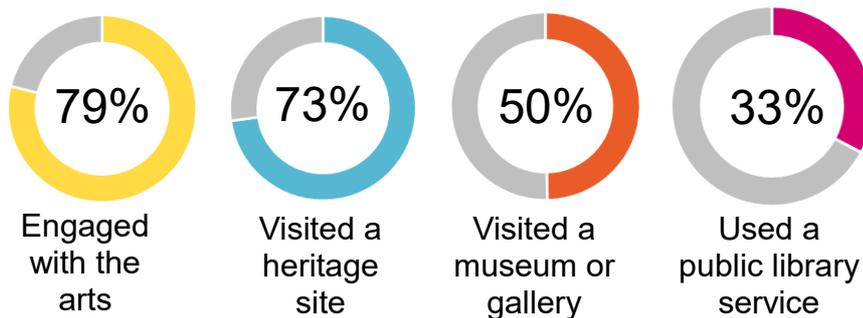




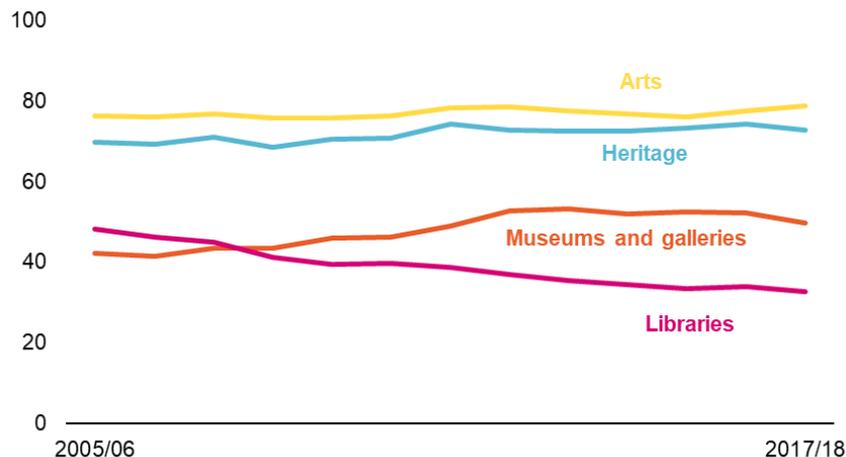
# Taking Part Survey: England

## Adult Report, 2017/18

In 2017/18, the following proportions of adults had engaged with cultural activities in the last 12 months:



Proportion of adults who had engaged with cultural activities in the last 12 months, 2005/06 to 2017/18



In 2017/18 the question structure for the arts measure was revised. This does not appear to have impacted the headline measure but does mean caution is needed when comparing changes over time. More detail is available in Annexes D and E.

**Barriers to participation** – in 2017/18 the main reasons people gave for not engaging with DCMS sectors were lack of interest and lack of time.

**First World War Centenary Commemorations** – in 2017/18:

- 51% of adults were aware of local or national events or activities in the UK between 2014 and 2018 to commemorate the Centenary of the First World War.

**Note:** Changes over time and differences between groups are only reported on where they are statistically significant, i.e. where we can be confident that the differences seen in our sampled respondents are reflective of the population. Specifically, the statistical tests used mean we can be confident that if we carried out the same survey on different random samples of the population, 95 times out of 100 we would get similar findings. When sample sizes are smaller we can be less confident in our estimates so differences need to be greater to be considered statistically significant.

Taking Part is a household survey in England and measures engagement with the cultural sectors. The data are widely used by policy officials, practitioners, academics and charities.

This report presents the latest headline estimates of adult (16+) engagement for the year April 2017 to March 2018.

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## Headline measures from Taking Part Survey - Adult

Percentage

	Significant changes since 2016/17	Trend	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
<b>Culture</b>															
Has engaged with the arts in the last year <sup>1</sup>	▲		76.3	75.9	76.8	75.7	75.7	76.2	78.2	78.4	77.5	76.8	76.1	77.4	78.9
Has engaged with the arts three or more times in the last year <sup>1</sup>	▬		62.5	61.3	62.2	59.9	60.7	61.2	63.3	64.1	62.8	61.6	61.0	63.7	64.7
Has visited a museum or gallery in the last year <sup>1</sup>	▼		42.3	41.5	43.5	43.4	46.0	46.3	48.9	52.8	53.1	52.0	52.5	52.3	49.7
Has used a public library service in the last year <sup>2</sup>	▬		48.2	46.1	45.0	41.1	39.4	39.7	38.8	37.0	35.4	34.5	33.4	34.0	32.7
Has visited a heritage site in the last year <sup>3</sup>	▼		69.9	69.3	71.1	68.5	70.4	70.7	74.3	72.7	72.5	72.6	73.2	74.2	72.8
Has visited an archive or records office in the last year <sup>1</sup>	▬		5.9	5.0	4.9	4.0	3.8	4.0	3.6	3.7	3.1	3.0	3.1	3.3	3.2
<b>Volunteering and charitable giving</b>															
Has volunteered in last 12 months <sup>4</sup>	▼		23.8	24.0	24.0	25.0	:	24.2	23.3	25.9	23.9	24.2	24.4	32.9 b	29.2
Has volunteered in DCMS sectors in last 12 months <sup>4</sup>	▬		7.0	6.9	7.2	7.8	:	7.7	7.1	9.3	7.4	7.9	7.9	10.9 b	10.2
Has donated money in the last 12 months <sup>5</sup>	▼		:	:	:	:	:	88.4	89.7	89.7	88.2	86.7	86.4	86.7	84.4
Has donated money to the DCMS sectors in last 12 months <sup>5</sup>	▬		:	:	:	:	:	33.0	30.9	32.0	28.7	29.8	29.7	30.4	29.6
<b>Digital participation (Has visited a...)</b>															
Museum or gallery website	▼		15.8	16.5	18.3	19.3	:	25.0	26.2	31.3	27.5	27.9	28.6	27.8	25.7
Library website	▬		8.9	9.6	10.4	10.9	:	15.5	16.2	16.9	14.2	14.7	14.2	12.8	13.5
Heritage website	▬		18.3	18.9	21.0	21.3	:	26.7	28.6	31.3	27.4	27.5	27.8	26.3	26.5
Arts Websites (including music, theatre, dance, visual arts and literature) <sup>6</sup>	▲		30.5	32.2	34.6	35.3	:	42.6	32.2	30.3	25.1	24.5	25.2	24.1	25.9
Archive or records office website	▬		9.7	10.5	11.0	11.0	:	10.9	11.6	13.5	11.6	10.6	10.4	6.0	6.7
Sport website	▲		26.1	27.9	30.6	31.3	:	36.4	37.6	40.1	35.8	34.8	34.9	33.6	36.2

### Symbols

: Data not available for this year

b Break in time series

### Notes

<sup>1</sup> Excludes people who have engaged for the purposes of paid work or academic study

<sup>2</sup> Excludes visits for paid work or academic study except in 2008/09 and 2009/10

<sup>3</sup> Excludes visits for paid work

<sup>4</sup> The volunteering question was changed for 2016/17 which means that the data for 2016/17 are not comparable with previous years. Data prior to 2016/17 are therefore not shown on the trendline

<sup>5</sup> Data only available for January - March in 2011

<sup>6</sup> Prior to July 2011 this question was worded as: "Theatre/Concert websites or other websites about art"

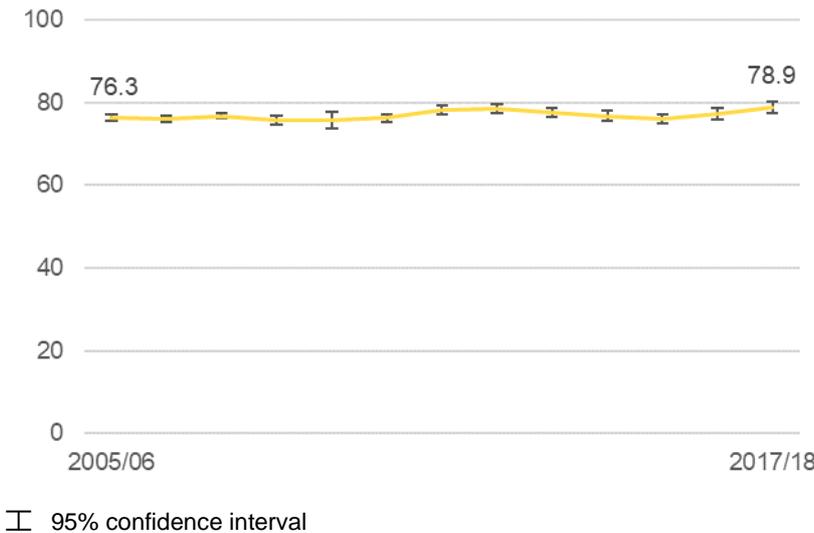
# Chapter 1: Arts

In 2017/18 the two arts engagement questions (attendance and participation) were split into 5 questions with shorter lists of response options to make them easier for respondents to answer. This may have boosted the arts engagement measure, because respondents can more easily locate activities or events therefore looking at trends over a longer time period is recommended, rather than making comparisons with individual years.

## What is arts engagement?

Taking Part asks respondents whether they have attended or participated in a range of arts events and activities, such as painting, practising circus skills or attending live music or drama performances (see Annex C for the full list). Arts engagement is the combination of attendance and participation.

**Figure 1.1: Proportion of adults who had engaged with the arts in the last 12 months, 2005/06 to 2017/18**

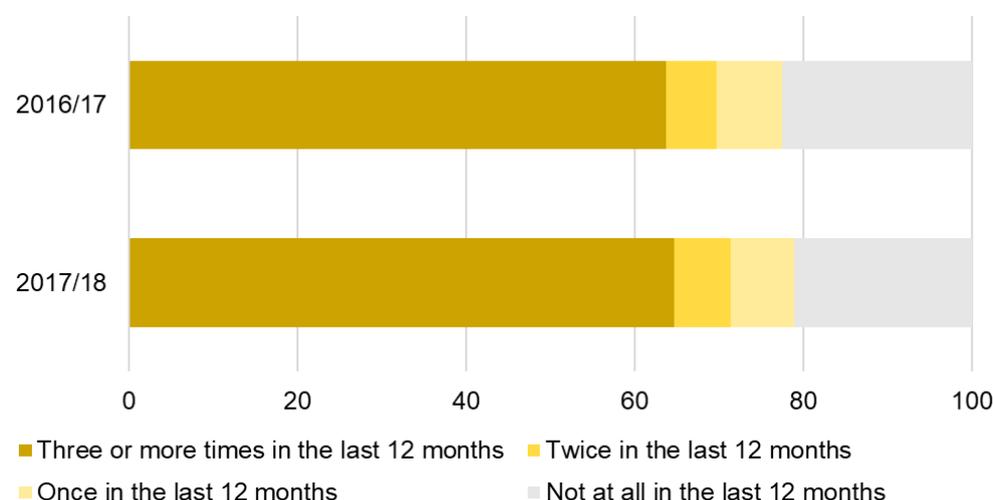


## What is a 95% confidence interval?

A confidence interval provides a range in which there is a specific probability that the true value for the population will fall. For the Taking Part survey, 95% confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value for adults in England. When sample sizes are smaller we can be less certain in our estimates so confidence intervals are wider.

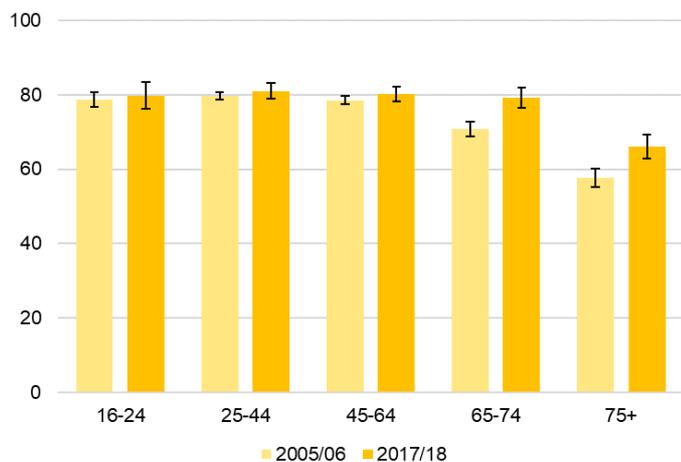
In 2017/18, 78.9% of adults had engaged with the arts at least once in the last 12 months. Arts engagement has risen gradually since the data were first collected in 2005/06 (76.3%), however some of this rise is likely to be due to question changes such as inclusion of 'screening of a live arts event' as a response option in 2016/17 and the aforementioned question structure change in 2017/18. Recent rises in measured arts engagement may not represent actual increases in arts engagement.

**Figure 1.2: Proportion of adults who had engaged with the arts in the last 12 months by frequency of engagement, 2016/17 and 2017/18**



Although 2017/18 saw the highest recorded frequency of engagement with the arts (between April 2017 and March 2018, 64.7% of adults had engaged with the arts three or more times in the previous 12 months), this was not significantly higher than in 2016/17 (63.7%).

**Figure 1.3: Proportion of adults who had engaged with the arts in the last 12 months by age group, 2005/06 and 2017/18**

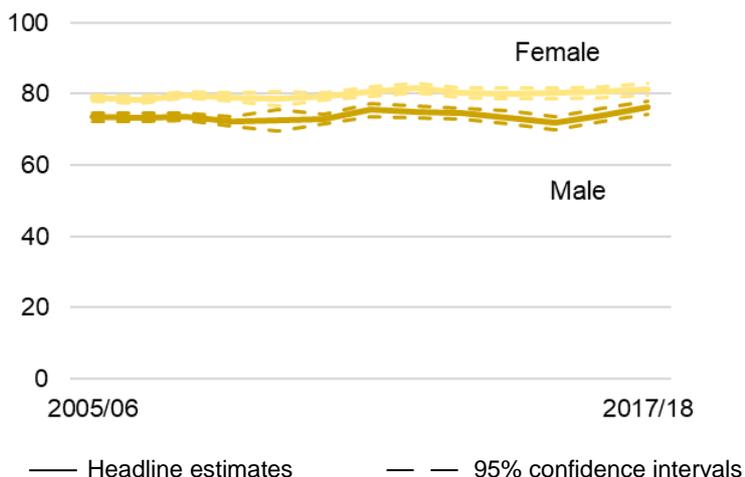


┆ 95% confidence interval

Unlike those aged 16-64, for whom engagement has remained fairly stable, the proportion of adults aged 65+ engaging with the arts has risen from 70.7% to 79.2% between 2005/06 and 2017/18 for those aged 65-74, and from 57.7% to 66.0% for those aged 75+ over the same period.

Arts engagement remains lower for those aged 75+ than any other age group, however the difference in arts engagement between those aged 25-44 and those aged 75+ has narrowed from 22 percentage points (pp) to 15 pp between 2005/06 and 2017/18.

