



Digital Participation

Has visited in the last 12 months a...



Museum or
gallery website
27%▲



Library
website
14%▲



Heritage
website
27%▲



Arts website
24%▼



Archive or records
office website
11%▲



Sport
website
35%▲

▲ Yellow arrows indicate significant increase/decrease from 05/06

Age

16-24	25-44	45-64	65-74	75+
37%	41% ▼	40%	34% ▲	13%

Has digitally participated in
culture in the last 12 months

36%▼



Male

39%

2014

Female

34%▼

2014



TNS BMRB

January 2014 – December 2014

▲ indicates significant increase to 11/12

▼ indicates significant decrease to 11/12