



department for
culture, media
and sport

Social impacts of engagement with culture and sport: An analysis of Taking Part data

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Taking Part User Event, 28th Nov 2012

improving
the quality
of life for all

Overview





department for
culture, media
and sport

The impact of culture and sport engagement on subjective well-being

BACKGROUND

Subjective Well-being (SWB)

“...prosperity alone can't deliver a better life... you've got to take practical steps to make sure government is properly focused on our quality of life as well as economic growth”

Prime Minister David Cameron, 25th Nov 2010

- ONS developing measures of national well-being
- Wider interest cross government in better understanding, measuring and considering social impacts:
 - To complement other measures
 - To supplement other measures

Taking Part and 'SWB'

- Objectives
 - Support DCMS forward programme on social impacts
- Taking Part SWB question
 - “Taking all things together how happy would you say you are?”
 - 10 pt bipolar scale: 1 ‘extremely unhappy’, 10 ‘extremely happy’
 - First analysis 2011/12 data (published Aug 2012)

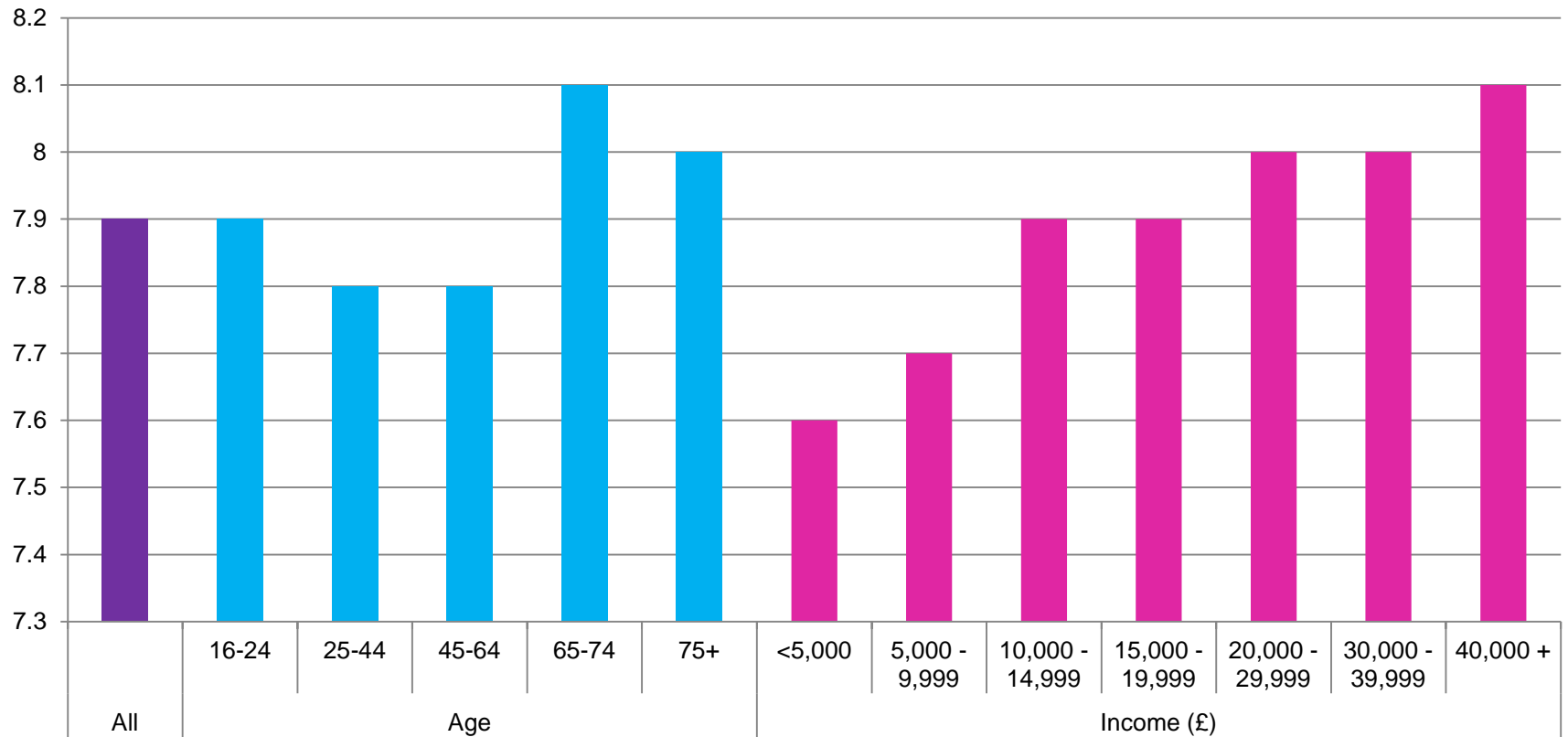


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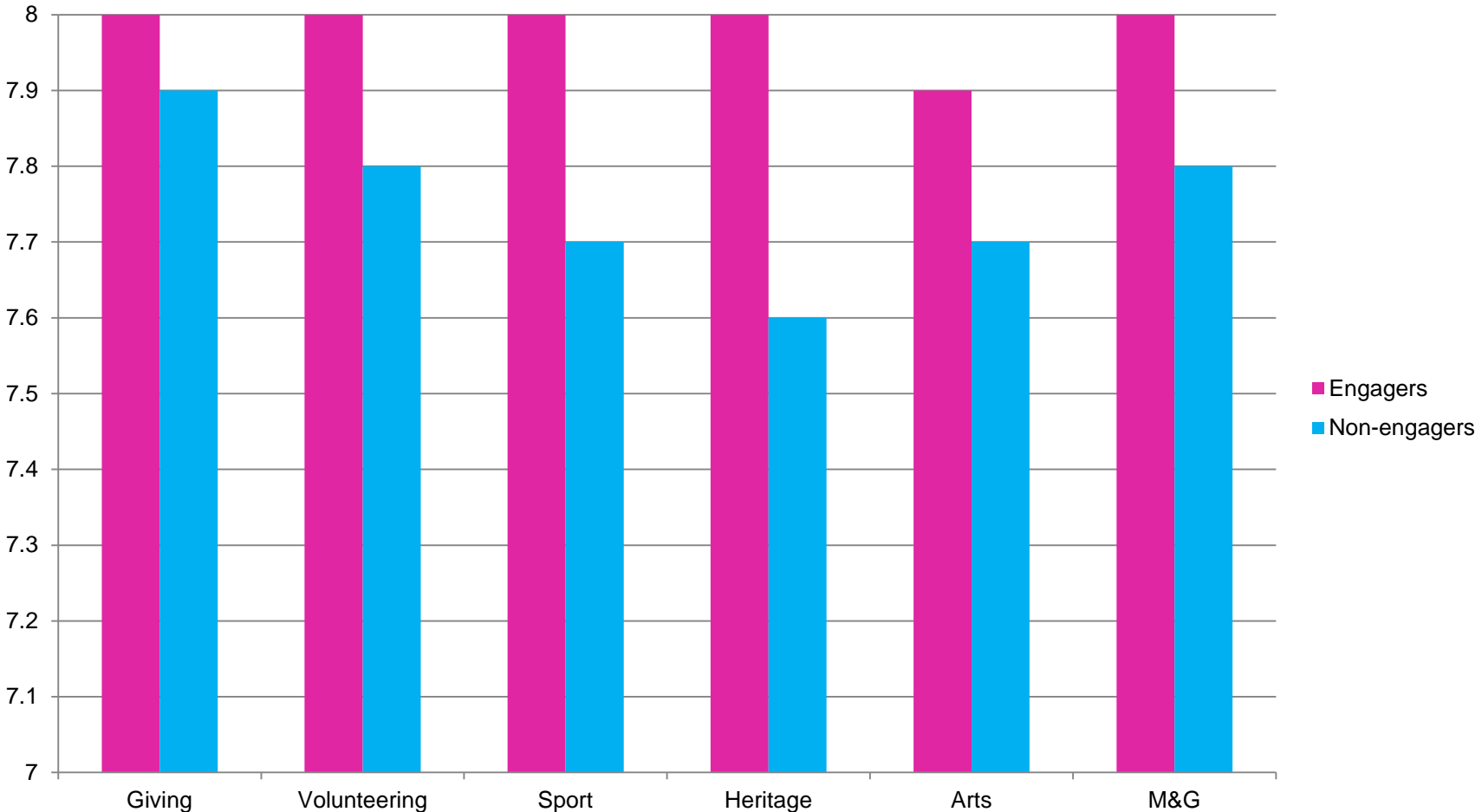
The impact of culture and sport engagement on subjective well-being

