



Department
for Education

Parent, Pupil and Learner Panel

Technical report

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Overview

The Department for Education (DfE) commissioned the Parent, Pupil and Learner Panel (PPLP) to collect robust and quick turnaround research to support policy development during recovery from the COVID-19 pandemic and beyond. The PPLP aims to help DfE make evidence-based policy decisions and see how views and experiences of parents, pupils and learners change over time.

This technical report covers each element of the PPLP data collection and delivery process, across the recruitment phase for primary parents; secondary parents, pupils in years 7 to 11 and pupils and learners in years 12 to 13. The report is divided into the following sections:

- Section 1: Overview. Includes an overview of the aims of the panel and what this document covers.
- Section 2: Methodology Overview. Summarises the timescales for each wave and the reasons for the method selected.
- Section 3: Sampling. Outlines the size and structure of the starting sample and a summary of the recruitment phase.
- Section 4: Questionnaire. Provides details of the questionnaire development and cognitive testing of the questionnaires.
- Section 5: Fieldwork. Details the process for inviting panel members to participate and subsequent communication processes with panel members.
- Section 6: Response Rates. Outlines how many people took part in each wave; the breakdown of responses by key respondent groups as well as how many waves panellists took part in on average.
- Section 7: Weighting. A summary of the weighting approach.
- Section 8: Data Processing and Analysis. An outline of the process for processing and analysing data, including which key subgroups were looked at and how significant differences were tested.
- Section 9: Appendices. Communications sent to panel members and additional ad hoc analysis.

Methodology overview

Overview of Phase 1 and Phase 2

The research was structured into 2 broad phases:

- Phase 1: the November 2021 recruitment wave (November 2021-January 2022) invited pupils in years 6-10 and parents of pupils in reception to year 10 in the 2020/21 academic year to take part in a 15-minute online survey and join the PPLP. Panel members were sampled from the National Pupil Database (NPD) and contacted by letter, inviting them to take part in an online survey (push-to-web approach).
- A subsequent recruitment wave was conducted in February 2022 to recruit pupils and learners in years 12 and 13 to the PPLP. Panel members were sampled from the NPD and the Individualised Learner Record (ILR).
- Phase 2: subsequent waves involved emailing panel members and inviting them to take part in regular short surveys.

In Phase 1, fieldwork lasted 6 weeks between 29 November 2021 to 6 January 2022. The subsequent recruitment wave lasted between 2 February 2022 to 24 February 2022. Potential participants were sent an initial invitation letter and a reminder letter which was sent two weeks into the fieldwork period. An incentive experiment was conducted in the first recruitment wave, whereby half of pupils and parents identified as free school meal eligible (FSM); children in need status (CiN); or special educational needs and disability status (SEN) were offered £7.50 and half were offered £5. As a result, most respondents were offered a £5 incentive and some £7.50, in the form of a Love2Shop voucher. Findings from this experiment can be found in the Incentives section.

For Phase 2 surveys, most were open for five days. Panellists who opted in to receiving a prenotification email received an email roughly a week before each research wave began informing them a survey would be coming. All panel members were sent an initial email invitation when fieldwork began. A £2.50 incentive, in the form of an Amazon voucher, was offered to parents and pupils at the first research wave in Phase 2 and in subsequent research waves, respondents were offered a choice of a £2.50 Amazon voucher or to complete a further survey and receive a £5 Love2Shop voucher, offering respondents flexibility in their rewards. Incentives were paid after the completion of fieldwork.

Table 1 gives a breakdown of each wave of fieldwork completed, including the recruitment wave. The table outlines the number of responses achieved, the dates of the fieldwork period and the fieldwork reference used to refer to each wave in PPLP reports.

Table 1: Parent Pupil and Learner Panel (PPLP) waves

Wave	Number of responses	Fieldwork period	Fieldwork reference
Recruitment wave	4,047 total parent responses and 4,228 pupil responses (years 7 to 11)	29 November 2021 – 6 January 2022	November 2021 recruitment wave
Year 12-13 pupils and learner recruitment	2,158 responses	2 February 2022 – 24 February 2022	Year 12/13 pupil/learner recruitment
February wave (Research wave 1)	2,396 total parent responses and 1,810 pupil responses (years 7 to 11)	2 February 2022 – 7 February 2022	February 2022 research wave 1
March wave (Research wave 2)	2,639 total parent responses and 2,865 pupil/learner responses (years 7 to 13)	9 March 2022 – 14 March 2022	March 2022 research wave 2
Replenishment	1,029 total parent responses and 946 pupil responses (Years 7 to 11)	3 March 2022 – 19 April 2022	Replenishment 2022

Sampling

Target populations

There were four target populations for the PPLP:

- (i) Parents of pupils educated in the maintained sector, years 1 to 6;
- (ii) Parents of pupils educated in the maintained sector, years 7 to 11;
- (iii) Pupils educated in the maintained sector, years 7 to 11; and
- (iv) Young people in education in the maintained sector, years 12 to 13 ¹

Pupils and parents of pupils in independent schools, special schools, pupil referral units, and those who are home educated, were excluded from these target populations. Additionally, learners in work-based programmes (such as apprenticeships and traineeships) and those attending independent training providers and special needs institutions were excluded.

Sample frames

The National Pupil Database (NPD, compiled following the Summer Census 2020/21) was used as the sample frame for the first three populations. This sample was created in November 2021.

For parents and pupils up to year 11, the school year was rolled forward due to the point the NPD extract was taken. This meant, for example, that a sample of pupils in reception year (R) at the time of the Summer Census was taken to cover pupils in year 1 in the 2021-22 academic year. As a result, there will be a small degree of non-coverage affecting these samples, due to population churn between NPD compilation and the PPLP recruitment survey. In particular, this will affect coverage of parents of pupils in year 1 because the sample is limited to those that attended year R (it is not compulsory); and pupils in reception during academic year 2021-22 were not covered. All surveyed pupils and parents are referred to using the year group the pupil was in during the 2021/22 academic year.

In January 2022, a more recent extract of the NPD (compiled following the Autumn 2021 Census) and the Individualised Learner Record (ILR) database were used to sample

¹ Representative of those in classroom-based study programmes, in maintained school or the Further Education college sector

pupils and learners in years 12-13 who are studying at a further education institution (part of population (iv)).

Stratification

The NPD was explicitly stratified by population ((i), (ii) or (iii)) and, within population, by the intersection of three binary variables: SEN status, free school meals (FSM) status, and children in need status (CiN). Different sampling fractions were applied to each explicit stratum.

The following groups were oversampled to achieve representative samples of these subgroups, and to reflect lower response rates achieved during the Parent and Pupil Panel (academic years 2020/21), and illustrates how they were defined. All subgroups were identified based on data from the NPD or ILR:

- SEN (NPD variable: SENprovision_SUM21): A child or young person has SEN if they have a learning difficulty or disability which calls for special educational provision to be made for them. A child of compulsory school age or a young person has a learning difficulty or disability if they:
 - have a significantly greater difficulty in learning than the majority of others of the same age, or
 - have a disability which prevents or hinders them from making use of facilities of a kind generally provided for others of the same age in mainstream schools or mainstream post-16 institutions.
 - Many children and young people who have SEND may also have a disability under the Equality Act 2010 – that is ‘...a physical or mental impairment which has a long-term and substantial adverse effect on their ability to carry out normal day-to-day activities’. Where a disabled child or young person requires special educational provision, they will also be covered by the SEND definition.
 - For more detail, please see the SEND Code of Practice.
- CiN (NPD variable: CINAnyPoint): This is a broad definition spanning a wide range of children and adolescents, in need of varying types of support and intervention, for a variety of reasons. A child is defined as ‘in need’ under section 17 of the Children Act 1989, where:
 - They are unlikely to achieve or maintain, or to have the opportunity of achieving or maintaining, a reasonable standard of health or development without the provision for them of services by a local authority.

- Their health or development is likely to be significantly impaired, or further impaired, without the provision for them of such services; or
- They are disabled.
- FSM (NPD variable: FSMeligible_SUM21): Eligibility for FSMs is used as a proxy for socioeconomic status for those eligible based on means testing rather than universal entitlement in years reception to year 2. Pupils eligible for FSMs were considered to be living in greater socioeconomic deprivation than those pupils who were not eligible for FSMs.

Within each explicit stratum, the pupils were sorted hierarchically before a systematic random sample was drawn from the NPD. The sorting factors were:

- school year
- age
- sex
- ethnic group
- primary SEN type (SEN strata only)
- local authority
- school URN
- IDACI rank based on home address LSOA.

Issued sample sizes for the November 2021 recruitment survey

In total, a sample of 80,466 pupils was drawn, and then divided into two replicates (called the 'original' and 'mirror' samples) of near-identical size and profile. A systematically selected part of the 'original' sample (n=3,205) was allocated to a reserve pool, leaving a sample of 36,996 to issue for the first recruitment survey.

In total, 39,553 initial invitation letters were sent to parents and pupils. A breakdown of letters sent are summarised below in Table 2.

Table 2: Recruitment wave November 2021 invitation letters

Invitation type	Number sent
Parent only	13,948
Parent and pupil	14,868
Pupil only	10,737

The issued sample sizes for each explicit stratum are given in Table 3 below.

Only two samples were drawn *directly* from the NPD: for parents of primary aged pupils and secondary school pupils. The sample for parents of secondary school pupils was drawn from the secondary pupil sample, i.e. in every case where a parent was invited to join the PPLP, the pupil was too, but there were some cases where a parent was *not* invited to join the PPLP but the pupil was. This approach was taken on the assumption that parents would agree to join the PPLP at a higher rate than their children (so not so many needed to be invited). Sample volumes to draw were calculated based on best estimates for likely response rate for each group. These estimates were based on responses to the Parent and Pupil Panel (PPP), academic year 2020/21 alongside Kantar Public's experience with push to web surveys and the target populations.

Table 3: Stratum level issued sample sizes and recruitment levels

Stratum	Issued sample size	Target panel members	Recruited to panel
Total: Population (i)	13,426	2,546	2,197
Parents of primary school pupils - CiN & FSM	2,429	322	348
Parents of primary school pupils - CiN & SEN	607	109	78
Parents of primary school pupils - CiN only	1,357	163	179
Parents of primary school pupils - CiN, FSM and SEN	1,471	226	206
Parents of primary school pupils - FSM & SEN	426	92	73

Parents of primary school pupils - FSM only	1,349	253	249
Parents of primary school pupils - SEN only	786	181	133
Parents of primary school pupils - None	5,000	1,200	931
Total: Population (ii)	13,624	2,545	1,850
Parents of secondary school pupils - CiN & FSM	2,432	272	259
Parents of secondary school pupils - CiN & SEN	810	149	103
Parents of secondary school pupils - CiN only	1,679	188	207
Parents of secondary school pupils - CiN, FSM and SEN	1,387	218	124
Parents of secondary school pupils - FSM & SEN	440	101	40
Parents of secondary school pupils - FSM only	1,249	243	190
Parents of secondary school pupils - SEN only	758	167	121
Parents of secondary school pupils - None	4,869	1,207	806
Total: Population (iii)	23,570	4,238	4,228
Secondary school pupils - CiN & FSM	4,022	454	507
Secondary school pupils - CiN & SEN	1,357	249	191
Secondary school pupils - CiN only	2,778	314	382
Secondary school pupils - CiN, FSM and SEN	2,289	363	226

Secondary school pupils - FSM & SEN	752	159	100
Secondary school pupils - FSM only	2,484	460	518
Secondary school pupils - SEN only	1,263	255	238
Secondary school pupils - None	8,625	1,984	2,066

Table 3 also shows both the target and achieved respondent sample sizes per stratum. In most strata, the achieved sample size was lower than the target sample size.

Sample frames year 12 and 13 recruitment

For recruitment of pupils and learners in years 12 and 13, a sample was drawn from two sources:

- (i) The National Pupil Database: Autumn 2021 School Census update
- (ii) The Individual Learner Record: Snapshot 4 of the 2021-22 academic year

To construct sample frames, both sources were edited to reduce them to classroom-based learners aged 16-18 and studying in either years 12 or 13 at school or their equivalents in a further education institution.

