



Department  
for Culture  
Media & Sport



# Taking Part 2013/14 Quarter 4

Statistical Release

July 2014



*Taking Part is a National Statistic and has been produced to the standards set out in the Code of Practice for Official Statistics*

*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.*

*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](#)*

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# Key findings

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Taking Part is a household survey in England. It looks at participation in the cultural sectors. **This report presents the latest headline estimates for the year April 2013 to March 2014.** The survey has run for nine years and is used widely by policy officials, practitioners, academics and charities to measure participation in the cultural sectors.

## 2012 Olympic and Paralympic Games

- In 2013/14, 21 per cent of respondents who had taken part in sport or recreational activity answered that the UK winning the bid to host the 2012 Olympics had motivated them to do more of these activities, an increase from 8 per cent in 2005/06. Most of this increase has been since 2011/12, when the rate was 7 per cent.
- 8 per cent of respondents who had taken part in cultural activities felt that the UK winning the bid to host the 2012 Olympic and Paralympic Games had motivated them to take part in more cultural activities. 9 per cent of those who had volunteered felt it motivated them to do more voluntary work. Both these measures were significantly higher than in 2010/11 when the data were first collected.
- 89 per cent of adults followed<sup>1</sup> the London 2012 Olympic or Paralympic Games, for example by watching on television at home.
- 18 per cent of adults got actively involved<sup>1</sup> in the Games, for example, by attending a ticketed Olympic or Paralympic event.

## Culture

- Nearly three quarters of adults (73%) visited a heritage site at least once in 2013/14. A significant increase of 3 percentage points since the survey began in 2005/06; this was a similar rate to 2012/13 and a decrease from 2011/12 (74%).
- In 2013/14, over half of adults (53%) had visited a museum or gallery in the last year. This was of a similar proportion to 2012/13 and significantly higher than in any survey year between 2005/06 and 2011/12.
- 35 per cent of adults had used a library in the 12 months prior to being interviewed, a significant decrease from 48 per cent in 2005/06.
- 78 per cent of adults had attended or participated in the arts in the previous year, a significant increase since 2005/06. In 2013/14, arts engagement remained at a similar rate to 2012/13 (78%).

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<sup>1</sup> The full list of ways to follow the Games is available in Annex B.

## Volunteering and charitable giving

- The proportion of adults who had volunteered in the last 12 months was 24 per cent, a similar rate to 2005/06, following a significant rise in 2012/13
- 7 per cent of all adults had volunteered in a DCMS sector (Arts, Museums or Galleries, Heritage, Libraries, Archives, Sport), again a similar rate to 2005/06, but a significant decrease on 2012/13 (9%).
- 17 per cent of 16-24 year olds said the UK hosting the 2012 Olympic and Paralympic Games had motivated them to do more voluntary work. This proportion was 7 per cent for 25-44 year olds.
- In 2013/14, 88 per cent of adults had donated money (including donations into a collection box) in the 12 months prior to interview, a similar rate to 2010/11, when the data were first collected. 29 per cent of adults had donated to a DCMS sector. This was a significant decrease from 33 per cent in 2010/11.

## Digital engagement

There have been substantial increases in digital engagement with the following areas:

- 28 per cent of adults had visited a museum or gallery website in 2013/14, a significant increase since data collection began in 2005/06 when the figure was 16 per cent.
- Since 2005/06, the proportion of people visiting heritage websites has significantly increased from 18 per cent to 27 per cent.
- In 2013/14, 14 per cent of adults had visited a library website in the 12 months prior to being interviewed, a significant increase from 9 per cent in 2005/06.

## Equalities

- In 2012/13, women had **higher** engagement rates than men in the 12 months prior to being interviewed for the following:
  - Visiting a library: 41 per cent had visited compared to 30 per cent for men.
  - Volunteering: 26 per cent had taken part in voluntary work compared to 22 per cent for men.
  - Engagement with the arts: 80 per cent had engaged compared to 74 per cent for men.
- Respondents from Black and Minority Ethnic (BME) groups had **higher** engagement rates than those from the white group in the 12 months prior to being interviewed for visiting a library: 48 per cent had visited compared to 34 per cent of those from the white group.
- In the 12 months prior to being interviewed those with a long standing illness or disability had **lower** engagement rates in some sectors than non-disabled people:
  - Visiting a museum or gallery: 47 per cent had visited compared to 56 per cent for non-disabled people.
  - Visiting a heritage site: 67 per cent had visited a heritage site compared to 75 per cent for non-disabled people.
  - Engagement with the arts: 73 per cent had engaged compared to 80 per cent for non-disabled people.
- Those in the upper socio-economic status band had higher participation and engagement rates for all sectors reported upon in Taking Part.

## Headline measures from Taking Part Survey - Adult

Percentage

	Significant changes since earliest data	Trend	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
<b>Culture</b>											
Has engaged with the arts in the last year	▲		76.3	75.9	76.8	75.7	75.7	76.2	78.2	78.4	77.5
Has engaged with the arts three or more times in the last year	▬		62.5	61.3	62.2	59.9	60.7	61.2	63.3	64.1	62.8
Has visited a museum or gallery in the last year	▲		42.3	41.5	43.5	43.4	46.0	46.3	48.9	52.8	53.1
Has visited a public library in the last year**	▼		48.2	46.1	45.0	41.1	39.4	39.7	38.8	37.0	35.4
Has visited a heritage site in the last year	▲		69.9	69.3	71.1	68.5	70.4	70.7	74.3	72.7	72.5
Has visited an archive or records office in the last year (own time and voluntary)	▼		5.9	5.0	4.9	4.0	3.8	4.0	3.6	3.7	3.1
<b>Volunteering and charitable giving</b>											
Has volunteered in last 12 months	▬		23.8	24.0	24.0	25.0	N/A	24.2	23.3	25.9	23.9
Has volunteered in DCMS sectors in last 12 months	▬		7.0	6.9	7.2	7.8	N/A	7.7	7.1	9.3	7.4
Has donated money in the last 12 months *	▬		N/A	N/A	N/A	N/A	N/A	88.4	89.7	89.7	88.2
Has donated money to the DCMS sectors in last 12 months *	▼		N/A	N/A	N/A	N/A	N/A	33.0	30.9	32.0	28.7
<b>Digital participation (Has visited a...)</b>											
Museum or gallery website	▲		15.8	16.5	18.3	19.3	N/A	25.0	26.2	31.3	27.5
Library website	▲		8.9	9.6	10.4	10.9	N/A	15.5	16.2	16.9	14.2
Heritage website	▲		18.3	18.9	21.0	21.3	N/A	26.7	28.6	31.3	27.4
Arts Websites (including music, theatre, dance, visual arts and literature)***	▼		30.5	32.2	34.6	35.3	N/A	42.6	32.2	30.3	25.1
Archive or records office website	▲		9.7	10.5	11.0	11.0	N/A	10.9	11.6	13.5	11.6
Sport website	▲		26.1	27.9	30.6	31.3	N/A	36.4	37.6	40.1	35.8

N/A Data not available for this year

\* Data only available for January - March in 2011

\*\* Excludes visits for paid work and academic study except in 2008/09 and 2009/10

\*\*\* Prior to July 2011 this question was worded as "Theatre/Concert websites or other websites about art"

# Introduction

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## This report

Taking Part is a household survey in England. It looks at participation in the cultural sector. This report presents the latest headline estimates **for the year from April 2013 to March 2014**. The survey has run for nine years and was commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with Arts Council England, English Heritage, and Sport England. The statistics are used widely by policy officials, practitioners, academics, the private sector and charities to measure participation in the cultural sectors.

Taking Part is the key evidence base 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 cultural and sporting opportunities<sup>2</sup>. The survey also aims to inform the DCMS Structural Reform Priorities and Business Plan through the provision of data for DCMS input and impact performance indicators. [See the latest DCMS indicators](#).

The current Taking Part contract is due for renewal in March 2015; therefore, we are reviewing the survey to ensure that it meets your user needs. It is important that we get feedback on current use, together with suggestions for improvement and alternative data sources. We are also looking at updating collection methods to provide the best value for money in meeting your data needs. We would appreciate it if you could take 5 minutes to complete a short questionnaire on how you have used the survey results by following this link:

[https://dcms.eu.qualtrics.com/SE/?SID=SV\\_1S45BKqQhZPhyyF](https://dcms.eu.qualtrics.com/SE/?SID=SV_1S45BKqQhZPhyyF).

This report presents headline findings for the main cultural estimates along with updates on data which are used to measure the influence of London hosting the 2012 Olympic and Paralympic Games. Data are also provided to measure volunteering and charitable giving policy objectives. Where analysis has been extended to look at digital engagement within the DCMS sectors (heritage, museums and galleries, libraries, archives, arts, volunteering and charitable giving), this is presented alongside the relevant sector figures.

Government policies which might have had an impact on participation figures have been outlined at the beginning of relevant chapters throughout the report. This does not indicate that these policies have directly caused the change in participation, simply that they might be a factor. Where observations are made over time, the latest data are compared with the earliest available data (typically 2005/06) unless otherwise stated. Key terms and definitions are provided in Annex B and C of this release.

The latest results presented in this report are based on interviews conducted between April 2013 and March 2014. The total sample size for this period is 10,355. When differences are stated, statistical significance tests<sup>3</sup> have been run at the 95% level. All

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<sup>2</sup> The measurement of sport participation for adults is available in Sport England's Active People Survey at <http://www.sportengland.org/research/about-our-research/active-people-survey/>.

<sup>3</sup> Statistical significance tests are applied to all estimates to determine the likelihood that any apparent differences are due to real change, and not due to chance. This is an inherent limitation to using surveys

differences and changes reported are statistically significant at the 95% confidence level unless otherwise stated. This means the probability that any given difference happened by chance is low (at most 1 in 20).

See below for additional resources relating to this release

[Spreadsheets and documents accompanying this release](#)

## **Forthcoming releases and events**

The next release, scheduled for Autumn 2014, will present the latest annual estimates for year 9 (April 2013 – March 2014) for children.

Future adult releases will follow a similar schedule, being released around the end of March, June, September and December.

In addition, topic specific analysis will be published throughout the year, looking in depth at particular areas of the survey. Previous reports have covered [Big Society](#) and [sport participation](#) (published in the annex of the 2011/12 technical report) The third and most recent [report on the 2012 Olympic and Paralympic Games](#) was published December 2012

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.



# Chapter 1: The 2012 Olympic and Paralympic Games

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This chapter relates to the UK hosting the 2012 Olympic and Paralympic Games. It includes analysis on how people got involved in the Games and whether the Games motivated people to participate in voluntary work, cultural activities or sport.

The latest survey results are from interviews conducted between April 2013 and March 2014. The UK hosted the 2012 Olympic and Paralympic Games between July and September 2012 so data collected and reported on in this report are from a period entirely after the Games. **Therefore, this Taking Part publication reports on actual involvement and engagement rather than a combination of actual and intended.**

Further analysis investigating participation rates during the 2012 Games was carried out as part of the [London 2012 Meta-evaluation](#) and published at the end of July 2013.

Government policy is provided for context, which may have influenced the statistics presented and is described below:

The Government has a policy to make the most of the 2012 Games; to deliver a legacy over the next ten years, across the five themes of sport and healthy living, growth and the economy, communities and volunteering, regeneration of East London and Paralympic legacy. This includes encouraging more people to take part in sport, volunteering and culture. The Government is using the success of Games-related volunteering to increase the rate of volunteering, including through initiatives such as [‘Join in’](#), which is funded by the Office for Civil Society to promote sport related volunteering.

Legacy planning had been part of the planning for the Games from the bid stage onwards. The Government and the Mayor of London have published an update report [‘inspired by 2012’](#) setting out progress against legacy plans. Also published in July 2013 was an [independent meta-evaluation of the Games’ legacy benefits](#), commissioned by the DCMS and produced by a consortium led by Grant Thornton. More recently (February 2014), the Government and the Mayor of London have published a [long-term vision](#) for the Games’ legacy.

## Key findings

- In 2013/14, 21 per cent of respondents who had taken part in sport or recreational activity answered that the UK winning the bid to host the 2012 Olympics had motivated them to do more of these activities, an increase from 8 per cent in 2005/06. Most of this increase has been since 2011/12, when the rate was 7 per cent.
- 8 per cent of respondents who had taken part in cultural activities felt that the UK winning the bid to host the 2012 Olympic and Paralympic Games had motivated them to take part in more cultural activities. 9 per cent of those who had volunteered felt it motivated them to do more voluntary work. Both these measures were significantly higher than in 2010/11 when the data were first collected.

- 89 per cent of adults followed<sup>4</sup> the London 2012 Olympic or Paralympic Games, for example by watching on television at home.
- 18 per cent of adults got actively involved<sup>5</sup> in the Games, for example, by attending a ticketed Olympic or Paralympic event.

