



department for
**culture, media
and sport**



Taking Part 2011/12 Adult and Child Report

Statistical Release

August 2012



improving
the quality
of life for all

Taking Part is a National Statistic and has been produced to the standards set out in the Code of Practice for Official Statistics

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Key findings

Child engagement

- In 2011/12, the majority of children had engaged with the arts in the last year - 98.6 per cent of 5-10 year olds and 99.8 per cent of 11-15 year olds.
- 71.9 per cent of 5-10 year olds and 72.8 per cent of 11-15 year olds had visited a heritage site in the last 12 months. In 2011/12, 72.7 per cent of children had visited a library in the last 12 months. This has remained steady since 2008/09.
- 88.9 per cent of children had done sport in the last 4 weeks; 82.7 per cent of 5-10 year olds (out of school only) and 96.1 per cent of 11-15 year olds (in school and out of school). This is unchanged from 2008/09 when the question was first asked.
- In 2011/12, 80.0 per cent of 5-15 year old children had done some form of competitive sport in the last 12 months. Over three quarters (76.9%) had taken part in competitive sport in school, whilst 37.0 per cent had taken part outside of school.
- Around a quarter of 5-15 year olds were encouraged to take part in sport more often as a result of the UK hosting the London 2012 Olympic and Paralympic Games.

Well-being

- Between 2005/06 and 2011/12 there has been an increase in levels of individuals' subjective happiness.
- In relation to most DCMS sectors there is a significant association between sport participation and cultural engagement and subjective happiness. This lends support to the view that culture and sport improve people's quality of life when measured by subjective well-being.
- Those participating in sport in the last four weeks were significantly happier than those who had not.
- Those intending to engage with the London 2012 Olympic Games through either actively following, attending events or volunteering for a Games time role were significantly happier than those who did not plan to follow the Games.
- Engagement with a wide range of cultural activities including heritage, arts and museum and galleries was also associated with significantly higher levels of subjective happiness.
- Participation in sport and engagement with cultural activity produces more significant increases in happiness amongst older people (50+ years) and those who are 'better off'.
- Engagement with museums and galleries was associated with greater levels of happiness amongst females.

Free time activities

- In 2011/12, 90.2 per cent of adults reported watching TV as their main free time activity, followed by spending time with friends or family (87.3%) and listening to music (79.0%).
- Over three quarters of adults read for pleasure at least once a week and over a quarter of adults visit the cinema at least once a month.
- The vast majority of adults (94.6%) have a television that allows them to watch additional channels (other than BBC1, BBC2, ITV, C4 and Channel 5).
- Just over a half of adults (56.4%) read a daily newspaper at least three times a week, with the Sun (17.1%) and the Daily Mail (16.2%) being the most popular daily newspapers to read.

Digital engagement

- The sport sector had the highest percentage of digital-only participants; with 10.6 per cent of adults participating in sport using a Wii Fit or similar exercise device only whilst over half (55.2%) of adults had participated in active sport in the last 4 weeks.
- The sport sector also had the highest percentage of adults who both visited in person and engaged digitally (16.1%).
- The archives sector had the second highest percentage of digital-only participants (8.4%). Archives were the only sector where the percentage of adults participating by digital means only exceeds the percentage participating in person only (3.6%)
- The museums and galleries sector had the second highest percentage of adults who both visited in person and engaged digitally (12.0%).

Arts engagement

- In 2011/12, 63.3 per cent of adults in England engaged with the arts three or more times, compared with 78.2 per cent of adults who engaged at least once.
- Over two thirds of adults **attended** at least one arts event in 2011/12 compared with just under half who **participated** in at least one activity.
- 29.7 per cent of adults attended 'Other live music events' in 2011/12 which was the most popular artform to attend. Over one in ten adults (13.3%) participated in 'textiles crafts' in 2011/12 which was the most popular artform to participate in.

Introduction

This report

This report presents findings from the seventh year of the Taking Part survey, covering the twelve month period from April 2011 to March 2012. This report expands on and complements the Statistical Release published in June 2012¹ that presented headline adult findings from the survey. This report also presents first release findings from the annual child data. Where observations are made over time, the latest data are compared with earliest available data (typically 2005/06 unless stated otherwise). Key terms and definitions are provided in Annexes B-D of this release.

The accompanying spreadsheets to this release are available at: <http://www.culture.gov.uk/publications/9301.aspx>. These cover the material presented in this report. For the standard adult tables on sports, Olympic and Paralympic Games, arts, heritage, museums and galleries, libraries, archives, digital participation and big society, please see the 2011/12 Q4 report at <http://www.culture.gov.uk/publications/9135.aspx>.

The Taking Part Survey

The Taking Part Survey is commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with a number of our arm's length bodies. At present, these are Arts Council England, English Heritage, and Sport England.

Taking Part is a continuous face-to-face survey with adults aged 16 and over living in private households in England. It is conducted on behalf of DCMS by TNS-BMRB. The survey has run since mid-July 2005. A child interview was added to the survey in January 2006, interviewing a randomly selected child in those households containing at least one child aged 11-15. This is also a continuous face-to-face survey. In 2008/09, the child survey was broadened to include children aged 5-10. Interviews with children aged 11-15 are carried out directly, for those aged 5-10 an interview is conducted with the adult respondent.

The survey provides a wide range of data about engagement and non-engagement in culture, leisure and sport as well as more diverse measures that support a range of Government objectives. Taking Part is the key evidence source for DCMS, providing reliable national estimates of participation and supporting 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. The survey also aims to support the DCMS Structural Reform Priorities and Business Plan through the provision of data for DCMS input and impact indicators and the broader information strategy. The latest DCMS indicators are available at: http://www.culture.gov.uk/about_us/8192.aspx

The Taking Part Survey contributes to the evidence base across a wide range of topics including satisfaction and enjoyment of culture and sport, social capital,

¹ June 2012 statistical release available at: <http://www.culture.gov.uk/publications/9135.aspx>

volunteering and barriers to participation. It also collects an in-depth range of socio-demographic information on respondents. A wider range of measures are included in the spreadsheets accompanying this release, while analysis of 2005/06 to 2010/11 adult data can be conducted through NetQuest, our on-line analytical tool:
http://www.culture.gov.uk/what_we_do/research_and_statistics/6762.aspx

Forthcoming releases and events

The next release, scheduled for 20th September 2012, will present adult data for the first quarter in year 8 (April – June 2012).

Future releases will follow a similar schedule, being released ahead of the Quarterly Data Summaries that will be produced by all departments. Taking Part forms part of the wider DCMS data strategy as well as supporting its impact and input indicators. Details of these are available at: http://www.culture.gov.uk/about_us/8192.aspx.

In addition, topic specific analysis will now be published throughout the year, looking in depth at particular areas of the survey. The first of these reports on the Big Society was published in November 2011 and can be found at: <http://www.culture.gov.uk/publications/8612.aspx>. The second report on sport participation is published today in the annex of the 2011/12 technical report, available at http://www.culture.gov.uk/what_we_do/research_and_statistics/7388.aspx

The next Taking Part User Event will be held after the Olympic and Paralympic Games. Details will be sent to users in advance. Material from previous events is available on our site at: http://www.culture.gov.uk/what_we_do/research_and_statistics/7394.aspx

If you would like further information on these releases or the Taking Part Survey, please contact the Taking Part team on TakingPart@culture.gsi.gov.uk. Additional contact details are contained within Annex A.

Sports consultation

DCMS and Sport England have consulted with users and other interested parties on proposals to integrate the Taking Part and Active People surveys to change the way sport is measured. The consultation closed on 7th August 2012 and the project team are currently analysing the responses and putting together a plan for the next steps. These will be published later in the year.

Chapter 1: Child engagement

The Taking Part child questionnaires cover children aged 5-15 years.

The 11-15 child survey was added in January 2006, interviewing a randomly selected child in those households containing at least one child aged 11-15. In 2008/09, the child survey was broadened to include children aged 5-10. Interviews for those aged 5-10 are conducted with the adult respondent by proxy and, due to this, the 5-10 survey is limited to asking about activities undertaken out of school (with the exception of some questions on competitive sport). For 11-15 year olds, the questionnaire is asked directly and covers both in and out of school activities.

This chapter provides headline figures on child participation in culture and sport, including data on participation in competitive sport.

Key findings

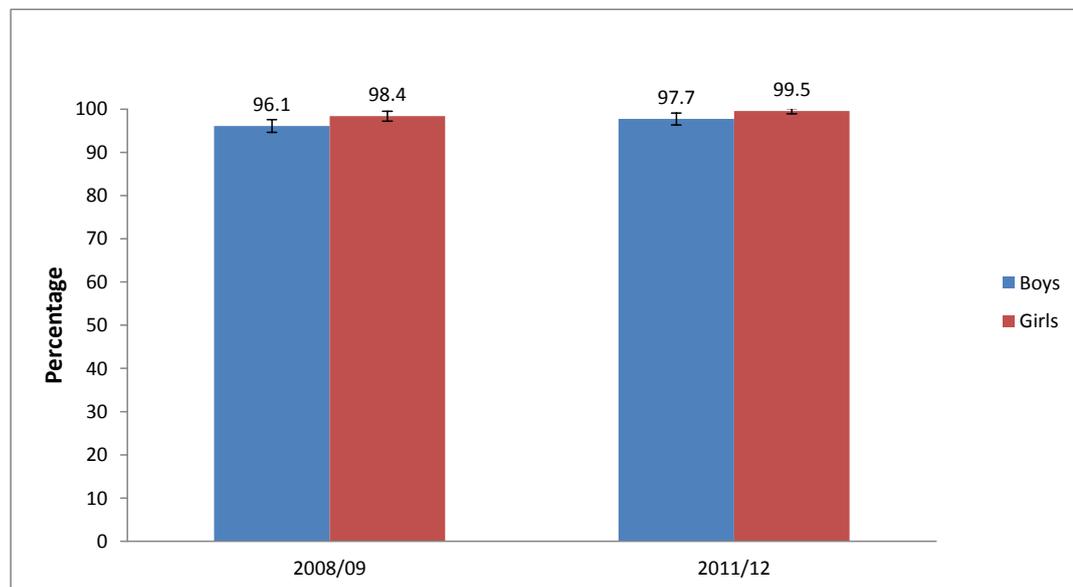
- In 2011/12, the majority of children had engaged with the arts in the last year - 98.6 per cent of 5-10 year olds and 99.8 per cent of 11-15 year olds.
- 71.9 per cent of 5-10 year olds and 72.8 per cent of 11-15 year olds had visited a heritage site in the last 12 months.
- In 2011/12, 72.7 per cent of children had visited a library in the last 12 months. This has remained steady since 2008/09.
- 88.9 per cent of children had done sport in the last 4 weeks; 82.7 per cent of 5-10 year olds (out of school only) and 96.1 per cent of 11-15 year olds (in school and out of school). This is unchanged from 2008/09 when the question was first asked.
- In 2011/12, 80.0 per cent of 5-15 year old children had done some form of competitive sport in the last 12 months. Over three quarters (76.9%) had taken part in competitive sport in school, whilst 37.0 per cent had taken part outside of school.
- In 2011/12, nearly one quarter of 5-10 year olds (asked via their guardian) were encouraged to take part in sport a lot or a little as a result of the UK hosting the Olympic and Paralympic Games. This figure was nearly 50% for 11-15 year olds (asked directly).
- Around a quarter of 5-15 year olds were encouraged to take part in sport more often as a result of the UK hosting the London 2012 Olympic and Paralympic Games.

Arts

In 2011/12, most children (99.2%) had engaged with the arts² in the last year. This includes 98.6 per cent of 5-10 year olds and 99.8 per cent of 11-15 year olds. This figure has significantly³ increased since 2008/09 when the value was 98.0 per cent - 97.2 per cent of 5-10 year olds and 98.8 per cent of 11-15 year olds.

In 2008/09, a greater proportion of 5-10 year old girls (98.4%) than boys (96.1%) had engaged with the arts in the last year. This difference has continued in 2011/12, a greater proportion of 5-10 year old girls (99.5%) than boys (97.7%) had engaged with the arts in the last year (Figure 1.1).

Figure 1.1: The percentage of 5-10 year old children who engaged with the arts in the last 12 months, by gender, 2008/09 and 2011/12



Notes

- (1) Confidence intervals range between +/-0.6 and +/-1.5
- (2) Data for 5-10 year olds relates to out of school participation only.

The proportion of 5-10 year olds who had engaged with the arts in the last week has significantly increased from 2008/09 (81.1%) to 2011/12 (91.1%).

Compared to 2010/11, 2011/12 showed a significant increase in the proportion of all children who had engaged in the arts within the last week (87.4% to 91.6%). This increase was also present amongst 5-10 year olds (84.8% to 91.1%)

Compared to 2008/09, the proportion of 5-10 year olds doing film or video activities or have taken part in or been to street arts, circus, festival or carnival events significantly increased in 2011/12, whilst the proportion doing dance activities, music activities as

² Either attending and/or participating in activities within the art sector. See Annex D for a full list of activities.

³ A significant increase between 2008/09 and 2011/12 means that there is good evidence that the increase is real and not due to chance. The test is done at the 95% confidence level which means the probability that the difference between the two variables happened by chance is low (1 in 20).

well as theatre and drama activities fell. Amongst 11-15 year olds the percentage doing dance activities and computer activities fell, whilst the percentage doing music activities, theatre and drama activities, taken part in or been to street arts, circus, festival or carnival events and those participating in film or video activities has significantly increased (Figure 1.2).

Figure 1.2: Changes in the percentage of children doing various arts activities from 2008/09 to 2011/12

	2008/09	2011/12	Percentage point change
5-10 year olds			
Film or video activities	49.0	67.5	18.5
Taken part in or been to street arts, circus, festival or carnival events	41.0	46.4	5.4
Dance activities	43.1	30.0	-13.1
Music activities	55.3	40.9	-14.4
Theatre and drama activities	47.1	34.8	-12.3
11-15 year olds			
Music activities	72.4	77.4	5
Theatre and drama activities	69.4	73.9	4.5
Taken part in or been to street arts, circus, festival or carnival events	35.8	47.3	11.5
Film and video activities	70.2	83.5	13.3
Dance activities	51.9	45.2	-6.7
Computer activities	70.8	59.1	-11.7

Notes

- (1) Confidence intervals range between +/-2.1 and +/-3.6
- (2) Data for 5-10 year olds relates to out of school participation only. Data for 11-15 years olds relates to participation both in and out of school
- (3) All changes are statistically significant

- Amongst both 5-10 and 11-15 year olds, activities such as dance, music, theatre and drama, reading and writing and arts and crafts were more popular with girls than boys.
- Amongst 5-10 year olds, girls were more likely than boys to have played a musical instrument to an audience.
- Amongst 11-15 year olds, girls were more likely than boys to have taken part in or been to street arts, circus, festival or carnival events and have done film or video activities.

Heritage

In 2011/12, 72.3 per cent of children had visited a heritage site in the last 12 months. This represented 71.9 per cent of 5-10 year olds and 72.8 per cent of 11-15 year olds.

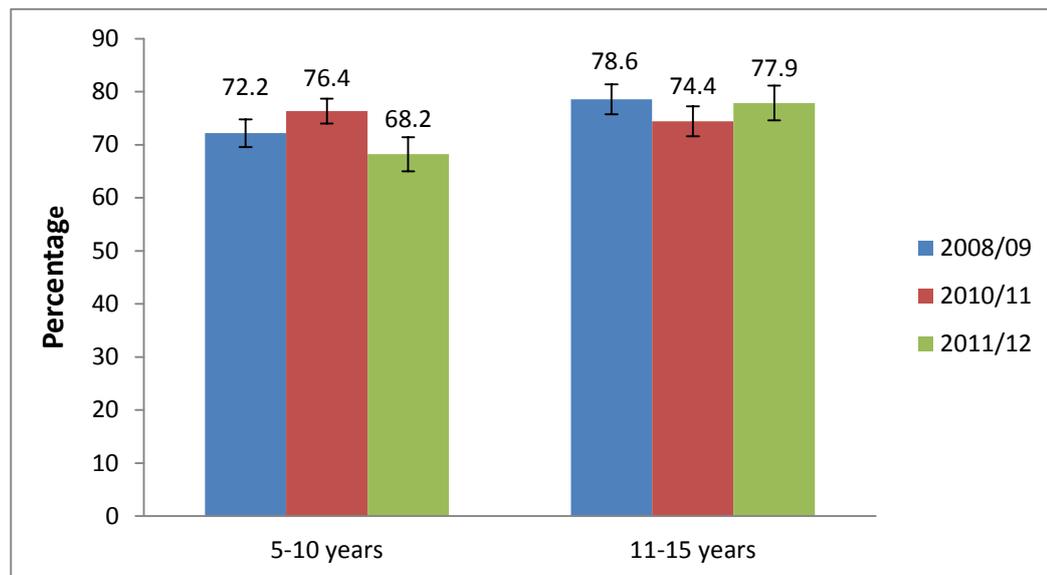
- The percentage of children who visited a heritage site in the last week was significantly higher in 2011/12 (11.9%) than in 2008/09 (5.0%).
- This increase is seen across both the 5-10 (from 5.7% to 11.7%) and 11-15 (from 4.2% to 12.1%) age groups.
- The percentage of children who visited a heritage site in the last week in 2011/12 also increased compared to 2010/11 amongst all 5-15 year old children (from 8.4% to 11.9%) and specifically amongst 11-15 year olds (7.8% to 12.1%).

Libraries

In 2011/12, 72.7% of children had visited a library in the last 12 months. This has remained steady since 2008/09.

Since 2008/09, the proportion of 5-10 and 11-15 year olds who had visited a library in the last 12 months remained constant (Figure 1.3). However compared to 2010/11, there has been a significant decrease for 5-10 year olds (from 76.4% to 68.2%) but a significant increase for 11-15 year olds (from 74.4% to 79.9%).

Figure 1.3: The percentage of children who visited a public library in the last 12 months, by age, 2008/09, 2010/11 and 2011/12



Notes

- (1) Confidence intervals range between +/-2.3 and +/-3.3
- (2) Data for 5-10 year olds relates to out of school visits only. Data for 11-15 years olds relates to visits both in and out of school

- The proportion of 11-15 year olds who have visited a library in the last week significantly increased from 24.9 per cent to 29.6 per cent in 2011/12 compared to 2008/09
- There was a decrease in 2011/12 compared to 2010/11 of 5-10 year olds who had visited a library in the last week (18.7% to 15.3%)
- There was an increase amongst 11-15 year olds who had visited a library in the last week from 2010/11 to 2011/12 (24.9% to 29.6%).

Museums

In 2011/12, 60.9 per cent of children had visited a museum in the last 12 months and 60.9 per cent of 11-15 year olds had visited a museum in the last 12 months, both these have remained steady since 2008/09. However the proportion of 5-10 year olds who had visited a museum in the last 12 months decreased from 66.0 per cent to 60.9 per cent.

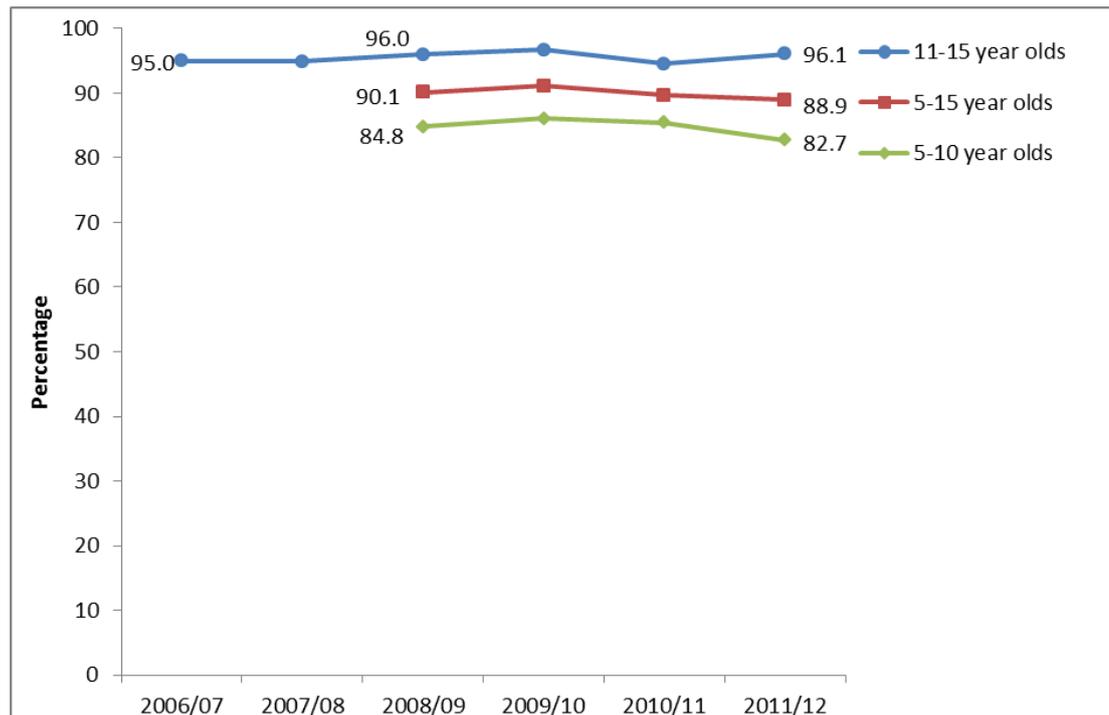
Compared to 2010/11 there was a decrease in 2011/12 in the proportion of 5-15 year olds who have visited a museum in the last 12 months (64.7% to 60.9%) and amongst 5-10 year olds (67.6% to 60.9%). The proportion of 5-10 year old girls who visited a museum in the last year also fell (from 66.2% to 58.3%).

