



Department
for Culture
Media & Sport



Taking Part 2013/14, Focus On: Free time activities



Statistical Release

March 2015



Introduction

This report

This report is one in a series of five “Taking Part, Focus On” reports, presenting findings on the ninth year of the Taking Part survey. Taking Part is a continuous face to face household survey of adults aged 16 and over in England and children aged 5 to 15 years old. The series expands on and complements the Statistical Release published on 3rd July 2014 that presented headline adult findings from the survey, covering April 2013 to March 2014. The “Focus On” series looks in more detail at specific measures, with each report covering one of the following areas:

- 1) Art forms
- 2) Free time activities
- 3) Barriers to participation
- 4) Digital engagement
- 5) Society

Forthcoming releases and events

The next adult release, to be published on Thursday 19th March, will present the quarter 3 estimates for year 10 (January 2014 – December 2014) for adults.

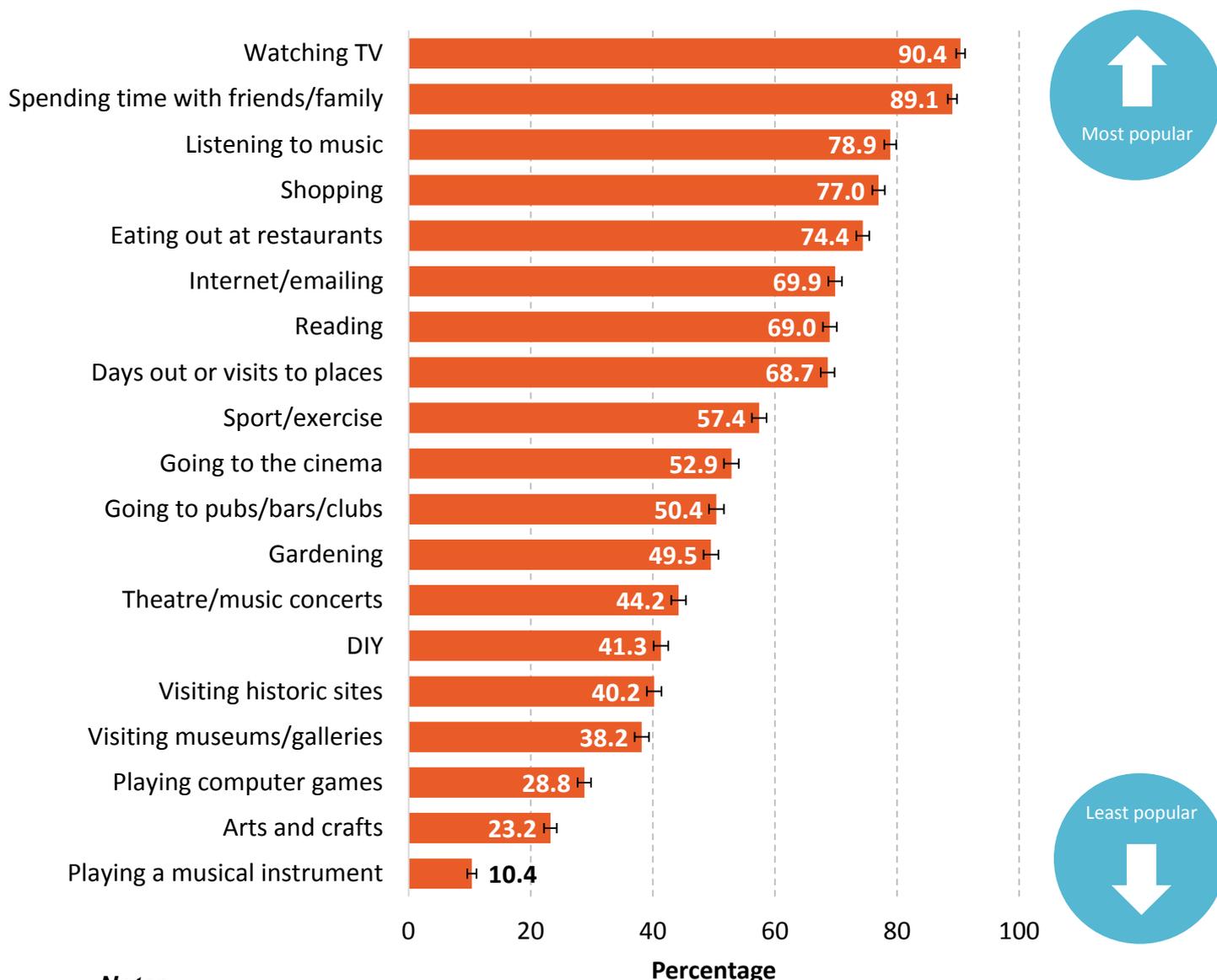
Future adult releases will follow a similar schedule, being released around the end of March, June, September and December.

