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Researching a segmented market: Reflections on telephone interviewing

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Introduction

Telephone interviewing is a cost-effective way of capturing data from people over a large geographical area, particularly in comparison to other methods such as face-to-face interviews (Shuy, 2002; Stephens, 2007). Existing accounts of telephone interviewing are either procedural in nature, forming a step-by-step 'how to' guide (e.g., Gratton & Jones, 2004), or present a comparative analysis of telephone interviewing when considered alongside other interviewing techniques (e.g., Sturges & Hanrahan, 2004). This information provides valuable methodological background, but little has been published on the intricate, personal experiences of researchers undertaking this method 'at a distance' and without visual cues.

The present study adds to this modest body of literature and presents reflections on semi-structured telephone interviews conducted in 2010 with members of the public (N=85) about their lifestyles in relation to sport, exercise and physical activity. The research was undertaken on behalf of Sport Wales as part of their *Market Segmentation* project (Sports Council for Wales, 2008). In doing so, we seek to understand the challenges that telephone interviews present as a tool for data capture, which in turn might aid and underpin further implementation of this method as part of the repertoire of techniques for research and professional practice in business and management.

The discussion that follows has three sections. The first provides contextual background for the use of telephone interviewing and includes information on the market segmentation categories that were the basis of the study. There then follows a note on process before addressing the reflections of the research team. This forms the basis for a consideration of the implications for future research and professional practice in business and management, particularly in relation to sports marketing.

Background and context

A principal focus of the Welsh Government's national strategic plan, *Climbing Higher*, is to raise physical activity in Wales (Welsh Assembly Government, 2005), and as in England physical activity targets have been established for adults and children (Department for Culture, Media and Sport & Strategy Unit, 2002). To monitor progress, separate biennial surveys on adult and children's participation have been undertaken since 2005 in England (Rowe, 2009) and since 1987 in Wales. Using telephone interviewing and face-to-face methods respectively, these surveys are large enough to produce local level analyses providing a participation breakdown according to age, gender and social class. However, these characteristics are insufficiently subtle to

facilitate an effective response that could produce meaningful interventions to meet the government targets.

Segmenting, targeting and positioning are the key pillars of the modern marketing strategy (Proctor, 2008) and highlight the importance of a differentiated approach for developing sports products and services. The need to understand how adults would be prepared to become more physically active and how best to communicate with different groups led both Sport England and Sport Wales to work with Experian, the largest owners of consumer data in the UK (Shank and Lyberger, 2015). Experian have employed a proprietary technique known as Mosaic-Pixel grid which combines information on postcode socio-demographics with consumer data enabling the clustering of the population into defined segments.

Sport Wales developed market profiles (Sports Council for Wales, 2008) which divided the general population into twelve segments, with each given a collective name (see Table 1). Theoretically, each individual in the adult population of Wales could be placed into one of the segments based on demographic characteristics (e.g., gender, age, income, geographical location) and lifestyle patterns (e.g., health status, family circumstances, sport, and physical activity patterns).

[Table 1 about here]

Drawing on the initial market segmentation analysis Sport Wales commissioned a study on the five segments where there was less certainty of the 'fit' (see Table 2). The aims of the research were: first, to 'check' that the content of elements of key market segment profiles reflected the populations on which they are based; and second, to reveal further insight into the lives and behaviours of priority segments which would, in turn, help drive strategy and target resources more effectively.

[Table 2 about here]

A note on process

Following ethical approval for the study from Cardiff Metropolitan University, the research process involved two phases. The first involved making contact and recruiting participants from each of the five priority segments. Once recruited, the second phase was to conduct individual telephone interviews. Six researchers were involved with the project in phase one and / or in phase two; two (including the principal investigator) were involved in both.

From the initial Wales Adult Participation Survey (2008-09) 4,000 people had agreed to participate in this follow-up research. The purpose of phase one was to make contact, re-acquaint them with the research and recruit potential interviewees. A limitation of Sport Wales' research contract, however, was the timing of the expiry of their database which resulted in only five days being available to complete the recruitment task. Two major logistical challenges were encountered: first, the brief duration of the recruitment 'window'; second, some original contact information from the Sport Wales Adult Participation Survey which had been undertaken 18 months earlier was already out of date.

