



Department
for Culture
Media & Sport



Taking Part focus on: Museums and galleries



Statistical Release
October 2016



Introduction

This Report

This report is one in a series of three *Taking Part, focus on* reports, presenting findings from the Taking Part survey. Taking Part is a continuous face to face household survey of adults aged 16 years and over and children aged 5 to 15 years old in England.

The *Taking Part, focus on* reports look at specific topics in more detail, with each report covering one of the following areas:

- 1) Art forms
- 2) Museums and galleries**
- 3) Diversity

This focus on report looks at engagement with museums and galleries and demonstrates the Taking Part online analysis tools. The online data analysis tools enable users to produce bespoke tables and explore the survey beyond the information available in the headline reports.

Forthcoming statistical releases

Adult releases of Taking Part are usually published twice a year in July and December. However, the next biannual release will be January 2017 (to allow time for additional data processing following a change in contractors) and will present data covering the period October 2015 – September 2016. The next Child release of Taking Part will be in July 2017.

The next series of Taking Part, short stories will be published in April 2017.

You can find out about upcoming releases in our [Official Statistics Release Calendar](#) or for further information on these releases or the Taking Part survey in general, please contact the Taking Part team on TakingPart@culture.gov.uk.

Developments to Taking Part survey

In March 2016 DCMS published a [strategy](#) outlining proposed developments to the Taking Part survey over the next five years, which will ensure the survey is fit for the future and supports the evidence needs of DCMS sectors.

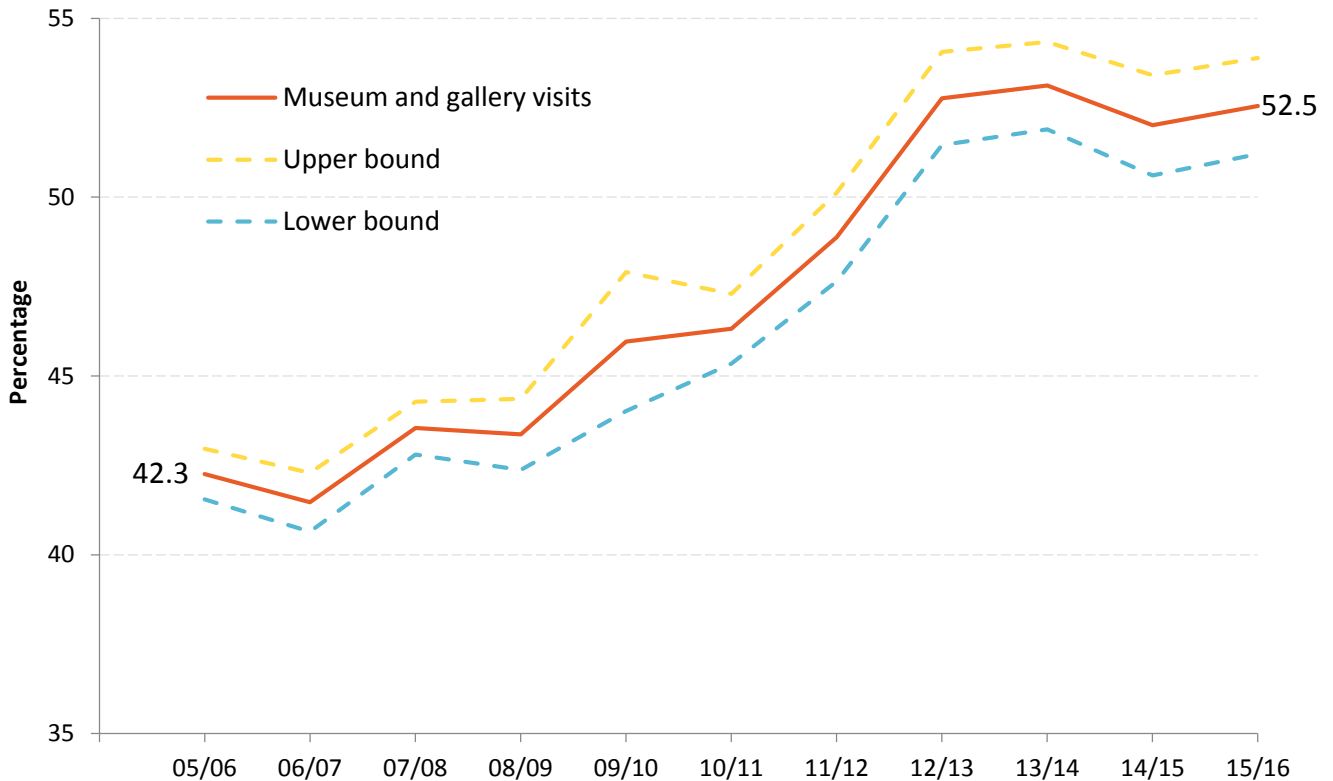
To complement the statistical releases and to make Taking Part data more accessible, a suite of [online analysis tools was launched in July 2016](#). These tools are aimed at allowing more users to interrogate the Taking Part data themselves. These tools are still under development, we welcome your views and feedback via email to TakingPart@culture.gov.uk.

Headlines

In 2015/16, 52.5 per cent of adults visited a **museum or gallery** in the last year, a significant increase from 42.3 per cent in 2005/06, but a similar proportion to 52.0 per cent in 2014/15.

The vast majority of visits to museums and galleries were made in **people's own time** (98.3%) with a small proportion visiting for **paid work or academic study** (2.4% and 2.0% respectively¹).

Figure 1: Proportion of adults who had visited a museum or gallery in the last year, 2005/06 to 2015/16



Engagement by characteristics of the area

Region

- In 2015/16, engagement with museums and galleries was significantly higher in the **London** region (62.1%) compared with all other English regions.
- The **North West region** has seen the largest increase in the proportion of adults who visited a museum or gallery since 2005/06 (from 40.4 % in 2005/06 to 54.1 % in 2015/16).

ACORN

- Since 2005/06 the proportion of adults who engage with museums or galleries has increased across all ACORN groups but in 2015/16 adults in the **'hard-pressed'** group were still less likely to engage than all other groups. In 2015/16, 57.8 per cent of adults from the **wealthy achievers group** and 69.2 per cent of adults from the **urban prosperity group** engaged with museums or galleries. Among the hard pressed group, only 39.2 per cent of adults had engaged with museums or galleries, up from 29.1 per cent in 2005/06.

¹ Percentages do not total to 100 as some people may have visited a museum or gallery for more than one reason.