Sport

In this section, data for 5-10 year olds relate to out of school participation only, data for 11-15 year olds relate to participation both in and out of school.

In 2011/12, 88.9 per cent of children aged 5-15 did sport in the last 4 weeks; 82.7 per cent of 5-10 year olds and 96.1 per cent of 11-15 year olds. There is no significant change since 2008/09 and no change from 2010/11 (Figure 1.4).

Figure 1.4: Percentage of children who did sport in the last four weeks by age, 2006/07 to 2011/12

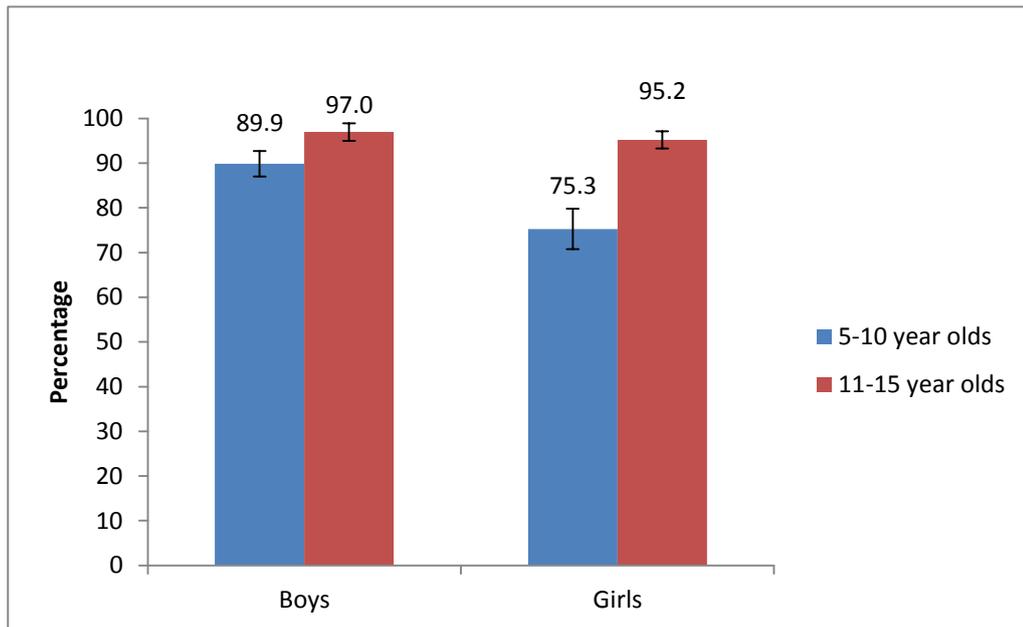


Notes

- (1) Data for 5-10 year olds relate to out of school participation only. Data for 11-15 year olds relate to participation both in and out of school
- (2) There were no significant changes in participation over this time period for the age categories shown
- (3) Data for 5-10 year olds is not available before 2008/09

In the 5-10 year old age group, boys were more likely to have done sport in the last 4 weeks than girls (89.9% compared to 75.3%). However amongst 11-15 year olds, each gender had similar proportions of participants in sport (Figure 1.5).

Figure 1.5: The percentage of children who did sport in the last 4 weeks, by age and gender, 2011/12

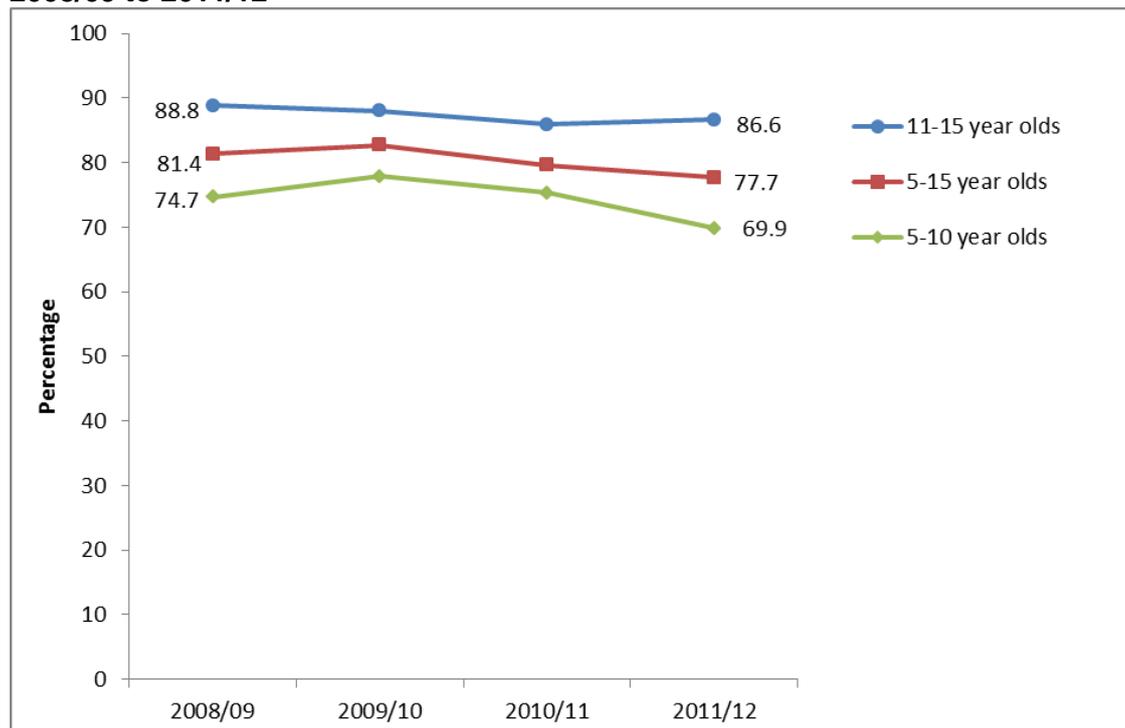


Notes

- (1) Confidence intervals range between +/-1.9 and +/-4.5
- (2) Data for 5-10 year olds relate to out of school participation only. Data for 11-15 year olds relate to participation both in and out of school

Children with a limiting long-term illness/disability were significantly less likely to have done sport in the last 4 weeks than those who did not report a limiting long-term illness/disability (81.4% compared to 89.6%).

For the sport in the last week measure, in 2011/12, 77.7 per cent of children aged 5-15 did sport in the last week; 69.9 per cent of 5-10 year olds and 86.6 per cent of 11-15 year olds. There was a significant decrease in participation since 2008/09 for 5-15 year olds (from 81.4% to 77.7%). This decrease was driven by a significant decrease in participation of 5-10 year olds (from 74.7% to 69.9%) (Figure 1.6).

Figure 1.6: The percentage of children who did sport in the last week by age 2008/09 to 2011/12**Notes**

- (1) Data for 5-10 year olds relate to out of school participation only. Data for 11-15 year olds relate to participation both in and out of school
- (2) There was a significant decrease in participation between 2008/09 and 2011/12 for 5-15 year olds and for 5-10 year olds

Individual sports

Swimming, diving or lifesaving was the most common sport amongst 5-10 year old children, with almost half (45.3%) of all children in this age group doing this in the last 4 weeks. More than a third had played football (36.9%), and more than a quarter (29.6%) had been cycling (Figure 1.7). There were no significant changes in participation in the top ten sports over the year since 2010/11.

Figure 1.7: The top ten most popular sports participated in by 5-10 year olds in the last 4 weeks, 2011/12

Sport	%	Confidence interval (+/-)
Swimming, diving or lifesaving	45.3	3.5
Football (include five-a-side)	36.9	3.4
Cycling or riding a bike	29.6	3.2
Walking or hiking	19.5	2.8
Gym, gymnastics, trampolining or climbing frame	13.0	2.4
Tenpin bowling	9.2	2.0
Tennis	8.8	2.0
Cricket	6.9	1.8
Martial arts - Judo, Karate, Taekwondo and other	6.4	1.7
Roller skating/blading or skate boarding	5.9	1.6

Notes

- (1) These figures only include activities participated in outside of school only

Football was the most common sport amongst 11-15 year olds, with over half (53.5%) of all children in this age group having played in the last 4 weeks. Basketball (26.9%) was the second most common, followed by gym, gymnastics, trampolining or climbing frame (25.2%) (Figure 1.8). Within the top ten sports for 11-15 year olds there were significant increases in participation since 2010/11 in rugby, rounders and tennis.

Figure 1.8: The top ten most popular sports participated in by 11-15 year olds in the last 4 weeks, 2011/12

Sport	%	Confidence interval (+/-)
Football (include five-a-side)	53.5	3.6
Basketball	26.9	3.2
Gym, gymnastics, trampolining or climbing frame	25.2	3.2
Rounders	25.0	3.1
Swimming, diving or life saving	24.9	3.1
Cycling or riding a bike	23.4	3.1
Rugby	22.8	3.1
Tennis	21.7	3.0
Cross country, jogging or road running	21.3	3.0
Netball	20.4	2.9

Notes

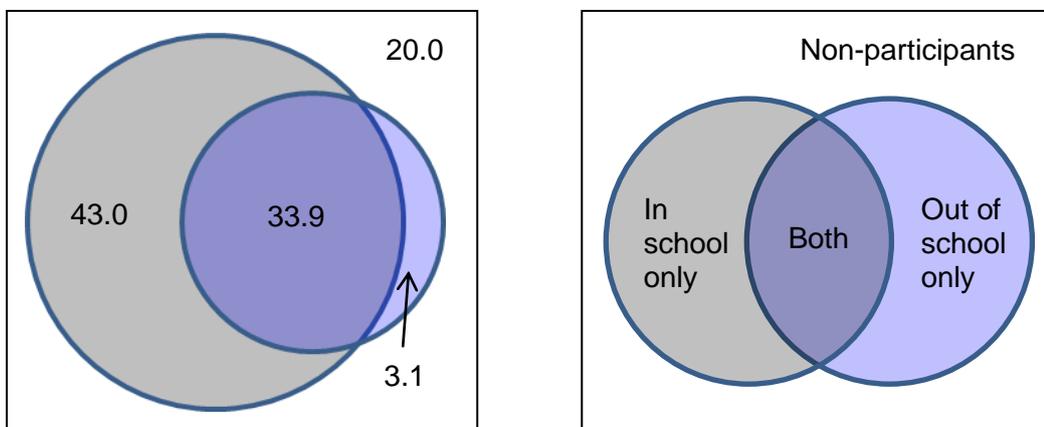
(1) These figures include sports activities participated in both in school and outside of school

Competitive sport

This section presents the second set of results for this topic, based on the questions introduced in January 2011 to support the government in its aim of increasing the opportunities for children to participate in competitive sport. The section divides the data into 'in school' and 'out of school' activities for both 5-10 year olds and for 11-15 year olds.

In 2011/12, 80.0 per cent of 5-15 year old children reported they had done some form of competitive sport in the last 12 months. Over three quarters (76.9%) had taken part in competitive sport in school, whilst 37.0 per cent had taken part outside of school.

Figure 1.9: Percentage of children aged 5-15 who participated in competitive sport in school, out of school or both, 2011/12



Notes

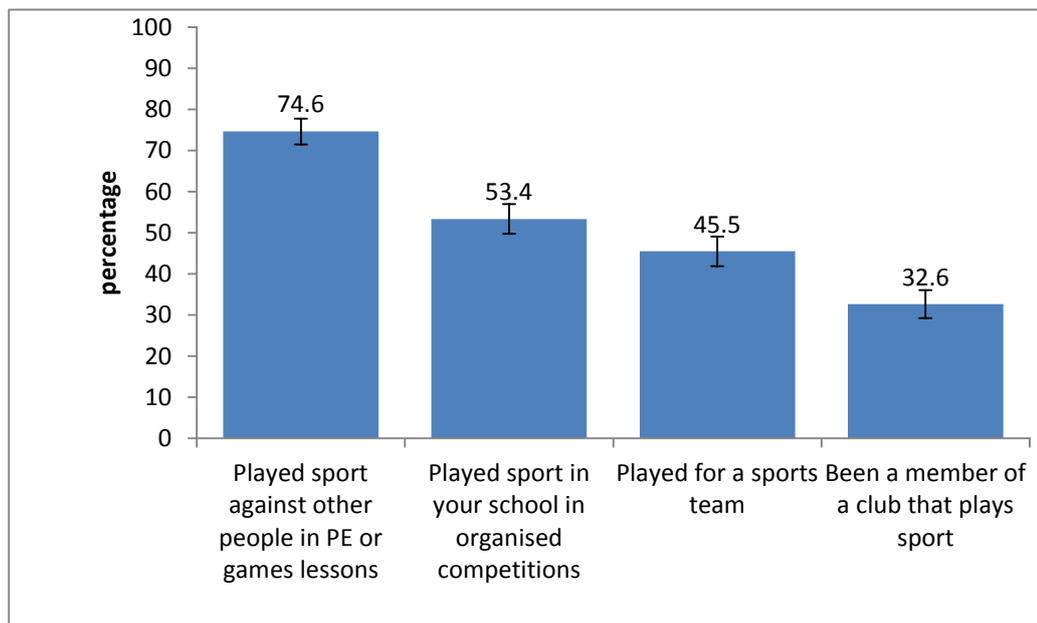
(1) Confidence intervals range between +/-2.0 and +/-2.4

In school

In 2011/12, almost two thirds (64.0%) of 5-10 year olds played sport at school in organised competitions (such as a sports day). Over half (53.4%) of 11-15 year olds had participated in competitive sport in this way.

For 11-15 year olds, playing sport against others in PE and games lessons (74.6%) was the most common way of doing competitive sport, whilst being a member of a sports club (32.6%) was the least common (Figure 1.10).

Figure 1.10: The percentage of 11-15 year olds who did competitive sport in school, 2011/12

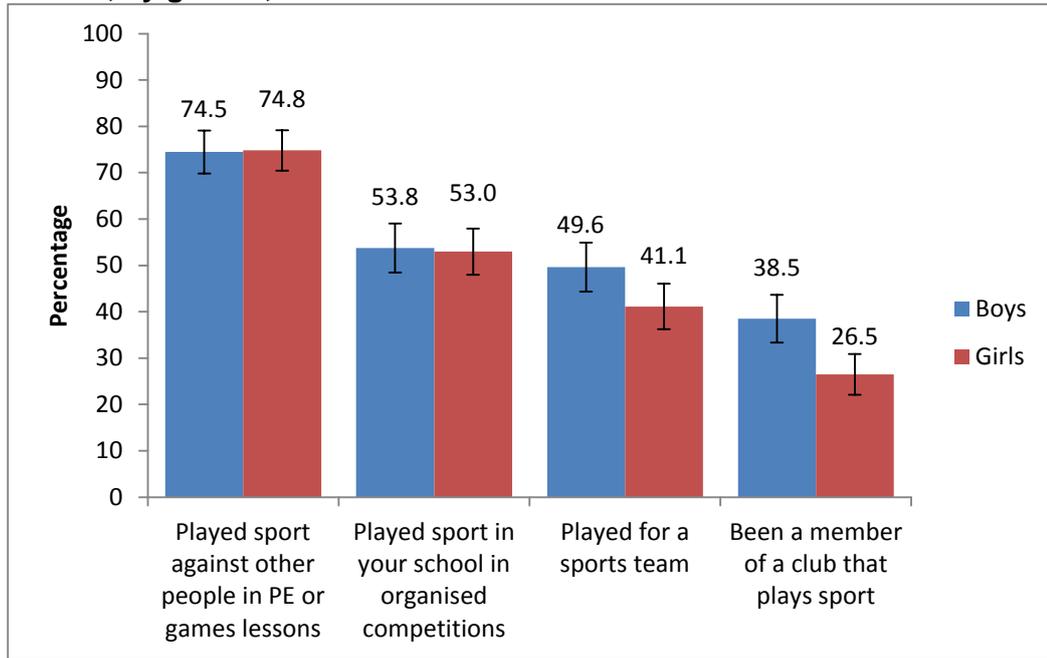


Notes

- (1) Confidence intervals range between +/-3.2 and +/-3.6
- (2) Competitive sport questions were introduced to Taking Part in January 2011.

Amongst 11-15 year olds, boys were more likely than girls to participate in competitive sport in school. The exceptions are playing sport against other people in PE or games lessons and playing sport in your school in organised competitions where there was not a significant difference between boys and girls (Figure 1.11).

Figure 1.11: The percentage of 11-15 year olds who did competitive sport in school, by gender, 2011/12



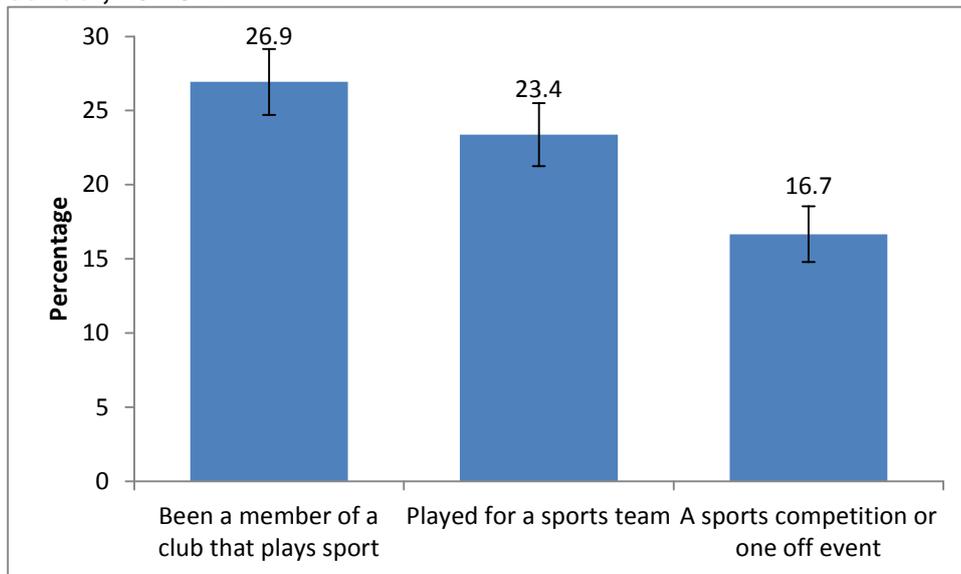
Notes

- (1) Confidence intervals range between +/-4.0 and +/-5.7
- (2) Competitive sport questions were introduced to Taking Part in January 2011.

Outside school

In 2011/12, 26.9 per cent of children belonged to a sports club, making this the most common means of doing competitive sport outside school. Over a fifth (23.4%) played for a sports team and 16.7 per cent participated in a sports competition or one off event (Figure 1.12).

Figure 1.12: The percentage of 5-15 year olds who did competitive sport outside school, 2011/12

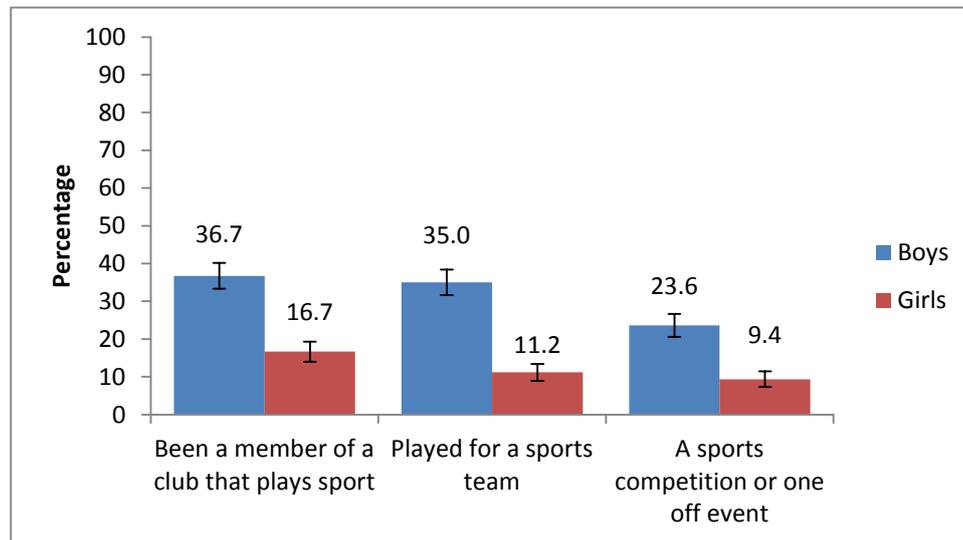


Notes

- (1) Confidence intervals range between +/-1.9 and +/-2.2
- (2) Competitive sport questions were introduced to Taking Part in January 2011.