If you would like further information on these releases or the Taking Part survey, please contact the Taking Part team on TakingPart@culture.gov.uk.

Free time activities...

In the year to March 2014 the most popular free time activity was 'watching TV', with 90.4 per cent of respondents stating that they had done this. 'Spending time with family and friends' was another popular free time activity (89.1%) followed by 'listening to music' (78.9%) and 'shopping' (77.0%) (Figure 1).

Figure 1: Free time activities for adults, April 2013 to March 2014



Notes

(1) Confidence intervals, shown as error bars, range between +/-0.7 and +/-1.2. See page 7 for the definition of a confidence interval.

How are these data collected?

Respondents were asked to look at a list of activities and selected the ones that they do in their free time, selecting as many activities as they wish. Respondents also have the opportunity to select 'other' and specify a different activity if they do not see it on the list.



Popular free time activities by...

Gender

There were a number of differences between the top ranking activities for males and females in the year to March 2014:



The top ranking free time activity for males was 'watching TV', with 89.5 per cent of males saying that they did this. The second most popular activity was 'spending time with family and friends' (85.8%), followed by 'listening to music' (78.4%) and spending time on the internet or emailing (71.8%).



For females, the top ranking activity was spending time with family and friends, with 92.1% having done so, a significantly higher proportion than males. The next most popular activity was watching TV (91.3%), again a significantly higher proportion than men. A significantly larger proportion of females went shopping than males, with this activity ranking in third position for women (85.2%). The fourth ranking free time activity for females was listening to music (79.4%). Although this ranked lower down the list for females, the proportion of men and women who listened to music in their free time was similar.

Age

The most popular free time activities were similar for all age groups, with 'watching TV', 'spending time with family and friends' and 'shopping' ranking in the top 5 for each age category (see next page). 'Watching TV' was the most popular activity for those aged 45-64 (91.9%), those aged 65-74 (93.8%) and those aged 75+ (94.6%). A significantly greater proportion of adults in these age groups watch TV in their spare time compared to those aged 16-24 and those aged 25-44 (86.8% and 88.3% respectively).

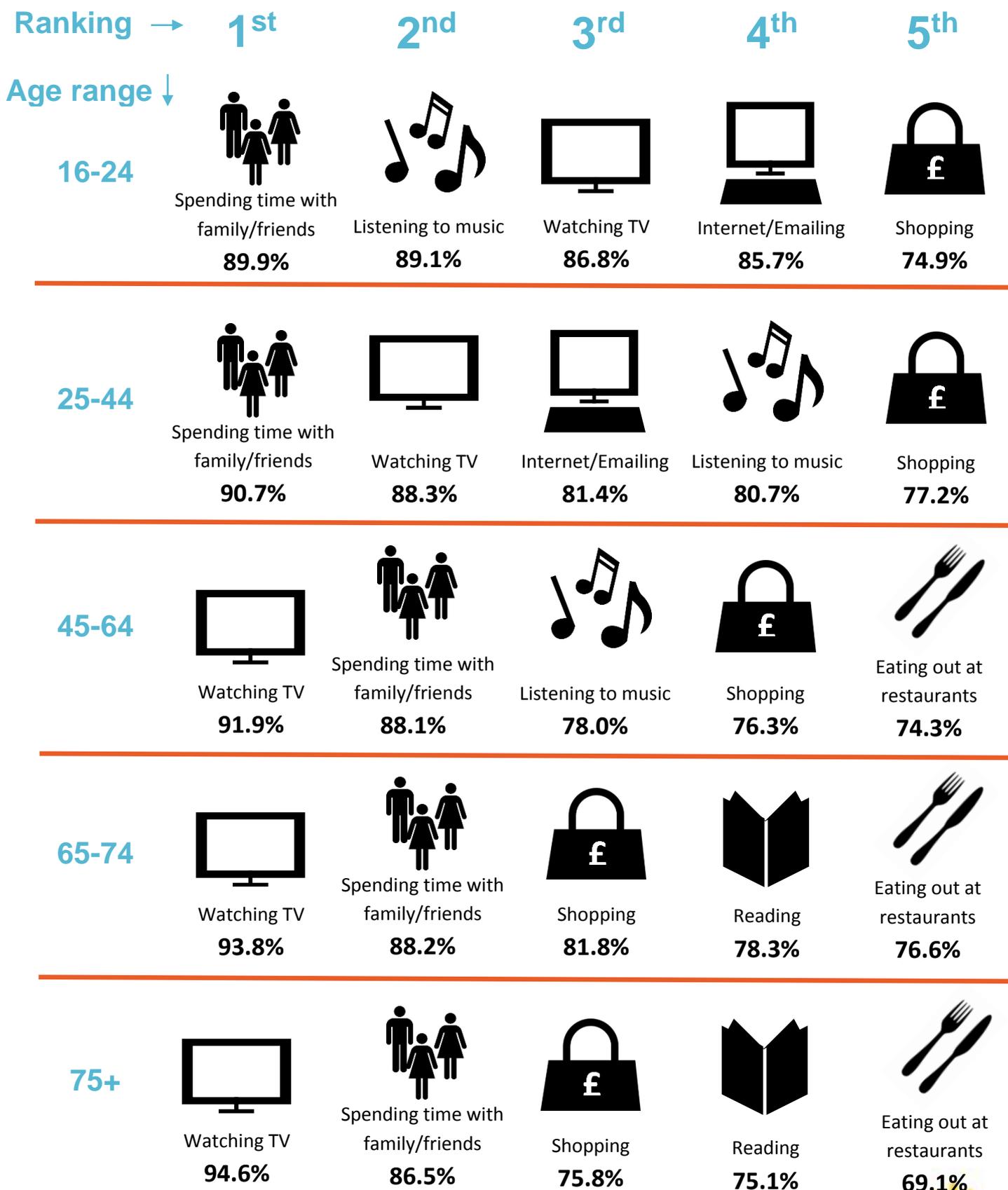
What does 'significant' mean?

