



Department
for Culture
Media & Sport



Taking Part 2014/15, Focus On: Digital Engagement



Statistical Release

November 2015



Introduction

This report

This report is one in a series of ten “Taking Part, Focus On” reports, presenting findings on the tenth year of the Taking Part survey (2014/15). Taking Part is a continuous face to face household survey of adults aged 16 years and over and children aged 5 to 15 years old in England. The series expands on and complements the Statistical Release published on 25th June 2015 that presented headline adult findings from the survey, covering April 2014 to March 2015. The “Focus On” series looks in more detail at specific topics, with each report covering one of the following areas:

- 1) Art forms
- 2) Sport
- 3) Heritage
- 4) Free time activities
- 5) Barriers to participation, disability
- 6) Society
- 7) Wellbeing
- 8) Digital engagement**
- 9) Newspaper readership
- 10) First World War Centenary

This *Focus On... Digital Engagement* report looks at how and where adults are using the internet, and whether this differs among different groups of the population. It also covers how adults use the internet to engage with culture and sport, as well as the frequency of social media use and the motivations for social media use.

Forthcoming releases

The next adult release, to be published on Thursday 17th December, will present data covering the period October 2014 – September 2015.

Future adult releases of Taking Part will be published every six months. The next biannual release is therefore scheduled for July 2016 and will present data covering the period April 2015 – March 2016. Future adult releases will follow a similar schedule, being released every six months in July and December.

In addition, another series of “Taking Part, Focus on...” reports will be published in April 2016. Like the current report, each ‘short story’ in this series will look at a specific topic in more detail, providing more in-depth analysis of the 2014/15 Taking Part data than seen in the biannual report.

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.

Digital engagement overview

Between April 2014 and March 2015, **89 per cent of all adults had access to the internet at home.**

62 per cent of adults had digitally engaged with culture and sport by visiting a website relating to at least one of the following sectors: Arts; Museums and Galleries; Heritage; Libraries; Archives; Sports.

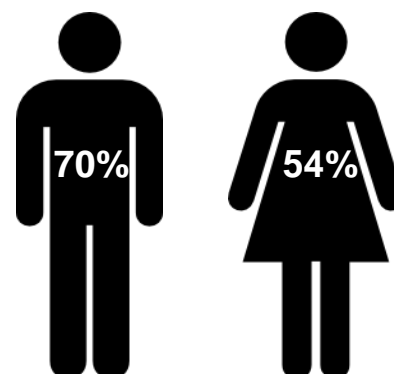
A significantly greater proportion of men digitally engaged with culture and/or sport than women. In 2014/15, **70 per cent of men** and **54 per cent of women** had visited a website relating to the sectors above.

70 per cent of adults used social media in 2014/15. The most frequently accessed social media site was **Facebook**, followed by **YouTube** and **Twitter**.

62%

Of adults have visited a website relating to:
Arts, Museums and Galleries,
Heritage, Libraries,
Archives or Sport

Gender



70%

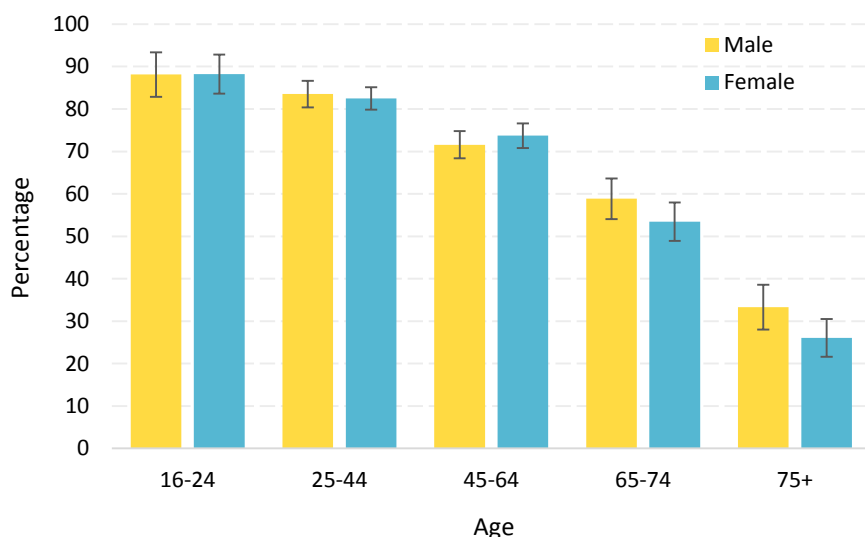
Of all adults used social media: 63% at least once a week and 48% at least once a day



