



Department
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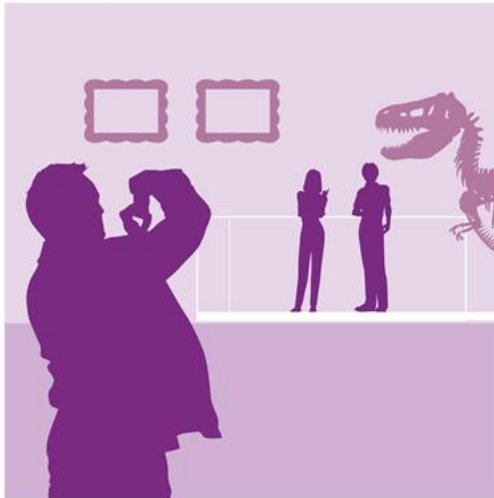


Taking Part

Findings from the longitudinal survey waves 1 to 3

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Historic England

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1. Introduction and executive summary

1.1 Background

Taking Part is a household survey in England. It looks at participation in the cultural and sport sectors. The survey is now in its eleventh year and was commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with Arts Council England, Historic England, and Sport England. The statistics are used widely by policy officials, practitioners, academics, the private sector and charities to measure and understand participation in the cultural sectors.

Since Year 7 of the Taking Part survey (2011/12), a longitudinal component has been included in the survey, whereby the same individuals are re-interviewed annually. The aim of the longitudinal component is to enable greater understanding of the extent of change over time in participation in and engagement with cultural and sporting activities at the individual level, and pathways in and out of participation and engagement. Over time the longitudinal component will help to build a picture of how changes in circumstances and other life events can help or hinder participation and engagement, and for how long.

This report presents findings from the first three waves of the longitudinal survey, covering engagement with the arts, visits to heritage sites, libraries, and museums and galleries, and participation in sport.

1.2 Methodology

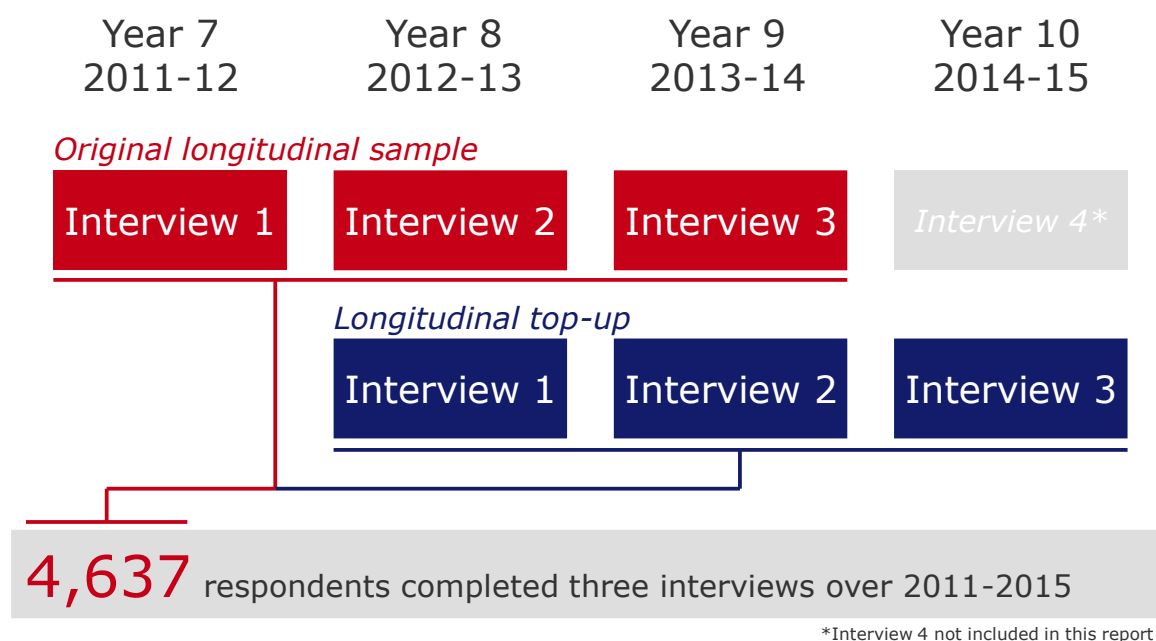
In Year 8 of the Taking Part survey (2012/13) individuals from Year 7 were revisited and interviewed for a second time. In Year 9 of the survey (2013/14), these individuals from Year 7 were visited for a third time. At the same time a top-up sample of respondents who completed the survey for the first time in Year 8 was added to the longitudinal sample and revisited in Year 9 and Year 10. Fig. 1.1 shows the timing of interviews in the longitudinal interview period.

The longitudinal questionnaire included questions on reasons for changes in participation and experience of major life events, as well as the standard Taking Part questions on details of participation and other topics.

The response rates for the longitudinal sample were 78% at Year 8 (2012/13), 80% at Year 9 (2013/14) and 81% in Year 10 (2014/15).¹

¹ Full details of the survey methodology are included in *Technical report: Taking Part survey, 2014-2015 (Year 10)*, *Technical report: Taking Part survey, 2013-2014 (Year 9)* and *Technical report: Taking Part survey 2012-2013 (Year 8)*, available at <https://www.gov.uk/government/collections/taking-part-technical-reports>

Fig. 1.1 The longitudinal interview period



1.3 This report

This report provides an overview of changes in participation for the arts², heritage, libraries, museums and galleries, and sports sectors.

The report includes information from the first three waves of the longitudinal study. Respondents are only included if they gave three interviews. **3,814** respondents gave their first interview in Year 7 (2011/12) while **823** were interviewed for the first time in Year 8 (2012/13), giving a total sample size of **4,637**.

The Taking Part survey collects a wide range of data and this report covers only a small proportion. A full range of publications relating to Taking Part are published by DCMS.³ The survey data (including the longitudinal dataset) are available at the UK Data Service⁴ for further analysis.

1.4 Definitions of changes in participation

Longitudinal analysis allows us to look at the changes in participation for individuals. Table 1.1 shows the ways in which changes in participation across the three interviews have been classified for the purposes of this report. The same classifications are used in each chapter for each sector.

Respondents are considered to be 'New' to a sector if they first reported participating in that sector at their third interview but not at their first interview. Similarly, respondents are considered to be no longer participating in a sector ('Former participants') if they reported participation at their first interview but not at their third interview.

² Engaging in the arts includes both attending arts events and participating directly in events.

³ See <https://www.gov.uk/government/collections/taking-part>

⁴ <http://ukdataservice.ac.uk/>

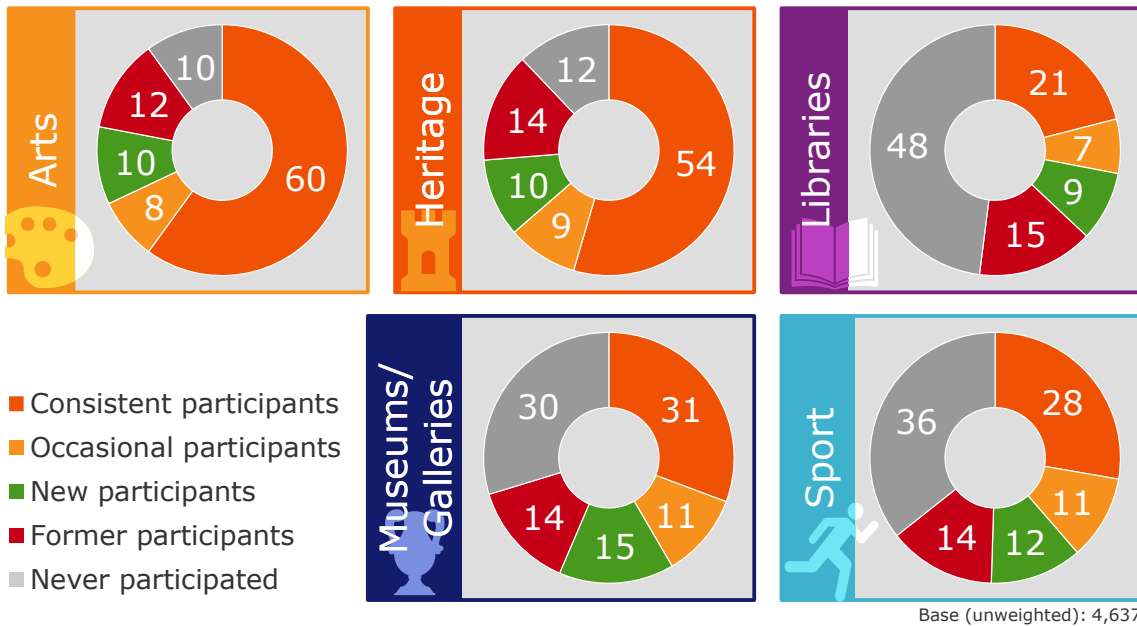
With only three waves of longitudinal data for each respondent, these classifications are necessarily limited. As more years of data become available, these categories are likely to change and definitions can be made more precise. For example, a respondent who reported participating in a sector at their third interview only is classified as a 'New participant'; in future years it may emerge that this was a one-off event and a new category of 'One-off participants' could be defined.

Table 1.1 Classifications of changes in participation

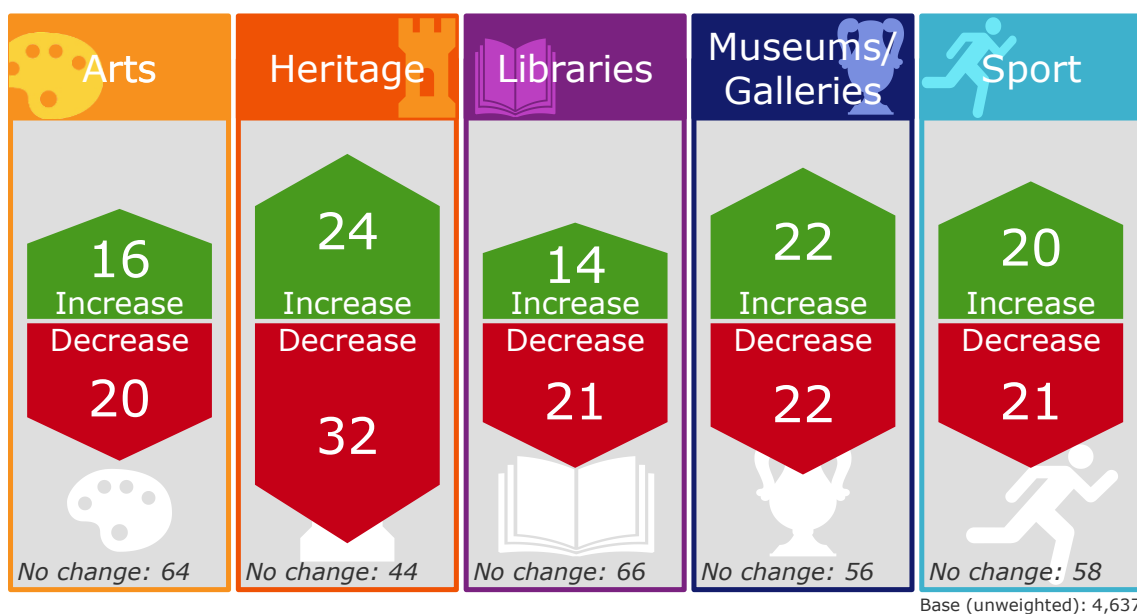
	Participation		
	Interview 1	Interview 2	Interview 3
Consistent participants: reported participation at all three interviews			
	✓ Yes	✓ Yes	✓ Yes
Never participated: did not report participation at any interview			
	* No	* No	* No
Former participants: reported participation at Interview 1 but not Interview 3			
	✓ Yes	✓ Yes	* No
	✓ Yes	* No	* No
New participants: reported participation at Interview 3 but not Interview 1			
	* No	* No	✓ Yes
	* No	✓ Yes	✓ Yes
Occasional participants: reported participation on average less often than once a year			
	✓ Yes	* No	✓ Yes
	* No	✓ Yes	* No

Executive summary⁵

Changes in participation



Changes in frequency of participation between interview 1 and interview 3



⁵ See p. 5 for definitions of categories used in 'Changes in participation'

Arts

- **Nine in ten respondents reported engaging with the arts in at least one interview;**
 - 90% of respondents reported engaging with the arts at least once over the three interviews;
 - There was a strong base of respondents consistently engaging with the arts. Three in five (60%) reported engaging with the arts at all three interviews;
 - The vast majority (86%) of those who consistently engaged with the arts reported three or more arts engagements on average over the course of a year;
 - Overall there was a slight decline in the level of arts engagement between interview 1 and interview 3. 16% of respondents reported engaging more often by interview 3, but 20% reported a decline in engagement.

Heritage

- **The vast majority of respondents reported visiting a heritage site at least once over the longitudinal interview period;**
 - Nearly nine in ten (88%) respondents reported visiting a heritage site at least once over the three interviews;
 - There was a strong core of *Consistent* heritage site visitors. More than half of respondents (54%) reported visiting heritage sites at least once in the previous 12 months at all three interviews;
 - However, there were more respondents leaving the heritage sector than coming into it. 10% of respondents were classified as *New* visitors, while 14% were *Former* visitors, leading to an overall lower level of participation in the longitudinal sample by the third interview;
 - In addition, respondents were visiting heritage sites less frequently by interview 3 than at interview 1. Around a third of respondents were visiting heritage sites less often by interview 3 (32%, consisting of 18% visiting at a lower frequency and 14% no longer visiting at all), while a quarter were visiting more often (24%, consisting of 14% visiting at a higher frequency and 10% reporting a visit for the first time).

Libraries

- **Although overall library use fell, New library users visited more often than Former users;**
 - Just over half of respondents (52%) reported using public library services at least once over the longitudinal interview period;
 - One in five (21%) consistently reported using library services at each interview;
 - Overall there were fewer library users by the third interview than at the first interview. Nine per cent of respondents were classified as *New* visitors, but 15% were classified as *Former* visitors;
 - 21% of respondents visited libraries less often by interview 3, while 14% visited more frequently.
 - However, *New* visitors made more frequent use of library services than *Former* visitors. A third (32%) of *New* visitors reported using library services every month, compared to one in five (21%) *Former* visitors;
 - *New* library users were more likely to be in the lower socio-economic group than those no longer using library services (42%, compared to 32% of *Former* library visitors). In fact, the overall decline in library use over the longitudinal interview period was evident among the higher socio-economic group but not among the lower socio-economic group;

- Provision for children is a very important part of library services. Encouraging a child to read was the main reason given for respondents using libraries more often, cited by one in five (20%) of those using library services more often by interview 3;
- Two of the most common reasons for using library services less often were respondents getting books from elsewhere (17% of those using libraries less often) and respondents reading E-books instead (12%).

Museums and galleries

- **Museum and gallery visits were quite infrequent events for most respondents, but there was a core of *Consistent* visitors going regularly;**
 - Seven in ten (70%) respondents reported visiting a museum or gallery at least once over the longitudinal interview period;
 - Three in ten (31%) were *Consistent* visitors, reporting visits at all three interviews;
 - *Consistent* visitors accounted for the majority of museum and gallery visits. Half (50%) of *Consistent* visitors reported going more often than once or twice a year. In comparison, the vast majority of *Former* visitors and *New* visitors only reported going once or twice a year (83% of *Former* visitors and 81% of *New* visitors);
 - The proportion of *New* visitors (15%) was balanced by the proportion of *Former* visitors (14%), so that overall participation rates were stable across the three interviews;
 - *Consistent* visitors were less likely to be from deprived groups. Seven in ten were in the higher socio-economic group (71%, compared to 49% of other respondents) and nearly a third were living in Wealthy Achiever areas (31%, compared to 22% of other respondents).

Sport

- **Those who consistently reported taking part in sport were participating very regularly, but a third of respondents did not report any sporting participation across the three interviews;**
 - Just over a quarter of respondents (28%) reported participating in sport at all three interviews;
 - More than a third (36%), however, did not report any sporting participation across the three interviews;
 - Those who reported taking part in sports activities at all three interviews were much more likely to be doing sport regularly. The majority (87%) of these respondents took part at least once a week and almost half took part at least three times a week (47%);
 - Those who reported taking part in sports activities at all three interviews were more likely to be younger and male. Around one in five (19%) were aged 16-24 (compared to 9% of other respondents) and 56% were male (compared to 44% of other respondents);
 - One in five respondents (20%) reported increased sports participation by their third interview, but around the same proportion (21%) reported less sports participation by interview 3;
 - A desire to get healthier and fitter was the main reason given for people increasing their participation in sports activities. This was cited by two in five (41%) of those doing more sport by interview 3, and three in ten (30%) said this was the main reason for their increased participation.

Reasons for changes in participation

With three interviews for each respondent, we can identify the changes in participation from one year to the next. Where respondents were participating in a sector more or less often than at the previous year, they were asked **why** their frequency of participation had changed. If respondents gave more than one reason for this change, they were also asked which was the **main** reason.

■ **Across sectors, having more free time was the most common reason given for participating more often. Encouraging children to participate in cultural activities was also an important reason for increased participation.**

- Having more free time was one of the top three reasons given in each sector, mentioned by between 15% and 29% of respondents taking part more often.
- The most common reason for using public library services more often was to encourage a child to read books. This was cited by one in five (20%) respondents using these services more often, and 18% said this was the main reason for their increased use of these services.
- Wanting to encourage a child's interests or introduce them to a new activity was the second most commonly cited reason for visiting heritage sites more often (12% of those visiting more often), and the third most commonly cited for visiting museums and galleries more often (13%).
- The most common reason for taking part in sports more often was to get fitter and healthier (41% of respondents participating more often).

■ **Having less free time was the most commonly cited reason for participating less often.**

- This was the top reason given for each sector, mentioned by between 25% and 41% of those taking part less often.
- The arts, heritage and museums / galleries sectors faced competing demands for respondents' time. The second most commonly cited reason for participating less in these sectors was that respondents had other things they preferred to do in their leisure time (given by between 14% and 17% of respondents participating less often).
- Alternative book resources were a commonly given reason for using public library services less often. 17% of respondents using library services less often said one reason for this was that they were now getting books from elsewhere, and 12% said they were using these services less often because they now read e-books instead.

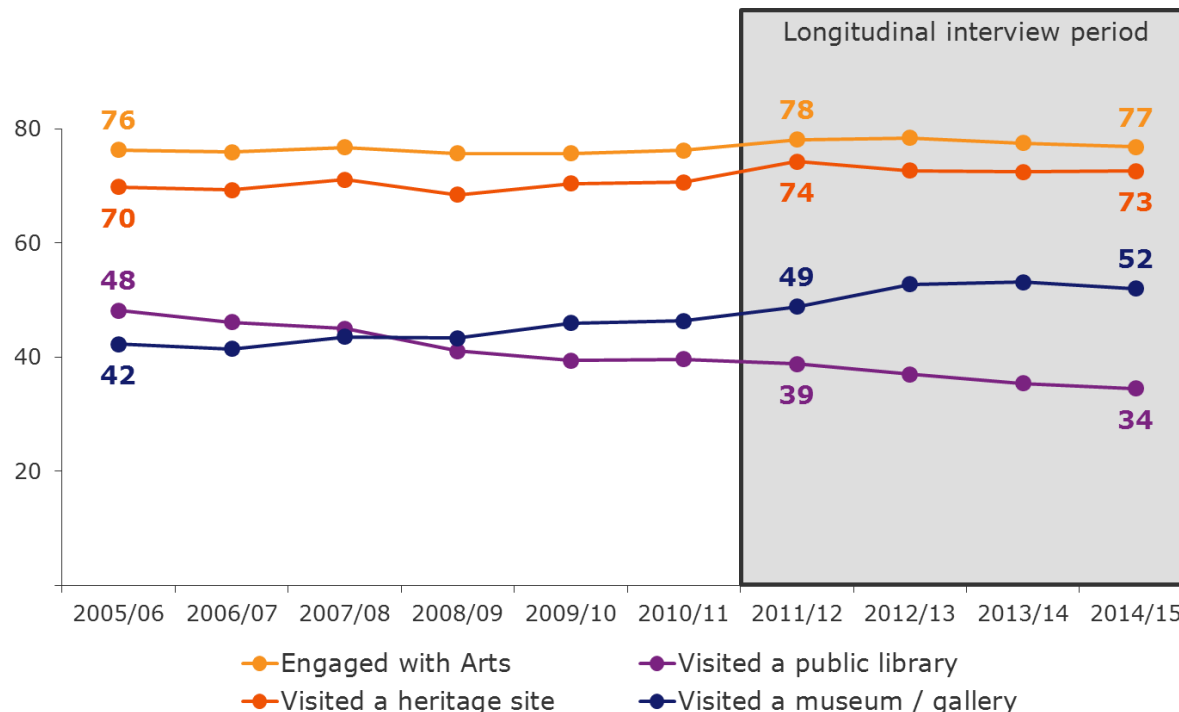
2. Arts

2.1 Long-term trends in arts engagement: Taking Part

In Taking Part, respondents are asked whether they have attended arts events or participated in a range of arts activities. An overall measure of arts engagement is created from a combination of attendance and participation for these events and activities. Examples of arts engagement include participating in activities such as practising circus skills and painting, or attending events such as live music performances or seeing a play/drama. Levels of engagement with arts and other cultural sectors since 2005, including the period covered by the longitudinal interviews, are shown in Fig. 2.1.

Just over three-quarters of adults engaged with the arts during the longitudinal interview period (between 78% and 77%). The proportion of adults engaged with the arts remained fairly stable since 2005.

Fig. 2.1 Taking Part survey: Participation in arts, libraries, heritage and museum / gallery sectors since 2005⁶



⁶ Taking Part Statistical Release 2014/15 Quarter 4: <https://www.gov.uk/government/statistics/taking-part-201415-quarter-4-statistical-release>

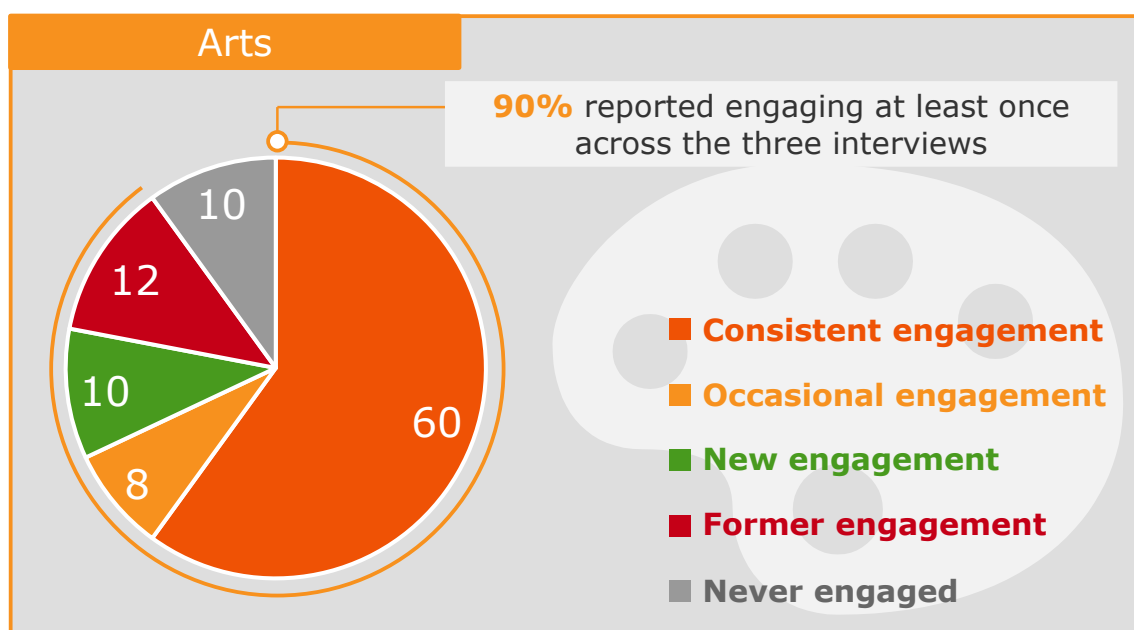
2.2 Flows in and out of arts sector

Fig. 2.2 shows changes in engagement with the arts between respondents' first interview and their third interview (see Introduction, p. 5 for more details).

