

Key Trends

Record high levels of heritage and museum or gallery attendance and arts engagement. Lowest levels over survey period for library and archive attendance rates.

July-September 2011 is the first quarter where more than half of adults attended M&Gs.

Significant percentage increase* since 2005/06:

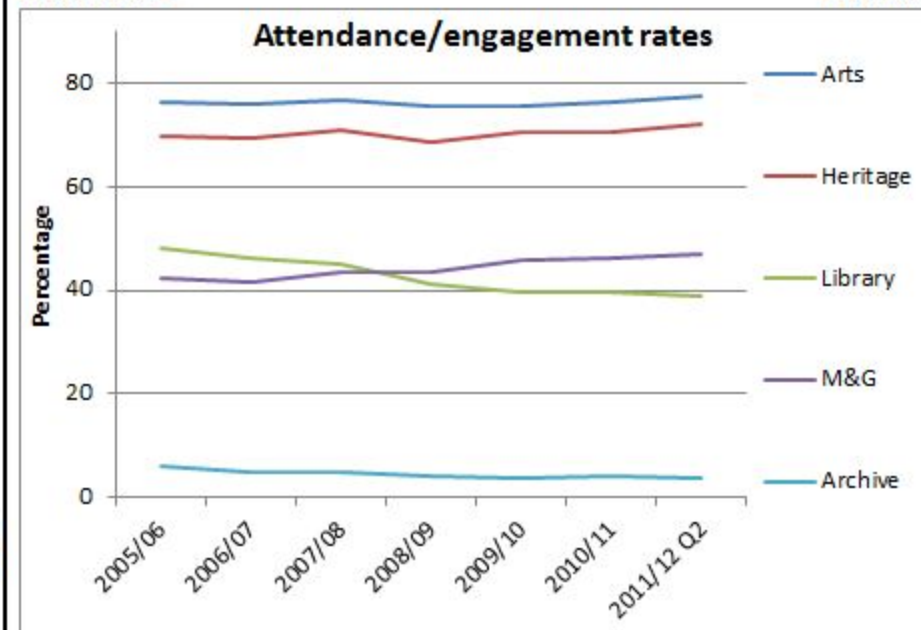
- of black or ethnic minority groups visiting a museum or gallery in the last year (from 35.4% to 40.6%)
- of adults aged 65+ engaging with the arts in the last year (from 64.3% to 68.7%)
- of adults doing 1x30 minute sessions of moderate intensity sport (MIS) in the last week (from 41.2% to 43.0%)

Significant percentage decrease* since 2005/06:

- of adults strongly supportive of the Olympic and Paralympic Games (from 48.4% to 39.7%)
- of 16-24 year olds participating in sport at least once in the last 4 weeks (76.8% to 72.1%)

*selected results

Culture



Attendance/engagement levels

↔ Arts = 77.3%

↑ Heritage = 72.0%

↓ Library = 39.0%

↑ M&G = 47.1%

↓ Archives = 3.7%



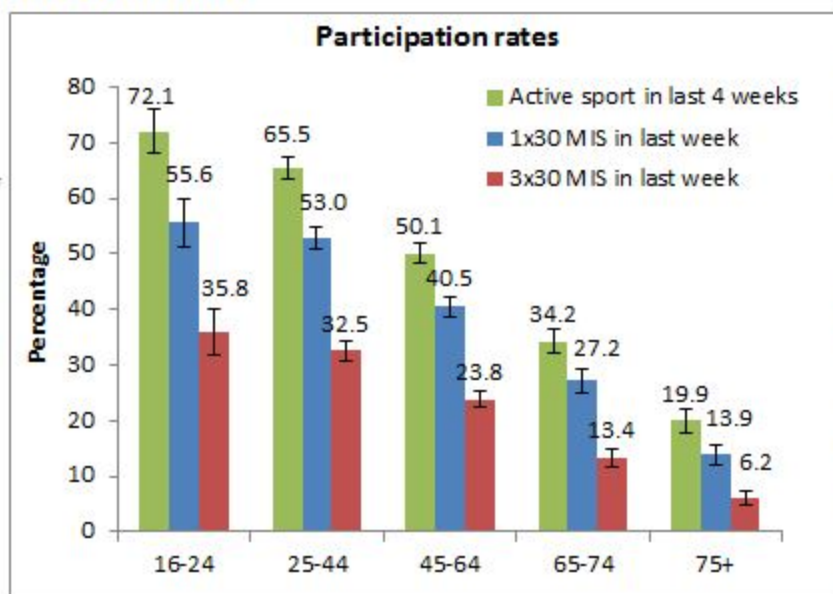
Sport & Active Recreation

Participation levels

Active sport in last 4 weeks = 54.0% ↔

1x30 MIS = 43.0% ↑

3x30 MIS = 25.8% ↑



Big Society

Volunteered

All = 23.8%

Any DCMS Sector = 7.1%

Charitable Giving

All = 88.9%

Sport = 6.7%

Heritage = 15.4%

Library = 0.6%

M&G = 14.1%

Any DCMS Sector = 31.5%