Boys were also more likely than girls to participate in competitive sport out of school. For all three of the activities depicted in figure 1.12, fewer than half as many 11-15 year old girls did the activities compared to 11-15 year old boys (Figure 1.13).

Figure 1.13: The percentage of 5-15 year olds who did competitive sport outside school, by gender, 2011/12



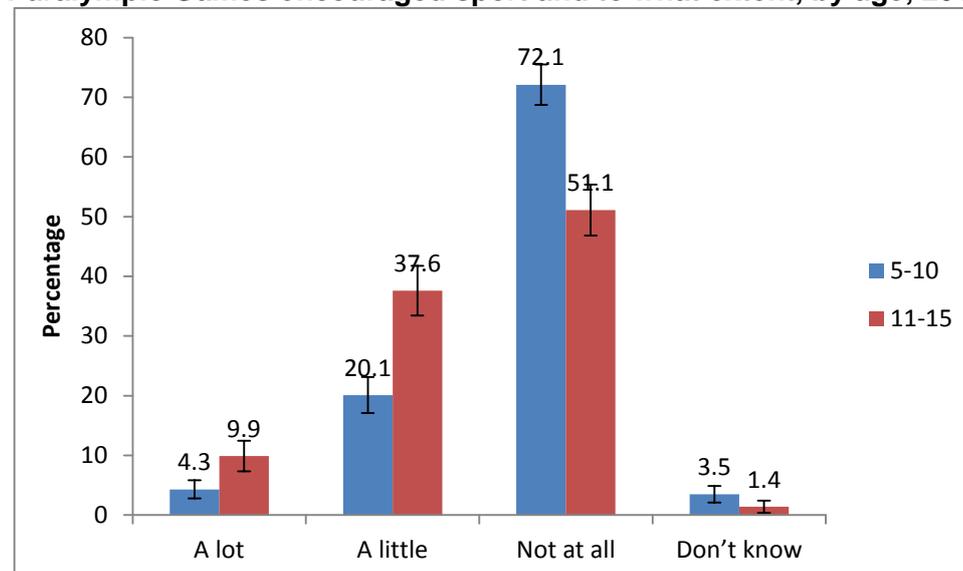
Notes

- (1) Confidence intervals range between +/-2.2 and +/-3.4
- (2) Competitive sport questions were introduced to Taking Part in January 2011.

Olympic motivation

In 2011/12, according to their parents or guardians who answer on their behalf, nearly one quarter of 5-10 year olds were encouraged to take part in sport a lot or a little as a result of the UK hosting the Olympic and Paralympic Games. This figure was nearly 50% for 11-15 year olds (answers provided directly by 11-15 year old respondents) (Figure 1.14).

Figure 1.14: The percentage of respondents who thought the Olympic and Paralympic Games encouraged sport and to what extent, by age, 2011/12



Notes

- (1) Confidence intervals range between +/-1.0 and +/-4.3

By far the most popular way in which both 5-10 and 11-15 year olds in 2011/12 intended to watch an Olympic or Paralympic event was on television at home, with 73.7 per cent of 5-10 year olds and 81.1 per cent of 11-15 year olds intending to watch an event in this way. The second most popular way in which 5-10 year olds intended to watch an Olympic or Paralympic event was to attend a ticketed event (8.2%). For 11-15 year olds the second most popular way was to read newspapers both off and online with 22.0 per cent intending to follow the Olympic or Paralympic Games in this manner.

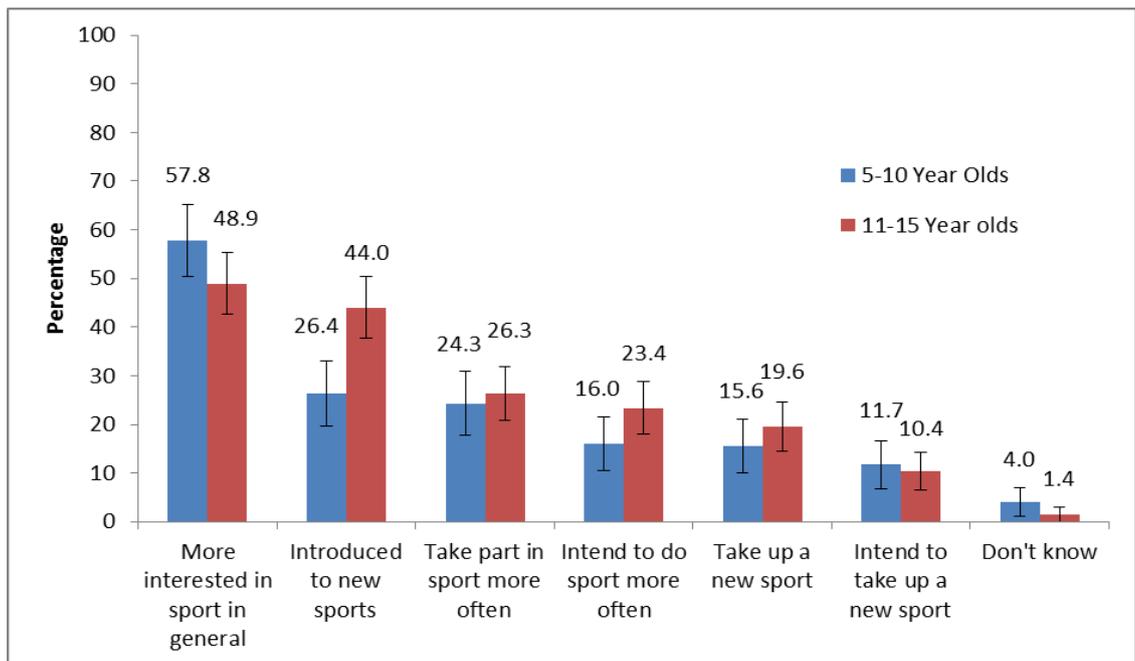
In 2011/12, 7.3 per cent of 5-10 year olds had taken part in sports activities in school linked to the London 2012 Olympic and Paralympic Games, whereas 14.9 per cent of 11-15 year olds had done so.

In 2011/12, 6.1 per cent of 5-10 year olds had taken part in (non-sporting) classes at school linked to London 2012 Olympic and Paralympic Games, whereas for 11-15 year olds the figure was 15.8 per cent.

All data on child motivation as a result of the London 2012 Olympic and Paralympic Games are for the time period April 2011 to March 2012 and therefore before the start of the Games (July 2012).

As a result of the UK hosting the London 2012 Olympic and Paralympic Games, in 2011/12, 57.8 per cent of 5-10 year olds and 48.9 per cent of 11-15 year olds were more interested in sport in general. 26.4 per cent of 5-10 year olds and 44.0 per cent of 11-15 year olds were introduced to new sports. Around a quarter of 5-15 year olds were encouraged to take part in sport more often (Figure 1.15).

Figure 1.15: Percentage of children motivated by the Olympic or Paralympic Games to be more interested in sport, intend to or take up a new sport.



Notes

(1) Confidence intervals range between +/-1.5 and +/-7.5

Chapter 2: Well-being

For a number of years, the Taking Part survey has included a question relevant to the discussion of subjective well-being (SWB). This chapter explores the impact of engagement and participation within our sectors⁴ on subjective happiness as a proxy measure of well-being.

Key findings

- Between 2005/06 and 2011/12 there has been an increase in levels of individuals' subjective happiness.
- In relation to most DCMS sectors there is a significant association between sport participation and cultural engagement and subjective happiness. This lends support to the view that culture and sport improve people's quality of life on a measure of subjective well-being.
- Those who had participated in sport in the last four weeks were significantly happier than those who had not.
- Those intending to engage with the London 2012 Olympic Games through either actively following, attending events or volunteering for a Games time role were significantly happier than those who did not plan to follow the Games.
- Engagement with a wide range of cultural activities including heritage, arts and museum and galleries was also associated with significantly higher levels of subjective happiness.
- Participation in sport and engagement with cultural activity produces more significant increases of happiness amongst older people (50+ years) and those who are 'better off'.
- Engagement with museums and galleries was associated with greater levels of happiness amongst females.
- In the absence of a clear understanding of the causal links between engagement in sporting/cultural activity and subjective happiness, there is a need to better understand the reasons for these findings in order to enable potential enhancement of subjective well-being through policy and initiative design in these sectors.

Introduction

UK government interest in understanding the social impact of policy and measuring its impact in terms of well-being has grown dramatically over the past few years. In its 'Measuring National Well-being programme' the ONS are developing a national indicator of well-being that can be used to present a more coherent measure of how

⁴ Our sectors cover sport, art, heritage, museums and galleries and libraries and archives.

society is doing that goes beyond economic measures such as GDP. This programme includes the development of a measure of individuals' subjective well-being that can be used alongside other, more objective measures.

The positive impact of participation in and engagement with sport and culture on individuals' quality of life is widely acknowledged. In July 2010 DCMS published within its Culture and Sport Evidence programme (CASE) the results of an analysis of British Household Panel Survey data to investigate the impact and monetary value of engagement in culture and sport on SWB⁵. However, although a question measuring self-reported 'happiness' has been included in the Taking Part survey since its introduction in 2005, it has not yet been explored in any depth. This section presents for the first time an analysis of responses to this question as part of an initial investigation of the impact of engagement in sport and culture on the survey's proxy measure of well-being.

When considering the presented results a number of points should be borne in mind. These are:

- The analysis presented in this chapter is an early consideration of the data. The results presented are limited to headline findings and general statistical comparisons across activities and between population subgroups. A more detailed investigation of this data will be undertaken after the publication of this annual release.
- From the analysis presented it is not possible, and no attempt is made, to measure or imply the direction of *causality*. Where significant differences in perceived happiness are reported, it is not possible at this stage and without further research to make conclusions as to whether, for example, participation increases happiness or whether those who claim to be happier are more likely to participate. (See end of chapter for definition of statistical causation and significance)
- The single measure incorporated within the Taking Part survey is 'Taking all things together how happy would you say you are'? This is measured on a 10-point bipolar scale where '1' is *extremely unhappy* and '10' is *extremely happy*. This question is used as the proxy measure of subjective well-being within the presented analysis. It is however a different question from the measure of self-reported happiness used in the ONS survey, which asks 'overall, how happy did you feel yesterday'? The ONS question is answered on an 11-point unipolar scale where '0' is *not at all* and '10' is *completely*. These differences should be considered when making any comparisons between both surveys.
- All results are for 2011/12 unless otherwise stated. The Taking Part survey 'happiness' question was not asked in 2009/10.

Findings

Overall

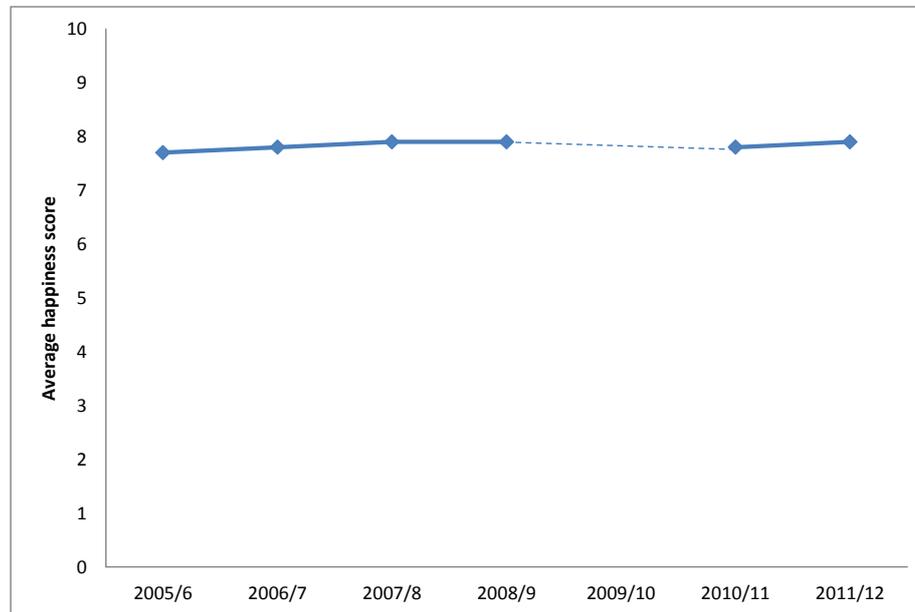
The average happiness score for the whole sample in 2011/12 was 7.9 (Figure 2.1). Taking into account the different measures used in both surveys, this is broadly comparable with the ONS measure of happiness reported in its first annual results,

⁵ http://www.culture.gov.uk/what_we_do/research_and_statistics/7275.aspx#Value

where the reported average was 7.3⁶. More than four out of five (83.3%) people gave a happiness score of 7 or more. Only 3.6% of people gave a score of less than 5.

The 2011/12 average happiness score represents a significant increase from 2005/06 (7.7).

Figure 2.1: Average 'happiness' score, 2005/06 to 2011/12



Notes

- (1) 'Happiness' question was removed in Q1 2009/10 and re-introduced in Q1 2010/11
- (2) Confidence intervals range between +/-0.3 and +/-0.4.

Broadly consistent with analysis of subjective well-being elsewhere, the Taking Part survey findings show that there is a significant association⁷ between happiness and income (with higher income positively associated with higher happiness scores) and happiness and age (with the younger 16 to 24 years and oldest 65+ years being significantly happier than the middle age groups 25 to 64 years). The analysis also identified a significantly higher average happiness score for those living in rural areas compared with those living in urban areas. However, there was no difference in the average happiness scores of males and females.

The following sub-sections present analyses of subjective happiness in relation to different areas of sport and cultural engagement.

Charitable giving

Questions on charitable giving to DCMS sectors were added in 2010/11. In 2011/12 those who donated to DCMS sectors in the last 12 months reported significantly greater happiness compared with those who had not (8.0 and 7.9 respectively). Although significant, this difference is likely to be at least in part explained by the

⁶ Office for National Statistics (2012). First ONS Annual Experimental Subjective Well-being Results. July 24th 2012. <http://www.ons.gov.uk/ons/rel/wellbeing/measuring-subjective-wellbeing-in-the-uk/first-annual-ons-experimental-subjective-well-being-results/index.html>

⁷ See end of chapter for definition of association

positive association between both happiness and income⁸ given the increased giving of those with a higher income.

Volunteering

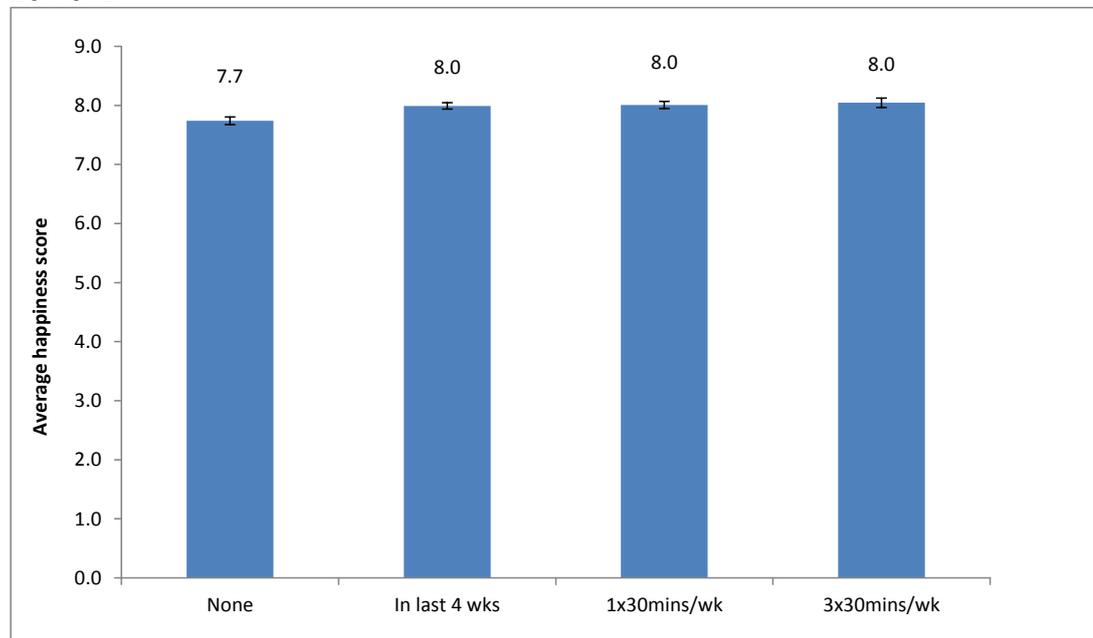
Those who had volunteered within any sector in the last 12 months reported an average happiness score of 8.0 in 2011/12⁹. This was significantly higher than 2005/06 (7.9), although has remained unchanged since 2006/7. Volunteers reported life satisfaction was significantly higher than non-volunteers (7.8).

Analysis suggests that there is an association between levels of volunteering and income. However, despite this given the increased levels of volunteering among certain groups (e.g. BME) it is unlikely that this difference will be explained purely in terms of the correlation between happiness and other elements e.g. income.

Sport

Those who had participated in sport 'in the last four weeks' reported a significantly higher happiness score than those who had not (8.0 and 7.7 respectively). However, those who engage in more frequent sporting activity (1x30 or 3x30 minute sessions per week) were not significantly happier than those who engage in sport less frequently (at least once in last four weeks) (Figure 2.2). The level of reported happiness amongst those who had participated in sport has increased significantly since 2005/06 (7.9).

Figure 2.2: Average happiness scores for each level of sport participation, 2011/12



Notes

(1) Confidence intervals range between +/-0.04 and +/-0.08.

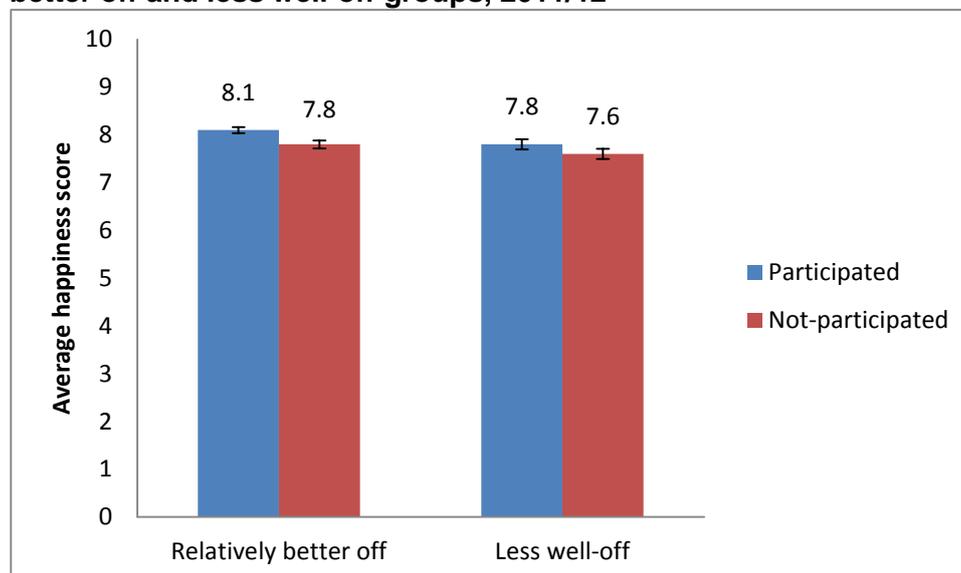
⁸ χ^2 (66, N=7389)= 272.3, p<0.05 – see end of chapter for definition of chi-squared statistical test notation

⁹ Volunteering at the London 2012 Olympic and Paralympic Games is considered separately in the 'Olympics' section of this chapter.

