

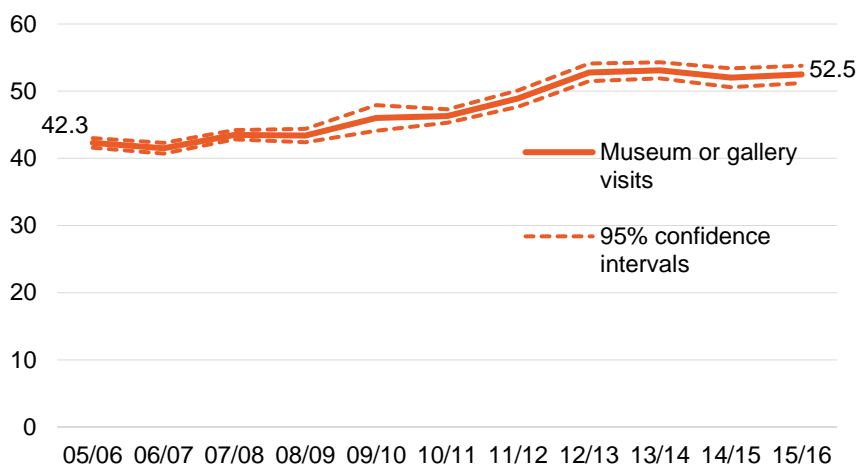


## Taking Part focus on report

### Engagement with museums and galleries

- In 2015/16, 52.5% of adults had visited a **museum or gallery** in the last year, a significant increase from 42.3% in 2005/06, but a similar proportion to 52.0% in 2014/15.

#### Proportion of adults who had visited a museum or gallery in the last 12 months, 2005/06 to 2015/16



- Since 2005/06, engagement with museums and galleries has significantly increased across all **demographic groups** investigated here and all English **regions**.
- In 2015/16, among the longitudinal respondents who said they visited museums or galleries more often, 14.2% said the main reason was because **there were more exhibitions that interested them**. Of those who had visited less often, 31.0% stated said that the main reason was because **they had less free time**.

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 the trends for engagement with museums and galleries over the period 2005/06 to 2015/16, focusing on demographic and regional differences as well as reasons for changes in individual's behaviour.

The data used have been collected continuously between April 2005 and March 2016.

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**Date:** 26<sup>th</sup> April 2017

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## Chapter 1: Overview

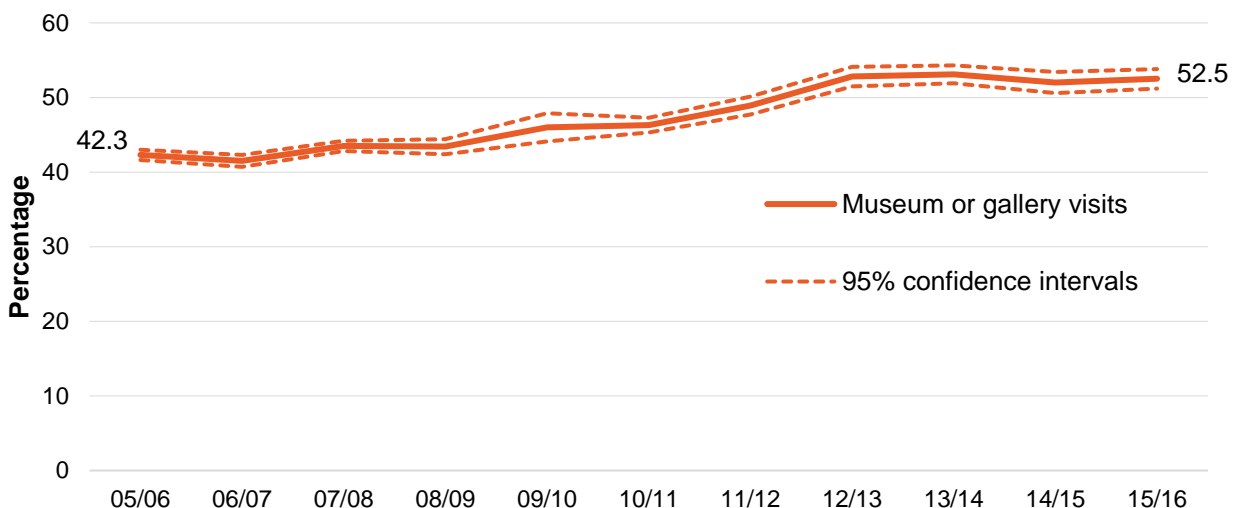


In 2015/16, 52.5% of adults had visited a museum or gallery in the last year, a significant increase from 42.3% in 2005/06, but a similar proportion to 52.0% in 2014/15.

### What does significant mean?

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

**Figure 1: The proportion of adults who visited a museum or gallery in the last year, 2005/06 to 2015/16**



**Note:** Confidence intervals range between +/-0.7 and +/-1.9

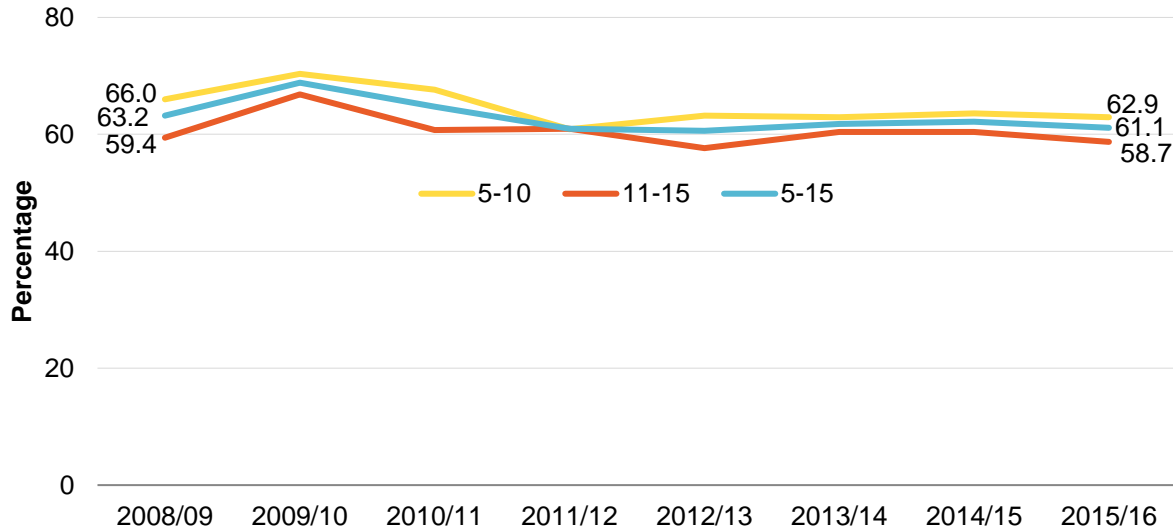
### What is a confidence interval?

