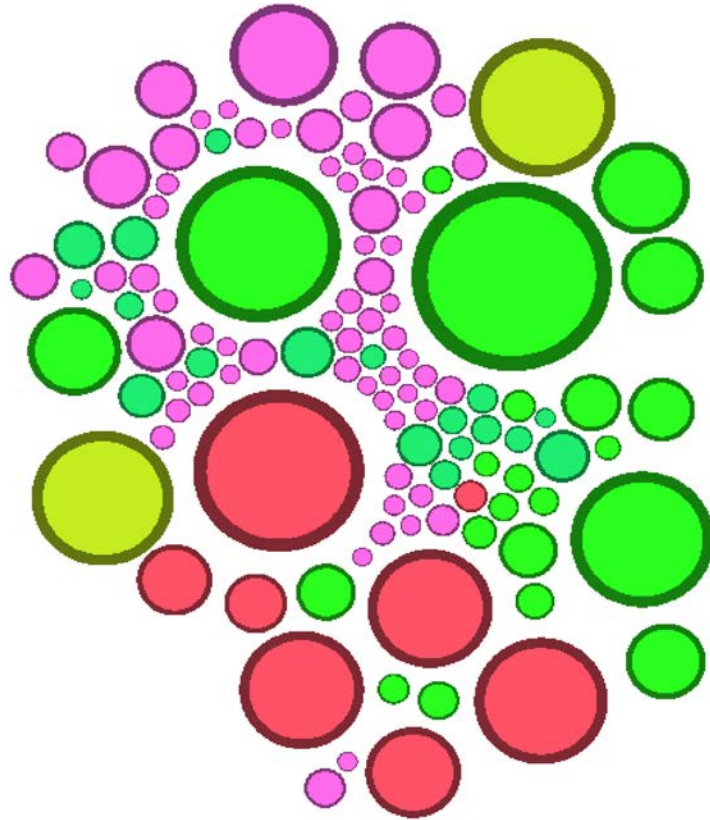


Mapping Leisure: Visualising cultural and sporting participation with Taking Part