Overall engagement with the arts was very high, with 90% of respondents reporting engagement in at least one of their interviews. 60% of respondents engaged with the arts in every year.

Around three in ten respondents reported arts engagement in at least one of the interviews but not all. One in ten (10%) were *New engagers* (who reported engaging at the third interview but not the first), balanced by 12% who were *Former engagers* (who reported engaging at the first interview but not the third).

Fig. 2.2 Engagement in the arts across three interviews



How often in the last 12 months have you done/been to (list of activities)?

Base (unweighted): 4,637

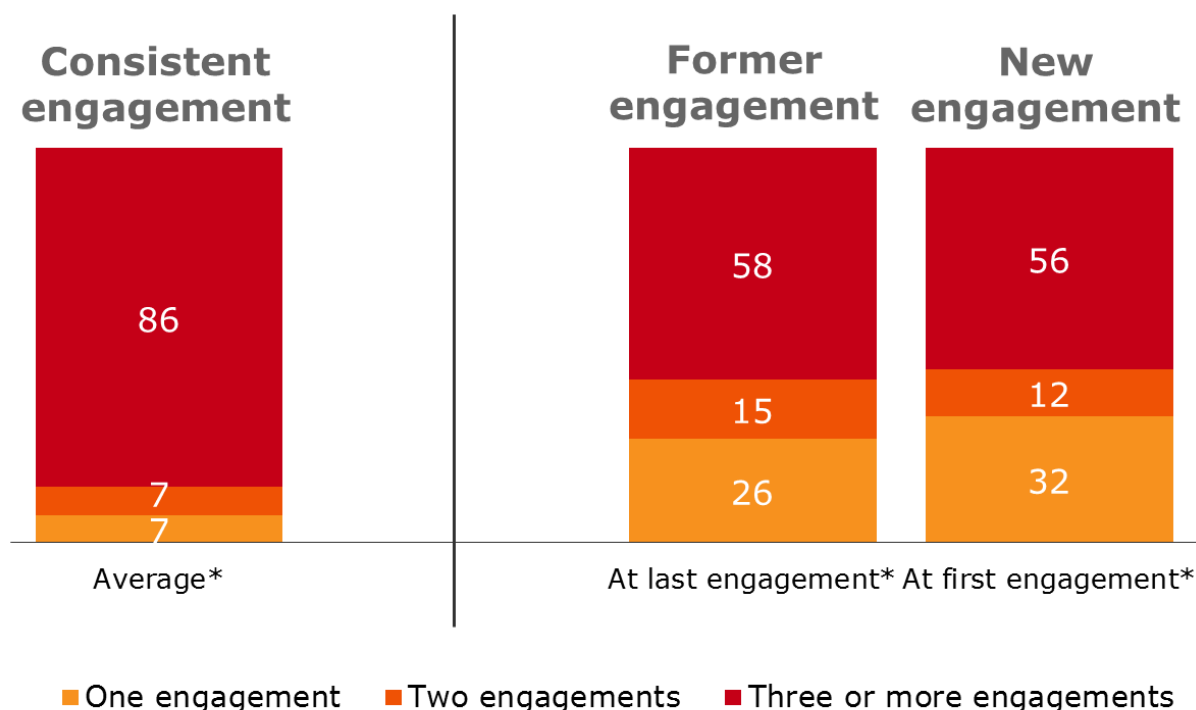
2.3 Number of engagements with the arts

Fig. 2.3 shows respondents' reported number of engagements with the arts per year.

Respondents who reported *Consistent* engagement with the arts reported more frequent engagement than the *Former* or *New* engagement groups. 86% of the *Consistent* engagement group reported three or more arts engagements in the last year, compared with fewer than six in ten of the *Former* or *New* engagement groups.

Around three in ten of the *Former* and *New* groups reported just one arts engagement per year, compared with fewer than one in ten of the *Consistent* group.

Fig. 2.3 Number of engagements with the arts



*Consistent engagement: Percentages shown are an **average** across the three interviews

Former engagement: Number of engagements at **last** interview where any arts engagement was reported

New engagement: Number of engagements at **first** interview where any arts engagement was reported

How often in the last 12 months have you done/been to (list of activities)?

Base (unweighted): Consistent engagement (2,912); Former engagement (556); New engagement (383)

2.4 Variation in participation by different demographic groups

Full tables of demographic classifications for different levels of participation are given in the Appendix (Table 7.1).

Respondents with *Consistent* arts engagement were more likely than other groups to be in the upper socio-economic group (65% compared with 43% of other respondents), to be working (69% compared with 58%), and to be owner-occupiers (73% compared with 57%). *Consistent* engagers were more likely to live in Wealthy Achiever areas (29% compared with 19% of other groups), and to live in less deprived areas according to the Index of Multiple Deprivation (36% at levels 8-10, compared with 25% of other groups). They were also more likely to be female (57%, compared with 47% of other respondents).

Conversely, respondents who did not report any engagement with the arts were more likely than *Consistent* engagers to live in the most deprived areas according to the Index of Multiple Deprivation (18% in levels 1, compared with 8% of the *Consistent* group). They were also more likely to be in the lower socio-economic group (60%, compared with 28% the *Consistent* group), and to not be working (50%, compared with 31% of the *Consistent* group).

There were some differences by age group, with those who engaged with the arts more likely to be in the younger age groups (45% aged 16-44) compared with those with no engagement (32% aged 16-44).

Respondents who had not engaged with the arts were more likely to have a longstanding illness or disability – 41% of them did, compared with 21% of those with *Consistent* engagement, and between 27% and 28% of the *Former*, *New* and *Occasional* engagement groups.

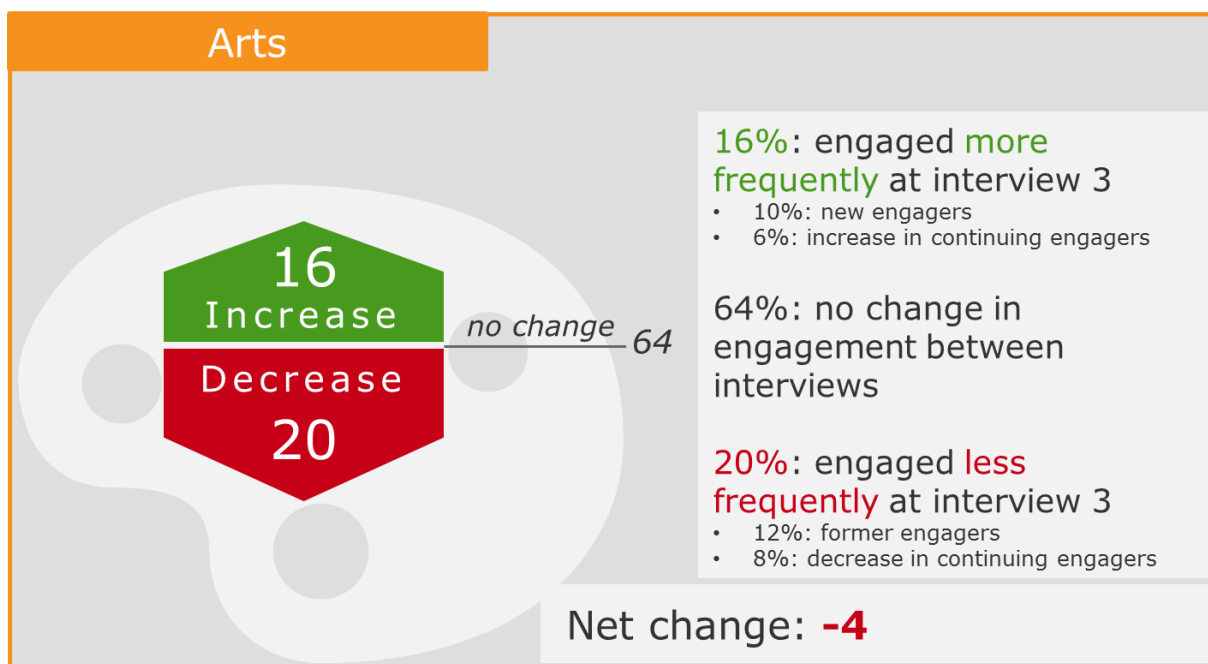
The demographic profiles of *New* and *Former* engagers were broadly similar, although *Former* engagers were more likely to be male (52% of *Former* compared with 47% of *New*), and *New* engagers were more likely to be in the lower socio-economic group (53% of *New* compared with 43% of *Former*).

2.5 Changes in number of engagements

Fig. 2.4 shows the proportion of respondents whose frequency of engaging with the arts changed between interview 1 and interview 3. Respondents who reported more arts engagements at interview 3 than at interview 1 are considered to have increased their frequency. Similarly, respondents who reported fewer engagements at interview 3 are considered to have decreased their frequency.

Over a third of respondents (36%) reported some change in their frequency of engaging with the arts. 16% reported more frequent engagement at interview 3. This includes the 10% *New* engagers (who reported no engagement at interview 1 and at least one engagement at interview 3). One in five (20%) reported less frequent engagement at interview 3, including the 12% *Former* engagers (who reported at least one engagement at interview 1 but no engagement at interview 3).

Fig 2.4 Change in number of arts engagements over last 12 months



How often in the last 12 months have you done/been to (list of activities)?

Base (unweighted): 4,637

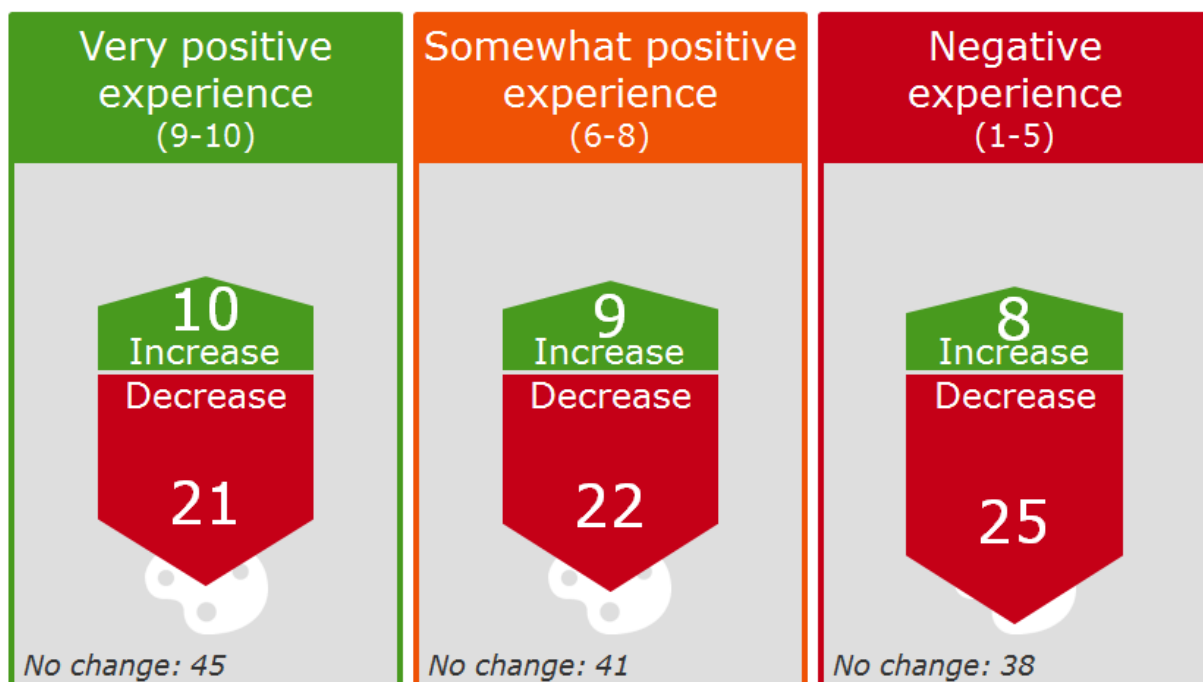
2.6 Frequency of arts engagement and enjoyment

Respondents who reported any participation in arts activity or attendance of arts events in the last twelve months were asked to rate how much they had enjoyed doing that activity on a scale from 1-10, where 1 is 'awful' and 10 'brilliant'.

Fig 2.5 and 2.6 show the change in frequency of engagement at the following interview based on a respondent's enjoyment the previous year. This includes both enjoyment reported at Interview 1 and the change in frequency between Interviews 1 and 2, and enjoyment at Interview 2 with the change in frequency between Interviews 2 and 3.

Compared to those who reported a negative experience (rating of 1-5) of arts engagement (either participation or attendance), respondents who gave a very positive rating (9-10) were less likely to have a decreased level of arts engagement the following year.

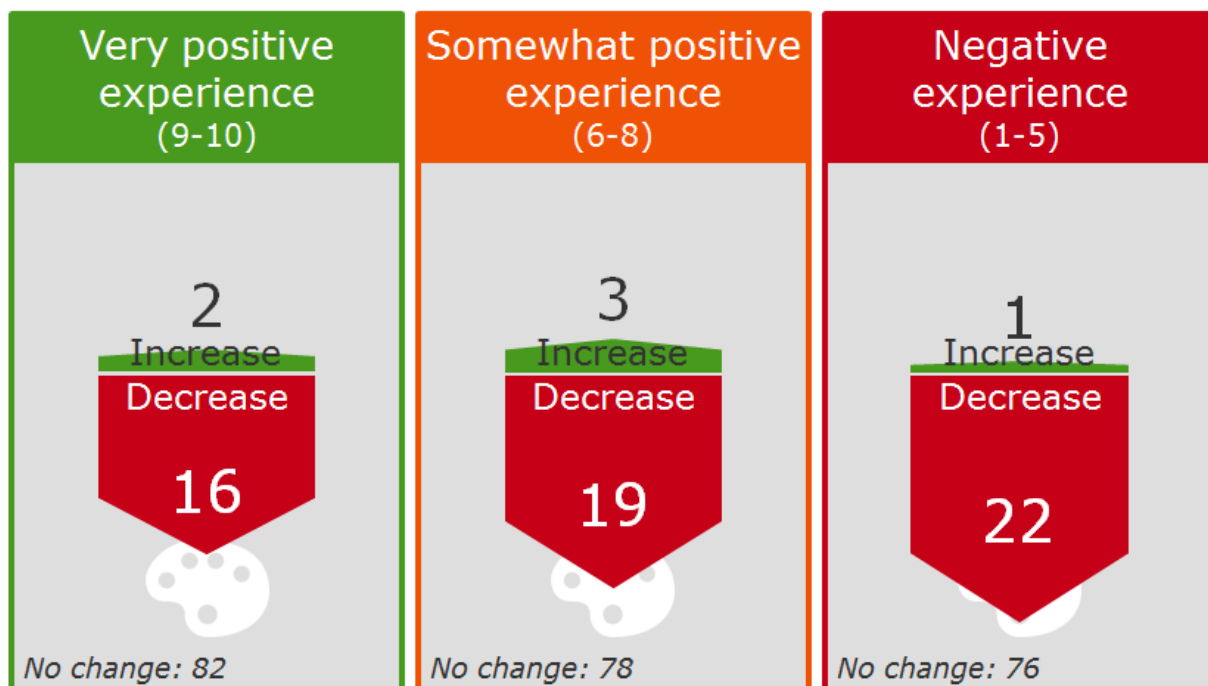
Fig. 2.5 Frequency of engagement based on respondent's enjoyment of arts attendance the previous year



How often in the last 12 months have you participated in and/or attended an arts event?; On a scale of 1 to 10, with 1 being awful and 10 being brilliant, how much did you enjoy it? – Attending arts events

Base (unweighted): Very positive experience (3,247); Somewhat positive experience (2,741); Negative experience (463)

Fig. 2.6 Frequency of engagement based on respondent's enjoyment of arts participation the previous year



How often in the last 12 months have you participated in and/or attended an arts event?; On a scale of 1 to 10, with 1 being awful and 10 being brilliant, how much did you enjoy it? – Participating in arts activity

Base (unweighted): Very positive experience (2,394); Somewhat positive experience (2,046); Negative experience (413)

2.7 Reasons for engaging with the arts more often

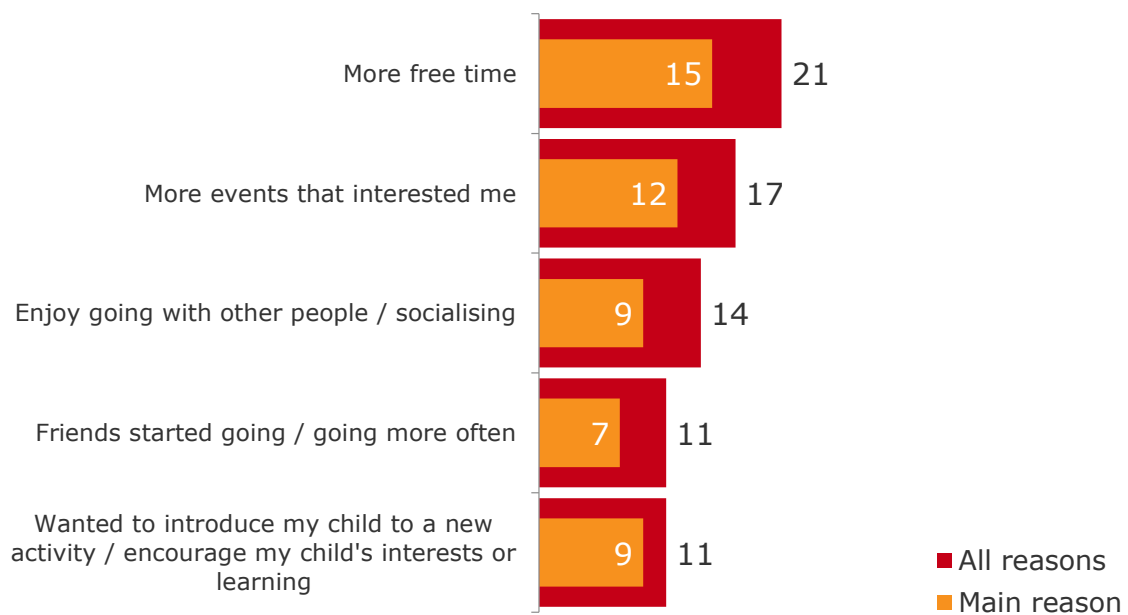
Reasons for increased engagement were asked separately for arts attendance and arts participation. Fig. 2.7 and 2.8 show the most commonly cited reasons for an increase in the frequency of arts attendance and arts participation (a longer list of reasons is given in Appendix Tables 7.6 and 7.7). The figures include reasons given at interview 2 and at interview 3⁷. Respondents were asked for all reasons that their engagement increased, as well as the main reason.

The most common reason given for increased engagement in the arts for both attendance and participation was that the respondent had more free time. This was cited by 29% as a reason for increased participation (and by 21% as the main reason), and by 21% as a reason for increased attendance (and by 15% as the main reason). Other reasons that were common to both attendance and participation were the enjoyment of socialising through engagement (cited by 14% as a reason for increased attendance, 16% for participation), friends starting to do it (11% for attendance, 12% for participation), and introducing a child to a new activity (11% for attendance, 13% for participation).

Another reason commonly cited for increased arts attendance was that there were more events that interested the respondent (17% gave this as a reason). Other reasons commonly given for increased participation included wanting to broaden their interests (14% gave this as a reason) and the respondent wanting to do something for him/herself (12% gave this as a reason).

⁷ This is an average of the reasons given at interview 2 and interview 3.

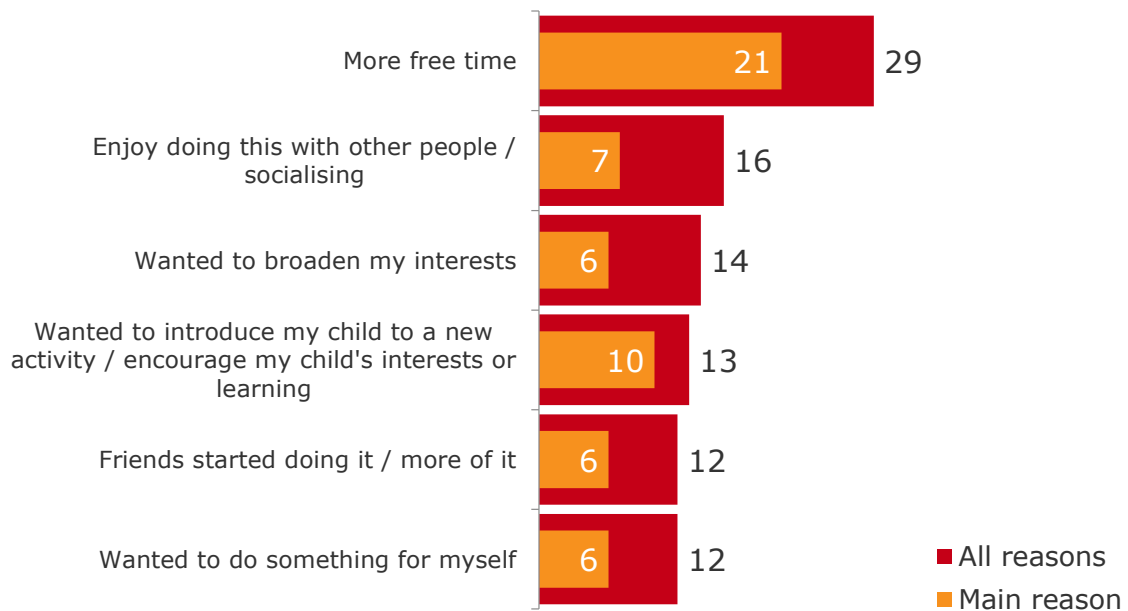
Fig. 2.7 Reasons for increased arts attendance⁸



Here is a list of reasons why people might go to more of these kinds of events. Just thinking about the time since your last interview, why have you been to more of these kinds of events?

Base (unweighted): Interview 2 (828); Interview 3 (889)

Fig. 2.8 Reasons for increased arts participation⁸



Here is a list of reasons why people might spend more time doing these kinds of activities. Just thinking about the time since your last interview, why are you spending more time doing these kinds of activities?

Base (unweighted): Interview 2 (588); Interview 3 (538)

⁸ Percentages are given as an average of reasons given at Interview 2 and Interview 3 for any respondent who reported more frequent arts attendance/participation at these interviews.

2.8 Reasons for engaging with the arts less often

Reasons for decreased engagement were also asked separately for arts participation and arts attendance. Fig. 2.9 and 2.10 show the most commonly cited reasons for a decrease in arts attendance and arts participation at interview 2 or interview 3 (a longer list of reasons is given in Appendix Tables 7.8 and 7.9).

