



Department
for Culture
Media & Sport



TNS BMRB



Taking Part

Initial findings from the longitudinal survey

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TNS BMRB: Gillian Prior, Peter Matthews, Angela Charlton



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Executive summary

Introduction

Taking Part is a household survey in England which looks at participation in the cultural and sport sector. The survey is now in its tenth year and was commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with Arts Council England, Historic England, and Sport England. Since Year 8 of the Taking Part survey (2012/13), a longitudinal component has been included in the survey, whereby the same individuals (starting with individuals who participated in Year 7, 2011/12) are re-interviewed annually. The aim of the longitudinal component is to enable greater understanding of the extent of change over time in participation in and engagement with cultural and sporting activities at the individual level, and pathways in and out of participation and engagement. Over time the longitudinal component will help to build a picture of how changes in circumstances and other life events can help or hinder participation and engagement, and for how long.

This report presents initial findings from the first two waves of the longitudinal survey, covering engagement with the arts, participation in heritage (visiting heritage sites), attending museums and galleries, attending libraries and participation in sport. This report is based on information collected from 6227 respondents – 5059 who were first interviewed in Year 7 (2011/12) and reinterviewed in Year 8 (2012/13), and 1168 who were first interviewed in Year 8 (2012/13) and reinterviewed in Year 9 (2013/14).

Summary of findings

Little change was reported in overall participation levels between the first and second interviews across arts activities, museum/gallery visits and sport. In heritage and library use, however, the number of new visitors at interview 2 did not make up for the number who stopped visiting after interview 1, leading to the slight decline in participation overall (74% falling to 70% for heritage, 38% falling to 34% for library use).

Additionally, the frequency of visits to heritage sites and use of public library services fell between the two interviews, with a greater proportion of the sample visiting less often at interview 2 than those attending more often. The frequency of participation in arts activities, sport and visits to museums or galleries, meanwhile, remained fairly stable between the two interviews.

Nonetheless, there was some fluidity in respondent participation at the two interviews; for each sector, around a fifth to a quarter of the sample reported participation at one interview but not at the other (19% for arts, 23% for heritage, 26% for museums/galleries, 20% for libraries, 24% for sport activities).

Arts

- Overall engagement levels were high at both interviews;
 - More than three quarters of the sample engaged with the arts at interview 1 (78%) and there was a similar level of engagement at interview 2 (76%);
 - Two thirds (67%) of the sample were consistently engaged with the arts, reporting engagement at both interviews;
 - Overall 86% of respondents engaged with the arts at either interview 1 or interview 2.

Heritage

- Reported participation was slightly lower at the second interview, with fewer respondents visiting heritage sites and those who did visit going less often;
 - In total, 84% of the sample reported visiting a heritage site in at least one of the two interviews;
 - There were fewer new visitors at interview 2 (10% first reporting a visit at interview 2) than respondents who only reported visiting at interview 1 (13%), leading to an overall lower level of participation at the second interview (70%, compared to 74% at interview 1);
 - In addition, the overall frequency of visits was lower at interview 2 than at interview 1; around a quarter (24%) of the sample said that they were visiting heritage sites more often at interview 2, but more than three in ten (31%) said they were visiting less frequently.

Museums and galleries

- Visiting levels for museums and galleries remained stable between the two interviews;
 - At both interview 1 and interview 2, half of the sample (50%) reported visiting a museum or gallery at least once in the prior 12 months;
 - The number of new visitors (13% first reported a visit at interview 2) balanced the number of former visitors who reported a visit at interview 1 but not interview 2 (13%);
 - Overall 63% of respondents reported visiting a museum or gallery at either interview 1 or interview 2;
 - The majority of former visitors had only attended once or twice in the 12 months up to interview 1. A similar proportion of new visitors reported only visiting museums/galleries once or twice at interview 2. This indicates that there is a sizeable pool of very occasional visitors, who might attend museums or galleries less often than once a year;
 - Little change was reported in the frequency of visits; around 15% reported visiting museums/galleries more often at interview 2, and a similar proportion (15%) reported visiting less often;
 - New visitors were older than the former visitors who stopped going to museums/galleries after interview 1; 22% of new visitors were aged 65 or above, compared to 16% of former visitors.

Libraries

- Overall library use fell slightly, but new library users visited libraries relatively frequently;
 - Eight per cent of the sample were new library users, first reporting a library visit at interview 2, whilst 12% reported a visit at interview 1 but not interview 2. The overall proportion using library services fell slightly (from 38% at interview 1 to 34% at interview 2);
 - Overall 46% of respondents used a library at either interview 1 or interview 2;
 - This drop in overall library use was balanced to some extent by the frequency of use among new users. Around a quarter (23%) of former users had reported using library services every month at interview 1, while 30% of new library users reported visiting the library at least once a month at interview 2;

- Encouraging a child to read was the main reason given for respondents using libraries more often. Almost one in five (18%) respondents who were using libraries more often at interview 2 said this was the main reason for their increased use.

Sport

- Overall participation levels were stable between the two interviews;
 - Almost half of the sample had taken part in sports activities in the four weeks before interview 2 (47%), the same proportion as had reported taking part at interview 1 (47%);
 - In total 59% of respondents reported participating in sport at least once in the last four weeks, at either interview 1 or interview 2;
 - Those who reported taking part in sports activities at both interviews were more likely to be younger and male; 23% were aged 16-24 (compared to 7% of respondents who did not take part in sport at all) and 55% were male (compared to 45% of those who did not take part in sport);
 - One in five respondents (20%) reported doing more sport at interview 2 than at interview 1, but the same proportion (20%) reported less sports participation at interview 2;
 - A desire to get healthier and fitter was the main reason given for people increasing their participation in sports activities. This was cited by two in five (41%) of those doing more sport at interview 2, and three in ten (29%) said this was the main reason for their increased participation.

1. Introduction

1.1 Background

Taking Part is a household survey in England. It looks at participation in the cultural and sport sectors. The survey is now in its tenth year and was commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with Arts Council England, Historic England, and Sport England. The statistics are used widely by policy officials, practitioners, academics, the private sector and charities to measure and understand participation in the cultural sectors.

Since Year 8 of the Taking Part survey (2012/13), a longitudinal component has been included in the survey, whereby the same individuals (starting with individuals who participated in Year 7, 2011/12) are re-interviewed annually. The aim of the longitudinal component is to enable greater understanding of the extent of change over time in participation in and engagement with cultural and sporting activities at the individual level, and pathways in and out of participation and engagement. Over time the longitudinal component will help to build a picture of how changes in circumstances and other life events can help or hinder participation and engagement, and for how long.

This report presents initial findings from the first two waves of the longitudinal survey, covering engagement with the Arts, participation in Heritage (visiting heritage sites), attending Museums and galleries, attending Libraries and participation in Sport.

1.2 Methodology

In Year 8 of the Taking Part survey (2012/13), a longitudinal component was introduced (alongside the cross-sectional component), whereby individuals from Year 7 were revisited. In Year 9 of the survey (2013/14), these individuals from Year 7 were visited for a third time, and a top-up sample of respondents who completed the survey for the first time in Year 8 was added to the longitudinal sample and visited in Year 9.

A longitudinal questionnaire was developed for adults who were completing the survey for the second or third time. This included questions on reasons for changes in participation and experience of major life events, as well as the standard Taking Part questions on details of participation and other topics.

This report includes information from the first two waves of the longitudinal study. This includes respondents whose first interview was carried out in Year 7 (2011/12) and second interview in Year 8 (2012/13), as well as respondents whose first interview was carried out in Year 8 (2012/13) and second interview in Year 9 (2013/14). This report is based on information collected from 6227 respondents – 5059 who were first interviewed in Year 7 (2011/12) and reinterviewed in Year 8 (2012/13), and 1168 who were first interviewed in Year 8 (2012/13) and reinterviewed in Year 9 (2013/14). The response rates for the longitudinal sample were 78% at Year 8 and 80% at Year 9.¹

¹ Full details of the survey methodology are included in *Technical report: Taking Part survey, 2013-2014 (Year 9)*, and *Technical report: Taking Part survey 2012-2013 (Year 8)*, available at <https://www.gov.uk/government/collections/taking-part-technical-reports>

1.3 This report

This report provides an initial overview of the extent of change in participation/engagement between interview 1 and interview 2, for the Arts, Heritage, Museums and galleries, Libraries and Sports sectors. With only two waves of longitudinal data, the scope for detailed analysis is limited. The extent of analysis possible will increase as more waves of longitudinal data become available.

The Taking Part survey collects a wide range of data and this report covers only a small proportion. A full range of publications relating to Taking Part are published by DCMS.² The survey data (including the longitudinal dataset) are available at the UK Data Archive³ for further analysis.

² See <https://www.gov.uk/government/collections/taking-part>

³ <http://ukdataservice.ac.uk/>

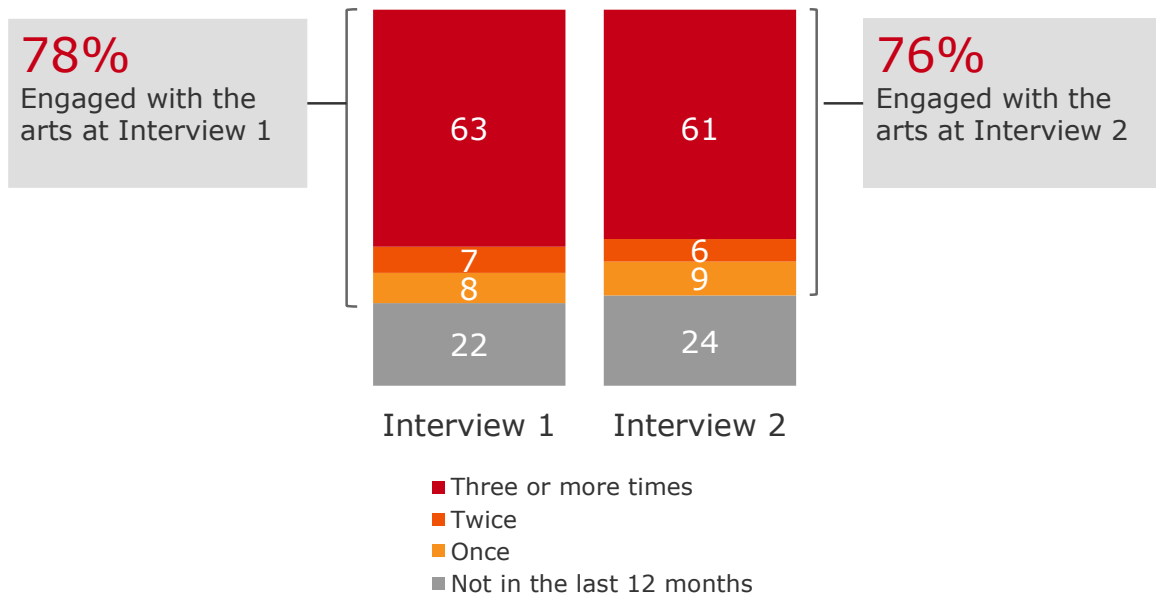
2. Arts

2.1 Engagement at interview 1 and interview 2

Taking Part asks respondents whether they have attended or participated in a range of arts activities. An overall measure of arts engagement is taken from a combination of attendance and participation for these activities. Examples of arts engagement include participating in activities such as practicing circus skills and painting, or attending events such as live music performances and seeing a play/drama.

Fig. 2.1 shows the proportion of respondents at interview 1 and interview 2 who had attended or participated in the arts in the last year. It also shows the number of arts engagements.

Fig. 2.1 Frequency of attending or participating in the arts in the last 12 months



How often in the last 12 months have you done/been to (list of arts activities)?

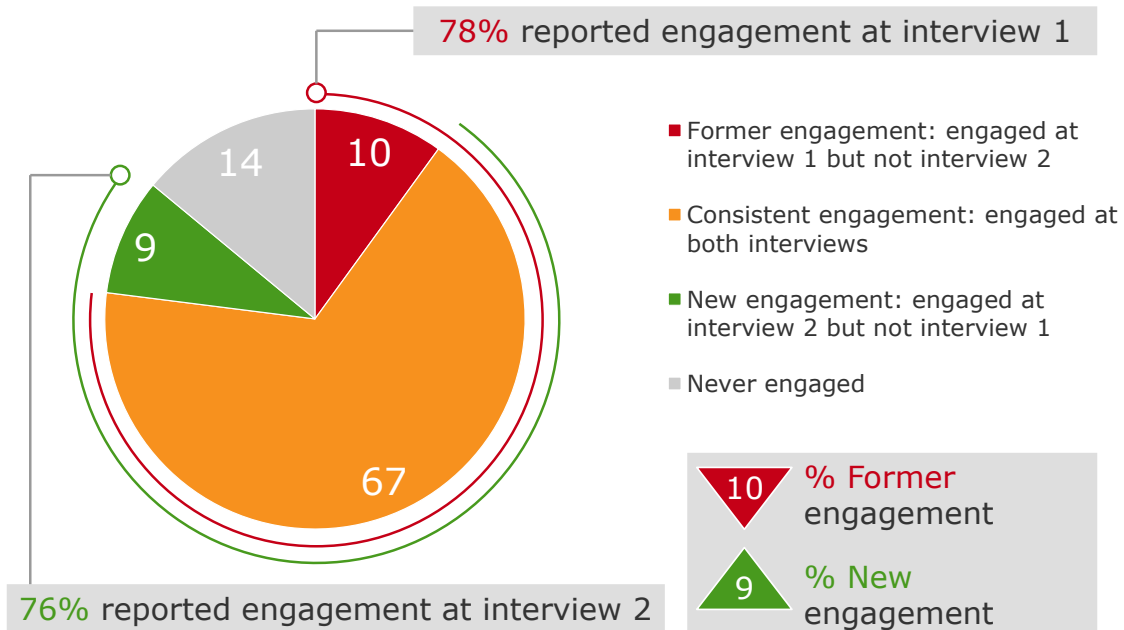
Base (unweighted): 6227

At interview 1, over three quarters (78%) of the sample had engaged with the arts at least once in the last 12 months. More than three in five (63%) reported engaging with the arts three or more times.

At Interview 2, these proportions were similar, with 76% having engaged with the arts at least once in the last 12 months and 61% having engaged three or more times.

Fig. 2.2 shows the proportion of respondents who reported engagement with the arts at both interviews, neither interview or in only one interview.

Fig. 2.2 Number of engagements in the arts in the last 12 months, change between interview 1 and interview 2



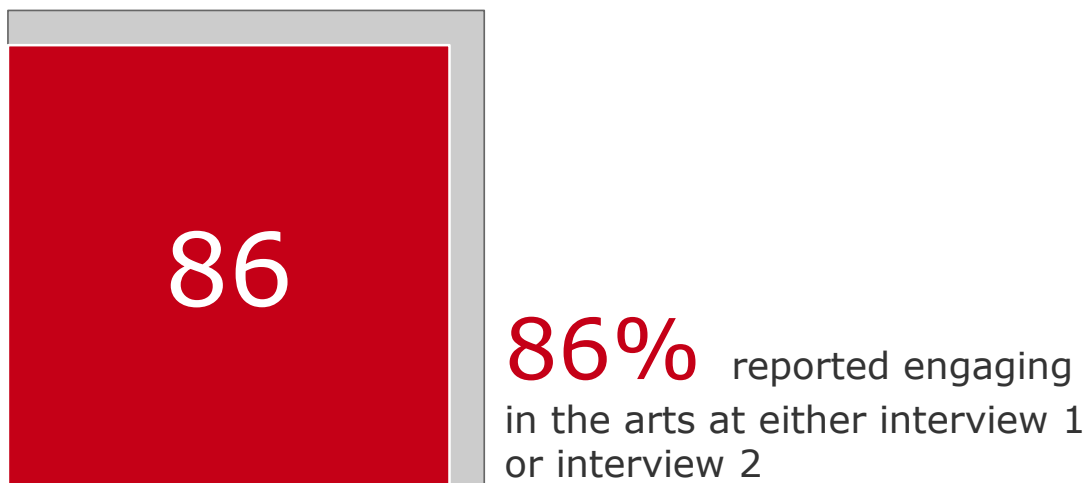
How often in the last 12 months have you done/been to (list of arts activities)?