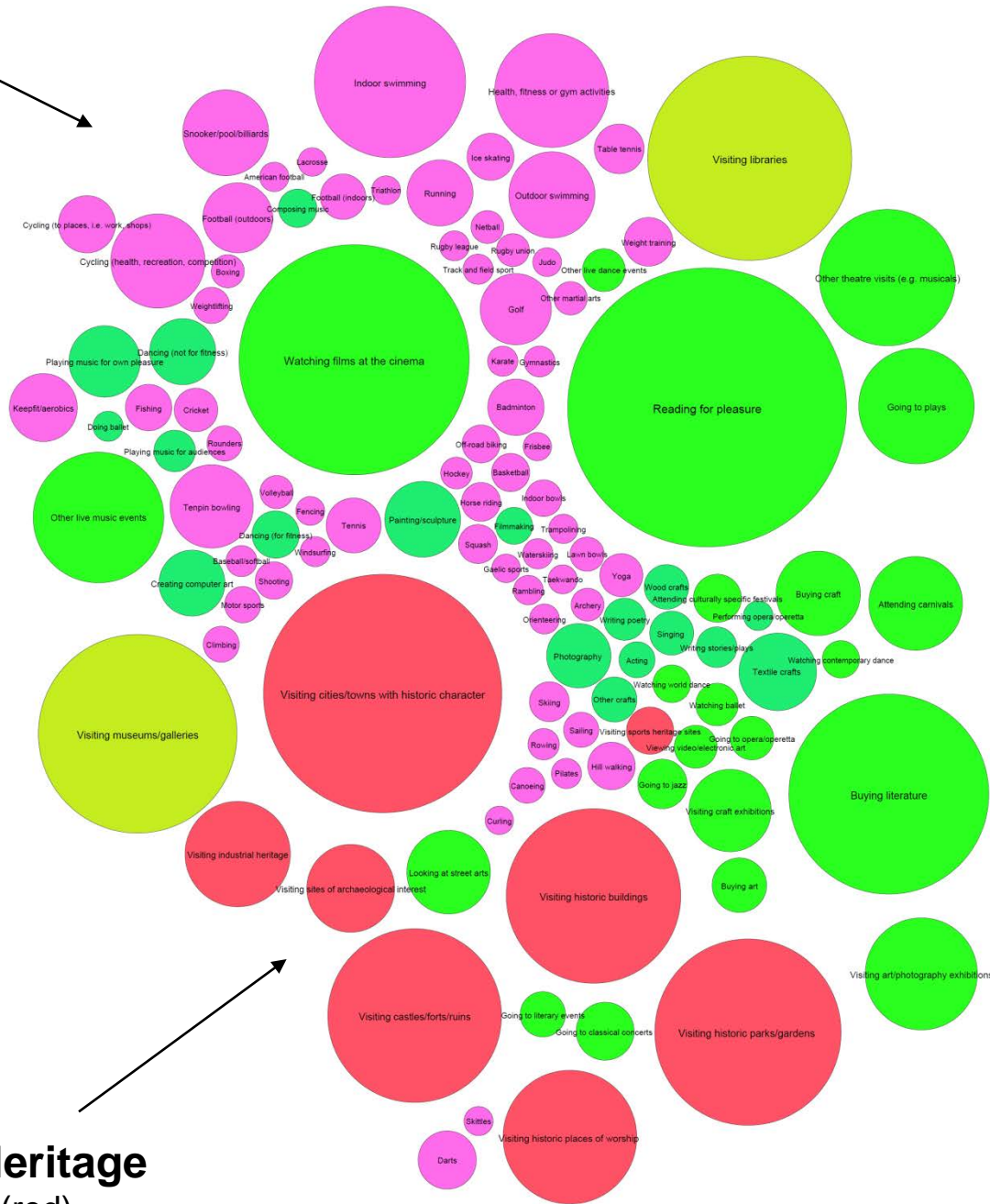
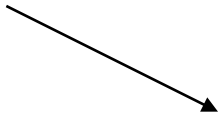
Taking Part user event (18/08/11)

John Davies, English Heritage

Visualising Taking Part

- Visualisation allows the patterns of cultural and sporting participation to be communicated in pictures
- Pictures on:
 - Participation levels
 - Average age of participants
 - Connections between activities
- Based on 2007/8 survey data of 25,720 adults aged 16+
- Pictures produced with Gephi and R

Sports (purple)

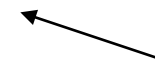


Participation

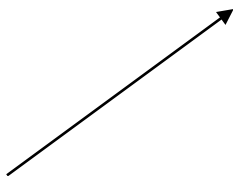
Measured by participating at least once in a 12 month period

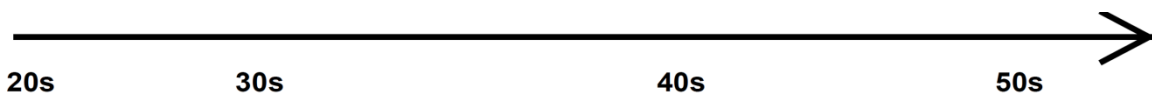
The bigger the circle the more people doing the activity

Culture (green)