Digital engagement in 2014/15

In 2014/15, **72 per cent of adults had used the internet and/or email in their free time.** However, there was variation in usage between adults of different ages and sex (Figure 1). The likelihood of internet and email use decreases with age and, although use by each sex was similar in younger age groups, men over 75 were significantly more likely to have used the internet and/or email than woman of the same age. A more detailed look at how adults spend their free time is presented in the accompanying *Focus On... Free Time* report.

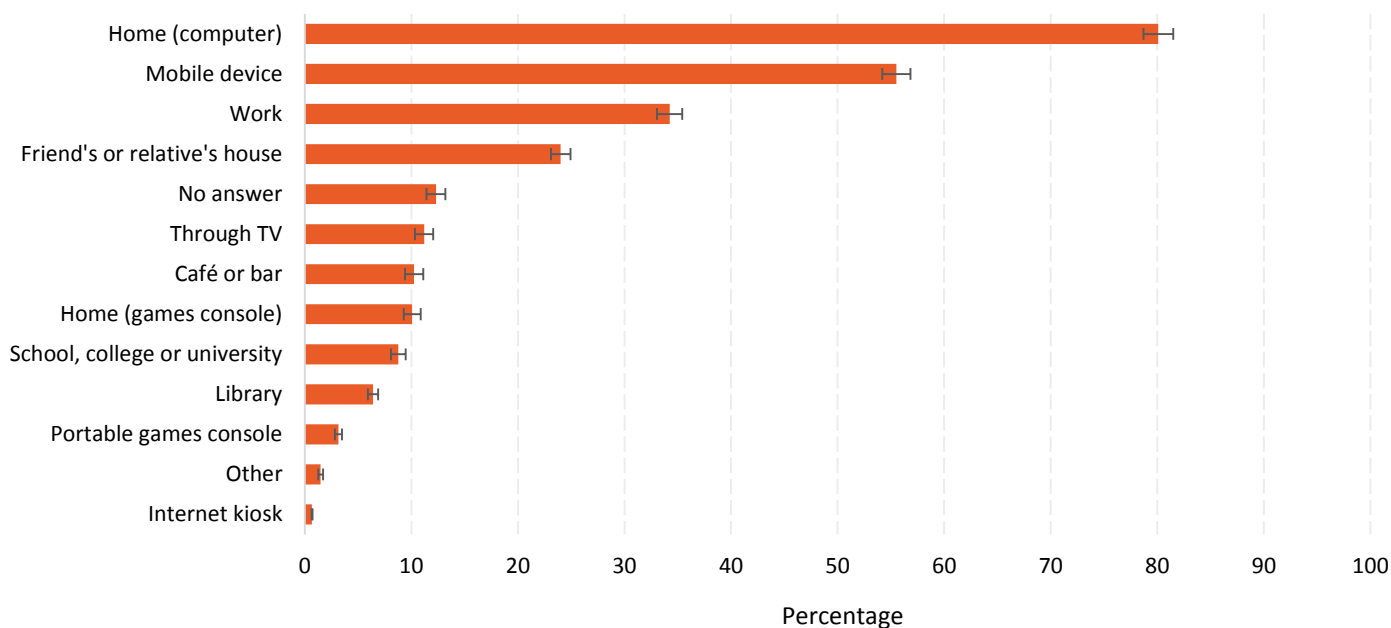
Figure 1: Free time use of the internet and/or email in 2014/15



Notes
(1) Confidence intervals, shown as error bars, range between +/-2.7 and +/-5.3.

How and where people are using the internet varies. Figure 2 shows the range of places and devices that adults used to access the internet.