The NPD was edited to include only those fulfilling the following conditions:

- Studying in years 12 or 13 in the 2021-22 academic year
- Not studying in a special school or pupil referral unit

The NPD sample frame comprised 442,862 pupils.

The ILR was edited to include only those fulfilling the following conditions:

- Born between September 2003 and August 2005 inclusive ²
- On a '16-19' study programme, expected to last until at least May 2022
- Not studying for a Traineeship or Apprenticeship

² Based on the learners age they were placed into either the year 12 (aged 16 at the start of the academic year) or year 13 (aged 17 at the start of the academic year)

- Not studying with an independent learning provider, special needs institution or at an institution with an 'atypical' legal organisation status ³

The ILR sample frame comprised 527,493 learners after de-duplication.

In total, the two frames included 970,355 pupils and learners.

Stratification

Before a systematic random sample was drawn, each frame was sorted by a number of critical variables to ensure that any sample drawn would have approximately the same profile with respect to these variables. The NPD sorting variables – ranked from first to last – were:

- school year
- age
- sex
- ethnic group
- free school meals (FSM) eligibility
- children in need (CiN) status
- SEN/ primary SEN type
- local authority
- school URN
- IDACI rank based on home address LSOA.

The ILR sorting variables were very slightly different, reflecting the different information available on this frame. Ranked from first to last, they were:

- age

³ Academy-Converter, Charitable Incorporated Organisation, Charitable Trust, Charitable Unincorporated Association, Community Interest Company, Company Incorporated by Royal Charter (England/Wales), Free School, Higher Education Organisation, Industrial/Provident (England/Wales), Local Authority with an Education Remit, Local Authority without an Education Remit, Other Public Organisation, PRI/LBG/NSC (Use of Limited Exemption), Pri/Ltd by Guar/NSC, Private Limited Company, Public Limited Company, Pupil Referral Unit, Special College, Special Post 16 Institution, or Specialist Designated college.

- sex
- ethnic group
- free meal eligibility (FME)
- SEN status
- education health care (EHC) plan
- long-term learning difficulty, limiting disability (LLDD) or health problem
- local authority
- institution UKPRN
- IDACI rank based on home address LSOA.

Issued sample sizes for the year 12 and 13 pupil and learner recruitment survey

A systematic random sample of 8,000 pupils and learners was drawn from each frame. These samples were decomposed into two replicates (sub-samples with the same profiles), the 'primary' and 'mirror' samples. The primary sample was further subdivided into a main sample and a much smaller reserve sample. Only the main samples were issued: 3,478 pupils from the NPD and 3,768 learners from the ILR.

In total, 7,246 initial invitation letters were sent to pupils and learners. The issued sample sizes for each explicit stratum are given in Table 4 below. The recruited panel size was larger than the target panel size to allow for a larger initial panel to be recruited given the concurrent replenishment of primary and secondary parents and secondary age pupils, and lower than expected responses to regular survey waves.

Table 4: Stratum level issued sample sizes and recruitment levels

Stratum	Issued sample size	Target panel members	Recruited to panel
Total: Population (iv)	7,246	1,668	2,158
NPD Year 12 pupils	1,822	400	572
ILR Year 12 learners	2,036	434	583
NPD Year 13 pupils	1,656	400	536
ILR Year 13 learners	1,732	434	467

Replenishment March/April 2022

Kantar Public and DfE agreed to replenish the panel in February 2022. Replenishment was targeted at primary and secondary parents and secondary pupils. Replenishment intended to recruit more panellists to ensure the research wave targets were met during the remaining waves of the panel. Table 5 below shows the sample selected for replenishment for each group.

Table 5: Stratum level issued sample sizes and recruitment levels

Stratum	Issued sample size	Target panel members	Recruited to panel
Total: Population (i)	2,121	306	353
Parents of primary school pupils - CiN & FSM	0	0	0
Parents of primary school pupils - CiN & SEN	0	0	0
Parents of primary school pupils - CiN only	0	0	0
Parents of primary school pupils - CiN, FSM and SEN	283	27	30
Parents of primary school pupils - FSM & SEN	232	28	32

Parents of primary school pupils - FSM only	216	27	28
Parents of primary school pupils - SEN only	276	35	40
Parents of primary school pupils - None	1,114	190	223
Total: Population (ii)	5,670	671	676
Parents of secondary school pupils - CiN & FSM	337	23	25
Parents of secondary school pupils - CiN & SEN	289	25	27
Parents of secondary school pupils - CiN only	12	0	0
Parents of secondary school pupils - CiN, FSM and SEN	910	69	63
Parents of secondary school pupils - FSM & SEN	881	70	83
Parents of secondary school pupils - FSM only	621	82	75
Parents of secondary school pupils - SEN only	288	34	35
Parents of secondary school pupils - None	2,332	368	368
Total: Population (iii)	6,730	1,107	946
Secondary school pupils - CiN & FSM	337	0	27
Secondary school pupils - CiN & SEN	289	4	20
Secondary school pupils - CiN only	12	0	1
Secondary school pupils - CiN, FSM and SEN	910	44	49
Secondary school pupils - FSM & SEN	881	151	78

Secondary school pupils - FSM only	835	156	116
Secondary school pupils - SEN only	801	137	156
Secondary school pupils - None	2,665	613	499

Sample checking

At each wave, the sample file was updated. Before launching each survey, the updated sample file was spot checked against the original NPD and ILR sample files. All questions which were routed based on sample variables were also double checked. Where respondents had requested not to be contacted again, their data was removed. Before sending invites, the extract from the master sample profile was checked to ensure that it corresponded to the specific audience that the wave was targeting (e.g., parents only).

Questionnaire

For each wave, DfE gathered provisional questions from policy teams across the Department, reviewed submissions and sent provisional questionnaires (one questionnaire for parents and one for pupils/learners) to Kantar Public. Kantar Public and the DfE then worked together to develop and refine the questions until they were ready for cognitive testing. Questions to be cognitively tested were decided jointly by DfE and Kantar Public, depending on the complexity of the question/answer codes and whether the question was new for the particular wave.

Cognitive testing

For the November 2021 recruitment wave, Kantar Public tested questions with parents and pupils recruited via convenience sample alongside testing with colleagues and their children who met the eligibility criteria. Kantar Public conducted 16 telephone interviews with 6 parents and 10 pupils lasting 30 minutes per respondent. All parent interviews were paired with their child. Interviews were conducted by members of the Kantar Public research team. Respondents were given a £30 Love2Shop voucher to thank them for their time. Convenience sampling was used at the November recruitment wave as the most efficient method of completing cognitive testing before the PPLP panel was recruited. The year 12 and 13 recruitment wave used free find recruitment approaches for cognitive testing recruitment, as did subsequent research waves.

Questionnaire checking

After cognitive testing, a report from Kantar Public was delivered to DfE with recommended changes and the final questionnaire was signed-off by DfE. Once the questionnaire was signed off, it was scripted into the web survey. This web survey was checked extensively by the Kantar Public research team. Once initial checks were complete, “dummy” data was run through the online survey and downloaded as a raw data file. The routing of each question was then double checked using this data. Finally, after all amends had been made, the survey was signed-off by a senior researcher in the Kantar Public team.

Fieldwork

Phase 1 November 2021 recruitment: Initial invites

Individuals were invited to complete the initial recruitment survey to join the 'Parent, Pupil and Learner Panel', via a survey weblink using unique log-in details.

On 29 November 2021, Kantar Public sent invitation letters to parents and pupils, explaining what being part of the panel would involve, why the research was important and that it was being carried out by Kantar Public on behalf of Department for Education. The letters provided further information about how respondents were chosen, incentives, instructions on how to complete the recruitment survey (including log-in details) and the contact information for Kantar Public. Additionally, the letter also explained that upon joining the panel, they could expect to be invited to further short surveys until July 2022.

There were several versions of the initial invite letters sent out to potential panellists:

1. Secondary Pupils: An invitation letter for secondary pupils (year 7 to year 11 in the 2021/2022 academic year) asking them to join the panel.
2. Secondary Parents (joint): An invitation letter for parents of secondary pupils (year 7 to year 11 in the 2021/2022 academic year) asking them to join the panel. Additionally, the parent invite letter asked the parent to pass on the letter (Letter 1) to their child if they consented for them to join the panel.
3. Primary parents: An invitation letter for parents of primary pupils (year 1 to year 6 in the 2021/2022 academic year).
4. Secondary pupils (under 16): If pupils were aged under 16 and the parent was not being invited to join the panel, a letter was sent to the child's parent/guardian, which informed them about the panel and asked them to pass on the invitation letter (Letter 1) to their child if consented for them to join the panel.
5. Secondary pupils (over 16): An invitation letter for secondary pupils (aged over 16 and in year 11 in the 2021/2022 academic year) asking them to join the panel.

Where households were sent both parent and pupil invite letters, these were sent in the same envelope. Examples of these initial invite letters are included in the Appendices of this report.

Phase 1 November 2021 recruitment: Reminder invites

On 13 December, Kantar Public sent reminder letters to all individuals who had not completed the initial recruitment survey. The reminder letters were tailored based on who from the household had responded. For example, if the parent had completed the survey but the pupil had not, the letter thanked the parent/carer for their response and asked them to remind their child to take part. The reminder letters provided the same information as the invite letters and included instructions to complete the survey (including log-in details).

Phase 1 February 2022 recruitment: Initial invites

Individuals were invited to complete the initial recruitment survey to join the 'Parent, Pupil and Learner Panel', via a survey weblink using unique log-in details.

On 2 February 2022, Kantar Public sent invitation letters to pupils and learners (year 12 and 13), explaining what being part of the panel would involve, why the research was important and that it was being carried out by Kantar Public on behalf of Department for Education. The letters provided further information about how respondents were chosen, incentives, instructions on how to complete the recruitment survey (including log-in details) and the contact information for Kantar Public. Additionally, the letter also explained that upon joining the panel, they could expect to be invited to further short surveys until July 2022.

There were two versions of the letter:

- Pupils: An invitation for pupils sampled from the NPD to join the panel
- Learners: An invitation for learners sampled from the ILR to join the panel.

Invitation letters were sent directly to the sampled pupil or learner at their home address, as all were over 16 and could therefore consent to participate themselves. An example of this invitation letter is included in the Appendices of this report.

Phase 1 February 2022 recruitment: Reminder invites

On 16 February 2022, Kantar Public sent reminder letters to all individuals who had not completed the initial recruitment survey. The reminder letters provided the same information as the invite letters and included instructions to complete the survey (including log-in details).

Phase 2: Initial invites

For each research wave in Phase 2, parents, pupils and learners received an invitation email alerting them to the fact that a new survey was ready to be completed. The email invites reintroduced the research to the respondents, thanked them for their time, gave them information about the incentive and the contact details for Kantar Public and the DfE.

Panellists were asked during the recruitment survey whether they wanted prenotification of an upcoming survey wave. Where panellists opted in for prenotification, an email was sent up to a week before each research wave advising another survey would begin shortly. An example of the invitation email is included in the appendices of this report. The content of the email was largely consistent for each research wave.

Helpdesk support

Kantar Public set up a project email mailbox which was shared with panel members in the Phase 1 initial invite, reminder invite and all subsequent communications with panellists. A freephone number was also set up, with a recorded voicemail box for panel members to use which was monitored frequently. Mailbox activity was checked daily by a member of the team at Kantar Public. All queries were dealt with in 1 to 2 working days.

Opt outs

Panellists were able to opt out of the research at any point by contacting Kantar Public via the email mailbox or freephone number.

Recruitment survey incentives

To thank respondents for completing the November 2021 and February 2022 recruitment surveys and the replenishment survey, respondents were offered a conditional Love2Shop voucher as an incentive. Love2Shop was offered to provide respondents with flexibility about where vouchers could be redeemed, including a variety of retailers such as Argos, John Lewis and Just Eat.

Once participants had completed their survey, they received their Love2Shop voucher within 7 to 10 working days. The voucher was sent to their email address, which they had provided in the recruitment survey. The email thanked respondents for joining the panel,

signposted information about where respondents could go to for support if the survey had touched on sensitive issues for the respondent and provided them with their voucher code and information about how to redeem it.

