



Taking Part: England's survey of Culture, Leisure and Sport

Annual data 2006/07

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1. Introduction

1.1 Taking Part survey

The Taking Part Survey was commissioned by the Department for Culture, Media and Sport working in partnership with several of its Non-Departmental Public Bodies¹.

The survey collects data about engagement and non-engagement in culture, leisure and sport, helping the Department and its partner bodies to better understand those who do, and do not, engage with its sectors. This information provides vital evidence to support the Department's aim of improving the quality of life for everyone by providing people with the chance to get involved in a variety of these opportunities.

Since July 2005 BMRB Social Research has been conducting face to face interviews with adults aged 16 or over living in private households in England. In 2006/07, the second year of the survey, 24,174 interviews were conducted. These were issued between mid-July 2006 and mid-July 2007 and conducted continuously between mid-July 2006 and the beginning of October 2007.

Survey respondents were asked about their engagement and non-engagement in activities during the 12 months prior to the day of interview. There is no geographical restriction placed on where the activity took place.

The survey measures involvement in activities where the purpose is for recreation or leisure, including voluntary work. It excludes involvement in activities where the prime motivation is paid work or academic study. The exceptions to this are attendance to historic environment sites which includes visits made for academic study, and participation in sport which excludes refereeing, officiating and coaching.²

1.2 Format of the report and related workbooks

This report provides a brief summary of the data contained in the web-based workbooks (see http://www.culture.gov.uk/reference_library/publications/5396.aspx). The workbooks compare Taking Part data from 2005/06 and 2006/07.

The report presents selected findings from each cultural and sporting sector in turn, including the overall engagement rate, variations by population sub-groups and reasons for non-engagement. It then looks at rates of engagement by adults as children, and concludes with other forms of engagement – volunteering and internet use. Both the workbooks and the report focus on survey questions that remained the same between 2005/06 and 2006/07. Supplementary reports focusing on data from new questions will be published at a later date.

The data from the two survey years are broadly similar. For that reason, the workbooks are intended to update key data from the main cultural and sports sectors, and highlight any significant year-on-year changes. For more detailed analysis, such as significant within-group differences and engagement with other DCMS sectors, please refer to the 2005/06 Taking Part annual report (see http://www.culture.gov.uk/reference_library/publications/3682.aspx).

¹ English Heritage, Arts Council England, Sport England, and the Museums, Libraries and Archives Council

² For more information see the methodological note (page 10)

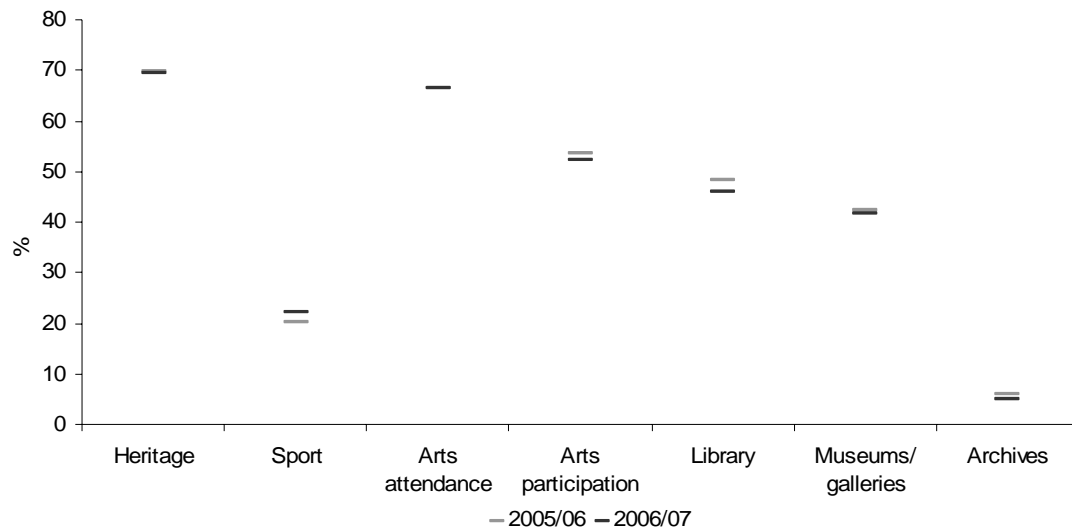
A series of cross-sector reports will be published throughout 2008/09 looking at a variety of issues, such as geographical variation and the link between cultural and sporting engagement and social capital.