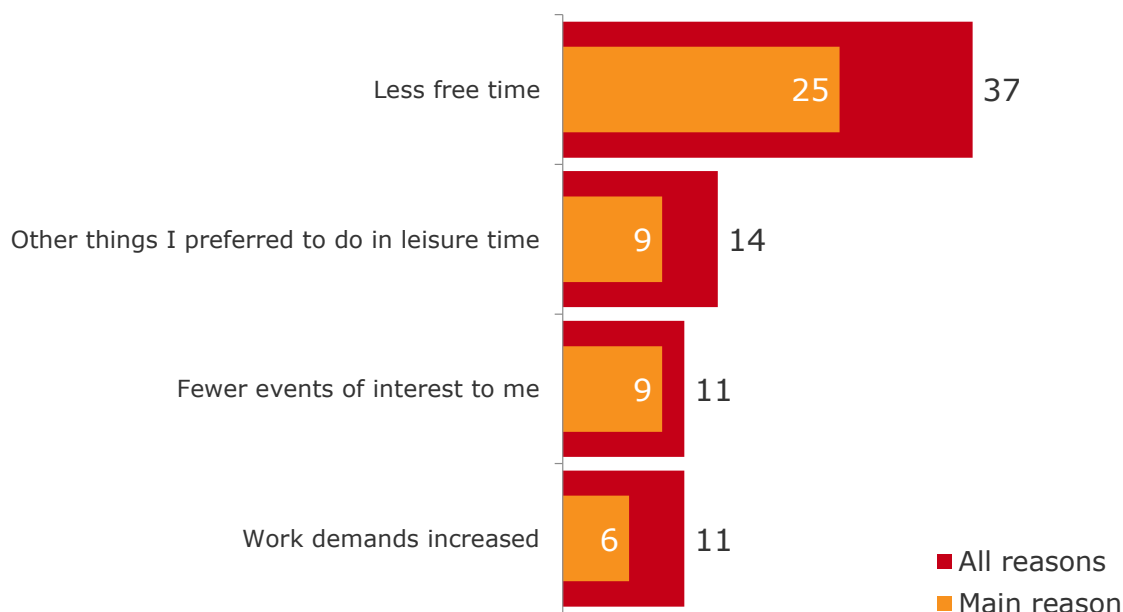
The most common reason given for decreased arts engagement was that the respondent had less free time – this was cited as a reason by 37% of respondents who decreased their arts attendance (and by 25% of these as their main reason), and by 41% of respondents who decreased their arts participation (and by 27% of these as their main reason).

The next most common reason for both was that there were other things the respondent preferred to do in their leisure time (cited by 14% for decreased arts attendance, and by 15% for decreased attendance).

The other most common reasons for decreased arts attendance were that there were fewer events of interest, and that work demands increased (both cited by 11% of respondents).

Increasing work demands was also commonly cited as a reason for reduced arts participation (by 15%).

Fig 2.9 Reasons for decreased arts attendance⁹

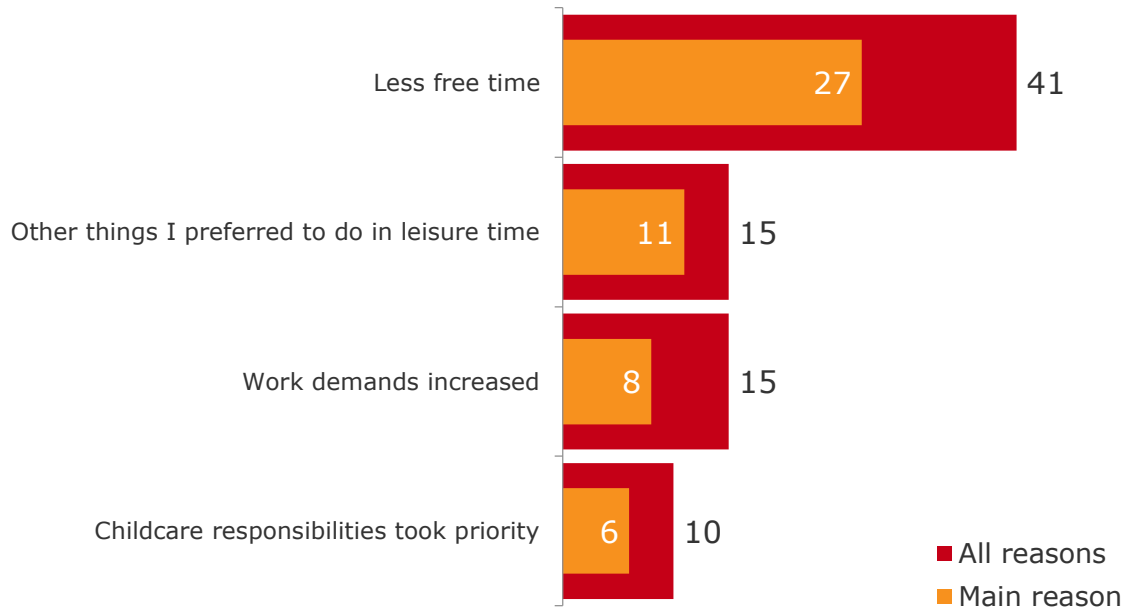


Here is a list of reasons why people might go to fewer arts events. Just thinking about the time since your last interview, why have you been to fewer arts events?

Base (unweighted): Interview 2 (1,010); Interview 3 (1,023)

⁹ Percentages are given as an average of reasons given at Interview 2 and Interview 3 for any respondent who reported less frequent arts attendance/participation at these interviews.

Fig 2.10 Reasons for decreased arts participation⁹



Here is a list of reasons why people might spend less time doing these kinds of activities. Just thinking about the time since your last interview, why are you spending less time doing these kinds of activities?

Base (unweighted): Interview 2 (665); Interview 3 (719)

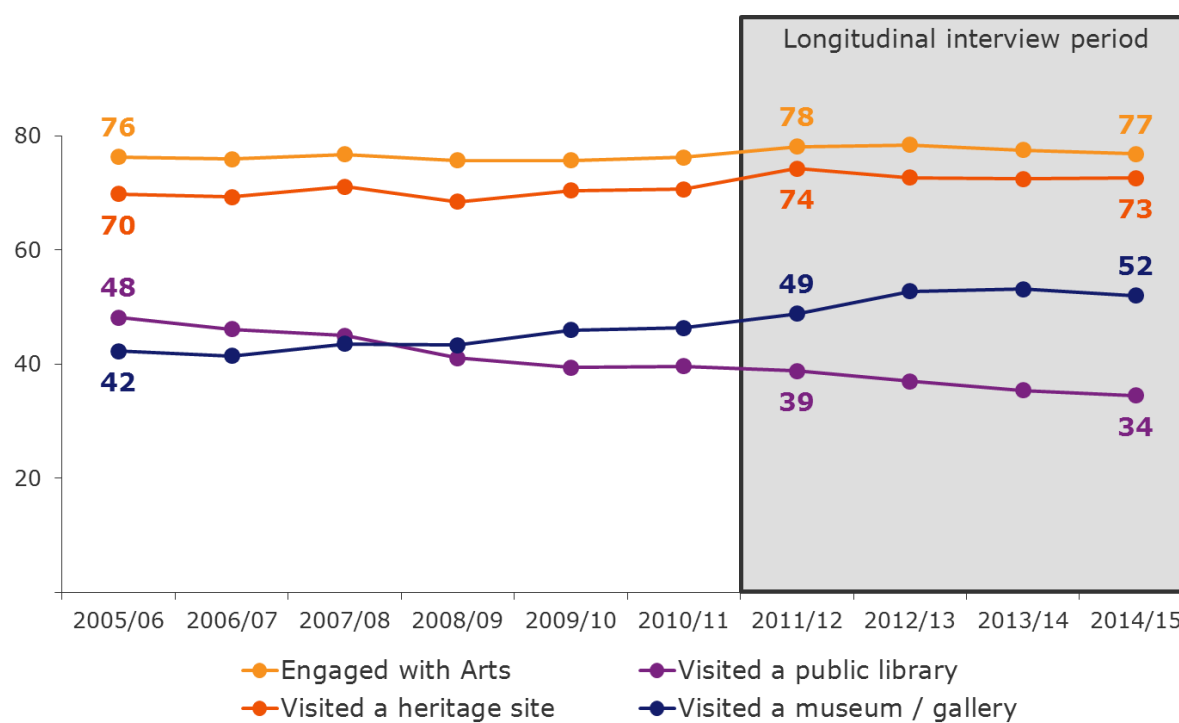
3. Heritage

3.1 Long-term trends in heritage site visits: Taking Part

Adult participation in the heritage sector is measured by asking respondents whether they have visited a heritage site in the last 12 months and, if so, how often they visit such sites. Fig 3.1 shows the trend since 2005 in the proportion of adults visiting heritage sites, as well as the trends in participation for other cultural sectors.

Just under three quarters of adults in England visited a heritage site in the last year, a level which remained fairly stable through the longitudinal interview period.

Fig. 3.1 Taking Part survey: Participation in arts, libraries, heritage and museum / gallery sectors since 2005¹⁰



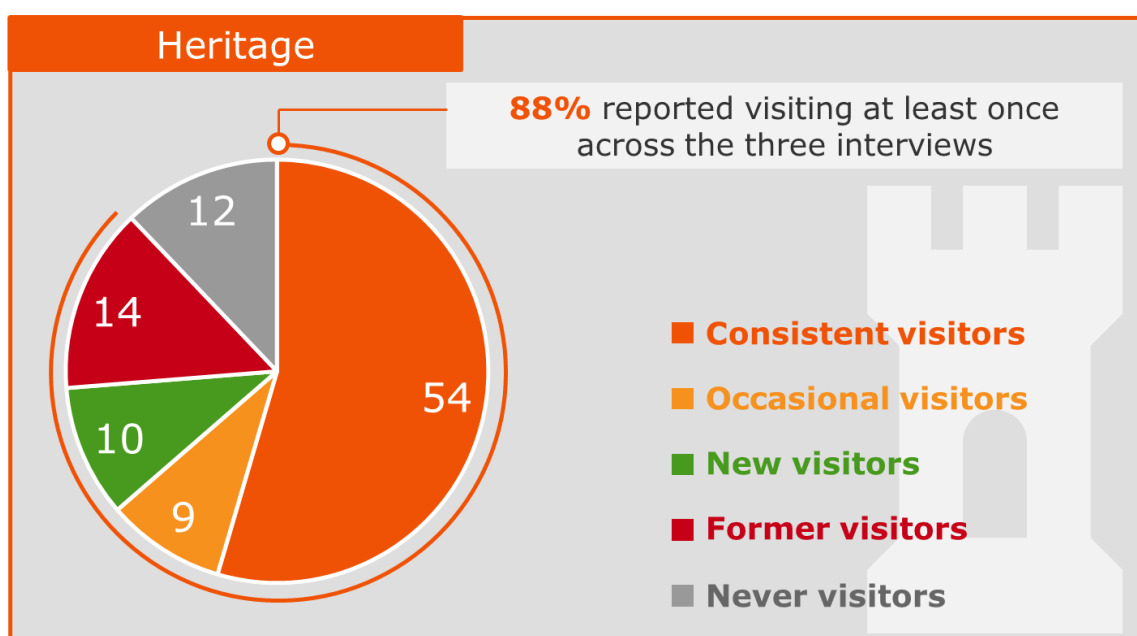
¹⁰ Taking Part Statistical Release 2014/15 Quarter 4: <https://www.gov.uk/government/statistics/taking-part-201415-quarter-4-statistical-release>

3.2 Flows in and out of the heritage sector

Fig. 3.2 shows changes in participation in the heritage sector between respondents' first interview and their third interview (see Introduction, p. 5 for more details).

Overall visiting rates to heritage sites were very strong; nearly nine in ten respondents (88%) reported a visit at least once during the interview period, and more than half (54%) made a visit every year. There were, however, fewer respondents reporting a visit by their third interview than at their first interview. 14% of respondents were classified as *Former* visitors (reporting a visit at the first interview but not the third) while 10% were classified as *New* visitors (reporting a visit at the third interview, but not the first). In other words, there were significantly fewer people coming in to the sector than were leaving.

Fig 3.2: Changes in participation in the heritage sector



How often in the last 12 months have you visited a heritage site?

Base (unweighted): 4,637

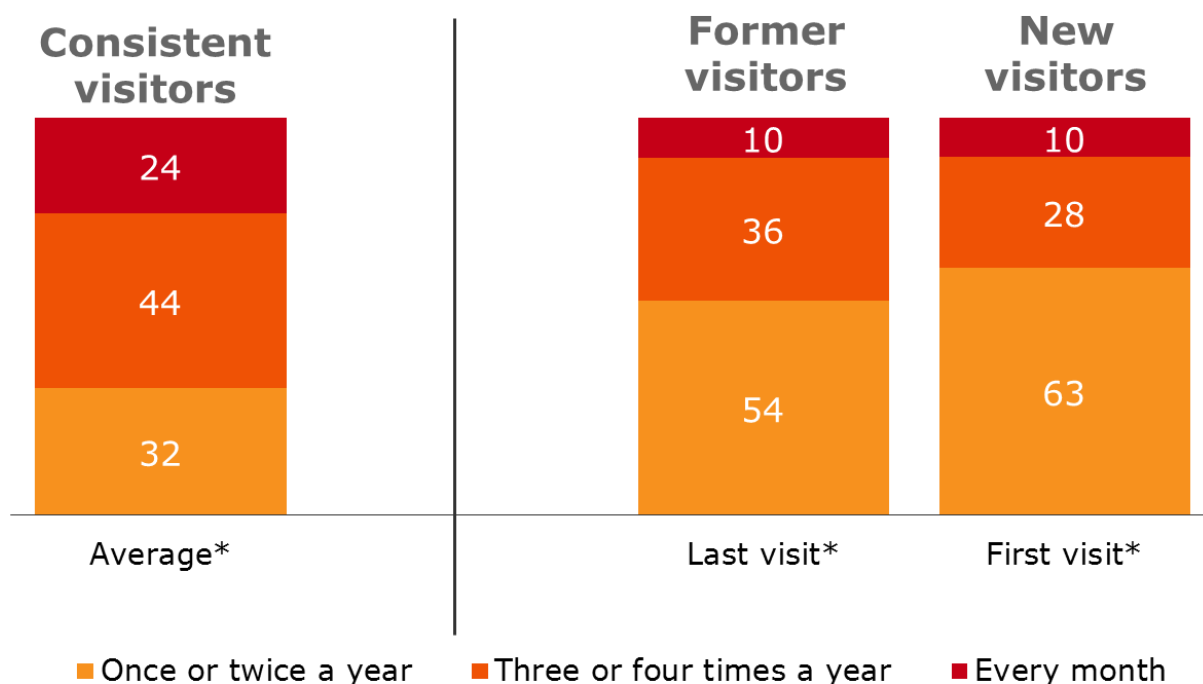
3.3 Frequency of participation

Fig. 3.3 shows frequency of visiting heritage sites.

New visitors reported going to heritage sites less often than *Former* visitors. 37% of *New* visitors reported making more than one or two visits a year. In comparison, almost half (46%) of *Former* visitors went more than once or twice in the last year at which they reported participation.

Consistent visitors, on the other hand, made relatively frequent visits; around a quarter visited a heritage site every month, and more than two thirds went at least three times a year.

Fig 3.3: Frequency of heritage site visits



*Consistent visitors: Percentages shown are an **average** across the three interviews

Former visitors: Frequency of visits at **last** interview where a visit was reported

New visitors: Frequency of visits at **first** interview where a visit was reported

How often in the last 12 months have you visited a heritage site?

Base (unweighted): Consistent visitors (2,709) Former visitors (593) New visitors (442)

3.4 Variation in participation by different demographic groups

Full tables of demographic classifications for different levels of participation are given in the Appendix (Table 7.2).

Consistent heritage site visitors came from less deprived groups than other respondents. They were more likely to be in the higher socio-economic group (66%, compared to 45% of other respondents), to live in Wealthy Achiever areas (32%, compared to 16% of other respondents) and to live in less deprived areas according to the Index of Multiple Deprivation (39% at levels 8-10, compared to 23% of other respondents).

In addition, just over three quarters of *Consistent* visitors owned their own home (76%, compared to 55% of other respondents) and seven in ten were employed (70% working, compared to 59% of other respondents).

Conversely, respondents who did not report any visits to heritage sites were from more deprived groups; more than half were in the lower socio-economic group (56%), almost half lived in areas at the lower levels of the Index of Multiple Deprivation (48%), and more than a third lived in areas classified as Hard-Pressed (35%). They were more likely to be female (61%, compared to 51% of other respondents), black or minority ethnic (20% BME, compared to 9% of other respondents) and identify as a religion other than Christianity (15% 'other religion', compared to 6% of other respondents).

Non-visitors were also more likely to have a disability or long-term illness; two in five *Non-visitors* (39%) reported having a disability or long-term illness, compared to less than a quarter of other respondents (23%). Indeed, 20% of respondents with a disability or long-term illness did not report visiting a heritage site at any interview, compared to 10% of respondents without a disability or long-term illness.

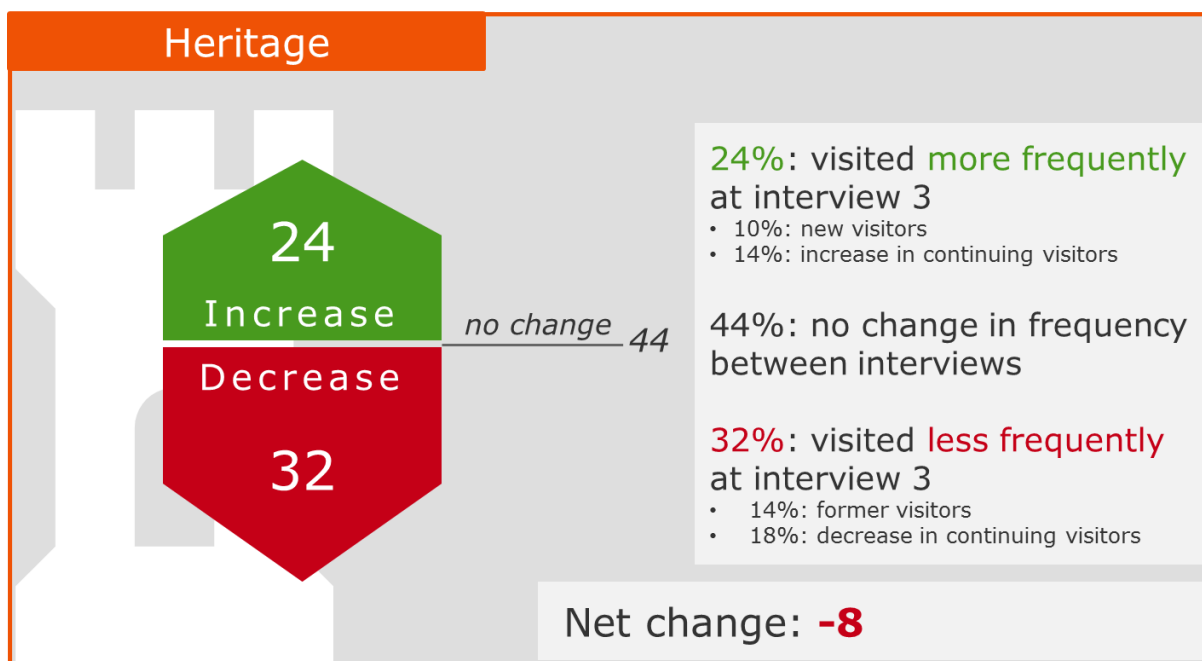
There was very little difference in the demographic profiles of *New* heritage site visitors and *Former* visitors. Both groups were, however, younger than those consistently reporting a visit at each interview (15% of *Former* visitors and 14% of *New* visitors aged 16-24, compared to 8% of *Consistent* visitors) and more likely to have a disability (27% of *Former* visitors and 30% of *New* visitors, compared to 20% of *Consistent* visitors). They were also more likely to come from urban areas (84% of both *Former* visitors and *New* visitors, compared to 77% of *Consistent* visitors) and were less likely to be white (89% of *Former* visitors and 86% of *New* visitors, compared to 93% of *Consistent* visitors).

3.5 Changes in frequency of participation

Fig. 3.4 shows the proportion of respondents whose frequency of visiting changed between interview 1 and interview 3.

A change in frequency was observed for more than half of respondents (56%). A third of respondents (32%) reported a decrease in frequency and a quarter (24%) an increase, resulting in an overall decrease in the rate of visits to heritage sites since Interview 1. This is a combination of the fact that there were more people leaving the sector than coming in to it (14% *Former* visitors vs. 10% *New* visitors) and that *New* visitors were making less frequent visits than the *Former* visitors had been making.

Fig 3.4 Change in frequency of visiting a heritage site in period



How often in the last 12 months have you visited a heritage site?

Base (unweighted): 4,637

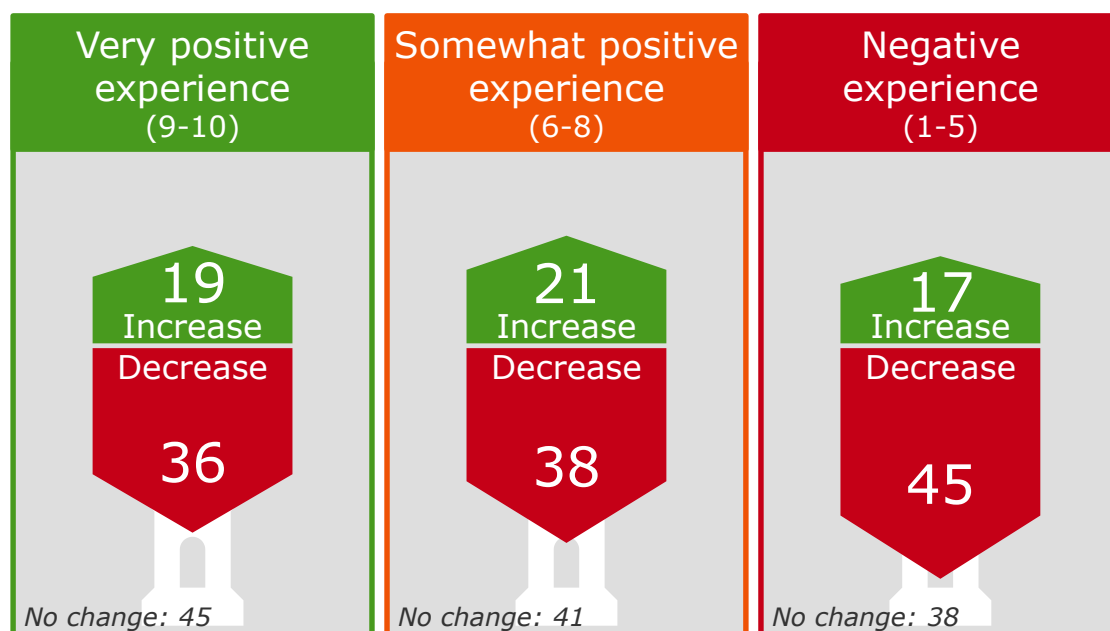
3.6 Frequency of visiting heritage sites and enjoyment of visit

Respondents who reported visiting a heritage site in the last twelve months were asked to rate how much they had enjoyed their last visit on a scale from 1-10, where 1 is 'awful' and 10 'brilliant'.

Fig 3.5 shows the change in frequency of participation at the following interview based on a respondent's enjoyment of a visit the previous year. This includes both enjoyment reported at Interview 1 and the change in frequency between Interviews 1 and 2, and enjoyment at Interview 2 with the change in frequency between Interviews 2 and 3.

Respondents reporting a negative experience were more likely to report visiting heritage sites less often the following year.

Fig. 3.5 Frequency of participation based on respondent's enjoyment the previous year



How often in the last 12 months have you visited a heritage site?; On a scale of 1 to 10, with 1 being awful and 10 being brilliant, how much did you enjoy it?

Base (unweighted): Very positive experience (3,390); Somewhat positive experience (3,265); Negative experience (346)

3.7 Reasons for visiting heritage sites more often

Fig. 3.6 shows the most commonly cited reasons for an increase in the frequency of visits to heritage sites¹¹ (a more detailed list of reasons is given in Appendix Table 7.10). Respondents were asked for all reasons that their frequency of visiting had changed, as well as to specify the main reason for this change.

