



Taking Part 2014/15, Focus on:



Art Forms

Statistical Release

November 2015



Introduction

This report

This report is one in a series of ten “Taking Part, Focus On” reports, presenting findings on the tenth year of the Taking Part survey (2014/15). Taking Part is a continuous face to face household survey of adults aged 16 years and over and children aged 5 to 15 years old in England. The series expands on and complements the Statistical Release published on 25th June 2015 that presented headline adult findings from the survey, covering April 2014 to March 2015. The “Focus On” series looks in more detail at specific topics, with each report covering one of the following areas:

- 1) **Art forms**
- 2) Sport
- 3) Heritage
- 4) Free time activities
- 5) Barriers to participation, disability
- 6) Society
- 7) Wellbeing
- 8) Digital engagement
- 9) Newspaper readership
- 10) First World War Centenary

This report focusses on adult engagement with the arts through attendance at and participation in arts events. It looks at differences in arts engagement among different groups of the population, as well as the types of arts activities adults engage in, with a particular focus on live music events. Finally, it considers whether adults enjoyed and would recommend the arts activities that they attended or participated in.

Forthcoming releases and events

The next adult release, to be published on Thursday 17th December, will present data covering the period October 2014 – September 2015.

Future adult releases of Taking Part will be published every six months. The next biannual release is therefore scheduled for July 2016 and will present data covering the period April 2015 – March 2016. Future adult releases will follow a similar schedule, being released every six months in July and December.

In addition, another series of “Taking Part, Focus on...” reports will be published in April 2016. Like the current report, each ‘short story’ in this series will look at a specific topic in more detail, providing more in-depth analysis of the 2014/15 Taking Part data than seen in the biannual report.

If you would like further information on these releases or the Taking Part survey, please contact the Taking Part team on TakingPart@culture.gov.uk.

Headline figures

77 per cent of adults asked between April 2014 and March 2015 **had attended or participated in the arts in the previous year**, a similar rate to 2005/06 and 2013/14, but a statistically significant decrease since 2012/13.

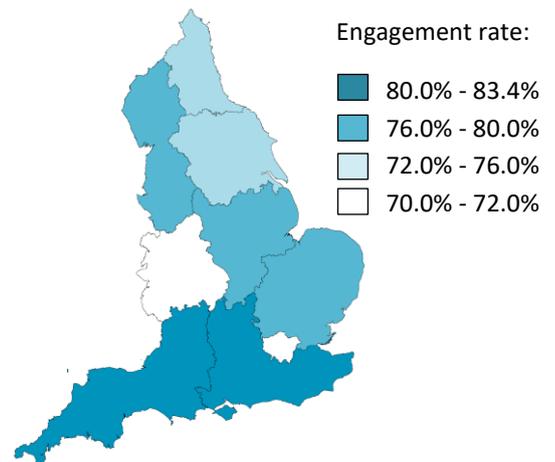
Since 2005/06, there has been a **statistically significant increase** in arts engagement in the **North West** of England (from 72 per cent to 78 per cent). Engagement in all other regions has remained at a similar rate to 2005/06 and to 2012/13.

Adults aged **65-74 years old** have seen a **significant increase** in engagement since 2005/06 (from 71 per cent to 78 per cent). Those aged **75 and over** have also seen a **significant increase** in arts engagement between 2005/06 and 2014/15 (from 58 per cent to 62 per cent); however, they continue to have a **significantly lower arts engagement rate than any other age group**.

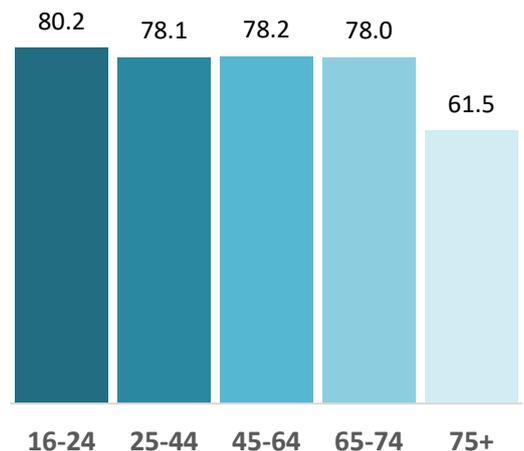
Between April 2014 and March 2015, significantly **more women than men** engaged with the arts (73 per cent of men and 80 per cent of women). For both men and women, the level of engagement has remained steady since 2005/06.

