



Department for  
Digital, Culture  
Media & Sport

SPORT  
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ARTS COUNCIL  
ENGLAND

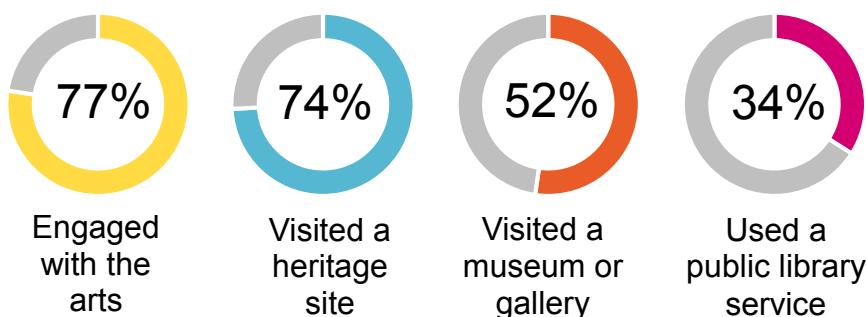
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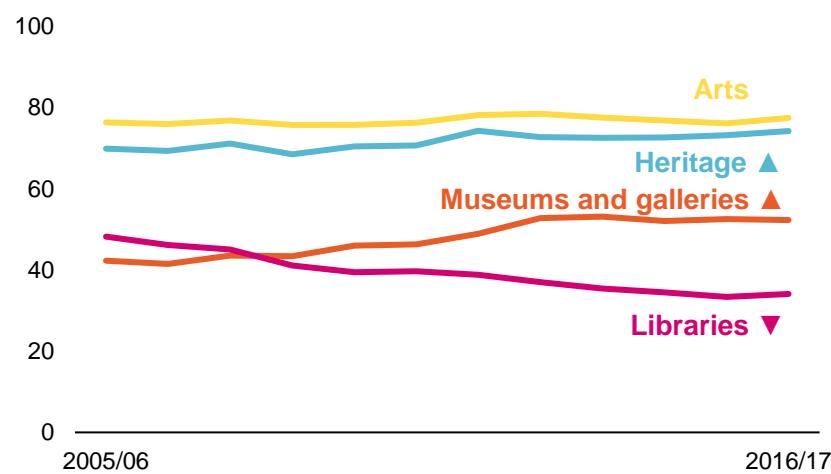
NATIONAL  
STATISTICS

# Taking Part Survey: England Adult Report, 2016/17

In 2016/17, the following proportions of adults had engaged with cultural activities in the last 12 months:



Proportion of adults who had engaged with cultural activities in the last 12 months, 2005/06 to 2016/17



▲▼Statistically significant increase/decrease since 2005/06

## Volunteering and Charitable Giving – in 2016/17:

- 11% of adults had volunteered in at least one of the DCMS sectors in the 12 months prior to interview
- 30% of adults had donated to at least one of the DCMS sectors

## First World War Centenary Commemorations – in 2016/17:

- 52% of adults were aware of local or national events or activities in the UK between 2014 and 2018 to commemorate the Centenary of the First World War

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 latest headline estimates of adult (16+) engagement for the year April 2016 to March 2017.

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Date: 6<sup>th</sup> December 2017

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**Note:** Changes over time and differences between groups are only reported on where they are statistically significant, i.e. where we can be confident that the differences seen in our sampled respondents are reflective of the population. Specifically, the statistical tests used mean we can be confident that if we carried out the same survey on different random samples of the population, 95 times out of 100 we would get similar findings. When sample sizes are smaller we can be less confident in our estimates so differences need to be greater to be considered statistically significant.

## **Revision Note**

This report was originally published on 28<sup>th</sup> September 2017 but has been revised following the discovery of two minor errors identified post-publication. The errors were as follows:

- 1) The estimates of frequency of arts engagement in 2016/17 have been revised to incorporate frequency data for the new response option, "attendance at screenings of live arts events", which was added to the questionnaire in 2016/17. This variable was not included in the summary frequency measure originally published. This error has now been rectified in this report and the associated Arts tables. All other figures remain as previously published.
- 2) In the previous publication, a set of figures was provided for 2016/17 for the frequency of public library use in own-time or as part of voluntary work. These were incorrect as, due to a change in the questionnaire filters from April 2016, the survey now only collects frequency information for public library use for any purpose. This report and the associated Library tables now provide figures on frequency of public library use for any purpose. All other figures on the use of public library services remain unchanged.

The sections of the report that have changed compared with the September publication are:

- Page 3 – Corrected figure in the headline measure table for the proportion of adults who had engaged with the arts 3 or more times in the last 12 months
- Page 4 – Text and chart on the frequency of arts engagement
- Page 16 – Text and chart on the frequency of public library use

### Headline measures from Taking Part Survey - Adult

	Significant changes since earliest data	Significant changes since 2015/16	Trend	Percentage											
				2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
<b>Culture</b>															
Has engaged with the arts in the last year <sup>1</sup>	—	—	—	76.3	75.9	76.8	75.7	75.7	76.2	78.2	78.4	77.5	76.8	76.1	77.4
Has engaged with the arts three or more times in the last year <sup>1</sup>	—	▲	—	62.5	61.3	62.2	59.9	60.7	61.2	63.3	64.1	62.8	61.6	61.0	63.7 r
Has visited a museum or gallery in the last year <sup>1</sup>	▲	—	—	42.3	41.5	43.5	43.4	46.0	46.3	48.9	52.8	53.1	52.0	52.5	52.3
Has used a public library service in the last year <sup>2</sup>	▼	—	—	48.2	46.1	45.0	41.1	39.4	39.7	38.8	37.0	35.4	34.5	33.4	34.0
Has visited a heritage site in the last year <sup>3</sup>	▲	—	—	69.9	69.3	71.1	68.5	70.4	70.7	74.3	72.7	72.5	72.6	73.2	74.2
Has visited an archive or records office in the last year <sup>1</sup>	▼	—	—	5.9	5.0	4.9	4.0	3.8	4.0	3.6	3.7	3.1	3.0	3.1	3.3
<b>Volunteering and charitable giving</b>															
Has volunteered in last 12 months <sup>4</sup>	—	—	—	23.8	24.0	24.0	25.0	:	24.2	23.3	25.9	23.9	24.2	24.4	32.9 b
Has volunteered in DCMS sectors in last 12 months <sup>4</sup>	—	—	—	7.0	6.9	7.2	7.8	:	7.7	7.1	9.3	7.4	7.9	7.9	10.9 b
Has donated money in the last 12 months <sup>5</sup>	—	—	—	:	:	:	:	:	88.4	89.7	89.7	88.2	86.7	86.4	86.7
Has donated money to the DCMS sectors in last 12 months <sup>5</sup>	▼	—	—	:	:	:	:	:	33.0	30.9	32.0	28.7	29.8	29.7	30.4
<b>Digital participation (Has visited a...)</b>															
Museum or gallery website	▲	—	—	15.8	16.5	18.3	19.3	:	25.0	26.2	31.3	27.5	27.9	28.6	27.8
Library website	▲	▼	—	8.9	9.6	10.4	10.9	:	15.5	16.2	16.9	14.2	14.7	14.2	12.8
Heritage website	▲	—	—	18.3	18.9	21.0	21.3	:	26.7	28.6	31.3	27.4	27.5	27.8	26.3
Arts Websites (including music, theatre, dance, visual arts and literature) <sup>6</sup>	▼	—	—	30.5	32.2	34.6	35.3	:	42.6	32.2	30.3	25.1	24.5	25.2	24.1
Archive or records office website	▼	▼	—	9.7	10.5	11.0	11.0	:	10.9	11.6	13.5	11.6	10.6	10.4	6.0
Sport website	▲	—	—	26.1	27.9	30.6	31.3	:	36.4	37.6	40.1	35.8	34.8	34.9	33.6

#### Symbols

: Data not available for this year

b Break in time series

r Revised

#### Notes

<sup>1</sup> Excludes people who have engaged for the purposes of paid work or academic study

<sup>2</sup> Excludes visits for paid work or academic study except in 2008/09 and 2009/10

<sup>3</sup> Excludes visits for paid work

<sup>4</sup> The volunteering question was changed for 2016/17 which means that the data for 2016/17 are not comparable with previous years. The data point for 2016/17 is therefore not shown on the trendline

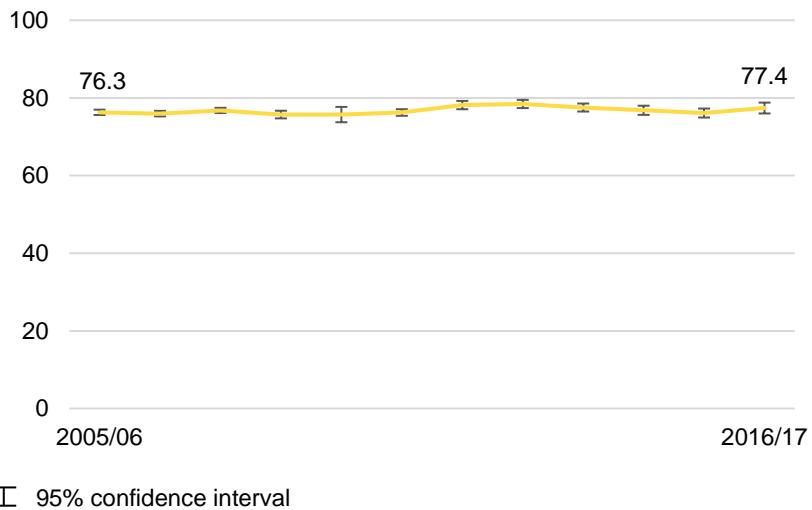
<sup>5</sup> Data only available for January - March in 2011

<sup>6</sup> Prior to July 2011 this question was worded as: "Theatre/Concert websites or other websites about art"

