

Scottish Population Surveys Co-ordinating Committee

Scottish Household Survey – Culture and Sport module

Background

The Culture and Sport module of the Scottish Household Survey (SHS) will cover a sample of just under 8,000 respondents over two years with survey work being undertaken during calendar years 2007 and 2008. The module asks questions on participation and attendance, barriers and levers, and volunteering in culture and sport. The responses can be broken down into socio-economic categories such as age, gender, household income, disability, deprived areas and urban-rural categories. Note that it will now be possible to carry out analysis across sport and cultural sectors.

The six questions on culture and sport in the main SHS survey will cover a sample of under 60,000 respondents over four years (2007 to 2010) and will ask about level and frequency of participation and attendance. The responses can be broken down into socio-economic categories, as above, but also at local authority level because of the larger sample size.

Policy need

Data from both the Culture and Sport module and the questions on culture and sport in the main questionnaire will be used extensively by Tourism, Culture and Sport policy divisions, particularly in the monitoring of the new Sport strategy and in the new SE policy on cultural entitlements.

Piloting

The three contractors use different scripting software. Ipsos Mori and TNS use In2itive and ScotCen use Blaise. Changes to the structure and content of the Culture and Sport module were made following the first pilot of the questionnaire which was based on the In2itive script. The second pilot, using the revised questionnaire, was carried out using the Blaise script.

Fieldwork and data issues

The questionnaire for the Culture and Sport module went into the field in mid January. However since then, a number of differences between the In2itive and Blaise scripts have been identified. These relate primarily to the following:

- i) Four core demographic questions
- ii) Difference in follow-up questions used after two participation questions
- iii) Timing difference between In2itive and Blaise scripts
- iv) Different programming of the same question in the two scripts

The first cuts of data have been received from both the In2itive and Blaise scripts and work is currently underway to quality assure the data which has been received to date.

Current position

The contractors have identified the differences between the In2itive and Blaise scripts and are working to correct the scripts and ensure that the two scripts are consistent. Fieldwork staff also intend to re-contact individuals to collect information on the previously 'missing' variables. The revised Culture and Sport questionnaire is likely to go into the field in April or early May once the fixes have been made.

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