

FACT

Nationally, 62% say clean streets are most important to them in their local area, 49% say green spaces and 37% say educational facilities

FACT

The most popular free time activities are watching TV, spending time with friends/family, listening to music and shopping



Department for Culture Media & Sport

Who are Ipsos MORI?

Ipsos MORI is one of the best known survey organisations in the UK. It carries out research studies in the areas of social and public policy, covering topics such as sport, culture, health, science, education, crime and employment. Ipsos MORI is a completely independent research agency and abides by the Market Research Society code of conduct in every respect.

For further information about Ipsos MORI, please visit www.ipsos-mori.com/takingpart.

How can I check that the interviewer is genuine?

All interviewers work for Ipsos MORI and carry the Market Research Society Interviewer Identity Card (as shown).



You can also contact Ipsos MORI's Field Department directly to check that the interviewer is one of our interviewers working in your area. If you would like to check the identity of an interviewer please call Darren Fisher on 020 7347 3268.

If you would like more information about this study, please contact **Stephan Tietz** on **FREEPHONE 0808 202 4971**, or email **TakingPart@Ipsos.com**.

DCMS partner organisations



Department for Culture Media & Sport



4th Floor, 100 Parliament Street, London, SW1A 2BQ

www.gov.uk/government/organisations/department-for-culture-media-sport

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Taking Part

England's Survey of Culture, Leisure and Sport



Ipsos MORI Social Research Institute

Why have I been contacted?

Your household has been selected for the 2016/17 Taking Part Survey. This important survey is being conducted by a team at Ipsos MORI and NatCen Social Research on behalf of the Department for Culture, Media and Sport and its partner organisations.

Its aim is to find out how people choose to spend their time, and their views on the leisure activities and facilities available to them.

This leaflet contains more information about the survey and why we are carrying it out. We hope that you will take part and find the survey interesting.

What is the Taking Part Survey?

DCMS is the Government Department which aims to enrich lives and encourage participation in sporting and cultural activities.

We have asked Ipsos MORI to talk to you to find out what you do in your own time and what you think of local facilities and activities.

The results of the survey will help DCMS and its partners understand what helps or hinders people taking part in these activities.

The survey covers a variety of topics such as:

- Sports and active recreation.
- Visits to museums, galleries and heritage sites.
- Use of libraries and archives.
- Arts events and activities.
- Volunteering and charitable giving.

Everyone's views and experiences are valuable. It is important for you to take part even if you do not participate in any activities or you do not think your views are relevant, so that the results represent everyone in England.

FACT

Last year, over 90% of adults rated themselves 6 or more /10 for happiness, life satisfaction and/or how worthwhile things in life were

Around 10,000 adults and 1,000 children will be interviewed for the 2016/17 survey. Further information about the survey is available at:

www.gov.uk/guidance/taking-part-information-for-survey-participants

Why has my address been chosen?

Your address has been randomly selected from the Post Office's list of addresses in England. It is important to have a strictly random selection, so that the results reflect the experiences and views of the whole population.

Who will be interviewed?

The interviewer does not know anything in advance about you or your household but he/she will need to select one adult (aged 16 or over) randomly at each address. Once the interview has made the selection, he/she is not allowed to interview another adult.

As part of this survey, we are also interviewing children. We need to understand how much time they spend doing sports and cultural activities – both in and out of school – so that we can improve the opportunities available to them. If there is a child aged 11-15 in your household, we would like them to take part in their own short interview. We will interview one randomly selected child only. The interviewer will ask for permission from the parent or guardian before conducting the interview.

If the selected adult is a parent of a child aged 5–10, we would like to ask them about their child's interests. We will ask about one randomly selected child only.

What happens next?

An interviewer from Ipsos MORI will call at your home within the next couple of weeks. He/she will show you an identification card and will be able to answer any questions you have.

If the selected person is unable to do the interview at the time, the interviewer will be happy to arrange a more convenient time.

Is the information I give confidential?

It is entirely confidential:

- Your name and address will only be known to the team processing the survey results at Ipsos MORI and NatCen Social Research and the Taking Part survey team in DCMS (for example using postcodes to group together the answers for everyone living in particular areas). We will not pass on your details to any other organisation without your agreement.
- We guarantee that no individual will be identifiable from the results, and that no attempts will be made to identify individuals from their answers. Your answers will be combined with those of all others who take part in the survey.
- If you decide at a later date that you no longer want the information collected about you to be used by DCMS or its partner organisations (Historic England, Arts Council England and Sport England) then it will be deleted.

Will I be contacted again?

We will never contact you for further research without your permission. A small proportion of interviews are, however, checked to ensure that the interviewer acted in a professional manner and that the information you gave was recorded accurately. You may receive a phone call or letter to confirm this.