



Department
for Culture
Media & Sport



Taking Part 2014/15, Focus on: First World War Centenary



Statistical Release

November 2015



Historic England

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 ‘*Focus on... First World War Centenary*’ report focuses on the proportion of the adult population in England who have been engaged with the First World War Centenary commemorations. It examines the demographic information of those who have and have not engaged with commemorative activities alongside how and what they engaged with.

Forthcoming releases

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

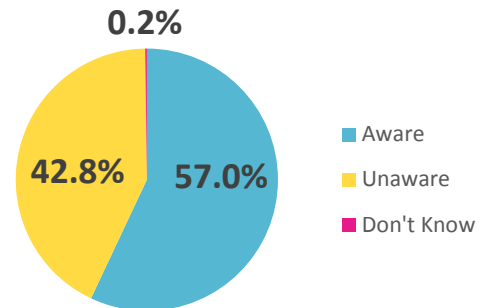
Future adult releases of Taking Part will be published every six months. The next biannual release is therefore scheduled for July 2016 and will present data covering the period April 2015 – March 2016. Future adult releases will follow a similar schedule, being released every six months in July and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

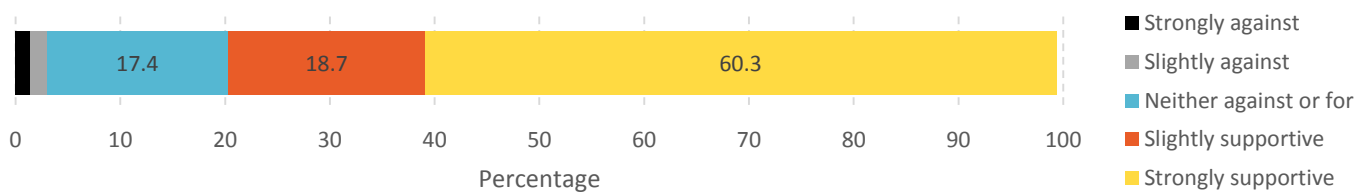
Headline Figures

Between April 2014 and March 2015, **57 percent of all adults** were aware of events being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War.



In 2014/15, a significantly greater proportion of men than women were aware of events being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War.

Between April 2014 and March 2015, **79 per cent of all adults** were supportive of the Centenary of the First World War being celebrated in the UK, reporting that they were either slightly or strongly supportive.

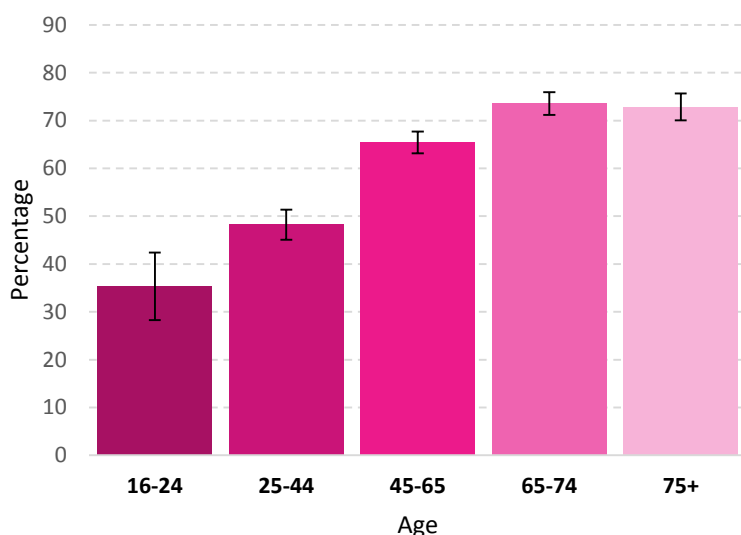


Awareness

Age

Whilst **57 per cent of all adults** asked in 2014/15 were aware of events being held in the UK to commemorate the Centenary of the First World War, there were some differences between age groups (see Figure 1). Adults aged **16 – 24 were significantly less likely to be aware of events being held compared to all other age groups.**

Figure 1: Proportion of adults 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, 2014/15



Notes

(1) Confidence intervals, shown as error bars, range between +/-2.3 and +/-7.1

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. In 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.