Those from the **white ethnic group** were **more likely** to engage in the arts than those from the **Black and minority ethnic group** (78 per cent and 68 per cent respectively).

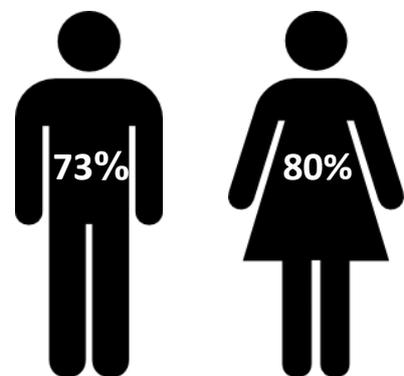
Region



Age



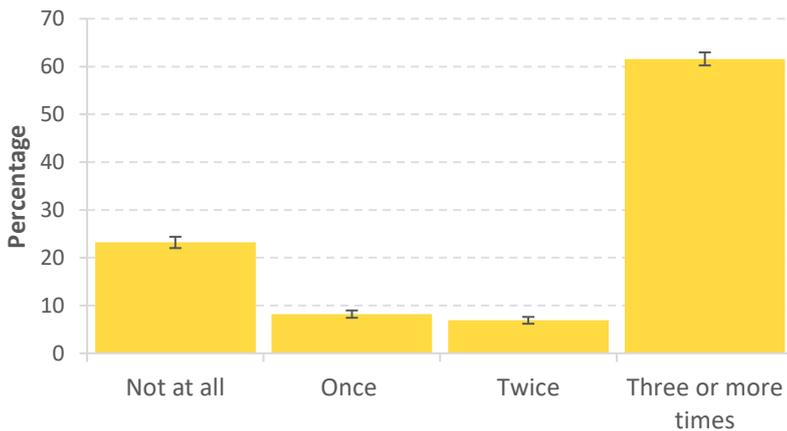
Gender



Arts Engagement

In 2014/15, 77 per cent of adults had engaged in the arts in the last year, a similar rate to 2005/06 and to 2013/14, but a significant decrease on the 2012/13 high of 78 per cent. More than three in five adults (62 per cent) had engaged with the arts three or more times during this period (Figure 1). 8 per cent of adults had engaged only once in the previous 12 months, a significant increase from 7 per cent in 2005/06, while 23 per cent had not engaged with the arts at all, a similar rate to 2005/06.

Figure 1: Frequency of engagement with the arts, April 2014 to March 2015



Notes

(1) Confidence intervals range between +/-0.7 and +/-1.4.

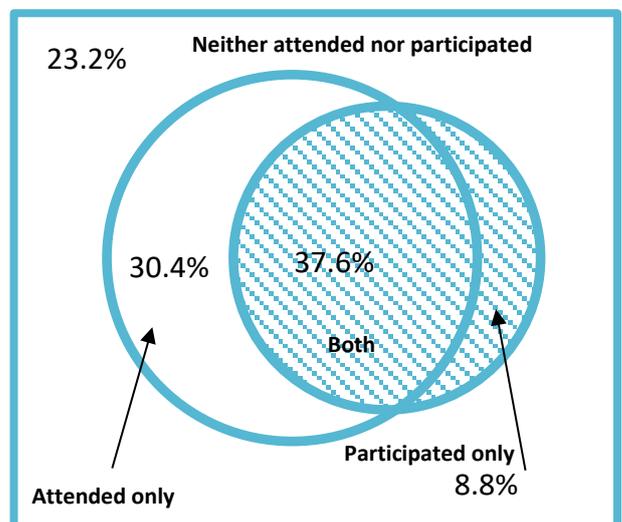
What is a confidence interval?

