil Database handout	You will need to leave this with the adult who agrees to linkage of their child's National Pupil Database records with the survey answers.

4 Securing household participation and respondent engagement

4.1 Securing household participation

Summary of engagement issues for Taking Part

High response rates are essential and entirely feasible. On the main stage of Taking Part are target response rates are as follows:

- Cross-sectional sample: 60 per cent of eligible households taking part (defined as at least the adult interview completed).
- Panel sample: 76 per cent of panel members re-interviewed.

The higher the response rate the less risk there is of our estimates being biased. In this section of the instructions we set out our ideas about maximising response, and are very interested in your feedback on what messages work best on the doorstep. We will need to work very hard to achieve the target response rate, so it is essential that you maximise co-operation and minimise refusals.

As a reminder the definitions of success are as follows:

- In the cross-sectional sample, an address is defined as productive (whether partly or fully) if the selected adult is interviewed. The headline response rate is calculated on this basis. An address is defined as fully productive only if all eligible interviews are completed.
- In the panel sample, the key is achieving as many productive interviews with individuals as possible, whether they are at core addresses, or now live in a “split-off” household. We will calculate response rates at the individual level, that is, the proportion of panel members we are able to interview.

Whether you are working on cross-sectional or panel addresses, Taking Part is a survey of the population in England, and this means that you will meet people from a very wide range of backgrounds in very different areas, and people will thus have different motivations to take part.

As this survey is about certain topics – heritage, culture, sport and so on – propensity to respond is highly likely to be correlated with respondents’ interest in these topics. If only people who are interested in these topics take part, the results could end up being unrepresentative of the population and biased (most likely we will over-estimate the true prevalence of participation in cultural, leisure and sporting activities among the population). This means it is very important, more than on most studies, to vary the messages you give respondents, tailoring as appropriate for the type of area, sample type, and what the respondent is saying to you in that first conversation on the doorstep.

In points where there is a mix of cross-sectional and panel sample, you will need to vary your approach on this basis. Panel members will have done this survey at least once before, and your ECS will tell you how long-serving the panel members are (between one and five years). You should not necessarily assume that panel members will be easier to interview or that long-serving panel members will be easy to persuade to participate. Some of course may be committed to the study or enjoy taking part in surveys and securing co-operation might be straightforward; others, however, may be suffering from survey “fatigue” and feel they have already “done their bit” for the study.

So in some instances securing co-operation at panel addresses may prove more difficult than at some cross-sectional addresses.

The key point is that whatever sample type you are working on you should take nothing for granted; you need to be flexible and have ready a range of responses to what people may say which enable you to maximise response.

Apart from the information provided in the advance letters, leaflet and these instructions, the other way respondents can find out more about Taking Part is by looking at the participant web pages maintained by DCMS which can be found here:

<https://www.gov.uk/guidance/taking-part-information-for-survey-participants>

The pages have been updated for the main stage.

Ipsos MORI and NatCen also maintain a participant page. The Ipsos MORI page at www.ipsos-mori.com/takingpart directly links to the joint participant page maintained by NatCen at www.natcen.ac.uk/takingpart.

How Taking Part study findings have been used

Taking Part can tell us who is doing what and why. The survey has brought significant insights into the drivers, and barriers to, engagement in cultural, leisure and sporting activities, as well as levels of participation and enjoyment. Over the first eleven years, the Taking Part survey has provided strong evidence for the culture, leisure and sports sectors. It has provided invaluable information to policy makers, practitioners and academics on the drivers and barriers to engagement as well as levels of participation and enjoyment, and is increasingly used to track changes over time.

Taking Part enables the Government to monitor changes in participation since the survey launched in 2005, as the graphic below demonstrates:



DCMS believes everyone should be able to access and participate in the arts, heritage and sport no matter what their background or where they come from. Taking Part data used to monitor

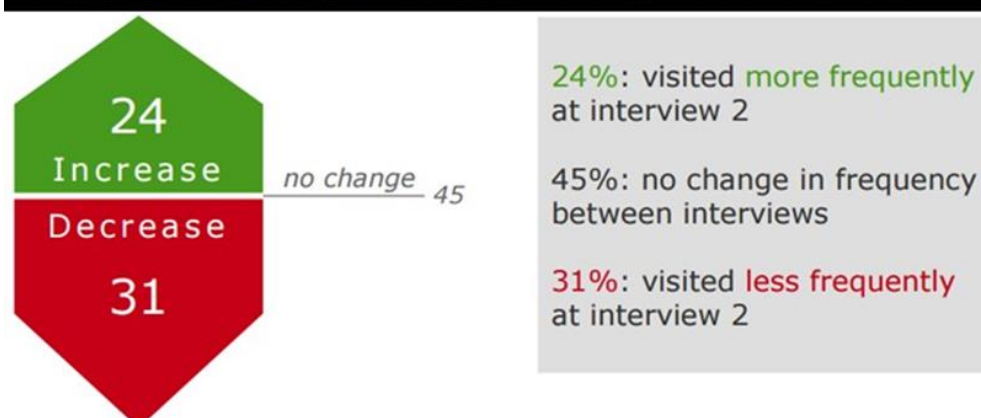
- the impact of DCMS policies on participation among all groups of society.
- the new Cultural White Paper (2016).

Taking Part data informs DCMS strategy to understand where there is a need to invest in the arts, heritage and sport. For example:

- Taking Part revealed the enduring legacy of visiting sites of historic interest in childhood, which creates a life-long interest in visiting such sites as adults. This has informed policy-making.
- Taking Part is one of few credible sources of data on trends in visiting galleries and museums. Taking Part also enables DCMS to monitor the reasons people change their behaviour.

Taking Part also enables DCMS to monitor the reasons people change their behaviour.

Change in frequency of visiting a heritage site in the last 12 months



Reasons for increased frequency of visiting heritage sites



Summary of key points for engaging respondents in Taking Part

Whilst we expect that the majority of respondents you are able to engage with will be happy to take part, you will have to work hard with some, tailoring your approach very carefully and reassuring them on areas of concern. The following boxes show the key points to remember when engaging respondents. The rest of this chapter describes these issues in more detail.

Making initial contact

All initial contact must be by face-to-face visit.

Informing the police (Ipsos MORI interviewers only)

Before you start visiting addresses in person, we advise you to check in at a local police station (this is not compulsory). If you do, give the staff at the station a copy of the police notification form and show them copies of the advance letter for the cross-sectional and panel sample. Procedures for doing this will vary across the

country. In some stations, an officer will write your name in their day book, or will sign and rubber-stamp your form, and may issue you with an incident number, or you may be able to complete the process online.

Regardless of how they record details of your visit, please make sure that you make a note of the time and date of your call and the name of the officer that you spoke to.

Ipsos MORI interviewers must not visit any addresses until you have registered with the police.

Planning your assignment

All assignments comprise 16 cross-sectional addresses, but the number of panel members varies from zero to 19. Use the information on the 'Contact Info' section of the Electronic Contact Sheet (ECS) to organise your sample and plan who to contact, and in what order.

We have provided a map in your pack highlighting each address. This will hopefully make it easier for you to plan your work, giving you an idea of the sampling point area, and how the addresses are spread through it and where they are clustered together. It may help you find some addresses more easily in the field.

Normally interviewers prefer to organise their work geographically, perhaps visiting addresses which are closer together.

Note which addresses are close together when planning your visits. For panel sample we have provided a limited amount of information about the panel household, from data passed to us by TNS-BMRB, which might be helpful in enabling you to plan your work:

1. The maximum number and type of panel members in each household you may have to interview.
2. The date the panel household last took part in Taking Part.
3. How long ago the panel household joined the Taking Part panel.
4. Whether the household said they intended to move when TNS-BMRB last interviewed them and where they would move to
5. The name, gender, age, date of birth (for some) of the main adult and up to two telephone numbers.
6. The name, gender, age, date of birth (for some) of the other panel members.
7. Details of any stable contacts for the panel household.

Do not interview anyone you know personally, such as a friend, neighbour or son/daughter of a friend. You should not interview anyone you know in a professional capacity. If you realise that you do know one (or more) of the panel members, or people who live at addresses issued to you, please get in touch with your organisation's Field Department, who will decide what to do.

The advance mailing

By way of reminder the respondent will have already received a letter and leaflet introducing Taking Part. The respondents may also have looked at the Taking Part websites run by:

- DCMS: <https://www.gov.uk/government/collections/taking-part> or the participant pages <https://www.gov.uk/guidance/taking-part-information-for-survey-participants>.
- NatCen: www.natcen.ac.uk/takingpart.
- Ipsos MORI: www.ipsos-mori.com/takingpart.

NatCen Social Research will send an advance mailing from their office. The advance mailing forewarns the household of the fact that you will be contacting them, and will help to make your first contact easier.

You will find a laminated copy of the advance letters for both cross-sectional and panel addresses in your pack which you can use on the doorstep. Note that the advance letters for panel members have been pre-printed with the name of the main adult and all letters are printed with the reference number.

Spare copies of the advance letters for both cross-sectional and panel sample are also included in your work packs as appropriate to show respondents on the doorstep if necessary. As with the leaflets, the advance letters can be distinguished most obviously by the different colour typefaces used: the cross-sectional letter uses a pink typeface and the panel letter uses a turquoise typeface.

Introducing yourself

As soon as your Field Department has told you the sample is available and the advance letter has been sent by NatCen, you can start visiting respondents straight away.

The opening exchange between yourself and the person answering the door is crucial in terms of whether you obtain an interview or successfully make an appointment. When you first speak to someone you must:

- State your name, mention that you are calling about Taking Part and that you work for Ipsos MORI or NatCen Social Research.