2. Key findings

2.1 Summary

- Overall, adult engagement with culture and sport remained broadly consistent between 2005/06 and 2006/07.
- There were, however, two statistically significant changes in the topline engagement rates. These were decreases in both library and archive attendance.

Figure 1: Topline engagement by sector, 2005/06 – 2006/07



2.2 Historic environment

Levels of engagement and frequency

The data show that 69 per cent of all adults had attended a historic environment site in 2006/07, which was not statistically different from attendance in 2005/06.

The highest proportion of visitors had attended three or four times during the past 12 months (40%). This was significantly more than had attended at that rate in 2005/06 (up 2 percentage points); meanwhile, there was a significant decrease in those attending once or twice during the past 12 months (down 2 percentage points).

Selected findings

- Just over half (53%) of all adults visited a city or town with historic character, and just under two fifths (38%) visited a historic park, garden or landscape open to the public.
- There was a statistically significant decrease in attendance by women (down 2 percentage points) and by those from Other ethnic backgrounds (down 13 percentage points).
- Adults in Yorkshire and the Humberside increased their attendance between the two survey years (up 4 percentage points), while those in London had a lower level of attendance (down 5 percentage points).
- Of those who had not attended a historic environment site during the past 12 months, 'it's difficult to find the time' was the main reason given for non-attendance (30%), followed by 'not really interested' (29%). There were no significant differences in people's top five reasons between the two survey years.

- Over 70 per cent of adults agreed with the statement 'I'm interested in the history of the place where I live', while fewer than a fifth disagreed (14%). More than 90 per cent of adults agreed with the statement 'when trying to improve local places, it's worth saving their historic features'; only 2 per cent disagreed.

2.3 Museums and galleries

Levels of engagement and frequency

The data show that 42 per cent of all adults had attended a museum/gallery in 2006/07, which was the same as in 2005/06.

The highest proportion of visitors had attended once or twice during the past 12 months (61 per cent); this was also the most common rate of attendance in the previous year. There was a small but significant increase in the proportion of adults visiting at least once a week.

Selected findings

- There was a statistically significant decrease in attendance by women (down 2 percentage points), and by those from Other ethnic backgrounds and those who reported their religion as Other (down by 11 percentage points and 12 percentage points respectively).
- There was also a significant decrease in those with no personal income attending (down 6 percentage points), and those with no qualifications (down 2 percentage points).
- Adults in London had a lower level of attendance between the two survey years (down 4 percentage points).
- Of those who had not attended a museum/gallery during the past 12 months, 'not really interested' was the main reason given for non-attendance (33%), followed by 'it's difficult to find the time' (29%). There were no significant differences in people's top five reasons between the two survey years.

2.4 Libraries

Levels of engagement and frequency

The data show that 46 per cent of all adults had attended a library in 2006/07, which was significantly lower than the previous year (down 2 percentage points).

The highest proportion of visitors had attended at least once a month during the past 12 months (34%); this was also the most common rate of attendance in 2005/06.

Selected findings

- There was a statistically significant decrease in attendance by adults aged 16 to 24 (down 4 percentage points) and aged 75 and over (down 5 percentage points).
- Adults with no personal income and with an income under £9,999 had lower levels of attendance between the two years (down 7 percentage points and 4 percentage points respectively).
- There was also a significant decrease among adults living in households with another adult but no children (down 3 percentage points).
- Adults in London had a lower level of attendance between the two survey years (down 4 percentage points).

- Of those who had not attended a library during the past 12 months, 'no need to go' was the main reason given for non-attendance (32%) – this was a significant increase on 2005/06 (up 2 percentage points). The second most common reason was 'not really interested' (17%), which had a significantly lower prevalence than in the previous year (down 2 percentage points).

2.5 Archives

Levels of engagement and frequency

The data show that 5 per cent of all adults had attended an archive in 2006/07, which was slightly but significantly lower than in 2005/06 (down 1 percentage point).

The highest proportion of visitors had attended once or twice during the past 12 months (70%); this was also the most common rate of attendance in the previous year.