Index of Multiple Deprivation (IMD) Decile²

- There has been a large significant increase in the proportion of adults from the **most deprived decile** who visited a museum or gallery, from 30.4 per cent in 2009/10 (when this information was first collected) to 43.6 per cent in 2015/16.
- However, adults from the **7 least deprived deciles** have significantly higher engagement rates with museums and galleries compared with adults from the most deprived decile.

Engagement by demographics

Since 2005/06, engagement with museums and galleries has significantly increased across all demographic groups.

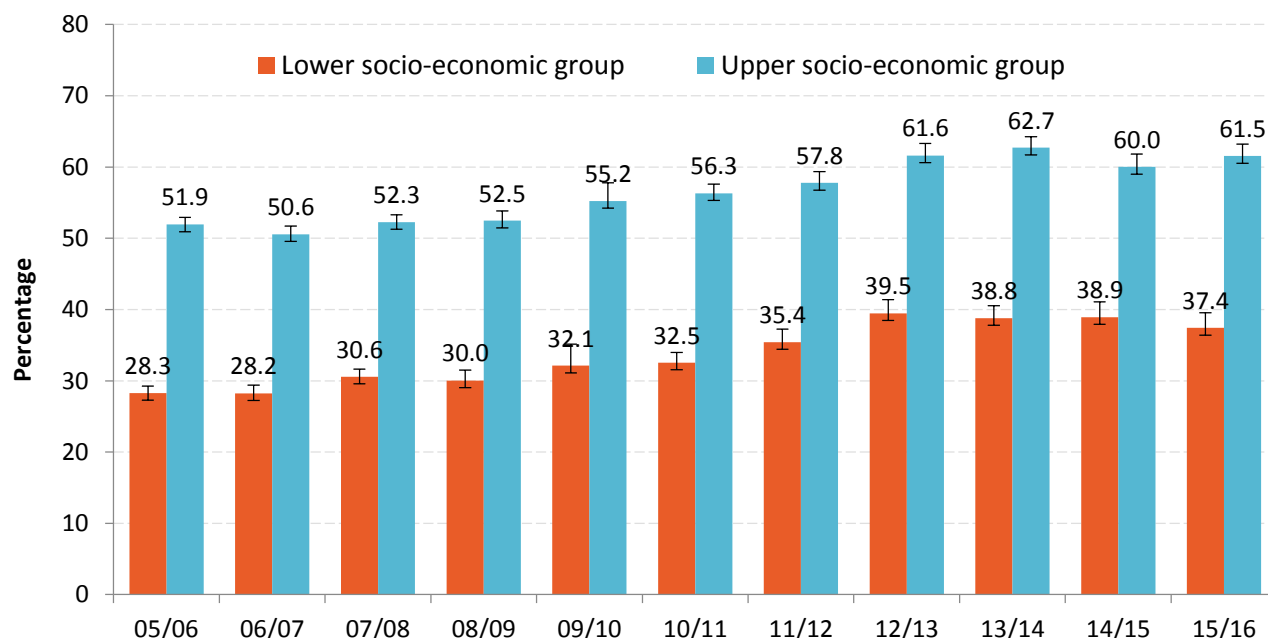
Age group

- In 2015/16, adults aged between **25 and 44** were most likely to have visited a museum or gallery (56.4%). This is compared to adults **aged 75 and over** who had a significantly lower engagement rate of 34.1 per cent.

Socio-economic group

- The gap in engagement between socio-economic groups has remained large. In 2015/16, more than three in five adults (61.5%) from the **upper socio-economic group** visited a museum or gallery in the last year, compared with less than two in five (37.4%) of adults in the **lower socio-economic group**.

Figure 2: Proportion of adults who had visited a museum or gallery in the last year, by socio-economic group (NS-SEC) classification, 2005/06 to 2015/16.



² The Index of Multiple Deprivation (IMD) is a composite index which measures neighbourhood deprivation across domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (e.g. 10% most deprived neighbourhoods).



Engagement with museums and galleries

In July 2016, DCMS published a set of [online data analysis tools](#) designed to make data from the Taking Part survey more accessible. This report demonstrates the tools with a focus on engagement with museums and galleries.

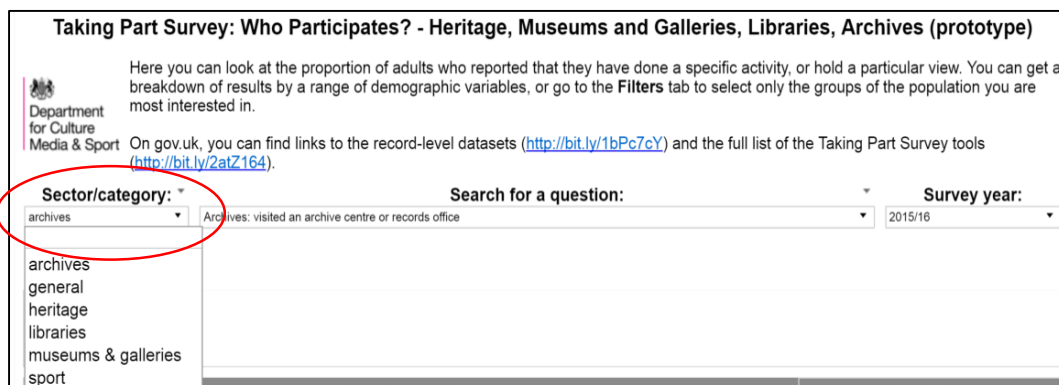
The **Taking Part: Who participates?** tool gives demographic and geographic breakdowns for key questions, for example the proportion of adults who visited a museum or gallery in the last 12 months.

One element of this tool covers the arts and the other, [Taking Part: Who Participates? – Other sectors](#), covers heritage, **museums and galleries**, libraries and archives.

To access the tool follow the links below

- [Taking Part: Who participates? — Arts](#) 
This covers the arts sector, including arts attendance and arts participation.
- [Taking Part: Who participates? — Other sectors](#) 
This covers heritage, museums and galleries, libraries, archives and sport sectors, as well as personal wellbeing.

In the **Responses and breakdowns tab**, use the drop down menu to select the **museums and galleries** sector.



Taking Part Survey: Who Participates? - Heritage, Museums and Galleries, Libraries, Archives (prototype)

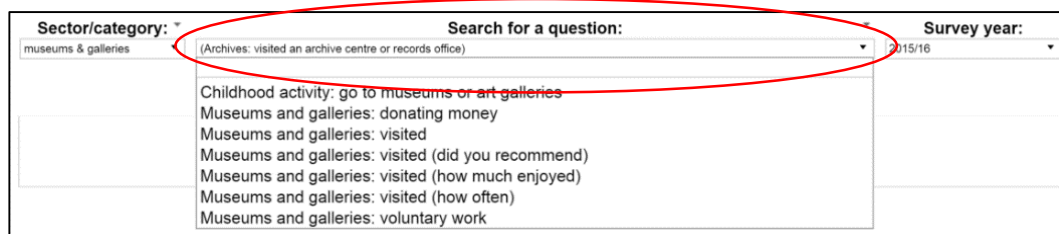
Here you can look at the proportion of adults who reported that they have done a specific activity, or hold a particular view. You can get a breakdown of results by a range of demographic variables, or go to the **Filters** tab to select only the groups of the population you are most interested in.