### The 2012 Olympic and Paralympic Games

Since 2011/12, the Taking Part survey has asked questions on adults' intention to get involved or actually be involved in the Games. In 2013/14, 89.3 per cent of adults reported that during the London 2012 Olympic and Paralympic Games, they followed in some way, specifically by:

- Watching on TV at home (87.5% of adults, **up** from 81.4% in 2011/12)
- Reading an on or offline newspaper (34.7% **up** from 32.1% in 2011/12)
- Listening to the radio at home (13.9%, **down** from 15.6% in 2011/12)
- Watching or listening on the internet at home (13.2% a similar level to 2011/12)
- Watching live events on a public big screen (10.1% **down** from 12.4% in 2011/12)

(The above differences compare actual involvement reported in 2013/14 with intended involvement reported in the period July 2011 - March 2012)

Additionally from July 2011, adults were asked whether they intended to, or actually did actively follow or get involved in the London 2012 Olympic or Paralympic Games. In 2013/14, 17.7 per cent of adults said they did actively follow or get involved in the Games during 2012, a significant decrease from 24.4 per cent of adults who said that they intended to follow the games in 2011/12. The following activities were reported:

- Attending a ticketed Olympic or Paralympic event (10.1%, **up** from 7.9% in 2011/12)
- Attending a free Olympic or Paralympic event (5.2%, **down** from 8.7% in 2011/12)
- Taking part in a Games related community event or activity, e.g. street party or local Inspire Mark project<sup>5</sup> (3.5%, a similar level to 2011/12)
- Taking part in a Games related cultural event or activity (1.2%, a similar level to 2011/12)
- Less than 1 per cent followed by: Volunteering during the Games (0.6%); taking part in a Games related sport or physical activity (0.4%); using new or improved sports facilities linked to the Games (0.7%); or gaining Games related employment or training (0.7%).

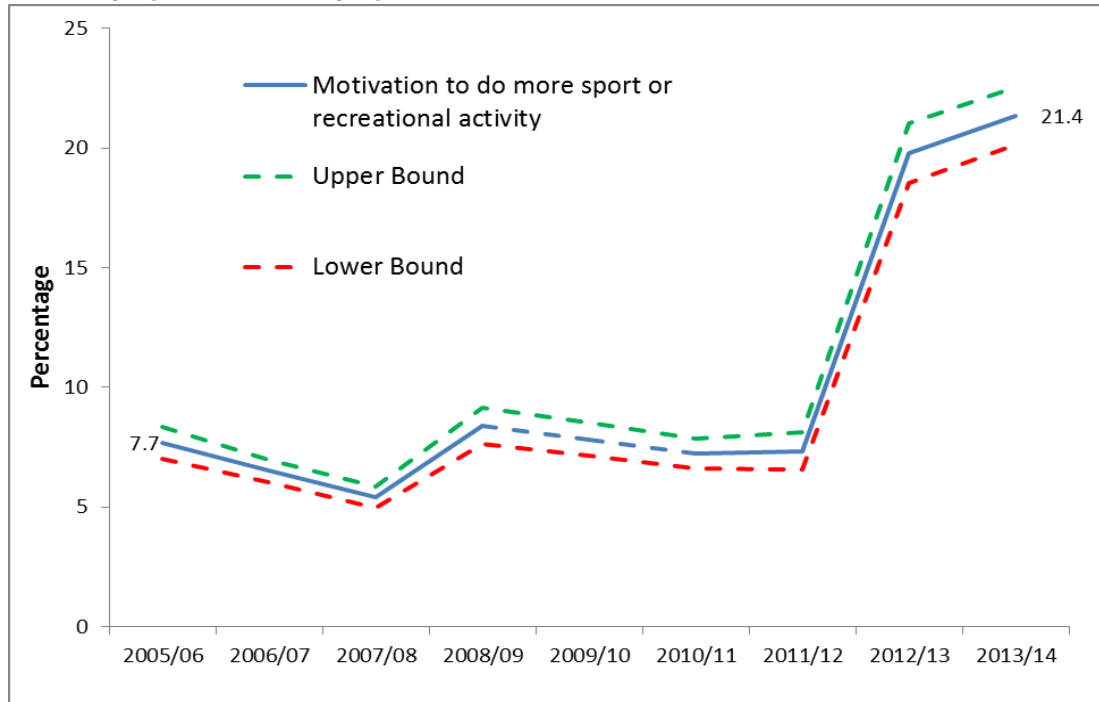
<sup>4</sup> The full list of ways to follow the Games is available in Annex B.

<sup>5</sup> Inspire Mark projects are projects that have been inspired by the Games with the aim of doing something special in local communities and are part of the London 2012 Inspire programme of projects.

## Motivation to participate more

In 2013/14, 21.4 per cent of respondents who had taken part in sport or recreational activity answered that the UK winning the bid to host the 2012 Olympics had motivated them to do more of these activities. This was a significant<sup>6</sup> increase from 7.7 per cent in 2005/06 and the increase has largely emerged since 2011/12 when the rate was 7.3 per cent (Fig. 1.1).

**Figure 1.1: Proportion of respondents who were motivated to do more sport or recreational physical activity as a result of the UK winning the bid to host the 2012 Olympic and Paralympic Games, 2005/06 to 2013/14**



### Notes

- (1) Confidence intervals range between +/-0.4 and +/-1.2 from 2005/06 onwards.
- (2) This question was not asked in 2009/10.
- (3) The upper and lower bounds show the 95% confidence interval.

Of those respondents who had not taken part in sport or recreational activities, 17.4% answered that the UK winning the bid to host the 2012 Olympics had made them more interested in sport, this was a similar proportion to 2012/13 and a significant increase since the question was first asked in 2011/12 (8.3%).

7.6 per cent of respondents who had taken part in cultural activities felt that the UK winning the bid to host the 2012 Olympics had motivated them to take part in more cultural activities. 8.9 per cent of those who had volunteered felt it motivated them to do more voluntary work. These were both significantly higher than in 2010/11 (when these questions were first asked) when the figures were 4.0 per cent and 6.6 per cent respectively.

Further detail on this section can be found in the [accompanying spreadsheets to this release](#)

<sup>6</sup> A significant increase or decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the English population as a whole.

## Chapter 2: Heritage

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The Taking Part survey measures adult participation in heritage by whether respondents visited a heritage site in the 12 months prior to interview, as well as the frequency with which heritage sites were visited. Details on the ways that people digitally engage with heritage are given at the end of this chapter. Digital engagement with the heritage sector includes visiting a heritage website to take a virtual tour of a historical site, learn about history or the historic environment, or discuss history or the historic environment on a forum.

English Heritage also published two reports in 2011 which build on the Taking Part survey to explore participation within the Heritage sector in more detail.

1. The [Visiting the Past](#) report analyses the factors which affect people's likelihood of visiting three kinds of historic sites:
  - Historic parks and gardens
  - Historic places of worship
  - Monuments, castles and ruinsIt examines the effects of the demographic characteristics of visitors (e.g. age), other activities and social circumstances on the probability of visiting these sites. The findings are based on a statistical analysis of the visiting patterns of over 25,000 people surveyed in Taking Part.
2. The [Mapping Leisure](#) report uses visualisation techniques to create a series of pictures of Taking Part data, allowing the landscape of cultural and sporting participation in England to be visually explored. The pictures visualise the participation levels, demographics, and connections, of over 100 cultural and sporting activities (including heritage). The report interprets the pictures and discusses the questions they raise.

Government policy is provided for context, which may have influenced the statistics presented and is described below:

Government is committed to ensuring that the historic environment of England is properly protected and conserved, so that present and future generations can enjoy the benefits of engaging with our heritage. Through the bodies it funds, DCMS seeks to promote understanding and access to the historic environment, allowing people to appreciate the heritage assets around them.

DCMS funds English Heritage, the Government's statutory advisor on the historic environment. The Department also provides funding and support to a number of other bodies, including the National Heritage Memorial Fund and the Churches Conservation Trust. Over the life of this Parliament, DCMS will invest over £700 million in heritage, with a further £1.6 billion being invested through the Heritage Lottery Fund.

Of course many other public, private and voluntary organisations fund and support heritage in this country. DCMS works with a range of partner organisations to highlight the benefits heritage brings to the nation and to inspire greater engagement.

Further details of the department's role in relation to heritage are available on our [website](#).

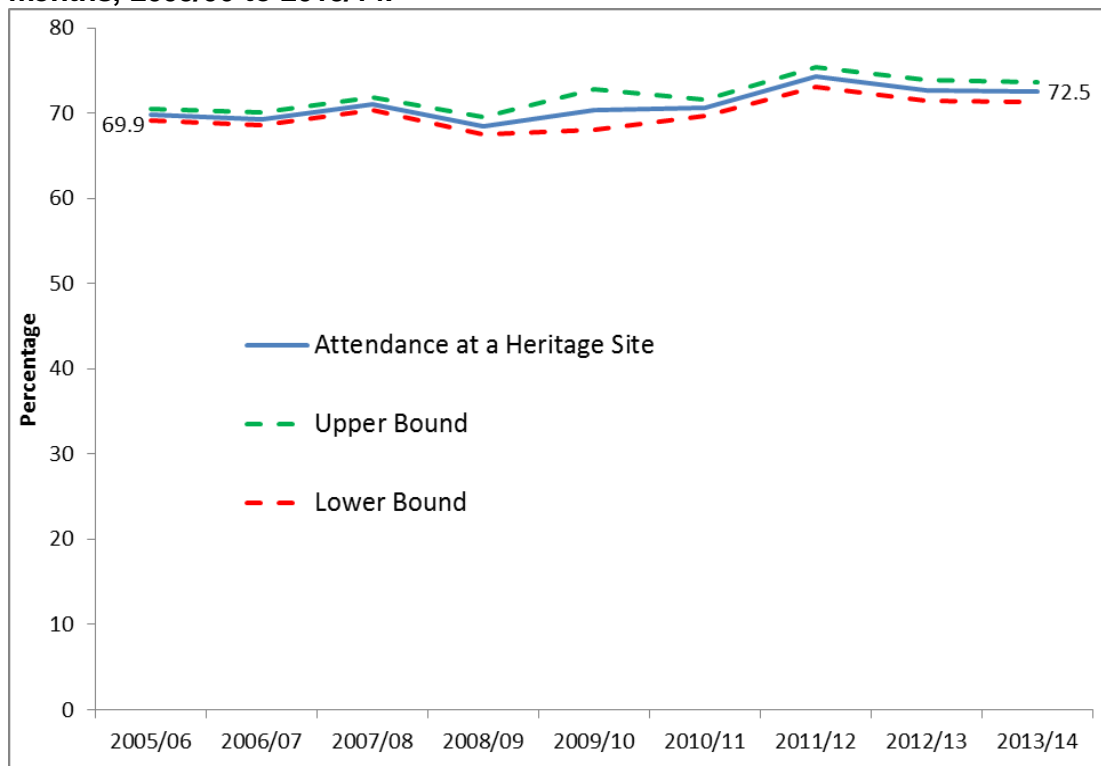
## Key findings

- Nearly three quarters of adults (73%) visited a heritage site at least once in 2013/14. A significant increase of 3 percentage points since the survey began in 2005/06; this was a similar rate to 2012/13 and a decrease from 2011/12 (74%).
- 31 per cent of adults reported visiting a heritage site less than once a month but at least three or four times a year, a significant increase on 2005/06 (27%).
- Nearly two thirds of adults belonging to black or ethnic minority groups (60%) visited a heritage site at least once in the past 12 months. This is a similar rate to 2013/13 (57%) and an increase of 9 percentage points since 2005/06.

## Heritage attendance

The latest results show that 72.5 per cent of adults visited a heritage site in the 12 months prior to interview. This was a significant increase from 69.9 per cent in 2005/06 and a similar level to 2012/13 (72.7%). The proportion of adults who had visited a heritage site was stable between 2005/06 and 2010/11, but showed a significant increase for the first time in 2011/12(74.3%), after which it has then decreased slightly (Fig. 2.1).

**Figure 2.1: Proportion of adults who had attended a heritage site in the last 12 months, 2005/06 to 2013/14.**



### Notes

- (1) Confidence intervals range between +/-0.7 and +/-2.4 from 2005/06 onwards.
- (2) The upper and lower bounds show the 95% confidence interval.

There has been a significant increase in the proportion of adults who visited a heritage site less often than once a month but at least three or four times a year (30.8%, an increase of 4 percentage points from 2005/06). Since the survey began in 2005/06, the proportion of adults reporting they had *not* attended a heritage site in the 12

months prior to interview has fallen to just over a quarter (27.5%, a decrease of 2.5 percentage points since 2005/06).

