



department for  
**culture, media  
and sport**



# Taking Part 2011/12 Quarter 3

Statistical Release

March 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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# Introduction

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## This report

This report presents the latest headline results from the Taking Part Survey, incorporating the third quarter of fieldwork from the seventh year of the survey and covering the twelve month period from January to December 2011 (this same period is also referred to as 2011/12 Q3, or the 2011 calendar year). Where observations are made over time, the latest data are compared with earliest available data (typically 2005/06). Key terms and definitions are provided in Annex B of this release.

The report presents headline findings for the main culture and sport estimates along with updates on data to support the 2012 Olympic and Paralympic Games and Big Society objectives. Where we have recently extended our analysis to look at digital engagement with our sectors, this is presented alongside the relevant sector figures.

The accompanying spreadsheets to this release are available at:

<http://www.dcms.gov.uk/publications/8938.aspx>

This release reports findings for adults only. The next update for child data will be presented in summer 2012. Taking Part users are encouraged to contribute their views on the content of this release and areas of interest for analysis to the Taking Part team at DCMS: [TakingPart@culture.gsi.gov.uk](mailto:TakingPart@culture.gsi.gov.uk).

The second Taking Part User Event was held on 18<sup>th</sup> August 2011 gathering together a range of users from different sectors and backgrounds. Material from this event is available on our site at:

[http://www.culture.gov.uk/what\\_we\\_do/research\\_and\\_statistics/7394.aspx](http://www.culture.gov.uk/what_we_do/research_and_statistics/7394.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](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, 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](http://www.culture.gov.uk/what_we_do/research_and_statistics/6762.aspx)

### **Forthcoming releases**

The next release, scheduled for the end of June 2012, will present latest rolling estimates including the fourth quarter of the seventh year of the survey (April 2011 to March 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](http://www.culture.gov.uk/about_us/8192.aspx)

In addition, topic specific analysis will now be published on a quarterly basis, looking in depth at particular areas of the survey. The first of these reports on the Big Society was published in mid-November and can be found at: <http://www.culture.gov.uk/publications/8612.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](mailto:TakingPart@culture.gsi.gov.uk). Additional contact details are contained within Annex A.

# Key findings

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## 2012 Olympic and Paralympic Games

- Almost two thirds (63.5%) of adults are slightly or strongly supportive of the 2012 Olympic and Paralympic Games.
- 85.9 per cent of adults intend to follow the London 2012 Olympic or Paralympic Games; with 25.1 per cent of adults actively getting involved in the Games.
- A significantly higher proportion of BME participants compared to participants with a white background, said they were motivated to do more sport, voluntary work or cultural activities as a result of the UK winning the bid to host the 2012 Olympics.

## Sport and active recreation

- 54.4 per cent of adults had participated in active sport at least once in the last 4 weeks.
- 44.0 per cent had participated in moderate intensity sport for at least 30 minutes once in the last week, an increase from 2005/06 (41.2%). 26.4 per cent of adults had participated in moderate intensity sport for at least 30 minutes three times in the last week, an increase from 2005/06 (23.2%).
- Since 2005/06, the proportion of 16-24 year olds participating in sport at least once in the last 4 weeks has decreased, while the proportion of people aged 75+ participating has increased.
- There have been significant increases between 2005/06 and 2011/12 Q3 for adults aged 25-44 doing 1x30 minute moderate intensity sport in the last week, (from 50.0% to 54.4%) and in the 45-64 age groups (from 36.8% to 41.8%).

## Culture

- In January to December 2011, 73.3 per cent of adults report having visited a heritage site in the last year. This is the highest proportion of adults visiting since the survey began in 2005/06.
- Since 2005/6 the proportion of people who have visited a heritage site over the past year significantly increased in the following demographic groups:
  - Social rented sector (an increase of 7.5 percentage points to 53.9%)
  - Black or ethnic minority (an increase of 7.5 percentage points to 58.1%)
  - Aged 75+ (an increase of 5.4 percentage points to 57.5%)
  - Aged 25-44 (an increase of 4.7 percentage points to 77.5%)
- Between 2005/06 and January to December 2011, the proportion of people visiting a museum or gallery in the last year significantly increased (from 42.3% to 47.9%).
- In 2011, 77.7 per cent of adults had engaged in the arts in the last year, which is the first significant increase reported since 2005/06 (76.3%).

- In 2011, 39.2 per cent of adults had used a library in the last 12 months, a significant decrease from 48.2 per cent in 2005/06, but showing no further change from 2009/10.
- In 2011, the proportion of adults visiting an archive (in their own time and voluntarily) in the last year remained steady at 3.7 per cent from the 2008/09 level.

## Big Society

- In January to December 2011, the proportion of adults volunteering in the last 12 months remained at 23.7 per cent. 7.3 per cent of all adults had volunteered in any DCMS sector. Of those who volunteered, 8.4 per cent had done so in the arts sector which is a significant increase from 2005/06 (6.3 per cent).
- There was a significant increase in the proportion of black and ethnic minority (BME) groups who had volunteered in the last 12 months compared to 2005/06 (up from 19.6% to 24.9%).
- In 2011 89.2 per cent of adults had donated money (including any donations into a collection box) in the last 12 months. 31.4 per cent of all adults had donated to one of the DCMS sectors.

## Digital engagement

- In 2011, 16.4 per cent of adults had visited a library website in the last 12 months, a significant increase from 8.9 per cent in 2005/06.
- Since 2005/06, the proportion of people visiting heritage websites increased from 18.3 per cent to 27.8 per cent.
- In January to December 2011, 26.1 per cent of adults had visited a museum or gallery website, an increase from 15.8 per cent in 2005/06.
- In 2011, 35.8 per cent of adults had visited a theatre or concert website, a significant increase from 30.5 per cent in 2005/06.
- A higher proportion of adults visited an archive or records office online (11.4%) than in person (3.7%).
- 37.5 per cent of adults had visited sports websites in the last 12 months, which is significantly higher than 26.1 per cent of adults in 2005/06.



# Taking Part 2011/12 Quarter 3

Reference Period: Year to 2011/12 Q3 (January 2011 to December 2011)

Arrows indicate significant change from 2005/06

Sample = 10,336

Base: All Adults



## Key Trends

Record high levels of heritage, museum or gallery (M&G) attendance and arts engagement. Library and archive attendance rates remain at the lowest levels since the survey began.

### Significant percentage increase\* since 2005/06:

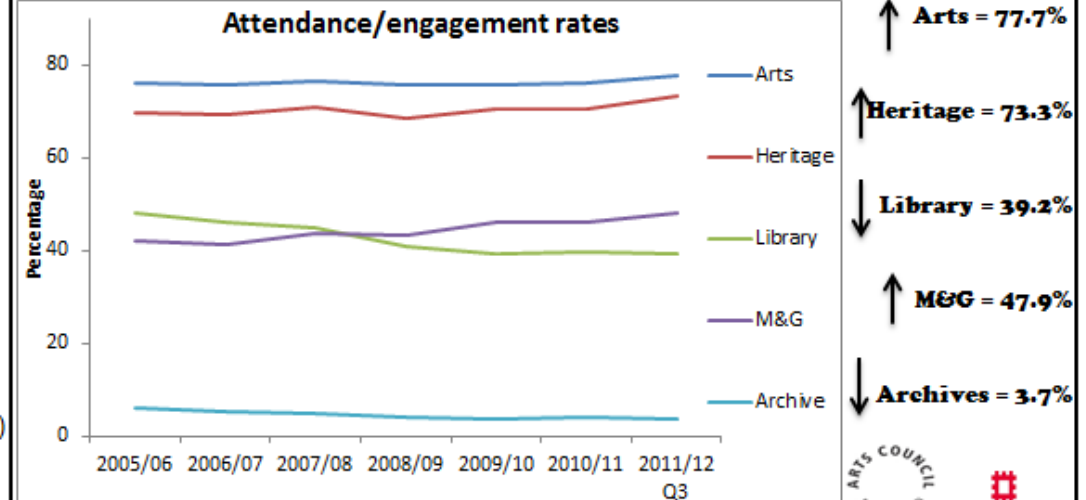
- of BME groups visiting a museum or gallery in the last year (from 35.4% to 42.5%)
- of adults aged 65+ engaging with the arts in the last year (from 64.3% to 69.0%)
- of adults doing 1x30 minute sessions of moderate intensity sport (MIS) in the last week (from 41.2% to 44.0%)
- of BME groups who had volunteered in the last 12 months (from 19.6% to 24.9%).