Selected findings

- There was a statistically significant decrease in attendance by men (down 1 percentage point).
- Adults with a personal income between £10,000 and £19,999, and between £30,000 and £39,999 had a lower level of attendance between the two years (both down 5 percentage points).
- There was also a statistically significant fall in attendance by those adults aged 25-44 and 45-64 (down 1 percentage point each).
- Those living in London and the South East also had lower attendance rates in the second survey year (both down 1 percentage point).
- Of those who had not attended an archive during the past 12 months, 'no need to go' was the main reason given for non-attendance (55%) – this was a significant increase on 2005/06 (up 5 percentage points). The second most common reason was 'not really interested' (17%), which had a significantly lower prevalence than in the previous year (down 2 percentage points).

2.6 Arts opportunities

2.6.1 Arts attendance

Levels of engagement and frequency

The data show that 66 per cent of all adults had attended an arts event, which was not significantly different from attendance in 2005/06.

The highest proportion of adults had attended once or twice during the past 12 months (52%). This was significantly more than had attended at that frequency in 2005/06 (49%); meanwhile, there was a small but significant decrease in those attending three or four times during the past 12 months (down 2 percentage points).

Selected findings

- The most popular events attended by adults in 2006/07 were other theatre performances (e.g. musicals or pantomimes, and excluding plays or drama) (26%), followed by live music events (excluding jazz or classical) (25%).
- There were statistically significant year-on-year decreases in four types of event: play or dramas, craft exhibitions, classical music performances, and opera or operettas (there were no significant increases).

- There was a significant increase in attendance by adults from a Mixed ethnic background (up 10 percentage points) and a decrease in attendance by those from Black ethnic backgrounds (down 6 percentage points).
- There was also a significant decrease in those with no personal income attending (down 8 percentage points).
- Of those who had not attended an arts event during the past 12 months, 'not really interested' was the main reason given for non-attendance (33%), followed by 'it's difficult to find the time' (29%). There were no significant differences in people's top five reasons between the two survey years.

2.6.2 Arts participation

Levels of engagement and frequency

The data show that 52 per cent of all adults had participated in an arts activity, which was not significantly different from participation in 2005/06. There was a significant decrease in the percentage of adults participating in three or more different activities (down 1 percentage point).

The highest proportion of participants engaged at least once a week during the past 12 months (45%); this was also the most common rate of participation the previous year.

Selected findings

- The most popular arts activities that adults participated in were buying original crafts (15%), textile crafts (13%) and painting, drawing, printmaking or sculpture (12%).
- There were statistically significant year-on-year increases in participation in two arts activities, the largest of which was dance (not for fitness, excluding ballet). Conversely there were decreases in seven activities, with the largest being in creating original artworks using a computer.
- There were statistically significant decreases in participation by those with no personal income and those with a personal income between £20,000 and £29,000 (down 5 percentage points and 4 percentage points respectively)
- Adults living in London also had lower levels of participation between the two survey years (down 6 percentage points) as did those from White ethnic backgrounds (down 1 percentage point) and those aged 25-44 (down 2 percentage points).
- There were significant increases in two population sub-groups – adults from a Mixed ethnic background (up 12 percentage points) and those living in the West Midlands (up 3 percentage points).
- Of those who had not participated in an arts activity during the past 12 months, 'not really interested' was the main reason given for non-participation (37%), followed by 'it's difficult to find the time' (31%). There were no significant differences in people's top five reasons between the two survey years.

2.7 Sport opportunities

Levels of engagement and frequency

The data show that 40 per cent of all adults had participated in moderate intensity sport for at least 30 minutes in the past week, and 22 per cent had participated for at least 30 minutes on at least three separate days in the past week – these levels were not significantly different from participation in 2005/06.

Selected findings

- In terms of the active sports participated in during the past four weeks, the most popular were swimming or diving (indoors) (15%), health, fitness, gym or conditioning activities (14%), and recreational cycling (10%).
- There were statistically significant year-on-year increases in two types of activity – football (outdoors), and jogging, cross country and road running (both up 1 percentage point). Conversely, there were decreases in swimming, both indoor and outdoor (both down 1 percentage point).
- There was a significant increase in participation by men (up 1 percentage point), but a decrease in participation by those reporting their religion as Other (down 11 percentage points).
- Of those who had not participated in an active sport during the past 12 months, 'health isn't good enough' was the main reason given for non-participation (47%), followed by 'it's difficult to find the time' (18%). There were no significant differences in people's top five reasons between the two survey years.