Respondents were directed to go to the Love2Shop website (<https://www.love2shoprewards.co.uk/login.php>) and enter their voucher code to redeem their incentive. They could then choose from a catalogue of retailers to spend the voucher.

Incentive experiment

Varying amounts of the incentive were offered during the November 2021 recruitment wave. A £7.50 incentive was offered to half the sampled SEN, FSM and CiN pupils / parents of these pupils. SEN, FSM and CiN respondents were randomly allocated to each incentive type. A larger incentive was offered to these sub-groups in order to boost their response rates and thus improve the overall representativeness of the panel. All other respondents were offered a £5 incentive.

Table 6 below shows the weighted response rates for primary parents whose child was identified as FSM, SEN and CiN, based on whether they were offered the £5 or the £7.50 incentive. Across all sub-groups groups, the increased incentive resulted in a response rate 2.9% higher.

Table 6: Response rate comparison amongst primary parents whose child was identified as CiN, FSM and SEN based on incentive offered

	N – offered £5	Issued N – offered £5	Design weighted response rate – offered £5	N – offered £7.50	Issued N – offered £7.50	Design weighted response rate – offered £7.50	Difference in response rate
CiN	385	2935	13.1%	426	2930	14.5%	1.4%
FSM	410	2839	16.0%	466	2836	19.6%	3.6%
SEN	227	1646	15.8%	263	1644	17.7%	2.0%
Overall (CiN, FSM, SEN)	593	4215	16.0%	673	4211	18.8%	2.9%

Table 7 and Table 8 show a comparison of response rates for secondary parents and pupils identified as CiN, FSM and SEN based on the incentive offered. For secondary pupils, overall across the CiN, FSM and SEN groups, the increased incentive resulted in a response rate 1.7% higher than those offered £5.

Amongst secondary parents, the £7.50 had no impact on response rate – parents who child was identified as CiN, FSM and SEN who were offered the £5 incentive had a response rate 0.3% higher than those offered £7.50. This was driven by secondary parents identified as having a child with SEN, amongst whom those offered £5 had a response rate 2.3% higher than those offered £7.50.

Table 7: Response rate comparison amongst secondary pupils identified as CiN, FSM and SEN based on incentive offered

	N – offered £5	Issued N – offered £5	Design weighted response rate – offered £5	N – offered £7.50	Issued N – offered £7.50	Design weighted response rate – offered £7.50	Difference in response rate
CiN	623	5230	11.9%	683	5216	13.1%	1.2%
FSM	616	4781	16.7%	735	4766	19.8%	3.1%
SEN	383	2846	17.0%	372	2815	16.1%	-0.9%
Overall (CiN, FSM, SEN)	1029	7485	17.3%	1133	7460	19.1%	1.7%

Table 8: Response rate comparison amongst secondary parents whose child was identified as CiN, FSM and SEN based on incentive offered

	N – offered £5	Issued N – offered £5	Design weighted response rate – offered £5	N – offered £7.50	Issued N – offered £7.50	Design weighted response rate – offered £7.50	Difference in response rate
CiN	323	3170	10.2%	370	3138	11.8%	1.6%
FSM	273	2749	12.4%	340	2759	14.3%	1.9%
SEN	198	1716	14.6%	190	1679	12.3%	-2.3%
Overall (CiN, FSM, SEN)	500	4390	14.2%	544	4365	13.9%	-0.3%

Research wave incentives

To thank respondents for completing each research wave, respondents were offered a £2.50 conditional incentive. For research wave 1, respondents were all provided with a £2.50 Amazon e-gift card to thank them for participating. From research wave 2, respondents were offered a choice between receiving a £2.50 Amazon e-gift card immediately after fieldwork or the option to receive a £5 Love2Shop e-gift card if they completed a subsequent wave.

Response rates

Table 9 shows the number of parents and pupils who have taken part in each wave including the recruitment wave. Table 10 shows what response rate this equates to, specifically what proportion of those who joined the panel went on to complete each wave.

At each wave, response numbers were capped based on pupil year group targets. This ensured a spread of completed surveys per year group and contained costs. The target numbers per wave were based on estimates of the likely response rate if all those wishing to respond were allowed to.

Response rate for the initial panel recruitment

The overall response from contacting 27,050 parents and 23,570 pupils was 16%. The response rates by major subgroups for each subsequent research wave are shown in Table 9 below.

Table 9: Number of parents and pupils who completed each wave

Wave	Fieldwork period	All parents	Primary parents	Secondary parents	Secondary pupils	Year 12 and 13 pupils and learners
Recruitment	November 2021- February 2022- ⁴	4,047	2,197	1,850	4,228	-
Research wave 1	2 February 2022 – 7 February 2022	2,396	1,319	1,077	1,810	-
Year 12/13 recruitment	2 February 2022 – 24 February 2022	-	-	-	-	2,158
Replenishment	3 March 2022 – 19 April 2022	1,029	353	676	946	-
Research wave 2	9 March 2022 – 14 March 2022	2,639	1,355	1,284	2,865	945

⁴ Year 12 and 13 pupils and learners were recruited to join the PPLP in February 2022. The November 2021 recruitment wave recruited primary and secondary parents and pupils in years 7-11 only.

Table 10: Percentage of parents and pupils who completed each wave

Wave	Fieldwork period	All parents	Primary parents	Secondary parents	Secondary pupils	Year 12 and 13 pupils and learners
Recruitment	November 2021- February 2022	15%	16%	14%	18%	30%
Research wave 1	2 February 2022 – 7 February 2022	59%	60%	58%	43%	-
Year 12/13 recruitment	2 February 2022 – 24 February 2022	-	-	-	-	27%
Replenishment	3 March 2022 – 19 April 2022	13%	17%	12%	14%	-
Research wave 2	9 March 2022 – 14 March 2022	57%	56%	58%	41%	44%

Proportion of respondents from each key sub-group

The following charts show the proportion of overall responses at each recruitment wave from key sub-groups and are based on final, unweighted data. Figure 1 shows response to the November 2021 recruitment wave and Figure 2 shows responses to the February 2022 wave.

Figure 1: Recruitment November 2021 response rates

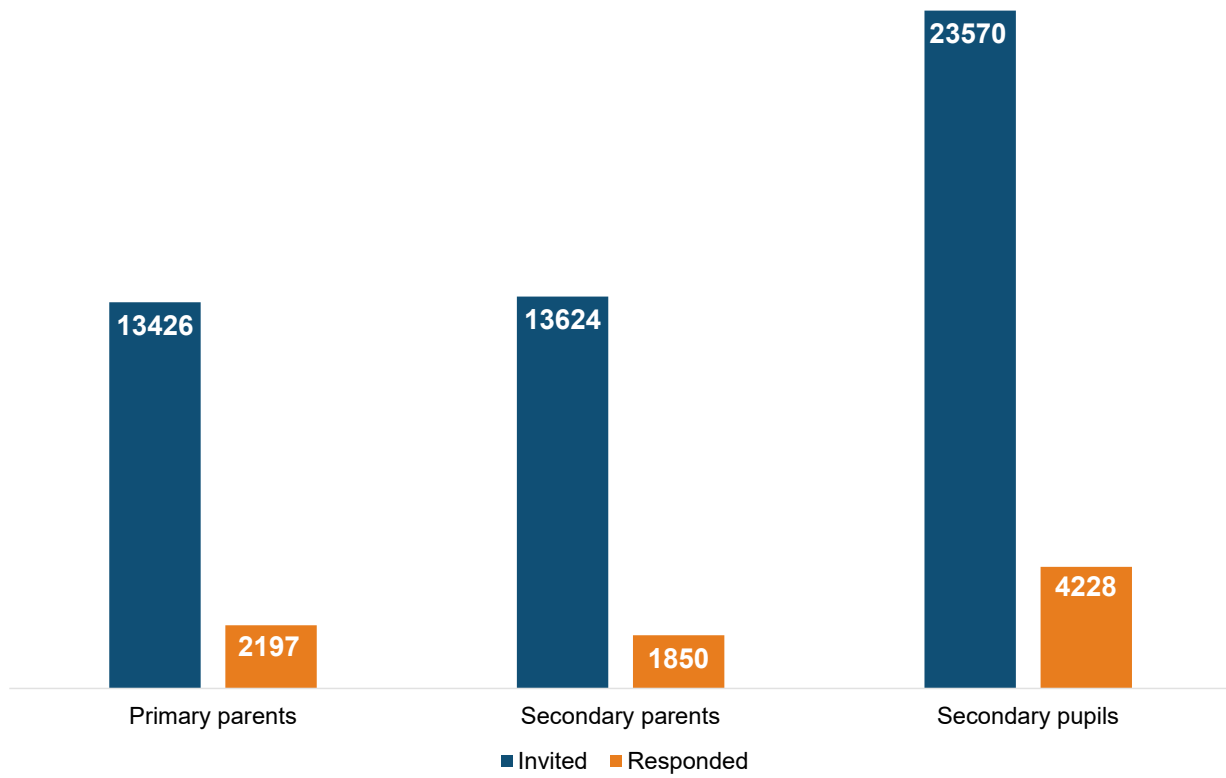
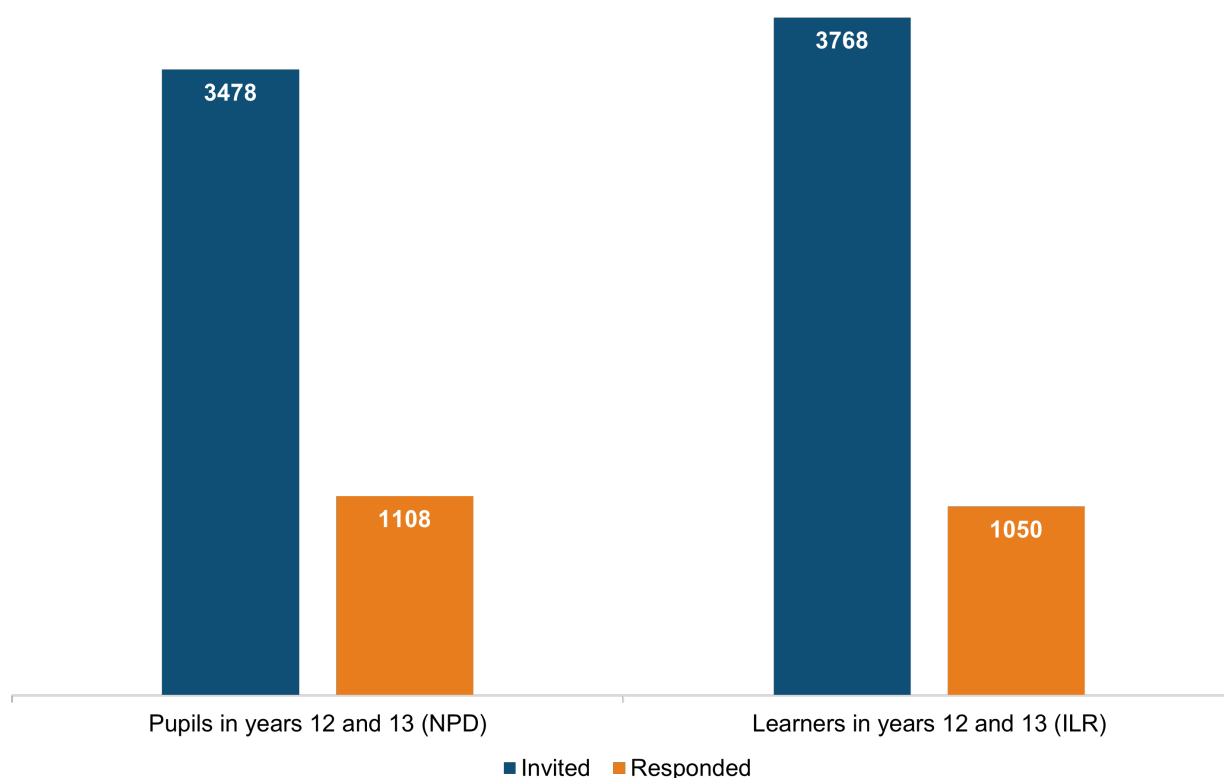


Figure 2: Recruitment February 2022 response rates



Demographic profile of recruited respondents

4,047 parents joined the panel comprising 2,197 parents of primary school pupils and 1,850 parents of secondary school pupils. The profile of these parents is shown in Table 11 and Table 12.