A confidence interval is a range in which there is a specific probability that the true value of a number will lie. In 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.

### How does this compare to children?

In 2015/16, 61.1% of **children aged 5-15** had visited a museum or gallery in the last 12 months, a similar proportion to 63.2% in 2008/09 and 62.2% in 2014/15.

**Figure 2: Percentage of children who had visited a museum or gallery in the last 12 months by age group, 2008/09 to 2015/16**



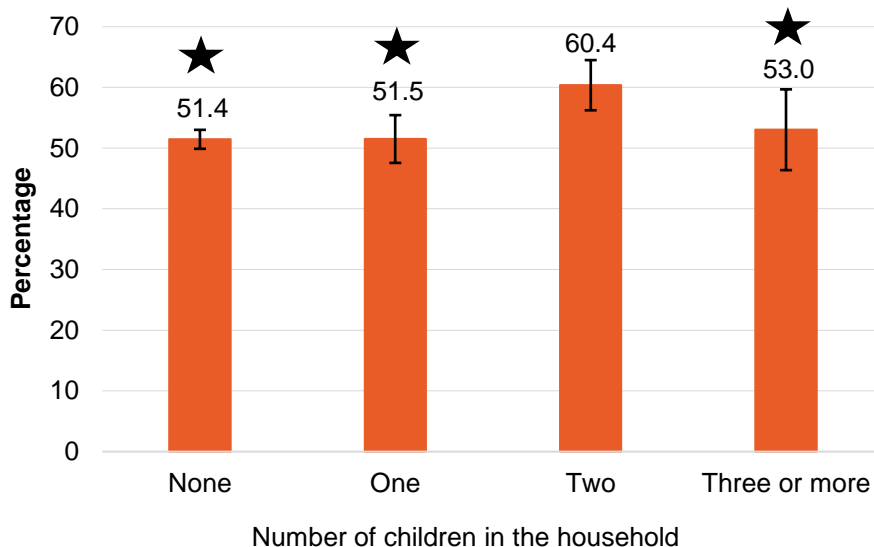
**Note:** Confidence intervals range between +/-1.9 and +/-8.2

### Engagement by household composition

Adults who live with **two children** are significantly more likely to visit museums or galleries compared with adults with **no children, one child** or those with **three or more children**.

In 2015/16, 60.4% of adults with two children had visited a museum or gallery in the 12 months prior to the interview compared with 51.5% of adults living with one child and 53.0% of adults living with three or more children.

**Figure 3: The proportion of adults who had visited a museum or gallery in the last 12 months, by the number of children in the household, 2015/16**



**Notes:**

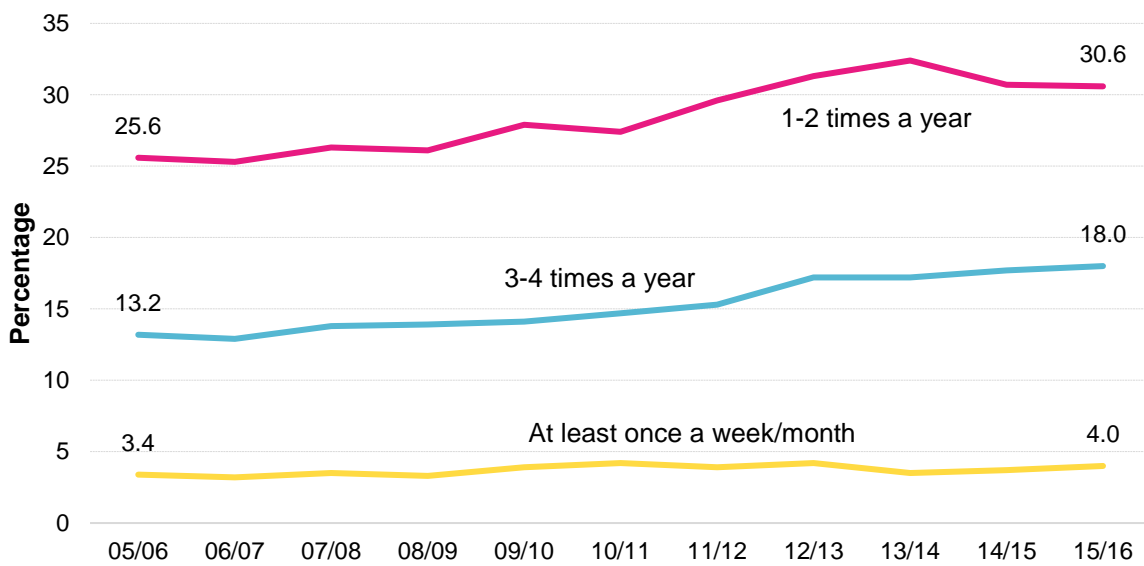
- 1) Confidence intervals range between +/- 1.6 and +/-6.7
- 2) ★ denotes a significant difference between the households with two children and other households

### Frequency of museum or gallery visits

Since 2005/06, there have been significant changes in the frequency of museum or gallery visits:

- In 2015/16, 30.6% of adults had visited a museum or gallery **once or twice in the last 12 months**, a significant increase from 25.6% in 2005/06.
- 18.0% of adults had visited a museum or gallery at least **3-4 times in the last year**, a significant increase from 13.2% in 2005/06.