Figure 2: Accessing the internet in 2014/15

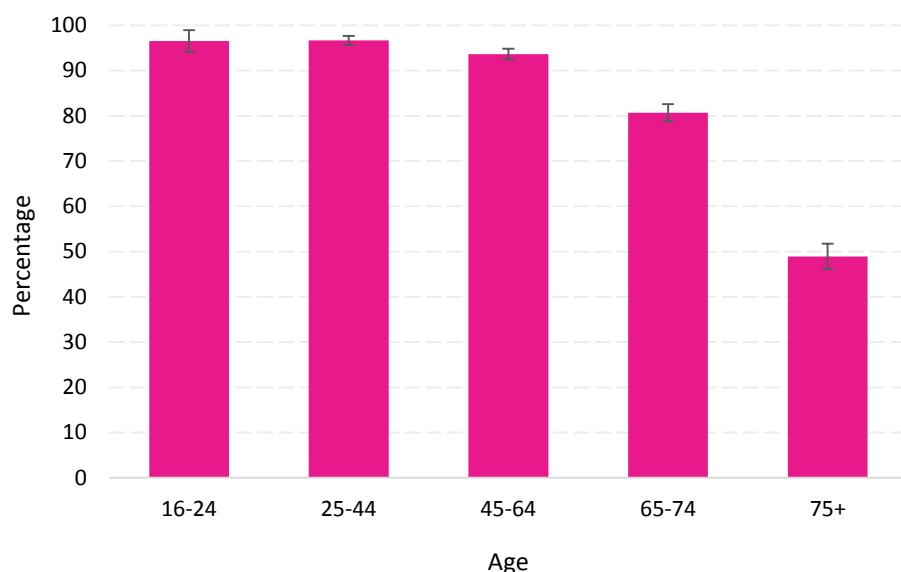


Notes
(1) Confidence intervals, shown as error bars, range between +/-0.2 and +/-1.4.

The **most common way of accessing the internet was through a computer at home (80 per cent of adults)**, followed by through a **mobile device (56 per cent of adults)** and then through a **computer at work (34 per cent)**.

The overall percentage of adults who said they or a member of their household had **access to the internet in their home was 89 per cent**: however, this varied among age groups (Figure 3). Adults in the age groups 65 – 75 and 75+ were significantly less likely to have access to the internet at home than those in the younger age groups.

Figure 3: Household access to the internet in 2014/15



Notes

(1) Confidence intervals, shown as error bars, range between +/-1.0 and +/-2.8.

How does this compare?

The Office for National Statistics has [published figures](#) showing that in 2015 there are now 44.7 million “recent internet users” (people who had used the internet in the three months prior to being asked) in the UK: 86 per cent of adults.

16-24 year olds are leading the way: 99 per cent are internet users. Internet use by people aged 75 and over is less common at 33 per cent, but they’ve been catching up since 2013 when the rate was 29 per cent.

What is a confidence interval?

A confidence interval provides a range in which there is a specific probability that a true value will lie. For this survey, 95% confidence intervals are used. This means that, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 percent of these intervals would contain the true value.



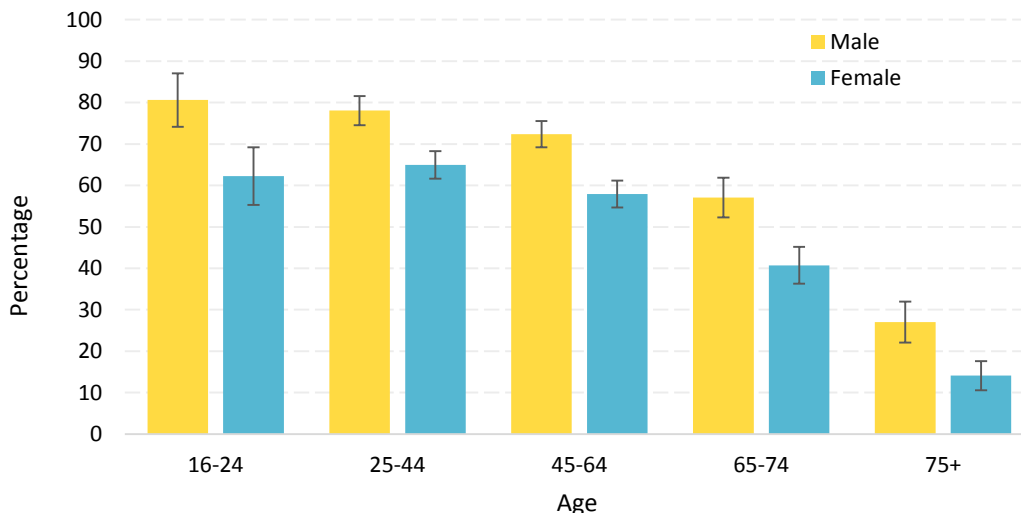
Digital engagement by sector...