Table 11: Profile of parents surveyed, year group and eligibility status

	All parents	Primary school parents	Secondary school parents
Base	4,047	2,197	1,850
Pupil year group			
Year 1	6%	12%	
Year 2	9%	16%	
Year 3	10%	18%	

Year 4	10%	18%	
Year 5	10%	18%	
Year 6	10%	18%	
Year 7	10%		22%
Year 8	9%		20%
Year 9	9%		21%
Year 10	9%		20%
Year 11	8%		18%
FSM eligibility			
Yes	37%	40%	33%
No	63%	60%	67%
SEN status			
Yes	21%	24%	24%
No	79%	76%	76%
CiN status			
Yes	37%	37%	38%
No	63%	63%	62%

Base: All parents (4,047). Source: NPD

Table 12: Profile of parents surveyed, ethnicity, gender and region

	All parents	Primary school parents	Secondary school parents
Base	4,047	2,197	1,850
Ethnicity			
White	76%	80%	78%
Mixed / Multiple ethnic groups	2%	3%	2%
Asian / Asian British	9%	9%	11%
Black / African / Caribbean / Black British	6%	5%	7%

Other ethnic group	2%	2%	2%
Prefer not to say	1%	1%	1%
Other ethnic minority groups (excluding white minorities)	19%	19%	21%
Gender			
Female	84%	85%	83%
Male	15%	14%	17%
I identify in some other way	*	*	*
Prefer not to say	1%	1%	1%
Region			
East Midlands	9%	9%	9%
East of England	10%	10%	10%
London	14%	13%	15%
North-east	5%	5%	5%
North-west	13%	12%	14%
South-east	17%	17%	17%
South-west	10%	10%	10%
West Midlands	12%	12%	11%
Yorkshire and the Humber	11%	11%	10%

Base: All parents (4,047); all parents. Source: NPD/PPLP 2021 recruitment parent survey, Which of the following best describes your gender?

In total, 4,228 secondary school pupils joined the panel. Their profile is shown in Table 13 and Table 14.

Table 13: Profile of pupils surveyed, year group and eligibility status

	Secondary school pupils
Base	4,228
Pupil year group	

Year 7	18%
Year 8	18%
Year 9	21%
Year 10	21%
Year 11	21%
FSM eligibility	
Yes	32%
No	68%
SEN status	
Yes	18%
No	82%
CIN status	
Yes	31%
No	69%

Base: All secondary school pupils (4,288). Source: NPD

Table 14: Profile of pupils surveyed, ethnicity, gender and region

	Secondary school pupils
Base	4,228
Ethnicity	
White	72%
Mixed / Multiple ethnic groups	7%
Asian / Asian British	10%
Black / African / Caribbean / Black British	6%
Chinese	*
Other ethnic group	2%
Missing	2%
Other ethnic minority groups (excluding white minorities)	25%

Gender	
Female	51%
Male	45%
I identify in some other way	2%
Prefer not to say	1%
Region	
East Midlands	9%
East of England	10%
London	15%
North-east	5%
North-west	13%
South-east	17%
South-west	10%
West Midlands	11%
Yorkshire and the Humber	11%

Base: All secondary school pupils (4,288). Source: NPD/PPLP 2021 recruitment pupil survey, Which of the following best describes your gender?

In total, 2,158 year 12 and 13 pupils and learners joined the panel. Their profile is shown in Table 15 and Table 16 below.

Table 15: Profile of year 12 and 13 pupils and learners surveyed, year group and eligibility status

	Year 12/13 pupils and learners
Base	2,158
Pupil year group	
Year 12	54%
Year 13	46%
Sample source	
NPD	51%

ILR	49%
FSM/FME eligibility	
Yes	11%
No	89%
SEN status ⁵	
Yes	7%
No	93%
CIN status (NPD only)	
Yes	1%
No	99%

Base: All year 12/13 pupils and learners (2,158). Source: NPD/ILR

Table 16: Profile of year 12 and 13 pupils and learners surveyed, ethnicity, gender and region

	Year 12/13 pupils and learners
Base	2,158
Ethnicity	
White	69%
Mixed / Multiple ethnic groups	6%
Asian / Asian British	13%
Black / African / Caribbean / Black British	6%
Chinese	>1%
Other ethnic group	2%
Missing	4%
Other ethnic minority groups (excluding white minorities)	28%
Gender	
Female	55%

⁵ For ILR learners, this definition is based on two variables on the ILR – SEN and L_EHC

Male	42%
I identify in some other way	2%
Prefer not to say	1%
Region	
East Midlands	8%
East of England	12%
London	17%
North-east	4%
North-west	11%
South-east	17%
South-west	9%
West Midlands	11%
Yorkshire and the Humber	11%

Base: All year 12/13 pupils and learners (2158). Source: NPD/ILR/PPLP 2022 recruitment survey, Which of the following best describes your gender?

Weighting

November 2021 recruitment wave

For the November 2021 recruitment wave, the pupil and the parent sampled were weighted to be representative of pupils in schools in England. Weighting was based on characteristics of the pupils only, as the NPD does not hold information about parents.

Separate weights were calculated for the parent and pupil samples. The calculation of the weights for the recruitment stage involved a number of factors:

- A design weight. This corrected for the fact some strata were over-sampled relative to their incidence in the population.
- A non-response adjustment. This compared the profile of the final panellists with the profile of the population to account for differences in response rates between strata.

Weight calculation

Table 3 in the Sampling chapter shows how many panel members were recruited in each stratum. Sampling probabilities and response rates varied between strata due in part to the sampling design described in the Sampling chapter. Consequently, the recruited panel from each population was not representative of that population. To compensate for this, Kantar Public created a 'base weight' for every panel member. Application of this base weight should convert the panel from being unrepresentative of the target population to being approximately representative by accounting for the likelihood of the respondent being sampled relative to the probability the respondent would be recruited.

The sampling probability – $p(\text{sampled})$ – was known for every pupil, but the recruitment probability - $p(\text{recruited}|\text{sampled})$ – had to be estimated for every pupil. Each pupil's recruitment probability was estimated using a logistic regression model with the following structure:

Outcome = recruited/not recruited (binary status)

Base = all pupils in the particular target population that were allocated to the 'original' issue replicate, minus the unused reserve

Weight = $1/(p(\text{sampled}))$ = the 'design weight'

Predictor variables = sex, school year, stratum, SEN status, FSM status, CiN status, (major) ethnic group, region, home address IDACI band (out of 4), and KS1/KS2 overall band (KS1 for population (i), KS2 for populations (ii) and (iii))

Different models were produced for each target population. Importantly, that meant distinguishing between the technically identical populations parents of secondary school pupils and secondary school pupils on the basis of whether the parent had been invited to join the PPLP or the pupil. An additional model was also produced to generate a base weight for those cases where *both* parent and pupil were recruited.

Subsequent research waves

Year 12 and 13 pupils and learners

In total, 1,108 pupils sampled from the NPD joined the panel (32% response rate) and 1,050 learners sampled from the ILR joined the panel (28% response rate). The respondents from each frame were weighted to compensate for variations in response probability that were associated with sample frame variables. Because different variables were available on each frame, this process was carried out separately before the respondents were combined together to add to the panel.

For those variables where missing data was minimal, respondents were allocated to the modal category (most frequently coded in the sample frame).

Because the number of variables available for weighting was quite small, the classic raking algorithm was used to weight each respondent dataset, ensuring that the sum of weights exactly matched the sum of design weights for the issued sample. As the samples were both equal probability samples, there was no need to use the design weights except for this procedure. The practical consequence is that the sum of raking weights for each respondent set equalled the relevant population total (442,862 for the NPD-sampled respondents, and 527,493 for the ILR-sampled respondents).

The NPD-sampled and ILR-sampled respondent sets were then combined and a standardised weight (with a mean of 1.00) was produced in addition to the sums-to-population ('grossing') weight that had already been produced via the raking procedure described above.

Research wave weighting

Another standardised weight was produced, by combining the 2,158 Y12/13 pupil respondents with the 5,174 Y7-11 pupil respondents to produce a Y7-13 pupil weight. Again, two versions were produced: one that sums to the population (the 'grossing' weight) and one where the mean weight was set to 1.00. The mean weight for the Y12-13 respondents was less than 1.00 as they had been relatively over-recruited to the panel compared to Y7-11 pupils. The mean weight for Y12-13 respondents was 0.76.

Data processing and analysis

Kantar Public produced a data processing specification for how the raw survey data should be processed into an SPSS file and Excel tables. Open questions were coded to a coding specification also created by Kantar Public.

The table specification contained a list of crossbreaks corresponding to key sub-groups of interest, such as 'Pupil Year'. These crossbreaks were agreed in discussion with DfE. The specification also detailed the base that should be used to analyse each question.

The Excel data tables were used for analysis that fed into report writing, both for reporting headline results for each question and for investigating variations by specific sub-groups. The SPSS files were used to supplement this analysis, for example when findings from the data tables suggested a need for additional analysis. The data tables contained both weighted and unweighted totals, and displayed percentages corresponding to weighted responses for question codes. The data tables and SPSS files are not publicly available.

When determining a minimum base size for reporting headline findings, each question was looked at individually, although the majority of the charts or significant differences flagged in the report did not include differences between subgroups where there was a base size of less than 100. Where indicative findings were reported from a small base size, this was flagged in the report, and these findings should be treated with caution. Significant differences were always reported across the following sub-groups:

- pupil/learner year group
- gender
- FSM eligibility
- SEN status
- CiN status (only applicable to those sampled from the NPD)
- ethnicity
- region.

Data checking

The Kantar Public research team checked all data outputs for the research. For the SPSS file, each variable in the SPSS output was checked against a raw SPSS download and the SPSS specification. Amends were recorded in the specification, marked as completed by data processors, then marked as checked by the research team. Checks included:

- all variables were present and in the correct order
- for each variable, the number and percentage giving each response matched the raw SPSS
- derived variables were correctly calculated
- base sizes were as specified
- question wording matched the table titles
- recoding of numeric questions correct (for example to recode some ineligible answers)
- data sense-checks/looking for outliers.

Researchers also carried out the same checking process for the Excel tables. The tables were compared to raw SPSS files with any amends logged in the specification form. Cross-breaks were checked for correct bases and sense checked against the variable they were derived from. Summary tables containing multiple variables were also checked to ensure they matched against the variables they derived from, while all numeric questions, re-coded or backcoded questions were also fully checked. Table titles and fieldwork dates were checked to ensure they matched the specification.

Verbatim coding was checked independently of the SPSS files and Excel tables. This included checking that responses were appropriate for the question, whether question codes matched-up between different audiences and that the answers given had been assigned the correct code. At least 10% of each new codeframe was checked by the Kantar Public research team mid-way through fieldwork when there was a substantial number of completes, and again at the end of fieldwork. Coding was added once all other data edits had been made. Frequencies of coded variables were then checked against the final agreed codeframe.

Kantar Public carried out additional checks once both tables and SPSS were finalised. These checks focused on base sizes and cross-break checking, but also included spot checks of all data tables and backcoding. A senior team member then carried out final spot checks on the tables.

Statistical tests

The data tables use two statistical tests to highlight significant differences. For categorical data, the z-test for two proportions is used on column (sub-group) percentages. For numerical data, the t-test for independent means is run on column means. Both tests use the weighted figures. Differences are only marked when the tests show that a difference is statistically significant at the 95% confidence level, or higher.

Appendices

Appendix A: Invite to the PPLP to individual parents



KANTAR PUBLIC

FAO: Parent or guardian of {First name} {Last name}
{Address Line 1}
{Address Line 2}
{Address Line 3}
{Postcode}
{Date letter sent}
Ref: {RESP SERIAL NUMBER}

Dear Parent / Carer of {Pupil name},

Help the Department for Education to understand the experiences of families like yours by joining the Parent, Pupil and Learner Panel

The Department for Education (DfE) needs your help to better understand the lives of children and families like yours so that the government can provide stronger support. You can help us to do this by joining our new **Parent, Pupil and Learner Panel**.

The initial registration survey covers a range of topics including your child's experiences in school since September. After completing this, panel members will be invited by email to take part in more short surveys between now and July 2022.

