



Department for  
Digital, Culture,  
Media & Sport

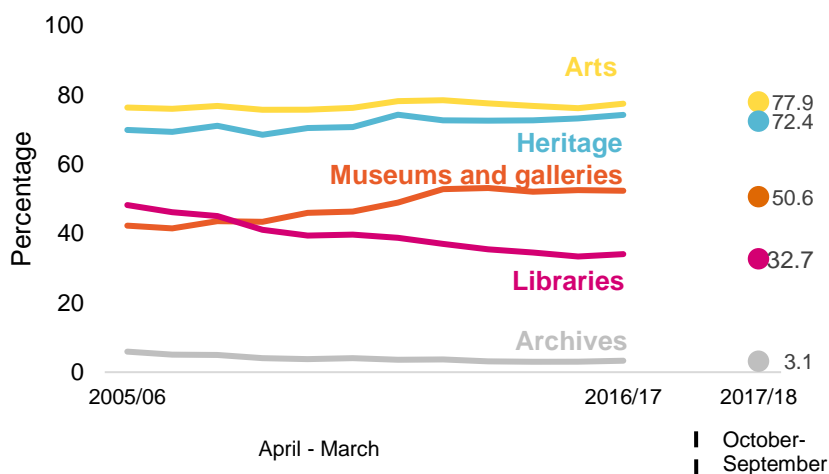


Historic England



## Taking Part Survey: October 2017 to September 2018 (Provisional)

Proportion of adults who had engaged with cultural activities in the last 12 months, 2005/06 to September 2018



This publication presents provisional estimates of cultural engagement from the Taking Part Survey. The data were collected during interviews conducted between October 2017 and September 2018, and refer to participation and engagement in the 12 months prior to interview.

As outlined in the [Taking Part five year strategy](#), a number of changes were made to the Taking Part sampling strategy and questionnaire for 2017/18. These include the removal of longitudinal participants from the face-to-face sample (following the introduction of a separate online panel); and a review of the questionnaire. Further information can be found in the background note. As a result of these changes, the data for October 2017 to September 2018 are not directly comparable with earlier years and therefore, where comparisons are made, caution should be taken in their interpretation.

Throughout this report, figures are presented as percentages unless otherwise stated.

Taking Part is a household survey in England and measures engagement with the cultural sectors. The data are widely used by policy officials, practitioners, academics and charities.

This report presents provisional estimates of adult (16+) cultural engagement using data collected over the period October 2017 to September 2018.

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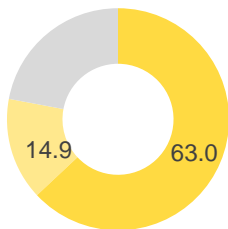
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# Headline measures

## Arts

For the 2017/18 questionnaire, the response option list for the arts participation question was split into three shorter lists, while the response option list for the arts attendance question was split into two. The lists used in previous waves of the survey were very long and did not fit onto the interviewer's tablet screen, creating a risk that respondents may miss some activities/events. Splitting the lists should provide more robust results for engagement with individual activities/events, but it means that the results since 2017/18 are not directly comparable with previous years and as such, comparisons over time have not been included here.

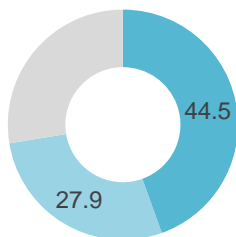


- 3+ times a year
- 1-2 times a year
- Has not engaged

Over the period October 2017 to September 2018, 77.9% of adults had engaged with the arts at least once in the year prior to interview, and 63.0% of adults had engaged three or more times.

Since the start of the 2017/18 survey, questions have been introduced on the barriers individuals face to attending or participating in arts and culture (for example, attending arts events). In the period October 2017 to September 2018, the top three reasons given for not attending events were lack of interest (38.6% of those not attending), lack of time (33.4%) or a health problem or disability (20.0%). These three were also the main reasons supplied for not taking part in the arts, or related activities. Among those not participating in the arts, 48.7% were not interested, 42.4% did not have time and 11.9% cited a health problem or disability as a barrier.

## Heritage



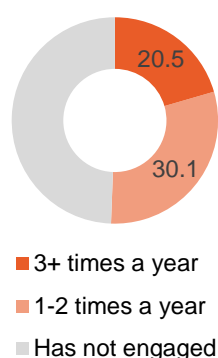
- 3+ times a year
- 1-2 times a year
- Has not visited

Taking Part data from interviews conducted over the year ending September 2018 show that 72.4% of adults had visited a heritage site at least once in the last year, and that 44.5% of adults had visited a heritage site three or more times. These results are lower than the year ending March 2017 (74.2% and 46.9% respectively).