I work for [Ipsos MORI/NatCen Social Research] and am carrying out the Taking Part Study on behalf of the Government – the Department of Culture, Media and Sport.

- You can mention that they were sent a letter and leaflet about the study (if they can't remember this is a trifold leaflet providing information about the study, how the findings will be used, what the study covers, what happens to the data collected and information about who is sponsoring the study (there are spares in your work packs)).
- If you are at a panel address, you can remind them of their previous participation, thank them for this, and tell them their continued participation is invaluable.

Panel members may recall that last year a different interviewer visited them, or may recall that the interviewer worked for TNS-BMRB. If they mention this, you can say that they agreed that their details could be passed to another research organisation so that they can continue to take part in the study. Panel members were asked previously:

Would you be willing for another research organisation acting on behalf of DCMS to contact you to take part in this survey? There would be no obligation for you to take part.

(IF YES) In order to carry out this future research, your contact details will be linked to the answers you have given in this survey. Would you be willing for this information to be passed onto another research organisation acting on behalf of DCMS?

INTERVIEWER ADD IF NECESSARY: We would only pass your contact details and interview information onto the another research company doing legitimate research on behalf of DCMS, your interview data would never be used for commercial purposes

Please reassure them about confidentiality and that their details are used for research and statistical purposes only, and that Ipsos MORI or NatCen Social Research will not pass on their details to anyone else without their permission.

Do not race through this – you need to be bright, alert and speak clearly and concisely. You only have a few seconds to create a good impression.

As ever, be meticulous about showing your ID card to respondents, even if the people you speak to do not appear to be interested in it.

What if my mind goes blank on the doorstep?

You will soon work out the best way to introduce yourself on the doorstep but the ECS will help you if your mind does go blank suddenly. On every screen of the selection and enumeration instrument a form of words is provided which you can summon at any point

At the cross-sectional addresses it will say:

Good morning/afternoon/evening. My name is... from [Ipsos MORI/NatCen Social Research, the research organisation]. I am carrying out the "Taking Part" survey for the Government. It's about the kinds of activities you choose to do in your own time and about how you feel about the facilities in your area.

You should have received a letter about this survey from the Department for Culture, Media and Sport explaining that we would be contacting you.

Before I can carry out the survey, I would like just a few minutes of your time to ask you a few questions about yourself and the people who live here with you.

I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any particular individual or address in the results unless you give your permission.

At the panel addresses it will say:

Good morning/afternoon/evening. My name is.... from [Ipsos MORI/NatCen Social Research, the research organisation]. I am carrying out the "Taking Part" survey for the Government. It's about the kinds of activities you choose to do in your own time and about how you feel about the facilities in your area.

You may remember completing this survey last year. At the time you agreed that we could get back in contact with you to do future research on this topic.

IF NECESSARY: Explain that one or more household members agreed their details could be passed on by TNS-BMRB, the previous contractor, to [Ipsos MORI/NatCen Social Research]. You should have received a letter about this survey from the Department for Culture, Media and Sport explaining that we would be contacting you.

Before I can carry out the survey, I would like just a few minutes of your time to ask you a few questions about yourself and the people who live here with you.

I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any particular individual or address in the results unless you give your permission.

The leaflet

Please use the leaflet to provide further information about the study if necessary before the interview begins. The leaflet gives an overview of the study. It answers a number of questions respondents are likely to have:

- Who are Ipsos MORI/NatCen Social Research?
- How can I check that the interviewer is genuine?
- Why have I been contacted?
- What is the Taking Part study?
- Why has my address been chosen?
- Who will be interviewed?
- What happens next?
- Is the information I give confidential?
- Will I be contacted again?

Maximising your chances of obtaining an interview or making an appointment

Be confident in yourself and in the reputation of Ipsos MORI/NatCen Social Research. The tone of your voice will show the enthusiasm you have for Taking Part.

Why are we asking for their help?

Use the wording from the leaflet and say something like:

We are inviting you to help us with the Taking Part study. The results of the survey will help the Government and its partner organisations understand what helps or hinders people taking part in leisure, cultural and sporting activities. Everyone's views and experiences are valuable. Around 10,000 adults and 1,000 children across England will be interviewed for this year's survey. As a thank you for taking part you have received a £10 Post Office voucher which is at the bottom of the letter you received.

What the survey will involve for them and their household

Here you will need to vary your approach depending on whether you are interviewing in a cross-sectional or panel household.

If you are interviewing at a cross-sectional household you need to explain that you will select one adult living there at random, to ensure we have a representative sample of the population. You can explain that if there are any children aged 11 to 15 years old, that we would like to interview one of them, selected at random. As the interview about the child is carried out by proxy, it is not necessary to explain this on the doorstep as it will flow naturally from the adult interview, when we ask the adult we are speaking to if they can answer a few questions about one of their children. Explain that the study will involve an interview with those taking part, which will mainly involve you asking questions and recording the answers on a tablet computer.

If you are interviewing at a panel household, at the core address you need to explain that we would like to talk to those who took part in the survey last year. On the ECS you should know when they last took part, so please refer to this information to make your approach appear more natural and informed. If it is not possible to interview anyone on first contact, try to make an initial appointment and then take things forward from there. The enumeration instrument is quite short and can be completed by any adult so it might be worth trying to do this on the first visit anyway.

At the split-off household please explain that you want to talk to the main adult who participated last year. Here the enumeration instrument can only be done by the main adult. Please ensure you do not mention any information about the main adult panel member's previous household.

How long the survey will take

The total amount of time you spend with each household will depend on a number of things – and this is what you should tell respondents.

In the cross-sectional sample, it will depend on whether there are any youths or children. On average we anticipate you will spend around 43 minutes in a household with no youths or children, and up to 70 minutes in a household where there are youths or children.

In the panel sample, it will depend on the number of panel members and their sample type. You can see in the ECS what type of household it is. Remember:

- Adult interviews should take around 43 minutes on average.
- Youth interviews should take around 20 minutes on average.
- Child proxy interviews will add 10 minutes on average to the adult interview.

It is important you make respondents aware of this when you are scheduling appointments. These are our best estimates of timing for each section of the interview, by respondent type, based on information from the pilot.

4.2 The calling pattern

To achieve an interview at a household you must make at least six face-to-face visits over the fieldwork period to achieve contact (and then more to achieve all study elements if necessary). At least one visit must be an evening call, one a weekend call, and a further call must be either during an evening or at a weekend. The first and last calls must be a minimum of three weeks apart. Note that in the panel sample telephone calls are not be permitted **until four face-to-face visits have been made to the core or split-off address**.

Once you have achieved an adult interview, you may attempt to arrange an appointment for other elements by telephone. However, you may be more successful if you continue to make face-to-face calls. If you have to visit a "split-off" household (if this is local), then the calling pattern is the same as for core addresses.

If a child or youth answers the door, ask if their parents are in. If they are not, withdraw. Do not ask anything further, but leave your calling card.

Remember to enter the details onto the ECS every time you visit an address.

If you are unable to make contact you are required to make calls on up to two neighbours (maximum of two face-to-face calls per neighbour) to establish whether the address is occupied, or whether they can help you trace panel members. You should record these contacts in ECS. There is no requirement to ask people to forward on letters as there is in Child of the New Century and other longitudinal studies, and no tracing is required.

4.3 Further contact with respondents after your first face-to-face contact

You can text respondents with a reminder of appointments you have made or to set-up appointments but only if you have visited the respondent and they have said that they are happy for you to use this method.

Please always sign off texts with your full name and Ipsos MORI/NatCen Social Research. Do not use “text speak” or abbreviations.

In the unlikely event that you receive a refusal by text, you should usually make a face-to-face visit (unless the respondent has made it very clear that they do not want to be contacted again).

Incoming and outgoing text messages do not need to be recorded in ECS.

You should not send emails to respondents in any circumstances.

4.4 Making appointments

When setting up appointments and arranging visits please bear in mind the length of the interview. It is important that you are realistic about how much can be accomplished in one sitting to avoid drop-out part way through, respondent discomfort and/or reduced quality of data collected. It is likely, given the length of the interview, that many addresses will require a second visit.

If you manage to make an appointment, you will also need to check or mention the following things to the respondent before visiting the address again:

- Check that the respondent’s address matches the address in the ECS
- Remind the respondent that they can read the advance letter and leaflet before you visit if they want further information
- In panel households, encourage the person you have met to communicate with any other panel members about the importance of their continued involvement in Taking Part
- You have spare copies of the advance letters and leaflets that you can use in case respondents have lost theirs. Make sure to give out the right versions (cross-sectional addresses should get different versions to the panel households). However, please avoid giving out spare copies unnecessarily.
- Highlight the need for a quiet space, if possible, for the interview to take place in.
- If making an appointment by telephone, let them know that you will send an appointment confirmation card in the post (if there is time).
- If you are making an appointment face-to-face, complete and hand them an appointment card when you leave
- If making an appointment by text message after a visit, you do not need to send them an appointment confirmation card in the post; however, it may be useful to do so if there is time and you should if respondents ask for one
- It is likely that the first few interviews that you carry out will take longer than once you have become more confident, and are familiar with the different modules. Therefore, we suggest you do not make more than one appointment in a day until you have got two or three interviews under your belt.

If someone is out when you arrive for an appointment, it may be a way of telling you they have changed their mind about Taking Part. On the other hand, they may have simply forgotten all about it or had to go out on an urgent errand. Make every effort to re-contact the respondent and make another appointment.

You will have enough cards in your work packs to cover all appointments. Please bear in mind that posting will mean it arrives with the respondent 2 - 3 working days later, so you will need to arrange your appointment accordingly.

