

The 2010 Taking Part User Survey: Summary of findings



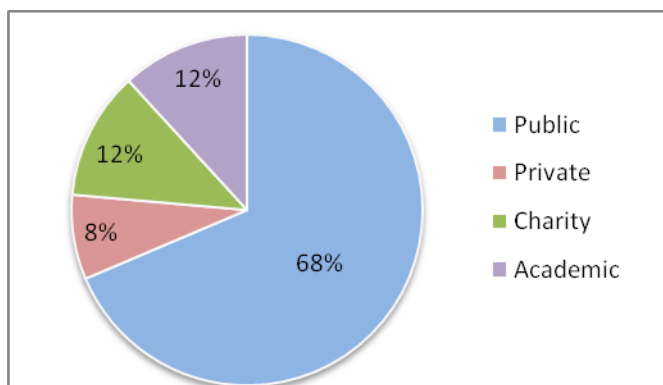
Background

In September 2010, the Taking Part team at DCMS ran the inaugural Taking Part user survey. The survey was administered online via Survey Monkey, and was sent directly to known Taking Part users. A link to the survey was also added to the Taking Part pages on the DCMS website. Fifty-one people responded to the survey. This fact sheet summarises their views. Given the small sample, findings should be treated as indicative.

Respondents

Fifty-one Taking Part users responded to the survey, the majority of whom work in the public sector (Figure 1).

Figure 1: Survey respondents, by sector



How Taking Part is used

Taking Part has a wide range of uses. In particular, the survey is used for:

- Monitoring participation in cultural sectors over time
- Analysing regional participation rates
- Measuring performance progress
- Tracking specific areas of interest (e.g. crafts)
- Making international comparisons
- Looking at why people do and don't engage
- Analysing the impact of projects/programmes

Roughly two-thirds of people find **trend analysis** more useful to their work than detailed analysis of a single year's data.

Most respondents said they found it easy to navigate the **DCMS website** to find the quarterly releases.

Just under half of respondents had used the **Taking Part technical reports** and downloaded raw data from the **UK Data Archive** to conduct their own analysis.

A number of respondents had used Taking Part data for their own analysis, for example:

- To measure the impact of investment on participation in sectors
- To examine a particular sector (e.g. the arts) in further detail
- For regional analysis

While, fewer than half of respondents had used **NetQuest**, Taking Part's online analytical tool, those who had used it found it user-friendly and accessible to non-technical users.

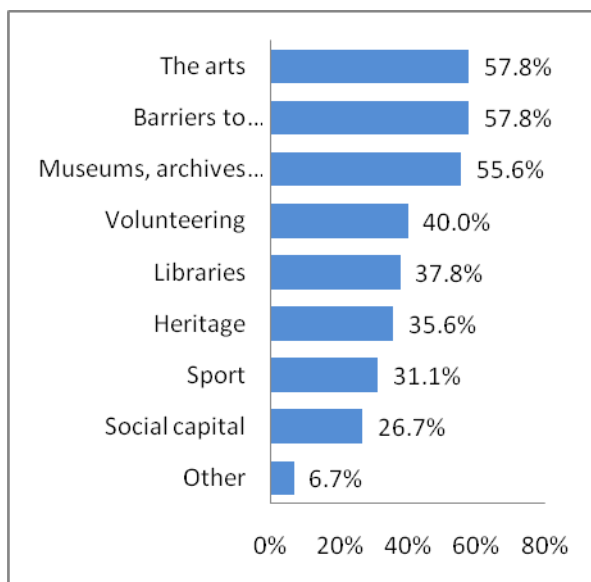
Though NetQuest usage increased significantly after the Taking Part user event in August 2010, awareness is still low. The Taking Part team at DCMS will continue to look for opportunities to promote wider use of NetQuest.

Over two-thirds of respondents had used at least one of the **Taking Part research reports**. While generally these reports were viewed positively (e.g. being seen as thorough, in-depth, accessible), some respondents considered them to be too technical and lacking in a clear set of policy recommendations.

Topics of interest

While users view the arts, barriers to participation, and museums, galleries and archives as the most relevant topics covered by the Taking Part questionnaire, interest is spread fairly evenly across a wide range of subject areas (Figure 2).

Figure 2: Topics of interest



Priorities for future waves of Taking Part

Respondents made suggestions for the type of topics they would like to see covered in future waves of Taking Part. These topics included:

- Digital engagement
- Membership of arts/other organisations
- More detail on attitudes, barriers
- In what capacity people engaged e.g. teacher, supporter
- Olympic legacy
- More detail on specific art forms e.g. different types of music, cinema.

Suggestions were also made on how we could improve the way we engage with our users. These included:

- Leading workshops around the country to engage with regional users
- Establishing a user forum
- Improving the flexibility of NetQuest

Respondents also made a number of suggestions for how Taking Part could better meet their needs as data users, including:

- The vast majority of people would find longitudinal data useful.
- Providing local authority level data
- Increasing sample size to detect significance better and enable demographic breakdowns at regional level

Other topics people would like to see covered in the future include:

- How far people are prepared to travel to participate
- The impact of the recession on engagement levels
- User satisfaction with cultural and sporting services, and how this affects participation
- Willingness to pay for cultural activities
- How long people engage for, and what drives the frequency of participation

Further information about the Taking Part survey can be found on the DCMS website.

The results from this survey, along with other feedback, helps us understand our users and improve the way we develop the survey.

If you would like to know more about the Taking Part survey or provide feedback, please contact:

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