

Methodological Note

This section provides a brief overview of some of the key features of the survey methodology. More detailed information can be found in the full Taking Part Survey Technical Report.²⁵

Sampling

The Taking Part survey was designed to generate a representative sample of adults aged 16 and above living in England. The sample was selected from the small-users Postcode Address File. The sample is restricted to include only private households, so businesses and other non-private accommodation such as student halls of residence, care homes and prisons are out of scope.

The sample was constructed to achieve approximately 27,000 core interviews. However, this was too small to permit robust analyses of certain population sub-groups. Therefore a booster sample of approximately 1,500 adults from non-white backgrounds was conducted via focused enumeration. The final sample size was 28,117.

The sample was stratified by region, population density and proportion of residents classified as managerial/professional/full-time students.

Fieldwork

The interviews were issued between mid-July 2005 and mid-July 2006 and conducted continuously between mid-July 2005 and the beginning of October 2006.

At the beginning of the survey year the full sample is drawn and divided into twelve groups, representing each month of the survey. If the interview was not achieved on the first attempt, the household is approached on a number of occasions. This accounts for the time delay between the end of the survey year and the completion of the interviews.

As a general rule all non-productive addresses (non-contacts, refusals, broken appointments and so on) were re-issued unless there was a specific reason not to or it was not considered to be cost effective i.e. only one or two addresses in an assignment.

Interview

Prior to the interviewer calling at the address, the selected household is sent a letter and a leaflet providing information about the survey.

If the address contains more than one eligible household or the household contains more than one eligible respondent the interviewer will make a random selection. Once selected, no substitutions are permitted.

²⁵ http://www.culture.gov.uk/Reference_library/Research/taking_part_survey/.

The interview is conducted by Computer Assisted Personal Interviewing. This is where the questionnaire has been turned into a computer programme specifying the questions, the range and structure of permissible answers, and instructions for navigating through the questionnaire. This method enables plausibility and consistency checks to be incorporated into the questionnaire and allows the interviewer to enter the answers straight onto a laptop, both of which help improve data quality.

The length of the interview varies according to answers given by respondent; the average length is 40 minutes.

Glossary

2005/2006 issued sample – the sample on which the latest Taking Part results are based. It consists of all samples issued between July 2005 and June 2006 with interviews conducted from mid-July 2005 until the beginning of October 2006. Respondents were asked to recall their experiences during the previous twelve months.

ACORN – 'A Classification of Residential Neighbourhoods', developed by CACI Ltd., classifies households according to the demographic, employment and housing characteristics of the surrounding neighbourhood. ACORN is most useful in determining the social environment in which households are located. The 2001 ACORN (five group) has been used in this report.

1. Wealth achievers – wealthy executives, affluent older people and well-off families.
2. Urban prosperity – prosperous professionals, young urban professionals and students living in town and city areas.
3. Comfortably off – young couples, secure families, older couples living in the suburbs and pensioners.
4. Moderate means – Asian communities, post-industrial families and skilled manual workers.
5. Hard-pressed – low-income families, residents in council areas, people living in high-rise and inner-city estates.

Further information about ACORN is available from CACI Ltd., CACI House, Kensington Village, Avonmore Road, London W14 8TS.

Archives – places that keep archives are usually called a record office or archive centre. Archives are documents that have been created by families, individuals, businesses or organisations and have been specially chosen to keep permanently. They can be written papers such as letters or diaries, maps, photographs or film or sound recordings. Archives are historical documents but do not have to be very old.

Arts attendance events – the arts events included are as follows:

1. Exhibition of art, photography or sculpture
2. Craft exhibition
3. Video or electronic art event
4. Event connected with books or writing
5. Street arts
6. Carnival
7. Culturally specific festival
8. Play or drama
9. Theatre performance (excluding plays or drama)
10. Opera or operetta
11. Classical music performance
12. Jazz performance

13. Live music event (excluding jazz or classical)
14. Ballet
15. Contemporary dance
16. African people's dance or South Asian and Chinese dance
17. Other live dance event

Arts participation activities – the arts activities included are as follows:

1. Ballet
2. Dance (not for fitness) (excluding Ballet)
3. Singing to an audience
4. Playing a musical instrument to an audience
5. Playing a musical instrument for pleasure
6. Writing music
7. Rehearsing or performing in a play or drama
8. Rehearsing or performing in an opera
9. Painting, drawing, printmaking or sculpture
10. Photography as an artistic activity
11. Making films or videos as an artistic activity
12. Creating original artworks using a computer
13. Textile crafts
14. Wood crafts
15. Crafts (excluding textile and wood crafts)
16. Bought any original works of art for yourself
17. Bought any original/handmade crafts such as pottery or jewellery for yourself
18. Writing stories or plays
19. Writing poetry

Barriers – if engagement had not occurred during the reference period (past twelve months) respondents were asked the reasons for non-engagement during that time. The questions were unprompted and more than one reason could be provided. If more than one reason was given, respondents were asked to specify the main reason. For those who only provided one reason this was taken to be the main reason.

