DCMS Statistical Handbook

This release summarises Official Statistics relevant to the Department for Culture, Media and Sport (DCMS), including statistics published by DCMS, its Arm’s Length Bodies, the Office for National Statistics, and other government departments, it covers:

- The Economic Contribution of DCMS sectors
- Participation in DCMS sectors
- Arts
- Creative Industries
- Digital
- Gambling
- Heritage
- Libraries
- Museums
- Sport
- Telecoms
- Tourism
- Volunteering, Charitable Giving and Civic Engagement

It is intended to provide a window into the data available and a pointer to further information rather than comprehensive details of all statistics relevant to these sectors. Additional information can be found in the individual releases and interactive tools, linked on each slide.

A number of the statistics included in this release are departmental indicators, for further information see DCMS’ Single Departmental Plan.
Economic Contribution

- **Gross value added (GVA)** of DCMS sectors grew faster than the economy as a whole, increasing by 3.6% since 2014 (£213bn), and 24.8% since 2010 (£177bn): compared to 2.3% and 17.4% respectively for the UK economy as a whole.

Source: DCMS, DCMS Sectors Economic Estimates

Notes:
1. These estimates cover the contribution of the following sectors to the UK economy: Creative Industries; Cultural Sector; Digital Sector; Gambling; Sport; Telecoms; and Tourism. They do not include the Office for Civil Society.
2. Estimates are in current prices (i.e. not adjusted for inflation).
3. Exports and imports relate to services only and do not include Tourism.
Jobs

Percentage of jobs filled by EU (non-UK) nationals*:
2015

- 5.4% of jobs in DCMS sectors (excluding Tourism) were filled by EU (non-UK) nationals, compared with 6.1% of UK jobs.
- The Creative Industries had the highest proportion of jobs filled by EU (non-UK) nationals (6.1%).
- The Digital Sector was the only sector with more non-EU than EU nationals.

Exports

- In 2014, DCMS sectors (excluding Tourism) exported £37.7bn worth of services to the rest of the world: 17.2% of total UK service exports. This was a 13.7% increase from 2013, and a 40.5% increase since 2010.

Enterprises

In 2014, there were 331 thousand enterprises in DCMS sectors, 15.8% of all UK enterprises.

*This does not include the tourism sector as data are not available for direct tourism. Data on the wider tourism industries are available in a separate ONS release.

Source: DCMS, DCMS Sectors Economic Estimates
Participation

Cultural and Sporting Participation
In the year to September 2015...

**93%** of adults engaged in at least one of five DCMS sectors (arts, heritage, museums and galleries, libraries or sport)...

...**10%** of adults had participated in all five.

These levels are similar to 2013/14.

Source: [DCMS, Taking Part, Focus on: cross-sector participation](#)

In the year to March 2016:

- **76%** of adults (16+) had **engaged with the arts**.
- **73%** of adults had **visited a heritage site**.
- **33%** of adults **used a public library** service.
- **53%** of adults had **visited a museum or gallery**.

Source: [DCMS, Taking Part 2015/16: Quarter 4 statistical release](#)

Commemorating the First World War
In 2015/16...

- **55%** of adults were aware of local or national events/activities being held in the UK to commemorate the First World War.
- **77%** supported the UK commemorating the Centenary of the First World War.

Source: [DCMS, Taking Part 2015/16: Quarter 4 statistical release](#)

Digital Participation
The internet was used daily or almost daily by more than **8 in 10 (82%)** adults in Great Britain in 2016, compared with 78% in 2015 and 35% in 2006.

Source: [ONS, Internet Access – Households and Individuals](#)

Volunteering and Charitable Giving
In 2015/16...

- **70%** of adults had **volunteered** at least once in the last 12 months.
- **47%** of adults **volunteered** at least once a month.

73% of adults **gave to charity** in the four weeks prior to being interviewed.