A more detailed summary of digital engagement by sector is presented in the [Taking Part 2014/15 Quarter 4 report](#), published in June 2015. This section of the *Focus On... Digital Engagement* report restates the key findings from the quarterly report, as well as headline figures.

Overall engagement through websites

In 2014/15, **62 per cent of all adults had digitally engaged with culture or sport** by visiting a website relating to at least one of the following sectors: Arts; Museums and Galleries; Heritage; Libraries; Archives; Sports. The extent of digital engagement varied among age groups and between men and women (Figure 4). The likelihood of digital engagement decreases with age, and men had significantly higher levels of digital engagement than women, across all age groups.

Figure 4: Digital engagement with culture and sport (through websites) in 2014/15



Notes

(1) Confidence intervals, shown as error bars, range between +/-3.2 and +/-6.9.

Arts

In 2014/15, **25 per cent of adults had visited an arts website** (including music, theatre, dance, visual arts and literature), a similar rate to 2013/14.

Why visit?

Of those who had visited an arts website: **70 per cent did so to find out more about an artist, performer or event**; 20 per cent of adults to view or download part or all of a performance or exhibition; and 8 per cent to find out how to take part or improve their creative skills. Of those who had visited a theatre or concert website, **48 per cent had visited to buy tickets for an arts performance or exhibition.**

**25% of
adults
visited an
arts website
in 2014/15**

Museums and Galleries

In 2014/15, **28 per cent of adults had visited a museum or gallery website**. Though this was a significant increase on 2011/12 (26 per cent) and similar to 2013/14, it was a significant decrease on the 2012/13 peak of 31 per cent.

Why visit?

28% of adults visited a museum or gallery website in 2014/15

In 2014/15, **64 per cent of adults who visited a museum or gallery website did so to find out about or order tickets for an exhibition or event**. 43 per cent went online to find out about a particular subject, while 18 per cent used the website to look at items from a particular collection. 12 per cent took a virtual tour of a museum or gallery.

Libraries

Between April 2014 and March 2015, **15 per cent of adults had visited a library website** in the 12 months prior to being interviewed, a significant decrease from 17 per cent in 2012/13, but a similar proportion to 2013/14 and 2011/12.

Why visit?

Of those who had visited a library website: **72 per cent had searched and viewed online information or made an enquiry**. 37 per cent had completed a transaction, such as reserved or renewed items, or paid a fine.

15% of adults visited a library website in 2014/15

Seven per cent of longitudinal respondents (adults who have completed the Taking Part survey more than once) who reported an increase in their library use between April 2014 and March 2015, compared to previous years, said that this was because they needed to access the internet. Conversely, 3 per cent of longitudinal respondents who reported a decrease in library use over the same period said this was because they were using the internet to access more information online.

Heritage

Between April 2014 and March 2015, **28 per cent of adults had visited a heritage website**, a similar proportion to 2013/14 but a significant decrease on 2012/13 peak of 31 per cent.

Why visit?

Almost three in five of those who used a heritage website used it to plan how to get to a historic site (59 per cent), and almost half used it to learn about history or the historic environment (47 per cent). Just over a quarter used a heritage website to buy tickets to visit a historic site (27 per cent), and 15 per cent of adults visited to take a virtual tour of a historical site. Two per cent of adults who visited a heritage website did so to discuss history or visits to the historic environment on a forum.

28% of adults visited a heritage website in 2014/15



Archives

Between April 2014 and March 2015, in contrast to all other sectors in this report, a **higher proportion of adults visited an archive or records office online than in person: 11 per cent of adults** had visited an archive or records office website in the last 12 months, compared to 3 per cent who had visited an archive or records office in person. 11 per cent is a similar proportion to 2013/14, but a significant decrease from 14 per cent in 2012/13.