Base (unweighted): 6227

There was some movement in and out of arts engagement from interview 1 to interview 2. Ten per cent of respondents reported engagement with the arts at interview 1, but did not do so at interview 2. Similarly, 9% of respondents reported engagement with the arts at interview 2, but not at interview 1.

In total, although the proportion engaging with the arts was similar at both interviews, 19% of the sample moved into or out of engagement with the arts across the two interviews. Including engagement reported at both interviews, 86% reported engaging with the arts at least once at either interview 1 or interview 2 (Fig. 2.3).

Fig. 2.3 Proportion engaging in the arts at least once in either interview 1 or interview 2



How often in the last 12 months have you done/been to (list of arts activities)?

Base (unweighted): 6227

2.2 Engagement by demographics

Full tables of demographic groups for different levels of arts engagement are given in the appendix (Table 7.1).

Respondents who reported engaging with the arts at both interviews were more likely to be in the upper socio-economic group compared to those who reported engagements at only one interview or at neither interview (60%, compared to 42% of former arts engagers, 47% of new engagers and 35% of non-engagers). 28% were classified as Wealthy Achievers, compared to 19% of former engagers, 19% of new engagers and 17% of non-engagers. They were also more likely to be female, white and working and to own their home (71%, compared to 57% of former engagers, 55% of new engagers and 53% of non-engagers).

'New engagers' (who first reported arts engagement at interview 2) were broadly similar in demographic profile to the 'Former engagers' who no longer attended or participated in arts activities. There was, however, some evidence that people in the most deprived areas were engaging less with the arts; 14% of former engagers were at the lowest level of the Index of Multiple Deprivation, compared to 8% of new engagers.

2.3 Number of engagements

Table 2.1 shows the frequency of attending or participating in arts events for those who first reported engaging with arts activities at interview 2 (New engagement) and for those who reported attending or participating at interview 1 but not interview 2 (Former engagement). A similar proportion reported involvement in arts activities three or more times over the year (57% new engagement, 55% former engagement). Respondents new to the arts at interview 2 appeared to be slightly more likely to report attending or participating in only one event, but this difference was not statistically significant.

Table 2.1 Frequency of arts engagement, new engagement and former engagement

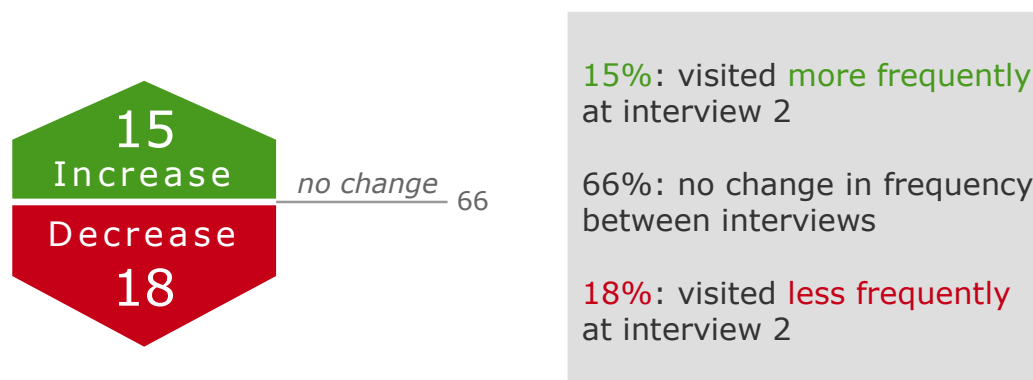
Frequency of arts engagement	New engagement (Engagement at interview 2 only)	Former engagement (Engagement at interview 1 only)	Consistent engagement (Engagement at both interview 1 and interview 2)	
	Engagement at interview 2 %	Engagement at interview 1 %	Engagement at interview 1 %	Engagement at interview 2 %
Three or more times	57	55	85	83
Twice	11	16	7	8
Once	33	28	8	9
Base (unweighted)	496	630	4334	4334

How often in the last 12 months have you done/been to (list of arts activities)?

2.4 Changes in number of engagements with the arts between interview 1 and interview 2

Fig. 2.4 shows the proportion of all respondents whose number of engagements with the arts changed between interview 1 and interview 2. Any change in the number of engagements in the categories outlined above was counted – e.g. an increase from 'None' to 'Once', or a decrease from 'Three or more times' to 'Twice'.

Fig 2.4 Change in number of engagements with the arts in the last 12 months



How often in the last 12 months have you done/been to (list of arts activities)?

Base (unweighted): 6227

2.5 Reasons for increased arts engagement at interview 2

Reasons for increased engagement were asked separately for arts participation and arts attendance. Fig. 2.5 and Fig. 2.6 show the most commonly cited reasons for an increase in arts participation and arts attendance (a larger list of reasons is given in Appendix Tables 7.6 and 7.7). Respondents were asked for all reasons that engagement increased, as well as to specify the main reason for this increase.

The most common reason given for increased engagement in the arts for both participation and attendance was that the respondent had more free time. This was cited by 21% as the main reason for increased participation, and by 16% as the main reason for increased attendance. Other reasons that were common to both participation and attendance were the enjoyment of socialising through engagement (cited by 9% as their main reason for increased participation, 10% for attendance), wanting to broaden their interests (participation – 7% main reason, attendance – 4% main reason), introducing a child to a new activity (participation – 10% main reason, attendance – 8% main reason), and friends starting to do it (participation – 4% main reason, attendance – 8% main reason).

Other reasons most commonly cited for increasing participation were that the respondent wanted to do something for him/herself (7% main reason), and wanting a new challenge (3% main reason). For attendance, 11% stated that their main reason for increasing was that there were more events that interested them in the last 12 months, and 2% that they could now afford to attend.

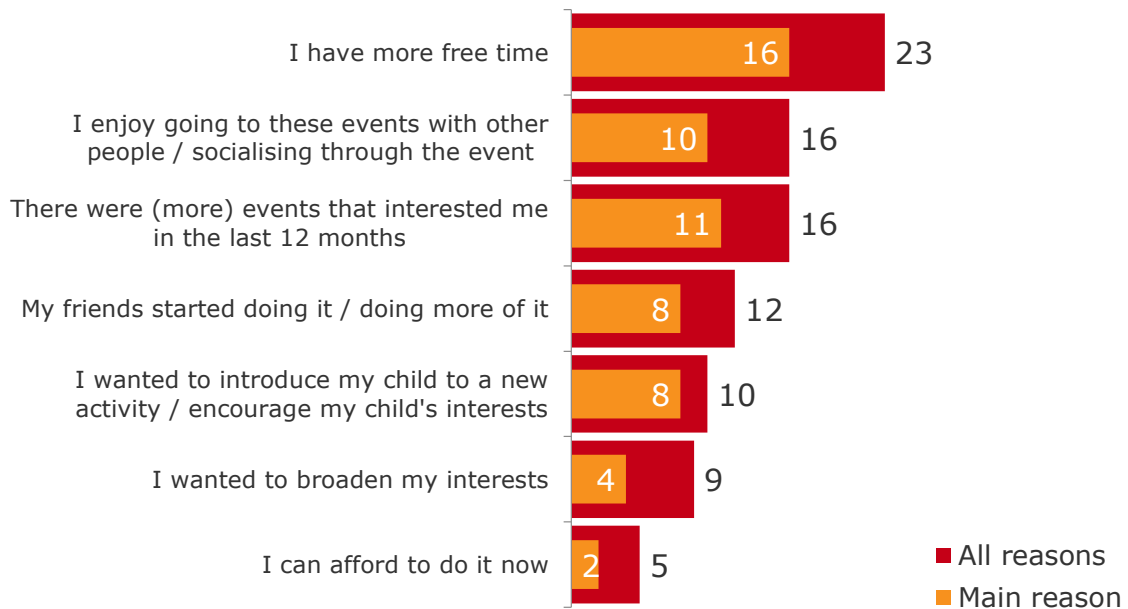
Fig 2.5 Reasons for increased arts participation



Here is a list of reasons why people might spend more time doing these kinds of activities. Just thinking about the time since your last interview, why are you spending more time doing these kinds of activities?

Base (unweighted): 808

Fig 2.6 Reasons for increased arts attendance



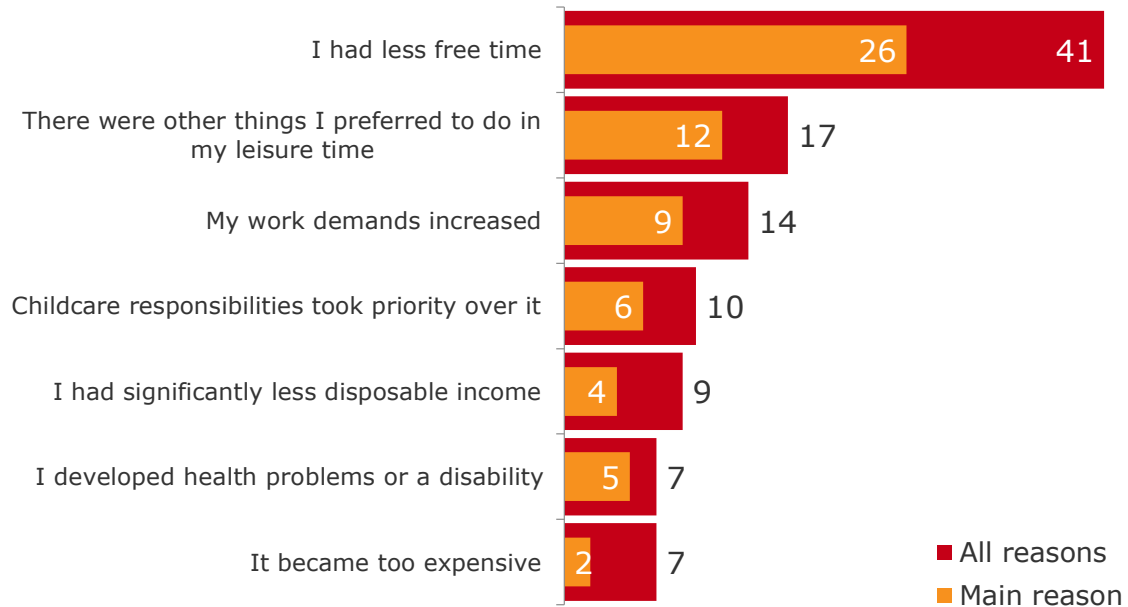
Here is a list of reasons why people might go to more of these kinds of events. Just thinking about the time since your last interview, why have you been to more of these kinds of events?

Base (unweighted): 1131

2.6 Reasons for decreased arts engagement at interview 2

Reasons for decreased engagement were also asked separately for arts participation and arts attendance. Fig. 2.7 and Fig. 2.8 show the most commonly cited reasons for a decrease in arts participation and arts attendance (a larger list of reasons is given in Appendix Tables 7.8 and 7.9). As before, respondents were asked for all reasons that engagement has decreased, as well as to specify the main reason for this decrease.

Fig 2.7 Reasons for decreased arts participation



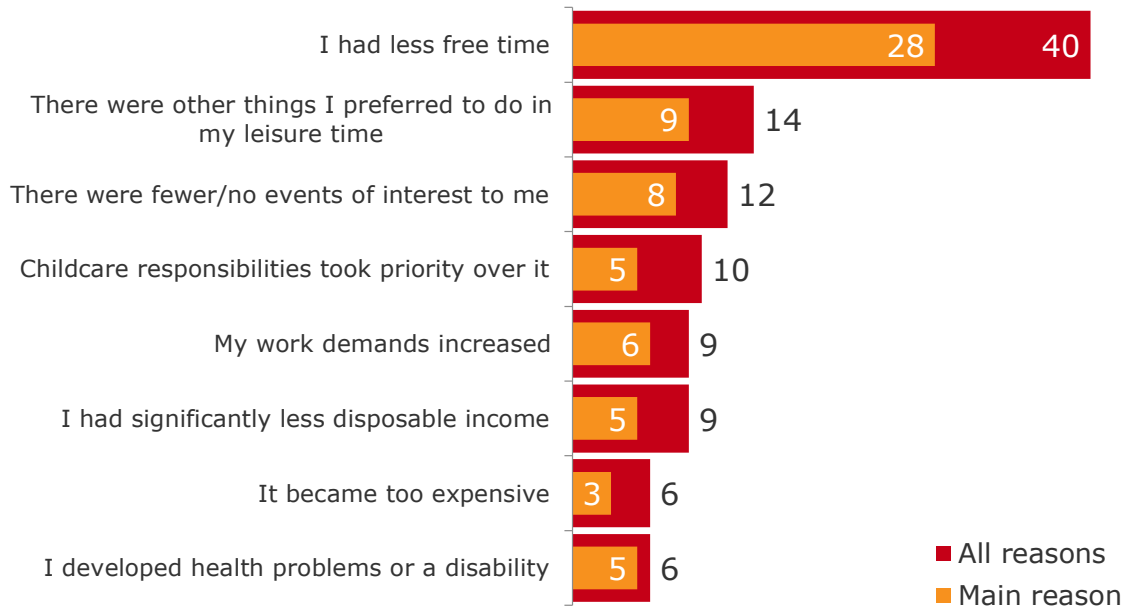
Here is a list of reasons why people might spend less time doing these kinds of activities. Just thinking about the time since your last interview, why are you spending less time doing these kinds of activities?

Base (unweighted): 939

The most common reason given for decreased arts engagement was that the respondent had less free time – this was given as the main reason for 26% who reduced their participation, and 28% who reduced attendance. The next most common reason for both was that there were other things the respondent wanted to do in their leisure time (cited as the main reason for reducing participation by 12%, and attendance by 9%). The third most common reason given for reduced arts attendance was that there were fewer events of interest (given as the main reason by 8% of those with reduced attendance).

Other most common reasons given for reducing participation and attendance included childcare responsibilities taking priority, increased work demands, and developing health problems or disability. Significant minorities gave financial causes as their main reason for reduced arts engagement – having significantly less disposable income (main reason given by 4% for reduced participation, and 5% for reduced attendance), and that engagement became too expensive (main reason for 2% for reduced participation, and 3% for reduced attendance).

Fig 2.8 Reasons for decreased arts attendance



Here is a list of reasons why people might go to fewer arts events. Just thinking about the time since your last interview, why have you been to fewer arts events?

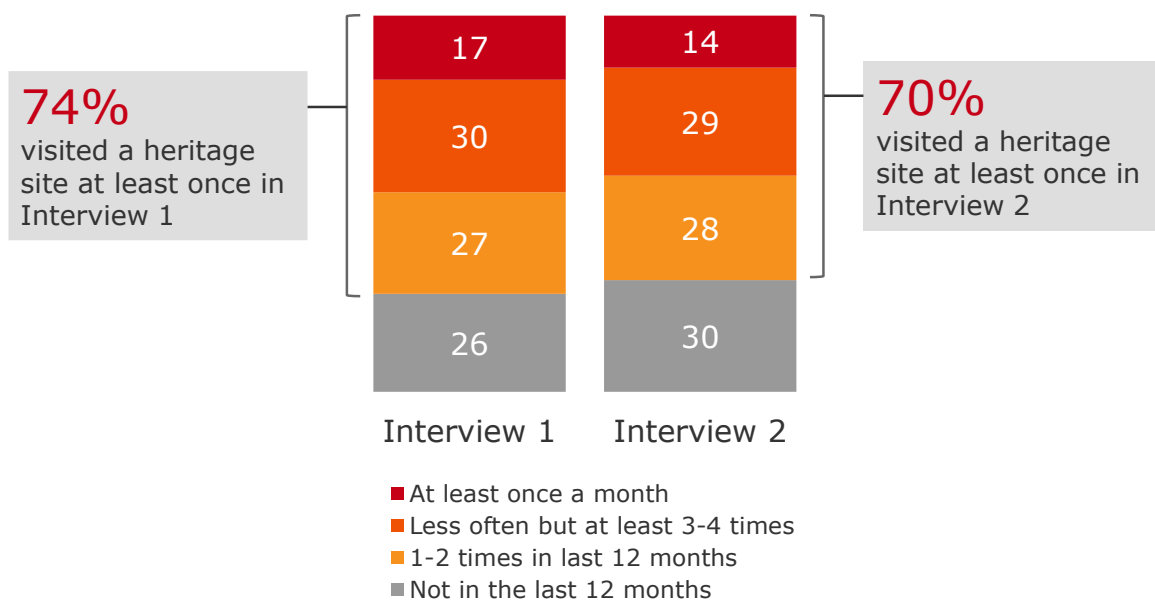
Base (unweighted): 1417

3. Heritage

3.1 Participation at interview 1 and interview 2

Fig. 3.1 shows the proportion of respondents at interview 1 and interview 2 who reported visiting a heritage site at least once in the previous 12 months. It also shows how often they visited heritage sites during that year.