### Significant percentage decrease\* since 2005/06:

- of adults attending a library in the last 12 months (from 48.2% to 39.2%)
- of 16-24 year olds participating in sport at least once in the last 4 weeks (76.8% to 70.7%)

\*selected results

## Culture



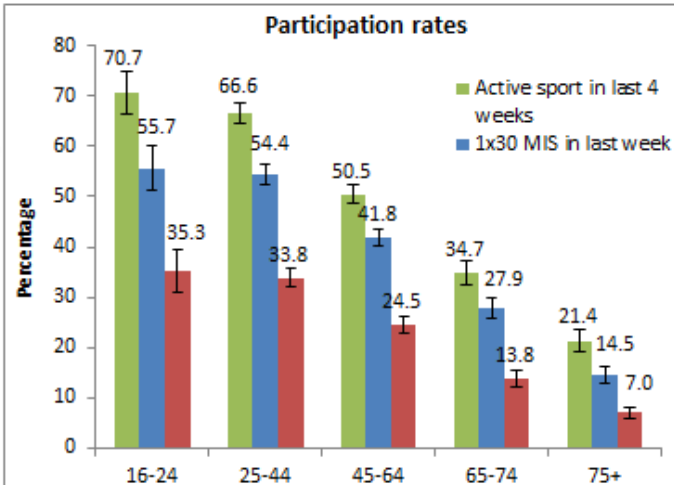
## Sport & Active Recreation

### Participation levels

Active sport in last 4 weeks = 54.4% ↔

1x30 MIS = 44.0% ↑

3x30 MIS = 26.4% ↑



## Big Society

### Volunteered

All = 23.7%

Any DCMS Sector = 7.3%

### Charitable Giving

All = 89.2%

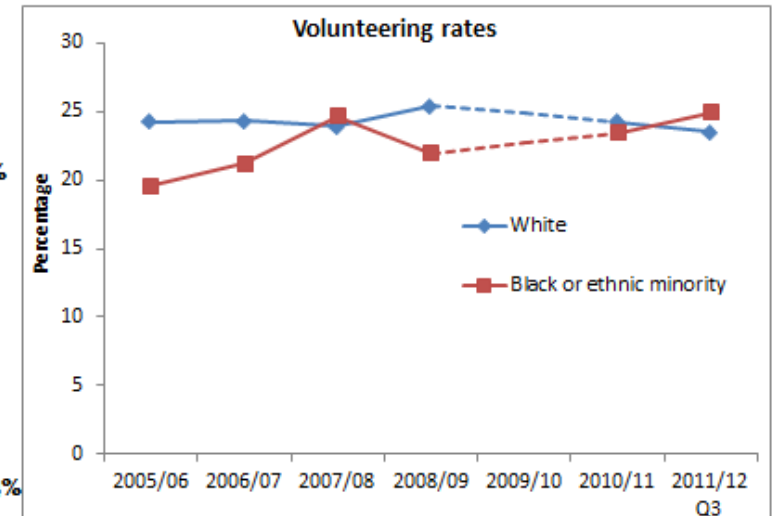
Sport = 6.7%

Heritage = 15.5%

Library = 0.6%

M&G = 14.4%

Any DCMS Sector = 31.4%





# Chapter 1: The 2012 Olympic and Paralympic Games

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This chapter explores a number of areas related to the UK hosting the 2012 Olympic and Paralympic Games, including the extent to which people in England support hosting the Games, how people intend to get involved in the Games and whether the Games has motivated people to participate in voluntary work, cultural activities or sport or recreational activities.

## Key findings

- 85.9 per cent of adults intend to follow the London 2012 Olympic or Paralympic Games; with 25.1 per cent of adults actively getting involved in the Games.
- Almost two thirds (63.5%) of adults are slightly or strongly supportive of the 2012 Olympic and Paralympic Games. Although attitudes towards the Games have fluctuated over the period since 2005/06.
- In 2011, 7.2 per cent of adults reported that the UK winning the bid had motivated them to do more sport or recreational physical activity, 3.9 per cent reported that they were motivated to do more cultural activities and 5.6 per cent reported that they were motivated to do more voluntary work.
- A significantly higher proportion of BME participants compared to participants with a white background, said they were motivated to do more sport, voluntary work or cultural activities as a result of the UK winning the bid to host the 2012 Olympics.

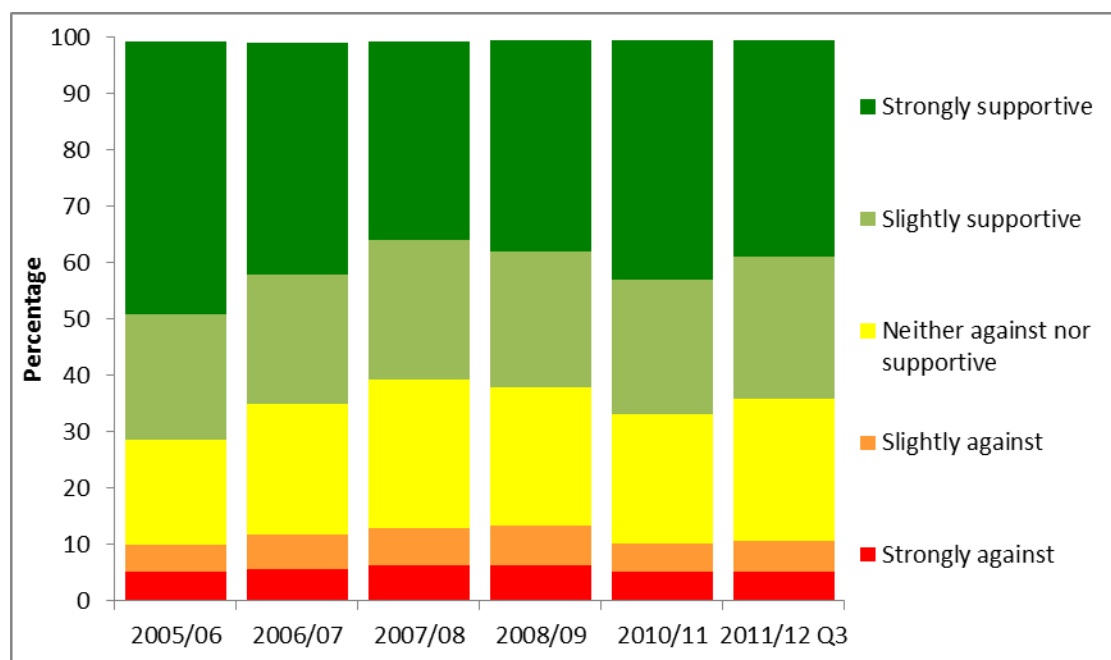
## The 2012 Olympic and Paralympic Games

Between July and December 2011 the Taking Part Survey asked some new questions on adults' intended involvement in the Games. 85.9 per cent of adults intend to follow the London 2012 Olympic or Paralympic Games, either by watching on TV at home (81.8%), reading about it on a newspaper online or offline (31.5%), listening to it on the radio at home (15.6%), watching or listening on the internet at home (13.2%) or watching live events on a public big screen (12.2%).

Additionally, since July 2011 we asked adults whether they intend to actively follow or get involved in the London 2012 Olympic or Paralympic Games. 25.1 per cent of adults said they did, which includes attending a free (8.8%) or ticketed (8.2%) Olympic or Paralympic event, taking part in a Games related community event or activity, e.g. street party or local Inspire Mark project (3.5%), or using a new or improved sports facility linked to the Games (2.8%). Other active involvements include gaining Games related employment or training (1.7%), taking part in a Games related cultural event or activity (1.7%) volunteering during the Games, e.g. as a Gamesmaker or London Ambassador (1.6%), or taking part in a Games related sport or physical activity (1.1%).

Attitudes towards the Games have fluctuated over the period since 2005/06. In 2011, 63.5 per cent of adults were supportive of the 2012 Games, reporting that they were slightly or strongly supportive. This is a significant decrease from 2005/06 when 71.0 per cent reported that they were supportive. The proportion of those who are strongly supportive has fallen from 48.4 per cent in 2005/06 to 38.4 per cent in the latest results. The proportion who are slightly supportive of the Games has increased from 22.5 per cent to 25.2 per cent. The proportion who are neither against nor supportive of the Games has increased from 18.4 per cent to 25.3 per cent, as well as those slightly against the Games (from 4.7% to 5.4%) over the same period. Adults strongly against the 2012 Games remain stable at 5.2 per cent (Figure 1.1).