11% of adults visited an archive website in 2014/15

Why visit?

Of those who had visited an archive or records office website, **68 per cent had done so to view digitised documents**, 27 per cent of adults had searched a catalogue, 21 per cent of adults had found information out about the archive (e.g. opening hours) and 17 per cent had completed a transaction, such as purchasing records.

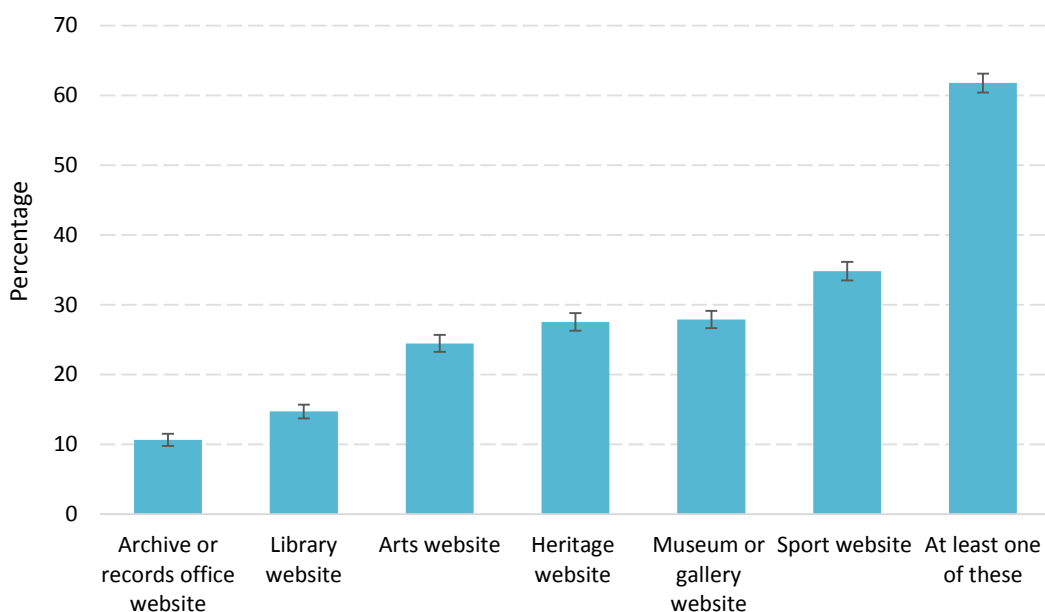
Fourteen per cent of longitudinal respondents who reported a decrease in archive use between April 2014 and March 2015 (compared to previous years) said that this was because they were using the internet instead.

Sport

35% of adults visited a sports website in 2014/15

Between April 2014 and March 2015, **35 per cent of adults had visited a sports website**. This is similar to 2013/14. The Taking Part survey does not collect information about why adults visit sports websites.