Location

There were also some differences between individuals' levels of awareness of events among locations in England. Adults from **rural locations were significantly more likely to be aware of events compared to adults in urban locations.**

Between April 2014 and March 2015, **66 percent of all adults who lived in a rural location** were aware of events being held in the UK to commemorate the Centenary of the First World War, compared to **55 per cent of all adults who lived in an urban location.**

Participation

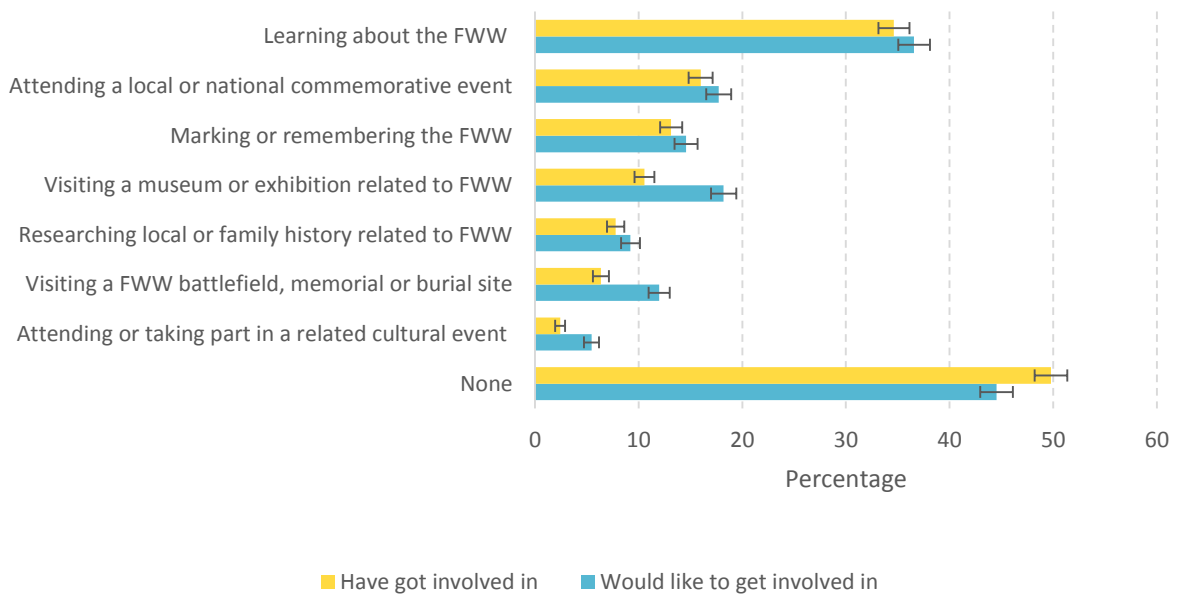
Involvement in events and activities

Respondents were asked which commemorative events and activities they had been involved with, and which they intended to become involved with in the future.

Learning about the First World War was the most popular event, chosen significantly more than any of the other events asked about, with **35 per cent of adults** saying they had got involved with this, and **37 per cent of all adults** saying that they intended to get involved with this.

The least popular event was attending or taking part in a cultural related event, with 2 per cent of all adults saying that they had done this, and 5 per cent of adults saying that they intended to do this.

Figure 2: The ways that adults have been involved with the First World War Centenary, and how they intend to be involved in the future.



Notes

(1) Confidence intervals, shown as error bars, range between +/-0.5 and +/-1.6

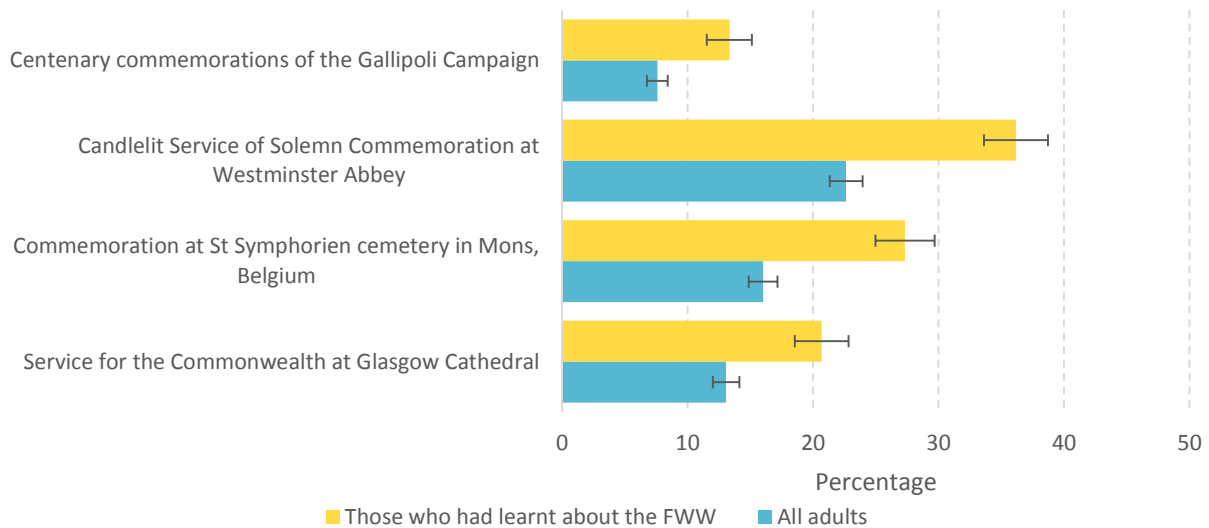
Learning about the First World War was the most popular event with **37 per cent of adults** saying they intended to get involved with this. Getting involved in this way was most popular with adults aged **65-74**, where **42 per cent of adults** in this age group intended to get involved in this manner. This is a significantly higher proportion than those aged **16-24**, where **27 per cent of adults** in this age group intended to get involved by learning about the First World War, and those aged **25-44**, where **35 per cent of adults** intended to get involved in this way.