If the appointment is made on the phone, check that their address is the same as the address that you have in your ECS. Log the appointment card mailing in the ECS.

4.5 Dealing with refusals

Avoiding refusals

If there are early signs that the respondent is reluctant, take steps to avoid a refusal. If they hesitate, it could be that you need to reassure them, clarify who you are, and reiterate that you are calling about Taking Part. You have various means at your disposal to create a good impression and reassure respondents, such as dressing in smart clothes, smiling, and maintaining eye contact. It is essential that you remember the following:

- Always maintain a professional manner.
- Be confident – this study is really important.
- Treat the respondents with respect.

If a respondent is reluctant to make an appointment with you, you need to tread carefully, as we do not want “soft”, circumstantial refusals (for example, you might have called at a particularly busy time) to turn into hard refusals where respondents withdraw from the study altogether. You may find that you can provide reassurances in response to queries that respondents have, or that you can say that you will call back at another time if you sense that they are busy and distracted, but the important thing is to back off before they refuse outright. In the unlikely event that the respondent makes it very clear that they do not want you to contact them again, you should respect their wishes and not do so.

Although Ipsos MORI is well-known, some may be less familiar with the company and need reassurance. If so, emphasise that we are members of the Market Research Society and abide by a strict Code of Conduct. **The MRS provides a Freephone service for respondents to verify the legitimacy of our company and you can refer them to this if necessary.**

If they would rather speak to someone other than the MRS specifically about Taking Part, they can call the Freephone number at the Ipsos MORI office (0808 202 4971). If they wish to write they can email us at takingpart@ipsos.com, or write to us at Taking Part, c/o Stephan Tietz, Ipsos MORI, 3 Thomas More Square, London, E1W 1YW.

If respondents wish to speak to someone at NatCen Social Research, they can call FREEPHONE 0800 526 397, email TakingPart@natcen.ac.uk, or write to Taking Part, c/o Sarah Morris, NatCen Social Research, 35 Northampton Square, London, EC1V 0AX.

Respondents can also write direct to the sponsor, Mary Gregory, Head of Statistics, Department for Culture, Media and Sport, 4th Floor, 100 Parliament Street, London, SW1A 2BQ.

Converting refusals

Although we expect that the majority of your respondents will be keen to take part, it is likely that some will be reluctant. It is important that you are prepared to deal with this. A typical conversion interaction process is probably as follows:

- 1) You explain the study to the respondent.
- 2) They decline and give a brief reason.
- 3) You come up with a way to counter their concerns and try to persuade them to take part - they review their decision.

Converting refusals is one of the most challenging parts of an interviewer's job. Refusal conversion requires drawing on a range of skills, depending on the circumstances. You will have your own way of approaching things; it could be helpful to reflect on the skills you feel most confident with and play to your strengths, but also consider if you can focus particular attention on the aspects you might find harder.

The first obvious issue is that on first contact you know little about their (current) circumstances, motives and concerns. People often give a quick and/or bland response (e.g. too busy/not interested) that does not give you much to go on. So the first thing to do if you are faced with a situation where a respondent refuses to participate is to allow time and space to fully ascertain what the problem is. For example, try to open up a dialogue with them and use open questioning rather than diving in with a response (e.g. *Can you tell me a bit more about what your concern is around that?*).

Try to pinpoint the exact problem so that you can come up with the right solution and response to counter their specific concern (e.g. *Can you tell me what the limits are on your time? We are keen to interview you and I can be flexible about when I come*).

Actively show empathy before you try to counter the respondent's concern - people respond best if they feel their concerns are understood, recognised and cared about (e.g. *I can understand why you might feel that, I know that is the case with some studies; or Yes, I can see you have guests at the moment, I can understand that now might not be a good time*).

A key thing to bear in mind is that the initial reason given for refusing may not be the only or main reason for refusal and you may need to work through countering a number of reasons before you solve the problem(s). Refusal conversion requires drawing on a range of skills, depending on the circumstances.

You will have your own way of approaching things; it could be helpful to reflect on the skills you feel most confident with and play to your strengths, but also consider if you can focus particular attention on the aspects you might find harder.

Below is some guidance on approaches when trying to convert refusals. These are suggestions only and may not be suitable in all circumstances; they are designed to provide some ideas that you can draw on.

"Too Busy" or "The study sounds worthwhile, but it involves too much"

- Try to establish limits on time and any other reasons why the study is too much for them at that time.
- Offer to call back at any suitable time (including weekends).
- Offer to break up the interview and come back over more than one visit.
- Offer to make a start (at least).
- Reiterate the importance/benefits of the survey to improving leisure, cultural and sporting facilities.
- Stress how this is a really positive opportunity for the respondent to be and feel part of something interesting and special. It would be a shame for them to miss out, and ask if there is any way you could help fit around things to enable them to have this opportunity.
- Agree an alternative time (which they suggest).
- Try to establish if they genuinely do not have time or if it is a top of mind reaction; try to get to the source of the real barrier.

"Not interested/Don't see the benefit of taking part"

- Stress the value of participation as a positive opportunity (see above).
- They may see the study as a positive thing in general, but not feel it is worth the time commitment. Help them to see that we can minimise the inconvenience (see above responses to "too busy").
- Also stress the value of the information obtained. Use the information about what the study results have been used for to convince them of the value of the study.
- Ask them to read the leaflet provided and, offer to revisit after they have had time to consider the information further.
- Remind them of the incentive of a £10 Post Office voucher they have been offered. We would be grateful for their help.

"Previous bad experience of taking part in surveys"

- Try to establish what it was about other surveys that they did not like and reassure on those points as far as possible.

- Ask if they might be willing to at least give it another go; highlighting that if they start and find it is not for them, they can stop.

(for panel cases only) They do not want to take part in a longitudinal study

- Taking part in this survey does not commit them to doing it again. We just take one survey at a time.
- It is really important for us to know about people from different backgrounds and in different situations, and it would really help us if they could take part this time.

"A difficult time" (personal reasons)

- Ensure that you are empathetic to the situation.
- Find out whether the situation affects them or someone else in the household. You could offer to do the interviews separately or break up the visit at a time that may be suitable.

"It's going to take too long"

- Due to the length of time the interviewer will need to spend in the household, some respondents may be reluctant to take part. As such, we need you to be as flexible as possible

"I'm concerned about information linkage"

- The only information linkage in this study concerns youths and children. There is no information linkage for adult respondents.
- Where there are youths or children in the household, another potential stumbling block to respondents agreeing to take part could be the request to link National Pupil Database records to the survey data.
- The purpose of information linkage is that it can sometimes be easier to get some information from these administrative records, rather than asking people. We only give organisations that hold these records some essential personal details so we can be sure that they find the correct records to provide the information that has been requested. No other information collected during Taking Part will be provided to them.
- If the respondents are concerned about data security, explain that as soon as the interview is finished, the data are locked on our tablets so their interviewers cannot access them again. The tablets are encrypted so that no one outside the office staff can access the data, and all data are encrypted when transmitted to our offices. We use a number of methods, such as encryption and secure computer systems, to prevent unauthorised access to their personal information. Further, when we collect their information or obtain further information from records we remove their personal details and replace them with a unique identification number (code).
- Everything they say is confidential unless they tell us something that indicates that you or someone else is at risk of serious harm. Only the staff working on Taking Part who need to contact them will know your name and contact details.
- All data is processed in line with the Data Protection Act.

- It is important that you try to find out exactly why the respondent is reluctant, and tailor your responses based on their concerns.
- Additional information is on the Taking Part website <https://www.gov.uk/guidance/taking-part-information-for-survey-participants>
- Please make sure to record reasons for refusals in the ECS.

4.6 Engaging respondents from different backgrounds and in different situations - cultural sensitivity

Interviewing in different ethnic and faith communities

Interviewing people from a different ethnic background to yourself should be no different to interviewing anyone else. As an interviewer, you should be a neutral channel for recording the respondent's views. However, you must be sensitive to cultural differences. The following information is provided to help you. Please read it carefully.

- Do not make assumptions about a respondent's ethnicity, background or beliefs. You may think that someone is from a particular ethnic background, but they may not describe themselves as such. Equally you may think that someone is of a white background, but they may describe themselves as being an ethnic minority.
- Do not make assumptions about people's opinions, beliefs, or way of living. Even if a response is not what you expected, please do not show surprise or query it.
- Be sensitive to, and respect, different customs and the behaviour expected of you in households that you visit. Interviewing takes you to the homes of people of many different faiths and ethnicities. Being sensitive to these differences is not only necessary, but obviously it could help you achieve interviews.
 - If you are working in an area with a large Muslim community, avoid calling on Friday afternoons between 12 – 2pm when people are likely to be preparing to visit the mosque for communal prayers.
 - Be aware of significant religious holidays or festivals, details of which can be found on the internet.
- In certain communities it is not uncommon for guests to be asked to remove their shoes upon entering the house. People will usually clarify their expectations; please respond appropriately.
- Pay attention to how you use certain words and phrases. Please note the following:
 - It is generally acceptable to refer to people of non-white descent as 'ethnic minorities'. Terms such as 'coloured' and 'ethnics' are not acceptable and are considered offensive.
 - 'Black' can generally be used to describe people from Black African and Caribbean backgrounds, and people from Indian, Pakistani, Bangladeshi and Sri Lankan backgrounds can be described as 'Asian'.

- People from Chinese and Vietnamese backgrounds are generally referred to by their nationality.
- These are the only terms you should use; do not use others.

Other things to note

An interview with a respondent whose first language is not English may take longer. Allow the respondent time to think, and be prepared to repeat the question if needed. Do not use your own words to explain meanings.