Figure 5: Digital engagement by sector in 2014/15



Notes

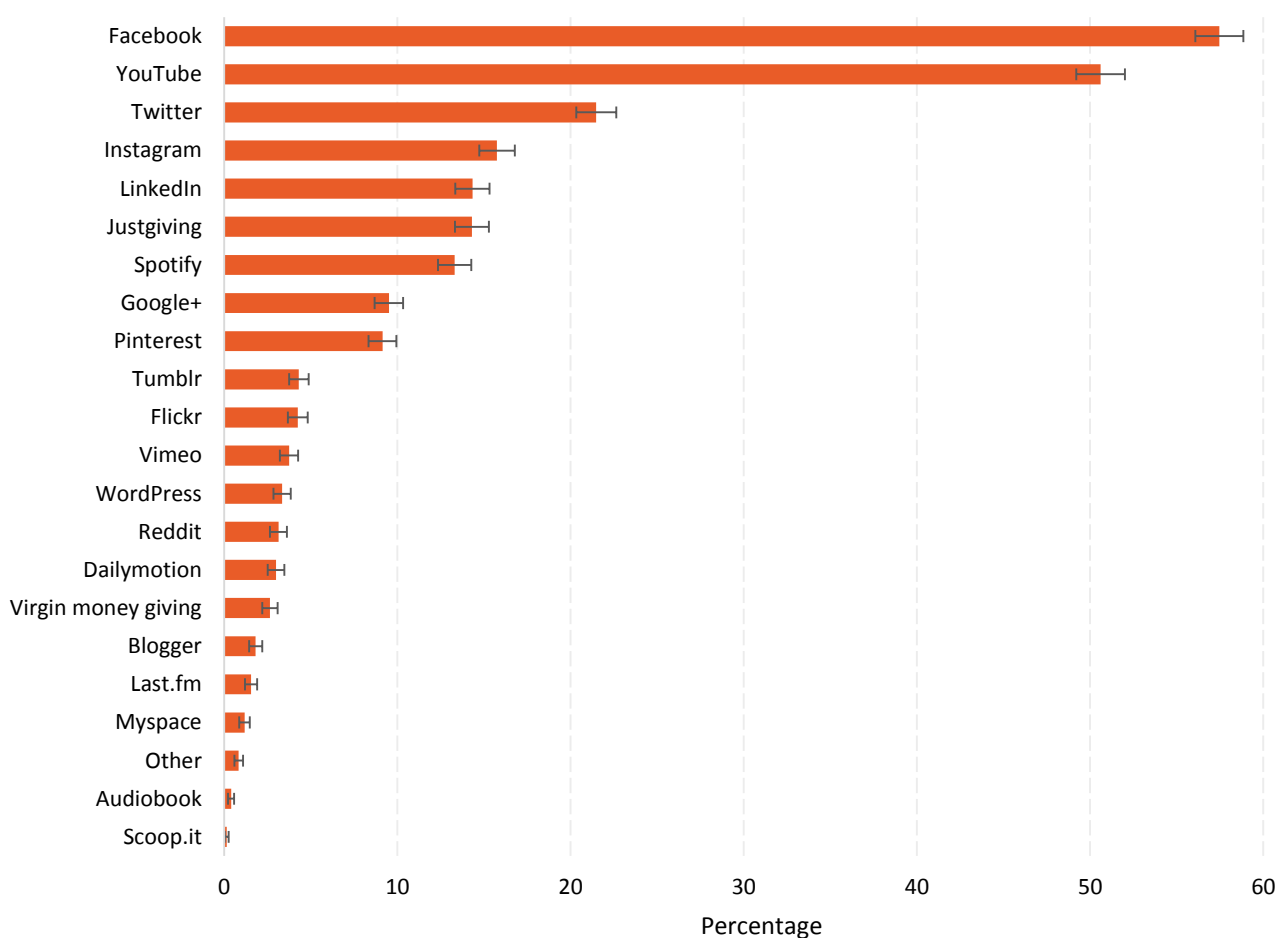
(1) Confidence intervals, shown as error bars, range between +/-0.9 and +/-1.4.

Digital engagement through social media...

In 2014/15 adults had accessed a wide variety of social media sites or applications in the last 12 months (Figure 6). The most frequently accessed social media site was **Facebook**, followed by **YouTube**, **Twitter**, **Instagram** and **LinkedIn**. However, 30 per cent of adults had accessed none of the social media sites or applications asked about in the survey.



Figure 6: Percentage of adults who accessed social media sites or applications in 2014/15