# Chapter 1: Arts

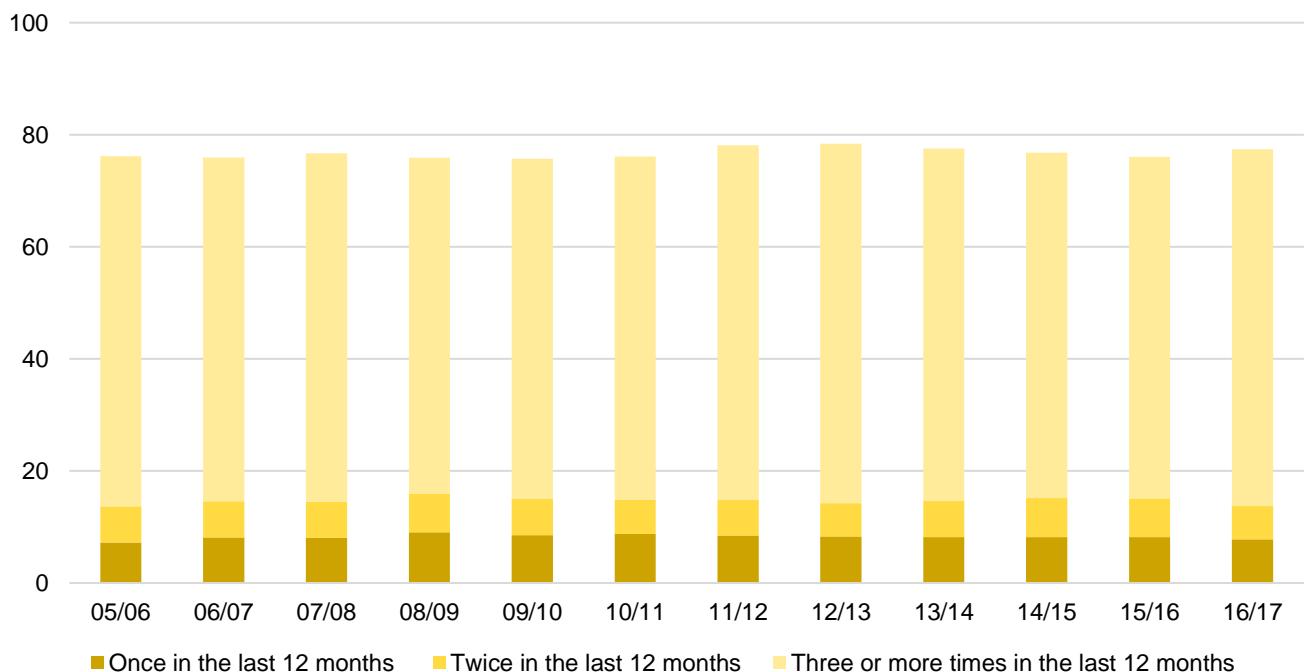
In 2016/17, 77.4% of adults had engaged with the arts at least once in the last 12 months. Arts engagement has remained fairly stable since the data were first collected in 2005/06 (76.3%), and arts engagement in 2016/17 was similar to 2015/16 (76.1%).

**Figure 1.1: Proportion of adults who had engaged with the arts in the last 12 months, 2005/06 to 2016/17**



Between April 2016 and March 2017, 63.7% of adults had engaged with the arts three or more times in the previous 12 months, a similar proportion to 62.5% in 2005/06 but significantly higher than 61.0% in 2015/16.

**Figure 1.2: Proportion of adults who had engaged with the arts in the last 12 months by frequency of engagement, 2005/06 to 2016/17**



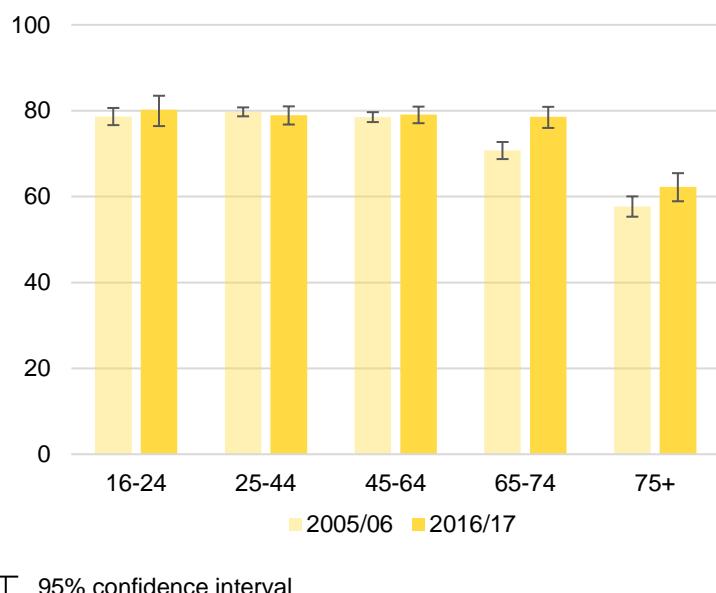
## What is arts engagement?

Taking Part asks respondents whether they have attended or participated in a range of arts events and activities, such as painting, practising circus skills or attending live music or drama performances (see Annex C for the full list). Arts engagement is the combination of attendance and participation.

## What is a 95% confidence interval?

A confidence interval provides a range in which there is a specific probability that the true value for the population will fall. 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 for adults in England. When sample sizes are smaller we can be less certain in our estimates so confidence intervals are wider.

**Figure 1.3: Proportion of adults who had engaged with the arts in the last 12 months by age group, 2005/06 and 2016/17**

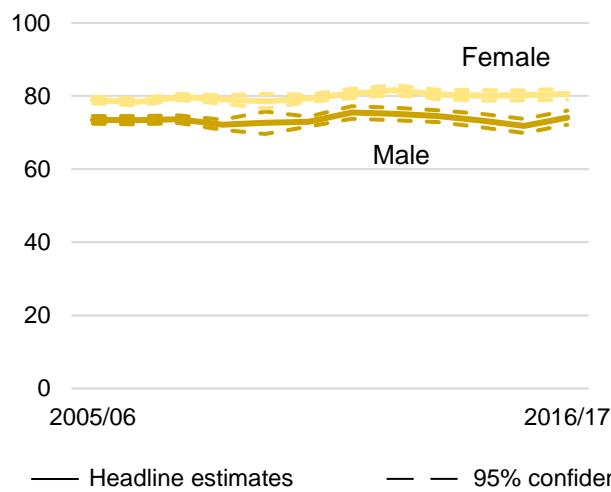


The proportion of adults aged 65+ engaging with the arts has significantly increased since 2005/06, whereas arts engagement has remained fairly stable for adults aged 16-64. For those aged 65-74, engagement levels increased from 70.7% to 78.6% between 2005/06 and 2016/17. For those aged 75+ they increased from 57.7% to 62.2% over the same period.

Arts engagement remains lower for those aged 75+ than any other age group.

— 95% confidence interval

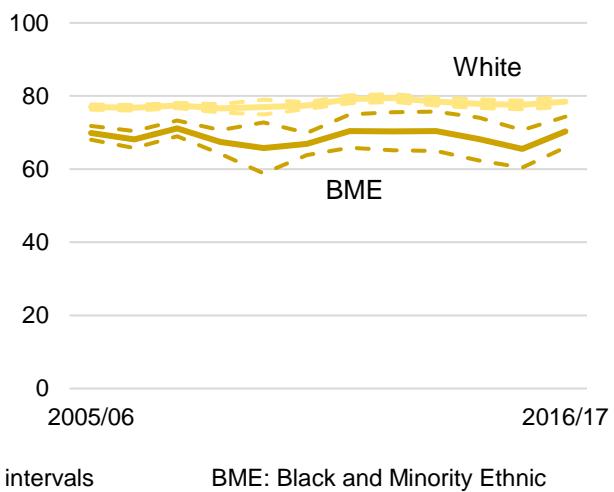
**Figure 1.4: Arts engagement by sex, 2005/06 to 2016/17**



Arts engagement significantly increased for females between 2005/06 and 2011/12 (from 78.9% to 80.7%), and has remained stable in recent years.

Arts engagement has been consistently higher for females than males over the time series.

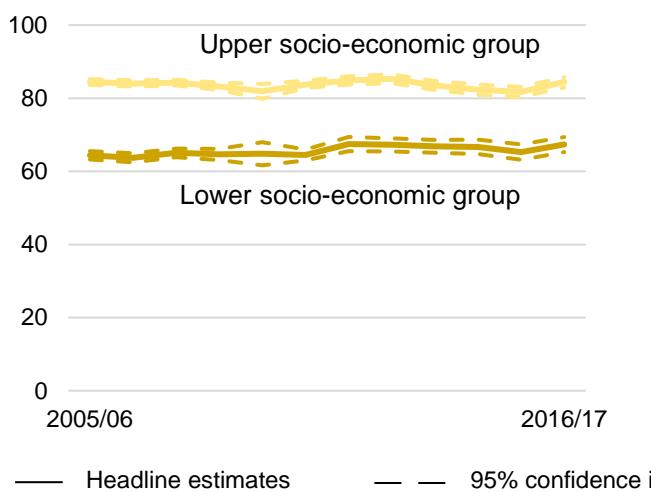
**Figure 1.5: Arts engagement by ethnicity, 2005/06 to 2016/17**



The proportion of adults in the White ethnic group who had engaged with the arts in the last 12 months is significantly higher than for the Black and Minority Ethnic group, at 78.5% compared with 70.3% in 2016/17.

Arts engagement for the White ethnic group has increased since 2005/06, from 77.0%, to 78.5% in 2016/17.

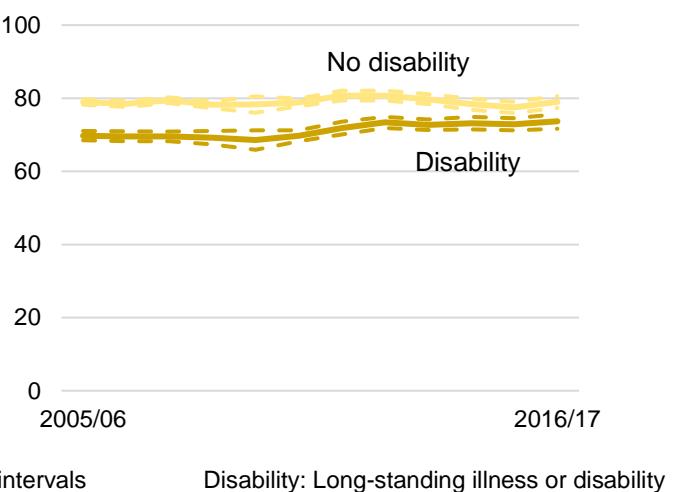
**Figure 1.6: Arts engagement by socio-economic group, 2005/06 to 2016/17**



Engagement with the arts is significantly higher for the upper socio-economic group (84.4% in 2016/17) than the lower socio-economic group (67.4% in 2016/17).