Source: [Cabinet Office, Community Life Survey](#)
Adult Digital Participation in DCMS Sectors
In 2015/16...
• 35% visited a sports website
• 29% visited a museum or gallery website
• 28% visited a heritage website
• 25% visited a theatre/concert website or another arts website
• 14% visited a library website
• 10% visited an archive website
Source: DCMS, Taking Part 2015/16: Quarter 4 statistical release

Wellbeing
In 2015/16, wellbeing scores were stable when compared with 2014/15.
Source: DCMS, Taking Part 2015/16: Quarter 4 statistical release

Child Participation in culture and sport
In 2015/16, more than 6 in 10 children engaged with each DCMS cultural sector.
Almost 9 out of 10 (89%) children participated in sport.
Source: DCMS, Taking Part 2015/16: Annual Child Release

International Tourism
In 2015, overseas visitors spent £22bn during 36m visits to the UK. Spend and visits were up compared to 2014 (1% and 5% respectively).

Domestic Tourism
£25bn was spent on 124m domestic overnight trips in GB. Spend and trip number were up on 2014 (both 9%).
Source: VisitEngland, Great British Tourism Survey

Social Media Use
70% of adults used social media in 2014/15. The most frequently accessed social media site was Facebook, followed by YouTube and Twitter.
Source: DCMS Taking Part, Focus on: Social media use

Explore more data in:
Taking Part online data analysis tools
Sport England’s Active People Survey analysis tool
ONS’ Wellbeing “wheel of measures”
76.1% of adults had engaged with the arts* at least once in the year to March 2016.

• In 2015/16, engagement in the arts was highest in the South West (84.2%) and South East (79.1%).
• The North West was the only region with a statistically significant increase between 2005/06 (71.5%) and 2015/16 (77.8%).
• Adults living in rural areas have a higher engagement rate (80.2%) than those living in urban areas (75.1%).
• A higher proportion of women (80.2%) than men (71.8%) engaged with the arts in the last year.

*Examples of arts engagement include participating in activities such as painting and practicing circus skills, or attending events such as live music performances and seeing a play.

Source: DCMS, Taking Part 2015/16: Quarter 4 statistical release

The most popular art forms to participate in were...

- 13.8% Textile crafts
- 12.1% Painting drawing, printmaking, sculpture
- 10.7% Playing a musical instrument
- 8.0% Other dance (not for fitness)
- 7.7% Photography as an artistic activity
- 6.1% Bought any original works of art

Source: DCMS, Taking Part 2014/15, Focus on: Art Forms

The UK Cultural Sector* contributed:

- £27.0bn to the economy (GVA) in 2015, 1.6% of UK GVA
- 0.6m jobs (2015), 2.0% of UK jobs.
- £5.4bn exports of services (2014), 2.5% of UK exports of services.
- £2.5bn imports of services (2014), 1.9% of UK imports of services.
- 65,500 enterprises (2014), 3.1% of UK enterprises

*The Cultural Sector is wider than arts, it includes: arts, film, media, music, heritage, museums, libraries, archives and cultural education.

Source: DCMS, DCMS Sectors Economic Estimates
In the year to March 2016, 98% of children aged 5-15 engaged with the arts. The most popular art form was **reading and writing**, which was undertaken by:

- 86.9% of 5-10 year olds; and
- 93.5% of 11-15 year olds.

**Film or video** is the only art form where participation increased for both age groups between 2008/09 and 2015/16 with 67.0% of 5-10 year olds and 81.3% of 11-15 year olds participating in the year to March 2016.

Source: [DCMS, Taking Part 2015/16: Child Annual Release](#)

### Of those who visited an arts website...

- **71%** searched about an artist, performer or event.
- **21%** viewed or downloaded part of all of a performance or exhibition.
- **7%** wanted to improve their creativity skills.

Source: [DCMS, Taking Part 2015/16: Quarter 4 statistical release](#)

### Export of objects of cultural interest

In 2014/15, there were **12,852** applications for export licenses, covering **92,277** items. The combined value of these items was **£16.7bn**, a 26% increase on 2013/14 (£13.26bn).

**12 applications** were referred to the Secretary of State for deferral (£48m worth).

Source: [DCMS, Exports of objects of cultural interest 2014/15](#)

### Local Authority spending on the Arts*

Local Authorities’ total net expenditure on arts was **£426m** in 2014/15, down from **£510m** in 2009/10, a decrease of **16.4%**. This compared to a decrease of **7.4%** for total net Local Authorities expenditure over the same period.

Theatres and Public Entertainment had the largest decrease across arts related services, decreasing by **18.1%** from **£170m** in 2009/10 to **£139m** in **2014/15**.