A confidence interval provides a range in which there is a specific probability that the true value will lie within. For this survey, 95% confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 percent of these intervals would contain the true value.

Attendance and Participation

The measure of engagement with the arts includes attendance at events and participation in activities. 77 per cent of adults had engaged with the arts at least once in the 12 months prior to interview, the majority of whom (38 per cent) had both attended events and participated in activities. 30 per cent had only attended events and 9 per cent had only participated in activities (Figure 2).

Figure 2: Proportion of adults engaging in the arts in the last 12 months, either through attendance or participation



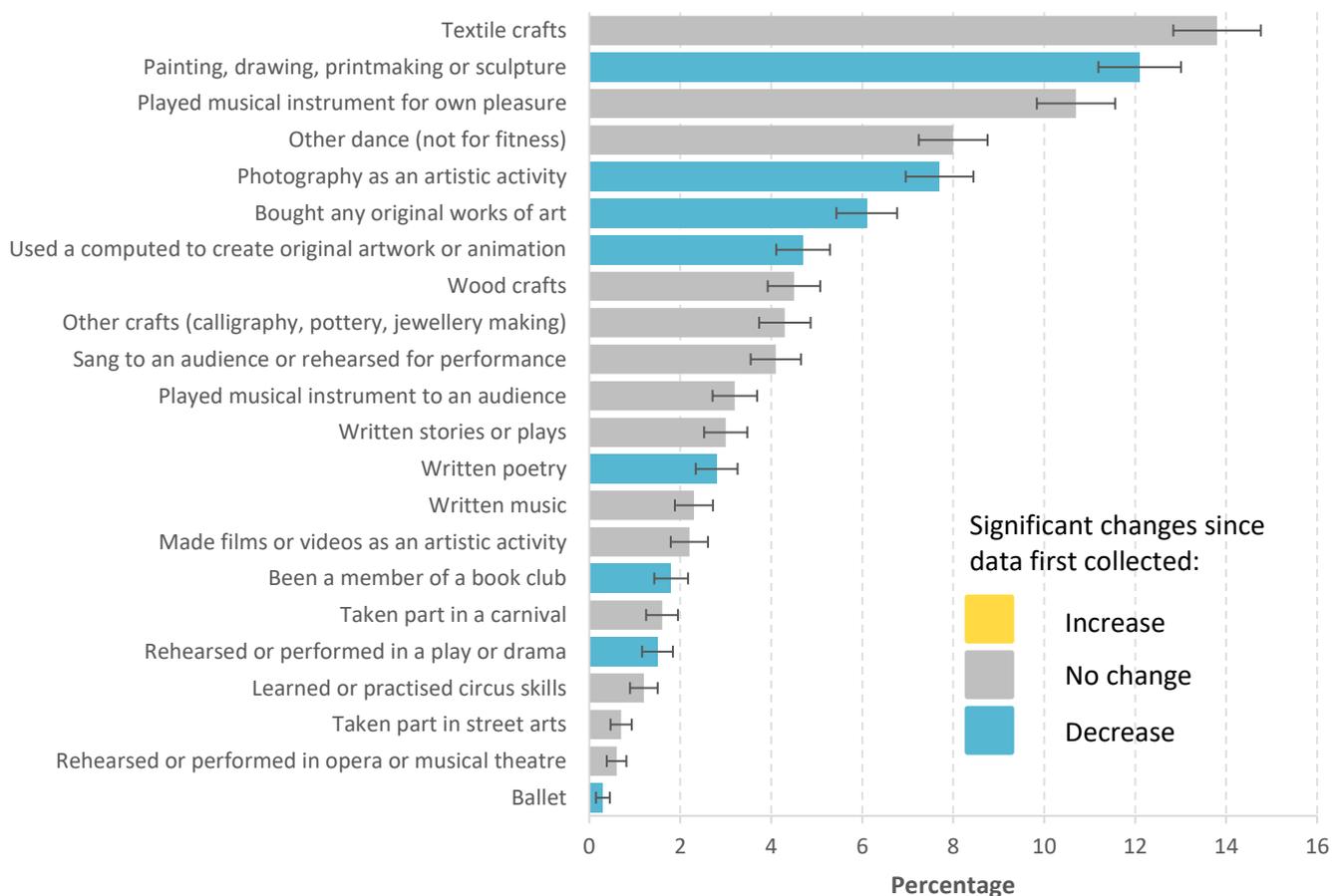
Art forms - participation

Respondents were asked which arts activities they had participated in in the 12 months prior to interview, selecting all activities that applied to them from a list (see Annex B). Between April 2014 and March 2015, 14 per cent of adults had participated in textile crafts, a similar level to 2005/06. A similar proportion of adults had taken part in painting, drawing, printmaking or sculpture (12 per cent), however this was a significant decrease from 13 per cent in 2005/06.

Since 2005/06, there have also been significant decreases in the proportion of adults that participated in the following activities:

- photography as an artistic activity (from 9 per cent to 8 per cent);
- used a computer to create original artwork or animation (from 12 per cent to 5 per cent);
- written poetry (from 4 per cent to 3 per cent);
- rehearsed or performed in a play or drama (from 2.1 per cent to 1.5 per cent); and
- ballet (from 0.5 per cent to 0.3 per cent).

Figure 3: Art forms participated in, 2014/15



Notes:

(1) Confidence intervals range between +/- 0.2 and +/- 1.0.

(2) Significant differences relate to the year 2005/06, apart from the following activities which were introduced into the questionnaire in 2008/09: taken part in a carnival, taken part in street arts and been a member of a book club.