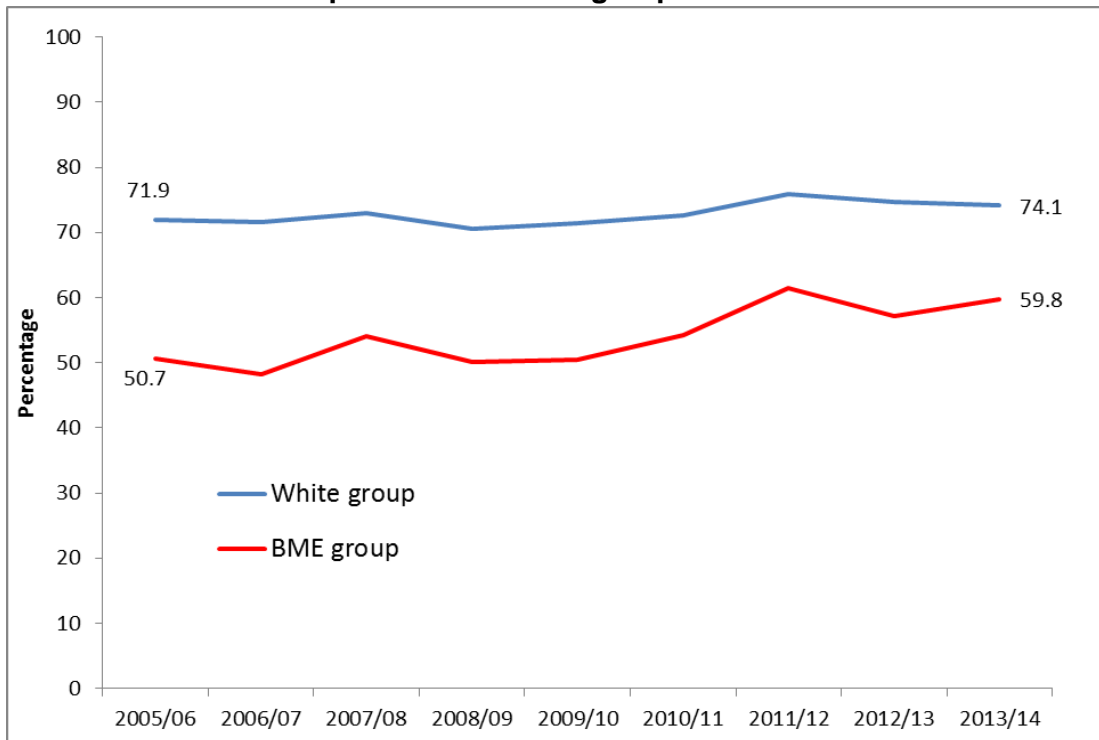
### Engagement by socio-demographic group

In many age and socio-demographic groups there have been statistically significant increases in attendance since 2005/06:

- 65-74 year olds: an increase of 9.2 percentage points since 2005/06 to 79.0 per cent in 2013/14.
- Those aged 75 and over: an increase of 5.3 percentage points to 57.4 per cent in 2013/14.
- Upper socio-economic group: heritage site attendance at least once in the past 12 months increased to 81.3 per cent in 2013/14 from 79.7 per cent in 2005/06.
- Those belonging to a religion *other* than Christianity have seen an increase of 11.9 percentage points to 61.6 per cent since 2005/06 (49.7%).
- Attendance at heritage sites amongst those from the most deprived index of multiple deprivation group has increased to 54.3 per cent. This is an increase of 14.5 percentage points since 2009/10 (39.8%).
- In addition, attendance in the second least deprived IMD group has increased since 2009/10 by 5.9 percentage points to 83.8% in 2013/14.

Nearly two thirds of adults belonging to black or ethnic minority groups (59.8%) visited a heritage site at least once in the past 12 months. This is an increase of 9.1 percentage points since 2005/06, a similar rate to 2012/13 (57.2%). Heritage site attendance amongst those from BME groups is lower than for those from the white group (Fig. 2.2).

**Figure 2.2: Graph of black or ethnic minority participation in the last year 2005/06 to 2013/14 compared to the white group**



#### Notes

(1) Confidence intervals range between +/-0.7 and +/-7.5 from 2005/06 onwards.

## Engagement by characteristics of the area

In terms of ACORN<sup>7</sup> groups, which classify local areas according to a range of characteristics, there has been a statistically significant increase in heritage site attendance for those described as of 'moderate means' or 'hard pressed' since 2005/06: by 4.6 percentage points to 66.6% and 3.2 percentage points to 56.1% respectively.

Participation rates in heritage of residents across the nine English regions, were at a similar level to 2005/06 except for in the North East, where residents had visited more heritage sites when asked in 2013/14 than in 2005/06 (77.6% compared to 69.1% respectively). This was also an increase on 2012/13 (74.9%).

The proportion of adults living in urban areas who visited a heritage site in the 12 months prior to interview was 71.5 per cent, a significant increase on 68.0 per cent recorded in 2005/06. 76.6 per cent of adults living in rural areas visited a heritage site in the 12 months prior to interview, this is similar to 2005/06, but a decrease of 4.8 percentage points from 2012/13 (81.4%).

## Digital engagement

Since 2005/06, the proportion of people who had visited heritage websites has significantly increased from 18.3 per cent to 27.4 per cent. The proportion of adults who had visited heritage websites has gradually increased year on year and has been significantly greater than in 2005/06 since 2010/11. Since this time, the rate has continued to rise but decreased slightly from a peak of 31.3 per cent in 2012/13. Data were not collected in 2009/10.

The Taking Part survey added new questions on heritage websites from July 2011. In 2013/14, of people who visited a heritage website:

- Over three in five respondents used a heritage website to plan how to get to a historic site (a significant increase from 2011/12 from 56.7% to 61.7%).
- Almost half used a heritage website to learn about history or the historic environment (47.4%),
- Just over a quarter used a heritage website to buy tickets to visit a historic site (26.8%).
- 15.2 per cent of adults had visited a heritage website to take a virtual tour of a historical site<sup>8</sup>.
- 1.7 per cent of adults who visited a heritage website used it to discuss history or visits to the historic environment on a forum.

Further detail on this section can be found in the [accompanying spreadsheets to this release](#)

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<sup>7</sup> A Classification Of Residential Neighbourhoods (ACORN) 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.

<sup>8</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 3: Museums and galleries

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This chapter examines museum and gallery attendance in the last 12 months, by a range of area-level and socio-demographic breakdowns. It also provides details on the ways that people digitally engage with museums and galleries. Digital engagement with museums and galleries is defined as using websites to look at items from a collection, find out about a particular subject, take a virtual tour of a museum or gallery or to view or download an event or exhibition.

The Department also publishes [monthly museum and gallery visits figures](#). To note, these figures are from the perspective of individual museums and galleries; one person may visit a number of museums and galleries and be counted more than once. Data also includes visits from overseas and countries in the UK other than England. Whereas Taking Part is a household survey in England and measures engagement from the view point of the individual. Despite these differences the overall trend has been similar, showing an upward trend since 2005/06.

Until 2011/12, Arts Council England also published data on the number of museum visits from those sites participating in the [Renaissance in the Regions programme](#). This was a quarterly return and the figures are not entirely comparable with those published in the Taking Part survey. One person may visit a number of participating museums and be counted more than once under the Renaissance in the Regions programme. The figures will also include overseas visitors, which the Taking Part survey does not. Despite these differences, a broadly similar trend is shown in these data as in the Taking Part survey.

Government policy is provided for context, which may have influenced the statistics presented and is described below:

DCMS directly sponsors 15 [museums and galleries](#), of which 13 were founded by Act of Parliament and are defined as “National Museums”. All DCMS sponsored institutions receive Grant-in-Aid funding from DCMS. Details of how much funding individual museums will receive are published [in an annual report](#). Providing free admission (since 2001) to the permanent collections remains a condition of the national museums and galleries’ Grant-in-Aid funding. DCMS’ stewardship of sponsored museums is at arm’s length.

DCMS also sponsors Arts Council England, the national body which supports museums and galleries in England. It distributes both direct government funding and funds from the National Lottery, as well as providing advice and guidance, and running programmes to raise standards in museums and galleries. Their updated [strategy](#) covers its main programmes, which include:

- Running the [Renaissance programme](#), which provides funding and support to regional museums.
- Running 2 schemes which help regional museums to improve and develop:
  - The Accreditation Scheme, which allows museums to receive official accreditation if they meet a set of standards covering collection management to visitor experience
  - The Designation Scheme, which identifies and recognises collections of national or international importance in regional museums

DCMS and the [Wolfson Foundation](#) fund the [DCMS/Wolfson Museums and Galleries Improvement Fund](#), which supports projects in English museums and galleries that improve the quality of displays, and collection interpretation; public spaces; and access and facilities for disabled visitors.



## Key findings

- In 2013/14, over half of adults (53%) had visited a museum or gallery in the last year. This was of a similar proportion to 2012/13 and significantly higher than in any survey year between 2005/06 and 2011/12.
- There have been significant increases in the proportion of adults attending a museum or gallery:
  - 1-2 times a year: 32 per cent of adults said they had visited museums or galleries 1-2 times a year, a significant increase from 26 per cent in 2005/06.
  - 3-4 times a year: 17 per cent had visited 3-4 times a year, a significant increase from 13 per cent in 2005/06.

## Overall attendance at museums and galleries

In 2013/14, 53.1 per cent of adults visited a museum or gallery, an increase in attendance from 2005/06 (42.3%). The vast majority of visits were made in people's own free time (97.9%), with a small percentage attending for paid work or for academic study (2.1% and 2.5% respectively<sup>9</sup>).

## Engagement by characteristics of the area

People who live in rural areas were less likely to have visited a museum or gallery in the year than those people who live in urban areas; however there were variations by region.

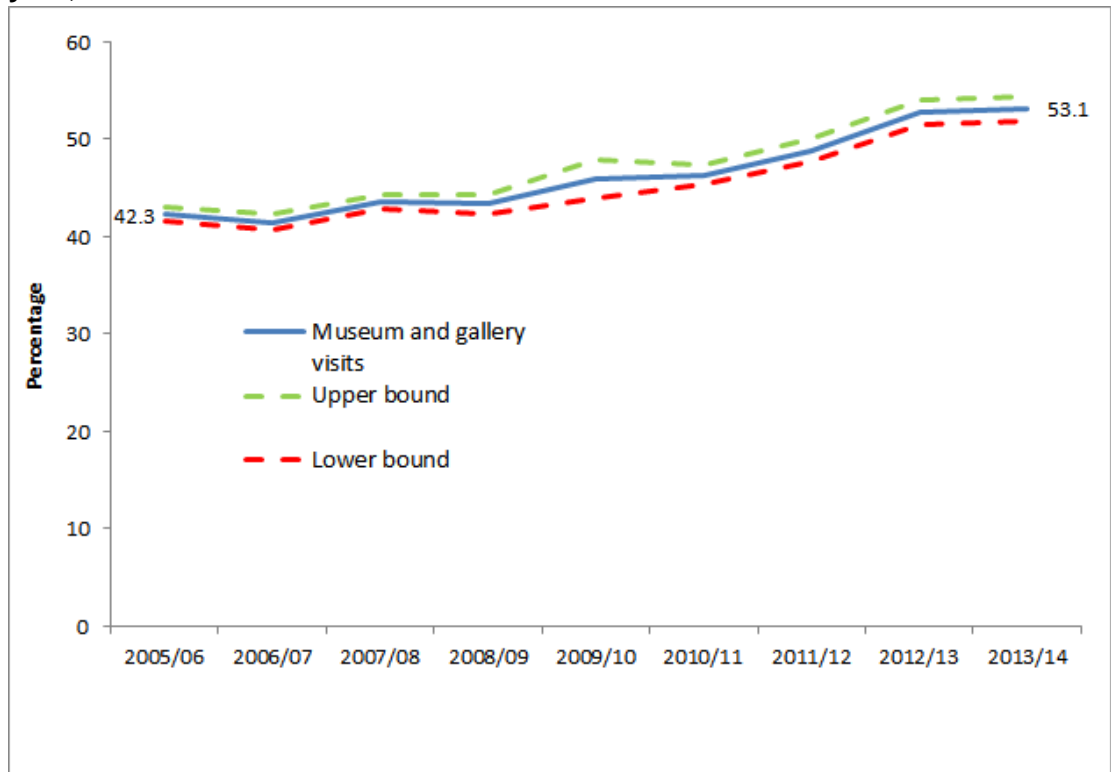
In 2013/14:

- 61.1 per cent of Londoners had visited a museum or gallery in the last 12 months, a higher proportion than any other region. In the West Midlands 45.3 per cent had visited.
- Attendance rates in the other regions of England varied between 49.9 per cent in the East Midlands and 55.2 per cent in the South East.
- Since 2005/06, the proportion of adults who had visited a museum or gallery increased significantly in all English regions.

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<sup>9</sup> Percentages do not total to 100% as some people may have visited a museum or gallery for more than one reason. Visits to museum and galleries for voluntary work have also not been included.