**Figure 1.1: Adult's opinion about the UK hosting the 2012 Olympic Games, 2005/06 to January - December 2011**



**Notes**

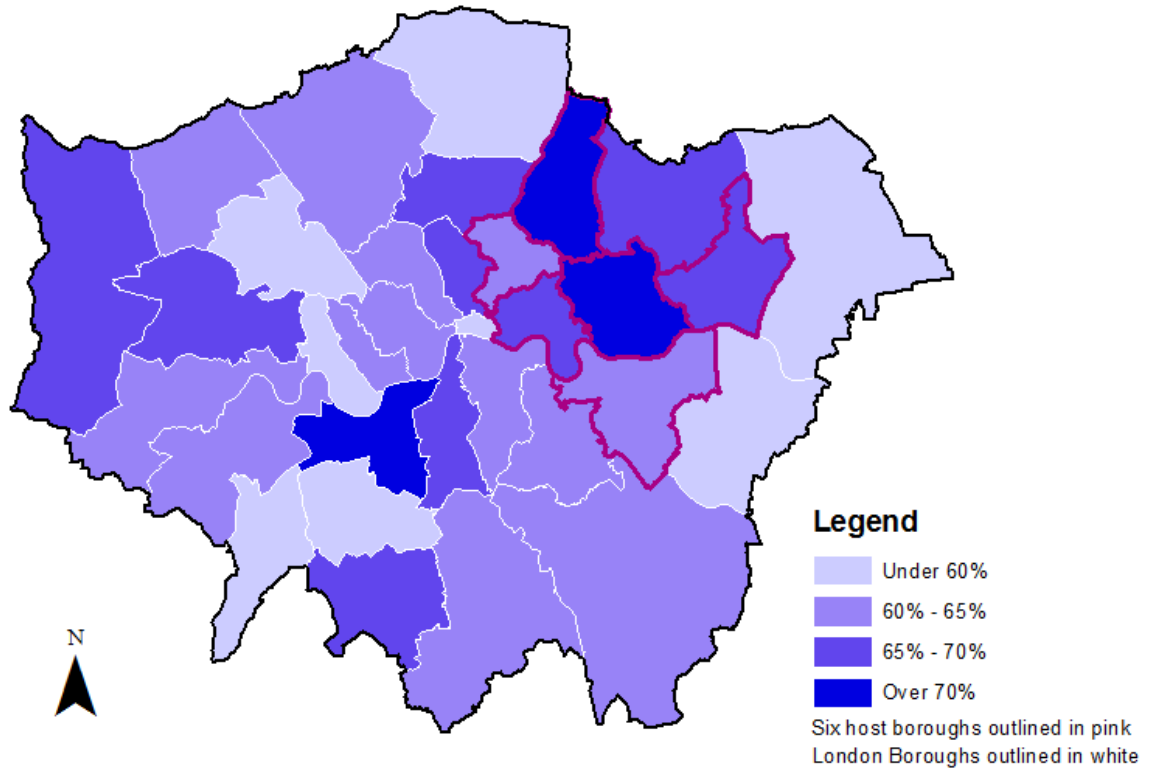
- (1) Confidence intervals range between +/-0.4 and +/-1.2 from 2005/06 onwards.  
 (2) This question was not asked in 2009/10

A higher proportion of adults from a black and minority ethnic (BME) background were supportive of the Games than those with a white background (76.0% and 62.4% respectively). A significantly higher proportion of men were supportive of the Games than women (65.6% and 62.3%, respectively) and those aged 25-44 years old were the most supportive age group (68.1%). The least supportive age group was those aged 75+ with 53.5 per cent being supportive of the Games.

A significantly higher proportion of BME participants compared to participants with a white background, said they were motivated to do more sport, voluntary work or cultural activities as a result of the UK winning the bid to host the 2012 Olympics. In 2011, 21.8 per cent of BME sport participants compared to 5.4 per cent of sport participants with a white background were motivated to do more sport or recreational physical activity. 19.5 per cent of BME volunteers compared to 3.7 per cent of volunteers with a white background were motivated to do more voluntary work, and 12.2 per cent of BME cultural participants compared to 2.9 per cent of cultural participants with a white background were motivated to do more cultural activities.

London is now the region with the highest level of support (70.9 per cent) while those in the North East are least supportive (56.6%). However, the levels of support within London vary, and between July 2005 and December 2011, 73.7 per cent of respondents in Waltham Forest (a host borough) were supportive of the Games, compared to 55.7 per cent of respondents in Bexley (Figure 1.2).

**Figure 1.2: Proportion of adults who are slightly or strongly supportive of the UK hosting the 2012 Olympic Games, London, July 2005 to December 2011**



**Notes**

- (1) Results for the City of London are indicative due to a small sample size.
- (2) Sample sizes vary by London Borough (excluding City of London) from 180 to 731.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>

## Chapter 2: Sport and active recreation

This chapter examines sport and active recreation by a range of area-level and socio-demographic breakdowns. Key findings on swimming and cycling proficiency – that is the extent to which adults feel able to swim and cycle – are also provided. Details on digital engagement as measured by visiting sports websites are also given.

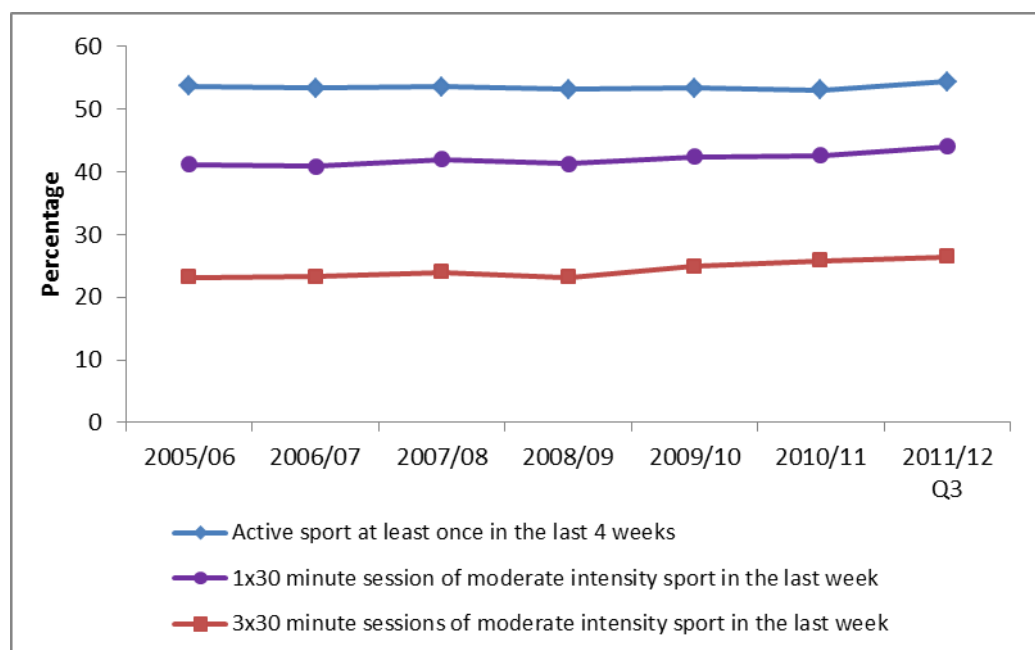
### Key findings

- 54.4 per cent of adults had participated in active sport at least once in the last 4 weeks. 44.0 per cent had participated in 30 minutes of moderate intensity sport at least once in the last week, with the corresponding figure of 26.4 per cent at least three times in the last week.
- Since 2005/06, the proportion of 16-24 year olds participating in sport at least once in the last 4 weeks has decreased, while the proportion of people aged 75+ participating has increased.

### Participation in sport or recreational physical activities

In January to December 2011, 54.4 per cent of adults had participated in active sport at least once in the last 4 weeks. This has not changed significantly since 2005/06 (53.7%). Over that same period, 44.0 per cent had participated in moderate intensity sport for at least 30 minutes once in the last week, an increase from 2005/06 (41.2%). 26.4 per cent of adults had participated in moderate intensity sport for at least 30 minutes three times in the last week, an increase from 2005/06 (23.2%). (Figure 2.1).

**Figure 2.1: Percentage of adults who have participated in sports, 2005/06 to January to December 2011**



#### Notes

(1) Confidence intervals range between +/-0.6 and +/-1.9 from 2005/06 onwards.

When we look at the frequency of 30 minutes or more of moderate intensity sport undertaken in the last 4 weeks, during 2005/06 and January to December 2011, the percentage participating less than once a week decreased from 9.8 per cent to 8.5 per cent. At the other end of the activity spectrum, the percentages participating at least three times a week but not every day and those participating every day increased from 14.3 per cent to 16.3 per cent, and from 8.9 per cent to 10.1 per cent, respectively.

