

Note on surveys undertaken in the outdoor recreation, leisure, sport, heritage and related areas

The list is split on the basis of those surveys which aim to provide data on participation by the overall population (typically conducted by contacting a representative sample of the population at home) and those which aim to provide information regarding leisure users (typically conducted by contacting a representative sample of users/visitors during a visit to a leisure 'facility').

Surveys are categorised under the headings outdoor recreation, tourism, sport and arts, culture and heritage but there is considerable overlap between each of these areas.

Surveys of the population which measure participation in leisure, recreation & related topics

Survey	Who commissions it	What it measures	Method	Notes
Outdoor recreation				
Monitor of Engagement with the Natural Environment (MENE)	Natural England	Visits to natural environment/green spaces, concern for environment, and pro-environmental behaviours.	Continuous since 2009. English population. In-home interviews using weekly omnibus survey. 40,000 interviews per year.	Undertaken by TNS.
Scotland's People and Nature (SPANS)	Scottish Natural Heritage		March 2013-Feb 2014. Scottish population. In-home interviews using monthly omnibus survey. 12,000 interviews.	Undertaken by TNS. Replaced the Scottish Recreation Survey which ran from 2003-2013.
Welsh Outdoor Recreation Survey (WORS)	Natural Resources Wales		Jan-Dec 2014. Welsh population. Telephone interviews with random sample. 6,000 interviews.	Undertaken by TNS. Previously undertaken in 2008 and 2011.
Public Opinion of Forestry (POF)	Forestry Commission	Opinions towards forestry and related issues – includes measure of frequency of visits to woodland.	Biennial survey (last undertaken in 2013). UK population. In-home omnibus interviews on a single wave of UK wide, Scottish and Welsh omnibus surveys.	Omnibus supplier has varied between years.
Inland Waterways Visits Survey (IWVS)	Canal & River Trust	Visits to CRT waterways & satisfaction.	Continuous. UK population. 12,000 telephone interviews per year.	Undertaken by BDRC.
Tourism				
Great Britain Tourism Survey (GBTS)	VisitEngland, VisitScotland, Visit Wales	Overnight trips taken in the UK by UK residents. Includes measurement of types of place visited and activities undertaken.	Undertaken since 1989 but using current method since 2005. Continuous fieldwork. UK population. In-home interviews using weekly omnibus survey. 40,000 interview per year.	Undertaken by TNS.
Great Britain Leisure Day Visits Survey (GBDVS)	VisitEngland, VisitScotland, Visit Wales	Tourism day visits taken in the UK by UK residents. Includes measurement of types of place visited and activities undertaken.	Continuous since 2011. UK population. On-line panel based approach with sample design to be representative of the population. 35,000 interviews per year.	Undertaken by TNS. Definition of day visits excludes any visits lasting under 3 hours.
International Passenger Survey (IPS)	ONS, VisitBritain	Various measures including volume and value of inbound and outbound tourism to	Involves face to face interviews with tourists travelling through major air and seaports and Eurostat terminal. 250,000 interviews per year to generate tourism data.	Undertaken by ONS. Note – not actually a population survey but included here as provides

		UK. Occasional questions on activities undertaken included.		estimates of volumes of international tourism which compliment GBTS domestic data.
Sport				
Active People	Sport England	Participation in sport including recreational walking	Undertaken since 2005. English population. Telephone surveys. Current year involving 165,000 interviews with adults aged 14+.	Undertaken by TNS BMRB.
Scottish Household Survey	Scottish Government	Periodically includes questions measuring sport and cultural engagement.	In-home interviews with random probability sample. 15,000 household per year.	Undertaken by Ipsos MORI.
Active Adults Wales	sportwales	Participation in sport.	Undertaken in current form in 2012 and to be repeated in 2014/15(?). In-home interviews with random probability sample.	Undertaken in 2012 by Ipsos MORI.
NI Sports and Physical Activity Survey (SAPAS)	Sport NI	Participation in sport.	Last undertaken in 2009. In-home interviews with random probability sample c. 4,500 sample.	Undertaken in 2009 by Ipsos MORI.
Arts, Culture & Heritage				
Taking Part	DCMS, Arts Council England, English Heritage	Participation in arts, visiting museums & galleries, heritage & sport (<i>including walking/cycling</i>).	Undertaken since 2005. English population. In-home interviews with random probability sample. In most recent year – c.9,000 adults and 800 children (5-15) interviewed.	Undertaken by TNS BMRB.
Creative Scotland Opinion Survey	Creative Scotland	Participation in arts and wider creative activities (e.g. baking, gardening).	Periodic survey waves in 2012-2014. Scottish population. In-home omnibus interviews.	Undertaken by TNS.
Arts in Wales	Arts Council Wales	Participation in arts.	Last undertaken in 2005 and due to be repeated in 2015. In-home interviews with c.7,000 sample.	Undertaken by TNS.
National Trust Brand Perceptions Tracker	National Trust	Awareness and perceptions of the Trust, effectiveness of marketing campaigns and volumes of visits taken to the places they manage.	Continuous survey.	

On-site surveys of visitors/users of leisure, recreation, outdoor 'facilities'

Survey	Who commissions it	What it measures	Method	Notes
Outdoor recreation				
Quality of Experience in Forests	Forestry Commission	Profile of visitors and satisfaction with experiences at key forest sites	Face to face exit interviews. 10,000 interviews across 50 forest sites in England and Wales from 2010-2013. Average of 200 face to face exit interviews per site.	Undertaken by BMG research.
All Forests Survey	Forestry Commission	Volume of visits to forest estate and visitor profile.	Face to face exit interviews, manual counts and use of network of automatic counters. Scottish survey undertaken in 2013, Welsh survey undertaken in 2005.	Undertaken by TNS.
Northern Ireland Forests Visitor Survey	Forest Service Northern Ireland	Volume of visits to forest estate and visitor profile.	Face to face exit interviews, manual counts and use of network of automatic counters. Live – fieldwork to be undertaken in 2014.	Undertaken by TNS.
National Park visitor surveys	Various individual parks and joint park surveys	Typically profile of visitors, visit characteristics, satisfaction.	Typically face to face interviews with visitors during visits and/or post visit online survey methods.	
NNR visitor surveys	Natural England? SNH?			
Tourism				
Destination visitor surveys	Various surveys commissioned by destination management companies, local authorities.	Typically profile of visitors, visit characteristics, satisfaction, expenditure	Typically face to face interviews with visitors during visits and/or post visit online survey methods.	
Sport				
Local Authority user surveys	Various surveys commissioned by LAs and management companies.	Typically profile of users, usage, and satisfaction.	Typically self-completion approaches or face to face exit interviews.	
Arts, Culture & Heritage				
Museum & Galleries visitor surveys	Ongoing programmes of exit interviews conducted by DCMS funded museums and galleries in England and govt funded museums & galleries in Scotland and Wales	Visitor profile, visit characteristics, satisfaction.	Face to face exit interviews.	Various including TNS, MHM.
English Heritage Visitor Survey	Annual main season survey of visitors at key properties.	Visitor profile, visit characteristics, satisfaction.	Face to face exit interviews.	Undertaken by TNS from 2011 to 2013.
National Trust Visitor Survey	Annual main season survey of visitors at key properties.	Visitor profile, visit characteristics.	Face to face exit interviews.	