Fig. 3.1 Frequency of visiting a heritage site in the last 12 months



How often in the last 12 months have you visited a heritage site?

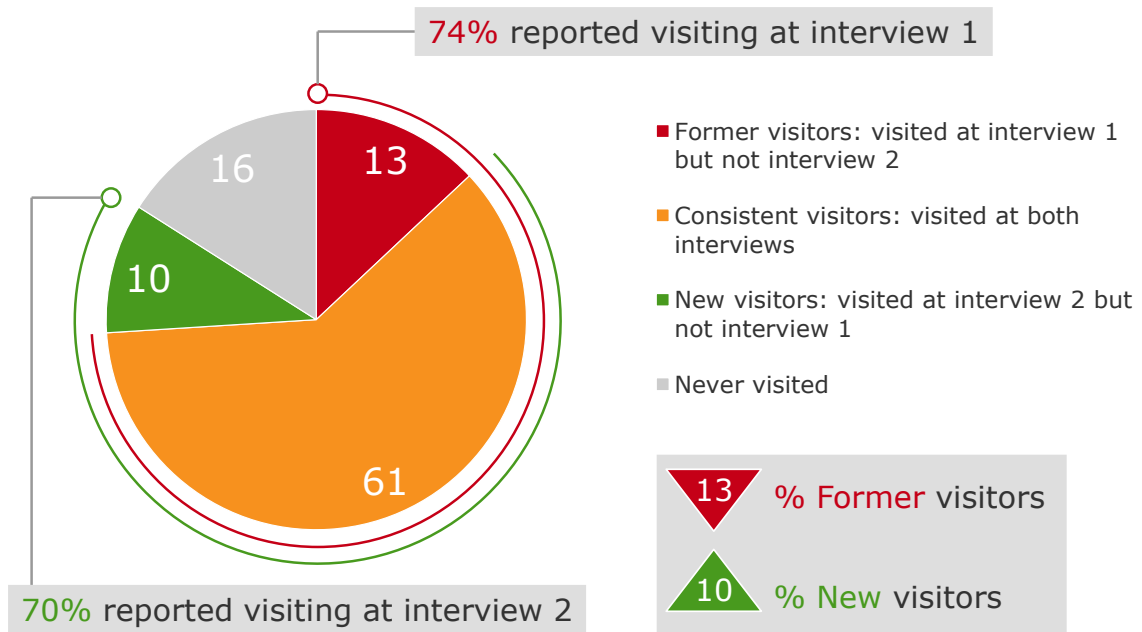
Base (unweighted): 6227

At interview 1, around three quarters (74%) of the sample had visited a heritage site at least once in the last 12 months. Around one in six (17%) reported visiting heritage sites every month.

At interview 2, these proportions were slightly lower, with 70% having visited a heritage site at least once in the last 12 months and one in seven (14%) visiting every month.

However, these relatively small differences between interview 1 and interview 2 mask a greater level of fluctuation in visiting patterns. Fig. 3.2 shows the proportion of respondents who reported visiting a heritage site at both interviews, neither interview or in only one interview.

Fig. 3.2 Frequency of visiting a heritage site in the last 12 months, change between interview 1 and interview 2



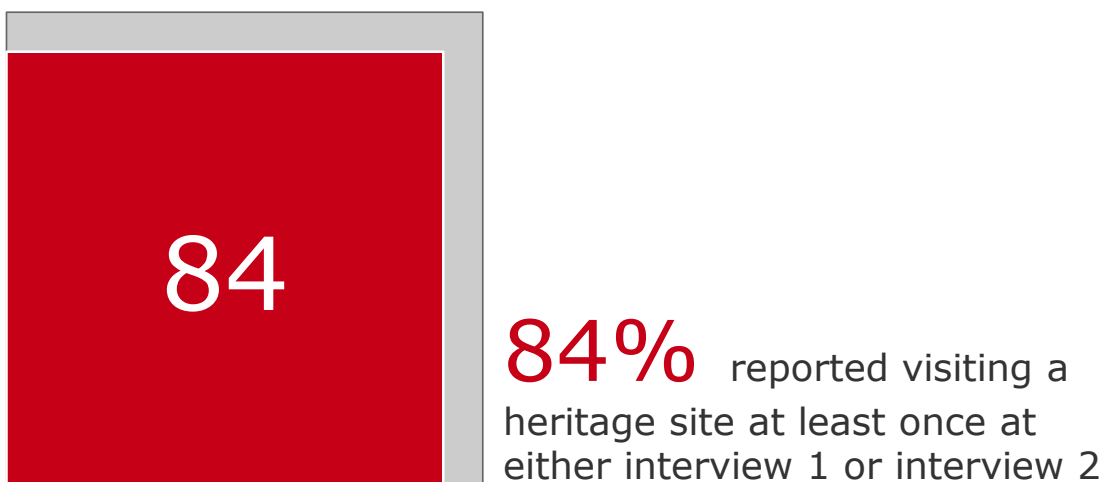
How often in the last 12 months have you visited a heritage site?

Base (unweighted): 6227

13% of the sample reported visiting a heritage site at interview 1 but not at interview 2. Conversely, 10% reported visiting a heritage site at the second interview but not at the first. Although the overall levels of visits were fairly similar at the two interviews, almost a quarter of the sample (23%) shifted either in or out of the category of heritage site visitors between interview 1 and interview 2.

Furthermore, taking into account both interviews, 84% of the sample visited a heritage site at least once over the course of the two interview years (Fig. 3.3), with 16% not visiting a heritage site at all during that time.

Fig. 3.3 Proportion visiting heritage site at least once in either interview 1 or interview 2



How often in the last 12 months have you visited a heritage site?

Base (unweighted): 6227

3.2 Participation by demographics

Full tables of demographic groups for different levels of participation are given in the Appendix (Table 7.2).

Respondents who reported visiting heritage sites at both interviews were more likely to be in the upper socio-economic group compared to those who reported visits at only one interview or at neither interview (62%, compared to 49% of former visitors, 41% of new visitors and 34% of non-visitors). 30% were classified as Wealthy Achievers (compared to 19% of former heritage site visitors, 19% of new visitors and 11% of non-visitors) and 37% were at the higher levels of the Index of Multiple Deprivation (37% levels 8-10, compared to 26% of former visitors, 25% of new visitors and 19% of non-visitors). These respondents were also more likely to be white and aged 45-64. They were more likely to own their home (73%, compared to 58% of former visitors, 57% of new visitors and 50% of non-visitors).

In general, the demographic profile of new heritage site visitors (who first reported visiting a heritage site at interview 2) was very similar to that of former visitors (who reported a visit at interview 1 but not interview 2). New visitors were, however, more likely to have a long term illness or disability (30%, compared to 23% of former visitors). Former visitors were more likely to identify as being of no religion (34%, compared to 26% of new visitors).

3.3 Frequency of participation

Around two in five (40%) new heritage visitors at interview 2 reported making at least three visits in the last year (Table 3.1). These respondents moved from no involvement with heritage sites at interview 1 to quite active participation by interview 2.

Similarly, just under half (46%) of former heritage site visitors made at least three visits in the 12 months before interview 1 (Table 3.1). These respondents moved from quite active involvement at interview 1 to no participation at all by interview 2.

Table 3.1 Frequency of visits to heritage sites, new visitors and former visitors

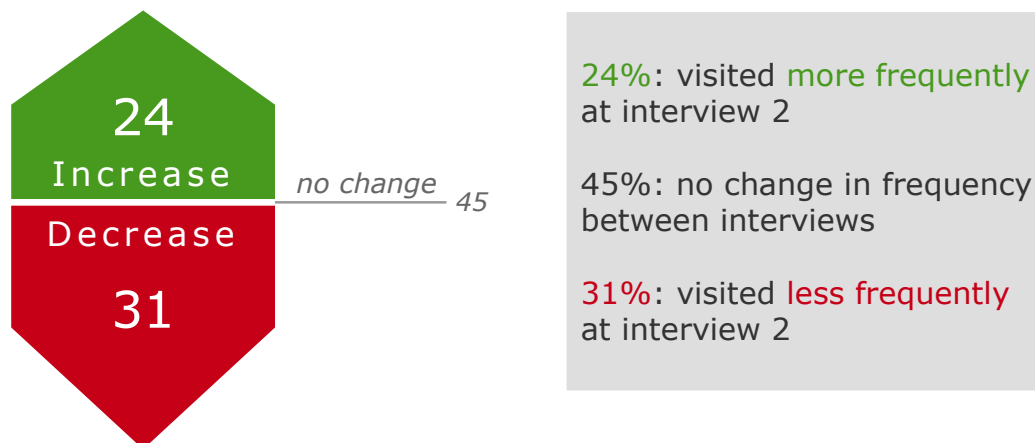
Frequency of visiting heritage sites	New visitors (visit at interview 2 only)	Former visitors (visit at interview 1 only)	Consistent visitors (visit at both interview 1 and interview 2)	
	Frequency at interview 2 %	Frequency at interview 1 %	Frequency at interview 1 %	Frequency at interview 2 %
At least once a month	10	13	25	21
Less often but at least 3-4 times a year	30	33	43	43
1-2 times in the last 12 months	60	54	32	36
Base (unweighted)	557	730	4000	4000

How often in the last 12 months have you visited a heritage site?

3.4 Changes in frequency of participation between interview 1 and interview 2

Fig. 3.4 shows the proportion of respondents whose frequency of visiting changed between interview 1 and interview 2. Any change in the frequency of visiting in the categories outlined above was counted – e.g. an increase from 'At least once a month' to 'Less often but at least 3-4 times', or a decrease from '1-2 times' to 'Not in the last 12 months'.

Fig 3.4 Change in frequency of visiting a heritage site in the last 12 months



How often in the last 12 months have you visited a heritage site?

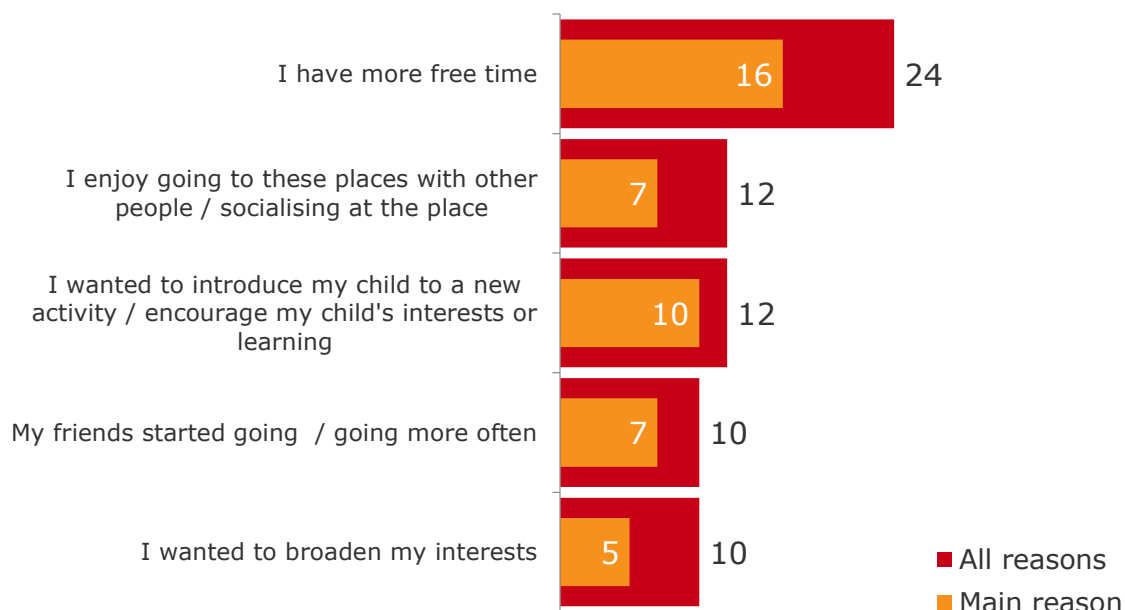
Base (unweighted): 6227

Just over half of respondents (55%) reported a change in frequency; almost a third (31%) reported a decrease in frequency at interview 2, slightly higher than the proportion reporting an increase (24%). In other words, as well as a slight decline in the overall level of visits to heritage sites (from 74% to 70%, see section 3.1) there was a slight decline in the frequency of visits between interview 1 and interview 2.

3.5 Reasons for increased visiting frequency at interview 2

Fig. 3.5 shows the most commonly cited reasons for an increase in the frequency of visiting heritage sites (a larger list of reasons is given in Appendix Table 7.10). Respondents were asked for all reasons that their frequency of visiting has changed, as well as to specify the main reason for this change.

Fig 3.5 Reasons for increased frequency of visiting heritage sites



Here is a list of reasons why people might go to heritage sites more often. Just thinking about the time since your last interview, why have you been more often?

Base (unweighted): 1485

Having more free time available was the most commonly given reason for increased frequency in visiting heritage sites; almost a quarter (24%) of respondents who reported visiting more often at interview 2 cited this as one of the reasons.

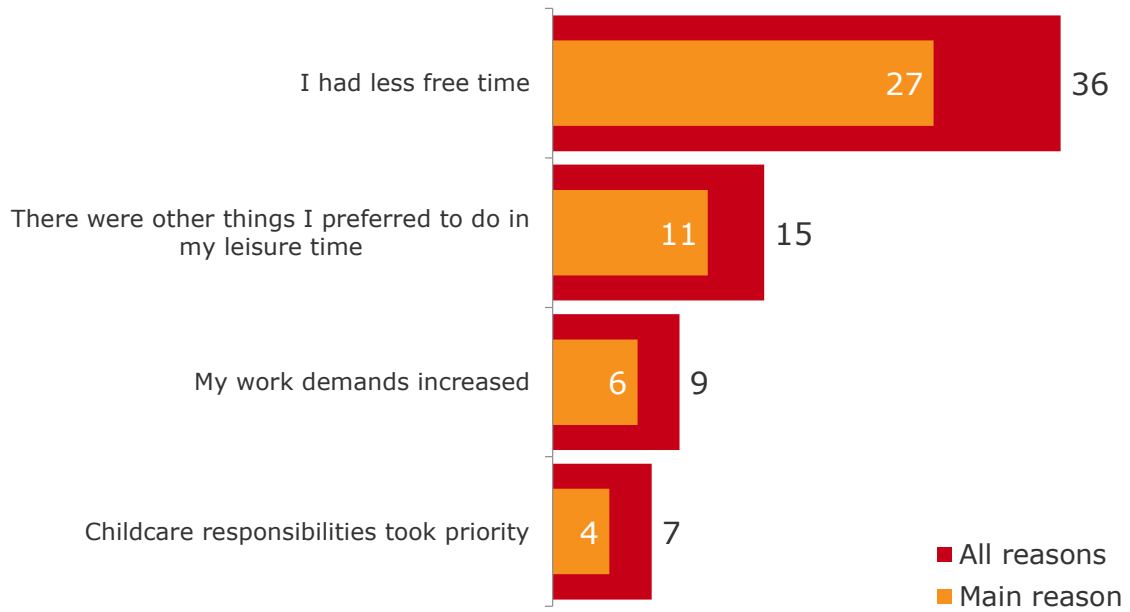
Socialising was an important aspect in increasing frequency of visits, both in visiting with other people (12% said this was one reason for visiting more often) and being prompted to go more often because friends were visiting more frequently (10%).