The question asking about the main reason for non-engagement was not included in the survey until quarter 2 of Year 1 so this information is only based on three-quarters data, i.e. responses from those addresses issued between mid-October 2005 and mid-July 2006.

BMRB Social Research – the company employed to conduct the survey fieldwork. For more information see <http://www.bmrb.co.uk>.

Confidence Interval – the range of values between which the population parameter is estimated to lie (also referred to as margin of error). Surveys produce statistics that are estimates of the real figure for the population under study. These estimates are always surrounded by a margin of error plus or minus a given range. At the 95 per cent confidence level, over many repeats of a survey under the same conditions, one would expect that these confidence intervals would contain the true population value in 95 per cent of cases. When assessing the results of a single survey it is assumed that there is a one in 20 per cent chance that the true population value will fall outside the 95 per cent confidence interval calculated for the survey estimate.

Design factor – a multiplier which is applied to the simple random sample standard error (and hence the confidence intervals) to take account of design complexity.

Encourage more frequent engagement – where engagement occurred at a specific level of frequency during the reference period (past twelve months), respondents were asked whether they would like to engage more often. For sport, these questions were asked to those who engaged at least once during the reference period, for arts attendance and participation these questions were asked to those who engaged fewer than five times, and for the remaining sectors these questions were asked to those who engaged no more than twice. For those who responded positively to this question they were then asked what would encourage them to do so. These questions were unprompted and more than one factor could be provided. If more than one factor was given respondents were required to specify which would encourage them the most. For those who only provided one factor this was taken to be the main factor.

The question asking about the main factor that would encourage more frequent engagement was not included in the survey until quarter 2 of Year 1 so this information is only based on three-quarters data, i.e. responses from those addresses issued between October 2005 and July 2006.

Ethnicity – the self-defined ethnicity of the respondent. Respondents are asked to make a choice from a card to identify their ethnic background using the standard 2001 Census classification. Due to small sample sizes, it is necessary to collapse this classification into either a five-fold classification, i.e. White, Black, Asian, Mixed or Other, or to a two-fold White and Black and minority ethnic classification.

Frequency – the exact frequency categories are:

1. At least once a week
2. Less often than once a week but at least once a month
3. Less often than once a month but at least 3-4 times a year
4. 1-2 times a year

Gambling – the gambling activities included are as follows:

1. National Lottery
2. Bets on horse racing
3. Scratchcards
4. Other Lottery
5. Gaming/fruit machines
6. Bingo tickets
7. Bets on events, e.g. football matches or elections
8. Bets on dog racing
9. Football pools or 'fixed odds' coupons
10. Table games, e.g. roulette, cards or dice
11. Private bets
12. Other types (this includes raffles/tombola, risk-based investment and internet/TV gambling).

Historic environment sites – the historic environment sites included are as follows:

1. A city or town with historic character
2. A historic building open to the public (non religious)
3. A historic park, garden or landscape open to the public
4. A place connected with industrial history (i.e. an old factory, dockyard or mine) or historic transport system (i.e. old ship or railway)
5. A historic place of worship attended as a visitor (not to worship)
6. A monument such as a castle, fort or ruin

7. A site of archaeological interest (i.e. roman villa, ancient burial site)
8. A site connected with sports heritage (i.e. Wimbledon) (not visited for the purpose of watching sport)

This list covers a wide range of different types of buildings, structures, features and landscapes. It relies on a degree of self-definition of what constitutes heritage sites, and is not meant to be comparable with statutory definitions of protection of the historic environment or any particular types of visitor attraction.

Levers – if engagement occurred during the reference period (past twelve months), respondents were asked the reasons for their engagement on either the last or one randomly selected occasion.

For libraries, museums and galleries and archives respondents were asked about the last occasion they engaged in the activity. Using this method helps respondents to recall details about the activity with more accuracy.

For arts, historic environment and sport respondents were asked about an activity randomly selected from all of those previously chosen. This is a good method to adopt when a range of activities are included since it provides all activities with an equal chance of selection, irrespective of the frequency of engagement.

These questions were unprompted and more than one reason could be provided. Where more than one reason was given respondents were then asked to specify the main reason. For those who only provided one reason this was taken to be the main reason.

The question asking about the main reason for engagement was not included in the survey until quarter 2 of Year 1 so this information is only based on three-quarters data, i.e. responses from those addresses issued between mid-October 2005 and mid-July 2006.