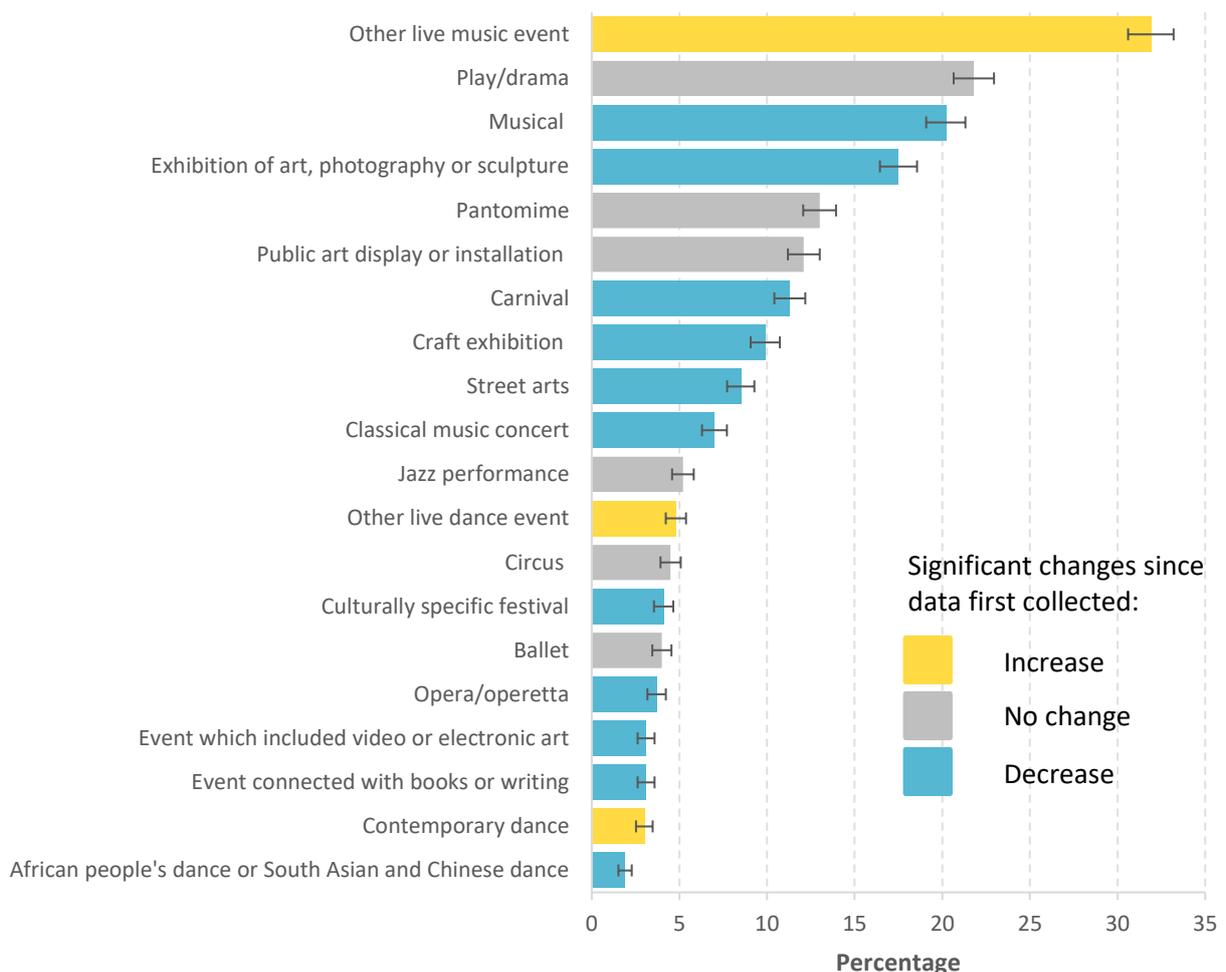
Art forms - attendance

Respondents were also asked to identify which arts events they had attended in the 12 months prior to interview, from a list (see Annex B). They were asked to identify all that applied to them. In 2014/15 nearly a third of adults (32 per cent) had attended a live music event classified as ‘other’ in the 12 months prior to interview, a significant increase from 24 per cent in 2005/06 (Figure 4).

Other events that have seen an increase in attendance since 2005/06 include:

- ‘Other’ live dance event (from 4 per cent to 5 per cent);
- Contemporary dance (from 2 per cent to 3 per cent).

Figure 4: Art forms attended, 2014/15



Notes:

(1) Confidence intervals range between +/- 0.4 and +/- 1.3.

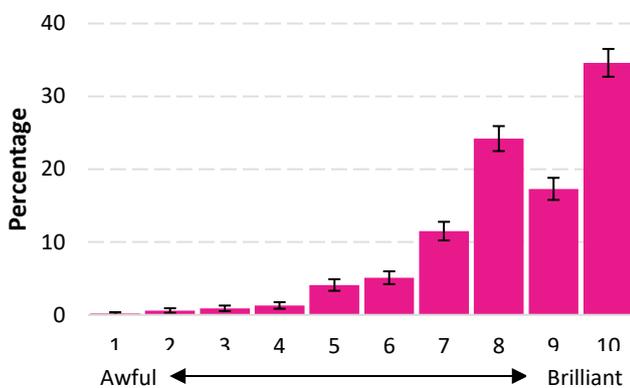
(2) Significant differences relate to the year 2005/06, apart from the following events which were introduced into the questionnaire in 2008/09: attended a pantomime, musical, circus and public art display or installation.

Enjoyment of arts engagement

Participation

Respondents were asked how much they had enjoyed doing an arts activity. Figure 5 shows that 35 per cent of adults felt that the activity was brilliant, giving it a top score of 10 out of 10, a significant increase from 29 per cent when this question was first asked in 2006/07.

Figure 5: Enjoyment of arts participation, 2014/15

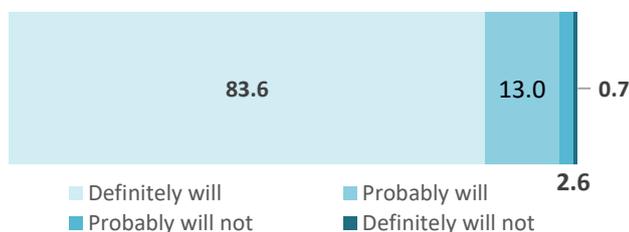


Notes:

(1) Confidence intervals range between +/- 0.2 and +/- 1.9.

Of those that had participated in the arts, almost all (97 per cent) said that they would definitely or probably do the activity again (Figure 6).