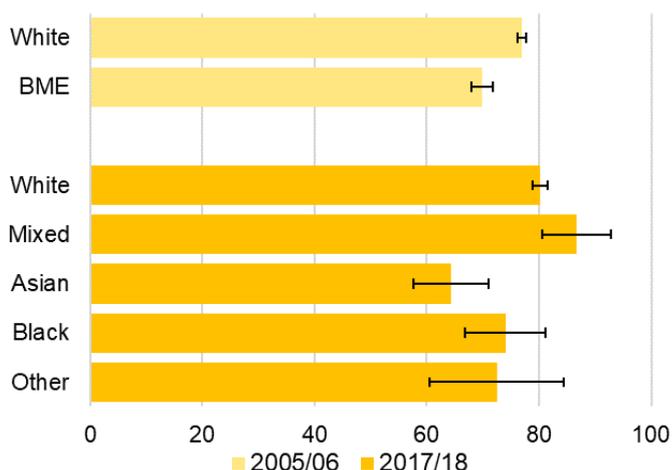
**Figure 1.4: Arts engagement by gender, 2005/06 to 2017/18**



At 76.3% (men) and 81.4% (women), arts engagement levels for both genders are similar to those recorded during the 2012/13 'peak'.

Arts engagement has been consistently higher for women than men over the time series. In recent years the gap has narrowed from 8.4 pp in 2015/16 to 5.1 pp in 2017/18, however the reported levels of engagement are still significantly different between the two genders.

**Figure 1.5: Arts engagement by ethnicity, 2005/06 to 2017/18**



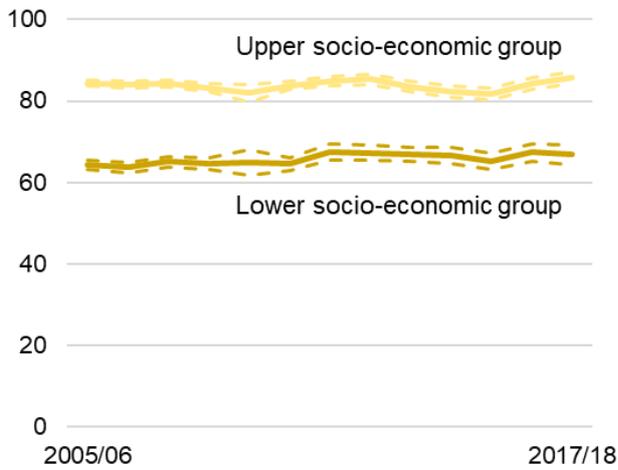
For 2017/18 we have provided a more detailed ethnicity breakdown than for previous years but have not reproduced the historic time series.

This enables us to report that people of 'Mixed' ethnicity had the highest levels of arts engagement – significantly above those reported by people of White ethnicity, but that people of Asian ethnicity had levels of arts engagement that were significantly below those of people of White ethnicity.

┆ 95% confidence interval

┆

**Figure 1.6: Arts engagement by socio-economic group, 2005/06 to 2017/18**

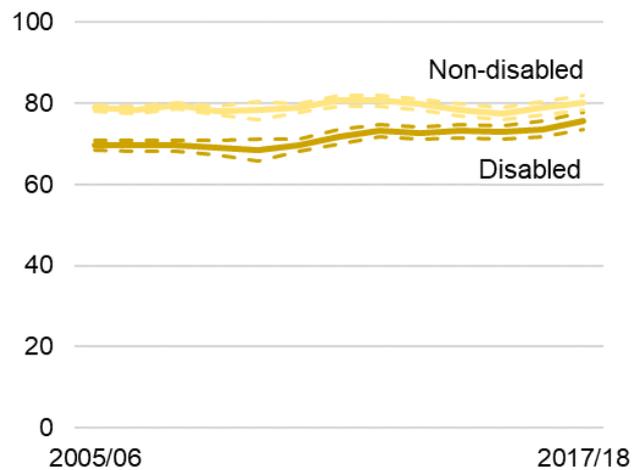


— Headline estimates    - - 95% confidence intervals

Engagement with the arts is significantly higher for the upper socio-economic group (85.7% in 2017/18) than the lower (66.9% in 2017/18).

The gap in engagement has widened every year since 2014/15 to 18.9 pp, however it is still less than the gap of 20.0 pp recorded in 2005/06.

**Figure 1.7: Arts engagement by disability status, 2005/06 to 2017/18**

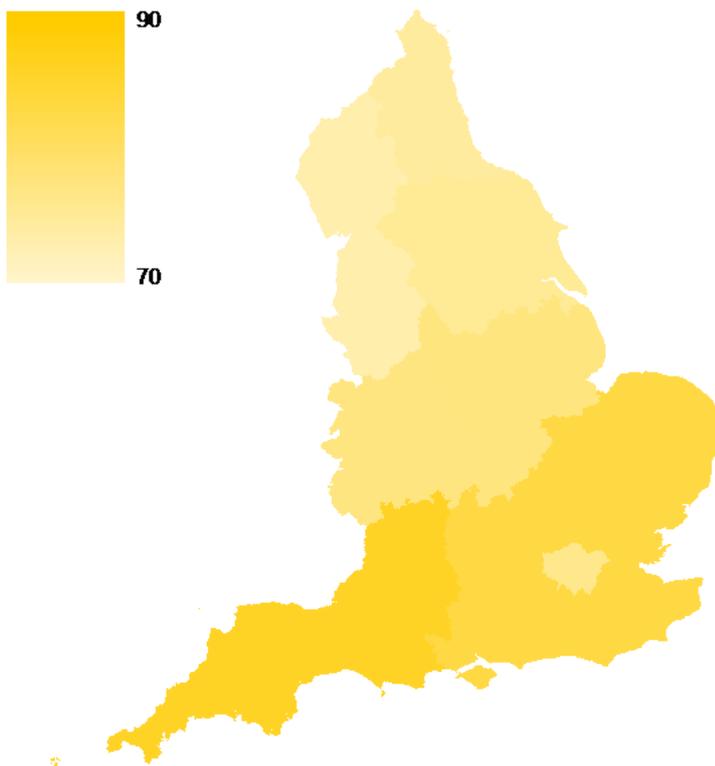


Disabled: Those with a long-standing illness or disability

Levels of arts engagement in 2017/18 for those with a disability were the highest recorded (75.7%), significantly above the longer term average (71.2%, 2005/06 – 2016/17).

Although arts engagement for those with a disability was significantly lower than for those without (80.2%), the engagement gap has halved from 9.2 pp in 2005/06 to 4.5 pp in 2017/18.

**Figure 1.8: Arts engagement by region, 2017/18**



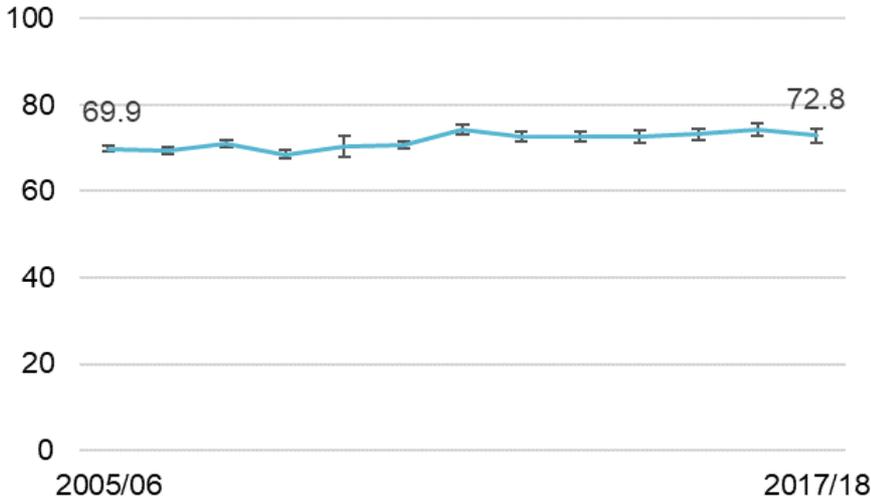
Arts engagement in the South West (86.2%), the East of England (83.4%), and the South East (83.3%) was significantly higher than in all other regions.

The regional pattern of arts engagement has remained fairly stable and there were no significant changes in arts engagement levels for any region between 2016/17 and 2017/18.

## Chapter 2: Heritage

In 2017/18, 72.8% of adults had visited a heritage site in the last 12 months. This is a decrease compared to 2016/17, but similar to the preceding four years where the proportion of people who had visited a heritage site in the past 12 months ranged between 72.5% and 73.2%.

**Figure 2.1: Proportion of adults who had visited a heritage site in the last 12 months, 2005/06 to 2017/18**



### What is a heritage site?

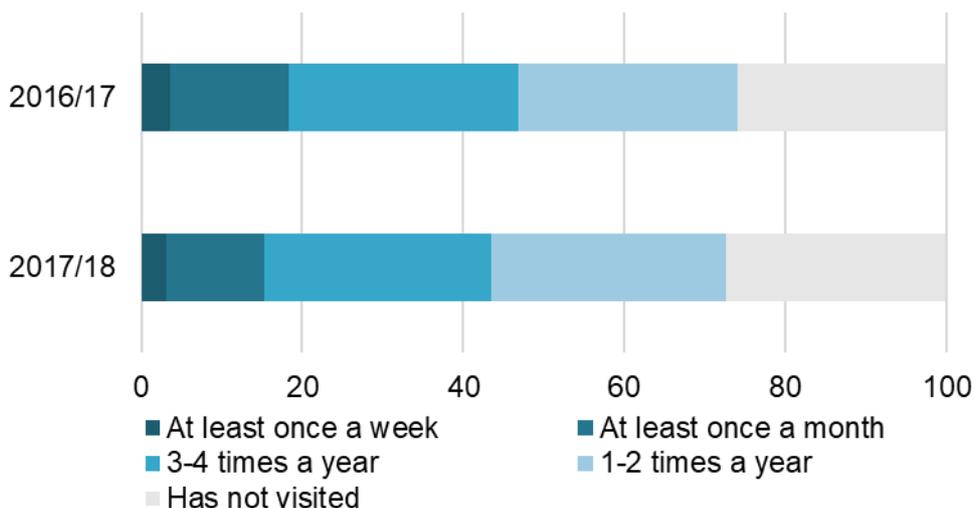
Taking Part asks respondents whether they have visited any heritage sites from a given list. This includes visiting a city or town with historic character, a monument such as a castle, fort or ruin, and a historic park or garden open to the public. A full list is provided in Annex C.

▮ 95% confidence interval

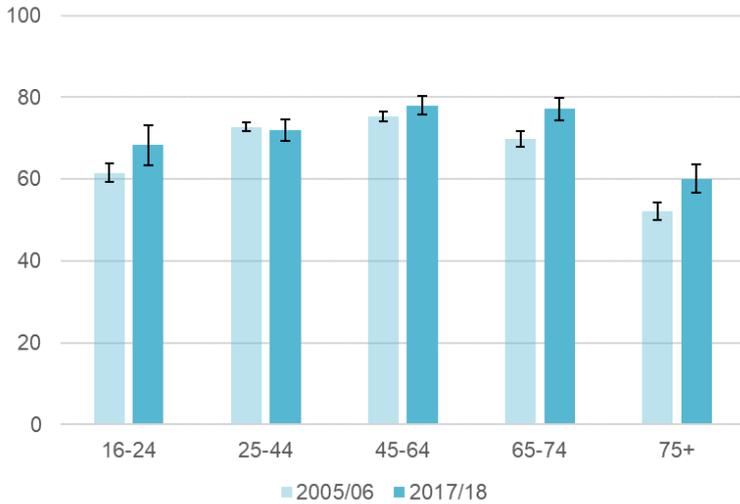
Although the proportion of adults in England who visited heritage sites in 2017/18 (72.8%) was similar to that in 2016/17 (74.2%), those that did go tended to visit less frequently.

- The proportion of adults who had visited a heritage site at least once a month (15.2%) decreased from 18.3% in 2016/17 and was similar to that reported for 2005/06 (15.3%)
- The proportion of adults who had visited a heritage site at least 3-4 times a year decreased from 46.9% in 2016/17 to 43.5% in 2017/18, but remains above that for 2005/06 (41.8%).

**Figure 2.2: Proportion of adults who had visited a heritage site in the last 12 months by frequency of engagement, 2016/17 and 2017/18**



**Figure 2.3: Proportion of adults who had visited a heritage site in the last 12 months by age group, 2005/06 and 2017/18**



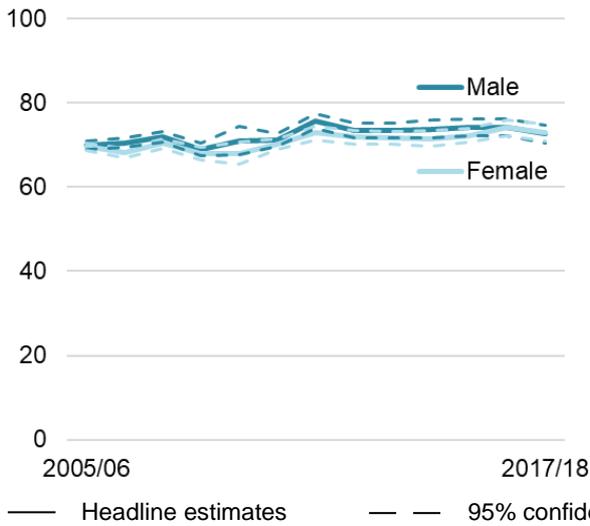
The results for 2017/18 show that in the year prior to interview, engagement with heritage was lowest for those aged 75+ (60.1%).

There have been significant increases in heritage engagement since 2005/06 for adults in all age groups, except for those aged 25-44.

Adults aged 25-44 were also the only age group to show a significant decrease in the proportion who had visited a heritage site in the last 12 months from 75.4% in 2016/17 to 72.0% in 2017/18.

— 95% confidence interval

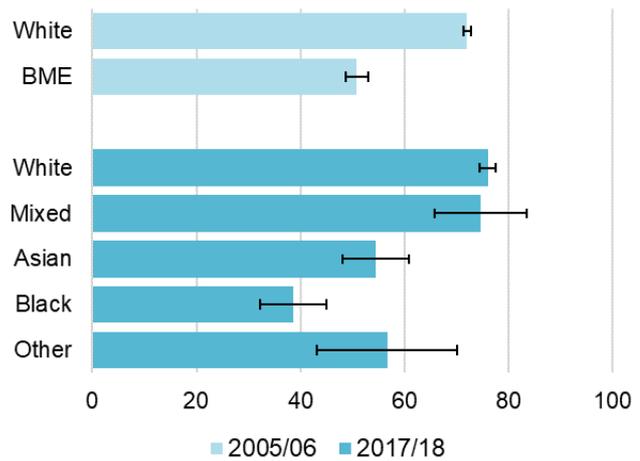
**Figure 2.4: Heritage engagement by gender, 2005/06 to 2017/18**



— Headline estimates

— 95% confidence intervals

**Figure 2.5: Heritage engagement by ethnicity, 2005/06 and 2017/18**



BME: Black and Minority Ethnic

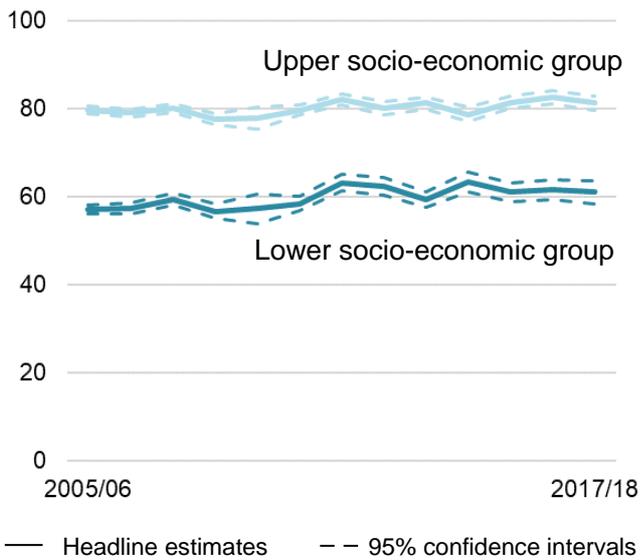
The proportion of adults who had visited a heritage site in the last 12 months was significantly higher in 2017/18 than 2005/06 for both men and women.