**Figure 4: The proportion of adults who visited a museum or gallery in the last 12 months, by frequency of visit, 2005/06 to 2015/16**



**Note:** Confidence intervals range between +/-0.1 and +/-1.7

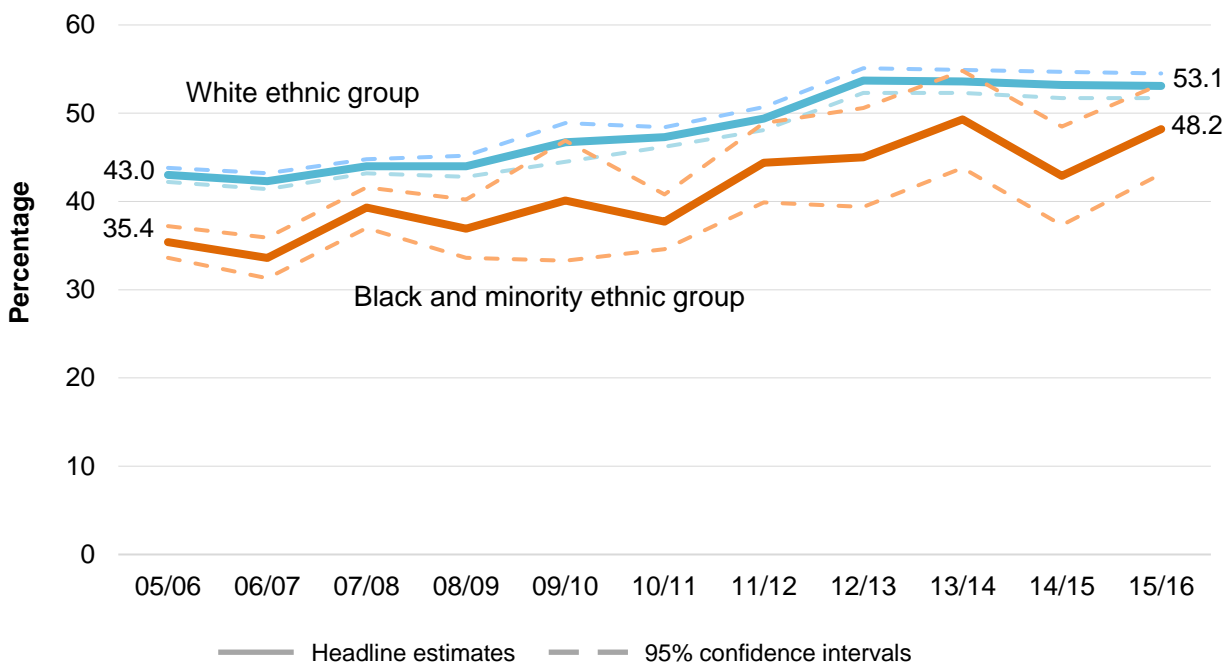
## Chapter 2: Trends by demographic groups

Since 2005/06, engagement with museums and galleries has significantly increased across all demographic groups examined here.

### Engagement by ethnicity

- In 2005/06, engagement with museums and galleries was higher for the white ethnic group than for the black and minority ethnic group.
- In 2015/16, there was no longer a significant difference in engagement rates. However, this was partly due to the small sample size for the black and minority ethnic group resulting in less certainty in the headline estimate<sup>1</sup>.

**Figure 5: The proportion of adults who visited a museum or gallery in the last 12 months by ethnic group, 2005/06 to 2015/16**



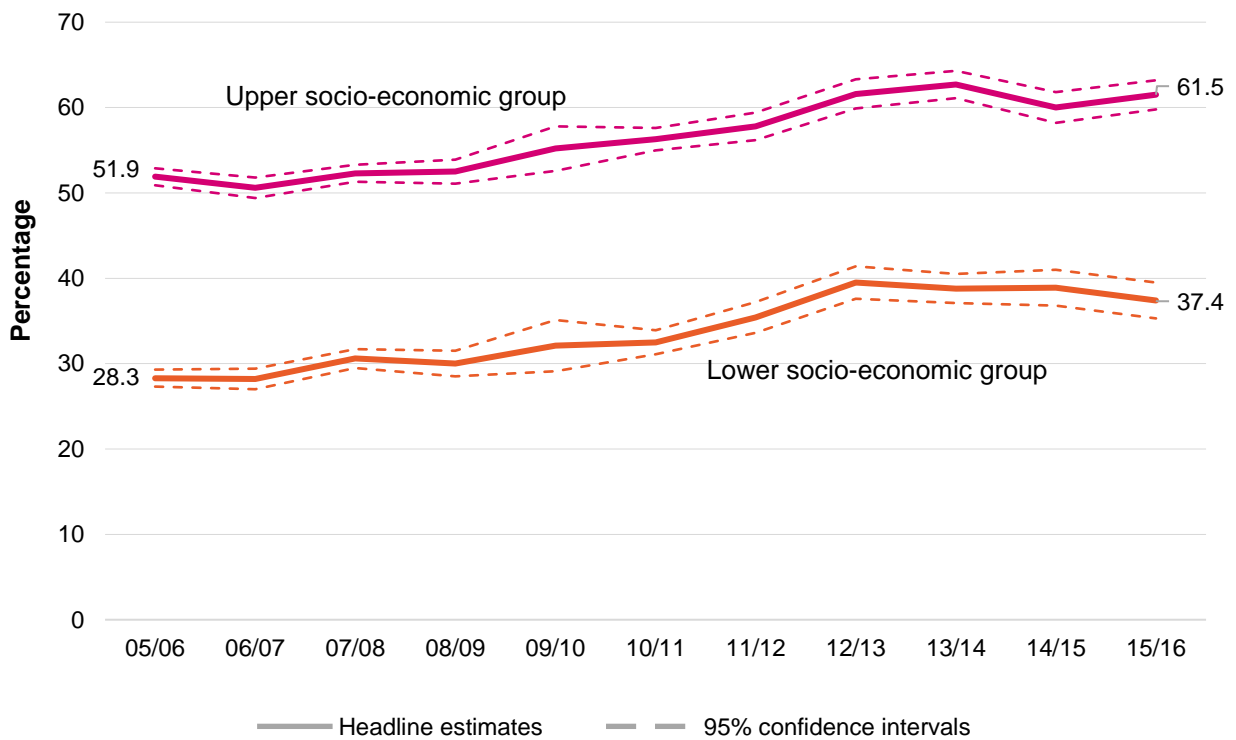
**Note:** Confidence intervals range between +/-0.8 and +/-6.8

<sup>1</sup> The sample size for the Taking Part survey was smaller in 2015/16 than 2005/06, which means that the confidence intervals are wider. For the black and minority ethnic group, the 95% confidence interval for museums and galleries was +/- 1.8 in 2005/06 and +/- 5.1 in 2015/16. This means that a greater difference in the headline estimates for the white, and black and minority ethnic groups is required for the difference to be considered significant.

### Engagement by socio-economic group

- Although both socio-economic groups have had significant increases in engagement with museums and galleries since 2005/06, adults from the **upper socio-economic group** are significantly more likely to visit a museum or gallery compared with adults from the **lower socio-economic group**.
- The gap in engagement between the two socio-economic groups has remained large at 24.1 percentage points in 2015/16.