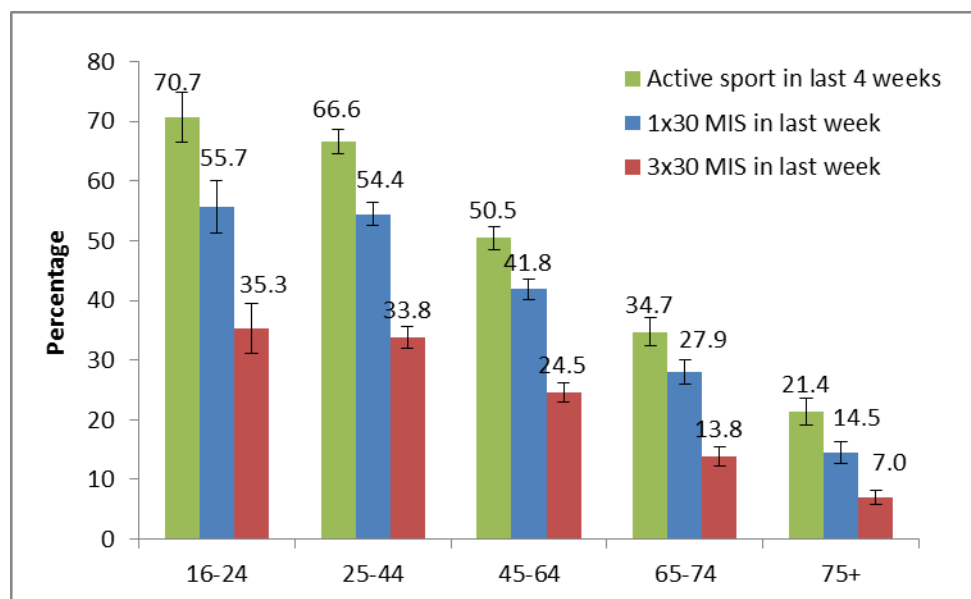
The proportion of people in ACORN classification ‘Urban Prosperity’ who have done sport once in the last 4 weeks increased significantly from 59.3 per cent in 2005/06 to 63.5 per cent in January to December 2011. In general, people who live in less deprived neighbourhoods are more likely than those who live in more deprived neighbourhoods to participate in sport. This pattern has not changed since 2009/10.

Between 2005/06 and January to December 2011, the proportion of 16-24 year olds who took part in active sport at least once in the last 4 weeks decreased from 76.8 per cent to 70.7 per cent. Across the same time period, the proportion of people aged 75+ doing sport increased from 15.2 per cent to 21.4 per cent.

Rates of sports participation have remained steady across the other socio-demographic groups since 2005/06, apart from the rate for people not working which increased from 38.6 per cent to 40.9 per cent during the period and the rate for those with no religion which increased from 61.5 per cent to 64.4 per cent.

For the 1x30 and 3x30 minute moderate intensity sport in the last week measures, there have been significant increases in participation rates between 2005/06 and January to December 2011, for the 25-44 age group (from 50.0% to 54.4% for the 1x30 measure and from 28.6% to 33.8% for the 3x30 measure) and 45-64 age groups (from 36.8% to 41.8% for the 1x30 measure and from 20.1% to 24.5% for the 3x30 measure). Older age groups have a lower sport participation rate (Figure 2.2).

**Figure 2.2: Percentage of adults who have participated in sports by age group, January to December 2011**



**Notes**

(1) Confidence intervals range between +/-1.3 and +/-4.4.

During the same period, there was also a significant increase in participation rates in the 1x30 measure for men (from 46.0% to 49.8%), and also significant increases in participation rates in the 3x30 measure for men (from 26.8% to 30.9%) and women (from 19.7% to 22.1%).

### **Digital engagement**

37.5 per cent of adults had visited sports websites in the last 12 months, which is significantly higher than 26.1 per cent of adults in 2005/06. The proportion of adults visiting a sports website in 2011 is the highest level reported since 2005/06.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>

### **Cycling and swimming proficiency**

- In 2011, 82.1 per cent of adults stated that they could swim and 86.0 per cent stated that they could cycle.
- Despite swimming being among the most popular sports for women, a higher proportion of men (86.6%) say that they can swim compared to women (77.8%). Also a higher proportion of men to women say that they can cycle (92.7% compared with 79.5%).
- A higher proportion of people from white backgrounds say that they can swim than BME groups (84.2% compared with 66.9%) and say they can cycle (87.4% compared with 75.6%).
- Like sports participation generally, swimming and cycling proficiency is also linked with the type of area people live in, with a higher proportion of people who live in the least deprived neighbourhoods saying that they can swim and cycle. It is also linked with age, with percentage of adults saying they can swim or cycle decreasing with age.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>

## Chapter 3: Heritage

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The survey measures adult participation in heritage by attendance at a heritage site in the 12 months prior to interview and the frequency with which they attend these types of sites. Details on the ways that people digitally engage with heritage are also given.

### Key findings

- In January to December 2011, 73.3 per cent of adults report having visited a heritage site in the last year. This is the highest proportion of adults visiting since the survey began in 2005/06.
- 30.2 per cent of adults report visiting a heritage site at least three or four times a year, a significant increase since 2005/06.
- There have been increases since 2005/6 in the proportion of people who have visited a heritage site over the past year across all socio-demographic groups – most of these increases have been significant.

### Heritage attendance

The latest results show 73.3 per cent of adults reported visiting a heritage site in the last 12 months. This compares with a figure of 70.7 per cent in 2010/11 and 69.9 per cent in 2005/06.

Looking at adults by how often they visit heritage sites, the group which has had the largest significant increase is

- Adults who visit a heritage site at least three or four times a year (30.2% an increase of 3.6 percentage points from 2005/06).

The top four socio-demographic groups which experienced significant increases between 2005/06 and January to December 2011 are:

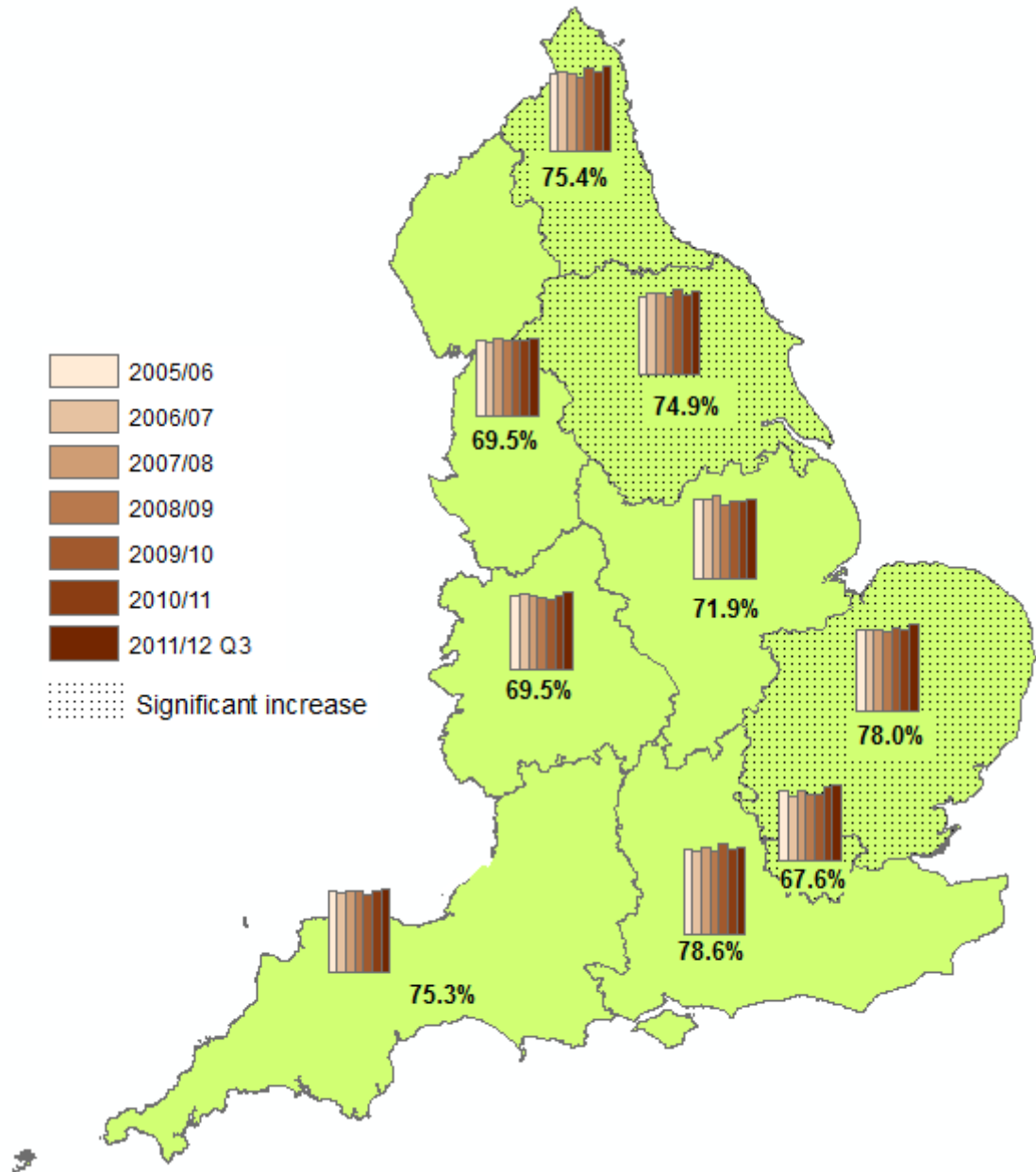
- Social rented sector (an increase of 7.5 percentage points to 53.9%)
- Black or ethnic minority (an increase of 7.5 percentage points to 58.1%)
- Aged 75+ (an increase of 5.4 percentage points to 57.5%)
- Aged 25-44 (an increase of 4.7 percentage points to 77.5%)

Figure 3.1 shows the proportion of adults attending heritage sites over time by region.