A sampling frame of the five priority segments was created based on the population in Sport Wales' four macro research regions – the Valleys, Metropolitan Wales, Rural North and Rural Heartland (Sports Council for Wales, 2008). The target was 30 participants from each of the five segments – five participants per segment more than the minimum required which allowed for any problems making contact at a later date. Four researchers undertook this task, which required 'cold-calling' members of the public. In order to maximise potential take-up there were morning, afternoon and evening 'shifts' over the five days, covering both weekdays and the weekend. Contact

was made with the potential participants reintroducing them to the project, and on their agreement a convenient time was booked for the telephone interview.

The second phase involved four researchers carrying out the telephone interviews with the participants. Using a semi-structured schedule (see Appendix 1), each interview had a particular 45 minute time slot (approximately 30 minutes for the interview and 15 minutes for making further notes and reflections). The schedule provided a clear structure for the interview and maintained consistency among the researchers and across the selected market segments. It also provided sufficient opportunity to develop conversations and areas of particular interest to the interviewees. Once the research had been re-introduced and the participant had given his/her consent to continue (see Appendix 2), two opening questions were used to create a rapport and make the participant feel at ease. Individuals were asked to explain how they would spend a typical weekday, followed by how they would spend a typical weekend. This information was used to guide a brief conversation on establishing their familial and community setting. Questions then moved to considering their individual and family consumer habits and preferences including shopping, lifestyles, transport, hobbies/interests and future aspirations.

Decisions about data collection are informed by a variety of factors, and for commercial (contract) research in particular these may be concerned primarily with the resources available to deliver the work providing the funder of the research is content with the overall methodological robustness. It is generally agreed that *verbatim* transcription is desirable, but there are instances when this may not be possible including, for example, unwillingness from participant to be recorded (Gratton & Jones, 2004) and cultural objections to anything other than the oral sharing of information (Polistina, 2006). Audio-recording and *verbatim* transcription are also labour intensive –

Veal (1997) notes that transcription may take six times as long as the recording itself – and can add significantly to the costs associated with the project as well as delaying the conclusion of the analysis.

As an alternative, written notes are efficient and recognised as providing a very satisfactory account of an interview under certain circumstances. Specifically, these are when the notes are taken during the interview or immediately afterwards (Veal, 1997), when a large number of participants are involved, and the interview is standardised with a "pre-specified schedule" (Fielding, 1993: p. 146). As ethnographers have noted, powers of recall can be trained and become very effective (Pryce, 1986; Fleming, 1995), and there is also the additional benefit that only data directly relevant to the research foci are noted (Gratton & Jones, 2004).

Written notes were therefore used as the record of the interviews in an attempt to capture as much richness as possible. Immediately following each interview and prior to speaking to another participant, researchers reviewed the notes taken during the interview itself, adding further detail and providing some synoptic summary comments that covered general views on whether the individual was, for example, easy-going, talkative or apprehensive, together with any awkward or amusing moments.

If a respondent did not answer the telephone at the appointed time, the researcher would try again 10 minutes later. If there was no reply at the second attempt a message was left (if possible), detailing how to re-arrange the appointment (see Dicker & Gilbert, 1988). As it turned out, some participants required considerably more follow-up and direct involvement by the research team. Participants were offered a £10 shopping voucher as 'compensation' for their time – importantly, though, this was not used as part of the 'pitch' to secure involvement in the project in case it may have compromised the true voluntariness of the consent that had been secured. It was only made known

once the participant had agreed to be interviewed, and the vouchers were sent to each participant once the interview had been completed together with a letter of thanks.

A total of 85 interviews were completed across the five segments. A document entitled 'A Market Segment Analysis' was compiled and provided feedback on each individual giving a rich, detailed, descriptive account of people's lives (Cardiff School of Sport, 2011). The interview data were then cross-checked with the information provided by Experian and Sport Wales, providing both corroboration and contradiction within each of the segment profiles. Importantly, this process anchored the data in the extant empirical evidence and enabled more sophisticated accounts to be developed, and whether for professional practice or research in business and management, this approach enabled incremental advances to the body of knowledge to be made confidently.