The gap in engagement has however decreased slightly, from 20.0 percentage points in 2005/06 to 17.1 percentage points in 2016/17.

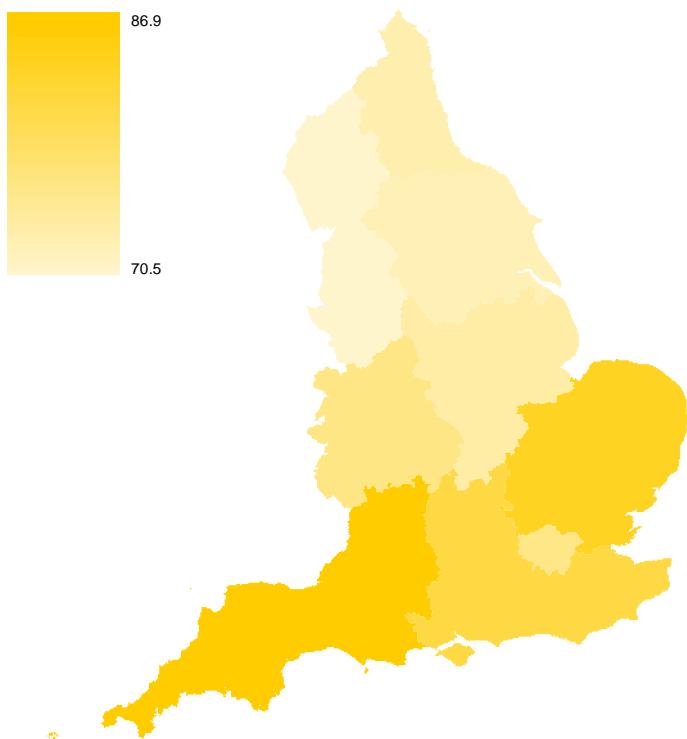
**Figure 1.7: Arts engagement by disability status, 2005/06 to 2016/17**



There has been a significant increase in engagement with the arts for those with a long-standing illness or disability, from 69.8% in 2005/06 to 73.7% in 2016/17.

Although engagement levels remain higher for adults with no long-standing illness or disability, this increase has resulted in the engagement gap reducing from 9.2 percentage points in 2005/06 to 5.3 percentage points in 2016/17.

**Figure 1.8: Arts engagement by region, 2016/17**



Arts engagement is highest in the South West (86.9%) and lowest in the North West (70.5%).

Engagement levels have remained fairly stable across the country since 2005/06 except in the East of England and the South West where there have been significant increases.

## Digital Engagement

In 2016/17, 24.1% of adults had visited an arts website. This is a similar rate to 2015/16 (25.2%), reflecting little change in digital arts engagement since 2013/14.

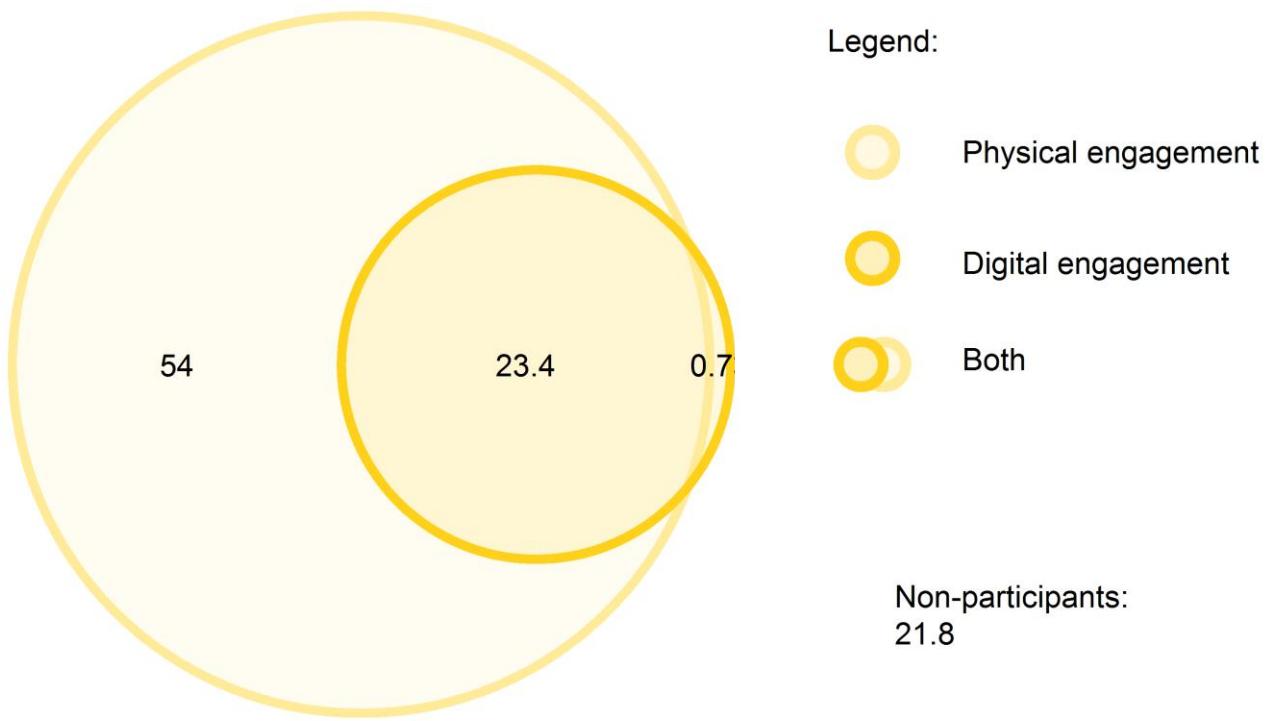
The main reasons for visiting an arts website were to find out more about an event (71.9%), and to find out more about an artist/performer (55.9%).

Other common reasons for visiting an arts website were to buy tickets for an arts performance or exhibition (45.0%) and to view or download part or all of a performance or exhibition (22.3%), or film (17.8%).

### What is digital arts engagement?

Digital engagement with the arts involves visiting an arts website or app. This includes music, theatre, dance, visual arts and literature.

**Figure 1.9: Proportion of adults who had engaged physically or digitally with the arts in the last 12 months, 2016/17**



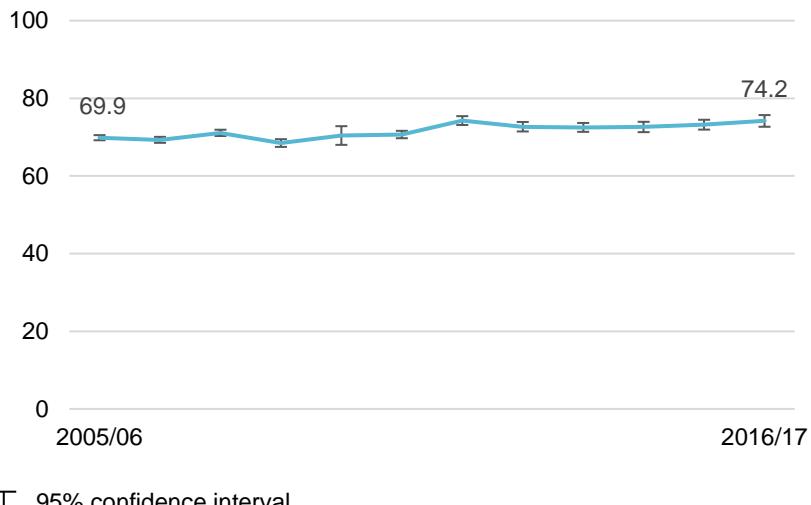
The majority of adults who engaged with the arts digitally also engaged physically by participating in an arts activity or attending an arts event at least once in the 12 months prior to interview.

23.4% of adults had engaged with the arts both physically and digitally in the last 12 months, and 78.2% of adults had engaged with arts in the last 12 months either physically, digitally or both.

## Chapter 2: Heritage

In 2016/17, 74.2% of adults had visited a heritage site in the last 12 months. This is a significant increase compared with 2005/06 (69.9%) but a similar rate to 2015/16 (73.2%).

**Figure 2.1: Proportion of adults who had visited a heritage site in the last 12 months, 2005/06 to 2016/17**



### What is a heritage site?

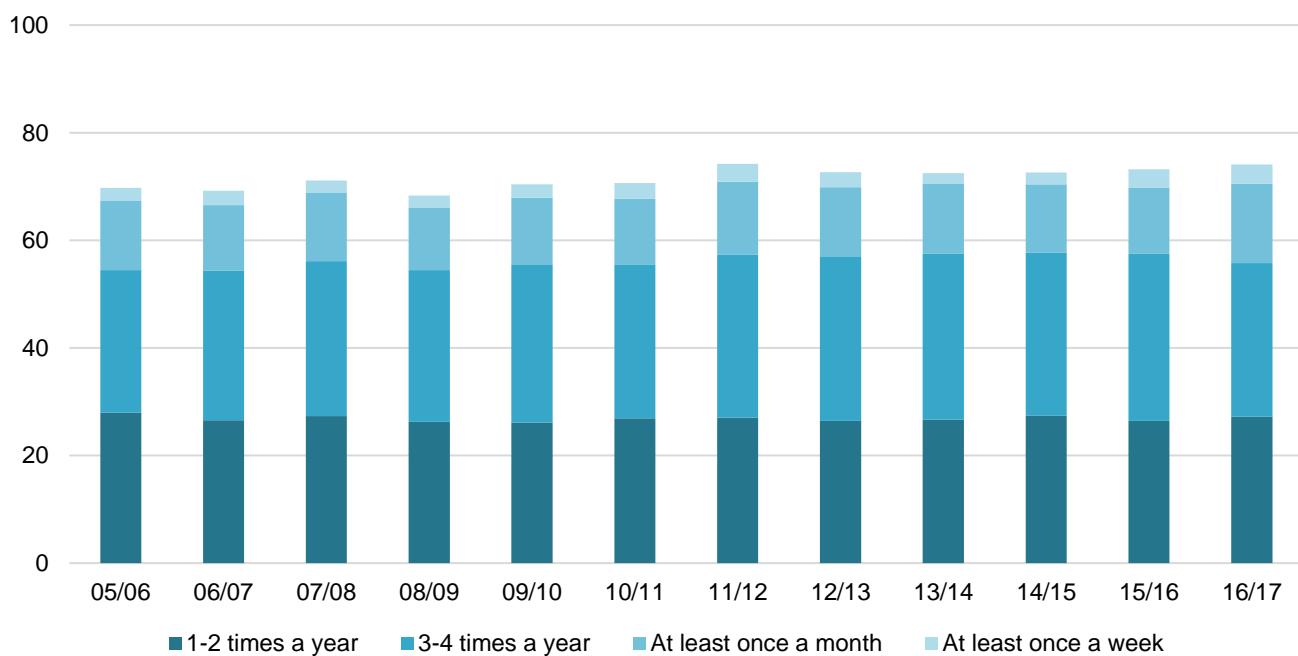
Taking Part asks respondents whether they have visited any heritage sites from a given list. This includes visiting a city or town with historic character, a monument such as a castle, fort or ruin, and a historic park, garden or landscape open to the public. A full list is provided in Annex C.

