



Department
for Culture
Media & Sport

DCMS Statistical Handbook

28 September 2016



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



GVA 2015
£221bn



Jobs 2015
4.4m



Exports 2014
£37.7bn



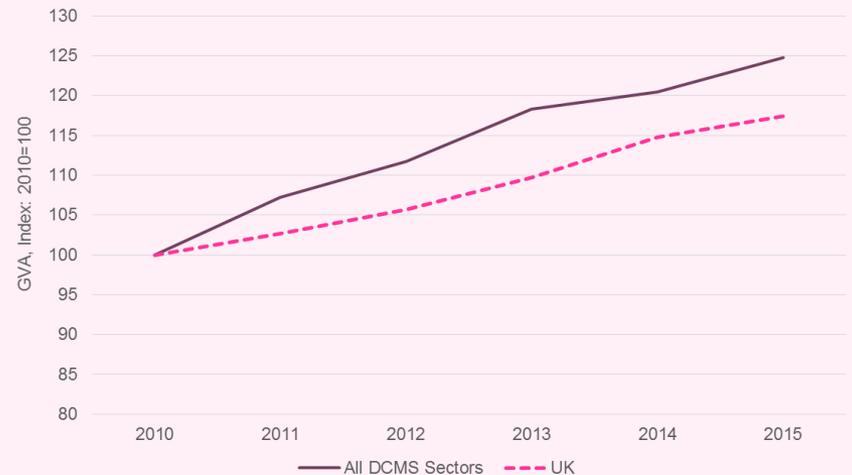
Imports 2014
£19.4bn



Enterprises 2014
331,000



- **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.



Notes:

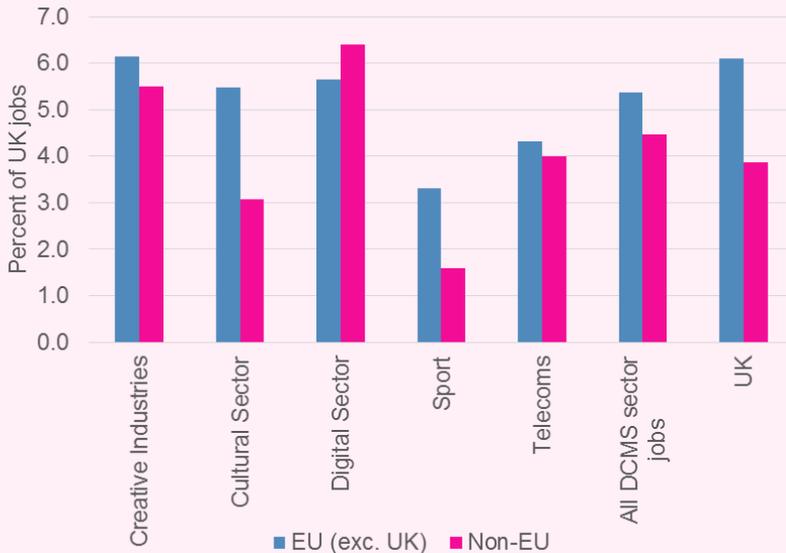
1. These estimates cover the contribution of the following sectors to the UK economy: Creative Industries; Cultural Sector; Digital Sector; Gambling; Sport; Telecoms; and Tourism. They do not include the Office for Civil Society.
2. Estimates are in current prices (i.e. not adjusted for inflation).
3.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

Jobs

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



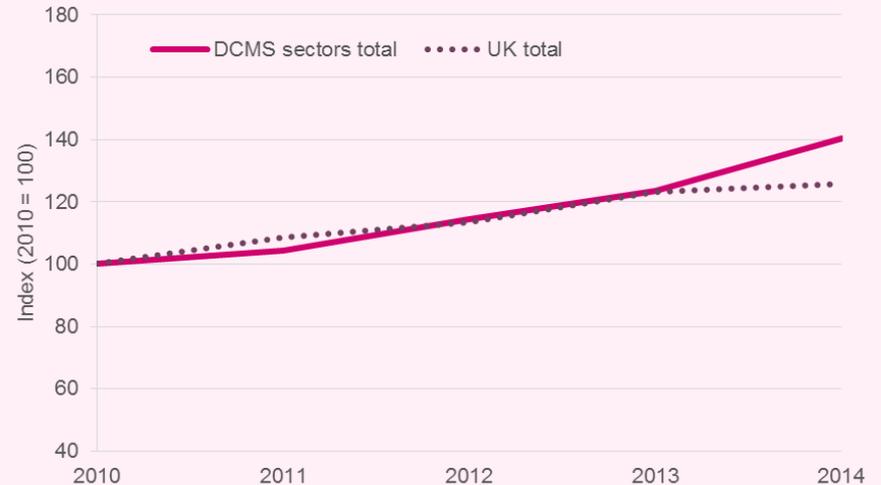
- **5.4%** of jobs in DCMS sectors (excluding Tourism) were filled by EU (non-UK) nationals, compared with **6.1%** of UK jobs.
- The Creative Industries had the highest proportion of jobs filled by EU (non-UK) nationals (**6.1%**).
- The Digital Sector was the only sector with more non-EU than EU nationals.



*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](#).

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.



- Exports of services to the EU accounted for **42.3%** of exports of services from DCMS sectors in 2014: compared to **38.6%** of total UK exports of services.

Enterprises

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



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

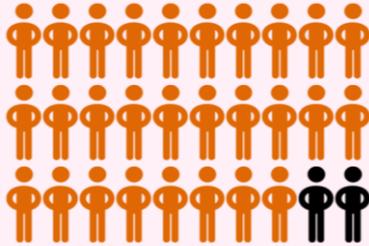


Participation

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](#)

In the year to March 2016, **36%** of adults (16+) **played sport at least once a week** (at least 30 mins at moderate intensity).