Encouraging children’s learning and activities was also an important reason for increased frequency of visits. One in ten respondents who were visiting heritage sites more often at interview 2 cited this as the main reason for their increased frequency.

3.6 Reasons for decreased visiting frequency at interview 2

Fig. 3.6 shows the most commonly cited reasons for a decrease in the frequency of visiting heritage sites (a larger list of reasons is given in Appendix Table 7.11). Again, respondents were asked for all reasons that their frequency of visiting has changed, as well as to specify the main reason for this change.

Fig 3.6 Reasons for decreased frequency of visiting heritage sites



Here is a list of reasons why people might go to heritage sites less often. Just thinking about the time since your last interview, why have you been less often?

Base (unweighted): 1917

Having less free time was the main reason given for a decline in frequency. More than a third (36%) of respondents reporting a lower frequency of visits at interview 2 said this was one of the reasons, and more than one in four (27%) said this was the main reason.

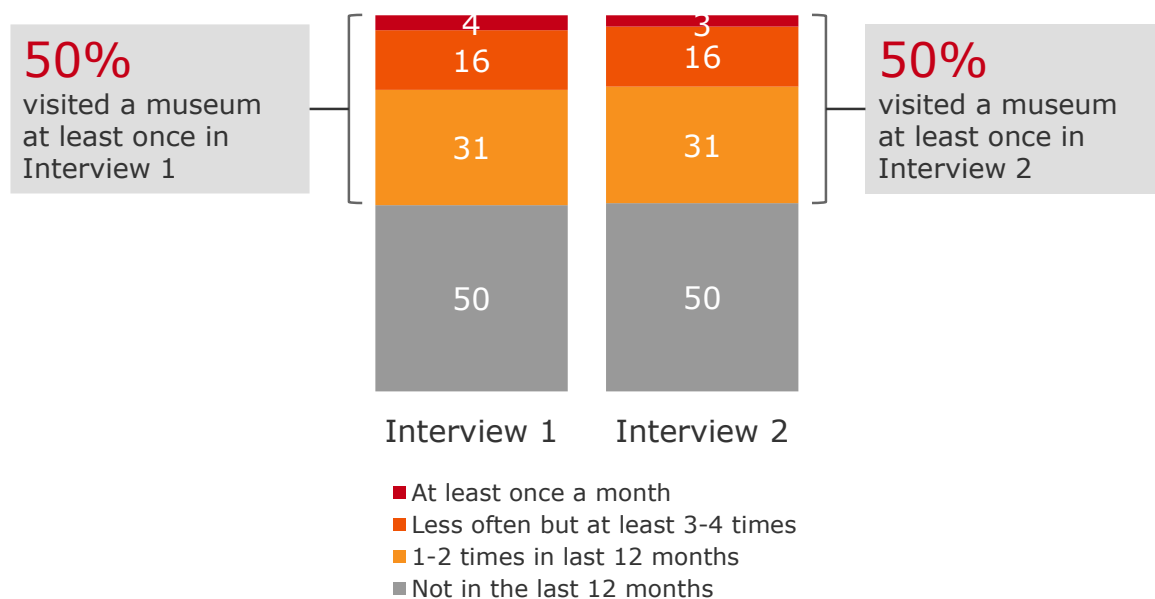
After this, the principal reasons for lower frequency were competing priorities for respondents' time: first of all, preferring other leisure activities (15% of respondents who reported visiting heritage sites less often), followed by work (9%) and childcare (7%).

4. Museums and galleries

4.1 Participation at interview 1 and interview 2

Fig. 4.1 shows the proportion of respondents at interview 1 and interview 2 who reported visiting a museum or gallery at least once in the previous 12 months, as well as how often they visited museums or galleries during that year.

Fig. 4.1 Frequency of visiting museums or galleries in the last 12 months



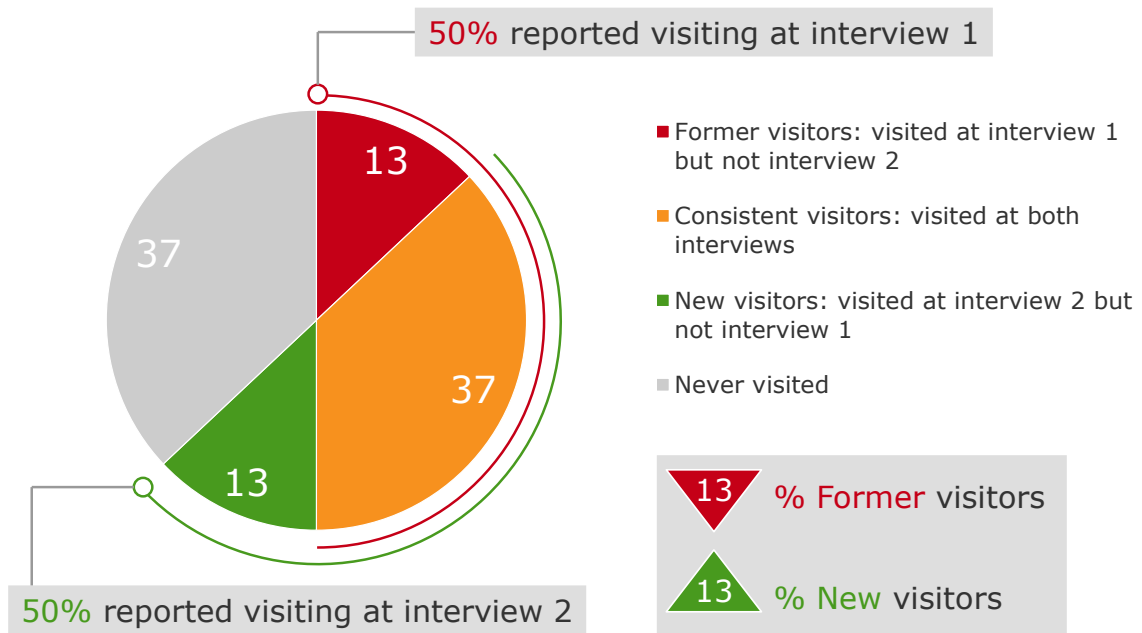
How often in the last 12 months have you visited a museum or gallery?

Base (unweighted): 6227

The overall frequency of museum/gallery visits was almost identical at interview 1 and interview 2. Half (50%) of the sample had visited a museum or gallery at least once in the 12 months preceding the interview. At both interviews, around one in five respondents reported visiting a museum or gallery three or more times during that year.

Nonetheless, more than one in four (26%) reported visiting museums/galleries at only one of the two interviews. This was evenly divided between those who reported having visited a museum or gallery at the first interview but not the second, and those who reported a visit at the second interview but not the first (Fig. 4.2). In total, nearly two thirds (63%) of the sample reported visiting a museum or gallery at least once at either interview (Fig. 4.3).

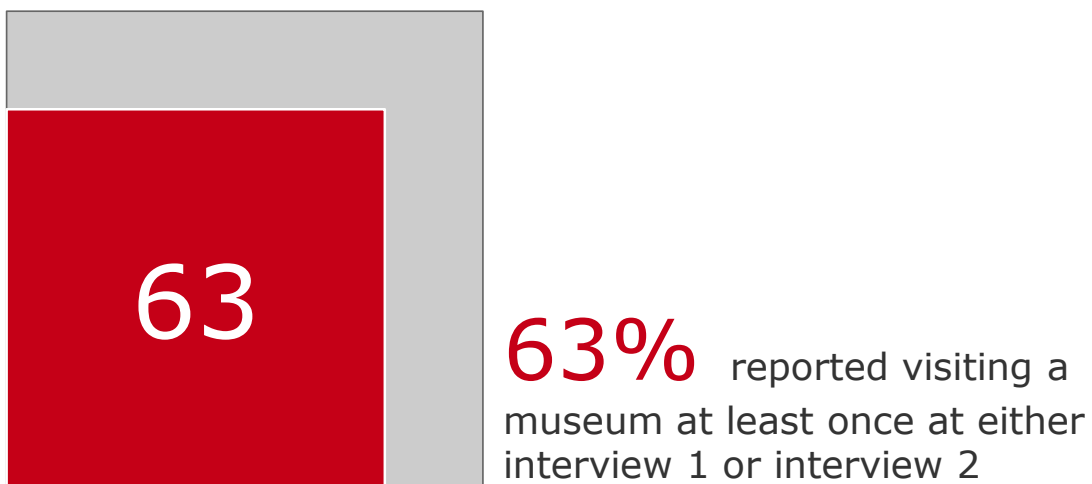
Fig. 4.2 Frequency of visiting museums or galleries in the last 12 months, change between interview 1 and interview 2



How often in the last 12 months have you visited a museum or gallery?

Base (unweighted): 6227

Fig. 4.3 Proportion visiting a museum/gallery at least once in either interview 1 or interview 2



How often in the last 12 months have you visited a museum or gallery?

Base (unweighted): 6227

4.2 Participation by demographics

Full tables of demographic groups for different levels of participation are given in the Appendix (Table 7.3).

Respondents who reported visiting museums or galleries at both interviews were more likely to be in the upper socio-economic group compared to those who reported visits at only one interview or at neither interview (67%, compared to 50% of former visitors, 51% of new visitors and 42% of non-visitors). 30% were classified as Wealthy Achievers and 16% classified as Urban Prosperity, compared to 23% and 11% respectively for former visitors, 25% and 11% for new visitors, and 20% and 8% for non-visitors.

The profile of new museum/gallery visitors (first reporting a visit at interview 2) was older than that of the former visitors (who reported a visit at interview 1 but not interview 2); new visitors were more likely to be aged 65 or above (22%, compared to 16% of former visitors), while former visitors were more likely to be aged 44 or below (57%, compared to 47% of new visitors). New visitors were more likely to have a long term disability or illness (26%, compared to 18% of former visitors), possibly related to this older age profile. New visitors were also more likely to be white, Christian and home-owners, while former visitors were more likely to be private renters.

4.3 Frequency of participation

The majority of new visitors (81%) at interview 2 only attended once or twice in the 12 months prior to their interview (Table 4.1). A similar proportion of former visitors reported attending only once or twice at interview 1 (82% of those who reported a visit at interview 1 but not interview 2). This suggests that there is a sizeable pool of very occasional visitors who might go to a museum or gallery less often than once a year.

Table 4.1 Frequency of visits to museums and galleries, new visitors and former visitors

Frequency of visiting museums/galleries	New visitors (visit at interview 2 only)	Former visitors (visit at interview 1 only)	Consistent visitors (visit at both interview 1 and interview 2)	
	Frequency at interview 2 %	Frequency at interview 1 %	Frequency at interview 1 %	Frequency at interview 2 %
At least once a month	3	3	9	8
Less often but at least 3-4 times a year	16	14	37	37
1-2 times in the last 12 months	81	82	54	55
Base (unweighted)	793	766	2497	2497

How often in the last 12 months have you visited a museum or gallery?

4.4 Changes in frequency of participation between interview 1 and interview 2

Fig. 4.4 shows the proportion of respondents whose frequency of visiting a museum or gallery changed between interview 1 and interview 2.

Fig 4.4 Change in frequency of visiting a museum or gallery in the last 12 months



15%: visited **more frequently** at interview 2

70%: no change in frequency between interviews

15%: visited **less frequently** at interview 2

How often in the last 12 months have you visited a museum or gallery?

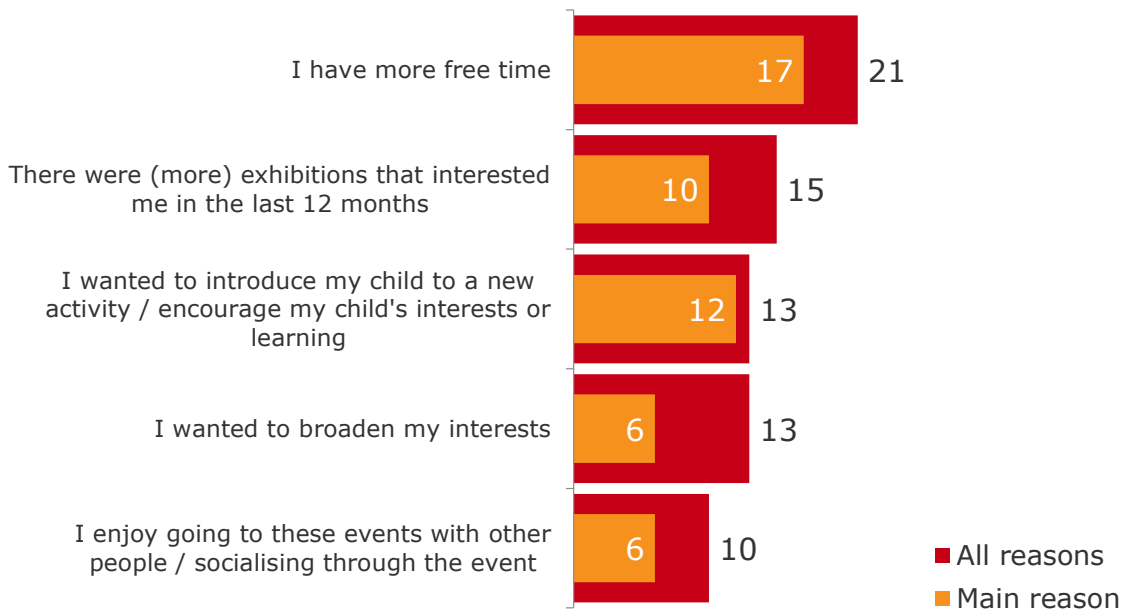
Base (unweighted): 6227

Although three in ten respondents reported some change in their frequency of visits, the overall frequency levels remained stable; 15% reported visiting museums/galleries more often at interview 2, and 15% reported visiting less often.

4.5 Reasons for increased visiting frequency at interview 2

Fig. 4.5 shows the most commonly cited reasons for an increase in the frequency of visiting museums or galleries (a larger list of reasons is given in Appendix Table 7.12). Respondents were asked for all reasons that their frequency of visiting has changed, as well as to specify the main reason for this change.

Fig 4.5 Reasons for increased frequency of visiting museums/galleries



Here is a list of reasons why people might go to museums or galleries more often. Just thinking about the time since your last interview, why have you been more often?

Base (unweighted): 935

Having more free time was the main reason given for visiting museums or galleries more often; one in five respondents who reported visiting more frequently at interview 2 said this was a reason, and 17% said it was the main reason for their increased participation.

Around one in eight said they were visiting museums/galleries more often to encourage their child’s learning, and the vast majority of these respondents said this was the main reason for their increased frequency of visits.

4.6 Reasons for decreased visiting frequency at interview 2

Fig. 4.6 shows the most commonly cited reasons for a decrease in the frequency of visiting museums or galleries (a larger list of reasons is given in Appendix Table 7.13). Respondents were asked for all reasons that their frequency of visiting has changed, as well as to specify the main reason for this change.

Fig 4.6 Reasons for decreased frequency of visiting museums/galleries



Here is a list of reasons why people might go to museums or galleries less often. Just thinking about the time since your last interview, why have you been less often?