The surveys are quick and easy and you will receive a gift voucher for each survey you take part in. You will receive [incentive amount] for completing the initial registration survey (around 15 minutes long), and another [incentive amount] gift voucher for each shorter survey (around 10 minutes) that you choose to take part in.

The panel can only accept a limited number of members so please sign-up as soon as you can!

How to take part

- 1 Go to **REDACTED** or scan the QR code on a smartphone
- 2 Enter your username: [username]
- 3 Enter your passcode [passcode]

Taking part in the survey is voluntary. Your answers will be kept confidential and only used for research. The survey will cover some sensitive topics, including mental health but you don't have to answer these. If you have any questions about the research, please contact Kantar Public on REDACTED or email REDACTED. More details about the research and your privacy can be found on the back of this letter.

I very much hope that you will be able to take part in this important research. Thank you in advance for your help.
Yours sincerely,

A handwritten signature in black ink, appearing to read "Vicky".

Vicky Petrie
Chief Social Researcher, Department for Education

**Why have I been invited to join the panel?**

You have been invited to take part in this important research as a parent or guardian of a child who attends a school in England. Your child's contact details were selected randomly from the National Pupil Database. This database is maintained by the Department for Education. Kantar have been given permission to use the contact details only for this research. The panel will include pupils in school as well as their parents, along with learners in further education.

**Why are my views important?**

We need people from all backgrounds and parts of the country to take part. Your views are important to help the government to understand how they can better support pupils and families.

**Who is conducting this research?**

The research is being conducted on behalf of the Department for Education (DfE) by Kantar Public, an independent research agency. For more information on what Kantar Public do please have a look at their website (www.kantarpublic.com), or if you would like to speak to someone about the research or confirm it's genuine, please contact Kantar Public using the details below. The Department for Education (DfE) is the government department responsible for education and children's services.

**What if I do not have access to the internet or need help taking part?**

If you would like to join the panel but cannot complete the survey online please contact us using the details at the bottom of this letter and we will help you to take part.

**What will happen to the results of the surveys?**

Your answers will be grouped with all the answers from thousands of others who take part in the research. The results will be written up in published reports in which it will be impossible to identify you or your individual answers. For more information on your privacy, please visit [REDACTED](#). To see last year's results, please visit www.gov.uk/government/publications/parent-and-pupil-panel-omnibus-surveys.

**Is this research confidential?**

Yes. Your answers and personal details will be kept in the strictest confidence and stored electronically on a secure server. Your answers to the questionnaire will be used for research purposes only. Only researchers at Kantar Public and the Department for Education will know what you have said. All statistics will be reported anonymously, meaning that it will not be possible to identify you in any published reports. You will not receive any 'junk mail' as a result of taking part. Kantar Public comply with a range of security policy requirements, including those set by the Market Research Society Code of Conduct, the Data Protection Act and General Data Protection Regulation (GDPR).

**How do I know that this is a genuine survey?**

The Department for Education (DfE) has commissioned Kantar Public to carry out this survey on their behalf. Kantar Public is an independent research organisation and is a full member of the Market Research Society with a strong track record of conducting high quality research. www.kantarpublic.com.

**Can I pause the survey and come back to it?**

No problem, you can close the questionnaire and come back to it at a later time. Just log back in with the details provided.

**How do I collect the voucher?**

Once you have completed the survey you will be sent the gift voucher by email in the next 7-10 working days.

**What are my rights?**

Completion of this survey is voluntary. We may ask you for some sensitive information but you don't have to answer these questions. For more information see <https://ico.org.uk/for-the-public/>.

To talk to someone about the research or ask not to be contacted further about this research, please contact Kantar Public on:

✉ Email: REDACTED ☎ Telephone: REDACTED

Appendix B: Invite to the PPLP to parents and pupils

Secondary parent letter



Department
for Education

KANTAR PUBLIC

FAO: Parent or guardian of {First name} {Last name}
{Address Line 1}
{Address Line 2}
{Address Line 3}
{Postcode}

{Date letter sent}

Ref: {RESP SERIAL NUMBER}

Dear Parent / Carer of {Pupil name},

Help the Department for Education to understand the experiences of families like yours by joining the Parent, Pupil and Learner Panel

The Department for Education (DfE) needs your help to better understand the lives of children and families like yours so that the government can provide stronger support. You and {pupil name} can help us to do this by joining our new Parent, Pupil and Learner Panel.

We would like both you and {pupil name} to join the research panel. **If you are happy for {pupil name} to take part, please give them the other letter included in the envelope, which contains the details of how they can take part, as well as similar information about the survey.**

The initial registration survey covers a range of topics including your child's experiences in school since September. After completing this, panel members will be invited by email to take part in more short surveys between now and July 2022.

The surveys are quick and easy and you will receive a gift voucher for each survey you take part in. You will each receive {incentive amount} for completing the initial registration survey (around 15 minutes long), and another {incentive amount} gift voucher for each shorter survey (around 10 minutes) that you each choose to take part in. **The panel can only accept a limited number of members so please sign-up as soon as you can!**

How to take part

- 1 Go to **REDACTED** or scan the QR code on a smartphone
- 2 Enter your username: {username}
- 3 Enter your passcode [passcode]

Taking part in the survey is voluntary. Your answers will be kept confidential and only used for research. The survey will cover some sensitive topics, including mental health. Your child will also be asked about take-up of Covid-19 vaccinations and their experience of RSHE (relationship, sex and health education) but they don't have to answer these. If you have any questions about the research, please contact Kantar Public on REDACTED or email REDACTED. More details about the research and your privacy can be found on the back of this letter.

I very much hope that you will be able to take part in this important research. Thank you in advance for your help.
Yours sincerely,

Vicky Petrie
Chief Social Researcher, Department for Education

**Why have I been invited to join the panel?**

You have been invited to take part in this important research as a parent or guardian of a child who attends a school in England. Your child's contact details were selected randomly from the National Pupil Database. This database is maintained by the Department for Education. Kantar have been given permission to use the contact details only for this research. The panel will include pupils in school as well as their parents, along with learners in further education.

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We need people from all backgrounds and parts of the country to take part. Your views are important to help the government to understand how they can better support pupils and families.

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**What if I do not have access to the internet or need help taking part?**

If you would like to join the panel but cannot complete the survey online please contact us using the details at the bottom of this letter and we will help you to take part.

**What will happen to the results of the surveys?**

Your answers will be grouped with all the answers from thousands of others who take part in the research. The results will be written up in published reports in which it will be impossible to identify you or your individual answers. For more information on your privacy, please visit REDACTED. To see last year's results, please visit www.gov.uk/government/publications/parent-and-pupil-panel-omnibus-surveys.

**Is this research confidential?**

Yes. Your answers and personal details will be kept in the strictest confidence and stored electronically on a secure server. Your answers to the questionnaire will be used for research purposes only. Only researchers at Kantar Public and the Department for Education will know what you have said. All statistics will be reported anonymously, meaning that it will not be possible to identify you in any published reports. You will not receive any 'junk mail' as a result of taking part. Kantar Public comply with a range of security policy requirements, including those set by the Market Research Society Code of Conduct, the Data Protection Act and General Data Protection Regulation (GDPR).

**How do I know that this is a genuine survey?**

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**Can I pause the survey and come back to it?**

No problem, you can close the questionnaire and come back to it at a later time. Just log back in with the details provided.

**How do I collect the voucher?**

Once you have completed the survey you will be sent the gift voucher by email in the next 7-10 working days.

**What are my rights?**

Completion of this survey is voluntary. We may ask you for some sensitive information but you don't have to answer these questions. For more information see <https://ico.org.uk/for-the-public/>.

To talk to someone about the research or ask not to be contacted further about this research, please contact Kantar Public on:

✉ Email: REDACTED

☎ Telephone: REDACTED

Pupil invitation letter



KANTAR PUBLIC

{Date letter sent}

Ref: {RESP SERIAL NUMBER}

Dear [pupil name],

Help the Government to understand young people's lives and experiences by joining the Parent, Pupil and Learner Panel.

This is your chance to help the Government understand your experiences so that it can improve the support and services it provides for young people. To do this, the Government needs to hear what young people like you really think.

We are asking thousands of pupils to share their experiences by completing a short survey now (around 15 minutes long). After completing this, you will be invited to take part in more short surveys by email between now and July 2022 (around 10 minutes each).

It's quick and easy to take part and you'll receive a gift voucher for each survey you take part in.

You will receive [incentive] for completing the first survey, and another [incentive] for each shorter survey you choose to take part in. The panel can only accept a limited number of members so please sign-up as soon as you can!

How to take part

- 1 Go to REDACTED or scan the QR code on a smartphone
- 2 Enter your username: [username]
- 3 Enter your passcode [passcode]

Taking part in the survey is voluntary. If you do take part, your answers will be kept confidential and only used for research. More details about the research and about your privacy can be found on the back of this letter.

Thank you in advance for your help.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Vicky".

Vicky Petrie,
Chief Social Researcher
Department for Education



Why have I been invited to join the panel?

You have been invited to take part in this important research because you attend a school in England. Your contact details were selected randomly from the National Pupil Database. This database is maintained by the Department for Education. Kantar Public have been given permission to use the contact details only for this research. The panel will include pupils in school as well as their parents, along with learners in further education.



Why are my views important?

We need people from all backgrounds and parts of the country to take part. Your views are important to help the government to understand how they can better support pupils and families.



Who is conducting this research?

The research is being conducted on behalf of the Department for Education (DfE) by Kantar Public, an independent research agency. For more information on what Kantar Public do please have a look at their website (www.kantarpublic.com), or if you would like to speak to someone about the research or confirm it's genuine, please contact Kantar Public using the details below. The Department for Education (DfE) is the government department responsible for education and children's services.



What if I do not have access to the internet or need help taking part?

If you would like to join the panel but cannot complete the survey online please contact us using the details at the bottom of this letter and we will help you to take part.



What will happen to the results of the surveys?

Your answers will be grouped with all the answers from thousands of others who take part in the research. The results will be written up in published reports in which it will be impossible to identify you or your individual answers. For more information on your privacy, please visit REDACTED. To see last year's results, please visit www.gov.uk/government/publications/parent-and-pupil-panel-omnibus-surveys.



Is this research confidential?

Yes. Your answers and personal details will be kept in the strictest confidence and stored electronically on a secure server. Your answers to the questionnaire will be used for research purposes only. Only researchers at Kantar Public and the Department for Education will know what you have said. All statistics will be reported anonymously, meaning that it will not be possible to identify you in any published reports. You will not receive any 'junk mail' as a result of taking part. Kantar Public comply with a range of security policy requirements, including those set by the Market Research Society Code of Conduct, the Data Protection Act and General Data Protection Regulation (GDPR).



How do I know that this is a genuine survey?

The Department for Education (DfE) has commissioned Kantar Public to carry out this survey on their behalf. Kantar Public is an independent research organisation and is a full member of the Market Research Society with a strong track record of conducting high quality research. www.kantarpublic.com.



Can I pause the survey and come back to it?

No problem, you can close the questionnaire and come back to it at a later time. Just log back in with the details provided.



How do I collect the voucher?

Once you have completed the survey you will be sent the gift voucher by email in the next 7-10 working days.



What are my rights?

Completion of this survey is voluntary. We may ask you for some sensitive information but you don't have to answer these questions. For more information see <https://ico.org.uk/for-the-public/>.

To talk to someone about this research or ask not to be contacted further about this research, please contact Kantar Public on:

✉ Email: REDACTED ☎ Telephone: REDACTED

Appendix C: Invite to the PPLP to parents of pupils aged 15 or younger



KANTAR PUBLIC

FAO: Parent or guardian of {First name} {Last name}
{Address Line 1}
{Address Line 2}
{Address Line 3}
{Postcode}

{Date letter sent}

Ref: {RESP SERIAL NUMBER}

Dear Parent / Carer of [Pupil name],

Help the Department for Education to understand the experiences of families like yours by joining the Parent, Pupil and Learner Panel

The Department for Education (DfE) needs help from [pupil name] to better understand the lives of children and families like yours so that the government can provide stronger support. [Pupil name] can help us to do this by joining our new Parent, Pupil and Learner Panel.