On gov.uk, you can find links to the record-level datasets (<http://bit.ly/1bPc7cY>) and the full list of the Taking Part Survey tools (<http://bit.ly/2atZ164>).

Sector/category: **Search for a question:** **Survey year:**

- archives
- general
- heritage
- libraries
- museums & galleries
- sport

The tool can then be used to explore questions relating to museums and galleries, e.g., **frequency of visits** (how often), visiting a museum or gallery for **voluntary work** or **donating money** to museums or galleries.



Sector/category: **Search for a question:** **Survey year:**

- Childhood activity: go to museums or art galleries
- Museums and galleries: donating money
- Museums and galleries: visited
- Museums and galleries: visited (did you recommend)
- Museums and galleries: visited (how much enjoyed)
- Museums and galleries: visited (how often)
- Museums and galleries: voluntary work

The **museums and galleries: visited** question gives the proportion of adults who visited a museum or gallery in the last 12 months, consistent with the headline measure used in DCMS reports.

The output shows that **52.5 per cent** visited a museum or gallery in 2015/16. This proportion is the weighted percentage based 10,171 respondents.

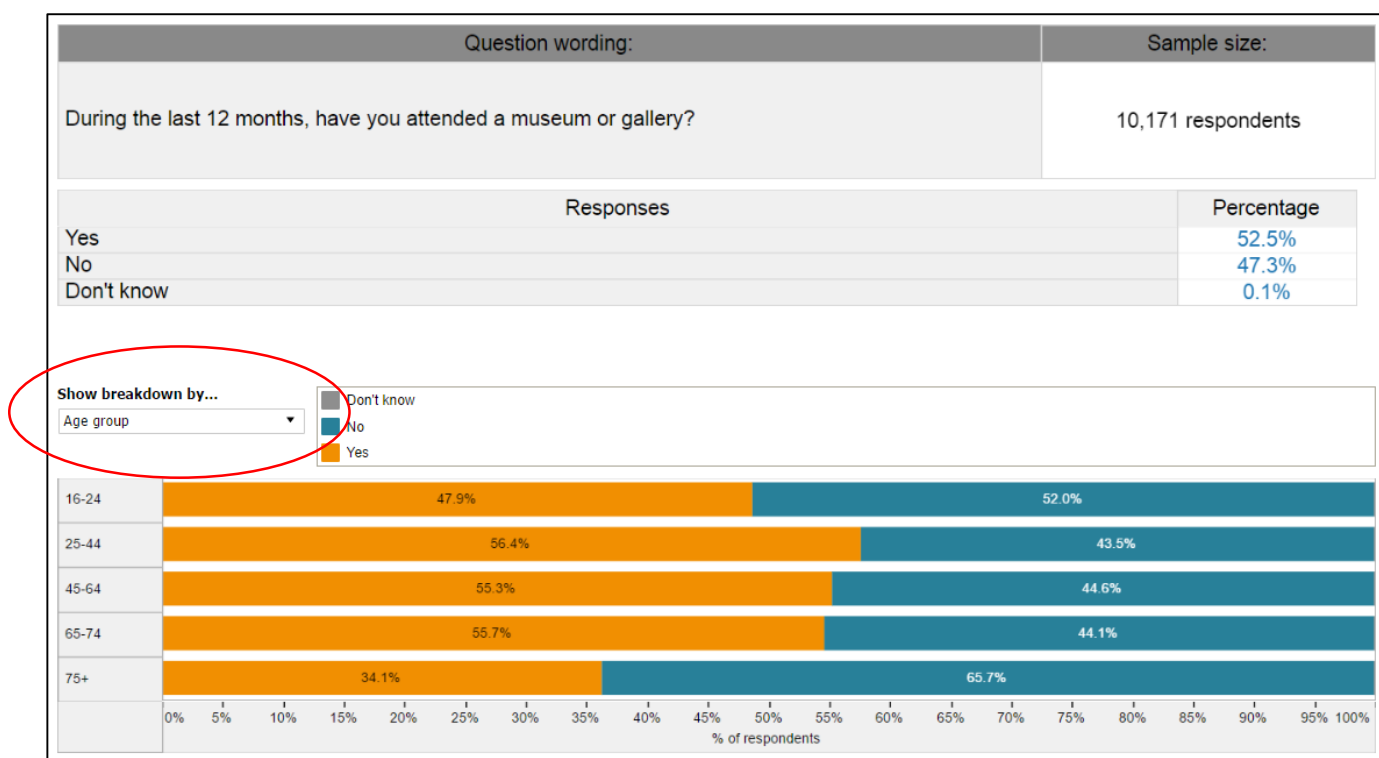
Sector/category:	Search for a question:	Survey year:
museums & galleries	Museums and galleries: visited	2015/16
Question wording:		Sample size:
During the last 12 months, have you attended a museum or gallery?		10,171 respondents
Responses		Percentage
Yes		52.5%
No		47.3%
Don't know		0.1%

Engagement by demographics

Show breakdown by...

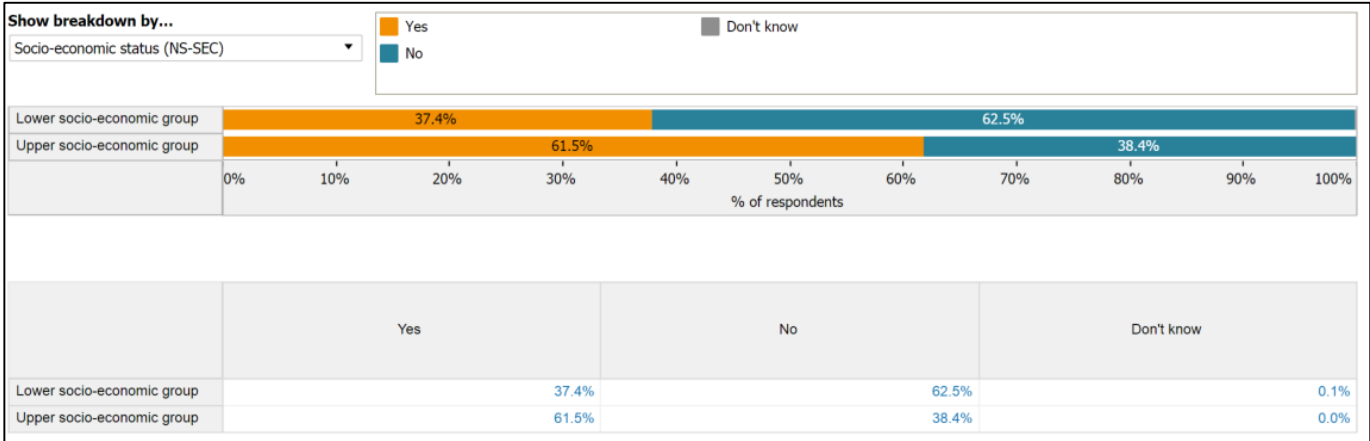
- Age group
- Gender
- Age group
- Socio-economic status (NS-SEC)
- Long-standing illness or disability
- Ethnicity
- Sexual orientation
- Religion
- Education
- Employment status
- Income
- Home ownership
- Region
- Area type
- Index of deprivation (IMD decile)
- Consumer classification (ACORN)