Although this was the first year in which recorded engagement rates were higher for women (73.0%) than men (72.6%), the difference was not significant, i.e., there was no engagement gap between people of different genders.

For 2017/18 we have provided a more detailed ethnicity breakdown than for previous years. It shows that people from the Asian, Black and 'Other' ethnic groups had significantly lower levels of heritage engagement than the White ethnic group in 2017/18.

Heritage engagement increased significantly from 71.9% to 76.0% between 2005/06 and 2017/8 for the White ethnic group.

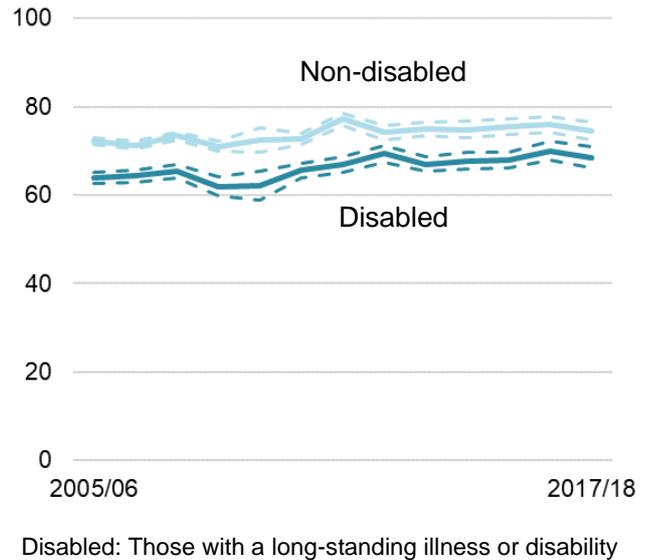
**Figure 2.6: Heritage engagement by socio-economic group, 2005/06 to 2017/18**



There is a significant and persistent heritage engagement gap of around 20 pp between adults in the upper and lower socio-economic groups.

In 2017/18 81.3% of adults in the upper socio-economic group had visited a heritage site in the last 12 months, a third more than adults in the lower socio-economic group (61.0%).

**Figure 2.7: Heritage engagement by disability status, 2005/06 to 2017/18**

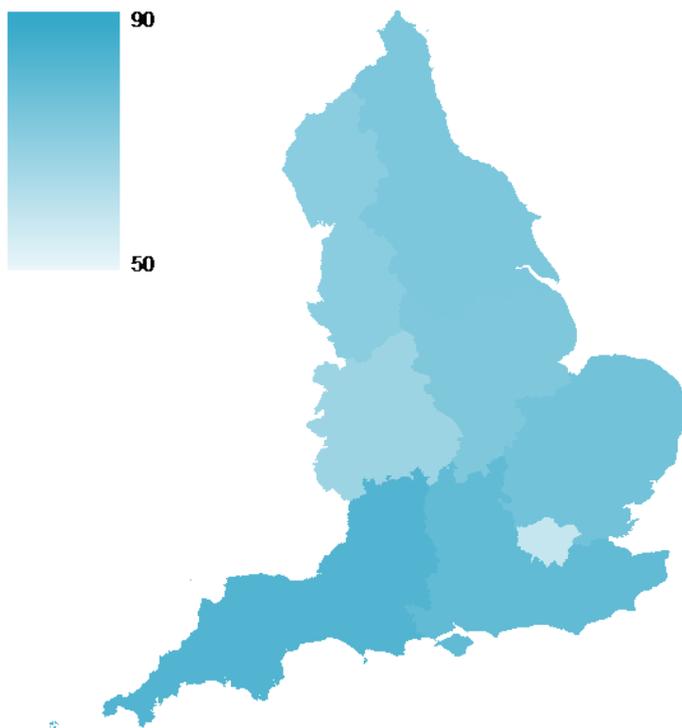


Disabled: Those with a long-standing illness or disability

Heritage engagement has increased for adults both with and without a long-standing illness or disability over the period 2005/06 to 2017/18.

The increase has been larger for adults with a long-standing illness or disability (from 63.9% in 2005/06 to 68.5% in 2017/18), and consequently the engagement gap has decreased from 8.4 pp in 2005/06 to 6.0 pp in 2017/18.

**Figure 2.8: Heritage engagement by region, 2017/18**



The proportion of adults who had visited a heritage site in the last year in 2017/18 was highest in the South West (83.8%) and lowest in London (58.3%), which had a decrease of 5.4 pp relative to 2005/06, the only region to show an overall decrease.

Since 2005/06, heritage engagement has increased significantly in the following regions:

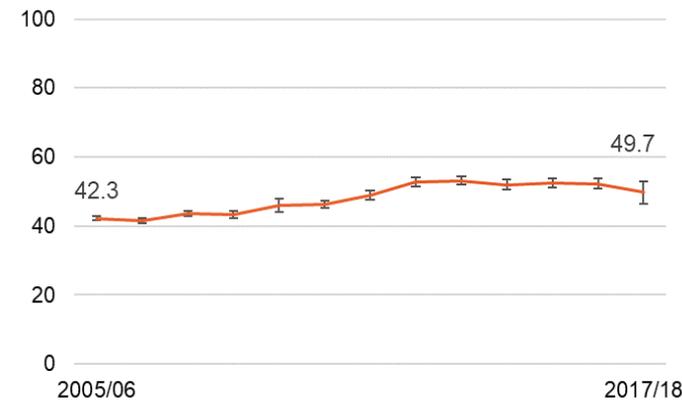
- North East
- North West
- Yorkshire and the Humber
- East of England
- South East
- South West

# Chapter 3: Museums and galleries

The wording and position of the museums and galleries question were changed for quarters 1-3 of the 2017/18 questionnaire as part of a wider review of the questionnaire structure. Following analysis and review of the provisional data from quarters 1 and 2, these changes were reverted for quarter 4. For consistency with previous results, figures reported here for 2017/18 are derived from quarter 4 data only<sup>1</sup>. As the sample is smaller, the confidence intervals are wider, i.e., there needs to be a larger change or difference in the absolute proportions for a difference to be considered significant.

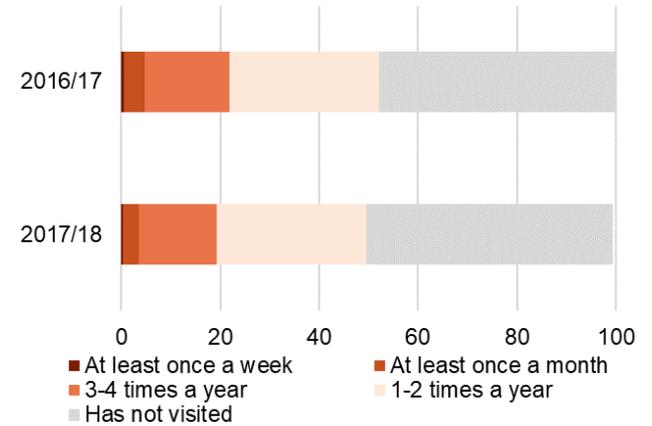
In 2017/18, 49.7% of adults visited a museum or gallery in 12 months prior to interview. This is significantly higher than in 2005/06 (42.3%) but suggests a slight downward trend to the engagement rates since a peak of 53.1% in 2013/14.

**Figure 3.1: Proportion of adults who had visited a museum or gallery in the last 12 months, 2005/06 to 2017/18**



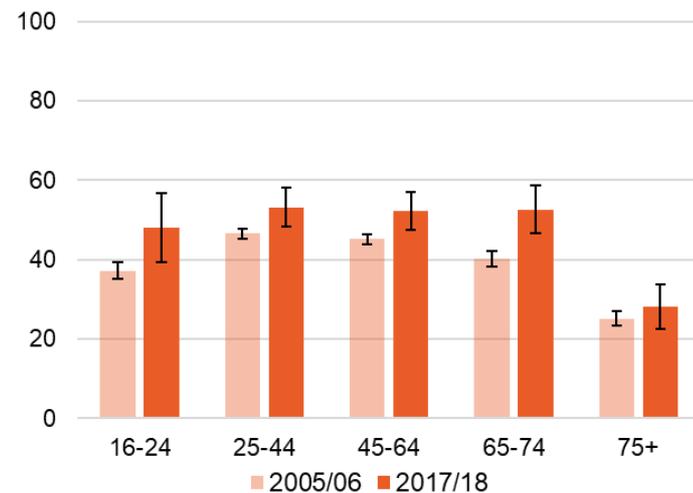
▮ 95% confidence interval

**Figure 3.2: Proportion of adults who had visited a museum or gallery in the last 12 months frequency of engagement, 2016/17 and 2017/18**



There was no significant difference in how often people reported visiting museums or galleries in the 12 months prior to interview for the 2016/17 and 2017/18 surveys.

**Figure 3.3: Proportion of adults who had visited a museum or gallery in the last 12 months by age group, 2005/06 and 2017/18**



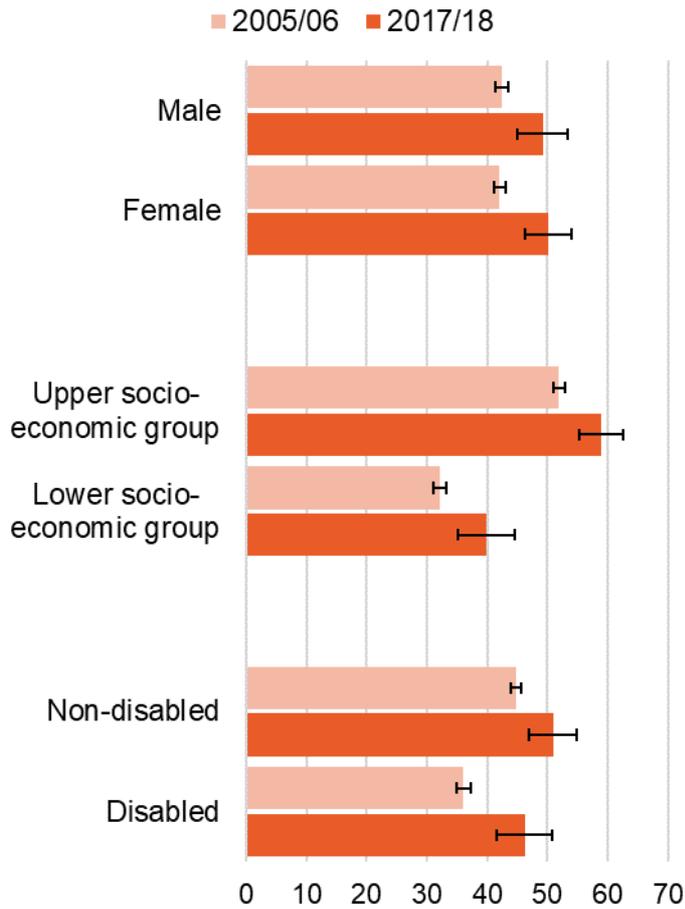
Engagement with museums and galleries is highest, and broadly similar, for those aged 25-74 and lowest for those aged 75+.

Since 2005/06, engagement with museums and galleries has increased for all age groups. The largest increase was in the 65-74 age group, where the proportion of adults who had visited a museum or gallery in the last year increased by 12.5 pp to 52.7%.

▮ 95% confidence interval

<sup>1</sup> See Annex E for full details.

**Figure 3.4: Engagement with museums and galleries by gender, socio-economic group and disability status, 2005/06 and 2017/18**



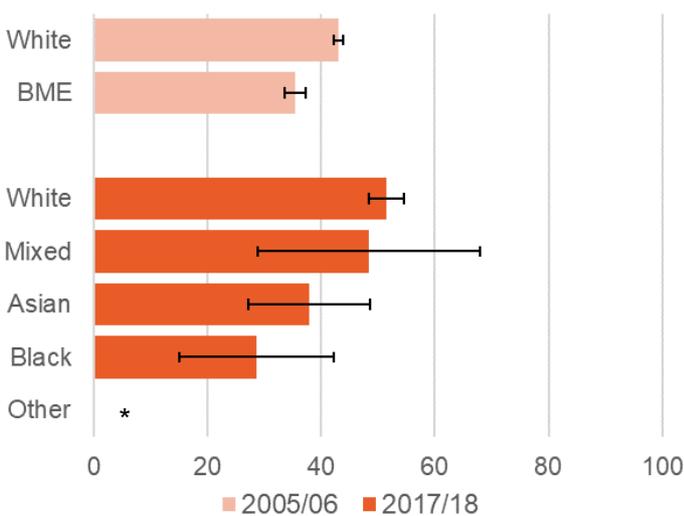
The proportion of adults in England who visited a museum or gallery in the last 12 months was significantly higher in 2017/18 than 2005/06 for both men and women, increasing by 6.7 and 8.1 pp respectively. There was no significant difference in engagement with museums and galleries between men and women.

Engagement with museums and galleries was significantly higher for the upper socio-economic group than the lower, but the engagement gap fell in 2017/18 to the lowest level recorded since the start of the Taking Part survey (19 pp).

In 2017/18, 50.9% of adults with no disability had visited a museum or gallery in the 12 months prior to interview, compared with 46.2% of adults with a long-standing illness or disability.

Whilst the engagement rates for the two groups are still significantly different, the engagement gap in 2017/18 was the smallest recorded by the Taking Part survey (4.7 pp) and both groups had rates significantly higher than in 2005/06.

**Figure 3.5: Engagement with museums and galleries by ethnicity, 2005/06 and 2017/18**

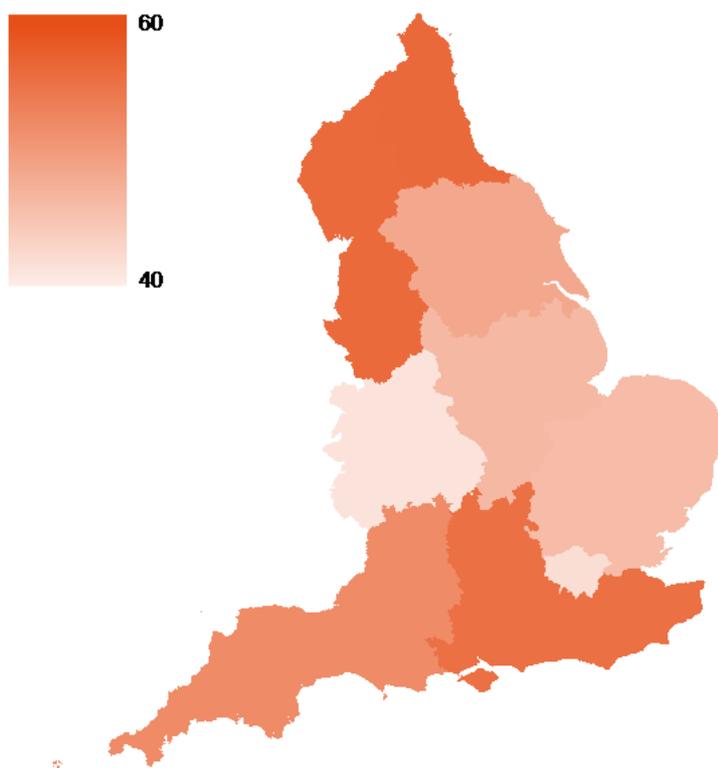


Engagement with museums and galleries increased significantly between 2005/06 and 2016/7 for the White ethnic group.