A significant increase or decrease at the 95% level means that there is less than a 5% chance (1 in 20) that the difference observed within the sampled respondents is not representative of the English population as a whole.

Adults aged 16-24 and 25-44 tended to spend time with their family and friends, with 89.9 per cent of 16-24 year olds and 90.7 per cent of 25-44 year olds doing this, making it the top ranking activity in both age groups. 'Listening to music' was the second ranking activity for 16-24 year olds (89.1%), the fourth ranking activity for 25-44 year olds (80.7%) and the third ranking activity for those aged 45-64 (78.0%). Listening to music failed to make it into the top 5 list for those aged 65-74 and 75 years and over, ranking 7th and 6th respectively for those age groups.

Similarly, spending time on the internet or emailing was popular amongst the younger age groups, ranking in 4th position for those aged 16-24 (85.7%) and in 3rd position for those aged 25-44 (81.4%). Spending time on the internet or emailing did not appear in the top 5 activities for those in the older

age categories, ranking 7th in the 45-64 age range, 10th in the 65-74 age range and 14th for those aged 75 and over. Instead, 'reading' and 'eating out at restaurants' made it into the top 5.



For more information, including rankings by other characteristics see the [accompanying tables](#).



Reading, radio, newspapers and the internet

Radio and digital radio

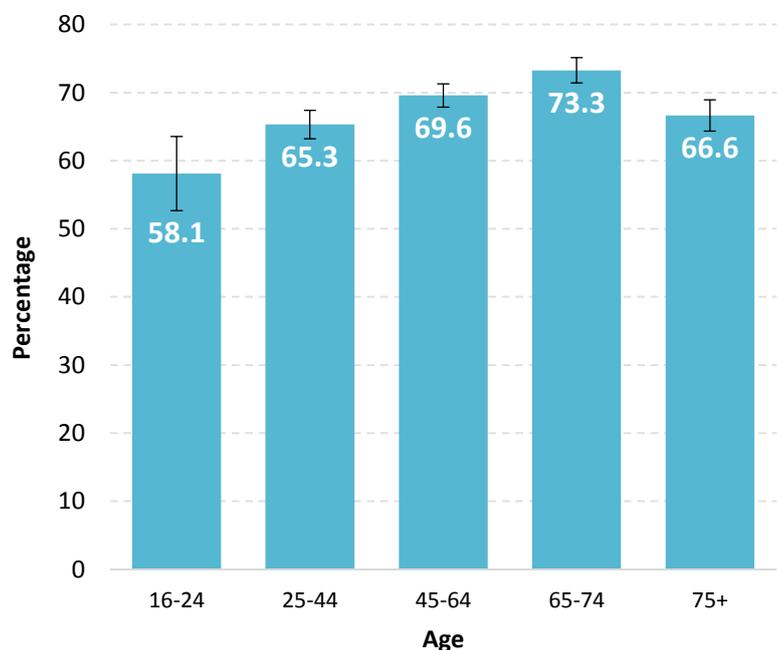
In the year to March 2014, 81.5 per cent of adults had at least one radio in their household, a significantly lower proportion than 2010/11 (90.4%), when the data were first collected. However, around 6 in 10 of those with a radio said that at least one of those radios was digital (62.1%), a significant increase on the 2010/11 figure of 57.2 per cent and the 2012/13 figure of 59.7 per cent. In total, just over half of all adults (50.6%) had at least one digital radio in their home.