We would like [pupil name] to join the research panel. If you are happy for [pupil name] to take part, please give them the other letter included in the envelope, which contains the details of how they can take part, as well as similar information about the survey.

The initial registration survey covers a range of topics including their experiences in school since September. After completing this, panel members will be invited by email to take part in more short surveys between now and July 2022.

The surveys are quick and easy and [pupil name] will receive a gift voucher for each survey they take part in. They will receive [incentive amount] for completing the initial registration survey (around 15 minutes long), and another [incentive amount] gift voucher for each shorter survey (around 10 minutes) that they choose to take part in.

The other letter included in the envelope gives detail of how [pupil name] can take part. Please give this to them if you are happy for them to take part. **The panel can only accept a limited number of members so please encourage your child to sign-up as soon as they can!**

Taking part in the survey is voluntary. Their answers will be kept confidential and only used for research. The survey will cover some sensitive topics, including mental health. Your child will also be asked about take-up of Covid-19 vaccinations and their experience of RSHE (relationship, sex and health education) but they don't have to answer these.

If you have any questions about the research, please contact Kantar Public on REDACTED or email REDACTED. More details about the research and your privacy can be found on the back of this letter.

I very much hope that your child will be able to take part in this important research. Thank you in advance for your help.

Yours sincerely,

A handwritten signature in blue ink that reads "Vicky".

Vicky Petrie

Chief Social Researcher, Department for Education

**Why has my child been invited to join the panel?**

You have been contacted about this important research as a parent or guardian of a child who attends a school in England. Your child's contact details were selected randomly from the National Pupil Database. This database is maintained by the Department for Education. Kantar have been given permission to use the contact details only for this research. The panel will include pupils in school as well as parents, along with learners in further education.

**Why are my child's views important?**

We need people from all backgrounds and parts of the country to take part. Your child's views are important to help the government to understand how they can better support pupils and families.

**Who is conducting this research?**

The research is being conducted on behalf of the Department for Education (DfE) by Kantar Public, an independent research agency. For more information on what Kantar Public do please have a look at their website (www.kantarpublic.com), or if you would like to speak to someone about the research or confirm it's genuine, please contact Kantar Public using the details below. The Department for Education (DfE) is the government department responsible for education and children's services.

**What if my child does not have access to the internet or needs help taking part?**

If your child would like to join the panel but cannot complete the survey online please contact us using the details at the bottom of this letter and we will help them to take part.

**What will happen to the results of the surveys?**

Your child's answers will be grouped with all the answers from thousands of others who take part in the research. The results will be written up in published reports in which it will be impossible to identify your child or their individual answers. For more information on your privacy, please visit [REDACTED](#). To see last year's results, please visit www.gov.uk/government/publications/parent-and-pupil-panel-omnibus-surveys.



Yes. Survey answers and personal details will be kept in the strictest confidence and stored electronically on a secure server. Your child's answers to the questionnaire will be used for research purposes only. Only researchers at Kantar Public and the Department for Education will know what they have said. All statistics will be reported anonymously, meaning that it will not be possible to identify your child in any published reports. Your child will not receive any 'junk mail' as a result of taking part. Kantar Public comply with a range of security policy requirements, including those set by the Market Research Society Code of Conduct, the Data Protection Act and General Data Protection Regulation (GDPR).

**How do I know that this is a genuine survey?**

The Department for Education (DfE) has commissioned Kantar Public to carry out this survey on their behalf. Kantar Public is an independent research organisation and is a full member of the Market Research Society with a strong track record of conducting high quality research. www.kantarpublic.com.

**Can my child pause the survey and come back to it?**

No problem, they can close the questionnaire and come back to it at a later time. Just log back in with the details provided.

**How does my child collect the voucher?**

Once your child has completed the survey they will be sent the gift voucher by email.

**What are my child's rights?**

Completion of this survey is voluntary. We may ask your child for some sensitive information but your child doesn't have to answer these questions. For more information see <https://ico.org.uk/for-the-public/>.

To talk to someone about the research or ask not to be contacted further about this research, please contact Kantar Public on:

✉ Email: REDACTED ☎ Telephone: REDACTED

Appendix D: Invite to the PPLP to individual pupils aged 16 or older



Department
for Education

KANTAR PUBLIC

{First name} {Last name}
{Address Line 1}
{Address Line 2}
{Address Line 3}
{Postcode}
{Date letter sent}
Ref: {RESP SERIAL NUMBER}

Dear [pupil name],

Help the Government to understand young people's lives and experiences by joining the Parent, Pupil and Learner Panel.

This is your chance to help the Government understand your experiences so that it can improve the support and services it provides for young people. To do this, the Government needs to hear what young people like you really think.

We are asking thousands of pupils to share their experiences by completing a short survey now (around 15 minutes long). After completing this, you will be invited to take part in more short surveys by email between now and July 2022 (around 10 minutes each).

It's quick and easy to take part and you'll receive a gift voucher for each survey you take part in.

You will receive [incentive] for completing the first survey, and another [incentive] for each shorter survey you choose to take part in. The panel can only accept a limited number of members so please sign-up as soon as you can!

How to take part

- 1 Go to **REDACTED** or scan the QR code on a smartphone
- 2 Enter your username: [username]
- 3 Enter your passcode [passcode]

Taking part in the survey is voluntary. If you do take part, your answers will be kept confidential and only used for research. More details about the research and about your privacy can be found on the back of this letter.

Thank you in advance for your help.

Yours sincerely,

Vicky Petrie,
Chief Social Researcher, Department for Education



Why have I been invited to join the panel?

You have been invited to take part in this important research because you attend a school in England. Your contact details were selected randomly from the National Pupil Database. This database is maintained by the Department for Education. Kantar Public have been given permission to use the contact details only for this research. The panel will include pupils in school as well as their parents, along with learners in further education.



Why are my views important?

We need people from all backgrounds and parts of the country to take part. Your views are important to help the government to understand how they can better support pupils and families.



Who is conducting this research?

The research is being conducted on behalf of the Department for Education (DfE) by Kantar Public, an independent research agency. For more information on what Kantar Public do please have a look at their website (www.kantarpublic.com), or if you would like to speak to someone about the research or confirm it's genuine, please contact Kantar Public using the details below. The Department for Education (DfE) is the government department responsible for education and children's services.



What if I do not have access to the internet or need help taking part?

If you would like to join the panel but cannot complete the survey online please contact us using the details at the bottom of this letter and we will help you to take part.



What will happen to the results of the surveys?

Your answers will be grouped with all the answers from thousands of others who take part in the research. The results will be written up in published reports in which it will be impossible to identify you or your individual answers. For more information on your privacy, please visit REDACTED. To see last year's results, please visit www.gov.uk/government/publications/parent-and-pupil-panel-omnibus-surveys.



Is this research confidential?

Yes. Your answers and personal details will be kept in the strictest confidence and stored electronically on a secure server. Your answers to the questionnaire will be used for research purposes only. Only researchers at Kantar Public and the Department for Education will know what you have said. All statistics will be reported anonymously, meaning that it will not be possible to identify you in any published reports. You will not receive any 'junk mail' as a result of taking part. Kantar Public comply with a range of security policy requirements, including those set by the Market Research Society Code of Conduct, the Data Protection Act and General Data Protection Regulation (GDPR).



How do I know that this is a genuine survey?

The Department for Education (DfE) has commissioned Kantar Public to carry out this survey on their behalf. Kantar Public is an independent research organisation and is a full member of the Market Research Society with a strong track record of conducting high quality research. www.kantarpublic.com.



Can I pause the survey and come back to it?

No problem, you can close the questionnaire and come back to it at a later time. Just log back in with the details provided.



How do I collect the voucher?

Once you have completed the survey you will be sent the gift voucher by email in the next 7-10 working days.



What are my rights?

Completion of this survey is voluntary. We may ask you for some sensitive information but you don't have to answer these questions. For more information see <https://ico.org.uk/for-the-public/>.

To talk to someone about this research or ask not to be contacted further about this research, please contact Kantar Public on:

✉ Email: REDACTED ☎ Telephone: REDACTED

Appendix E: Invite to the PPLP to pupils and learners in years 12/13

Pupil invitation letter



KANTAR PUBLIC

{First name} {Last name}
{Address Line 1}
{Address Line 2}
{Address Line 3}
{Postcode}
{Date letter sent}
Ref: {RESP SERIAL NUMBER}

Dear [pupil name],

Help the Government to understand young people's lives and experiences by joining the Parent, Pupil and Learner Panel.

This is your chance to help the Government understand your experiences so that it can improve the support and services it provides for young people. To do this, the Government needs to hear what young people like you really think.

We are asking thousands of pupils and learners to share their experiences by completing a short survey now (around 15 minutes long). After completing this, you will be invited to take part in more short surveys by email between now and July 2022 (around 10 minutes each).

It's quick and easy to take part and you'll receive a gift voucher for each survey you take part in.

You will receive £5 for completing the first survey, and another £2.50 for each shorter survey you choose to take part in. **The panel can only accept a limited number of members so please sign-up as soon as you can!**

How to take part

- 1 Go to **REDACTED** or scan the QR code on a smartphone
- 2 Enter your username: [username]
- 3 Enter your passcode [passcode]

Taking part in the survey is voluntary. If you do take part, your answers will be kept confidential and only used for research. More details about the research and about your privacy can be found on the back of this letter.

Thank you in advance for your help.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Vicky Petrie".

Vicky Petrie,
Chief Social Researcher, Department for Education



Why have I been invited to join the panel?

You have been invited to take part in this important research because you attend a school in England. Your contact details were selected randomly from the National Pupil Database. This database is maintained by the Department for Education. Kantar Public have been given permission to use the contact details only for this research. The panel will include pupils in school as well as their parents, along with learners in further education.



Why are my views important?

We need people from all backgrounds and parts of the country to take part. Your views are important to help the government to understand how they can better support pupils, learners and families.



Who is conducting this research?

The research is being conducted on behalf of the Department for Education (DfE) by Kantar Public, an independent research agency. For more information on what Kantar Public do please have a look at their website (www.kantarpublic.com), or if you would like to speak to someone about the research or confirm it's genuine, please contact Kantar Public using the details below. The Department for Education (DfE) is the government department responsible for education and children's services.



What if I do not have access to the internet or need help taking part?

If you would like to join the panel but cannot complete the survey online please contact us using the details at the bottom of this letter and we will help you to take part.



What will happen to the results of the surveys?

Your answers will be grouped with all the answers from thousands of others who take part in the research. The results will be written up in published reports in which it will be impossible to identify you or your individual answers. For more information on your privacy, please visit www.PPLP.co.uk. To see last year's results, please visit www.gov.uk/government/publications/parent-and-pupil-panel-omnibus-surveys.



Is this research confidential?

Yes. Your answers and personal details will be kept in the strictest confidence and stored electronically on a secure server. Your answers to the questionnaire will be used for research purposes only. Only researchers at Kantar Public and the Department for Education will know what you have said. All statistics will be reported anonymously, meaning that it will not be possible to identify you in any published reports. You will not receive any 'junk mail' as a result of taking part. Kantar Public comply with a range of security policy requirements, including those set by the Market Research Society Code of Conduct, the Data Protection Act and General Data Protection Regulation (GDPR).



How do I know that this is a genuine survey?

The Department for Education (DfE) has commissioned Kantar Public to carry out this survey on their behalf. Kantar Public is an independent research organisation and is a full member of the Market Research Society with a strong track record of conducting high quality research. www.kantarpublic.com



Can I pause the survey and come back to it?

No problem, you can close the questionnaire and come back to it at a later time. Just log back in with the details provided.



How do I collect the voucher?

Once you have completed the survey you will be sent the gift voucher by email in the next 7-10 working days.



What are my rights?

Completion of this survey is voluntary. We may ask you for some sensitive information but you don't have to answer these questions. For more information see <https://ico.org.uk/for-the-public/>.

To talk to someone about this research or ask not to be contacted further about this research, please contact Kantar Public on:



Email: REDACTED



Telephone: REDACTED

Learner invitation letter



KANTAR PUBLIC

{First name} {Last name}

{Address Line 1}

{Address Line 2}

{Address Line 3}

{Postcode}

{Date letter sent}

Ref: {RESP SERIAL NUMBER}

Dear [pupil name],

Help the Government to understand young people's lives and experiences by joining the Parent, Pupil and Learner Panel.