Source: [Sport England, Active People Survey](#)



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.

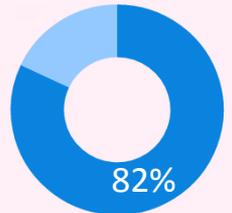
Source: [DCMS, Taking Part 2015/16: Quarter 4 statistical release](#)



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

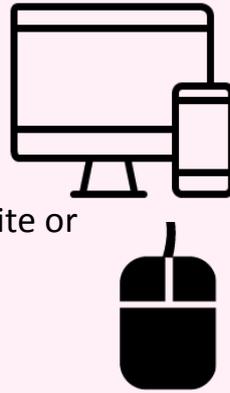
Source: [Cabinet Office, Community Life Survey](#)



Adult Digital Participation in DCMS Sectors

In 2015/16...

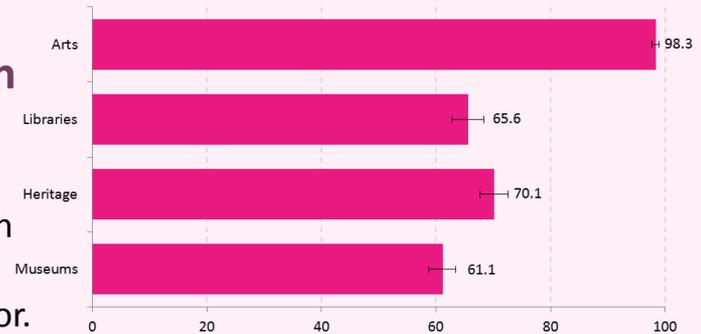
- **35%** visited a sports website
- **29%** visited a museum or gallery website
- **28%** visited a heritage website
- **25%** visited a theatre/concert website or another arts website
- **14%** visited a library website
- **10%** visited an archive website



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

Child Participation in culture and sport

In 2015/16,
more than 6 in 10 children engaged with each DCMS cultural sector.



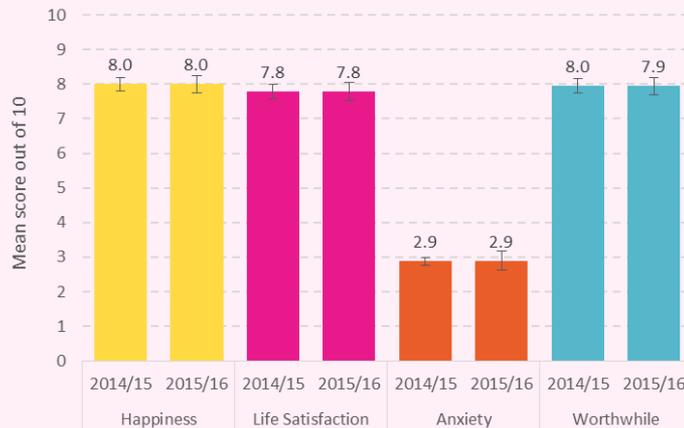
Almost 9 out of 10 (89%) children participated in sport.



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

Wellbeing

In 2015/16, wellbeing scores were **stable** when compared with 2014/15.



Source: [DCMS, Taking Part 2015/16: Quarter 4 statistical 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).

Source: [Office for National Statistics, Travel Trends \(2015\)](#)

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:

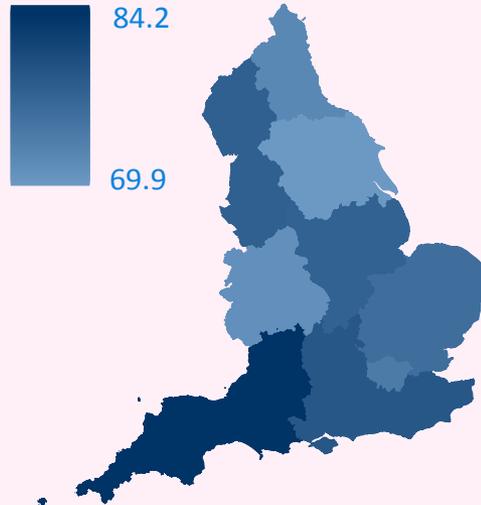
[Taking Part online data analysis tools](#)

[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%)**.

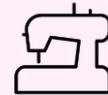


- A higher proportion of **women (80.2%)** than **men (71.8%)** engaged with the arts in the last year.

*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



8.0%
Other dance (not for fitness)



12.1%
Painting drawing, printmaking, sculpture



7.7%
Photography as an artistic activity



10.7%
Playing a musical instrument



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...



Searched about an artist, performer or event.



Viewed or downloaded part of all of a performance or exhibition.



Wanted to improve their creativity skills.

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

- 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](#)

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](#)

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](#)

Explore more data in the:

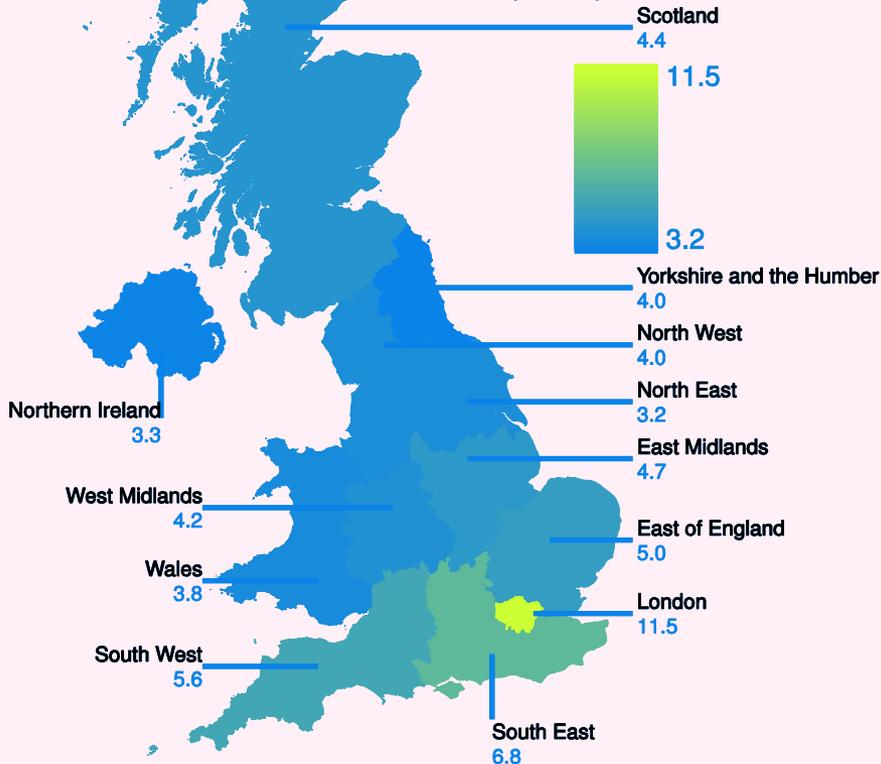
- [Arts Council England's cultural education toolkit](#)
- [Taking Part online data analysis tools.](#)



Creative Industries

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

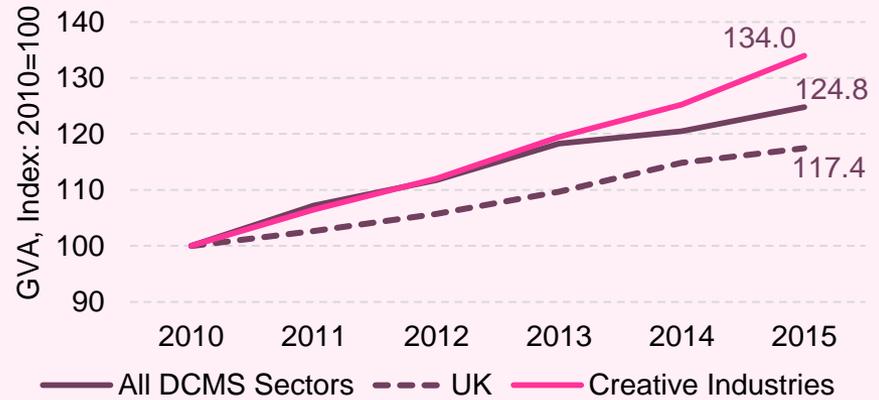
- **Over two thirds** (69.2%) of jobs in the Creative Industries were based outside London.
- London had the highest proportion of Creative Industries jobs (11.5%) and the North East the lowest (3.2%).



Source: [DCMS, Creative Industries 2015 Focus on Employment](#)

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.

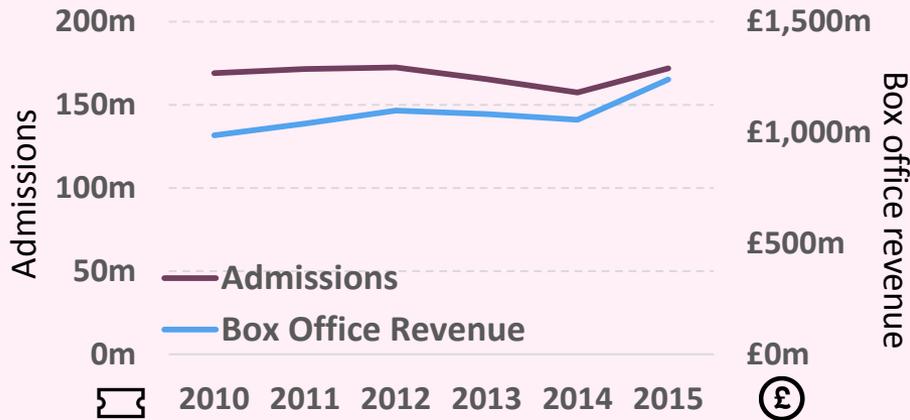


Source: [DCMS, DCMS Sectors Economic Estimates](#)

*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.



Source: [British Film Institute, Statistical Yearbook](#)

Tax Relief

In 2015/16 (receipts basis):

- Film: £340m** was paid in response to **530** claims.
- High End Television: £96m** was paid in response to **115** claims.
- Animation: £13m** was paid in response to **65** claims.
- Video Games: £45m** was paid in response to **130** claims.

Source: [HMRC, Creative Industries Tax Relief Statistics](#)

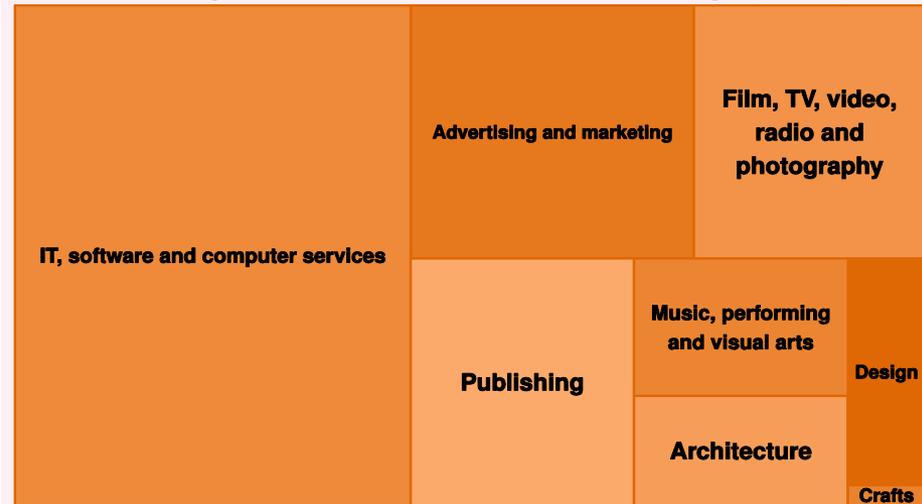
Satisfaction with Public Service Broadcasters (PSBs)

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).