Reading for pleasure

Two thirds of adults read for pleasure in 2013/14 (66.6%), a similar proportion to 2009/10 when the data were first collected. Of these people, just over 8 in 10 read for pleasure at least once a week (80.2%), and a further 11.5 per cent read for pleasure less often than once a week but at least once a month.

There was a significantly lower proportion of adults aged 16-24 years old who read for pleasure than any other age group (58.1%). 73.3 per cent of adults aged 65-74 read for pleasure, a greater proportion than any other age group. The proportion of adults reading was of a similar proportion to 2009/10 for each of the age groups.

Figure 2: Reading for pleasure, by age group, 2013/14.

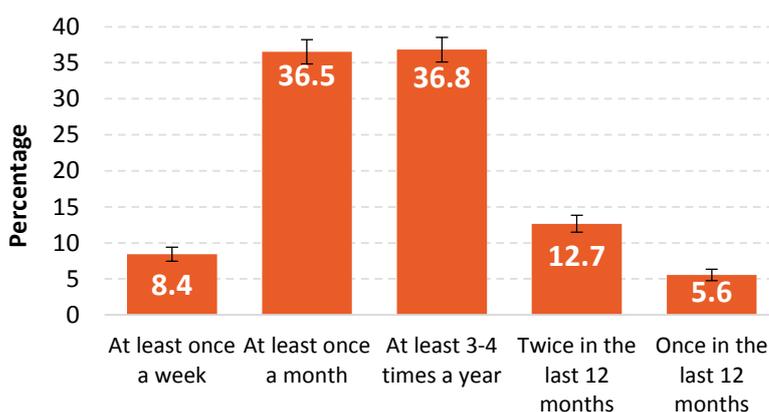


Notes

(1) Confidence intervals, shown as error bars, range between +/-1.7 and +/-5.5

Buying a novel

Figure 3: How often do readers buy novels, 2013/14.



Notes

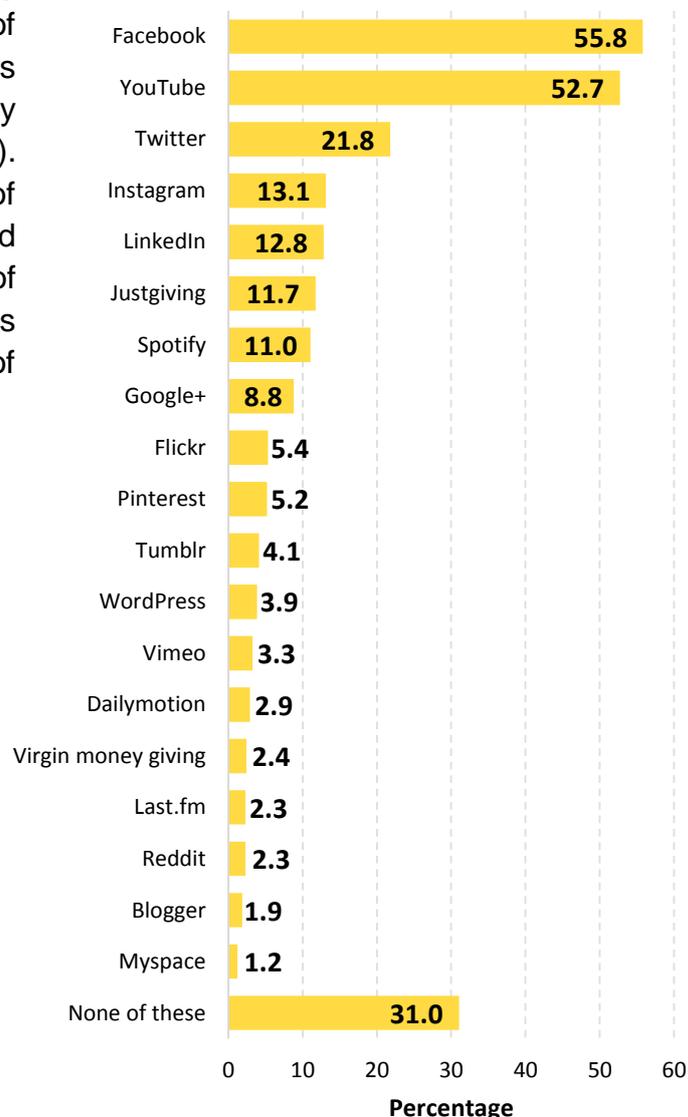
(1) Confidence intervals, shown as error bars, range between +/-0.8 and +/-1.7

In 2013/14, 46.8 per cent of all adults had bought a novel, book of stories, poetry or plays in the last 12 months, a significant decrease on the 2012/13 high of 50.0 per cent, however, a similar proportion to 2009/10 when the data were first collected. Of these people, 8.4 per cent had bought a novel at least once a week, with a further 36.5 per cent of adults buying a novel at least once a month (Figure 3).