People in the Black and Asian ethnic groups were significantly less likely to have visited as museum or gallery than people in the White ethnic group. Analysis is limited due to the lower confidence in the estimates (this is because data are from only one quarter, so the sample is smaller).

— Headline estimates    ⊞ 95% confidence intervals    Disabled: Those with a long-standing illness or disability  
 BME: Black and Minority Ethnic    \*: Too few respondents for results to be reported

Figure 3.6: Engagement with museums and galleries by region, 2017/18



In 2017/18, the proportion of adults who had visited a museum or gallery in the 12 months prior to interview varied from 42.0% in the West Midlands to 56.6% in the North East (56.6%).

Engagement with museums and galleries was lower in 2017/18 than in 2005/06 for London, and higher for all other regions except the East and West Midlands, and the East of England. The greatest increase was in the North West where the engagement rate increased from 40.4% in 2005/06 to 56.5% in 2017/18.

Engagement levels in 2017/18 fell for two of the nine regions compared to 2016/17: London (-13.3 pp) and the East of England (-9.8 pp). There was a significant increase in engagement levels in the North East (11.5 pp), the region with amongst the lowest levels of engagement in 2016/17.

The Department for Digital, Culture, Media and Sport sponsors 15 national museums which provide free entry to their permanent collections. Provisional statistics on the number of visits to the sponsored museums and galleries are published on [gov.uk](http://gov.uk) every month ('Museums and galleries monthly visits' statistical data set). Annual statistics on the sponsored museum and galleries performance indicators (i.e. overseas and educational visits made to the museums) are also published on [gov.uk](http://gov.uk) (Sponsored museums annual performance indicators). These figures are from the perspective of an individual museum. Data collection methods also differ from museum to museum. One person may visit a number of museums or galleries, or visit a particular museum or gallery more than once, and therefore can be counted more than once.

Unlike these data collections, Taking Part is a household survey in England and measures engagement from the viewpoint of the individual. Questions on museums cover whether the individual visited a museum or gallery in the last 12 months. This visit can be in the UK and/or overseas.

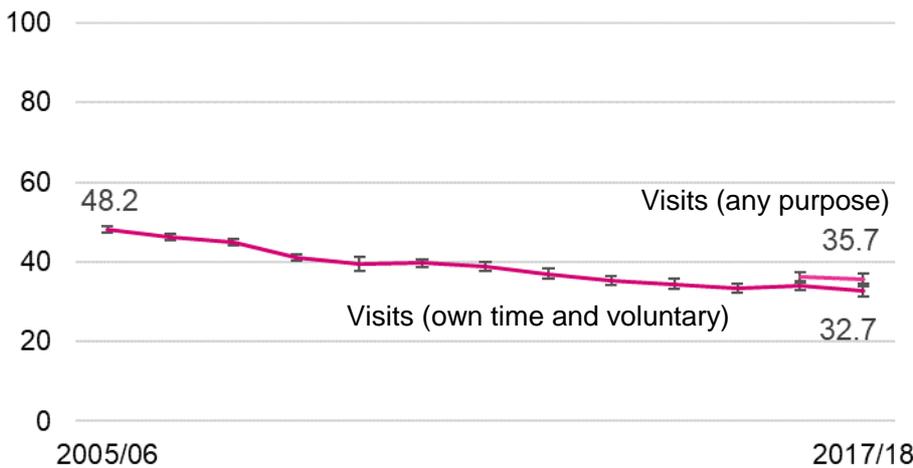
Despite these differences the overall trend has been similar, although visits in 2016/17 were higher than in 2004/05, there is a slight downward trend in visits from the peak in 2014/15.

# Chapter 4: Libraries

In 2017/18, 32.7% of adults had used a public library service in their own time or for voluntary work in the 12 months prior to interview. This is significantly lower than in 2005/06 (48.2%) but similar to the previous year (34.0%, 2016/17).

In 2016/17 the measure of attendance was revised to include all use of library services, for any purpose, including academic or paid work and it is this measure which will be reported in this chapter unless otherwise stated.

**Figure 4.1: Proportion of adults who had used a public library service in the last 12 months, 2005/06 to 2017/18**



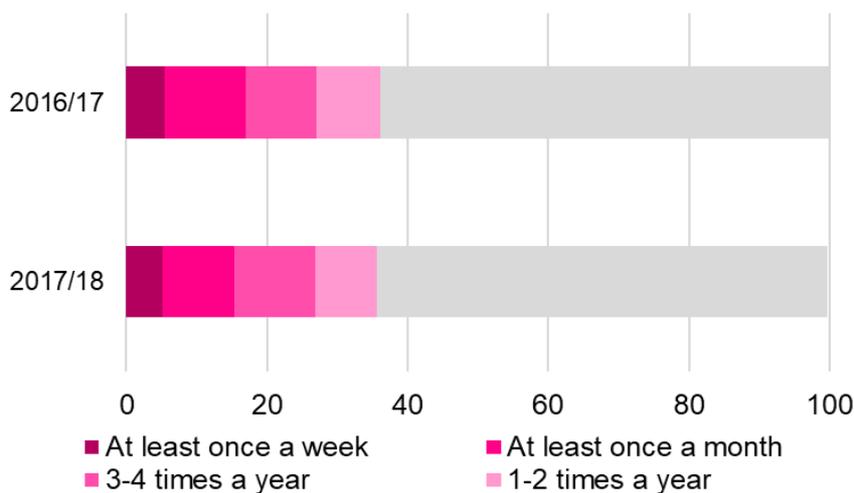
### What is included in public library use?

Public library use covers any use of a public library service and is not restricted to visiting in person to borrow books. This includes going to the library to do printing, taking part in a reading group and using on-line library resources. A full list can be found in Annex C.

This definition was changed in 2016/17. Results from earlier years are not directly comparable.

▮ 95% confidence interval

**Figure 4.2: Proportion of adults who had used a public library service in the last 12 months by frequency of engagement, 2016/17 and 2017/18**



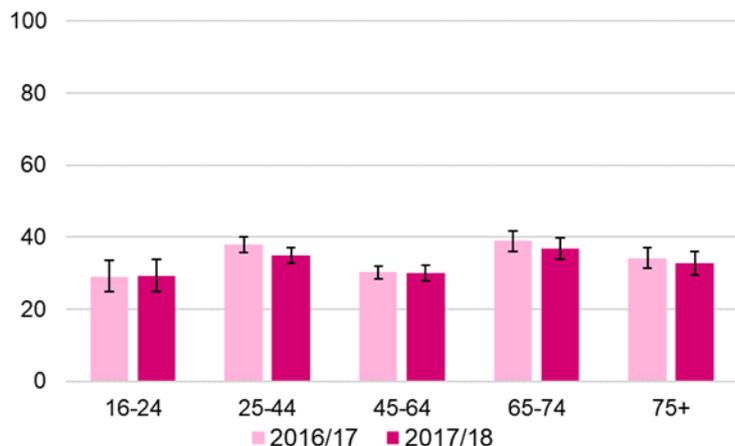
Though the overall proportion of people who had used a public library service at least once in the 12 months prior to interview was unchanged between 2016/17 and 2017/18, people tended to use public library services less often.

The proportion of adults who had used a public library service at least once a month (for any purpose) decreased from 17.0% in

2016/17 to 15.3% in 2017/18.

This was balanced by an equivalent rise in the proportion of adults who had used a public library service less often than once a month but at least once every 3 or 4 months (10.0% in 2016/17, 11.5% in 2017/18).

**Figure 4.3: Proportion of adults who had used a public library service in the last 12 months by age group, 2016/17 and 2017/18**

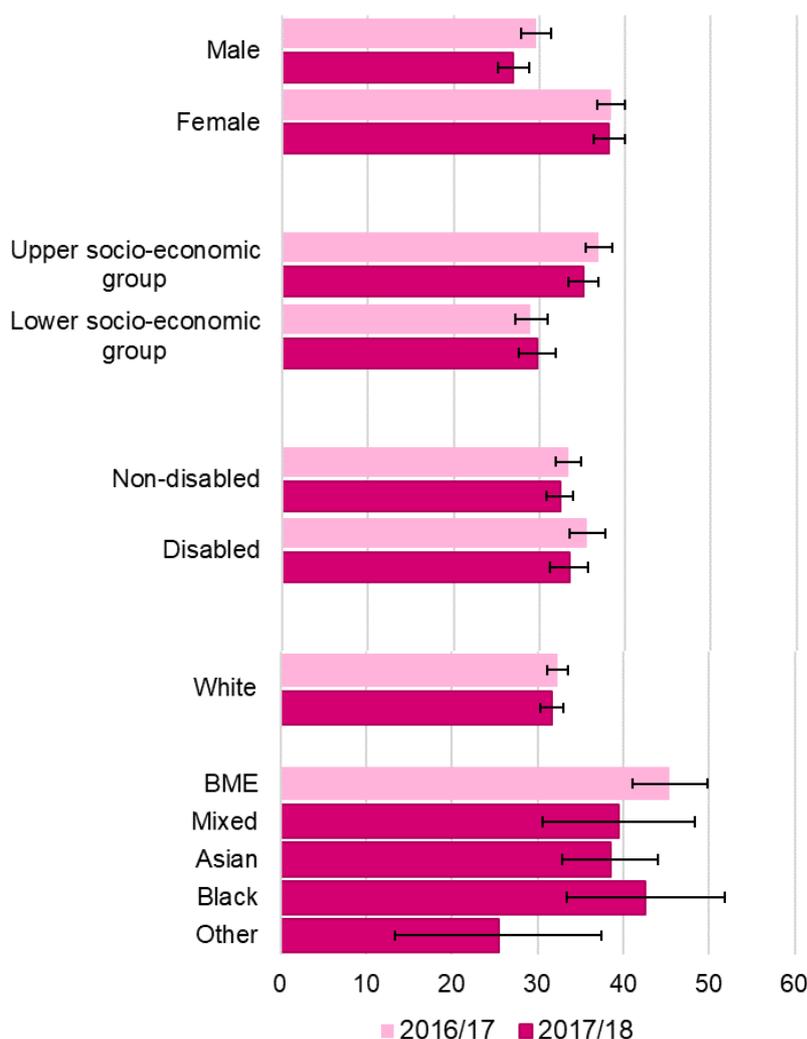


▮ 95% confidence intervals

In 2017/18, use of public library services ranged from 29.3% (people aged 16-24) to 36.9% (people aged 65-74).

The only significant change between 2016/17 and 2017/18 was a decrease in the proportion of those aged 25-44 who had used a public library service from 38.0% to 35.0%.

**Figure 4.4: Public library use by gender, socio-economic group, disability, and ethnicity, 2016/17 and 2017/18**



▮ 95% confidence intervals    BME: Black and Minority Ethnic  
Disability: Long-standing illness or disability

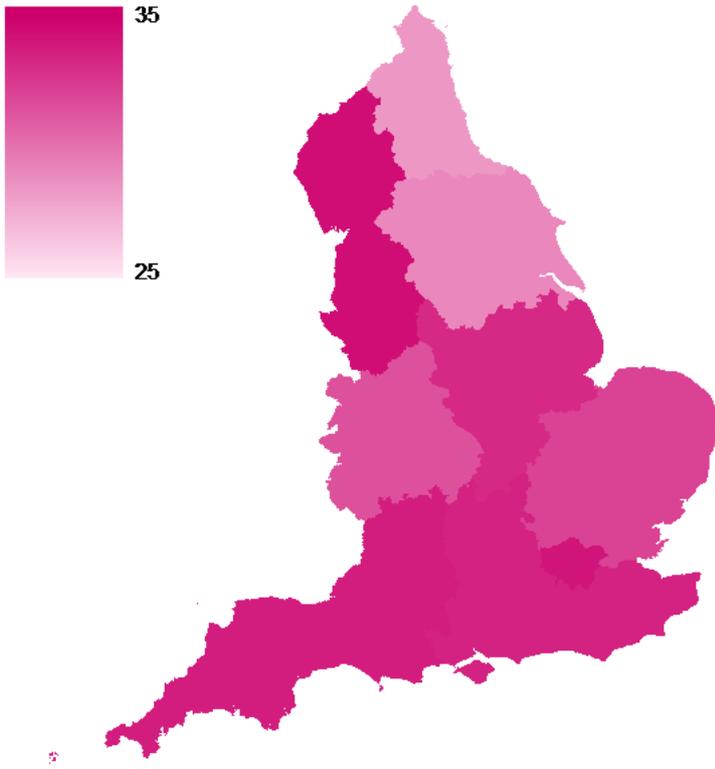
Public library service use in the 12 months prior to the 2017/18 survey was significantly lower for men (27.0%) than women (38.1%).

Public library service use was higher for people in the upper socio-economic group. The difference in use by socio-economic group appears to narrow between 2016/17 and 2017/18, however these changes are not significant.

There was no significant difference in public library use between the two groups.

Unlike other cultural sectors, public library use by people in the Black and Asian ethnic groups is significantly higher than for people in the White ethnic group.

Figure 4.5: Public library use by region, 2017/18



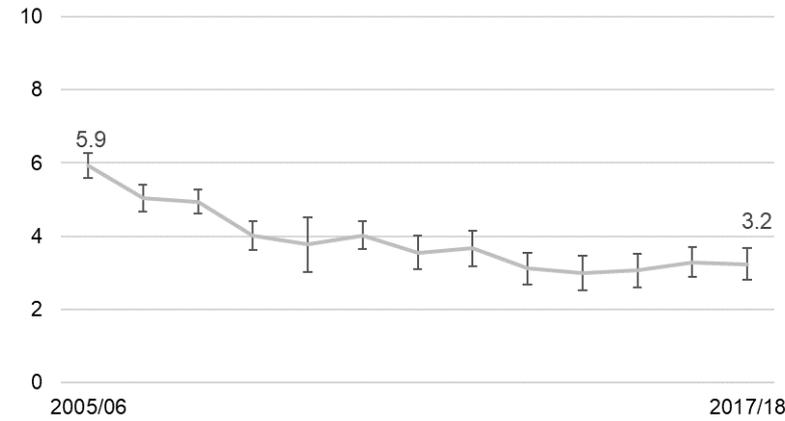
In 2017/18, public library use relatively similar across the country, varying from 28.4% in the North East to 34.4% in the North West.

Public library use was relatively similar in 2017/18 and 2016/17; the largest and only significant change was a decrease in London from 39.9% in 2016/17 to 34.1% in 2017/18.

# Chapter 5: Archives

In 2017/18, 3.2% of adults had visited an archive centre or records office in the last 12 months in their own time or as part of voluntary work. This is part of a longer term downward trend in the proportion of people using archives. It is significantly lower than the proportion who reported using one in 2005/06 (5.9%) but is similar to 2016/17 (3.3%).