2.8 Socialisation

For most sectors, more adults were encouraged as a child to engage than were not encouraged:

- 87 per cent of adults were encouraged as a child to take part in arts activity
- 73 per cent were encouraged to take part in sports
- 64 per cent were taken to visit a historic environment site
- 57 per cent were taken to visit a library
- 56 per cent were taken to visit a museum/gallery

However, less than half of adults (48%) were taken as children to visit arts events.

Combining the data for recent engagement and engagement as a child shows that, across all sectors, those who were encouraged to engage as children had significantly higher recent engagement rates than those who were not encouraged as children.

Rates had not varied between 2005/06 and 2006/07, with the exception of library attendance. Recent attendance at libraries by those who were taken as children had decreased significantly (down 2 percentage points).

2.9 Other engagement

Volunteering

During the past 12 months, 3 per cent of all adults volunteered in the cultural sector, of which 53 per cent volunteered in the arts sector, 39 per cent in the historic environment sector, 10 per cent in the museums/galleries sector, 9 per cent in the libraries sector, and 4 per cent in the archives sector.

Five per cent of adults had volunteered in the sports sector during the past 12 months.

There were no significant differences in levels of volunteering between the two survey years.

Internet use

Four sectors saw a significant year-on-year increase in the percentage of adults visiting a sector-related website in the past 12 months – arts, sports, archives and libraries.

3. Methodological Note

This section provides a brief overview of some of the key features of the survey methodology.

Sampling

The Taking Part survey was designed to generate a representative sample of adults aged 16 and above living in England. The sample was selected from the small-users Postcode Address File. The sample is restricted to include only private households so businesses and other non-private accommodation such as student halls of residence and care homes are out of scope.

The sample was constructed to achieve approximately 24,000 core interviews. The sample was stratified by region, population density and proportion of residents classified as managerial/professional/full-time students.

Fieldwork

The interviews were issued between mid-July 2006 and mid-July 2007 and conducted continuously between mid-July 2006 and the beginning of October 2007.

At the beginning of the survey year the full sample is drawn and divided into twelve groups, representing each month of the survey. If the interview was not achieved on the first attempt, the household is approached on a number of occasions. This accounts for the time delay between the end of the survey year and the completion of the interviews.

As a general rule, all non-productive addresses (non-contacts, refusals, broken appointments and so on) were re-issued unless there was a specific reason not to or it was not considered to be cost effect, i.e. only one or two addresses in an assignment.

Interview

Prior to the interviewer calling at the address, the selected household is sent a letter and a leaflet providing information about the survey.

If the address contains more than one eligible household or the household contains more than one eligible respondent the interviewer will make a random selection. Once selected, no substitutions are permitted.

The interview is conducted by Computer Assisted Personal Interviewing. This is where the questionnaire has been turned into a computer programme specifying the questions, the range and structure of permissible answers, and instructions for navigating through the questionnaire. This method enables plausibility and consistency checks to be incorporated into the questionnaire and allows the interviewer to enter the answers straight onto a laptop, both of which help improve data quality.

The length of the interview varies according to answers given by respondent; approximate length is 40 minutes.

4. Glossary

ACORN – ‘A Classification of Residential Neighbourhoods’, developed by CACI Ltd., classifies households according to the demographic, employment and housing characteristics of the surrounding neighbourhood. ACORN is most useful in determining the social environment in which households are located. The 2001 ACORN (five groups) has been used in this report.

1. Wealth achievers – wealthy executives, affluent older people and well-off families.
2. Urban prosperity – prosperous professionals, young urban professionals and students living in town and city areas.
3. Comfortably off – young couples, secure families, older couples living in the suburbs and pensioners.
4. Moderate means – Asian communities, post-industrial families and skilled manual workers.
5. Hard-pressed – low-income families, residents in council areas, people living in high-rise and inner-city estates.

Further information about ACORN is available from CACI Ltd., CACI House, Kensington Village, Avonmore Road, London W14 8TS.

Archives – places that keep archives are usually called a record office or archive centre. Archives are documents that have been created by families, individuals, businesses or organisations and have been specially chosen to keep permanently. They can be written papers such as letters or diaries, maps, photographs or film or sound recordings. Archives are historical documents but do not have to be very old.