Internet and social network use

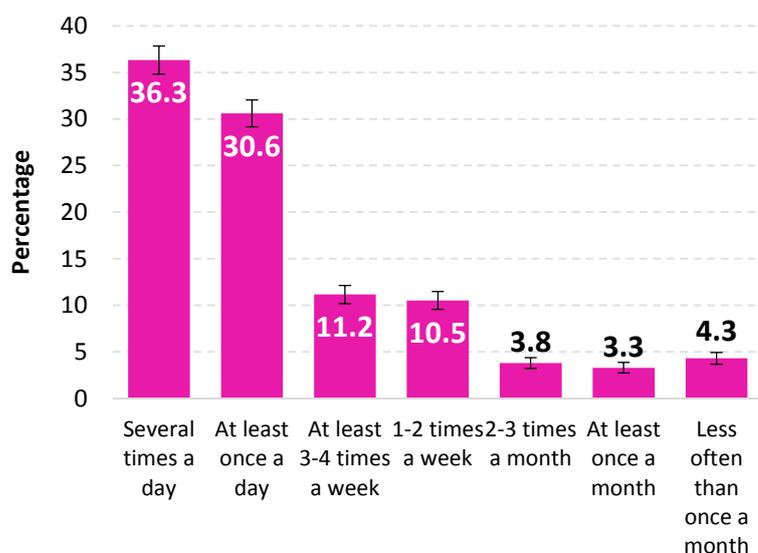
The Taking Part questionnaire asks respondents whether they have accessed any social networking sites or applications in the last 12 months from a list of popular websites. The most popular site was Facebook, with 55.8 per cent of adults stating that they had accessed it within the last 12 months (Figure 4). Those who stated that they had visited at least one of the social networking sites on the list were then asked how often they visited such sites. 36.3 per cent of users stated that they access social networking sites several times a day, with a further 30.6 per cent of users quoting 'at least once a day' (Figure 5).

Figure 4: Which social media sites have you visited in the last 12 months, 2013/14.



Notes
(1) Confidence intervals, shown as error bars, range between +/-0.3 and +/-1.2.

Figure 5: How often do you access social media sites, 2013/14.



Notes
(1) Confidence intervals, shown as error bars, range between +/-0.6 and +/-1.5.

Of those adults that had visited a social networking site or application in the 12 months prior to the interview, 36.7 per cent stated they had done so to find out what's happening in their local area. 28.7 per cent did so to share content or views on content and 18.4 per cent stated they used such sites to meet people.

What is a confidence interval?

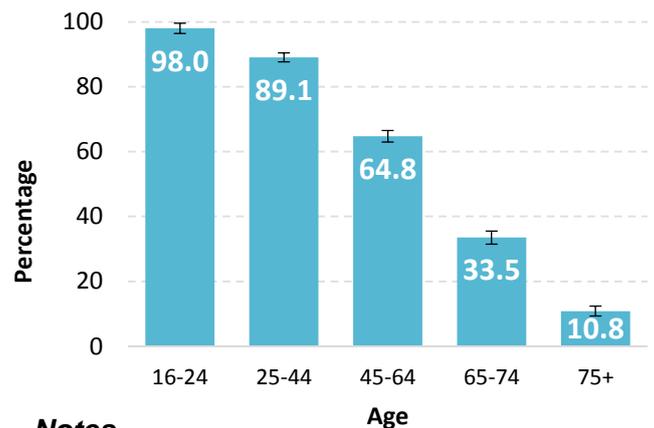
A confidence interval provides a range in which there is a specific probability that the true value will lie within. For this survey, 95% confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 percent of these intervals would contain the true value.



Social networking, engagement by age

98.0 per cent of adults aged 16-24 had accessed at least one site from the list, a significantly greater proportion than any other age group. In the 75+ age group, 10.8 per cent of adults had accessed a social networking site or application in the last 12 months, a significantly lower proportion than any other age group (Figure 6).

Figure 6: Access to at least one site by age, 2013/14.