Base (unweighted): 924

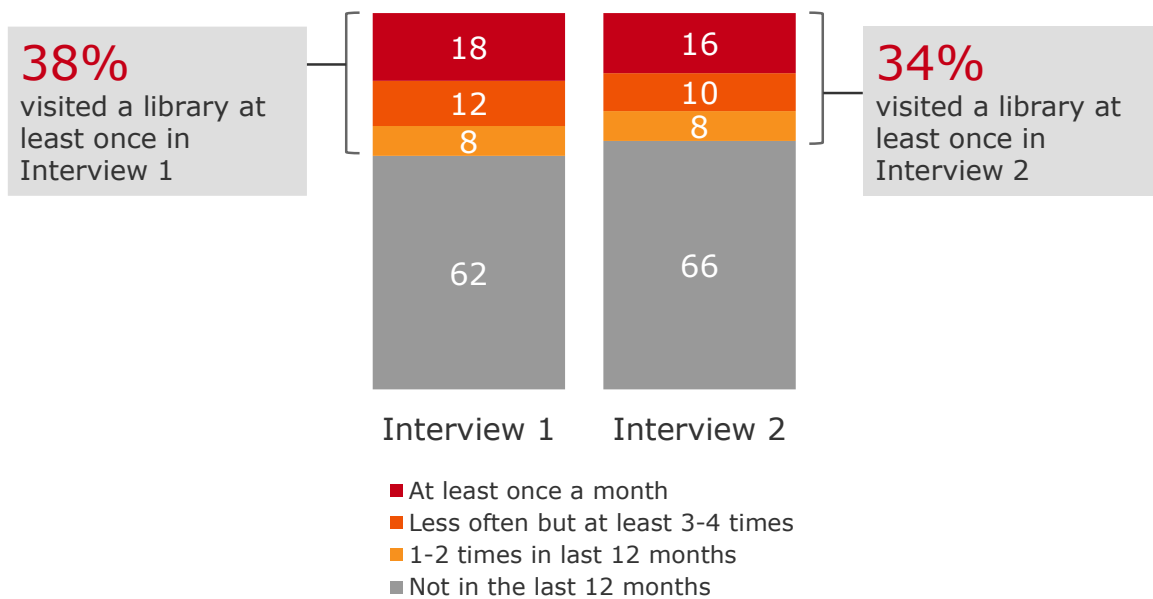
Having less free time was by far the most commonly cited reason for visiting museums or galleries less often, followed by preferring to do other things in leisure time. 38% of those who reported fewer visits at interview 2 said having less free time was a reason for their change in frequency, and more than one in four (27%) said this was the main reason. 14% said the main reason for visiting less often was that they preferred to spend the leisure time on other activities.

5. Libraries

5.1 Participation at interview 1 and interview 2

Fig. 5.1 shows the proportion of respondents at interview 1 and interview 2 who reported visiting a library at least once in the previous 12 months and how often they visited a library during that year.

Fig. 5.1 Frequency of visiting a library in the last 12 months



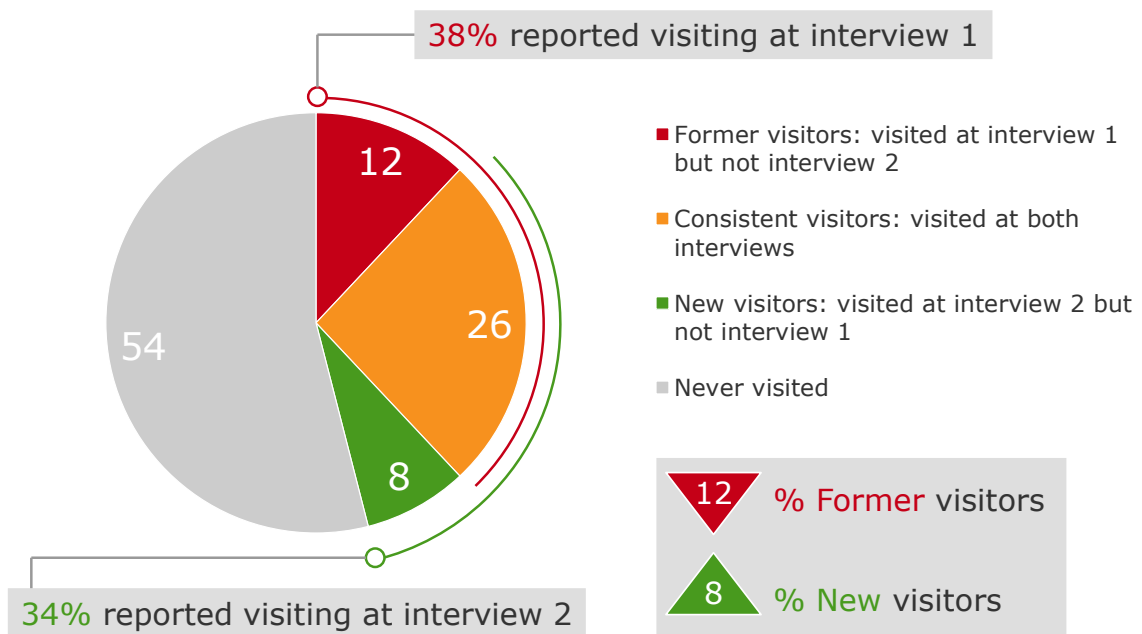
How often in the last 12 months have you used a public library service?

Base (unweighted): 6227

The overall rate of library use fell slightly between interview 1 and interview 2; around a third (34%) of respondents reported using a library at interview 2, compared to 38% at interview 1. At both interviews, a relatively high proportion of library users reported using library services frequently; at both interview 1 and interview 2, a little less than half of those who had used a library, had done so at least once a month.

Around one in four (26%) reported using a library at both interviews (Fig 5.2) with 46% of the sample visiting a library at least once over the two interviews (Fig. 5.3).

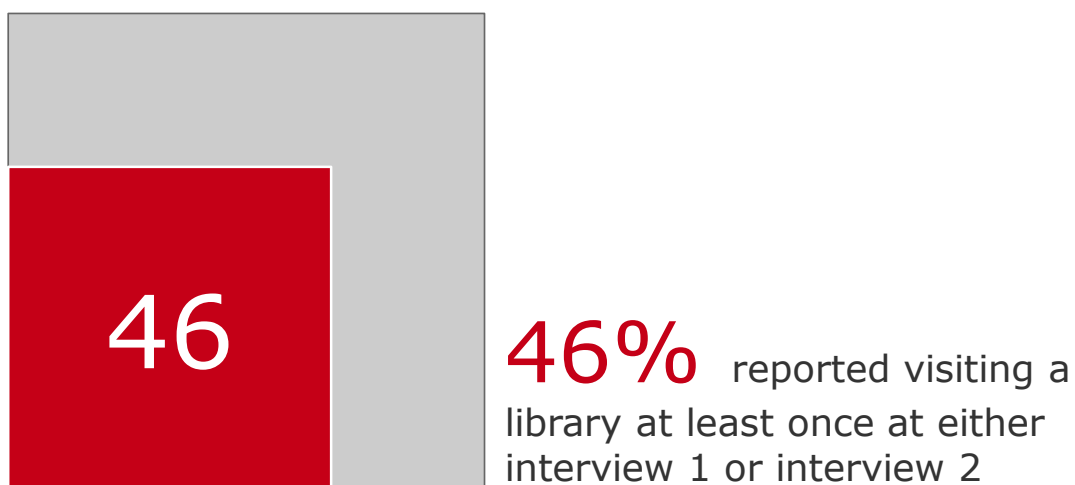
Fig. 5.2 Frequency of visiting libraries in the last 12 months, change between interview 1 and interview 2



How often in the last 12 months have you used a public library service?

Base (unweighted): 6227

Fig. 5.3 Proportion visiting a library at least once in either interview 1 or interview 2



How often in the last 12 months have you used a public library service?

Base (unweighted): 6227

5.2 Participation by demographics

Full tables of demographic groups for different levels of participation are given in the Appendix (Table 7.4).

Those who visited libraries both years were more likely to be female (62%, compared with 52% of former library users, 54% of new library users and 47% of non-users). They were also more likely not to work (40%, compared to 30% of former users and 32% of non-users) but were more likely to be in the upper socio-economic group (61%, compared to 51% of former users, 50% of new users and 51% of non-users).

Respondents who stopped using library services between interviews 1 and 2 were more likely to be young adults, with 22% aged 16-24 compared to 15% of new users. New library users, however, were more likely to be classified as Hard-pressed (26%, compared to 18% of former users). Former library users were more likely to identify with no religion (36%, compared to 28% of new users), while new users were more likely to identify with a religion other than Christianity (13%, compared to 8% of former users).

5.3 Frequency of participation

New library visitors were more frequent library users than the former visitors who stopped using library services after interview 1; 30% of new visitors reported using library services at least once a month, while 23% of former visitors had previously been using library services every month.

Table 5.1 Frequency of visits to libraries, new visitors and former visitors

Frequency of visiting libraries	New visitors (visit at interview 2 only)	Former visitors (visit at interview 1 only)	Consistent visitors	
	<i>Frequency at interview 2</i> %	<i>Frequency at interview 1</i> %	<i>Frequency at interview 1</i> %	<i>Frequency at interview 2</i> %
At least once a month	30	23	58	52
Less often but at least 3-4 times a year	30	38	29	29
1-2 times in the last 12 months	40	39	13	19
<i>Base (unweighted)</i>	<i>462</i>	<i>731</i>	<i>1869</i>	<i>1869</i>

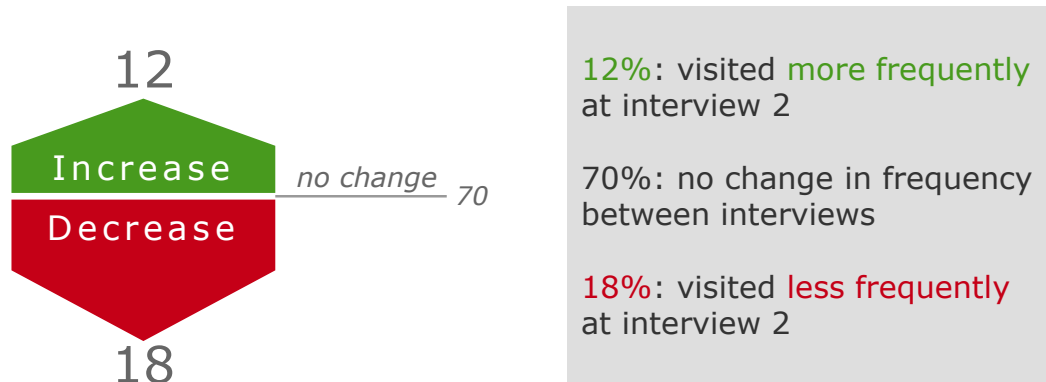
How often in the last 12 months have you used a public library service?

5.4 Changes in frequency of participation between interview 1 and interview 2

Fig. 5.4 shows the proportion of respondents whose frequency of library service use changed between the two interviews.

Although there was no change in the frequency of visits for most respondents, a greater proportion of the sample were using public library services less often by interview 2 than were using libraries more often (18% vs. 12% respectively).

Fig 5.4 Change in frequency of visiting a library in the last 12 months



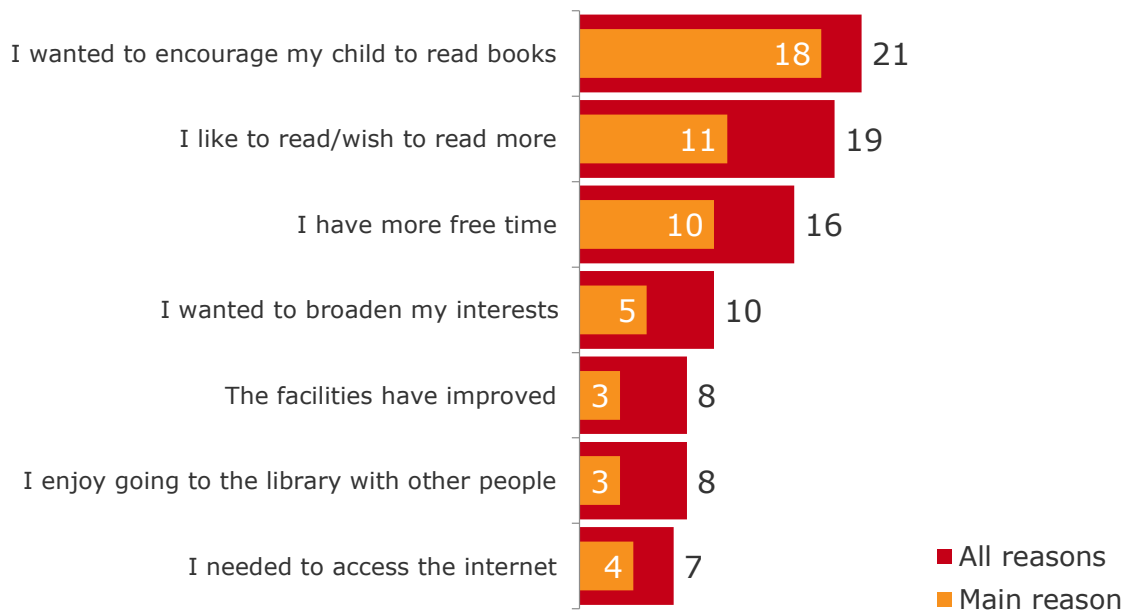
How often in the last 12 months have you used a public library service?

Base (unweighted): 6227

5.5 Reasons for increased visiting frequency at interview 2

Fig. 5.5 shows the most commonly given reasons for using public library services more often (a larger list of reasons is given in Appendix Table 7.14). Respondents were asked for all reasons that their frequency of visiting has changed, as well as to specify the main reason for this change.

Fig 5.5 Reasons for increased frequency of visiting libraries



Here is a list of reasons why people might use library services more often. Just thinking about the time since your last interview, why have you used them more often?

Base (unweighted): 744

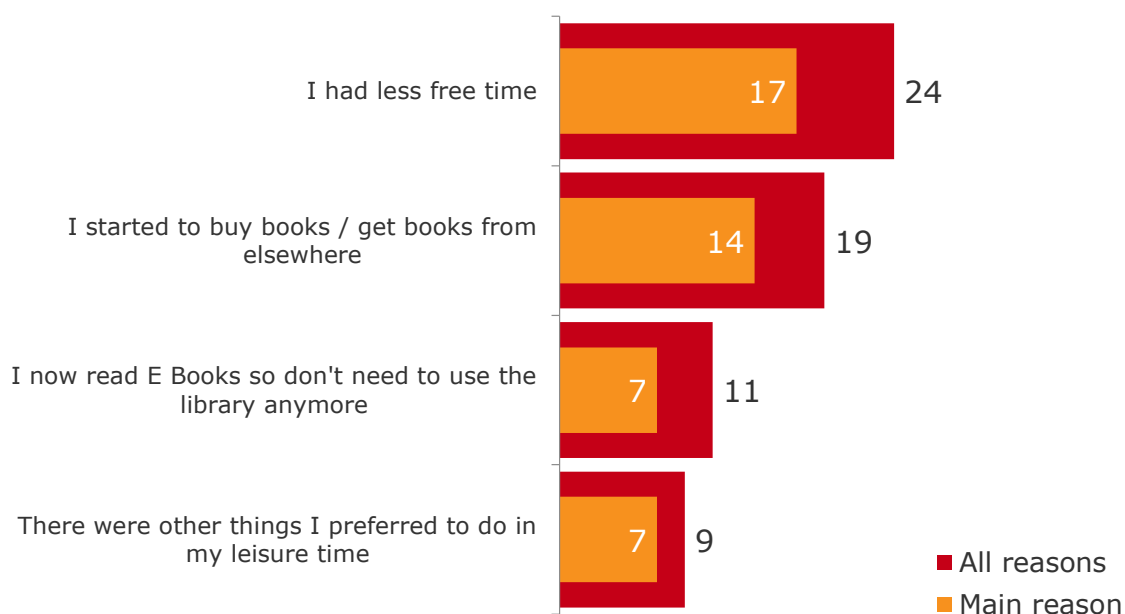
The most common reason given for using library services more often was to encourage a child to read books. Around one in five (21%) respondents who reported visiting libraries more often at interview 2 said this was a reason for their increased use of libraries, and 18% said it was the main reason. This was followed by a personal desire to read more, cited by 19% (11% said this was the main reason).

Having more free time available was also reported as an important factor in increased library use. 16% said this was one of the reasons they had used library services more often and one in ten (10%) said it was the main reason.

5.6 Reasons for decreased visiting frequency at interview 2

Fig. 5.6 shows the most commonly cited reasons for a decrease in the frequency of using public library services (a larger list of reasons is given in Appendix Table 7.15). Again, respondents were asked for all reasons that their frequency of visiting has changed, as well as to specify the main reason for this change.

