

**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

**WEB PANEL**

**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](http://www.ipsos-mori.com/takingpart).

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](http://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

## What is the Taking Part Web Panel?

The Taking Part Web Panel is a study being run by Ipsos MORI on behalf of the Department for Culture, Media and Sport (DCMS) and its partner organisations (Sport England, Arts Council England and Historic England).

The purpose of this web panel is to support the Department's aim to enrich people's lives and gain a better understanding of why people may or may not take part in cultural, leisure and sporting activities. The results of the web panel will inform government policy.

## Why should I join the Taking Part Web Panel?

Your help is very much appreciated. The information you have already given the interviewer will help DCMS and its partners understand how people in England spend their time, and what their views are about the leisure activities and facilities available to them.

DCMS and its partners are also concerned with how and why these activities and views change or stay the same over time. For this reason we would like you to join the Taking Part Web Panel and complete 4 short web questionnaires in a year. The more information you provide over time, the more valuable it becomes. You will receive gift vouchers as a thank you for completing questionnaires; up to £15 in the first year and up to £10 for every additional year you choose to stay in the panel.

Everyone's views and experiences are valuable. Even if nothing has changed we still want to hear from you. Only then can we be sure that the results represent the experiences of everyone living in England.

## What do you want me to do?

Within the next few weeks you will receive an email from [colin.gardiner@takingpart.org.uk](mailto:colin.gardiner@takingpart.org.uk) asking you to go online and complete a short Welcome Questionnaire. Please keep an eye out for an email with "Taking Part" in the subject line. Alternatively, if you gave us your mobile number, we may send you a text.

It is easy to complete the questionnaire and it should take you less than 5 minutes. At the end of the questionnaire, you will be asked to create a password which will give you access to your personal web page where you can redeem your £5 gift voucher. You are then officially a member of the Taking Part Web Panel.

As an official member of the Taking Part Web Panel, you will receive emails or texts 4 times a year from Ipsos MORI inviting you to complete a different web questionnaire. The web questionnaire will check whether you are doing more or less of any activities and if so why. It will only take you about 15 minutes to complete the questionnaire. For every completed questionnaire, you will receive £2.50 towards a gift voucher. This means that you can redeem a total of £15 this year by completing the Welcome Questionnaire and 4 other questionnaires spread throughout the year.

Your participation is completely voluntary; you do not have to complete every questionnaire and you can leave the web panel at any time.

## What is my personal web page and how can I access it?

After you have completed the Welcome Questionnaire, you will be asked to create a password which you can use to access your personal web page at [www.takingpart.org.uk](http://www.takingpart.org.uk). This secure page will include information about the study, our contact details for any queries you may have, your contact details which you can update if necessary, and a bank for the gift vouchers you have received as a thank you for completing questionnaires.

## How can I redeem the voucher?

When you complete the Welcome Questionnaire, you will earn £5 which will be deposited in your voucher bank on your personal web page. You can either redeem a voucher for this value or you can save it for later. Every time you complete another questionnaire, your voucher bank will be topped up with £2.50.

It is easy to redeem a gift voucher. Just go to [www.takingpart.org.uk](http://www.takingpart.org.uk) and use your password to access your personal web page.

## Is the information I give confidential?

It is entirely confidential:

Your survey answers will be used for research and statistical purposes only. Your name and contact details will only be used by DCMS or a research agent working on its behalf for the purposes of this web panel. Currently the panel is operated by the team from Ipsos MORI and NatCen Social Research for and on behalf of DCMS, but this could change in the future.

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 then it will be deleted.