Figure 6: Likelihood of participating in the arts activity again, 2014/15

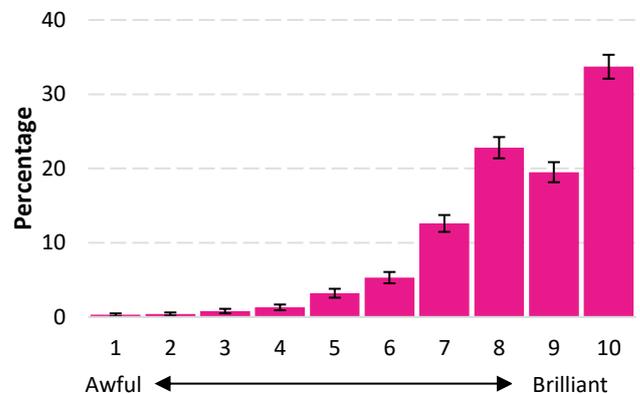


Significantly more adults said that they had recommended the arts activity to a friend or family member than those who said they had not (59 per cent had recommended compared to 41 per cent who had not).

Attendance

Respondents were asked how much they had enjoyed attending an arts event. Figure 7 shows a third of adults felt that the event was brilliant, giving it a top score of 10 out of 10, a significant increase from 27 per cent when this question was first asked in 2006/07.

Figure 7: Enjoyment of arts attendance, 2014/15

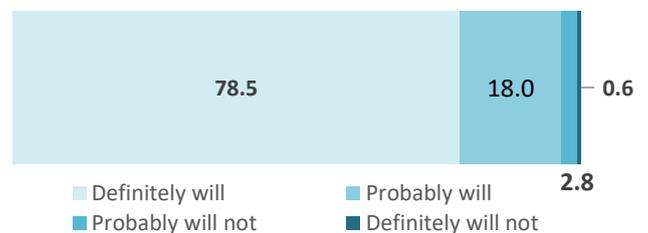


Notes:

(1) Confidence intervals range between +/- 0.2 and +/- 1.6.

Of those that had attended an arts event, almost all (97 per cent) said that they would definitely or probably attend an arts event again (Figure 8).

Figure 8: Likelihood of attending the arts event again, 2014/15



Significantly more adults said that they had recommended the arts event to a friend or family member than those who said they had not (76 per cent had recommended compared to 24 per cent who had not).