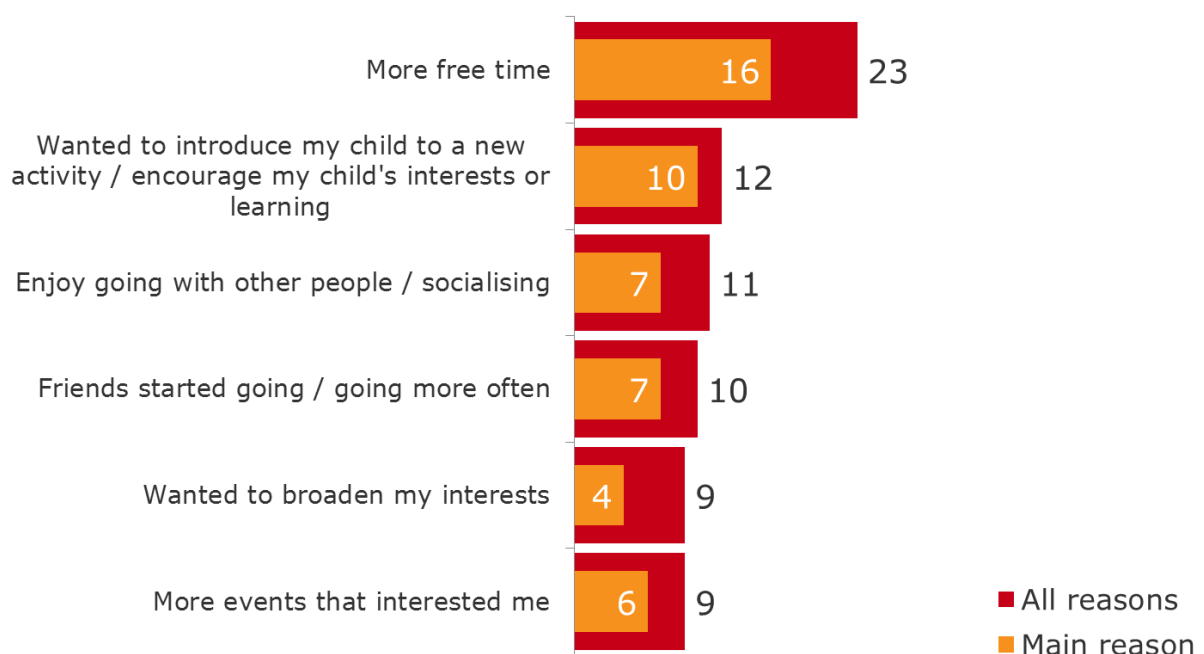
¹¹ This is an average of the reasons given at interview 2 and interview 3.

Having more free time available was the most commonly given reason for visiting heritage sites more often. This was cited by almost a quarter (23%) of respondents who had seen some increase in the frequency of their visits.

The second most common reason was to encourage a child’s learning. This reason was given by one in eight (12%) of those visiting more often, and one in ten said this was the main reason for their increased visiting frequency.

The social aspect of heritage site visits was also important. Around one in ten respondents going more often (11%) said that the opportunity to socialise with other people was a reason for their increased frequency, and a similar proportion (10%) cited their friends going more often as a reason for change.

Figure 3.6 Reasons for increased frequency of heritage site visits¹²



Here is a list of reasons why people might go to heritage sites more often. Just thinking about the time since your last interview, why have you been more often?

Base (unweighted): Interview 2 (1,101); Interview 3 (1,172)

3.8 Reasons for decreased frequency of heritage site visits

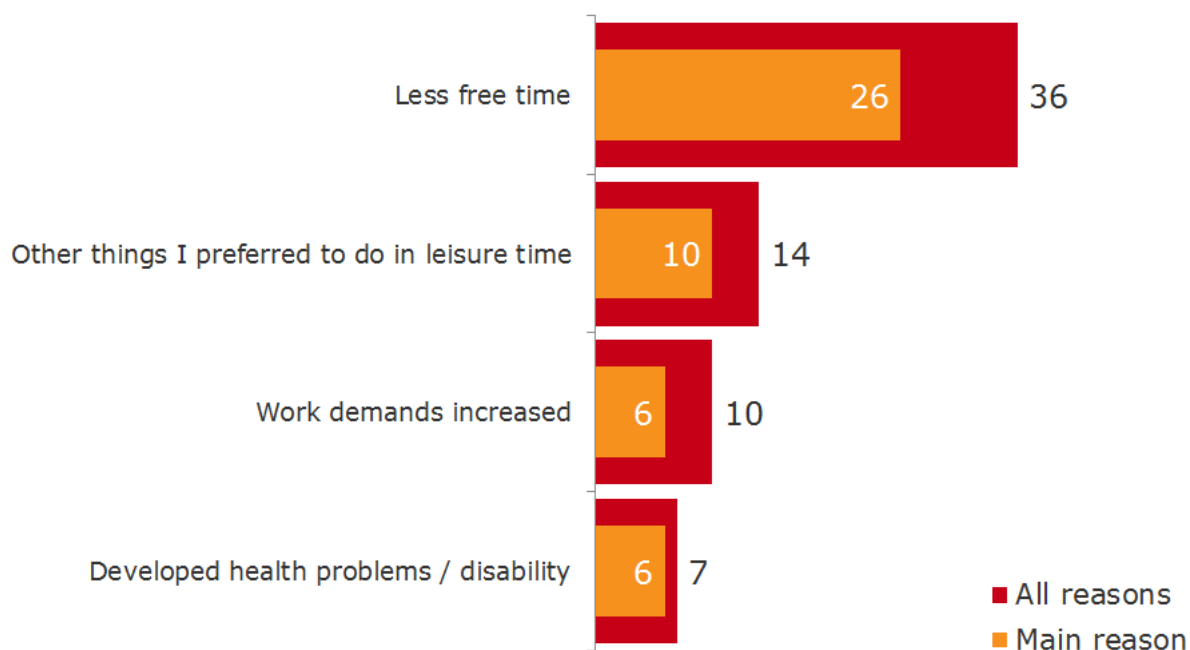
Fig 3.7 shows the most commonly cited reasons for a decrease in the frequency of visiting heritage sites (a more detailed list of reasons is given in Appendix Table 7.11). Again, respondents were asked for all reasons that their frequency of visiting has changed, as well as to specify the main reason for this change.

¹² Percentages are given as an average of reasons given at Interview 2 and Interview 3 for any respondent who reported visiting heritage sites more frequently at these interviews.

Having less free time was the most common reason given for a decline in frequency. 36% of respondents whose frequency of visits had decreased cited this as a reason for the change and more than a quarter (26%) said it was the main reason for the change. Competing demands for leisure time (14%) and work (10%) were common reasons for visiting less often.

Health and disability were important obstacles for some respondents. 7% said they were going less often because they had developed health problems or a disability and, in most of these cases, this was also their main reason for making fewer visits.

Fig. 3.7 Reasons for decreased frequency of heritage site visits¹³



Here is a list of reasons why people might go to heritage sites less often. Just thinking about the time since your last interview, why have you been less often?

Base (unweighted): Interview 2 (1,390); Interview 3 (1,205)

¹³ Percentages are given as an average of reasons given at Interview 2 and Interview 3 for any respondent who reported visiting heritage sites less frequently at these interviews.

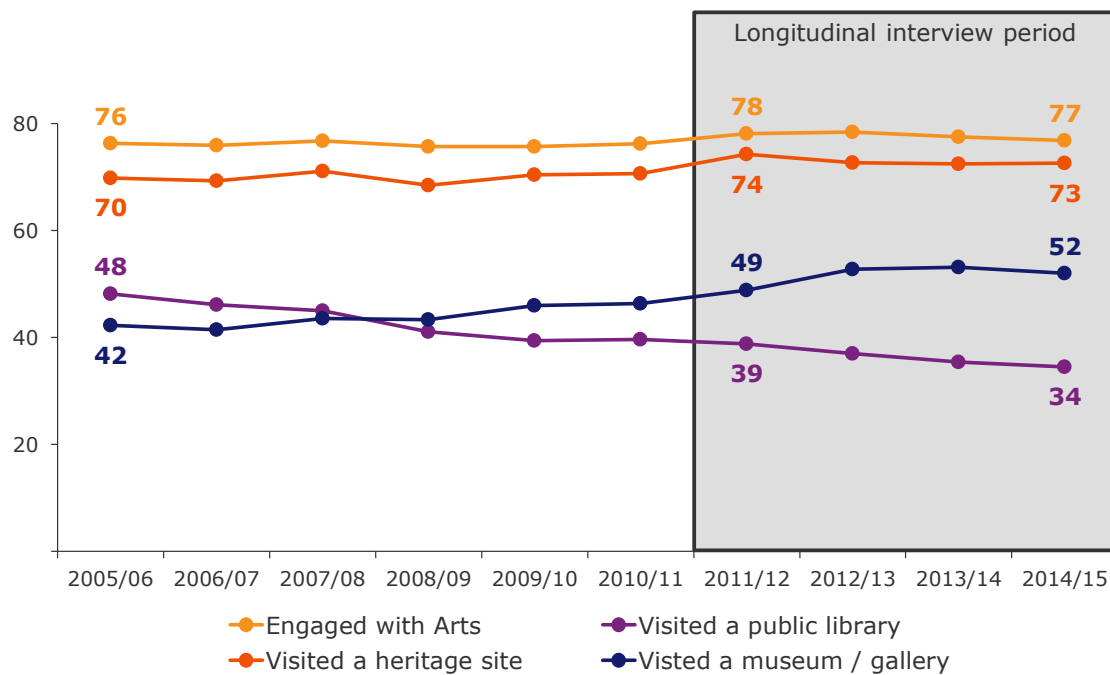
4. Libraries

4.1 Long-term trends in public library use: Taking Part

Respondents were asked if they have used a public library service in the last year and, if so, how often they used these services.

Fig 4.1 shows the trend since 2005 in the proportion of adults using libraries, as well as the trends in participation for other cultural sectors. Around a third (34%) of adults in England used a public library service in 2014/15. Library use has been consistently decreasing since the survey began, at 48% in 2005/06 and 39% at the beginning of the longitudinal interview period (2011/12).

Fig. 4.1 Taking Part survey: Participation in arts, libraries, heritage and museum / gallery sectors since 2005¹⁴



¹⁴ Taking Part Statistical Release 2014/15 Quarter 4: <https://www.gov.uk/government/statistics/taking-part-201415-quarter-4-statistical-release>

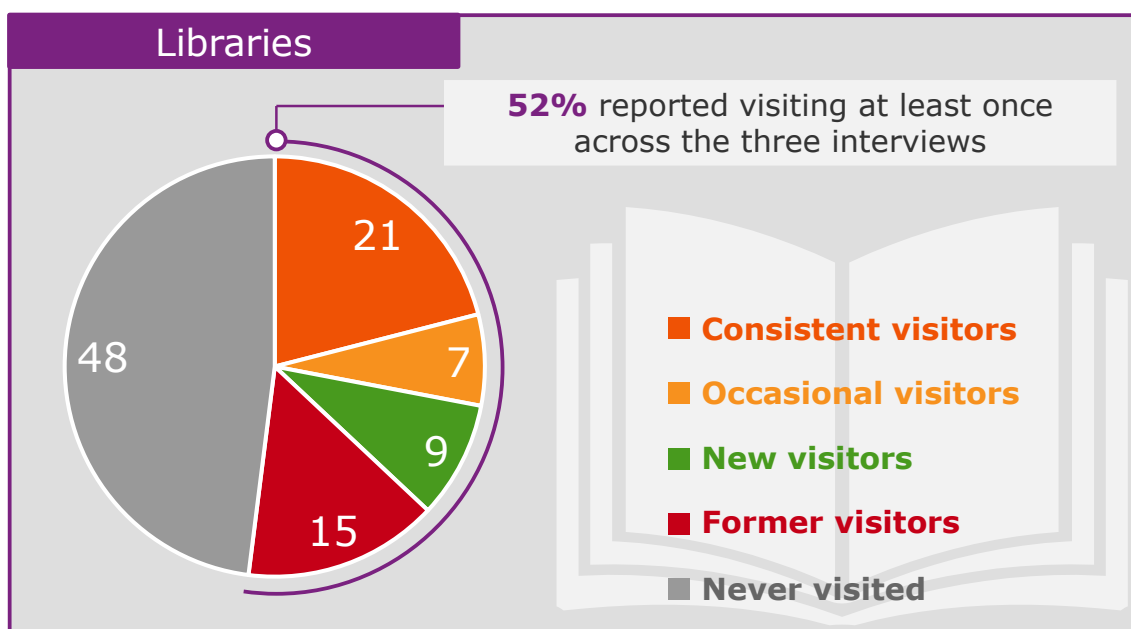
4.2 Flows in and out of the library sector

Fig. 4.2 shows changes in public library use between respondents' first interview and their third interview (see Introduction, p. 5 for more details).

Just over half (52%) of respondents reported using public library services at least once over the three interviews. One in five reported using public libraries at each interview (21%, *Consistent* visitors).

The overall decline in library use, however, is reflected in the numbers leaving the sector (*Former* visitors) and those coming in (*New* visitors). 15% of respondents were classified as *Former* visitors (used public libraries at the first interview, but not by the third interview), while only 9% were *New* visitors (did not use public libraries at the first interview but did by the third interview).

Fig 4.2: Changes in public library use



How often in the last 12 months have you used a public library service?

Base (unweighted): 4,637

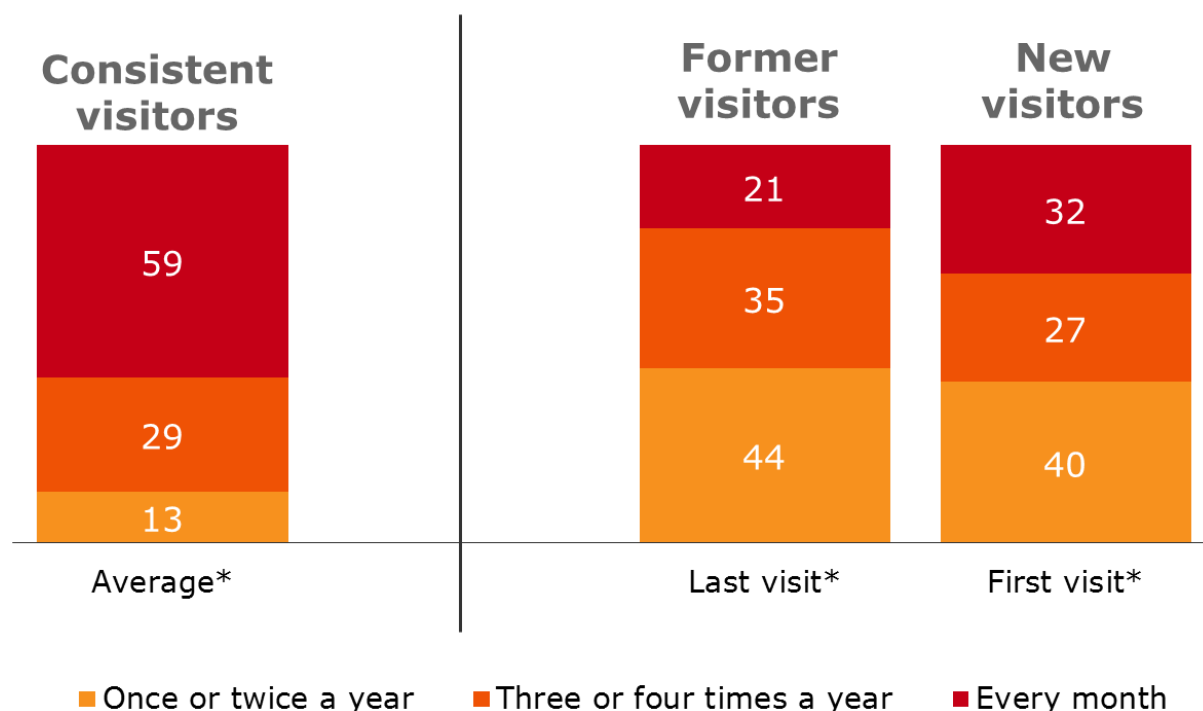
4.3 Frequency of participation

Fig. 4.3 shows the frequency of using public library services.

New library visitors reported using library services relatively frequently. Around one in three (32%) *New* visitors reported using library services every month. In contrast, only around one in five (21%) *Former* visitors had been using public library services every month. Therefore, although there were fewer respondents overall using libraries by the third interview (see Fig. 4.2), the *New* visitors made more frequent use of library services than those who had left the sector.

Consistent library visitors were the most frequent users of library services, with almost three in five using public library services every month.

Fig. 4.3: Frequency of using public library services



*Consistent visitors: Percentages shown are an **average** across the three interviews

Former visitors: Frequency of visits at **last** interview where a visit was reported

New visitors: Frequency of visits at **first** interview where a visit was reported

How often in the last 12 months have you used a public library service?

Base (unweighted): Consistent visitors (1,142); Former visitors (666); New visitors (388)

4.4 Variation in participation by different demographic groups

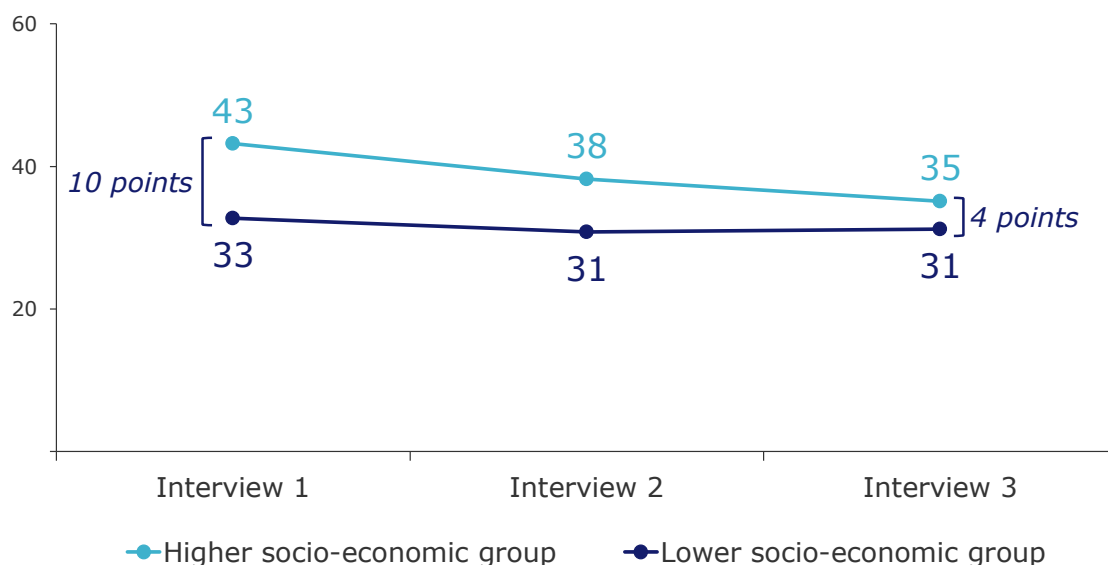
Full tables of demographic groups for different levels of participation are given in the Appendix (Table 7.3).

Women were more likely to report using library services at each interview than men; nearly two thirds of *Consistent* visitors (63%) were women, compared to under half of those who did not report using library services at any interview (46% of *Non-visitors*). *Consistent* library visitors were also less likely to be white (84%, compared to 94% of *Non-visitors*). In addition, *Consistent* visitors were more likely to be in the higher socio-economic group (64%, compared to 54% of *Non-visitors*) and to be living in areas classified as Urban Prosperity (15%, compared to 8% of *Non-visitors*).

However, when comparing the demographic profiles of those coming in to the sector (*New* visitors) to those leaving the sector (*Former* visitors), there is some evidence that library services are increasingly being used by people who are less financially secure. *New* library users were more likely to be in the lower socio-economic group (42%, compared to 32% of *Former* library users). They were also less likely to own their own home (59%, compared to 67% of *Former* library users) while *Former* visitors were more likely to live in the least deprived areas according to the Index of Multiple Deprivation (23% at levels 9-10, compared to 16% of *New* library users).

In fact, although a decline in library use has been observed since the Taking Part survey began, this decline is only observed among the higher socio-economic group over the longitudinal interview period. Library use among the lower socio-economic group remained stable during this time (Fig. 4.4).

Fig. 4.4 Percentage of adults using public library services in past year, by socio-economic group



How often in the last 12 months have you used a public library service?

Base (unweighted – Interview 1 / Interview 2 / Interview 3): Higher socio-economic group (2,609 / 2,593 / 2,695); Lower socio-economic group (1,853 / 1,817 / 1,782)

4.5 Changes in frequency of participation

Fig. 4.5 shows the proportion of respondents whose frequency of visiting changed between interview 1 and interview 3.

An overall decrease in the frequency of public library use was observed over the three interviews. 14% of respondents were using libraries more often by their third interview, while 21% were using library services less often. This difference was mainly driven by people dropping out of the library sector altogether: the 15% of *Former* visitors.

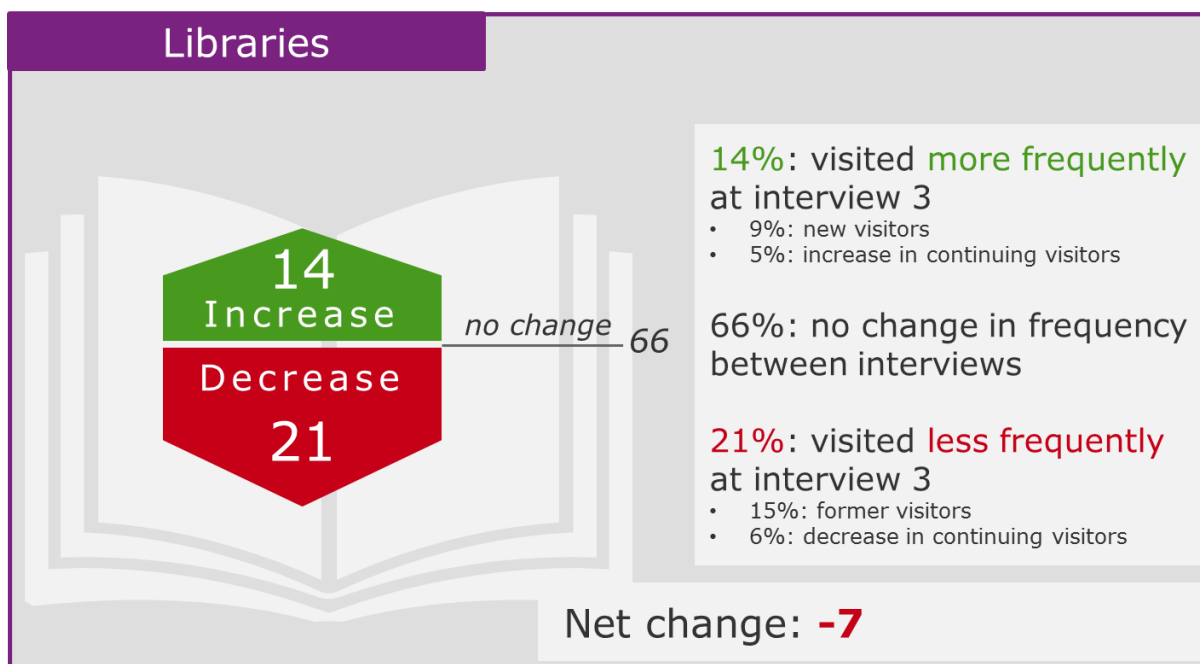
4.6 Frequency of using public library services and satisfaction with service

Respondents who reported using a public library service in the last twelve months were asked to rate their satisfaction on a scale from 1-5, where 1 is 'Very satisfied' and 5 'Very dissatisfied'.