Notes

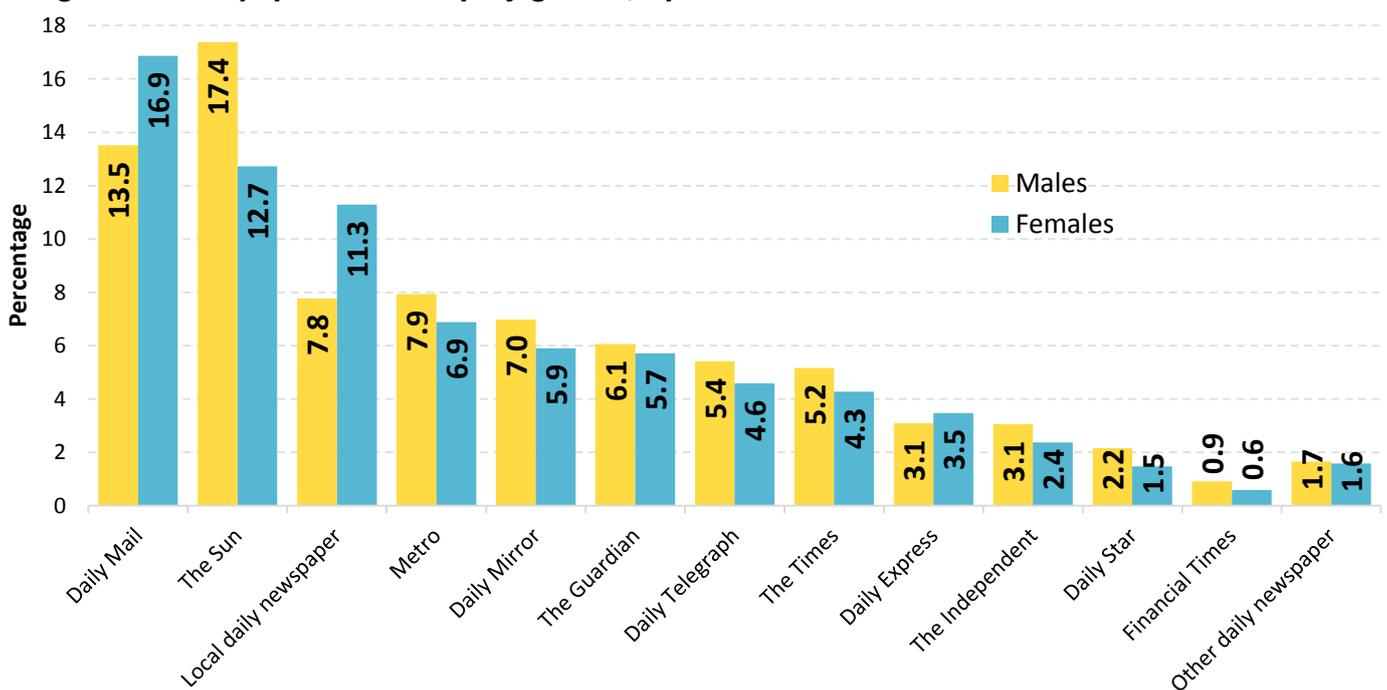
(1) Confidence intervals, shown as error bars, range between +/-1.4 and +/-2.0

Newspaper readership

In 2013/14, 50.8 per cent of all adults read a daily newspaper at least three times a week, a significant decrease on 2012/13 (53.2%) and since data were first collected in 2006/07 (60.1%). A greater proportion of males read a daily newspaper at least three times a week than women (54.0% and 47.6% respectively). Adults aged 65-74 (69.3%) or 75 years and over (69.2%) were far more likely to read a daily newspaper at least three times a week than the younger age groups (43.1% for 16-24 year olds, 44.4% for 25-44 year olds and 48.7% for 45-64 year olds).

The Daily Mail (15.2%) and The Sun (15.0%) were the two most popular daily newspapers, followed by local daily newspapers (9.6%), Metro (7.4%) and the Daily Mirror (6.4%) (Figure 7). A significantly greater proportion of men read The Sun and the Daily Star most often, whereas a significantly greater proportion of women read the Daily Mail and local daily newspapers. There were no gender differences for any other newspaper.

Figure 7: Newspaper readership by gender, April 2013 to March 2014



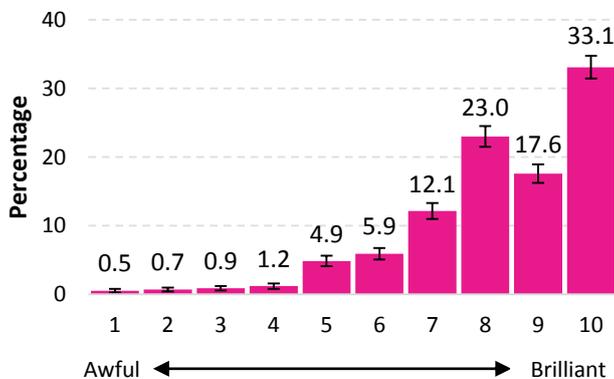
For more information, including rankings by other characteristics see the [accompanying tables](#).

Enjoyment...