When considering differences in terms of the reported happiness of those who **do** participate in sporting activity, there were no significant differences between males and females or between BME and non-BME groups. In contrast, there was a significant difference in the reported happiness of other socio-demographic groups. Specifically, those classified as being relatively better off¹⁰ (8.0) and who engaged in sporting activity were significantly happier than those engaging in sporting activity but who were from relatively less well-off socio-demographic groups (7.8). This pattern was found at all levels of measured frequency. Whilst it is possible that the greater happiness of participants within the higher socio-demographic groups may be linked to the increased income of this group (and therefore the higher happiness levels associated with income), there may be other reasons that at least in part explain this difference. Further research would be needed to explore this more fully. For example, the relatively lower happiness scores for participants within the lower socio-demographic groups may result from differences in the types of sporting activity and/or differences in the facilities or environment where any sporting activity takes place.

Importantly, taking part in sporting activity was found to increase the happiness of those who participate regardless of income. Those classified as being relatively better off who had participated in sport 'within the last four weeks' gave significantly higher average happiness scores than people in this group who had not undertaken any sporting activity (8.1 and 7.8 respectively). This was equally true for those within the less well-off group, where the average happiness score of this group who had undertaken sport in the last four weeks was significantly higher than those who had not (7.8 and 7.6 respectively). Although further analysis would be needed to control for other characteristics that may explain this difference, these findings highlight the value of sport in improving levels of happiness within both high and low income groups.

Figure 2.3: Impact of sports participation on subjective happiness for relatively better off and less well-off groups, 2011/12



Notes

(1) Confidence intervals range between +/-0.06 and +/-0.11.

¹⁰ The ACORN socio-demographic classification was used. 'Better off' group consisted of those within the *Wealthy Achievers*, *Urban Prosperity* and *Comfortably Off* categories, whereas the 'Less well-off' group comprised *Hard Pressed* and *Moderate Means* groups.

There was also a significant association between age and happiness for those engaging in sporting activity 'within the last four weeks', with older people (50 years+) engaging in this level of sporting activity being happier than those in younger age groups¹¹. There was some evidence of a similar difference existing for those who engaged in sporting activity for 1x30minute session per week. However this was only significant at the 10% level¹² and not the usual 5% testing level.

As with the findings reported in relation to income, although it is not possible to conclude from this analysis what the relationship is between age and happiness amongst participants, further research could usefully explore these links to develop our understanding. For example, does the participation in sporting activity itself make older participants happier relative to younger participants? Alternatively, is the identified greater level of happiness amongst older participants reflecting happiness associated with the physical ability or available time to participate? Better understanding such differences would further inform the development of initiatives that might support the improvement of subjective well-being amongst these groups.

Olympics

In 2011/12 a series of questions were added to the survey exploring people's engagement with the London 2012 Olympic Games. The results from these questions will be analysed to enhance the evidence base on the short and longer term impact of the Games and its legacy. This section presents the early findings investigating links between the Olympics and subjective happiness. However, as these results are based on responses from before April 2012 the findings need to be considered in the context of being asked before the Games have taken place and therefore relate only to *intended* engagement. *Actual* engagement will be considered in future analysis when the results of Q2 and Q3 are available.

Overall, people who planned to engage with the Olympics by actively following the Games¹³ and/or attending an Olympic event¹⁴ gave a significantly higher happiness score than those who did not intend to either actively follow or attend the Olympics (8.1, 7.9 and 7.5 respectively). The relatively lower happiness score for those planning to *attend* may reflect the greater uncertainty around this at the time of the survey given the outcome of the ticket purchasing process would not have been known when people were surveyed. It will be interesting to revisit this finding when attendance is known.

When age is considered, those in younger (16-24 years) and middle (25-64 years) age groups report significantly higher happiness scores when actively following or attending (compared with those doing neither), whereas the increased happiness scores amongst the older (65+ years) age group was not significant. This indicates that the greater happiness associated with engagement with the Games is amongst the younger age groups.

Although links between income and attendance could be proposed as explaining some of the higher happiness levels of those planning to attend the Games (i.e. the costs of tickets may have excluded lower income groups from attempting to get tickets to

¹¹ χ^2 (18, N=4667)= 35.2, $p<0.05$ – see end of chapter for definition of chi-squared statistical test notation

¹² χ^2 (18, N=3696)= 26.2, $p<0.1$ see end of chapter for definition of chi-squared statistical test notation

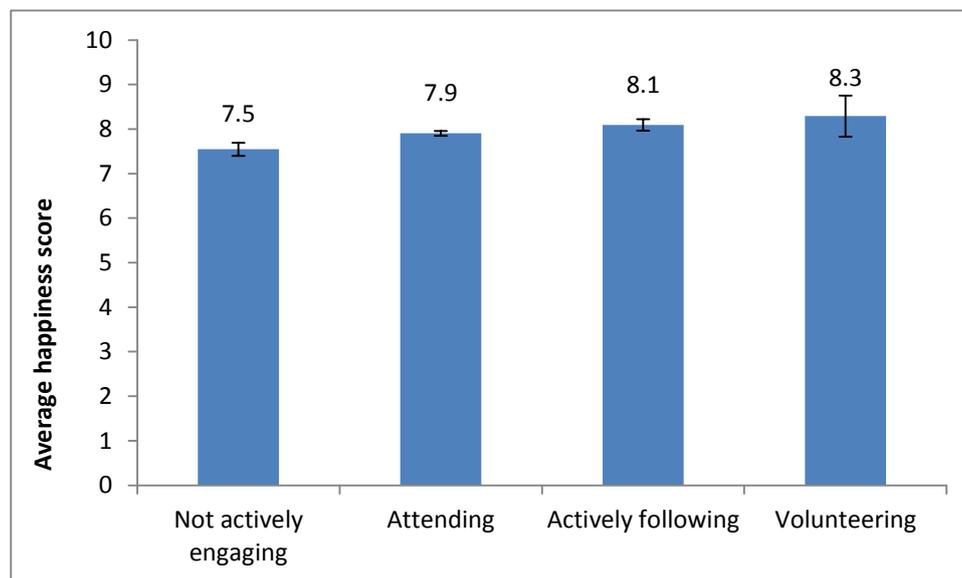
¹³ Defined in terms of actively following media coverage of the Games or watching live coverage at a public screening.

¹⁴ Defined as attending either a ticketed or un-ticketed event.

attend the Games), this is unlikely to be the case in explaining the higher happiness of those planning *active following* of the Games but not attending where no cost would be incurred. This finding suggests a strong link between anticipation of the Games and happiness even several months before the start of the Games itself. It will be interesting to explore the short and long term impacts of engagement with the Games on the subjective happiness measure.

The link between Olympic engagement and happiness was also found for those volunteering at the Games, as either a Games Maker or other volunteer role directly associated with the Olympics. Volunteers gave an average happiness score of 8.3, which was again significantly higher than that given by those not engaging with the Games. However, it was not significantly higher than the happiness score for those actively following or attending the Games. (Figure 2.4)

Figure 2.4: Average happiness scores by intended engagement with the London 2012 Olympic Games, 2011/12



Notes

(1) Confidence intervals range between +/-0.1 and +/-0.5.

Heritage

Overall, those who had engaged with heritage (activities defined in Annex C) in the past 12 months reported significantly higher happiness scores compared with those who had not (8.0 and 7.6 respectively). The happiness scores of those who had engaged with heritage over this period were also significantly higher than those reported by those in 2005/06.

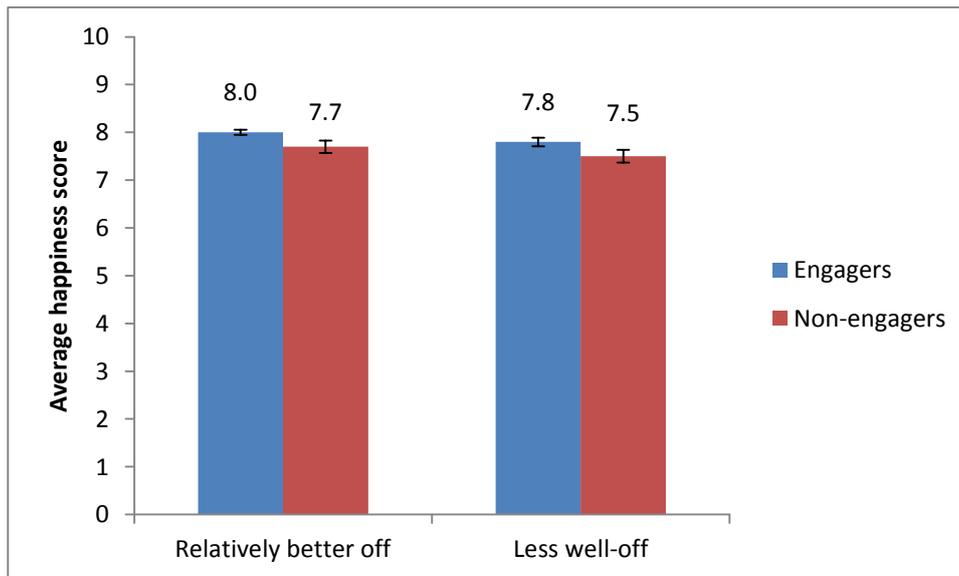
Consideration of differences in reported happiness between demographic groups within those who did engage with heritage finds the same results as was identified in relation to sports participation. Specifically, those engagers in the better off group are significantly happier than those in the less-well off group (8.0 and 7.8 respectively) and older engagers are significantly happier than younger ones (younger 16 to 29 years, 7.9; middle age group 30 to 49 years, 7.9; older age 50+, 8.0)¹⁵.

Engaging with heritage was found to increase happiness regardless of income. As was found in relation to sport participation, those classified as being relatively better off

¹⁵ $\chi^2(18, N=6689)=67.6, p<0.05$ – see end of chapter for definition of chi-squared statistical test notation

who had engaged with heritage ‘in the last 12 months’ gave significantly higher average happiness scores than people in this group who had not engaged during this period (8.0 and 7.7 respectively). This was again true for those within the less well-off group, where the average happiness score of this group who had engaged with heritage was significantly higher than those who had not (7.8 and 7.5 respectively). Although further analysis would be needed to control for other characteristics that may explain this difference, these findings highlight the value of engaging with heritage in improving levels of happiness within both high and low income groups.

Figure 2.5: Impact of engagement with heritage on subjective happiness for relatively better off and less well-off groups, 2011/12



Notes

(1) Confidence intervals range between +/-0.05 and +/-0.13.

Arts

As with heritage, engagement with the arts in the last 12 months was also associated with a significantly higher level of happiness. Those who had engaged with arts had an average happiness score of 7.9 compared with 7.7 for those who had not.

Reflecting the overall trend in increasing levels of happiness since 2005/06, the happiness score for engagers in 2011/12 was significantly higher than the result from the original Taking Part survey (7.7).

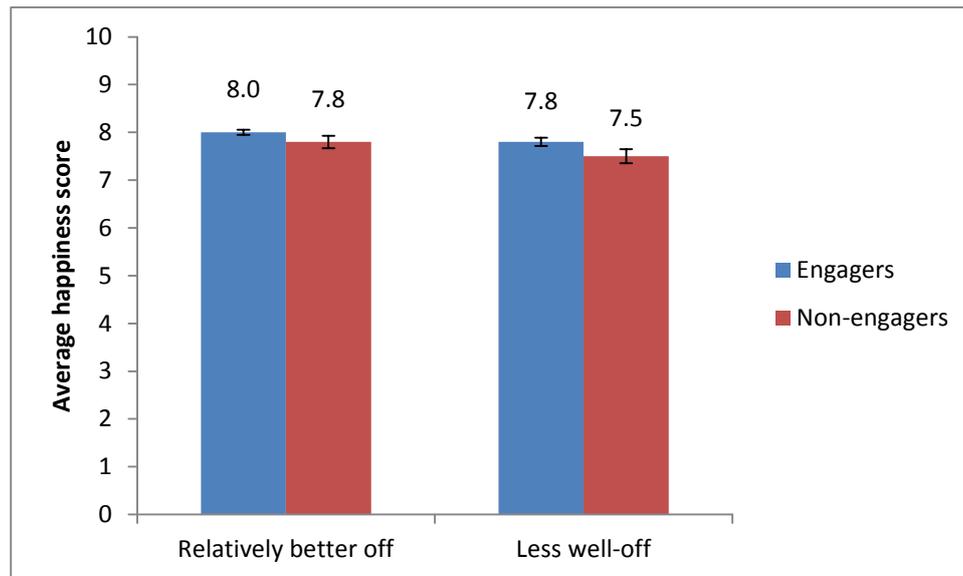
The reported happiness scores for arts engagers across demographic groups were also comparable with those reported for heritage engagers. Specifically, better off engagers were significantly happier compared with less well-off engagers (8.0 and 7.8 respectively). The difference across age groups also mirrored the pattern identified elsewhere, with older engagers being significantly happier relative to younger engagers (younger 16 to 29 years, 7.9; middle age group 30 to 49 years, 7.8; older age 50+, 8.0).¹⁶

Engaging with the arts was also found to increase happiness regardless of income. As was found in relation to heritage engagement, those classified as being relatively

¹⁶ $\chi^2(18, N=7003) = 76.9, p < 0.05$ – see end of chapter for definition of chi-squared statistical test notation

better off who had engaged with arts 'in the last 12 months' gave significantly higher average happiness scores than people in this group who had not engaged during this period (8.0 and 7.8 respectively). This was again true for those within the less well-off group, where the average happiness score of this group who had engaged with art was significantly higher than those who had not (7.8 and 7.5 respectively). Although further analysis would be needed to control for other characteristics that may explain this difference, these findings highlight the value of engaging with the arts to improve levels of happiness within both high and low income groups.

Figure 2.6: Impact of engagement with arts on subjective happiness for relatively better off and less well-off groups, 2011/12



Notes

(1) Confidence intervals range between +/-0.05 and +/-0.15.

Museums and galleries

Engagement with museums and galleries was also shown to be linked with increased levels of happiness. In this case those who had engaged with museums and/or galleries in the last 12 months were once again found to have an average happiness score significantly higher than those who had not (8.0 and 7.8 respectively). The average happiness score of engagers within the 2011/12 survey was also significantly higher than that from the 2005/06 survey (7.8).

Analysis of the differences in average happiness level between demographic groups of engagers draws the same conclusions in relation to age and socio-demographic classification. Specifically, that engagers identified within the better off categories had an average happiness score significantly higher than those in the less well-off group (8.0 and 7.7 respectively). The same relationship between age and happiness was also found; that older engagers had a significantly higher happiness score compared to younger groups (younger 16 to 29 years, 7.9; middle age group 30 to 49 years, 7.9; older age 50+, 8.1)¹⁷.

¹⁷ χ^2 (18, N=4473)= 47.5, p<0.05 – see end of chapter for definition of chi-squared statistical test notation

When considering the impact of engagement with museums and galleries when controlling for income, those classified as being relatively better off who had engaged with museums and galleries 'in the last 12 months' gave significantly higher average happiness scores than people in this group who had not engaged during this period (8.0 and 7.9 respectively). However, unlike previously discussed cultural sectors, this difference was not found to be true when comparing engagers and non-engagers within the less well-off group. Although further analysis would be needed to control for other characteristics that may explain this difference, these findings highlight the value of engaging with the arts to improve levels of happiness within relatively well-off groups.

However, in contrast with comparisons in relation to other types of cultural engagement, the analysis of happiness scores also found females museum and gallery engagers to be significantly happier than males (8.0 and 7.9 respectively). The reasons for this difference cannot be known from the current analysis, but would be interesting to explore further in terms of the reasons why engagement with museums and galleries would associate with higher happiness scores amongst this group when compared to other types of cultural engagement.

Libraries

In contrast with other types of engagement with the DCMS sectors, people who have engaged with libraries in the last 12 months did not have a significantly different average happiness score when compared with those who did not engage over that period. However, the average happiness score of those who had engaged in 2011/12 was significantly higher than those responding in 2005/06 (7.9 and 7.7 respectively), which is consistent with the results reported above.

Of those who did engage with libraries over the period, levels of happiness between different demographic groups did again reflect the pattern reported in relation to other types of engagement. Better off engagers were once again significantly happier compared with less well-off engagers (8.0 and 7.7 respectively) and older engagers were again found to be significantly happier relative to younger engagers (younger 16 to 29 years, 7.8; middle age group 30 to 49 years, 7.8 ; older age 50+, 7.9)¹⁸.

Archives

Overall, those who had engaged with an archive over the last 12 months had an average happiness score of 7.9, which did not differ from those who had not engaged over the period. Unlike many of the findings reported in relation to other types of engagement, there was not an identified change in happiness level since the 2005/06 survey. Finally, perhaps reflecting the small number of those who had engaged with archives, there were no identified differences in happiness scores between demographic groups.

¹⁸ $\chi^2 (18, N=3632) = 42.5, p < 0.05$ – see end of chapter for definition of chi-squared statistical test notation

Statistical terms explained

<p>Chi-squared statistical test</p>	<p>The chi squared test is a quantitative measure used to determine whether a relationship exists between two categorical variables, for example age and happiness scores.</p> <p>If responses to a survey question fall into clearly defined categories, for example, in ranking your subjective happiness, the 10 categories are the numbers 1-10, the Chi squared test assumes that a person's response is equally likely to fall into any of these categories. Based on this assumption it calculates the theoretical probability of obtaining the actual observed categorisation. If this is low (less than 5%) then you can confidently assert that the assumption of responses being equally likely to fall into any of the categories is false. I.e. some kind of relationship exists and responses amongst those asked are more likely to lie in some categories than others.</p> <p>The result of the test is expressed as follows: $\chi^2 (18, N=3632) = 42.5, p < 0.05$ where 18 = degrees of freedom (number of independent pieces of information) 3632 = number of respondents 42.5 = Chi-squared value. $p < 0.05$ = relationship exists at the 95% level</p>
<p>Association</p>	<p>An association between two variables means that there is some form of relationship or dependence between them. For example, height and weight of an adult. If height increases, weight is also likely to increase. However an association between two variables does not imply a change in one has directly caused a change in the other.</p> <p>The result of a chi-squared test can show if there is any association between the two variables.</p>
<p>Correlation</p>	<p>Correlation refers to any of a broad class of statistical relationships involving dependence.</p>
<p>Significant increase/decrease</p>	<p>This means there is good evidence that the increase/decrease is real and not due to chance.</p> <p>Significance testing is done at the 95% confidence level in this report. This means the probability that any given difference between two variables happened by chance is low (1 in 20).</p>
<p>Causation</p>	<p>Causation is where changes in one variable measured directly caused changes in the other. Correlation does not imply causation but may provide evidence of possible causation. Additional evidence is needed to establish causation.</p> <p>For example we may be able to show a correlation between happiness and health but further evidence would be needed to establish, for example, whether greater happiness actually causes improved health. The relationship may be complex and there may be other variables to consider for example.</p>

Chapter 3: Free time activities

Taking Part asks respondents about the types of activities they undertake in their free time. In this way it can give a picture of the range of interests people hold and how these may fit with our sectors. It also asks a range of questions around the types of media people engage with and their use of technology.

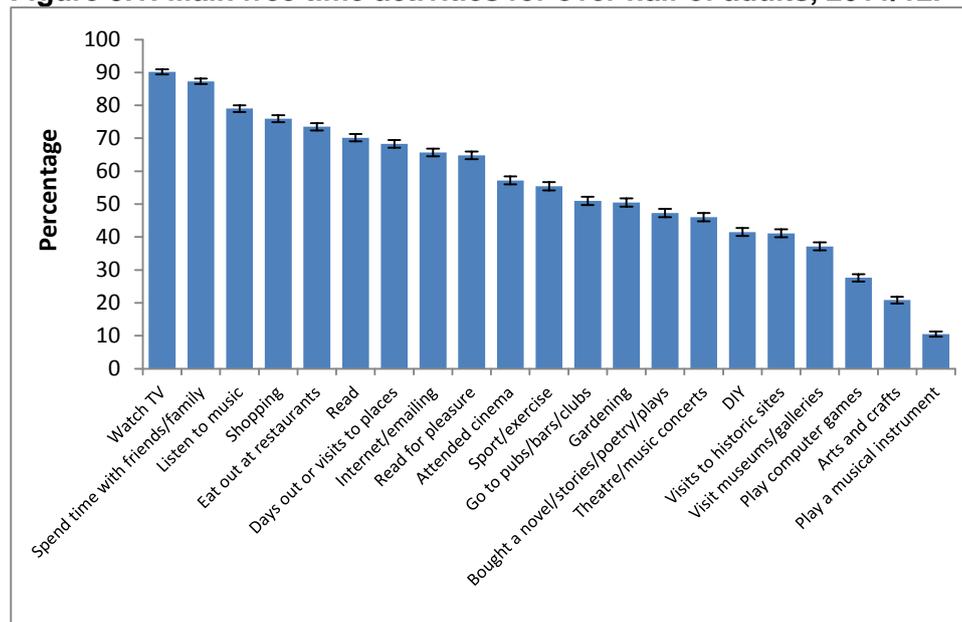
Key findings

- In 2011/12, 90.2 per cent of adults reported watching TV as their main free time activity, followed by spending time with friends or family (87.3%) and listening to music (79.0%).
- Over three quarters of adults read for pleasure at least once a week and over a quarter of adults visit the cinema at least once a month.
- The vast majority of adults (94.6%) have a television that allows them to watch additional channels (other than BBC1, BBC2, ITV, C4 and Channel 5).
- Just over a half of adults (56.4%) read a daily newspaper at least three times a week, with the Sun (17.1%) and the Daily Mail (16.2%) being the most popular daily newspapers to read.

