



Department  
for Culture  
Media & Sport



# Taking Part 2014/15 Quarter 3

Statistical Release

March 2015



ENGLISH HERITAGE

**Taking Part is a National Statistic and has been produced to the standards set out in the Code of Practice for Official Statistics**

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

Designation can be broadly interpreted to mean that the statistics:

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

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

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# Key findings

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Taking Part is a household survey in England. It looks at participation in the cultural sectors. **This report presents the latest headline estimates for the year January 2014 to December 2014.** The survey, which began in 2005/06, is now in its tenth year and is used widely by policy officials, practitioners, academics and charities to measure participation in the cultural sectors.

## Culture

- Between January 2014 and December 2014, 77 per cent of adults had attended or participated in the arts at least once in the previous year, a similar rate to 2005/06 and a statistically significant decrease<sup>1</sup> since 2012/13 (78%).
- Since 2005/06, there has been a significant increase in arts engagement in the North East (from 70% to 75%) and in the North West (from 72% to 77%). Engagement in all other regions has remained at a similar rate to 2005/06 and to 2012/13.
- In the year to December 2014 over seven in ten adults (72%) had visited a heritage site at least once in the previous 12 months. A statistically significant increase since the survey began in 2005/06 (70%), a similar rate to 2012/13 and a significant decrease from 2011/12 (74%).
- Participation rates for heritage across the nine English regions remained at a similar level to 2005/06 with the exception of the North East, where attendance increased from 69 per cent in 2005/06 to 78 per in the latest results.
- Between January 2014 and December 2014, over half of adults (52%) had visited a museum or gallery in the last year. Though a similar proportion to 2012/13, this was significantly higher than in any survey year between 2005/06 and 2011/12. This increase was seen across all English regions, with the exception of the East Midlands where attendance remained at a similar proportion to 2005/06.
- 35 per cent of adults had used a library in the 12 months prior to being interviewed, a significant decrease from 48 per cent in 2005/06 and a significant decrease from 37 per cent in 2012/13. The rate of attendance has decreased across all English regions since 2005/06.

## Volunteering and charitable giving

- Between January 2014 and December 2014, 24 per cent of adults had volunteered in the last 12 months, a similar rate to 2005/06. 8 per cent of all adults had volunteered in a DCMS sector (arts, museums or galleries, heritage, libraries, archives, sport), a similar rate to 2005/06 and a slight but significant decrease on the 2012/13 peak (9%).
- In the year to December 2014, 87 per cent of adults had reported that they had donated money in the 12 months prior to interview, a similar rate to 2010/11 when the data were first collected. 29 per cent of adults had donated to a DCMS sector, a significant decrease from 33 per cent in 2010/11.

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<sup>1</sup> A significant increase or decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the English population as a whole.

## Digital engagement

- When comparing the latest data to 2011/12, digital engagement in most sectors has remained at a similar level, with the exception of Arts and Libraries. In 2011/12, 32 per cent of adults had visited a theatre or concert website, whereas this figure decreased to 24 per cent in the latest findings. This could be due to a change in the wording of this question in July 2011. Since 2011/12, the proportion of adults that had visited a library website has decreased from 16 per cent to 14 per cent.

## Equalities

- In the 12 months prior to being interviewed women had **higher** engagement rates than men for the following:
  - Visiting a library: 39 per cent had visited compared to 30 per cent for men.
  - Volunteering: 26 per cent had taken part in voluntary work compared to 21 per cent for men.
  - Engagement with the arts: 80 per cent had engaged compared to 73 per cent for men.
- Respondents from black and minority ethnic (BME) groups had a **higher** engagement rate for visiting a library in the last 12 months than those from the white group (48% compared to 33%).
- In the 12 months prior to being interviewed those with a long standing illness or disability had a significantly **lower** engagement rate than non-disabled people for engagement in the arts, visiting heritage sites, museums and galleries and libraries and digital participation in cultural sectors.
- Those in the upper socio-economic group had higher participation and engagement rates for all sectors reported on in Taking Part. However, since 2005/06, there have been significant increases in engagement for the lower socio-economic group in heritage and museums and galleries participation.

## First World War Centenary

- Between July 2014 and December 2014, 56 per cent of adults stated that they were aware of local or national events or activities being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War.
- 79 per cent of adults were supportive about the UK commemorating the Centenary of the First World War, reporting that they were either slightly or strongly supportive.

## 2012 Olympic and Paralympic Games

- Between January 2014 and December 2014, 23 per cent of respondents who had taken part in sport or recreational activity in the last 12 months answered that the UK hosting the 2012 Olympic and Paralympic Games had motivated them to do more of these activities, an increase from 8 per cent in 2005/06. This rate increased dramatically from 7 per cent in 2011/12 to 20 per cent in 2012/13.
- 8 per cent of respondents who had taken part in cultural activities felt that the UK hosting the 2012 Olympic and Paralympic Games had motivated them to take part in more cultural activities. 10 per cent of those who had volunteered felt it motivated them to do more voluntary work. Both of these measures were significantly higher than in 2010/11 when the data were first collected.



## Headline measures from Taking Part Survey - Adult

			Percentage									
	Significant changes since earliest data	Trend	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15 Q3
<b>Culture</b>												
Has engaged with the arts in the last year			76.3	75.9	76.8	75.7	75.7	76.2	78.2	78.4	77.5	76.8
Has engaged with the arts three or more times in the last year			62.5	61.3	62.2	59.9	60.7	61.2	63.3	64.1	62.8	61.7
Has visited a museum or gallery in the last year			42.3	41.5	43.5	43.4	46.0	46.3	48.9	52.8	53.1	51.5
Has visited a public library in the last year*			48.2	46.1	45.0	41.1	39.4	39.7	38.8	37.0	35.4	34.5
Has visited a heritage site in the last year			69.9	69.3	71.1	68.5	70.4	70.7	74.3	72.7	72.5	72.2
Has visited an archive or records office in the last year (own time and voluntary)			5.9	5.0	4.9	4.0	3.8	4.0	3.6	3.7	3.1	3.7
<b>Volunteering and charitable giving</b>												
Has volunteered in last 12 months			23.8	24.0	24.0	25.0	N/A	24.2	23.3	25.9	23.9	23.6
Has volunteered in DCMS sectors in last 12 months			7.0	6.9	7.2	7.8	N/A	7.7	7.1	9.3	7.4	7.8
Has donated money in the last 12 months **			N/A	N/A	N/A	N/A	N/A	88.4	89.7	89.7	88.2	86.9
Has donated money to the DCMS sectors in last 12 months **			N/A	N/A	N/A	N/A	N/A	33.0	30.9	32.0	28.7	29.0
<b>Digital participation (Has visited a...)</b>												
Museum or gallery website			15.8	16.5	18.3	19.3	N/A	25.0	26.2	31.3	27.5	27.2
Library website			8.9	9.6	10.4	10.9	N/A	15.5	16.2	16.9	14.2	14.2
Heritage website			18.3	18.9	21.0	21.3	N/A	26.7	28.6	31.3	27.4	27.4
Arts Websites (including music, theatre, dance, visual arts and literature)***			30.5	32.2	34.6	35.3	N/A	42.6	32.2	30.3	25.1	24.0
Archive or records office website			9.7	10.5	11.0	11.0	N/A	10.9	11.6	13.5	11.6	10.8
Sport website			26.1	27.9	30.6	31.3	N/A	36.4	37.6	40.1	35.8	34.6

N/A Data not available for this year

\* Excludes visits for paid work and academic study except in 2008/09 and 2009/10

\*\* Data only available for January - March in 2011

\*\*\* Prior to July 2011 this question was worded as "Theatre/Concert websites or other websites about art"

# Introduction

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## This report

Taking Part is a household survey in England. It looks at participation in the cultural sector. This report presents the latest headline estimates **for the year from January 2014 to December 2014**. The survey is now in its tenth year and was commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with Arts Council England, English Heritage, 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.

Taking Part is the key evidence base for DCMS, providing reliable national estimates of participation and supporting the Department's aim of improving the quality of life for everyone, by providing people with the chance to get involved in a variety of cultural and sporting opportunities<sup>2</sup>. The survey also aims to inform the DCMS Structural Reform Priorities and Business Plan through the provision of data for DCMS input and impact performance indicators. [See the latest DCMS indicators](#).

This report presents headline findings for the main cultural estimates along with updates on data which are used to measure the influence of London hosting the 2012 Olympic and Paralympic Games. Data are also provided to measure volunteering and charitable giving policy objectives. Where analysis has been extended to look at digital engagement within the DCMS sectors (heritage, museums and galleries, libraries, archives, arts, volunteering and charitable giving), this is presented alongside the relevant sector figures.

Government policies which might have had an impact on participation figures have been outlined at the beginning of relevant chapters throughout the report. This does not indicate that these policies have directly caused the change in participation, simply that they might be a factor. Where observations are made over time, the latest data are compared with the earliest available data (typically 2005/06) unless otherwise stated. Key terms and definitions are provided in Annex B and C of this release.

The latest results presented in this report are based on interviews conducted between January 2014 and December 2014. The total sample size for this period is 9,687. When differences are stated, statistical significance tests<sup>3</sup> have been run at the 95% level. All differences and changes reported are statistically significant at the 95% confidence level unless otherwise stated. This means the probability that any given difference happened by chance is low (at most 1 in 20).

[See the spreadsheets and documents accompanying this release](#).

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<sup>2</sup> The measurement of sport participation for adults is available in Sport England's Active People Survey at <https://www.sportengland.org/research/who-plays-sport/>.

<sup>3</sup> A significant increase or decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the English population as a whole.



## **Forthcoming releases and events**

The next adult release, scheduled for June 2015, will present the quarter 4 estimates for year 10 (April 2014 – March 2015) for adults.

Future adult releases will follow a similar schedule, being released around the end of March, June, September and December.

If you would like further information on these releases or the Taking Part survey, please contact the Taking Part team on [TakingPart@culture.gov.uk](mailto:TakingPart@culture.gov.uk). Additional contact details are contained within Annex A.



# Chapter 1: Arts

Taking Part asks respondents whether they have attended or participated in a range of arts activities. These two forms of activity (attendance and participation) are combined to provide the overall measure of arts engagement (See Annex C for full details). Examples of arts engagement include participating in activities such as practicing circus skills and painting, or attending events such as live music performances and seeing a play/drama.

Digital engagement with the arts is defined as viewing or downloading part or all of a performance or exhibition, discussing the arts or sharing art that others have created, uploading or sharing art that you have created yourself or finding out how to take part or improve your creative skills.

Government policy is provided below for context. This may have influenced the participation figures but does not indicate that these policies have directly caused any change.

Government is committed to enhancing access to the arts, increasing the number of those who both take part in and attend arts events. DCMS funds Arts Council England, an Arm's Length Body independent of Ministers, to champion and support the arts in England. Over the life of this Parliament, DCMS will invest £2.9 billion in the arts via its grant to the Arts Council, and from the National Lottery.

The Arts Council's ten-year strategy, [Great art and culture for everyone](#), aims to encourage more people to be involved in arts in their communities and be inspired by arts experiences.

Many other public, private and voluntary organisations make up the funding landscape that supports the arts in this country. DCMS and Arts Council England work with a range of such partner organisations to advocate for the arts, to highlight the benefits the arts bring to the nation, and to inspire greater participation.

## Key findings

- Between January 2014 and December 2014, 77 per cent of adults had attended or participated in the arts at least once in the previous year, a similar rate to 2005/06 and a statistically significant decrease<sup>4</sup> since 2012/13 (78%).
- Since 2005/06, there has been a significant increase in arts engagement in the North East (from 70% to 75%) and in the North West (from 72% to 77%). Engagement in all other regions has remained at a similar rate to 2005/06 and to 2012/13.
- Those living in rural areas had a significantly higher engagement rate than those in urban areas (80% compared to 76%).
- Adults aged 65-74 have seen a significant increase in engagement since 2005/06 from 71 per cent to 79 per cent in the latest results. Adults aged 75 and over continue to have a significantly lower arts engagement rate (60%) than any other age group.

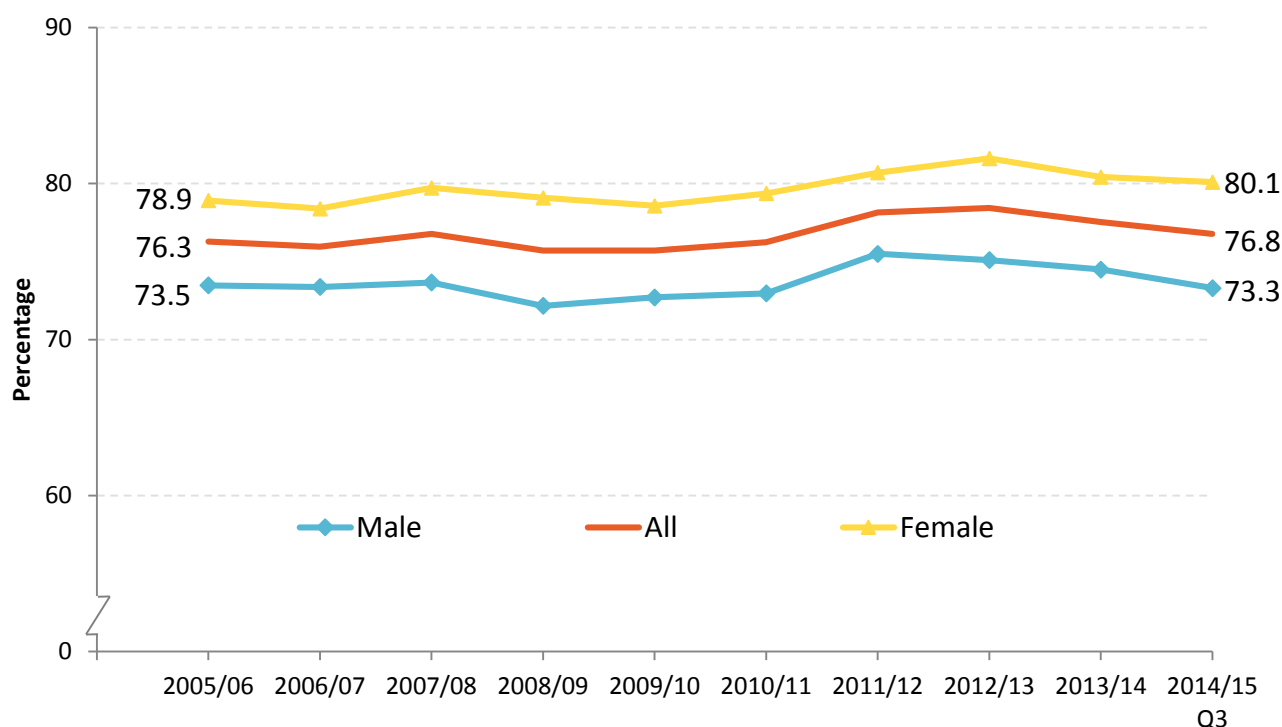
<sup>4</sup> A significant increase or decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the English population as a whole.



## Arts engagement

The latest results show 76.8 per cent of adults had engaged in the arts at least once in the last year, a similar rate to 2005/06, however, this was a significant decrease on the 2012/13 high of 78.4 per cent. Women (80.1%) continued to have higher arts engagement rates than men (73.3%) between January 2014 and December 2014 (Figure 1.1).

**Figure 1.1: Proportion of adults who had attended or participated in the arts in the last year, by gender, 2005/06 to 2014/15 quarter 3**



### Notes

(1) Confidence intervals range between +/-0.7 and +/-3.1 from 2005/06 onwards.

Between January 2014 and December 2014:

- 61.7 per cent of adults had engaged with the arts three or more times in the previous 12 months, a significant decrease from 64.1 per cent in 2012/13 but a similar rate to 2005/06 and 2011/12.
- 8.3 per cent of adults had engaged **only** once in the previous 12 months, a significant increase from 7.2 per cent in 2005/06.

## Engagement by characteristics of the area

Since 2005/06 there has been a significant increase for adults engaging with the arts in the North East (from 70.2% to 74.6%) and the North West (from 71.5% to 77.0%). In all other English regions, rates of engagement have remained at similar levels to 2005/06 and all regions (including the North East and the North West) have remained at a similar level to 2012/13 (Figure 1.2).

Adults living in rural areas (79.9%) had a higher engagement rate than those living in urban areas (76.0%). For both rural and urban areas, the level of engagement is at a similar rate to 2005/06.

## Engagement by demographics

In the year to December 2014 the following patterns of arts engagement were observed amongst demographic groups:

- Adults aged 75 and over had lower arts engagement rates (60.3%) than any other age group
- Arts engagement was higher amongst adults from the white group (77.8%) than adults from black and minority ethnic (BME) groups (68.7%)
- Adults with no long-standing illness or limiting disability had a higher arts engagement rate (78.4%) than those with a long-standing illness or disability (73.2%)
- Adults who were working had higher engagement rates (80.0%) than those who were not working (71.9%)
- Arts engagement was higher amongst adults in the upper socio-economic group<sup>5</sup> (82.4%) than those in the lower socio-economic group (66.9%).

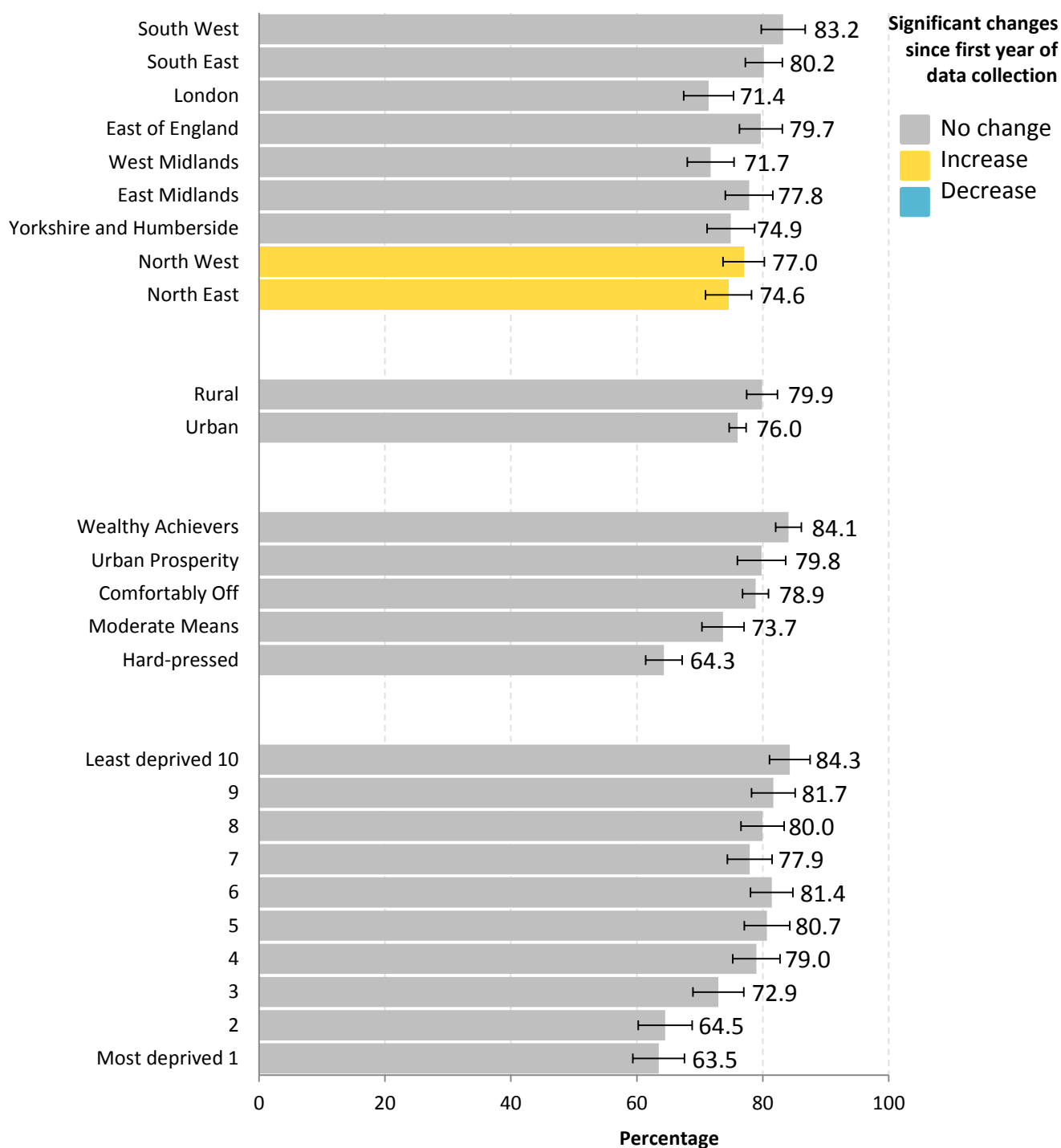
Since 2005/06 there have been significant changes in the proportion of respondents who had engaged with the arts in the last 12 months amongst:

- People in the 65-74 age group (an increase from 70.7% to 79.0%)
- Adults with a long-standing illness or disability (an increase from 69.8% to 73.2%)
- Adults in the upper socio-economic group (a decrease from 84.4% to 82.4%)
- Adults in the lower socio-economic group (an increase from 64.4% to 66.9%)
- Those who were not working (an increase from 68.8% to 71.9%) (Figure 1.3).