FINDINGS

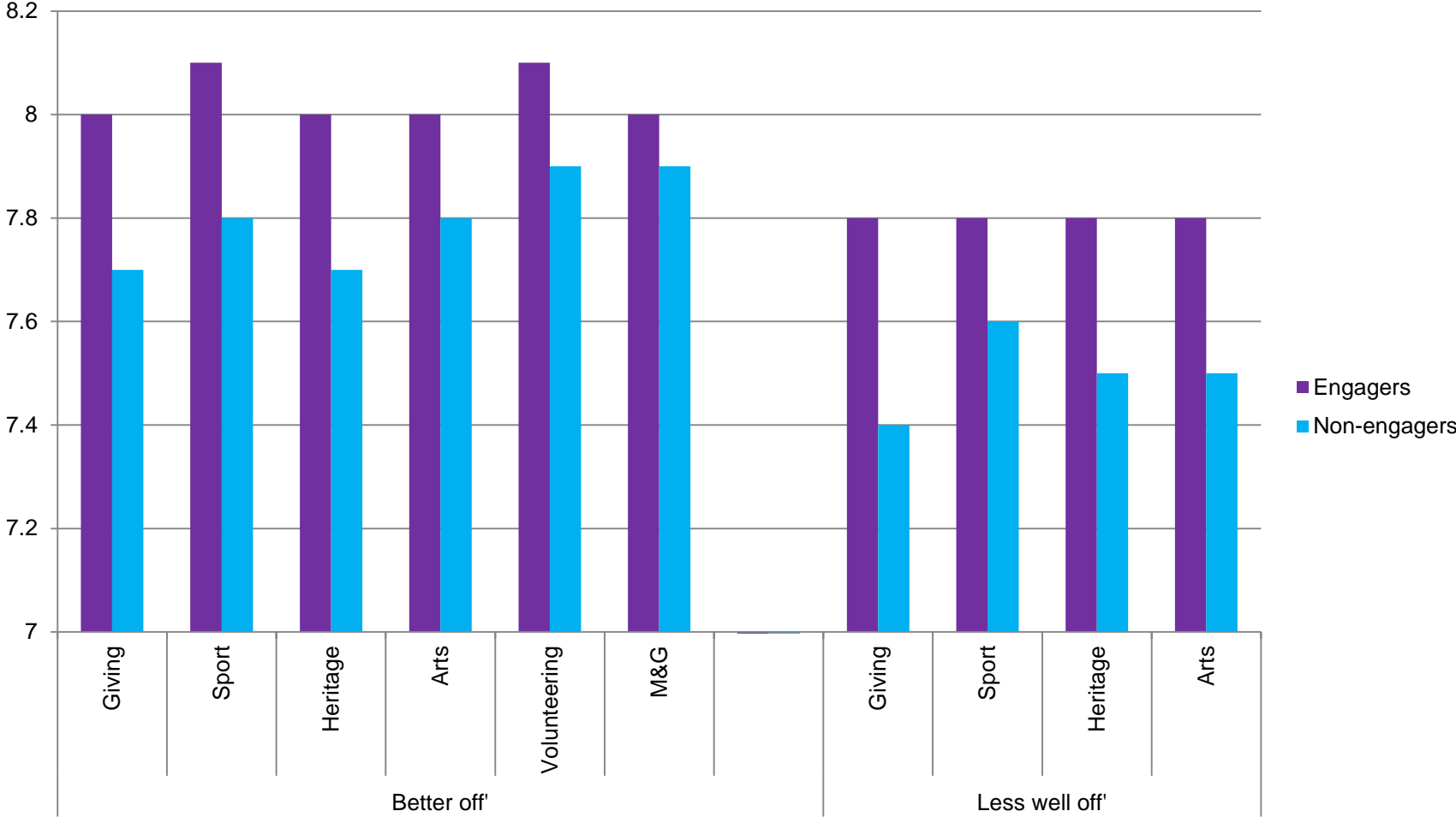
How 'happy' are people?