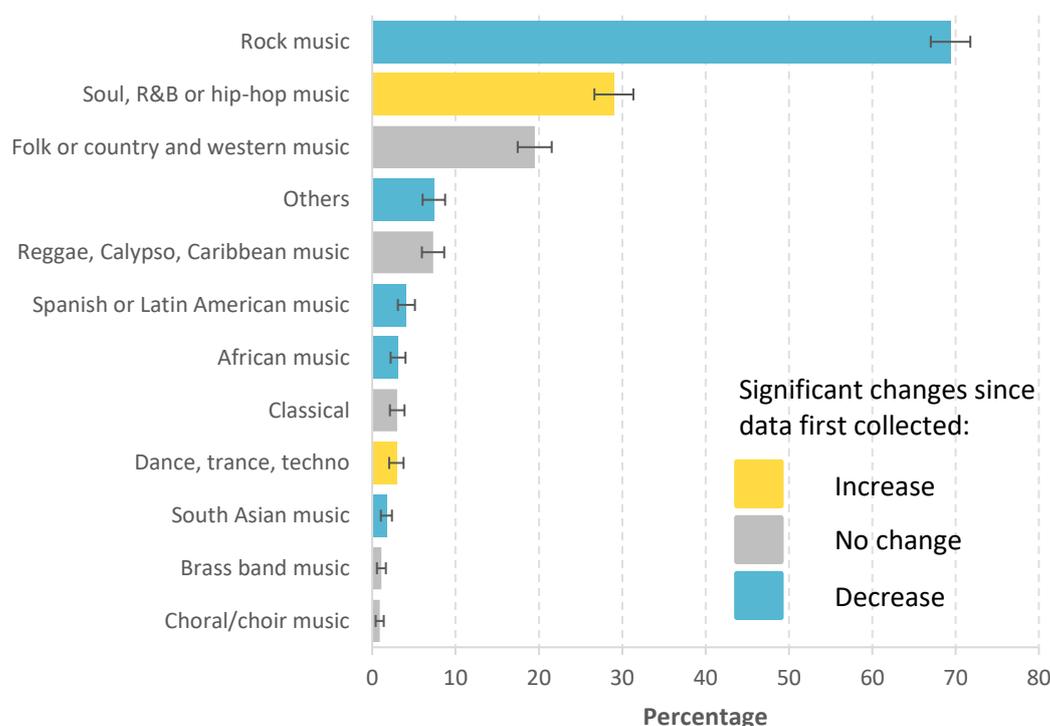


Live music events

In 2014/15, 32 per cent of adults had attended ‘other live music events’: live music events that were not musicals, operas/opereettas, classical concerts or jazz performances. Respondents were then asked to identify the types of music event that they had attended, with over two thirds (69 per cent) selecting rock music, significantly fewer than had attended this type of event in 2005/06 (76 per cent). 29 per cent of adults that had been to ‘other live music events’ had attended soul, R&B or hip-hop music events, a significant increase from 21 per cent in 2005/06 (Figure 9).

While a similar proportion of men and women attended most types of live music event, significantly more men than women attended rock music events (74 per cent of men compared to 65 per cent of women) and significantly more women than men attended soul, R&B or hip-hop events (26 per cent of men compared to 32 per cent of women).

Figure 9: Types of live music attended, 2014/15



Notes:

(1) Confidence intervals range between +/- 0.5 and +/- 2.4.

(2) Significant differences relate to the year 2005/06, apart from classical which was introduced into the questionnaire in 2007/08 and choral/ choir music which was introduced in 2008/09.

Respondents were also asked what type of venue they had attended live music events in. More than three in five adults who had attended a live music event (64 per cent) had been to a medium to large live music venue, a significant increase since 2005/06 (60 per cent). 32 per cent had listened to live music in a pub or bar, a significant decrease from 35 per cent in 2005/06, and over a quarter of adults (26 per cent) had attended a live music event in a park or field.

Annex A: Further details

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, Historic England 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. See the [Statistics Authority code of practice](#) for more information.

The UK Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics.

Designation can be broadly interpreted to mean that the statistics:

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

Once statistics have been designated as National Statistics it is a statutory requirement that the Code of Practice shall continue to be observed. See the [UK Statistics Authority assessment](#) for more information.

3. The latest results presented here are based on interviews issued between April 2014 and March 2015. The total sample size for this period is 9,817.
4. Statistical significance tests have been run at the 95% level. A significant increase at the 95% level means that there is less than 5% (1 in 20) chance that the difference observed within the sampled respondents was not also observed in the English population as a whole.
5. For more information see the [Taking Part Survey](#) webpages, including previous publications. Versions of the [questionnaires](#) from all years of the survey are also available.
6. The fieldwork for the survey has been conducted by TNS-BMRB. For more information, see <http://www.tns-bmr.com>.
7. The series of reports has been produced by Helen Miller-Bakewell, Wilma Deda, Becky Woods, Catherine Mottram and Niall Goulding (DCMS), Louise O'Sullivan, David Bade and Adala Leeson (Historic England), Eloise Poole (Arts Council England), Rachael Whitney and Helen Price (Sport 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.
8. The responsible statistician for this release is Helen Miller-Bakewell. For enquiries on this release, please contact Helen on 0207 211 6355. This release was prepared by Eloise Poole.
9. For general enquiries telephone: 0207 211 6200 or email enquiries@culture.gov.uk.
10. To be kept informed about Taking Part publications and user events, please sign up to the Taking Part online newsletter [here](#).



Annex B: Sector definition

The following annex presents the definitions for adult participation in the arts sector.

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)

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Department
for Culture
Media & Sport

4th Floor, 100 Parliament Street
London, SW1A 2BQ
GOV.UK/DCMS