Fig 5.6 Reasons for decreased frequency of visiting libraries



Here is a list of reasons why people might use library services less often. Just thinking about the time since your last interview, why have you used them less often?

Base (unweighted): 1156

A shortage of free time was the most commonly cited reason for using public library services less often, reported by one in four (24%) of respondents with a lower frequency of library use at interview 2.

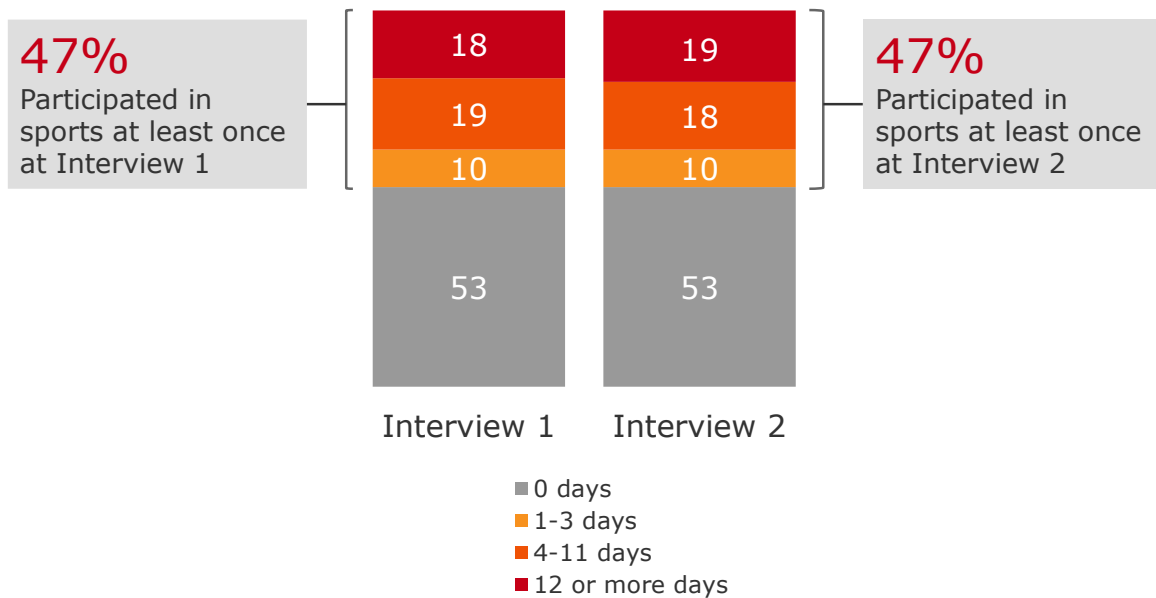
Libraries also face pressure from other book resources. One in five (19%) of those using library services less often said that they now get books from elsewhere instead and more than one in ten (11%) said they now use e-books instead.

6. Sport

6.1 Engagement at interview 1 and interview 2

Respondents were asked the number of days in the past four weeks they had participated in a range of sports. Fig 6.1 shows the proportion of respondents at interview 1 and interview 2 who had taken part in any sport (at any intensity) in the four weeks prior to the interview. It also shows the number of days on which respondents participated in these sports.

Fig. 6.1 Frequency of participating in sport in the last four weeks



On how many days in the last four weeks have you done (sport)?

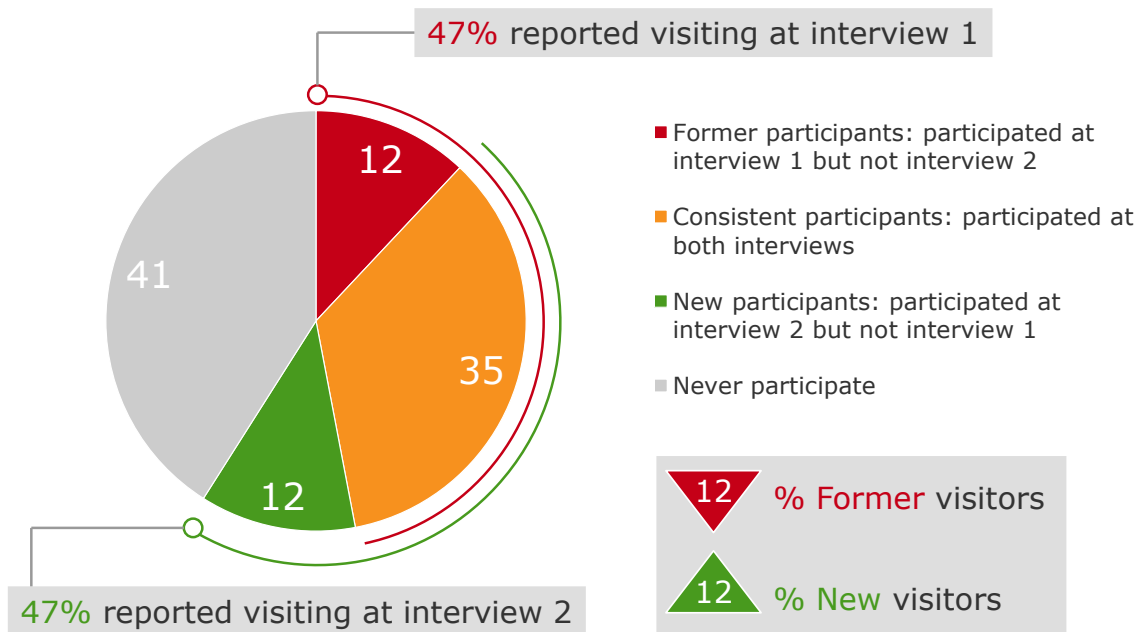
Base (unweighted): 6227

There was very little difference in overall sports participation between the two interviews. Just under half (47%) of the sample reported taking part in sport at interview 1 and the same proportion reported taking part at interview 2. At both interviews, around one in five reported participating in sports on at least 12 days over the previous four weeks (18% at interview 1, 19% at interview 2).

Fig. 6.2 shows the proportion of respondents who reported participating in sports at both interviews, neither interview or in only one interview.

More than a third (35%) of respondents reported taking part in sports at both interviews. The number of former participants (12%) who took part at interview 1 but not interview 2 was balanced by the number of new participants who first reported taking part at interview 2 (also 12%). In total, around six in ten (59%) reported participating in sport at either interview 1 or interview 2 (Fig. 6.3).

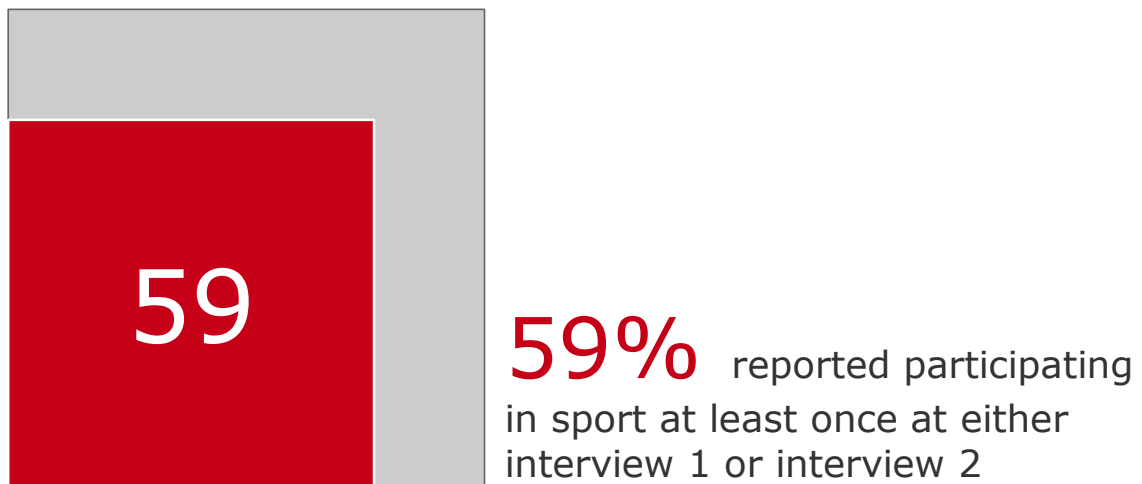
Fig. 6.2 Participation in the sports in the last 4 weeks, change between interview 1 and interview 2



On how many days in the last four weeks have you done (sport)?

Base (unweighted): 6227

Fig. 6.3 Proportion participating in sports at least once in either interview 1 or interview 2



On how many days in the last four weeks have you done (sport)?

Base (unweighted): 6227

6.2 Participation by demographics

Full tables of demographic groups for different levels of sports participation are given in the Appendix (Table 7.5).

Those who reported taking part in sports activities at both interview 1 and interview 2 were more likely to be younger and male; almost one in four were aged 16-24 (23%, compared to 16% of former participants, 13% of new participants and 7% of non-participants) and 55% were male (compared to 43% of former participants, 41% of new participants and 45% of non-participants). Over a third (37%) of respondents who did not report taking part in sports at either interview had a longstanding illness or disability. This was higher than for those who reported sports participation at both interviews (13%) as well as new participants (23%) and former participants (22%).

The demographic profile of new participants (who first reporting taking part at interview 2) was very similar to that of former participants (who reported taking part at interview 1 but not at interview 2). New participants were slightly more likely to come from London (19%, compared to 14% of former participants), but otherwise there was little difference between the two groups.

6.3 Frequency of participation

Table 6.1 shows the number of days respondents participated in sports for those who first reported participation at interview 2 (New participants), those who reported participating at interview 1 but not interview 2 (Former participants), and those who reported participating at both interviews (Consistent participants).

The majority of new participants were taking part in sports regularly; almost two thirds (64%) reported participating in sports on at least four days in the past four weeks, that is, on average at least once a week. New participants reported taking part at interview 2 for a similar number of days as former participants had reported at interview 1.

Table 6.1 Frequency of sports participation

No of days participated in sport	New participants (Participated at interview 2 only)		Former participants (Participated at interview 1 only)		Consistent participants (Participated at both interview 1 and interview 2)	
	Participation at interview 2 %	Participation at interview 1 %	Participation at interview 1 %	Participation at interview 1 %	Participation at interview 2 %	
1-3 days	36	39	16	16		
4-11 days	39	40	40	39		
12 days or more	25	22	43	45		
Base (unweighted)	684	710	1957	1957		

On how many days in the last four weeks have you done (sport)?

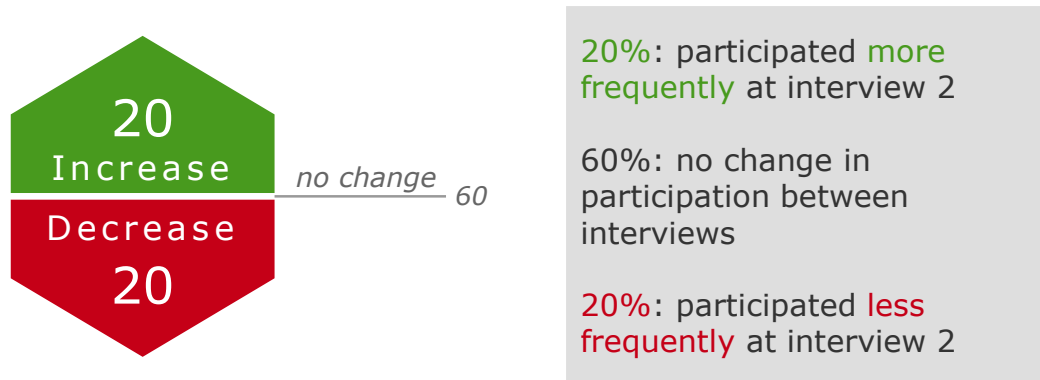
6.4 Changes in frequency of sports participation between interview 1 and interview 2

Fig. 6.4 shows the proportion of all respondents who reported participating in sports for more or fewer days often at interview 2 than interview 1.

Although the overall reported frequency of participation was very similar at the two interviews (see section 6.1), four in ten (40%) respondents reported a different level of participation at the two

interviews. One in five (20%) reported participating in sports on more days in the past four weeks at interview 2, while the same proportion reported taking part on fewer days at interview 2.

Fig 6.4 Change in sports participation in the last four weeks



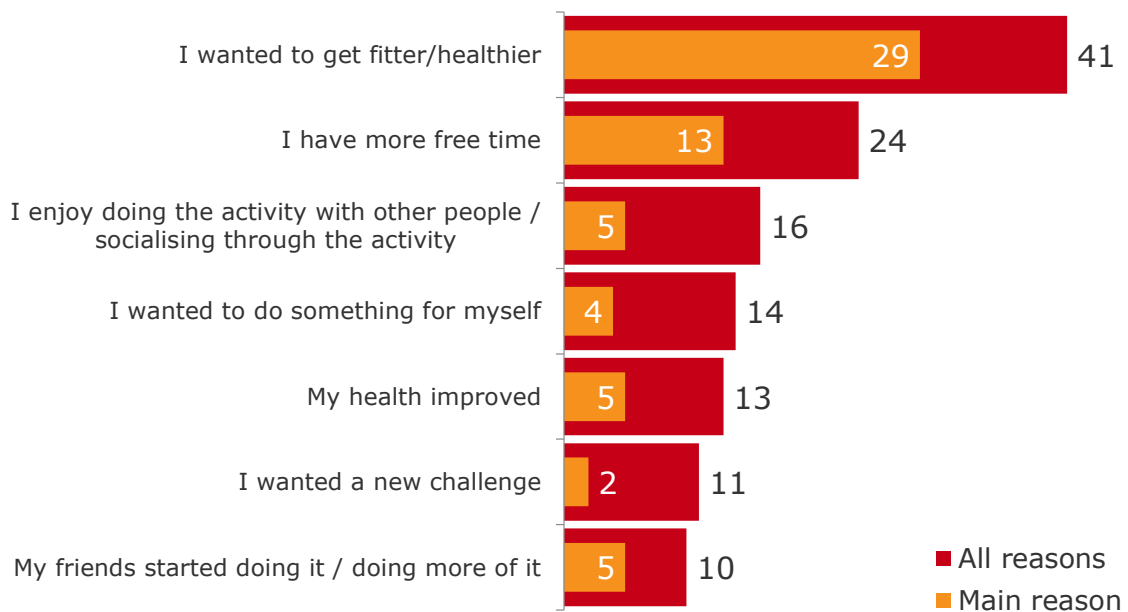
On how many days in the last four weeks have you done (sport)?

Base (unweighted): 6227

6.5 Reasons for increased sports participation at interview 2

Fig. 6.5 shows the most commonly cited reasons for an increase in sports participation at interview 2 (a larger list of reasons is given in Appendix Table 7.16). Respondents were asked for all reasons that their participation had increased, as well as to specify the main reason for this increase.

Fig 6.5 Reasons for increased sports participation



Here is a list of reasons why people might do more sport and physical recreation activities. Just thinking about the time since your last interview, why are you doing more?

Base (unweighted): 1124

A desire to get fitter and healthier was the most common reason for increased sports participation. Around four in ten (41%) said this was one reason for their increased participation and around three in ten (29%) said this was the main reason. Having more free time available was the next most commonly given reason, cited by one in four (24%) of those who reported participating more often at interview 2 (13% said this was the main reason).