For each question selected, the tool shows a breakdown by **key demographics** and **area-level variables**. The defaults which are shown automatically are age group, gender and socio-economic status, but there are 12 other options which can be selected. This can be done by selecting the measure of interest from the "Show breakdown by..." drop down list which is shown just under the headline results. Select the variable of most interest from the box and the charts updates.



Looking by age group, the output shows that adults aged between **25 and 44** were most likely to visit a museum or gallery (56.4%). This is significantly greater than adults aged 16 to 24 (47.9 %) and adults aged 75 and above who were least the likely to engage with museums and galleries (34.1%).

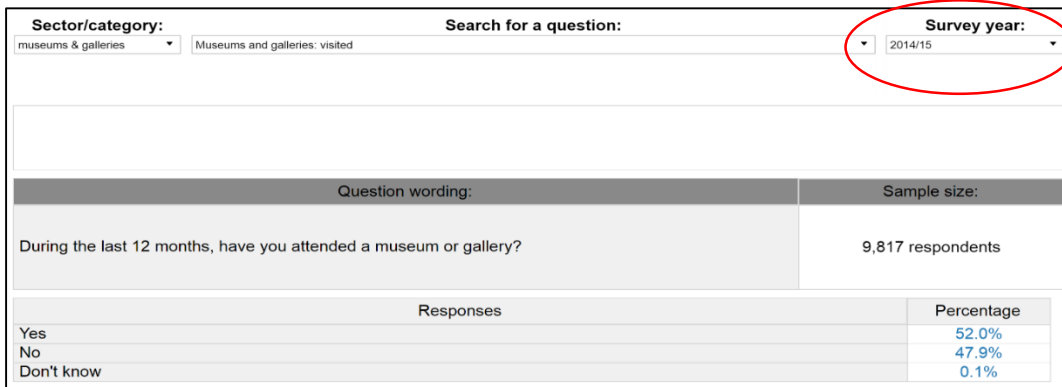
Data by socio-economic status (NS-SEC) show that, in 2015/16, more than three in five adults (61.5%) from the **upper socio-economic group** visited a museum or gallery in the last year, compared with less than two in five (37.4%) of adults in the **lower socio-economic group**. The [Taking Part 2015/16 Quarter 4 report](#), stated that there is a statistically significant difference in engagement with museums or galleries between both socio-economic groups.



Small differences between groups (and small samples) should be treated with caution, as differences are likely to be a result of sampling variation rather than real changes. The tool does not allow users to see confidence intervals and whether changes are significant or not. See DCMS published reports for more details on whether changes and differences between groups are significant or not.

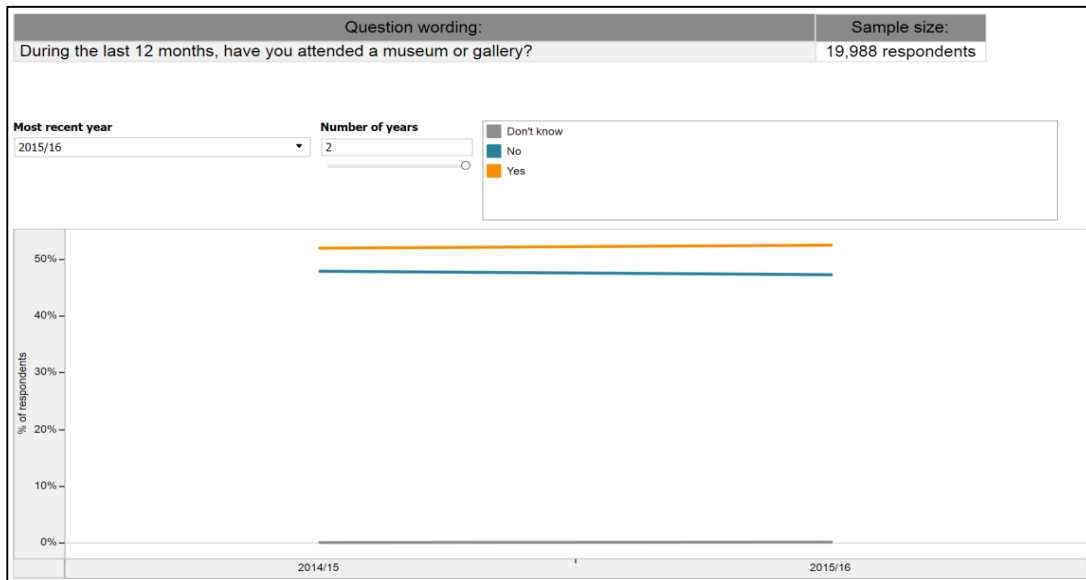
Time series

As well as 2015/16, data for 2014/15 are also available in the tool, and can be accessed in two ways. The data can be accessed by selecting the year via the “survey year” drop down menu.



The output shows that **52.0 per cent** of adults visited a museum or gallery in 2014/15. This proportion is the weighted percentage based on 9,817 respondents (the full sample in 2014/15). Although there is a 0.5 percentage increase the proportion of adults who visited a museum or gallery this is not a significant increase (see [Taking Part 2015/16 Quarter 4 report](#)).

Alternatively, results for previous years can be seen through the **Trend over time** tab. This shows a line chart for the question selected. For example percentage of adults who visited a museum or gallery. The sample size figure presented on this screen shows the sample for all years shown in the chart combined (i.e. 2014/15 and 2015/16).



This tool will be developed shortly to include additional historic data (back to 2005/06), and updated with future data, so a longer time series can be seen.