Fig 4.6 shows the change in frequency of visit at the following interview based on a respondent's satisfaction the previous year. This includes both satisfaction reported at Interview 1 and the change in frequency between Interviews 1 and 2, and satisfaction at Interview 2 with the change in frequency between Interviews 2 and 3.

The proportion of respondents whose frequency of visit decreased was lowest for those who said they were satisfied with their library experience.

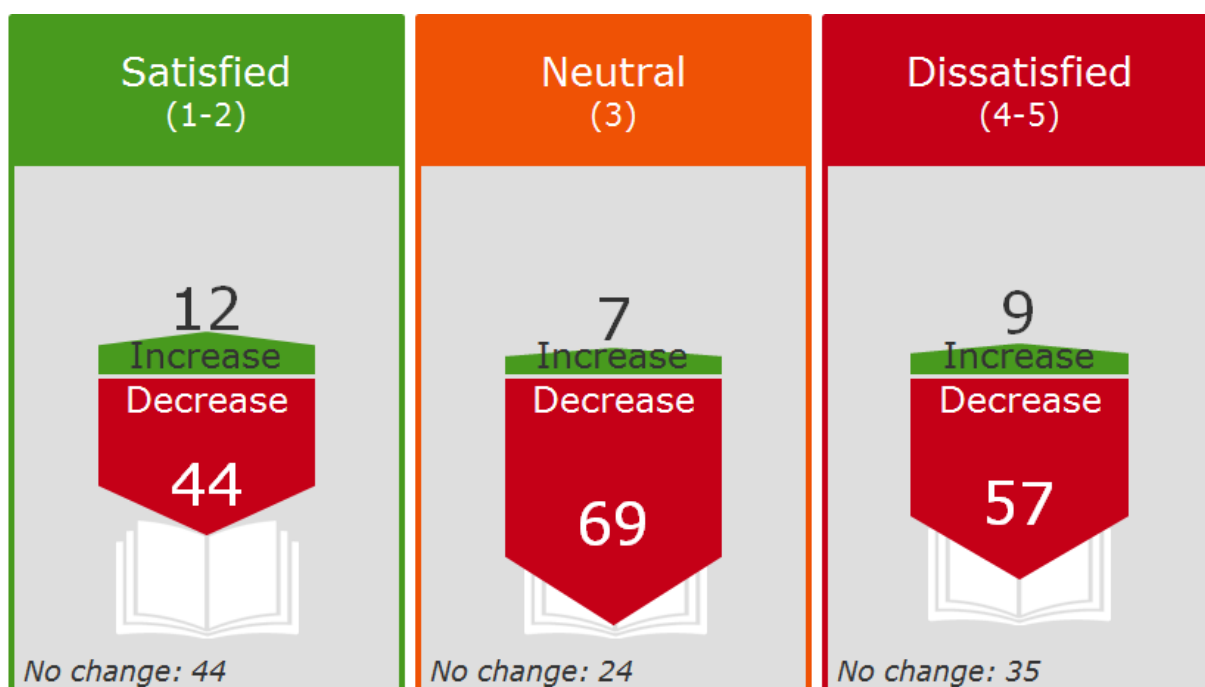
Fig. 4.5 Change in frequency of using public library services



How often in the last 12 months have you used a public library service?

Base (unweighted): 4,637

Fig. 4.6 Frequency of visit based on respondent’s satisfaction the previous year



How often in the last 12 months have you used a public library service?; How satisfied were you with the service provided?

Base (unweighted): Satisfied (3,512); Neutral (110); Dissatisfied (112)

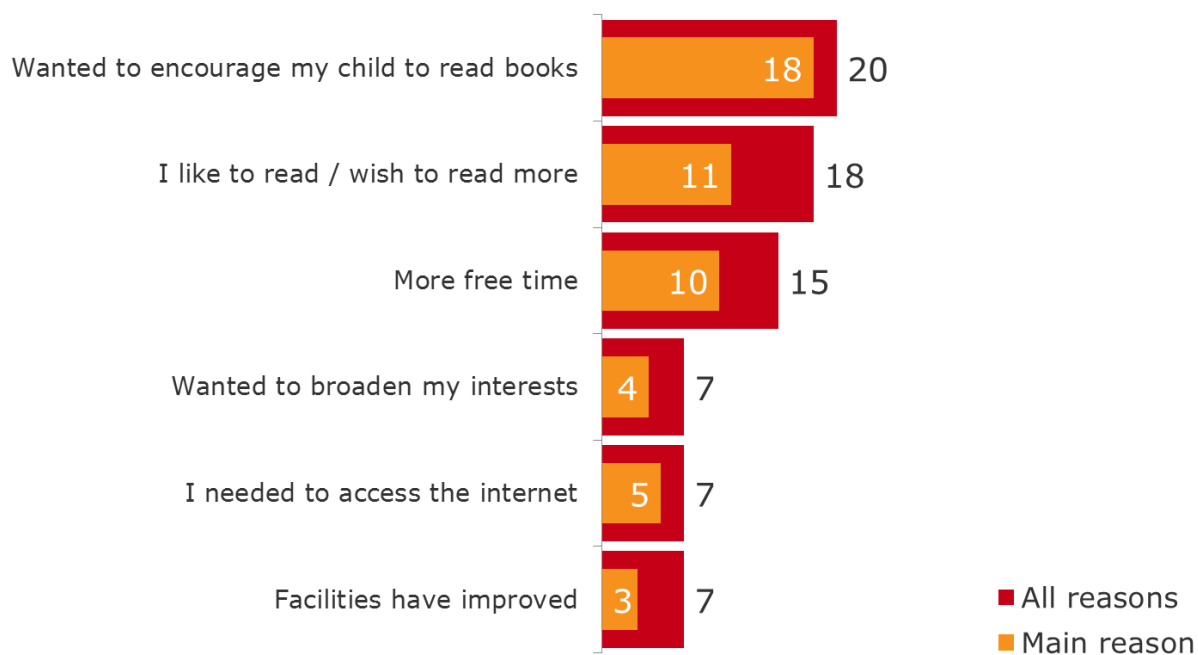
4.7 Reasons for using libraries more often

Fig. 4.7 shows the most commonly cited reasons for using public library services more often¹⁵ (a more detailed list of reasons is given in Appendix Table 7.12). Respondents were asked for all reasons that their frequency of visiting had changed, as well as to specify the main reason for this change.

Library services for parents and children were very important for increasing the frequency of use; the most common reason given for using libraries more often was to encourage a child’s reading. This was cited by 20% of those who reported using library services more often, and the majority of those giving this reason also said it was the main reason for the change.

The next most common reasons given were a desire to read more (18%) and having more free time available (15%).

Fig. 4.7 Reasons for increased usage of libraries¹⁶



Here is a list of reasons why people might use library services more often. Just thinking about the time since your last interview, why have you used them more often?

Base (unweighted): Interview 2 (535); Interview 3 (575)

¹⁵ This is an average of the reasons given at interview 2 and interview 3.

¹⁶ Percentages are given as an average of reasons given at Interview 2 and Interview 3 for any respondent who reported using libraries more frequently at these interviews.

4.8 Reasons for decreased usage of libraries

Fig. 4.8 shows the most commonly cited reasons for a decrease in the frequency of using public library services (a more detailed list of reasons is given in Appendix Table 7.13). Again, respondents were asked for all reasons that their frequency of visiting had changed, as well as to specify the main reason for this change.

Having less free time was the most common reason given for a decline in frequency. A quarter (25%) of respondents whose frequency of visits had decreased cited this as a reason for the change.

Libraries also face pressure from other book resources. The second and third most common reasons given were respondents getting books from elsewhere (17%) and respondents reading E-books instead (12%).

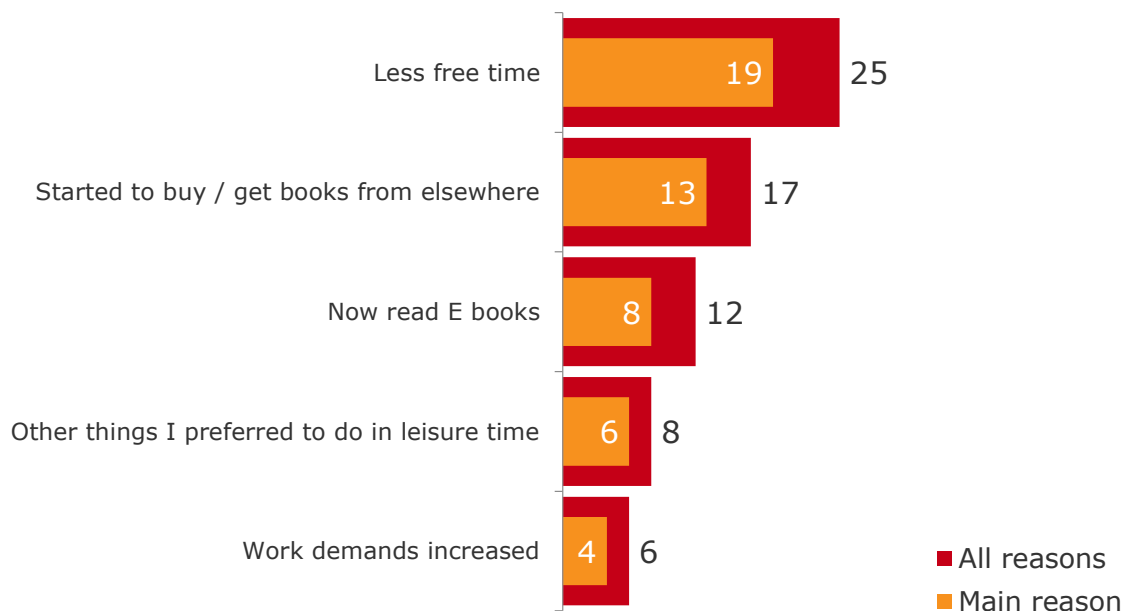


Fig. 4.8 reasons for decreased usage of libraries¹⁷

Here is a list of reasons why people might use library services less often. Just thinking about the time since your last interview, why have you used them less often?

Base (unweighted): Interview 2 (839); Interview 3 (690)

¹⁷ Percentages are given as an average of reasons given at Interview 2 and Interview 3 for any respondent who reported using library services less frequently at these interviews.

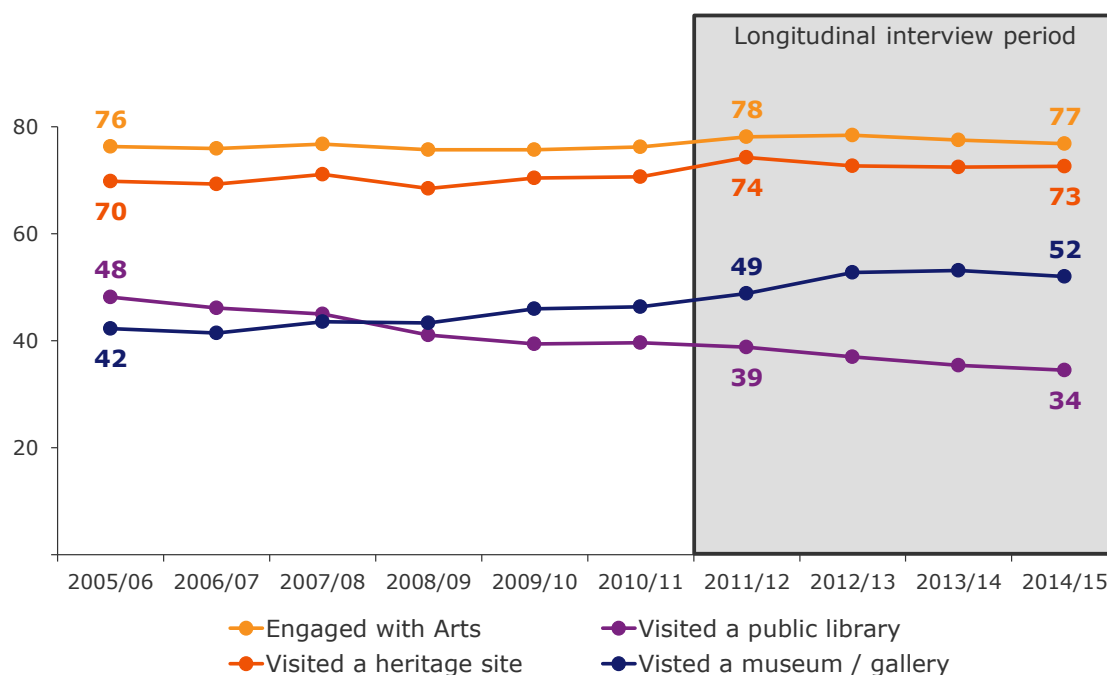
5. Museums and galleries

5.1 Long-term trends in museum / gallery visits: Taking Part

Respondents were asked if they had visited a museum or gallery in the past 12 months and, if so, how often they had visited.

Fig. 5.1 shows the trend since 2005 in the proportion of adults visiting museums or galleries, as well as the trends in other cultural sectors. There has been relatively little change over the longitudinal interview period, with around half of respondents reporting a visit in the last year. Since the survey began, however, there has been a significant increase in the rate of visiting museums and galleries.

Fig. 5.1 Taking Part survey: Participation in arts, libraries, heritage and museum / gallery sectors since 2005¹⁸



¹⁸ Taking Part Statistical Release 2014/15 Quarter 4: <https://www.gov.uk/government/statistics/taking-part-201415-quarter-4-statistical-release>

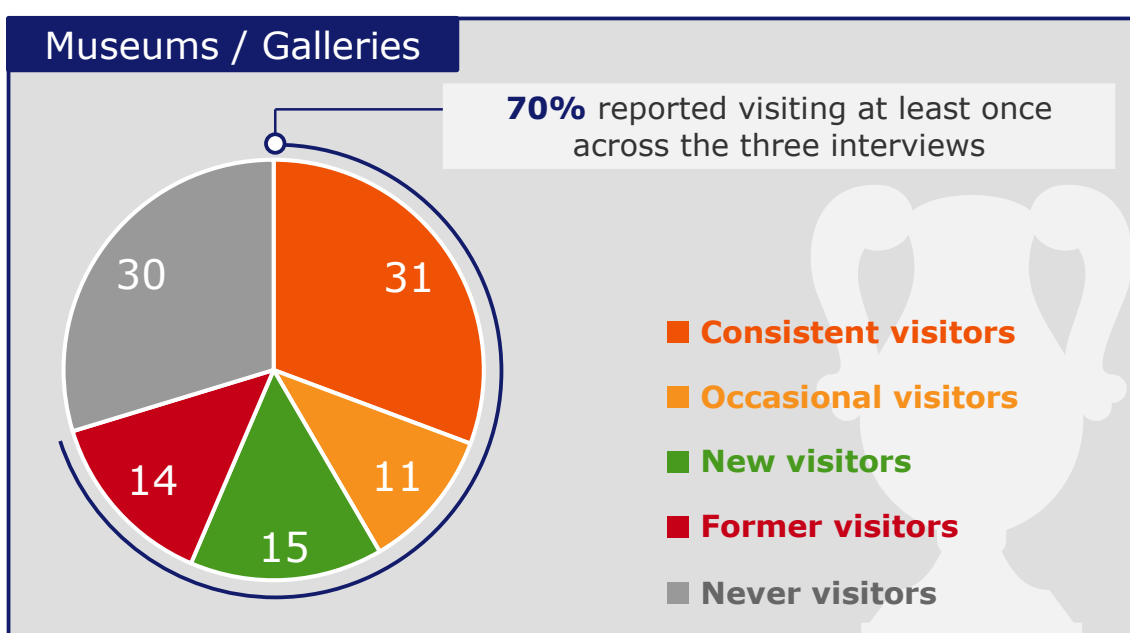
5.2 Flows in and out of the museums / galleries sector

Fig. 5.2 shows changes in participation in the museum and gallery sector between respondents' first interview and their third interview (see Introduction, p. 5 for more details).

In total, 70% of respondents reported visiting a museum or gallery at least once across the three interviews. Three in ten respondents (30%) did not visit a museum or gallery at all during this period.

Around two in five respondents reported a visit at some interviews but not others. The proportion of *New* visitors coming into the sector (15%) was balanced by the number of *Former* visitors no longer in the sector (14%). There was, however, a strong core of *Consistent* museum / gallery visitors; around a third of respondents (31%) reported a visit at each interview.

Fig. 5.2: Changes in participation in the museums / galleries sector



How often in the last 12 months have you visited a museum or gallery?

Base (unweighted): 4,637

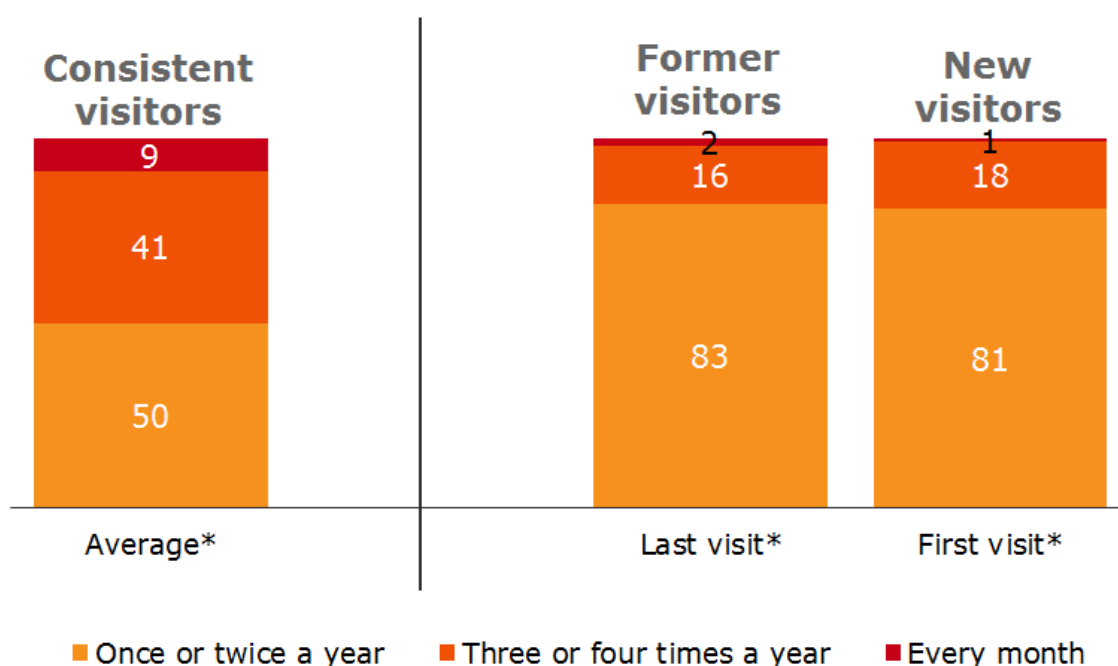
5.3 Frequency of visits to museums and galleries

The core of *Consistent* visitors accounted for the majority of museum and gallery visits. At each interview, around half of *Consistent* visitors reported making more than one or two visits a year. In contrast, *New* and *Former* visitors were less frequent, the vast majority reporting visiting only once or twice in a year (Fig. 5.3).

The *Consistent* visitors were reliably engaged with the sector, making visits every year and, in many cases, several times a year.

Given the low frequency of visits in the sector as a whole, the distinction between *New*, *Former* and *Occasional* visitors was less clear than in other sectors, especially among those who made visits on average less than once a year. In reality these may be very infrequent visitors (rather than leavers or new entrants), who tend to visit museums and galleries every few years rather than annually.

Fig. 5.3 Frequency of visits to museums or galleries



*Consistent visitors: Percentages shown are an **average** across the three interviews

Former visitors: Frequency of visits at **last** interview where a visit was reported

New visitors: Frequency of visits at **first** interview where a visit was reported

How often in the last 12 months have you visited a museum or gallery?

Base (unweighted): Consistent visitors (1,604); Former visitors (637); New visitors (631)

5.4 Variation in participation by different demographic groups

Full tables of demographic classifications for different levels of participation are given in the Appendix (Table 7.4).

Consistent visitors were generally in less deprived groups than other respondents. Seven in ten (71%) *Consistent* visitors were in the higher socio-economic group (71%, compared to 49% of other respondents). Nearly a third were living in Wealthy Achiever areas and around one in six in Urban Prosperity areas (31% and 17%, compared to 22% and 8% respectively for other respondents), and they were more likely to be living in the least deprived areas according to the Index of Multiple Deprivation (37% levels 8-10, compared to 29% of other respondents). In addition, they were more likely to own their own home (76%, compared to 62% of other respondents) and to be employed (70% working, compared to 62% of other respondents).

Consistent visitors were also less likely than other groups to have a disability or long-term illness (19% with a disability or long-term illness, compared to 27% of other respondents). Conversely, 34% of those who did not report any museum or gallery visits at any of the interviews had a disability or long-term illness.

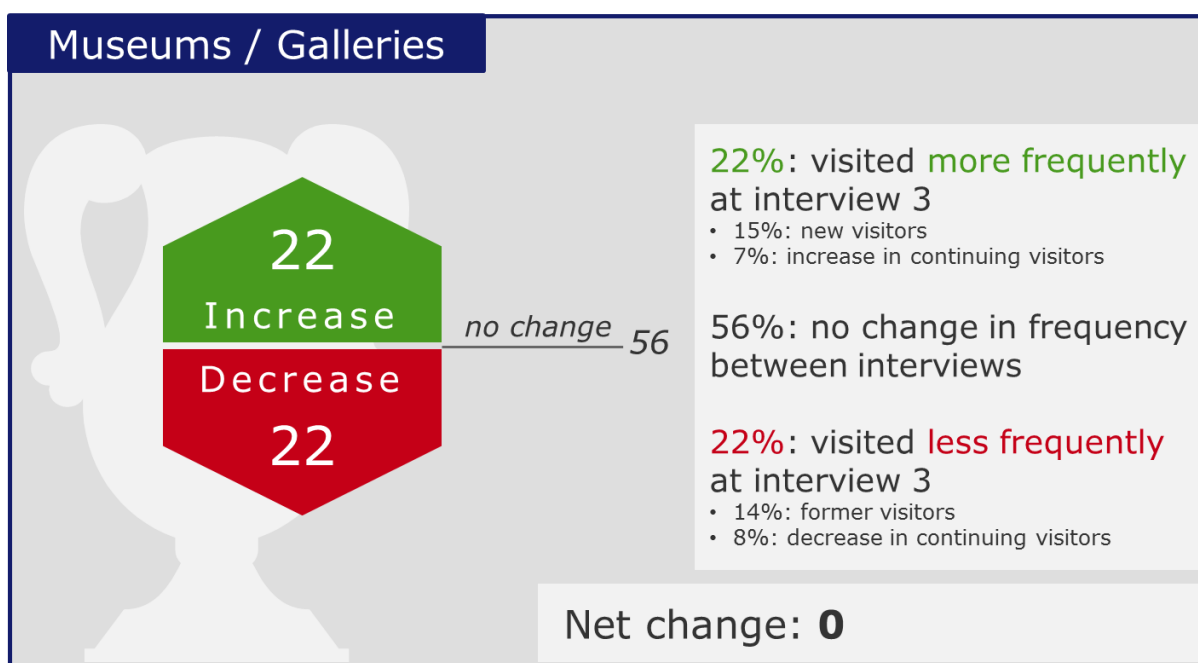
The demographic profile of *New* museum / gallery visitors was broadly similar to that of *Former* visitors. *Former* visitors were, however, more likely to be living in areas classified as 'Hard-pressed' (20%, compared to 13% of *New* visitors), to be aged 25-44 (42%, compared to 33% of *New* visitors) and to be working (73%, compared to 67% of *New* visitors).

5.5 Changes in frequency of participation

Fig. 5.4 shows the proportion of respondents whose frequency of visiting a museum or gallery changed between Interview 1 and Interview 3.