A few things to bear in mind when speaking with Asian respondents:

- Female respondents may not make eye contact with you. This should not be seen as a lack of interest on the part of the respondent; eye contact with people outside of the immediate family may be considered a 'disrespectful' act.
- It may not be advisable to shake the hand of a respondent of the opposite gender as a gesture of thanks or greeting. Please use your experience to assess the situation and act accordingly.
- Cultural rules may require that a female respondent cannot be alone when being interviewed by a member of the opposite sex. They may insist another family member is present.
- Politely refusing hospitality e.g. tea, food will not cause offence.

And when speaking to African and Caribbean respondents:

- It is important to recognise that African and Caribbean communities are not a homogeneous, unified group. There are many different cultures and attitudes. Do not assume that the communities are all the same.

Naming systems

Naming systems, usage and traditions differ between and within cultures and religions.

- Most respondents will be aware of naming traditions in the UK, but it can be a bit confusing for interviewers, particularly in large families.
- Take your time and clarify any relationships you are not clear on. Take a spare piece of paper and ask someone in the household to write down everyone's names. This is usually quicker.
- Never ask respondents for their "Christian name" – ask for a "first" name and then for "other" names. To avoid offending anyone, ask the respondent how they want to be addressed, e.g. Mr, Ms, first name etc.

Administering the survey – language/literacy barriers

On many studies household interpreters are permitted, as the questions are not sensitive, and this will also be the case with Taking Part. Please ensure that any household interpreter is aged 12 or over.

Please be aware that there is one question which we would regard as potentially sensitive. This is SXCLASS where the adult is asked about their sexual identity. If there is a household interpreter it may be inappropriate in many instances to ask this question. You may use your judgement to decide on a case-by-case basis whether to ask this question if there is a household interpreter. If you do not want to ask this question, please code “refused” and make a note by pressing “add comments” at the top of the screen that this was your decision and not the respondent refusing to answer.

We are not proposing to match respondents to another interviewer who speaks their language except in very rare instances. If the respondent’s English is adequate to do the interview, but they prefer to be interviewed in another language, please let your Field Department know. If you personally speak their language then it is acceptable to carry out the interview in their language. If you cannot do an interview because of a language barrier, you should record the appropriate outcome code in the ECS.

It may not be obvious which languages are spoken, and some households will speak more than one language:

- **Urdu** and **Punjabi** are common languages spoken among those of Indian and Pakistani origin.
- **Gujarati**, **Punjabi** and **Hindi** are languages spoken among those of Indian origin.
- **Bengali** is spoken mostly by Bangladeshi people, and by some Indian people.

Some respondents for whom English is not their first language may understand spoken English well enough to take part in the survey, but have more limited English reading skills. Note that you can do the self-completion section instead of them because the questions are not sensitive.

A small proportion of respondents may have also literacy difficulties. Some may mention this, but others may be embarrassed so you may need to be alert to pick up on this. You should support them in the following ways:

- Read them the content of the advance letter and the leaflet.
- Administer the interview by reading out the showcards or the answers if you are prompted to “show screen” (providing you are able to do this in as private a place as possible). Please note that as some lists are very long this will significantly lengthen the interview, and so you need to allow for this if it appears the respondent has literacy difficulties or limited English reading skills

4.7 Large print documents

These are not provided in your packs but if you need them please let your Field Department know.

5 instruments

5.1 Overview

The instruments have been designed by researchers at TNS-BMRB and the Department for Culture, Media and Sport, and have been developed over the many years that the survey has run. We have reviewed the questionnaires in collaboration with DCMS, but it was not possible in the relatively short set-up period to make major changes. Many of the main screener questions are also providing long term trend data and so cannot be changed.

Each of the three potential respondent types (adult, youth and child) has an instrument. The number of modules, and the number of questions within each module varies depending on the respondent.

An overview of the modules within each instrument by respondent type, is given below:

Adult (aged 16 or over)	Youth (aged 11 to 15)	Child (aged 5 to 10)
Household grid ONS well-being questions Activities when growing up (cross- sectional only) Screeners questions (arts, libraries, archives, heritage, museums) Self-completion element (CASI) – sports activities Digital activities and use of internet Enjoyment of activities (random selection) Whether ever did activities in past (cross-sectional only) Life events since last interview (panel only) Reasons for change of frequency of activities (panel only) Voluntary work and charitable giving Community belonging and local participation First World War Centenary Access to news Demographics Web recruitment	School and school year Life events Activities, frequency and satisfaction Sports questions Competitive sport Well-being Demographics Web recruitment National Pupil Database linkage	School and school year Life events Activities and frequency Sports questions Competitive sport Demographics Web recruitment National Pupil Database linkage

It is ideal if you can carry out some practice interviews before beginning your assignment, to get a feel for how the instruments work. You will then know the nature of the questions and are able to respond appropriately if the respondent has any queries, or finds questions difficult to answer. Many of the questions asked in each module are the same for each respondent type.

Interviewer instructions are on screen where appropriate. They will explain whether you should use a showcard or show the respondent the screen, whether you should record answers to open questions and how addresses/telephone numbers should be recorded.

For Quarter 2, we have cut a number of questions from the adult interview, in order to reduce the overall adult questionnaire length to around 43 minutes. These cuts should not affect the overall flow or experience of the interview, and include the following:

- Some of the follow-up questions about activities adults did when they were growing up.
- A question asking how adults access TV programmes.
- Questions asking who the adult has visited libraries and heritage sites with.
- A question asking whether the adult has taken part in historical re-enactment.
- Some of the follow-up questions asking people how often they used to visit specific places (such as museums or galleries) where they do not currently visit them.

- Questions asking how confident and at ease people would feel in a variety of places.
- Questions asking how often adults' family members go to various places.
- Some of the questions asking for detailed information about the adults' employment (and if relevant, their partner's employment).

In addition two other changes have been made:

- A question asking what types of cycling, and dance, adults have done has been simplified.
- Questions asking about the events commemorating the centenary of World War 1 are now asked of a random half of adults aged 25 or over (although they are asked of all adults aged 16 to 24).

5.2 Showcards

There is a set of showcards for each respondent type. All showcards are printed on A4 card, as there are many long lists, and we want to make it as easy as possible for the respondents to answer.

For Quarter 2, the adult showcards are printed on lilac card, the youth showcards on yellow card, and the child proxy showcards on blue card. In addition, there are definitions cards which are intended to be an aide memoire for you to use in the interview. These are printed on white card.

At all times the script will inform you when to use the showcards, and when lists need to be shown to the respondent on screen or read out. For this study there are no reversed showcards.

There are a number of show screen questions so you will need to position yourself so that the respondent can see the screen. Some of these questions have long lists, so you will need to scroll to make sure that the respondent has seen all of the possible answer codes.

5.3 Routing

When you administer the adult interview the respondent could be one of three types:

- An adult who is part of the cross-sectional sample.
- An adult who was interviewed as a youth in the 2015/16 survey year, either as a panel member or as part of the cross-sectional sample.
- An adult who is a panel member already.

In previous years of the survey, if a youth turned sixteen years old in a panel household, they graduated to the adult survey. This means that there could be more than one adult panel member in any panel household, up to a maximum of three. In almost all households, however, there will be one adult panel member to interview only.

The child proxy interview is carried out with the main adult only. In other words, if in a panel household you are unable to interview the main adult, or the main adult does not live at the same address as the child panel member, you will not be able to carry out a child proxy interview. When you administer the child proxy interview, the child could be one of two types:

- A child who is part of the cross-sectional sample.
- A child who is a panel member already (and who the main adult has answered questions about in the previous survey year).

In previous years of the survey, if a child turned five years old in a panel household, they also became part of the panel. This means that there could be more than one child panel member in any panel household, up to a maximum of five. If there are two or more children in the panel household, which will be very unusual, this will significantly lengthen the adult panel member's interview.

A youth interview can be carried out in any panel household, as long as you have permission from a parent or guardian. When you interview a youth, the youth could be one of three types:

- A youth who is part of the cross-sectional sample.
- A youth for whom a child proxy interview was conducted in the 2015/16 survey year, either as a panel member or as part of the cross-sectional sample.
- A youth who is a panel member already.

In previous years of the survey, if a child turned eleven years old in a panel household, they graduated to the youth survey, and they answered questions in their own right for the first time. This means that there could be more than one youth panel member in any panel household, up to a maximum of three. In almost all households with a youth, however, there will be one youth panel member to interview only.

You do not need to worry about which type of interview the respondent will get, as all respondents are pre-allocated an instrument in ECS and will be asked the appropriate questions. In any event, most questions in the adult, youth or child proxy interview are the same regardless of respondent type (adult, youth or child).

5.4 The child proxy interview

The child proxy instrument asks the parent of the selected child about the activities the child participates in outside school. We will not ask about anything that they did whilst at school (except to ask on how many days they did at least 30 minutes exercise in school in the last 4 weeks). Activities organised by the school but done outside normal school hours should be included. Activities that the child has done whilst on holiday should be included.

The introduction to the child proxy interview is very important. You will need to make it clear to the parent or guardian that we are collecting data so that the Government can improve provision and facilities for certain

activities. It therefore does not matter if their child has not been very active. Some parents might be embarrassed if their child has not done many activities. Please reassure them about this and stress that it is very important that we are strict with the oft-used reference period of the last seven days so that we can get accurate data. You can also explain to parents that even if the last seven days were not a typical week for their child, this does not matter as across the country and across the year, we will get an accurate picture of what children of that age do.