Between 2005/06 and January to December 2011, heritage attendance increased significantly in four of the nine English regions (see figure 3.1).

- North East (from 69.1% to 75.4%)
- Yorkshire and Humberside (from 68.3% to 74.9%)
- East of England (from 72.5% to 78.0%)
- London (from 63.6% to 67.6%)

**Figure 3.1: Proportion who have visited a heritage site in the last year, 2005/06 to January to December 2011**



**Notes**

- (1) Percentages shown on map are January to December 2011
- (2) Confidence intervals range between +/-2.8 and +/-4.0 in 2011/12 Q3



## Digital engagement

Since 2005/06, the proportion of people visiting heritage websites significantly increased from 18.3 per cent to 27.8 per cent.

The Taking Part Survey added new questions on heritage websites from July 2011. From July to December 2011, of people who visited a heritage website:

- Over half used it to plan how to get to the historic site.
- Half used it to learn about history or the historic environment,
- Just under a quarter used it to buy tickets to visit a historic site.
- Less than 2 per cent of adults, who visited a heritage website, used it to discuss history or visits to the historic environment on a forum.
- 21.7 per cent of adults had visited a heritage website to take a virtual tour of a historical site<sup>1</sup>.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>

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<sup>1</sup> In July 2011, this statement became part of a response list. From July 2005 - June 2011, it was asked as a single question. For this reason, this estimate cannot be compared with previous year's estimates.

# Chapter 4: Museums and galleries

This chapter examines museums and galleries attendance in the last 12 months, by a range of area-level and socio-demographic breakdowns. Details on the ways that people digitally engage with museums and galleries are also given.

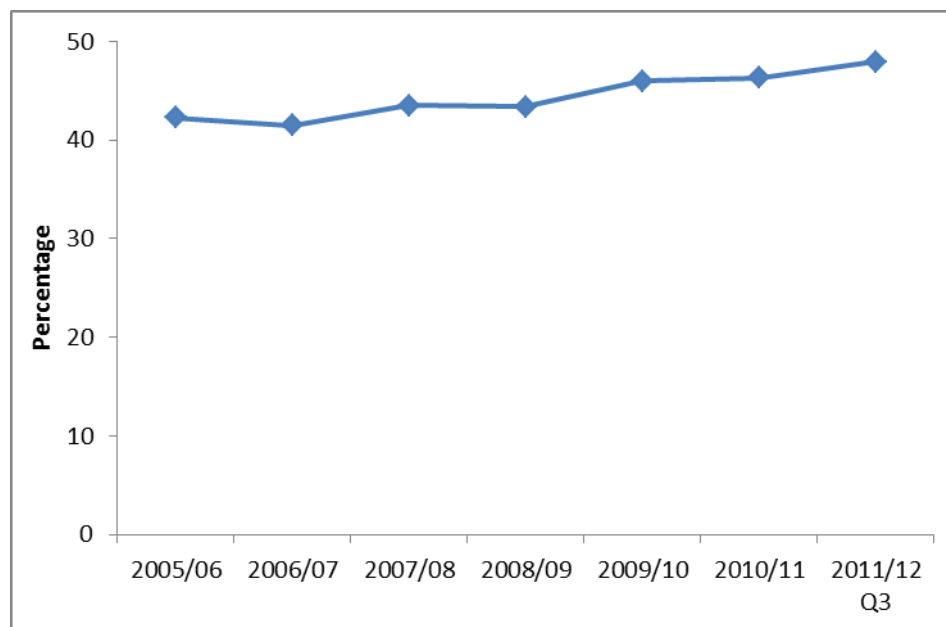
## Key findings

- Between 2005/06 and January to December 2011, the proportion of people visiting a museum or gallery in the last year significantly increased (from 42.3% to 47.9%). This has not been higher in any year since 2005/06.
- In January to December 2011, 28.5 per cent of adults visited 1-2 times a year, 15.5 per cent did so 3-4 times a year, 3.4 per cent at least once a month and over half a per cent went at least once a week.
- In January to December 2011, 54.1 per cent of adults aged 25-44 visited a museum or gallery in the last year, compared with 28.9 per cent of 75+ year olds.

## Overall attendance at museums and galleries

In January to December 2011, 47.9 per cent of adults visited a museum or gallery, an increase from 2005/06 (42.3%). This is the highest proportion recorded in any given year, as shown in Figure 4.1

**Figure 4.1: Proportion who have visited a museum or gallery in the last year, 2005/06 to January to December 2011**



### Notes

(1) Confidence intervals range between +/-0.7 and +/-1.9 from 2005/06 onwards.

The vast majority of visits were made in people’s own free time (97.8%), with a small percentage attending for paid work and for academic study (2.6% and 2.3% respectively<sup>2</sup>).

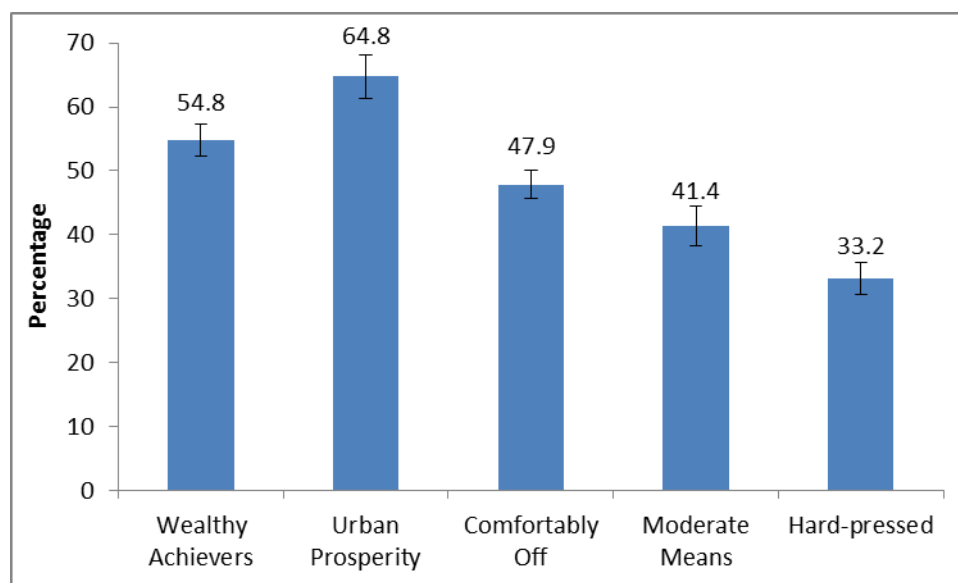
While people who live in rural areas are just as likely as people in urban areas to have visited a museum or gallery in the last year, there are variations by region.

In January to December 2011, Londoners (54.7%) had the highest levels of attendance, while those in the East Midlands (41.2%) had the lowest levels of attendance. Since 2005/06, the proportion of people visiting museums or galleries increased significantly in all regions except for East Midlands and the South West.

The most recent period shows a significant increase in the proportion of black and minority ethnic (BME) groups visiting a museum or gallery in the last year from 35.4 per cent (in 2005/06) to 42.5 per cent. However this level is significantly lower than the percentage of white adults visiting (48.6%).

People in the higher ACORN groups such as Wealthy Achievers (54.8%) and Urban Prosperity (64.8%) had higher attendance rates than the Hard-pressed (33.2%) (Figure 4.2).

**Figure 4.2: Proportion who have visited a museum or gallery in the last year, by ACORN group**



**Notes**

(1) Confidence intervals range between +/-2.2 and +/-3.4

Over half (57.4%) of adults in the upper socio-economic group visited a museum or gallery compared to 34.3 per cent in the lower group. Over half of working adults had attended (53.4%) compared to 40.3 per cent of adults not working.