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<sup>5</sup> Definitions of socio-economic groups and their classifications are available at <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-3-ns-sec--rebased-on-soc2010--user-manual/index.html>

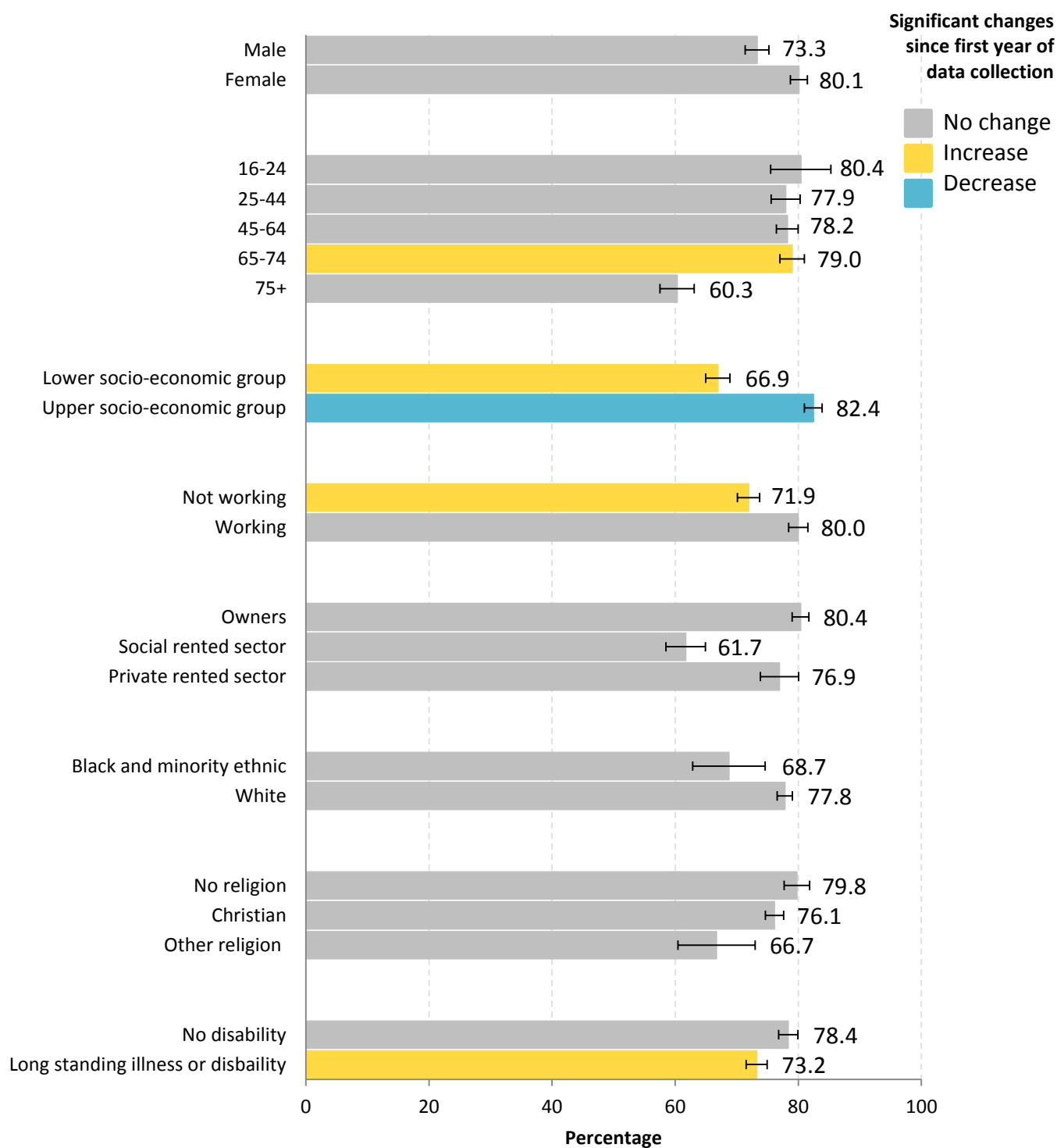


**Figure 1.2: Arts participation by area characteristics, deprivation<sup>6</sup> and ACORN category, January 2014 to December 2014****Notes**

- (1) Confidence intervals range between +/-1.3 and +/-4.3.
- (2) Significant differences relate to the year 2005/06, apart from IMD<sup>5</sup> which relates to 2009/10.

<sup>6</sup> 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).

**Figure 1.3: Arts participation by demographics, January 2014 to December 2014**



**Notes**

- (1) Confidence intervals range between +/-1.2 and +/-6.3.
- (2) Significant differences relate to the year 2005/06.



## Digital engagement

In the year to December 2014, 24.0 per cent of adults had visited a theatre or concert website, a significant decrease from both 2011/12, when the rate was 32.2 per cent, and 2012/13 when the rate was 30.3 per cent.

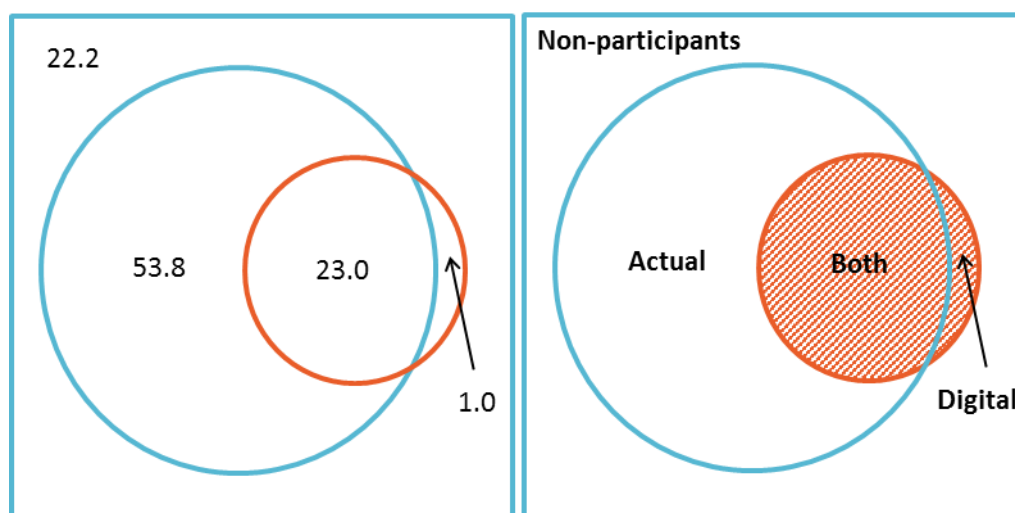
Of those who had visited a theatre or concert website, 49.1 per cent of adults had visited to buy tickets for an arts performance or exhibition, a similar rate to 2012/13 but a significant decrease on the 2010/11 peak of 67.7 per cent and on 2011/12 (54.7%).

The Taking Part survey added new questions about arts websites from July 2011. Between January 2014 and December 2014, of those who had visited an arts website:

- 69.8 per cent did so to find out more about an artist, performer or event, a similar proportion to 2011/12 and 2012/13.
- 18.7 per cent of adults had visited an arts website to view or download part or all of a performance or exhibition, again a similar proportion to 2011/12 but a significant decrease on the 2012/13 high of 24.9 per cent.
- 8.5 per cent did so to find out how to take part or improve their creative skills, a similar proportion to 2011/12 and 2012/13.

The majority of adults who had participated in the arts digitally had also engaged physically by attending or performing at an arts event at least once in the 12 months prior to questioning (Figure 1.4). Overall, when considering actual arts participation **and** digital participation, 77.8 per cent of adults had engaged with the arts in some way in the last year.

**Figure 1.4: Proportion of adults engaging in the arts in the last 12 months, either through actual participation or digital participation, January 2014 to December 2014**



Further detail on this section can be found in the [accompanying spreadsheets to this release](#).

## Chapter 2: Heritage

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The Taking Part survey measures adult participation in heritage by whether respondents visited a heritage site in the 12 months prior to interview, as well as the frequency with which heritage sites were visited. A definition of participation in heritage can be found in Annex C. Details on the ways that people digitally engage with heritage are given at the end of this chapter. Digital engagement with the heritage sector includes visiting a heritage website to take a virtual tour of a historical site, learn about history or the historic environment, or discuss history or the historic environment on a forum.

English Heritage published two reports in 2011 which build on the Taking Part survey to explore participation within the Heritage sector in more detail.

1. The [Visiting the Past](#) report analyses the factors which affect people's likelihood of visiting three kinds of historic sites:

- Historic parks and gardens
- Historic places of worship
- Monuments, castles and ruins

It examines the effects of the demographic characteristics of visitors (e.g. age), other activities and social circumstances on the probability of visiting these sites. The findings are based on a statistical analysis of the visiting patterns of over 25,000 people surveyed in Taking Part.

2. The [Mapping Leisure](#) report uses visualisation techniques to create a series of pictures of Taking Part data, allowing the landscape of cultural and sporting participation in England to be visually explored. The pictures visualise the participation levels, demographics, and connections, of over 100 cultural and sporting activities (including heritage). The report interprets the pictures and discusses the questions they raise.

Government policy is provided below for context. This may have influenced the participation figures but does not indicate that these policies have directly caused any change.

Government is committed to ensuring that the historic environment of England is properly protected and conserved, so that present and future generations can enjoy the benefits of engaging with our heritage. Through the bodies it funds, DCMS seeks to promote understanding and access to the historic environment, allowing people to appreciate the heritage assets around them.

DCMS funds English Heritage, the Government's statutory advisor on the historic environment. From the 1st of April 2015 English Heritage will separate into two organisations: A new charity, retaining the name English Heritage, will run the National Heritage Collection of historic properties. A newly-named non-departmental public body, Historic England, will be dedicated to offering expert advice, championing the wider historic environment and providing support for stakeholders in the heritage sector.

The Department also provides funding and support to a number of other bodies, including the National Heritage Memorial Fund and the Churches Conservation Trust. Over the life of this Parliament, DCMS will invest over £700 million in heritage, with a further £6.1 billion being invested through the Heritage Lottery Fund.

Of course many other public, private and voluntary organisations fund and support heritage in this country. DCMS works with a range of partner organisations to highlight the benefits heritage brings to the nation and to inspire greater engagement.

Further details of the department's role in relation to heritage are available on our [website](#).



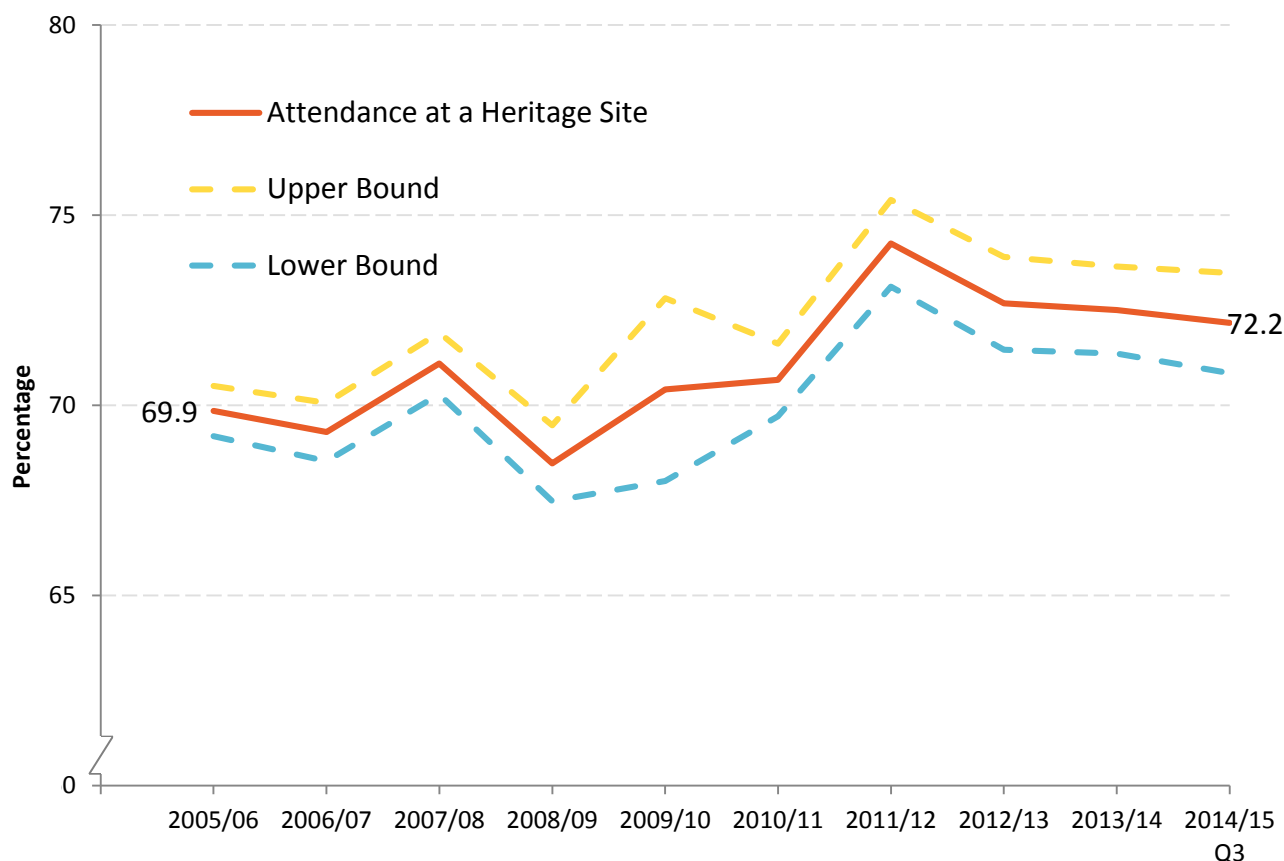
## Key findings

- In the year to December 2014 over seven in ten adults (72%) had visited a heritage site at least once in the previous 12 months. A statistically significant increase since the survey began in 2005/06 (70%), a similar rate to 2012/13 and a significant decrease from 2011/12 (74%).
- Participation rates for heritage across the nine English regions remained at a similar level to 2005/06 with the exception of the North East, where attendance increased from 69 per cent in 2005/06 to 78 per cent in the latest results.
- Nearly three in five adults belonging to black and minority ethnic groups (57%) visited a heritage site at least once in the past 12 months. This was a similar rate to 2012/13 and an increase of 6 percentage points since 2005/06 (51%).

## Heritage attendance

The latest results show that 72.2 per cent of adults visited a heritage site in the 12 months prior to interview. This was a significant increase from 69.9 per cent in 2005/06 and a similar level to 2012/13. The proportion of adults who had visited a heritage site was stable between 2005/06 and 2010/11, but showed a significant increase for the first time in 2011/12 (74.3%), after which it has then decreased slightly but significantly (Figure 2.1).

**Figure 2.1: Proportion of adults who had attended a heritage site in the last 12 months, 2005/06 to 2014/15 quarter 3**



### Notes

- (1) Confidence intervals range between +/-0.7 and +/-2.4 from 2005/06 onwards.
- (2) The upper and lower bounds show the 95% confidence interval.



## Engagement by characteristics of the area

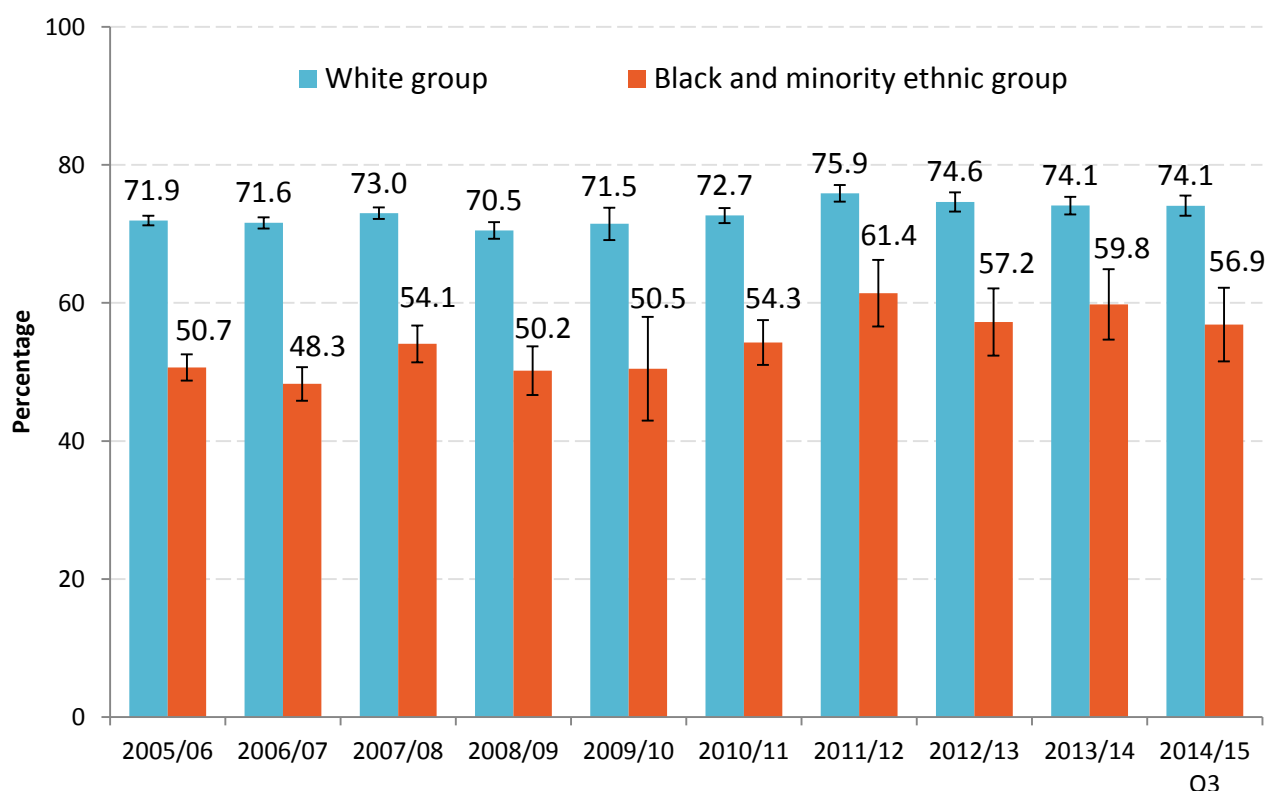
In terms of ACORN<sup>7</sup> groups, which classify local areas according to a range of characteristics, there has been a statistically significant increase in heritage site attendance for those described as 'comfortably off' since 2005/06: by 3.8 percentage points to 77.0 per cent (Figure 2.3). Attendance at heritage sites for those from the most deprived index of multiple deprivation has increased to 52.0 per cent. This is an increase of 12.2 percentage points since 2009/10 (39.8%).

In the year to December 2014, participation rates in heritage of residents across the nine English regions, were at a similar level to 2005/06 except for in the North East, where the proportion of adults that had visited a heritage site in the 12 months prior to interviewing had increased from 69.1 per cent in 2005/06 to 77.5 per cent.

## Engagement by demographics

56.9 per cent of adults belonging to black and minority ethnic (BME) groups had visited a heritage site at least once in the past 12 months. This is an increase of 6.2 percentage points since 2005/06 (50.7%) and a similar rate to 2012/13. Heritage site attendance amongst those from BME groups is lower than for those from the white group (74.1%) (Figure 2.2).

**Figure 2.2: Black and minority ethnic participation in the last year compared to the white group, 2005/06 to 2014/15 quarter 3**



### Notes

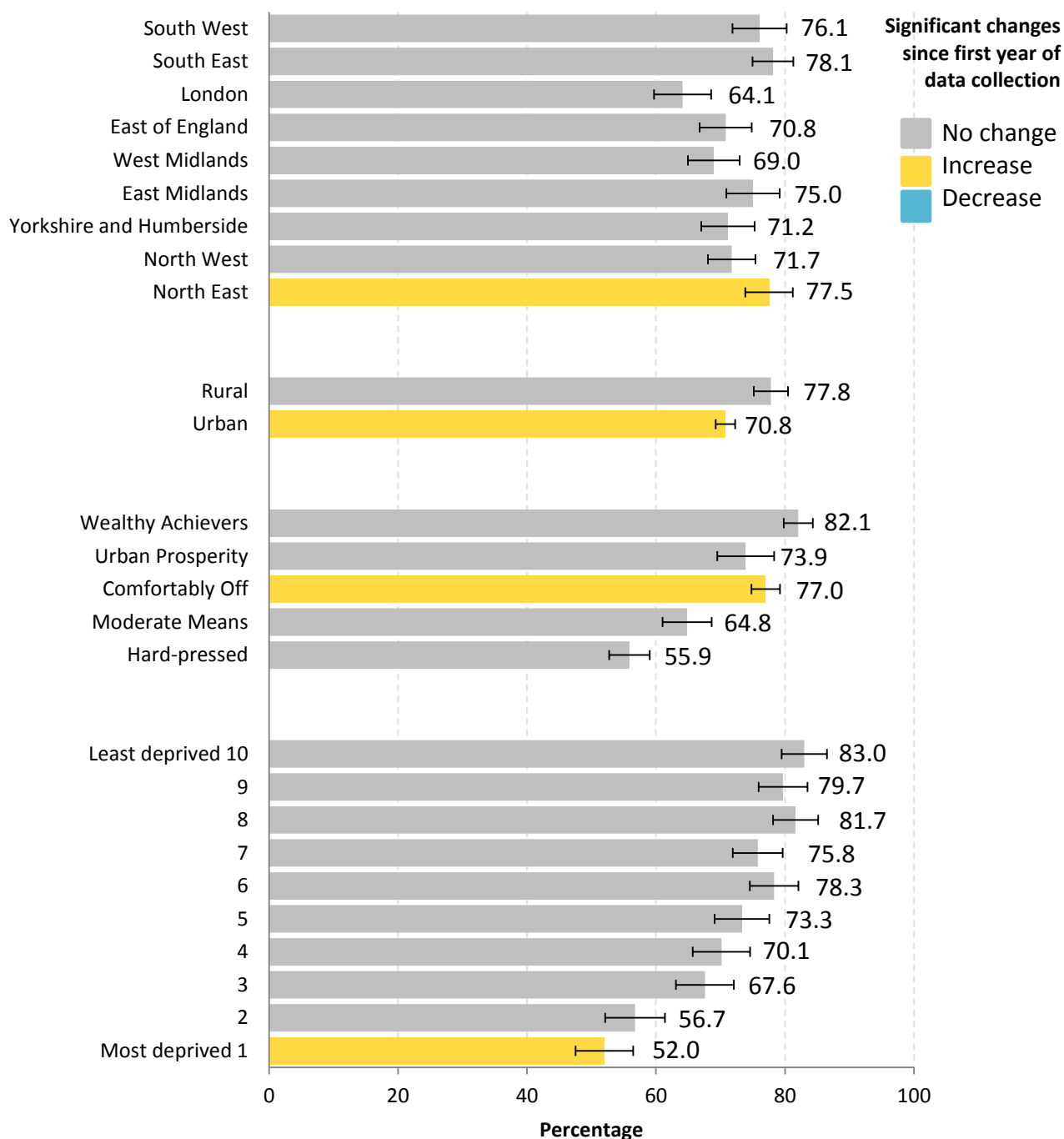
- (1) Confidence intervals range between +/-0.7 and +/-7.5 from 2005/06 onwards.

<sup>7</sup> A Classification Of Residential Neighbourhoods (ACORN) is a geo-demographic information system categorising some United Kingdom postcodes into various types based upon census data and other information such as lifestyle surveys.



There has also been a statistically significant increase in attendance in many other socio-demographic groups (Figure 2.4).