**Figure 6: The proportion of adults who visited a museum or gallery in the last 12 months, by socio-economic group (NS-SEC<sup>2</sup>), 2005/06 to 2015/16**



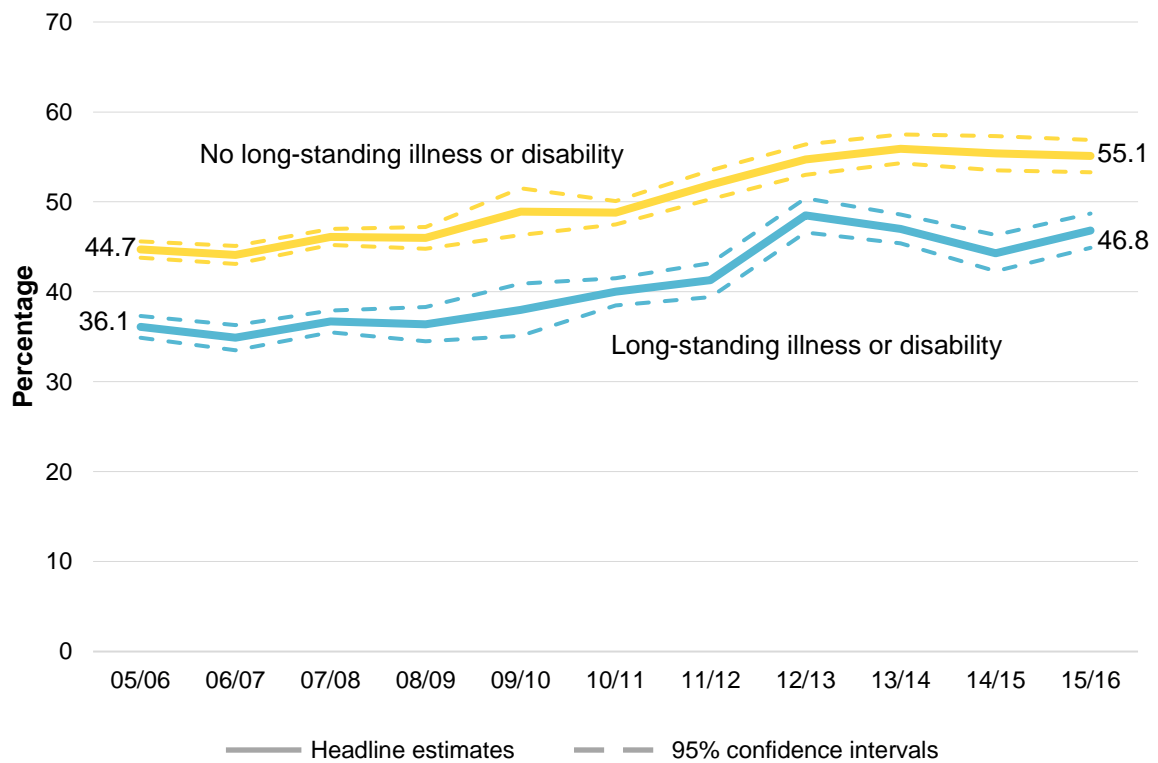
**Note:** Confidence intervals range between +/-1.0 and +/-3.0

<sup>2</sup> Definitions of socio-economic groups and their classifications are available at: <https://www.ons.gov.uk/methodology/classificationsandstandards/otherclassifications/thenationalstatistics socioeconomicclassificationnssecrebasedonsoc2010>.

### Engagement by disability

- Adults **without a long-standing illness or disability** are significantly more likely to visit museums or galleries compared with adults **with a long standing illness or disability**.
- The engagement gap by disability status has remained fairly stable over the period 2005/06 to 2015/16.

**Figure 7: The proportion of adults who visited a museum or gallery in the last 12 months, by disability status, 2005/06 to 2015/16**