Arts attendance events – the arts events included are as follows:

1. Exhibition of art, photography or sculpture
2. Craft exhibition
3. Video or electronic art event
4. Event connected with books or writing
5. Street arts
6. Carnival
7. Culturally specific festival
8. Play or drama
9. Theatre performance (excluding plays or drama)
10. Opera or operetta
11. Classical music performance
12. Jazz performance
13. Live music event (excluding jazz or classical)
14. Ballet
15. Contemporary dance
16. African people's dance or South Asian and Chinese dance
17. Other live dance event

Arts participation activities – the arts activities included are as follows:

1. Ballet
2. Dance (not for fitness) (excluding Ballet)
3. Singing to an audience
4. Playing a musical instrument to an audience
5. Playing a musical instrument for pleasure
6. Writing music

7. Rehearsing or performing in a play or drama
8. Rehearsing or performing in an opera
9. Painting, drawing, printmaking or sculpture
10. Photography as an artistic activity
11. Making films or videos as an artistic activity
12. Creating original artworks using a computer
13. Textile crafts
14. Wood crafts
15. Crafts (excluding textile and wood crafts)
16. Bought any original works of art for yourself
17. Bought any original/handmade crafts such as pottery or jewellery for yourself
18. Writing stories or plays
19. Writing poetry

Barriers – if engagement had not occurred during the reference period (past 12 months), respondents were asked the reasons for non-engagement during that time. The questions were unprompted and more than one reason could be provided. If more than one reason was given respondents were asked to specify the main reason. For those who only provided one reason this was taken to be the main reason.

In 2005/06, the question asking about the main reason for non-engagement was not included in the survey until quarter 2 so this information is only based on three-quarters data, i.e. responses from those addresses issued between mid-October 2005 and mid-July 2006. In 2006/07 the question was asked for the full survey year.

BMRB Social Research – are the company employed to conduct the survey fieldwork. For more information see <http://www.bmr.co.uk>.

Design factor – a multiplier which is applied to the simple random sample standard error (and hence the confidence intervals) to take account of design complexity.

Ethnicity – the self-defined ethnicity of the respondent. Respondents are asked to make a choice from a card to identify their ethnic background using the standard 2001 Census classification. Due to small sample sizes, it is necessary to collapse this classification into a five-fold classification, i.e. White, Black, Asian, Mixed or Other.

Frequency – the exact frequency categories are:

1. At least once a week
2. Less often than once a week but at least once a month
3. Less often than once a month but at least 3-4 times a year
4. 1-2 times a year

Historic environment sites – the historic environment sites included are as follows:

1. A city or town with historic character
2. A historic building open to the public (non religious)
3. A historic park, garden or landscape open to the public
4. A place connected with industrial history (i.e. an old factory, dockyard or mine) or historic transport system (i.e. old ship or railway)
5. A historic place of worship attended as a visitor (not to worship)
6. A monument such as a castle, fort or ruin
7. A site of archaeological interest (i.e. roman villa, ancient burial site)
8. A site connected with sports heritage (i.e. Wimbledon) (not visited for the purpose of watching sport)

This list covers a wide range of different types of buildings, structures, features and landscapes. It relies on a degree of self-definition of what constitutes heritage sites, and is not meant to be comparable with statutory definitions of protection of the historic environment or any particular types of visitor attraction.

National Statistics – statistics which are produced to the high professional standards set out in the *National Statistics Code of Practice*. They undergo regular quality assurance reviews to ensure they meet customer needs. They are produced free from any political interference. See http://www.statistics.gov.uk/about/national_statistics/cop for more information.

NS-SEC – the National Statistics Socio-economic Classification (NS-SEC) is an occupationally based classification, but provides coverage of the whole adult population. The NS-SEC aims to differentiate positions within labour markets and production units in terms of their typical 'employment relations'. Those whose socio-economic group cannot be classified have been excluded.

More information about NS-SEC can be found on the Office for National Statistics website http://www.statistics.gov.uk/methods_quality/ns_sec/default.asp.

Population figures – Taking Part uses population figures in the weighting and in calculating the estimates of numbers of attendees/participants. The population figures used are the 2006 mid-year population estimates, which are based on birth/death statistics and the Labour Force Survey. For more information see <http://www.statistics.gov.uk>.

Personal income – the income of the respondent.

