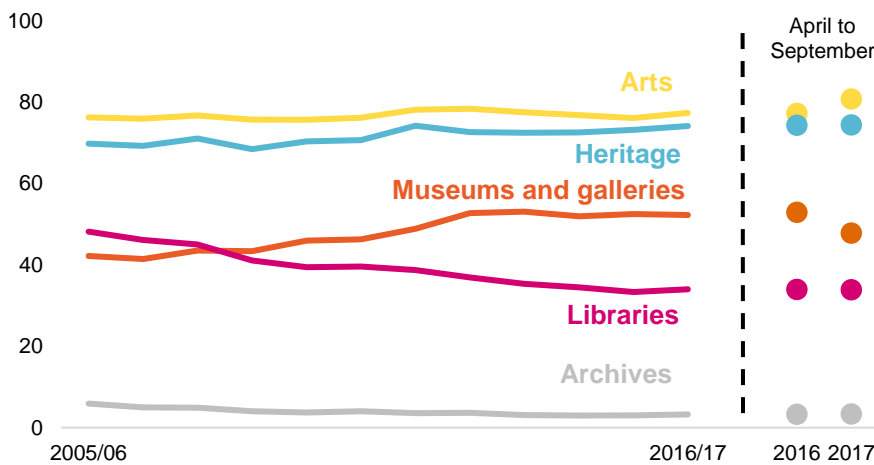




Taking Part Survey: April to September 2017 (Provisional)

Proportion of adults who had engaged with cultural activities in the last 12 months, 2005/06 to September 2017



This publication presents provisional estimates of cultural engagement from the 2017/18 Taking Part Survey. The data were collected during interviews conducted between April and September 2017, and refer to engagement with culture in the 12 months prior to interview.

As outlined in the [Taking Part five year strategy](#), a number of changes were made to the Taking Part sampling strategy and questionnaire for 2017/18. These include the removal of longitudinal participants from the face-to-face sample following the introduction of a separate online panel, and a review of the questionnaire. Further information can be found in the background note. As a result of these changes, the data for April to September 2017 are not directly comparable with earlier years. Any changes observed in the results may be real but they could be due to these changes to the survey.

Following the consultation on DCMS Official Statistics publications in the summer 2017, this release has been streamlined compared with previous mid-year publications. We are always interested in feedback on our publications. If you have any comments on the content or format of this release, please get in touch at: takingpart@culture.gov.uk

Taking Part is a household survey in England and measures engagement with the cultural sectors. The data are widely used by policy officials, practitioners, academics and charities.

This report presents provisional estimates of adult (16+) cultural engagement using data collected over the period April to September 2017.

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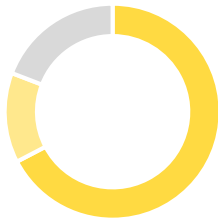
Date: 6th December 2017

Contents

Headline measures.....	2
Annex A: Background	4
Annex B: Sector definitions.....	6
Annex C: Survey changes for 2017/18.....	8

Headline measures

Arts

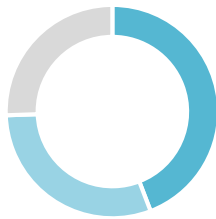


- 3+ times a year
- 1-2 times a year
- Has not engaged

Over the period April to September 2017, 80.8% of adults had engaged with the arts at least once in the year prior to interview, and 67.3% of adults had engaged three or more times. These figures are higher than in April to September 2016 (77.3% and 63.5%) but this may be related to changes to the survey and may not represent a real increase in arts engagement.

For the 2017/18 questionnaire, the response option list for the arts participation question was split into three shorter lists and the response option list for the arts attendance question was split into two. The previous lists were very long and did not fit onto the interviewer's tablet screen, creating a risk that respondents may miss some activities/events. Splitting the lists should provide more robust results for engagement with individual activities/events but the results for 2017/18 may not be comparable with previous years.

Heritage



- 3+ times a year
- 1-2 times a year
- Has not visited

Taking Part data from interviews conducted over the period April to September 2017 show that 74.4% of adults had visited a heritage site at least once in the last year, and 44.2% of adults had visited a heritage site three or more times. These results are similar to April to September 2016 (74.4% and 46.6% respectively).

There were no changes to the headline heritage question for the 2017/18 Taking Part Survey.

Museums and Galleries

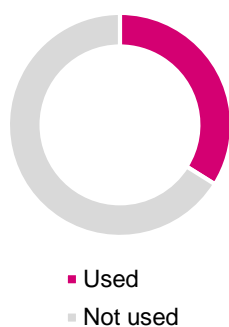


- 3+ times a year
- 1-2 times a year
- Has not engaged

Over the period April to September 2017, 47.9% of adults had visited a museum or gallery at least once in the last year, with 20.5% of adults having visited a museum or gallery three or more times. These figures are lower than the previous year (52.9% and 22.6% respectively) but this may be related to a change to the museums question in 2017/18, rather than a real decrease in engagement with museums.