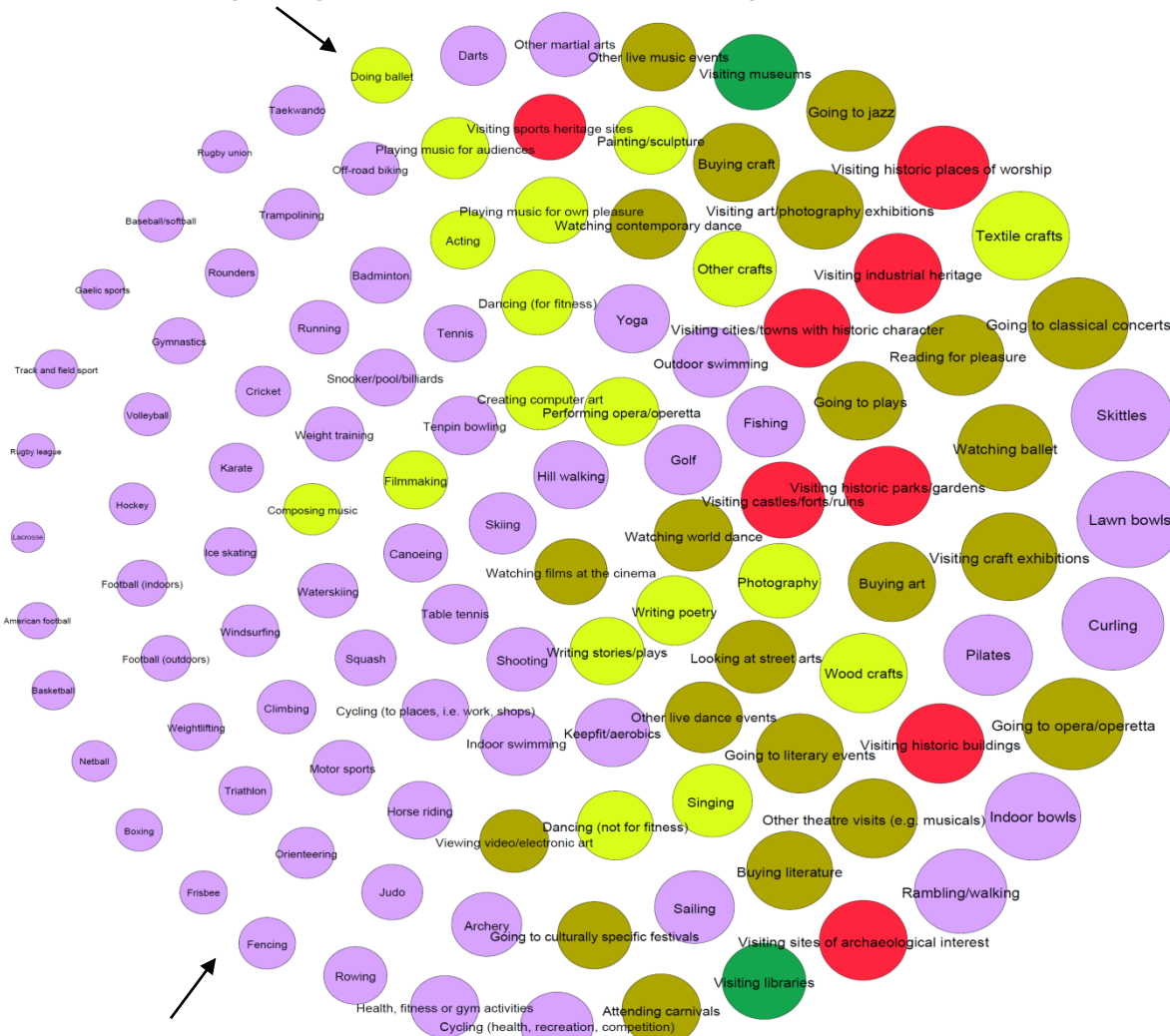


Heritage (red)





Direct cultural participation tends to have younger ages than cultural spectating