Free time activities

In 2011/12, 90.2 per cent of adults reported watching TV as their main free time activity, followed in popularity by spending time with friends or family (87.3%) and listening to music (79.0%) (Figure 3.1).

Figure 3.1: Main free time activities for over half of adults, 2011/12.



Notes

(1) Confidence intervals range between +/-0.7 and +/-1.2.

The most popular free time activities were similar for all age groups and gender, as well as whether the adult was working or not, or whether they had a limiting illness or disability. As shown in figure 3.2, when ranking the most popular free time activity by demographics, the patterns are similar. There are some exceptions however.

- Young adults (16-24) ranked reading lower (57.2% and rank 12 compared to 70.2% and rank 6 for all adults), spend days out or visiting places (60.9% and rank 11 compared to 68.3% and rank 7 for all adults) and do gardening (11.5% and rank 22 compared to 50.5% and rank 14 for all adults).
- However they ranked attending a cinema in the last 12 months higher than the average for all adults (80.9% and rank 5 compared to 57.2% and rank 10 for all adults).
- Older adults (65-74 and 75+) ranked spending their free time on the internet or emailing lower than for all adults (38.9%/rank 16 and 18.3%/rank 20 respectively compared to 65.7%/rank 8 for all adults).
- 65-74 year olds however ranked gardening higher than other adults (70.8% and rank 6 compared 50.5% and rank 14 for all adults).
- Adults who do not work often have more time to carry out free time activities. It is therefore not surprising that compared to adults who do work they were more likely to spend time with friends/family, listen to music, watch tv, have days out including visiting museums and galleries, historic sites and the cinema, eat out and visit pubs/clubs, access the internet and emails, and carry out DIY. They were also significantly more likely to do sports or exercise. Adults who did work however were more likely to carry out arts and crafts, academic study, puzzles and games and to attend a society.

Figure 3.2 – Rank of popular free time activities by demographics, 2011/12

Free time activity	All adults	Age				
		16-24	25-44	45-64	65-74	75+
Watch TV	1	2	2	1	1	1
Spend time with friends/family	2	3	1	2	2	2
Listen to music	3	1	3	3	7	5
Shopping	4	6	6	5	3	3
Eat out at restaurants	5	8	5	4	5	6
Read	6	12	8	6	4	4
Days out or visits to places	7	11	7	7	9	9
Internet/emailing	8	4	4	9	16	20
Read for pleasure in last 12 months (own time or voluntary)	9	13	10	8	8	7
Attended cinema in last 12 months (own time or voluntary)	10	5	9	12	18	17
Sport/exercise	11	9	12	11	12	14
Go to pubs/bars/clubs	13	10	13	16	17	16
Gardening	14	22	17	10	6	8
Bought a novel, or book of stories, poetry or plays for yourself in last 12 months (own time or voluntary)	15	16	14	14	10	10
Theatre/music concerts	16	15	15	13	13	11
DIY	17	19	16	15	14	15
Visits to historic sites	18	18	18	17	11	12
Visit museums/galleries	19	17	19	19	15	13
Play computer games	20	14	20	21	21	21
Arts and crafts	21	20	21	20	20	19
Play a musical instrument	22	21	22	22	22	22
Attend/member of a society/club	23	24	24	23	23	23
Religious activities, going to place of worship, prayer	24	25	23	25	26	26
Puzzles and games	25	25	28	26	24	24
Attending sports matches	26	25	25	24	30	30
Academic study	27	25	27	27	27	28
Voluntary work/charity work	28	23	29	29	28	25
Travel	29	25	26	28	29	27
Gambling	30	25	29	30	25	29

Free time activity	Gender		Employment status		Limiting illness/disability	
	Male	Female	Working	Not working	No	Yes
Watch TV	1	1	1	2	1	1
Spend time with friends/family	2	2	2	1	2	2
Listen to music	3	4	4	3	3	3
Shopping	6	3	3	6	4	4
Eat out at restaurants	4	6	6	4	5	5
Read	8	5	5	8	8	6
Days out or visits to places	7	8	8	7	7	7
Internet/emailing	5	9	10	5	6	8
Read for pleasure in last 12 months (own time or voluntary)	10	7	7	10	9	9
Attended cinema in last 12 months (own time or voluntary)	11	10	12	9	10	10
Sport/exercise	9	14	11	12	11	11
Go to pubs/bars/clubs	12	16	15	13	12	12
Gardening	15	13	9	16	13	13
Bought a novel, or book of stories, poetry or plays for yourself in last 12 months (own time or voluntary)	18	12	13	15	15	14
Theatre/music concerts	16	15	16	14	14	15
DIY	13	19	18	17	16	16
Visits to historic sites	17	17	17	18	17	17
Visit museums/galleries	19	18	19	19	18	18
Play computer games	20	21	20	20	19	19
Arts and crafts	22	20	21	21	20	20
Play a musical instrument	21	22	22	22	21	21
Attend/member of a society/club	23	23	23	24	22	22
Religious activities, going to place of worship, prayer	25	24	25	23	23	23
Puzzles and games	28	25	24	27	24	24
Attending sports matches	24	30	30	25	25	25
Academic study	26	27	26	29	26	26
Voluntary work/charity work	29	26	27	28	28	27
Travel	27	28	29	26	27	28
Gambling	30	29	28	30	29	29

Notes:

(1) 1 = most popular and 30 = least popular

Cinema attendance / reading for pleasure / buying a novel

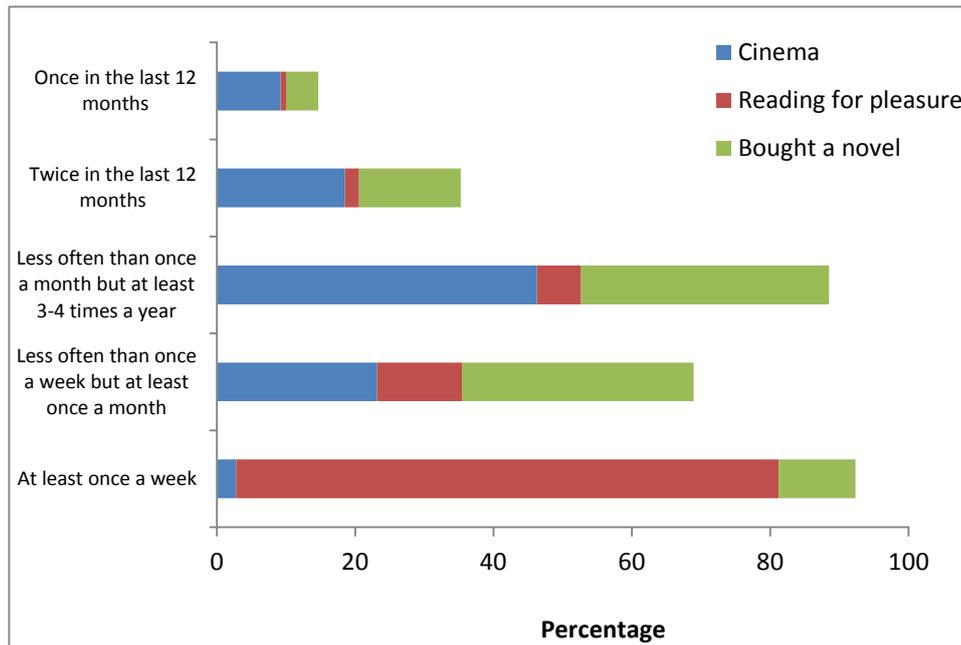
Taking Part asks a range of questions about cinema attendance. In 2011/12, over half (53.8%) of adults say they go to the cinema in their free time, a significant¹⁹ increase compared to 2006/07 (42.3%). More specifically, 57.2 per cent of people report that they have been to see a film at a cinema or other venue in the last 12 months.

Of those who had been to the cinema in the last 12 months, 2.8 per cent of people went at least once a week, 23.2 per cent went less often than this but at least once a month, and 46.3 per cent of people went at least 3-4 times a year. Meanwhile, 27.7 per cent of people had been once or twice in the last 12 months (Figure 3.3).

Nearly two thirds of adults read for pleasure in 2011/12 (64.8%). Of these people, over three quarters read for pleasure at least once a week (78.5%), and a further 12.3% read for pleasure less often than once a week but at least once a month. Three per cent only read once or twice in the last 12 months (Figure 3.3).

Nearly a half of all adults had bought a novel, book of stories, poetry or plays for themselves in the last 12 months (47.3%). Of these people, one in ten had bought a novel at least once a week, with a further third of people buying a novel at least once a month. Nearly one in five adults only bought a novel once or twice in the last 12 months (Figure 3.3).

¹⁹ A significant increase between 2006/07 and 2011/12 means that there is good evidence that the increase is real and not due to chance. The test is done at the 95% confidence level which means the probability that the difference between the two variables happened by chance is low (1 in 20).

Figure 3.3: Frequency of cinema visits, reading for pleasure and buying a novel in the last 12 months, 2011/12**Notes**

(1) Confidence intervals range between +/-0.3 and +/-1.7.

Television

- The vast majority of adults in England (94.6%) have access to a main television in the household that allows the watching of additional channels (other than BBC1, BBC2, ITV, C4 and Channel 5). This is a significant increase from 2006/07, when only four in five adults had a television.
- Satellite systems are the most popular ways to receive these channels (46.5%), followed by Freeview systems (37.6%) and cable (14.8%). Access via cable however has seen a significant decrease since 2006/07 (17.4%). Of those who do not have access to additional channels (5.4% of households), 23.7 per cent had plans to acquire access additional channels on their main television in the next 12 months.

Newspapers

- Over half of respondents (56.4%) read a daily newspaper on at least three times a week.
- The daily newspaper read the most often was the Sun (17.1%), followed by the Daily Mail (16.2%) and local daily newspapers (10.2%).
- 16-24 year olds were more likely to read the Metro at least three times a week than adults as a whole (rank 2/11.2% compared to rank 5/5.9% for all adults). There was also a significant increase in the proportion of 16-24 year olds reading the Guardian in 2011/12 (7.6%) compared to in 2006/07 (4.6%).
- 25-44 year olds were also more likely to read the Metro compared to all adults (rank 4/9.0% compared to rank 5/5.9%). This is likely to be related to working age and those who commute to work and would therefore have access to a Metro. For older age groups, the proportion reading the Metro is less (rank 9/3.3% for 45-64 and rank 12/0.8% for 65-74 year olds).

- The Daily Telegraph and the Daily Express were more popular with the older age groups (65-74 and 75+) than compared to the average for all adults.
- Males were more likely than females to read the Daily Star (2.7%), Financial Times (1.8%), the Guardian (6.5%) and the Sun (19.1%). Females, on the other hand, were more likely to read the Daily Express (4.0%), Daily Mail (17.4%) and local daily newspapers (12.2%) when compared to males.
- There was a significant increase in the proportion of males reading the Guardian, the Sun, the Metro and the Financial Times in 2011/12 compared to 2006/07, whilst there was a significant decrease in the proportion for the Daily Express and local daily newspapers over the same period.
- There was a significant increase in the proportion of females reading the Daily Star, the Independent and the Metro in 2011/12 compared to 2006/07.

Figure 3.4 – Rank of popular newspapers by demographics, 2011/12

Newspaper	All adults	Age					Gender	
		16-24	25-44	45-64	65-74	75+	Male	Female
The Sun	1	1	1	2	2	5	1	2
Daily Mail	2	4	2	1	1	1	2	1
Local daily newspaper	3	3	3	3	3	2	3	3
Daily Mirror	4	6	6	4	5	4	4	4
Metro	5	2	4	9	12	10	6	5
The Guardian	6	5	5	7	8	8	5	7
Daily Telegraph	7	8	8	6	4	3	7	6
The Times	8	7	7	5	7	7	8	8
Daily Express	9	12	11	8	6	6	9	9
The Independent	10	9	9	10	11	11	11	10
Daily Star	11	10	10	11	9	12	10	11
Other daily newspaper	12	13	12	12	10	9	13	12
Financial Times	13	11	13	13	13	13	12	13

Chapter 4: Digital engagement

The focus of the Taking Part survey generally has been engagement in the traditional sense, that is, generally defined by making physical visits to actual sites or doing traditional activities such as drawing or playing a musical instrument. This chapter looks at the increasingly broad range of data collected by Taking Part on digital engagement and, in particular, how those participating in this way overlaps with the more traditional forms of participation. Throughout, we refer to these traditional forms as ‘actual’ participation by way of shorthand.

Key findings

- The sport sector had the highest percentage of digital-only participants; with 10.6 per cent of adults participating in sport using a Wii Fit or similar exercise device only whilst over half (55.2%) of adults had participated in active sport in the last 4 weeks.
- The sport sector also had the highest percentage of adults who both visited in person and engaged digitally (16.1%).
- The archives sector had the second highest percentage of digital-only participants (8.4%). Archives were the only sector where the percentage of adults participating by digital means only exceeds the percentage participating in person only (3.6%)
- The museums and galleries sector had the second highest percentage of adults who both visited in person and engaged digitally (12.0%).

Digital participation

Digital participation for museums and galleries, archives, libraries, heritage and theatres/concerts, is defined as visiting websites for purposes such as viewing an online gallery collection, taking a virtual tour of a historic site or viewing an arts performance, but excluding web visits for information on opening hours or to buy tickets. The full list of activities included can be found in Annex C. For sport, digital participation is defined as using a Wii Fit or similar exercise device to take part in sport or active recreation.

In 2011/12, the majority of respondents (84.0%) have access to the internet at home or have another member of the household who has access, a significant increase from 2010/11 when 82.0 per cent of respondents had access. Over three quarters (77.0%) accessed the internet at home on a computer, while 34.3 per cent accessed the internet at work, and 31.3 per cent did on a mobile device (such as a smartphone or tablet computer). 22.8 per cent accessed the internet from a friend or relative’s house.

Overall digital participation

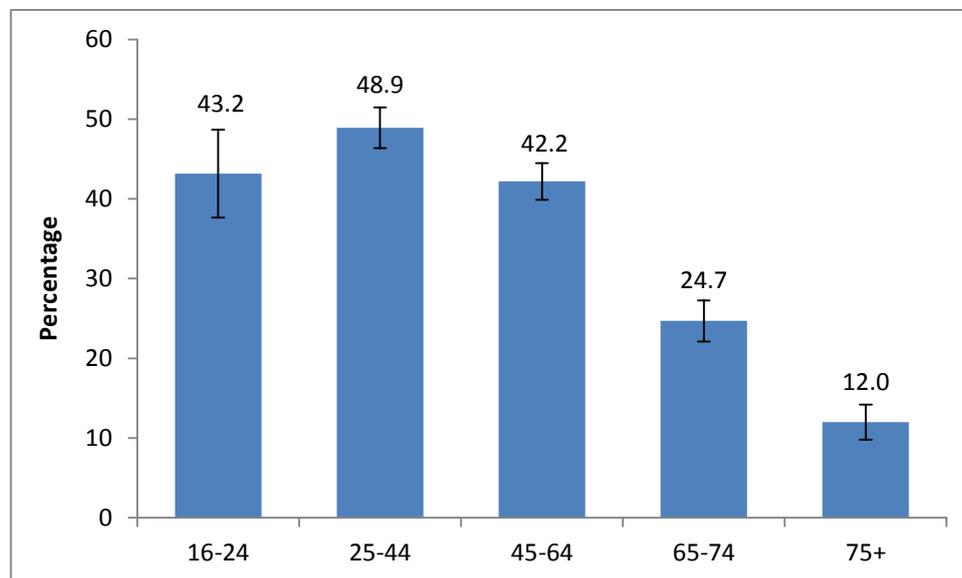
Findings presented in the June 2012 Taking Part Statistical Release showed that, in 2011/12, 39.8 per cent of adults had digitally participated in culture.

Those living in rural areas were just as likely as those in urban areas to have digitally participated in culture but there are variations by region. In 2011/12, digital participation was highest in London (45.5%) and lowest in the North East (26.6%).

Meanwhile, those in the least deprived areas (based on the Index of Multiple Deprivation) have over one and a half times the digital participation rate (48.4%) of those in the most deprived areas (29.1%). People in the higher ACORN groups such as Wealthy Achievers (46.1% participation rate) and Urban Prosperity (51.9%) had higher digital participation rates than the Hard-Pressed (26.5%).

Males had similar participation rates to females with 41.5 per cent and 38.2 per cent respectively. In 2011/12, those aged 25-44 had the highest digital participation rates (48.9%) and those aged 75+ the lowest (12.0%) (Figure 4.1).

Figure 4.1: Percentage of adults who have digitally participated in culture, 2011/12, by age



Notes

(1) Confidence intervals range between +/-2.2 and +/-5.5.

Types of website visited

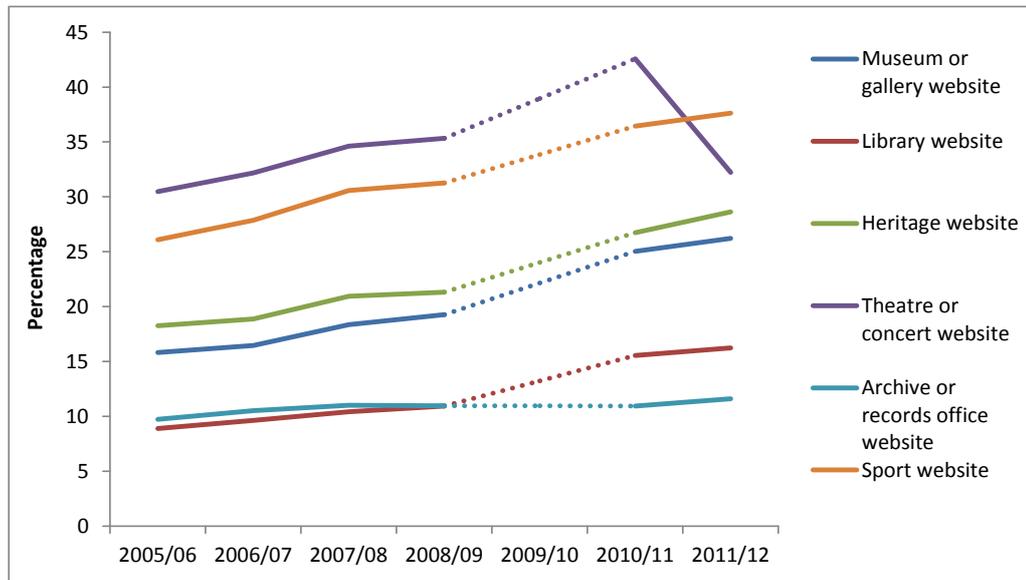
Figures of visits to websites include visits that were for any purpose, for example to find out about an exhibition or opening hours, which are excluded from the overall measure of digital participation used later. These questions are consistent from the first year of the survey (2005/06) onwards.

Across the various types of websites, in 2011/12,

- sport websites were the most popular (37.6%),
- followed by theatre and concert (32.2%),
- heritage (28.6%),
- museums or gallery (26.2%),
- libraries (16.2%)
- archives or records office (11.6%) websites.

Between 2005/06 and 2011/12, the proportion of people visiting all types of culture and sport websites increased. However, the proportion of people visiting theatre or concert websites has decreased since a peak in 2010/11 (Figure 4.2).