**Figure 2.3: Heritage participation by area characteristics, deprivation<sup>8</sup> and ACORN category, January 2014 to December 2014**

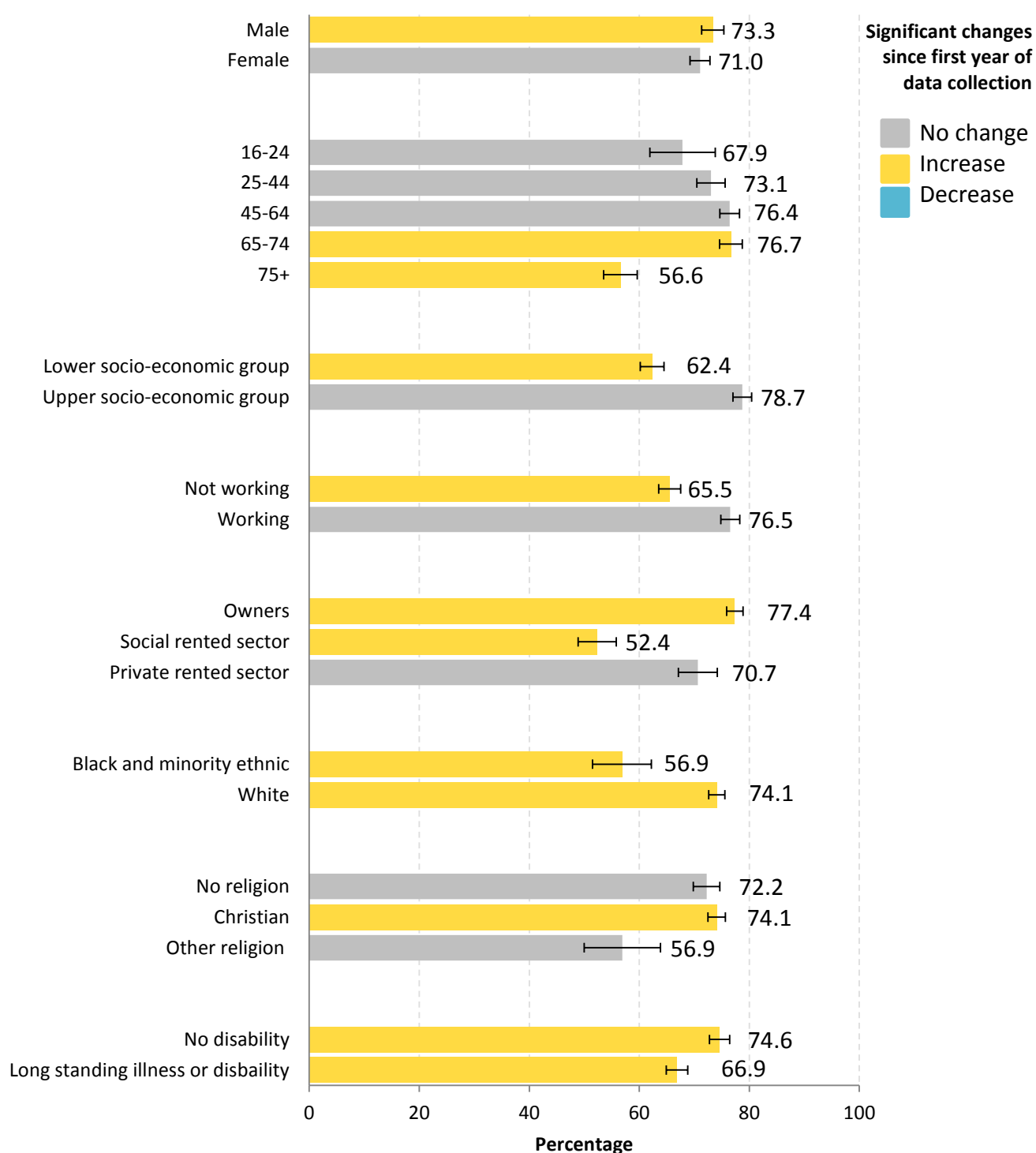


**Notes**

- (1) Confidence intervals range between  $\pm 1.5$  and  $\pm 4.6$ .
- (2) Significant differences relate to the year 2005/06, apart from IMD<sup>8</sup> which relates to 2009/10.

<sup>8</sup> 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).

**Figure 2.4: Heritage participation by demographics, January 2014 to December 2014**



**Notes**

- (1) Confidence intervals range between +/-1.5 and +/-6.9.
- (2) Significant differences relate to the year 2005/06.



## Digital engagement

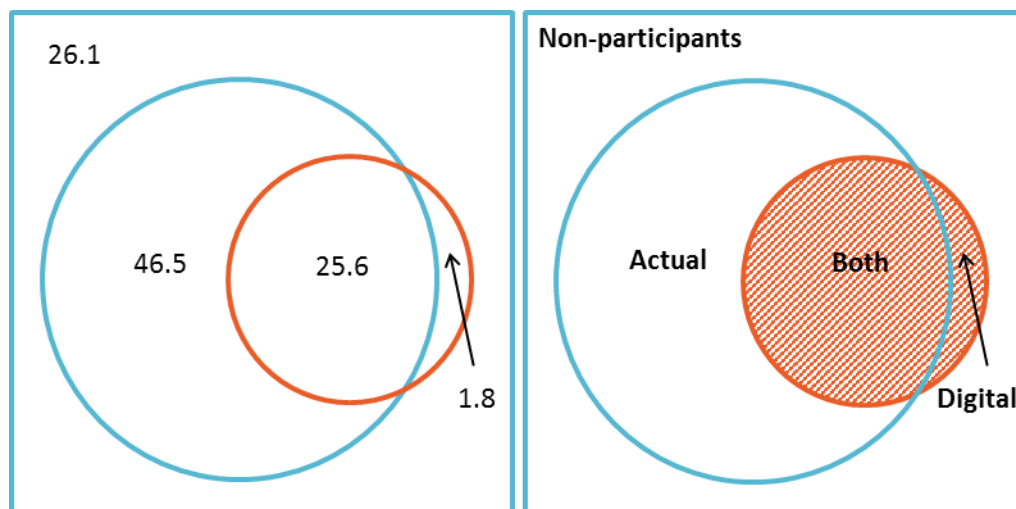
In the year to December 2014, 27.4 per cent of adults had visited a heritage website, a similar proportion to 2011/12 but a significant decrease on 2012/13 peak of 31.3 per cent.

The Taking Part Survey added new questions on heritage websites from July 2011. Between January 2014 and December 2014, of the people who visited a heritage website:

- Over three in five respondents used a heritage website to plan how to get to a historic site (60.1%),
- Almost half used a heritage website to learn about history or the historic environment (a significant decrease since 2011/12, from 51.5% to 46.1% but a similar rate to 2012/13),
- Just over a quarter used a heritage website to buy tickets to visit a historic site (26.2%),
- 14.7 per cent of adults had visited a heritage website to take a virtual tour of a historical site<sup>9</sup> (a significant decrease from 26.9% in 2011/12),
- 1.8 per cent of adults who visited a heritage website used it to discuss history or visits to the historic environment on a forum.

The majority of adults who had participated digitally had also engaged physically by visiting a heritage site at least once in the 12 months prior to questioning (Figure 2.5). Overall, when considering actual visits to heritage sites **and** digital visits to a heritage site, 73.9 per cent of adults had engaged with heritage in some way in the last year.

**Figure 2.5: Proportion of adults engaging in heritage either through actual attendance or digital participation, January 2014 to December 2014**



Further detail on this section can be found in the [accompanying spreadsheets to this release](#).

<sup>9</sup> In July 2011, this statement became part of a response list. From July 2005 - June 2011, it was asked as a single question. For this reason, this estimate cannot be compared with previous year's estimates.

## Chapter 3: Museums and galleries

This chapter examines museum and gallery attendance in the last 12 months, by a range of area-level and socio-demographic breakdowns. It also provides details on the ways that people digitally engage with museums and galleries. Digital engagement with museums and galleries is defined as using websites to look at items from a collection, find out about a particular subject, take a virtual tour of a museum or gallery or to view or download an event or exhibition.

The Department also publishes [monthly museum and gallery visits figures](#). To note, these figures are from the perspective of individual museums and galleries; one person may visit a number of museums and galleries and be counted more than once. Data also includes visits from overseas and countries in the UK other than England. Whereas Taking Part is a household survey in England and measures engagement from the view point of the individual. Despite these differences the overall trend has been similar, showing an upward trend since 2005/06.

Until 2011/12, Arts Council England also published data on the number of museum visits from those sites participating in the [Renaissance in the Regions programme](#). This was a quarterly return and the figures are not entirely comparable with those published in the Taking Part survey. One person may visit a number of participating museums and be counted more than once under the Renaissance in the Regions programme. The figures will also include overseas visitors, which the Taking Part survey does not. Despite these differences, a broadly similar trend was shown in these data as in the Taking Part survey.

Government policy is provided below for context. This may have influenced the participation figures but does not indicate that these policies have directly caused any change.

DCMS directly sponsors 15 [museums and galleries](#), of which 13 were founded by Act of Parliament and are defined as “National Museums”. All DCMS sponsored institutions receive Grant-in-Aid funding from DCMS. Details of how much funding individual museums will receive are published [in an annual report](#). Providing free admission (since 2001) to the permanent collections remains a condition of the national museums and galleries’ Grant-in-Aid funding. DCMS’ stewardship of sponsored museums is at arm’s length.

DCMS also sponsors Arts Council England, the national body which supports museums and galleries in England. It distributes direct government funding, as well as providing advice and guidance, and running programmes to raise standards in regional museums and galleries with permanent collections. Their updated [strategy](#) covers their main programmes, which include:

- Running the [Major Partner Museums Scheme](#), the [Museum development grants programme](#), and the [Museums strategic funding programmes](#) which provide funding and support to regional museums.
- Running 2 schemes which help regional museums to improve and develop:
  - The [Accreditation Scheme](#), which allows museums to receive official accreditation if they meet a set of standards covering collection management to visitor experience
  - The [Designation Scheme](#), which identifies and recognises collections of national or international importance in regional museums

DCMS and the [Wolfson Foundation](#) fund the [DCMS/Wolfson Museums and Galleries Improvement Fund](#), which supports projects in English museums and galleries that improve the quality of displays, and collection interpretation, public spaces, and access and facilities for disabled visitors. Many other public, private and voluntary organisations make up the funding landscape that supports museums and galleries in this country. DCMS and Arts Council England work with a range of such partner organisations to advocate for museums and galleries, to highlight the benefits they bring to the nation, and to inspire greater participation.

**Key findings**

- Between January 2014 and December 2014, over half of adults (52%) had visited a museum or gallery in the last year. Though a similar proportion to 2012/13, this was significantly higher than in any survey year between 2005/06 and 2011/12. This increase was seen across all English regions, with the exception of the East Midlands where attendance remained at a similar proportion to 2005/06.
- There have been significant changes in the proportion of adults attending a museum or gallery:
  - 1-2 times a year: 31 per cent of adults said they had visited museums or galleries, a significant increase from 26 per cent in 2005/06.
  - 3-4 times a year: 17 per cent had visited 3-4 times a year, a significant increase from 13 per cent in 2005/06.

**Overall attendance at museums and galleries**

Between January 2014 and December 2014, 51.5 per cent of adults visited a museum or gallery, an increase in attendance from 2005/06 (42.3%) (Figure 3.1). The vast majority of visits were made in people's own free time (98.0%) with a small percentage attending for paid work or for academic study (2.3% and 2.2% respectively<sup>10</sup>).

**Figure 3.1: Proportion of adults who had visited a museum or gallery in the last year, 2005/06 to 2014/15 quarter 3**

**Notes**

- (1) Confidence intervals range between +/-0.7 and +/-1.9 from 2005/06 onwards.
- (2) The upper and lower bounds show the 95% confidence interval.

<sup>10</sup> Percentages do not total to 100% as some people may have visited a museum or gallery for more than one reason. Visits to museum and galleries for voluntary work have also not been included.

## Engagement by characteristics of the area

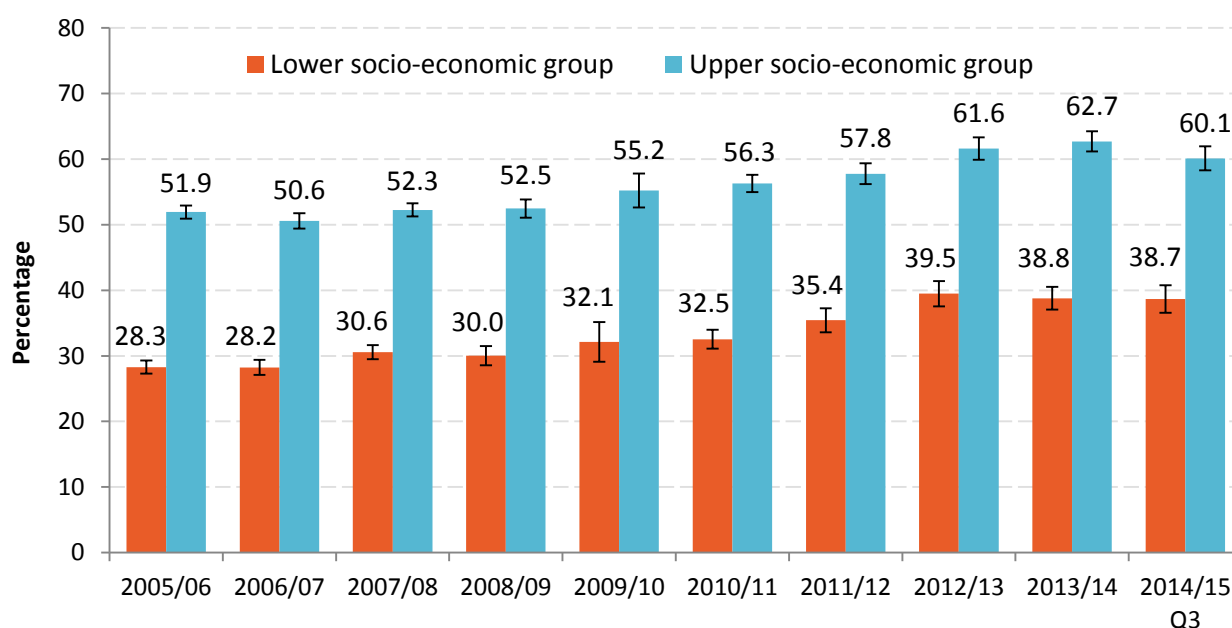
Between January and December 2014, 57.5 per cent of Londoners had visited a museum or gallery in the last 12 months, this was of a similar proportion to those from the South East (56.6%), the North West (53.1%) and the North East (53.0%). The lowest participation rates were in the West Midlands, with 44.8 per cent of adults engaging in the last year, and the East Midlands, where 47.5 of adults had visited a museum in the 12 months before their interview. Attendance rates in the other regions of England varied between 47.8 per cent in Yorkshire and the Humber and 48.7 per cent in the East of England however, since 2005/06, the proportion of adults who had visited a museum or gallery increased significantly in all English regions with the exception of the East of England (Figure 3.3).

## Attendance by demographics

Over three in five adults (60.1%) in the upper socio-economic group<sup>11</sup> visited a museum or gallery in the last year, a significantly higher proportion than the lower socio-economic group (38.7%) (Figure 3.2). There was also a significant difference between those adults who were working (55.0%) and those adults who were not working (46.3%).

In the year to December 2014, over half of respondents aged between 25 and 44 years (53.7%), 45 and 64 years (55.8%) and 65 and 74 years old (56.4%) had visited a museum or gallery in the 12 months prior to interview, significantly more than 16 to 24 year olds (45.8%) and those over 75 years old (33.2%). Attendance amongst adults over 75 years was significantly lower than for all other age groups.

**Figure 3.2: Proportion of adults who had visited a museum or gallery in the last year, by NS-SEC<sup>11</sup> classification, 2005/06 to 2014/15 quarter 3**

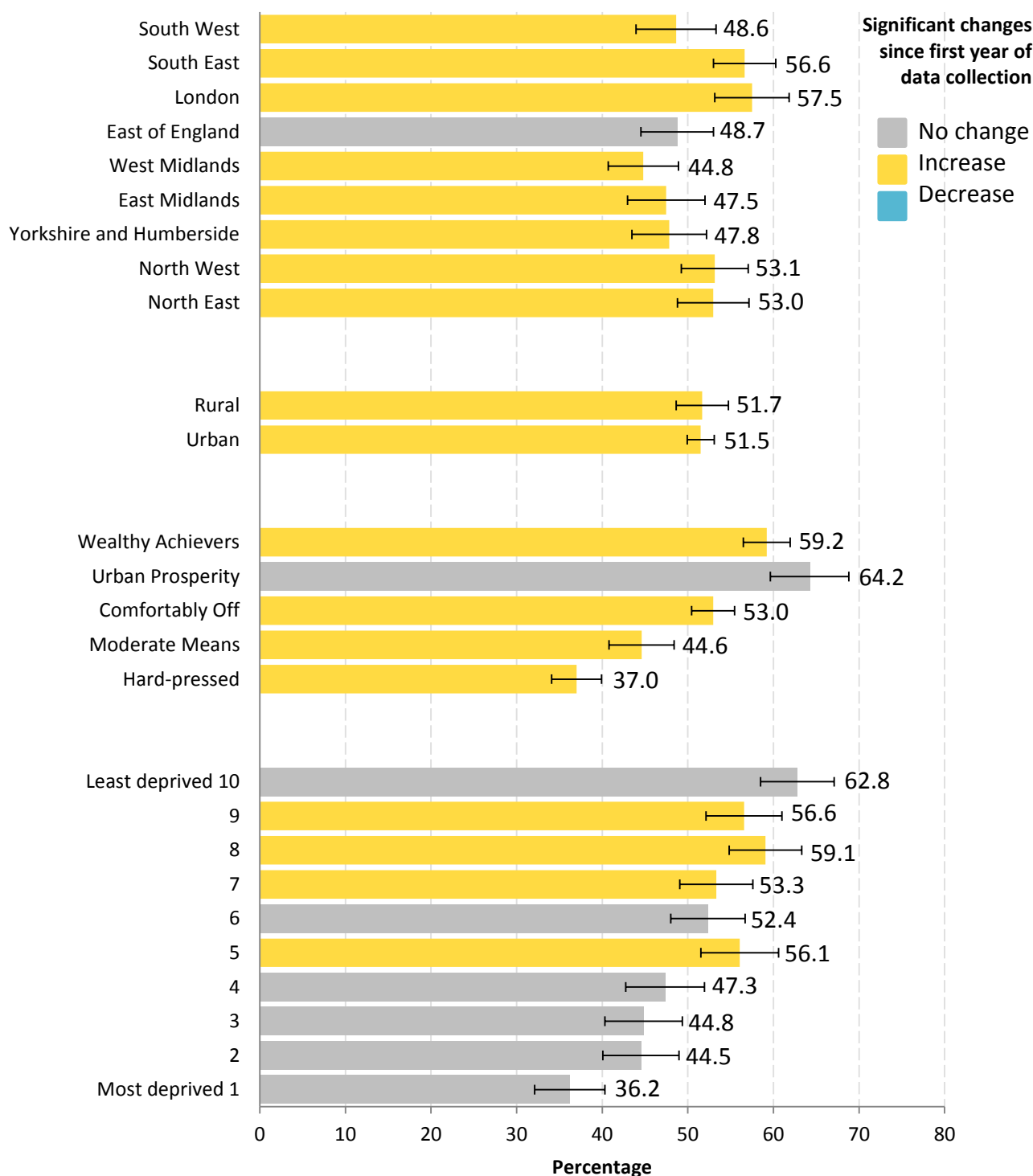


### Notes

- (1) Confidence intervals range between +/-1.0 and +/-3.0 from 2005/06 onwards.

<sup>11</sup> Definitions of socio-economic groups and their classifications are available at <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-3-ns-sec--rebased-on-soc2010--user-manual/index.html>



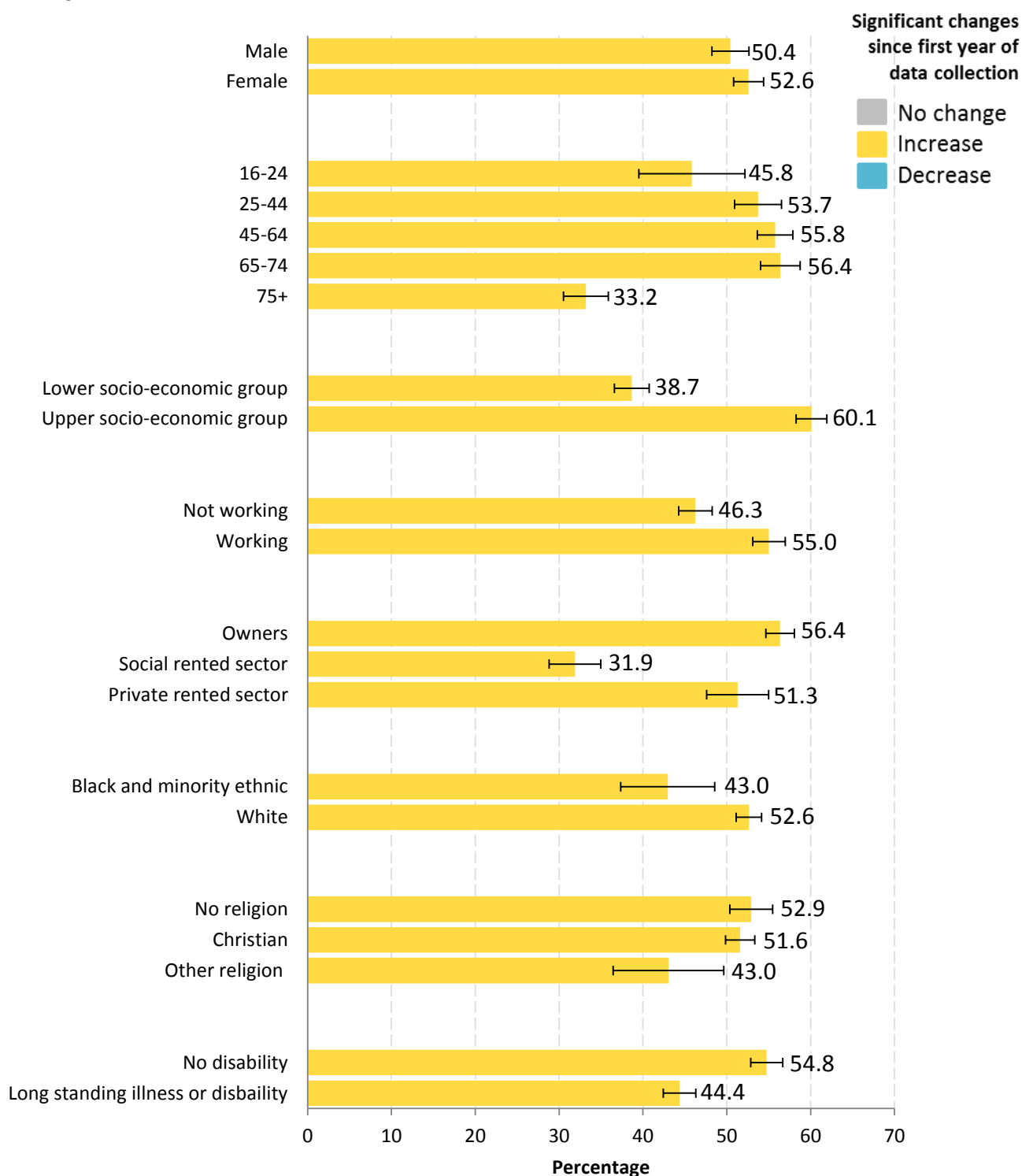
**Figure 3.3: Museum or gallery participation by area characteristics, deprivation<sup>12</sup> and ACORN category, January 2014 and December 2014****Notes**

- (1) Confidence intervals range between +/-1.6 and +/-4.7.
- (2) Significant differences relate to the year 2005/06, apart from IMD<sup>12</sup> which relates to 2009/10.

<sup>12</sup> 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).



**Figure 3.4: Museum or gallery participation by demographics, January 2014 and December 2014**



**Notes**

- (1) Confidence intervals range between +/-1.5 and +/-6.6
- (2) Significant differences relate to the year 2005/06.



## Digital engagement

27.2 per cent of adults had visited a museum or gallery website between January 2014 and December 2014, a similar proportion to 2011/12 but a significant decrease on the 2012/13 high of 31.3 per cent.