Average ages

Average age of participants increases moving left to right

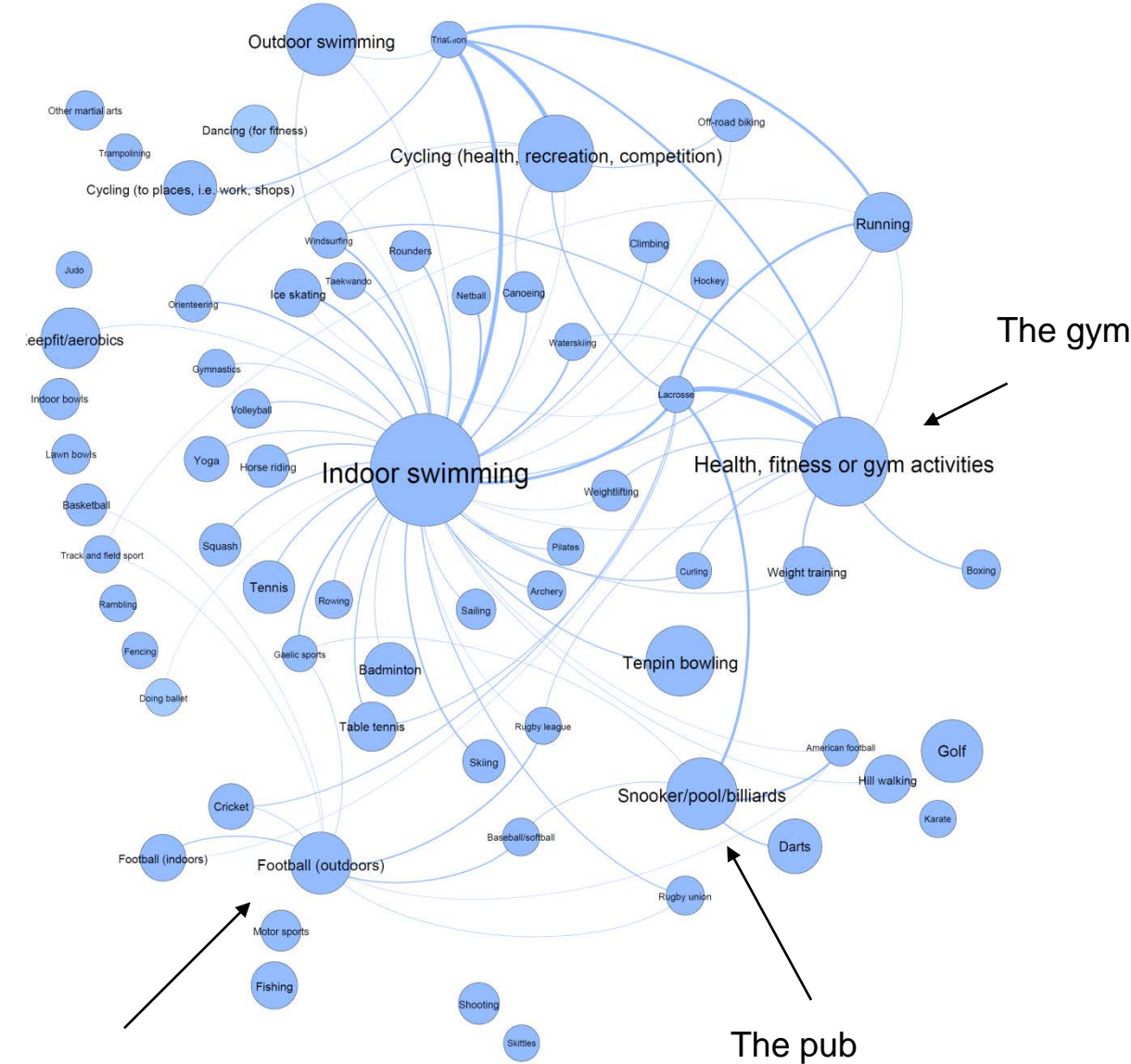
The larger the circle the greater the average age

- Figures exclude participation by children under 16
- Average age of participants in activities done by fewer people less certain

Sports done by older age groups

Sporting activities tend to have younger ages

Sporting Connections



Activities are connected where (for at least one of the activities) 50%+ of the people that do one do the other

Popular activities have more connections, but there are patterns in what they're connected to e.g. all the water sports are connected to indoor swimming