5.5 The youth interview

The structure of the youth instrument is very similar to the child proxy instrument. A key difference between this instrument and the child proxy instrument is that we want to know about activities which the youth did both in school lessons and in their spare time. We are therefore including activities that could have been done at any time. This could be in school including during breaks and lunchtimes, before or after school on weekdays, at weekends or during the holidays. We also want the youth to include any activities which they did whilst on holiday when they formulate their answers.

5.6 Household (adult interview)

The adult interview begins with a section about the household. You will collect information about the members of the adult's household, specifically the name, gender, age, marital status and the relationship of the household member to the respondent. If the respondent is aged 16 to 19, you will ask if they are at school, and if so, what year they are in. You will also ask questions to establish the identity of the household reference person.

You will ask about adults in the household first, and then about children (which includes youths).

It is extremely important that you record details in the household section accurately. During adult interviews in households in the cross-sectional sample, the computer will use the information you gather here to randomly select one youth and child (if applicable) and once this selection is made it cannot be changed.

5.7 Subjective well-being (adult interview)

This section contains the four ONS harmonised questions on subjective well-being, which ask respondents to rate their life satisfaction, the extent to which they feel the things they do in their life are worthwhile, and how happy and anxious they felt yesterday, on a scale of 0 to 10. These questions are asked of all adults.

5.8 Activities when growing up (adult interview)

The questions in this section are asked of adults in the cross-sectional sample and adults who were interviewed as a youth in the 2015/16 survey year, either as a panel member or as part of the cross-sectional sample. The questions cover the various activities they did when they were aged 11 to 15 in addition to how frequently they did these activities.

5.9 Screeners and frequency (adult interview)

This section is where you establish what activities respondents have taken part in over the last twelve months. DCMS has a wide range of activities they want to measure and these activities have been grouped together to form a number of questions where you will need to show the respondents the list of activities on your screen.

The activities are grouped as follows:

- Free time activities (including watching television and playing video games).
- Arts participation.
- Attending arts events.
- Use of libraries.
- Visiting archives.
- Visiting places of historic interest.
- Attending museums and galleries.
- Walking, cycling and sports participation (this is asked as a self-completion element)
- Digital activities (that is, those done on the web or using some form of computer).

As some of the lists are quite long, it is important that you scroll down the lists of activities. The order of the lists varies, which is why we are using the show screen rather than showcards. You should ask respondent to mention activities regardless of where they took place.

Apart from free time activities and sport, you will ask respondents, for each activity mentioned, whether they have done this in the last 12 months and whether they did in their own time, for paid work, for academic study, as part of voluntary work or for some other reason. If they have done an activity in their own time and/or as part of voluntary work, you will ask them how often they have done the activity for this reason. It is important to remind the respondent not to include times when they may have done it as part of their paid work, academic study or as part of a school-organised activity, except for the library (where we are interested in any visits for any purpose) and heritage questions where academic study and school-organised activities should be included when answering the relevant follow up questions).

If the respondent is unsure whether or not to include an activity, please show them the white definitions card A. This gives definitions of 'paid work', 'academic study', 'school-organised activities' and 'voluntary work'. As an example of the sort of uncertainty which may be in the respondent's mind, they may get paid on a casual basis to play in a band, but not know if they should count this as paid work or not.

The sections containing the screener and frequency questions for arts, heritage, libraries and museums and galleries have some additional follow-up questions not mentioned above:

- **Arts participation.** For each activity the respondent says they did in their own time or as part of voluntary work, you will ask if they did this as part of a club or group.
- **Use of libraries.** You will ask the respondent long it takes them to travel to the library, the reasons they used the library and the services they accessed there.
- **Visiting archives.** You will ask those who visited an archive in their own time or as part of voluntary work, the reason they did so.
- **Visiting places of historic interest.** You will ask respondents who visited places of historic interest in which country the place of historic interest they visited is, whether the place of historic interest was within one hour's journey time of their home, whether they are a member of a number of organisations such as the National Trust, and whether or not they have participated in metal detecting in the last 12 months.
- **Attending museums and galleries.** You will ask them whether the museum or gallery was within one hour's journey time of their home.
- **Walking, cycling and sports participation.** These questions are aligned with the Active Lives survey commissioned by Sport England which recently changed and is now being carried out on the web. In order to make the questions as similar as possible to the online questions this should, where possible, be completed by the respondent as a self-completion. You will need to pass your tablet to the respondent and they can answer the questions. The questions are not sensitive (unlike many CASI elements) so if the respondent does not want to do them as a self-completion you will still go through them as a standard interview. Likewise, if the interview is being translated, it is not a problem for the translator to help with this section. Some of the questions have very long lists, using expandable headings and these can take a while to load, so please be patient. Some answer codes will have a little i next to them – if you touch this some information will appear. Respondents can use these if they wish to find out more about what that code means.
- **Digital activities.** For each activity the respondent says they did, you will ask if they did this as part of a club or group. You will ask them if they have used a website related to museums, libraries, heritage, the arts and archives, and, if so, what they did on the website. You will ask them about their use of the internet, email and social media more generally.

5.10 Details of participation (adult interview)

You will ask all adults some follow up questions about one randomly selected activity they said they did from each of the following topics - arts participation, attending arts events, use of libraries, visiting archives, attending museums and galleries, and sports and physical recreation. You will ask respondents to think back to the last time they did the activity. For visiting places of historic interest, you will ask respondents follow-up questions about the last place they visited.

You will ask the respondent how much they enjoyed the selected activity, and whether they have recommended it to family and friends. If the respondent used library services or visited an archive, in addition you will ask them about their satisfaction with the service provided during their last visit.

If the respondent says they visited a place of historic interest, you will ask them whether they paid any entrance fees to visit it. This includes compulsory fees and voluntary donations.

5.11 Life events (adult interview)

In this short section you will ask adult panel members if they have experienced any common life-changing events in the last 12 months, from two long lists which are displayed on lilac showcards A7 and A8.

5.12 Changes to participation (adult interview)

In this section you will explore the reasons why panel members have either increased or decreased their participation in activities covered by the topics areas of interest (if this is the case). You will explore whether the different life-changing events mentioned in the previous section or other reasons are the cause.

As with earlier sections of the adult instrument, the questions cover arts participation, attending arts events, use of libraries, visiting archives, attending museums and galleries, visiting places of historic interest, and sports and physical recreation. The computer will work out whether the respondent has increased or decreased their participation in activities by comparing their answers at the screeners and frequency section this year to those given in the previous survey year. They are then asked the reason for the increase or decrease, and the main reason (if more than one reason is given). If the respondent has not increased or decreased their participation in an activity, these questions will not be asked.

Any change in participation will be indicated on screen by some introductory text prior to the relevant questions about the change. This text will summarise the change between this year's answers, and those given in the previous survey year. If the respondent does not feel that their participation has changed since they were last interviewed (despite their answers indicating that a change took place), then you should code "refused" at these questions.

5.13 Factors affecting participation (adult interview)

This section is asked of adult panel members only, regardless of what activities they say they have done. You will ask them if physical health or pain has interfered with their normal daily activities. These questions both require the use of lilac showcard A9.

You will then ask them their opinions about different types of activity, using lilac showcard A10.

5.14 Volunteering (adult interview)

In this section you will ask all adults about what voluntary work they have done, how often they did it, and whether it is related to the broad topics of the survey (the arts, libraries, archives, museums and galleries, places of historic interest, and sports and physical recreation). You will ask them for the reasons they did voluntary work over the last 12 months.

5.15 Charitable giving (adult interview)

The first question in this section is asked of all adult respondents, and asks whether the respondent has given money to charity by any means in the last 12 months. If they have, you will ask them if they have made voluntary donations to arts events, museums or galleries or places of historic interest, and how often they have given money to charity.

At question GIVETY you will show the respondent a long list of the different ways people may use to give money to charity on your screen. The list will be randomised, so items will appear in different places every time. Please note that this question only asks about giving money, not the giving or lending of any other commodities, or time.

At the question COLLECT you will ask about voluntary donations made into a collection box (not mandatory entrance fees) when visiting attractions, if they have not been mentioned at GIVETY. This question is asked to all respondents who have visited an arts event, with the exception of the cinema.

At question GIVEFRQ you should ensure the respondent covers all types of giving to charity. This question is asked if respondents selected any of the options at GIVETY and COLLECT.

At question ORGTYPE again you will show the respondent a list on your screen. The list will be randomised, so items will appear in different places every time

5.16 Community cohesion/belonging (adult interview)

In this section you will ask all adults how long they have lived in their local area, how strongly they feel they belong to it and how strongly they feel they belong to Britain, and to what extent they believe that their local area is a place where people from different backgrounds get on well together (all requiring the use of lilac showcard A14).

5.17 Public participation (adult interview)

In this section, if the respondent is an adult who is part of the cross-sectional sample, or an adult who was interviewed as a youth in the 2015/16 survey year, either as a panel member or as part of the cross-sectional sample, you will ask them if they feel they have any influence over the quality and variety of local sporting or cultural facilities and the quality of the local environment. You will then ask them if any organisation has asked them what they think about these facilities, and what they would do if they wanted to get something done about these issues.

You will then ask them about their involvement in planning decisions in their local area, requiring the use of lilac showcard A16. Those who have been involved are then asked if it involved a historic place of interest. You will ask them what things are most important to their local area, requiring the use of lilac showcard A17, and then what makes them most proud about Britain.

5.18 First World War Centenary (adult interview)

In previous years' respondents were asked about the Olympics, but this is far behind us now, so questions about the Olympics have been replaced by much more topical questions about the First World War Centenary. You will ask them about their awareness of the commemoration of key events of the First World War, whether they support or oppose the commemoration, and whether they intend to follow the centenary events or attend them. These questions are asked of a random half of adults, although they are asked of all adults aged 16 to 24.