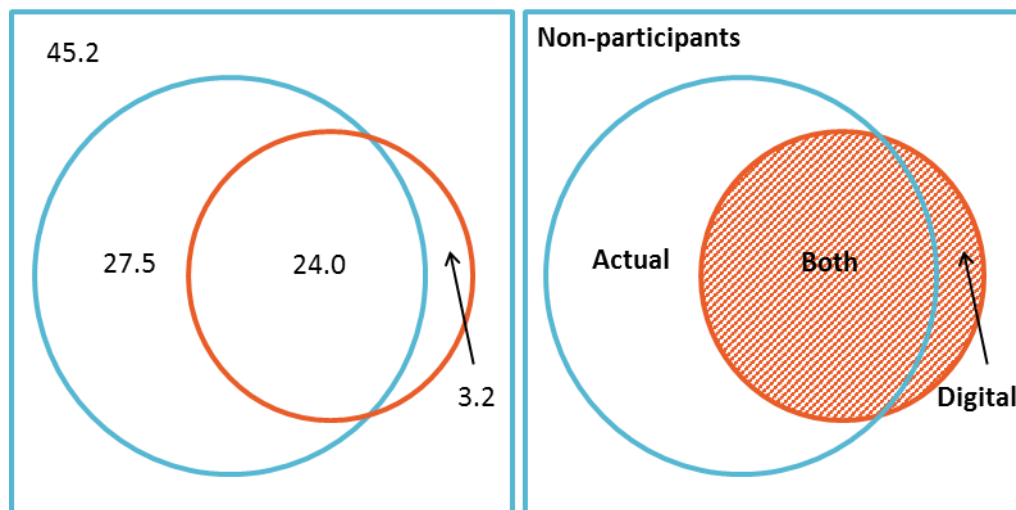
Between 2011/12 and the latest results, of those who had visited a museum or gallery website, there was:

- A significant increase in the proportion of adults who had visited a museum or gallery website to find out about or order tickets for an exhibition or event (from 58.1% to 63.3%),
- A significant decrease in the proportion of adults who had taken a virtual tour (from 16.4% to 12.8%),
- A significant decrease in the proportion of adults who had visited a museum or gallery website to view or download an event or exhibition (from 13.5% to 10.4%),
- A significant decrease in the proportion of adults who had visited a museum or gallery website to find out about a particular subject (from 47.5% to 42.6%).

Between January 2014 and December 2014, of those who had visited a museum or gallery website, 17.6 per cent had done so to look at items from a collection, a similar rate to 2011/12 but a significant decrease from 21.3 per cent in 2012/13.

The majority of adults who had participated digitally had also engaged physically by visiting a museum or gallery at least once in the 12 months prior to being interviewed (Figure 3.5). Overall, when considering actual visits to museums or galleries **and** digital visits to an associated website, 54.7 per cent of adults had engaged in some way between January 2014 and December 2014.

**Figure 3.5: Proportion of adults engaging in museums or galleries either through actual attendance or digital participation, January 2014 to December 2014**



Further detail on this section can be found in the [accompanying spreadsheets to this release](#).

# Chapter 4: Libraries

This chapter examines public library engagement as measured by attendance in the last 12 months, by a range of area-level and socio-demographic breakdowns (see Annex C for a definition of public library engagement). Details on the ways that people digitally engage with library services are also given. Digital engagement with libraries is defined as completing a transaction (e.g. reserving or renewing items or paying a fine), searching and viewing online information or making an enquiry.

Government policy is provided below for context. This may have influenced the participation figures but does not indicate that these policies have directly caused any change.

Individual public library services are delivered by 151 library authorities in England, and they have a statutory duty under the Public Libraries & Museums Act 1964 to provide a comprehensive and efficient library service, set in the context of local need, specifically of those who live, work and study in the local area, and within available resources. Public libraries are run by local authorities who receive their funding from three main sources: grants from central government, (paid through the local government settlement, administered by the Department for Communities and Local Government) council tax and other locally generated fees and charges for services. Local authorities therefore decide how to allocate funding to public libraries in the light of their statutory duties and local priorities, and in 2013-14 authorities in England invested £757.3m in their public library services.

The 1964 Act imposes a duty on the Secretary of State for Culture, Media and Sport to superintend and promote the improvement of the public library service and to secure discharge of the statutory duties of local authorities as well as providing certain powers to take action where a local authority is in breach of its own duty.

The Government is responsible for national library policy and works closely with the development agency for libraries, Arts Council England. Further information about the Arts Council's [strategy](#) and support for public libraries is available on [their website](#).

## Key findings

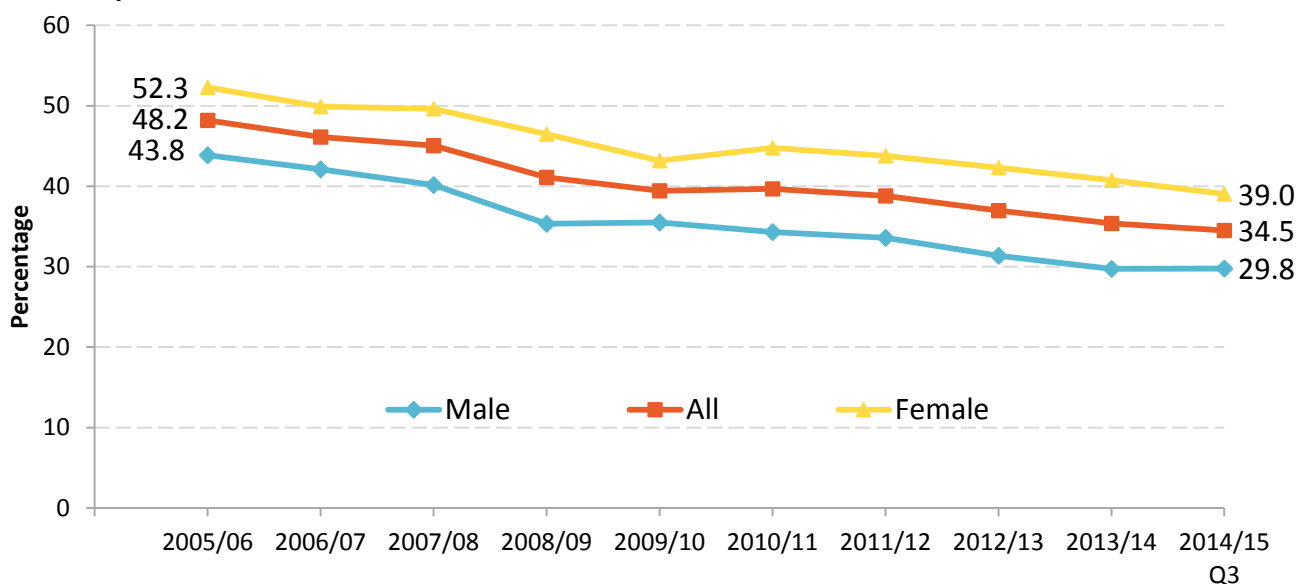
- 35 per cent of adults had used a library in the 12 months prior to being interviewed, a significant decrease from 48 per cent in 2005/06 and a significant decrease from 37 per cent in 2012/13.
- Since 2012/13 there has been a significant decrease in the rate of adults who had visited a public library in the North East from 38 per cent to 33 per cent. The rate of attendance in all other regions has remained similar to 2012/13. However, the rate of attendance in all regions has declined since 2005/06.



## Library attendance

In the year to December 2014, 34.5 per cent of adults reported using a library service in the last 12 months, a significant decrease from 48.2 per cent in 2005/06 and from 37.0 per cent in 2012/13. Of those who had visited a public library, the majority (31.6%) had visited less often than once a week but at least once a month.

**Figure 4.1: Proportion of adults who had attended a library in the last year by gender, 2005/06 to 2014/15 quarter 3**



### Notes

(1) Confidence intervals range between +/-0.7 and +/-2.5 from 2005/06 onwards.

As figure 4.1 shows, library usage has remained consistently higher amongst women than men, although usage has dropped significantly for both groups since 2005/06, from 43.8 per cent to 29.8 per cent for men and 52.3 per cent to 39.0 per cent for women.

## Engagement by characteristics of the area

The proportion of people using a public library has declined in all regions and in both urban and rural areas since 2005/06 (Figure 4.3).

Since 2012/13 there have been significant decreases in the proportion of respondents who visited a library amongst those living in the North East (from 38.2% to 32.7%), those living in urban areas (from 37.8% to 35.3%) and those from the ACORN group Wealthy Achievers (from 38.4% to 33.7%).

Between January 2014 and December 2014, adults living in urban areas also had higher rates of library attendance than people living in rural areas (35.3% compared to 31.3%).

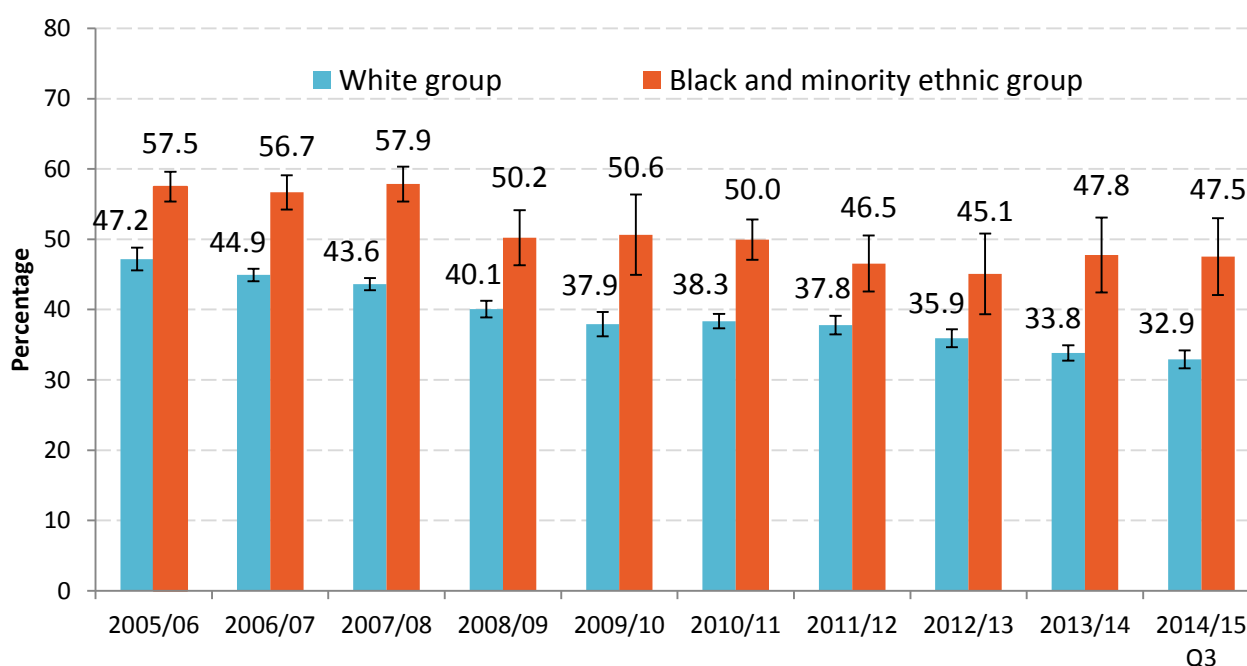
## Engagement by demographics

Compared to 2005/06 there has been a decline in library usage for all demographic groups, apart from those in the social rented sector where 38.6 percent had visited a public library, a similar rate to 2005/06 (Figure 4.4).

Between January 2014 and December 2014, the following patterns of library attendance were observed:

- Adults in upper socio-economic groups had a higher rate of library attendance than people in lower socio-economic groups (36.0% compared to 31.3%)
- Adults between 25 and 44 years old had higher rates of library attendance (41.0%) than adults in all other age groups
- Adults who were not working had higher rates of library attendance than those who were working (37.3% compared to 32.7%)
- Adults with no limiting disability had higher rates of library attendance than those with a limiting disability (35.6% compared to 32.1%)
- Adults from black and minority ethnic (BME) groups had higher rates of library attendance than adults from the white group (47.5% compared to 32.9%) as shown in Figure 4.2.

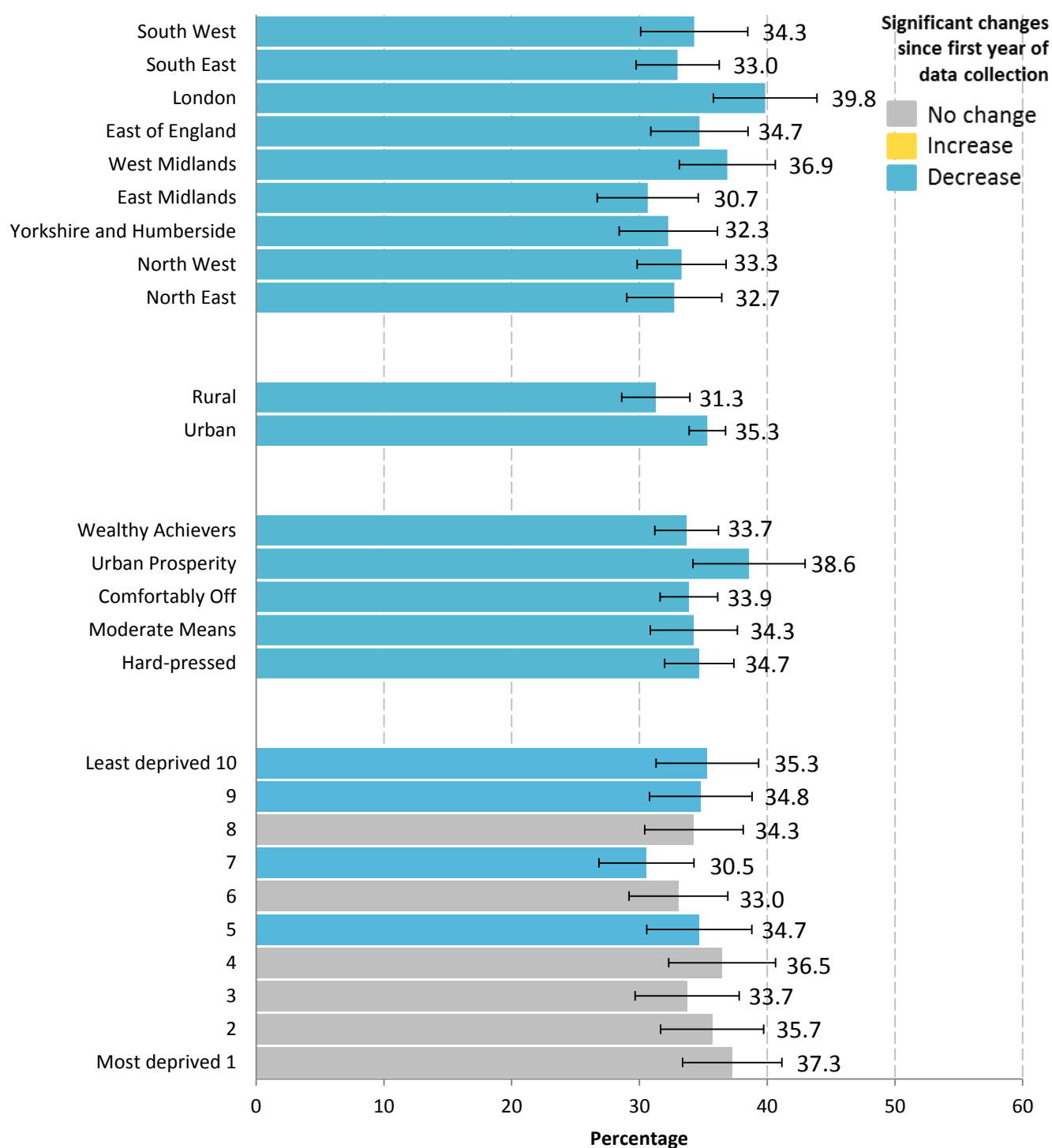
**Figure 4.2: Proportion of adults who had attended a library in the last year by ethnicity, 2005/06 to 2014/15 quarter 3**



### Notes

- (1) Confidence intervals range between +/-0.9 and +/-5.7 from 2005/06 onwards.



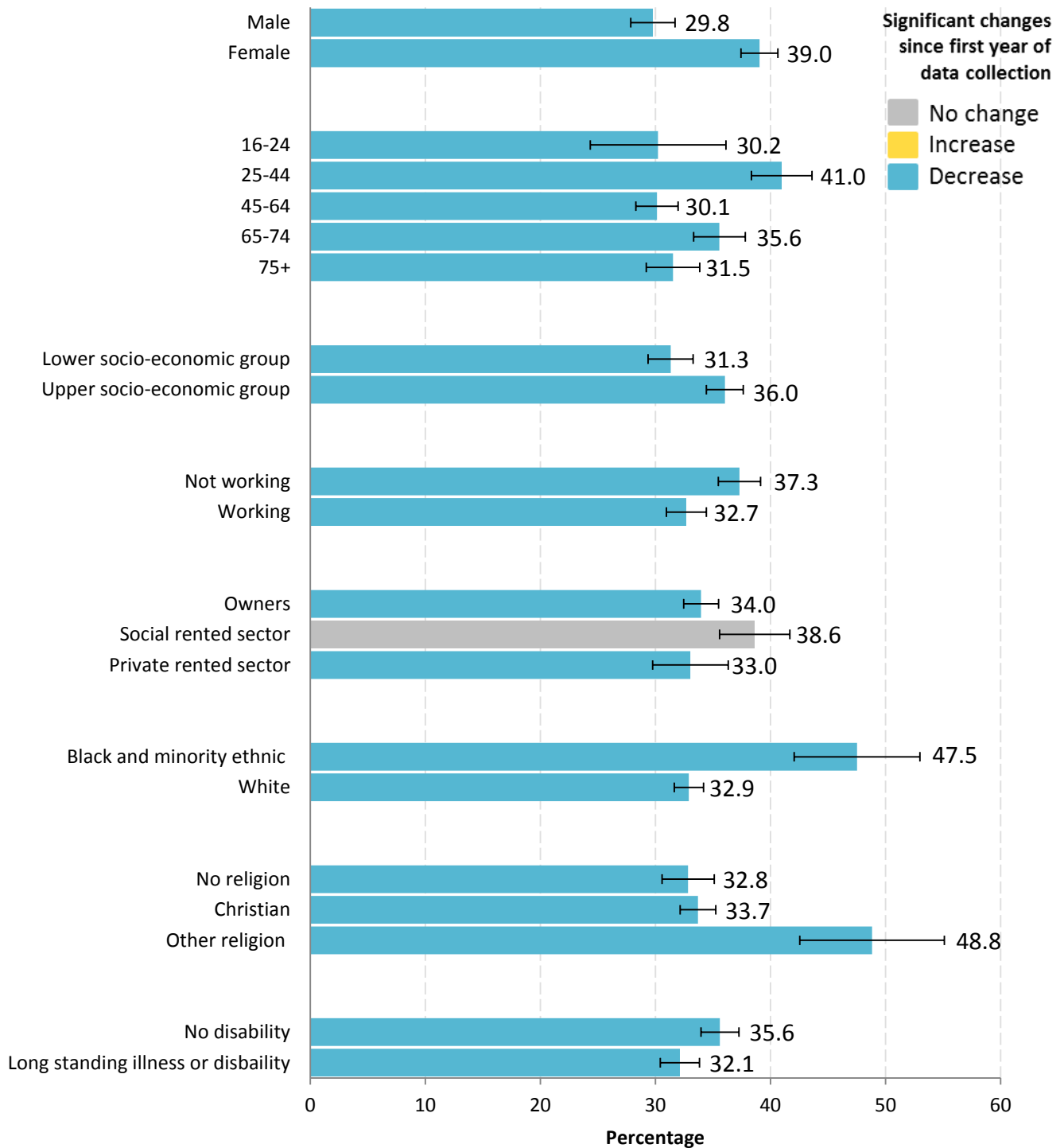
**Figure 4.3: Library attendance by area characteristics, deprivation<sup>13</sup> and ACORN category, January 2014 to December 2014****Notes**

(1) Confidence intervals range between +/-1.4 and +/-4.4.

(2) Significant differences relate to the year 2005/06, apart from IMD<sup>13</sup> which relates to 2009/10.

<sup>13</sup> 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).

**Figure 4.4: Library attendance by demographics, January 2014 to December 2014**



**Notes**

(1) Confidence intervals range between +/-1.3 and +/-6.3.



## Digital engagement

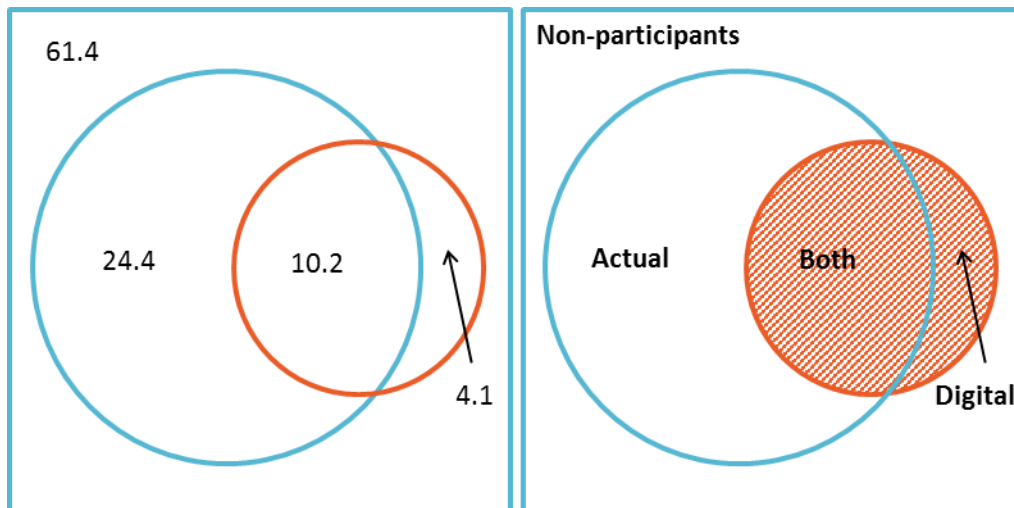
Between January 2014 and December 2014, 14.2 per cent of adults had visited a library website in the 12 months prior to being interviewed, a significant decrease from 16.2 per cent in 2011/12 and 16.9 per cent in 2012/13.

Of those who had visited a library website:

- 70.0 per cent had searched and viewed online information or made an enquiry, a significant decrease from 77.6 per cent in 2011/12 and 75.0 per cent in 2012/13.
- 37.9 per cent had completed a transaction e.g. reserved or renewed items or paid a fine, a similar proportion to 2011/12 and 2012/13.

The majority of adults who had visited a library website had also engaged physically by visiting a library at least once in the 12 months prior to being interviewed (Figure 4.5). Overall, when considering actual visits to a library **and** digital visits to a library website, 38.6 per cent of adults had engaged with the library sector in some way in the last year.

**Figure 4.5: Proportion of adults engaging in libraries either through actual attendance or digital participation, January 2014 to December 2014**



Further detail on this section can be found in the [accompanying spreadsheets to this release](#).



## Chapter 5: Archives

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This chapter examines attendance at archives in the 12 months prior to interview by a range of area-level and socio-demographic breakdowns (see Annex C for a definition of attendance at an archive or record office). Details on the way that people digitally engage with archives are also given. Digital engagement with archives is defined as completing a transaction, viewing digitised documents online or searching a catalogue.

### Key findings

- The proportion of adults who had visited an archive (in their own time or for voluntary work) was 3 per cent, a significant decrease from the 2005/06 level (6%).
- Using the wider measure, which includes paid work visits and visits for academic study, there has also been a decrease from 5 percent in 2008/09, when the data were first collected, to 4 per cent in the latest results.
- In the year to December 2014, over half of adults who visited an archive (56%) did so just once in the last 12 months.
- The 65-74 year old age group had a significantly higher proportion of archive visits in the last 12 months (6%) than any other age group. There were no significant differences in attendance between any other age groups.