Playing fields

The pub

Cultural Connections

Image makers

Heritage visitors

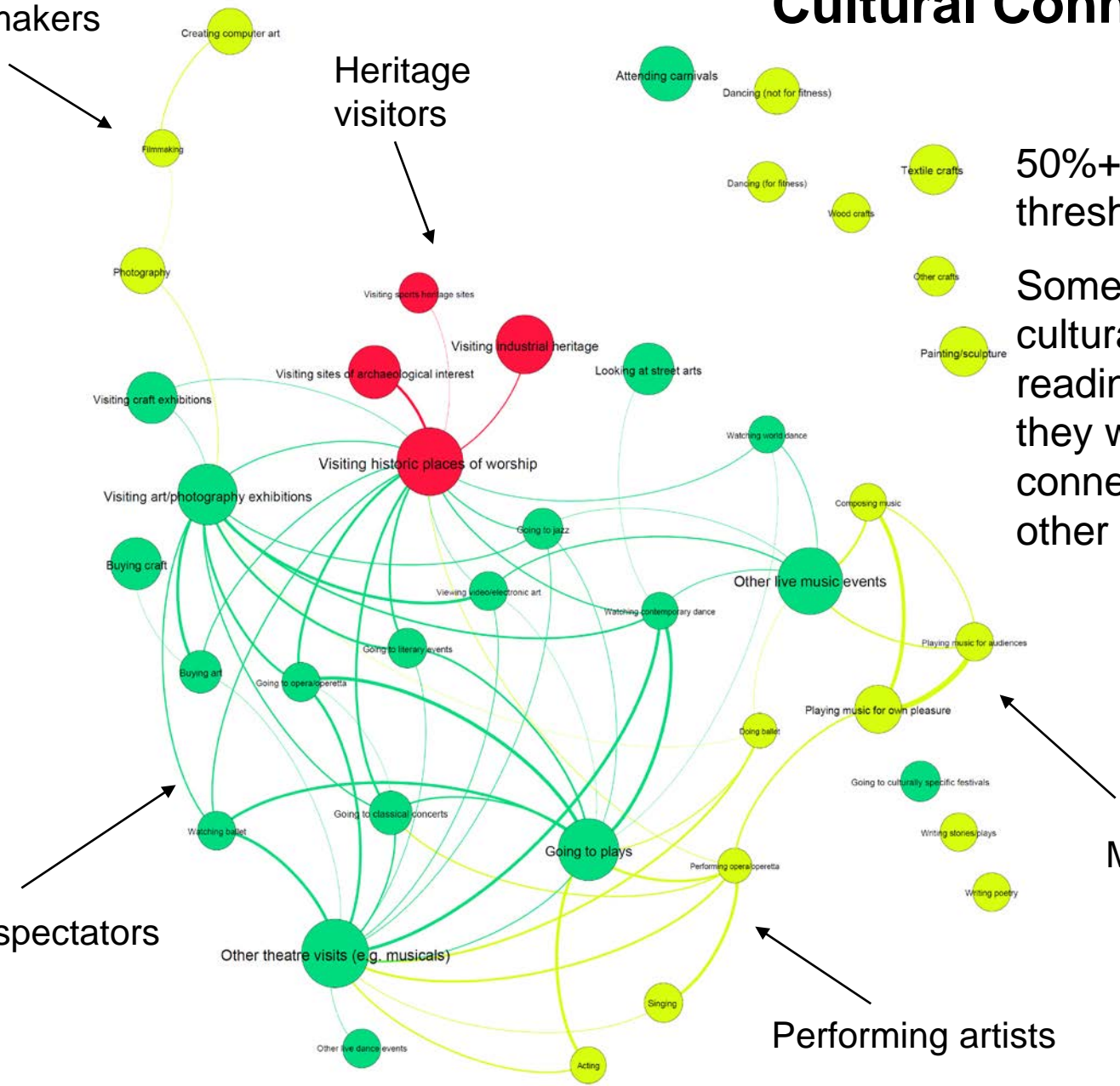
50%+ connection threshold as before

Some very popular cultural activities (e.g. reading) excluded as they would be widely connected obscuring other connections