**Figure 3.1: Proportion of adults who had visited a museum or gallery in the last year, 2005/06 to 2013/14**



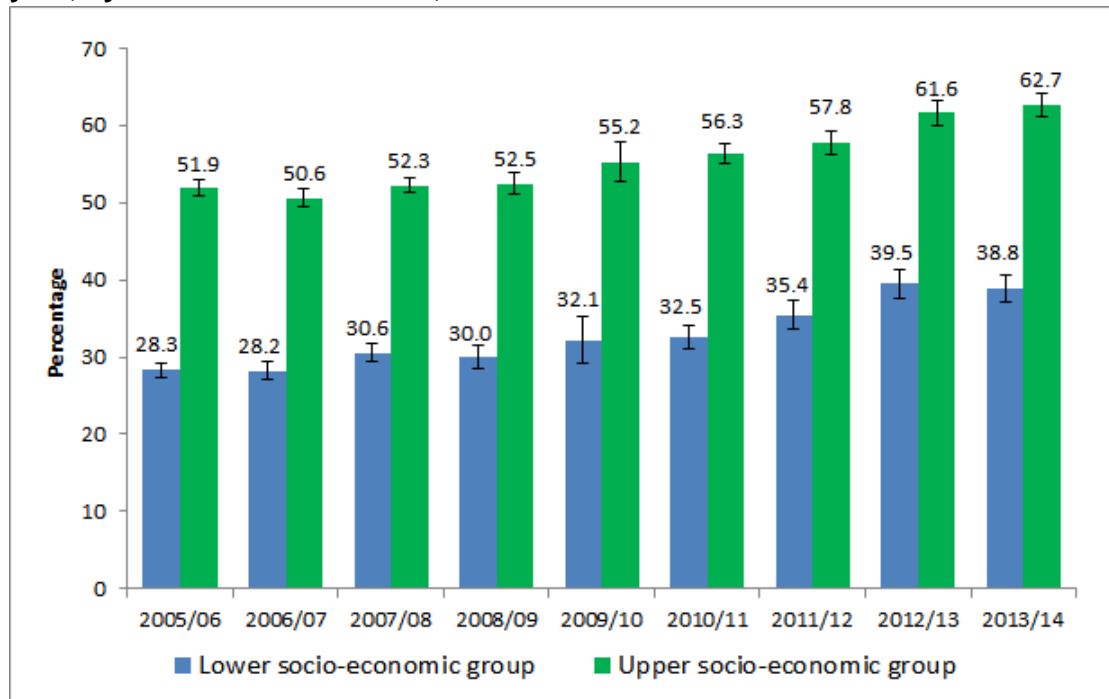
**Notes**

- (1) Confidence intervals range between +/-0.7 and +/-1.9 from 2005/06 onwards.
- (2) The upper and lower bounds show the 95% confidence interval.

### Attendance by socio-demographic group

Over three in five adults (62.7%) in the upper socio-economic group<sup>10</sup> visited a museum or gallery in the last year, significantly greater than the proportion who had visited in the lower socio-economic group (38.8%). Significantly more working adults had attended (57.5%) compared to adults who were not working (46.6%). All groups (both upper and lower socio-economic, and both working and not working) have seen a significant increase in the proportion visiting a museum or gallery to 2005/06.

**Figure 3.2: Proportion of adults who had visited a museum or gallery in the last year, by NS-SEC classification, 2005/06 to 2013/14**



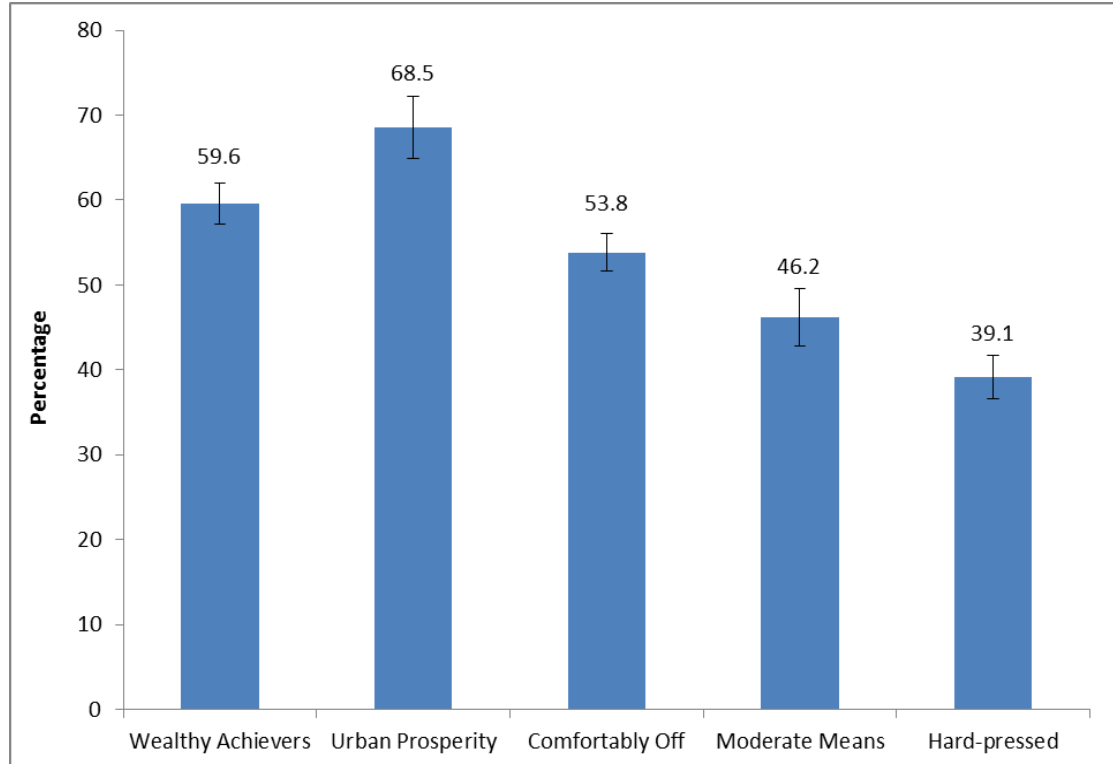
**Notes**

(1) Confidence intervals range between +/-1.0 and +/-3.0 from 2005/06 onwards.

<sup>10</sup> Definitions of socio-economic groups and their classifications are available at <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-3-ns-sec--rebased-on-soc2010--user-manual/index.html>

There were differences in attendance rates of museums and galleries in the last year for adults in different ACORN groups which classify local areas according to a range of characteristics. Those categorised as ‘wealthy achievers’ (59.6% attendance rate) had significantly<sup>11</sup> higher attendance rates than those categorised as ‘comfortably off’ (53.8%), ‘moderate means’ (46.2%) or ‘hard pressed’ (39.1%). Residents in the ‘urban prosperity’ category (68.5%) had significantly higher attendance rates than those of all other ACORN groups, as shown in Figure 3.3. There has been a significant increase in attendance rates for all ACORN groups since 2005/06.

**Figure 3.3: Proportion of adults who had visited a museum or gallery in the last year, by ACORN group, 2013/14**



**Notes**

- 1) Confidence intervals range between +/-2.2 and +/-3.7.
- 2) Categories where confidence intervals overlap cannot be reliably compared.

**Digital engagement**

27.5 per cent of adults had visited a museum or gallery website in 2013/14, a significant increase since data collection began in 2005/06 when the figure was 15.8 per cent. There has been a gradual upward trend in digital engagement with museum and gallery websites since the data were first collected in 2005/06. In 2013/14 the rate had dropped slightly from a peak of 31.3 per cent in 2012/13.

<sup>11</sup> A significant increase or decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the English population as a whole.

Between 2005/06 and 2013/14, of those who had visited a museum or gallery website, there was:

- A significant increase in the proportions of adults visiting a museum or gallery website to find out about or order tickets for an exhibition or event (from 47.9% to 64.5%).
- 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 18.6%).

The Taking Part survey added new questions on museum and gallery websites from July 2011. In 2013/14, of those who had visited a museum or gallery website, 44.3 per cent had done so to find out about a particular subject, 14.4 per cent of adults had taken a virtual tour of a museum or gallery and 11.3 per cent had viewed or downloaded an event or exhibition. None of these values were significantly different from the corresponding figures in 2011/12.

Further detail on this section can be found in the [accompanying spreadsheets to this release](#)

## Chapter 4: Libraries

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This chapter examines library engagement as measured by attendance and participation 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. Digital engagement with libraries is defined as completing a transaction (e.g. reserving or renewing items or paying a fine), searching and viewing online information or making an enquiry.

Government policy is provided for context, which may have influenced the statistics presented and is described below:

Individual public library services are delivered by 151 library authorities in England, and they have a statutory duty under the Public Libraries & Museums Act 1964 to provide a comprehensive and efficient library service, set in the context of local need, specifically of those who live, work and study in the local area, and within available resources. Public libraries are run by local authorities who receive their funding from three main sources: grants from central government, (paid through the local government settlement, administered by the Department for Communities and Local Government) council tax and other locally generated fees and charges for services. Local authorities therefore decide how to allocate funding to public libraries in the light of their statutory duties and local priorities, and in 2012-13 authorities in England invested £783m in their public library services.

The 1964 Act imposes a duty on the Secretary of State for Culture, Media and Sport to oversee and promote the public library service and to secure discharge of the statutory duties of local authorities as well as providing certain powers to take action where a local authority is in breach of its own duty.

The Government is responsible for national library policy and works closely with the development agency for libraries, Arts Council England. Further information about the Arts Council's [strategy](#) and support for public libraries is available on [their website](#).

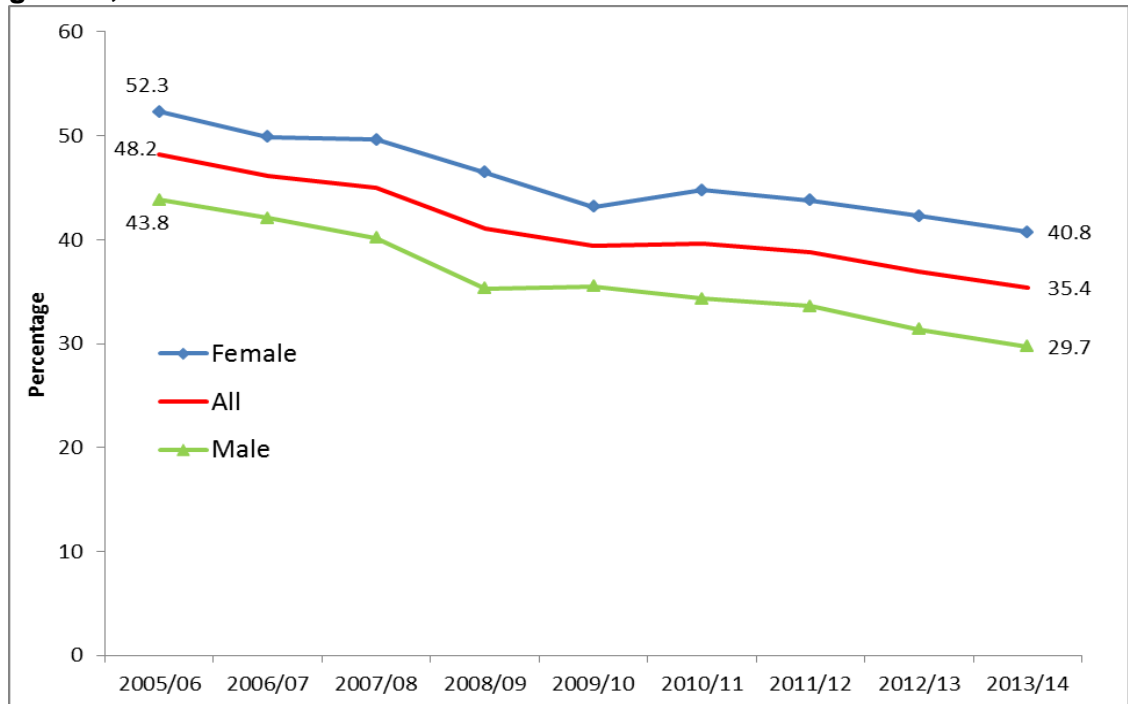
### Key findings

- 35 per cent of adults had used a library in the 12 months prior to being interviewed, a significant decrease from 48 per cent in 2005/06.
- Since 2012/13 there has been no significant change in the rate of adults visiting a public library in any region, however the rate of attendance in all regions has declined since 2005/06.

## Library attendance

In 2013/14, 35.4 per cent of adults reported using a library service in the last 12 months, a significant decrease<sup>12</sup> from 48.2 per cent in 2005/06.

**Figure 4.1: Proportion of adults who had attended a library in the last year by gender, 2005/06 to 2013/14**



### Notes

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

As figure 4.1 shows, library usage has remained consistently higher amongst women than men, although usage has dropped significantly for both groups since 2005/06, from 52.3 per cent to 40.8 per cent for women and 43.8 per cent to 29.7 per cent for men.

Between 2005/06 and 2013/14, the proportion of people using a public library declined in all regions and in both urban and rural areas. Compared to 2005/06 there has been a decline in library usage for all demographic groups.

Looking at changes since the last year (2012/13) there have been significant decreases in the proportion of respondents who visited a library in the 12 months prior to interview amongst:

- The upper socio-economic group
- Those who were not working
- Home owners
- Those from the white group
- Those from the ACORN group Wealthy Achievers
- Those who stated they were of Christian faith
- Those who have a long standing illness or limiting disability.