### Overall participation in archives

In the latest period, 2.9 per cent of adults had visited an archive in the last year in their own time or as part of voluntary work. This was significantly lower than in 2005/06 (5.9%). Using the wider measure, including paid work visits and academic study visits, the proportion in the latest period was 3.7 per cent of all adults, a significant decrease since 2008/09 when the data were first collected (5.1%). The trend over time, shown in Figure 5.1, was a downward one for both measures.

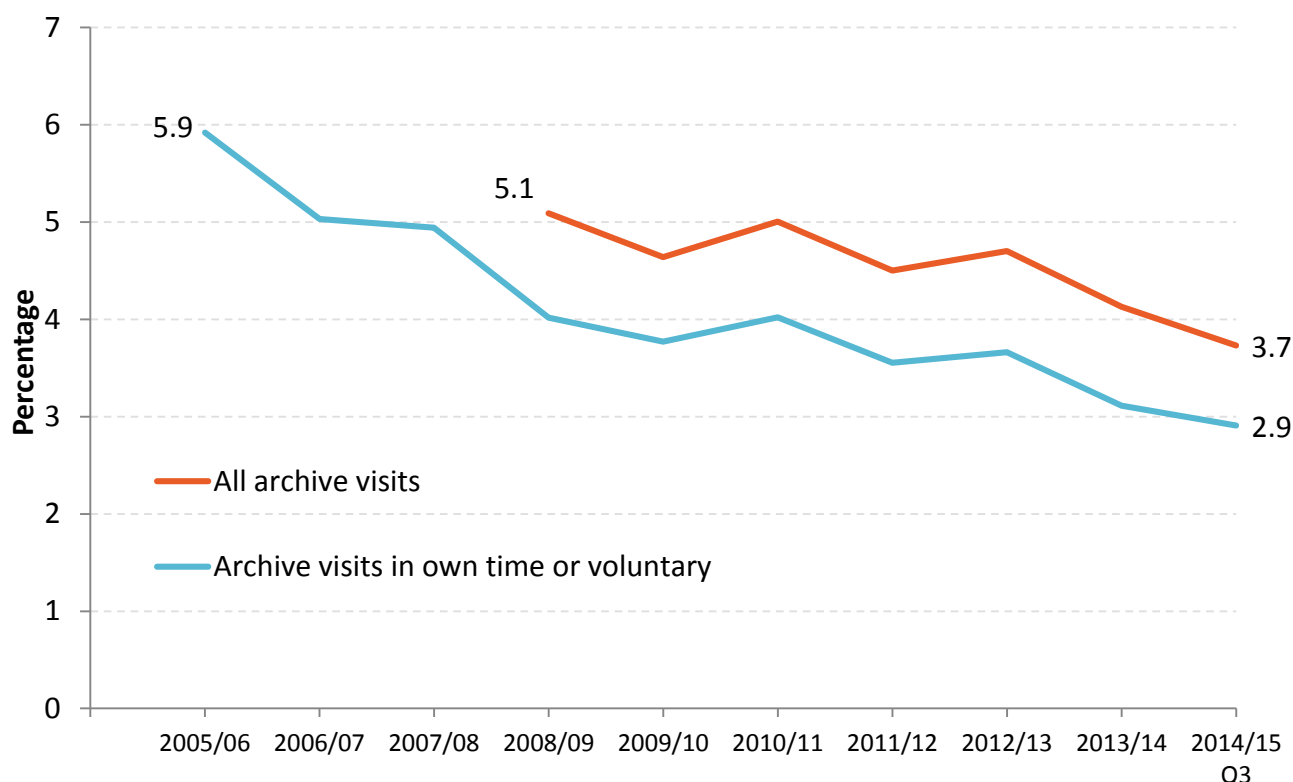
Over three quarters of all archive visits (76.3%) were in visitors' own time, followed by 15.2 per cent visiting for paid work, 10.6 per cent for academic study, and 3.0 per cent as part of voluntary work<sup>14</sup>.

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<sup>14</sup> Percentages will not total to 100% as some people may have visited an archive for more than one reason.



**Figure 5.1: Percentage of adults who had visited an archive or records office in the last year, 2005/06 to 2014/15 quarter 3**



**Notes**

- (1) Confidence intervals range between +/-0.3 and +/-0.8 from 2005/06 onwards.
- (2) Some archive questions were not asked prior to the 2008/09 survey.

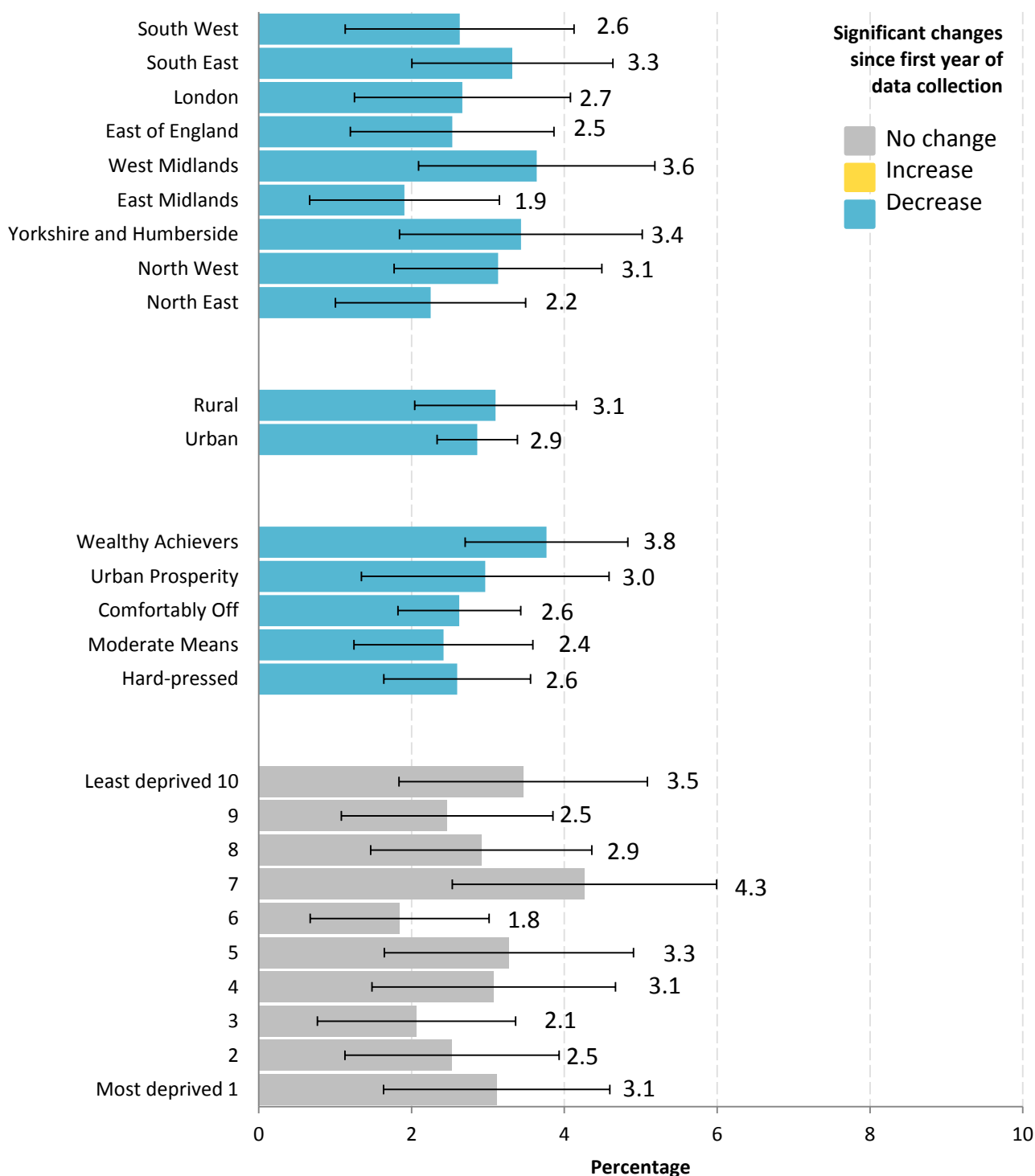
There was some variation in archive attendance between different demographic groups. Between January 2014 and December 2014:

- Adults from upper socio-economic groups had a significantly higher attendance rate (3.5%) than those in lower socio-economic groups (2.2%).
- The 65-74 year old age band had the significantly highest proportion of archive visits in the last 12 months (5.5% of people this age) compared to all other age groups.
- Those who are unemployed had a significantly higher proportion of archive visits compared to those who are employed (3.7% of those from the unemployed group had visited an archive in the 12 months prior to interview compared to 2.4% of those who are employed).

There was no significant difference between the proportions of men (2.7%) and women (3.1%) who had visited an archive or record office and also no significant difference in attendance between people with a disability (3.2%) and people without a disability (2.8%). There were also no significant differences in archive attendance between the regions for the period to December 2014.

Comparing the latest figures to 2005/06, when the data were first collected, there has been a significant decrease in archive and record office attendance by adults across all English regions. There has also been a significant decrease in attendance for almost every demographic variable (Figure 5.2).

**Figure 5.2: Archive or record office participation by area characteristics, deprivation<sup>15</sup> and ACORN category, January 2014 to December 2014**



**Notes**

- (1) Confidence intervals range between  $\pm 0.5$  and  $\pm 1.7$
- (2) Significant differences relate to the year 2005/06, apart from IMD<sup>5</sup> which relates to 2009/10.

<sup>15</sup> 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).



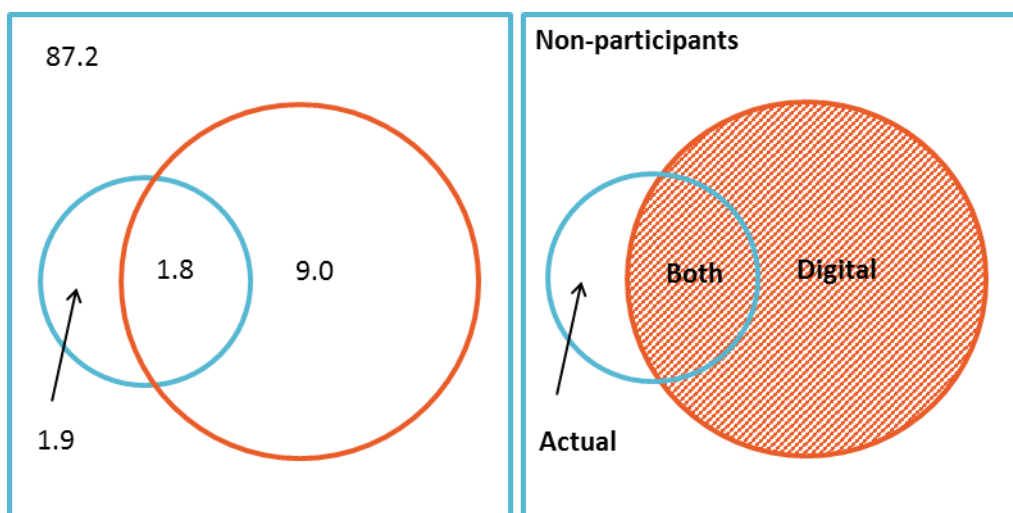
## Digital engagement

In contrast to all other sectors in this report, a higher proportion of adults visited an archive or records office online than in person. Between January 2014 and December 2014, 10.8 per cent of adults had visited an archive or records office website in the last 12 months, a similar proportion to 2011/12 but a significant decrease from the 2012/13 peak of 13.5 per cent.

Of those who had visited an archive or records office website, 68.4 per cent had done so to view digitised documents, 27.2 per cent of adults had searched a catalogue, 19.8 per cent of adults had found information out about the archive (e.g. opening hours) and 16.8 per cent had completed a transaction, for example, to purchase records.

Overall, when considering actual visits to an archive or record office **and** digital visits to an archive or record office website, 12.8 per cent of adults had engaged with the sector in some way in the last year (Figure 5.3).

**Figure 5.3: Proportion of adults engaging in the archives either through actual attendance or digital participation January 2014 to December 2014**



Further detail on this section can be found in the [accompanying spreadsheets to this release](#).

# Chapter 6: Volunteering and charitable giving

Taking Part asks whether respondents have participated in voluntary work in the last 12 months and whether this relates to one of the DCMS sectors (sport, art, heritage, museum and galleries, libraries and archives). The survey also includes a range of questions on social capital and cohesion, as well as charitable donations and whether these relate to DCMS sectors. Annex C provides a definition for participation in voluntary work.

Government policy is provided below for context. This may have influenced the participation figures but does not indicate that these policies have directly caused any change.

The Government has a policy to encourage charitable giving across society as a whole, to make it easier to give and provide better support to organisations that facilitate giving, whether through digital technology or simplification of the tax system.

For example:

- To encourage giving through the £100 million [Catalyst](#) match funding programme, which is helping cultural organisations build endowments and increase their fundraising capacity through skills development.
- Tax incentives aimed at boosting [legacy giving](#) to cultural bodies and other charities
- Establishing the first ever tax incentive policy to encourage lifetime giving of works of art to public collections through the [Cultural Gifts Scheme](#).

## Key findings

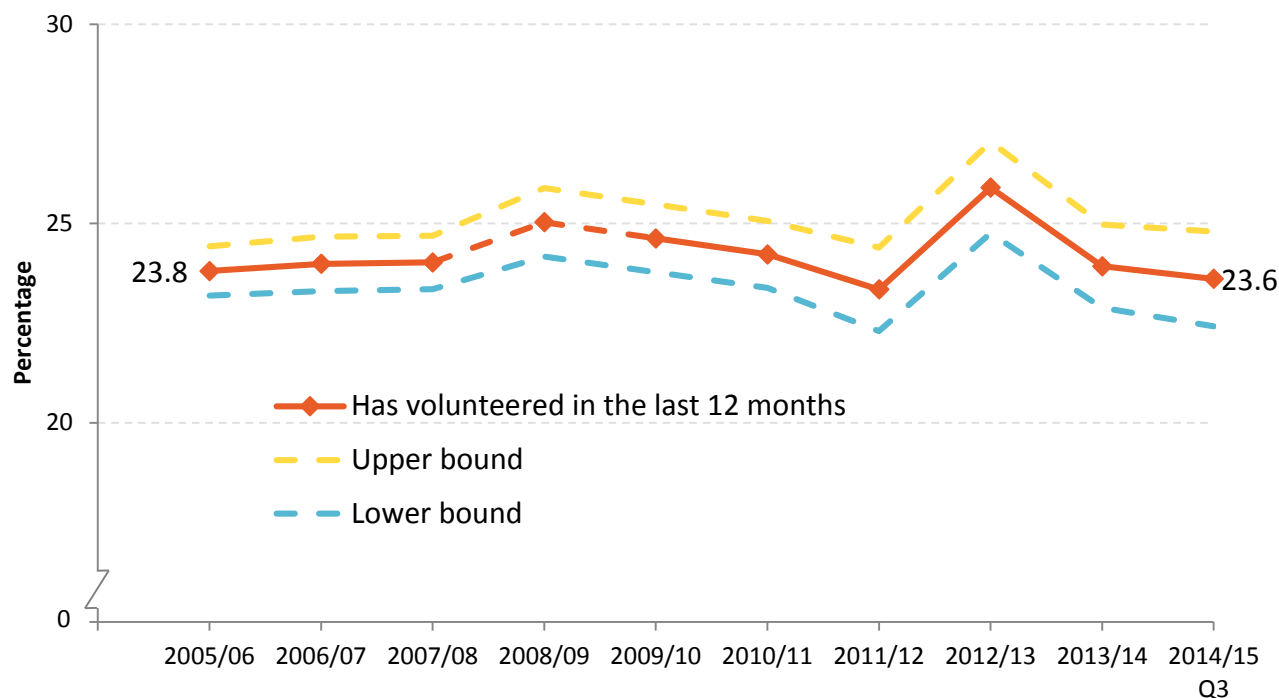
- Between January 2014 and December 2014, 24 per cent of adults had volunteered in the last 12 months, a similar rate to 2005/06. 8 per cent of all adults had volunteered in a DCMS sector (arts, museums or galleries, heritage, libraries, archives, sport), a similar rate to 2005/06 and a slight but significant decrease on the 2012/13 peak (9%).
- In the year to December 2014, 87 per cent of adults had reported that they had donated money in the 12 months prior to interview, a similar rate to 2010/11 when the data were first collected. 29 per cent of adults had donated to a DCMS sector, a significant decrease from 33 per cent in 2010/11.
- 20 per cent of 16-24 year olds said the UK hosting the 2012 Olympic and Paralympic Games has motivated them to do more voluntary work.



## Volunteering

Over one in five adults (23.6%) reported that they had taken part in voluntary activities in the last 12 months, a similar proportion to 2005/06 (Figure 6.1).

**Figure 6.1: Percentage of adults who had volunteered in the last 12 months, 2005/06 to 2014/15 quarter 3**



### Notes

- (1) Confidence intervals range between +/-0.6 and +/-1.2 from 2005/06 onwards.
- (2) No data are available for 2009/10
- (3) The upper and lower bounds show the 95% confidence interval.

The proportion of all adults that had volunteered in a DCMS sector in the last 12 months was 7.8 per cent, a similar proportion to 2005/06, the first year of data collection, but significantly lower than the peak of 9.3 per cent in 2012/13. This peak in 2012/13 may have been influenced by London hosting the Olympic and Paralympic Games.

21.9 per cent of those who had volunteered had done so in connection with the sport sector, a greater rate than any other DCMS sector and a significant increase since 2005/06 (19.2%). There have been no significant changes in the proportion of adults volunteering in other DCMS sectors since 2005/06.

Adults who had actually participated in a particular DCMS sectors had higher volunteering rates within those sectors than adults who had not actually participated. For example, of adults who had participated in sport, 31.5 per cent of them had also volunteered in sport, however, of adults who had not participated in sport themselves, 9.8 per cent had volunteered in the sports sector.

Respondents who volunteered in the heritage sector, on average did so for 12 hours, 59 minutes during the four weeks prior to being interviewed. For those who volunteered in the arts sector, the average time spent doing so in this period was 12 hours, 30 minutes. The corresponding average volunteering time for the sport sector was 7 hours, 38 minutes, for libraries was 7 hours, 14 minutes and for the museum and gallery sector was 7 hours, 2 minutes.

## Engagement by characteristics of the area

Between January 2014 and December 2014 the proportion of adults from urban areas who had volunteered in the last 12 months (22.2%) was of a similar rate to the 2005/06 period. However, the proportion of urban respondents who had volunteered was significantly lower than it was for rural respondents (29.2%) over the same time period.

Since 2005/06, there has been a significant increase in the proportions of adults who had volunteered in the previous 12 months from the North West (from 19.0% to 25.2%). Over the same time period there was a significant decrease in the proportion of adults who had volunteered from the South East (from 28.7% in 2005/06 to 25.0% in the latest figures) (Figure 6.3). In addition, since 2012/13, there has been a decrease in the proportion of volunteers from London (from a peak of 29.9% to 22.2%), however, there is no significant difference since the first year of data collection (2005/06).

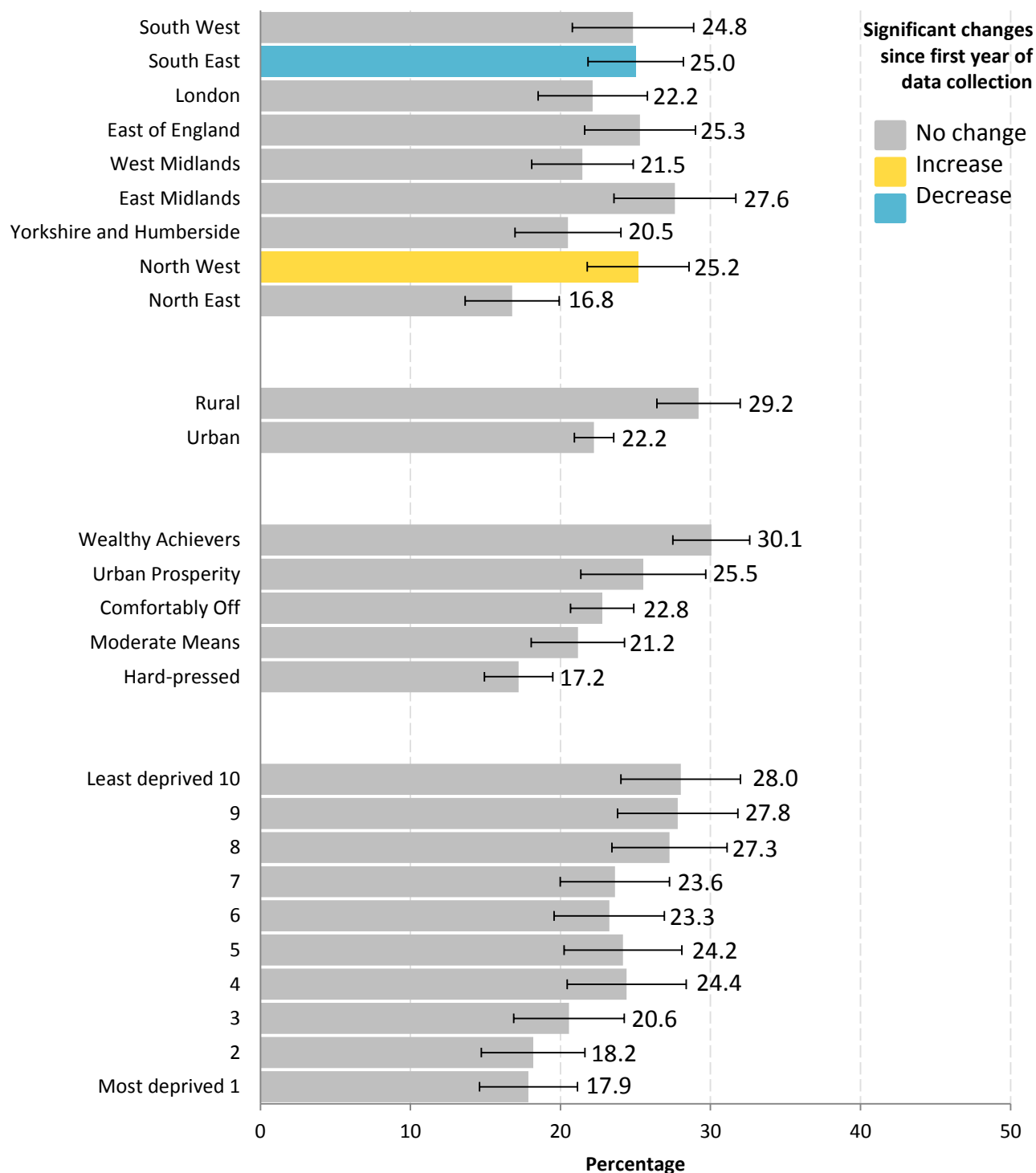
## Engagement by demographics

In the year to December 2014 there was a significant difference between the proportion of men and women who had volunteered in the last 12 months (21.5% for men and 25.6% for women) (Figure 6.3). The proportion of men that had volunteered in the sport sector was nearly two and a half times the proportion of women (32.4% for men and 13.5% for women). This has also been the case in past survey years. Over the same period, of adults who volunteered, significantly more women (1.8%) volunteered in the libraries than men (0.5%). In all other DCMS sectors there was no significant difference in the proportion of men and women who had volunteered.