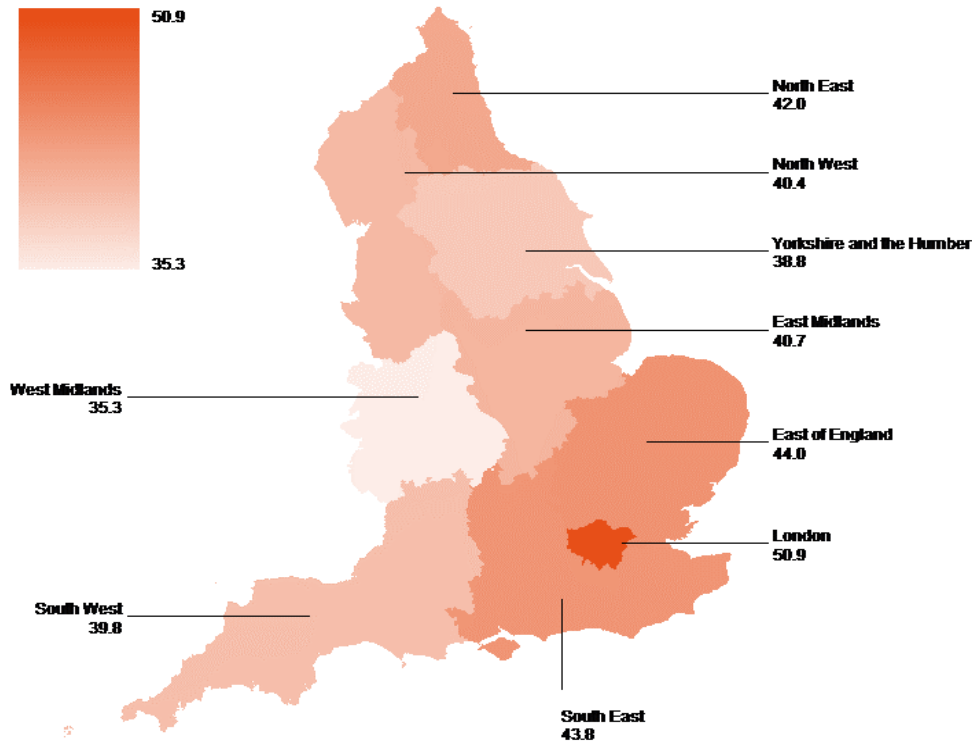


**Note:** Confidence intervals range between +/-0.9 and +/-2.9

## Chapter 3: Trends by area level variables

### Engagement by region

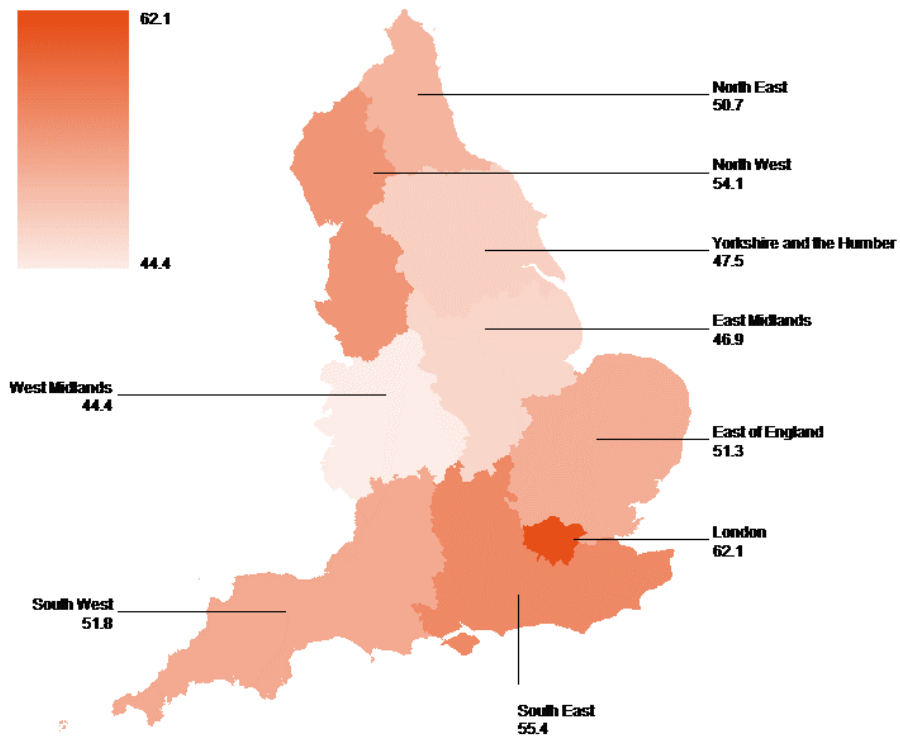
Figure 8: The proportion of adults who visited a museum or gallery in the last 12 months, by region, 2005/06



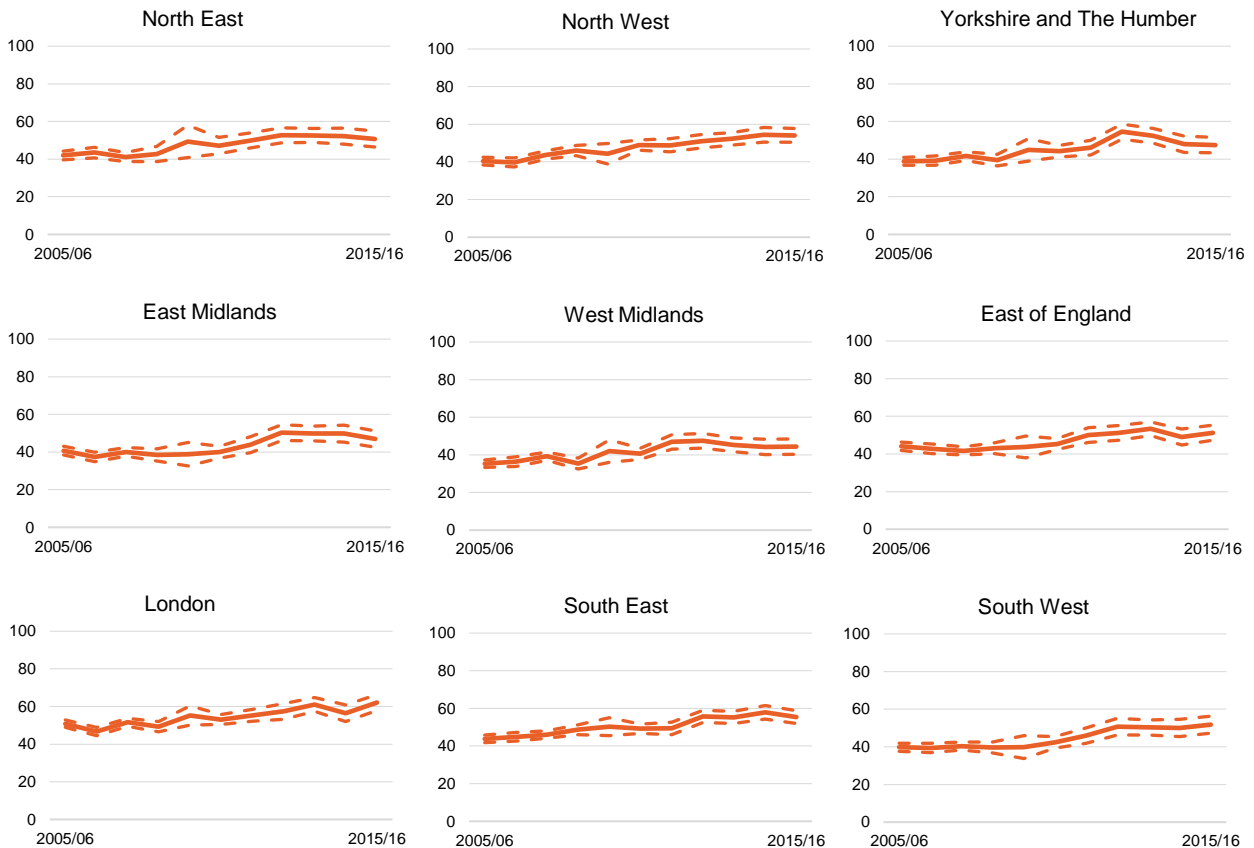
- Across all regions in England, engagement with museums and galleries has significantly increased since 2005/06.
- The **North West** region has had the largest increase in museum and gallery engagement between 2005/06 and 2015/16, from 40.4% to 54.1%. In contrast, the **East Midlands** region has had the smallest increase at 6.2 percentage points, from 40.7% in 2005/06 to 46.9% in 2015/16.
- In 2015/16, engagement with museums and galleries was significantly higher in **London** than any other region. This is also true for 2005/06.
- Engagement with museums and galleries was significantly lower in the **West Midlands** (44.4%) compared with all regions in 2015/16, with the exception of **Yorkshire and The Humber** (47.5%) and the **East Midlands** (46.9%).