*Arts includes arts development, museums and galleries and theatres and public entertainment

Source: [DCLG, Local Authority Revenue Expenditure](#)

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**Explore more data in the:**

- Arts Council England's cultural education toolkit
- Taking Part online data analysis tools

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*Total fundraising to DCMS funded cultural institutions* was **£525m** in 2014/15, an increase from **£476m** in 2013/14.

**Excluding donated objects**, the total fundraising was **£428m** in 2014/15, a decrease from **£455m** in 2013/14.

Source: [DCMS, Charitable giving indicators publication 2014/15](#)
Creative Industries

Creative Industries jobs as percentage of total jobs in each UK region or nation (2015)

- Over two thirds (69.2%) of jobs in the Creative Industries were based outside London.
- London had the highest proportion of Creative Industries jobs (11.5%) and the North East the lowest (3.2%).

The UK Creative Industries* contributed:

- £87.4bn to the UK economy in 2015 (5.3% of UK GVA) and grew faster than the UK economy as a whole (34% growth since 2010 compared to 17%).
- 1.9m jobs in 2015, 5.8% of UK jobs.
- £19.8bn exports of services in 2014, 9.1% of UK exports of services.
- £8.7bn imports of services in 2014, 6.6% of UK imports of services.
- 248,800 enterprises, 12.0% of UK enterprises.

Source: DCMS, Creative Industries 2015 Focus on Employment

*The Creative Industries include areas such as advertising, film, publishing, music, architecture, design and IT see following slide for full details.
Films
- In 2015 £1.2bn was taken at the box office from 172m admissions.

Exports of services by continent (2014)
- Americas £5,526m
- Europe £11,356m
- Asia £2,039m
- Africa £407m
- Australasia £356m

GVA share per Creative Industries Group (2014)

Satisfaction with Public Service Broadcasters (PSBs)
In 2015, 73% of those who watch at least one PSB channel were very or quite satisfied, 20% were very satisfied (compared with 70% and 15% in 2010).
More than 8 in 10 (41.8m) adults in Great Britain used the internet daily or almost daily in 2016, compared with 78% in 2015 and 35% in 2006.

Mobiles or smartphones are the most popular devices used by adults to access the internet (used by 71% of adults in Great Britain). This was followed by Laptops or Notebooks (62%).

The UK Digital Sector contributed:
- £118.4bn to the economy (GVA) in 2015, 7.1% of UK GVA, and grew faster than the UK since 2010.
- 1.4m jobs (2015), 4.4% of UK jobs.
- £31.8bn exports of services (2014), 14.5% of UK total exports of services.
- £15.5bn exports of goods (2015), 5.4% of UK exports of goods.
- £17.0bn imports of services (2014), 12.8% of UK imports of services.
- 199,000 enterprises (2014), 9.5% of UK enterprises.

In 2015, **82%** of adults describe themselves as **confident they can stay safe online** (up from 80% in 2014).

Source: *Ofcom, Adult Media Literacy Tables*

Of those who used the internet in 2015:

- **Over half (55%)** used it to watch TV online, or download TV programmes or films (at least once a quarter). This was an **increase** from 31% in 2010.

- **Over half (57%)** used the internet to find out about news/events in the local area/community.

- **Less than 1 in 10 (7%)** used the internet to contact a local councillor/MP online (at least once a quarter). Up from 3% in 2010.

Source: *Ofcom, Adults’ Media Use & Attitudes Report*

In 2014, there were **£573.4bn** worth of e-commerce sales, **71.4%** more than in 2008 (when it was **£334.6bn**). Including micro-enterprises (enterprises with less than 10 employees), there were **£592.9bn** e-commerce sales in 2014.

![Graph](graph.png)

In 2014 (excluding micro-enterprises)...  
...the vast majority of businesses had some internet access (**95.8%**).  
...**60.8%** of employees in businesses used computers (up from 52.1% in 2007).  
...**56.0%** of employees used a computer with internet access (up from 40.7% in 2007).

Source: *Office for National Statistics, E-Commerce and ICT Activity Statistics*

Explore more data in the:

- Digital Engagement dashboard
- Ofcom Open Data Portal
In June 2016, **46% of adults** (aged 16+) had participated in at least one form of gambling (49% in June 2015).

- When those only playing the national lottery are excluded, **30%** of adults had participated in at least one form of gambling.
- The problem gambling rate for adults was **0.7%** in June 2016, as classified by the short-form Problem Gambling Severity Index (0.4% in June 2015).