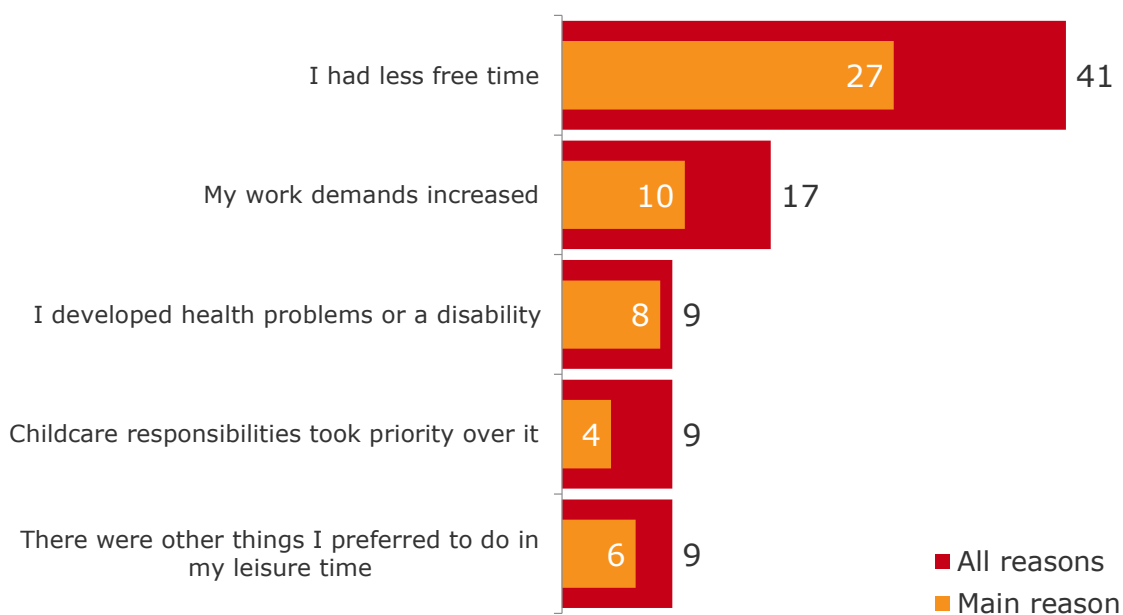
6.6 Reasons for decreased sports participation at interview 2

Fig. 6.6 shows the most commonly cited reasons for a decrease in sports participation at interview 2 (a larger list of reasons is given in Appendix Table 7.17). As before, respondents were asked for all reasons that participation has decreased, as well as to specify the main reason for this decrease.

A lack of free time was the most common reason given for decreased sports participation. Around four in ten (41%) of those reporting less frequent participation in sports at interview 2 said this was one reason, and more than a quarter (27%) said this was the main reason they were taking part less.

Increased work demands were cited by 17% of those taking part less often as a reason for their lower levels of participation – one in ten (10%) said this was the main reason. Almost one in ten (9%) reported being unable to participate in sports as much as a result of developing health problems or a disability, with 8% saying this was the main reason they were participating less.

Fig 6.6 Reasons for decreased sports participation



Here is a list of reasons why people might do less sport and physical recreation activity. Just thinking about the time since your last interview, why are you doing less?

Base (unweighted): 1117

7. Appendix – detailed tables

Table 7.1 Arts engagement: Demographics

	Non-engagement <i>(Neither interview)</i>	Consistent engagement <i>(Both interviews)</i>	Former engagement <i>(Interview 1 only)</i>	New engagement <i>(Interview 2 only)</i>
	% A	% B	% C	% D
Region				
South West	9	11 ^D	8	7
South East	13	18 ^A	14	19 ^A
London	18 ^B	14	18 ^B	15
East of England	8	12 ^A	11	10
West Midlands	12	10	9	11
East Midlands	8	8	9	8
Yorkshire and Humberside	11	10	12	11
North West	14	13	14	13
North East	7	5	5	6
Area type				
Rural	14	20 ^A	17	17
Urban	86 ^B	80	83	83
ACORN category				
Wealthy Achievers	17	28 ^{ACD}	19	19
Urban Prosperity	11	13 ^D	10	8
Comfortably Off	24	31 ^A	28	32 ^A
Moderate Means	16	14	13	17
Hard-pressed	33 ^{BD}	14	30 ^B	24 ^B
IMD decile*				
Least deprived: 10	7	12 ^A	9	9
9	8	11 ^{AC}	8	9
8	6	11 ^A	10 ^A	9
7	8	12 ^A	10	9
6	7	11 ^A	10	10
5	11	9	7	10
4	10	9	9	9
3	13 ^B	9	11	11
2	12 ^B	8	12	16 ^B
Most deprived: 1	18 ^{BD}	8	14 ^{BD}	8
<i>Base (unweighted)</i>	763	4334	630	496

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

*The Index of Multiple Deprivation (IMD) is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (e.g. 10% most deprived neighbourhoods).

Table 7.1 cont. Arts engagement: Demographics (continued)

	Non-engagement <i>(Neither interview)</i>	Consistent engagement <i>(Both interviews)</i>	Former engagement <i>(Interview 1 only)</i>	New engagement <i>(Interview 2 only)</i>
	% A	% B	% C	% D
Sex				
Male	55 ^B	45	54 ^B	53 ^B
Female	45	55 ^{ACD}	46	47
Age group				
16-24	12	15	17	12
25-44	27	33 ^A	35 ^A	39 ^A
45-64	30	32 ^C	27	28
65-74	11	12	11	11
75+	20 ^{BCD}	8	11	10
NS-SEC category				
Lower socio-economic group	60 ^{BCD}	30	48 ^B	47 ^B
Upper socio-economic group	35	60 ^{ACD}	42 ^A	47 ^A
Working status				
Not working	49 ^{BCD}	30	37 ^B	36 ^B
Working	51	70 ^{ACD}	63 ^A	64 ^A
Housing tenure				
Owners	53	71 ^{ACD}	57	55
Social rented sector	29 ^{BD}	10	23 ^B	21 ^B
Private rented sector	19	19	19	24
Ethnicity				
Black and minority ethnic	17 ^B	9	15 ^B	16 ^B
White	83	91 ^{ACD}	85	84
Religion				
No religion	26	32 ^A	33 ^A	30
Christian	61	63	58	61
Other religion	14 ^{BCD}	5	9 ^B	9 ^B
Disability				
No disability	64	78 ^{AC}	72 ^A	75 ^A
Longstanding illness or disability	36 ^{BCD}	22	28 ^B	25
<i>Base (unweighted)</i>	763	4334	630	496

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

Table 7.2 Heritage: Demographics

	Non-visitors <i>(Neither interview)</i>	Consistent visitors <i>(Both interviews)</i>	Former visitors <i>(Interview 1 only)</i>	New visitors <i>(Interview 2 only)</i>
	% A	% B	% C	% D
Region				
South West	9	11	9	10
South East	14	19 ^{AC}	14	16
London	20 ^B	12	19 ^B	16
East of England	10	12	11	10
West Midlands	10	10	9	11
East Midlands	8	9	8	7
Yorkshire and Humberside	10	10	11	8
North West	15	12	15	17 ^B
North East	4	5	4	5
Area type				
Rural	12	21 ^{AC}	16	17 ^A
Urban	88 ^{BD}	79	84 ^B	83
ACORN category				
Wealthy Achievers	11	30 ^{ACD}	19 ^A	19 ^A
Urban Prosperity	9	12	14 ^A	12
Comfortably Off	25	32 ^A	29	30
Moderate Means	22 ^{BCD}	12	15	15
Hard-pressed	33 ^{BCD}	14	22 ^B	24 ^B
IMD decile*				
Least deprived: 10	5	13 ^{ACD}	9 ^A	7
9	7	12 ^{AC}	8	9
8	7	12 ^A	9	9
7	8	12 ^A	11	12 ^A
6	8	11 ^{AC}	8	9
5	10	9	11	12
4	10	8	9	11
3	12 ^B	8	13 ^B	10
2	16 ^{BCD}	8	10	9
Most deprived: 1	18 ^{BCD}	6	12 ^B	13 ^B
<i>Base (unweighted)</i>	<i>935</i>	<i>4000</i>	<i>730</i>	<i>557</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

*The Index of Multiple Deprivation (IMD) is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (e.g. 10% most deprived neighbourhoods).

Table 7.2 (cont.) Heritage: Demographics continued

	Non-visitors <i>(Neither interview)</i>	Consistent visitors <i>(Both interviews)</i>	Former visitors <i>(Interview 1 only)</i>	New visitors <i>(Interview 2 only)</i>
	% A	% B	% C	% D
Sex				
Male	45	49	51	47
Female	55	51	49	53
Age group				
16-24	22 ^B	11	18 ^B	18 ^B
25-44	28	33 ^A	38 ^A	33
45-64	26	34 ^{ACD}	26	27
65-74	9	13 ^{AC}	7	10
75+	15 ^B	8	11	12 ^B
NS-SEC category				
Lower socio-economic group	56 ^{BC}	30	40 ^B	49 ^{BC}
Upper socio-economic group	34	62 ^{ACD}	49 ^{AD}	41 ^A
Working status				
Not working	50 ^{BCD}	31	30	34
Working	50	69 ^A	70 ^A	66 ^A
Housing tenure				
Owners	50	73 ^{ACD}	58 ^A	57 ^A
Social rented sector	31 ^{BCD}	8	21 ^B	20 ^B
Private rented sector	19	18	21	23
Ethnicity				
Black and minority ethnic	20 ^B	7	17 ^B	17 ^B
White	80	93 ^{ACD}	83	83
Religion				
No religion	31	31	34 ^D	26
Christian	56	64 ^{AC}	57	62
Other religion	13 ^{BC}	5	8 ^B	11 ^B
Disability				
No disability	65	78 ^{AD}	77 ^A	70
Longstanding illness or disability	35 ^{BC}	22	23	30 ^B
<i>Base (unweighted)</i>	935	4000	730	557

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

Table 7.3 Museums: Demographics

	Non-visitors <i>(Neither interview)</i>	Consistent visitors <i>(Both interviews)</i>	Former visitors <i>(Interview 1 only)</i>	New visitors <i>(Interview 2 only)</i>
	% A	% B	% C	% D
Region				
South West	11	9	11	10
South East	16	18	15	19
London	13	17 ^{AD}	16	13
East of England	11	11	13	12
West Midlands	11	10	9	9
East Midlands	9	8	9	9
Yorkshire and Humberside	10	10	10	11
North West	14	13	12	12
North East	5	5	5	5
Area type				
Rural	18	18	21	19
Urban	82	82	79	81
ACORN category				
Wealthy Achievers	20	30 ^{ACD}	23	25 ^A
Urban Prosperity	8	16 ^{ACD}	11	11
Comfortably Off	29	30	34 ^A	32
Moderate Means	17 ^B	11	16 ^B	15 ^B
Hard-pressed	27 ^{BCD}	14	16	17 ^B
IMD decile*				
Least deprived: 10	8	13 ^A	11	11
9	9	12 ^A	12	10
8	9	11 ^A	10	12 ^A
7	11	12	10	11
6	9	11	12	10
5	10	9	10	10
4	9	9	10	10
3	12 ^{BCD}	9	8	7
2	10	9	11	10
Most deprived: 1	14 ^{BCD}	7	8	9
<i>Base (unweighted)</i>	<i>2174</i>	<i>2497</i>	<i>766</i>	<i>793</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

*The Index of Multiple Deprivation (IMD) is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (e.g. 10% most deprived neighbourhoods).

Table 7.3 (cont.) Museums: Demographics continued

	Non-visitors <i>(Neither interview)</i>	Consistent visitors <i>(Both interviews)</i>	Former visitors <i>(Interview 1 only)</i>	New visitors <i>(Interview 2 only)</i>
	% A	% B	% C	% D
Sex				
Male	48	47	48	52
Female	52	53	52	48
Age group				
16-24	17 ^B	10	18 ^B	14 ^B
25-44	28	36 ^A	39 ^{AD}	33 ^A
45-64	29	34 ^{AC}	28	32
65-74	11 ^C	13 ^C	7	12 ^C
75+	15 ^{BCD}	7	8	10
NS-SEC category				
Lower socio-economic group	50 ^{BCD}	24	37 ^B	39 ^B
Upper socio-economic group	42	67 ^{ACD}	50 ^A	51 ^A
Working status				
Not working	42 ^{BCD}	29	28	33
Working	58	71 ^A	72 ^A	67 ^A
Housing tenure				
Owners	58	74 ^{ACD}	62	69 ^{AC}
Social rented sector	24 ^{BCD}	7	12 ^B	14 ^B
Private rented sector	19	18	26 ^{ABD}	18
Ethnicity				
Black and minority ethnic	13 ^B	9	15 ^{BD}	10
White	87	91 ^{AC}	85	90 ^C
Religion				
No religion	29	33 ^{AD}	34 ^D	28
Christian	62	61	58	67 ^{BC}
Other religion	8 ^{BD}	6	8	5
Disability				
No disability	69	79 ^{AD}	82 ^{AD}	74 ^A
Longstanding illness or disability	31 ^{BCD}	21	18	26 ^{BC}
<i>Base (unweighted)</i>	<i>2174</i>	<i>2497</i>	<i>766</i>	<i>793</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

Table 7.4 Libraries: Demographics

	Non-visitors <i>(Neither interview)</i>	Consistent visitors <i>(Both interviews)</i>	Former visitors <i>(Interview 1 only)</i>	New visitors <i>(Interview 2 only)</i>
	% A	% B	% C	% D
Region				
South West	10	10	10	9
South East	18	16	18	14
London	12	17 ^A	19 ^A	18 ^A
East of England	11	12 ^D	12	8
West Midlands	10	10	8	8
East Midlands	9	8	7	10
Yorkshire and Humberside	11	9	9	13
North West	14	12	13	16
North East	5	5	5	4
Area type				
Rural	20	18	16	18
Urban	80	82	84	82
ACORN category				
Wealthy Achievers	24	27 ^C	22	23
Urban Prosperity	11	13	16 ^A	12
Comfortably Off	32 ^B	28	28	27
Moderate Means	14	14	16	13
Hard-pressed	19	18	18	26 ^{ABC}
IMD decile*				
Least deprived: 10	11	11	11	9
9	9	13 ^A	10	9
8	11	10	8	13 ^C
7	12 ^D	11	11	8
6	10	11	10	12
5	10	9	11	7
4	9	7	11 ^B	10
3	10 ^D	10	9	7
2	10	9	9	12
Most deprived: 1	9	10	10	13 ^A
<i>Base (unweighted)</i>	<i>3159</i>	<i>1869</i>	<i>731</i>	<i>462</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

*The Index of Multiple Deprivation (IMD) is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (e.g. 10% most deprived neighbourhoods).

Table 7.4 (cont.) Libraries: Demographics continued

	Non-visitors <i>(Neither interview)</i>	Consistent visitors <i>(Both interviews)</i>	Former visitors <i>(Interview 1 only)</i>	New visitors <i>(Interview 2 only)</i>
	% A	% B	% C	% D
Sex				
Male	53 ^{BCD}	38	48 ^B	46 ^B
Female	47	62 ^{ACD}	52 ^A	54 ^A
Age group				
16-24	14 ^B	10	22 ^{ABD}	15 ^B
25-44	29	39 ^{AC}	34	38 ^A
45-64	34 ^B	27	30	31
65-74	12 ^C	12 ^C	7	11
75+	11 ^{CD}	13 ^{CD}	7	5
NS-SEC category				
Lower socio-economic group	41 ^{BC}	31	34	38 ^B
Upper socio-economic group	51	61 ^{ACD}	51	50
Working status				
Not working	32	40 ^{AC}	30	35
Working	68 ^B	60	70 ^B	65
Housing tenure				
Owners	66	68 ^D	64	61
Social rented sector	14	16	15	19
Private rented sector	20 ^B	17	22 ^B	21
Ethnicity				
Black and minority ethnic	9	15 ^A	14 ^A	16 ^A
White	91 ^{BCD}	85	86	84
Religion				
No religion	32 ^B	27	36 ^{BD}	28
Christian	63 ^C	64 ^C	56	59
Other religion	5	9 ^A	8 ^A	13 ^{AC}
Disability				
No disability	75	75	77	74
Longstanding illness or disability	25	25	23	26
<i>Base (unweighted)</i>	<i>3159</i>	<i>1869</i>	<i>731</i>	<i>462</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

Table 7.5 Sport: Demographics

	Non-participants <i>(Neither interview)</i>	Consistent participants <i>(Both interviews)</i>	Former participants <i>(Interview 1 only)</i>	New participants <i>(Interview 2 only)</i>
	% A	% B	% C	% D
Region				
South West	11 ^B	9	10	9
South East	16	18	17	17
London	13	16 ^A	14	19 ^{AC}
East of England	11	12	12	10
West Midlands	11	10	9	9
East Midlands	8	9	9	7
Yorkshire and Humberside	10	10	11	10
North West	13	13	14	15
North East	6 ^B	4	5	4
Area type				
Rural	20 ^C	19	16	17
Urban	80	81	84 ^A	83
ACORN category				
Wealthy Achievers	22	29 ^{AD}	24	21
Urban Prosperity	9	14 ^A	13 ^A	14 ^A
Comfortably Off	30	30	28	32
Moderate Means	14	14	16	14
Hard-pressed	24 ^{BCD}	13	18 ^B	19 ^B
IMD decile*				
Least deprived: 10	8	14 ^{AD}	11 ^A	10
9	10 ^C	12 ^C	7	9
8	9	11	12 ^A	12
7	11	11	11	11
6	10	11	10	10
5	10	9	11	9
4	10 ^{BC}	8	7	8
3	10	9	11	10
2	11	9	10	10
Most deprived: 1	11 ^B	7	9	12 ^B
<i>Base (unweighted)</i>	2876	1957	710	684

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

*The Index of Multiple Deprivation (IMD) is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (e.g. 10% most deprived neighbourhoods).