The question on visiting a museum or gallery was changed slightly from "During the last 12 months, have you attended a museum or gallery at least once?" to "During the last 12 months, have you visited a museum or gallery?" and the position of these questions was changed so they followed the arts rather than the heritage questions. **We plan to reverse these changes for Q4 of 2017/18 to test whether this would restore the historic time series, with a view to retaining the original wording and ordering in 2018/19. We would welcome feedback from users on this proposal.**

Libraries



When interviewed during the period April to September 2017, 33.9% of adults had used a public library service at least once in the last year in their own time or as part of voluntary work. 36.5% of adults had used a public library service at least once for any purpose, and 27.9% had used a public library service three or more times¹. These figures are similar to April to September 2016 (34.0%, 36.3% and 27.5% respectively).

For the 2017/18 questionnaire, the question on public library use was changed from "During the last 12 months, have you used a public library service at least once?" to "In the last 12 months, have you used a public library service? This includes either visiting a public library or using public library services somewhere else, including online" This change was made to ensure that respondents consider all uses of public library services and not just the more traditional visiting a library in person to borrow a book. It does not appear that this change has had a large impact on the results for library engagement.

Archives



Over the period April to September 2017, 3.4% of adults had been to an archive centre or records office at least once and 0.8% of adults had been three or more times. These figures are similar to April to September 2016 (3.3% and 0.8% respectively).

There were no changes to the archives questions in the Taking Part Survey for 2017/18.

First World War

Awareness of commemorative events



Data from April to September 2017 show that 50.3% of adults 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. This is similar to April to September 2016 (52.0%).

There were no changes to the question on awareness of commemorative events in the 2017/18 questionnaire.

Support for commemorations



75.9% of adults were supportive of the UK commemorating the Centenary of the First World War. This is similar to the figure for April to September 2016 (73.9%).

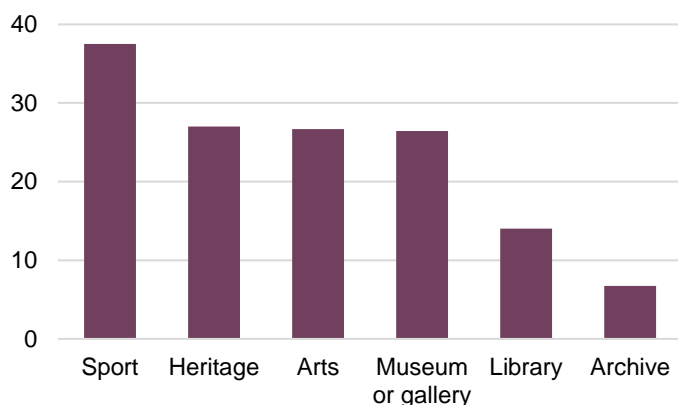
There were no changes to the question on support for commemorations in the 2017/18 questionnaire.

¹ Data on the frequency of public library use in own-time or as part of voluntary work are not available from April 2016 onwards.

Digital Engagement

During April to September 2017, 31.8% of adults had digitally participated in culture in the last 12 months. The definition of what is included in digital participation can be found in Annex B.

Proportion of adults that had looked at a website or used an app related to any of the following?



The proportion of adults that had visited the different types of cultural websites were as follows:

- Arts: 26.7%
- Heritage: 27.0%
- Museums or galleries: 26.4%
- Libraries: 14.0%
- Archives: 6.7%

There were no changes to the website response options for these types of websites.

The proportion of adults who had visited a sports website was 37.5% for April to September 2017, which is higher than the figure for April to September 2016 (32.9%). The response option for sport websites was changed from "Sport" to "Sport (e.g. local sports clubs or facilities, sports development charities)" to ensure that the full breadth of sports websites were captured. This change may explain the increase in engagement with sports websites.

Annex A: Background

1. The Taking Part survey is commissioned by the Department for Digital, Culture, Media and Sport and its partner Arm's Length Bodies. For 2011 to 2017, these are Arts Council England, Historic England and Sport England.
2. The fieldwork for the Taking Part survey over the period 2005/06 to 2015/16 was conducted by TNS-BMRB and for 2016/17 and 2017/18 was conducted by Ipsos Mori and NatCen Social Research.
3. 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
- 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.

4. Stringent quality assurance procedures have been adopted for this statistical release. All data and analyses have been checked and verified by at least two different members of the DCMS team and NatCen Social Research to ensure the highest level of quality.
5. 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.
6. The Taking Part survey measures participation by adults (aged 16 and over) and children (aged 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](#)".
7. Unless stated, participation in 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 exception to this is engagement with heritage which includes visits made for academic study.
8. Sample sizes for each year and data breakdown can be found in the accompanying table.
9. All estimates have been rounded to one decimal place.
10. The data are weighted to ensure representativeness of the Taking Part sample. There are two types of weighting:
 - to compensate for unequal probabilities of selection
 - to adjust for non-response

Weighting is based on mid-2016 population estimates from the Office for National Statistics.