<sup>2</sup> Percentages will not total to 100% as some people may have visited a museum or gallery for more than one reason.

## **Digital engagement**

In 2011, 26.1 per cent of adults had visited a museum or gallery website, an increase from 15.8 per cent in 2005/06.

Between 2005/06 and 2011/12 Q3, of those who had visited a museum or gallery website, there was an increase in the proportions of people visiting a museum or gallery website to find out about or order tickets for an exhibition or event (from 47.9% to 56.5%). There was a significant decrease in the proportion of adults who had visited a museum or gallery website, to look at items from a collection (from 33.7% to 20.9%). Meanwhile the proportion visiting to find out about a particular subject remained steady over the last couple of years (49.1% in the latest period).

The Taking Part Survey added new questions on museum or gallery websites from July 2011. In this period, of those who had visited a museum or gallery website, 15.5 per cent of adults had taken a virtual tour of a museum or gallery and 12.3 per cent had viewed or downloaded an event or exhibition.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>

# Chapter 5: Libraries

This chapter examines library participation as measured by attendance in the last 12 months, by a range of area-level and socio-demographic breakdowns. Details on the ways that people digitally engage with library services are also given.

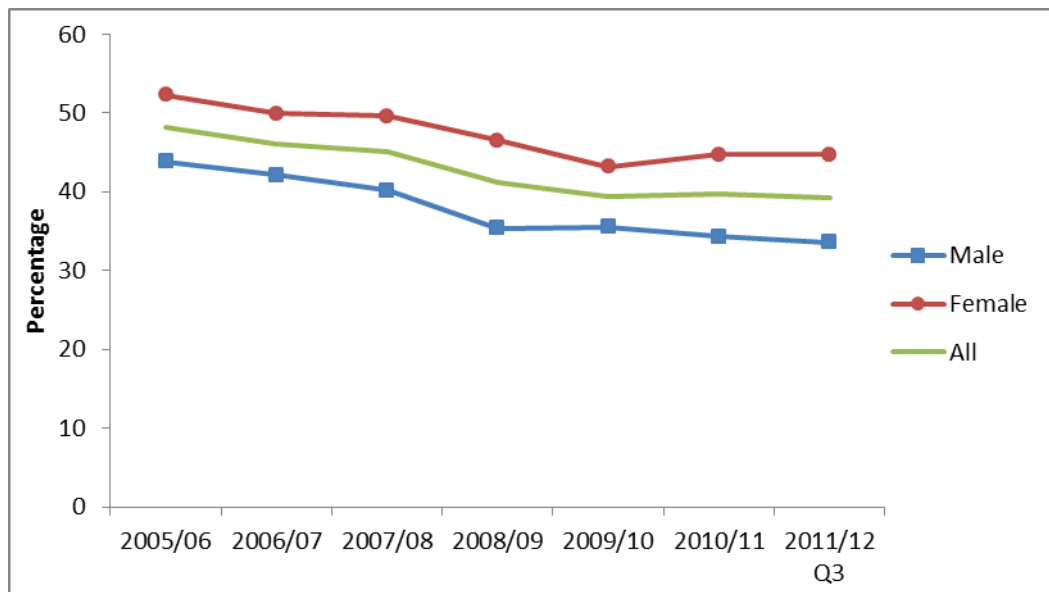
## Key findings

- In 2011, 39.2 per cent of adults had used a library in the last 12 months, a significant decrease from 48.2 per cent in 2005/06, but showing no further change from 2009/10.
- Since 2005/06, the proportion of people using a public library declined in all regions.

## Library attendance

In January to December 2011, 39.2 per cent of adults reported using a library service in the last 12 months, a significant decrease from 48.2 per cent in 2005/06, and no change from 2009/10 (Figure 5.1).

**Figure 5.1: Library attendance by sex, 2005/06 to January - December 2011**



**Notes**

(1) Confidence intervals range between +/-0.7 and +/-2.5 from 2005/06 onwards.

Between 2005/06 and 2011, the proportion of people using a public library declined in all regions. During that time period, the decline in library usage has been across all socio-demographic groups, except for adults aged 75 years or older. 39.6 per cent of adults aged 75 years or older attended a library in the last 12 months, which is the highest proportion reported since 2005/06 (42.3%).

In 2011, the following patterns of library attendance were observed:

- Women (44.7%) have a higher rate of library attendance than men (33.5%).
- Adults in upper socio-economic groups (42.9%) have a higher rate of library attendance than people in lower socio-economic groups (34.0%).
- Adults who are not working (42.4%) have higher rates of library attendance than those who are working (37.0%).
- Adults from a white background (38.1%) have lower rates of library attendance than black or minority ethnic (BME) groups (48.1%).

The same patterns have been consistent since 2005/06; however the library attendance rates were higher for each category in 2005/06.

### **Digital engagement**

In 2011, 16.4 per cent of adults had visited a library website in the last 12 months, a significant increase from 8.9 per cent in 2005/06. Of those who had visited a library website, 77.1 per cent had searched and viewed online information or made an enquiry. 36.7 per cent had completed a transaction, e.g. reserve or renew items or pay a fine; a significant increase from 28.1 per cent in 2006/07.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>

# Chapter 6: Arts

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. Details on the ways that people digitally engage with the arts are also given.

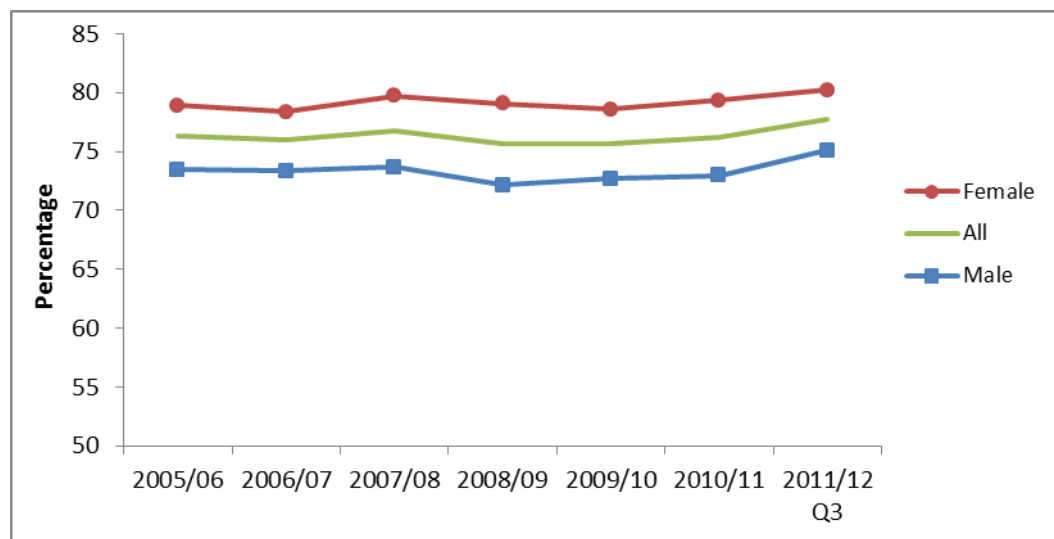
## Key findings

- In 2011, 77.7 per cent of adults had engaged in the arts in the last year, which is the first significant increase reported since 2005/06 (76.3%).
- Arts engagement increased between 2009/10 and 2011 for the most deprived decile group, from 59.9 per cent to 67.8 per cent.
- Arts engagement increased to highest recorded levels for people living in urban areas, reaching 77.0 per cent in 2011. This is a significant increase from 74.9 per cent in 2005/06.
- Adults aged 65-74 and 75+ have seen a significant increase in engagement since 2005/06 (from 70.7% to 74.8% for 65-74 year olds and from 57.7% to 62.7% for aged 75 and over). However, adults aged 75 and over still have significantly lower arts engagement rates compared to other age groups.

## Arts engagement

The latest results show 77.7 per cent of adults had engaged in the arts in the last year, which is the first significant increase reported since 2005/06 (76.3%). Women (80.2%) had higher arts engagement rates than men (75.1%) but neither were significantly higher than rates in 2005/06 (Figure 6.1).

**Figure 6.1: Arts engagement, by sex, 2005/06 to January - December 2011**



**Notes**

(1) Confidence intervals range between +/-0.7 and +/-3.1 from 2005/06 onwards.

In 2011, 63.0 per cent of adults had engaged with the arts three or more times in the last 12 months, unchanged from 2005/06. 8.3 per cent of adults had engaged once in the last 12 months, a significant increase from 7.2 per cent in 2005/06.

There were significant increases in adults engaging in art in the North West (from 71.5% to 75.3%) and in Yorkshire and Humberside (from 71.8% to 76.3%) since 2005/06. There were also increases in arts engagement for adults living in urban areas (from 74.9% to 77.0%) during that period.