In order to reflect on the research project and the experience of telephone interviewing, two focus groups were undertaken by the researchers: one following the recruitment phase; and another following the telephone interviews. The purpose of the first focus group was to identify issues associated with the recruitment of participants; the second focus group centred on the process of undertaking the telephone interviews and the researchers' experiences of this method. The focus groups lasted 40 minutes and 50 minutes respectively. These conversations were recorded and then transcribed and thematically analysed (Maykut & Morehouse, 1994). Extracts from the focus group transcripts are used in the discussion that follows to illuminate points made.

Lessons learnt about telephone interviewing

There were three principal sets of findings: recruiting participants; accessing participants from particular market segments; and observations about the approach adopted by the researchers involved.

Recruiting participants

There is evidence that the increase in unsolicited market research telephone calls to private residences and individuals has led to a diminished engagement in telephone-based research more generally (Curtin, Presser & Singer, 2000; Keeter, Kennedy, Dimock, Best & Craighill, 2006). An initial challenge for academic researchers who wish to use telephone interviewing may be to persuade the prospective interviewee that they are not sales representatives (Wishart, 2003). Hence a script was devised to aid the researchers' recruitment of potential participants. It ensured that information about the project was relayed and highlighted how the person had been selected for the research.

In addition, other techniques (even 'tactics') were used to set us apart from other kinds of callers. First, particular 'gatekeeper words' were used at the outset to make plain who we were and for whom we were working: "I used the words Sport Wales early on in the conversation, more so than the university name because it separated us from market research. This was key for me, so they did not think we were a commercial company or selling them something" (Male Researcher).

Second, we reminded prospective participants when they had undertaken the initial survey with Sport Wales and that they had agreed to participate in further research. As well as putting the study in context, the authenticity of the 'cold call' was verified. By relaying specific details the interviewees were often audibly more relaxed and seemed more likely to consider their continued involvement. Third, a professional and courteous yet friendly approach was cultivated to separate us further from market researchers and sales representatives. Rather than using the words, 'I'm not selling anything', we attempted to demonstrate empathy for taking the person's time, and if any negativity was detected towards taking part, we did not try to be 'pushy' to proceed with the conversation.

There were two main problems encountered during this recruitment phase. First, many wanted to hold the interview immediately, though this was not feasible owing to the restriction placed on the expiry of the database of possible participants. Had we been able to, we would have secured a greater number of interviews, especially amongst respondents who later proved more difficult to contact. Second, recruitment phone calls were managed over the same five day period, but from different locations. This resulted in a small number of clashes which were later rectified by either providing a different interviewer or re-arranging the time of the interview. There is merit, therefore, in recruiting to telephone interviews either in the same location, or in another way that enables data to be shared instantaneously (Shuy, 2002). However, whilst immediate access to shared data may have been desirable for the management of recruiting participants, private spaces were needed for the interviews themselves. It was important, for example, to convey the (accurate) impression of an anonymous data capture process, and to avoid the (mistaken) impression of a commercial enterprise based at a 'call centre'.

Accessing participants from selected market segments

When considering whether or not telephone interviews are an appropriate method, researchers should consider the demographic make-up of the populations with whom they are trying to engage. Telephone interviews may be an appropriate method for contacting 'hard-to-reach' populations (Sturges & Hanrahan, 2004), especially in comparison with face-to-face interviews (Creswell, 1998; Miller, 1995; Tausig & Freeman, 1988), but a more nuanced appreciation of the reasons why those respondents present challenges is also important. The market segments in this project consisted of a diverse cross-section of society, and although all agreed to be contacted at a scheduled time, some clear patterns and differences emerged in their 'appointment-keeping'

behaviours. It is noteworthy that the database provided to the research team included a preferred contact number (either landline or cell phone) which had been given by the potential participant. Four out of the five segments showed a significant preference for landline numbers, with only two cell phone numbers left by *Steve* and *John & Ann*. The exception was *Lisa* where there was an even split of landline and cell phone numbers for making contact.