National Statistics – statistics which are produced to the high professional standards set out in the *National Statistics Code of Practice*. They undergo regular quality assurance reviews to ensure they meet customer needs. They are produced free from any political interference. See http://www.statistics.gov.uk/about/national_statistics/cop for more information.

NS-SEC – the National Statistics Socio-economic Classification (NS-SEC) is an occupationally based classification, but provides coverage of the whole adult population. The NS-SEC aims to differentiate positions within labour markets and production units in terms of their typical 'employment relations'. Those whose socio-economic group cannot be classified have been excluded.

More information about NS-SEC can be found on the Office for National Statistics website http://www.statistics.gov.uk/methods_quality/ns_sec/default.asp.

Population figures – Taking Part uses population figures in the weighting and in calculating the estimates of numbers of attendees/participants. The population figures used are the 2005 mid-year population estimates, which are based on birth/death statistics and the Labour Force Survey. For more information see <http://www.statistics.gov.uk>.

Personal income – the income of the respondent.

Religion – the self-defined religion of the respondent. Respondents are asked to report their religion. The main categories provided are No religion, Christian, Buddhist, Hindu, Muslim, Sikh or Other. Due to the small sample sizes, it is necessary to collapse the categories even further for some sectors, where this has been done all excluded religions have been included in the Other category.

This question was not introduced until quarter 2 of Year 1 so this information is only based on three-quarters data, i.e. responses from those addresses issued between mid-October 2005 and mid-July 2006.

Sampling error – a sample, as used in Taking Part, is a small-scale representation of the population from which it is drawn. As such, the sample may produce estimates that differ from the figures that would have been obtained if the whole population had been interviewed. The size of the error depends on the sample size, the size of the estimate, and the design of the survey. The sampling error is computed and used to construct confidence intervals. Sample error is also taken into account in tests of statistical significance.

Sample size – in the 2005/2006 Taking Part survey the overall achieved sample size was 28,117.

Sport activities – the sporting activities included are as follows:

1. Swimming or diving (indoors)
2. Swimming or diving [outdoors]
3. Cycling (not utility)
4. BMX, cyclo-cross, mountain biking
5. Bowls (indoors)
6. Bowls (lawn) (outdoors)
7. Tenpin bowling
8. Health, fitness, gym or conditioning activities
9. Keepfit, aerobics, dance exercise
10. Martial Arts (this is Judo, Karate, Taekwando and other martial arts)
11. Weight training (include body building)
12. Weightlifting
13. Snooker, pool, billiards (except bar billiards)
14. Darts
15. Rugby Union
16. Football (including 5 & 6-a-side) (indoors)
17. Football (including 5 & 6-a-side) (outdoors)
18. Cricket
19. Archery
20. Netball
21. Tennis
22. Badminton
23. Squash
24. Basketball
25. Table tennis
26. Jogging, cross-country, road running
27. Angling to fishing
28. Ice skating
29. Golf, pitch and putt, putting
30. Skiing (on snow or an artificial surface; on slopes or grass)
31. Horse riding
32. Climbing/mountaineering (include indoor climbing)
33. Hill trekking or backpacking
34. Motor sports
35. Shooting
36. Volleyball
37. Rounders

- 38. Boxing
- 39. Yoga
- 40. Water sports (this is windsurfing, waterskiing, rowing, yachting, dingy sailing, canoeing and other water sports)
- 41. Other sports (this includes gymnastics, hockey and fencing)

Note: Utility cycling and all forms of walking are excluded.

Statistical significance – indicates the probability with which we are confident that the difference between the estimates under examination did not occur by chance. Unless stated, all significance referred to in this report is at the 95% level. This means that the probability that the difference happened by chance is low (1 in 20).

Stratification – one of the survey requirements was a design that achieved a minimum of around 2,450 core sample interviews per Government Office Region. The survey was designed to over-sample in the regions to achieve a minimum number of interviews. One result of this is that the data have to be weighted to remove the effect of differences in the probability of selection of addresses within the different regions. As well as stratifying disproportionately by GOR, the sample was also stratified by population density and the proportion of residents classified as managerial/professional/full-time students.

Taking Part Survey – The National Survey of Culture, Leisure and Sport. For more information about the survey and the reports previously published, see: http://www.culture.gov.uk/Reference_library/Research/taking_part_survey/.

Weighted data – two types of weighting are used to ensure the representativeness of the Taking Part sample. First, the raw data are weighted to compensate for unequal probabilities of selection. These include: the individual's chance of participation being inversely proportional to the number of adults living in the household; the over-sampling of smaller regions and the selection of multi-household addresses. Second, weighting is used to adjust for differential non-response.

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