**Figure 5.1: Proportion of adults who had visited an archive centre or records office in the last 12 months, 2005/06 to 2017/18**



⊞ 95% confidence interval

### What is an archive centre?

Archives are documents that have been created by families, individuals and organisations that have been specifically chosen to be kept permanently. They can be written papers, maps, photographs, films or sound recordings. Places that keep archives are called an archive centre or records office. This is not the same as a registry office where births, deaths and marriages are registered.

# Chapter 6: Barriers to Participation

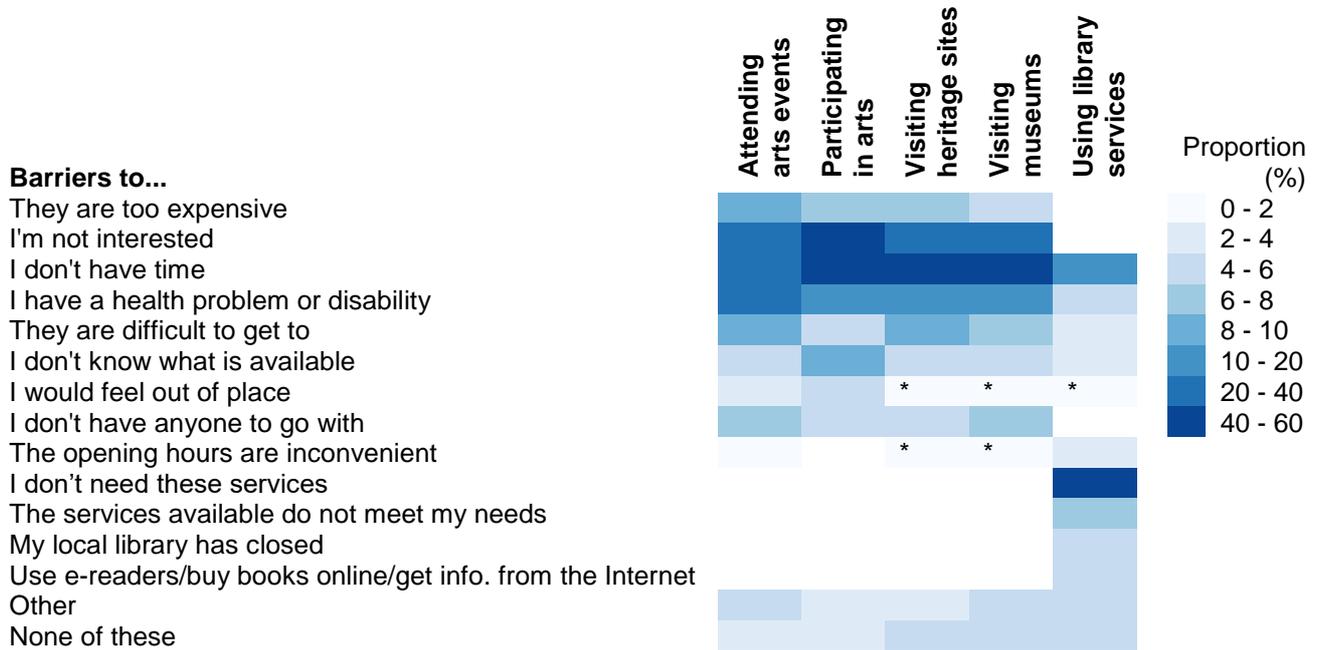
Respondents who had not participated in arts activities, used library services, or visited an arts event, heritage site, or museum were asked why they had not done so. These questions were added into the 2017/18 survey to help understand people’s reasons for not engaging with DCMS sectors. The proportion of people not engaging with each sector was as follows:

- 31.4% had not attended an arts event in the 12 months prior to the 2017/18 interview
- 46.6% of adults in England had not done at least one arts activity in the same period
- 27.2% had not visited an historic or heritage site
- 49.9% had not visited a museum or gallery
- 64.2% had not used any library services, including online

Lack of interest and time were the main reasons respondents gave for not engaging with arts, heritage and museums, whereas lack of need was the main reason given for not using library services. The proportion of people citing a health problem or disability as a barrier was four times higher for arts events (22.5%) than libraries (5.8%), and more than one in ten cited it as a barrier for all other sectors.

Feeling out of place was a concern for fewer than 5% of those who did not attend arts events or participate in arts activities (the number of responses was too small to report for heritage, museums or libraries).

**Figure 6.1: The reasons given by people who did not engage with each sector for not having done so in the 12 months prior to interview, 2017/18.**

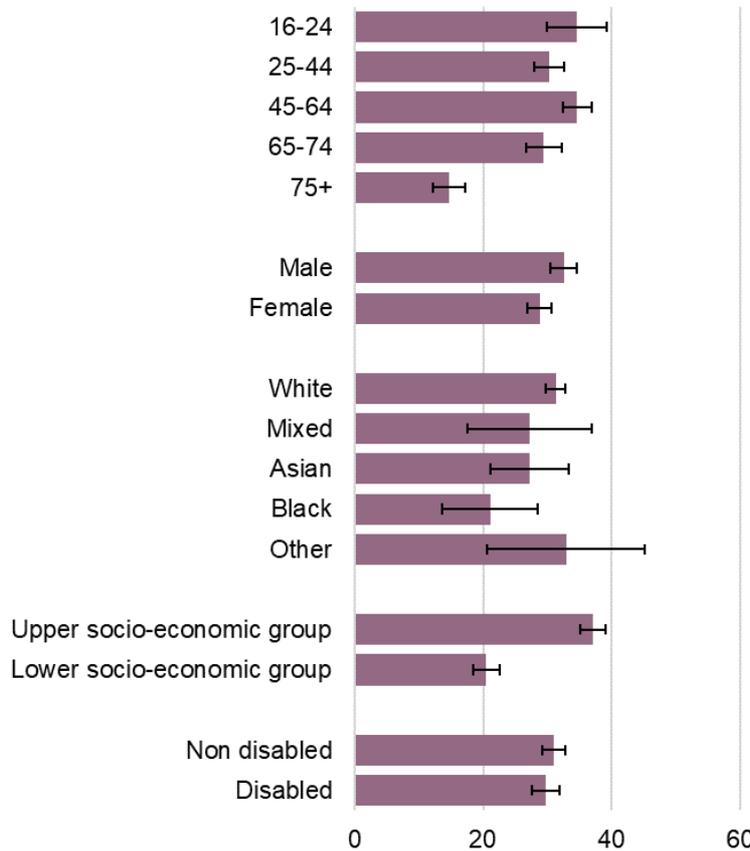


\*: Too few respondents for results to be reported (here these results have been set to 0). Where reasons were not available for the respondent to select, this is shown as a white box.

# Chapter 7: Digital Participation

In 2017/18, 30.6% of adults had digitally participated in culture in the 12 months prior to interview.

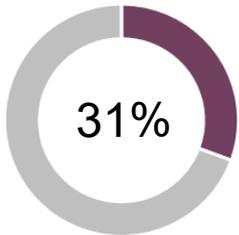
**Figure 7.1: Proportion of adults who had digitally participated in culture in the last 12 months by demographic group, 2017/18**



**What is digital participation?**

Digital participation in culture is defined as visiting websites or apps for at least one of the reasons outlined in Annex C. The list excludes visiting websites to find out information such as location or opening hours, or to buy tickets for an event. Visiting a website or app related to culture for any reason falls under 'digital engagement'.

Please note that this list has changed since 2015/16 due to additional response options being added to the questionnaire. This means that the results since 2016/17 are not comparable with previous years.



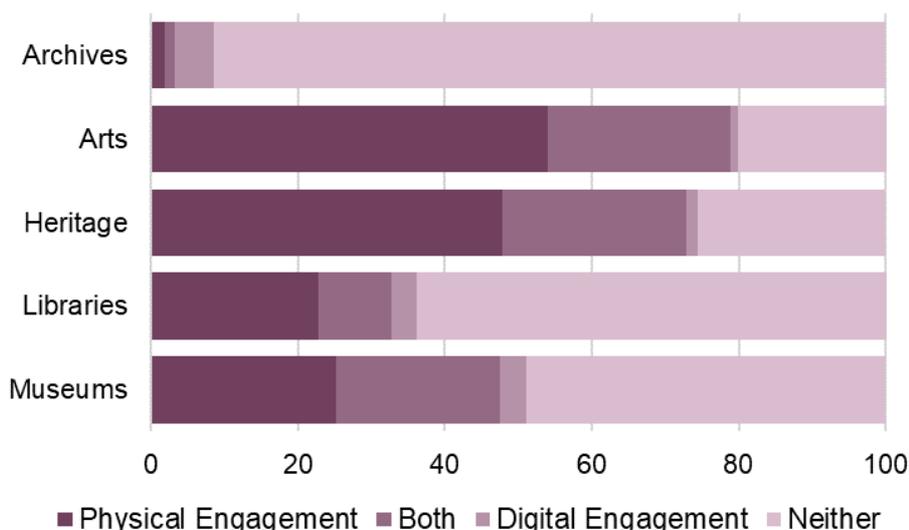
▮ 95% confidence intervals    BME: Black and Minority Ethnic    Disability: Long-standing illness or disability

Digital participation was significantly lower for those aged 75+ (14.7%) than the younger age groups (range from 29.5% to 34.6%). Digital participation was higher for men (32.5%) than women (28.8%) and higher for the upper socio-economic group (37.0%) than the lower socio-economic group (20.5%). There were no significant differences in digital participation by disability status. People from the White ethnic group had significantly higher rates of digital participation than people from the Black ethnic group, however there were no other significant differences by ethnicity.

In 2017/18, 6.7% of adults had visited an archive or records office website in the 12 months prior to interview. The main reasons for visiting an archive or records office website were to view digitised documents online (57.5%), search a catalogue (27.4%), and to complete a transaction (19.1%). In contrast with the other sectors, a higher proportion of adults had visited an archive or record office website than had visited an archive centre in person.

In 2017/18, 25.9% of adults had visited an arts website. This rate has remained relatively unchanged since 2013/14 (25.1%) but is an increase compared to the previous year (24.1%). The main reasons for visiting an arts website were to find out more about an event (72.4%), and to find out more about an artist/performer (54.6%). Other common reasons for visiting an arts website were to buy tickets for an arts performance or exhibition (50.2%) and to view or download part or all of film (21.7%) or a performance or exhibition (19.4%).

**Figure 7.2: Proportion of adults who had engaged physically or digitally with archives, the arts, heritage, libraries, and museums and galleries in the last 12 months, 2017/18**



**What is digital arts engagement?**  
 Digital engagement with the arts involves visiting an arts website or app. This includes music, theatre, dance, visual arts and literature. A full list can be found in Annex C.

The majority of adults who engaged with the arts digitally also engaged physically by participating in an arts activity or attending an arts event at least once in the 12 months prior to interview. Roughly one in four (24.9%) of adults had engaged with the arts both physically and digitally in the last 12 months, and 79.9% of adults had engaged with arts in the last 12 months either physically, digitally or both.

In 2017/18, 26.5% of adults had visited a heritage website in the 12 months prior to interview, the majority of whom also visited a heritage site physically. The main reasons for visiting a heritage website were to check the opening hours of a historic site (61.8%), plan how to get to a historic site (56.9%) and to learn more about history or the historic environment (49.8%).

As with arts, approximately one in four (24.9%) of adults had engaged with heritage both physically and digitally in the last 12 months, and 74.4% of adults had engaged with heritage in the last 12 months either physically, digitally or both.

In 2017/18, 13.5% of adults had visited a library website in the 12 months prior to interview and 17.7% had used library services online. The most common ways in which people used online library services were to access a library service via the internet (e.g. reserve or renew books, or pay a fine) (67.6%), to search and view online information (53.7%) and to view the library website for information relating to library access (e.g. location or opening hours) (35.5%).

The proportion of adults who had visited a museum or gallery website in the 12 months prior to interview increased significantly between 2005/06 (15.8%) and 2017/18 (25.7%). The most common reasons given in 2017/18 for visiting a museum or gallery website were to find out more about an exhibition or event (76.3%), to check opening times (64.5%) and to order tickets for an exhibition or event (39.2%).

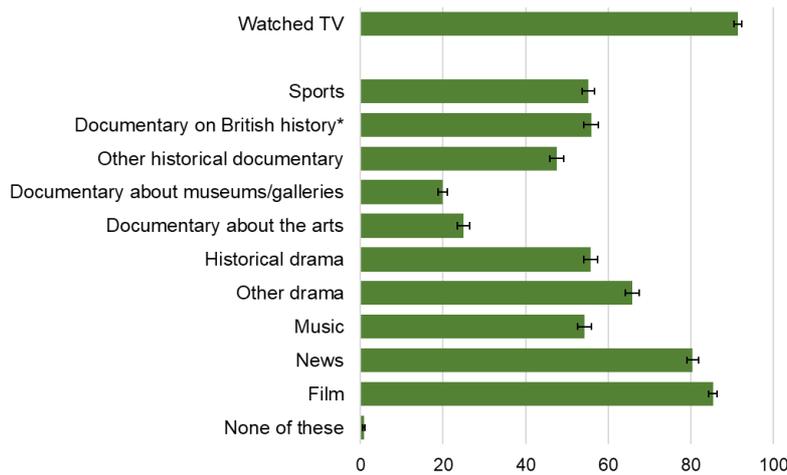
The majority of adults who had visited a museum or gallery website had also visited a museum or gallery in person. In total, 22.2% of adults had visited a museum or gallery both digitally and physically, and 51.0% of adults had engaged with museums and galleries either digitally, physically or both.

# Chapter 8: Television

Respondents have been asked whether they watched TV in their free time in the 12 months prior to interview since quarter 4 of the first Taking Part survey<sup>2</sup>, however previously TV viewing habits have only been reported as part of focus reports.

The proportion of people who watched TV in their free time in the past 12 months increased from 84.3% in 2006/07 to 91.5% in 2017/18.