Source: [Ofcom, PSB Tracker](#)

GVA share per Creative Industries Group (2014)



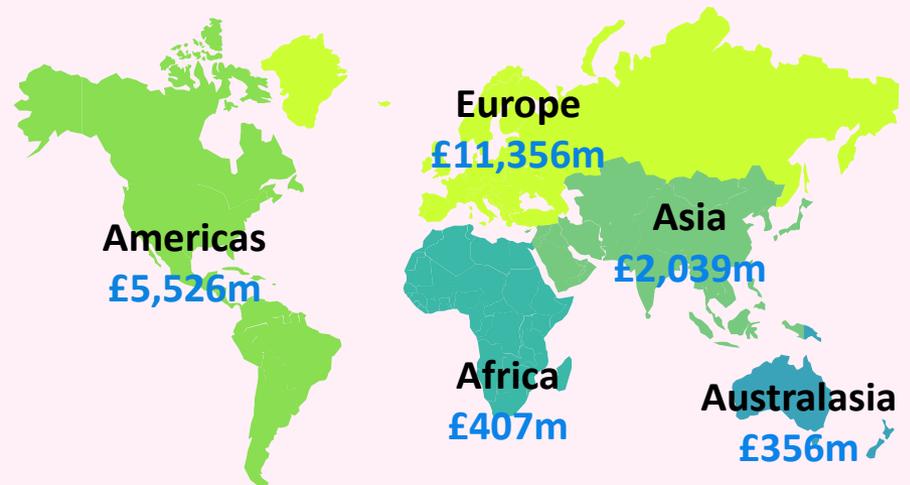
% change from 2013



0 10 20 30 40 50 60 70

Source: [DCMS, Creative Industries Economic Estimates](#)

Exports of services by continent (2014)

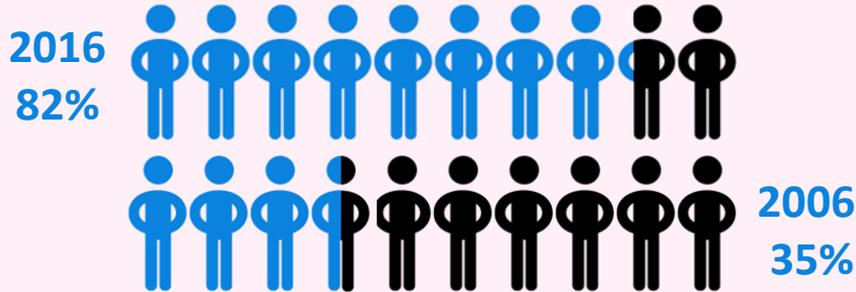


Source: [DCMS, DCMS Sectors Economic Estimates](#)

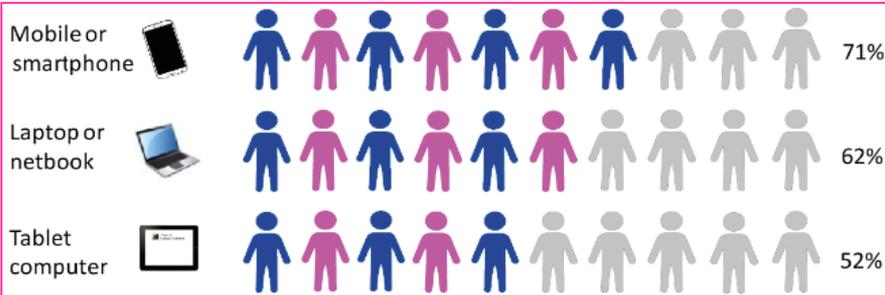


Digital

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.



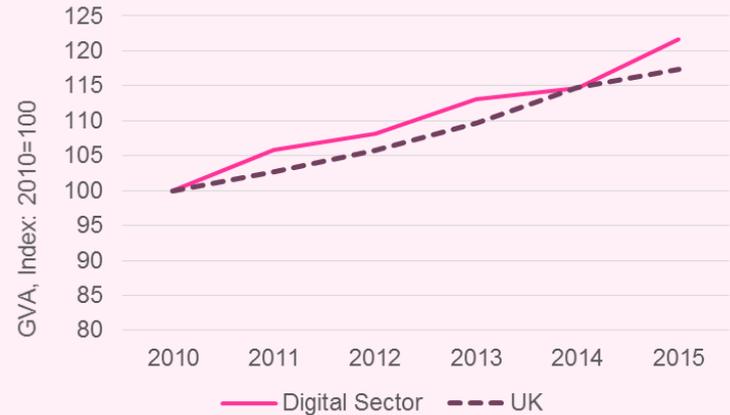
Mobiles or smartphones are the most popular devices used by adults to access the internet (used by **71%** of adults in Great Britain). This was followed by Laptops or Notebooks (**62%**).