Source: [Gambling Commission, Gambling Participation Data](#)

### Market share by Gross Gambling Yield (GGY)

Total GGY of the remote sector in 2014/15 (November to September pro-rated for 12 months), excluding remote National Lottery and large society lotteries, was **£3.9bn**, representing a **31%** share of the total industry GGY.


### The UK Gambling Sector contributed:

- **£10.3bn** to the economy (GVA) in 2015, 0.6% of UK GVA.
- **0.09m** jobs (2015), 0.3% of UK jobs.
- **£0.2bn** exports of services (2014), 0.1% of UK exports of services.
- **£0.2bn** imports of services (2014), 0.2% of UK imports of services.
- **1,200** enterprises (2014), 0.1% of UK enterprises.

Source: [DCMS, DCMS Sectors Economic Estimates](#)

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### Gaming Machine GGY & the National Lottery (NL)*

- **80%** of the total machines GGY was accounted for by B2 & B3 Category machines (B2 machines have the highest maximum stake at £100, B3 at £2).
- There were **1.7bn** primary contributions (to good causes) from the NL in 2014/15 (October to September).

* Additional information on stakes is available [here](#).

95% of all adults agree it is important to them that heritage buildings and places are well looked after.

73% of adults had visited a heritage site at least once in the year to March 2016.

Engagement among adults aged 75+ (58.6%) is lower than among other age groups.

Engagement among those from lower socio-economic groups (61.0%) is lower than among those from higher-socio-economic groups (81.5%).

A higher proportion of adults from the white ethnic group (75.4%) engaged than adults from the black and minority ethnic (BME) group (57.3%).

Engagement with heritage was highest among adults from the South East (78.9%), and lowest among adults from London (66.5%).

70% of children aged 5-15 had visited a heritage site in the year to March 2016.

More boys aged 5-10 had visited a heritage site than girls of the same age. The reverse was true for children aged 11-15.

14% of all adults donated money to the heritage sector in 2015/16.

6% of adults who volunteer, volunteered in the sector.

In 2015/16

- 46.8% of adults engaged with heritage physically only
- 1.4% of adults engaged with heritage digitally only
- 26.4% of adults engaged both physically and digitally

There were **398,171** entries on The National Heritage List for England (NHLE) in 2016.

There were **4,960** heritage assets at Risk in England in 2016 - down from **5,534** in 2015.

Experiencing heritage was the main activity for **79m day visits** in Great Britain in 2015, a similar number to 2014. There were:

- ...15m visits to a cathedral, church, abbey or other religious building.
- ...34m visits to a museum.
- ...21m visits to a historic house, stately home or palace.
- ...24m visits to a castle/other historic site.

* Visits to specific types of attraction do not sum to 79m because multiple trips can be made in one day visit.


**Historic attractions** experienced strong visitor growth since 2001. In 2015, visits to **historic houses/castles** and **other** historic properties both increased by **2%** compared to 2014.

Source: VisitEngland, Annual Survey of Visits to Visitor Attractions

Explore more data in:
- Taking Part online data analysis tools
- Heritage Counts Indicators
- The Heritage Index
One in three (33%) adults (16+) used a public library service in the year to March 2016.

Proportion of adults who used a public library in the last year by gender, 2005/06 to 2015/16.

Public library use among adults has **decreased year on year** since the survey began in 2005/06, when it was 48.2%.

- In 2015/16 a higher proportion of adults from the **black and minority ethnic groups** (45.6%) used a public library service than those from the **white ethnic group** (31.6%).

In the year to September 2015, of those who used a library:

- **95%** physically visited a library building.
- **18%** used a computer (outside of a library) to access a library service.
- **10%** accessed or received a library service via email.
- **1%** received an outreach service or attended a library event.

*Figures do not add to 100% as people may use a library service more than once*

Source: [DCMS, Taking Part, focus on: Libraries](http://www.digitalculture.gov.uk)

Of the longitudinal respondents who reported increased use of a library, the main reason stated for this increased use was:

- **20%** wanted to encourage their children to read books.
- **18%** like to read, or wish they read more.

Source: [DCMS, Taking Part: Longitudinal report waves 1 to 3](http://www.digitalculture.gov.uk)
66% of children aged 5-15 had used a public library in the year to March 2016. This is a significant decrease from 70% in 2014/15.