More than two in five respondents reported some change in frequency of their visits. However, the overall frequency levels remained stable, with 22% reporting fewer visits to museums and galleries at Interview 3 and 22% reporting more visits.

Fig. 5.4 Change in frequency of visits to museums / galleries in last 12 months



How often in the last 12 months have you visited a museum or gallery?

Base (unweighted): 4,637

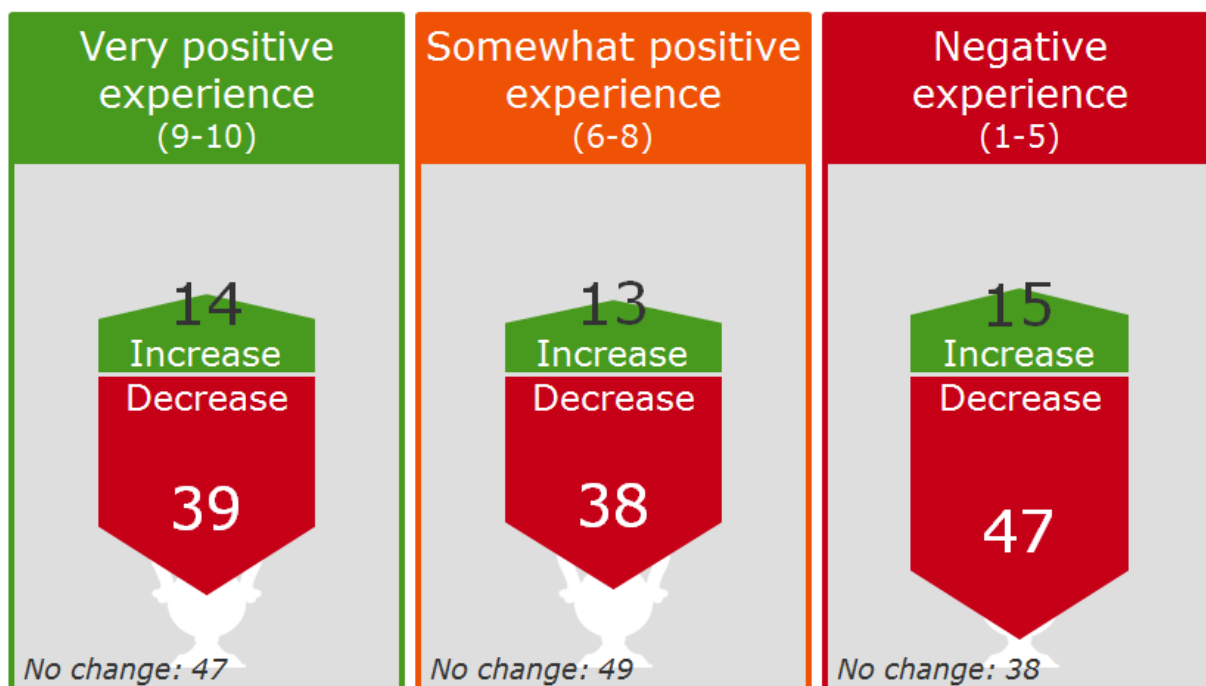
5.6 Frequency of visiting a museum or gallery and enjoyment of visit

Respondents who reported visiting a museum or gallery in the last twelve months were asked to rate how much they had enjoyed their last visit on a scale from 1-10, where 1 is 'awful' and 10 'brilliant'.

Fig 5.5 shows the change in frequency of visit at the following interview based on a respondent's enjoyment of a visit the previous year. This includes both enjoyment reported at Interview 1 and the change in frequency between Interviews 1 and 2, and enjoyment at Interview 2 with the change in frequency between Interviews 2 and 3.

Respondents who reported having a negative experience (1-5) were more likely to be making fewer museum / gallery visits the following year.

Fig. 5.5 Frequency of participation based on respondent's enjoyment the previous year



How often in the last 12 months have you visited a museum or gallery?; On a scale of 1 to 10, with 1 being awful and 10 being brilliant, how much did you enjoy it?

Base (unweighted): Very positive experience (2,235); Somewhat positive experience (2,426); Negative experience (351)

5.7 Reasons for visiting museums / galleries more often

Fig. 5.6 shows the most commonly cited reasons for an increase in the frequency of visiting museums or galleries (a more detailed list of reasons is given in the Appendix, Table 7.14). Respondents were asked for all the reasons their frequency of visits had changed, as well as to specify the main reason for this change.

Having more free time was the most commonly given reason for visiting museums or galleries more often; nearly one in five (19%) respondents whose frequency of visits increased cited this.

Around one in eight (13%) respondents with an increased frequency of visits said that they were visiting museums/galleries more frequently to encourage their child's learning. Where respondents said this, it was very likely to be the **main** reason for their increased visits. 12% of respondents visiting more often said encouraging their child's learning was the main reason for this change, almost as many as cited having more free time as the main reason.

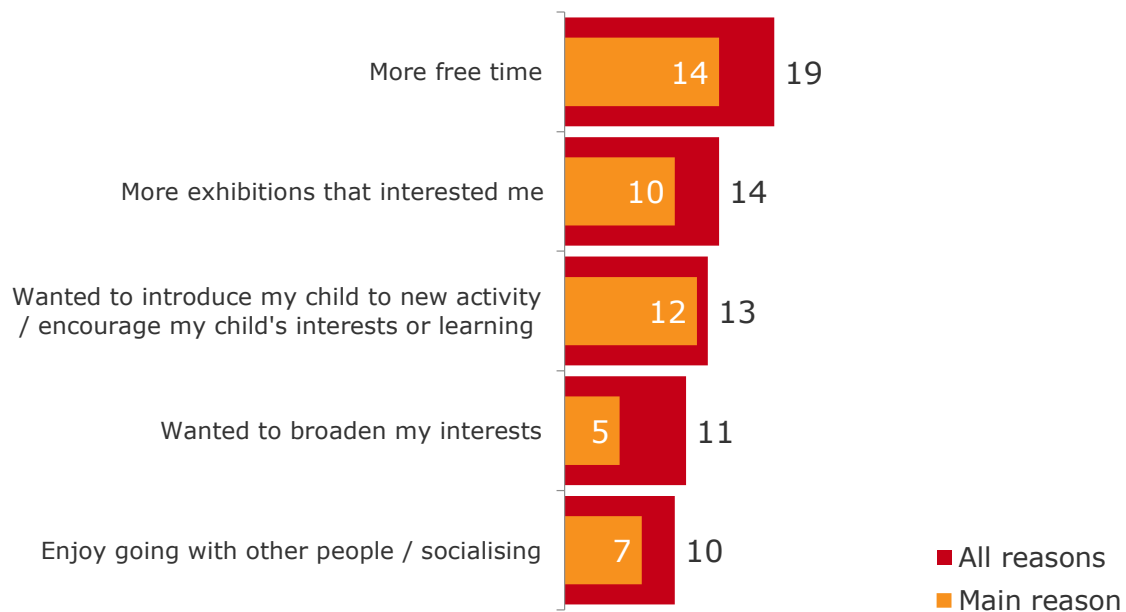
5.8 Reasons for visiting museums / galleries less often

Fig. 5.7 shows the most commonly cited reasons for a decrease in the frequency of visiting museums or galleries¹⁹ (a larger list of reasons is given in the Appendix, Table 7.15).

By far the most common reason for visiting less often was having less free time this year. This was cited by 38% of those visiting less often, and more than a quarter (27%) said this was the main reason for the change. Preferring to do other things with leisure time was the second most commonly given reason, cited by 17% of those going less often (13% as the main reason).

¹⁹ This is an average of the reasons given at interview 2 and interview 3.

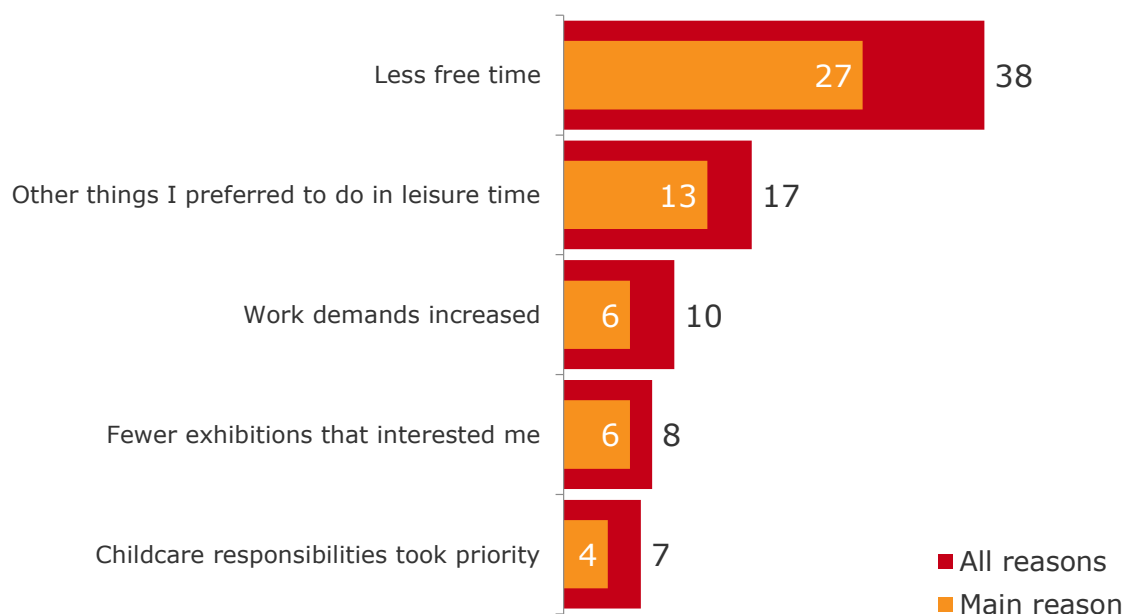
Fig. 5.6 Reasons for increased frequency of museum / gallery visits²⁰



Here is a list of reasons why people might go to museums or galleries more often. Just thinking about the time since your last interview, why have you been more often?

Base (unweighted): Interview 2 (705); Interview 3 (609)

Fig. 5.7 Reasons for decreased frequency of museum / gallery visits²¹



Here is a list of reasons why people might go to museums or galleries less often. Just thinking about the time since your last interview, why have you been less often?

Base (unweighted): Interview 2 (674); Interview 3 (667)

²⁰ Percentages are given as an average of reasons given at Interview 2 and Interview 3 for any respondent who reported visiting museums or galleries more frequently at these interviews.

²¹ Percentages are given as an average of reasons given at Interview 2 and Interview 3 for any respondent who reported visiting museums or galleries less frequently at these interviews.

6. Sport

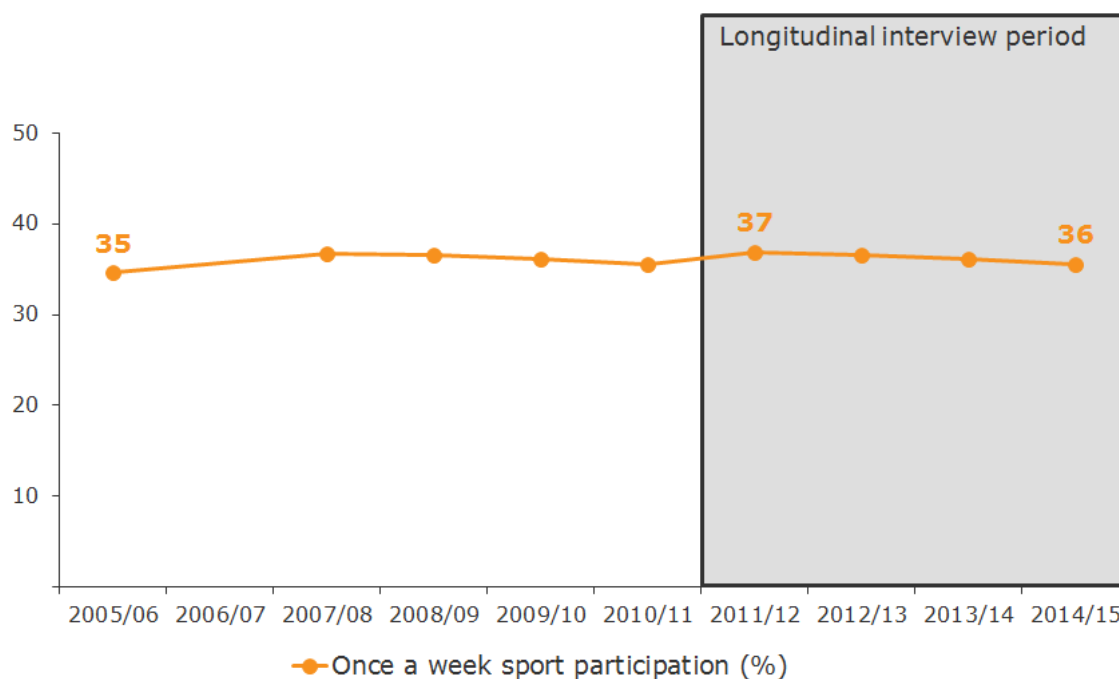
6.1 Long-term trends in sports participation

Although Taking Part collects data on sports participation, official estimates of sports participation among adults in England come from Sport England's Active People Survey. This is a large-scale, cross-sectional survey, which provides local authority level results, a wide range of sport specific data, and enables detailed demographic analysis. Taking Part data on sports participation is used for cross-sector, longitudinal and child analysis, and to validate Sport England's participation estimates

Fig. 6.1 shows data from the Active People Survey and estimates the number of people aged 16 years or over who played sport for at least 30min at moderate intensity at least once a week. For 2014/15 this was 15.75 million people (35.8%). Over the longitudinal interview period this figure has remained fairly steady.

Since 2005/06 there has been an increase in the number of people participating in sport from 34.6% to 35.8%.

Fig. 6.1 Active People Survey: Participation in sport since 2005²²



²²Active People Survey 9 Factsheet:

https://www.sportengland.org/media/3783/1x30_overall_factsheet_aps9v2.pdf

6.2 Flows in and out of the sports sector

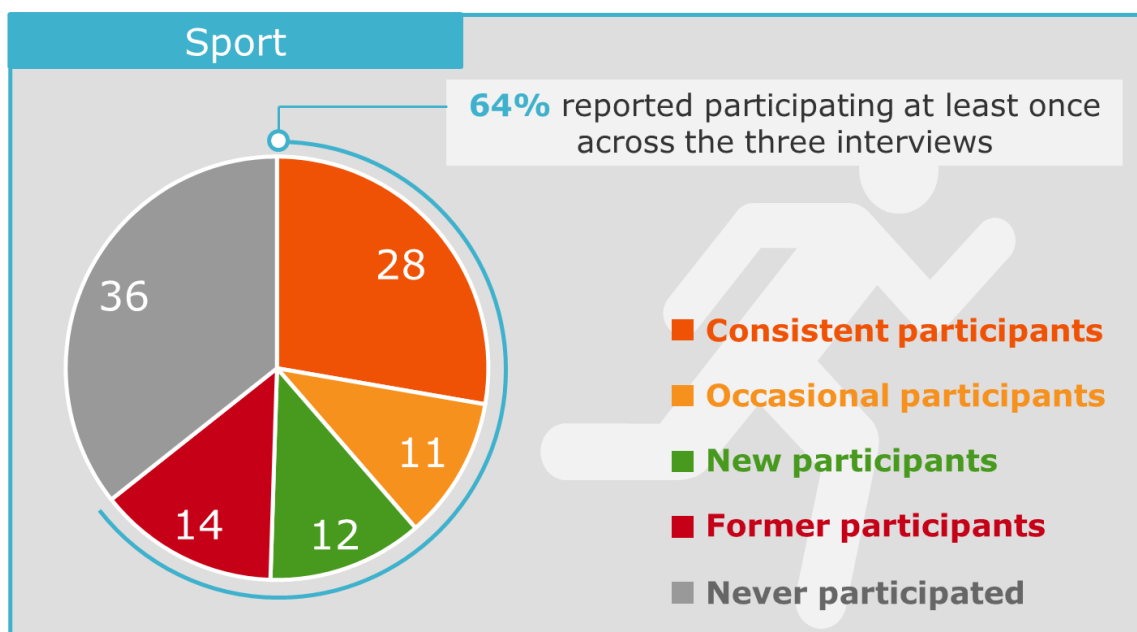
Using Taking Part data, Fig. 6.2 shows changes in sporting participation between respondents' first interview and their third interview (see Introduction, p. 5 for more details). Sporting participation here is defined as taking part in sport on at least one day over the last four weeks.

Just over a quarter of respondents (28%) reported taking part in sport at least once over the last four weeks at all three interviews. More than a third (36%), did not report taking part in sport at any interview.

Around a third of respondents (36%) reported participating at some interviews but not others. This included 14% who reported participation at Interview 1 but not at Interview 3 (*Former participants*) and 12% who had reported participation at Interview 3 but not at Interview 1 (*New participants*).

Overall 64% of respondents reported participation in sport in the last four weeks, at least once across the three interviews.

Fig. 6.2 Participation in sport in the last 4 weeks, interview 1 to interview 3



On how many days in the last four weeks have you done (sport)?

Base (unweighted): 4,637

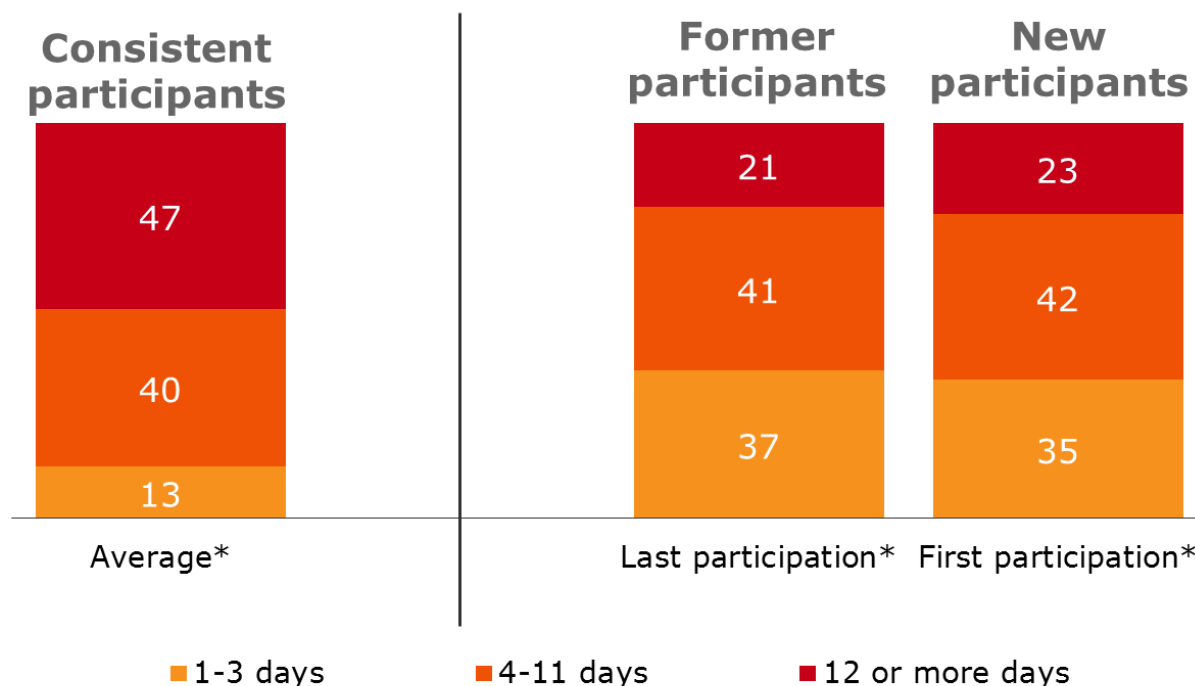
6.3 Frequency of sports participation

Fig. 6.3 shows the number of days respondents participated in sports in the four weeks prior to their interview.

Respondents who were *Consistent* participants were also the most frequent participants: almost half of *Consistent* participants reported taking part in sport at least three times a week (12 or more days in the last four weeks).

The participation patterns for *New* and *Former* participants were broadly similar to each other. Over a third of both *New* and *Former* participants took part less than once a week (1-3 days in the last four weeks), and around one in five took part at least three times a week (12 or more days).

Fig. 6.3 Number of days of sporting participation



*Consistent visitors: Percentages shown are an **average** across the three interviews

Former visitors: Frequency of visits at **last** interview where a visit was reported

New visitors: Frequency of visits at **first** interview where a visit was reported

On how many days in the last four weeks have you done (sport)?

Base: Consistent participation: (1,122) Former participation: (608) New participation: (504)

6.4 Variation in participation by different demographic groups

Full tables of demographic classifications for different levels of sports participation are given in the Appendix (Table 7.5).

Those who reported participating in sport at each interview were more likely to be men (56% of *Consistent* participants, compared to 44% of other respondents), and were younger, with one in five *Consistent* respondents aged 16-24 (19%, compared to 9% of other respondents).

Consistent participants were more likely to be from less deprived groups. Two thirds were from the higher socio-economic group (65%, compared to 53% of other respondents), nearly three quarters owned their own home (72%, compared to 64% of other respondents) and more than a quarter lived in the least deprived areas according to the Index of Multiple Deprivation (27% at levels 9-10, compared to 18% of other respondents). *Consistent* participants were also more likely to be in Wealthy Achiever areas (29%, compared to 23% of other respondents).

Conversely, those who did not report taking part in sport at all during the three interviews were from more deprived groups. Half were in the lower socio-economic group (49%, compared to 31% of those who reported participation in at least one interview), more than half were not working (52%, compared to 26% of those who reported some sports participation), a quarter were in areas classified as Hard-pressed (25%, compared to 15% of those who reported some sports participation) and a quarter were living in the most deprived areas (24% levels 1-2 of the Index of Multiple Deprivation, compared to 17% of those who reported some sports participation).

Non-participants were more likely to be older (41% aged 65 or above, compared to 14% of those who reported some participation). They were also much more likely to have a disability or long-term illness (39%, compared to 17% of those who reported some sporting participation).

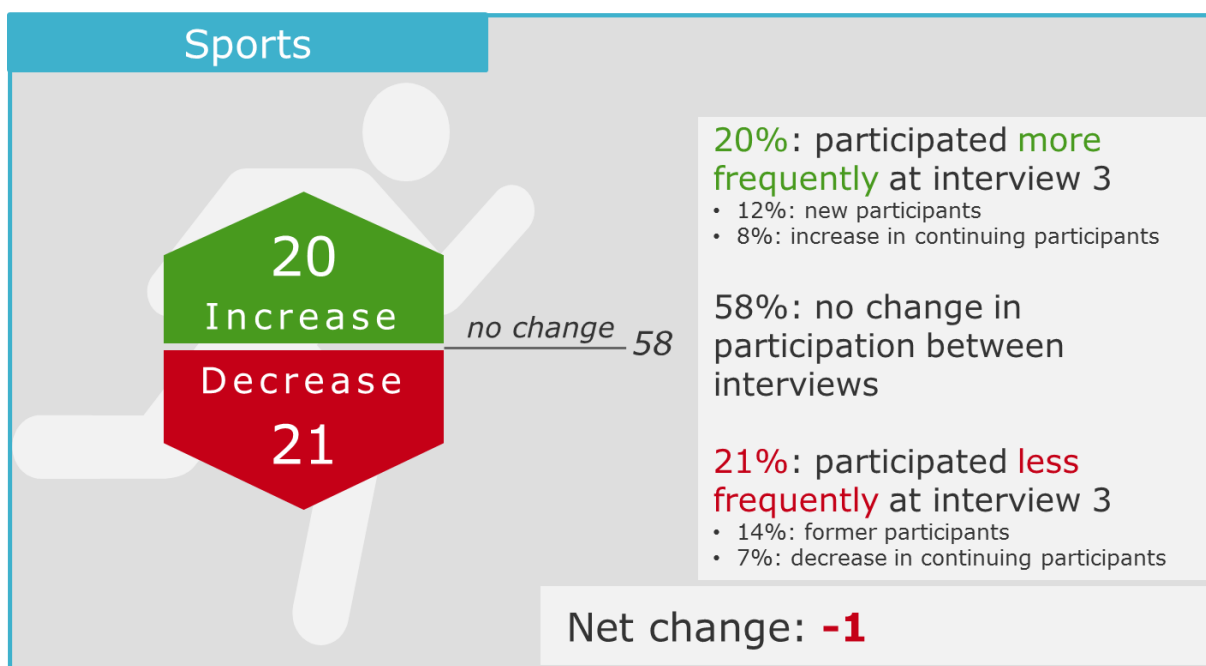
The demographic profile of *New* participants was broadly similar to that of *Former* participants. *New* participants were, however, more likely to be from London (17%, compared to 10% of *Former* participants) and to be black or minority ethnic (17% BME, compared to 10% of *Former* participants).