□ 95% confidence interval

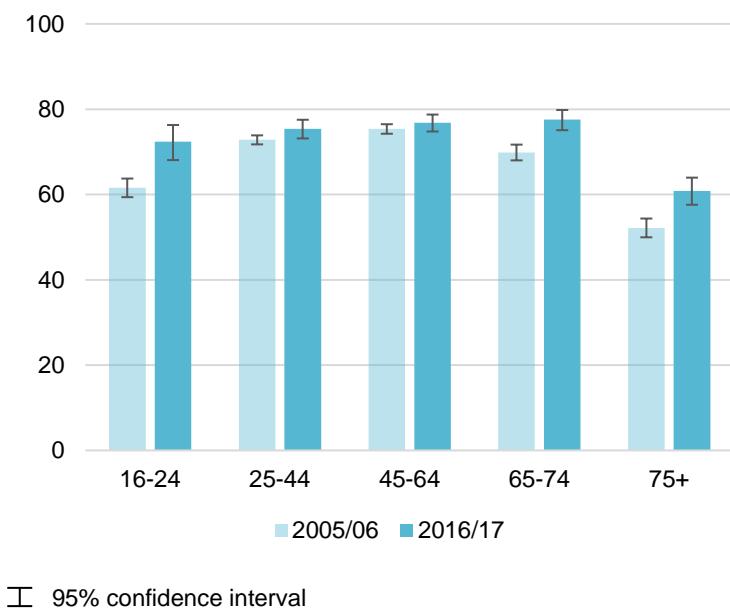
The frequency with which people are visiting heritage sites has increased since 2005/06:

- The proportion of adults who had visited a heritage site at least once a month has increased from 15.3% in 2005/06 to 18.3% in 2016/17
- The proportion of adults who had visited a heritage site at least 3-4 times a year has increased from 41.8% in 2005/06 to 46.9% in 2016/17

**Figure 2.2: Proportion of adults who had visited a heritage site in the last 12 months by frequency of engagement, 2005/06 to 2016/17**



**Figure 2.3: Proportion of adults who had visited a heritage site in the last 12 months by age group, 2005/06 and 2016/17**



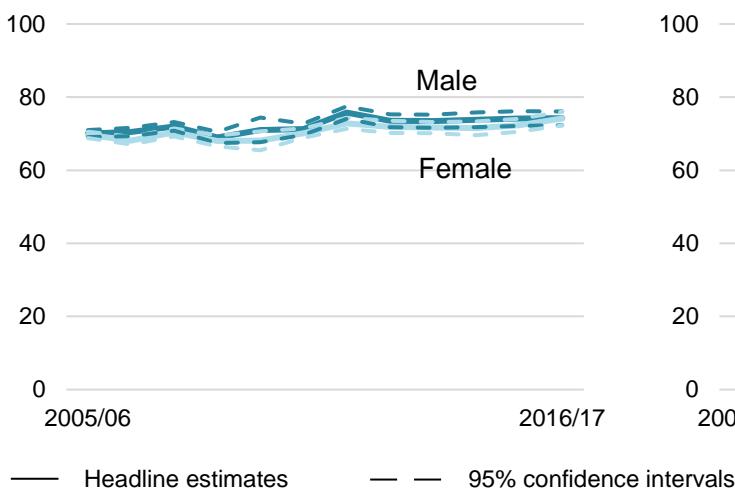
The results for 2016/17 show that in the year prior to interview, engagement with heritage was lowest for those aged 75+ (60.8%).

There have been significant increases in heritage engagement since 2005/06 for adults aged 16-24 (from 61.6% to 72.4%), 65-74 (from 69.8% to 77.5%) and 75+ (from 52.2% to 60.8%).

For adults aged 16-24, the proportion who had visited a heritage site in the last 12 months was also significantly higher in 2016/17 than in 2015/16, increasing from 66.3% to 72.4%.

— 95% confidence interval

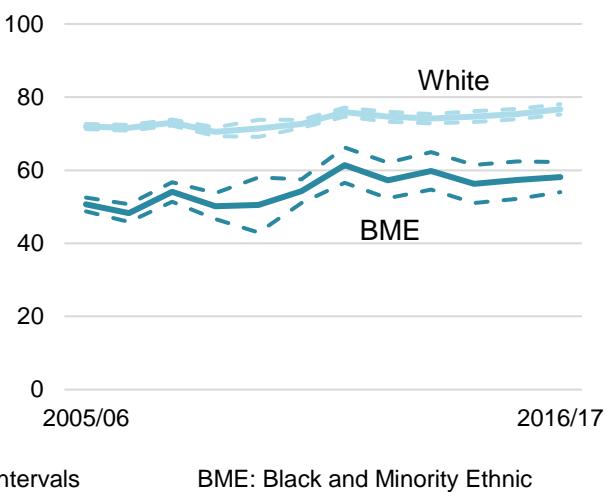
**Figure 2.4: Heritage engagement by sex, 2005/06 to 2016/17**



The proportion of adults who had visited a heritage site in the last 12 months was significantly higher in 2016/17 than 2005/06 for both males and females.

In 2016/17 there was no difference in heritage engagement between the sexes, with both males and females having an engagement rate of 74.2%.

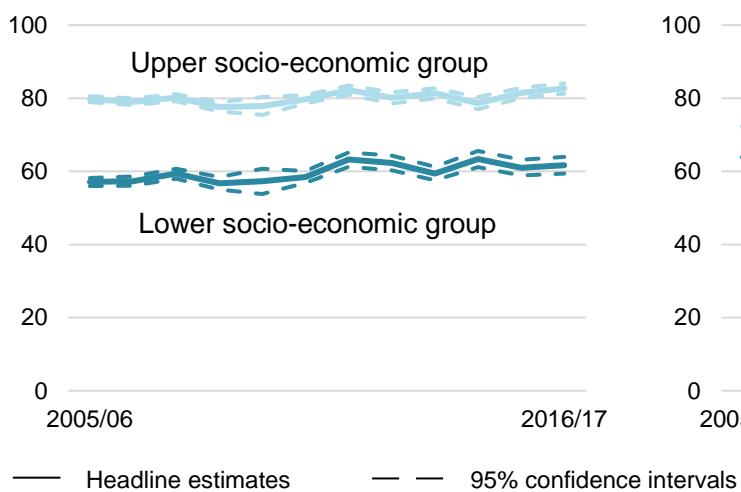
**Figure 2.5: Heritage engagement by ethnicity, 2005/06 to 2016/17**



Heritage engagement increased significantly between 2005/06 and 2016/17 for both the White ethnic group and the Black and Minority Ethnic group.

Engagement with heritage is significantly higher for the White ethnic group than for the Black and Minority Ethnic group, with a difference in engagement levels of 18.5 percentage points in 2016/17, down slightly from 21.3 percentage points in 2005/06.

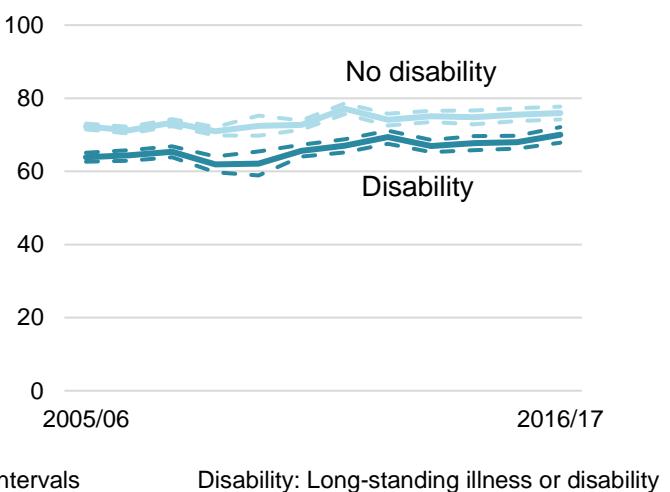
**Figure 2.6: Heritage engagement by socio-economic group, 2005/06 to 2016/17**



In 2016/17, a higher proportion of adults in the upper socio-economic group (82.7%) had visited a heritage site in the last 12 months than adults in the lower socio-economic group (61.7%). This significant difference in engagement levels can be seen throughout the time series.

There have been significant increases in heritage engagement since 2005/06 for both groups.

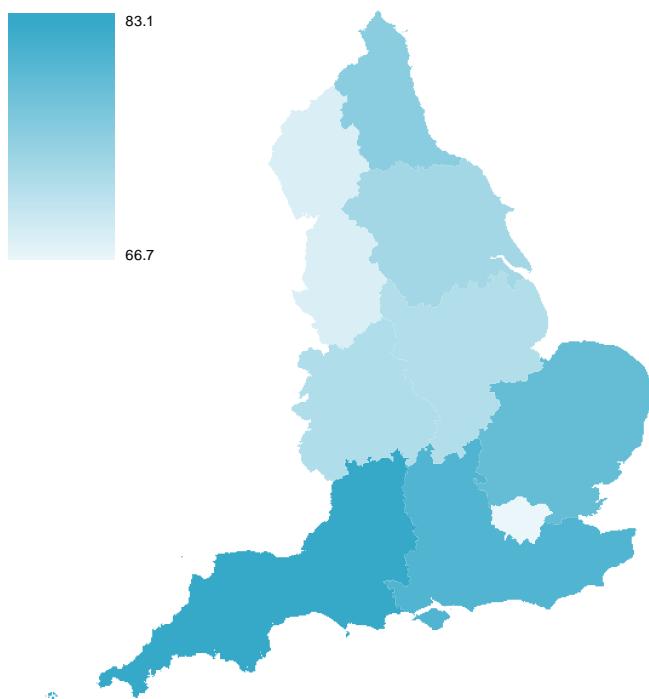
**Figure 2.7: Heritage engagement by disability status, 2005/06 to 2016/17**



Heritage engagement has increased for adults both with and without a long-standing illness or disability over the period 2005/06 to 2016/17.