Commemorative events

Whilst **57 per cent of all adults** were aware that events have been and are being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War, awareness of individual events varied (see Figure 3). More adults were aware of the Candlelit Service of Solemn Commemoration at Westminster Abbey than of any other event: **23 per cent of all adults** demonstrated awareness of this event.

Figure 3: Awareness 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, 2014/15.



Notes

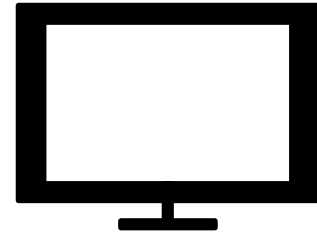
(1) Confidence intervals, shown as error bars, range between +/-0.8 and +/-2.6

Those who had been involved in commemorating the centenary of the First World War in the most popular way (learning about the First World War) were significantly more aware of all events being held in the UK, compared to all adults. Among those who had been involved, there was still significantly higher awareness of the **Candlelit Service of Solemn Commemoration at Westminster Abbey** than any other event, with **36 per cent of all involved adults** demonstrating awareness of this event.

Engagement

Respondents were asked how they intended to follow, or had followed any of the Centenary events. The most popular way of following any of the Centenary events was by watching the television: **67 per cent of adults said that they had followed, or intended to follow by watching at least one event on television.** Other popular ways of engaging with Centenary events was reading a newspaper, offline or online, and listening to the radio.

Between April 2014 and March 2015, **36 per cent of adults** said that they had followed, or intended to follow by **reading a newspaper, offline or online** and **16 per cent of adults** said that they had followed, or intended to follow by **listening to the radio.**



Watching TV

67%

Social media

Respondents were asked how frequently they use social media. Of those who used social media, 37 percent used it several times a day. Of these users, **49 per cent** were aware of events to commemorate the Centenary of the First World War. This is significantly less than those who used social media at least 3-4 times a week (58 per cent), once a month (62 per cent) or less than once a month (75 per cent). This result could be linked to age, as older people are less likely to be on social media frequently and more likely to be aware of commemorative events. Further information on social media use by age group can be found in the corresponding '*Focus on... Digital Engagement*' report.

Awareness of First World War events was lower among those who use social media most frequently



Belonging in the local area

All respondents were asked how strongly they feel they belong in their local area, rating between very strongly and not at all strongly. **In 2014/15, 29 per cent of all adults very strongly felt that they belonged in their area**; a significantly greater proportion than those who **did not feel like they belonged in their local area (4 per cent)**.

Of those who said that they felt **very strongly** that they belonged in their local area, **56 per cent were aware of events to commemorate the First World War Centenary**. This is a significantly greater proportion than those who **did not feel like they belonged** in their local area. Of this group, **44 per cent were aware of events to commemorate the First World War Centenary**.

Those who felt very strongly that they belonged in their local area typically intended to follow, or had followed the events in the same way as all adults: **watching the television (69 per cent)**; **reading a newspaper offline or online (33 per cent)**; or **listening to the radio (16 per cent)**.

A significantly smaller proportion of those who **did not feel like they belonged in their local area** said that they had followed or intended to follow by watching at least one event on the television (**53 per cent**); while a similar proportion said that they had followed or intended to follow by reading a newspaper (**26 per cent**) or listening to the radio (**14 per cent**). Those who did not feel like they belonged in their local area were less likely to follow the Centenary events in any manner than those who felt they very strongly belonged.

56%

of those who felt strongly that they belonged in their local area were aware of events to commemorate the First World War.

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.co.uk>
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 Becky Woods.
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](#).



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Department
for Culture
Media & Sport

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