6.5 Changes in frequency of sports participation between interview 1 and interview 3

Fig. 6.4 shows the proportion of respondents who were taking part in sport more often or less often by their third interview compared to their first interview.

Although the overall levels of sporting participation remained stable, there was substantial change in the frequency of participation at the individual level; around two in five (41%) respondents reported some change in their frequency of sporting participation between interview 1 and interview 3. This was equally split between increased participation (20%) and decreased participation (21%).

Fig. 6.4 Change in sports participation in the last four weeks



On how many days in the last four weeks have you done (sport)?

Base (unweighted): 4,637

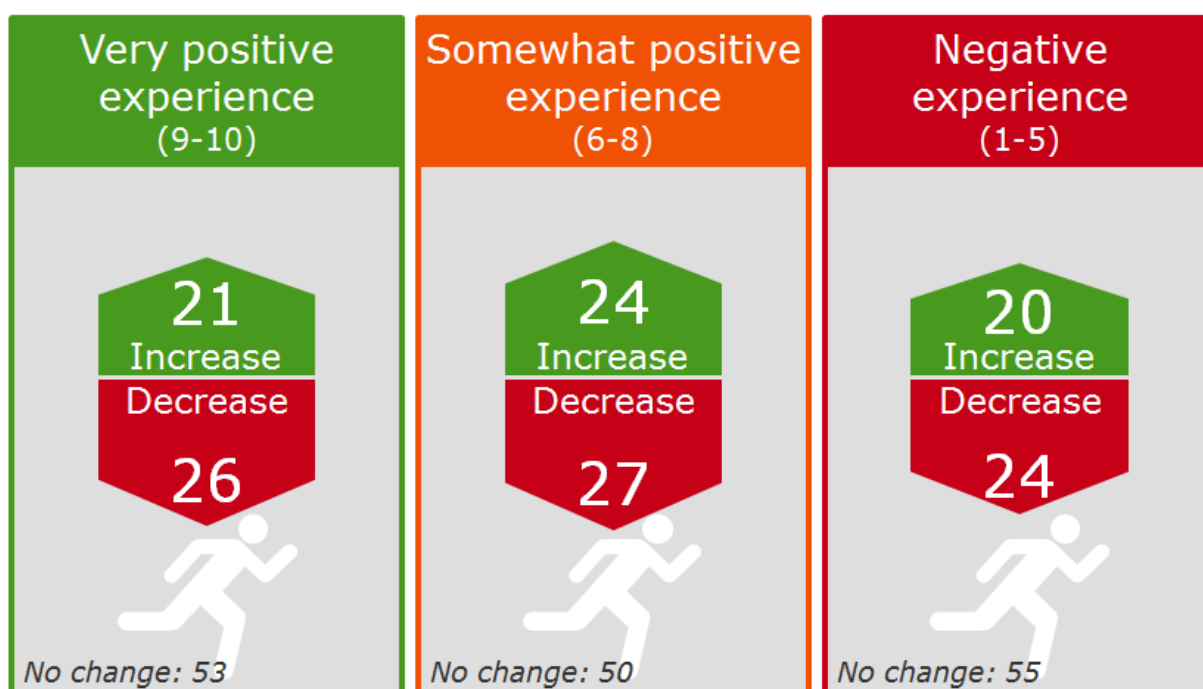
6.6 Frequency of sports participation and enjoyment

Respondents who reported sports participation in the last four weeks were asked to rate how much they had enjoyed taking part in that sport on a scale from 1-10, where 1 is 'awful' and 10 'brilliant'. If a respondent had taken part in more than one sport, one of their sports was selected at random for this question.

Fig 6.5 shows the change in frequency of participation at the following interview based on a respondent's enjoyment of the selected sport the previous year. This includes both enjoyment reported at Interview 1 and the change in frequency between Interviews 1 and 2, and enjoyment at Interview 2 with the change in frequency between Interviews 2 and 3.

The levels of change in participation were broadly the same between respondents reporting a very positive, somewhat positive or negative experience.

Fig. 6.5 Frequency of participation based on respondent's enjoyment the previous year



On how many days in the last four weeks have you done (sport)?; On a scale of 1 to 10, with 1 being awful and 10 being brilliant, how much did you enjoy it?

Base (unweighted): Very positive experience (2,985); Somewhat positive experience (2,819); Negative experience (678)

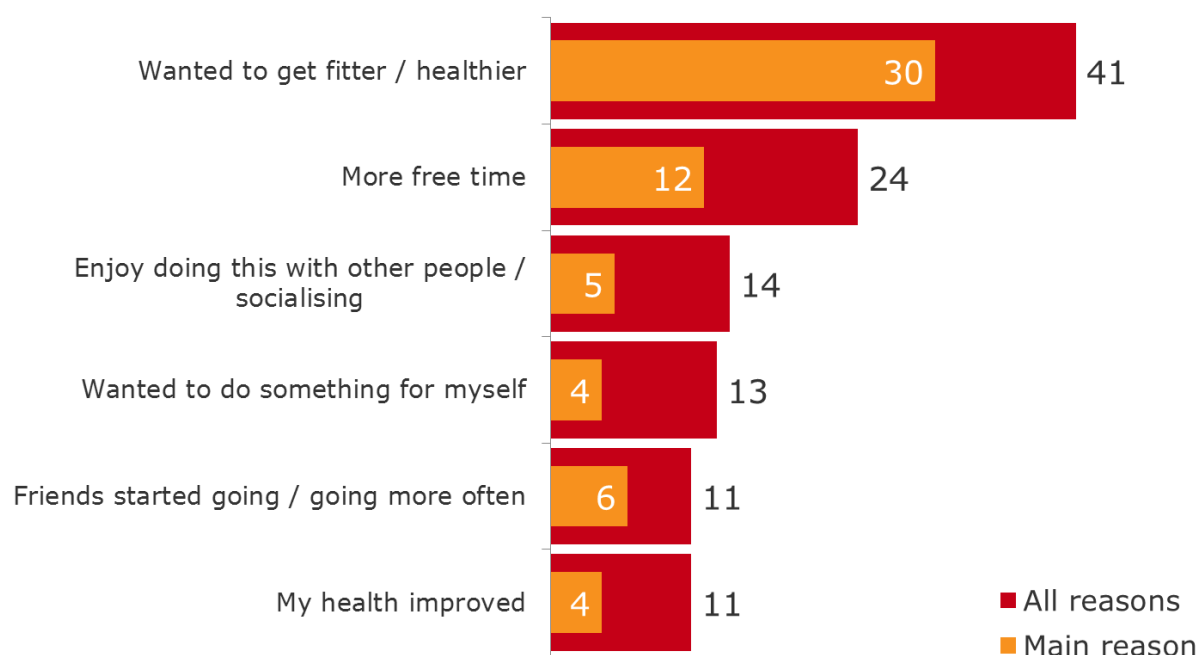
6.7 Reasons for increased sports participation

Fig. 6.6 shows the most commonly cited reasons for an increase in sports participation in interviews 2 and 3²³ (a longer list of reasons is given in Appendix Table 7.16). Respondents were asked for all reasons that their participation had increased, as well as to specify the main reason for this increase.

A desire to get fitter and healthier was the most common reason for increased sports participation. Four in ten (41%) respondents taking part more often gave this reason, and three in ten said it was the main reason (30%).

The second most common reason was having more free time, reported by a quarter (24%) of those taking part more often. Other commonly given reasons were socialising through sports (14%), going with friends (11%) and 'wanted to do something for myself' (13%). Around one in ten (11%) reported taking part more because of improvements in their health.

Fig. 6.6 Reasons for increased sports participation²⁴



Here is a list of reasons why people might do more sport and physical recreational activities. Just thinking about the time since your last interview, why are you doing more?

Base (unweighted): interview 2 = 824, interview 3 = 746.

²³ This is an average of the reasons given at interview 2 and interview 3.

²⁴ Percentages are given as an average of reasons given at Interview 2 and Interview 3 for respondents who reported taking part in sport more often than at the previous interview.

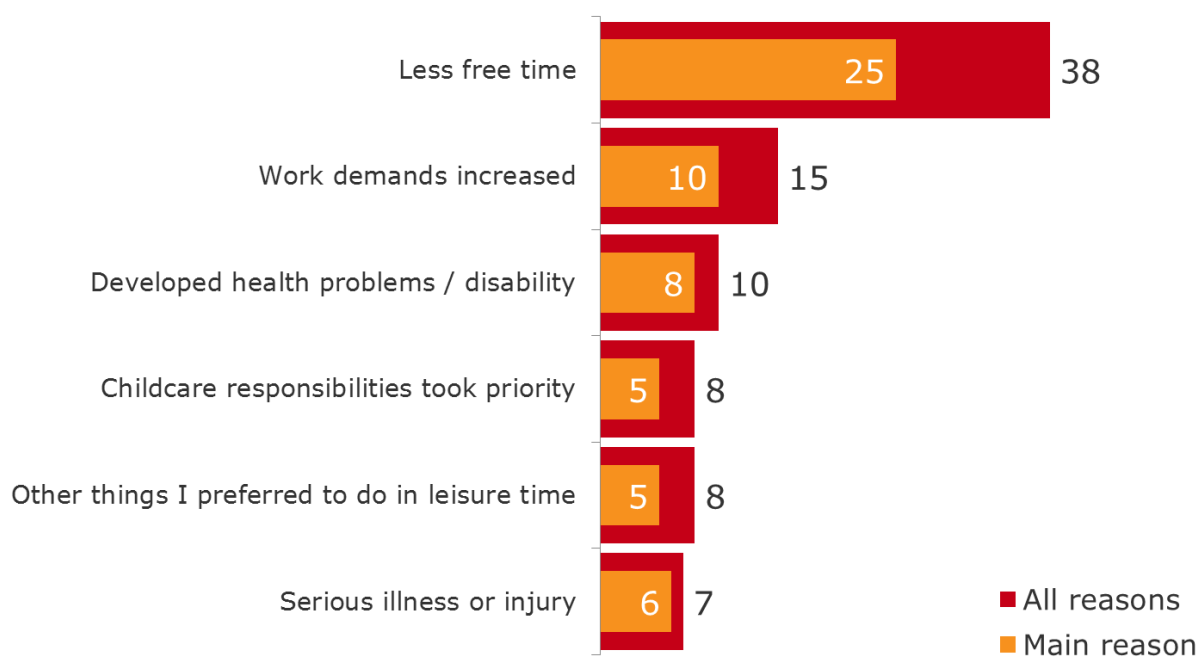
6.8 Reasons for decreased sports participation

Fig. 6.7 shows the most commonly cited reasons for a decrease in sports participation at interview 2 and 3 (a longer list of reasons is given in Appendix Table 7.17). As before, respondents were asked for all reasons that participation had decreased, as well as to specify the main reason for this decrease.

The most commonly mentioned reason was a lack of free time. This was given by 38% of those taking part less often and 25% said it was the main reason for decrease participation. Increased work demands was the second most commonly given reason (15%).

One in ten (10%) cited developing a disability or health problems as the reason for taking part less. Where this reason was given, it was also likely to be the main reason for decreased participation.

Fig. 6.7 Reasons for decreased sports participation²⁵



Here is a list of reasons why people might do less sport and physical recreational activities. Just thinking about the time since your last interview, why are you doing less?

Base (unweighted): interview 2 = 789, interview 3 = 827.

²⁵ Percentages are given as an average of reasons given at Interview 2 and Interview 3 for respondents who reported taking part in sport less often than at the previous interview.

7. Appendix – detailed tables

Table 7.1 Arts engagement: Demographics

	Total	Non-engagement (No interview)	Consistent engagement (All interviews)	Former engagement (Interview 1 but not 3)	New engagement (Interview 3 but not 1)	Occasional engagement
	% T	% A	% B	% C	% D	% E
Region						
South West	10 ^E	8	12 ^{ADE}	9	8	7
South East	17	15	17	16	13	17
London	14	16	12	16	16	15
East of England	11	8	13 ^A	10	10	9
West Midlands	10	11	10	9	13	11
East Midlands	9	9	8	10	8	8
Yorkshire and Humberside	10	11	9	12	10	14
North West	14	13	13	12	16	14
North East	5	7	5	5	6	5
Area type						
Rural	19	17	21 ^D	19	16	17
Urban	81	83	79	81	84 ^B	83
ACORN category						
Wealthy Achievers	25 ^{ADE}	18	29 ^{ACDET}	21	18	18
Urban Prosperity	11 ^A	7	12 ^A	10	9	8
Comfortably Off	31 ^A	23	33 ^A	31 ^A	28	34 ^A
Moderate Means	14 ^B	17	13	16	20 ^{BET}	13
Hard-pressed	18 ^B	35 ^{BCDT}	13	21 ^B	24 ^{BT}	27 ^{BT}
IMD decile*						
Least deprived: 10	10 ^{AC}	6	12 ^{ACT}	8	9	9
9	10 ^{DE}	10	12 ^{DE}	10 ^D	6	6
8	11 ^{AD}	7	12 ^{AD}	12 ^A	7	9
7	11 ^D	9	12 ^D	13 ^D	7	14 ^{AD}
6	10 ^A	7	11 ^A	10	10	10
5	9	9	9	7	9	10
4	9	7	9	8	12	8
3	10 ^B	15 ^{BT}	8	11	14 ^{BT}	11
2	9 ^B	13 ^B	7	10	17 ^{BCT}	11
Most deprived: 1	10 ^B	18 ^{BCDT}	8	11	10	12
<i>Base (unweighted)</i>	<i>4,637</i>	<i>411</i>	<i>2,912</i>	<i>556</i>	<i>383</i>	<i>375</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

*The Index of Multiple Deprivation (IMD) 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 (e.g. 10% most deprived neighbourhoods).

Table 7.1 cont. Arts engagement: Demographics (continued)

	Total	Non-engagement (No interview)	Consistent engagement (All interviews)	Former engagement (Interview 1 but not 3)	New engagement (Interview 3 but not 1)	Occasional engagement
Sex						
Male	47 ^B	58 ^{BDT}	43	52 ^B	47	57 ^{BDT}
Female	53 ^{AE}	42	57 ^{ACET}	48	53 ^{AE}	43
Age group						
16-24	12	9	13	11	10	13
25-44	33 ^A	23	33 ^A	34 ^A	38 ^A	34 ^A
45-64	32	31	33	31	28	31
65-74	12	13	13	10	13	10
75+	12 ^B	24 ^{BCDET}	9	14 ^B	11	13
NS-SEC category						
Lower socio-economic	37 ^B	60 ^{BCET}	28	43 ^{BT}	53 ^{BCT}	51 ^{BT}
Upper socio-economic	56 ^{ACDE}	35	65 ^{ACDET}	51 ^{AD}	41	43
Working status						
Not working	35 ^B	50 ^{BCDET}	31	38 ^B	40 ^B	39 ^B
Working	65 ^A	50	69 ^{ACDET}	62 ^A	60 ^A	61 ^A
Housing tenure						
Owners	66 ^{ACDE}	53	73 ^{ACDET}	58	58	59
Social rented sector	16 ^B	33 ^{BCDT}	9	20 ^{BT}	22 ^{BT}	25 ^{BT}
Private rented sector	18	14	18	22 ^A	19	16
Ethnicity						
Black and minority ethnic	11 ^B	12	8	14 ^B	17 ^{BT}	12
White	89 ^D	88	92 ^{CDT}	86	83	88
Religion						
No religion	31 ^A	24	33 ^{AD}	33 ^A	27	30
Christian	62	66 ^C	62	58	60	64
Other religion	7 ^B	10 ^B	5	10 ^B	13 ^{BET}	6
Disability						
No disability	75 ^A	59	79 ^{ACDET}	73 ^A	73 ^A	72 ^A
Longstanding illness or	25 ^B	41 ^{BCDET}	21	27 ^B	27 ^B	28 ^B
<i>Base (unweighted)</i>	4,637	411	2912	556	383	375

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

Table 7.2 Heritage: Demographics

	Total	Non-visitors (No interview)	Consistent visitors (All interviews)	Former visitors (Interview 1 but not 3)	New visitors (Interview 3 but not 1)	Occasional visitors
	% T	% A	% B	% C	% D	% E
Region						
South West	10	7	11	10	11	9
South East	17 ^A	12	19 ^{ACT}	14	16	14
London	14 ^B	22 ^{BCDT}	12	12	12	20 ^{BCDT}
East of England	11	10	12	12	11	9
West Midlands	10	11	9	14 ^{BT}	11	9
East Midlands	9 ^E	7	9 ^E	9 ^E	11 ^E	4
Yorkshire and Humberside	10 ^D	12 ^D	10	12 ^D	7	13 ^D
North West	14	15	12	12	16	18
North East	5	4	6	4	6	4
Area type						
Rural	19 ^A	11	23 ^{ACDT}	16	16	19 ^A
Urban	81 ^B	89 ^{BET}	77	84 ^B	84 ^B	81
ACORN category						
Wealthy Achievers	25 ^{ACDE}	10	32 ^{ACDET}	19 ^A	18 ^A	17 ^A
Urban Prosperity	11	9	11	11	9	11
Comfortably Off	31 ^A	25	33 ^A	31	29	35 ^A
Moderate Means	14 ^B	21 ^{BCT}	11	14	20 ^{BT}	14
Hard-pressed	18 ^B	35 ^{BCDET}	12	25 ^{BT}	24 ^{BT}	22 ^B
IMD decile*						
Least deprived: 10	10 ^{ACD}	3	14 ^{ACDET}	7	6	8 ^A
9	10 ^A	5	12 ^{ACT}	8	10 ^A	9
8	11 ^A	5	13 ^{AT}	10 ^A	12 ^A	9
7	11	10	12	11	10	12
6	10	10	11 ^D	9	8	10
5	9	10	8	9	9	11
4	9	9	8	8	10	11
3	10 ^B	11	8	13 ^{BT}	11	10
2	9 ^B	17 ^{BDET}	7	13 ^{BET}	11 ^B	7
Most deprived: 1	10 ^B	19 ^{BCT}	6	12 ^B	15 ^{BT}	14 ^B
<i>Base (unweighted)</i>	4,637	494	2,709	593	442	394

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

*The Index of Multiple Deprivation (IMD) 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 (e.g. 10% most deprived neighbourhoods).

Table 7.2 cont. Heritage: Demographics (continued)

	Total	Non-visitors (No interview)	Consistent visitors (All interviews)	Former visitors (Interview 1 but not 3)	New visitors (Interview 3 but not 1)	Occasional visitors
Sex						
Male	47 ^A	39	49 ^A	47	48 ^A	50 ^A
Female	53	61 ^{BDE}	51	53	52	50
Age group						
16-24	12 ^B	19 ^{BT}	8	15 ^B	14 ^B	14 ^B
25-44	33 ^A	27	33	33	34	34
45-64	32 ^{AC}	26	36 ^{ACDT}	26	27	31
65-74	12 ^E	9	14 ^{ACET}	10	12	8
75+	12 ^B	18 ^{BET}	9	17 ^{BT}	13	12
NS-SEC category						
Lower socio-economic	37 ^B	56 ^{BCDE}	28	46 ^{BT}	42 ^B	47 ^{BT}
Upper socio-economic	56 ^{ACE}	34	66 ^{ACDE}	48 ^A	53 ^A	45 ^A
Working status						
Not working	35 ^B	54 ^{BCDE}	30	36	38 ^B	36
Working	65 ^A	46	70 ^{ADT}	64 ^A	62 ^A	64 ^A
Housing tenure						
Owners	66 ^{ACDE}	45	76 ^{ACDE}	59 ^A	60 ^A	58 ^A
Social rented sector	16 ^B	38 ^{BCDE}	7	21 ^{BT}	22 ^{BT}	20 ^B
Private rented sector	18	17	17	20	18	22
Ethnicity						
Black and minority ethnic	11 ^B	20 ^{BCT}	7	11 ^B	14 ^B	16 ^{BT}
White	89 ^{AE}	80	93 ^{ACDE}	89 ^A	86	84
Religion						
No religion	31	28	33 ^E	31	33	26
Christian	62 ^A	57	63 ^A	63	59	62
Other religion	7 ^B	15 ^{BCDT}	4	5	8 ^B	12 ^{BCT}
Disability						
No disability	75 ^{AD}	61	80 ^{ACDT}	73 ^A	70 ^A	76 ^A
Longstanding illness or	25 ^B	39 ^{BCDE}	20	27 ^B	30 ^{BT}	24
<i>Base (unweighted)</i>	4,637	494	2,709	593	442	394

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

Table 7.3 Libraries: Demographics

	Total	Non-visitors (No interview)	Consistent visitors (All interviews)	Former visitors (Interview 1 but not 3)	New visitors (Interview 3 but not 1)	Occasional visitors
	% T	% A	% B	% C	% D	% E
Region						
South West	10	11	11	10	8	9
South East	17	17	16	17	15	15
London	14 ^A	11	18 ^{AT}	15 ^A	14	21 ^{AT}
East of England	11	11	13	13	11	9
West Midlands	10	11	10	10	11	8
East Midlands	9	9	8	8	7	9
Yorkshire and Humberside	10	11	9	9	11	11
North West	14	14	12	14	17	14
North East	5	5	5	4	6	5
Area type						
Rural	19 ^C	22 ^{BCT}	18	15	18	19
Urban	81 ^A	78	82 ^A	85 ^{AT}	82	81
ACORN category						
Wealthy Achievers	25	25	26	25	21	23
Urban Prosperity	11 ^A	8	15 ^{ACDT}	10	10	19 ^{ACDT}
Comfortably Off	31	32	30	31	34	28
Moderate Means	14 ^B	15 ^B	12	16 ^B	15	11
Hard-pressed	18	19	17	17	21	19
IMD decile*						
Least deprived: 10	10	10	10	12	8	11
9	10	10	13 ^{ADET}	11	8	8
8	11	11	12	9	13	10
7	11	11	11	13	12	10
6	10	10	10	9	11	14
5	9	9	9	8	9	8
4	9 ^B	10 ^B	7	10	8	8
3	10	11	8	8	10	10
2	9	9	8	10	12	10
Most deprived: 1	10	9	11	10	11	11
<i>Base (unweighted)</i>	<i>4,637</i>	<i>2,124</i>	<i>1,142</i>	<i>666</i>	<i>388</i>	<i>316</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

*The Index of Multiple Deprivation (IMD) 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 (e.g. 10% most deprived neighbourhoods).