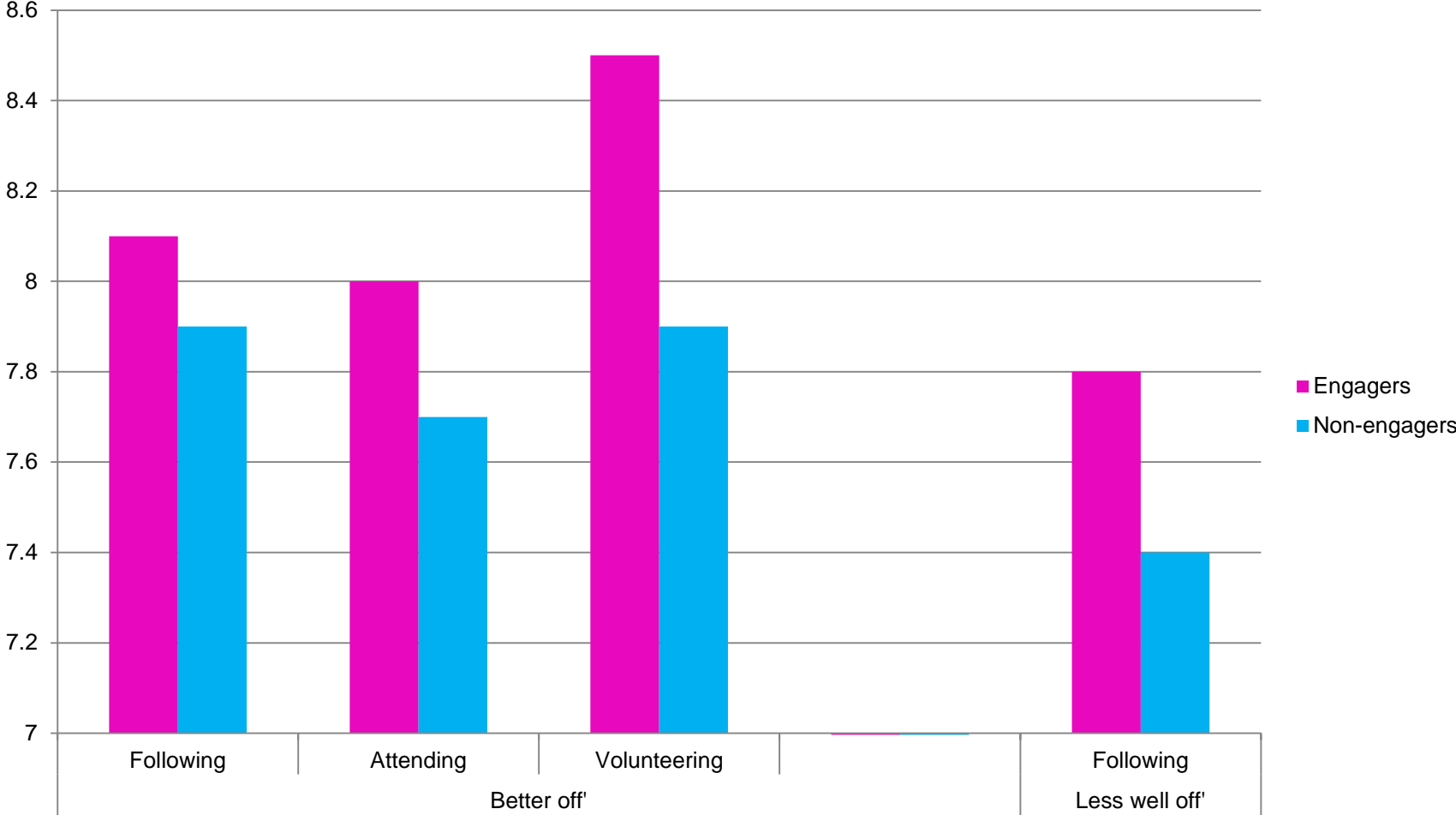
Are 'engagers' happier?



Does engagement increase happiness?



Case study: Olympics





Social impacts of engagement with culture and sport

NEXT STEPS

Next Steps

- Further analysis of TP data
 - Controlling other factors: Regression analysis
 - Issues of causality: Longitudinal data analysis
- Research to better understand DCMS' social impacts
 - Developing the social narrative
 - Framework development
 - Developing values for identified benefits



Further information:

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Full report:

<http://www.culture.gov.uk/publications/9301.aspx>