The increase has been greatest for adults with a long-standing illness or disability (from 63.9% in 2005/06 to 70.0% in 2016/17), resulting in the engagement gap between the two groups decreasing slightly, from 8.4 percentage points in 2005/06 to 5.9 percentage points in 2016/17.

**Figure 2.8: Heritage engagement by region, 2016/17**



The proportion of adults who had visited a heritage site in the last year was highest in the South West (83.1%) and lowest in London (66.7%) in 2016/17.

Since 2005/06, heritage engagement has increased significantly in the following regions:

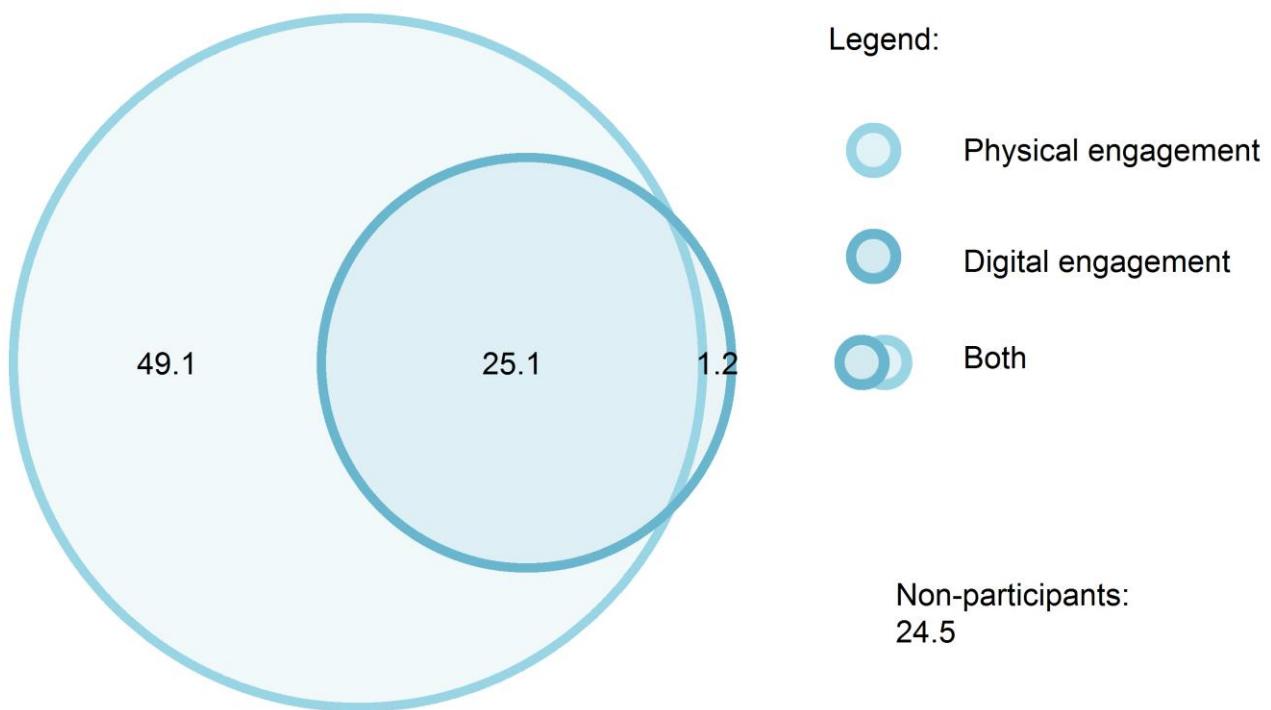
- North East
- West Midlands
- East of England
- South East
- South West

## Digital Engagement

In 2016/17, 26.3% of adults had visited a heritage website in the 12 months prior to interview. This is significantly higher than in 2005/06 (18.3%) but is similar to 2015/16 (27.8%).

The main reasons for visiting a heritage website were to check the opening hours of a historic site (65.8%), plan how to get to a historic site (58.8%) and to learn more about history or the historic environment (48.5%).

**Figure 2.9: Proportion of adults who had engaged physically or digitally with heritage in the last 12 months, 2016/17**



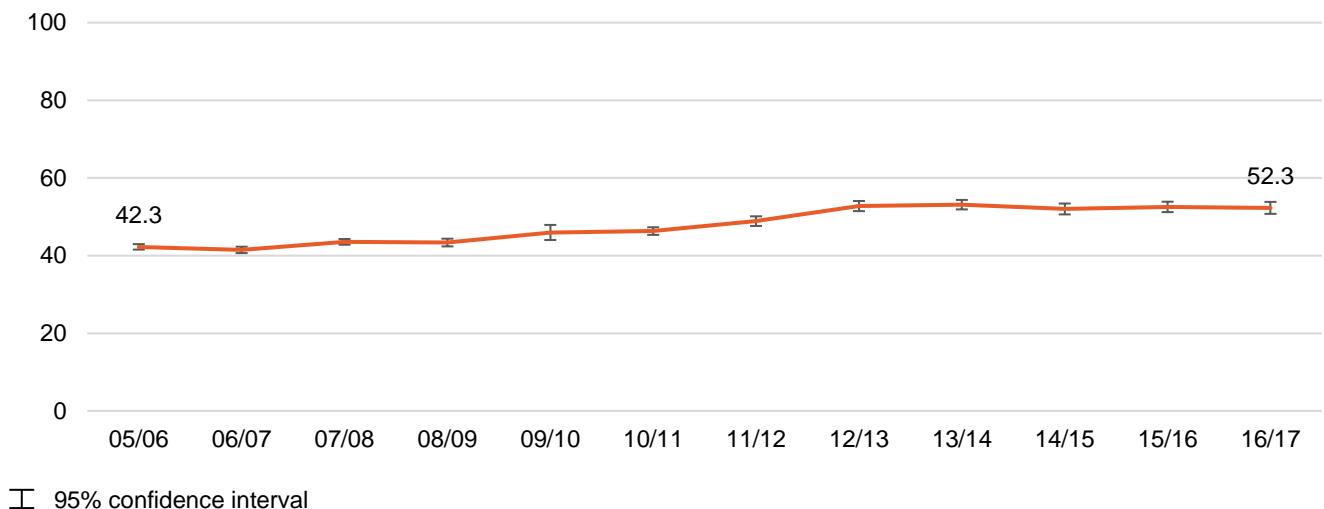
The majority of people who had engaged digitally with heritage had also engaged physically, by visiting a heritage site at least once in the 12 months prior to interview.

25.1% of adults had engaged with heritage both physically and digitally in the last 12 months, and 75.4% of adults had engaged with heritage in the last 12 months either physically, digitally or both.

## Chapter 3: Museums and galleries

In 2016/17, 52.3% of adults had visited a museum or gallery in 12 months prior to interview. This is significantly higher than in 2005/06 (42.3%) but is similar to the engagement rates that have been seen since 2012/13.