Multiple demographic or area variables

The **filters tab** allows the user to select multiple demographic or area variables at once. This then feeds through into the results shown in the other two tabs (the sample size information can be used to ensure that the right information is showing when moving between tabs). For example, it is possible to look at the time series for white females by selecting the appropriate categories.

Filters Responses & breakdowns Trend over time

Taking Part Survey: Who Participates? - Heritage, Museums and Galleries, Libraries, Archives (prototype)

Sector/category: museums & galleries Search for a question: Museums and galleries: visited Survey year: 2015/16

Question wording: During the last 12 months, have you attended a museum or gallery? Sample size: 5,103 respondents

Select profile of respondents
E.g. use gender and age filters to only show responses from men aged 16-24
Tip: you can select more than one group of respondents on the filter charts by holding ctrl and clicking two or more bars

Gender: Female (All) Region: (All)

Ethnicity: White (All) Type of area: (All)

Long-standing illness or disability: (All) Employment status: (All)

Socio-economic status (NS-SEC): (All) Consumer classification (ACORN): (All)

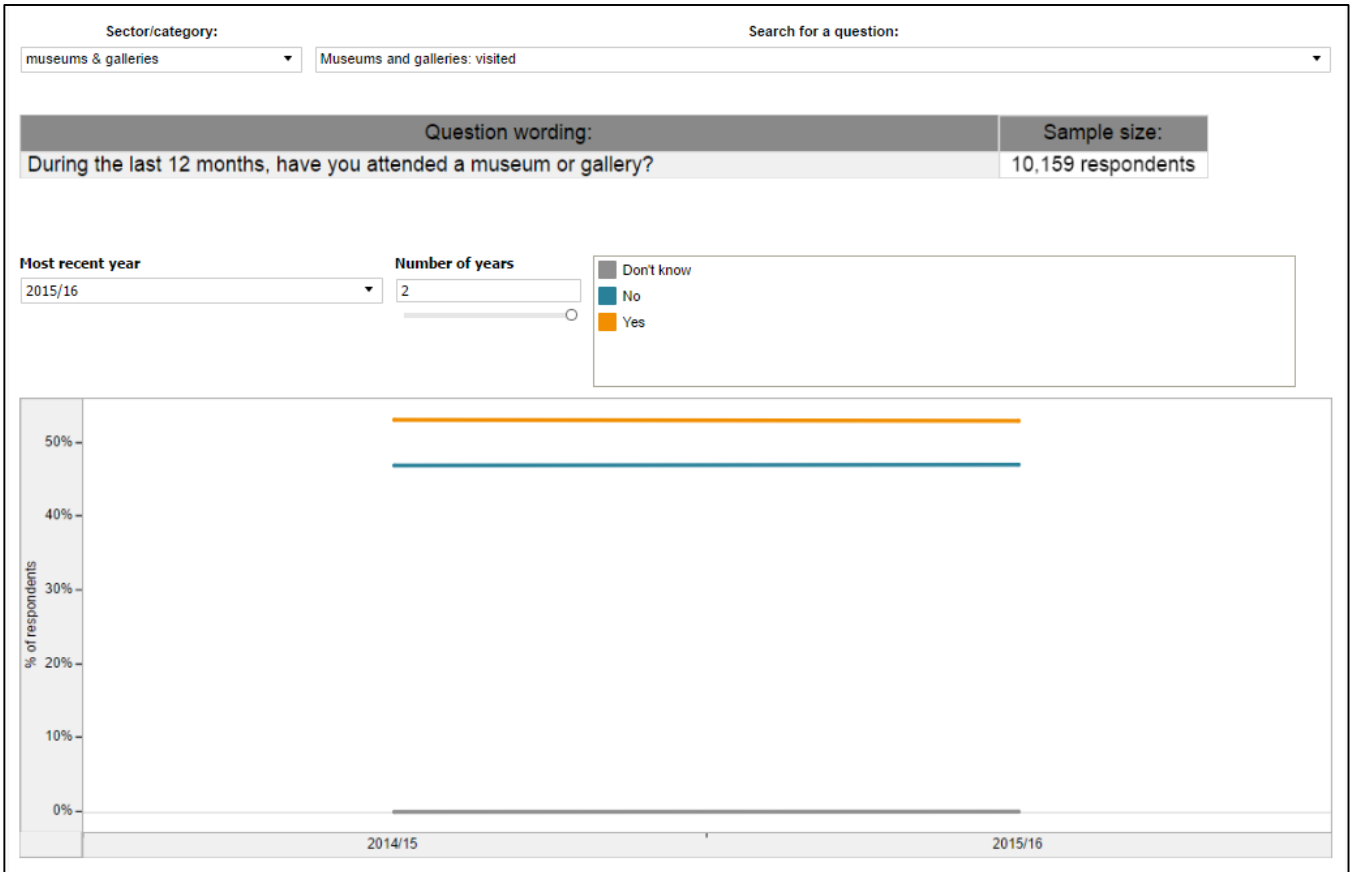
Age group chart showing number of respondents for various age groups (16-24, 25-44, 45-64, 65-74, 75+, Not asked/Refused).

Education chart showing number of respondents for various education levels (Higher Education & professional/vocational equiva., Other Higher Education below degree level, A levels, vocational level 3 & equivalents, Trade Apprenticeships).

Once the variables have been selected click on the “**trend over time**” tab to see the trend for this demographic group (noting the sample size is for both years combined).

Filters Responses & breakdowns **Trend over time**

Taking Part Survey: Who Participates? - Heritage, Museums and Galleries, Libraries, Archives (prototype)



Note: Small samples should be treated with caution. Results will not be shown in the tool if they are based on fewer than 30 respondents.

Frequency of museum or gallery visits

The **Taking Part: Who participates?** tool enables similar consideration of other questions, such as the frequency of museum or gallery visits which can be answered by selecting the **visited (how often)** question.

Sector/category: museums & galleries Search for a question: (Archives: visited an archive centre or records office) Survey year: 2015/16

- Childhood activity: go to museums or art galleries
- Museums and galleries: donating money
- Museums and galleries: visited
- Museums and galleries: visited (did you recommend)
- Museums and galleries: visited (how much enjoyed)
- Museums and galleries: visited (how often)
- Museums and galleries: voluntary work

In 2015/16, **30.6 per cent** of adults stated that they visited a museum or gallery once or twice in the last 12 months. **18.0 per cent** visited at least three to four times a year but less than once a month and **4.0 per cent** visited at least once a month. The total of all these figures gives the proportion of adults that visited at least once in the last 12 months (52.5%).