Since 2005/06 there has been no change in the proportion of people volunteering from any change group. 20.8 per cent of 25-44 year olds and 18.2 per cent of those aged 75 years and over had volunteered in the 12 months prior to questioning, significantly lower than the other age groups (Figure 6.2).

Between January 2014 and December 2014 19.6 per cent of 16-24 year olds said the UK hosting the 2012 Olympic and Paralympic Games has motivated them to do more voluntary work along with 10.2 per cent of 25-44 year olds. 6.9 percent of 45-64 year olds felt the same, as did 6.9 per cent of 65-74 year olds and 3.7 per cent of those ages 75 years and over.



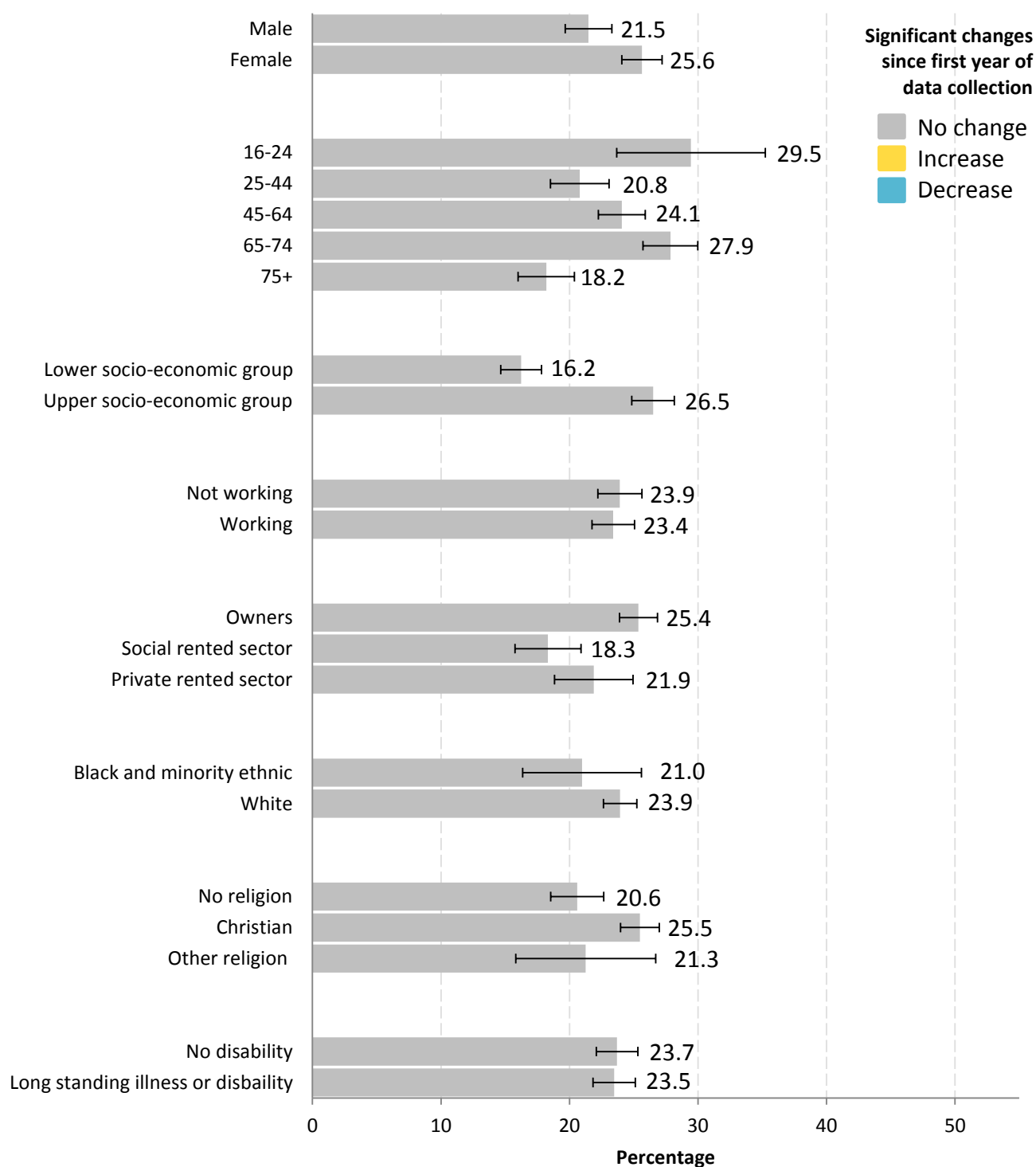
**Figure 6.2: Proportion of adults who had volunteered by area characteristics, deprivation<sup>16</sup> and ACORN category, January 2014 to December 2014****Notes**

- (1) Confidence intervals range between +/-1.3 and +/-4.2
- (2) Significant differences relate to the year 2005/06, apart from IMD<sup>16</sup> which relates to 2009/10.

<sup>16</sup> 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).



**Figure 6.3: Proportion of adults who had volunteered by demographics, January 2014 to December 2014**



**Notes**

- (1) Confidence intervals range between  $\pm 1.3$  and  $\pm 5.8$
- (2) Significant differences relate to the year 2005/06.



## Charitable giving

Taking Part asks whether respondents had donated money in the last 12 months and whether this was to a DCMS sector.

In the year to December 2014, 86.9 per cent of adults had donated money (including any donations into a collection box) in the last 12 months, a similar level to 2010/11, when data were first collected.

29.0 per cent of all adults had donated to at least one of the DCMS sectors, a decrease from 33.0 per cent in 2010/11. Of the DCMS sectors:

- 14.8 per cent of adults had donated to the museums and galleries sector in the last 12 months
- 13.4 per cent had donated to heritage (a decrease from 16.0 per cent in 2010/11)
- 5.7 per cent had donated to sport (a decrease from 7.4 per cent in 2010/11)
- 5.2 per cent had donated to the arts (a decrease from 6.9 per cent in 2010/11)
- 0.6 per cent had donated to libraries (a similar proportion to 2010/11).

In the year to December 2014, 37.9 per cent of adults donated money less often than once a week, but at least once a month, a significant increase from 32.8 per cent in 2010/11. A further 34.3 per cent donated less often than once a month but at least three or four times a year.

## Charitable giving by characteristics of the area

Charitable giving to the DCMS sectors significantly decreased between 2010/11 and 2014/15 quarter 3 in the following regions:

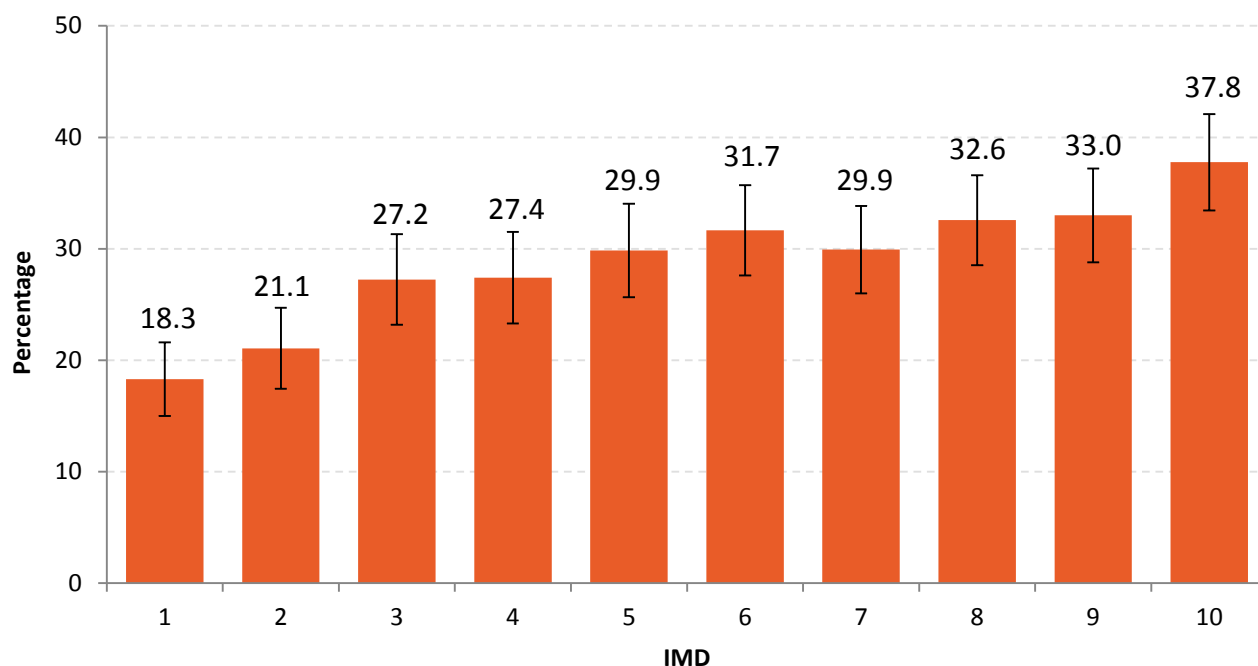
- North East (from 35.0% to 25.3%)
- London (from 31.4% to 24.5%)
- South East (from 39.7% to 31.5%)

Charitable giving to DCMS sectors remained at a similar level to 2010/11 in all other regions (Figure 6.5).

There has been a significant decrease in the proportion of adults giving to the DCMS sectors from both urban and rural areas, from 31.3 per cent to 28.5 per cent for those living in an urban area and from 40.0 per cent to 31.2 per cent for those living in a rural area.

The proportion of adults who had donated money in the least or most deprived index of multiple deprivation (IMD) groups (37.8% and 18.3% respectively) has remained at a similar level to 2010/11. Figure 6.4 shows how the rate varies across each IMD group from the most deprived (group 1) through to the least deprived (group 10).

**Figure 6.4: Percentage of adults who had donated money, by area deprivation (IMD)<sup>17</sup>, January 2014 to December 2014**



**Notes**

(1) Confidence intervals range between +/-3.3 and +/-4.3

## Charitable giving by demographics

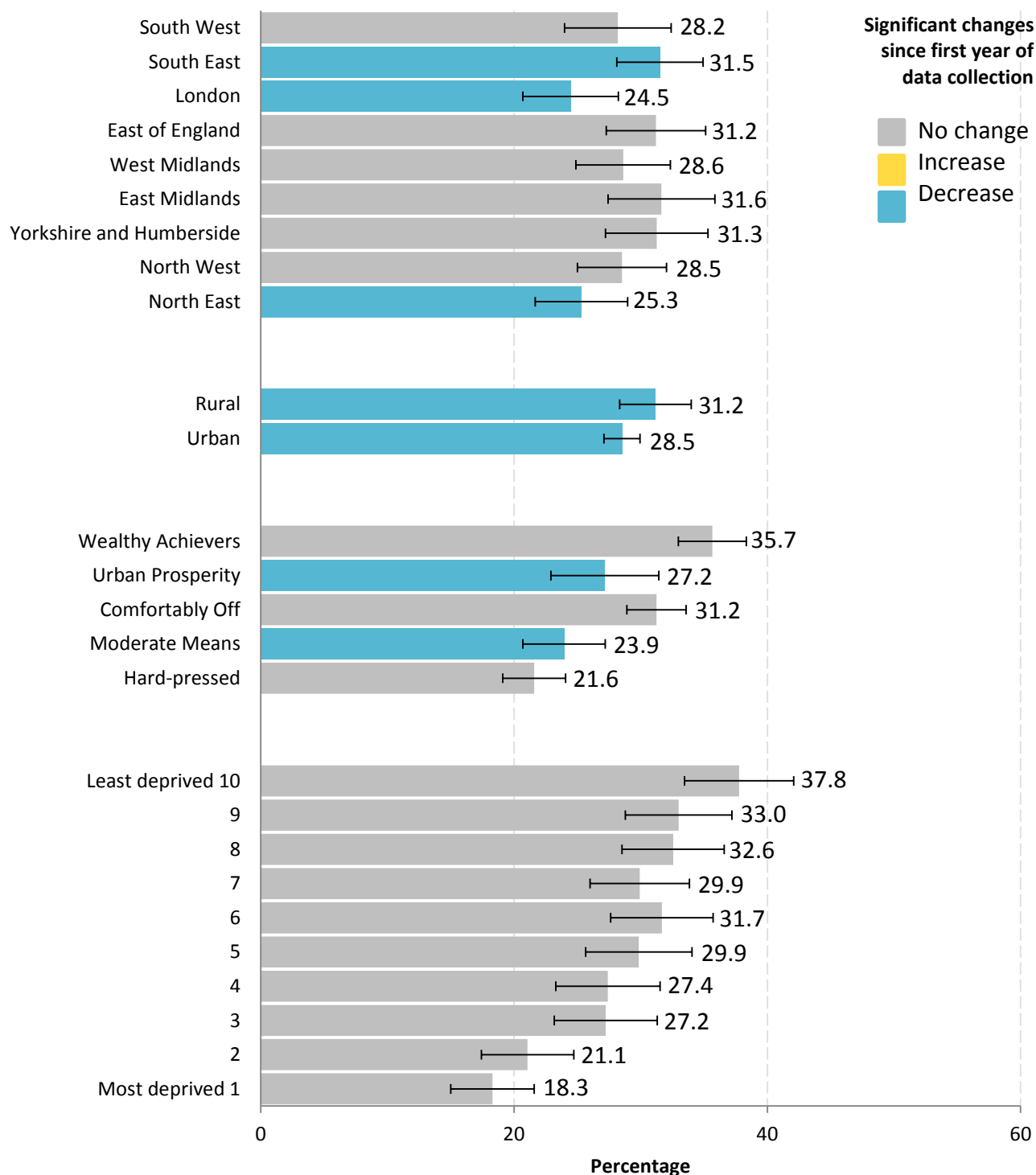
Charitable giving to the DCMS sectors significantly decreased between 2010/11 and the latest data for a number of characteristics (Figure 6.6):

- 25-44 year olds (from 33.0% to 28.6%)
- 45-64 year olds (from 38.0% to 32.3%)
- Male and female respondents (from 35.3% to 30.7% and from 30.8% to 27.5% respectively)
- Respondents from the upper socio-economic groups (from 39.8% to 33.9%)
- Those working (from 36.1% to 31.2%)
- Home owners (from 36.8% to 32.3%)
- White respondents (from 34.9% to 30.5%)
- Those who had identified themselves as Christian (from 34.4% to 30.2%)
- Non-disabled people (from 34.1% to 29.3%)

Over four in five (86.8%) of respondents said they intended to give the same amount to DCMS sectors in the next 12 months, a significant increase from 2010/11 when the rate was 76.8 per cent. Of those who said they intended to give more to DCMS sectors in the next 12 months (6.3%), 11.4 per cent gave the reason “because they need the money” and 20.5 per cent said it was because “I have more money /can afford to give more”. However, of those who said they intended to give less to DCMS sectors in the next 12 months (5.4%), almost one quarter (24.1%) said this was because they “have less money / can’t afford to give”.

<sup>17</sup> 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).

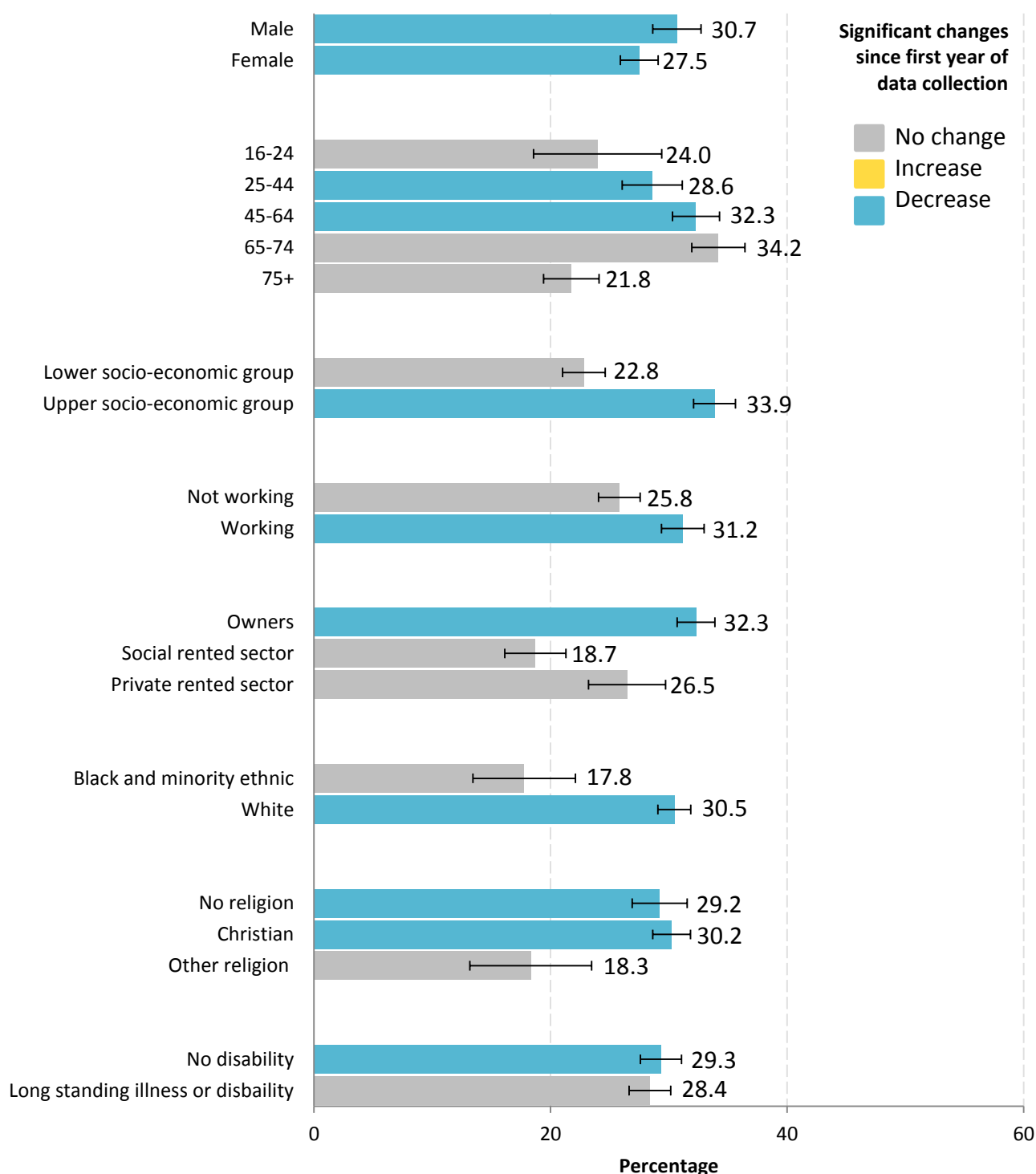


**Figure 6.5: Proportion of adults who had donated money to a DCMS sector by area characteristics, deprivation<sup>18</sup> and ACORN category, January 2014 to December 2014****Notes**

- (1) Confidence intervals range between +/-1.4 and +/-4.3  
 (2) Significant differences relate to the year 2010/11.

<sup>18</sup> 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).

**Figure 6.6: Proportion of adults who had donated money to a DCMS sector by demographics, January 2014 to December 2014**



**Notes**

- (1) Confidence intervals range between +/-1.4 and +/-5.4
- (2) Significant differences relate to the year 2010/11.



## Civic participation

Taking Part asks a series of questions on sport and cultural facilities in the respondent's local area.

Around one in five adults (21.3%) had taken action<sup>19</sup> to try to get something done about sport and cultural facilities in their area or felt that they did not need to take action. The most common action that had been taken was to contact the council, with 13.4 per cent of adults having done so. A further 5.7 per cent of adults had contacted their local councillor or MP.

37.7 per cent of adults had been involved in groups, clubs or organisations in the last 12 months; this was a significant decrease since 2010/11 (45.7%) when these data were first collected.

Of these adults, the most popular type of group belonged to was *sport/exercise groups* (47.4%) followed by *hobbies/social clubs* (37.8%). Participation in *hobbies/social clubs* had remained at a similar level to 2010/11 while participation in *sport/exercise groups* has significantly decreased from 52.2 percent in 2010/11. There were also significant decrease in the proportion of adults that had:

- attended *religious groups* (from 14.1% to 9.9%),
- taken part in *local community or neighbourhood groups* (from 13.8% to 10.0%),
- taken part in *groups for children or young people* (from 12.5% to 7.8%).

Further detail on this section can be found in the [accompanying spreadsheets to this release](#).

<sup>19</sup> Actions include those that had, contacted a local radio station, TV station or paper; talked to / written to a sporting or cultural facility, contacted the council, contacted a local councillor or MP, joined a local group or attended a neighbourhood forum, attended a protest meeting or joined a campaign group, or helped to organise a petition.

# Chapter 7: Equalities

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This chapter explores the variation in engagement rates in the arts, heritage, museums and galleries, libraries, archives, volunteering and charitable giving sectors between different demographic groups. It looks at differences by age, gender, socio-economic classification, ethnicity and disability, over the period January 2014 to December 2014.

There were variations in engagement levels for these equalities groups across most activities. However, it should be noted that these differences may be linked to factors other than the demographic group itself. This is particularly likely to be the case with charitable giving, which is strongly related to an individual's level of income, which may explain why certain groups are more or less likely to give money to charity.

A range of barriers are likely to be at the root of these differences<sup>20</sup>: external (influences that lie beyond the control of the individual); *intra*-personal (the attitudes, beliefs, knowledge, and skills that individuals build from their environment, culture, and past experiences); and *inter*-personal (an individual's social environment).

## Key findings

- In the 12 months prior to being interviewed women had **higher** engagement rates than men for the following:
  - Visiting a library: 39 per cent had visited compared to 30 per cent for men.
  - Volunteering: 26 per cent had taken part in voluntary work compared to 21 per cent for men.
  - Engagement with the arts: 80 per cent had engaged compared to 73 per cent for men.
- Respondents from black and minority ethnic (BME) groups had a **higher** engagement rate for visiting a library in the last 12 months than those from the white group (48% compared to 33%).
- In the 12 months prior to being interviewed those with a long standing illness or disability had a significantly **lower** engagement rate than non-disabled people for engagement in the arts, visiting heritage sites, museums and galleries and libraries and digital participation in cultural sectors.
- Those in the upper socio-economic group had higher participation and engagement rates for all sectors reported on in Taking Part. However, since 2005/06, there have been significant increases in engagement for the lower socio-economic group in heritage and museums and galleries participation.

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<sup>20</sup> Report published on barriers to participation available on the [DCMS website](#).



## Engagement by age

There were variations in engagement rates between different age groups. In general, engagement rates decreased with age for many activities. In the 12 months prior to being interviewed the oldest age group (those aged 75 and over) were significantly less likely to have participated in the following activities than all other age groups:

- Visiting a museum or gallery: 33.2 per cent of those aged 75 or over had visited a museum or gallery, compared with the other age groups where the rate varied between 45.8 per cent for 16-24 year olds and 56.4 per cent for those aged 65-74.
- Engagement with the arts: 60.3 per cent of those aged 75 or over engaged with the arts compared to the other age groups where rates varied between 77.9 per cent for 25-44 year olds and 80.4 per cent for 16-24 year olds.
- Visiting a heritage site: 56.6 per cent of those aged 75 or over had visited a heritage site, compared with other age groups where the rate varied between 67.9 per cent for 16-24 year olds and 76.7 per cent for 65-74 year olds.
- Digital engagement with the cultural sectors: only 12.9 per cent of those aged 75 or over digitally engaged compared with the other age groups where the rate varied between 33.8 per cent for 65-74 year olds and 40.6 per cent for 25-44 year olds.