The proportion of children aged 11-15 years old who visited a library during their spare time has significantly decreased from 45.8% in 2014/15 to 39.5% in 2015/16.

The proportion of 11-15 year olds who visited a library in school has remained stable over the same time period.

Local Authority spending on Libraries

Local Authorities’ total net expenditure on library services was £762m in 2014/15 down 20.4% from £957m in 2009/10. This compared to a decrease of 7.4% for all local authority total net expenditure over this time period.

Across all regions, expenditure on library services was highest in London (£159m) and lowest in the North East (£39m). This in part reflects the higher population in London.

In 2014/15, 82.2% of adults who said they had used the library in the last 12 months also used the library when they were growing up.

In the year to September 2015, 94.2% of adults who used a public library service were very or fairly satisfied with their library experience (up from 92.5% in 2010/11).

Source: DCMS, Taking Part 2015/16: Child Annual Release

Source: DCLG, Local Authority Revenue Expenditure

Source: DCMS, Taking Part, focus on: Libraries

Explore more data in:
Taking Part online data analysis tools
Museums

All Museums and Galleries

In the year to March 2016, over half (52.5%) of adults had visited a museum or gallery in the last year.

- Visits to a museum or gallery significantly increased between 2005/06 (42.3%) and 2015/16.
- The majority of visits in the year to March 2016 were made in people’s own time (98.3%).

Source: DCMS, Taking Part Survey 2015/16: Quarter 4

DCMS Sponsored Museums and Galleries

In 2015/16, there were 47.6 million visits to DCMS sponsored museums and galleries (a 6.3% decrease from 2014/15).

Excluding Tyne and Wear from the 2014/15 figures (as it was no longer sponsored by DCMS in 2015/16), there was a 2.9% decrease compared with 2014/15.

Source: DCMS, Museums and Galleries Monthly Visits

The proportion of adults visiting a museum or gallery website increased, from 15.8% of adults in 2005/06 to 28.6% in 2015/16.

- 65.6% of adults visited a website to find out about or order tickets for an exhibition or event (up from 58.1% in 2011/12).

In 2014/15:

- Just under half of all visits (47.0%) to DCMS Sponsored Museums and Galleries were from overseas visitors – a greater proportion than in 2013/14.
- 96.4% of adults said they would recommend a visit to their friends or family – a slight decrease from 97.8% in 2013/14.

Source: DCMS, Sponsored Museums Annual Performance Indicators
In 2015/16, 61.1% of children aged 5-15 had visited a museum or gallery in the last year.

Between 2008/09 and 2015/16 the proportion of children visiting a museum or gallery has remained stable for both 5-10 year olds and 11-15 year olds.

5-10 years

- Boys (68.2%)
- Girls (57.4%)

A significantly greater proportion of boys (68.2%) aged 5-10 had visited a museum or gallery in the last 12 months than girls (57.4%) the same age. There were no significant differences between gender for those aged between 11-15.

In 2015/16, 23.9% of children aged 11-15 had visited a museum during school time, in comparison, 45.9% had visited at least once in their spare time (outside of school)

Of longitudinal respondents to the Taking Part Survey, 70% had visited a museum or gallery at least once across three interviews, and 31% had reported a visit at each interview.

Between July 2015 and July 2016, there were 1,718 museums in the Museums Accreditation Scheme, a small decrease from July 2015 when there were 1,729 museums in the scheme.

The number of participating museums holding full accreditation decreased between July 2015 and July 2016, from 1,597 museums (92.4% of participants) to 1,568 museums (91.3% of participants).


Explore more data in the:
Taking Part online data analysis tools
In the year to March 2016, **36% of adults played sport at least once a week** (at least 30 mins at moderate intensity, adults 16+), a similar proportion to the previous year.

**Over half (55.8%)** of 16-25 year olds participated, compared with **32.4%** of those 26 years and over.

Participation among men (40.7%) was higher than among women (31.7%).

Rates of participation varied by ethnicity, **36.7%** of adults from a black or minority ethnic background participated compared with **36.1%** from a white-British background.

Participation for adults with a long term limiting illness or disability was lower than average at **17.0%**. This is an increase since 2005/06 when it was **15.3%**.