Out of a possible 30 participants recruited for each segment, the initial phone appointments resulted in only 44% success with only 9 interviews completed with *Lisa* and *Sian*; 12 with *Christine*; 15 with *Steve*; and 16 with *John and Ann*. In the end it was not possible to meet the target figure of 125 interviews. Instead, a total of 85 interviews (68%) were completed resulting in 15 each for *Lisa* and *Sian*; 17 for *Christine*, 20 for *Steve* and 18 with *John and Ann*. Generally, whilst *Steve* and *John & Ann* were relatively easy to contact. *Lisa, Sian* and *Christine* were more difficult to reach, and in some cases took between six and 10 attempts. The characteristics associated with each of the five selected segments (see Table 2) provide background about the relative difficulty of making contact. For instance, older participants (*John and Ann*) were more likely to keep their appointments, often commenting that they had written their allocated day and time in a diary, just as they did when making any other commitments. In contrast, younger participants (*Lisa* and *Sian*) seemed to treat their appointments as a transient, less formal arrangement. Follow-up calls and interviews revealed that some had gone out, and others had forgotten or had other obligations. This led to a significant amount of wasted time for researchers who had allotted specific times to complete the research – including evenings and weekends.

The same generational variation was reported in the quality of the conversations with participants. *John and Ann* were more likely to answer questions fully and produce

in-depth, rich data; interviews were also likely to last longer, occasionally for over an hour (which created other operational challenges). In contrast, many of the younger participants (*Lisa* and *Sian*) were more likely to give shorter answers and relied more on prompts. Moreover, as Sturges and Hanrahan (2004) found , albeit in different circumstances, segments characterised by an interest in sport, exercise and physical activity (*Steve* and *John and Ann*) were more likely to participate in the interviews than those who did not (*Lisa* and *Christine*).

Reflections on the approach adopted

One of the challenges facing telephone interviewers is the obvious absence of non-verbal communication during the conversation. Echoing Mehrabian's (1968) frequently cited study which emphasises the importance of body language and paralanguage for communication effectiveness, the logical corollary is that the absence of visual cues creates a barrier to a full appreciation of the interviewee and the data captured. Indeed visual cues are often relied upon by interviewers to help develop rapport and to assess the authenticity and engagement of the participant (Creswell, 1998; Stephens, 2007; Sturges & Hanrahan, 2004).

Recent advances in video communication have eased this particular challenge when respondents have access to the requisite technology and are willing to be interviewed in this significantly more intrusive way. In the *Market Segmentation* study, with some limited information about the location of the interviewee's home, an online postcode search can yield some local information (Danesh, Gault, Semmence, Appleby & Peto, 1999), and can aid contextual understanding about the person's surroundings and local community:

"This was very valuable information and helped me understand the person

and their surroundings and circumstances. It also aided rapport significantly

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as I was able to engage in the conversation in a more meaningful way with the person on the end of the phone." (Male Interviewer)

In spite of the difficulty of interpreting some aspects of verbal (telephone) communication without non-verbal cues, there are features of identity that are disclosed in voices – for example, gender, age, region of origin, and to some extent, socio-economic status (Davis, Couper, Janz, Caldwell & Resnicow, 2010; Stephens, 2007). Both interviewer and interviewee build a profile of the other based on the limited information that is available. One of the more obvious characteristics is gender (Davis et al., 2010), which often plays an important role in interviewing – sometimes based on some unsophisticated gender stereotypes (Davis et al., 2010; Davis & Silver, 2003; Tourangeau, Rips & Rasinski, 2000).

Telephone interviewers do not enter the homes or private spaces of their interviewees, but there was a sense that an unknown male voice may seem more threatening than the softer tone and higher pitch of a female one. Indeed there was even a sense that a young friendly researcher doing the 'cold calling' to arrange the follow-up might even have been subtly (and unintentionally) coercive. One interviewee indicated that her willingness to participate was in part because: "She *couldn't refuse* because the (female) person who had made the appointment was so lovely" (emphasis added).