This is your chance to help the Government understand your experiences so that it can improve the support and services it provides for young people. To do this, the Government needs to hear what young people like you really think.

We are asking thousands of pupils and learners to share their experiences by completing a short survey now (around 15 minutes long). After completing this, you will be invited to take part in more short surveys by email between now and July 2022 (around 10 minutes each).

It's quick and easy to take part and you'll receive a gift voucher for each survey you take part in.

You will receive £5 for completing the first survey, and another £2.50 for each shorter survey you choose to take part in. The panel can only accept a limited number of members so please sign-up as soon as you can!

How to take part

- 1 Go to [REDACTED](#) or scan the QR code on a smartphone
- 2 Enter your username: [username]
- 3 Enter your passcode [passcode]

Taking part in the survey is voluntary. If you do take part, your answers will be kept confidential and only used for research. More details about the research and about your privacy can be found on the back of this letter.

Thank you in advance for your help.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Vicky Petrie".

Vicky Petrie,
Chief Social Researcher, Department for Education

**Why have I been invited to join the panel?**

You have been invited to take part in this important research because you attend a school or college in England. Your contact details were selected randomly from the Individualised Learner Record. This database is maintained by the Department for Education. Kantar Public have been given permission to use the contact details only for this research. The panel will include pupils in school as well as their parents, along with learners in further education.

**Why are my views important?**

We need people from all backgrounds and parts of the country to take part. Your views are important to help the government to understand how they can better support pupils, learners and families.

**Who is conducting this research?**

The research is being conducted on behalf of the Department for Education (DfE) by Kantar Public, an independent research agency. For more information on what Kantar Public do please have a look at their website (www.kantarpublic.com), or if you would like to speak to someone about the research or confirm it's genuine, please contact Kantar Public using the details below. The Department for Education (DfE) is the government department responsible for education and children's services.

**What if I do not have access to the internet or need help taking part?**

If you would like to join the panel but cannot complete the survey online please contact us using the details at the bottom of this letter and we will help you to take part.

**What will happen to the results of the surveys?**

Your answers will be grouped with all the answers from thousands of others who take part in the research. The results will be written up in published reports in which it will be impossible to identify you or your individual answers. For more information on your privacy, please visit www.PPLP.co.uk. To see last year's results, please visit www.gov.uk/government/publications/parent-and-pupil-panel-omnibus-surveys.

**Is this research confidential?**

Yes. Your answers and personal details will be kept in the strictest confidence and stored electronically on a secure server. Your answers to the questionnaire will be used for research purposes only. Only researchers at Kantar Public and the Department for Education will know what you have said. All statistics will be reported anonymously, meaning that it will not be possible to identify you in any published reports. You will not receive any 'junk mail' as a result of taking part. Kantar Public comply with a range of security policy requirements, including those set by the Market Research Society Code of Conduct, the Data Protection Act and General Data Protection Regulation (GDPR).

**How do I know that this is a genuine survey?**

The Department for Education (DfE) has commissioned Kantar Public to carry out this survey on their behalf. Kantar Public is an independent research organisation and is a full member of the Market Research Society with a strong track record of conducting high quality research. www.kantarpublic.com.

**Can I pause the survey and come back to it?**

No problem, you can close the questionnaire and come back to it at a later time. Just log back in with the details provided.

**How do I collect the voucher?**

Once you have completed the survey you will be sent the gift voucher by email in the next 7-10 working days.

**What are my rights?**

Completion of this survey is voluntary. We may ask you for some sensitive information but you don't have to answer these questions. For more information see <https://ico.org.uk/for-the-public/>.

To talk to someone about this research or ask not to be contacted further about this research, please contact Kantar Public on:

✉ Email: REDACTED ☎ Telephone: REDACTED

Appendix F: Invite email to the PPLP research wave 1

Parents



KANTAR PUBLIC

Email subject: Parent, Pupil and Learner Panel – the next survey now open!

Ref: {RESP SERIAL NUMBER}

Dear {PARENT_FIRSTNAME},

Help the Department for Education understand your child's experiences this term by taking part in the next Parent, Pupil and Learner Panel survey

Thank you for joining the Parent, Pupil and Learner Panel. **The next short survey is now open.** You will have until Sunday 6th February to complete the survey so please take part as soon as you can! The survey covers a range of topics including your child's experiences in school since January and the support they receive.

The survey will take around 10 minutes to complete and you will receive a £2.50 gift voucher as a thank you for taking part.

[We have also sent an email to {PUPIL_FIRSTNAME} letting them know that the survey is now open for them.]

Your answers help the Department for Education (DfE) better understand the lives of children and families like yours so that the government can provide stronger support.

You can complete the survey online here:

[Start survey](#)

Taking part in the survey is voluntary. If you do take part, your answers will be kept confidential and only used for research. If you have any questions about the research, please contact Kantar Public on REDACTED or email REDACTED.

I very much hope that you will be able to take part in this important research. Thank you in advance for your help.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Vicky".

Vicky Petrie
Chief Social Researcher, Department for Education

Frequently asked questions:

Why am I being invited to take part?

You have been invited to take part in this important research because you recently joined the Parent, Pupil and Learner Panel.

Who is conducting this research?

The research is being conducted on behalf of the Department for Education (DfE) by Kantar Public, an independent research agency. For more information on what Kantar Public do please have a look at their website (www.kantarpublic.com), or if you would like to speak to someone about the research or confirm it's genuine, please contact Kantar Public using the details below. The Department for Education (DfE) is the government department responsible for education and children's services.

Is this research confidential?

Yes. Your answers and personal details will be kept in the strictest confidence and stored electronically on a secure server. Your answers to the questionnaire will be used for research purposes only. Only researchers at Kantar Public and the Department for Education will know what you have said. All statistics will be reported anonymously, meaning that it will not be possible to identify you in any published reports. You will not receive any 'junk mail' as a result of taking part. Kantar Public comply with a range of security policy requirements, including those set by the Market Research Society Code of Conduct, the Data Protection Act and General Data Protection Regulation (GDPR).

What are my rights?

Completion of this survey is voluntary. We may ask you for some sensitive information but you don't have to answer these questions. For more information see <https://ico.org.uk/for-the-public/>.

For more frequently asked questions, please [click here](#).

Pupils



KANTAR PUBLIC

Email subject: Parent, Pupil and Learner Panel – the next survey now open!

Ref: {Indiv_ID}

Dear {PUPIL_FIRSTNAME},

Help the Department for Education understand your experiences this term by taking part in the next Parent, Pupil and Learner Panel survey

Thank you for joining the Parent, Pupil and Learner Panel. **The next short survey is now open.** You will have until Sunday 6th February to complete the survey so please take part as soon as you can! The survey covers a range of topics including your experiences at school since January.

The survey will take around 10 minutes to complete and you will receive a £2.50 gift voucher as a thank you for taking part.

Your answers will help the Department for Education (DfE) better understand your experiences so we can improve the support and services we provide for young people.

You can complete the survey online here:

[Start survey](#)

Taking part in the survey is voluntary. If you do take part, your answers will be kept confidential and only used for research. If you have any questions about the research, please contact Kantar Public on REDACTED or email REDACTED]

I very much hope that you will be able to take part in this important research. Thank you in advance for your help.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Vicky".

Vicky Petrie
Chief Social Researcher, Department for Education

Frequently asked questions:

Why am I being invited to take part?

You have been invited to take part in this important research because you recently joined the Parent, Pupil and Learner Panel.

Who is conducting this research?

The research is being conducted on behalf of the Department for Education (DfE) by Kantar Public, an independent research agency. For more information on what Kantar Public do please have a look at their website (www.kantarpublic.com), or if you would like to speak to someone about the research or confirm it's genuine, please contact Kantar Public using the details below. The Department for Education (DfE) is the government department responsible for education and children's services.

Is this research confidential?

Yes. Your answers and personal details will be kept in the strictest confidence and stored electronically on a secure server. Your answers to the questionnaire will be used for research purposes only. Only researchers at Kantar Public and the Department for Education will know what you have said. All statistics will be reported anonymously, meaning that it will not be possible to identify you in any published reports. You will not receive any 'junk mail' as a result of taking part. Kantar Public comply with a range of security policy requirements, including those set by the Market Research Society Code of Conduct, the Data Protection Act and General Data Protection Regulation (GDPR).

What are my rights?

Completion of this survey is voluntary. We may ask you for some sensitive information but you don't have to answer these questions. For more information see

<https://ico.org.uk/for-the-public/>.

For more frequently asked questions, please click [here](#).

Appendix G: Demographic characteristics of the CiN group

Panel members were sampled from the National Pupil Database (NPD), which includes administrative data provided by state schools in England on attainment and pupil background. The sampling approach boosted the number of pupils flagged in the NPD as FSM, CiN and SEN and their parents to ensure sufficient responses from these groups. Panel members in college settings could not be boosted by CiN status, as this data is not available in the Individualised Learner Record (ILR). Panel members in years 12 and 13 sampled from the NPD were also not boosted based on CiN status.

Children in need (CiN) is a broad definition spanning a wide range of children and adolescents, in need of varying types of support and intervention, for a variety of reasons. A child is defined as 'in need' under section 17 of the Children Act 1989, where:

- They are unlikely to achieve or maintain, or to have the opportunity of achieving or maintaining, a reasonable standard of health or development without the provision for them of services by a local authority.
- Their health or development is likely to be significantly impaired, or further impaired, without the provision for them of such services; or
- They are disabled.

The PPLP is the first robust and representative panel survey undertaken by the DfE to include sufficient responses from pupils and parents with CiN status to allow for analysis broken down by this demographic group. The demographic breakdowns of the CiN group are therefore reported in Table 17 and Table 18 below.

These findings have been tested for significance (see Statistical Testing section for more information on methodology).

- Pupils with CiN status were significantly more likely than their peers to
 - be eligible for FSM; to have SEN status;
 - to be Black or of Mixed ethnic background;
 - to live in an urban area;
 - to live in London or Yorkshire and the Humber;
 - to live in a single-parent household;
 - to live in a household with 3+ children;

- to have neither parent have attended university;
- and to have caring responsibilities in the home.
- Parents of pupils with CiN status were significantly more likely than parents of pupils without CiN status to
 - be of Mixed or Multiple ethnic background;
 - to live in an urban area;
 - to live in the North-east or Yorkshire and the Humber;
 - to not be living with a partner;
 - to have no formal qualifications or have GCSEs and equivalents as their highest formal qualification;
 - to have a household income below £15,000 or between £15,000 and £24,999;
 - to have 3+ children living in their household;
 - and to report that their child has caring responsibilities in the home.

Table 17: Demographic characteristics of CiN pupils

	CiN pupils	Non-CiN pupils
Unweighted base	1,306	2,922
Pupil year group		
Year 7	21%	21%
Year 8	18%	21%
Year 9	20%	20%
Year 10	20%	20%
Year 11	21%*	18%
FSM eligibility		
Yes	60%*	20%
No	40%	80%*
SEN status		
Yes	38%*	14%
No	62%	86%*

Ethnicity		
White	72%	72%
Mixed	9%*	6%
Asian	7%	11%*
Chinese	-	-
Black	8%*	5%
Other	-	2%
Urban / Rural		
Urban	87%*	84%
Rural	13%	16%*
Region		
East Midlands	9%	8%
East of England	6%	11%*
London	18%*	14%
North-east	6%	5%
North-west	15%	14%
South-east	14%	17%*
South-west	8%	9%
West Midlands	12%	11%
Yorkshire and the Humber	13%*	10%
Single parent household		
Yes	48%	22%
No	52%	78%
Number of children in household		
1	20%	27%
2	33%	45%
3+	46%	28%
Parent attended university		
Yes	29%	51%*

No	71%*	49%
Pupil has caring responsibilities		
Yes	11%*	5%
No	77%	87%*

Base: All pupils (4,228). Source: NPD/PPLP 2021 recruitment parent survey. '-' Indicates base sizes below 10, that cannot be reported to ensure anonymity. * Indicates a statistically significant difference.