**Figure 3.1: Proportion of adults who had visited a museum or gallery in the last 12 months, 2005/06 to 2016/17**

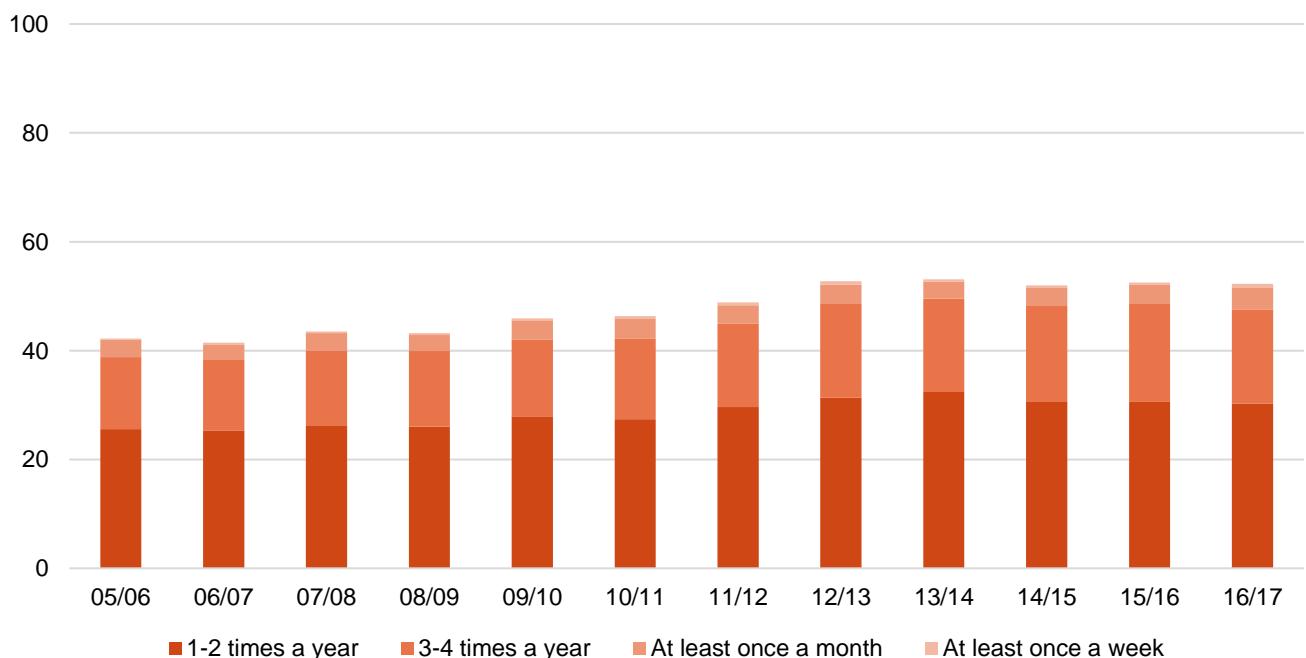


□ 95% confidence interval

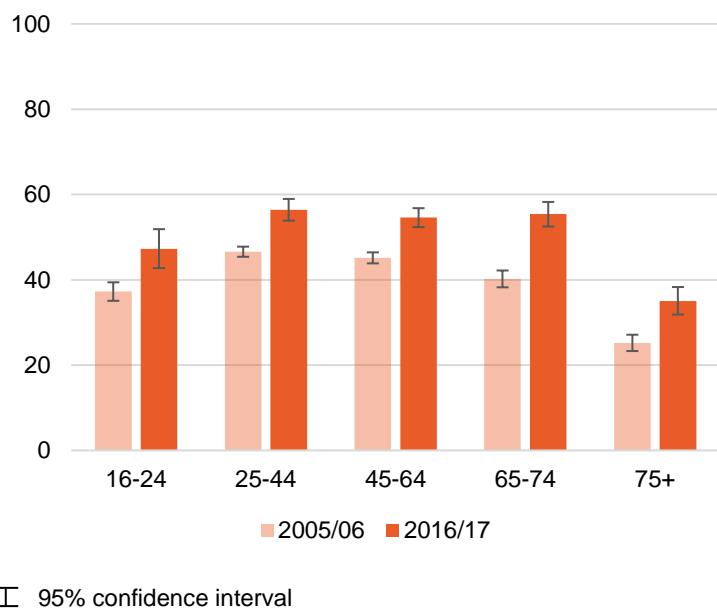
The frequency with which people are visiting museums and galleries has also increased since 2005/06:

- The proportion of adults who had visited a museum or gallery at least once a month has increased from 3.4% in 2005/06 to 4.7% in 2016/17
- The proportion adults who had visited a museum of gallery at least 3-4 times a year has increased from 16.6% in 2005/06 to 22.0% in 2016/17

**Figure 3.2: Proportion of adults who had visited a museum or gallery in the last 12 months by frequency of engagement, 2005/06 to 2016/17**



**Figure 3.3: Proportion of adults who had visited a museum or gallery in the last 12 months by age group, 2005/06 and 2016/17**

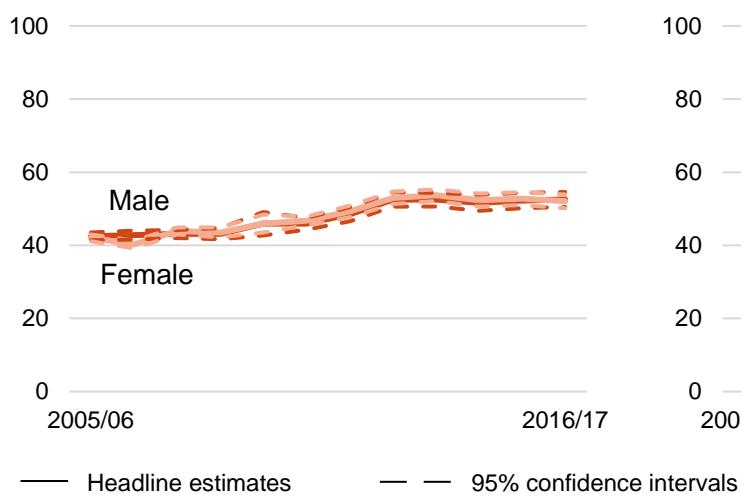


— 95% confidence interval

Engagement with museums and galleries is highest for those aged 25-74 and lowest for those aged 75+.

Since 2005/06, engagement with museums and galleries has increased for all age groups. The biggest percentage point increase was in the 65-74 age group, where the proportion of adults who had visited a museum or gallery in the last year increased by 15.2 percentage points, from 40.2% to 55.4%.

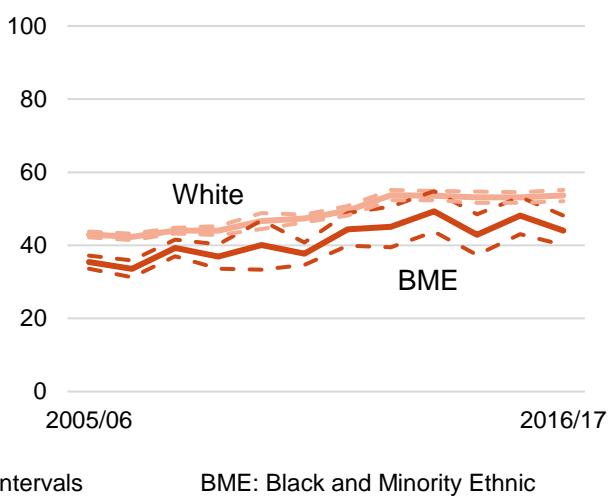
**Figure 3.4: Engagement with museums and galleries by sex, 2005/06 to 2016/17**



— Headline estimates

— — 95% confidence intervals

**Figure 3.5: Engagement with museums and galleries by ethnicity, 2005/06 to 2016/17**



BME: Black and Minority Ethnic

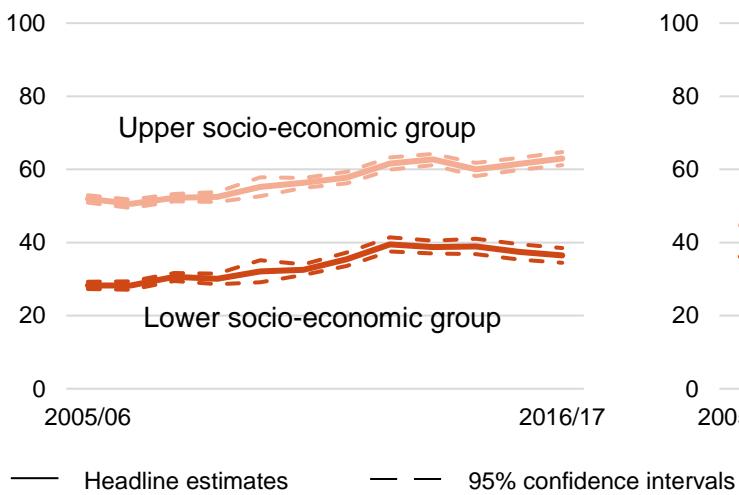
The proportion of adults who had visited a museum or gallery in the last 12 months was significantly higher in 2016/17 than 2005/06 for both males and females, with increases of 10.1 and 10.0 percentage points respectively.

There is no significant difference in engagement with museums and galleries between the sexes.

Engagement with museums and galleries increased significantly between 2005/06 and 2016/17 for both the White ethnic group and the Black and Minority Ethnic group.

Engagement with museums and galleries is higher for the White ethnic group than for the Black and Minority Ethnic group, with a difference of 9.5 percentage points in 2016/17.

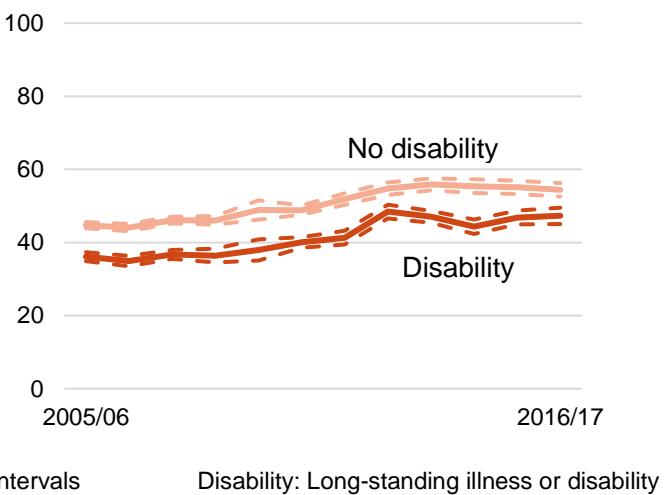
**Figure 3.6: Engagement with museums and galleries by socio-economic group, 2005/06 to 2016/17**



There were significant increases between 2005/06 and 2016/17 in the proportion of adults in both the upper and lower socio-economic groups who had visited a museum or gallery in the last 12 months.

Engagement with museums and galleries is significantly higher for the upper socio-economic group than the lower socio-economic group, with an engagement gap of 26.5 percentage points in 2016/17.

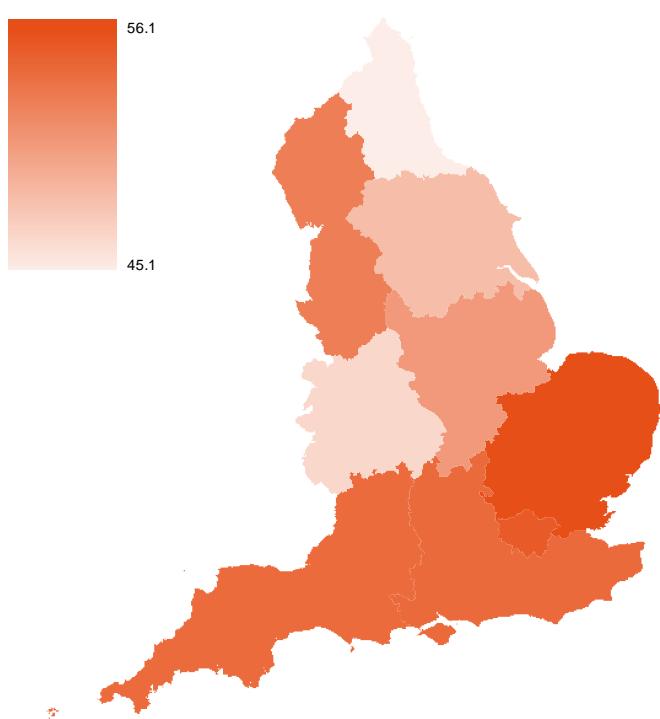
**Figure 3.7: Engagement with museums and galleries by disability status, 2005/06 to 2016/17**



In 2016/17, 54.4% of adults with no disability had visited a museum or gallery in the 12 months prior to interview, compared with 47.3% of adults with a long-standing illness or disability.