5.19 Broadcasting (adult interview)

This section contains questions about accessing the news, whether through newspapers, apps, the web or television.

5.20 Demographics (adult interview)

This is the last section and includes more questions about the respondent and their household. These questions are drawn from the ONS harmonised questions covering topics such as qualifications, employment of them and the household reference person (if applicable), household income, tenure, car and telephone ownership, general health, caring responsibilities, smoking, alcohol consumption, ethnicity, national identity, and religion.

If the respondent is an adult who is part of the cross-sectional sample, or an adult who was interviewed as a youth in the 2015/16 survey year, either as a panel member or as part of the cross-sectional sample you will ask them whether English is their first language.

There is also a question about their sexual identity. To try and minimise the number of refusals at this question, please ask the respondent to read the responses on lilac showcard A26 and just provide the number of the response which applies to them.

In the child proxy interview there are only a few questions, covering the health of the child, their ethnic group, and if they are in the cross-sectional sample, their date of birth.

In the youth interview, the youth will answer this section themselves; there is no need to ask the questions of the parent or guardian and indeed in some situations the youth might consider it patronising. As with the child proxy interview, there are only a few questions covering the health of the youth, their ethnic group, and, if they are in the cross-sectional sample, their date of birth.

5.21 Age, school details and life events (child and youth interviews only)

This section covers whether the youth or child attends school, which school year they are in, and whether the youth or child has been on school holiday in the last seven days (which might affect what activities they did recently). For youth or child panel members you will also read out a list of certain events that might have had a

significant impact on the youth or child's activities in the last 12 months, and ask if the youth or child has experienced them. There are two questions about life events in the youth interview, and one question in the child proxy interview.

5.22 Activities and frequencies (child and youth interview only) and satisfaction (youth interview only)

The structure of the instrument is as follows:

- For each topic area, you will ask about what activities the youth or child has undertaken. The lists of activities are similar but differ slightly depending on whether you are administering the youth or child proxy instrument, to ensure questions are age-appropriate.
- For all activities mentioned, you will ask how often the youth or child has done these in the last year, and whether they have done them in the last seven days. If the youth or child has done more than one of the activities in the last 12 months for any topic, it is important that the respondent thinks about all of these activities when answering the frequency questions, as these are asked about topic areas in general, not specific activities.
- (youth interview only) you will ask these questions about activities done in their spare time, and in school lessons, separately.

The topic areas are always presented in the same order in the child proxy instrument (see table below). In the youth instrument, the presentation of the topic areas is randomised. The order of the topic areas is kept as below, but sometimes "dance activities" will be the starting point, and sometimes the starting point will be libraries.

Generally, as with the screener questions you will need to show the respondent the list of activities on the screen. The exceptions are the screener questions about libraries and museums.

You should ensure the respondent includes helping out or volunteering when answering about the activities. If the respondent needs a definition of volunteering, please show them white definitions card A.

The table below shows the topic areas asked about, and whether you need to show the respondent the screen at the screener question, or use a showcard. The list of activities is shorter for the child proxy interview than the youth interview.

Topic area	Child proxy interview	Youth interview
Dance activities	Show screen	Show screen
Music activities	Show screen	Show screen
Theatre and drama activities	Show screen	Show screen
Reading and writing activities	Show screen	Show screen
Arts, crafts and design activities	Show screen	Show screen
Street arts, circus, carnival or festival activities	Show screen	Show screen
Film and video activities	Show screen	Show screen
Other media activities (radio and computer activities)	Show screen	Show screen
Visits to libraries	Blue showcard P1	Yellow showcard C1
Visits to archives	Not asked	Yellow showcard C2
Visits to museums	Blue showcard P2	Yellow showcard C3
Visits to any historic places of interest or important modern buildings or public spaces	Show screen	Show screen

It is possible that a parent of a child aged 5 to 7 might comment that some of the activities on the cards are age- inappropriate. If they do please explain that the survey covers children aged 5 to 10 and the types of activities we cover need to be suitable for this wider age range.

5.23 Questions about sport (child and youth interviews only)

This section starts with questions asking about the last four weeks instead of the last 12 months. This is because, on average, sport is done more frequently than the cultural activities. In addition you will ask if the youth or child has done the sports mentioned for at least 30 minutes in the last week.

The list of sports is different in the youth interview to the child proxy interview, but in both interviews the list is long. In case respondents mention sports that are not listed, you can record up to three "other" sports. You will need to use showcards at this question (blue showcard P3 in the child proxy interview and yellow showcard C4 in the youth interview).

There are some questions about how much sport the youth or child has done in the last 4 weeks and in the last week.

5.24 Competitive sport (child and youth interviews only)

This section contains two questions about participation in competitive sport asked about all children and youths. Please note that these questions refer to sports that have been done in the last 12 months, not the last four weeks like the rest of the sports section.

The first question asks about competitive sport organised by the school, and the second about competitive sport done outside school. Here by “organised by the school” we refer to all activities done during school lessons, but also any extra-curricular sporting activities organised by the school but done outside of regular lessons (e.g. playing for a school team at weekends, or competing at an after-school club organised by the school). By “outside of school” we refer to all other competitive sporting activities that are not organised by the school.

There is also a question about whether the child or youth has attended any live sporting events.

This section finishes with a question set out to determine which, of all the activities asked about, the youth or child enjoys doing the most.

5.25 Swimming and cycling proficiency (child and youth interview)

There are some questions on how well the child or youth can swim and ride a bicycle.

5.26 Well-being (youth interview only)

You will ask the youth, on a scale of 1 to 10, how happy they are.

5.27 Practice scenarios

Below we list some possible scenarios which will enable you to test a number of scenarios you might encounter:

Cross-sectional addresses (practice cases p12999901 to p12999910)

- Homer Simpson, aged 43, lives alone.
- Homer Simpson, aged 43, lives with his wife Marge, aged 41.
- Homer Simpson, aged 43, lives with his wife Marge, aged 41. They live with their two children, Bart aged 2 and Lisa aged 4.
- Homer Simpson, aged 43, lives with his wife Marge, aged 41. They live with their two children, Bart aged 6 and Lisa aged 8.

- Homer Simpson, aged 43, lives with his wife Marge, aged 41. They live with their four children, Maggie aged 2, Bart aged 4, Lisa aged 11 and Montgomery aged 13.
- Homer Simpson, aged 43, lives with his wife Marge, aged 41. They live with their four children, Maggie aged 6, Bart aged 8, Lisa aged 11 and Montgomery aged 13.
- Homer Simpson, aged 43 lives with his wife Marge, aged 45. They live with their daughter Lisa aged 25, who has a son, Bart aged 6.
- Homer Simpson, aged 48 lives with his wife Marge, aged 50. They live with their daughter Lisa aged 30, who has a son, Bart aged 11, and a daughter, Lisa, aged 8.

Panel addresses

- p12999911: Homer Simpson lives at the core address
- p12999912: You get to the core address, but find that panel member Marge Simpson has left her husband Homer. Homer agrees to tell you her new address. Now go to the split-off address and interview Marge
- p12999914: Homer Simpson has left his wife Marge Simpson, the panel member at the core address, and has custody of their child Lisa.
- p12999915: Homer Simpson and Bart Simpson live at the core address. Homer is not around when you visit, but Marge Simpson, Homer's wife, gives permission for you to interview Bart.
- p12999916: Marge Simpson and Bart Simpson live at the core address. Bart, Marge's son, is not around when you visit, but Marge agrees to be interviewed.
- p12999917: Homer Simpson, Bart Simpson and Lisa Simpson live at the core address. Interview Lisa first, then Homer and then Bart (by proxy).
- p12999918: Marge Simpson, Bart Simpson and Lisa Simpson are the panel members live at the core address. Marge Simpson has left her husband Homer, but Homer still lives with Bart, the youth. Homer agrees you can interview Bart at the core address. Now go to the split-off address and interview Marge and Lisa (by proxy).

6 Ethics, confidentiality, safeguarding and the consent process

6.1 Importance of ethics

As for all research, it is essential that informed consent is gained from respondents and that all necessary measures are in place to protect respondents' rights (such as confidentiality) and well-being (avoiding the research causing upset, discomfort or harm).

You will also need to be alert and sensitive to pick up on and address any concerns that respondents may be shy to reveal. This will vary for different people.

6.2 Confidentiality

It is important that respondents feel confident that the information they are giving to you will only be used for the study and nothing else. You may use the following standard form of words:

"We guarantee that no individual will be identifiable from the results, and that no attempts will be made to identify individuals from their answers. Your answers will be combined with those of all others who take part in the survey".

If people ask who will know their name and address you may use the following standard form or words:

"Your name and address will only be known to the team processing the survey results at Ipsos MORI and NatCen Social Research and the Taking Part survey team in DCMS (for example using postcodes to group together the answers for everyone living in particular areas). We will not pass on your details to any other organisation without your agreement".

Given that the data are made available for a wide range of users you may get asked questions about data security and confidentiality. The bullet points below outline exactly what happens to the data so you have all the information you need to answer any questions.

- Data will be treated in confidence, in accordance with the Data Protection Act.
- If respondents decide at a later date that they no longer want the information collected by you to be used by DCMS or its partner organisations then it will be deleted.
- Individual level data is confidential to and accessed by Ipsos MORI and NatCen Social Research only.
- DCMS will be the data custodians. This is so that they can appoint another contractor in future in a fair tendering competition.