This point is reinforced by Smoreda and Licoppe (2000) who reported on gendered usage of the domestic telephone and concluded that women are more likely to be better telephone communicators – in part because of the division of (Western) household labour and family roles, as well as the differences in type and number of social networks and interaction styles. Trier-Bienick's (2012) research with women revealed the perceived value of using telephone interviews as a means of empowering the participant and many 'expressed gratitude for [her] methods' (p. 642). Whether or

not this ease of telephone communication is a gendered characteristic is unclear from the evidence of the present study, but there were variable levels of 'chattiness' amongst the research team. One (female) researcher remarked, "I love people's stories, people watching, that's the difference, I enjoy it." Other (male) researchers were less comfortable: "Chit chat with strangers isn't really [my] thing" and "I felt sleazy making small talk with young women".

The planning of the project had been undertaken with one eye on the outcome (successful completion) and another on the participants' personal circumstances. As one researcher explained: "We were reflecting their lifestyle, whereas commercial companies run on a shift pattern, we were trying to run an individual service." Like Wishart's (2003) telephone survey, there were attempts to accommodate participants' availability at odd times and outside of the usual working week. Both the interview schedule and the telephone appointments included 'contingency buffers' for unexpected events. The inherent flexibility this provided proved invaluable when interviews were not conducted as originally planned. Furthermore, the importance of leaving a positive impression implied an ambassadorial commitment that researchers embraced. In the aspirational attempt of researchers to 'leave only footprints', members of the research team were keen to avoid the possibility of being thought exploitative data-gathering opportunists:

> "I had one person who loved to talk and had loads of time, I think she was
> elderly and was living on her own in a fairly isolated area, and we were
> talking for over an hour… I felt obliged to talk to her, because she had taken
> time out of her day to help us. I felt obliged to chat and it was about the
> interview content, so I just allowed her to talk freely."

The idea of researchers generally behaving as 'carpet baggers' has been addressed by Corrigan (1979) and considered more explicitly in relation to interview techniques by Tomlinson (1997). The key point is that participants can often experience feelings of being 'used' and even 'violated' by researchers, an area addressed explicitly by Trier-Bieniek (2012).

Yet there were other instances when time was at a premium for the participant which required the researcher to capture the information as efficiently and speedily as possible:

> "There was one lady who was willing to do the interview, but said that she had to leave to pick up her children in 20 minutes, so I felt obliged to rush through the questions. But it was a case of either completing the interview in 20 minutes or not at all."

On a few occasions it was apparent that interviewees were 'shoe-horning' the interviews into already busy and hectic lives – particularly when young children could be heard in the background demanding attention which often interrupted the flow of the interview (Stephens, 2007). The demands for flexibility in the design and execution of the interviews were therefore important to use optimally the limited time that was available in some instances. That is to say, there was a need to exercise selectivity and judgement over the key themes and issues and how best to capture data about them.

Implications for Business and Management

Telephone interviewing is generally considered a cost-effective data collection method (Miller, 1995; Sturges & Hanrahan, 2004; Wishart, 2003). Usually less expensive than face-to-face interviews (Aquilino, 1992; Frey, 1983; Groves & Kahn, 1979; Miller, 1995), they tend to be more expensive than postal surveys but have a better response

rate (Wishart, 2003) and are relevant for geographically dispersed samples, including remote and rural areas (McGivern, 2003). In calculating cost-effectiveness, it is important to address both the actual costs (i.e. time spent planning and conducting interviews) as well as the opportunity costs (i.e. missed appointments, 'chasing participants'). Following the initial recruitment phase, 140 calls were made which resulted in 61 completed interviews which prompted considerable efforts to chase potential participants. This culminated eventually in a return rate of 68% (n=85) and whilst this was important for the present study, it is conceivable that these costs would be too high for a more commercially orientated organisation or market research company.