In the year ending September 2018, the top three barriers to visiting places of historic interest that non-visitors cited were lack of time (41.5%), lack of interest (33.7%) and a health problem or disability (14.9%).

## Museums and Galleries

For 2017/18, the question on visiting a museum or gallery was changed slightly from "During the last 12 months, have you attended a museum or gallery at least once?" to "During the last 12 months, have you visited a museum or gallery?". The positioning of these questions was changed at the beginning of the 2017/18 survey year, however, after investigation of what appeared to be unexpected results, the change of positioning of the questions was reversed in January 2018. Based on feedback from users on this proposal, this reversal continued for the 2018/19 survey. Given this, results for April to December 2017 have not been deemed reliable and have not been published. As the data presented for the most recent time-period is based on 9 months only, comparisons over time have not been included.

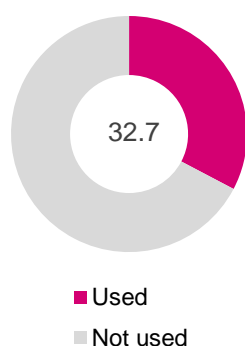


Over the period January to September 2018, 50.6% of adults had visited a museum or gallery at least once in the last year, with 20.5% of adults having visited a museum or gallery three or more times.

Similarly to Arts and Heritage, the three main reasons given for not visiting a museum or galleries for the period October 2017 to September 2018 were lack of time (40.6%), lack of interest (34.4%) and having a health problem or disability (11.8%).

## Libraries

For the 2017/18 questionnaire, the question on public library use was changed from "During the last 12 months, have you used a public library service at least once?" to "In the last 12 months, have you used a public library service? This includes either visiting a public library or using public library services somewhere else, including online" This change was made to ensure that respondents consider all uses of public library services and not just the more traditional visiting a library in person to borrow a book. It does not appear that this change has had a large impact on the results for library engagement.



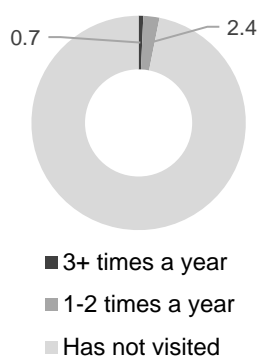
In the year ending September 2018, 32.7% of adults had used a public library service at least once in the last year in their own time or as part of voluntary work<sup>1</sup>. In the same time period, 35.4% of adults had used a public library service at least once for any purpose, and 26.0% had used a public library service three or more times for any purpose<sup>2</sup>. These figures are similar to the year ending March 2017 (34.0%, 36.2% and 27.0% respectively).

The main reason given by non-users for not using public libraries (including public library services) for the period October 2017 to September 2018 was that they had no need for these services (57.8%). A lack of time (19.4%) was the second most commonly-stated reason, whilst 7.5% felt the services available did not meet their needs.

<sup>1</sup> As part of own time or voluntary work excludes those who visited as part of paid work or academic study.

<sup>2</sup> Data on the frequency of public library use in own-time or as part of voluntary work are not available from April 2016 onwards.

## Archives



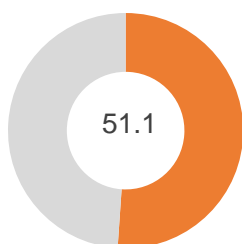
In the year ending September 2018, 3.1% of adults had been to an archive centre or records office at least once and 0.7% of adults had been three or more times. These figures are similar to the year ending March 2017 (3.3% and 0.7% respectively).

Unlike the sectors above, a question around barriers to usage (i.e. reasons for not going to an archive centre or records office) has not been introduced.

## First World War

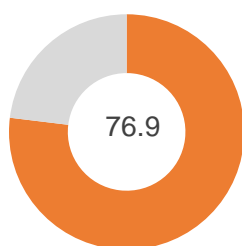
Over the period 2014 to 2018, a number of national and local events were held to commemorate the Centenary of the First World War. Questions about awareness of the commemorative events and attitudes towards them have been included in the survey since July 2014.

### Awareness



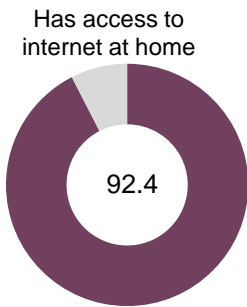
Data from year ending September 2018 show that 51.1% of adults were aware of local or national events or activities being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War. This is similar to the year ending March 2017 (52.5%).