11. For more information about the Taking Part survey and to access previous publications and the questionnaires, see the [Taking Part survey webpages](#).
12. The responsible statistician for this release is Olivia Christophersen. For enquiries on this release, please contact Olivia on 0207 211 2377.
13. To be kept informed about Taking Part publications and user events, please sign up to the Taking Part online newsletter [here](#). You can follow us on Twitter [@DCMSInsight](#).

Annex B: Sector definitions

Arts

The respondent was asked whether they had participated in a given list of arts activities, or attended a given list of arts events. Eligible activities and events were as follows.

Participation:

- Dance – ballet or other dance (not for fitness)
- Singing – live performance or rehearsal/practice (not karaoke), singing as part of a group or taking singing lesson
- Musical instrument – live performance, rehearsal/practice or playing 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 holiday videos)
- Digital art – producing original digital artwork or animation with a computer
- Craft – any craft activity (e.g. textiles, wood, metal work, pottery, calligraphy)
- 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)
- Screening of a live arts event, such as a theatre show or opera, in a cinema or other venue

Heritage

The respondent was asked whether they had visited any of the following types of heritage sites:

- A city or town with historic character

- A historic building open to the public (non-religious)
- 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 (not to worship)
- A monument such as a castle, fort or ruin
- A site of archaeological interest
- A site connected with sports heritage (not visited for the purpose of watching sport)

Libraries

The respondent was asked whether they had used a public library service. If the respondent was unsure what was in scope, the interviewer had 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.”

Digital Participation

Digital participation included visiting websites or apps 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
- Library website – To borrow an e-book, e-audio, e-magazine or e-journal
- 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
- Heritage website – To look at Historic Environment Records
- Heritage website – To look at the National Heritage List for England
- Arts website – To view or download part or all of a performance or exhibition
- Arts website – To view or download part or all of a film
- Arts website – To discuss the art that others have created
- Arts website – To share the 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.

Annex C: Survey changes for 2017/18

As outlined in the Taking Part five year strategy, a number of changes were made to the Taking Part sampling strategy and questionnaire for 2017/18. These changes mean that there is a break in the time series and the data presented in this report for April to September 2017 are therefore not directly comparable with previous years. The three key reasons for this are:

- 1) Following the introduction of the Taking Part web panel, longitudinal respondents are no longer interviewed face-to-face and their data are not included in the headline estimates for cultural engagement. Longitudinal respondents may have different engagement levels to the fresh sample respondents so the removal of their data may impact the headline measures.
- 2) For 2017/18, there was a review of the adult questionnaire to modernise the questions, improve the flow of the questionnaire and reduce its length. These changes may have impacted on the results. The review was conducted at this point as there would already be a break in the time series with the removal of the longitudinal participants from the face-to-face sample. Detailed below are the changes that were made that relate to the figures published in the table accompanying this report, and the justification for the changes.

Topic	Change	Justification for change
Arts engagement	The response option list for the arts participation question was split into three shorter lists and the response option list for the arts attendance question was split into two.	The response option lists were previously very long for the arts engagement questions and did not fit onto the interviewer's tablet screen. This presented a risk that respondents may miss activities/events that they had participated in/attended. This change also aligns with the commitment to move towards "unimode" questions (which will work across a range of data collection modes, including online). This is consistent with the questions on the arts in the new online panel and should minimize disruption if there is a change of methods for the main survey.
Museum and gallery visits	The question on visiting a museum or gallery was changed from "During the last 12 months, have you attended a museum or gallery at least once?" to "During the last 12 months, have you visited a museum or gallery?" and the position of these questions was changed so they followed the arts rather than the heritage questions.	This change was intended to improve the flow of the questionnaire and remove superfluous text. We plan to reverse these changes for Q4 of 2017/18 to test whether this would restore the historic time series, with a view to retaining the original wording and ordering in 2018/19. We would welcome feedback from users on this proposal.
Public library use	The question on public library use was changed from "During the last 12 months, have you used a public library service at least once?" to "In	The wording was changed to ensure that respondents are considering all uses of public library services and not

	the last 12 months, have you used a public library service? This includes either visiting a public library or using public library services somewhere else, including online".	just the more traditional visiting a library in person to borrow a book.
Digital participation	The question on use of library websites was moved from the digital section of the questionnaire to the libraries section, and the response options now include some additional online library services. The routing to this question is also different. Previously, a respondent would have been routed to this question if they said that they had used a library website. Now they are routed to this question if they say that they have used a public library service.	In the libraries section of the questionnaire there are new questions to capture more detail on how people are using public library services. Use of library websites is within this scope so it is appropriate to ask the question here and remove it from the digital section in order to avoid duplication,
Sport websites	The response option for sport websites was changed from "Sport" to "Sport (e.g. local sports clubs or facilities, sports development charities)".	To ensure that the full breadth of sports websites are captured.

- 3) Data for April to September only should not be compared with data collected over the full year because although respondents are asked to include activities participated in over the last 12 months, recall issues may lead to a seasonality in responses.

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