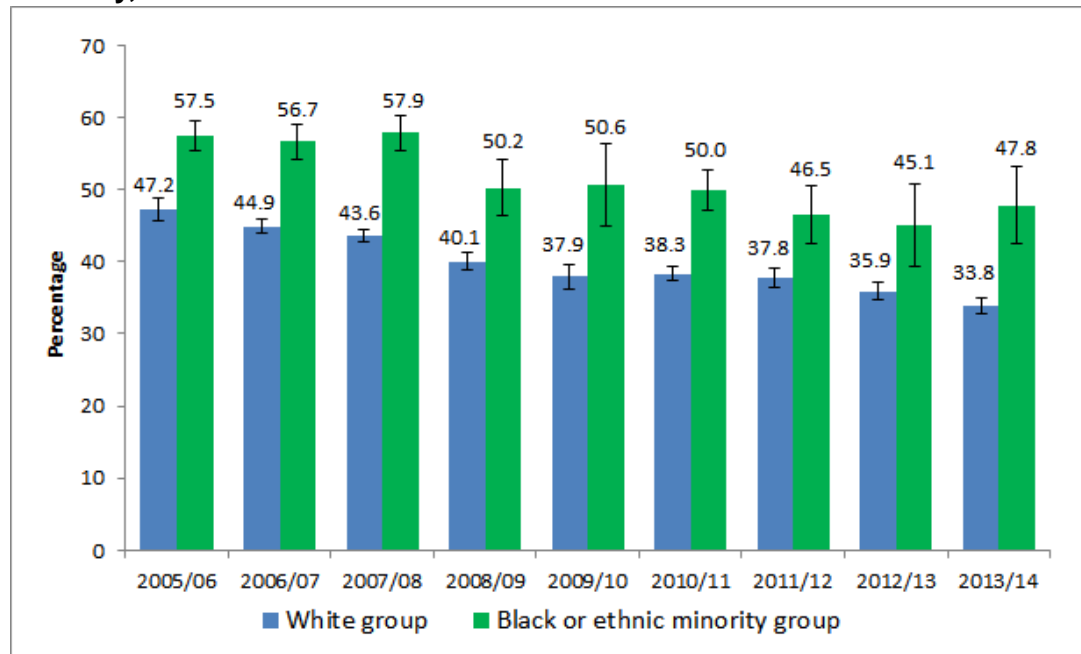
<sup>12</sup> A significant increase or decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the English population as a whole.

The rate within other demographic groups remained stable over this period.

In 2013/14, the following patterns of library attendance were observed:

- Women (40.8%) had a higher rate of library attendance than men (29.7%).
- Adults in upper socio-economic groups (36.7%) had a higher rate of library attendance than people in lower socio-economic groups (32.4%).
- Adults who were not working (38.3%) had higher rates of library attendance than those who were working (33.4%).
- Adults from black and minority ethnic (BME) groups (47.8%) had higher rates of library attendance than adults from the white group (33.8%).

**Figure 4.2: Proportion of adults who had attended a library in the last year by ethnicity, 2005/06 to 2013/14**



**Notes**

(1) Confidence intervals range between +/-0.9 and +/-5.7 from 2005/06 onwards.

**Digital engagement**

In 2013/14, 14.2 per cent of adults had visited a library website in the 12 months prior to being interviewed, a significant increase from 8.9 per cent in 2005/06.

Of those who had visited a library website:

- 69.1 per cent had searched and viewed online information or made an enquiry
- 40.5 per cent had completed a transaction e.g. reserved or renewed items or paid 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](#)



## Chapter 5: Arts

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Taking Part asks respondents whether they have attended or participated in a range of arts activities. These two forms of activity (attendance and participation) are combined to provide the overall measure of arts engagement. Examples of arts engagement include painting (participation) or attending a theatre (attendance). Details on the ways that people digitally engage with the arts are also given. Digital engagement with the arts is defined as viewing or downloading part or all of a performance or exhibition, discussing the arts or sharing art that others have created, uploading or sharing art that you have created yourself or finding out how to take part or improve your creative skills.

Government policy is provided for context, which may have influenced the statistics presented and is described below:

Government is committed to enhancing access to the arts, increasing the number of those who both take part in and attend arts events. DCMS funds Arts Council England, an arm's length body independent of Ministers, to champion and support the arts in England. Over the life of this Parliament, DCMS will invest £2.9 billion in the arts via its grant to the Arts Council, and from the National Lottery.

The Arts Council's ten-year strategy, [Great art and culture for everyone](#), aims to encourage more people to be involved in arts in their communities and be inspired by arts experiences.

Many other public, private and voluntary organisations make up the funding landscape that supports the arts in this country. DCMS and Arts Council England works with a range of such partner organisations to advocate for the arts, to highlight the benefits the arts bring to the nation, and to inspire greater participation.

### Key findings

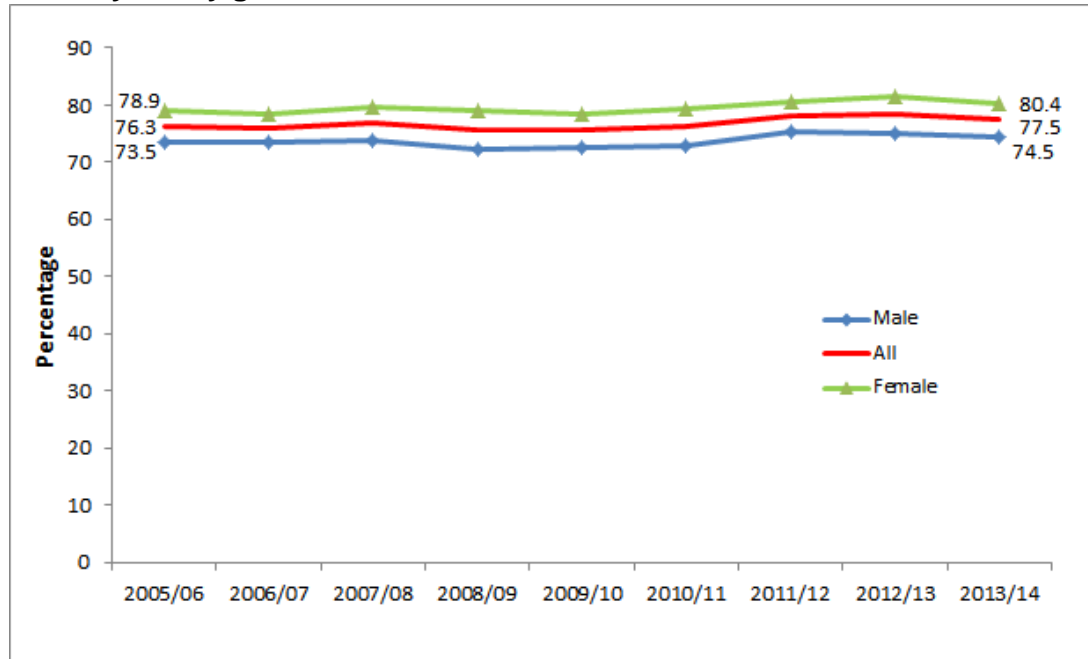
- 78 per cent of adults had attended or participated in the arts in the previous year, a significant increase since 2005/06. In 2013/14, arts engagement remained at a similar rate to 2012/13 (78%).
- Those living in rural areas had a higher participation rate than those in urban areas (80% compared to 77%).
- Adults aged 65-74 and 75+ have seen a significant increase in engagement since 2005/06 (from 71% to 79% for 65-74 year olds and from 58% to 62% for aged 75 and over). However, adults aged 75 and over still had significantly lower arts engagement rates compared to all other age groups.

## Arts engagement

The latest results show 77.5 per cent of adults had engaged in the arts in the last year, a significant increase<sup>13</sup> since 2005/06 (76.3%) and a similar rate to 2012/13 (78.4%).

Women (80.4%) had higher arts engagement rates than men (74.5%) in 2013/14. For both men and women the level of engagement with the arts has remained steady since 2005/06.

**Figure 5.1: Proportion of adults who had attended or participated in the arts in the last year, by gender, 2005/06 to 2013/14**



### Notes

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

In 2013/14:

- 62.8 per cent of adults had engaged with the arts three or more times in the previous 12 months, a significant increase from 61.2 per cent in 2010/11 but a similar rate to 2011/12 and 2012/13.
- 8.2 per cent of adults had engaged only once in the previous 12 months, a significant increase from 7.2 per cent in 2005/06.
- 22.5 per cent of adults had not engaged with the arts at all in the previous 12 months, a similar level to 2012/13 but a significant decrease from 23.8 per cent in 2005/06.

Since 2005/06 there have been significant increases for adults engaging with the arts in:

- The North East (from 70.2% to 76.4%)
- The North West (from 71.5% to 76.1%)

<sup>13</sup> A significant increase or decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the English population as a whole.

In all other English regions, rates of engagement have remained at similar levels to 2005/06 and 2012/13.

There was an increase in arts engagement for adults living in urban areas (from 74.9% to 76.8%) between 2005/06 and 2013/14.

In 2013/14, the following patterns of arts engagement were observed amongst demographic groups:

- Adults aged 75 and over had lower arts engagement rates (62.0%) than any other age group. Although the 65-74 and 75+ age groups have both seen a significant increase in engagement since 2005/06 (from 70.7% to 78.6% for 65-74 year olds, from 57.7% to 62.0% for age 75 and over), engagement rates for the younger age groups have remained steady during that period.
- Arts engagement was higher amongst adults from the white group (78.5%) than adults from black and minority ethnic (BME) groups (70.4%).
- Adults with no long-standing illness or disability had a higher arts engagement rate (79.7%) than people with a long-standing illness or disability (72.7%).
- Arts engagement among respondents with a long-standing illness or disability has significantly increased since 2005/06 (69.8%) whilst engagement in the arts for those with no long-standing illness or disability stayed similar over this time period.

### Digital engagement

In 2013/14, 25.1 per cent of adults had visited a theatre or concert website, a significant decrease from 2005/06 when the rate was 30.5 per cent and from 2011/12 (32.2%) and 2012/13 (30.3%). However the wording of this question<sup>14</sup> changed slightly in July 2011 which coincides with a decline in the proportion visiting these types of sites.

Of those who had visited a theatre or concert website, 47.9 per cent of adults had bought tickets for an arts performance or exhibition, a similar rate to 2013/14 but a significant increase from 43.2 per cent in 2006/07.

The Taking Part survey added new questions about arts websites from July 2011. In 2013/14, of those who had visited an arts website, 71.5 per cent did so to find out more about an artist, performer or event and 20.7 per cent did so to view or download part or all of a performance or exhibition. 8.9 per cent of adults visited an arts website to find out how to take part or improve their creative skills, a similar proportion to 2011/12 which was the first full year of data collection, and to 2012/13.

Further detail on this section can be found in the [accompanying spreadsheets to this release](#)

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<sup>14</sup> Prior to July 2011 the question asked whether the respondent had visited "Theatre/ concert websites or other websites about art". Since July 2011 the question was changed to ask whether they had visited "Arts websites (including music, theatre, dance, visual arts and literature)". This may have had an impact on responses and therefore caution should be taken when comparing proportions before and after July 2011.

# Chapter 6: Archives

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This chapter examines attendance at archives in the 12 months prior to interview by a range of area-level and socio-demographic breakdowns. Details on the way that people digitally engage with archives are also given. Digital engagement with archives is defined as completing a transaction, viewing digitised documents online or searching a catalogue.

## Key findings

- The proportion of adults who had visited an archive (in their own time or for voluntary work) was 3 per cent, a significant decrease from the 2005/06 level (6%).
- Using the wider measure, which includes paid work visits and visits for academic study, the proportion of adults who attended in the last year has also fallen since 2008/09 (5%) when the data were first collected and was 4 per cent in 2013/14.
- In the same period, half of adults who visited an archive (50%) did so just once in the last 12 months.
- The 65-74 year old age band had a significantly higher proportion of archive visits in the last 12 months (6%) than any other age groups. Visits amongst 16-24 year olds (2%) were significantly lower than people aged 45-64 and 65-74.

## Overall participation in archives

In the latest period, 3.1 per cent of adults had visited an archive in the last year in their own time or as part of voluntary work. This was significantly lower<sup>15</sup> than in 2005/06 (5.9%). Using the wider measure, including paid work visits and academic study visits, the proportion in the latest period was 4.1 per cent of all adults, a significant decrease since 2008/09 (5.1%). The trend over time, shown in Figure 6.1, was a downward one for both measures.