Source: [Office for National Statistics, Internet Access – Households and Individuals 2016](#)

The UK Digital Sector contributed:

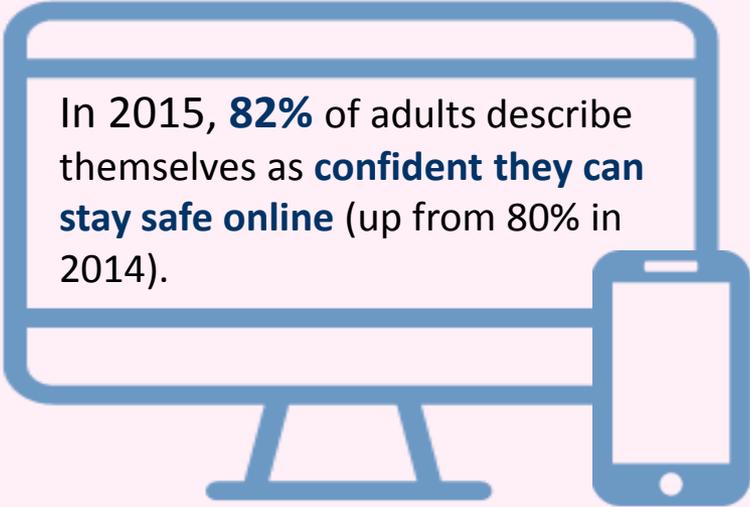
- **£118.4bn** to the economy (GVA) in 2015, **7.1%** of UK GVA, and grew faster than the UK since 2010.



- **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.

Source: [DCMS, DCMS Sectors Economic Estimates](#); [DCMS Sectors Economic Estimates: Exports of Goods](#)

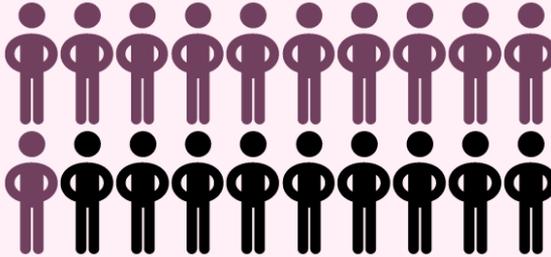




In 2015, **82%** of adults describe themselves as **confident they can stay safe online** (up from 80% in 2014).

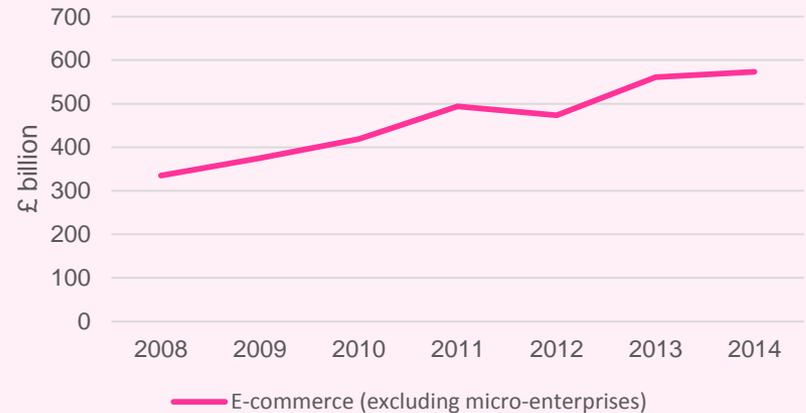
Source: [Ofcom, Adult Media Literacy Tables](#)

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.



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](#)



Gambling

In June 2016, **46% of adults** (aged 16+) had participated in at least one form of gambling (49% in June 2015).

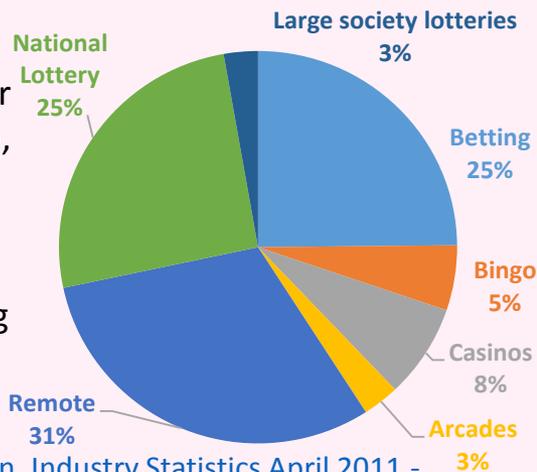
- When those only playing the **national lottery are excluded**, **30%** of adults had participated in at least one form of gambling.
- The problem gambling rate for adults was **0.7%** in June 2016, as classified by the short-form Problem Gambling Severity Index (0.4% in June 2015).



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

Market share by Gross Gambling Yield (GGY)

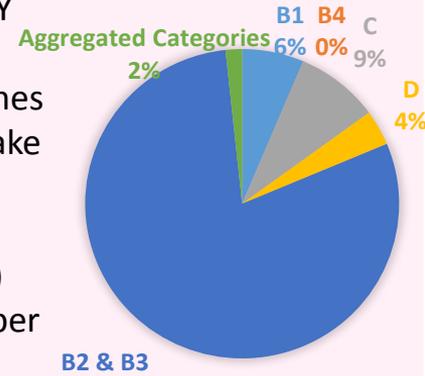
Total GGY of the remote sector in 2014/15 (November to September pro-rated for 12 months), excluding remote National Lottery and large society lotteries, was **£3.9bn**, representing a **31%** share of the total industry GGY.



Source: [Gambling Commission, Industry Statistics April 2011 - September 2015](#)

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](#).