In 2011, the following patterns of arts engagement were observed:

- Arts engagement tends to be higher among people who live in less deprived neighbourhoods. Since 2009/10, levels of engagement have remained level in each Index of Multiple Deprivation decile group, except for the most deprived, where engagement has increased from 59.9 per cent to 67.8 per cent.
- People aged 75 and over have significantly lower arts engagement rates (61.1%) than the other age groups. Although the 65-74 and 75+ age groups have seen a significant increase in engagement since 2005/06 (from 70.7% to 74.8% for 65-74 year olds, from 57.7% to 62.7% for age 75 and over), engagement rates for other age groups have remained steady during that period.
- Arts engagement is higher among white people (78.7%) than black and minority ethnic (BME) groups (70.0%).
- People with no long-standing illness or disability had a higher arts engagement rate (80.1%) than people with a long-standing illness or disability (71.7%).

These patterns are consistent with previous years.

### **Digital engagement**

In 2011, 35.8 per cent of adults had visited a theatre or concert website, a significant increase from 30.5 per cent in 2005/06. Of those who had visited a theatre or concert website, 60.9 per cent of people had bought tickets for an arts performance or exhibition, a significant increase from 43.2 per cent in 2006/07.

The Taking Part Survey added new questions about arts websites from July 2011. Between July and December 2011, of those who had visited an arts website, the most popular reason was to find out more about an artist, performer or event (72.9%), followed by viewing or downloading part or all of a performance or exhibition (21.3%). 8.7% of adults visited an arts website to find out how to take part or improve their creative skills.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>



# Chapter 7: Archives

This chapter examines attendance at an archive in the last year, by a range of area-level and socio-demographic breakdowns. Details on the ways that people digitally engage with archives are also given.

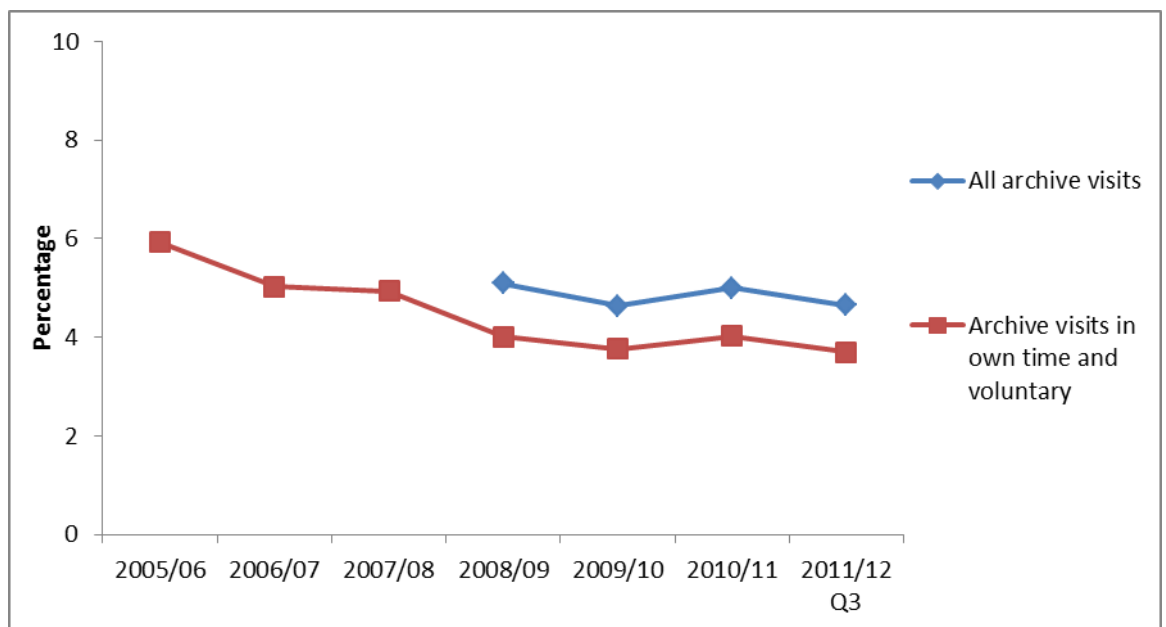
## Key findings

- In 2011, the proportion of adults visiting an archive (in their own time and voluntary) in the last year remained steady at 3.7 per cent from the 2008/09 level.
- In the last year, just under half of adults who did visit an archive, did so just once in the last 12 months.
- 6.5 per cent of adults aged 65-74 visited an archive, compared to just 1.5 per cent of 16-24 year olds.

## Overall participation in archives

In this latest period, 3.7 per cent of adults had visited an archive in the last year in their own time or as part of voluntary work. This is significantly lower than 2005/06 (5.9%). Including paid work visits and academic study visits, this increases to 4.7 per cent of all adults. The trend over time is shown in Figure 7.1 below.

**Figure 7.1: Percentage of adults visiting an archive or records office, 2005/06 to January - December 2011**



### Notes

- (1) Confidence intervals range between +/-0.3 and +/-0.8 from 2005/06 onwards.
- (2) Some archive questions were not asked prior to the 2008/09 survey.

There were significant decreases in archive attendance rates since 2005/06 in all regions apart from in the East Midlands, East of England and the South West where rates have remained steady. The region with the lowest archive attendance rate in 2011 was the North East, with just 2.5 per cent of adults attending in the last year.

There is little variation between different demographic groups (apart from age), but adults from upper socio-economic groups had a significantly higher attendance rate (4.9%) than those in lower socio-economic groups (2.5%).

Over three quarters of all archive visits (77.3%) were in their own time, followed by 15.8 per cent visiting for paid work, and 7.5 per cent for academic study<sup>3</sup>.

### **Digital engagement**

A higher proportion of adults visited an archive or records office online than in person. In 2011, 11.4 per cent of adults had visited an archive or records office website in the last 12 months, a significant increase from 9.7 per cent in 2005/06. Of those who had visited an archive or records office website, 61.6 per cent had done so to view digitised documents; around a third of adults had searched a catalogue, and 19.4 per cent had completed a transaction.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>

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<sup>3</sup> Percentages will not total to 100% as some people may have visited an archive for more than one reason.

# Chapter 8: Big Society

Taking Part asks whether respondents have done any volunteering work in the last 12 months and whether this relates to any of the DCMS sectors. It also includes a range of questions on social capital and cohesion. Recently added questions ask about charitable donations and whether these relate to DCMS sectors.

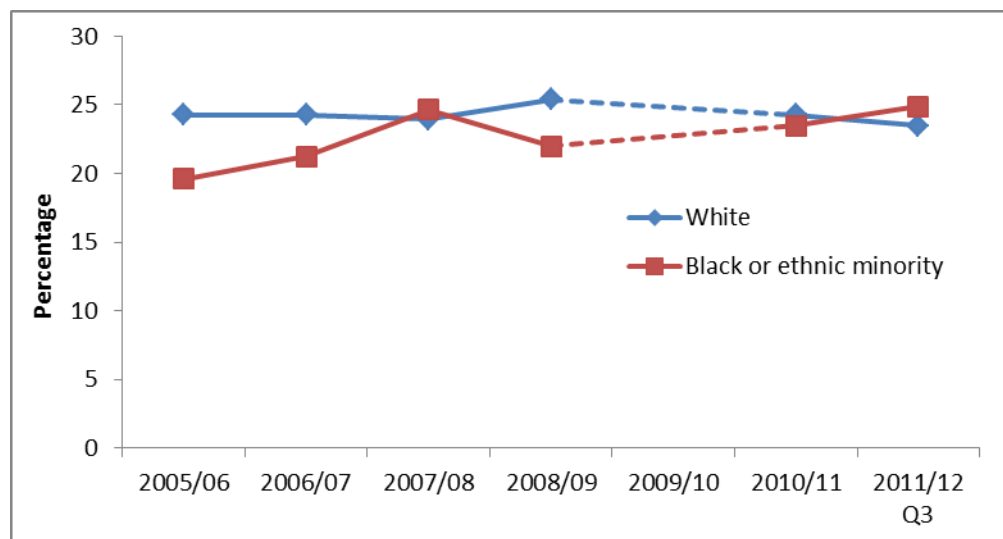
## Key findings

- In January to December 2011, the proportion of adults volunteering in the last 12 months remained at 23.7 per cent. 7.3 per cent of all adults had volunteered in any DCMS sector. Of those who volunteered, 8.4 per cent had done so in the arts sector which is a significant increase from 2005/06 (6.3 per cent).
- There was a significant increase in the proportion of black and ethnic minority (BME) groups who had volunteered in the last 12 months compared to 2005/06 (up from 19.6% to 24.9%).
- In 2011 89.2 per cent of adults had donated money (including any donations into a collection box) in the last 12 months. 31.4 per cent of all adults had donated to one of the DCMS sectors.

