

## **Briefing Note: Key differences between Active People Survey 1 and Active People Survey 2**

### **Are there any differences between 'Active People Survey 1' and 'Active People Survey 2'?**

The key difference between the 2005/6 survey (Active People Survey 1) and the 2007/8 survey (Active People Survey 2) is the overall scale of the survey. In 2005/6, 363,724 interviews were completed (c.1,000 in each local authority in England) whereas in 2007/8, c.500 interviews were completed for each local authority, so a total of c.188, 000 interviews in England. This will be replicated in the 2008/9 (Active People Survey 3) and 2009/10 (Active People Survey 4) surveys, giving a cumulative local authority sample of 1,000 every two survey years.

The reason for undertaking the survey with half the sample of the 2005/6 survey (Active People Survey 1) is that this provides a cost effective way for us to provide continuous year-on-year results without having to wait for three years between survey periods as was originally the intention.

In July 2007 Sport England offered all local authorities in England the opportunity to boost their Active People Survey 2 local authority sample from 500 to 1,000 (the cost of the boost was covered by the local authorities themselves). This offer was taken up by 14 local authorities for the 2007/8 survey. A similar offer was made to all local authorities in July 2008 for the 2008/9 survey (Active People Survey 3), and 20 chose to opt for a sample boost.

### **Have there been any changes to the questionnaire?**

Sport England consulted colleagues to obtain their feedback or suggestions around the 2007/8 questionnaire, based on their experience of the survey and feedback they may have received from their regional partners. Having reviewed all the suggestions, and taking advice from the Active People Academic Advisory Group (a panel of eminent academics with specialist expertise in the areas of physical activity and sport surveys), the Sport England Research Team developed a questionnaire which was then piloted in August 2007 by Ipsos MORI.

Overall, the questionnaire has remained largely unchanged, due to the imperative of being able to track changes/key indicators from the baseline survey in 2005/6 (Active People Survey 1).

However, Sport England added some key questions to the survey which will add value to the information we collect. The following summarises the questions which have been added into Active People Survey 2 and 3:

- 1) Membership of sports clubs by sport - this will enable us to examine the club membership by type of sport.
- 2) Type of sports club - this will enable us to split out different type of sport club membership.
- 3) Tuition and coaching by sport - this will enable a sport specific analysis of coaching and tuition.

4) Competition by type of sport - this will provide sports specific information on those who have taken part in organised competitive sport.

5) Would people like to do more sport? - this question seeks to establish latent demand. It identifies if people are pre-disposed to taking part in more sport than they currently do.

6) What one sport would people like to do more of - this will provide information on the specific sports people would like to do (this is asked only of those who stated they would like to do more sport).

7) Demographics: stage of full time education - this will enable us to distinguish what stage of full time education respondents are in (At school in Year 11, At school in 6th form, At 6th form college, At a further education college, At a University or other higher education institution, Other).

8) Some small changes have been made to the way sports are coded. These changes have been requested by the relevant National Governing Bodies of Sport.

Sport England has developed a briefing note, which documents the questions asked in the survey. This can be found within the [Active People Survey 2 'FAQs'](#).

### **Does the Active People Survey include the questions for the cultural indicators, NI 9, 10 and 11?**

Yes, in mid April 2008, the survey questions for NI 9, 10 and 11 (museums, libraries, galleries and the arts) were added into the Active People Survey questionnaire. Active People therefore provides the measure for these indicators within the National Indicator Set. The baseline for these indicators was collected between mid April and mid October 2008. The questions will remain within the Active People Survey for 2008/9 and 2009/10. Baseline data for NI 9, 10 and 11 will be published by DCMS on 18 December 2008. For more information on the cultural questions, please contact the DCMS or the regional Government Offices.

### **Who is conducting the survey on behalf of Sport England?**

[Ipsos MORI](#) conducted The Active People Survey 1 on behalf of Sport England. Following a competitive and rigorous tender process, which took place in June-September 2007, Ipsos MORI was awarded the contract to undertake the Active People Survey for the next three years (Active People Survey 2, 3 and 4), starting in October 2007.

### **Is the fieldwork methodology the same as the 2005/6 survey?**

Active People Survey 2 utilises the same methodology as Active People Survey 1. It is a telephone survey using Random Digit Dialing (RDD) to ensure a representative selection of respondents. Telephone numbers are generated from a database containing all exchange codes in residential use in England. A representative sample is drawn by randomising the last four digits of the telephone number. Similar to Active People Survey 1, the survey will be conducted over a 12 month period to ensure the effects of seasonality on participation are minimised.

The only change to the methodology is in the selection of the respondent in the household. In Active People Survey 1, solely the 'next birthday' rule was used to select respondents in a household. In Active People Survey 2 a dual methodology has been adopted in order to randomly select the member of the household to take part in the survey. The first and new

element is called the Rizzo<sup>1</sup> method. The second part involves selecting the household member whose birthday comes next.

### **Will there be any changes to the 2008/9 Active People Survey (Active People Survey 3)?**

Active People Survey 3 is being conducted between mid October 2008 and mid October 2009. The survey will be conducted by Ipsos MORI in the same way as Active People Survey 2, and will maintain the same sample size as Active People Survey 2 (500 per local authority, c.188,000 overall).

The only small change to the Active People Survey 3 questionnaire is the addition of an extra question (asked to part of the sample) concerning whether people are doing more or less sport and active recreation than they were 12 months ago. For those who state they are doing less, there is an open-ended question asking the main reason for this. The rationale for asking this question is to see how people's participation varies, and primarily, whether the economic climate may be impacting on participation levels.

For more information, contact [research@sportengland.org](mailto:research@sportengland.org)

*Research Team, November 2008.*

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<sup>1</sup> Rizzo, L. Brick, JM and Park, I (2004) "A minimally intrusive method of for sampling persons in random digit dial surveys" in *Public Opinion Quarterly* 68:2