Although the market segments research did not explicitly address personal and 'sensitive issues' (Lee, 1993; Renzetti & Lee, 1993, Sieber & Stanley, 1988), participants were given the opportunity to share opinions about their personal politics, government, economic climate, 'green' policies and recycling in their local area – and were quite willing to do so (Greenfield, Midanik, and Rogers, 2000; Sturges & Hanrahan, 2004). Indeed for potentially sensitive matters some argue that telephone interviews might be more suitable than face-to-face interactions (Greenfield, Midanik & Rogers, 2000; SturgesSturges & Hanrahan, 2004, Trier-Bieniek, 2012). Not only were the data captured and reported anonymously, but there was also a sense that participants may have been aware that they are unlikely to meet in person or speak to the interviewer again – and even if they did, neither would visually recognise the other. As one interviewer commented: "People are quite revealing on the phone. There's an anonymity in disclosure through the phone. I was quite struck by some of the detail people did go into."

One particular advantage of the telephone interview is that it incorporates unique control of timing and social space for both the interviewer and the interviewee (Holt, 2010). Participants were willing (sometimes frustratingly for the researchers) to exercise the right to postpone or even cancel an interview. In this sense at least, the telephone interview empowers the interviewee to take control of the interaction and to engage in it on their terms. After all, it is much easier to terminate a phone call than to walk away from a face-to-face encounter.

The variation in response rates and attitudes towards being interviewed amongst the different market segments highlights some implications for the future research and professional practice in business and management when conducting telephone interviews. For consumer-led organisations, it is clear that not only are bespoke communication messages desirable, but the medium of their delivery is an important consideration for ensuring effectiveness. In turn, this presents a challenge to researchers (perhaps academic more than commercial) for whom 'reliability' and replicability are pressing priorities; and when the research is undertaken by teams of researchers, the challenge is even greater. Indeed, in terms of answering the initial research questions, it may be that a repertoire of data capture methods is necessary to engage most effectively with the variety of participant types. That is to say, customised research interventions suited to the types of participants may be the most fruitful – especially for studies that are designed quite deliberately to seek the views and opinions of a wide spectrum of participants (see Irvine, Drew and Sainsbury, 2013).

In short, appropriate recognition of market segmentation may require a differentiated approach to research and communication. Telephone interviewing remains an acceptable and cost-effective survey method and can yield a rich source of data that captures individuals' narratives. Yet there are three challenges that require

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further attention. First, the changing use of technology for communication and research will become more complex. Whilst this study has considered the use of landline and cell phone, this is but one dimension of a growing suite of communication methods that could also embrace Skype (or similar) and other social media. Second, business and management research teams will need to be ever-more flexible and adaptable. As individuals lead less linear lives there is a greater blurring between work, home and leisure but there are also greater social divides between those that are 'cash rich and time poor' and others who are 'time rich and cash poor'. Third, a corollary of the first twi challenges is thatthere is a need for business and management researchers to deploy different research techniques that align to specific market segments but which at the same time do not compromise the integrity of the research process.

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Appendix 1: Interview Schedule

General Opening Discussion

1. Could you tell me about what you do in a typical weekday?
   - What do you do – (in the home, out of the home)?
   [We don't know whether they work full time / part time or what they do.]

2. Could you tell me about what you do in a typical weekend?
   - What do you do – (in the home, out of the home)?
   - As a family? Separately?

3. Could you tell me about your family?
   - How many in it?
   - What do you do (together)?
   - And the wider family?

4. Could you tell me about the community in which you live?
   - Is it a village, suburb, city, etc?
   - How would you describe the community – close knit, commuter belt, friendly / unfriendly?
   - What kind of homes are there – terraced, semi-detached, detached?
   - Do you feel well established and know lots of people?

Individual and Consumer Preferences

5. I'm interested to know about your preferences and habits in terms of food shopping.
   - Where is the shopping done? (e.g., Tesco / Asda / M&S)
   - Do you buy online?
   - Do you use local independent shops and if so which ones and for what food?
   - Do you tend to do a regular shop or just once a week / 10 days?

6. To what extent would you say that you are in good health?
   - Perception that health is important?
   - Changes in their health over time?
   - Long term medication?
   - Alternative medicine and therapies?