Source: [Gambling Commission, Industry Statistics April 2011 - September 2015](#)

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](#)



Heritage

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

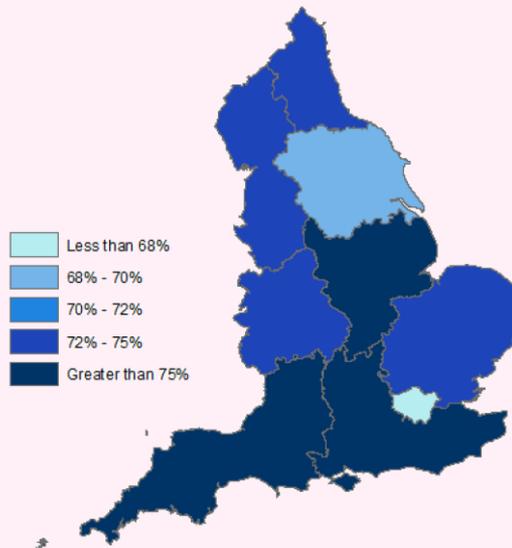
73% of adults had visited a **heritage site** at least once in the year to March 2016.

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%)**.

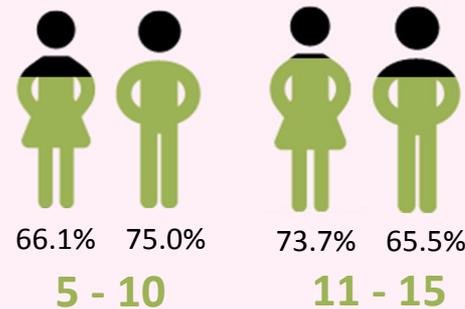
A higher proportion of adults from the **white ethnic group (75.4%)** engaged than adults from the **black and minority ethnic (BME) group (57.3%)**.

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



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



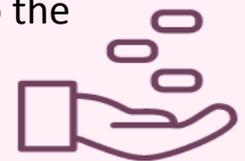
More boys aged 5-10 had visited a heritage site than girls of the same age. The reverse was true for children aged 11-15.

Adults who have visited heritage sites as children are more likely to have a positive attitude towards heritage. Source: [DCMS, Taking Part 2015/16: Quarter 4 statistical release](#); [DCMS, Taking Part, Focus on Heritage](#),

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

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

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

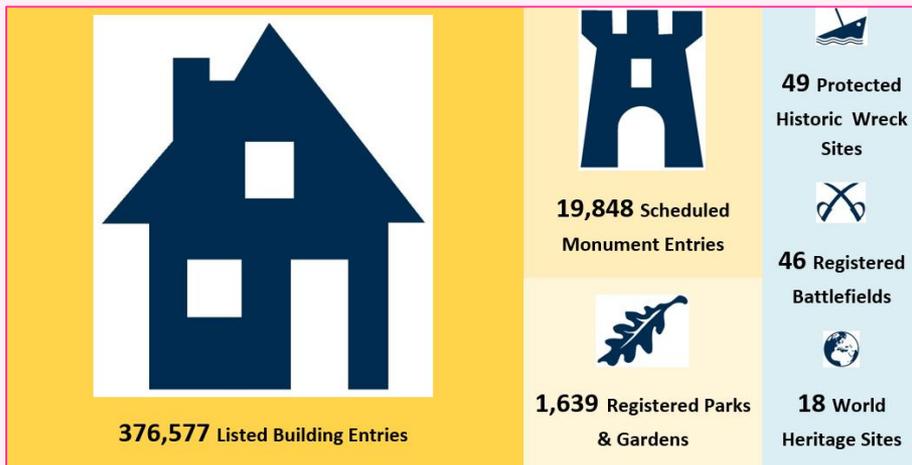


In 2015/16

- **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

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

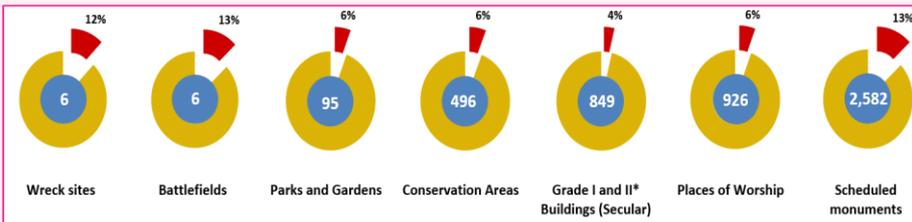
There were **398,171** entries on The National Heritage List for England (NHLE) in 2016 .



Source: [The National Heritage List for England \(NHLE\)](#)

NHLE is not Official Statistics, but is the official database of nationally protected historic buildings and sites in England: [search it online](#).

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



■ % Total ■ % At Risk ● Number of assets at risk

Source: [Historic England, Heritage at Risk Statistics 2016](#)

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.



...21m visits to a historic house, stately home or palace.



...34m visits to a museum.



...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.

Source: [VisitEngland, Great Britain Day Visits Survey](#)

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](#)

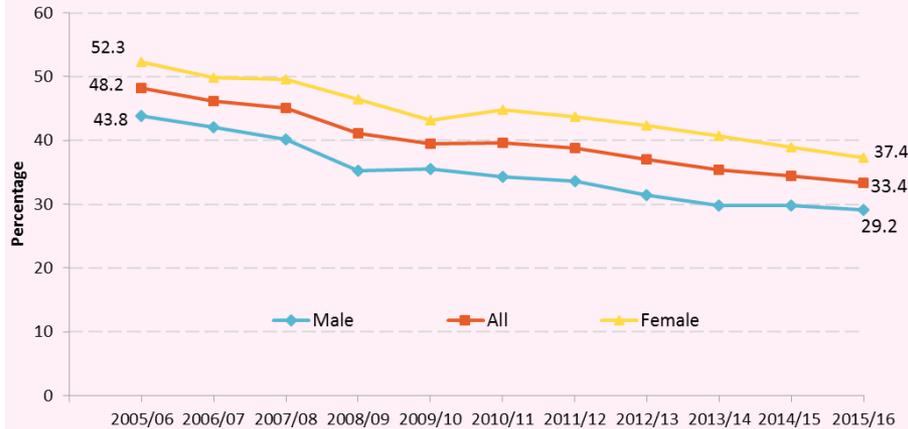


Libraries

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%)**.