- For those agreeing to join the web panel, DCMS are also the data custodians. They will hold the names and addresses of web panelists, as well as Ipsos MORI and NatCen Social Research.
- Data for all study elements are held together in one place at both Ipsos MORI and NatCen Social Research.
- Personal contact information is kept securely and only used for communications about **this study**.
- The data set is made available for academics and policy makers to use **after all individual identifiers have been removed** – findings cannot be linked back to individuals, and researchers are required not to attempt to identify individuals or present results in such a way as to make the identification of individuals possible.
- It is used for bona fide academic and policy-related social research purposes only.

As respondents have been assured that the information they provide will be kept confidential and only used for research purposes, it is important to remember that any breaches of those assurances may be unlawful. For example, disclosures of personal details to a third party would breach the Data Protection Act, and in some instances constitute a criminal offence.

The Market Research Society Code of Conduct also imposes a duty to preserve the anonymity of respondents unless informed consent is obtained, and to ensure no respondent is harmed or adversely affected by participating in any research study.

At the start of all interviews, there will be a reminder:

"Interviewers are reminded that they must conduct all interviews in accordance with the requirements of the Market Research Society Code of Conduct, and that all personal data must be collected in compliance with the requirements of the Data Protection Act 1998".

6.3 Disclosure of harm

Whilst carrying out this research, you may come across respondents or others in the household who are in a difficult personal situation and who appeal to you for help. However, you should not take matters into your own hands. You should ask them if there is anyone they could contact for help and advice – family, friends, teachers, neighbours, local community services or social services, the police, helplines run by charities, and so on. You should not contact any outside person or agency yourself to disclose what you have seen or heard. It is up to the person concerned to do this for themselves.

However, where the appeal for help indicates someone may be at serious risk of harm, or you observe something that any reasonable person would believe indicates that someone may be at real risk of harm and is not in a position to act on their own behalf, you should follow the protocol set out below. For example, you may observe something that makes you believe a young person or another vulnerable member of the family is, or is at great risk of, being harmed or abused.

In general, the role of the researcher is as a non-interventionist neutral observer. However, if you genuinely believe there is a serious risk that a member of the family is being, or is at risk of being harmed and that you should take action, please ring your organisation's Field Department and discuss the matter with them.

- Do not reveal the name and address details to your organisation at this stage.
- Do make written notes of the incident whilst the details are fresh in your mind, and include the date and time, but do not include the name and/or address details, only the respondent serial number.

Your Field Department will then consult immediately with the respective project manager – Nicholas Gilby at Ipsos MORI or Liz Fuller at NatCen Social Research. Along with other specialist staff at the relevant organisation, they will come to a decision about how best to proceed in relation to this incident, and will provide you with further advice and instructions as appropriate. You will be issued with an incident report form and advice on how to complete it.

However, if an incident occurs where you feel that someone in the household appears to be at immediate risk, please take a 'common sense' approach and, if appropriate, call the emergency services.

6.4 Interviewer safety protocols

We have set out a number of safety guidelines below. These guidelines are designed to protect both respondents and interviewers.

- Do not give the respondent (or other household members) gifts (sweets, food, etc.).
- Avoid any unnecessary physical contact during the visit.

6.5 Consents

Below we have outlined the key principles for gaining informed consent, and communication messages that may be helpful for encouraging participation. We then explain the processes you need to implement to achieve co-operation and consent.

Gaining informed consent is an essential ethical requirement for all survey research (as outlined in the MRS Code of Conduct). The study has been approved by NatCen Social Research's Research Ethics Committee. It is essential that the following key principles are applied consistently, so that participation is voluntary and fully informed for all respondents:

- Ensuring a full, clear and unambiguous understanding. For example, why the survey is being carried out, by who and what the survey will involve for the respondent.
- Ensuring that respondents are fully aware of how their data will be held and used.
- Ensuring respondents have time to consider participation fully, and have the opportunity to ask questions.

- Ensuring active and voluntary consent (for example, giving positive agreement, and understanding that they can stop at any time/skip bits they do not like or wish to answer).

Who provides consent?

You will need to get fully informed consent from all respondents – that is, the adult (with parental permission if the adult is aged 16 or 17), the youth (where parental permission is always required), and the child (by requesting permission from the adult to answer questions about their children). The parents provide consent for information linkage on behalf of any children who are participating by proxy, and for any youths (the youths will also need to consent to information linkage).

Summary of processes to gain co-operation and consent

Consent for the interview is obtained verbally. If parental permission is required then this is recorded at the appropriate point in the instruments.

Parental permission to interview an adult aged 16 or 17 is recorded in the selection instrument. At both cross-sectional and panel addresses, parental permission to interview a youth is recorded at the very start of the youth instrument.

Consent to join the web panel is also obtained verbally. If the respondent consents, you will leave with them a web panel leaflet. Please note that in the youth interview, you will also ask a parent or guardian for permission to join the web panel before asking the youth, including whether the parent is happy for you to ask the youth for their e-mail address and mobile number. Record the name of the parent or guardian giving permission.

Consent for linkage of National Pupil Database records is also obtained verbally. During the child proxy interview, if the parent consents to linkage, you will leave with them a parent National Pupil Database handout and write the household serial number (displayed at the appropriate point on your screen) on the handout. For the linkage of the youth's National Pupil Database records you will need consent from the youth AND the parent, and to leave the applicable handout with each. The household serial number needs to be written on each handout and will be displayed at an appropriate point on your screen.

7 Field administration

Please complete interviews in as many households as you can. If you need extra incentives for the youth panel members or advance letters for split-off households please let your Field Department know.

If you have spare incentives please feel free to do more interviewing in other households to exhaust them.

7.1 Contact information if you have any further queries (Ipsos MORI interviewers)

If you have any queries, please contact your Region Co-ordinator. If you encounter problems or are struggling to get respondents to keep appointments, inform your Region Co-ordinator as soon as you feel there is a risk of not achieving your target number of household interviews. In circumstances where you cannot get hold of your Region Co-ordinator, please get in touch with Darren Fisher or Jessica Bultitude during office hours, using the contact details below:

Darren Fisher [CONTACT DETAILS REDACTED]

Jessica Bultitude [CONTACT DETAILS REDACTED]

7.2 Contact information if you have any further queries (NatCen Social Research interviewers)

If you have any queries, your first point of contact should be your Fieldwork Performance Manager. Your FPM will be in touch with you throughout the fieldwork period and will report progress to your Regional Manager. Your FPM will also pass any specific research related queries to the Taking Part research team.

If you have any queries regarding your allocated work, locating addresses or project protocols (that are not covered in the project instructions) then contact the Logistics Department.

Place **stationery orders** via [CONTACT DETAILS REDACTED] or phone the Equipment/Stationery line on [CONTACT DETAILS REDACTED].

7.3 Key dates

You must finish your assignment by the date you are given.

At the **end of fieldwork** you must finalise all outstanding cases by assigning a final outcome code and synchronising your tablet.

Make sure you let your RC/RM know of the dates that you will be working and keep them up to date about your progress in field.

7.4 Feedback

Every quarter of Taking Part sample is nationally representative. This also gives us an opportunity to make improvements every quarter! So please do send us your feedback.

7.5 Return of work and reporting

Paperwork

Please send your signed receipt forms and any unused incentives to your Field Department.

Electronic data synchronisation

As we are using Electronic Contact Sheets and not paper contact sheets or Address Record Forms, it is expected that you will log your calls on the tablet and then 'Sync' your machine **at the end of each working day**. This is so that we have an accurate picture of what is happening in field at any given time. If you 'Sync' each day, it will make sure that you pick up the latest sample information, too. Remember to finalise any unproductive cases at the end of your assignment.

Appendix – outcome codes

This appendix provides information to help you make sure you are choosing the correct outcome code when choosing a final outcome.

Introduction

To enable valid comparisons to be made between response rates on different surveys, and by different organisations, response rates must be defined and calculated in a standard way. For Taking Part we are using “Standard Outcome codes” which have been adopted by the Office for National Statistics and NatCen Social Research. These Standard Outcome codes are applicable in particular to major government, academic and public sector surveys.

Structure of the Standard Outcome codes

Every outcome code has three digits, with the first digit representing the type of outcome, as follows:

Complete interview

1. Complete interview
2. Partially complete interview

Eligible, but no interview

3. No-contact
4. Refusal
5. Other eligible but no interview

Unknown eligibility

6. Unknown eligibility, non-contact
8. Unknown eligibility, contacted

Ineligible

7. Ineligible

Full Standard Outcome codes

A list of each of the three-digit final outcome codes is provided below, along with bullet points for each describing them.

Note that:

- Some outcomes will not be available to you because they are coded automatically by the computer (for instance, in the case of complete interviews).
- Some outcomes are only applicable to cross-sectional cases, while others are only applicable to panel cases. This is specified in the wording of the outcome code, for instance "PANEL ONLY – Refusal by telephone".
- Some outcomes are specific to the household overall (e.g. 630 Unable to locate address), while others are specific to individual respondents= (e.g. 542 Language barrier with target respondent).

Complete interview

1. Complete interview

110 Complete interviews with all target respondents.

- This is a household level outcome code.
- You will not see this code because it is coded automatically on completion of interviews with all target respondents in the household.

111 Complete interview by target respondent

- This is an individual level outcome code.
- You will not see this code because it is coded automatically when an interview with a respondent is completed.

2. Partial interview

210 Complete interview with at least target respondent but not all target respondents.

- This is a household level outcome code.
- You will not see this code because it is coded automatically if one interview is complete; if there is only one target respondent then the outcome will be 110 instead.

211 Partial interview by target respondent

- This is an individual level outcome code.
- You will not see this code because we have not defined a point where an interview becomes "partial".