7. I'm also interested to know about your preferences and habits for clothes shopping.
   - Do you buy from certain stores? (e.g., Primark, Supermarkets, M&S, High Street Stores – Zara, Top Shop, Next, others)
   - Do you buy from local independent retailers?
   - Do you go online to shop?
   - Catalogue shopping (which ones)?

8. Could you tell me how you like to communicate with people?

- How do you communicate with others? (e.g., friends and family)
- What are your preferred methods? (e.g., meet up, Facebook, mobile phone, normal phone, internet, letter writing)
- Would you say that your methods differ between different groups?

9. Could you tell me how you prefer to obtain information and be communicated with?
   - What kinds of information do you want to know about? (e.g., special offers or financial information)
   - What do they do with flyers / free newspapers that come through the door?
   - Do they like responding to offers that give something 'free'

10. Could you tell me what you like to read?
    - Magazines – which ones do you buy? Do you take out subscriptions
    - Newspapers – which ones do you buy?
    - Books – novels, autobiography, biography? Do you buy from shops or would they use Amazon?

11. Could you tell me a bit about the kinds of TV programmes that you like to watch?
    - Soaps, quiz, reality tv, sport, comedy, documentaries, news, drama, films?
    [Get the names of particular programmes and series particularly enjoyed recently]
    - Are there particular celebrities that you follow?
    - How many hours of TV do you watch in a typical day?

12. Could you tell me about the kinds of radio programmes that your listen to (if any)?
    - National BBC, local BBC, national independent, local independent
    [Get the names of particular programmes particularly enjoyed recently]
    - How many hours of radio do you listen to in a typical day?

13. Now I would like to ask you about home entertainment (e.g., computers, fitness etc.)
    - Do you have a computer? If yes, do you go online and use Facebook?
    - Do you have any games consoles – PSP, X-Box, Wii etc?
    - Do you have any gym / fitness type of equipment?
    - Do you play a musical instrument?

14. Could you tell me how you get about on a day to day basis?
    - By car, bus, train, bike, other?
    - Do you own a car and / or have access to a family car?
    - Do you spend a lot of time in the car, perhaps commuting for work or because they care for a family member who lives some distance away?

15. Could you tell me about any particular interests you have?
    - Eating out: pubs, chain restaurants, independent restaurants, 'take-aways'
    - Leisure: cinema, bingo, theatre, concerts, night-clubs, sports spectating
    - Education: evening classes, college, community/library,
    - Breaks and holidays – how often? (e.g., abroad, UK, package, independent operators)

16.   Is there anything else that you would like to add?

Appendix 2: Telephone interview introduction

Hi / Hello .....

It's .... from the Cardiff School of Sport. We've got an appointment to talk now, I think. Is it still convenient?

[If no] ... OK, sorry to disturb you. Can we rearrange the appointment? [Then rearrange it.]

[If yes] ... Great. Let me just remind you briefly what this is all about. We've been commissioned by the Sports Council for Wales to investigate participation in physically active leisure. There was a large survey of people across Wales in 2008, 27,000 people were involved. You were one of the 4,000 who indicated then that you'd be willing to talk to us again. The point is that surveys can only tell us so much, an interview will enable us to develop a much more precise and soophisticated understanding. So as a result of this, and 124 other telephone interviews in this phase of the work, we will write a report for the SCW, and perhaps an article for an academic journal too.

This chat will take somewhere in the region of half an hour. We're really pleased you're willing to give up your time.

We'll talk about a few of the things that we think are important about physically active leisure, and I'll write some notes during and after the call. These won't be attributed to you (no-one will know it's you). We store the information on the data-base separately from our notes about the interview, and we comply with the Data Protection Act.

If there's any question you don't want to answer, of it you just don't want to carry on with the interview at any time, just tell me. There's no problem with either.

If you have any questions about the research or how we intend to conduct the study, you can ask me now or at the end. And afterwards if you remember something you wish you'd ask, contact the project manager, Dr Nicola Bolton. Her telephone number is 02920 416484. Or you can contact her on njbolton@uwic.ac.uk

Is all of that clear?

[If no] ... OK, let me see if I can help. What do you need to know?

[If yes] ... Great. Let me start with ...