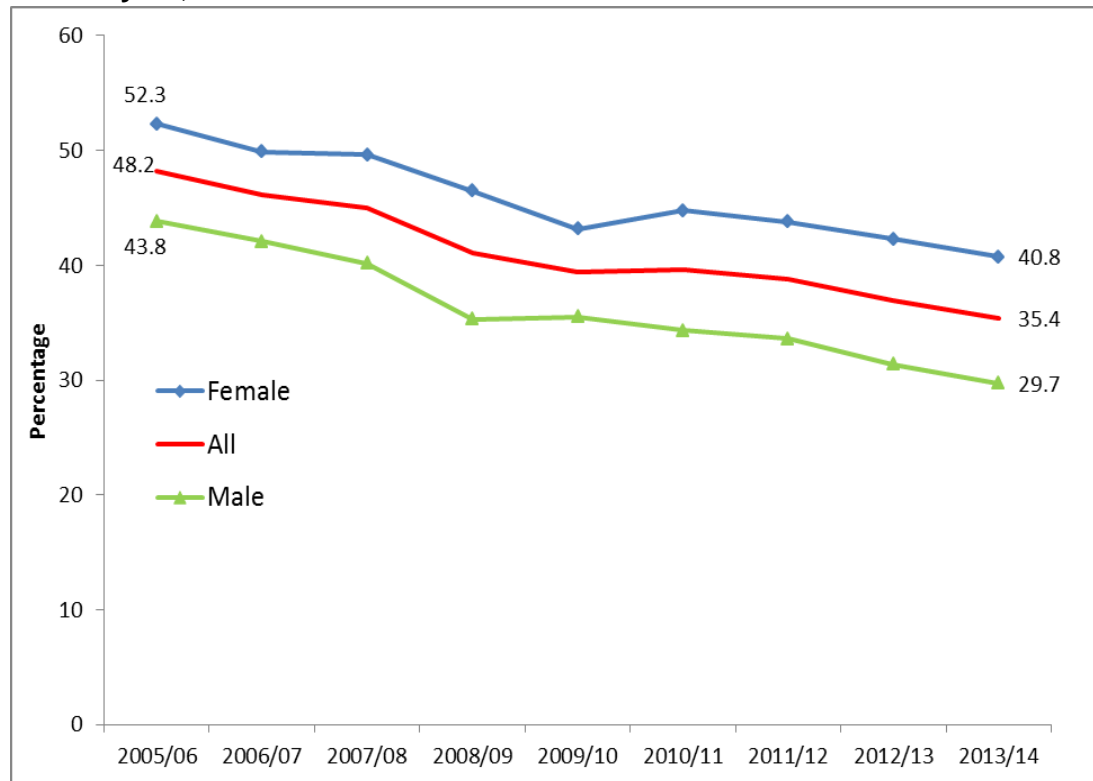
Nearly three quarters of all archive visits (72.4%) were in visitors' own time, followed by 16.8 per cent visiting for paid work, 10.1 per cent for academic study, and 3.6 per cent as part of voluntary work<sup>16</sup>.

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<sup>15</sup> A significant increase or decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the English population as a whole.

<sup>16</sup> Percentages will not total to 100% as some people may have visited an archive for more than one reason.

**Figure 6.1: Percentage of adults who had visited an archive or records office in the last year, 2005/06 to 2013/14**



**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 is little variation between different demographic groups (apart from age and gender), although adults from upper socio-economic groups had a significantly higher attendance rate (3.8%) than those in lower socio-economic groups (2.6%).

The 65-74 year old age band had the significantly highest proportion of archive visits in the last 12 months (6.4 per cent of people this age) whilst visits amongst 16 to 24 year olds (1.9% of people this age) were significantly lower than people aged 45-64 (3.6%) and 65-74.

**Digital engagement**

A higher proportion of adults visited an archive or records office online than in person. In 2013/14, 11.6 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, 70.8 per cent had done so to view digitised documents, 29.2 per cent of adults had searched a catalogue, nearly a fifth (19.6%) of adults had found information out about the archive (e.g. opening hours) and 15.1 per cent had completed a transaction, for example, to purchase records.

Further detail on this section can be found in the [accompanying spreadsheets to this release](#)

# Chapter 7: Volunteering and charitable giving

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Taking Part asks whether respondents have participated in voluntary work in the last 12 months and whether this relates to one of the DCMS sectors (sport, art, heritage, museum and galleries, libraries and archives). The survey also includes a range of questions on social capital and cohesion, as well as charitable donations and whether these relate to DCMS sectors.

Government policy, which might have influenced the statistics presented, is described below:

The Government has a policy to encourage charitable giving across society as a whole, to make it easier to give and provide better support to organisations that facilitate giving, whether through digital technology or simplification of the tax system.

For example:

- To encourage giving through the £100 million [Catalyst](#) match funding programme which helps cultural organisations diversify their income streams
- Tax incentives aimed at boosting [legacy giving](#) to cultural bodies and other charities
- The first tax incentive policy to encourage lifetime giving of works of art to public collections through the [Cultural Gifts Scheme](#).

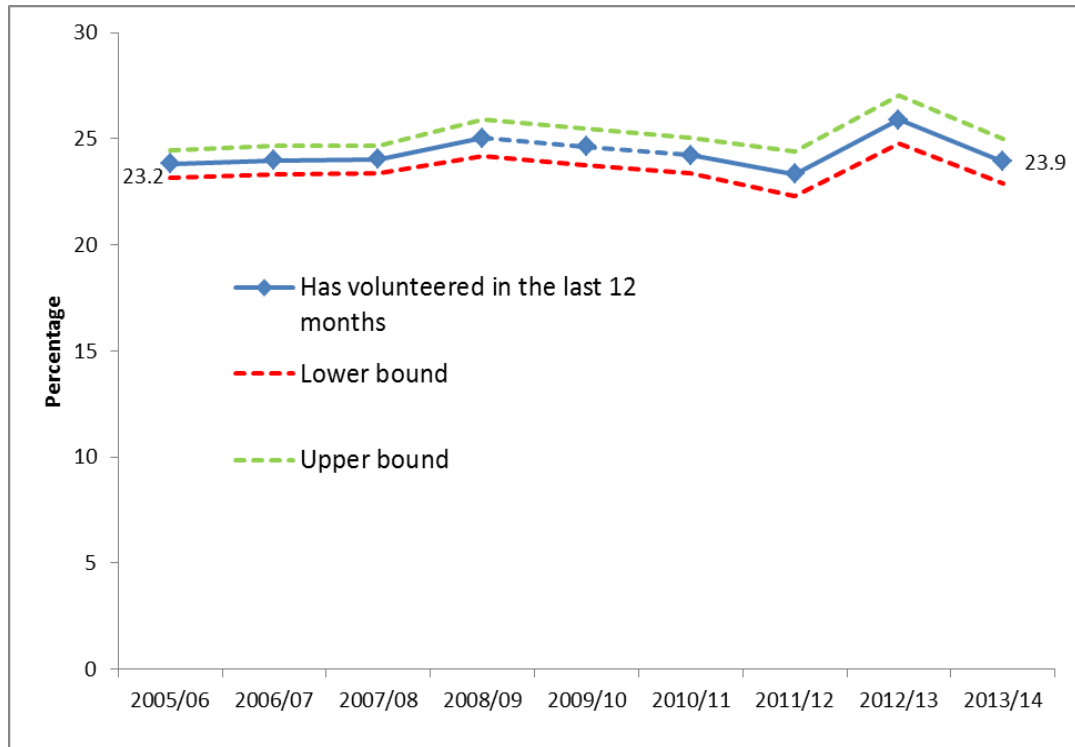
## Key findings

- The proportion of adults who had volunteered in the last 12 months was 24 per cent, a similar rate to 2005/06. 7 per cent of all adults had volunteered in a DCMS sector (arts, museums or galleries, heritage, libraries, archives, sport), again a similar rate to 2005/06, but a significant decrease since 2012/13 (9%).
- 17 per cent of 16-24 year olds said the UK hosting the 2012 Olympic and Paralympic Games has motivated them to do more voluntary work. This percentage was 7 per cent for 25-44 year olds.
- In 2013/14, 88 per cent of adults had donated money (including donations into a collection box) in the 12 months prior to interview, a similar rate to 2010/11. 29 per cent of adults had donated to a DCMS sector. This was a significant decrease from 33 per cent in 2010/11 when the data were first collected.

## Volunteering

Almost a quarter of adults (23.9%) reported that they had taken part in voluntary activities in the last 12 months. This was a similar proportion to 2005/06, when the figure was 23.8 per cent as shown in Figure 7.1.

**Figure 7.1: Percentage of adults who had volunteered in the last 12 months, 2005/06 to 2013/14**



### Notes

- (1) Confidence intervals range between +/-0.6 and +/-1.1 from 2005/06 onwards.
- (2) No data are available for 2009/10
- (3) The upper and lower bounds show the 95% confidence interval.

The increase in 2012/13 may have been as a result of the effect of the Olympic and Paralympic Games.

The proportion of all adults that had volunteered in a DCMS sector in the last 12 months was 7.4 per cent, similar to the rate of 7.0 per cent reported in 2005/06 but significantly down on the 2012/13 figure of 9.3 per cent. However of those who had volunteered, there has been a significant increase in the proportion doing so in connection with the arts sector between 2005/06 and the latest reporting period, from 6.3 per cent to 8.5 per cent. Voluntary work connected to the other DCMS sectors remained at a similar rate to 2005/06. 19.1 per cent of those who had volunteered did so in connection with the sport sector in 2013/14, a greater rate than any other DCMS sector.

In 2013/14, there was a significant difference in the proportion of both men and women who had volunteered in the sports sector in the 12 months prior to being interviewed. Nearly three times the proportion of men volunteered in sport compared to women (29.6% compared to 10.8%). This has also been the case in past survey years. Over the same period, of adults who volunteered, significantly more women (1.2%) volunteered in the libraries sector compared to men (0.3%). In all other DCMS sectors there was no significant difference in the proportion of men and women who had volunteered.

In terms of ACORN<sup>17</sup> groups, which classify local areas according to a range of characteristics, there has been a statistically significant increase in volunteering for those described as of 'moderate means' since 2005/06. (by 3.9 percentage points to 21.8%). There has also been an increase in the rate of those who volunteered in the last 12 months amongst the most deprived index of multiple deprivation (IMD) group since 2005/06, from 14.9 per cent to 18.6 per cent in the latest period. The rate amongst all other IMD groups has remained similar to 2005/06.

In 2013/14 the proportion of adults from urban areas who had volunteered in the last 12 months (22.6%) was of a similar rate to the 2005/06 period (22.1%). However, the rate of urban respondents volunteering was significantly lower than the rate for rural respondents (29.5%) over this time period. There has been a significant increase in the proportions of respondents from Yorkshire and The Humber who had volunteered in the last 12 months, compared to 2005/06 (from 18.8% to 23.3%). However, over the same time period there has been a decrease in the proportion who had volunteered in the last 12 months from the South East (from 28.7% to 23.8%).

There has been a statistically significant decrease in the proportion of people aged 75 years and over volunteering in comparison to the 2005/06 period (down from 20.1% to 17.6%). The proportion of males and females volunteering in 2013/14 (21.7% and 26.0% respectively) was of similar proportions to 2005/06 and over the same period there was no statistical difference in the proportion of respondents from Black or Ethnic Minority Groups who had volunteered in the last 12 months (24.2%).

Adults who had participated in the archive and sport sectors had higher volunteering rates within those sectors than adults who had not participated. For example, of adults who had participated in sport, 27.1 per cent of them had volunteered in sport, compared with just 9.5 per cent of those who had not taken part in sport.

Respondents who volunteered in the arts sector, on average did so for 11 hours and 43 minutes during the four weeks prior to being interviewed. For those who volunteered in the heritage sector, the average time spent doing so in this period was 11 hours, 14 minutes. The corresponding average volunteering time for the museum and gallery sector was 8 hours 29 minutes, and for sport was 8 hours and 26 minutes.

### Charitable giving

Taking Part asks whether respondents had donated money in the last 12 months and whether this was to a DCMS sector.

In 2013/14, 88.2 per cent of adults had donated money (including any donations into a collection box) in the last 12 months. The trend over time is shown in Figure 7.2.