Table (cont.) 7.5 Sport: Demographics continued

	Non-participants <i>(Neither interview)</i>	Consistent participants <i>(Both interviews)</i>	Former participants <i>(Interview 1 only)</i>	New participants <i>(Interview 2 only)</i>
	% A	% B	% C	% D
Sex				
Male	45	55 ^{ACD}	43	41
Female	55 ^B	45	57 ^B	59 ^B
Age group				
16-24	7	23 ^{ACD}	16 ^A	13 ^A
25-44	22	40 ^A	40 ^A	43 ^A
45-64	37 ^{BCD}	25	31 ^B	30
65-74	16 ^{BCD}	7	9	9
75+	19 ^{BCD}	5	5	4
NS-SEC category				
Lower socio-economic group	47 ^{BCD}	26	37 ^B	36 ^B
Upper socio-economic group	49	60 ^{AC}	52	55 ^A
Working status				
Not working	47 ^{BCD}	23	28 ^B	26
Working	53	77 ^{AC}	72 ^A	74 ^A
Housing tenure				
Owners	64	69 ^A	64	64
Social rented sector	20 ^{BCD}	8	16 ^B	15 ^B
Private rented sector	15	23 ^A	20 ^A	22 ^A
Ethnicity				
Black and minority ethnic	11	11	14 ^A	15 ^A
White	89 ^{CD}	89	86	85
Religion				
No religion	25	38 ^{AD}	33 ^A	30 ^A
Christian	69 ^{BCD}	55	59	59
Other religion	6	7	8	11 ^{AB}
Disability				
No disability	63	87 ^{ACD}	78 ^A	77 ^A
Longstanding illness or disability	37 ^{BCD}	13	22 ^B	23 ^B
<i>Base (unweighted)</i>	<i>2876</i>	<i>1957</i>	<i>710</i>	<i>684</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

Table 7.6 Reasons for increased arts participation

Reasons for increased arts participation	All reasons	Main reason
	%	%
I have more free time	30	21
I enjoy doing the activity with other people/socialising through the activity	18	9
I wanted to broaden my interests	15	7
I wanted to introduce my child to a new activity/encourage my child's interests or learning	13	10
I wanted to do something for myself	12	7
My friends started doing it/doing more of it	10	4
I wanted a new challenge	7	3
I'm passionate about it	6	3
My health improved	6	3
I get on well with the people who do it	6	1
I have less childcare responsibilities/children are less dependent	6	3
I wanted to meet new people	6	1
I can afford to do it now	4	1
Facilities have become available close to where I live	3	1
I had significantly more disposable income	3	1
Serious illness or injury	2	1
My child/ren started school	2	1
I had significantly less disposable income	2	1
I had another child	2	1
Other reasons	18	12
No reason/don't know/no answer	7	7
<i>Base (unweighted)</i>	<i>808</i>	<i>808</i>

* Answers given by 2% or higher

Table 7.7 Reasons for increased arts attendance

Reasons for increased arts attendance	All reasons	Main reason
	%	%
I have more free time	23	16
I enjoy going to these events with other people/socialising through the event	16	10
There were (more) events that interested me in the last 12 months	16	11
My friends started doing it/doing more of it	12	8
I wanted to introduce my child to a new activity/encourage my child's interests or learning	10	8
I wanted to broaden my interests	9	4
I can afford to do it now	5	2
I wanted to do something for myself	4	1
I have less childcare responsibilities/children are less dependent	4	3
I'm passionate about it	4	1
I get on well with the people who go there	4	2
My health improved	3	2
Facilities have become available close to where I live	3	2
I wanted to meet new people	3	1
I had significantly more disposable income	3	1
Went with family/a family visit	2	2
Other reasons	23	20
No reason/don't know/no answer	8	5
<i>Base (unweighted)</i>	<i>1131</i>	<i>1131</i>

* Answers given by 2% or higher

Table 7.8 Reasons for decreased arts participation

Reasons for decreased arts participation	All reasons	Main reason
	%	%
I had less free time	41	26
There were other things I preferred to do in my leisure time	17	12
My work demands increased	14	9
Childcare responsibilities took priority over it	10	6
I had significantly less disposable income	9	4
I developed health problems or a disability	7	5
It became too expensive	7	2
Significant increase in financial commitments such as household bills, mortgage, loans etc	4	2
Serious illness or injury	4	3
Someone in my immediate family became seriously ill	4	1
I moved house	4	1
It was/became too difficult	3	1
I have taken on additional caring responsibilities for a friend or family member	3	1
I had another child	3	2
Once I stopped doing it, it was easier not to do it again	2	1
I left school or university	2	2
I stopped enjoying or didn't enjoy the activity	2	1
I started a new relationship	2	1
It was difficult to get to via the transport options available to me	2	1
Death of a close family member	2	1
My child/ren started school	2	0
Everyone I used to do it with had given it up	2	1
Other reasons	18	10
No reason/don't know/no answer	6	6
<i>Base (unweighted)</i>	939	939

* Answers given by 2% or higher

Table 7.9 Reasons for decreased arts attendance

Reasons for decreased arts attendance	All reasons	Main reason
	%	%
I had less free time	40	28
There were other things I preferred to do in my leisure time	14	9
There were fewer/no events of interest to me	12	8
Childcare responsibilities took priority over it	10	5
My work demands increased	9	6
I had significantly less disposable income	9	5
It became too expensive	6	3
I developed health problems or a disability	6	5
I had no one to go with	5	2
Significant increase in financial commitments such as household bills, mortgage, loans etc	5	2
Someone in my immediate family became seriously ill	4	2
Serious illness or injury	4	3
I have taken on additional caring responsibilities for a friend or family member	2	1
I moved house	2	0
I had another child	2	2
Everyone I used to go with had stopped going	2	1
Death of a close family member	2	1
It was difficult to get to via the transport options available to me	2	0
I got a pet	2	1
I had my first child	2	1
Once I stopped going, it was easier not to go again	2	1
I [or my partner] changed jobs	2	0
Other reasons	16	9
No reason/don't know/no answer	5	4
<i>Base (unweighted)</i>	<i>1417</i>	<i>1417</i>

* Answers given by 2% or higher

Table 7.10 Reasons for increased frequency of visiting heritage sites

Reasons for visiting heritage sites more	All reasons	Main reason
	%	%
I have more free time	24	16
I enjoy going to these places with other people/socialising at the place	12	7
I wanted to introduce my child to a new activity/encourage my child's interests or learning	12	10
My friends started going /going more often	10	7
I wanted to broaden my interests	10	5
There were (more) events that interested me in the last 12 months	9	6
It was a holiday activity/we went on holiday	6	6
I wanted to do something for myself	5	2
I get on well with the people who go there	3	1
Went with family/a family visit	3	3
My health improved	3	2
I have less childcare responsibilities/children are less dependent	2	2
I started a new relationship	2	1
I can afford to do it now	2	1
I'm passionate about it	2	1
Facilities have become available close to where I live	2	2
I had significantly more disposable income	2	1
I wanted to meet new people	2	0
Other reasons	24	20
No reason/don't know/no answer	7	7
<i>Base (unweighted)</i>	<i>1485</i>	<i>1485</i>

* Answers given by 2% or higher

Table 7.11 Reasons for decreased frequency of visiting heritage sites

Reasons for visiting heritage sites less	All reasons	Main reason
	%	%
I had less free time	36	27
There were other things I preferred to do in my leisure time	15	11
My work demands increased	9	6
Childcare responsibilities took priority	7	4
I had significantly less disposable income	6	4
There were less/no events that interested me in the last 12 months	6	3
I developed health problems or a disability	6	5
It became too expensive	6	3
It is usually a holiday activity and I haven't been on holiday in the last 12 months	4	3
Serious illness or injury	3	3
Someone in my immediate family became seriously ill	3	2
Significant increase in financial commitments such as household bills, mortgage, loans etc	3	1
I moved house	3	2
Everyone I used to go with stopped going	2	2
I have taken on additional caring responsibilities for a friend or family member	2	1
It was difficult to get to via the transport options available to me	2	1
I left school or university	2	1
Other reasons	22	14
No reason/don't know/no answer	6	6
<i>Base (unweighted)</i>	<i>1917</i>	<i>1917</i>

* Answers given by 2% or higher

Table 7.12 Reasons for increased frequency of visiting museums/galleries

Reasons for visiting museums/galleries more	All reasons	Main reason
	%	%
I have more free time	21	17
There were (more) exhibitions that interested me in the last 12 months	15	10
I wanted to introduce my child to a new activity/encourage my child's interests or learning	13	12
I wanted to broaden my interests	13	6
I enjoy going to these events with other people/socialising through the event	10	6
My friends started going /going more often	8	6
It was a holiday activity/we went on holiday	7	6
I wanted to do something for myself	5	2
I'm passionate about it	5	3
Went with family/a family visit	4	3
I have less childcare responsibilities/children are less dependent	3	2
I can afford to do it now	3	1
My health improved	2	2
I get on well with the people who go there	2	0
The facilities have improved	2	1
Facilities have become available close to where I live	2	1
I left school or university	2	0
I had significantly more disposable income	2	1
Other reasons	21	22
No reason/don't know/no answer	5	3
<i>Base (unweighted)</i>	935	935

* Answers given by 2% or higher

Table 7.13 Reasons for decreased frequency of visiting museums or galleries

Reasons for visiting museums/galleries less	All reasons	Main reason
	%	%
I had less free time	38	27
There were other things I preferred to do in my leisure time	17	14
My work demands increased	9	6
There were less/no exhibitions that interested me in the last 12 months	8	6
Childcare responsibilities took priority over it	7	4
I had significantly less disposable income	6	3
I developed health problems or a disability	5	4
It became too expensive	4	2
Someone in my immediate family became seriously ill	3	2
Significant increase in financial commitments such as household bills, mortgage, loans etc	3	1
Serious illness or injury	3	2
Everyone I used to go with had stopped going	3	2
It was difficult to get to via the transport options available to me	2	2
I have taken on additional caring responsibilities for a friend or family member	2	1
I had another child	2	1
I had my first child	2	1
I left school or university	2	1
I stopped enjoying or didn't enjoy going	2	1
Once I stopped going, it was easier not to go again	2	1
Other reasons	17	12
No reason/don't know/no answer	4	4
<i>Base (unweighted)</i>	924	924

* Answers given by 2% or higher

Table 7.14 Reasons for increased frequency of using public library services

Reasons for using public library services more often	All reasons	Main reason
	%	%
I wanted to encourage my child to read books	21	18
I like to read/wish to read more	19	11
I have more free time	16	10
I wanted to broaden my interests	10	5
The facilities have improved	8	3
I enjoy going to the library with other people	8	3
I needed to access the internet	7	4
I wanted to do something for myself	6	3
Books have become too expensive to buy	6	3
Facilities have become available close to where I live	6	3
There were (more) events at the library that interested me during the last 12 months	4	2
I started a course / needed the library to study	3	3
I had my first child	2	2
My friends started going / going more	2	1
My child/ren started school	2	1
I had significantly less disposable income	2	1
My work demands increased	2	2
I have less childcare responsibilities / children are less dependent	2	1
The staff/service has improved	2	0
I wanted to meet new people	2	0
Other reasons	24	20
No reason/don't know/no answer	5	4
<i>Base (unweighted)</i>	744	744

* Answers given by 2% or higher

Table 7.15 Reasons for decreased frequency of using public library services

Reasons for using public library services less often	All reasons	Main reason
	%	%
I had less free time	24	17
I started to buy books / get books from elsewhere	19	14
I now read E Books (eg. Kindle, iBooks, Kobo) so don.t need to use the library anymore	11	7
There were other things I preferred to do in my leisure time	9	7
My work demands increased	6	4
I left school or university	5	4
I'm using the internet more to access information	5	4
Childcare responsibilities took priority over it	5	4
I've had no need to go this year	4	4
I developed health problems or a disability	3	3
My child/ren started school	3	2
The facilities got worse	3	1
Once I stopped going, it was easier not to go again	3	2
It became inconvenient as the opening hours changed/library is open less often	3	1
They stopped stocking the books I like	2	1
I had another child	2	1
The service became unsatisfactory	2	1
The library closed down	2	1
Everyone I used to go with had stopped going	2	1
Other reasons	16	14
No reason/don't know/no answer	7	6
<i>Base (unweighted)</i>	<i>1156</i>	<i>1156</i>

* Answers given by 2% or higher

Table 7.16 Reasons for increased sports participation

Reasons for increased sports participation	All reasons	Main reason
	%	%
I wanted to get fitter/healthier	41	29
I have more free time	24	13
I enjoy doing the activity with other people / socialising through the activity	16	5
I wanted to do something for myself	14	4
My health improved	13	5
I wanted a new challenge	11	2
My friends started doing it / doing more of it	10	5
To improve skill level	9	1
I'm passionate about it	9	3
I wanted to introduce my child to a new activity / encourage my child's interests or learning	7	4
I get on well with the people who do it	7	1
I wanted to meet new people	5	1
I wanted to broaden my interests	5	1
Facilities have become available close to where I live	4	2
I have less childcare responsibilities / children are less dependent	4	1
Recovered from injury	3	1
I got a dog	2	1
I can afford it now	2	0
To increase competitive success	2	0
More actively involved in sports club/organisation	2	1
I had significantly more disposable income	2	0
My child/ren started school	2	0
It was a holiday activity/we went on holiday	2	2
Serious illness or injury	2	1
You got a pet	2	1
The facilities have improved	2	0
Other reasons	19	11
No reason/don't know/no answer	3	3
<i>Base (unweighted)</i>	<i>1124</i>	<i>1124</i>

* Answers given by 2% or higher

Table 7.17 Reasons for decreased sports participation

Reasons for decreased sports participation	All reasons	Main reason
	%	%
I had less free time	41	27
My work demands increased	17	10
I developed health problems or a disability	9	8
Childcare responsibilities took priority over it	9	4
There were other things I preferred to do in my leisure time	9	6
Serious illness or injury	6	5
Once I stopped doing it, it was easier not to do it again	5	2
I had significantly less disposable income	4	2
I had to give up due to an injury (sustained from sport)	3	2
It became too expensive	3	1
Significant increase in financial commitments such as household bills, mortgage, loans etc	3	1
The weather	3	3
Once I was out of practice, it was too hard to get back into it	3	1
Someone in my immediate family became seriously ill	3	2
I moved house	3	1
Everyone I used to do it with had given it up	3	1
It was/became too difficult	2	1
I had to give up due to an injury (not sustained from sport)	2	1
I had my first child	2	2
I had another child	2	1
The classes / sessions changed to an inconvenient time	2	1
I [or my partner] changed jobs	2	1
I left school or university	2	1
I got a pet	2	1
Other reasons	20	12
No reason/don't know/no answer	5	4
<i>Base (unweighted)</i>	<i>1117</i>	<i>1117</i>

* Answers given by 2% or higher