Table 18: Demographic characteristics of parents of CiN pupils

	Parents of CiN pupils	Parents of non-CiN pupils
Unweighted base	1,504	2,543
Pupil FSM eligibility		
Yes	64%*	21%
No	36%	79%*
Pupil SEN status		
Yes	31%*	16%
No	46%	32%*
Parents ethnicity		
White	76%	74%
Mixed / multiple	3%*	2%
Asian / Asian British	7%	11%*
Black / African / Caribbean / Black British	7%	6%
Other	-	2%
Urban / Rural		
Urban	88%*	85%
Rural	12%	15%*
Region		
East Midlands	8%	9%
East of England	7%	11%*

London	15%	16%
North-east	6%*	4%
North-west	15%	14%
South-east	16%	16%
South-west	9%	9%
West Midlands	12%	11%
Yorkshire and the Humber	14%*	10%
Parent living as a couple		
Yes	39%	73%*
No	57%*	25%
Parents employment status		
Employed full-time	19%	37%*
Employed part-time	18%	28%*
Self-employed	7%	9%
Looking after family / home	14%*	11%
Other (Retired from paid work, Student, Caring for a disabled or elderly person, Other)	15%*	6%
Parents highest qualification		
No formal qualifications	12%*	5%
GCSE / O-Level / CSE	25%*	16%
Vocational qualifications	13%	13%
A level or equivalent	12%	16%*
Bachelor's degree or equivalent	15%	28%*
Masters / PhD or equivalent	5%	12%*
Household income		

Under £15,000	35%*	16%
£15,000 - £24,999	19%*	12%
£25,000 - £44,999	12%	18%*
£45,000 - £99,999	9%	27%*
£100,000 or more	2%	8%*
Number of children in household		
1	18%	18%
2	33%	48%*
3+	46%*	32%
Pupils has caring responsibilities		
Yes	9%*	3%
No	86%	94%*

Base: All parents (4,047). Source: NPD/PPLP 2021 recruitment parent survey. '-' Indicates base sizes below 10, that cannot be reported to ensure anonymity. * Indicates a statistically significant difference.

Appendix H: Post-16 qualifications awareness questions November 2021 recruitment wave

Pupils in years 9-11, and parents of pupils in these year groups, were asked about their awareness and knowledge of post-16 qualifications or programmes. Two versions of the questions were included, with parents and pupils allocated at random to one version of the questions. This dual approach has been adopted for other research studies run by DfE so was replicated in PPLP for consistency.

In the first version, parents and pupils were first asked whether they had heard of the qualifications and programmes, and then those who had heard of each one were asked how much they knew about them. In the second version, a single question was asked combining awareness and level of knowledge.

First route

Parents

Parents of pupils in year 9 and above were asked about their knowledge of different types of qualifications and programmes.

In the first version of the questions, nearly all parents said they had heard of A levels (95%) and Apprenticeships (93%), while around half (48%) had heard of Traineeships and just over a quarter (28%) had heard of T levels. The majority of parents (68%) said they 'knew a lot' about A levels, while over a third (37%) 'knew a lot' about Apprenticeships. The proportions were much lower for Traineeships (6%) and T levels (3%). Responses are shown in Table 19.

Table 19: Awareness and knowledge of different types of qualifications and programmes – Question A (parents)

	T levels	Trainee-ships	Apprentice-ships	A levels
Heard of	28%	48%	93%	95%
Know a lot - I am very familiar with this qualification/ programme and the activities it involves	3%	6%	37%	68%
Know a little - I know a few details about this qualification/ programme	18%	27%	49%	24%
Know nothing – I have only heard of it	7%	15%	6%	3%
Not heard of	72%	52%	7%	5%

Base: Parents of pupils year 9 and above shown FE analysis question route A (537). Source: November 2021 recruitment parent survey, Which, if any, of the following have you heard of? November 2021 recruitment parent survey, How much do you know about...

Likelihood of parents to encourage pupil to consider qualification type

Most parents that were aware of A levels said they would be likely to encourage their child to consider them (86%, including 63% 'very likely'), while two-thirds of parents aware of Apprenticeships said they would be likely to encourage their children to consider them (67%, including 25% 'very likely'). Less than half said it was likely to they would encourage their child to consider Traineeships (41%) or T levels (36%), among those who were aware of them. Responses are shown in Table 20.

Table 20: Likelihood of parents encouraging pupil to consider different types of qualifications and programmes – Question A (parents)

	T levels	Trainee-ships	Apprentice-ships	A levels
Base	143	256	491	505
Very likely	10%	10%	25%	63%
Fairly likely	26%	30%	42%	23%
Not very likely	31%	33%	22%	8%
Not at all likely	14%	12%	7%	4%
Don't know	20%	14%	4%	2%

Base: Parents of pupils year 9 and above who were aware of each item, FE analysis question route A. Source: November 2021 recruitment parent survey, If you were to speak to your child about their career or further education options, how likely would you be to encourage them to consider each of the following?

Pupils

Nearly all pupils said they had heard of A levels (96%) and Apprenticeships (91%), while 27% had heard of Traineeships and 21% had heard of T levels. More than a third of pupils (38%) said they 'knew a lot' about A levels, while 22% 'knew a lot' about Apprenticeships. The proportions were much lower for T levels (2%) and Traineeships (1%). Responses are shown in Table 21.

Table 21: Awareness and knowledge of different types of qualifications and programmes – Question A (pupils)

	T levels	Trainee-ships	Apprentice-ships	A levels
Heard of	21%	27%	91%	96%
Know a lot - I am very familiar with this qualification/ programme and the activities it involves	2%	1%	22%	38%
Know a little - I know a few details about this qualification/ programme	13%	14%	57%	50%
Know nothing – I have only heard of it	7%	12%	12%	8%
Not heard of	79%	73%	9%	4%

Base: Pupils year 9 and above shown FE analysis question route A (1,345). Source: November 2021 recruitment pupil survey, How much do you know about..., November 2021 recruitment pupil survey, How much would you say you know about each of the following?

Likelihood of pupils considering each type of qualification

Most pupils that were aware of A levels said they would be likely to consider them (76%, including 43% 'very likely'), while just under half of pupils aware of Apprenticeships said they would be likely to consider them (45%, including 11% 'very likely'). Around a quarter said it was likely they would consider Traineeships (24%) or T levels (22%), among those who were aware of them. Responses are shown in Table 22.

Table 22: Likelihood of pupils considering different types of qualifications and programmes – Question A (pupils)

	T levels	Trainee-ships	Apprentice-ships	A levels
Base	295	374	1,220	1,284
Very likely	6%	4%	11%	43%
Fairly likely	16%	20%	34%	33%
Not very likely	36%	36%	31%	13%
Not at all likely	21%	16%	11%	4%
Don't know	22%	24%	13%	7%

Base: Pupils in year 9 and above who were aware of each item, FE analysis question route A.

Source: November 2021 recruitment pupil survey, How likely are you to consider doing the following after your GCSE'S?

Second route

Parents

Nearly all parents said they had heard of A levels (98%) and Apprenticeships (94%), while around half (52%) had heard of Traineeships and a third (33%) had heard of T levels.

The majority of parents (59%) said they 'knew a lot' about A levels, while a third (34%) 'knew a lot' about Apprenticeships. The proportions were much lower for Traineeships (5%) and T levels (3%). Responses are shown in Table 23.

Table 23: Awareness and knowledge of different types of qualifications and programmes – Question B (parents)

	T levels	Traineeships	Apprenticeships	A levels
Heard of	33%	52%	94%	98%
Know a lot	3%	5%	34%	59%
Know a little	16%	24%	56%	37%
Heard the name only	14%	22%	5%	2%
Never heard of	54%	38%	3%	1%
Don't know	14%	10%	3%	1%

Base: Parents of pupils year 9 and above shown FE analysis question route B (541). Source: November 2021 recruitment parent survey, Which, if any, of the following have you heard of? November 2021 recruitment parent survey, How much would you say you know about each of the following?

Likelihood of parents to encourage pupil to consider qualification type

Most parents that were aware of A levels said they would encourage their child to consider them (90%, including 70% 'definitely'), while three-quarters of parents aware of Apprenticeships said they would encourage their children to consider them (74%, including 35% 'definitely'). Less than half said they would encourage their child to consider Traineeships (47%) or T levels (41%), among those who were aware of them. Responses are shown in Table 24.

Table 24: Whether parents would encourage pupil to consider different types of qualifications and programmes – Question B (parents)

	T levels	Trainee-ships	Apprentice-ships	A levels
Base	176	291	511	528
I would definitely encourage them to consider	14%	16%	35%	70%
I would probably encourage them to consider	27%	32%	39%	20%
I would probably not encourage them to consider	23%	18%	15%	4%
I would actively discourage them to consider	1%	2%	3%	2%
Don't know	36%	32%	8%	4%

Base: Parents of pupils year 9 and above who were aware of each item, FE analysis question route B Source: November 2021 recruitment parent survey, If you were to speak to your child about their career or further education options, how likely would you be to encourage them to consider each of the following?

Pupils

Nearly all pupils said they had heard of A levels (96%) and Apprenticeships (92%), while 45% had heard of Traineeships and 32% had heard of T levels.

More than a third of pupils (37%) said they 'knew a lot' about A levels, while 23% 'knew a lot' about Apprenticeships. The proportions were much lower for Traineeships and T levels (both 2%). Responses are shown in Table 25.

Table 25: Awareness and knowledge of different types of qualifications and programmes – Question B (pupils)

	T levels	Traineeships	Apprenticeships	A levels
Heard of	32%	45%	92%	96%
Know a lot	2%	2%	23%	37%
Know a little	13%	17%	52%	45%
Heard the name only	18%	26%	17%	14%
Never heard of	53%	43%	4%	1%
Don't know	14%	12%	3%	3%

Base: Pupils year 9 and above shown FE analysis question route B (541). Source: November 2021 recruitment pupil survey, How much do you know about..., November 2021 recruitment pupil survey, How much would you say you know about each of the following?

Likelihood of pupils considering each type of qualification

Most pupils that were aware of A levels said they would consider them (82%, including 52% 'definitely'), while two-thirds of pupils aware of Apprenticeships said they would consider them (65%, including 21% 'definitely'). Around a third said they would consider Traineeships or T levels (both 34%), among those who were aware of them. Responses are shown in Table 26.

Table 26: Whether pupil would consider different types of qualifications and programmes – Question B (pupils)

	T levels	Trainee-ships	Apprentice-ships	A levels
Base	426	567	1,207	1,255
I would definitely consider	5%	5%	21%	52%
I would probably consider	29%	29%	45%	30%
I would probably not consider	30%	28%	20%	8%
I would actively not consider	5%	6%	4%	3%
Don't know	30%	32%	11%	7%

Base: Pupils in year 9 and above who were aware of each item, FE analysis question route B
 Source: November 2021 recruitment pupil survey, How likely would you be to consider each of the following in the future?

Appendix I: Advisory group feedback survey

The advisory group feedback survey was a standalone survey undertaken between the 12 April and 28 April 2022, with members of the PPLP who had said they were willing to be a part of an advisory group for the panel. 716 parents and 360 pupils and learners took part in the survey. No incentives were offered for participation in the survey.

Table 27 below shows the proportion of overall responses from key sub-groups, and is based on final, unweighted data.

Table 27: Response rates for advisory group feedback survey

Key sub-group	Invitations sent	Responses	Response rate
Primary and secondary parents	1,329	716	54%
Pupils and learners	994	360	36%

Potential participants were sent an email invitation through the survey software Qualtrics, and participants who had not yet completed the survey were sent an email reminder 1 week after the launch of fieldwork. Survey questions were developed by researchers at the DfE, with the support of Kantar Public. Survey questions for this standalone survey were not cognitively tested. All results were analysed in-house by researchers at the DfE.

Results from the survey will be used to improve the panel experience for the next academic year and provide further information on participants experiences for researchers. As such, the results have not been published. Survey questions included:

- how clear participants found survey communications to be
- how easy participants found completing the survey
- participants opinions on the frequency and length of the surveys
- participants opinions on the incentives provided
- how relevant survey questions were to the participants lives
- what topics participants felt the survey should cover in future
- the main reason participants took part in the panel

- confidence that survey responses will make a difference and be kept safe
- whether participants would be willing to take part in further voluntary research in the future.



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