Arts participation

Respondents were asked how much they had enjoyed participating in an arts activity. Figure 8 shows that a third of adults felt that the activity was brilliant, giving it a top score of 10 out of 10, a significant increase from 29.2 per cent when this question was first asked in 2006/07.

Figure 8: Enjoyment of arts participation, 2013/14



Notes:

(1) Confidence intervals, shown as error bars, range between +/- 0.3 and +/- 1.7.

Of those who had participated in the arts, almost all (96.4%) said that they would definitely or probably do the activity again (Figure 9).

Figure 9: Likelihood of participating in the arts activity again, 2013/14

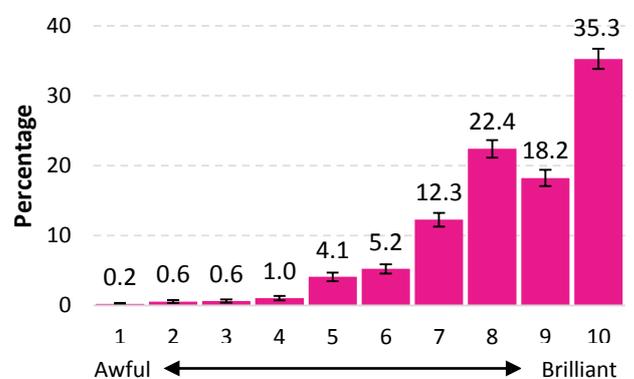


Significantly more adults said that they had recommended the arts activity to a friend or family member than those that said they had not (60.4% had recommended compared to 39.5% had not).

Arts attendance

Respondents were asked how much they had enjoyed attending an arts event. Figure 10 shows that 35.3 per cent of adults felt that the event was brilliant, giving it a top score of 10 out of 10, a significant increase from 27.0 per cent when this question was first asked in 2006/07.

Figure 10: Enjoyment of arts attendance, 2013/14

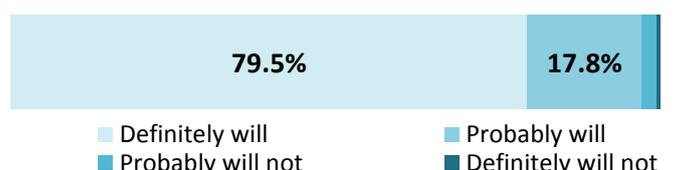


Notes:

(1) Confidence intervals, shown as error bars, range between +/- 0.1 and +/- 1.4.

Of those who had attended an arts event, almost all (97.2%) said that they would definitely or probably attend an arts event again (Figure 11).

Figure 11: Likelihood of attending the arts event again, 2013/14



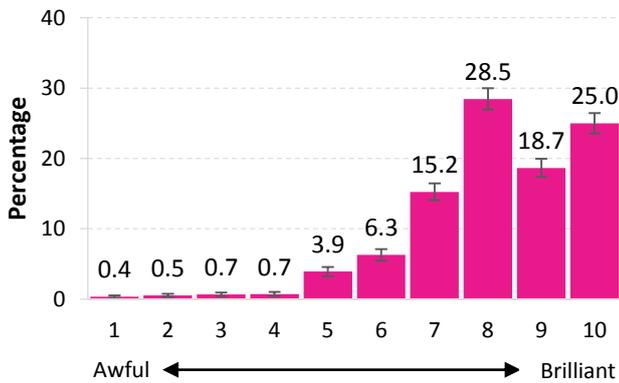
Significantly more adults said that they had recommended the arts event to a friend or family member than those that said they had not (76.3% had recommended compared to 23.6% had not).



Museums and Galleries

Respondents were asked how much they had enjoyed visiting a museum or gallery. Figure 12 shows that a quarter of adults felt that the activity was brilliant, giving it a top score of 10 out of 10, a significant increase from 23.2 per cent when this question was first asked in 2006/07.

Figure 12: Enjoyment of visiting a museum or gallery, 2013/14



Notes:

(1) Confidence intervals, shown as error bars, range between +/- 0.2 and +/- 1.5.

Of those who had visited a museum or gallery, almost all (95.9%) said that they would definitely or probably visit one again (Figure 13).

Figure 13: Likelihood of visiting a museum or gallery again, 2013/14

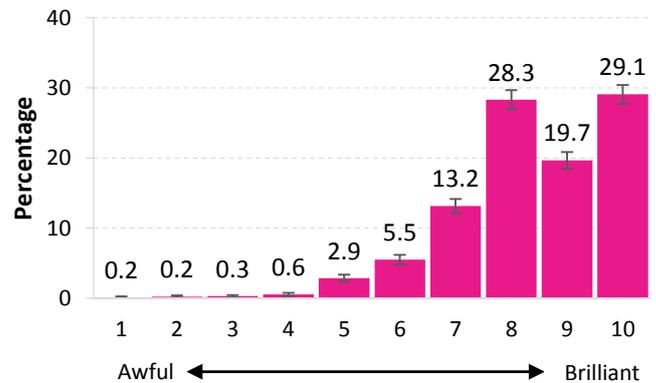


Significantly more adults said that they had recommended a visit to a museum or gallery to a friend or family member than those that said they had not (74.4% had recommended compared to 25.5% had not).