Table 7.3 cont. Libraries: Demographics (continued)

	Total	Non-visitors (No interview)	Consistent visitors (All interviews)	Former visitors (Interview 1 but not 3)	New visitors (Interview 3 but not 1)	Occasional visitors
Sex						
Male	47 ^B	54 ^{BCDT}	37	45 ^B	42	51 ^B
Female	53 ^A	46	63 ^{ACET}	55 ^A	58 ^A	49
Age group						
16-24	12 ^B	11 ^B	7	18 ^{ABT}	15 ^B	14 ^B
25-44	33 ^A	28	39 ^{ACT}	33	39 ^{AT}	36 ^A
45-64	32 ^{BD}	35 ^{BDT}	27	31	26	31
65-74	12 ^C	13 ^C	13 ^C	7	14 ^C	11
75+	12 ^{DE}	13 ^{DE}	14 ^{DE}	11 ^D	6	8
NS-SEC category						
Lower socio-economic	37 ^{BC}	41 ^{BCT}	31	32	42 ^{BC}	37
Upper socio-economic	56 ^D	54	64 ^{ACDET}	57 ^D	49	51
Working status						
Not working	35	35	39	34	34	32
Working	65	65	61	66	66	68
Housing tenure						
Owners	66 ^D	67 ^D	67 ^D	67 ^D	59	67
Social rented sector	16	14	16	15	20 ^A	16
Private rented sector	18	18	17	18	21	18
Ethnicity						
Black and minority ethnic	11 ^A	6	16 ^{ACT}	11 ^A	13 ^A	18 ^{ACT}
White	89 ^{BE}	94 ^{BCDET}	84	89 ^{BE}	87	82
Religion						
No religion	31	31	29	32	32	35
Christian	62 ^E	65 ^{CDET}	62 ^E	59	58	52
Other religion	7 ^A	4	9 ^{AT}	9 ^A	10 ^A	13 ^{AT}
Disability						
No disability	75	73	75	78 ^A	78	77
Longstanding illness or	25	27 ^C	25	22	22	23
<i>Base (unweighted)</i>	<i>4,637</i>	<i>2,124</i>	<i>1,142</i>	<i>666</i>	<i>388</i>	<i>316</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

Table 7.4 Museums: Demographics

	Total	Non-visitors (No interview)	Consistent visitors (All interviews)	Former visitors (Interview 1 but not 3)	New visitors (Interview 3 but not 1)	Occasional visitors
	% T	% A	% B	% C	% D	% E
Region						
South West	10	10	9	10	11	12
South East	17	15	18	15	18	17
London	14	13	17 ^{ACDT}	9	12	14
East of England	11	11	11	14	11	11
West Midlands	10	12	10	10	10	10
East Midlands	9	9	7	10	9	9
Yorkshire and Humberside	10	12 ^D	10	11	7	11
North West	14	13	12	16	16	11
North East	5	5	5	5	5	4
Area type						
Rural	19	19	18	20	20	21
Urban	81	81	82	80	80	79
ACORN category						
Wealthy Achievers	25	17	31 ^{ACT}	25 ^A	26 ^A	27 ^A
Urban Prosperity	11	7	17 ^{ACDET}	7	11 ^{AC}	8
Comfortably Off	31	30	31	31	33	35
Moderate Means	14	16 ^B	9	17 ^B	17 ^B	14 ^B
Hard-pressed	18	30 ^{BCDET}	11	20 ^{BD}	13	14
IMD decile*						
Least deprived: 10	10	7	13 ^{ACT}	8	11 ^A	13 ^{AC}
9	10	9	12 ^A	11	9	11
8	11	8	12 ^A	10	14 ^A	11
7	11	11	12	10	12	13
6	10	10	11	11	9	13
5	9	10	8	10	9	8
4	9	8	9	11 ^E	9	6
3	10	12 ^{BDET}	9	9	8	7
2	9	11 ^{BC}	8	8	11	9
Most deprived: 1	10	14 ^{BDET}	7	11 ^B	8	8
<i>Base (unweighted)</i>	<i>4,637</i>	<i>1,278</i>	<i>1,604</i>	<i>637</i>	<i>631</i>	<i>487</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

*The Index of Multiple Deprivation (IMD) 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 (e.g. 10% most deprived neighbourhoods).

Table 7.4 cont. Museums: Demographics (continued)

	Total	Non-visitors (No interview)	Consistent visitors (All interviews)	Former visitors (Interview 1 but not 3)	New visitors (Interview 3 but not 1)	Occasional visitors
Sex						
Male	47	47	44	51 ^B	47	54 ^{BT}
Female	53	53	56 ^{CET}	49	53	46
Age group						
16-24	12	15 ^{BT}	8	12 ^B	14 ^B	12 ^B
25-44	33	25	34 ^A	42 ^{ABDT}	33 ^A	35 ^A
45-64	32	30	36 ^{ACT}	28	31	31
65-74	12	12	14 ^{CT}	9	11	11
75+	12	18 ^{BCDET}	8	10	10	11
NS-SEC category						
Lower socio-economic	37	54 ^{BCDET}	23	33 ^B	38 ^B	34 ^B
Upper socio-economic	56	40	71 ^{ACDET}	59 ^A	53 ^A	57 ^A
Working status						
Not working	35	47 ^{BCDET}	30	27	33 ^C	32
Working	65	53	70 ^{AT}	73 ^{ADT}	67 ^A	68 ^A
Housing tenure						
Owners	66	56	75 ^{ACDET}	66 ^A	69 ^A	67 ^A
Social rented sector	16	27 ^{BCDET}	8	12 ^B	12 ^B	14 ^B
Private rented sector	18	17	17	22 ^{ABT}	19	18
Ethnicity						
Black and minority ethnic	11	12 ^D	10	10	8	11
White	89	88	89	90	92 ^A	89
Religion						
No religion	31	27	34 ^A	33 ^A	32	30
Christian	62	64 ^B	59	61	63	63
Other religion	7	8 ^D	7	6	5	6
Disability						
No disability	75	66	81 ^{AET}	78 ^A	78 ^A	76 ^A
Longstanding illness or	25	34 ^{BCDET}	19	22	22	24 ^B
<i>Base (unweighted)</i>	<i>4,637</i>	<i>1,278</i>	<i>1,604</i>	<i>637</i>	<i>631</i>	<i>487</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

Table 7.5 Sport: Demographics

	Total	Non-participation (No interview)	Consistent participation (All interviews)	Former participation (Interview 1 but not 3)	New participation (Interview 3 but not 1)	Occasional participation
	% T	% A	% B	% C	% D	% E
Region						
South West	10	11	9	10	10	11
South East	17	16	18	15	15	19
London	14 ^{AC}	12	16 ^{AC}	10	17 ^{AC}	16 ^C
East of England	11	12	12	11	11	10
West Midlands	10	11	11	8	10	11
East Midlands	9	8	9	10	6	9
Yorkshire and Humberside	10	10	9	13	10	9
North West	14	14	11	16 ^B	16 ^B	12
North East	5 ^B	7 ^B	3	5	5	4
Area type						
Rural	19	20	20	20	17	16
Urban	81	80	80	80	83	84
ACORN category						
Wealthy Achievers	25	23	29 ^{ADET}	27	21	23
Urban Prosperity	11 ^A	8	13 ^{AC}	9	14 ^A	15 ^{ACT}
Comfortably Off	31	30	33	30	34	30
Moderate Means	14	14	14	15	15	14
Hard-pressed	18 ^B	25 ^{BCDET}	11	19 ^B	16 ^B	17 ^B
IMD decile*						
Least deprived: 10	10 ^A	7	14 ^{ADT}	12 ^A	9	14 ^{AT}
9	10 ^E	11 ^E	13 ^{CDET}	8	8	7
8	11 ^A	9	11	14 ^A	11	10
7	11 ^E	11	12	12	13	8
6	10	11	10	13	9	8
5	9	10	9	8	7	10
4	9 ^C	9	9	6	11 ^C	10 ^C
3	10	9	8	9	12	13 ^B
2	9 ^B	12 ^{BT}	7	9	9	10
Most deprived: 1	10 ^B	12 ^{BT}	7	10	11	10
<i>Base (unweighted)</i>	4,637	1,939	1,122	608	504	464

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

*The Index of Multiple Deprivation (IMD) 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 (e.g. 10% most deprived neighbourhoods).

Table 7.5 cont. Sport: Demographics (continued)

	Total	Non-participation (No interview)	Consistent participation (All interviews)	Former participation (Interview 1 but not 3)	New participation (Interview 3 but not 1)	Occasional participation
Sex						
Male	47 ^{DE}	47 ^{DE}	56 ^{ACDET}	44	40	39
Female	53 ^B	53 ^B	44	56 ^B	60 ^{ABT}	61 ^{ABT}
Age group						
16-24	12 ^A	4	19 ^{ADET}	16 ^{AT}	14 ^A	11 ^A
25-44	33 ^A	18	41 ^{AT}	36 ^A	42 ^{AT}	44 ^{ACT}
45-64	32 ^B	37 ^{BET}	27	32	31	29
65-74	12 ^{BD}	19 ^{BCDET}	7	10	7	10
75+	12 ^{BCDE}	22 ^{BCDET}	5	6	5	6
NS-SEC category						
Lower socio-economic	37 ^B	49 ^{BCDET}	22	38 ^B	38 ^B	35 ^B
Upper socio-economic	56 ^A	49	65 ^{ACDT}	55	56 ^A	58 ^A
Working status						
Not working	35 ^{BCD}	52 ^{BCDET}	23	27	28	31 ^B
Working	65 ^A	48	77 ^{AET}	73 ^{AT}	72 ^{AT}	69 ^A
Housing tenure						
Owners	66	66	72 ^{ACDET}	64	62	63
Social rented sector	16 ^B	21 ^{BDT}	8	17 ^B	14 ^B	16 ^B
Private rented sector	18 ^A	14	20 ^A	19 ^A	24 ^{AT}	21 ^A
Ethnicity						
Black and minority ethnic	11 ^A	8	10	10	17 ^{ABCT}	13 ^A
White	89 ^D	92 ^{DET}	90 ^D	90 ^D	83	87
Religion						
No religion	31 ^A	24	38 ^{AT}	36 ^A	32 ^A	35 ^A
Christian	62 ^{BCE}	71 ^{BCDET}	56	57	58	56
Other religion	7 ^A	5	6	7	10 ^{ABT}	9 ^A
Disability						
No disability	75 ^A	61	90 ^{ACDET}	76 ^A	82 ^{AT}	76 ^A
Longstanding illness or	25 ^{BD}	39 ^{BCDET}	10	24 ^B	18 ^B	24 ^B
<i>Base (unweighted)</i>	<i>4,637</i>	<i>1,939</i>	<i>1,122</i>	<i>608</i>	<i>504</i>	<i>464</i>

Note: significant differences between columns are denoted by letters (for example, the letter 'B' denotes that a figure is significantly higher than the figure in column B, at 95% confidence level).

Table 7.6 Reasons for increased arts attendance

Reasons for increased arts attendance	All reasons	Main reason
	%	%
I have more free time	21	15
There were (more) events that interested me in the last 12 months	17	12
I enjoy going to these events with other people / socialising through the event	14	9
My friends started doing it / doing more of it	11	7
I wanted to introduce my child to a new activity / encourage my child's interests or learning	11	9
I wanted to broaden my interests	9	5
I wanted to do something for myself	4	2
I can afford to do it now	4	2
I have less childcare responsibilities / children are less dependent	4	3
I'm passionate about it	3	1
I get on well with the people who go there	3	1
Went with family/a family visit	3	3
Facilities have become available close to where I live	3	2
My health improved	3	2
You had significantly more disposable income	3	1
I wanted to meet new people	3	1
It was a holiday activity/we went on holiday	2	2
No reason/don't know/no answer	8	2
No particular reason/coincidence	2	2
Other reasons	22	16
No reason/don't know/no answer	5	4
<i>Base (unweighted)</i>	<i>1,717</i>	<i>1,717</i>

* Answers given by 2% or higher

Table 7.7 Reasons for increased arts participation

Reasons for increased arts participation	All reasons	Main reason
	%	%
I have more free time	29	21
I enjoy doing the activity with other people / socialising through the activity	16	7
I wanted to broaden my interests	14	6
I wanted to introduce my child to a new activity / encourage my child's interests or learning	13	10
My friends started doing it / doing more of it	12	6
I wanted to do something for myself	12	6
I wanted a new challenge	7	2
My health improved	7	3
I wanted to meet new people	6	2
I get on well with the people who do it	6	2
I'm passionate about it	5	3
I have less childcare responsibilities / children are less dependent	5	3
I can afford to do it now	4	1
Facilities have become available close to where I live	3	2
You had significantly more disposable income	3	1
Serious illness or injury	2	1
No particular reason/coincidence	2	2
Your child/ren started school	2	1
You had another child	2	1
Other reasons	25	17
No reason/don't know/no answer	4	4
<i>Base (unweighted)</i>	<i>1,126</i>	<i>1,126</i>

* Answers given by 2% or higher

Table 7.8 Reasons for decreased arts attendance

Reasons for decreased arts attendance	All reasons	Main reason
	%	%
I had less free time	37	25
There were other things I preferred to do in my leisure time	14	9
There were fewer/no events of interest to me	11	9
Your work demands increased	11	6
You had significantly less disposable income	9	5
Childcare responsibilities took priority over it	9	5
I developed health problems or a disability	8	6
It became too expensive	7	3
Serious illness or injury	4	3
Someone in your immediate family became seriously ill	4	2
I had no one to go with	4	2
Significant increase in financial commitments such as household bills, mortgage, loans etc	4	2
You have taken on additional caring responsibilities for a friend or family member	3	1
You moved house	2	1
Everyone I used to go with had stopped going	2	1
Death of a close family member	2	1
You [or your partner] changed jobs	2	0
You had another child	2	2
It was difficult to get to via the transport options available to me	2	0
No particular reason/coincidence	2	2
Other reasons	19	12
No reason/don't know/no answer	3	2
<i>Base (unweighted)</i>	<i>2,033</i>	<i>2,033</i>

* Answers given by 2% or higher

Table 7.9 Reasons for decreased arts participation

Reasons for decreased arts participation	All reasons	Main reason
	%	%
I had less free time	41	27
There were other things I preferred to do in my leisure time	15	11
Your work demands increased	15	8
Childcare responsibilities took priority over it	10	6
I developed health problems or a disability	8	7
You had significantly less disposable income	8	4
It became too expensive	6	3
Serious illness or injury	5	3
Significant increase in financial commitments such as household bills, mortgage, loans etc	4	1
It was/became too difficult	4	1
You have taken on additional caring responsibilities for a friend or family member	3	1
Someone in your immediate family became seriously ill	3	2
I stopped enjoying or didn't enjoy the activity	3	2
You moved house	3	1
You [or your partner] changed jobs	3	0
Once I stopped doing it, it was easier not to do it again	3	0
Death of a close family member	2	1
You left school or university	2	2
It was difficult to get to via the transport options available to me	2	1
You got a pet	2	1
You had another child	2	1
You started a new relationship	2	1
Other reasons	20	13
No reason/don't know/no answer	5	4
<i>Base (unweighted)</i>	<i>1,384</i>	<i>1,384</i>

* Answers given by 2% or higher

Table 7.10 Reasons for increased frequency of visiting heritage sites

Reasons for visiting heritage sites more	All reasons	Main reason
	%	%
I have more free time	23	16
I wanted to introduce my child to a new activity / encourage my child's interests or learning	12	10
I enjoy going to these places with other people / socialising at the place	11	7
My friends started going / going more often	10	7
I wanted to broaden my interests	9	4
There were (more) events that interested me in the last 12 months	9	6
It was a holiday activity/we went on holiday	6	6
I wanted to do something for myself	4	2
Went with family/a family visit	3	3
I can afford to do it now	3	1
I have less childcare responsibilities / children are less dependent	3	2
I get on well with the people who go there	2	1
You had significantly more disposable income	2	1
I'm passionate about it	2	1
My health improved	2	2
Your work demands increased	2	2
You started a new relationship	2	1
Facilities have become available close to where I live	2	1
No particular reason/coincidence	2	2
You left school or university	2	1
Other reasons	25	20
No reason/don't know/no answer	4	4
<i>Base (unweighted)</i>	<i>2,273</i>	<i>2,273</i>

* Answers given by 2% or higher

Table 7.11 Reasons for decreased frequency of visiting heritage sites

Reasons for visiting heritage sites less	All reasons	Main reason
	%	%
I had less free time	36	26
There were other things I preferred to do in my leisure time	14	10
Your work demands increased	10	6
I developed health problems or a disability	7	6
You had significantly less disposable income	6	4
It became too expensive	6	3
Childcare responsibilities took priority over it	6	4
There were less/no events that interested me in the last 12 months	6	4
Serious illness or injury	4	3
It is usually a holiday activity and we haven't been on holiday in the last 12 months	4	2
Someone in your immediate family became seriously ill	3	2
Significant increase in financial commitments such as household bills, mortgage, loans etc	3	1
It was difficult to get to via the transport options available to me	2	1
You have taken on additional caring responsibilities for a friend or family member	2	1
Everyone I used to go with had stopped going	2	2
You moved house	2	1
No particular reason/coincidence	2	2
Other reasons	22	18
No reason/don't know/no answer	4	3
<i>Base (unweighted)</i>	2,595	2,595

* Answers given by 2% or higher

Table 7.12 Reasons for increased frequency of using public library services

Reasons for using public library services more often	All reasons	Main reason
	%	%
I wanted to encourage my child to read books	20	18
I like to read/wish to read more	18	11
I have more free time	15	10
I wanted to broaden my interests	7	4
I needed to access the internet	7	5
The facilities have improved	7	3
I enjoy going to the library with other people	6	2
I wanted to do something for myself	6	3
Books have become too expensive to buy	5	3
There were (more) events at the library that interested me during the last 12 months	4	2
I started a course/needed the library to study	4	4
Facilities have become available close to where I live	3	1
Your child/ren started school	3	2
Your work demands increased	2	2
My friends started going / going more	2	1
You had significantly less disposable income	2	1
You had another child	2	1
Other reasons	28	24
No reason/don't know/no answer	4	3
<i>Base (unweighted)</i>	<i>1,110</i>	<i>1,110</i>

* Answers given by 2% or higher

Table 7.13 Reasons for decreased frequency of using public library services

Reasons for using public library services less often	All reasons	Main reason
	%	%
I had less free time	25	19
I started to buy books / get books from elsewhere	17	13
I now read E Books (eg. Kindle, iBooks, Kobo) so don.t need to use the library anymore	12	8
There were other things I preferred to do in my leisure time	8	6
Your work demands increased	6	4
I'm using the internet more to access information	5	4
Childcare responsibilities took priority over it	4	3
I developed health problems or a disability	4	3
I've had no need to go this year	4	4
You left school or university	3	2
The library closed down	3	2
The facilities got worse	3	1
Once I stopped going, it was easier not to go again	3	1
It became inconvenient as the opening hours changed/library is open less often	2	1
You moved house	2	1
Your child/ren started school	2	2
Serious illness or injury	2	2
You had another child	2	1
Everyone I used to go with had stopped going	2	1
They stopped stocking the books I like	2	1
Other reasons	20	16
No reason/don't know/no answer	4	4
<i>Base (unweighted)</i>	<i>1,529</i>	<i>1,529</i>

* Answers given by 2% or higher

Table 7.14 Reasons for increased frequency of visiting museums/galleries

Reasons for visiting museums/galleries more	All reasons	Main reason
	%	%
I have more free time	19	14
There were (more) exhibitions that interested me in the last 12 months	14	10
I wanted to introduce my child to a new activity / encourage my child's interests or learning	13	12
I wanted to broaden my interests	11	5
I enjoy going to these events with other people / socialising through the event	10	7
My friends started going / going more often	8	6
It was a holiday activity/we went on holiday	7	7
I'm passionate about it	5	3
I wanted to do something for myself	4	2
I can afford to do it now	3	1
Went with family/a family visit	3	3
I have less childcare responsibilities / children are less dependent	3	2
You had significantly more disposable income	2	1
My health improved	2	2
You left school or university	2	1
You started a new relationship	2	1
Facilities have become available close to where I live	2	1
No particular reason/coincidence	2	2
I get on well with the people who go there	2	1
Other reasons	23	19
No reason/don't know/no answer	4	3
<i>Base (unweighted)</i>	<i>1,314</i>	<i>1,314</i>

* Answers given by 2% or higher

Table 7.15 Reasons for decreased frequency of visiting museums or galleries

Reasons for visiting museums/galleries less	All reasons	Main reason
	%	%
I had less free time	38	27
There were other things I preferred to do in my leisure time	17	13
Your work demands increased	10	6
There were less/no exhibitions that interested me in the last 12 months	8	6
Childcare responsibilities took priority over it	7	4
I developed health problems or a disability	6	5
You had significantly less disposable income	6	3
It became too expensive	5	3
It was difficult to get to via the transport options available to me	3	2
Serious illness or injury	3	3
Someone in your immediate family became seriously ill	3	2
You have taken on additional caring responsibilities for a friend or family member	2	1
Significant increase in financial commitments such as household bills, mortgage, loans etc	2	1
Everyone I used to go with had stopped going	2	1
You had another child	2	2
You [or your partner] changed jobs	2	0
You moved house	2	1
Once I stopped going, it was easier not to go again	2	1
Other reasons	16	17
No reason/don't know/no answer	3	2
<i>Base (unweighted)</i>	<i>1,341</i>	<i>1,341</i>

* Answers given by 2% or higher

Table 7.16 Reasons for increased sports participation

Reasons for increased sports participation	All reasons	Main reason
	%	%
I wanted to get fitter/healthier	41	30
I have more free time	24	12
I enjoy doing the activity with other people / socialising through the activity	14	5
I wanted to do something for myself	13	4
My friends started doing it / doing more of it	11	6
My health improved	11	4
I wanted a new challenge	10	2
I'm passionate about it	8	4
To improve skill level	7	1
I get on well with the people who do it	6	1
I wanted to introduce my child to a new activity / encourage my child's interests or learning	6	4
I wanted to broaden my interests	4	1
I wanted to meet new people	4	1
I have less childcare responsibilities / children are less dependent	3	1
Facilities have become available close to where I live	3	2
Recovered from injury	3	1
More actively involved in sports club/organisation	3	1
It was a holiday activity/we went on holiday	3	2
I can afford it now	2	0
To prepare for an event / charity event	2	1
To increase competitive success	2	0
I got a dog	2	1
You had another child	2	1
Your child/ren started school	2	1
Other reasons	21	13
No reason/don't know/no answer	2	2
<i>Base (unweighted)</i>	<i>1,570</i>	<i>1,570</i>

* Answers given by 2% or higher

Table 7.17 Reasons for decreased sports participation

Reasons for decreased sports participation	All reasons	Main reason
	%	%
I had less free time	38	25
Your work demands increased	15	10
I developed health problems or a disability	10	8
Childcare responsibilities took priority over it	8	5
There were other things I preferred to do in my leisure time	8	5
Serious illness or injury	7	6
Once I stopped doing it, it was easier not to do it again	4	1
You had significantly less disposable income	3	1
It became too expensive	3	1
Once I was out of practice, it was too hard to get back into it	3	1
I had to give up due to an injury (sustained from sport)	3	2
I had to give up due to an injury (not sustained from sport)	3	2
Everyone I used to do it with had given it up	3	1
You moved house	2	1
It was/became too difficult	2	1
The weather	2	2
Someone in your immediate family became seriously ill	2	1
I stopped enjoying or didn't enjoy the activity	2	1
You had another child	2	1
Significant increase in financial commitments such as household bills, mortgage, loans etc	2	1
You [or your partner] changed jobs	2	0
You have taken on additional caring responsibilities for a friend or family member	2	1
You left school or university	2	1
Other reasons	24	17
No reason/don't know/no answer	4	3
<i>Base (unweighted)</i>	<i>1,616</i>	<i>1,616</i>

* Answers given by 2% or higher