**Figure 9: The proportion of adults who visited a museum or gallery in the last 12 months, by region, 2015/16**

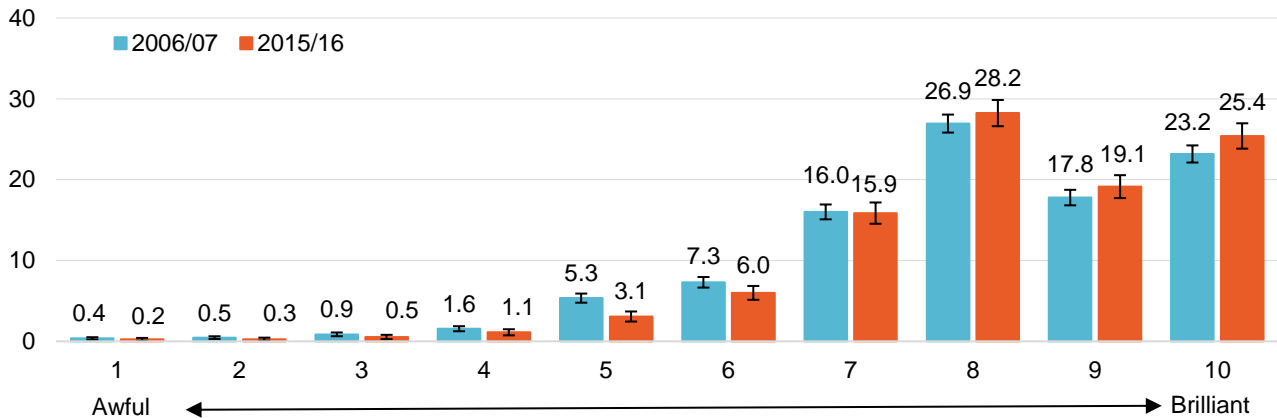


**Figure 10: Proportion of adults who visited a museum or gallery, by region, 2005/06 to 2015/16**



## Chapter 4: Enjoyment of museum or gallery visit

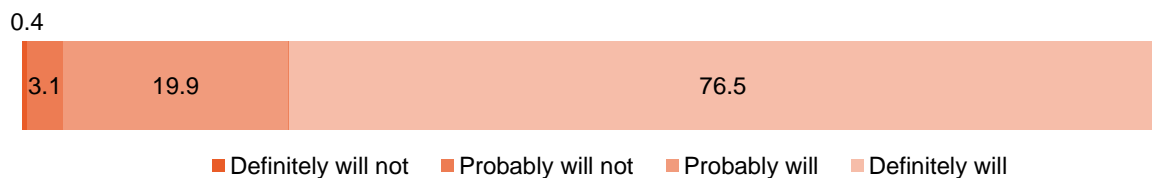
**Figure 11: Enjoyment of museum or gallery visit, 2006/07 and 2015/16**



**Note:** Confidence intervals range between +/-0.1 and +/- 1.6 for both time periods.

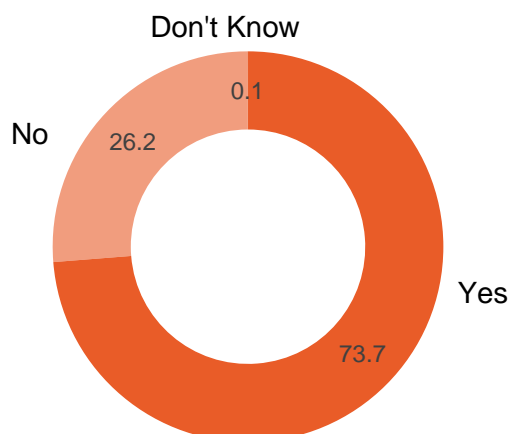
Respondents who had visited a museum or gallery in the 12 months prior to interview were asked how much they enjoyed their last visit on a scale of 1 (awful) to 10 (brilliant). In 2015/16, 25.4% of adults gave their visit a score of 10 out of 10. 94.6% of people gave their visit a score of 6 or more, and the average (mean) score given was 8.2. In 2006/07 when this question was first asked, the average (mean) score was 8.0.

**Figure 12: Likelihood of visiting a museum or gallery again, 2015/16**



Of those that had visited a museum or gallery in the 12 months prior to interview, 96.4% said that they would definitely or probably visit a museum or gallery again.

**Figure 13: Whether they recommended the museum or gallery to a friend or family member, 2015/16**



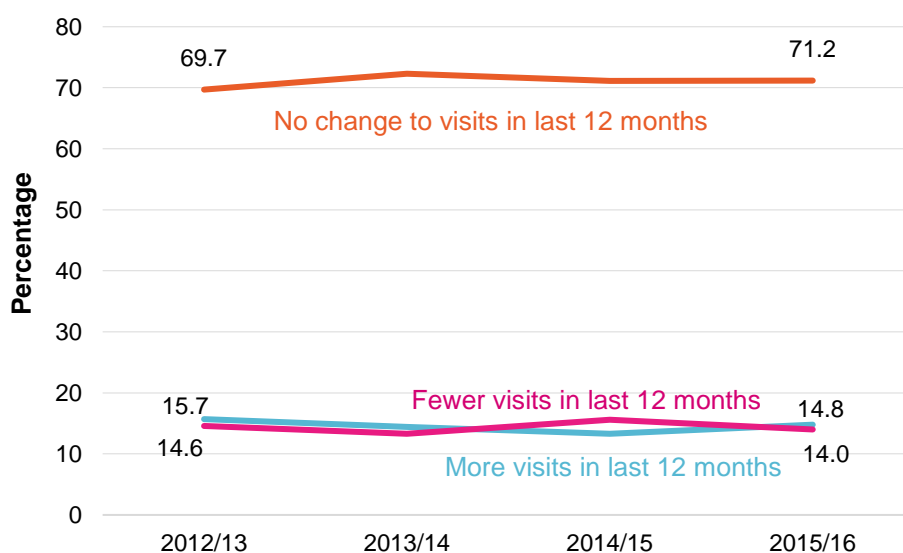
Of the respondents who had visited a museum or gallery, 73.7% said they had recommended the last museum or gallery they visited to a friend or family member.

## Chapter 5: Reasons for changes in museum or gallery visits

The Taking Part survey also has a longitudinal element whereby the same individuals are re-interviewed annually. The longitudinal element looks at how participation in and engagement with cultural and sporting activities changes over time at an individual level, as well as reasons for changes in participation.