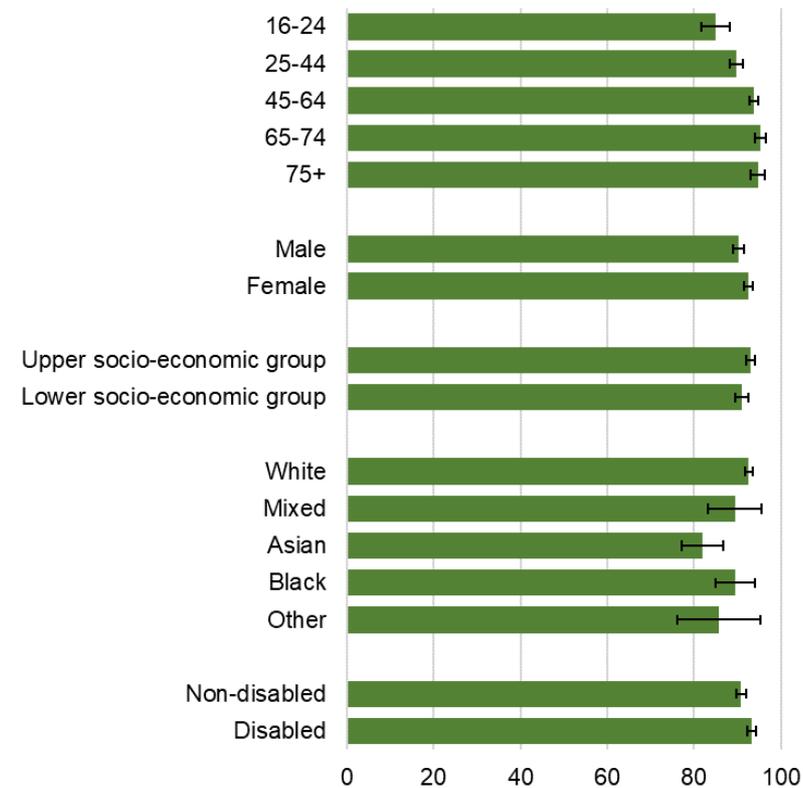
**Figure 8.1: Proportion of adults who watched TV, and type of programme watched, in the last 12 months, 2017/18**



Film was the most popular TV programme type of those listed (85.5%) in 2017/18, followed by news (80.5%) and non-historical dramas (65.9%). Documentaries about museums or galleries (19.9%) and the arts (25.0%) were the least popular. Documentaries on British history, architecture and/or monuments were as popular (55.9%) as historical dramas (55.8%), music programmes (54.3%) and sports (55.3%).

\*: Includes history, architecture and/or monuments

**Figure 8.2: Proportion of adults who watched TV in the last 12 months by demographic group, 2017/18**



TV viewership increased with age – people younger than 44 years old had rates of TV viewing significantly below average whilst those over 45 were significantly more likely than average to have watched TV in the 12 months prior to interview.

Women (92.6%) were significantly more likely to have watched TV than men (90.3%), and those in the upper socio-economic group (93.0%) were significantly more likely to have watched TV in the past 12 months than those in the lower socio-economic group (90.9%)

People in the White ethnic group were more likely to have watched TV (92.6%) than people in the Asian ethnic group (81.9%).

Disabled people (93.2%) were more likely to have watched TV than non-disabled people (90.8%).

▮ 95% confidence intervals    BME: Black and Minority Ethnic    Disability: Long-standing illness or disability

<sup>2</sup> Question text (2017/18 survey): “I would now like you to think about things that you do nowadays. Please look at this list and tell me if you do any of these things in your free time.” Response option: “Watch TV”.

# Chapter 9: Volunteering and Charitable Giving

## Volunteering

In 2017/18, 29.2% of adults had done voluntary work at least once in the last 12 months, and 10.2% of adults had volunteered in at least one of the DCMS sectors<sup>3</sup>.

Of those that had done **any** type of voluntary work:

- 9.4% volunteered in the arts sector
- 1.8% volunteered in museums or galleries
- 5.1% volunteered in the heritage sector
- 1.6% volunteered in libraries
- 0.3% volunteered in the archives sector
- 20.8% volunteered in the sports sector

## What is volunteering?

In the Taking Part questionnaire, respondents are asked whether they have done any voluntary work, with a list of activities provided for them to choose from. The full list is available in Annex C.

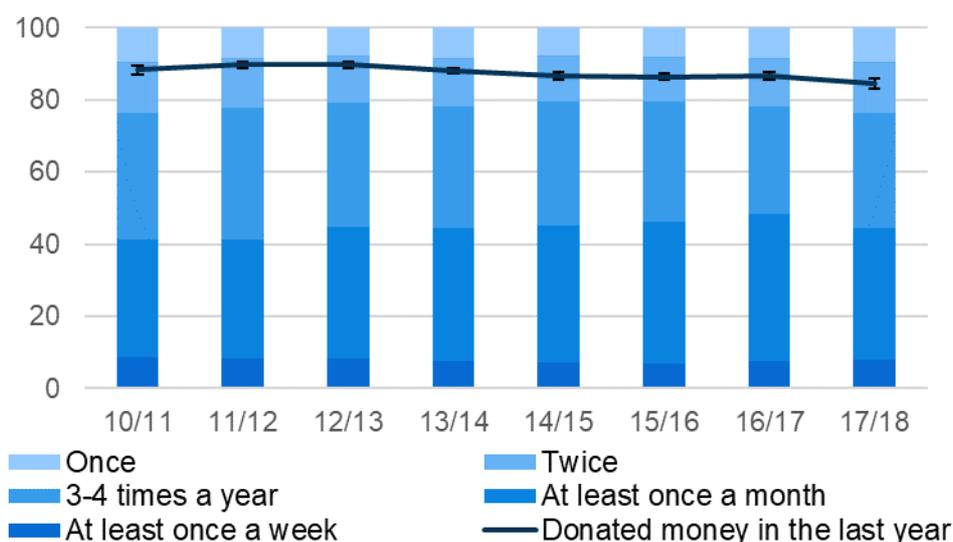
The way that the volunteering question was asked in 2016/17 was different to previous years so comparisons should not be made between the 2016/17 results and those for previous years.

Volunteering data are also collected on the Community Life Survey (CLS). The questions about volunteering on the CLS are different to the Taking Part Survey so the results from the two surveys are not comparable. CLS should be used for headline measures of volunteering, while Taking Part can be used to understand volunteering in the DCMS sectors.

## Charitable Giving

In 2017/18, 84.4% of adults had donated money to charity in the last 12 months<sup>4 5</sup>. This is a significant decrease compared to the previous year and is part of a longer term downward trend.

**Figure 9.1: Proportion of adults who had donated money to charity, and frequency of giving in the last 12 months, 2010/11 to 2017/18**



Of those who gave to charity, the majority (76.3%) donated money at least three to four times a year, and this proportion has remained relatively stable since questions on charitable giving were first asked in 2010/11.

± 95% confidence interval

For those that had donated money to charity, the most common forms of donation were:

- Money to collecting tins or charity envelopes (41.8%)
- Buying raffle tickets (40.8%)
- Buying goods from a charity shop or catalogue (39.3%)

<sup>3</sup> DCMS sectors are defined as the arts, museums and galleries, heritage, libraries, archives and sport

<sup>4</sup> Estimates of charitable giving in the last 4 weeks are available from the Community Life Survey

<sup>5</sup> The forms of charitable giving that are included in the questionnaire are provided in Annex C

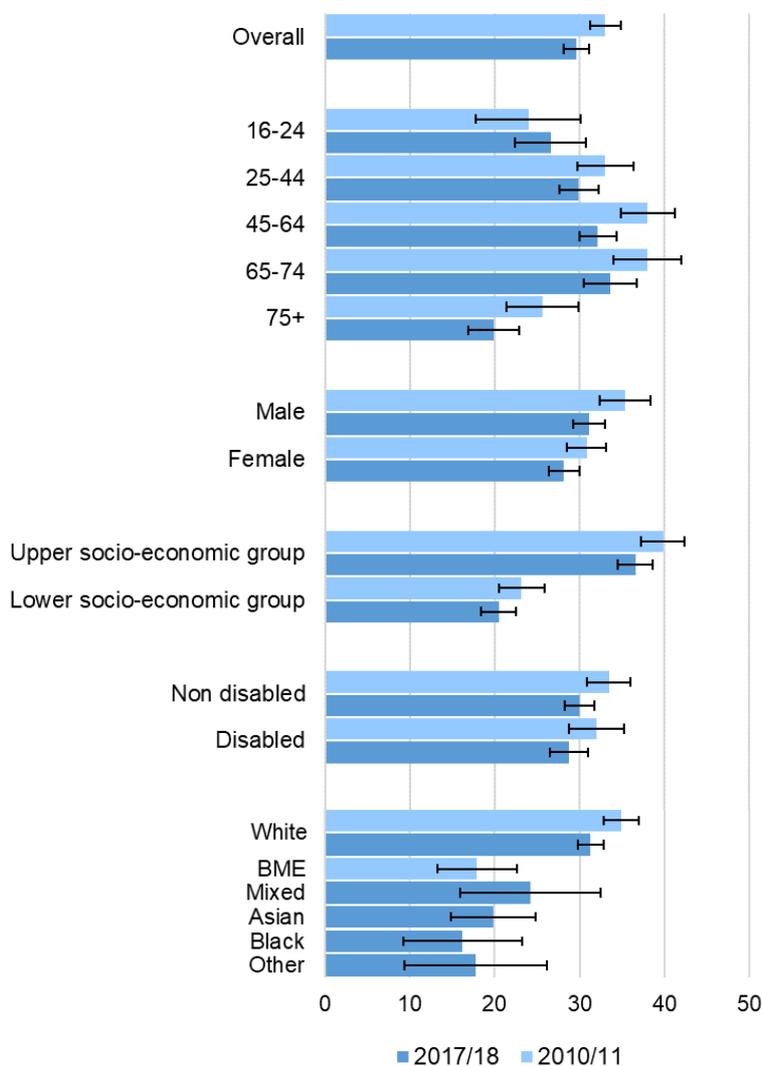
## Charitable giving to DCMS sectors

The proportion of adults who had donated to at least one of the DCMS sectors<sup>6</sup> in the last 12 months was 29.6% in 2017/18. This is significantly lower than in 2010/11, when data were first collected (33.0%), but similar to last year (30.4%).

Of all charitable donations, the proportion of adults that had donated to each of the DCMS sectors was as follows:

- Heritage: 13.7%
- Arts: 6.8%
- Museums and galleries: 14.8%
- Libraries: 0.7%
- Sport: 7.4%

**Figure 9.2: Proportion of adults who had donated money to at least one of the DCMS sectors in the last 12 months, 2010/11 and 2017/18**



Charitable giving to the DCMS sectors in 2017/18 lowest for those aged 75+ (19.8%). The 16-24 age group was the only one with a higher rate of charitable giving to DCMS sectors in 2017/18 than in 2010/11 – giving to DCMS sectors decreased for all other age groups.

The difference in the proportion of men and women who donated to DCMS sectors has decreased from 4.5 pp in 2010/11, to 3.0 pp in 2017/18; however, this because the proportion of men who donated has fallen faster than the proportion of women, with both genders reporting significantly fewer donations in 2017/18 than 2010/11.

Charitable giving to the DCMS sectors was higher among White adults than adults in other ethnic groups, except for those of Mixed or multiple ethnicity. The rate of charitable giving to the DCMS sectors by adults in the White ethnic group has decreased significantly from 34.9% in 2010/11 to 31.3% in 2017/18.

⊥ 95% confidence interval

BME: Black and Minority Ethnic

Disability: Long-standing illness or disability

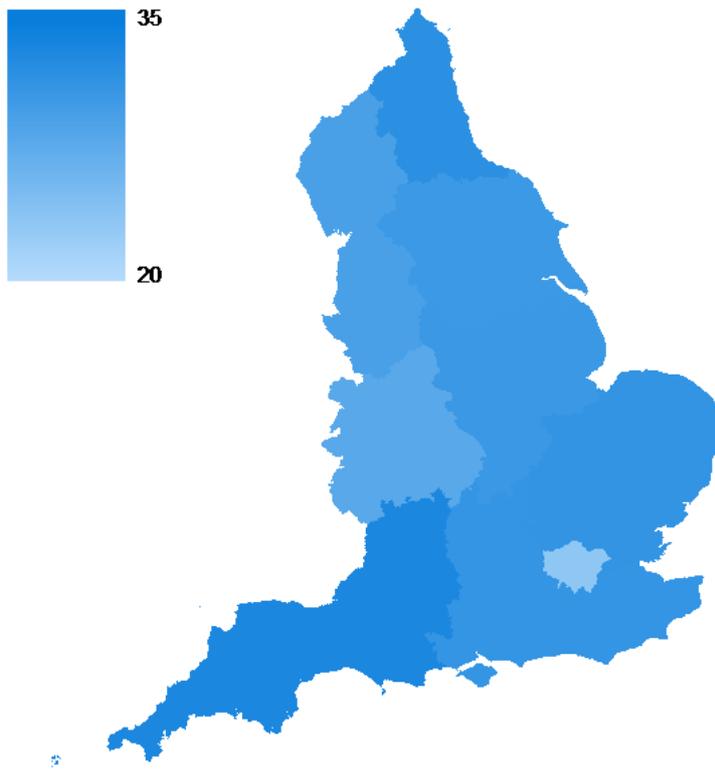
Across the time series, charitable giving to the DCMS sectors has been consistently higher in the upper socio-economic group than in the lower socio-economic group and the difference between the two groups has remained relatively constant (16.6 pp in 2010/11, 16.1 pp in

<sup>6</sup> DCMS sectors are defined as the arts, museums and galleries, heritage, libraries and sport

2017/18). In the most recent survey year, 36.5% of adults in the upper socio-economic group had donated money to a charity in one of the DCMS sectors in the last 12 months, compared with 20.4% of adults in the lower socio-economic group.

There is no significant difference between levels of charitable giving to the DCMS sectors for adults with and without a long-standing illness or disability (28.7% and 30.0%, respectively) in 2017/18.

**Figure 9.3: Charitable giving to DCMS sectors by region, 2017/18**



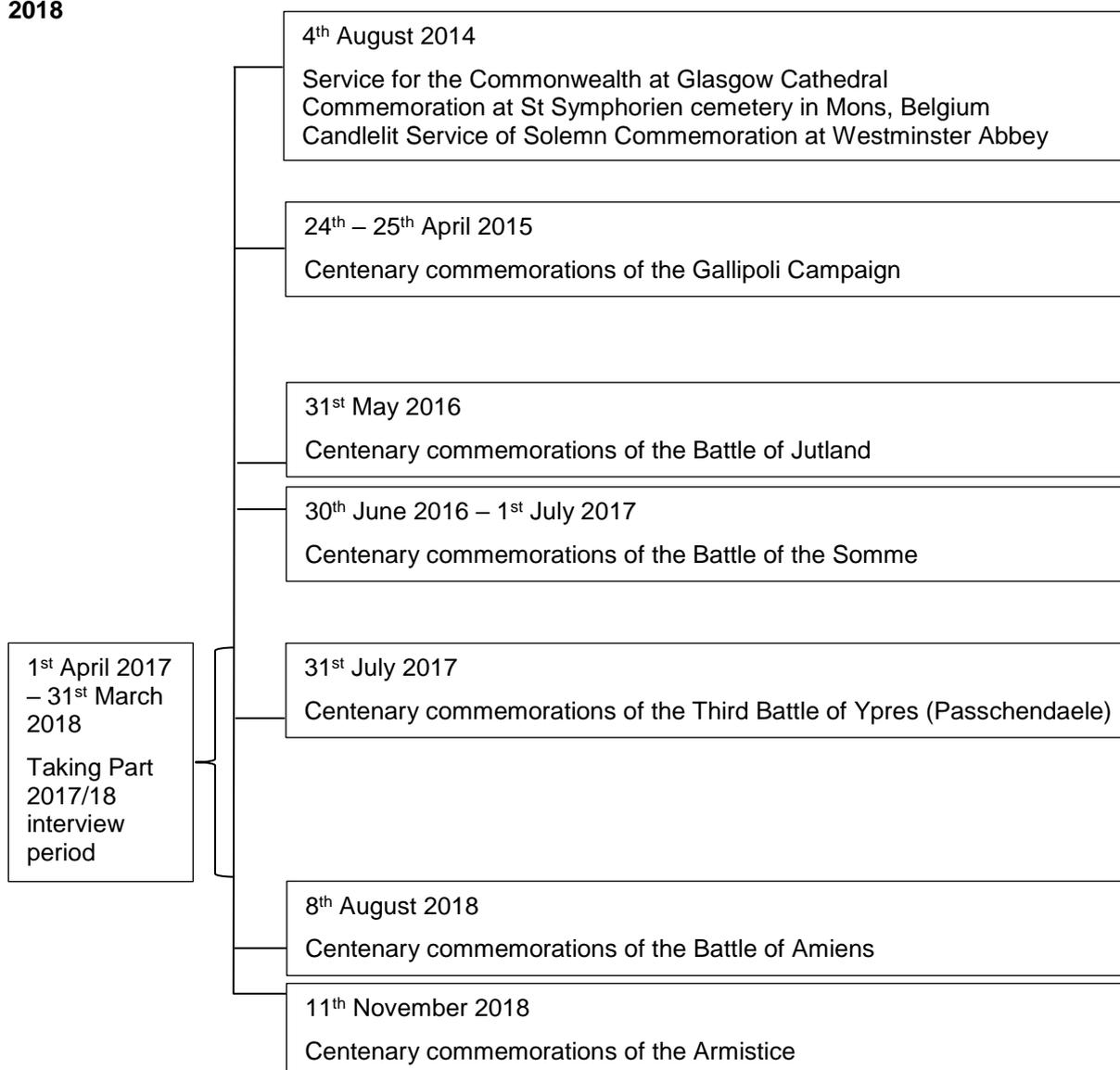
In 2017/18, rates of giving to DCMS sectors ranged from 23.3% (London, significantly below all other regions) to 33.3% (the South West).