### Support

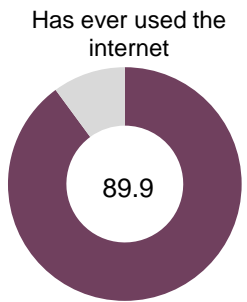


76.9% of adults were supportive of the UK commemorating the Centenary of the First World War. This is higher than the figure for the year ending March 2017 (74.2%).

## Digital Engagement



During October 2017 to September 2018, 92.4% of adults had access to the internet at home. This is broadly consistent to the year ending March 2017, where 91.8% had access at home.



In the 2017/18 survey year, measures of internet use were added to the survey. In the year ending September 2018, 89.9% of adults had used the internet and 10.1% had never used the internet.

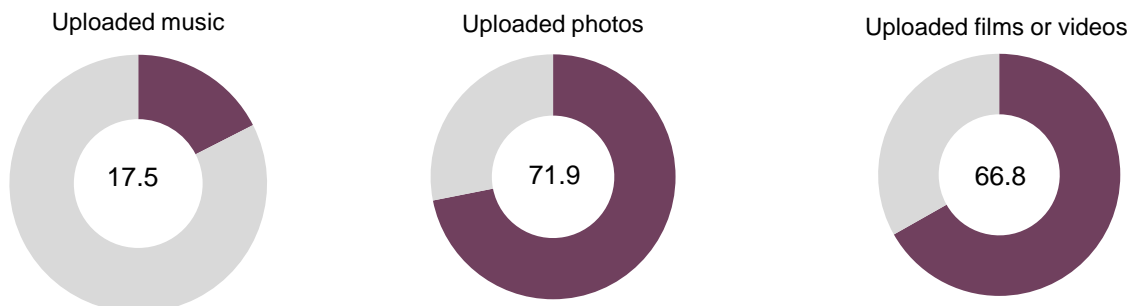
The 2016/17 survey was the first year to include questions about uploading media (music, photos or films) to the internet. In the year ending September 2018, of those who had played a musical instrument (either for pleasure or a performance) or who had written their own music, 17.5% used a computer, website or app to upload the music they produced to the internet.

In the same period, 71.9% of those who had done photography as an artistic activity (not family or holiday 'snaps') uploaded photos they produced to the internet.

In the year ending September 2018, 66.8% of those who made films or videos as an artistic activity uploaded the videos they produced to the internet.

The Taking Part Survey 'Focus on Digital 2016/17'<sup>3</sup> statistical release included statistics on uploading media to the internet. In that report, figures were presented as a percentage of the whole population. Here figures given as a percentage of those who had taken part in the relevant corresponding artistic activities.

**Figure 1: Percentage of those who had taken part in music, photography or film making as an artistic activity who uploaded media recordings of their work to the internet.**



<sup>3</sup> The Taking Part Survey 2016-17 'focus on Digital' statistical release can be found at <https://www.gov.uk/government/statistics/taking-part-april-2018-focus-on-reports>

## Well-being

In the year ending March 2018, the well-being questions were harmonised with equivalent statistics published by the ONS. Therefore, caution is required when comparing year ending September 2018 data with earlier time periods and comparisons over time have not been included here.

For more detailed statistics on well-being see the Office for National Statistics [well-being statistics homepage](#)<sup>4</sup>.

This statistical release includes questions on well-being. Survey respondents are asked to supply a score out of 10 to the following questions:

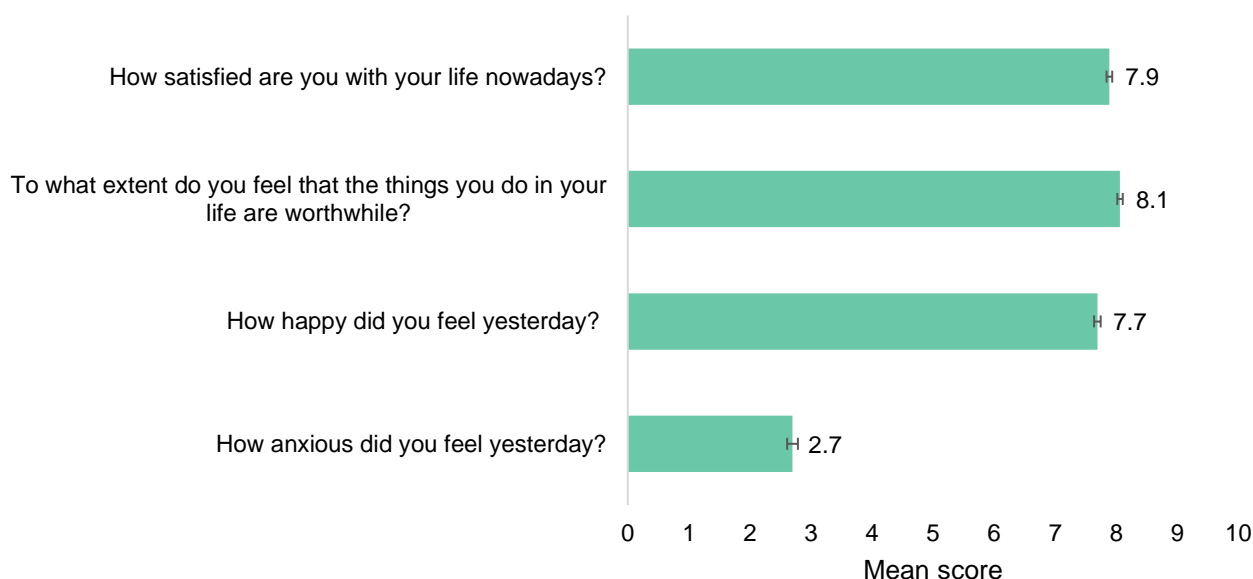
1. How satisfied are you with your life nowadays?
2. To what extent do you feel that the things you do in your life are worthwhile?
3. How happy did you feel yesterday?
4. How anxious did you feel yesterday?

A score of 10 indicates high satisfaction, high worthwhile, high happiness and high anxiety respectively; and 0 indicates the opposite.

Average ratings across the 4 measures of personal well-being in the year ending September 2018 were:

- 7.9 for life satisfaction
- 8.1 for feeling what you do in life is worthwhile
- 7.7 for happiness yesterday
- 2.7 for anxiety yesterday

**Figure 2: Mean well-being scores (out of 10), November 2017- October 2018**



<sup>4</sup> ONS wellbeing statistics can be found at <https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing>

## Annex A: Background

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1. The Taking Part survey is commissioned by the Department for Digital, Culture, Media and Sport and its partner Arm's Length Bodies. For 2011 to 2018, these are Arts Council England, Historic England and Sport England.
2. The fieldwork for the Taking Part survey over the period 2005/06 to 2015/16 was conducted by TNS-BMRB and, since 2016/17, it has been conducted by Ipsos MORI and NatCen Social Research.
3. The United Kingdom 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. National Statistics status means that our statistics meet the highest standards of trustworthiness, quality and public value, and it is our responsibility to maintain compliance with these standards.
4. The continued designation of these statistics as National Statistics was confirmed in February 2013 following a [compliance check](#) by the Office for Statistics Regulation. Since this assessment we have continued to comply with the Code of Practice for Statistics, and have made the following improvements:
  - Continued review of survey content and format of outputs to enhance user experience. For further details see the survey [technical reports](#).
  - Removal of the longitudinal sample from the cross-sectional data (as detailed in the [5 year strategy](#)) to ensure data collection procedures are tailored to their purpose
5. Stringent quality assurance procedures have been adopted for this statistical release. All data and analyses have been checked and verified by at least two different members of the DCMS team and NatCen Social Research to ensure the highest level of quality.
6. Guidance on the quality that is expected of Taking Part statistical releases is provided in a [quality indicators document](#). 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.
7. The Taking Part survey measures participation by adults (aged 16 and over) and children (aged 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](#)".
8. Unless stated, participation in 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 exception to this is engagement with heritage which includes visits made for academic study.
9. Sample sizes for each year and data breakdown can be found in the accompanying tables.
10. All estimates have been rounded to one decimal place.

11. The data are weighted to ensure representativeness of the Taking Part sample. There are two types of weighting:
  - to compensate for unequal probabilities of selection
  - to adjust for non-response

Weighting is based on mid-2016 population estimates from the Office for National Statistics.

12. Changes over time and differences between groups are only reported on where they are statistically significant at the 95% level. This means that we can be confident that the differences seen in our sampled respondents are reflective of the population. Specifically, the statistical tests used mean we can be confident that if we carried out the same survey on different random samples of the population, 95 times out of 100 we would get similar findings. When sample sizes are smaller we can be less confident in our estimates so differences need to be greater to be considered statistically significant.
13. The upper and lower bounds presented in this report have been calculated using a 95% confidence interval. This means that had the sample been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value. When the sample size is smaller, as is the case for certain groups and in certain years, the confidence intervals are wider as we can be less certain that the individuals in the sample are representative of the population. This means that it is more difficult to draw inferences from the results.
14. For more information about the Taking Part survey and to access previous publications and the questionnaires, see the [Taking Part survey webpages](#).
15. The responsible statistician for this release is Maria Willoughby. For enquiries on this release, please contact Maria on 020 7211 6771.
16. To be kept informed about Taking Part publications and user events, please sign up to the Taking Part online newsletter [here](#). You can follow us on Twitter [@DCMSInsight](#).