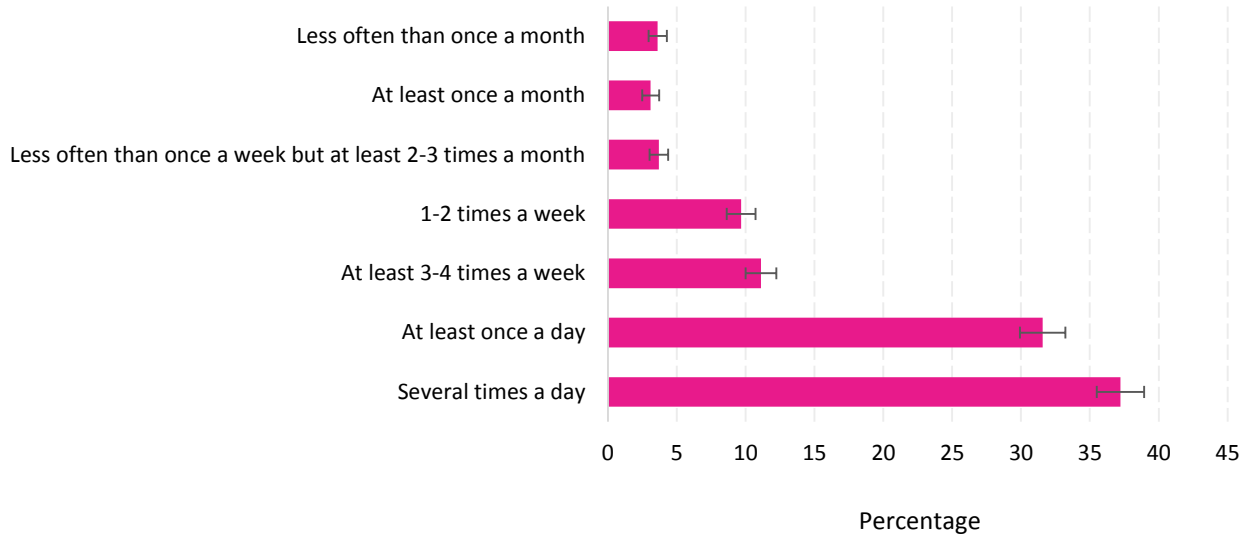
Notes

(1) Confidence intervals, shown as error bars, range between +/-0.1 and +/-1.4.



Of those adults who used social media, 90 per cent used it at least once a week (63 per cent of the adult population as a whole), and 69 per cent used it at least once a day (48 per cent of the adult population as a whole) (Figure 7). These figures vary among age groups (Figure 8).

Figure 7: Frequency of social media use (by adults who use social media) in 2014/15