Sector/category: museums & galleries		Search for a question: Museums and galleries: visited (how often)	Survey year: 2015/16
Question wording:		Sample size:	
How often in the last 12 months have you been to a museum or gallery?		10,171 respondents	
Responses		Percentage	
At least once a week		0.4%	
Less often than once a week but at least once a month		3.6%	
Less often than once a month but at least 3-4 times a year		18.0%	
1-2 times in the last 12 months		30.6%	
Don't know		0.0%	
No attendance		47.5%	

Maps

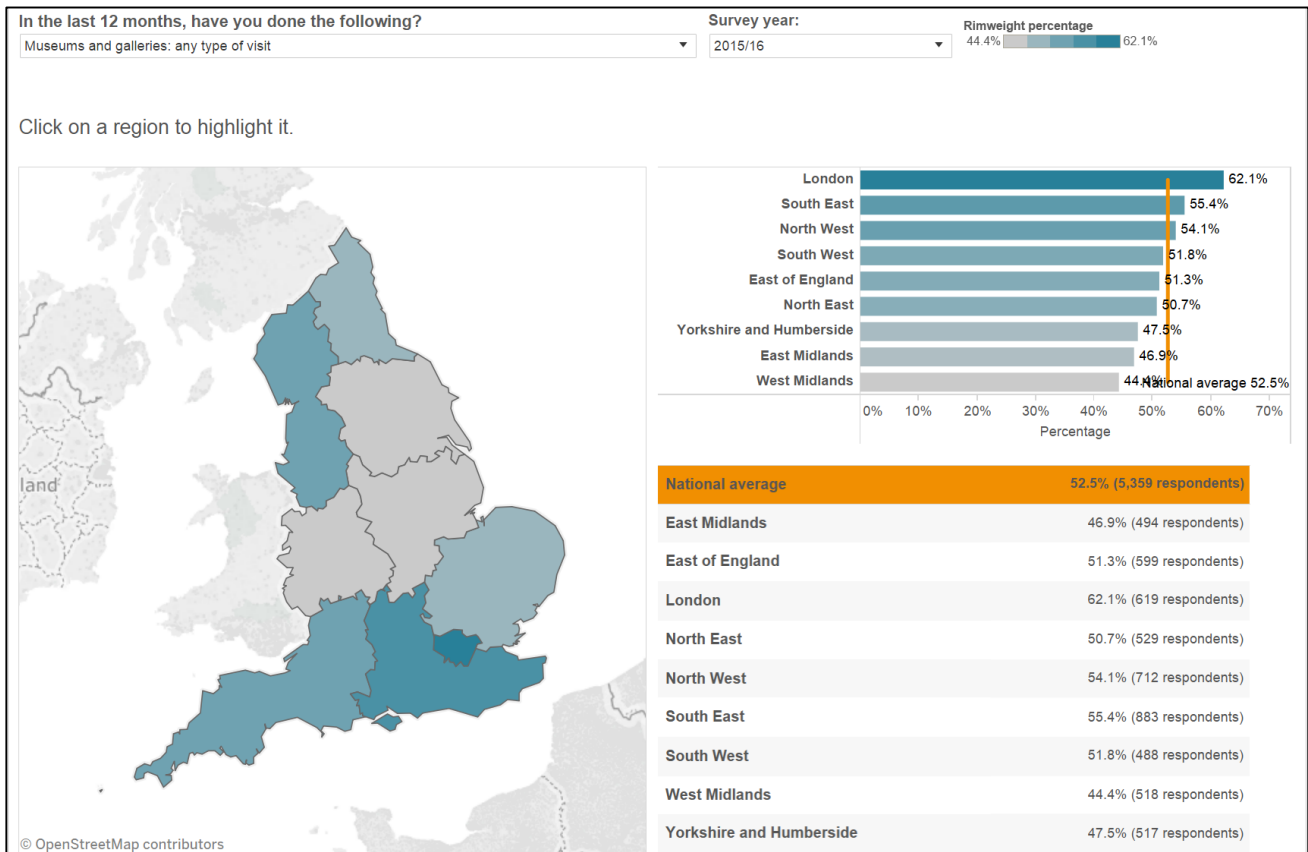
The **Taking Part: Regional analysis** tool provides estimates by region for headline questions from the survey as well as details of how each region compares to the national average. These are visualised through interactive maps.

In order to plot a map showing museum or gallery visits by region access the [Taking Part: Regional Analysis – Other sectors](#) tool and select “**museums and galleries: any type of visit**” from the drop down list.

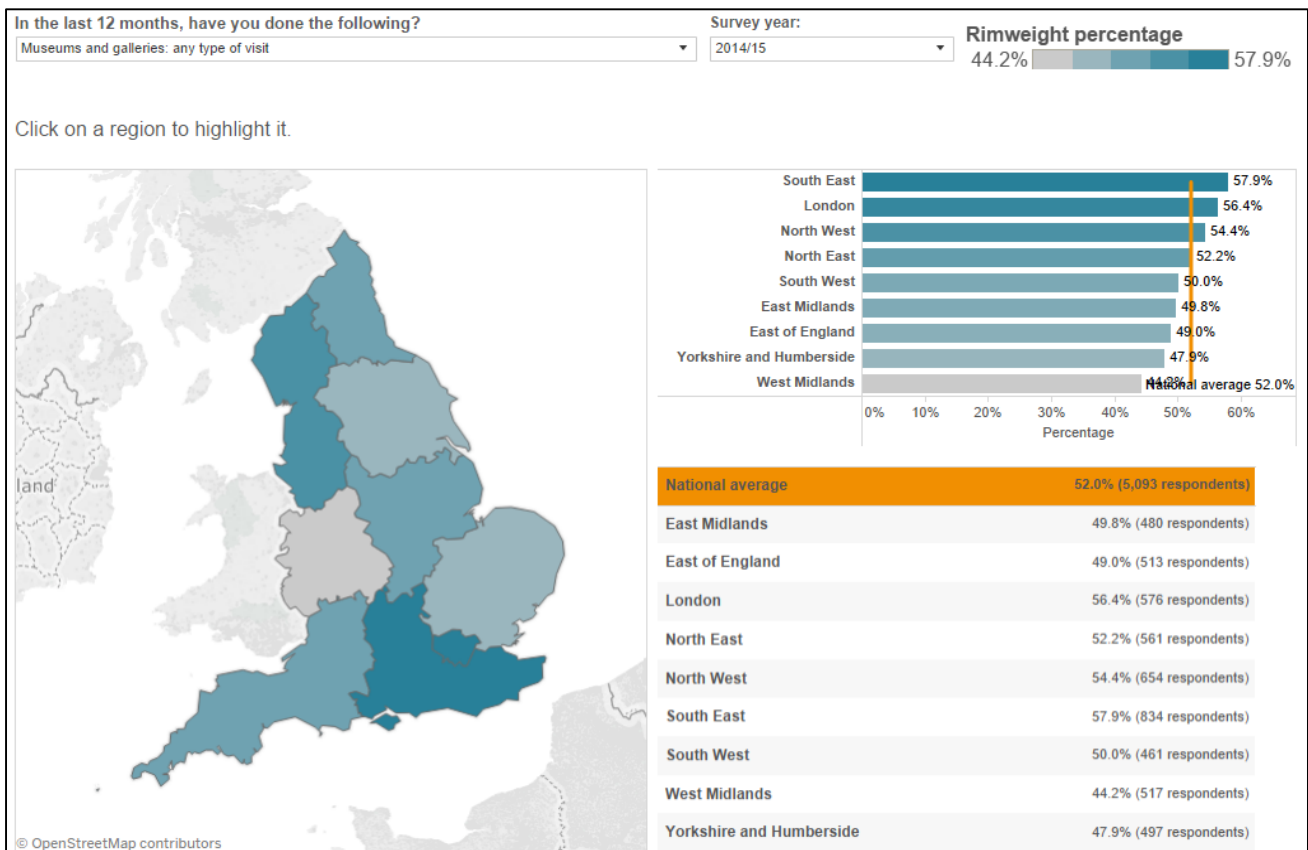
To access the tool follow the links below:

- [Taking Part: Regional Analysis — Arts attendance](#)
This covers questions relating to arts attendance.
- [Taking Part: Regional Analysis — Arts participation](#)
This covers questions relating to arts participation.
- [Taking Part: Regional Analysis — Other sectors](#)
This covers questions relating to heritage, museums and galleries, libraries, archives, volunteering and charitable giving.

In 2015/16, engagement with museums and galleries was significantly higher in the **London** region (62.1%) compared with all other English regions, e.g. the **South East region** (56.4%) and the **West Midlands region** (44.4%).



This can be compared with 2014/15 by selecting the appropriate survey year. Engagement with museums and galleries was significantly higher in the **South East** region (57.9%) compared with all other English regions with the exception of **London** (56.4%) and the **North West region** (54.4%).



The tool also gives you an option to download the map and tables in a pdf or png format.

Most frequent responses

The **Taking Part: Most frequent responses** tool displays the top five most frequent responses for key questions in the survey visually with a table showing the full range of responses.

To access the tool follow the links below:

- [Taking Part: Most frequent responses? — Arts](#)
This covers the arts sector, including arts attendance, arts participation and the use of arts websites.
- [Taking Part: Most frequent responses? — Other sectors](#)
This covers questions relating to the heritage, museums and galleries, libraries, archives and sport sectors.
- [Taking Part: Most frequent responses? — Free time, childhood and public participation](#)
This covers free time activities, childhood activities, local area and Britain.

Information on museums and galleries is in the [Taking Part: Most frequent responses? – Other sectors](#). It is also possible to look at childhood activities (including museums and galleries) via the [Taking Part: Most frequent responses? – Free time, childhood and public participation](#) version of the tool.

Childhood activities

In the drop down menu select the **Childhood activities** question. By default, the top 5 most frequent responses are visually represented in the output and the output is broken down by age group. Select none from the break down by option and the overall childhood activities should appear in the output.

The screenshot shows the tool's interface. A dropdown menu on the left is highlighted with a red circle and contains the following options: 'Barriers to participation (r...', 'Barriers to participation (respondents with long-standing illness or disability)', 'Britain: what are you most proud of?', 'Childhood activities', 'Free time activities', and 'Local area: what is most important?'. The 'Childhood activities' option is selected. To the right, the 'Question wording' is 'Participate in or attend cultural and sporting activities in last ..' and the 'Sample size' is 10,041. Below this, there are radio buttons for '3', '4', and '5', and a 'Survey year' dropdown menu set to '2015/16'.

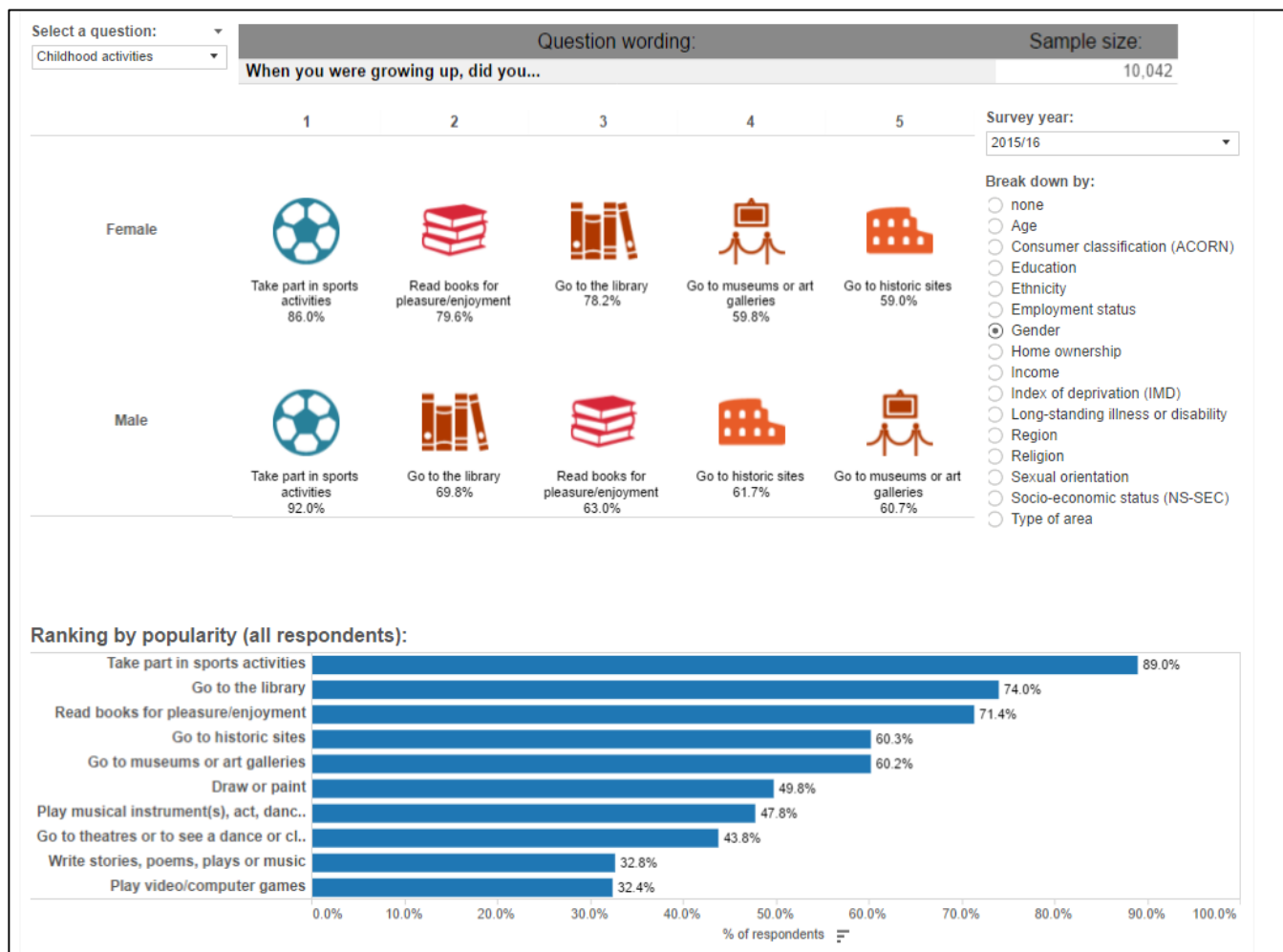
Key question: When you were growing up, did you...