These findings are consistent with existing evidence. For example, the report “Social Exclusion of Older People” (based on the English Longitudinal Study of Ageing) highlighted cultural exclusion as one of the key domains of exclusion for older people.

There are likely to be a number of physical barriers to attendance and participation for older people (especially where engagement requires physical activity). However, through analysis, it is difficult to distinguish between actual medical barriers and perceived physical problems with engagement<sup>21</sup>.

## Engagement by gender

Women had higher levels of library attendance (39.0% compared to 29.8% for men), higher levels of engagement with the arts (80.1% compared to 73.3% for men) and were more likely to have volunteered (25.6% compared to 21.5% for men).

A higher proportion of men had donated money to DCMS sectors than women (30.7% compared to 27.5% for women) and digitally engaged with culture (39.1% compared to 34.0% for women).

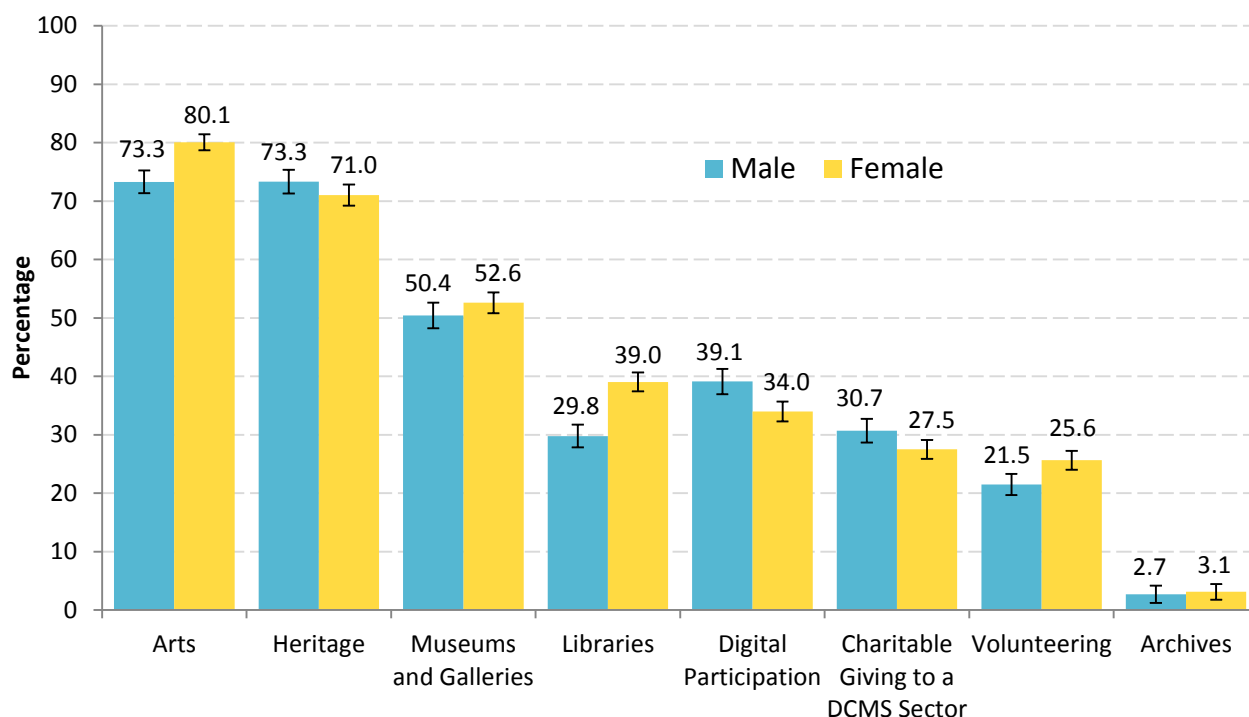
For other sectors measured by Taking Part there was no significant difference between participation rates for men and women (Figure 7.1).

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<sup>21</sup>[http://www.sportscotland.org.uk/resources/resources/older\\_people\\_sport\\_and\\_physical\\_activity/](http://www.sportscotland.org.uk/resources/resources/older_people_sport_and_physical_activity/)



**Figure 7.1: Proportion of adults who had attended or participated in activities in the last year by gender, January 2014 to December 2014**



#### Notes

- 1) Confidence intervals range between +/- 1.3 and +/- 2.2
- 2) Categories where confidence intervals overlap cannot be reliably compared.

## Engagement by ethnicity

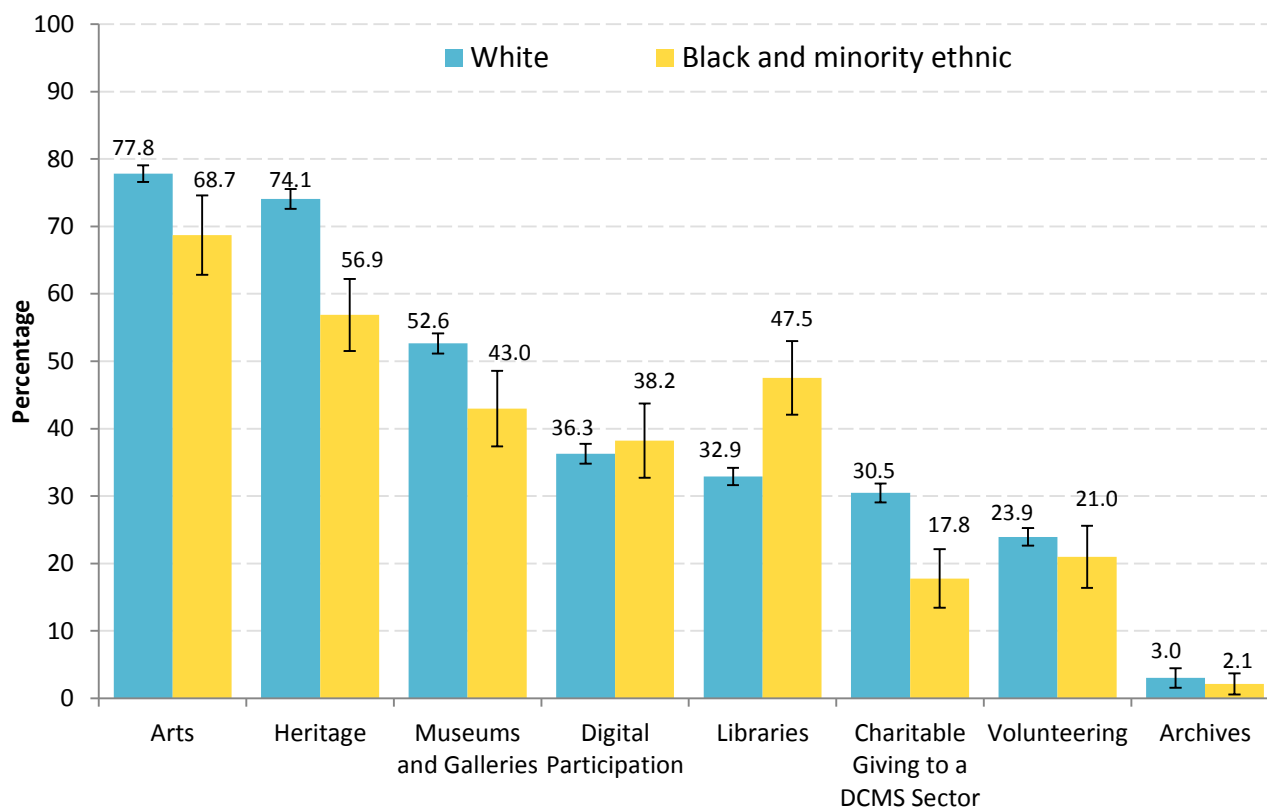
Participation rates in a number of activities were lower for those from black and minority ethnic (BME) groups than for respondents from the white group. In the 12 months prior to being interviewed, adults from BME groups compared with the white group were less likely to have:

- visited a heritage site (56.9% compared to 74.1%)
- engaged with the arts (68.7% compared to 77.8%)
- visited a museum or gallery (43.0% compared to 52.6%)
- or made a charitable donation to a DCMS sector (17.8% compared to 30.5%) as shown in Figure 7.2.

However, respondents from BME groups were more likely to have used libraries compared with those from the white group (47.5% compared to 32.9%).

BME groups have shown substantial increases since 2005/06 in museum and gallery attendance (from 35.4% to 43.0%) and attendance at heritage sites (from 50.7% to 56.9%). However, as with the trend for the wider population, there has been a decrease in library attendance (from 57.5% to 47.5%) and archive attendance (3.9% to 2.1%) over this period.



**Figure 7.2: Proportion of adults who had attended or participated in activities in the last year by ethnicity, January 2014 to December 2014****Notes**

- 1) Confidence intervals range between +/- 1.2 and +/- 5.9
- 2) Categories where confidence intervals overlap cannot be reliably compared.

**Engagement of disabled people**

Disabled people (including those with a long term limiting illness) had significantly lower levels of engagement for the following activities:

- Visiting a heritage site: 66.9 per cent visited compared to 74.1 per cent for non-disabled people
- Visiting a museum or gallery: 44.4 per cent attended compared to 54.8 per cent for non-disabled people
- Engagement with the arts: 73.2 per cent engaged compared to 78.4 per cent for non-disabled people
- Visiting a library: 32.1 per cent visited compared to 35.6 per cent for non-disabled people
- Digital engagement with the cultural sectors: 31.9 per cent digitally engaged compared to 38.5 per cent for non-disabled people.

Evidence on potential barriers to leisure activities (such as a lack of transport to venues, costs and little choice in the use of free time) is available from the Life Opportunities Survey<sup>22</sup>. DCMS has also published analysis of barriers to participation using additional data from the Taking Part survey<sup>23</sup>. These barriers may have had an impact on engagement rates for disabled adults.

<sup>22</sup> <https://www.gov.uk/government/collections/life-opportunities-survey#life-opportunities-survey-results>

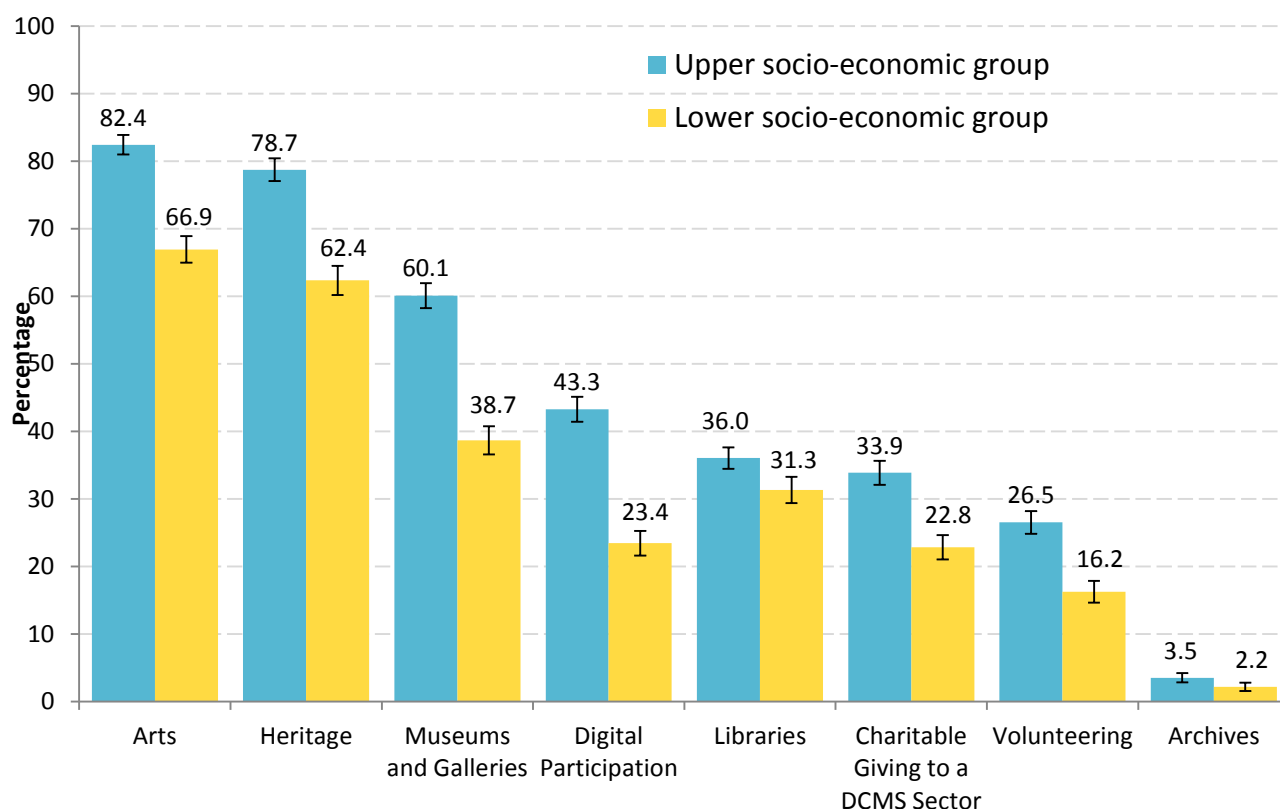
<sup>23</sup> <https://www.gov.co.uk/government/statistics/taking-part-201314-focus-on-reports>

## Engagement by Socio-economic Status

Attendance and participation rates for the arts, heritage sites, museums and galleries, libraries and archives were higher amongst upper socio-economic groups<sup>24</sup> than lower socio-economic groups.

The same pattern was also observed when looking at the proportion of respondents that had digitally engaged with culture, made a charitable donation to a DCMS sector or taken part in voluntary work in the last 12 months (Figure 7.3).

**Figure 7.3: Proportion of adults who had attended or participated in activities in the last year by socio-economic status, January 2014 to December 2014**



### Notes

- 1) Confidence intervals range between +/- 1.3 and +/- 2.2
- 2) Categories where confidence intervals overlap cannot be reliably compared.

<sup>24</sup> Definitions of socio-economic groups and their classifications are available at <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-3-ns-sec--rebased-on-soc2010-user-manual/index.html>



## Chapter 8: Special Events

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This chapter looks at two special events connected to DCMS and its sectors. The first event is the First World War Centenary, where Taking Part has measured attitudes towards the UK commemorating the event, as well as intentions to follow the events. The second event is the UK hosting the 2012 Olympic and Paralympic Games. Previous releases have reported on attitudes towards hosting the Games, however, this release covers analysis of whether the Games motivated people to participate in more voluntary work, cultural activities or sport.

### First World War Centenary

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#### Key findings

- Between July 2014 and December 2014, 56 per cent of adults stated that they were aware of local or national events or activities being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War.
- 79 per cent of adults were supportive about the UK commemorating the Centenary of the First World War, reporting that they were either slightly or strongly supportive.

Government policy is provided below for context. This may have influenced the participation figures but does not indicate that these policies have directly caused any change.

In 2012 the Prime Minister set out the Government's plans for commemorating the centenary of the First World War ([www.gov.uk/government/speeches/speech-at-imperial-war-museum-on-first-world-war-centenary-plans](http://www.gov.uk/government/speeches/speech-at-imperial-war-museum-on-first-world-war-centenary-plans)). The guiding principle of the centenary is not celebration but commemoration. There are three distinct themes around which the commemorations are based:

**Remembrance:** gratitude and respect for the fallen, reflection on the nature of war, honouring our ancestors

**Youth:** helping young people connect with the stories and experiences of the war, given that those who lived through 1914-18 are no longer with us

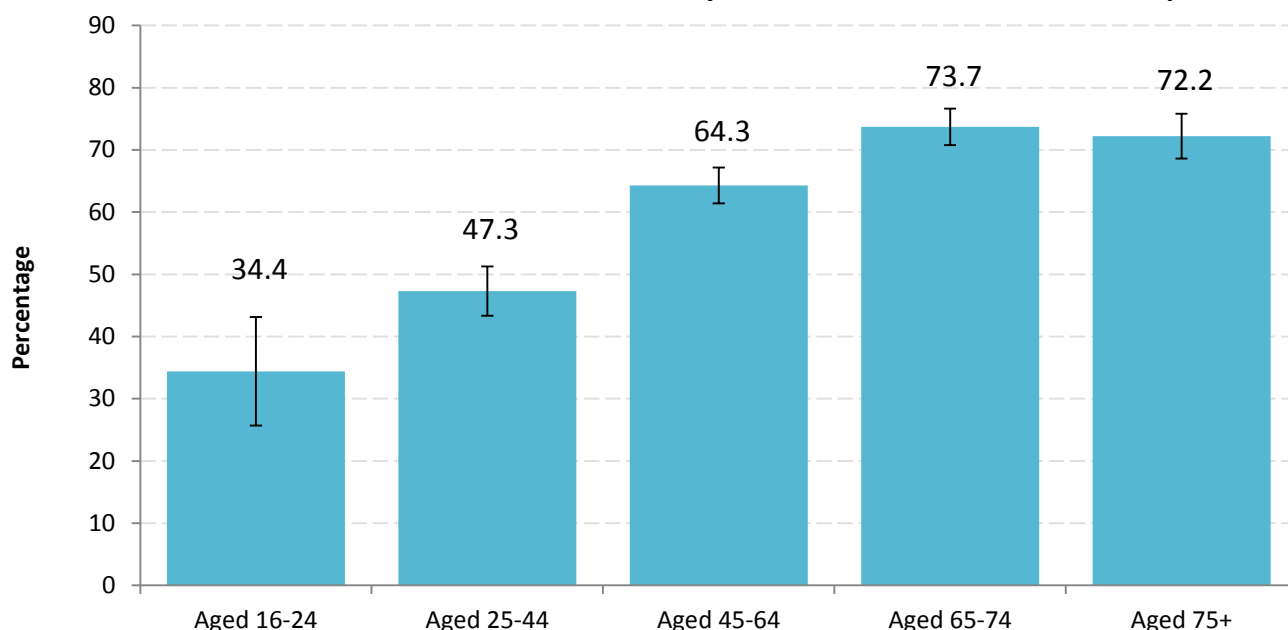
**Education:** deepening understanding of the war and the huge changes that the War helped bring about in our society

The national events to mark the start of the centenary, Gallipoli, Jutland, the Somme, Passchendaele and the Armistice will set an appropriate tone and will lead the nation in acts of remembrance and commemoration. Different strands of the commemorations are delivered through our relationships with a range of partners, stakeholders and other Government Departments. Further details are at the Government's First World War Centenary web page: [www.gov.uk/government/topical-events/first-world-war-centenary](http://www.gov.uk/government/topical-events/first-world-war-centenary).

#### First World War Centenary

From July 2014 the Taking Part survey added new questions about the First World War Centenary events and people's attitudes towards these events. Between July 2014 and December 2014, 56.2 per cent of adults stated that they were aware of local or national events or activities being held in the UK between 2014 and 2018 to commemorate the First World War, however there were differences within demographic groups (Figure 8.1).

**Figure 8.1: Awareness of local or national events or activities being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War, 2014/15 quarter 3**

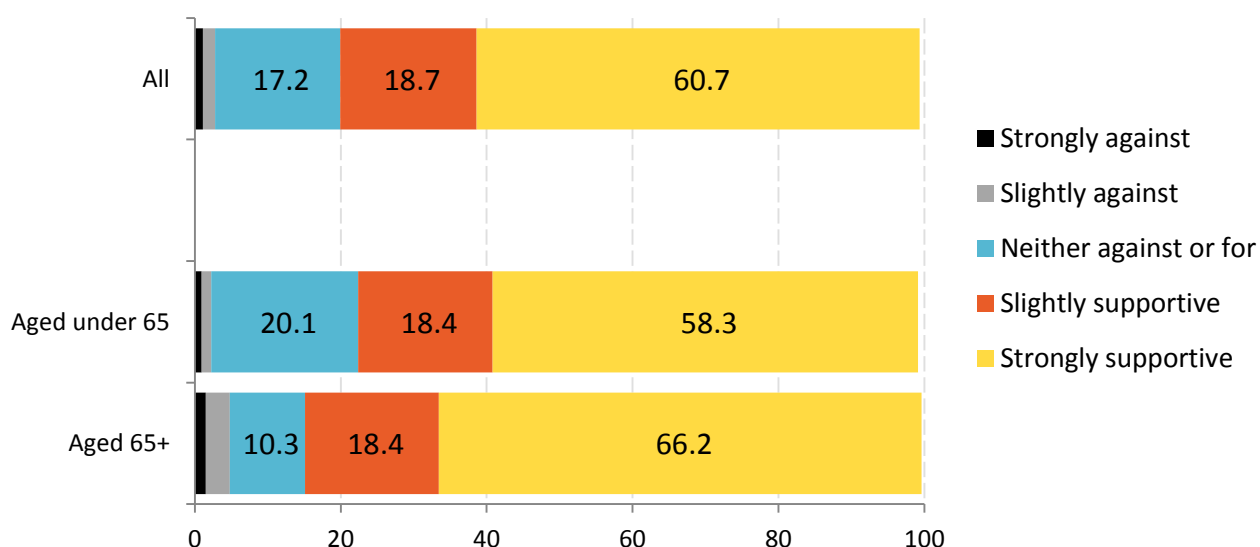


**Notes**

1) Confidence intervals range between +/- 3.6 and +/- 8.7.

Between July 2014 and December 2014 79.4 per cent of all adults were supportive about the UK commemorating the Centenary of the First World War, reporting that they were slightly or strongly supportive (Figure 8.2). When comparing levels of support for the Centenary between the proportion of adults aged 64 and under and those aged 65 plus, significantly more adults aged over 65 were strongly supportive compared to those aged 64 and under (66.2% compared to 58.3%) and slightly against (3.3% compared to 1.3%). However, significantly more 16-64 year olds were neither against or for the commemorations compared to those ages over 65 (20.1% compared to 10.3%).