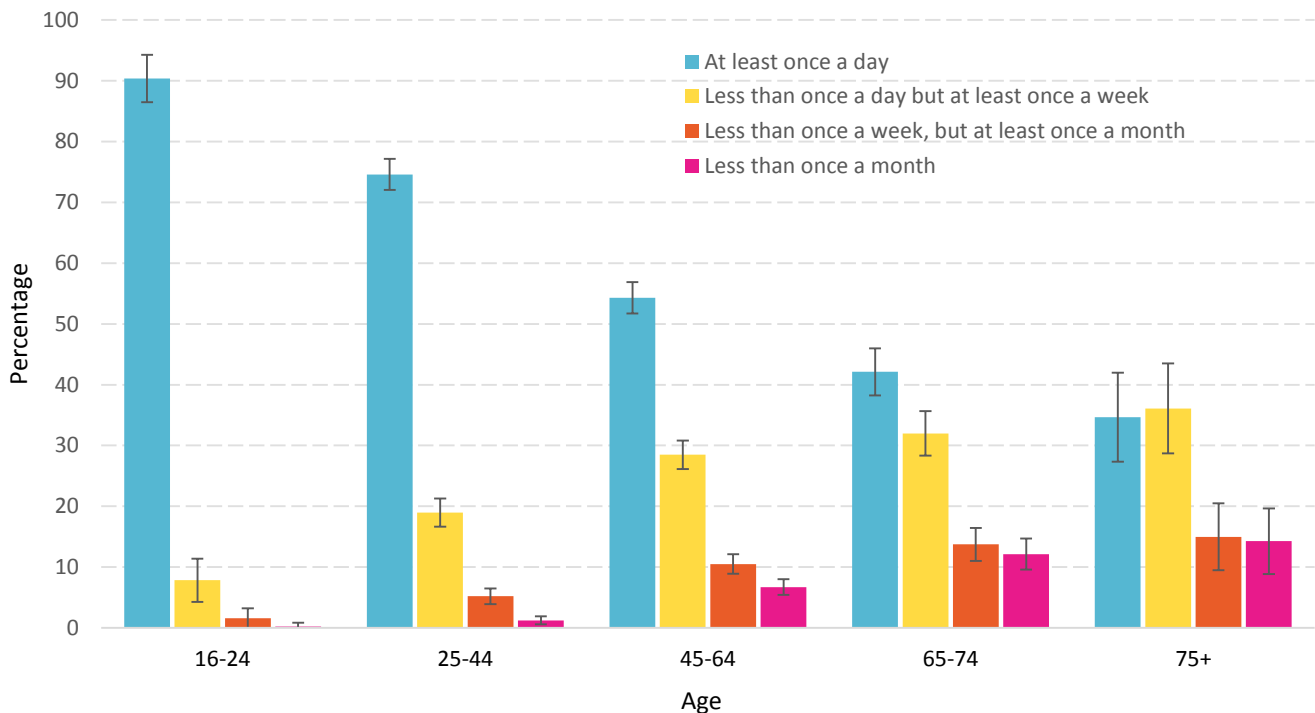


Notes

(1) Confidence intervals, shown as error bars, range between +/-0.6 and +/-1.7.

(2) Based on adults who use at least one of Facebook, Twitter, Google+, LinkedIn, Myspace, YouTube, Vimeo, Dailymotion, Flickr, Instagram, Spotify and Last.fm.

Figure 8: Frequency of social media use in 2014/15, by age group



Notes

(1) Confidence intervals, shown as error bars, range between +/-0.6 and +/-7.4.

(2) Based on adults who use at least one of Facebook, Twitter, Google+, LinkedIn, Myspace, YouTube, Vimeo, Dailymotion, Flickr, Instagram, Spotify and Last.fm.

Adults who use social media at least once a month are asked **why** they used sites and applications. The **primary reason given was to access information about what is happening in their local area (41 per cent)**. This was followed by using sites and applications **to share content or views (29 per cent)** and then to **track down locations where particular activities take place (17 per cent)**.




Figure 9: Reasons for using social media sites and applications in 2014/15




Notes

- (1) Confidence intervals, shown as error bars, range between +/-0.5 and +/-1.8.
- (2) Based on adults who use social media at least once a month.

The top uses of social media for each of the five age groups are listed below: the first and second uses were the same in each case, but the third differs across age groups.

	16-24	25-44	45-64	65-74	75+
	To find out what's happening in local area 49%	To find out what's happening in local area 46%	To find out what's happening in local area 33%	To find out what's happening in local area 25%	To find out what's happening in local area 18%
	To share content and views on content 36%	To share content and views on content 31%	To share content and views on content 24%	To share content and views on content 19%	To share content and views on content 13%
	To meet people 30%	To find places to do a particular activity 20%	To get information about arts events 13%	To find places to do a particular activity 12%	To research family history 9%



Annex A: Further details

1. The Taking Part survey is commissioned by the Department for Culture, Media and Sport (DCMS) and its partner Arm's Length Bodies (ALBs). For 2011 to 2015 these are Arts Council England, Historic England 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. The latest results presented here are based on interviews issued between April 2014 and March 2015. The total sample size for this period is 9,817.
4. Statistical significance tests have been run at the 95% level. A significant increase at the 95% level means that there is less than 5% (1 in 20) chance that the difference observed within the sampled respondents was not also observed in the English population as a whole.
5. For more information see the [Taking Part Survey](#) webpages, including previous publications. Versions of the [questionnaires](#) from all years of the survey are also available.
6. The fieldwork for the survey has been conducted by TNS-BMRB. For more information, see <http://www.tns-bmr.co.uk>
7. The series of reports has been produced by Helen Miller-Bakewell, Wilma Deda, Becky Woods, Catherine Mottram and Niall Goulding (DCMS), Louise O'Sullivan, David Bade and Adala Leeson (Historic England), Eloise Poole (Arts Council England), Rachael Whitney and Helen Price (Sport England). Acknowledgement goes to colleagues within the DCMS, partner ALBs and TNS-BMRB for their assistance with the production and quality assurance of this release.
8. The responsible statistician for this release is Helen Miller-Bakewell. For enquiries on this release, please contact Helen on 0207 211 6355. This release was prepared by Helen Miller-Bakewell
9. For general enquiries telephone: 0207 211 6200 or email enquiries@culture.gov.uk
10. To be kept informed about Taking Part publications and user events, please sign up to the Taking Part online newsletter [here](#).

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