## Annex B: Sector definitions

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### Arts

The respondent was asked whether they had participated in a given list of arts activities, or attended a given list of arts events. Eligible activities and events were as follows.

#### Participation:

- Dance – ballet or other dance (not for fitness)
- Singing – live performance or rehearsal/practice (not karaoke), singing as part of a group or taking singing lesson
- Musical instrument – live performance, rehearsal/practice or playing 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 holiday videos)
- Digital art – producing original digital artwork or animation with a computer
- Craft – any craft activity (e.g. textiles, wood, metal work, pottery, calligraphy)
- 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)
- Screening of a live arts event, such as a theatre show or opera, in a cinema or other venue

### Heritage

The respondent was asked whether they had visited any of the following types of heritage sites:

- A city or town with historic character

- A historic building open to the public (non-religious)
- 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 (not to worship)
- A monument such as a castle, fort or ruin
- A site of archaeological interest
- A site connected with sports heritage (not visited for the purpose of watching sport)

## **Libraries**

The respondent was asked whether they had used a public library service. If the respondent was unsure what was in scope, the interviewer had 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.”

## Annex C: Survey changes since 2017/18

As outlined in the Taking Part five year strategy, a number of changes were made to the Taking Part sampling strategy and questionnaire for 2017/18. These changes mean that there is a break in the time series and the data presented in this report for October 2017 to September 2018 are therefore not directly comparable with previous years. The three key reasons for this are:

- 1) Following the introduction of the Taking Part web panel, longitudinal respondents are no longer interviewed face-to-face and their data are not included in the headline estimates for cultural engagement. Longitudinal respondents may have different engagement levels to the fresh sample respondents so the removal of their data may impact the headline measures.
- 2) For 2017/18, there was a review of the adult questionnaire to modernise the questions, improve the flow of the questionnaire and reduce its length. These changes may have impacted on the results. The review was conducted at this point as there would already be a break in the time series with the removal of the longitudinal participants from the face-to-face sample. Detailed below are the changes that were made that relate to the figures published in the table accompanying this report, and the justification for the changes.

Topic	Change	Justification for change
Arts engagement	The response option list for the arts participation question was split into three shorter lists and the response option list for the arts attendance question was split into two.	The response option lists were previously very long for the arts engagement questions and did not fit onto the interviewer's tablet screen. This presented a risk that respondents may miss activities/events that they had participated in/attended. This change also aligns with the commitment to move towards "unimode" questions (which will work across a range of data collection modes, including online). This is consistent with the questions on the arts in the new online panel and should minimize disruption if there is a change of methods for the main survey.
Museum and gallery visits	<b>April to December 2017:</b> The question on visiting a museum or gallery was changed from "During the last 12 months, have you attended a museum or gallery at least once?" to "During the last 12 months, have you visited a museum or gallery?" and the position of these questions was changed so they followed the arts rather than the heritage questions.	<b>April to December 2017:</b> This change was intended to improve the flow of the questionnaire and remove superfluous text.  <b>January 2018 onwards:</b> The reversal of these changes was done to restore the historic time series. <b>We</b> This reversion was confirmed following consultation with users in the Main Report of the 2017/18 survey.

	<b>January 2018 onwards:</b> The wording and ordering changes were reversed	
Public library use	The question on public library use was changed from "During the last 12 months, have you used a public library service at least once?" to "In the last 12 months, have you used a public library service? This includes either visiting a public library or using public library services somewhere else, including online".	The wording was changed to ensure that respondents are considering all uses of public library services and not just the more traditional visiting a library in person to borrow a book.
Digital participation	The question on use of library websites was moved from the digital section of the questionnaire to the libraries section, and the response options now include some additional online library services. The routing to this question is also different. Previously, a respondent would have been routed to this question if they said that they had used a library website. Now they are routed to this question if they say that they have used a public library service.	In the libraries section of the questionnaire there are new questions to capture more detail on how people are using public library services. Use of library websites is within this scope so it is appropriate to ask the question here and remove it from the digital section in order to avoid duplication,
Sport websites	The response option for sport websites was changed from "Sport" to "Sport (e.g. local sports clubs or facilities, sports development charities)".	To ensure that the full breadth of sports websites are captured.

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