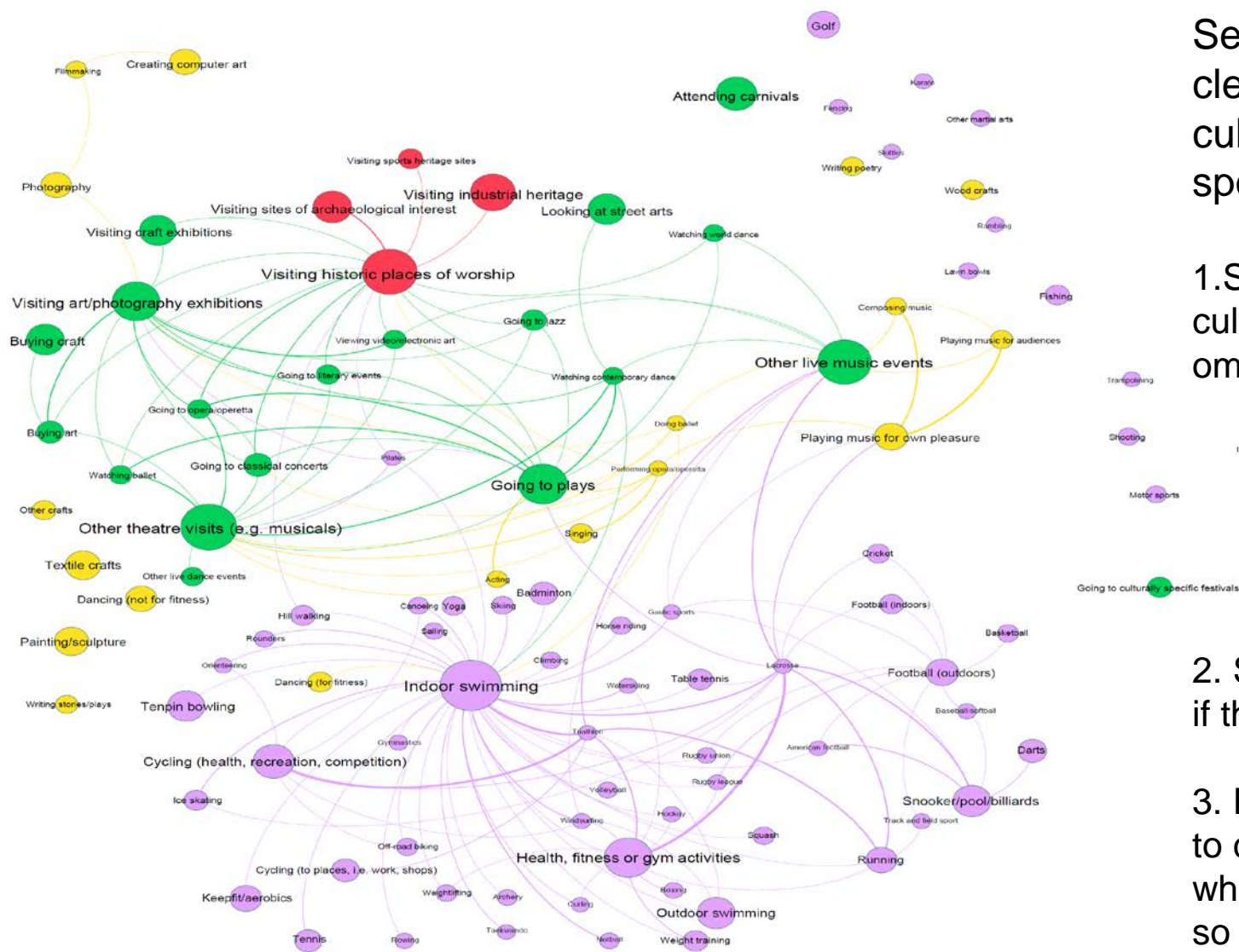
Cultural spectators

Music makers

Performing artists



Cultural and Sporting Connections



Seems to show a clear separation of the cultural and sporting spheres, but:

1. Some very popular cultural activities omitted

2. Separation less clear if the threshold below 50%,

3. People may come to cultural activities when they get older, so we're looking at too short a time horizon

Conclusions

- Visualisation good for presenting an overview of data, but has hidden assumptions (e.g. sample sizes, connection thresholds)

Policy implications?

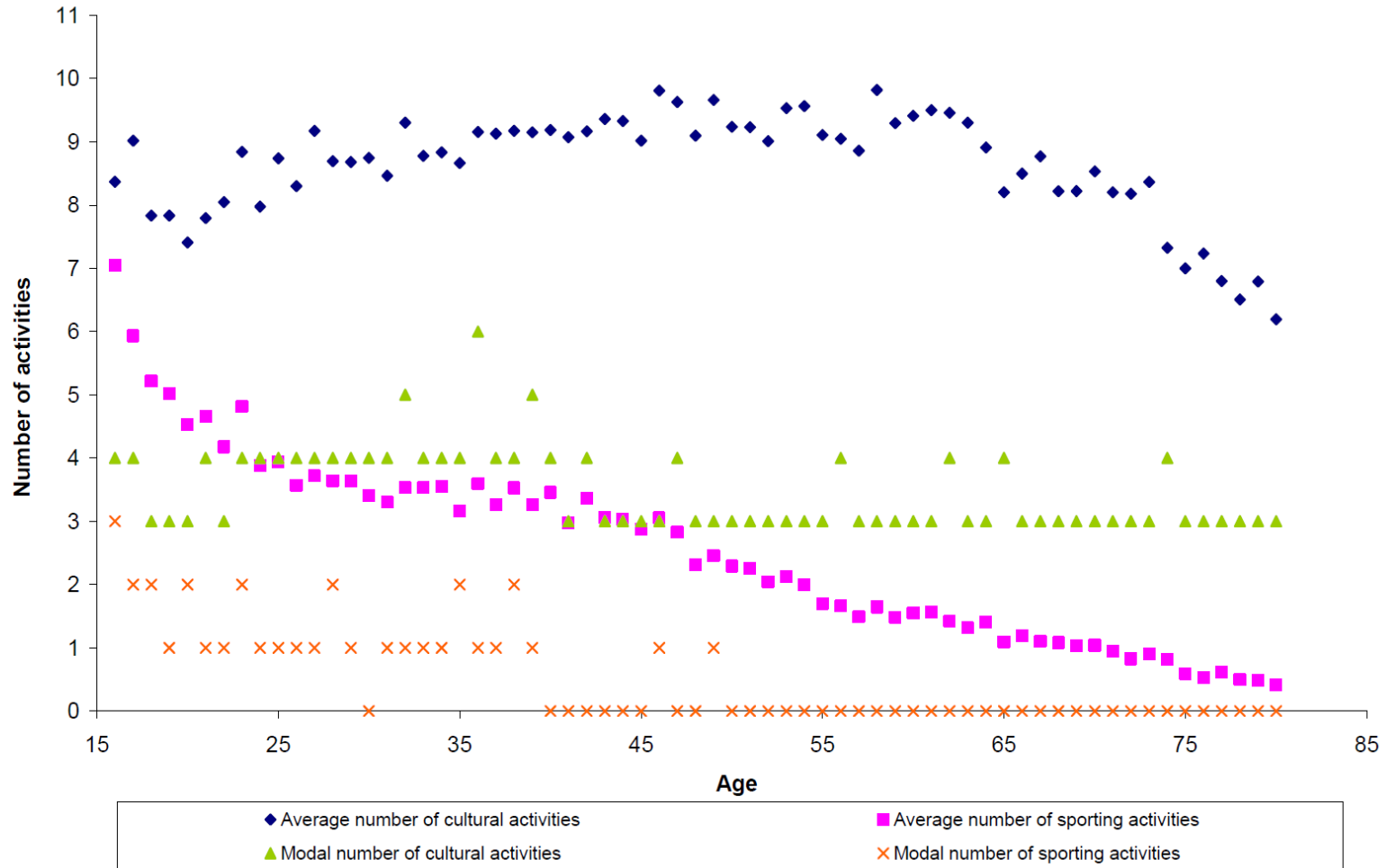
- Use visualisation more as a communications tool
- Look at how connections between activities can be used for joint marketing and supply