Engagement with museums and galleries was significantly higher in 2016/17 than 2005/06 for adults both with and without a long-standing illness or disability.

**Figure 3.8: Engagement with museums and galleries by region, 2016/17**



In 2016/17, the proportion of adults who had visited a museum or gallery in the 12 months prior to interview was highest in the East of England (56.1%) and lowest in the North East (45.1%).

Engagement with museums and galleries was higher in 2016/17 than 2005/06 in all regions except the North East and London. The greatest increase was in the South West where the engagement rate increased from 39.8% in 2005/06 to 54.1% in 2016/17.

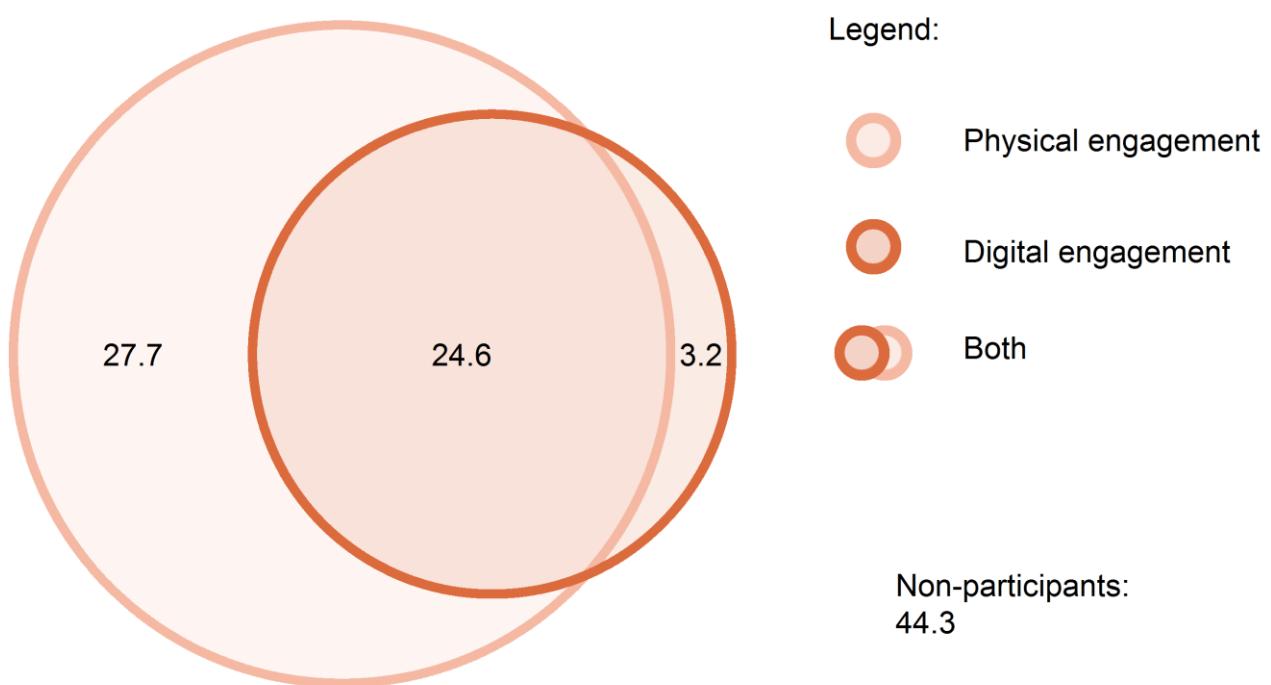
Since 2015/16, engagement levels have remained stable in all regions except the North East and London, where there have been significant decreases.

## Digital Engagement

In 2016/17, 27.8% of adults had visited a museum or gallery website in the 12 months prior to interview. This is significantly higher than the rate of 15.8% in 2005/06.

In 2016/17, the most common reasons for visiting a museum or gallery website were to find out more about an exhibition or event (76.3%), to check opening times (66.2%) and to order tickets for an exhibition or event (37.0%).

**Figure 3.9: Proportion of adults who had engaged physically or digitally with museums or galleries in the last 12 months, 2016/17**

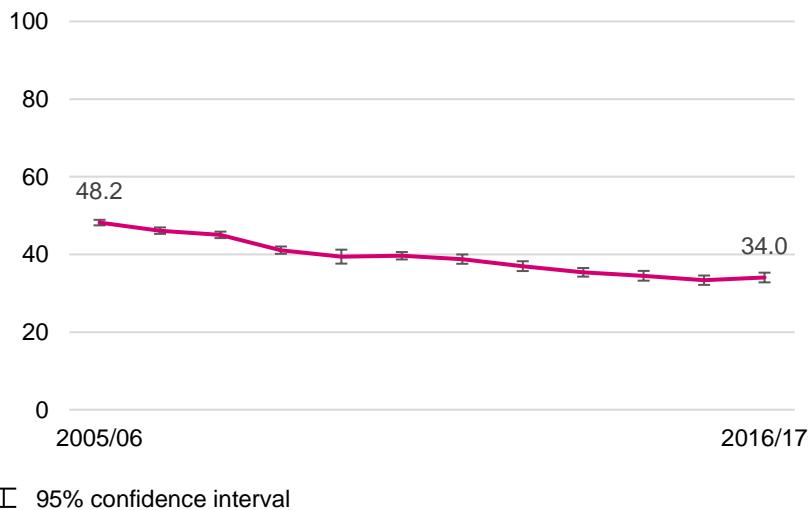


The majority of adults who had visited a museum or gallery website had also visited a museum or gallery in person. In total, 24.6% of adults had visited a museum or gallery both digitally and physically, and 55.5% of adults had engaged with museums and galleries either digitally, physically or both.

## Chapter 4: Libraries

In 2016/17, 34.0% of adults had used a public library service in their own-time or as part of voluntary work in the 12 months prior to interview. This is significantly lower than in 2005/06 (48.2%) but similar to 2015/16 (33.4%).

**Figure 4.1: Proportion of adults who had used a public library service in the last 12 months, 2005/06 to 2016/17**

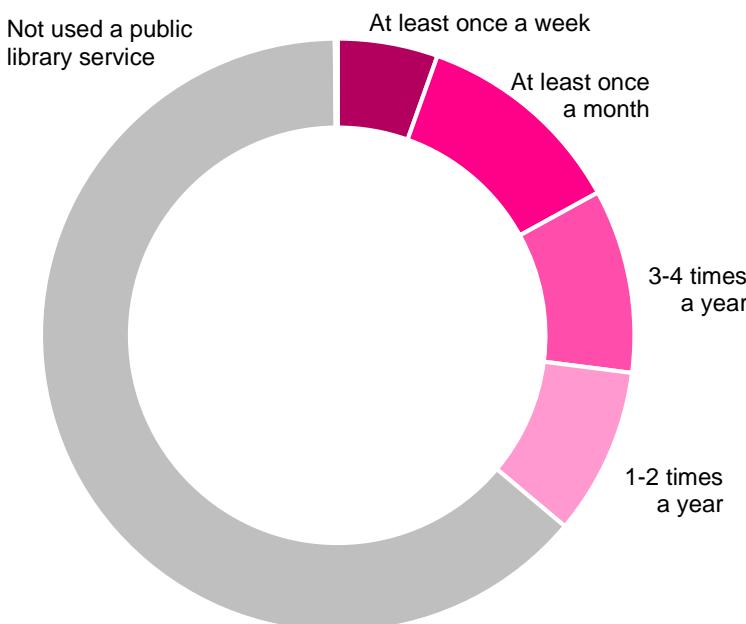


### What is included in public library use?

Public library use covers any use of a public library service and is not restricted to visiting in person to borrow books. This includes going to the library to do printing, taking part in a reading group and using on-line library resources. A full list can be found in Annex C.

For 2016/17, data on the frequency of public library use is only available for public library use for any purpose rather than public library use in own-time or as part of voluntary work, as previously reported on.

**Figure 4.2: Proportion of adults had used a public library service for any purpose in the last 12 months by frequency of use, 2016/17**

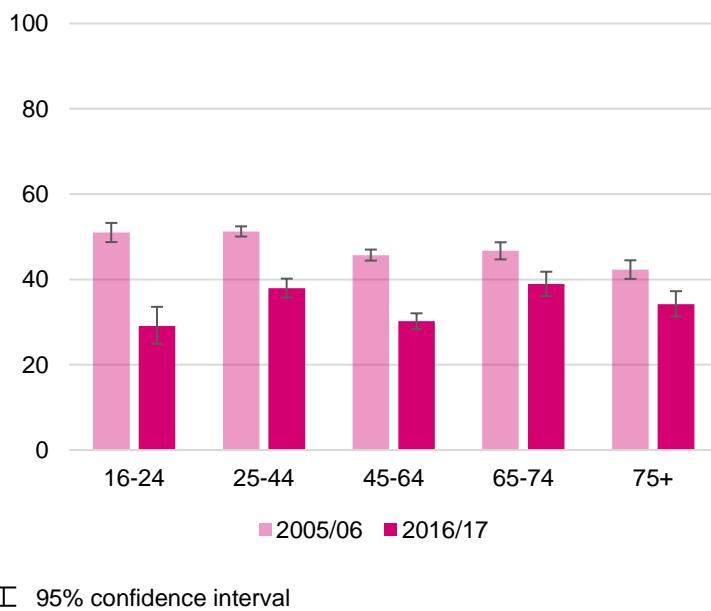


In 2016/17, 36.2% of adults had used a public library service for any purpose at least once in the last 12 months.

- 5.5% of adults had used a public library service at least once a week
- 11.6% had used a public library less frequently than once a week but at least once a month
- 10.0% had used a public library service less frequently than once a month but at least 3 or 4 times in the last year

The demographic and area-level breakdowns in this section only include use of public library services in own-time or as part of voluntary work.