Eligible, but no interview

3. No-contact

320 No further contact at issued address

- This is a household level outcome code.
- You should use this code when you have, at some point, made face-to-face contact at the address, and you know the address to be eligible, but you are unable to make contact *at any point* with any eligible resident. For instance, this might be when contact is *only* made with a child, visitor, workman, au-pair, or someone else at the address who confirms that target respondent(s) is/are not available when you call. If you make contact with an eligible resident on at least one occasion, and with a child, visitor, workman, au-pair, or someone else at the address on another occasion, you should use code 323.

323 Contact made with responsible resident at given address, but not with target respondent

- This is an individual level outcome code.
- You should use this code when you make contact with a responsible resident at the address, and he/she confirms that the target respondent is not available.

324 Contact made with target respondent at given address, but no appointment/interview

- This is an individual level outcome code.
- You should use this code when you have made contact with the target respondent, but where you are ultimately unable to obtain an interview with him/her. For instance, you should use this code if you make contact with the target respondent, he/she asks you to 'come back another time', but you do not make contact with him/her again on any subsequent visit to the address.
- Note that this outcome is quite similar to "450 Broken appointment – no recontact". The difference is that 450 should only be used where a firm appointment has been arranged which the target respondent then breaks, whereas 324 should be used where no firm appointment has been made.

325 Contact made with target respondent at given address, but not with parent for permission

- This is an individual level outcome code.
- You should use this code when you have made contact with the target respondent, but where he/she are aged 16 or 17 and you are unable to make contact with their parent or guardian to obtain permission to interview him/her.

326 PANEL ONLY – Moved

- This is an individual level outcome code.
- You will not see this code because it is coded automatically when you select that the target respondent has moved in the Selection/Enumeration element in a panel household.

4. Refusal

410 Office refusal

- This is a household level outcome code.
- You will not see this code because it can only be coded from the office. It is used when a refusal is communicated directly to Ipsos MORI, NatCen, or DCMS. Only those refusals made before initial interviewer contact should be coded as office refusals. If a refusal is communicated directly to Ipsos MORI, NatCen, or DCMS after you have made contact, you will be instructed by the office to use code 431, 432 or 433 as appropriate.

411 PANEL ONLY – Refusal by telephone

- This is a household level outcome code.
- You will not see this code because it can only be coded from the office. You will recall that you are permitted to make contact by telephone with panel members if you have failed to make contact after four visits to an address. This outcome code is intended to enable us to monitor any negative impacts of permitting this type of telephone contact. This code is to be used for panel cases where a panel member refuses on behalf of their household on the telephone when you have failed to contact them face-to-face. For other refusals by telephone – for example if a respondent telephones you to refuse after making an appointment – you should use outcomes 431, 432 or 433 as appropriate.

420 FRESH ONLY - Contact made, but refused to give information about household/names.

- This is a household level outcome code.
- You should only use this code at fresh (cross-sectional) addresses.
- You should use this code when you contact someone at the address, but he/she refuses to give you the information you need to identify the target respondent via the Selection/Enumeration instrument. This is the code you should use if you get an “up-front” refusal on the doorstep.

431 Refusal by target respondent [household level] / Refusal by target adult (16+) [individual level]

- This outcome can be used at either the household, or the individual level. For example the target respondent may refuse on behalf of the household, or they may refuse on their own behalf only.
- This code should be used where the target adult refuses to do the interview.

432 Refusal by proxy (other person) [household level] / Refusal by proxy [individual level]

- This outcome can be used at either the household, or the individual level. For example a person may refuse by proxy on behalf of the household, or they may refuse on behalf of a specific target respondent.
- This code should be used where someone at the address refuses participation in the survey on behalf of the target respondent.

433 Refusal (parental permission)

- This is an individual level outcome code.
- You should use this code where the target respondent is a youth or adult aged 16 or 17, and where their parent or guardian does not give you permission to interview him/her.

440 Refusal during interview

- This is an individual level outcome code.
- You should use this code where the target respondent refuses to complete the interview after the interview has started.

450 Broken appointment – no recontact

- This outcome can be used at either the household, or the individual level.
- You should use this code where the target respondent is willing to be interviewed later at an agreed time, but where you are subsequently unable to re-contact him/her.
- Note that this outcome is quite similar to “324 Contact made with target respondent at given address, but no appointment/interview” – the difference is that 450 should only be used where a firm appointment has been arranged which the target respondent then breaks, whereas 324 should be used where no firm appointment has been made.

5. Other eligible but no interview

510 Refusal because ill at home during entire fieldwork period [household] / Ill at home during field period [individual]

- This outcome can be used at either the household, or the individual level.
- You should use this code where the target respondent is temporarily ill, i.e. he/she might have been able to complete the interview at a different time. If the target respondent is (expected to be) permanently ill, you should use 520.

520 Refusal because away / in hospital during entire fieldwork period [household] / Away/in hospital throughout field period [individual]

- This outcome can be used at either the household, or the individual level.
- You should use this code where the target respondent is resident at the address, but is away, or in hospital, and therefore unable to complete the interview, during the entire fieldwork period.

530 Physically or mentally unable/incompetent

- This outcome can be used at either the household, or the individual level.

- You should use this code when the target respondent does not refuse, but is unable to complete an interview because of a relatively permanent physical or mental condition.

540 Language barrier / difficulties

- This is a household level outcome code.
- You should use this code where the resident(s) at the address is/are not able to speak adequate English to allow you to introduce the survey and complete the Selection/Enumeration instrument, and no one is available to act as an interpreter.

542 Language barrier with target respondent

- This is an individual level outcome code.
- You should use this code where the target respondent is not able to speak adequate English to complete the survey, and no one is available to act as an interpreter.

550 Lost interview

- This outcome can be used at either the household, or the individual level.
- You will not see this code because it is coded from the office in cases where data corruption or technical problems have led to the loss of an interview.

591 Full interview achieved but target adult 16+ requested data be deleted [household] / Full interview achieved but respondent requested data be deleted [individual]

- This outcome can be used at either the household, or the individual level.
- You will not see this code because it is coded from the office in cases where a respondent contacts us and explicitly requests that their interview data is deleted.

592 Partial interview achieved but target adult 16+ requested data be deleted [household] / Partial interview achieved but respondent requested data be deleted [individual]

- This outcome can be used at either the household, or the individual level.
- You will not see this code because it is coded from the office in cases where a respondent contacts us and explicitly requests that their interview data is deleted, in cases where a partial interview has been conducted.

599 Other non-response (give details)

- This outcome can be used at either the household, or the individual level.
- You will not see this code at the household level, but you can code it at the individual level.

- You should use this code in instances where a target individual is eligible, but where you are unable to achieve an interview for a reason other than those covered by the existing codes.

Unknown eligibility

6. Unknown eligibility, non-contact

611 Not issued to an interviewer

- This is a household level outcome code.
- You will not see this code because it is coded from the office in cases where a decision is taken not to issue a sampled address into the field (for example, if no interviewer is available in the area and/or within the time available, or if the area is deemed unsafe).

612 Issued but not attempted

- This is a household level outcome code.
- You will not see this code because it is coded from the office in cases no contact attempts are made within the field period (for example, if an interviewer becomes unavailable after the address is issued).

620 Address inaccessible

- This is a household level outcome code.
- You should use this code where you are able to locate the address, but are unable to access it (for instance, due to a gatekeeper or porter refusing to grant access, or due to remote areas being inaccessible due to weather conditions).

630 Unable to locate address / insufficient address

- This is a household level outcome code.
- You should use this code where the given address is incorrect or inadequate to allow you to find it.

650 No contact with anyone at address (after required visits made)

- This is a household level outcome code.
- You should use this code where you have not made contact with anyone at the address after having made all of your calls.

671 PANEL ONLY – Target adult (16+) has moved and unable to find follow up address

- This is a household level outcome code.
- You should only use this code at panel addresses.

- You should use this code where a target adult on the panel has moved address, and where you are unable to find their follow-up address.

672 PANEL ONLY – Target adult (16+) has moved to address outside my area

- This is a household level outcome code.
- You should only use this code at panel addresses.
- You should use this code where a target adult on the panel has moved address, and where you are provided with the address to which he/she has moved, but this address is too far outside your interviewing area for you to attempt.

690 Other unknown eligibility (give details)

- This is a household level outcome code.
- You will not see this code because it is coded from the office in cases where eligibility is unknown for reasons other than those covered by the existing codes.

7. Ineligible

700 FRESH ONLY - Ineligible, address not residential or no eligible residents

- This is a household level outcome code.
- You should only use this code at fresh (cross-sectional) addresses.
- You should use this code

781 PANEL ONLY - Target adult (16+) has died

- This is a household level outcome code.
- You should only use this code at panel addresses.
- You should use this code where you learn that the target adult had died.

789 PANEL ONLY - Target adult (16+) no longer lives in England

- This is a household level outcome code.
- You should only use this code at panel addresses.
- You should use this code where you learn that the target adult is no longer resident in England.

790 Other ineligible (give details)

- This is a household level outcome code.

- You will not see this code because it is coded from the office in cases where the address is known to be ineligible for reasons other than those covered by the existing codes.

791 No one eligible for element

- This is an individual level outcome code.
- You will not see this code because it is coded automatically in instances where nobody is eligible for a given survey element (which you will establish in the Enumeration instrument); for instance, where a panel member is in prison, or has died, or where a child panel member remains at a core address from which the main adult has moved, meaning the proxy child interview cannot be conducted.

8. Unknown eligibility, contacted

890 Other unknown eligibility despite making contact (give details)

- This is a household level outcome code.
- You will not see this code because it is coded from the office in cases where eligibility is unknown, but where contact is made, for reasons other than those covered by the existing codes.

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About Ipsos MORI's Social Research Institute

The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methods and communications expertise, helps ensure that our research makes a difference for decision makers and communities.