Research available at:

<http://www.english-heritage.org.uk/professional/research/social-and-economic-research/taking-part/>

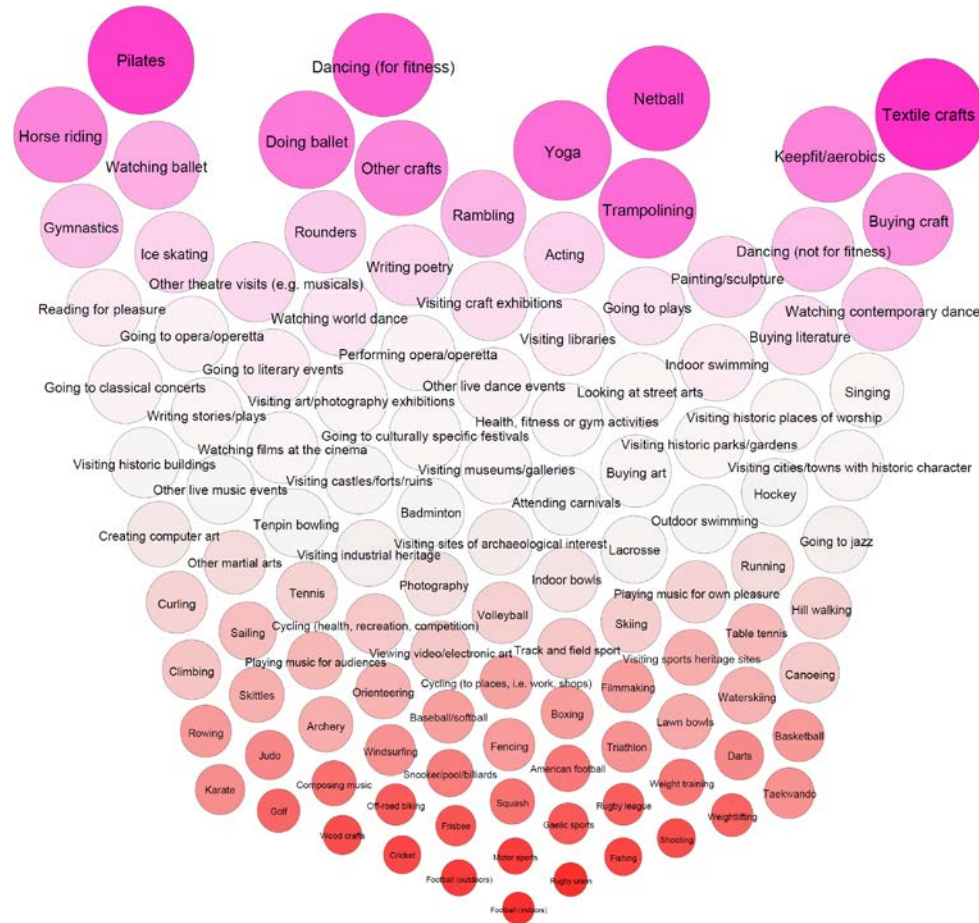
Contact: john.davies@english-heritage.org.uk

Number of activities done by age



Participation by gender

Mostly done by Women



Mostly done by Men