This section presents some of the key findings from the longitudinal data that relate to museums and galleries. The analysis is taken from the [Taking Part Survey: Changes in individuals' behaviour tool](#)<sup>3</sup> and presents data based on 2,382 respondents who have been interviewed in the longitudinal survey since 2012/13.

**Figure 14: Change in engagement of longitudinal survey participants, 2012/13 to 2015/16**



There has been relatively little change over the longitudinal interview period in museum and gallery engagement, with 71.2% of respondents reporting no change in their behaviour in the last 12 months and with similar proportions saying they had increased and decreased their number of visits (14-15%).

Respondents who had changed their behaviour were asked to state reasons why they reported a change in their frequency of visits, whether more or less, as well as to specify the main reason for change.

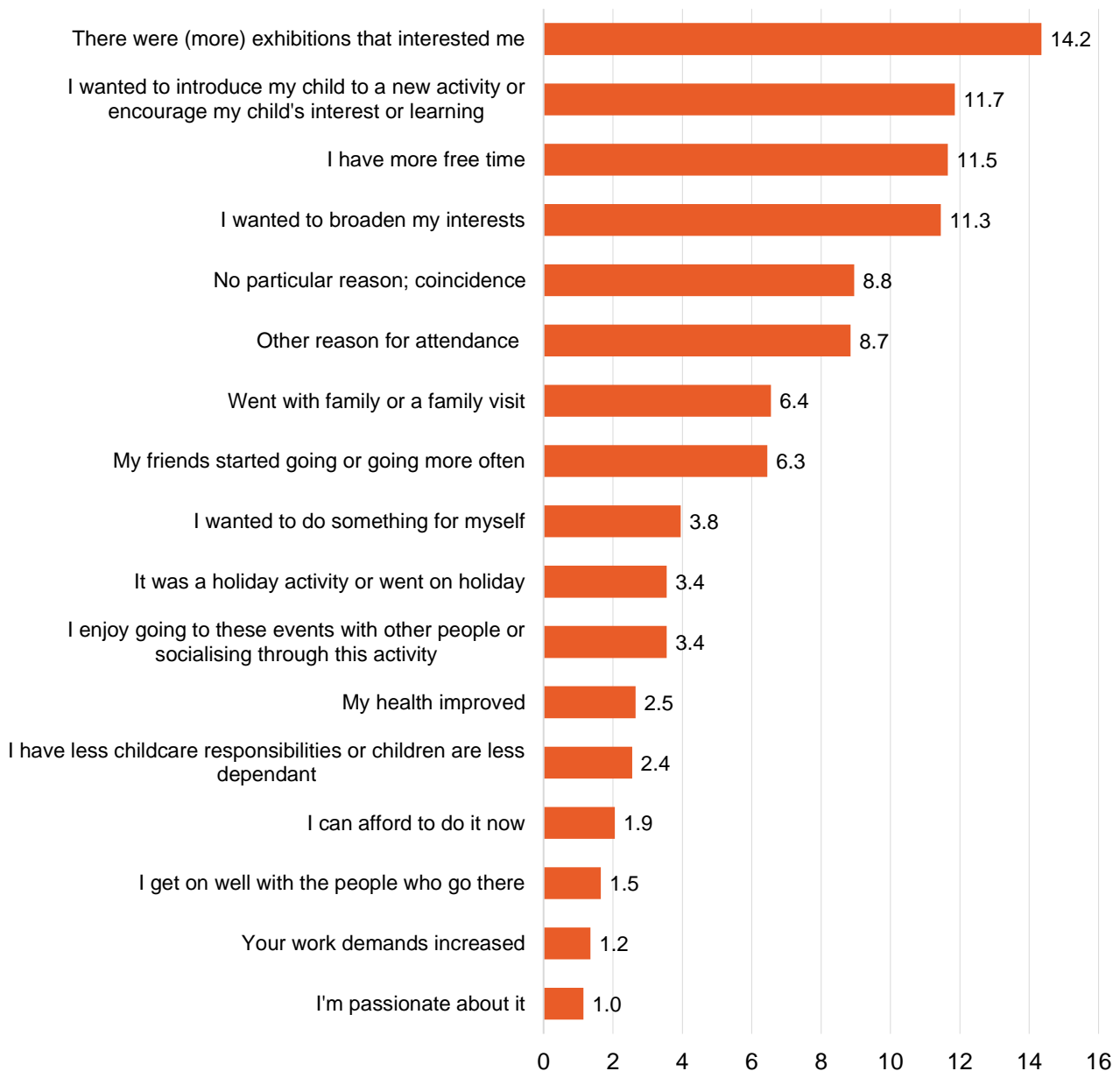
<sup>3</sup> A focus on Museums or galleries report was published in October 2016 which demonstrated how to use the Taking Part online analysis tools. The tools enable users to produce bespoke tables and to explore the survey beyond the information available in the headline reports.

### Reasons for visiting museums or galleries more often

Figure 15 below shows the most commonly cited reasons for an increase in the frequency of visiting museums and galleries.

- In 2015/16, among the longitudinal respondents who said they had visited museums and galleries more often since their previous interview, 14.2% said the main reason was because **there were more exhibitions that interested them**.
- 11.7% said this was because they wanted to **introduce their children to new activities or to encourage their child’s interests or learning**.