**Figure 8.2: Attitudes towards the UK commemorating the Centenary of the First World War, 2014/15 quarter 3**



**Notes**

1) Confidence intervals range between +/- 0.4 and +/- 3.3



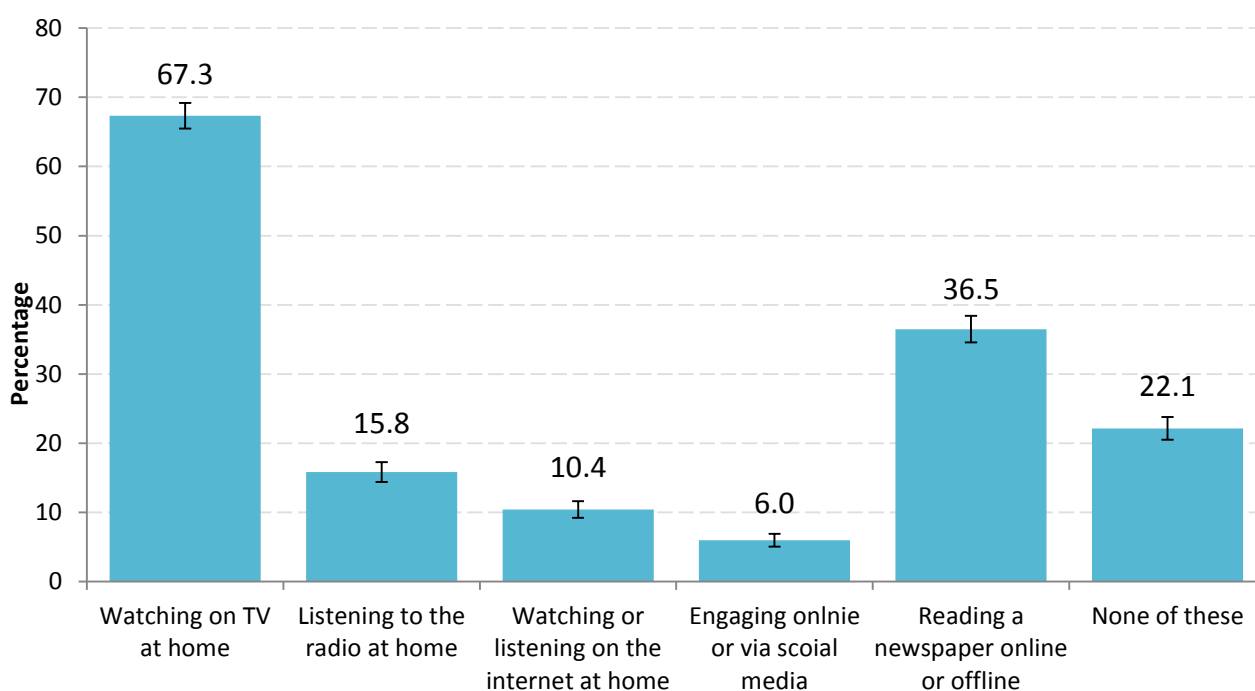
## Ways of following

Respondents were also asked how they have followed, or intend to follow any of the Centenary events:

- 67.3 per cent stated that they had followed, or intended to follow, by watching at least one event on the TV
- 36.5 followed or intended to follow by reading a newspaper online or offline
- 15.8 per cent had followed, or intended to follow, by listening to the radio
- 10.4 per cent had followed, or intended to follow, by watching or listening on the internet

Overall 77.9 per cent of adults had followed or intended to follow the First World War Centenary events in some way (Figure 8.3).

**Figure 8.3: Ways of following the Centenary of the First World War, 2014/15 quarter 3**



### Notes

- 1) Confidence intervals range between +/- 0.9 and +/- 1.9

Respondents were also asked two separate questions about which events or activities they had followed or got involved in since January 2014, and which events and activities they planned to follow or get involved with in the future (see Annex C for a full list of responses). The most popular response for both questions was learning more about the First World War, with 33.2 per cent of respondents stating they had done this since January 2014 and 36.3 per cent of respondents stating that they intended to do this (Table 8.1).

**Table 8.1: Ways in which adults have followed the First World War Centenary since January 2014, and how they plan to follow in the future<sup>25</sup>, 2014/15 quarter 3**

	Since January 2014 which events have you followed or got involved in?	Which events do you think you will follow or get involved in?
Learning about the First World War	33.2%	36.3%
Visiting a museum or exhibition related to the First World War	9.8%	17.9%
Attending a local or national commemorative event (including remembrance services)	14.9%	18.1%
Marking or remembering the First World War (for example - lighting a candle, planting poppy seeds)	13.2%	14.1%
Visiting a First World War battlefield, memorial or burial site	5.6%	11.3%
Researching local or family history related to the First World War	7.5%	9.3%
Attending or taking part in a related cultural event	2.6%	5.6%
None of the above	51.0%	44.5%

**Notes**

1) Confidence intervals range between +/- 0.6 and +/- 2.0

<sup>25</sup> Adults may have responded that they have followed in some way and that they intend to follow in the same way in the future, therefore they would be counted in both columns.



# The 2012 Olympic and Paralympic Games

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This section relates to the UK hosting the 2012 Olympic and Paralympic Games. Questions asking respondents how they followed or were involved in the 2012 Games have now been removed from the questionnaire so this chapter only covers analysis of whether the Games motivated people to participate in more voluntary work, cultural activities or sport.

The latest survey results are from interviews conducted between January 2014 and December 2014. The UK hosted the 2012 Olympic and Paralympic Games between July and September 2012, so data collected and reported on in this report are from a period entirely after the Games.

Government policy is provided below for context. This may have influenced the participation figures but does not indicate that these policies have directly caused any change.

The Government has a policy to make the most of the 2012 Games; to deliver a legacy over the next ten years, across the five themes of sport and healthy living, growth and the economy, communities and volunteering, regeneration of East London and Paralympic legacy. This includes encouraging more people to take part in sport, volunteering and culture. The Government is using the success of Games-related volunteering to promote volunteering, including through initiatives such as [‘Join in’](#), which is funded by the Office for Civil Society to promote sport related volunteering.

Legacy planning has been part of the planning for the Games from the bid stage onwards. The Government and the Mayor of London have published update reports [‘inspired by 2012’](#) in July 2013 and 2014 setting out progress against legacy plans. Also published in July 2013 was an [independent meta-evaluation of the Games’ legacy benefits](#), commissioned by the DCMS and produced by a consortium led by Grant Thornton. In February 2014 the Government and the Mayor of London have published a [long-term vision](#) for the Games’ legacy.

## Key findings

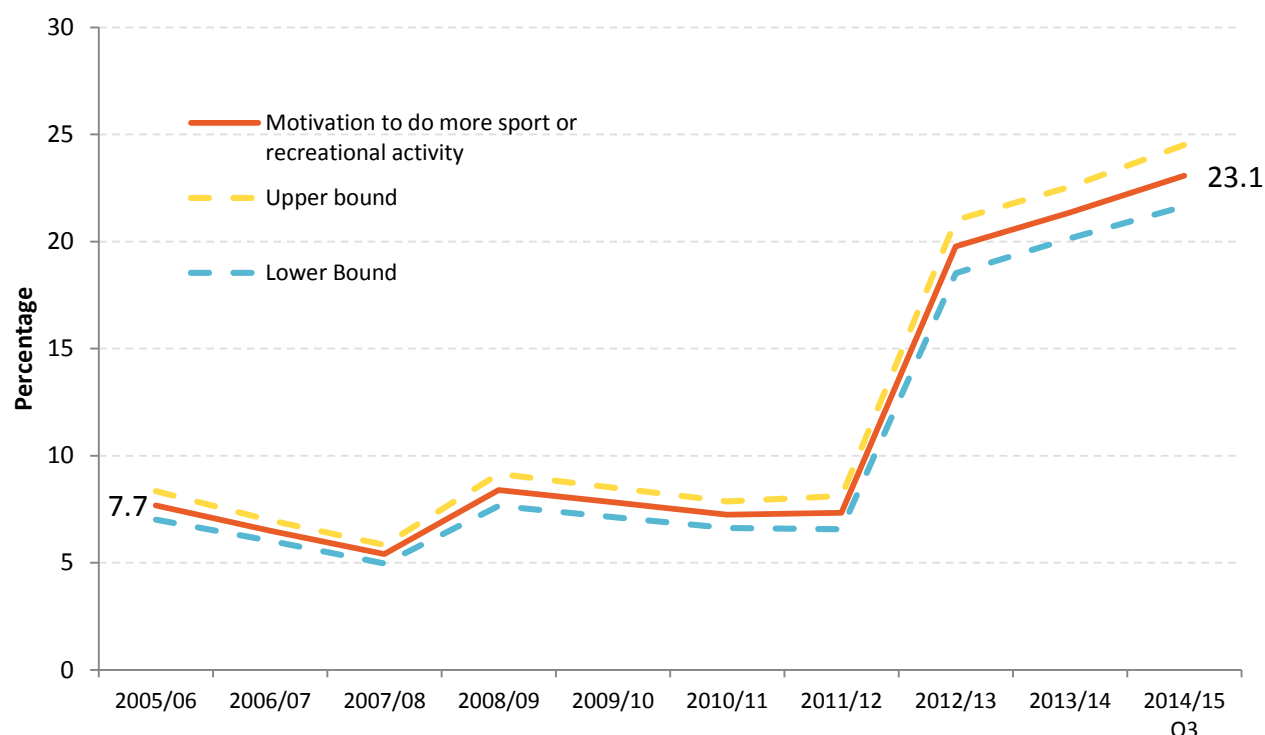
- Between January 2014 and December 2014, 23 per cent of respondents who had taken part in sport or recreational activity in the last 12 months answered that the UK hosting the 2012 Olympic and Paralympic Games had motivated them to do more of these activities, an increase from 8 per cent in 2005/06. This rate increased dramatically from 7 per cent in 2011/12 to 20 per cent in 2012/13.
- 8 per cent of respondents who had taken part in cultural activities felt that the UK hosting the 2012 Olympic and Paralympic Games had motivated them to take part in more cultural activities. 10 per cent of those who had volunteered felt it motivated them to do more voluntary work. Both of these measures were significantly higher than in 2010/11 when the data were first collected.



## The 2012 Olympic and Paralympic Games

In the year to December 2014, 23.1 per cent of respondents who had taken part in sport or recreational activity answered that the UK hosting the 2012 Olympic and Paralympic Games had motivated them to do more of these activities. This was a significant increase from 7.7 per cent in 2005/06 and the increase has largely emerged since 2011/12 when the rate was 7.3 per cent (Figure 8.4).

**Figure 8.4: Proportion of respondents who were motivated to do more sport or recreational physical activity as a result of the UK hosting the 2012 Olympic and Paralympic Games, 2005/06 to 2014/15 quarter 3**



### Notes

- (1) Confidence intervals range between +/-0.4 and +/-1.4 from 2005/06 onwards.
- (2) This question was not asked in 2009/10.
- (3) The upper and lower bounds show the 95% confidence interval.

Of those respondents who had not taken part in sport or recreational activities, 21.1 per cent answered that the UK hosting the 2012 Olympic and Paralympic Games had made them more interested in sport, this was a significant increase since the question was first asked in 2011/12 (8.3%) and since 2012/13 (15.3%).

7.8 per cent of respondents who had taken part in cultural activities felt that the UK hosting the 2012 Olympic and Paralympic Games had motivated them to take part in more cultural activities. 9.9 per cent of those who had volunteered felt it motivated them to do more voluntary work. These were both significantly higher than in 2010/11 (when these questions were first asked) when the figures were 4.0 per cent and 6.6 per cent respectively.

Further detail on this section can be found in the [accompanying spreadsheets to this release](#).



# Annex A: Background note

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1. The Taking Part survey is commissioned by the Department for Culture, Media and Sport (DCMS) and its partner Arm's Length Bodies (ALBs). For 2011 to 2015 these are Arts Council England, English Heritage and Sport England.
2. Taking Part is a National Statistic and as such has been produced to the high professional standards set out in the Code of Practice for Official Statistics. National Statistics undergo regular quality assurance reviews to ensure they meet customer needs and are produced free from any political interference. See the [Statistics Authority code of practice](#) for more information.

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

Designation can be broadly interpreted to mean that the statistics:

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

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

3. Stringent quality assurance procedures have been adopted for this statistical release. All data and analysis has been checked and verified by two different members of the DCMS team and TNS-BMRB to ensure the highest level of quality.
4. Guidance on the quality that is expected of Taking Part statistical releases is provided in a [quality indicators document](#). These quality indicators outline how statistics from the Taking Part survey match up to the six dimensions of quality defined by the European Statistical System (ESS). These are: relevance, accuracy, timeliness, accessibility, comparability and coherence.
5. Methodology update  
TNS-BMRB has introduced a modification to the way in which the dataset is weighted. Previously, both the fresh and re-interview samples were calibrated to gender, age and region population totals before being combined together. However, following (planned) analysis of re-interview data, TNS BMRB concluded that calibration alone was insufficient to compensate for the attrition observed between the first and second interviews. A model has now been developed which determines the probability of being re-interviewed, given data from the first interview. The findings from this model have been incorporated into the weighting process as an extra step before calibration to gender, age and region population totals.
6. The latest results presented here are based on interviews issued between January 2014 and December 2014. The total sample size for this period is 9,687.
7. The survey measures participation by adults (aged 16 and over) and children (5-10 and 11-15) living in private households in England. No geographical restriction is placed on where the activity or event occurred. Further information on data for Scotland, Wales and Northern Ireland can be found in question 2 of the ["Taking Part: Guidance Note"](#).

8. The median adult sample interview length for the 2013/14 survey was 44 minutes 14 seconds. The median survey length for the 5-10 year old child interview was 11 minutes 8 seconds and for 11-15 year olds it was 20 minutes 41 seconds.
9. Participation in these activities must be for the purpose of recreation or leisure, including voluntary work. It excludes involvement in activities where the prime motivation is paid work or academic studies. The exceptions to this are attendance at historic environment sites which includes visits made for academic study. Paid work visits and academic study visits are also included in one of the archive attendance measures.
10. The range has been calculated using a 95% confidence interval. This means, had the sample been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value. All estimates have been rounded to one decimal place. An overall design factor<sup>26</sup> of **1.407** has been applied to the adult dataset for the period January 2014 to December 2014. Individual adult design factors have been calculated for each sector in this period, ranging from **0.944** to **1.753**.
11. Statistical significance tests have been run at the 95% level. A significant increase at the 95% level means that there is less than 5% (1 in 20) chance that the difference observed within the sampled respondents was not also observed in the English population as a whole.
12. Some figures may have been revised from previous releases, in which case the figures in this release supersede those from previous statistical releases. For more detailed information on the DCMS revisions policy and how revisions are handled for the Taking Part Survey, please see the [DCMS statement of compliance](#)
13. The data are weighted to ensure the representativeness of the Taking Part sample. There are two types of weighting: i) to compensate for unequal probabilities of selection; and ii) to adjust for differential non-response. Weighting is based on mid-2009 population estimates from the Office for National Statistics.
14. For more information see the [Taking Part Survey](#) webpages, including previous publications.  
  
Versions of the [questionnaires](#) from all years of the survey are available.
15. As published in previous statistical releases and on our [consultation pages](#) in March 2013, sport participation data are no longer analysed or reported on by DCMS or in the Taking Part publications. Sport participation data are reported on by Sport England in the [Active People Survey](#).
16. The fieldwork for the survey is being conducted by TNS-BMRB. For more information, see <http://www.tns-bmrb.co.uk>
17. We can help to meet the specific requirements of people with disabilities. Please call 020 7211 6000 or email [takingpart@culture.gov.uk](mailto:takingpart@culture.gov.uk)
18. This report has been produced by Jodie Hargreaves and Madeleine May (DCMS). Acknowledgement goes to colleagues within the DCMS, partner ALBs and TNS-BMRB for their assistance with the production and quality assurance of this release.

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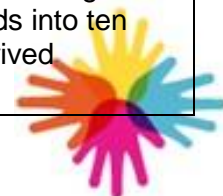
<sup>26</sup> Design factors are calculated to correct for imperfect sample design. For example, Taking Part uses a clustered sample, rather than a random sample and this may affect the results for particular demographic groups – design factors are used to correct for this bias.



19. The responsible statistician for this release is Jodie Hargreaves. For enquiries on this release, please contact Jodie on 0207 211 6327.
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# Annex B: Key terms and definitions

Term	Definition
2014/15 Q3	This is the time period covering January 2014 to December 2014. It is also referred to as the year or 12 months to December 2014.
ACORN classification	A classification of residential neighbourhoods is a geo-demographic information system categorising some United Kingdom postcodes into various types based upon census data and other information such as lifestyle surveys.
Archives	Archives are collections of documents that have been created by families, individuals, businesses or organisations and have been specially chosen to be kept permanently. Further information is available in Annex C.
Arts	A list of arts that the respondent may have participated or attended is available in Annex C: Sector definitions.
Attendance	This refers to the respondent going to a place, for example, attending a library or a heritage site.
Civic participation	Actions include, contact a local radio station, TV station or paper; talk to / written to a sporting or cultural facility, contact the council, contact a local councillor or MP, join a local group or attend a neighbourhood forum, attend a protest meeting or joined a campaign group, or help organise a petition.
Confidence interval	This provides a range in which there is a specific probability that the true value will lie within. For the Taking Part survey, 95% confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value.
DCMS sectors	The DCMS sectors are the culture, arts, sport, volunteering and charitable giving sectors.
Digital participation	This refers to visiting websites for a number of reasons. These are outlined in Annex C: Sector definitions.
Digitally engage	This refers to the respondent engaging with the DCMS sectors via the internet.
Term	Definition
Engagement	This refers to either attending and/or participating in the sport, culture or arts sector. For example, if the respondent attended an art gallery (attendance) or gave a dance performance (participation).
Following the Centenary of the First World War	This covers watching the events on TV at home, listening to the radio at home, watching or listening on the internet at home, reading the newspaper online or offline or engaging via social media.
Historic environment	A list of all historic environments is available in Annex C: Sector definitions.
Index of Multiple Deprivation (IMD) decile group	The Index of Multiple Deprivation 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).



Participation	This refers to the respondent actively taking part in the activity. For example heritage participation could refer to visiting a monument such as a castle, fort or ruin, whilst participating in the arts may refer to painting.
Public library service	A list of valid uses of a public library is available in Annex C: Sector definitions.
Significant increase/decrease	A significant increase/decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the English population as a whole.
Socio-demographic groups	Categorising the respondents by different social classes such as age, gender, employment status, housing tenure, ethnicity, religion, disability/illness status and National Statistics Socio-Economic Classes (NS-SEC)
Taking Part Survey	A survey commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with the Arts Council England, English Heritage and Sport England, looking at engagement and non-engagement in culture, leisure and sport. Further information is available on the <a href="#">Taking Part Web pages</a>
Volunteering	Offering one's time for free. This could be organising or helping to run an event, campaigning, conservation, raising money, providing transport or driving, taking part in a sponsored event, coaching, tuition or mentoring for no expense.

## Annex C: Sector definitions

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The following annex presents the various definitions for adult participation in DCMS sectors.

### Libraries

The respondent is asked if they have used a public library service. If the respondent is unsure what is in scope, the interviewer has the following definition to refer to.

“Use of a public library can include:

- A visit to a public library building or mobile library to make use of library services (including to print/use electronic resources or to take part in an event such as a reading group or author visit)
- The use of on-line library resources or services remotely (i.e. used a computer outside the library to view the website, catalogue or databases)
- Access, and receipt, of the library service by email, telephone, fax or letter
- Receipt of an outreach service such as home delivery or library events outside a library building

Use of other libraries and archive services is excluded.”

### Museum, gallery or archive

The respondent is asked if they have attended a museum, gallery or archive. If the respondent is unsure what is in scope, the interviewer has the following definition to refer to.

“Archives are documents that have been created by families, individuals, businesses or organisations and have been specially chosen to keep permanently. They can be written papers such as letters or diaries, maps, photographs or film or sound recordings. Archives are historical documents but do not have to be very old. Places that keep archives are usually called a record office or archive centre.

Registering a birth, death or marriage happens at a registry office, not at an archive centre/record office.”

### Arts

The respondent is asked if they have participated in a given list of arts activities, or attended a given list of arts events. Eligible activities and events are as follows.

Participation:

- Dance – ballet or other dance (for fitness and not for fitness)
- Singing – live performance or rehearsal/practice (not karaoke)
- Musical instrument – live performance, rehearsal/practice or played for own pleasure
- Written music
- Theatre – live performance or rehearsal/practice (e.g. play or drama)
- Opera/musical theatre – live performance or rehearsal/practice
- Carnival (e.g. as a musician, dancer or costume maker)
- Street arts (art in everyday surroundings like parks, streets, shopping centre)
- Circus skills (not animals) – learnt or practised
- Visual art – (e.g. painting, drawing, printmaking or sculpture)
- Photography – (as an artistic activity, not family or holiday ‘snaps’)
- Film or video – making as an artistic activity (not family or holidays)
- Digital art – producing original digital artwork or animation with a computer
- Craft – any craft activity (e.g. textiles, wood, metal work, pottery, calligraphy etc.)
- Creative writing – original literature (e.g. stories, poems or plays)



- Book club – being a member of one

#### Attendance:

- Visual art exhibition (e.g. paintings, photography or sculpture)
- Craft exhibition (not crafts market)
- Event which included video or digital art
- Event connected with books or writing
- Street arts (art in everyday surroundings like parks, streets or shopping centre)
- Public art display or installation (an art work such as sculpture that is outdoors or in a public place)
- Circus (not animals)
- Carnival
- Culturally specific festival (e.g. Mela, Baisakhi, Navratri)
- Theatre (e.g. play, drama, pantomime)
- Opera/musical theatre
- Live music performance (e.g. classical, jazz or other live music event but not karaoke)
- Live dance event (e.g. ballet, African People's dance, South Asian, Chinese, contemporary or other live dance)

#### Historic environment

The respondent is asked if they have visited the following list of historic environment sites.

- A city or town with historic character
- A historic building open to the public
- A historic park, garden or landscape open to the public
- A place connected with industrial history or historic transport system
- A historic place of worship attended as a visitor
- A monument such as a castle, fort or ruin
- A site of archaeological interest
- A site connected with sports heritage

#### Digital Participation

Digital Participation includes visiting websites for at least one of the following reasons:

- Museum or gallery website – To look at items from a collection.
- Museum or gallery website – To find out about a particular subject.
- Museum or gallery website – To take a virtual tour of a museum or gallery
- Museum or gallery website – To view or download an event or exhibition
- Library website – To complete a transaction (e.g. reserve or renew items, pay a fine).
- Library website – To search and view online information or make an enquiry.
- Heritage website – To take a virtual tour of a historical site.
- Heritage website – To learn about history or the historic environment
- Heritage website – To discuss history or visits to the historic environment on a forum
- Arts Website – To view or download part or all of a performance or exhibition
- Arts Website – To discuss the arts or share art that others have created
- Arts Website – To upload or share art that you have created yourself
- Arts Website – To find out how to take part or improve your creative skills
- Archive or records office website – To complete a transaction.
- Archive or records office website – To view digitized documents online.
- Archive or records office website – To search a catalogue.



### First World War Centenary

The respondent is asked which events they have followed or got involved in since January 2014 and which they think they will follow in the future from the list below.

- Attending a local or national commemorative event (including remembrance services)
- Attending or taking part in a related cultural event (e.g. the 14-18 NOW cultural programme)
- Visiting a First World War battlefield, memorial or burial site
- Visiting a museum or exhibition related to the First World War
- Researching local or family history related to the First World War
- Learning about the First World War (watching TV programmes, listening to radio programmes, reading books, internet research, attending lectures)
- Marking or remembering the First World War (for example - lighting a candle, planting poppy seeds)
- Some other way

### Volunteering

The respondent is asked about any voluntary work they have done, including:

- Raising or handling money / taking part in sponsored events
- Leading a group
- Being a member of a committee
- Organising or helping to run an activity or event
- Visiting people
- Befriending / mentoring people
- Coaching or tuition
- Giving advice/ information/ counselling
- Secretarial, administrative or clerical work
- Providing transport or driving
- Representing – e.g. addressing meetings, leading a delegation
- Campaigning – e.g. lobbying, canvassing, letter writing
- Conservation/restoration
- Officiating – e.g. judging, umpiring or refereeing
- Other practical help - e.g. helping out a school, religious group, with shopping/refreshments
- Work in a charity shop

The respondent is also asked whether this activity was connected to any of the following areas:

- Arts
- Museum or gallery
- Heritage
- Libraries
- Archives
- Sport
- Any other sector





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