Heritage

Respondents were asked how much they had enjoyed visiting a place of historic interest. Figure 14 shows that 29.1 per cent of adults felt that the activity was brilliant, giving it a top score of 10 out of 10, a significant increase from 24.9 per cent when this question was first asked in 2006/07.

Figure 14: Enjoyment of visiting a place of historic interest, 2013/14



Notes:

(1) Confidence intervals, shown as error bars, range between +/- 0.1 and +/- 1.4.

Of those who had visited a place of historic interest, almost all (96.4%) said that they would definitely or probably visit one again (Figure 15).

Figure 15: Likelihood of visiting a place of historic interest again, 2013/14

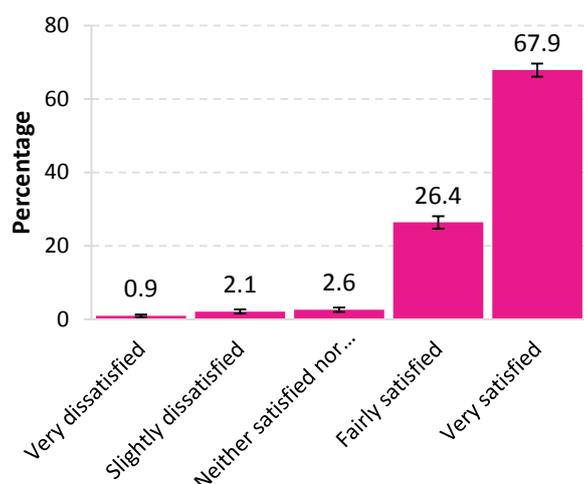


Significantly more adults said that they had recommended a visit to a place of historic interest to a friend or family member than those that said they had not (76.2% had recommended compared to 23.7% had not).

Library

Respondents were not asked how much they had enjoyed their visit to a library but instead they were asked how satisfied they were with the service at the library. 94.3 per cent of adult were fairly satisfied or very satisfied with their visit (Figure 16).

Figure 16: Satisfaction with library visit, 2013/14



Notes:

(1) Confidence intervals, shown as error bars, range between +/- 0.4 and +/- 1.8.

Of those who had visited a library, 97.4 per cent said that they would definitely or probably visit one again (Figure 17).

Figure 17: Likelihood of visiting a library again, 2013/14



63.4 per cent of adults said that they had recommended a visit to the library to a friend or family member, significantly more than those that had not (36.4%).



Annex A: Further details

1. The Taking Part survey is commissioned by the Department for Culture, Media and Sport (DCMS) and its partner Arm's Length Bodies (ALBs). For 2011 to 2015 these are Arts Council England, English Heritage and Sport England.
2. Taking Part is a National Statistic and as such has been produced to the high professional standards set out in the Code of Practice for Official Statistics. National Statistics undergo regular quality assurance reviews to ensure they meet customer needs and are produced free from any political interference. See the [Statistics Authority code of practice](#) for more information.

The UK Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics.

Designation can be broadly interpreted to mean that the statistics:

- meet identified user needs;
- are well explained and readily accessible;
- are produced according to sound methods; and
- are managed impartially and objectively in the public interest.

Once statistics have been designated as National Statistics it is a statutory requirement that the Code of Practice shall continue to be observed. See the [UK Statistics Authority assessment](#) for more information.

3. The latest results presented here are based on interviews issued between April 2013 and March 2014. The total sample size for this period is 10,355.
4. Statistical significance tests have been run at the 95% level. A significant increase at the 95% level means that there is less than 5% (1 in 20) chance that the difference observed within the sampled respondents was not also observed in the English population as a whole.
5. For more information see the [Taking Part Survey](#) webpages, including previous publications. Versions of the [questionnaires](#) from all years of the survey are also available.
6. The fieldwork for the survey is being conducted by TNS-BMRB. For more information, see <http://www.tns-bmr.co.uk>
7. The series of reports has been produced by Jodie Hargreaves, Madeleine May and Niall Goulding (DCMS). Acknowledgement goes to colleagues within the DCMS, partner ALBs and TNS-BMRB for their assistance with the production and quality assurance of this release.
8. The responsible statistician for this release is Jodie Hargreaves. For enquiries on this release, please contact Jodie on 0207 211 6327.
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