Figure 4.2: Percentage of adults who have visited a cultural or sport website, 2005/06 to 2011/12



Notes

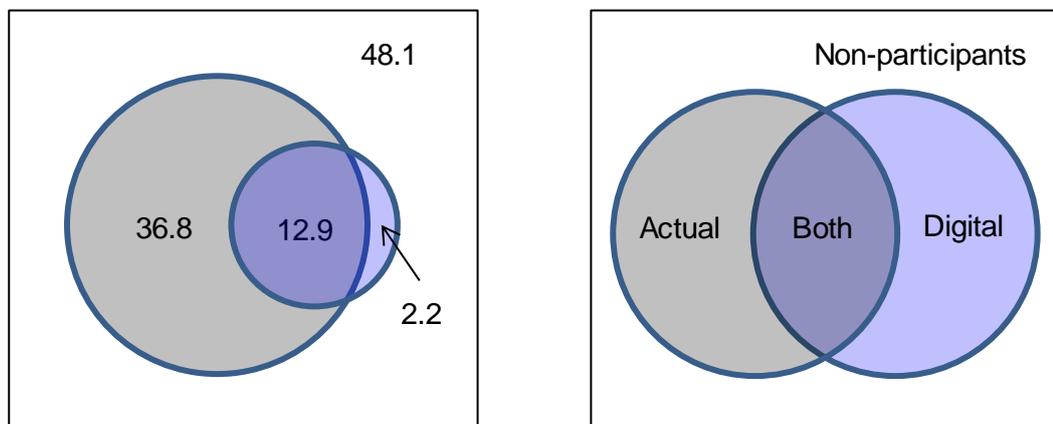
- (1) Confidence intervals range between +/-0.4 and +/-1.2
- (2) The question on websites visited was not asked in the 2009/10 survey.

The percentage of people visiting museum and gallery websites to find out about or order tickets for an exhibition or event increased from 47.9 per cent in 2005/06 to 58.1 per cent in 2011/12, whereas the percentage looking at items from a collection dropped from 33.7 to 20.3 per cent during the same period.

Museums and galleries

In 2011/12, 49.8 per cent of adults had been to a museum or gallery, whereas 51.9 per cent of adults had been in person or participated digitally. Just 2.2 per cent of adults had digitally participated only in museums and galleries (Figure 4.3).

Figure 4.3: Percentage of adults who have visited museums and galleries in person or digitally participated or both, 2011/12



Notes

- (1) Confidence intervals range between +/-0.4 and +/-1.4

There was a significant²⁰ increase in the percentage of adults who had been to a museum or gallery from 43.9 per cent in 2008/09 to 48.9 per cent in 2011/12.

Similarly, there was a significant increase in the percentage of adults who had been to a museum or gallery in person or participated digitally, from 45.9 per cent in 2008/09 to 51.9 per cent in 2011/12. There was no significant change in the percentage participating digitally only (2.0% in 2010/11 and 2.2% in 2011/12).

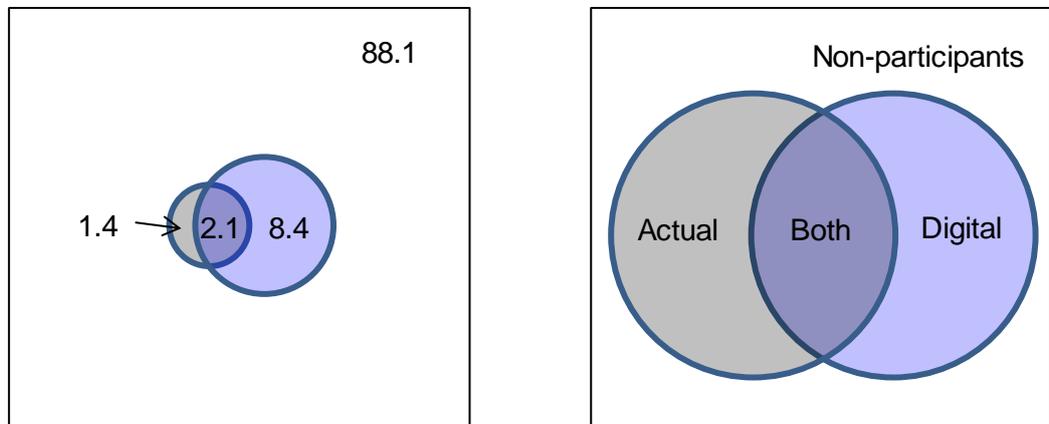
The breakdown by gender was similar (52.1% participation rate for males; 51.8% for females). However, males (2.8% participation rate) are significantly more likely to participate digitally only than females (1.6%).

In 2011/12, the percentage of adults with a non-limiting disability or no disability who participated in museums or galleries in person or digitally (55.5% participation rate) was significantly higher than the corresponding percentage for adults with a limiting disability (38.5%). The corresponding percentages for adults participating by digital means only were not significantly different (2.3% and 1.9%, respectively).

Archives

Archives are the only sector where the percentage of adults participating by digital means only exceeds the percentage participating in person. In 2011/12, 1.4 per cent of adults visited an archive in person only and 8.4 per cent participated by digital means only (2.1% had attended both in person and digitally) (Figure 4.4).

Figure 4.4: Percentage of adults who have visited archive centres/record offices in person or digitally participated or both, 2011/12



Notes

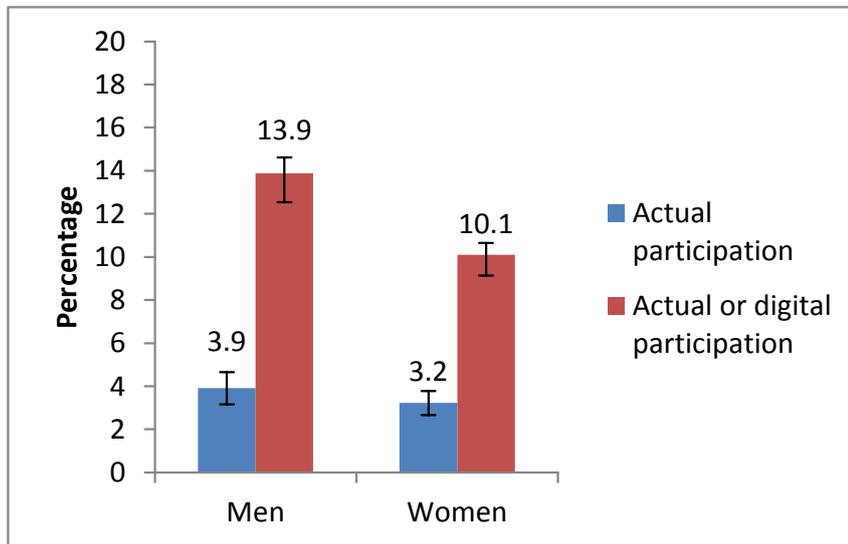
(1) Confidence intervals range between +/-0.4 and +/-0.7

Levels of visits to archives remained steady between 2008/09 and 2011/12 at 3.6 per cent. However the percentage of adults visiting an archive or participating digitally with an archive increased significantly from 8.6 per cent to 11.9 per cent. This increase was driven by the percentage of adults who participated digitally only with archives (an increase from 4.6% to 8.4%).

²⁰ A significant increase between 2008/09 and 2011/12 means that there is good evidence that the increase is real and not due to chance. The test is done at the 95% confidence level which means the probability that the difference between the two variables happened by chance is low (1 in 20).

Males (13.9%) are significantly more likely to visit archives in person or engage with them digitally than females (10.1%). Males (10.0%) are also more likely to engage with archives by digital means only than females (6.9%) (Figure 4.5).

Figure 4.5: Percentage of adults who have visited archive centres/record offices in person or digitally participated, 2011/12, by gender



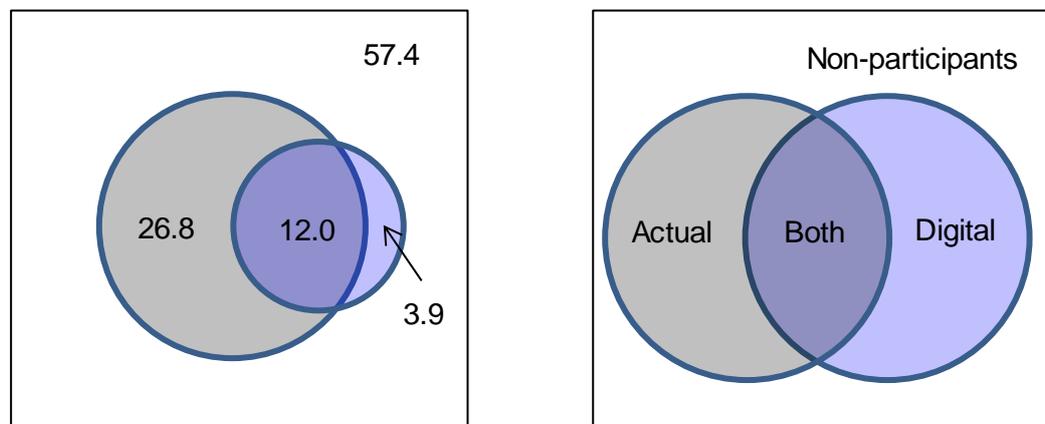
Notes

(1) Confidence intervals range between +/-0.6 and +/-1.3

Libraries

The proportion of actual visits to public libraries remained steady between 2008/09 and 2011/12, at around 40 per cent. Likewise, percentages of adults who made actual visits to public libraries or participated digitally also remained steady around that period (42.6% in 2011/12). However there was a significant increase in the percentage of adults who participated digitally only, from 2.4 per cent to 3.9 per cent (Figure 4.6).

Figure 4.6: Percentage of adults who have visited public libraries in person or digitally participated or both, 2011/12



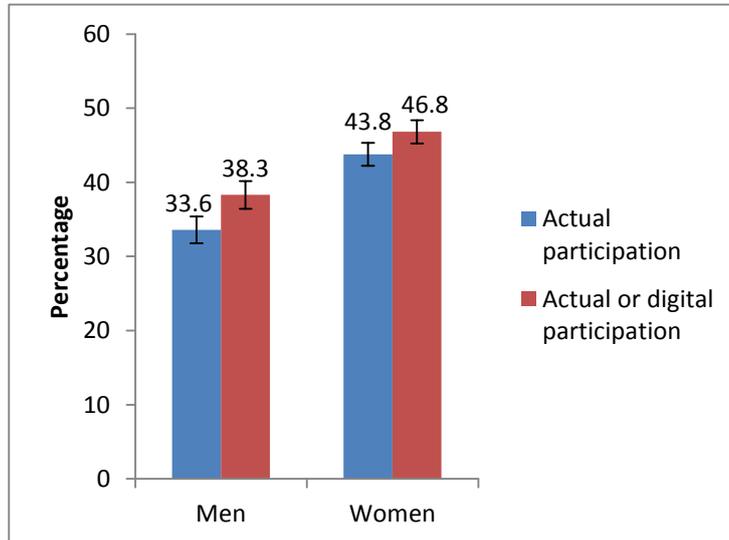
Notes

(1) Confidence intervals range between +/-0.5 and +/-1.3

In 2011/12, females (43.8%) were more likely to visit a library in person than males (33.6%). Likewise, females (46.8%) were more likely to visit a library in person or

participate digitally than males (38.3%). However, males were more likely to participate digitally only (4.7% compared to 3.0% for females) (Figure 4.7).

Figure 4.7: Percentage of adults who have visited public libraries in person or digitally participated, 2011/12, by gender



Notes

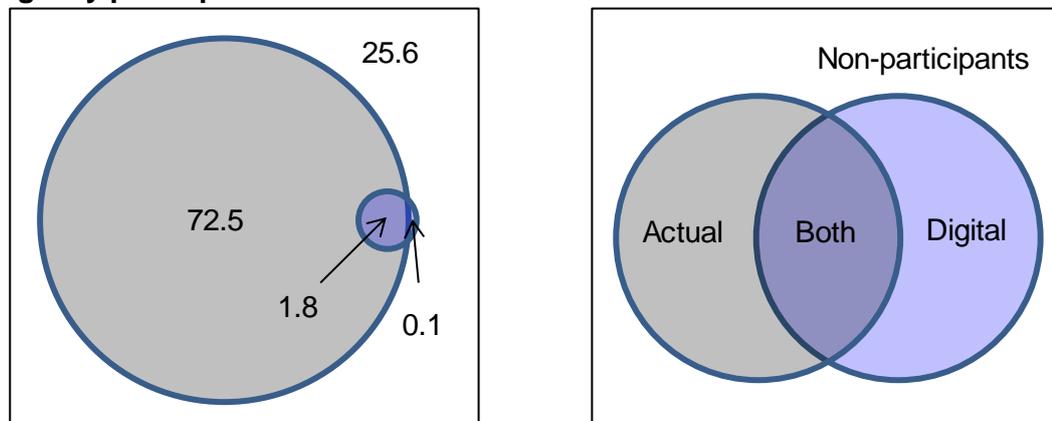
(1) Confidence intervals range between +/-1.4 and +/-1.9

In 2011/12, adults with a non-limiting disability who attended a library in person or participated digitally (43.6%) had significantly higher participation rates than adults with a limiting disability (39.2%). They also had significantly higher digital only participation rates (4.3% compared with 2.1%).

Heritage

The greatest discrepancy in percentages of adults participating in person and those participating digitally was found in the heritage sector. Only 0.1 per cent of adults had attended through digital only means compared to 72.5 per cent who had only attended in person (1.8% had attended both in person and digitally) (Figure 4.8).

Figure 4.8: Percentage of adults who have visited heritage sites in person or digitally participated or both 2011/12



Notes

(1) Confidence intervals range between +/-0.1 and +/-1.3

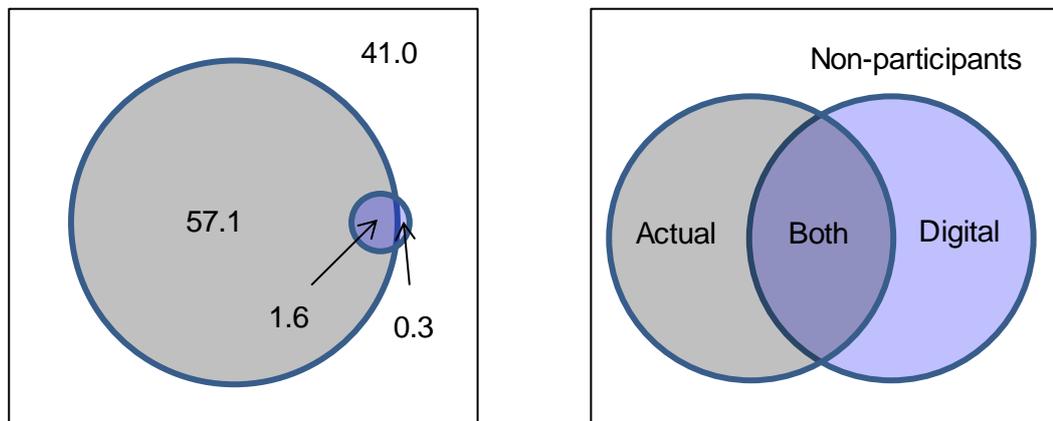
During 2008/09 to 2011/12, the percentage of adults visiting heritage sites significantly increased from 68.5 per cent to 74.3 per cent. Adults who visited a heritage site or heritage website increased from 69.1 per cent to 74.4 per cent. The percentage of adults participating digitally only showed a small significant decrease from 0.6% to 0.1% during that period.

In 2011/12, the percentage of adults with a non-limiting disability or no disability who participated in heritage in person or digitally (77.5%) was significantly higher than the corresponding percentage for adults with a limiting disability (62.5%). The corresponding percentages for adults participating by digital means only were however similar (0.1%).

Theatres and concerts

Between 2008/09 and 2011/12, the percentage of adults engaging, either through participation or attendance²¹, with theatres and concerts increased significantly from 56.4% to 58.7%, whilst the percentage of adults engaging with theatres and/or concerts in person or digitally increased from 57.0 per cent to 59.0 per cent. In that same period, the percentage of adults participating digitally only decreased significantly from 0.6 per cent to 0.3 per cent (Figure 4.9).

Figure 4.9: Percentage of adults who have engaged with theatres and/or concerts in person or digitally participated or both 2011/12



Notes

(1) Confidence intervals range between +/-0.1 and +/-1.5

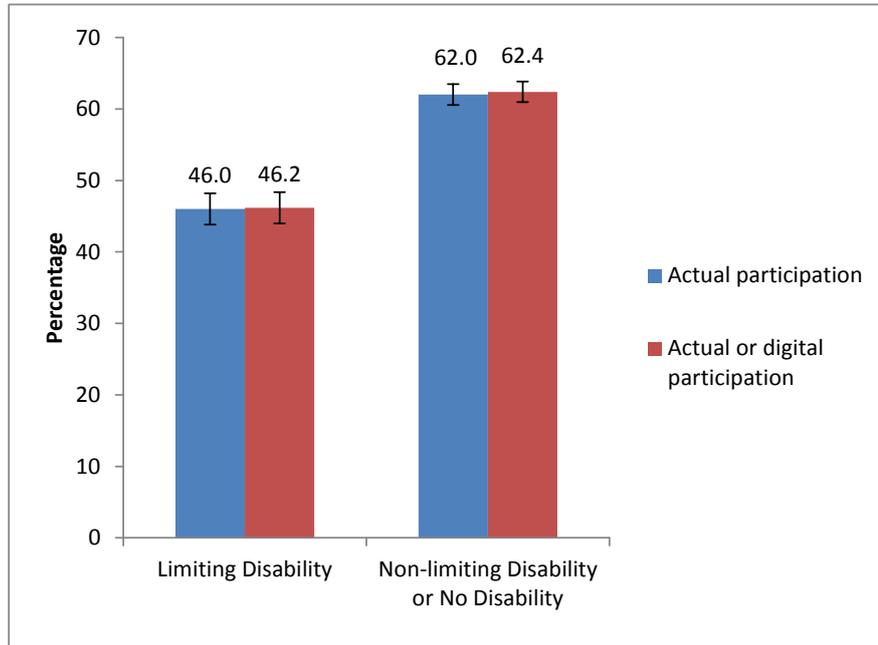
In 2011/12, females (60.7%) were significantly more likely to engage with theatres and/or concerts in person than males (56.6%). Likewise, females (61.1%) were more likely to engage in person or digitally than males (56.9%). The difference in digital participation only in between males and females is not statistically significant.

In 2011/12, adults with a non-limiting disability or no disability who engaged with these sectors in person or digitally (62.4%) had significantly higher engagement rates than

²¹ This includes 'Sang to an audience', 'Played a musical instrument - live performance or rehearsal/practice or played for own pleasure', 'Participated in theatre - live performance or rehearsal/practice', 'Opera/musical theatre - live performance or rehearsal/practice', 'Attended the theatre', 'Attended the opera/musical theatre or 'Attended a live music performance (not karaoke)'

adults with a limiting disability (46.2%). They also had significantly higher digital only participation rates (0.4% compared with 0.1%) (Figure 4.10).

Figure 4.10: Percentage of adults who have engaged with theatres and/or concerts in person or digitally participated, 2011/12, by limiting disability



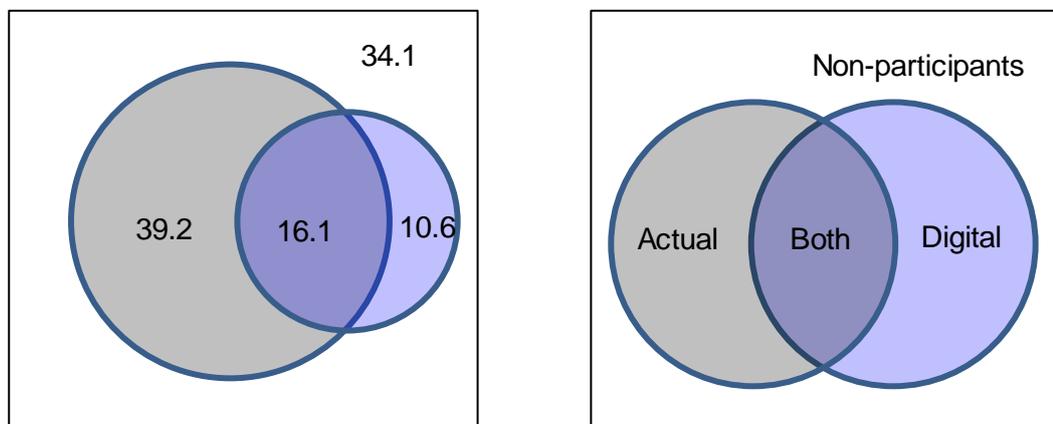
Notes

(1) Confidence intervals range between +/-1.4 and +/-2.2

Sport

The sport sector had the highest percentage of digital-only participants, at 10.6 per cent. In 2011/12, 55.2 per cent of adults had done active sport in the last 4 weeks, 65.9 per cent of adults had done active sport or used a Wii Fit or similar exercise device. 10.6 per cent of adults had digitally participated in sport only, a similar proportion to 2009/10 (Figure 4.11).