As well as playing sport, the Active People Survey data shows how people are involved in sport. In 2015/16
- **5.5m** adults volunteer regularly in sport.
- **9.7m** (22% of) adults (16+) are members of a sports club.
- Around **7m** adults received sports coaching (in 2014/15).
- **5.9m** took part in competitive sport.

23% of adults (16+) who had taken part in sport or recreational physical activity said that the **UK hosting the 2012 Olympic and Paralympic Games** had motivated them to do more of these activities.

This is a significant increase from 2005/06 (7.7%) and 2012/13 (the year the Games were held) (19.8%), but a similar level to 2014/15 (23.6%).

Source: Sport England, Active People Survey
89% of 5-15 year olds had participated in sport in the last four weeks (2015/16).

Top 5 sports were:

5 - 10 year olds (outside school only)
- Swimming, diving or lifesaving: 54%
- Cycling or riding a bike: 29%
- Football incuding 5-a-side: 32%
- Walking or hiking: 20%
- Gym, gymnastics, trampolining: 17%

11 - 15 year olds (in and outside school)
- Football incuding 5-a-side: 54%
- Basketball: 28%
- Swimming, diving or lifesaving: 35%
- Walking or hiking: 31%
- Gym, gymnastics, trampolining: 30%

Amongst 5-10 year olds, a significantly higher proportion of **boys (88%)** than **girls (79%)** had taken part in sport in the last 4 weeks.

81% of 5-15 year olds had participated in competitive sport in 2015/16 – more than three quarters in school (76.9%), and over a third outside school (36.2%).

Source: DCMS, Taking Part Survey 2015/16: Annual Child Release

In the year to 31st August 2016, 21,218 schools had participated in the School Games and £17.9 m of public funding was allocated to the School Games.

Source: DCMS, School Games Indicator 2015/16

**Consumer sport-related spending** was £29.2bn in 2012, an increase from £26.4bn in 2010. This represents 2.9% of all UK consumer spending in 2012 (2.8% in 2010 and 2011).

Source: DCMS, Sport Satellite Account

**Local Authorities’ (LA) total net expenditure on sports** was £602m in 2014/15, down from £832m in 2009/10, a 27.6% decrease. This compared to a decrease of 7.4% for LA total net expenditure over this time period. Over this time Sports Development and Community Recreation had the largest decrease (31.2%).

Source: DCLG, Local Authority Revenue Expenditure

In 2013/14, there were 1,318 statutory planning applications affecting **playing fields**, of which 84% (1,112) were approved and 4% (46) to be decided. This compares to 75% (986) applications approved in 2005/06.

Source: Sport England, Playing Field Statistics

Explore more data in the:
- Sport England’s Active People Interactive
- Sport England’s Small Area Estimates
- Sport England’s Local sport profile
- Sport England’s Economic Value of Sport – Local Model
In 2016, more than 9 in 10 adults (95%) of adults had a mobile phone, up from 90% in 2006.

In 2016, 71% of adults had a smartphone, an increase on 2015 (when 66% of adults had a smartphone).

In 2016 97.8% of premises in the UK had 4G mobile coverage from at least one mobile network operator, 99.6% had 2G coverage from at least one operator.

Source: Ofcom, Communications Market Report 2016

Telecoms services in the UK generated £37.5bn in revenues in 2015, a similar level to 2014 (£37.3bn).

Source: Ofcom, Communications Market Report 2016

The UK Telecoms sector contributed:

- £30.2bn to the economy (GVA) in 2015, 1.8% of UK GVA.
- 0.17m jobs (2015), 0.5% of UK jobs.
- £6.8bn exports of services (2014), 3.1% of UK exports of services.
- £5.1bn imports of services (2014), 3.9% of UK imports of services.
- 7,700 enterprises (2014), 0.4% of UK enterprises.

Source: DCMS, DCMS Sectors Economic Estimates
There were **174,000** jobs in the Telecoms industry in 2015.

- In the South East, **21.5%** of jobs were in the Telecoms industry.
- This contrasted with **4.1%** in the East Midlands.

**In 2016, 34%** of all adults in the UK received a **live sales or marketing call** within a 4 week period.

**In 2015 more than two out of five (42%)** people in the UK had broadband speeds of over 30 Mbit/s, up from **1%** in 2010.