28.7 per cent of all adults had donated to at least one of the DCMS sectors, a decrease from 33.0 per cent in 2010/11. Of the DCMS sectors:

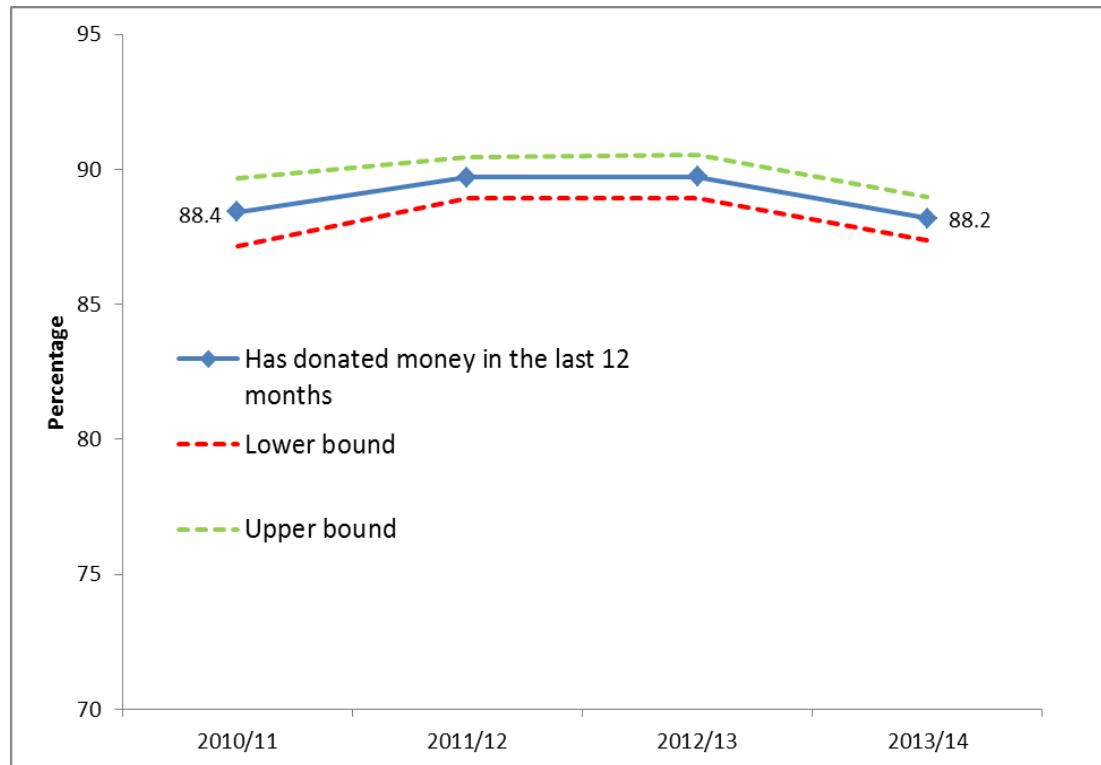
- 14.6 per cent of adults had donated to the museums and galleries sector in the last 12 months
- 13.1 per cent to heritage (a decrease from 16.0 per cent in 2010/11)
- 5.3 per cent to the arts (a decrease from 6.9 per cent in 2010/11)
- 6.0 per cent to sport (a decrease from 7.4 per cent in 2010/11)
- 0.7 per cent to libraries.

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<sup>17</sup> A Classification Of Residential Neighbourhoods (ACORN) 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.



**Figure 7.2: Percentage of adults who had donated money in the last 12 months, 2005/06 to 2013/14**



**Notes**

- (1) Confidence intervals range between +/-0.8 and +/-1.3 from 2005/06 onwards.
- (2) No data are available prior to 2010/11
- (3) The upper and lower bounds show the 95% confidence interval.

**Engagement by characteristics of the area**

36.8 per cent of adults donated money less often than once a week, but at least once a month, a significant increase from 32.8 per cent in 2010/11. A further 33.8 per cent donated less often than once a month but at least three or four times a year.

Charitable giving to the DCMS sectors significantly decreased between 2010/11 and 2013/14 in the following regions:

- North East (from 35.0% to 25.4%)
- North West (from 32.1% to 24.8%)
- East of England (from 37.2% to 30.3%)
- London (from 31.4% to 25.4%)
- South East (from 39.7% to 31.9%)

Charitable Giving to DCMS sectors remained at a similar level to 2010/11 in all other regions.

Charitable giving to DCMS sectors also decreased amongst those in the least deprived index of multiple deprivation (IMD) group between 2010/11 and the latest data, from 43.8 per cent to 36.2 per cent. The rate also decreased in IMD group 7 from 36.5 per cent to 29.5 per cent. The proportion remained similar over this period amongst all other IMD groups.

## Engagement by socio-demographic group

Charitable giving to the DCMS sectors also significantly decreased between 2010/11 and 2013/14 for

- 25-44 year olds (from 33.0% to 27.8%)
- 45-64 year olds (from 38.0% to 32.6%)
- 65-74 year olds (from 38.0% to 32.3%)
- Male and female respondents (from 35.3% to 30.6% and from 30.8% to 27.0% respectively)
- Respondents from the upper socio-economic groups (from 39.8% to 34.4%)
- Those working and not working (from 36.1% to 31.3% and from 28.5% to 24.9% respectively)
- Home owners (from 36.8% to 32.2%)
- White respondents (from 34.9% to 30.0%)
- Christians (from 34.4% to 29.4%)
- Those with a non-limiting disability or no disability (from 34.1% to 29.3%)

Over four in five (84.6%) of respondents said they intended to give the same amount to DCMS sectors in the next 12 months, a significant increase from 2010/11 when the rate was 76.8 per cent. Of those who said they intended to give more to DCMS sectors in the next 12 months (5.6%), 10.3 per cent gave the reason “because they need the money” and around one in five (20.9%) said it was because “they have more money / can afford to give more”. However, of those who said they intended to give less to DCMS sectors in the next 12 months (7.1%), 29.7 per cent said this was because they “have less money / can’t afford to give”.

## Civic participation

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

Around one in five adults (20.4%) had taken action<sup>18</sup> to try to get something done about sport and cultural facilities in their area or did not need to take action. The most common action that had been taken was to contact the council, with 11.9 per cent of adults having done so. A further 5.3 per cent of adults had contacted their local councillor or MP.

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<sup>18</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.

38.8 per cent of adults had been involved in groups, clubs or organisations in the last 12 months; this was a significant decrease since 2010/11 (45.7%) when these data were first collected.

Of these adults, the most popular type of group belonged to was *sport/exercise groups* (48.8%) followed by *hobbies/social clubs* (36.0%), which had both remained at a similar level to 2010/11. In the same time period there was a significant decrease in the proportion of adults that had:

- taken part in *groups for children or young people* (from 12.5% to 8.7%)
- attended *religious groups* (from 14.1% to 9.8%)
- taken part in *local community or neighbourhood groups* (from 13.8% to 11.2%)
- attended *adult education groups* (from 6.7% to 4.8%)

Further detail on this section can be found in the [accompanying spreadsheets to this release](#)

# Chapter 8: Equalities

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This chapter explores the variation in engagement rates in the arts, heritage, museums and galleries, libraries, archives, volunteering and charitable giving sectors between different demographic groups. It looks at differences by age, gender, ethnicity and disability, over the period April 2013 to March 2014.

There were variations in engagement levels for these equalities groups across most activities. However, it should be noted that these differences may be linked to factors other than the equality characteristic itself. This is particularly likely to be the case with charitable giving, which is strongly related to an individual's level of income, which may explain why certain groups are more or less likely to give money to charity.

A range of barriers are likely to be at the root of these differences<sup>19</sup>: external (influences that lie beyond the control of the individual); *intra*-personal (the attitudes, beliefs, knowledge, and skills that individuals build from their environment, culture, and past experiences); and *inter*-personal (an individual's social environment).

## Key findings

- Women had **higher** engagement rates than men in the 12 months prior to being interviewed for the following:
  - Visiting a library: 41 per cent had visited compared to 30 per cent for men.
  - Volunteering: 26 per cent had taken part in voluntary work compared to 22 per cent for men.
  - Engagement with the arts: 80 per cent had engaged compared to 74 per cent for men.
- Respondents from Black and Minority Ethnic (BME) groups had **higher** engagement rates than those from the white group in the 12 months prior to being interviewed for the following:
  - Visiting a library: 48 per cent had visited compared to 34 per cent of those from the white group.
- In the 12 months prior to being interviewed those with a long standing illness or disability had **lower** engagement rates in some sectors than non-disabled people:
  - Visiting a museum or gallery: 47 per cent had visited compared to 56 per cent for non-disabled people.
  - Digital engagement with the cultural sectors: 35 per cent had digitally engaged compared to 39 per cent for non-disabled people.
  - Visiting a heritage site: 67 per cent had visited a heritage site compared to 75 per cent for non-disabled people.
  - Engagement with the arts: 73 per cent had engaged compared to 80 per cent for non-disabled people.
- Those in the upper socio-economic status band had higher participation and engagement rates for all sectors reported upon in Taking Part.

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<sup>19</sup> Report published on barriers to participation available on the [DCMS website](#).

## Engagement by age

There were variations in engagement rates between different age groups. In general, engagement rates decreased with age for many activities. In the 12 months prior to being interviewed the oldest age group (those aged 75 and over) were less likely to have participated in the following activities than all other age groups:

- Visiting a museum or gallery: 36.1 per cent of those aged 75 or over had visited a museum or gallery, compared with the other age groups where the rate varied between 46.3 per cent for 16-24 year olds and 56.8 per cent for those aged 25-44 and 45-64 years.
- Volunteering: 17.6 per cent of those aged 75 or over had volunteered compared to the other age groups where the rate varied between 22.1 per cent for 25-44 year olds and 29.0 per cent for 65-74 year olds.
- Engagement with the arts: 62.0 per cent of those aged 75 or over engaged with the arts compared to the other age groups where rates varied between 78.5 per cent for 25-44 year olds and 80.8 per cent for 16-24 year olds.
- Visiting a heritage site: 57.4 per cent of those aged 75 or over had visited a heritage site, compared with the other age groups where the rate varied between 65.2 per cent for 16-24 year olds and 79.0 per cent for 65-74 year olds.
- Digital engagement with the cultural sectors: only 12.6 per cent of those aged 75 or over digitally engaged compared with the other age groups where the rate varied between 33.2 per cent for 65-74 year olds and 43.1 per cent for 25-44 year olds.

These findings are consistent with existing evidence. For example, the report “Social Exclusion of Older People” (based on the English Longitudinal Study of Ageing) highlighted cultural exclusion as one of the key domains of exclusion for older people.

There are likely to be a number of physical barriers to attendance and participation for older people (especially where engagement requires physical activity). However, through analysis, it is difficult to distinguish between actual medical barriers and perceived physical problems with engagement<sup>20</sup>.

## Engagement by gender

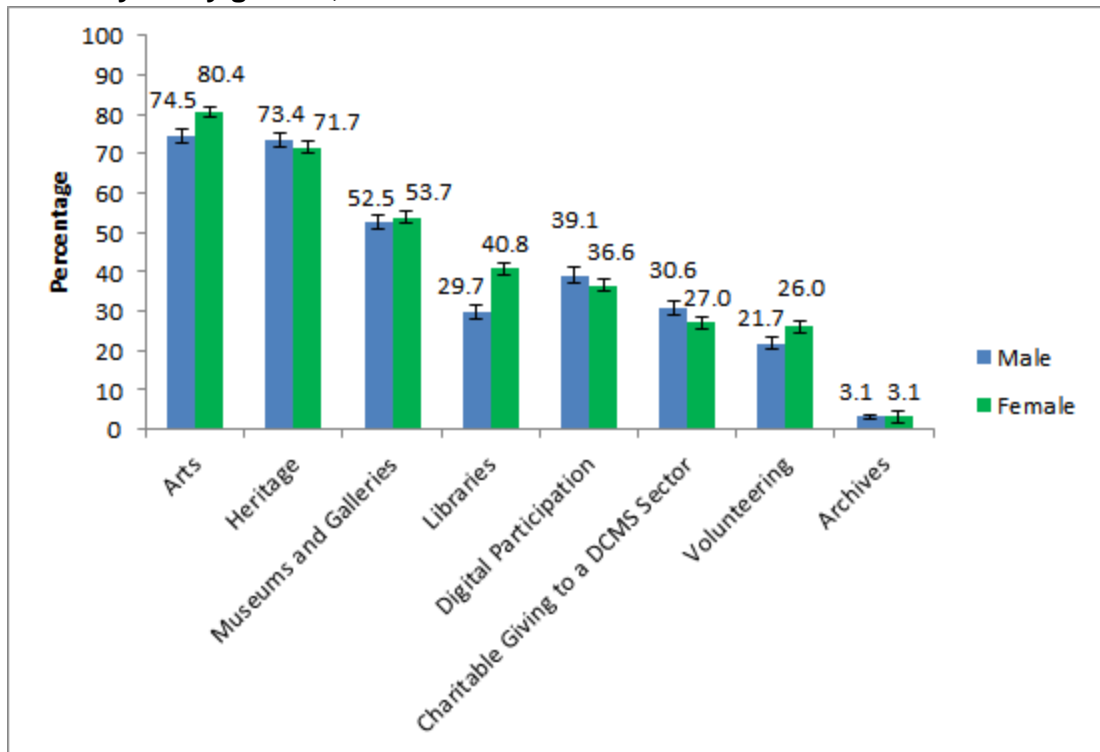
Women had: higher levels of library attendance (40.8% compared to 29.7% for men); higher levels of engagement with the arts (80.4% compared to 74.5% for men); & were more likely to have volunteered (26.0% compared to 21.7% for men).

A higher proportion of men had donated money to DCMS sectors than women (30.6% compared to 27.0% of women) and digitally engaged with culture (39.1% compared to 36.6% for women).

For other areas measured by Taking Part there was no significant difference between men and women (Fig. 8.1).