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

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



95% physically visited a **library building**.



10% accessed or received a library service via **email**.



18% used a **computer (outside of a library)** to access a library service.



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](#)

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.

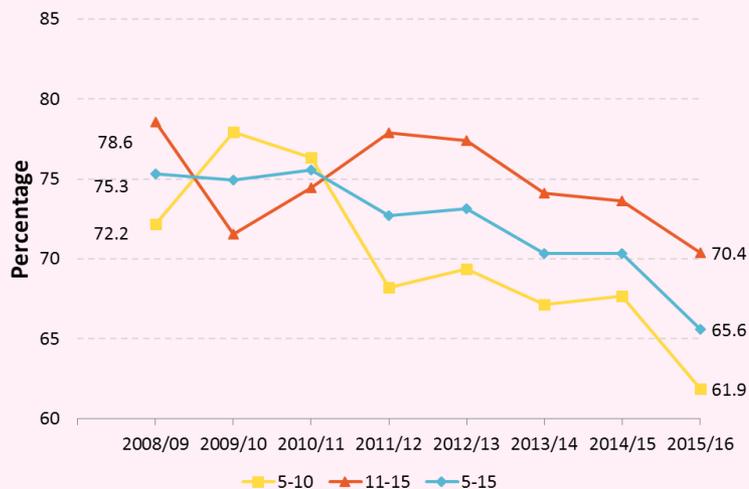


18% like to read, or wish they read more.

Source: [DCMS, Taking Part: Longitudinal report waves 1 to 3](#)

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.

Proportion of children who used a public library in the last year by age group, 2008/09 to 2015/16.



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.

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

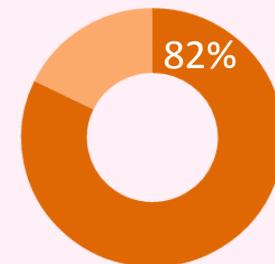
Local Authority spending on Libraries

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.

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

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, focus on: Libraries](#)

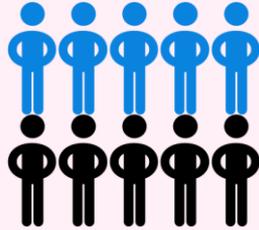
Explore more data in:
[Taking Part online data analysis tools](#)



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](#)



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).

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

DCMS Sponsored Museums and Galleries

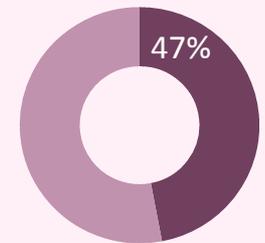
In 2015/16, there were **47.6 million** visits to DCMS sponsored museums and galleries (a **6.3%** decrease from 2014/15).

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](#)

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



57.4% **68.2%**

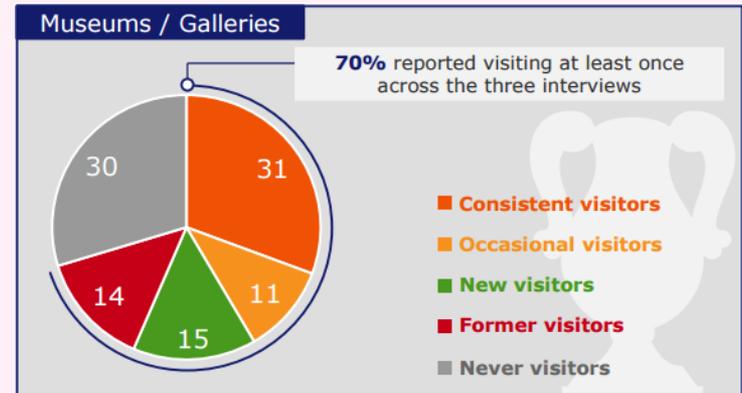
A significantly greater proportion of **boys (68.2%)** aged **5-10** had visited a museum or gallery in the last 12 months than **girls (57.4%)** the same age. There were **no significant differences** between gender for those aged between **11-15**.

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)



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

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**.

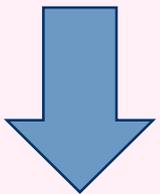


Source: [DCMS, Taking Part: Longitudinal report waves 1 to 3](#)

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)**.

Source: [Arts Council England, Statistical Report: Accreditation](#)



Explore more data in the: [Taking Part online data analysis tools](#)



Sport

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.

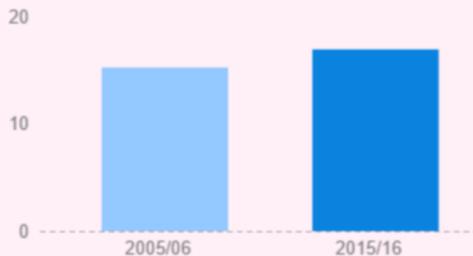
Over half (55.8%) of 16-25 year olds participated, compared with **32.4%** of those 26 years and over.



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%**.



Source: [Sport England, Active People Survey](#)

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.



Source: [Sport England, Active People Survey](#)

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: [DCMS, Taking Part Survey 2015/16: Quarter 4](#)

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)



11 - 15 year olds

(in and outside school)



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.