**By June 2016, over 4m** premises had superfast broadband (24 Mbit/s) made available as a result of government supported projects.
Tourism

Inbound Tourism

There were 36.1m inbound visits to the United Kingdom in 2015, spending £22.1bn.

- The North East (up 22%), the South East (up 11%) and the East Midlands (up 11%) were the areas with the largest growth in inbound visits between 2014 and 2015.
- In 2015, 52% of visits to the UK were outside London (a similar proportion to previous years).
- The largest proportion of visits to the UK were from Europe (26.5m and 73% of total visits). Of these 24.2m visits (91% of visits from Europe and 67% of all visits) were from the European Union.

In 2015, 38% of visits to the UK were for a ‘holiday’ and 29% were to ‘visit friends or relatives’. These proportions were similar to previous years.

Source: Office for National Statistics, Travel Trends 2015

Attractions in England reported a 2% annual increase in total visits in 2015 compared to 2014, a lower growth rate than 2014 (when it was a 4% increase). In 2015:

- 93% of attractions in England had a website (similar to 2014).
- 29% of attractions offered online booking (up from 25% in 2014).

Source: VisitEngland, Annual Survey of Visits to Visitor Attractions

The UK Tourism sector contributed:

- £62.4bn to the economy (GVA) in 2015, 3.8% of UK GVA.
- 1.6m jobs (2015), 5.0% of UK jobs.
- £22.1bn exports of services (2015), 4.3% of UK (goods and services) exports.
- £39.0bn imports of services (2015), 7.1% of UK (goods and services) imports.
- 58,100 enterprises (2014), 2.8% of UK enterprises.

Source: DCMS, DCMS Sectors Economic Estimates; Office for National Statistics, Travel Trends 2015
Domestic Tourism

There were 124m domestic overnight visits in Great Britain in 2015 (up 9% on 2014), and £24.8bn was spent on these visits (9% more than in 2014). There were 1,525m domestic day visits in Great Britain in 2014 (down 4% on 2014) and £54bn was spent on these (no change on 2014).

In England, there were 103m domestic overnight visits in 2015 (up 11% on 2014), and £19.6bn was spent on these visits (up 8% on 2014). Domestic day visits reached 1,298m visits (down 4% on 2014), with £46.4bn spent (up 3% on 2014).

Outbound Tourism

UK residents made 65.7m visits abroad in 2015, spending £39.0bn.

- Visits by UK residents increased by 9.4% on 2014, and spend increased by 9.8% on these visits.
- The most popular destination was Europe, which was responsible for 78.7% of visits (51.7m visits). Of this, 48.1m were to the European Union.

In 2015, annual bedroom occupancy across the serviced accommodation sector remained flat when compared with 2014:

- In the United Kingdom annual bedroom occupancy was 69%.
- In England annual bedroom occupancy was 70%.

Source: VisitEngland, United Kingdom Occupancy Survey

Source: Office for National Statistics, Travel Trends 2015

Explore more data in the:
- VisitBritain latest quarterly data by area tool
- VisitBritain latest inbound tourism trends by market
- VisitEngland Great Britain Tourism Survey Interactive Tool
- VisitEngland Great Britain Day Visits Survey Interactive Tool
Volunteering, Charitable Giving and Civic Engagement

Volunteering

In 2015/16 70% of adults (aged 16+) in England said they had participated in any volunteering at least once in the past 12. 60% of people volunteered informally, by giving unpaid help as an individual to someone who is not a relative. 41% of people volunteered formally through a group, club or organization. 8% of adults participated in employer supported volunteering.

Charitable Giving

Almost three quarters of people (73%) say they have given money to charity in the past four weeks. ... and those who donate give around £22 per month on average. Women were more likely to give money to charity in an average month than men, with almost 8 in 10 women giving (77%), compared to 70% of men.

Civil Participation

Annual civic participation (engagement in democratic processes, in person or online) continues to be the most common form of civic engagement with 34% of adults participating at least once a year in 2015/16 (up from 30% in 2014/15).

Source: Cabinet Office, Community Life Survey
Background Note

The responsible statistician for this release is Becky Woods. For enquiries on this release, please contact Becky on 0207 211 6134 or evidence@culture.gov.uk.

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User Engagement
DCMS welcomes feedback on all aspects of this publication, and comments can be sent to evidence@culture.gov.uk. Feedback will be used to help determine whether this release is repeated in 2017.

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