Figure 4.11: Percentage of adults who have done active sport in the last 4 weeks or used a Wii Fit or similar exercise device or both, 2011/12

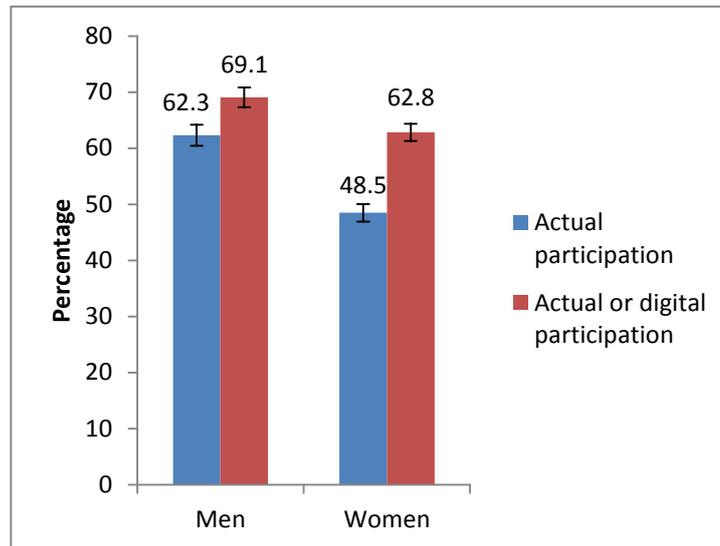


Notes

(1) Confidence intervals range between +/-0.8 and +/-1.5

In 2011/12, males (62.3%) had a higher percentage of active sport participation than females (48.5%). When we look at active sport participation versus virtual sport participation, the difference between the genders, although statistically significant, is smaller (69.1% of males; 62.8% of females). Females (14.3%) are more likely to exercise virtually than males (6.8%) (Figure 4.12).

Figure 4.12: Percentage of adults who have done active sport in the last 4 weeks or used a Wii Fit or similar exercise device, 2011/12, by gender

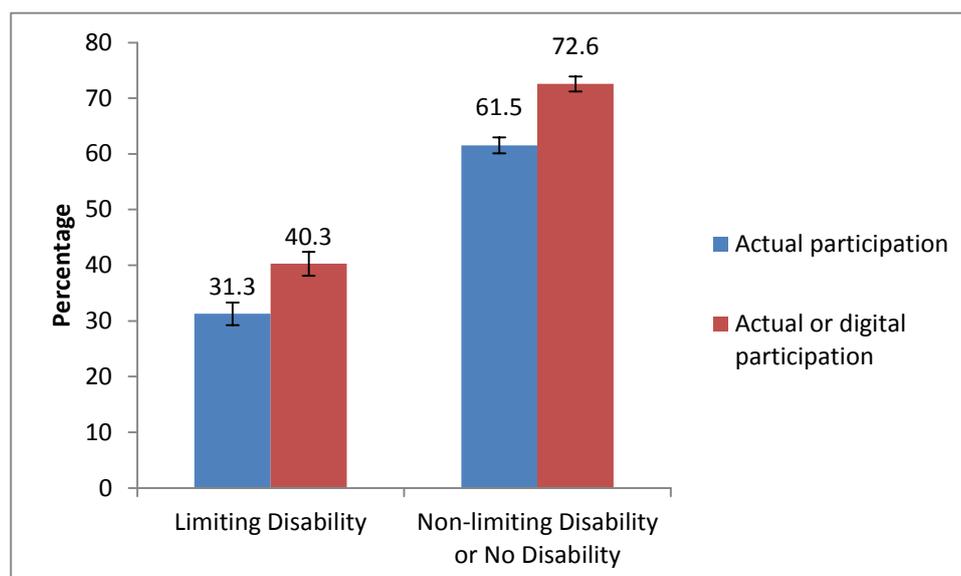


Notes

(1) Confidence intervals range between +/-1.5 and +/-1.9

The percentage of adults with a non-limiting disability or no disability who did active or virtual sport in the last 4 weeks (72.6%) was significantly higher than the corresponding percentage for adults with a limiting disability (40.3%) (Figure 4.13).

Figure 4.13: Percentage of adults who have done active sport in the last 4 weeks or used a Wii Fit or similar exercise device 2011/12, by limiting disability



Notes

(1) Confidence intervals range between +/-1.3 and +/-2.2

Adults with a non-limiting disability or no disability (11.0%) are significantly more likely to participate virtually than adults with a limiting disability (9.0%).

Chapter 5: Arts engagement

Taking Part asks respondents whether they have participated in a given range of arts activities or attended a range of activities. These two forms of activity are combined to provide the overall measure of arts engagement. The definitions of arts events and arts activities are listed in Annex C. This chapter presents analysis for arts engagement in 2011/12. This complements the analysis published on arts in the 2011/12 Q4 Taking Part publication in June 2012²².

Key Findings

- In 2011/12, 63.3 per cent of adults in England engaged with the arts three or more times, compared with 78.2 per cent of adults who engaged at least once.
- Over two thirds of adults attended at least one arts event in 2011/12 compared with just under half who participated in at least one activity.
- 29.7 per cent of adults attended 'Other live music events' in 2011/12 which was the most popular artform to attend. Over one in ten adults (13.3%) participated in 'textiles crafts' in 2011/12 which was the most popular artform to participate in.

Arts engagement

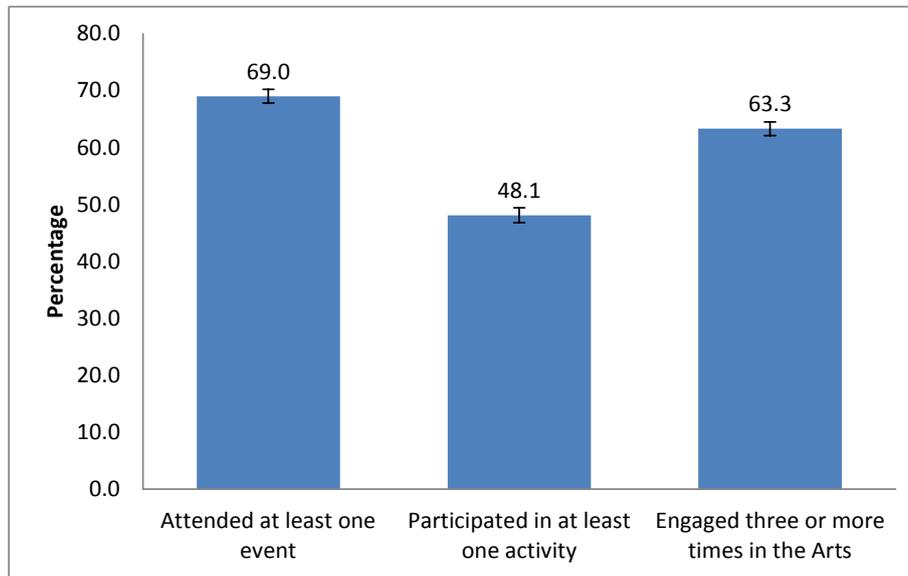
In 2011/12, 63.3 per cent of adults in England engaged with the arts three or more times, compared with 78.2 per cent of adults who engaged at least once.

Significantly²³ more people attended at least one event than participated in at least one activity, with 69.0% of adults having attended at least one event in 2011/12 compared with 48.1% who participated in at least one activity (Figure 5.1).

Looking at this for different age bands, the pattern is similar except for adults aged 75 and over. This age band had significantly lower percentages for all three categories of adults in England (those who engaged three or more times, adults who have attended at least one event and adults that have participated in at least one activity).

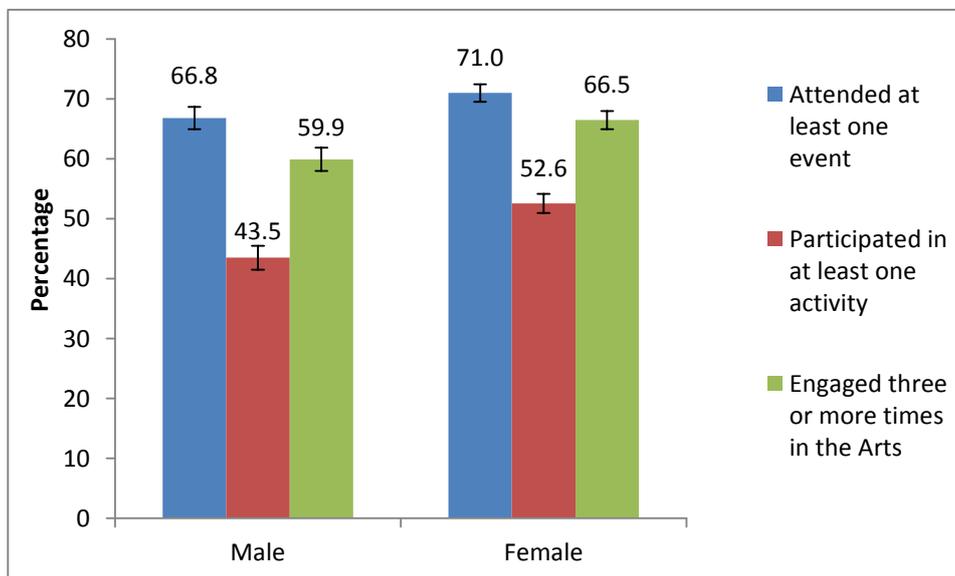
²² <http://www.culture.gov.uk/publications/9135.aspx>

²³ A significant difference between the proportion of people attending at least one event with the proportion who participated in more than one even means that there is good evidence that the difference is real and not due to chance. The test is done at the 95% confidence level which means the probability that the difference between the two variables happened by chance is low (1 in 20).

Figure 5.1: Arts engagement by attendance and participation, 2011/12**Notes**

(1) Confidence intervals range between +/-1.1 and +/- 1.2

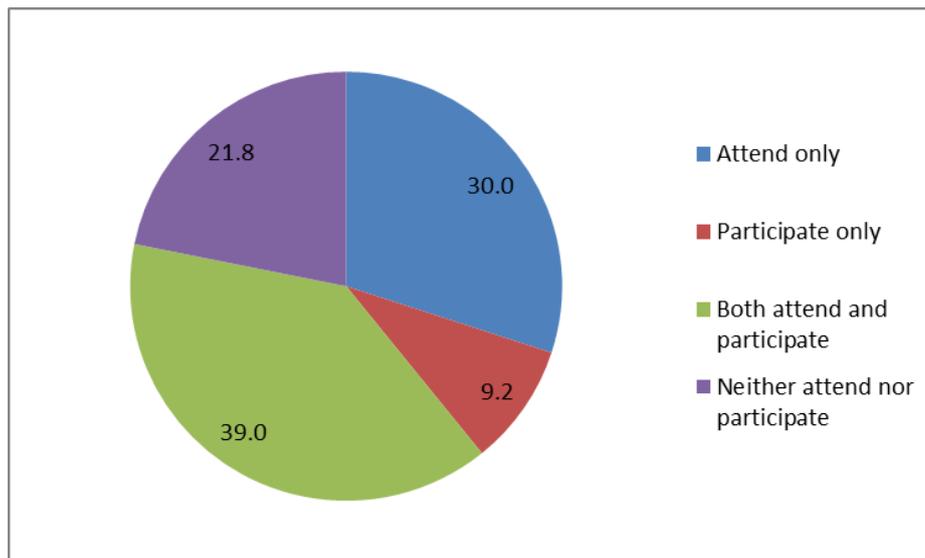
There is no significant difference between males and females for attending at least one arts event and for engaging three or more times in the arts. However there is a significant difference between females and males participating in at least one arts activity (52.6%) compared to (43.5%) (Figure 5.2).

Figure 5.2: Arts engagement by attendance and participation, by gender, 2011/12**Notes**

(1) Confidence intervals range between +/-1.5 and +/- 2.0

Nearly 4 in 10 (39%) of adults both attended and participated in the arts in 2011/12. This is significantly higher than adults that attended only, participated only or neither attended nor participated (Figure 5.3).

Figure 5.3: Arts engagement by attendance and participation, 2011/12



Notes

(1) Confidence intervals range between +/-0.7 and +/- 1.2

More female respondents both attended and participated in the arts in 2011/12 (42.9% females compared to 34.8% male). However more males attended only or neither attended nor participated in the Arts.

The youngest (16-24) and the oldest (75+) age bands had the highest proportions of respondents participating in the arts (12.5% and 13.5% respectively) but the lowest proportions of attending the arts (26.0% and 23.0% respectively).

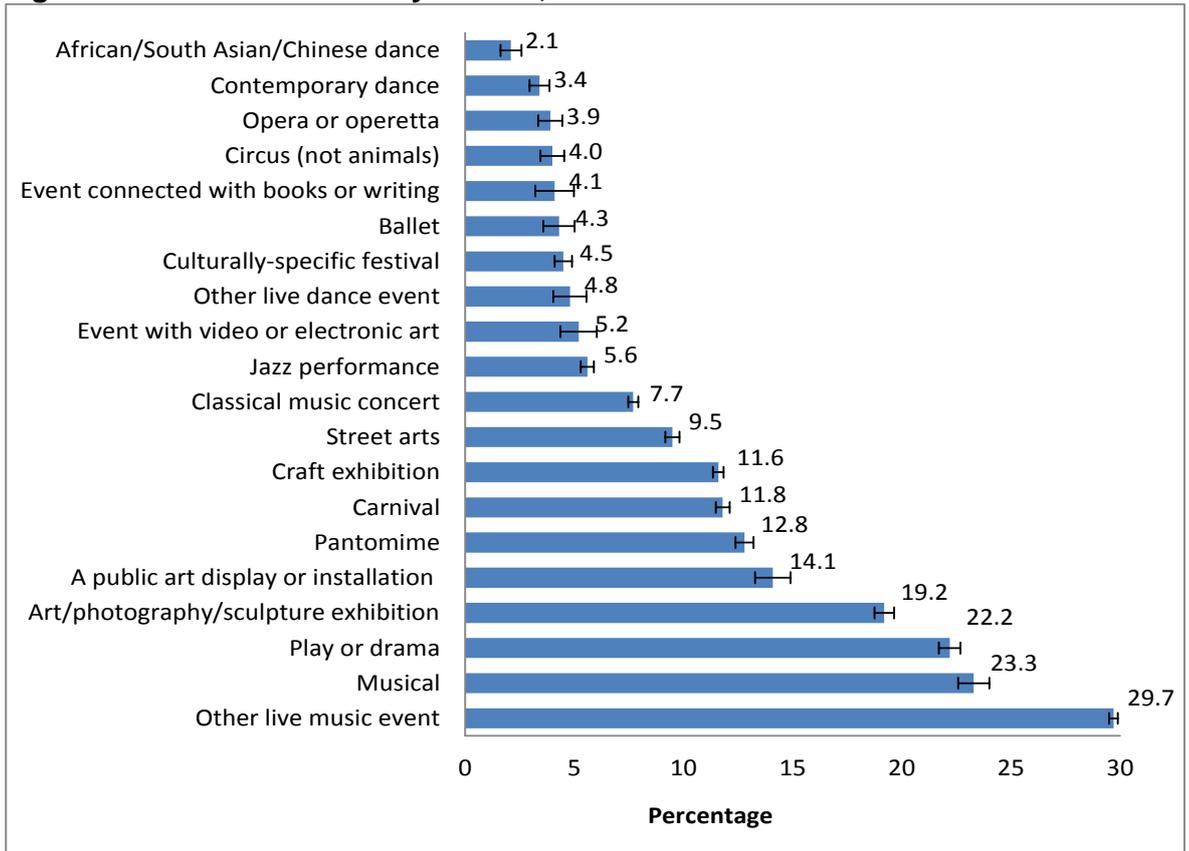
Artforms

‘Other live music events’ were the most popular attended artform, whilst ‘textile crafts’ were the most popular participated artform.

- Significantly more people attended ‘other live music event’ than any other artform in 2011/12, with 29.7 per cent saying they had done so in the 2011/12 (Figure 5.4). Over a third of younger people (both 16-24 and 25-44 years old age bands) attended ‘other live music event’; whilst less than one in ten adults aged 75 years old older did in 2011/12.
- Nearly 3 in 10 respondents said that they had attended a ‘musical’ and over a fifth of respondents had attended a ‘play or drama’ in 2011/12.
- Less than 5 per cent of respondents had attended each of the dance events (ballet, contemporary dance or African/South Asian/Chinese dance, other live dance event) and in addition less than 5 per cent of respondents attended a ‘culturally specific festival’, ‘event connected with books and writing’, ‘Circus’ and ‘Opera’.
- The popularity of attending the different artforms was relatively similar for both males and females. A quarter of females attended a play/drama in the last 12 months. This is compared to less than a fifth of males (19.3%). Females were also more likely to attend pantomimes (16.5% compared to 9.0% for males) and musicals (26.9% compared to 19.5% for males).

- The most popular activity to participate in was 'Textiles crafts' with 13.3 per cent of people saying they had done so in 2011/12, and this is significantly higher than the next most popular which was 'painting, drawing, printmaking or sculpture' which was done by 11.6 per cent of the population (Figure 5.5).
- The majority of adults participating in 'Textiles crafts' were females. A quarter of females had participated in 'Textiles crafts' in the last year, whilst only 1.1 per cent of males did so.
- A greater proportion of males participated in 'wood crafts' (7.9% compared to 1.6% for females) and 'played musical instrument for own pleasure' (14.4% compared to 7.7% for females).
- Adults with a longstanding illness, disability or infirmity also most commonly participated in 'Textiles crafts' - 16.0 per cent compared to 12.6 per cent for adults without a longstanding illness, disability or infirmity.

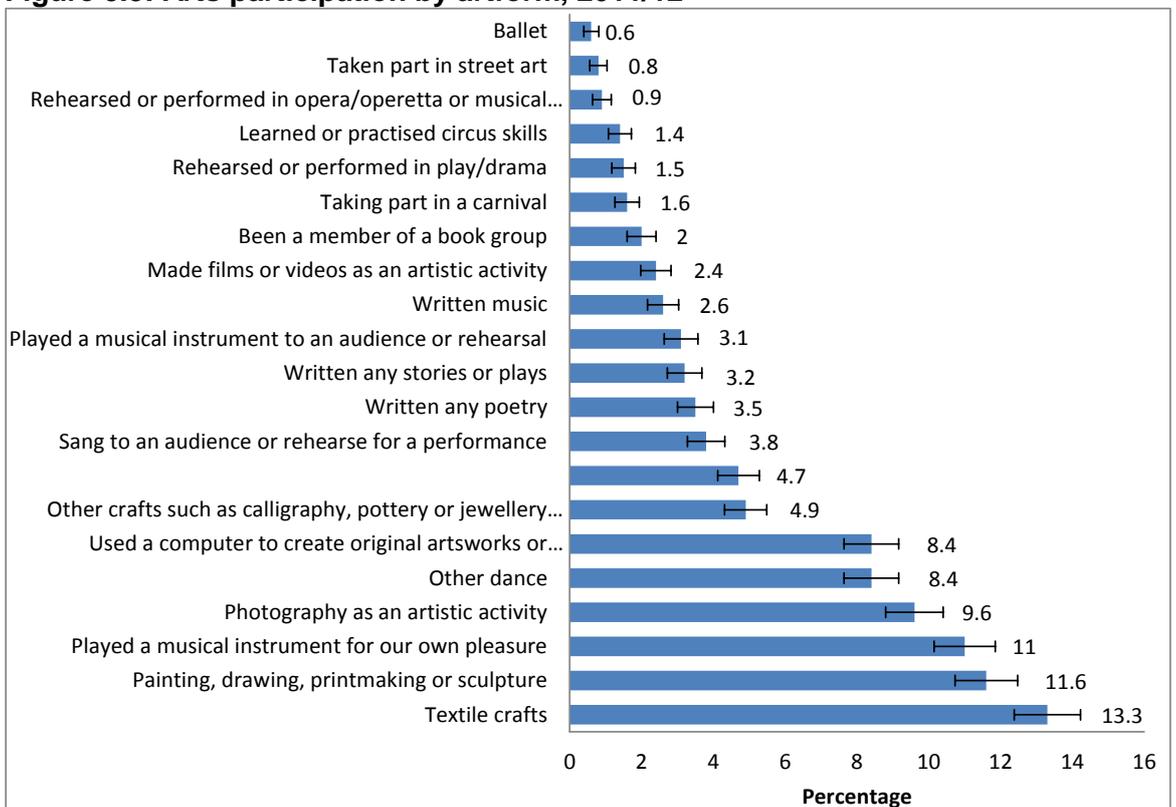
Figure 5.4: Arts attendance by artform, 2011/12



Notes

(1) Confidence intervals range between +/-0.2 and +/- 0.9

Figure 5.5: Arts participation by artform, 2011/12



Notes

(1) Confidence intervals range between +/-0.2 and +/- 0.9

Annex A: Background note

1. The Taking Part Survey is commissioned by the Department for Culture, Media and Sport (DCMS) and its partner arm's length bodies (ALBs). For 2011 to 2015 these are Arts Council England, English Heritage and Sport England.
2. Taking Part is a National Statistic and as such has been produced to the high professional standards set out in the Code of Practice for Official Statistics. National Statistics undergo regular quality assurance reviews to ensure they meet customer needs and are produced free from any political interference. For more information, see <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf>. The Taking Part publication was assessed alongside the Department's other statistics earlier this year and 16 requirements were made. A copy of the published report by the UK Statistics Authority is available at http://www.culture.gov.uk/what_we_do/research_and_statistics/8944.aspx
3. Stringent quality assurance procedures have been adopted for this statistical release. All data and analysis has been checked and verified by two different members of the team and TNS-BMRB to ensure the highest level of quality.