**Figure 15: Reasons for visiting museums or galleries more often, 2015/16**

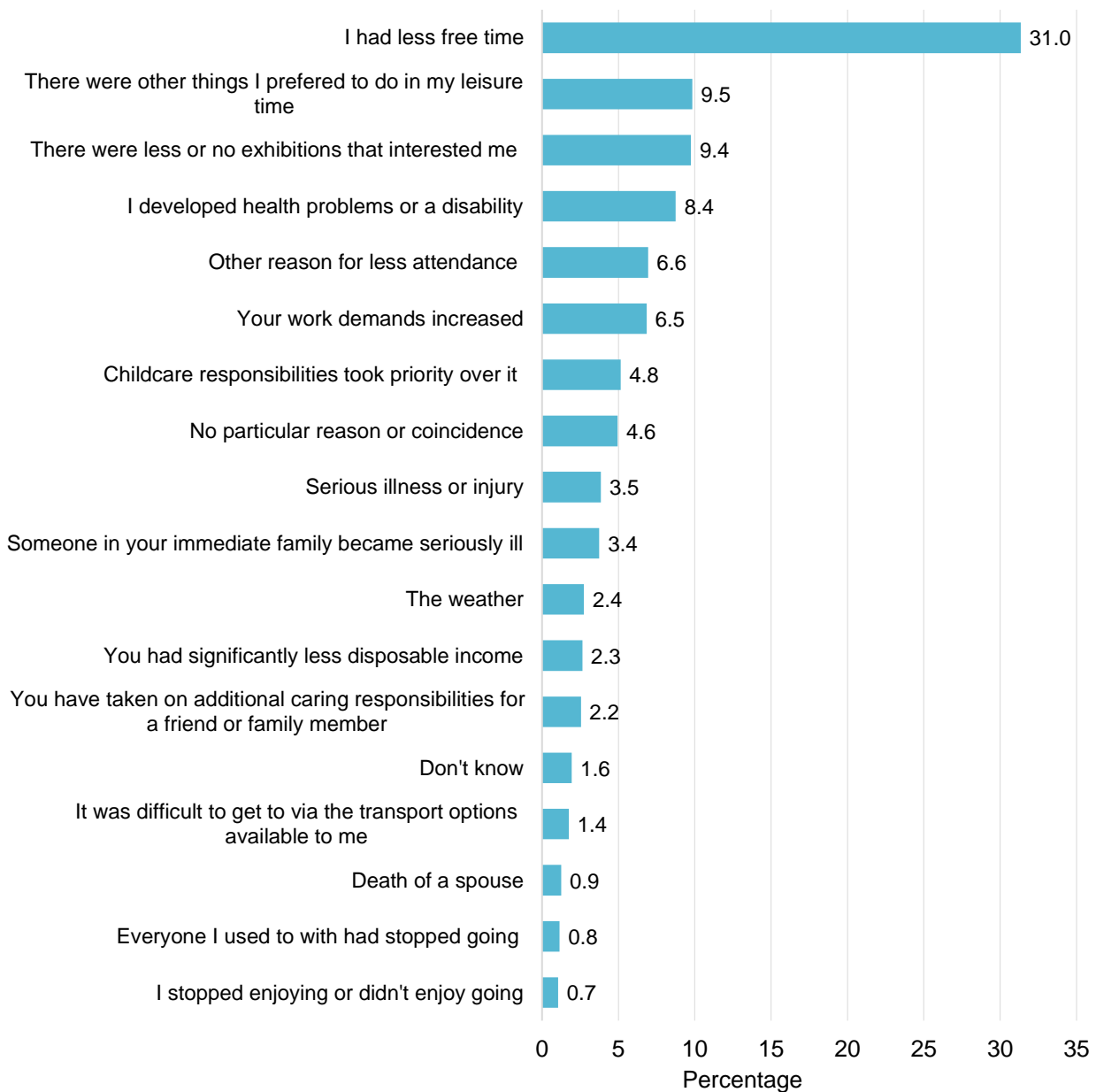


### Reasons for visiting museums or galleries less often

Figure 16 below shows the most cited reasons for a decrease in the frequency of visiting museums and galleries.

- By far the most common reason for visiting museums or galleries less often was **having less free time**, cited as the main reason by 31.0% of those who visited less often.
- 9.5% of those who had visited museums and galleries less often stated that the main reason was because **there were other things they preferred to do in their leisure time**, and 9.4% stated that **there were less or no exhibitions that interested them**.

**Figure 16: Reasons for visiting museums or galleries less often, 2015/16**



## Annex A: Background

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1. The Taking Part survey is commissioned by the Department for 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.
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 analysis has been checked and verified by at least two different members of the DCMS team 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 (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 breakdown of data presented can be found in the accompanying tables.
9. All estimates have been rounded to one decimal place.

10. Statistical significant tests have been run at the 95% level. A significant increase at the 95% level means that there is less than 1 in 20 chance that the difference observed within the sampled respondents was not also observed in the population of England as a whole.
11. The upper and lower bounds presented in this report have been calculated using a 95% confidence interval. This means that had the sample been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value. When the sample size is smaller, as is the case for certain groups and in certain years, the confidence intervals are wider as we can be less certain that the individuals in the sample are representative of the population. This means that it is more difficult to draw inferences from the results.
12. 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-2014 population estimates from the Office for National Statistics.

13. For more information about the Taking Part survey and to access previous publications and the questionnaires, see the [Taking Part survey webpages](#).
14. The responsible statistician for this release is Wilmah Deda. For enquiries on this release, please contact Wilmah on 0207 211 6376.
15. 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: Key terms and definitions

Term	Definitions
2005/06	This is the time period covering April 2005 to March 2006. In this release, this refers to the date that the interviews were conducted. The activities reported on took place in the year prior to interview.
2015/16	This is the time period covering April 2015 to March 2016. In this release, this refers to the date that the interviews were conducted. The activities reported on took place in the year prior to interview.
Black and Minority Ethnic (BME)	The 'Black and minority ethnic' group includes adults who have identified as being in the following ethnic groups: <ul style="list-style-type: none"> <li>- White and Black Caribbean</li> <li>- White and Black African</li> <li>- White and Asian</li> <li>- Any other Mixed/Multiple Ethnic background</li> <li>- Indian</li> <li>- Pakistani</li> <li>- Bangladeshi</li> <li>- Chinese</li> <li>- Any other Asian background</li> <li>- African</li> <li>- Caribbean</li> <li>- Any other Black/African/Caribbean background</li> <li>- Arab</li> <li>- Any other ethnic group</li> </ul>
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 per cent 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.
Engagement	This refers to visiting a museum or gallery.
Significant increase/decrease	A significant increase/decrease at the 95% level means that there is less than a 1 in 20 chance that the difference observed within the sampled respondents is not representative of a change for the population of England as a whole.
Socio-economic group	This is a form of socio-economic classification based on the employment status and occupation of the household reference person. The household reference person is the person responsible for owning or renting, or who is otherwise responsible for the accommodation. In the case of joint householders, the person with the highest income is the household reference person. In the case of joint incomes, the oldest person is taken as the household reference person. More information about the NS-SEC socio-economic classification, please see <a href="#">this page</a> on the Office for National Statistics website.
'White' ethnic group	The 'White' ethnic group includes adults who have identified as being in the following ethnic groups: <ul style="list-style-type: none"> <li>- English / Welsh / Scottish / Northern Irish / British</li> <li>- Irish</li> </ul>



	<ul style="list-style-type: none"><li>- Gypsy or Irish Traveller</li><li>- Any other White background</li></ul>
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