This is a similar regional pattern to the previous year, with no significant increases or decreases reported.

# Chapter 10: First World War

Over the period 2014 to 2018, a number of national and local events have been/are being held to commemorate the Centenary of the First World War. Questions about awareness of the commemorative events and attitudes towards them have been included in the Taking Part survey since July 2014.

**Figure 10.1: Timeline of the national events to commemorate the Centenary of the First World War, 2014-2018**

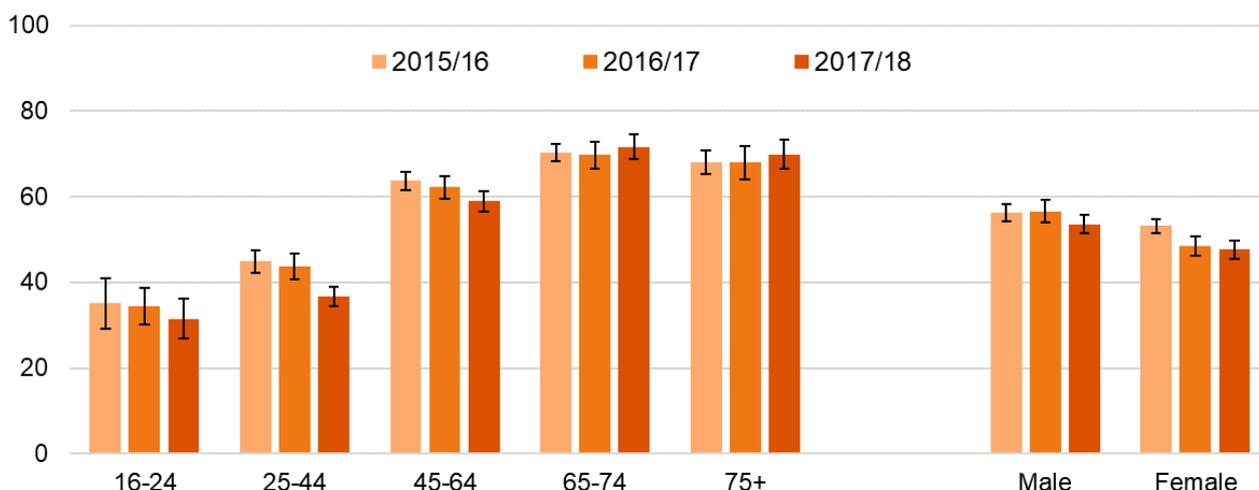


In 2017/18, 50.5% of adults stated that they were aware of local or national events or activities being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War. This is a significant decrease compared to the proportion in 2016/17 (52.5%).

Awareness of the Centenary commemorations in 2017/18 varied by age group from 31.5% (ages 16-24) to 71.6% (ages 65-74). Awareness levels for those aged between 25 and 64 were significantly lower in 2017/18 than 2016/17.

As in previous years, awareness of Centenary events was higher amongst men (53.5%) than women (47.6%).

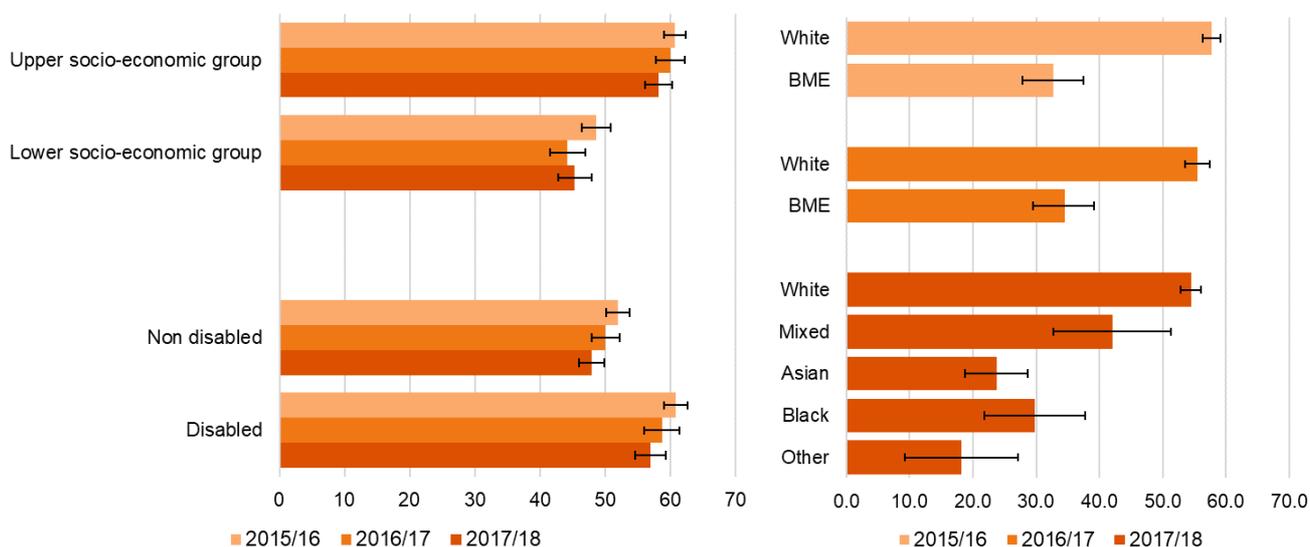
**Figure 10.2: Proportion of adults aware of local or national events or activities being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War, by age group and gender, 2015/16 to 2017/18**



┆ 95% confidence interval

Awareness of First World War Centenary events was higher among those in the upper socio-economic group, the White ethnic group, and those with a long-standing illness or disability. Given that the percentage of adults with a long-standing illness or disability increases with age, the higher awareness levels for adults with a long-standing illness or disability are likely to be a reflection of the higher awareness levels observed in the older age groups.

**Figure 10.3: Proportion of adults aware of local or national events or activities being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War, by demographics, 2015/16 to 2017/18**



┆ 95% confidence interval

BME: Black and Minority Ethnic

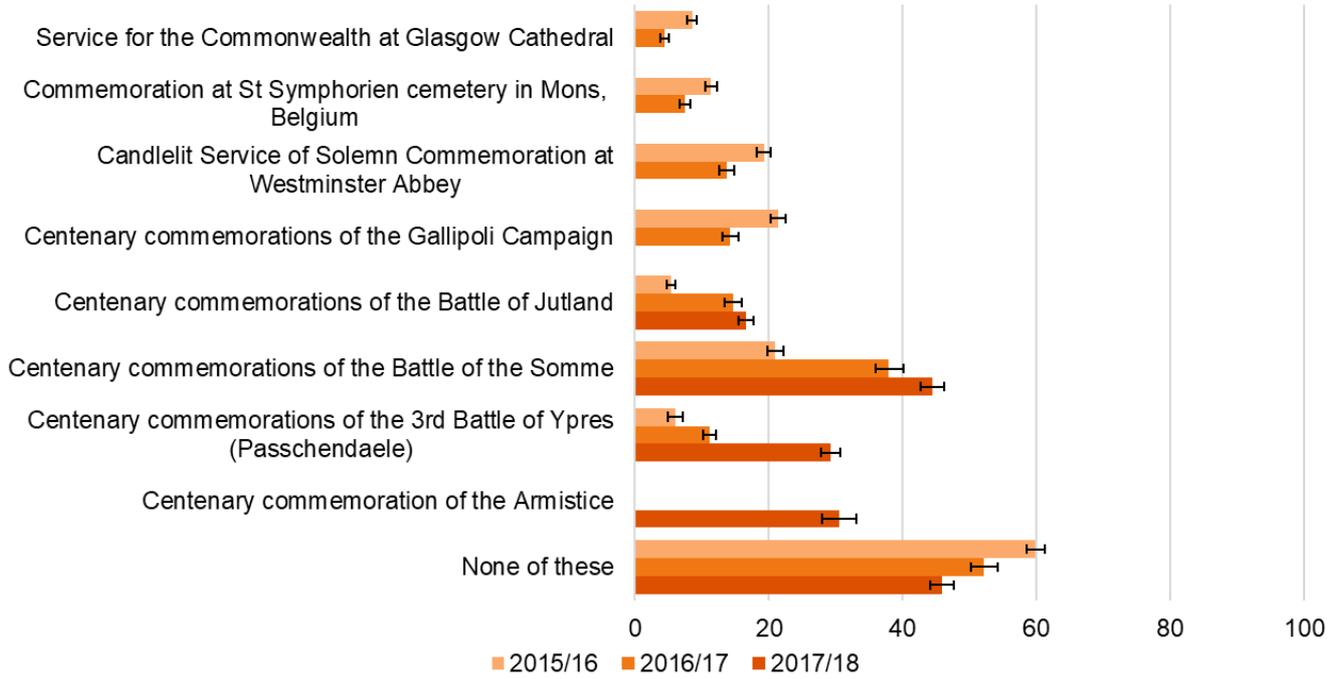
Disability: Long-standing illness or disability

Awareness of First World War Centenary events tended to be higher in the south, apart from London. The two regions with the highest levels of awareness were the South West (59.7%) and South East (57.7%), whereas London had the lowest levels of awareness (35.5%).

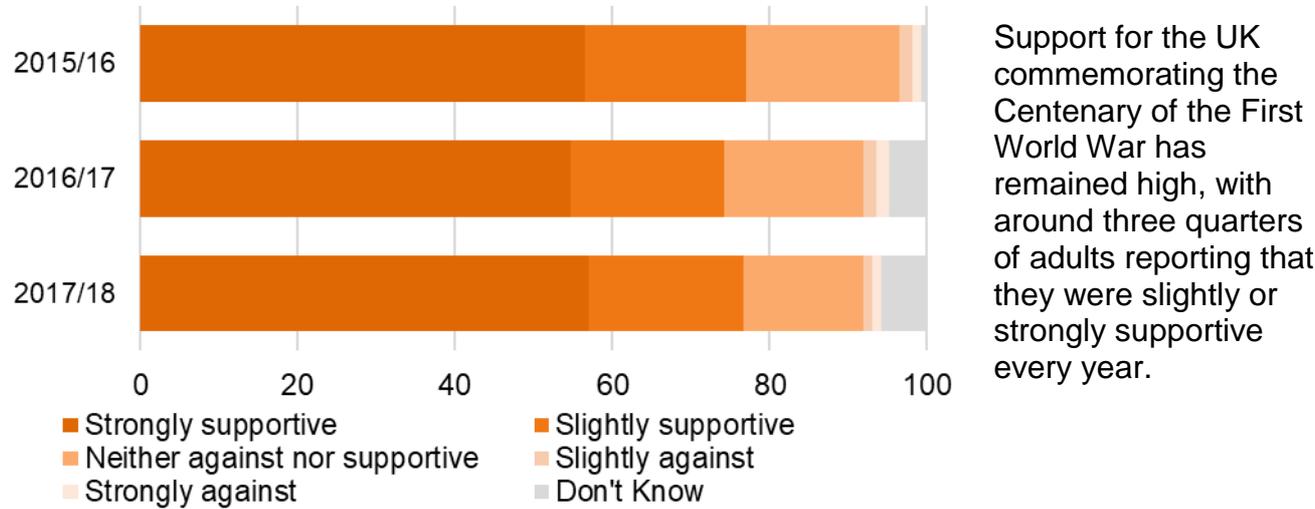
Whilst awareness of unspecified local or national events to commemorate the centenary of the First World War has fallen since 2015/16, awareness of all specific events listed increased between 2016/17 and 2018/19. The largest increase was observed for the event which took place during 2017/18, the commemorations of the 3rd Battle of Ypres. Awareness of this event more than doubled from 11.1% in 2016/17 to 29.2% in 2017/18. Despite this, more adults were

aware of the Centenary commemorations of the Battle of the Somme (44.5%) than of any other event.

**Figure 10.4: Awareness of events to commemorate the Centenary of the First World War, 2015/16 to 2017/18**



**Figure 10.5: Level of support for First World War Centenary commemorations, 2015/16 to 2017/18**



Support for the UK commemorating the Centenary of the First World War has remained high, with around three quarters of adults reporting that they were slightly or strongly supportive every year.

Respondents who had stated that they were aware of events and activities to commemorate the Centenary of the First World War were then asked to what extent the events had impacted their knowledge or behaviour:

- 75.4% of people said that the events had helped them to understand what was experienced by those who fought in the war
- 75.0% of people said that the events had helped them to understand what was experienced by other people who lived at the time of the war
- 16.3% of people said that the events had encouraged them to volunteer for community or other activities

## Annex A: Background

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1. The Taking Part survey is commissioned by the Department for Digital, Culture, Media and Sport and its partner Arm's Length Bodies. For 2011 to 2018, these are Arts Council England, Historic England and Sport England.
2. The fieldwork for the Taking Part survey over the period 2005/06 to 2015/16 was conducted by TNS-BMRB and for 2016/17 – 2017/18 was conducted by Ipsos Mori and NatCen Social Research.
3. The United Kingdom Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics.

Designation can be broadly interpreted to mean that the statistics:

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

Once statistics have been designated as National Statistics, it is a statutory requirement that the Code of Practice shall continue to be observed.