Guidance on the quality that is expected of Taking Part statistical releases is provided in a quality indicators document at

http://www.culture.gov.uk/what_we_do/research_and_statistics/7394.aspx#5.

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.

4. The latest results presented here are based on interviews issued between April 2011 and March 2012. The total sample size for this period is 9,188.
5. The survey measures participation by adults (aged 16 and over) and children (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" at http://www.culture.gov.uk/what_we_do/research_and_statistics/7394.aspx.
6. The median adult sample interview length for the 2011/12 survey was 40 minutes 31 seconds (mean 43 minutes 20 seconds). The median survey length for the 5-10 year old child interview was 12 minutes 46 seconds (mean 13 minutes 30 seconds) and for 11-15 year olds it was 22 minutes 12 seconds (mean 23 minutes 54 seconds).
7. Participation in these 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 exceptions to this are attendance at historic environment sites which includes visits made for academic study, and sports participation which exclude volunteering, teaching, coaching and refereeing. Paid work visits and academic study visits are also included in one of the archive attendance measures.
8. The range has been calculated using a 95% confidence interval. This means, had the sample been conducted 100 times, creating 100 confidence intervals, then 95

of these intervals would contain the true value. All estimates have been rounded to one decimal place. An overall design factor²⁴ of **1.211** has been applied to the adult dataset for the period April 2011 to March 2012. Individual adult design factors have been calculated for each sector in this period, ranging from **1.188 to 1.277**.

An overall design factor of **1.091** has been applied to the child dataset for the period April 2011 to March 2012. Individual child design factors have been calculated for each sector in this period, ranging from **0.785 to 1.272**.

Statistical significance tests have been run at the 95% level. This means the probability that any given difference happened by chance is low (1 in 20).

9. All differences and changes reported are statistically significant at the 95% confidence level unless otherwise stated.
10. Some figures may have been revised from previous releases, in which case the figures in this release supersede those from previous statistical releases. For more detailed information on the DCMS revisions policy and how revisions are handled for the Taking Part Survey, please see the DCMS statement of compliance on our website, at http://www.culture.gov.uk/what_we_do/research_and_statistics/4824.aspx
11. The data are weighted to ensure the representativeness of the Taking Part sample. There are two types of weighting: i) to compensate for unequal probabilities of selection; and ii) to adjust for differential non-response. Weighting is based on mid-2009 population estimates from the Office for National Statistics.
12. For more information about the Taking Part Survey, including previous publications, see http://www.culture.gov.uk/reference_library/research_and_statistics/4828.aspx
Versions of the questionnaire from all years of the survey are available, see http://www.culture.gov.uk/what_we_do/research_and_statistics/7387.aspx

13. DCMS and Sports England have recently consulted with users and other interested parties on proposals to integrate the Taking Part and Active People surveys to change the way sport is measured. The consultation closed on 7th August 2012 and further information on the changes will be published in the upcoming months.

The latest Active People Survey results are available at http://www.sportengland.org/research/active_people_survey/active_people_survey_6/key_results_for_aps6q2.aspx. These show sport participation for April 2011-April 2012. Please note that these statistics are not directly comparable to the Taking Part sport participation results. For further information on the differences

²⁴ Questions may be asked of more households in some regions (or other demographic breakdown for example more boys than girls asked a certain question) than others, due to accessibility or time restraint issues. However respondents in one area may share characteristics which do not represent the population as a whole, such as income in wealthy areas. A design factor is a number incorporated into the analysis which weights the survey responses, scaling up the responses from those demographics that have been proportionately underrepresented and scaling down those from proportionately over represented demographics.

between sources, see the background note at <http://www.culture.gov.uk/consultations/9062.aspx>.

14. The fieldwork for the survey is being conducted by TNS-BMRB. For more information, see <http://www.tns-bmr.co.uk>
15. We can also provide documents to meet the specific requirements of people with disabilities. Please call 020 7211 6000 or email takingpart@culture.gsi.gov.uk
16. This report has been produced by Tom Knight, Sam Tuckett, Lee Smith and Penny Allen (DCMS) and Rachel McGuire (Art Council England). Acknowledgement goes to colleagues within the DCMS, partner ALBs and TNS-BMRB for their assistance with the production and quality assurance of this release.
17. The responsible statistician for this release is Tom Knight. For enquiries on this release, please contact Tom Knight on 0207 211 6021 or Penny Allen on 0207 211 6106.
18. For general enquiries telephone: 0207 211 6200
Department for Culture Media and Sport
2-4 Cockspur Street
London
SW1Y 5DH
enquiries@culture.gov.uk

Annex B: Key terms and definitions

Term	Definition
1 x 30 minute MIS	This refers to a person participating in moderate intensity sport for at least one 30 minute session in the last week.
2011/12 Q3	This is the time period covering January-December 2011. It is also referred to as the 2011 calendar year .
3 x 30 minute MIS	This refers to a person participating in moderate intensity sport for at least three 30 minute sessions in the last week.
ACORN classification	A classification of residential neighbourhoods is a geo-demographic information system categorising some United Kingdom postcodes into various types based upon census data and other information such as lifestyle surveys.
Active Sport	A list of active sports is available in Annex C: Sector definitions.
Active sport at least once in the last 4 weeks	The number of days in the last four weeks the respondent has done at least one of the active sports or activities for at least 30 minutes. This excludes any walking or cycling the respondent has done for health or recreation purposes only. Walking or cycling for sport training or competition is included.
Archives	Archives are collections of documents that have been created by families, individuals, businesses or organisations and have been specially chosen to be kept permanently. Further information is available in Annex C.
Arts	A list of arts that the respondent may have participated or attended is available in Annex C: Sector definitions.
Association	An association between two variables means that there is some form of relationship between them.
Attendance	This refers to the respondent going to a place, for example, attending a library or a swimming pool.
Artform	This refers to the different art activities which can be attended or participated in. See Annex C for the full list of art activities.
Big Society	This covers volunteering work, social capital and cohesion. Specific voluntary work categories are provided in Annex C: Sector definitions.
Calendar year (or Taking Part year)	The period of time beginning on the 1st January and ending on the 31st December. This is the same time period covered by 2011/12 Q3 in the Taking Part survey.
Chi-squared statistical test	The chi squared test is a quantitative measure used to determine whether a relationship exists between categorical variables.
Civic participation	Actions include, contact a local radio station, TV station or paper; talk to / written to a sporting or cultural facility, contact the council, contact a local councillor or MP, join a local group or attend a neighbourhood forum, attend a protest meeting or joined a campaign group, or help organise a petition.
Confidence interval	This provides a range in which there is a specific probability that the true value will lie within. 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.

Digital participation	This refers to visiting websites for a number of reasons. These are outlined in Annex C: Sector definitions.
Digitally engage	This refers to the respondent engaging with the DCMS sectors via the internet.
Engagement	This refers to either attending and/or participating in the sport, culture or arts sector. For example, if the respondent attended an art gallery (attendance) or gave a dance performance (participation).
Historic environment	A list of all historic environments is available in Annex C: Sector definitions.
Index of Multiple Deprivation (IMD) decile group	The Index of Multiple Deprivation is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (eg 10% most deprived neighbourhoods).
Moderate intensity sport (MIS)	This is any active sport or recreational activity that is continuous, raises a person's heartbeat, makes them out of breath and sweaty. This excludes utility walking or cycling, for example to work, but does include recreational walking and cycling. Exemptions are listed in Annex C: Sector definitions.
Participation	This refers to the respondent actively taking part in the activity. For example sports participation could refer to playing football or tennis, whilst participating in the arts may refer to painting.
Public library service	A list of valid uses of a public library is available in Annex C: Sector definitions.
Significant increase/decrease	This means there is good evidence that the increase/decrease is real and not due to chance.
Socio-demographic groups	Categorising the respondents by different social classes such as age, gender, employment status, housing tenure, ethnicity, religion, disability/illness status and National Statistics Socio-Economic Classes (NS-SEC)
Taking Part Survey	A survey commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with the Arts Council England, English Heritage and Sport England, looking at engagement and non-engagement in culture, leisure and sport. Further information is available at http://www.culture.gov.uk/what_we_do/research_and_statistics/7390.aspx

Annex C: Sector definitions – Adult

The following annex presents the various definitions for adult participation in DCMS sectors.

Libraries

The respondent is asked if they have used a public library service. If the respondent is unsure what is in scope, the interviewer has 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.”

Museum, gallery or archive

The respondent is asked if they have attended a museum, gallery or archive. If the respondent is unsure what is in scope, the interviewer has the following definition to refer to.

“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. Places that keep archives are usually called a record office or archive centre.

Registering a birth, death or marriage happens at a registry office, not at an archive centre/record office.”

Arts

The respondent is asked if they have participated in a given list of arts activities, or attended a given list of arts events. Eligible activities and events are as follows.

Participation:

- Dance – ballet or other dance (for fitness and not for fitness)
- Singing – live performance or rehearsal/practice (not karaoke)
- Musical instrument – live performance, rehearsal/practice or played 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 holidays)
- Digital art – producing original digital artwork or animation with a computer
- Craft – any craft activity (e.g. textiles, wood, metal work, pottery, calligraphy etc)
- 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)

Historic environment

The respondent is asked if they have visited the following list of historic environment sites.

- A city or town with historic character
- A historic building open to the public
- A historic park, garden or landscape open to the public
- A place connected with industrial history or historic transport system
- A historic place of worship attended as a visitor
- A monument such as a castle, fort or ruin
- A site of archaeological interest
- A site connected with sports heritage

Active sport

The respondent is asked about their participation in active recreation and a range of sports. Eligible activities are as follows.

- Swimming or diving (indoors and outdoors)
- BMX, cyclo-cross, mountain biking
- Bowls (indoors and outdoor lawn bowls)
- Tenpin bowling
- Health, fitness, gym or conditioning activities
- Keepfit, aerobics, dance exercise (includes exercise bike)
- Judo
- Karate
- Taekwondo

- Other martial arts (includes self-defence, tai chi)
- Weight training (includes body building)
- Weightlifting
- Gymnastics
- Rugby League
- Rugby Union
- American football
- Football (includes 5-a-side and 6-a-side) [indoors and outdoors]
- Gaelic sport (e.g. camogie, Gaelic football, hurling, Irish handball and shinty)
- Cricket
- Hockey (excludes ice, roller and street hockey, but included in ‘other’)
- Baseball/softball
- Netball
- Tennis
- Badminton
- Squash
- Basketball
- Table tennis
- Track and field athletics
- Jogging, cross-country, road running
- Yachting or dingy sailing
- Canoeing
- Windsurfing or boardsailing
- Ice skating
- Curling
- Golf, pitch and putt, putting
- Skiing (on snow or on artificial surface; on slopes or grass)
- Horse riding
- Climbing/mountaineering (includes indoor climbing)
- Hill trekking or backpacking
- Motor sports
- Volleyball
- Orienteering
- Rounders
- Rowing
- Triathlon
- Boxing
- Waterskiing
- Lacrosse
- Fencing
- Other types of sport, e.g. rollerblading, street hockey, skateboarding, water polo, surfing, scuba diving, gliding, hang/paragliding, parachuting or parascending

Moderate intensity sport

To be counted as ‘moderate intensity’, the respondent must have participated in at least one 30-minute session (or alternatively three 30-minute sessions) in the past week of any of the sports (with the exception of bowls) listed above as well as recreational cycling or recreational walking. In addition, the effort put into the activity needs to be of moderate intensity, i.e. raises their breathing rate (or for walking it needs to be done at a brisk or fast pace).

The only exception to this is for those adults aged 65 and over, where some light activities are in also scope – indoor and outdoor bowls, yoga, Pilates, croquet and archery.

Digital Participation

Digital Participation includes visiting websites for at least one of the following reasons:

- Museum or gallery website – To look at items from a collection.
- Museum or gallery website – To find out about a particular subject.
- Museum or gallery website – To take a virtual tour of a museum or gallery
- Museum or gallery website – To view or download an event or exhibition
- Library website – To complete a transaction (e.g. reserve or renew items, pay a fine).
- Library website – To search and view online information or make an enquiry.
- Heritage website – To take a virtual tour of a historical site.
- Heritage website – To learn about history or the historic environment
- Heritage website – To discuss history or visits to the historic environment on a forum
- Arts Website – To view or download part or all of a performance or exhibition
- Arts Website – To discuss the arts or share art that others have created
- Arts Website – To upload or share art that you have created yourself
- Arts Website – To find out how to take part or improve your creative skills
- Archive or records office website – To complete a transaction.
- Archive or records office website – To view digitized documents online.
- Archive or records office website – To search a catalogue.

Volunteering

The respondent is asked about any voluntary work they have done, including:

- Raising or handling money / taking part in sponsored events
- Leading a group
- Being a member of a committee
- Organising or helping to run an activity or event
- 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 - e.g. helping out a school, religious group, with shopping/refreshments
- Work in a charity shop

The respondent is also asked whether this activity was connected to any of the following areas:

- Arts
- Museum or gallery
- Heritage
- Libraries
- Archives
- Sport
- Any other sector

Annex D: Sector definitions – Child

For those aged 5-10 and 11-15, the following definitions apply from the Taking Part child survey:

Libraries

The respondent will be asked if they have visited a library to do activities such as the ones on the show card. The interviewer will ask the following.

“By this we mean visiting a library to do activities like the ones on this card.

- Read or taken out books
- Taken out CDs, DVDs etc
- Used computer services, photocopiers etc
- Used study areas
- Used reference materials or information services
- Attended an event in the library”

Children aged 5-10 are asked to “include any helping out with these types of activities”; those aged 11-15 are asked to “include any helping out or volunteering”.

Museums

The respondent will be asked if they have visited a museum.

“By this we mean visiting a museum to do activities like the ones on this card.

- Visited exhibitions
- Attended an event held at the museum

Children aged 5-10 are asked to “include any helping out with these types of activities”; those aged 11-15 are asked to “include any helping out or volunteering”.

Archive

For those aged 11-15, the respondent will be asked if they have visited an archive. This question is not asked of those aged 5-10.

“By this we mean visiting an archive to do activities like the ones on this card.

- Searched records at the archive
- Used computer or microfilm services, photocopiers etc
- Used study areas
- Used reference materials
- Attended an event held at an archive

Respondents are asked to “include any helping out or volunteering”.

Arts

The respondent will be asked if they have done any of the activities on the cards shown to them. Activities and events are as follows.

Dance activities

- Taken part in a dance club
- Taken part in a dance performance

- Created a new dance routine
- Attended a dance event
- Taken part in a dance lesson

Include any helping out with these types of activities (5-10) or any helping out or volunteering (11-15)

Do not include: Danced at a disco or party

Music activities

- Sang to an audience or rehearsed for a performance
- Practiced and rehearsed a musical instrument
- Played a musical instrument to an audience
- Written music (includes writing lyrics or music)
- Attended a live music event
- Taken part in a music lesson

Include any helping out with these types of activities (5-10) or any helping out or volunteering (11-15)

Theatre and drama activities

- Rehearsed or performed in a play/drama or drama club
- Taken part in a drama lesson
- Attended theatre performances such as:
 - Plays
 - Pantomime
 - Opera
 - Musicals
 - Comedy

Include any helping out with these types of activities (5-10) or any helping out or volunteering (11-15)

Reading and writing activities

- Written stories, plays or poetry (include adults helping/writing on behalf of child for 5-10)
- Read books for pleasure
- Taken part in a reading club (where people meet up to discuss and share books)
- Listened to authors talk about their work
- Taken part in an English Literature lesson (11-15)

Include any helping out with these types of activities (5-10) or any helping out or volunteering (11-15)

Do not include: Reading textbooks which are required for school (5-10) or reading textbooks which are required for school (except those required for English Literature lessons) (11-15)

Arts, crafts and design

- Painting, drawing, printmaking, sculpture or model making
- Photography as an artistic activity
- Crafts such as pottery or jewellery making (woodwork and metal work also included for 11-15)
- Attended exhibition of arts, photography or other craft work

- Taken part in an arts, crafts, design or photography lesson

Include any helping out with these types of activities (5-10) or any helping out or volunteering (11-15)

Film and video activities

- Made or appeared in films or videos for artistic purposes
- Watched and discussed film or videos in a lesson or film society (to know more about how films are made as well as the stories they tell)
- Attended the cinema or an outdoor film screening

Include any helping out with these types of activities (5-10) or any helping out or volunteering (11-15)

Do not include: Watching films on television, DVD or the internet; Talking about films with family and friends

Other media activities (5-10 only)

Computer based activities such as:

- Made, revised or wrote their own blog, website or podcast
- Made or revised their own computer game
- Used a computer to create original artworks or animation

Radio activities such as:

- Made radio broadcasts or programmes

Do not include: Playing computer games, Surfing the internet, Listening to the radio

Computer based activities (11-15 only)

- Made, revised or wrote your own blog, website or podcast
- Made or revised your own computer game
- Used a computer to create original artworks or animation

Do not include: Playing computer games; Surfing the internet

Radio activities (11-15 only)

- Made radio broadcasts or programmes

Include any helping out or volunteering

Do not include: Listening to the radio

Street arts, circus, carnival or festival activities

Taken part in or been to any of the following:

- Street arts (art in everyday surroundings like parks, streets or shopping centres)
- Outdoor sculptures and art works
- Circus
- Carnival
- Festivals

Include any helping out with these types of activities (5-10) or any helping out or volunteering (11-15)

Historic environment

The respondent will be asked if they have visited any historic or important modern, places, buildings or public spaces.

“By this we mean visiting the places or doing the activities on this card.

- Visited a historic building, garden or landscape open to the public
- Visited historical monuments or sites of archaeological interest
- Visited a city or town with historic character
- Visited important modern buildings or public spaces

Children aged 5-10 are asked to “include any helping out with these types of activities”; those aged 11-15 are asked to “include any helping out or volunteering”.

Sport and active recreation

The respondent will be asked about their participation in sports. Eligible activities are as follows.

Games (include mini-sports and mini-games)

- Football (include five-a-side)
- Netball
- Hockey (include unihoc but not ice, roller and street hockey)
- Cricket (include kwik cricket, soft-ball cricket)
- Rugby (include League, Union, touch rugby or new image rugby)
- Rounders
- Basketball (include mini-basketball)
- Volleyball (include mini-volleyball)
- Baseball or softball
- Dodgeball
- Tennis (include racquet ball, short tennis, swingball)
- Badminton and other shuttlecock games
- Table tennis
- Golf, putting, pitch and putt
- Tenpin bowling
- Snooker, pool or billiards (11-15 only)
- Darts (11-15 only)
- Other games such as American Football (11-15 only), Squash (include mini-squash), Lacrosse (11-15 only), bowls (carpet, lawn etc), street, ice or roller hockey (Specify)

Swimming

- Swimming, diving or lifesaving

Athletic and gymnastic activities

- Cross country, jogging or road running
- Athletics – track and field events, running races or jumping
- Gym, gymnastics, trampolining or climbing frame
- Other game skills (e.g. hoops, hopscotch, throwing and catching, bean bags, frisbee)
- Aerobics, keep fit (include skipping, dance exercise, exercise bike)
- Weight-training (11-15 only)
- Martial arts – Judo, Karate, Taekwondo and other Martial Arts
- Boxing or wrestling

- Other athletic and gymnastic activities such as yoga or pilates (Specify)

Skating

- Ice skating
- Roller skating/blading or skate boarding

Outdoor and adventurous activities

- Orienteering
- Walking (only include walking non-stop for more than 30 minutes for leisure purposes) or hiking
- Climbing (include indoor climbing), abseiling or potholing
- Cycling or riding a bike (include BMX and mountain biking)
- Horse riding or pony trekking
- Rowing or canoeing
- Angling or fishing
- Other outdoor an adventurous activities such as skiing (on snow or on artificial surface; on slopes or grass), fencing, motor-sports or karting (11-15 only), waterskiing, sailing, windsurfing or boardsailing (Specify)

To count towards the indicators reported, respondents must have participated in these activities within the last 4 weeks. In measuring participation during the last week to obtain measure of time spent, the respondent must have participated in the activity for at least 30 minutes.