## Volunteering

In 2011/12 Q3, 23.7 per cent of adults reported that they had taken part in voluntary activities in the last 12 months. 7.3 per cent of all adults had volunteered in any DCMS sector. There was a significant increase in the proportion of black and ethnic minority (BME) groups who had volunteered in the last 12 months compared to 2005/06 (up from 19.6% to 24.9%). This time series is shown in Figure 8.1.

**Figure 8.1: Volunteering by ethnicity, 2005/06 to January – December 2011**



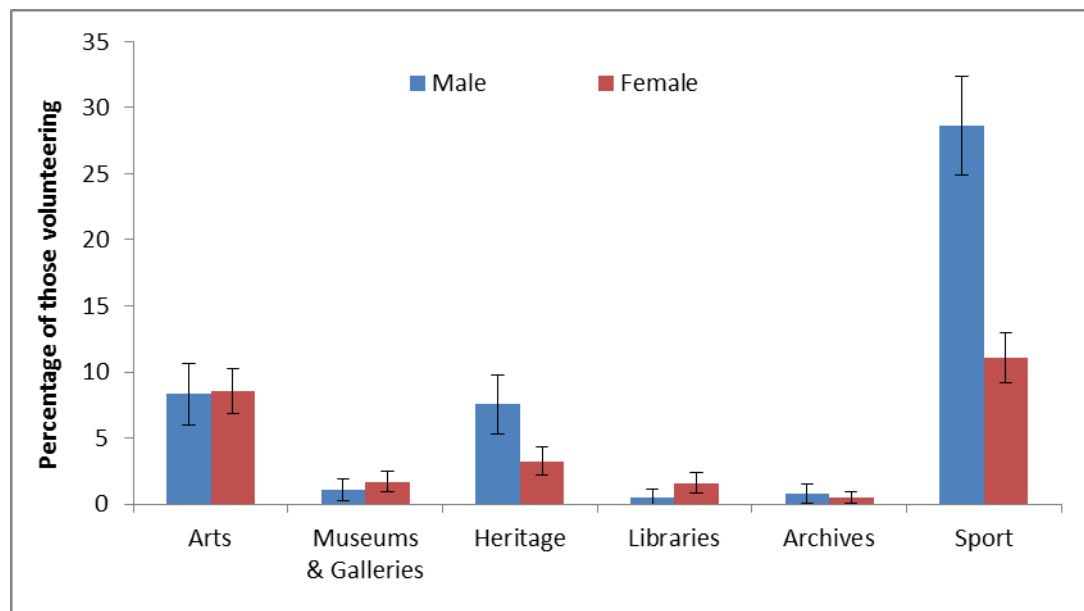
### Notes

- (1) Confidence intervals range between +/-0.7 and +/-3.7 from 2005/06 onwards
- (2) Volunteering question was not asked in 2009/10

There was a significant increase in the percentage of black and ethnic minority (BME) groups volunteering in DCMS sectors from 4.4 per cent in 2005/06 to 6.8 per cent in 2011. This significant increase in BME volunteering rates could be partially explained by the UK winning the bid to host the 2012 Olympics, with 19.5 per cent of BME volunteers saying they were motivated to do more voluntary work as a result of this. There was also a significant increase in the proportion of BME groups volunteering in other sectors (15.6% in 2005/06 to 19.1% in 2011).

In the 12 months to December 2011, there were significant differences in the proportion of males and females who volunteered in heritage, libraries and sport sectors. A significantly higher proportion of males (more than double) volunteered in heritage and sport compared to females. However, 1.6 per cent of females who volunteered did so in libraries, which is significantly higher than the 0.5 per cent of male volunteers in libraries (see Figure 8.2).

**Figure 8.2: Volunteering in each DCMS sector by gender, January – December 2011**



**Notes**

(1) Confidence intervals range between +/-0.4 and +/-3.8

Adults who had participated in any DCMS sector had higher volunteering rates, than adults who had not participated, e.g. of adults who had participated in sport, 28.6 per cent of them had volunteered in sport, compared with just 7.5 per cent of those who did not play sports.

The arts sector had the highest average amount of time spent volunteering during the last 4 weeks (nearly 17 hours). On average 9 hours 48 minutes was spent in the last 4 weeks by volunteers in the heritage sector, followed by and 9 hours 36 minutes by volunteers in the sports sector.

### Charitable giving

Taking Part asks whether respondents have donated money in the last 12 months and whether this was to any of the DCMS sectors.

In 2011, 89.2 per cent of adults had donated money (including any donations into a collection box) in the last 12 months. 31.4 per cent of all adults had donated to at least one of the DCMS sectors. 15.5 per cent of adults had donated to the heritage sector in the last 12 months, 14.4 per cent to museums and galleries, 6.7 per cent to sport, and 6.1 per cent to the arts.

36.1 per cent of adults donated money less often than once a month but at least 3 or 4 times a year and 32.6 per cent donated less often than once a week but at least once a month.

### Overall civic participation

Taking Part asks a series of questions on sporting and cultural facilities in the respondent's local area.

In 2011, over three quarters of adults (76.3%) had not taken any actions<sup>4</sup> to try to get something done about sporting and cultural facilities in their area. The most common action that had been taken was to contact the council, with 11.4 per cent of adults having done so. Also 5.0 per cent of adults had contacted their local councillor or MP.

43.0 per cent of adults had been involved in groups, clubs or organisations in the last 12 months. Of those adults, the most popular type of group was *sports/exercise groups* (49.1%), followed by *hobbies/social clubs* (35.1%).

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>

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<sup>4</sup> 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.

## Annex A: Background note

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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 recommendations were made. A copy of the published report by the UK Statistics Authority is available in report 190 at <http://www.statisticsauthority.gov.uk/assessment/assessment-reports/index.html>.
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.
4. The latest results presented here are based on interviews issued between January and December 2011. The total sample size for this period is **10,336**.
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.
6. The median adult sample interview length for the 2010/11 survey was 40 minutes 42 seconds (mean 42 minutes 36 seconds). The median survey length for the 5-10 year old child interview was 14 minutes 3 seconds (mean 14 minutes 58 seconds) and for 11-15 year olds it was 24 minutes 16 seconds (mean 25 minutes 41 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.

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 factor of **1.238** has been applied to the dataset for the period January and December 2011. Individual design factors have been calculated for each sector in this period, ranging from **1.200 to 1.351**. 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).

8. All differences and changes reported are statistically significant at the 95% confidence level unless otherwise stated.

9. 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.
10. 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.
11. For more information about the Taking Part Survey, including previous publications, see [http://www.culture.gov.uk/reference\\_library/research\\_and\\_statistics/4828.aspx](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](http://www.culture.gov.uk/what_we_do/research_and_statistics/7387.aspx)
12. The fieldwork for the survey is being conducted by TNS-BMRB. For more information, see <http://www.tns-bmr.co.uk>
13. 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](mailto:takingpart@culture.gsi.gov.uk)
14. This report has been produced by Tom Knight, Josh Atkinson, Penny Allen and Peter Antonides. Acknowledgement goes to colleagues within the DCMS, partner ALBs and TNS-BMRB for their assistance with the production and quality assurance of this release.
15. 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.
16. For general enquiries telephone: 0207 211 6200  
Department for Culture Media and Sport  
2-4 Cockspur Street  
London  
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[enquiries@culture.gov.uk](mailto:enquiries@culture.gov.uk)

## Annex B: Key terms and definitions

Term	Definition
1 x 30 minute MIS	This refers to a person participating in <b>moderate intensity sport</b> 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 <b>calendar year</b> .
3 x 30 minute MIS	This refers to a person participating in <b>moderate intensity sport</b> for at least three 30 minute sessions in the last week.
ACORN classification	<b>A classification of residential neighbourhoods</b> 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 <b>active sports</b> 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.
Attendance	This refers to the respondent going to a place, for example, attending a library or a swimming pool.
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 <b>2011/12 Q3</b> in the Taking Part survey.
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.
DCMS sectors	The DCMS sectors are the culture, <b>arts</b> , sports and <b>big society</b> sectors.



Term	Definition
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 <b>DCMS sectors</b> 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 ( <b>attendance</b> ) or gave a dance performance ( <b>participation</b> ).
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 <b>active sport</b> 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 <a href="http://www.culture.gov.uk/what_we_do/research_and_statistics/7390.aspx">http://www.culture.gov.uk/what_we_do/research_and_statistics/7390.aspx</a>

## Annex C: Sector definitions

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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