Range – the range of values between which the population parameter is estimated to lie (also referred to as a 'confidence interval' or 'margin of error'). Surveys produce statistics that are estimates of the real figure for the population under study. These estimates are always surrounded by a margin of error plus or minus a given range. At the 95 per cent confidence level, over many repeats of a survey under the same conditions, one would expect that these confidence intervals would contain the true population value in 95 per cent of cases. When assessing the results of a single survey it is assumed that there is a one in 20 per cent chance that the true population value will fall outside the 95 per cent confidence interval calculated for the survey estimate.

Religion – the self-defined religion of the respondent. Respondents are asked to report their religion. The main categories provided are No religion, Christian, Buddhist, Hindu, Muslim, Sikh or Other. Due to the small sample sizes, it is necessary to collapse the categories even further for some sectors, where this has been done all excluded religions have been included in the Other category.

In 2005/06, this question was not introduced until quarter 2 of Year 1 so this information is only based on three-quarters data, i.e. responses from those addresses issued between mid-October 2005 and mid-July 2006. In 2006/07 the question was asked for the full survey year.

Sampling error – a sample, as used in Taking Part, is a small-scale representation of the population from which it is drawn. As such, the sample may produce estimates that differ from the figures that would have been obtained if the whole population had been interviewed. The size of the error depends on the sample size, the size of the

estimate, and the design of the survey. The sampling error is computed and used to construct confidence intervals. Sample error is also taken into account in tests of statistical significance.

Sample size – in the 2005/2006 Taking Part survey the overall achieved sample size was 28,117; in the 2006/07 survey the overall achieved sample size was 24,174.

Sport activities – the sporting activities included are as follows:

1. Swimming or diving (indoors)
 2. Swimming or diving (outdoors)
 3. Cycling (not utility)
 4. BMX, cyclo-cross, mountain biking
 5. Bowls (indoors)
 6. Bowls (lawn) (outdoors)
 7. Tenpin bowling
 8. Health, fitness, gym or conditioning activities
 9. Keepfit, aerobics, dance exercise
 10. Martial Arts (this is Judo, Karate, Taekwando and Other Martial Arts)
 11. Weight training (include body building)
 12. Weightlifting
 13. Snooker, pool, billiards (except bar billiards)
 14. Darts
 15. Rugby Union
 16. Football (including 5 & 6-a-side) (indoors)
 17. Football (including 5 & 6-a-side) (outdoors)
 18. Cricket
 19. Archery
 20. Netball
 21. Tennis
 22. Badminton
 23. Squash
 24. Basketball
 25. Table tennis
 26. Jogging, cross-country, road running
 27. Angling to fishing
 28. Ice skating
 29. Golf, pitch and putt, putting
 30. Skiing (on snow or an artificial surface; on slopes or grass)
 31. Horse riding
 32. Climbing/mountaineering (include indoor climbing)
 33. Hill trekking or backpacking
 34. Motor sports
 35. Shooting
 36. Volleyball
 37. Rounders
 38. Boxing
 39. Yoga
 40. Water sports (this is windsurfing, waterskiing, rowing, yachting, dingy sailing, canoeing and other water sports)
 41. Other sports (this includes gymnastics, hockey and fencing)
- Note: Utility cycling and all forms of walking are excluded.

Statistical significance – indicates the probability with which we are confident that the difference between the estimates under examination did not occur by chance.

Unless stated, all significance referred to in this report is at the 95% level. This means that the probability that the difference happened by chance is low (1 in 20).

Stratification – one of the survey requirements was a design that achieved a minimum of around 2,000 core sample interviews per Government Office Region. The survey was designed to over-sample in the regions to achieve a minimum number of interviews. One result of this is that the data have to be weighted to remove the effect of differences in the probability of selection of addresses within the different regions. As well as stratifying disproportionately by GOR, the sample was also stratified by population density and the proportion of residents classified as managerial/professional/full-time students.

Taking Part Survey – the National Survey of Culture, Leisure and Sport. For more information about the survey and the reports previously published, see: http://www.culture.gov.uk/reference_library/research_and_statistics/4828.aspx

Weighted data – two types of weighting are used to ensure the representativeness of the Taking Part sample. First, the raw data are weighted to compensate for unequal probabilities of selection. These include: the individual's chance of participation being inversely proportional to the number of adults living in the household; the over-sampling of smaller regions; and the selection of multi-household addresses. Second, weighting is used to adjust for differential non-response.

This report has been co-produced by DCMS and our partner NDPBs.

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August 2008

