

**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](http://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](mailto:TakingPart@Ipsos.com).

### DCMS partner organisations



Department for Culture Media & Sport



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

[www.gov.uk/government/organisations/departments-for-culture-media-sport](http://www.gov.uk/government/organisations/departments-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?

You may remember participating in the Taking Part survey for the Department for Culture, Media and Sport and its partner organisations (Sport England, Arts Council England and English Heritage). Your help with the survey was much appreciated, and at the time, you agreed you could be contacted in the future regarding further research on the subject. The survey is now being carried out by a team at Ipsos MORI and NatCen Social Research and we would very much like you to take part in this research again in the next few weeks.

## 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.

As a reminder, 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.

Your continued participation is greatly appreciated. **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](http://www.gov.uk/guidance/taking-part-information-for-survey-participants)

## Who will be interviewed?

We would like to speak to the adults and children in your household who took part last year.

## 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 you cannot do the interview when the interviewer calls, they 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.

## Where did you get my contact details, and what do I do if they are wrong?

Your address was randomly selected from the Post Office's list of addresses in England. Last year those taking part in your household agreed that their contact details could be passed to the research organisation carrying out the survey for DCMS. This year, DCMS have asked Ipsos MORI and NatCen Social Research to carry out the survey.

If this address on the letter we sent you is no longer your household's address, please let us know your new details using the contact information provided below:

 **FREEPHONE: 0808 202 4971**

 **takingpart@ipsos.com**