In 2015/16, **60.2 per cent** of adults stated that they visited museums or galleries **when they were growing up**. This was the fifth most popular activity respondents said they did when growing up (out of ten response options).

This question can also be broken down by key demographics and area variables which can be selected from the menu on the right of the screen. For example, for **females**, going to a museum or gallery was

the fourth most frequent response (59.8%) while it was the fifth most frequent response for **males** (60.7%).



The tool does not yet allow analysis of this question in the context of other survey questions. For example, showing the proportion of adults who visited museums or galleries in the last 12 months and when growing up. However, this will be possible through the **Taking Part: Participation across sector** tool which will be published shortly.

Adults who visited museums or galleries when growing up were more likely to visit museums or galleries as adults. In 2015/16, **71.8 per cent** of adults who said they had visited a museum or gallery in the last 12 months also said they had visited a museum or gallery when growing up, compared with **46.7 per cent** of those who said they had not visited a museum or gallery in the last 12 months.

Figure 3: Engagement with museums or galleries in the last 12 months and engagement with museums or galleries when growing up.



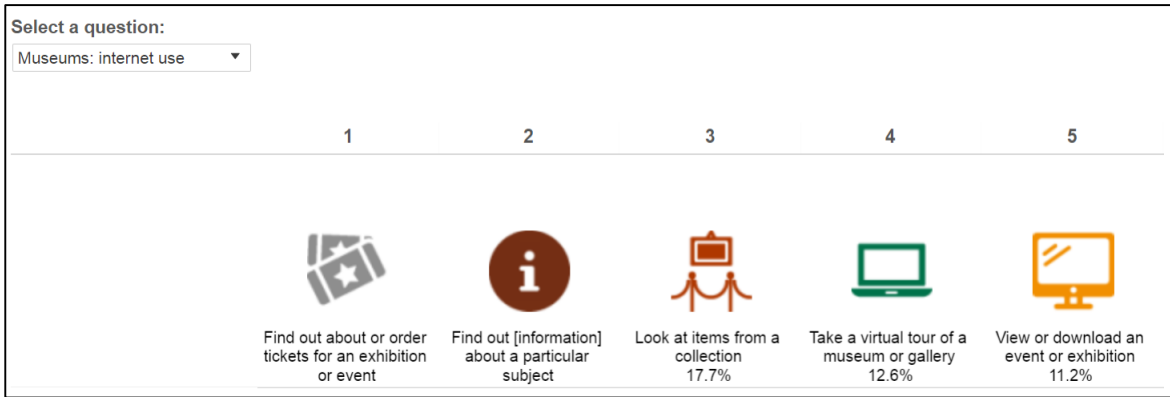
Note: confidence intervals shown as error bars, range between +/- 2.3 and +/- 2.4

Digital engagement

In 2011, the Taking Part survey added a number of questions relating to visits to **museum or gallery websites**. Reasons for visiting a museums or gallery websites can be visually displayed in the **Taking Part: Most frequent tool** as shown below.

Select the question **Museums: internet use** which gives the top 5 reasons for visiting museum or gallery websites. Where the figure cannot be seen on the screen due to longer category descriptions the information is available by hovering over the graphic to see more information.

Example question: Reasons for visiting museum or gallery website in the last 12 months.



Of the adults who visited a museum or gallery website in 2015/16, 65.6 per cent did so to **find out about or order tickets for an exhibition or event**, 39.6 per cent did so to **find out about a particular subject** and 17.7 per cent did so to **look at items from a collection**.

Annex A: Further details

1. The Taking Part survey is commissioned by the Department for Culture, Media and Sport (DCMS) and its partner Arm's Length Bodies (ALBs). For 2011 to 2016 these are Arts Council England, Historic England and Sport England.
2. Taking Part is a National Statistics output and as such has been produced to the high professional standards set out in the Code of Practice for Official Statistics. National Statistics undergo regular quality assurance reviews to ensure they meet customer needs and are produced free from any political interference. See the [Statistics Authority code of practice](#) for more information.

The UK Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics.

Designation can be broadly interpreted to mean that the statistics:

- meet identified user needs;
- are well explained and readily accessible;
- are produced according to sound methods; and
- are managed impartially and objectively in the public interest.

Once statistics have been designated as National Statistics it is a statutory requirement that the Code of Practice shall continue to be observed. See the [UK Statistics Authority assessment](#) for more information.

3. The latest results presented here are based on interviews issued between April 2015 and March 2016, unless otherwise stated. The total sample size for this period is 10,171.
4. Statistical significance tests have been run at the 95% level. A significant increase at the 95% level means that there is less than 5% (1 in 20) chance that the difference observed within the sampled respondents was not also observed in the English population as a whole.
5. For more information see the [Taking Part survey](#) webpages, including previous publications. Versions of the [questionnaires](#) from all years of the survey are also available.
6. The fieldwork for the survey was conducted by TNS-BMRB. For more information, see <http://www.tns-bmr.co.uk>.
7. Record level datasets for the Taking Part survey, from 2005/06 onwards, can be accessed via the [UK Data Service](#). Adult, child and longitudinal datasets are available.
8. The responsible statistician for this release is Olivia Christophersen. For enquiries on this report, please contact Wilmah Deda on 0207 211 6376.
9. For general enquiries telephone: 0207 211 6200 or email enquiries@culture.gov.uk.
10. To be kept informed about Taking Part publications and user events, please sign up to the Taking Part online [newsletter here](#). You can follow us on Twitter [@DCMSInsight](#).

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