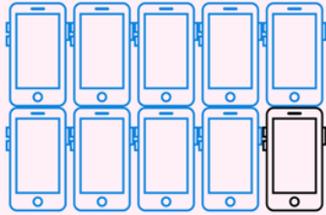
Source: [Sport England, Playing Field Statistics](#)

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](#)



Telecoms



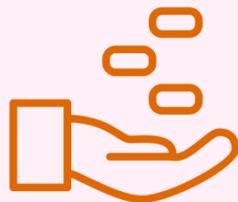
In 2016, **more than 9 in 10 adults (95%)** of adults had a mobile phone, up from **90%** in 2006.

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.

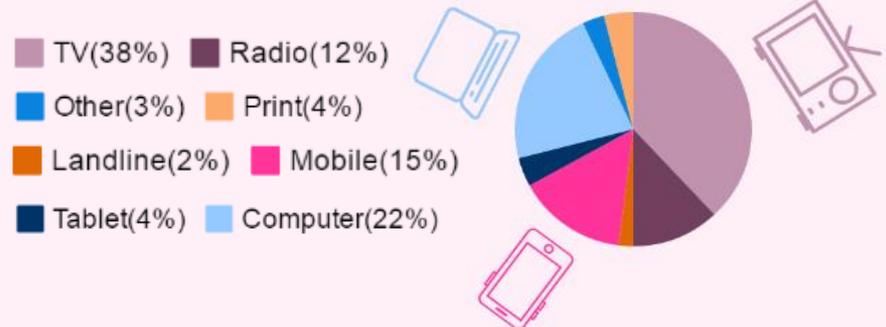
Source: [Ofcom, Communications Market Report 2016](#)

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](#)

Proportion of time spent accessing media and communications by device type (2016)



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](#)

The United Kingdom was ranked in **1st place** out of the EU 5 (France, Germany, Italy, Spain and the UK) in **11 of 14** broadband market metrics.



Source: [Ofcom, European Broadband Scorecard 2015](#)

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



Source: [Ofcom, Consumer Issues Survey](#)



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.

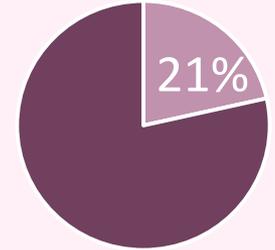
Source: [Ofcom, Communication Market Report 2016](#)

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

Source: [DCMS, Broadband Performance Indicator](#)

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.



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

- **83%** of UK premises had access to superfast broadband (30 Mbit/s) in May 2015.
- This varied by region:
 - England – 84%
 - Scotland – 73%
 - Wales – 79%
 - Northern Ireland – 77%



Source: [Ofcom, Communication Market Report 2016](#)

Explore more data in the:

- [Ofcom CMR Data Portal](#)

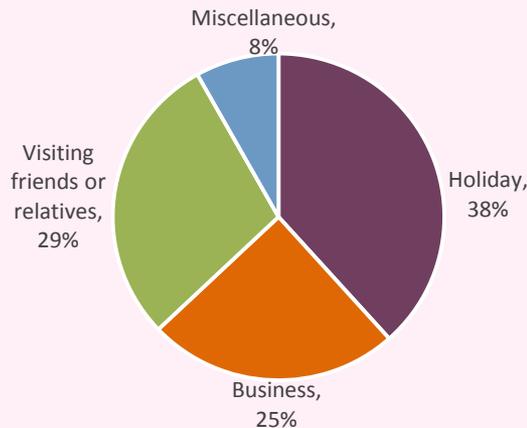
Tourism

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).

Source: [VisitEngland, Latest Trends Dashboard](#); [VisitEngland, Great Britain Tourism Survey](#); [VisitEngland, Great Britain Day Visits Survey](#)

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](#)

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.



Source: [Office for National Statistics, Travel Trends 2015](#)

Explore more data in the:

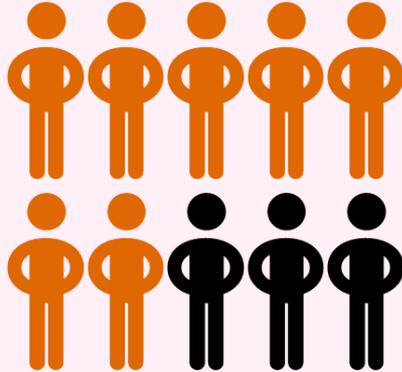
- [VisitBritain latest quarterly data by area tool](#)
- [VisitBritain latest inbound tourism trends by market](#)
- [VisitEngland Great Britain Tourism Survey Interactive Tool](#)
- [VisitEngland Great Britain Day Visits Survey Interactive Tool](#)



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.

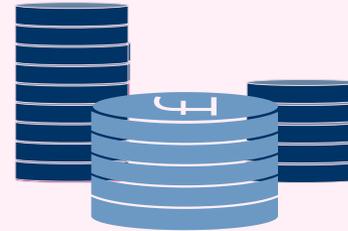
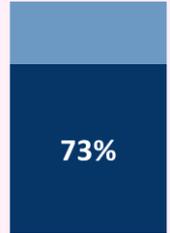
8% of adults participated in employer supported volunteering.



Source: [Cabinet Office, Community Life Survey](#)

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.

Source: [Cabinet Office, Community Life Survey](#)

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.

DCMS statisticians can be followed on Twitter via [@DCMSInsight](https://twitter.com/DCMSInsight) and you can sign up for our newsletter [here](#).

For general enquiries contact:
Department for Culture Media and Sport
100 Parliament Street
London
SW1A 2BQ

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.

© Crown copyright 2016

You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence, visit www.nationalarchives.gov.uk/doc/open-government-licence/ or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gsi.gov.uk.