

# Leicester Health & Wellbeing Survey 2018

## Information and FAQs



### **Who are Ipsos MORI?**

Ipsos MORI are an independent research agency that has been commissioned by Leicester City Council to conduct its 2018 Health & Wellbeing Survey.

### **How will the survey be conducted?**

The survey will consist of a 20 minute questionnaire with a minimum of 2,200 residents aged 16+ from across Leicester. These interviews will be conducted face-to-face in residents' homes.

### **When will interviews be taking place?**

Fieldwork will be taking place between Monday 5 March and Friday 20 July 2018. Our interviewers will be working during 9am-9pm Monday-Friday and 10am-9pm at the weekend.

### **How have participants been selected?**

Unfortunately we cannot ask everyone for their views, so we will be interviewing a sample of different types of people across Leicester in order to reflect the society in which we live.

### **What is the survey about?**

The survey covers a range of issues relating to the health and wellbeing of residents in Leicester, including:

- Attitudes to healthy living
- Diet
- Exercise & physical activity
- Household finances
- Smoking
- Mental health & wellbeing
- BMI (body mass index – height and weight)
- Alcohol consumption

The more personal topics will be asked using a 'self-completion' method, so participants will be able to read a question for themselves and then select their answer from a computer screen without discussing directly with the interviewer.

### **Why does the council need to know about these things? How will the results be used?**

The findings from the survey will help the council and some of its public sector partners to plan out health services and to develop future public health priorities in the Leicester area. They will also be compared with the results of previous surveys to identify any significant changes that have taken place over recent years.

## **Will responses to the survey be anonymous?**

All responses given will be kept completely confidential. Ipsos MORI is a well-known and well-respected research company – all of their employees follow the Market Research Society Code of Conduct. This guarantees that participants won't be identified, and that any answers given will be kept confidential.

Ipsos MORI also holds the international standard for Information Security, ISO 27001, which means that we have strict procedures in place to keep data safe and secure.

The Data Protection Act 1998 also ensures that the information we collect can only be used to produce statistical tables for research. Participants will never receive sales calls or direct mail following an interview with us.

Any participant that has questions or concerns about data protection can contact the Data Protection Officer at Ipsos MORI by emailing: [compliance@ipsos.com](mailto:compliance@ipsos.com)

## **How do I know if the survey is legitimate?**

All Ipsos MORI interviewers receive professional training and carry the official Market Research Society ID card with a photo attached. Please ask to see it and look at it closely. None of our interviewers are allowed to work without it, except in the first two weeks of training when they may have a temporary card.

If you want to check that Ipsos MORI is a genuine Market Research company, please contact the Market Research Society (MRS), the professional body for market and social researchers. You can verify our details by calling the MRS Freephone on 0800 975 9596, or by visiting the website on [www.mrs.org.uk](http://www.mrs.org.uk)

## **What happens if any residents can't speak English?**

Some Ipsos MORI interviewers are able to speak different languages, including some of the most common community languages in Leicester, such as Punjabi and Gujarati.

Where this is not the case, interviewers are allowed to conduct the survey using a member of the household that does speak English as a translator. Before doing so, they will make sure that the participant feels comfortable with the translator taking their responses to some potentially sensitive/personal questions.

Where neither of these options are possible, Ipsos MORI will look to work with the Ujala Interpreting Service in Leicester, using interpreters to allow any participants who cannot speak or read English to participate in the survey.