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<sup>20</sup> <http://www.sportscotland.org.uk/ChannelNavigation/Resources/TopicNavigation/Collections/Research/Older+people+sport+and+physical+activity.htm>

**Figure 8.1: Proportion of adults who had attended or participated in activities in the last year by gender, 2013/14****Notes**

- 1) Confidence intervals range between +/- 0.7 and +/- 1.9
- 2) Categories where confidence intervals overlap cannot be reliably compared.

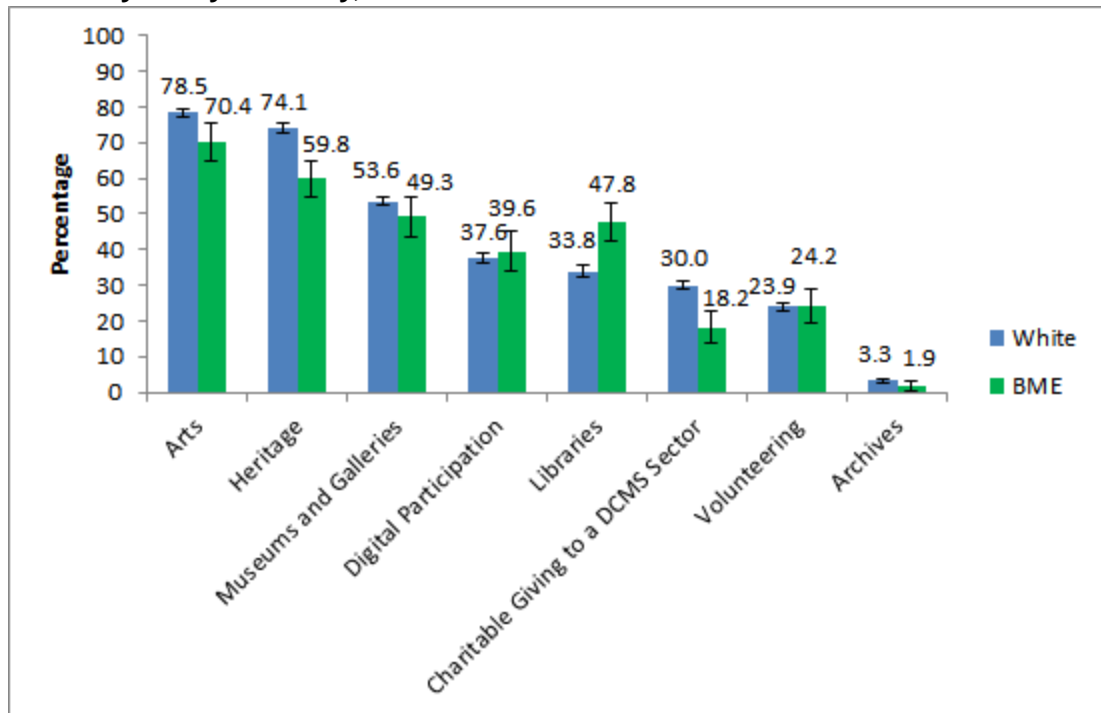
**Engagement by ethnicity**

Participation rates in a number of activities were lower for those from black and minority ethnic (BME) groups than for respondents from the white group. In the 12 months prior to being interviewed, adults from BME groups compared with the white group were less likely to; have visited a heritage site (59.8% compared to 74.1%); have engaged with the arts (70.4% compared to 78.5%); or have made a charitable donation to a DCMS sector (18.2% compared to 30.0%). (Figure 8.2)

However, respondents from BME groups were more likely to have used libraries compared with those from the white group (47.8% compared to 33.8%).

BME groups have shown substantial increases since 2005/06 in: museum and gallery attendance (from 35.4% to 49.3%) and attendance at heritage sites (from 50.7% to 59.8%). However, as with the trend for the wider population, there has been a decrease in library attendance over this period (from 57.5% to 47.8%) and archive attendance (3.9% to 1.9%).

**Figure 8.2: Proportion of adults who had attended or participated in activities in the last year by ethnicity, 2013/14**



**Notes**

- 1) Confidence intervals range between +/- 0.5 and +/- 5.5
- 2) Categories where confidence intervals overlap cannot be reliably compared.

**Engagement of disabled people.**

Disabled people (including those with a long term limiting illness) had significantly lower levels of engagement for the following compared with non-disabled people:

- Visiting a heritage site: 67.0 per cent visited compared to 75.1 per cent for non-disabled people.
- Visiting a museum or gallery: 47.0 per cent attended compared to 55.9 per cent for non-disabled people.
- Engagement with the arts: 72.7 per cent engaged compared to 79.7 per cent for non-disabled people.
- Digital engagement with the cultural sectors: 34.6 per cent digitally engaged compared to 39.3 per cent for non-disabled people.

Evidence on potential barriers to leisure activities (such as a lack of transport to venues, costs and little choice in the use of free time) is available from the Life Opportunities Survey<sup>21</sup>. These barriers may have had an impact on engagement rates for disabled adults.

<sup>21</sup> <http://odi.dwp.gov.uk/docs/res/los/leisure.pdf>

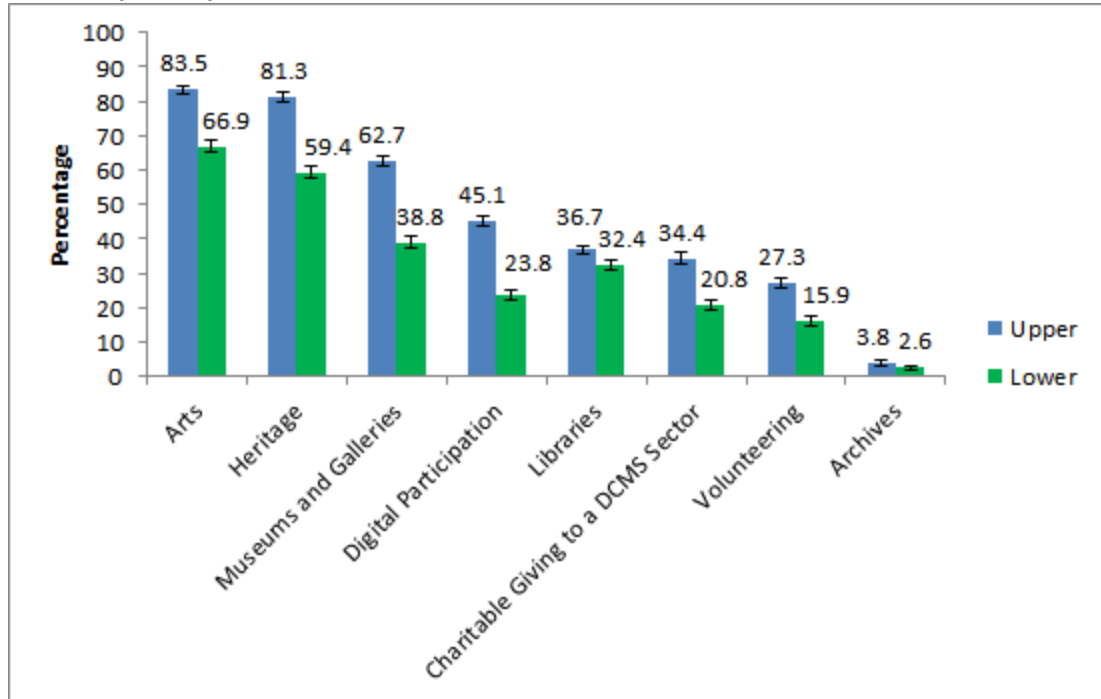
### Engagement by socio-Economic Status

Attendance and participation rates for: the arts, heritage sites, museums and galleries, libraries and archives were statistically significantly higher amongst upper socio-economic groups than lower socio-economic groups.

The same pattern was also observed when looking at the proportion of respondents that had digitally engaged with culture, made a charitable donation to a DCMS sector or taken part in voluntary work in the last 12 months.

[A full definition of the National Statistics Socio-Economic Status classification can be seen on the Office for National Statistics website.](#)

**Figure 8.3: Proportion of adults who had attended or participated in activities in the last year by socio-economic status, 2013/14**



#### Notes

- 1) Confidence intervals range between +/- 0.6 and +/- 1.8
- 2) Categories where confidence intervals overlap cannot be reliably compared.



# 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. See the [statistics authority code of practice](#) for more information.

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. 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 Statistical Authority assessment](#) for more information.

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.

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.

4. **Methodology update**  
TNS-BMRB has introduced a modification to the way in which the dataset is weighted. Previously, both the fresh and re-interview samples were calibrated to gender, age and region population totals before being combined together. However, following (planned) analysis of re-interview data, TNS BMRB concluded that calibration alone was insufficient to compensate for the attrition observed between the first and second interviews. A model has now been developed which determines the probability of being re-interviewed, given data from the first interview. The findings from this model have been incorporated into the weighting process as an extra step before calibration to gender, age and region population totals. The new weighting process is expected to produce more accurate estimates but, for some variables, there may be a small discontinuity in the time series at the point of switching method (the start of the 2013/14 financial year).
5. The latest results presented here are based on interviews issued between April 2013 and March 2014. The total sample size for this period is 10,355.
6. 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. Further information on data for Scotland, Wales and Northern Ireland can be found in question 2 of the “[Taking Part: Guidance Note](#)”

7. The median adult sample interview length for the 2013/14 survey was 44 minutes 14 seconds. The median survey length for the 5-10 year old child interview was 11 minutes 8 seconds and for 11-15 year olds it was 20 minutes 41 seconds.
8. 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. Paid work visits and academic study visits are also included in one of the archive attendance measures.
9. 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<sup>22</sup> of **1.269** has been applied to the adult dataset for the period April 2013 to March 2014. Individual adult design factors have been calculated for each sector in this period, ranging from **0.849** to **1.693**.
10. 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.
11. 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](#)
12. 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.
13. For more information see the [Taking Part Survey](#) webpages, including previous publications.  
  
Versions of the [questionnaires](#) from all years of the survey are available.
14. As published in previous statistical releases and on our [consultation pages](#) in March 2013, sport participation data are no longer analysed or reported on by DCMS or in the Taking Part publications. Sport participation data are reported on by Sport England in the [Active People Survey](#).
15. The fieldwork for the survey is being conducted by TNS-BMRB. For more information, see <http://www.tns-bmrb.co.uk>

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<sup>22</sup> Design factors are calculated to correct for imperfect sample design. For example, Taking Part uses a clustered sample, rather than a random sample and this may affect the results for particular demographic groups – design factors are used to correct for this bias.

16. 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)
17. This report has been produced by Sam Tuckett, Jodie Hargreaves, Madeleine May (DCMS) and Helen Marrison (English Heritage). Acknowledgement goes to colleagues within the DCMS, partner ALBs and TNS-BMRB for their assistance with the production and quality assurance of this release.
18. The responsible statistician for this release is Sam Tuckett. For enquiries on this release, please contact Sam Tuckett on 0207 211 2382.
19. For general enquiries telephone: 0207 211 6200  
Department for Culture Media and Sport  
4<sup>th</sup> floor  
100 Parliament Street  
London  
SW1A 2BQ  
[enquiries@culture.gov.uk](mailto:enquiries@culture.gov.uk)

## Annex B: Key terms and definitions

Term	Definition
2013/14 Q4	This is the time period covering April 2013-March 2014. It is also referred to as the year or 12 months to March 2014.
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.
Actively get involved in the Olympics	This covers <ol style="list-style-type: none"> <li>1. Attending a free Olympic or Paralympic event (e.g. marathon, cycling, road racing)</li> <li>2. Attending a ticketed Olympic or Paralympic event</li> <li>3. Taking part in a Games related sports or physical activity (e.g. AdiZone, Gold Challenge, Cadbury's Spots V Stripes)</li> <li>4. Using a new or improved sports facility linked to the 2012 Games (e.g. Inspire-marked)</li> <li>5. Games related employment or training</li> <li>6. Taking part in a Games related cultural event or activity (e.g. Cultural Olympiad, London 2012 Festival)</li> <li>7. Volunteering during the Games (e.g. as a Gamesmaker, London Ambassador or for Cadbury's Spots V Stripes)</li> </ol> Taking part in a Games related community event or activity (e.g. street party or local Inspire Mark project)
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 heritage site.
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, arts, sport, volunteering and charitable giving sectors.
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 DCMS sectors via the internet.

<b>Term</b>	<b>Definition</b>
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 (attendance) or gave a dance performance (participation).
Following the Olympics	This covers watching the Olympics on TV at home, listening to the radio at home, watching or listening on the internet at home, reading the newspaper online or offline or watching live events on a public big screen.
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).
Participation	This refers to the respondent actively taking part in the activity. For example heritage participation could refer to visiting a monument such as a castle, fort or ruin, 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	A significant increase/decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the English population as a whole.
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 on the <a href="#">Taking Part Web pages</a>
Volunteering	Offering one's time for free. This could be organising or helping to run an event, campaigning, conservation, raising money, providing transport or driving, taking part in a sponsored event, coaching, tuition or mentoring for no expense.

## 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

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



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