4. Stringent quality assurance procedures have been adopted for this statistical release. All data and analysis has been checked and verified by at least two different members of the DCMS team and NatCen Social Research to ensure the highest level of quality.
5. Guidance on the quality that is expected of Taking Part statistical releases is provided in a [quality indicators document](#). These quality indicators outline how statistics from the Taking Part survey match up to the six dimensions of quality defined by the European Statistical System (ESS). These are: relevance, accuracy, timeliness, accessibility, comparability and coherence.
6. The Taking Part survey measures participation by adults (aged 16 and over) and children (aged 5-10 and 11-15) living in private households in England. No geographical restriction is placed on where the activity or event occurred. Further information on data for Scotland, Wales and Northern Ireland can be found in question 2 of the ["Taking Part: Guidance Note"](#).
7. Unless stated, participation in activities must be for the purpose of recreation or leisure, including voluntary work. It excludes involvement in activities where the prime motivation is paid work or academic studies. The exception to this is engagement with heritage which includes visits made for academic study and use of library services, which can be for any reason.
8. Sample sizes for each year and data breakdown can be found in the accompanying tables.
9. All estimates have been rounded to one decimal place.
10. Changes over time and differences between groups are only reported on where they are statistically significant at the 95% level. This means that we can be confident that the

differences seen in our sampled respondents are reflective of the population. Specifically, the statistical tests used mean we can be confident that if we carried out the same survey on different random samples of the population, 95 times out of 100 we would get similar findings. When sample sizes are smaller we can be less confident in our estimates so differences need to be greater to be considered statistically significant.

11. The upper and lower bounds presented in this report have been calculated using a 95% confidence interval. This means that had the sample been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value. When the sample size is smaller, as is the case for certain groups and in certain years, the confidence intervals are wider as we can be less certain that the individuals in the sample are representative of the population. This means that it is more difficult to draw inferences from the results.
12. The data are weighted to ensure representativeness of the Taking Part sample. There are two types of weighting:
  - to compensate for unequal probabilities of selection
  - to adjust for non-response

Weighting is based on mid-2016 population estimates from the Office for National Statistics.

13. For more information about the Taking Part survey and to access previous publications and the questionnaires, see the [Taking Part survey webpages](#).
14. The responsible statistician for this release is Alex BJORKEGREN. For enquiries on this release, please contact Alex on 0207 211 6776 or via email at [TakingPart@culture.gov.uk](mailto:TakingPart@culture.gov.uk).
15. To be kept informed about Taking Part publications and user events, please sign up to the Taking Part online newsletter [here](#). You can follow us on Twitter [@DCMSInsight](#).

## Annex B: Key terms and definitions

Term	Definitions
2005/06	This is the time period covering April 2005 to March 2006. In this release, this refers to the date that the interviews were conducted. The activities reported on took place in the year prior to interview. Other years referenced in this way cover the equivalent time period.
Arts	A list of activities that are classified as engagement with the arts is given in Annex C.
Black and Minority Ethnic (BME)	<p>The 'Black and Minority Ethnic' group includes adults who have identified as being in the following ethnic groups:</p> <ul style="list-style-type: none"> <li>• Mixed (and multiple): <ul style="list-style-type: none"> <li>○ White and Black Caribbean</li> <li>○ White and Black African</li> <li>○ White and Asian</li> <li>○ Any other Mixed/Multiple Ethnic background</li> </ul> </li> <li>• Asian <ul style="list-style-type: none"> <li>○ Indian</li> <li>○ Pakistani</li> <li>○ Bangladeshi</li> <li>○ Chinese</li> <li>○ Any other Asian background</li> </ul> </li> <li>• Black <ul style="list-style-type: none"> <li>○ African</li> <li>○ Caribbean</li> <li>○ Any other Black/African/Caribbean background</li> </ul> </li> <li>• Other <ul style="list-style-type: none"> <li>○ Arab</li> <li>○ Any other ethnic group</li> </ul> </li> </ul>
Confidence interval	A confidence interval provides a range in which there is a specific probability that the true value for the population will fall. For the Taking Part survey, 95% confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value for adults in England.
DCMS sectors	The DCMS sectors referred to in this report are the arts, heritage, museums and galleries, libraries, archives and sport.
Digital engagement	Digital engagement in each cultural sector is defined as visiting a website or using an app related to that sector.
Digital participation	Digital participation in culture is defined as visiting websites or apps for at least one of the reasons outlined in Annex C. The list excludes visiting websites to find out information such as location or opening hours, or to buy tickets for an event.
Engagement	This refers to either attending and/or participating in a cultural or arts sector, for example, going to the theatre (attendance) or playing a musical instrument (participation).
Heritage	A list of activities that are classified as engagement with heritage is given in Annex C.
Public library use	The list of activities that are classified as public library use is given in Annex C.

Significant increase/decrease	A significant increase/decrease at the 95% level means that if we carried out the same survey on different random samples of the population, 95 times out of 100 we would observe the increase/decrease.
Socio-economic group	<p>This is a form of socio-economic classification based on the employment status and occupation of the household reference person. The household reference person is the person responsible for owning or renting, or who is otherwise responsible for the accommodation. In the case of joint householders, the person with the highest income is the household reference person. In the case of joint incomes, the oldest person is taken as the household reference person.</p> <p>More information about the NS-SEC socio-economic classification, please see <a href="#">this page</a> on the Office for National Statistics website.</p>
'White' ethnic group	<p>The 'White' ethnic group includes adults who have identified as being in the following ethnic groups:</p> <ul style="list-style-type: none"> <li>○ English / Welsh / Scottish / Northern Irish / British</li> <li>○ Irish</li> <li>○ Gypsy or Irish Traveller</li> <li>○ Any other White background</li> </ul>

## Annex C: Sector definitions

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### Arts

The respondent was asked whether they had participated in a given list of arts activities, or attended a given list of arts events. Eligible activities and events were as follows.

Participation:

- Dance – ballet or other dance (not for fitness)
- Singing – live performance or rehearsal/practice (not karaoke), singing as part of a group or taking singing lesson
- Musical instrument – live performance, rehearsal/practice or playing for own pleasure
- Written music
- Theatre – live performance or rehearsal/practice (e.g. play or drama)
- Opera/musical theatre – live performance or rehearsal/practice
- Carnival (e.g. as a musician, dancer or costume maker)
- Street arts (art in everyday surroundings like parks, streets, shopping centre)
- Circus skills (not animals) – learnt or practised
- Visual art – (e.g. painting, drawing, printmaking or sculpture)
- Photography (as an artistic activity, not family or holiday ‘snaps’)
- Film or video making (as an artistic activity, not family or holiday videos)
- Digital art – producing original digital artwork or animation with a computer
- Craft – any craft activity (e.g. textiles, wood, metal work, pottery, calligraphy)
- Creative writing – original literature (e.g. stories, poems or plays)
- Book club – being a member of one

Attendance:

- Visual art exhibition (e.g. paintings, photography or sculpture)
- Craft exhibition (not crafts market)
- Event which included video or digital art
- Event connected with books or writing
- Street arts (art in everyday surroundings like parks, streets or shopping centre)
- Public art display or installation (an art work such as sculpture that is outdoors or in a public place)
- Circus (not animals)
- Carnival
- Culturally specific festival (e.g. Mela, Baisakhi, Navratri)
- Theatre (e.g. play, drama, pantomime)
- Opera/musical theatre
- Live music performance (e.g. classical, jazz or other live music event but not karaoke)
- Live dance event (e.g. ballet, African People’s dance, South Asian, Chinese, contemporary or other live dance)
- Screening of a live arts event, such as a theatre show or opera, in a cinema or other venue

### Heritage

The respondent was asked whether they had visited any of the following types of heritage sites:

- A city or town with historic character

- A historic building open to the public (non-religious)
- A historic park or garden open to the public
- A place connected with industrial history or historic transport system
- A historic place of worship attended as a visitor (not to worship)
- A monument such as a castle, fort or ruin
- A site of archaeological interest
- A site connected with sports heritage (not visited for the purpose of watching sport)

## **Libraries**

The respondent was asked whether they had used a public library service. If the respondent was unsure what was in scope, the interviewer had the following definition to refer to:

“Use of a public library can include:

- A visit to a public library building or mobile library to make use of library services (including to print/use electronic resources or to take part in an event such as a reading group or author visit)
- The use of on-line library resources or services remotely (i.e. used a computer outside the library to view the website, catalogue or databases)
- Access, and receipt, of the library service by email, telephone, fax or letter
- Receipt of an outreach service such as home delivery or library events outside a library building

Use of other libraries and archive services is excluded.”

## **Digital Participation**

Digital participation included visiting websites or apps for at least one of the following reasons:

- Museum or gallery website:
  - To look at items from a collection
  - To find out about a particular subject
  - To take a virtual tour of a museum or gallery
  - To view or download an event or exhibition
- Heritage website:
  - To take a virtual tour of a historical site
  - To learn about history or the historic environment
  - To discuss history or visits to the historic environment on a forum
  - To look at Historic Environment Records
  - To look at the National Heritage List for England
- Arts website
  - To view or download part or all of a performance or exhibition
  - To view or download part or all of a film
  - To upload or share a film or game that you have made or created
  - To discuss the art that others have created
  - To share the art that others have created
  - To upload or share art that you have created yourself
  - To find out how to take part or improve your creative skills
- Archive or records office website
  - To complete a transaction
  - To view digitized documents online
  - To search a catalogue.

## **Volunteering**

Volunteering included doing any of the following types of voluntary work:

- Raising or handling money / taking part in sponsored events
- Leading a group
- Member of a committee
- Trustee
- Organising or helping to run an activity or event
- Steward at a heritage site/museum or gallery
- Visiting people
- Befriending / mentoring people
- Coaching or tuition
- Giving advice/ information/ counselling
- Secretarial, administrative or clerical work
- Providing transport or driving
- Representing – e.g. addressing meetings, leading a delegation
- Campaigning – e.g. lobbying, canvassing, letter writing
- Conservation/restoration
- Officiating – e.g. judging, umpiring or refereeing
- Other practical help - for example helping out a school, religious group, with shopping/refreshments
- Other

## **Charitable giving**

The respondent was asked whether they had donated money in any of the following ways.

Note: the response option list changed slightly between quarter 1 (April to June 2016) and quarter 2 (July to September 2016).

- Regular direct debit, standing order, covenant or debit from salary, payroll giving
- Occasional donations by cheque or credit/debit card
- Membership fees or supporter schemes for a charitable organisation
- Money to collecting tins or charity envelope (e.g. door-to-door, in the street, in a pub, at work, on a shop counter, etc.)
- Giving money on an online crowdfunding platform (e.g. Kickstarter or Crowdfunder)
- Sponsorship (including through websites such as JustGiving)
- Fundraising events (e.g. charity dinners, fetes, jumble sales, tickets for charitable events)
- Collection at a place of worship
- Voluntary financial donations at a free event or attraction (e.g. art exhibition, museum, heritage site)
- Buying raffle tickets (NOT national lottery)
- Buying goods from a charity shop or catalogue
- Gift aid contributions on top of an entry fee to an event or attraction
- Other method of giving (excluding donating goods or prizes) (specify)

## Annex D: Changes to the Taking Part Survey

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The questionnaire has evolved since its inception in 2005/06 in accordance with policy priorities and best practice for surveys. A full list of changes between the 2016/17 survey and the 2017/18 survey can be found in the change documentation.

The major changes to the headline survey measures are as follows:

- 2008/09: all sectors: revision of screener question to cover all purposes, not just in own time or for voluntary work.
- 2012/13: all sectors: inclusion of previously interviewed respondents as a longitudinal panel
- 2017/18: all sectors: reversion to an entirely fresh respondent sample
  - Arts: question subdivided to shorten list of response options
  - Libraries: question amended to explicitly include online services
  - Museums: the wording and position of these questions changed, so this section is based only on results from Q4. See section and Annex E for details.

## Annex E: Museums and galleries data, 2017/18 survey

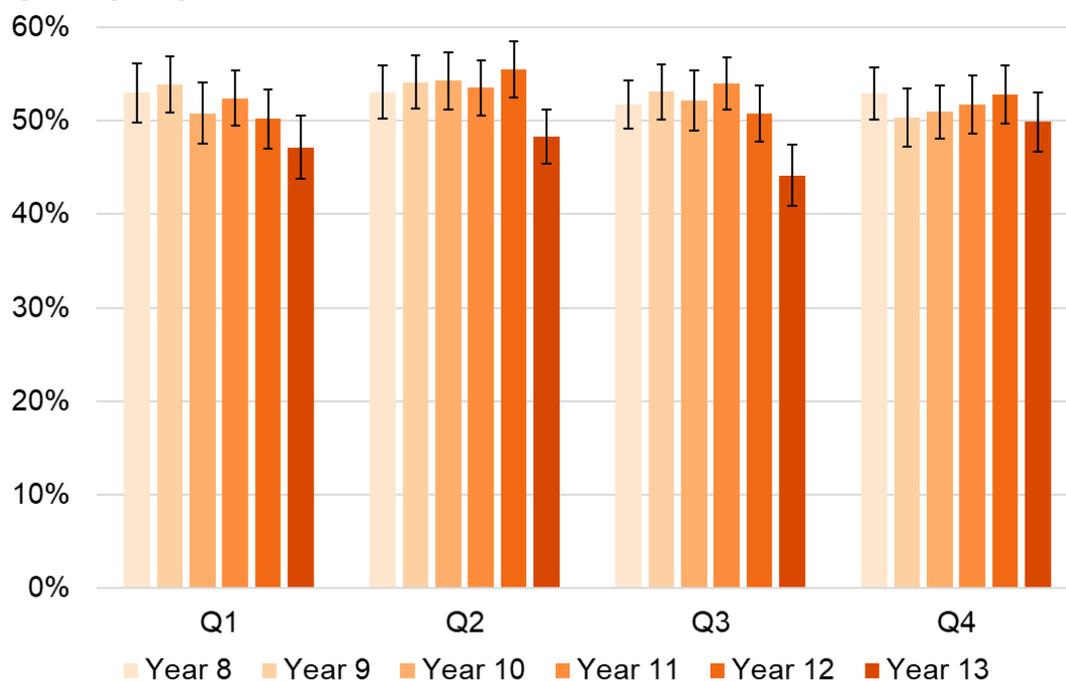
The question on visiting a museum or gallery was changed slightly in 2017/18 from "During the last 12 months, have you attended a museum or gallery at least once?" to "During the last 12 months, have you visited a museum or gallery?" and the museum questions were moved after the arts rather than the heritage questions. These changes were part of a wider review of the Taking Part questionnaire and were intended to improve the flow of the questionnaire and remove superfluous text.

The provisional mid-year results for 2017/18, published in December 2017, showed a fall of around five percentage points in the proportion of respondents who had visited a museum or gallery, with 47.9% of respondents saying this was the case in April to September 2017 compared to between 52% and 53% in the five previous years.

As a fall of this magnitude was not anticipated and had not been seen in previous years, the changes to the questionnaire were reversed for Q4 of 2017/18 to test whether this would restore the historic time series. This change was announced in the [provisional mid-2017/18 statistical release](#).

The results for Q4 2017/18 are more in line with results for previous quarters, with 49.9% of respondents saying they had visited a museum or gallery compared to between 50.3% and 52.9% in Q4 in the previous five years (see Figure E.1).

**Figure E.1 Percentage of adults who had visited a museum or gallery in the last twelve months by sample quarter, 2012/13 to 2017/18**



This analysis suggests that at least part of the fall in the proportion of people saying they had visited a museum or gallery in the last 12 months in Q1-3 2017/18 was due to the questionnaire changes. Therefore to ensure the 2017/18 results are comparable with earlier years, the headline results for museum engagement presented here are based on data from the Q4 sample only.

The questionnaire for 2018/19 uses the original question wording and order to ensure the time series is maintained in the long term.

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