**Figure 4.3: Proportion of adults who had used a public library service in the last 12 months by age group, 2005/06 and 2016/17**

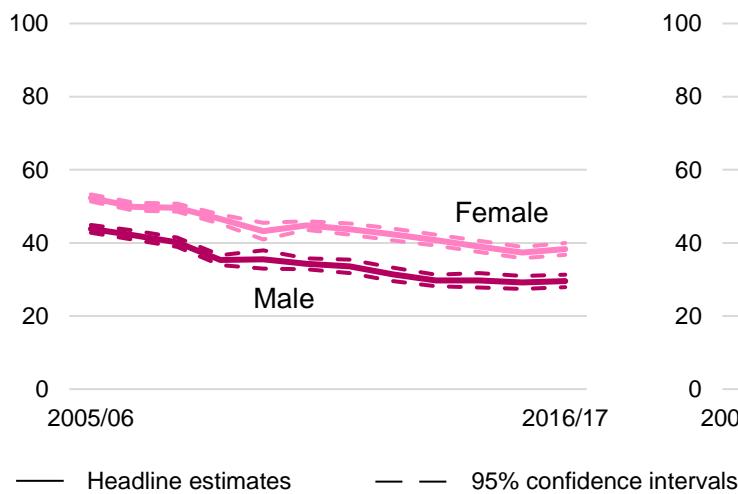


In 2016/17, public library use was highest for those aged 25-44 (38.0%) and 65-74 (38.9%), and lowest for those aged 16-24 (29.1%) and 45-64 (30.2%).

Public library use was significantly lower in 2016/17 than 2005/06 for all age groups, but the biggest percentage point decrease was in the 16-24 age group where public library use decreased from 51.0% in 2005/06 to 29.1% in 2016/17.

— 95% confidence interval

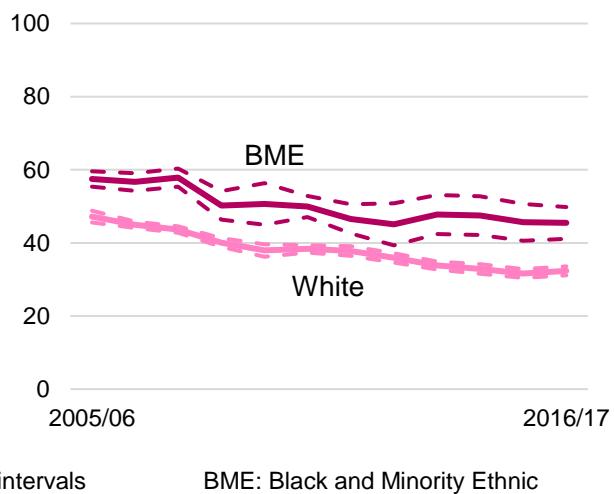
**Figure 4.4: Public library use by sex, 2005/06 to 2016/17**



Public library use has declined for both males and females over the period 2005/06 to 2016/17.

Since data were first collected, public library use has been significantly higher for females than males. In 2016/17, 38.3% of females had used a public library service in the 12 months prior to interview compared with 29.6% of males.

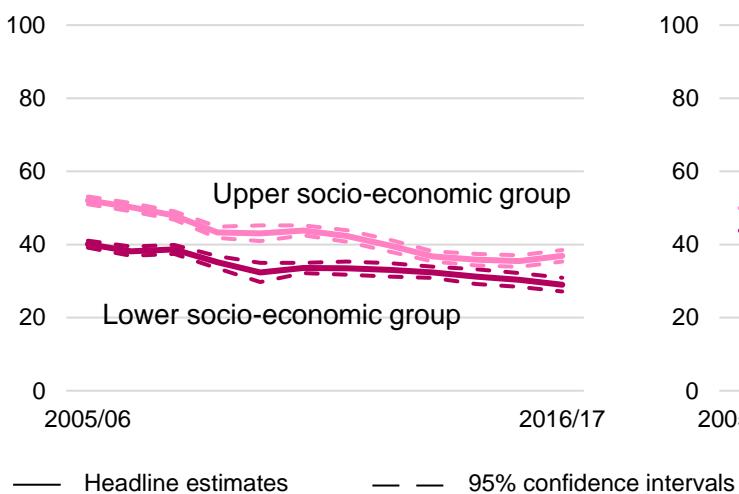
**Figure 4.5: Public library use by ethnicity, 2005/06 to 2016/17**



Public library use was significantly lower in 2016/17 than 2005/06 for both the White and Black and Minority Ethnic groups.

Unlike other cultural sectors, public library use is higher for the Black and Minority Ethnic group than for the White ethnic group. The gap in engagement has widened slightly since 2005/06, from 10.3 percentage points in 2005/06 to 13.1 percentage point in 2016/17. This is as a result of a slightly faster decline in public library use for the White ethnic group than for the Black and Minority Ethnic group.

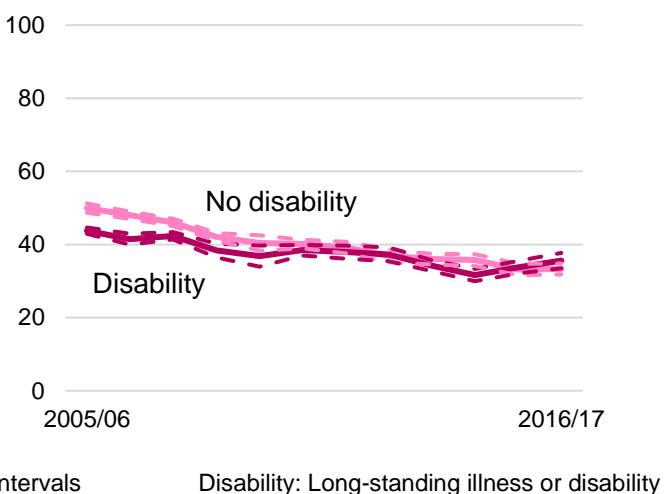
**Figure 4.6: Public library use by socio-economic group, 2005/06 to 2016/17**



Public library use has declined slightly faster for the upper socio-economic group than for the lower socio-economic group over the period 2005/06 to 2016/17.

Public library use remains higher for the upper socio-economic group than the lower socio-economic group but the engagement gap has narrowed from 12.0 percentage points in 2005/06 to 7.9 percentage points in 2016/17.

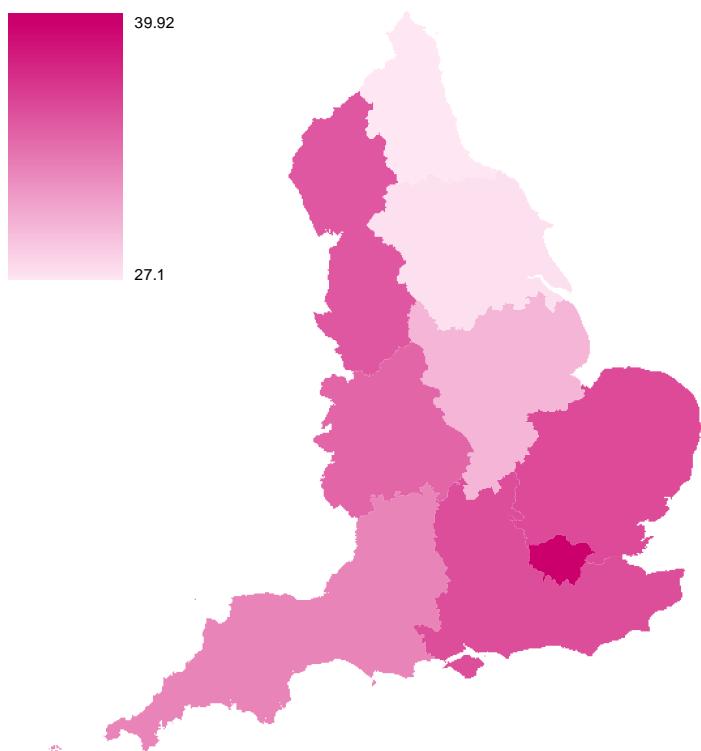
**Figure 4.7: Public library use by disability status, 2005/06 to 2016/17**



Over the period 2005/06 to 2016/17, public library use decreased by 16.6 percentage points for adults with no disability but by only 8.2 percentage points for adults with a long-standing illness or disability.

There is no longer a significant difference in public library use between adults with and without a long-standing illness or disability.

**Figure 4.8: Public library use by region, 2016/17**



In 2016/17, public library use was highest in London (39.9%) and lowest in the North East (27.1%) and Yorkshire and the Humber (27.4%).

Public library use has decreased in all regions over the period 2005/06 to 2016/17, but the biggest decreases were in the North East (17.8 percentage points), South East (15.4 percentage points) and South West (15.3 percentage points).

Compared with 2015/16, public library use has decreased in the North East and Yorkshire and the Humber, but is similar in all other regions.

## Digital Engagement

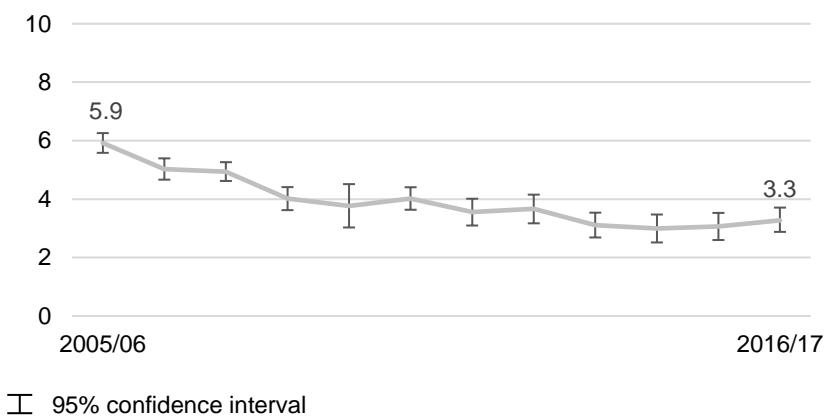
In 2016/17, 12.8% of adults had visited a library website in the 12 months prior to interview. This is significantly higher than the rate of 8.9% in 2005/06 but lower than the rate of 14.2% in 2015/16 and the high of 16.9% in 2012/13.

In 2016/17, the most common reasons for visiting a library website were to check the opening hours of a library (60.6%), to search and view online information or make an enquiry (45.8%) and to complete a transaction (e.g. reserve or renew items, pay a fine) (45.7%).

## Chapter 5: Archives

In 2016/17, 3.3% of adults had visited an archive centre or records office in the last 12 months in their own time or as part of voluntary work. This is significantly lower than in 2005/06 (5.9%) but is similar to 2015/16 (3.1%).

**Figure 5.1: Proportion of adults who had visited an archive centre or records office in the last 12 months, 2005/06 to 2016/17**



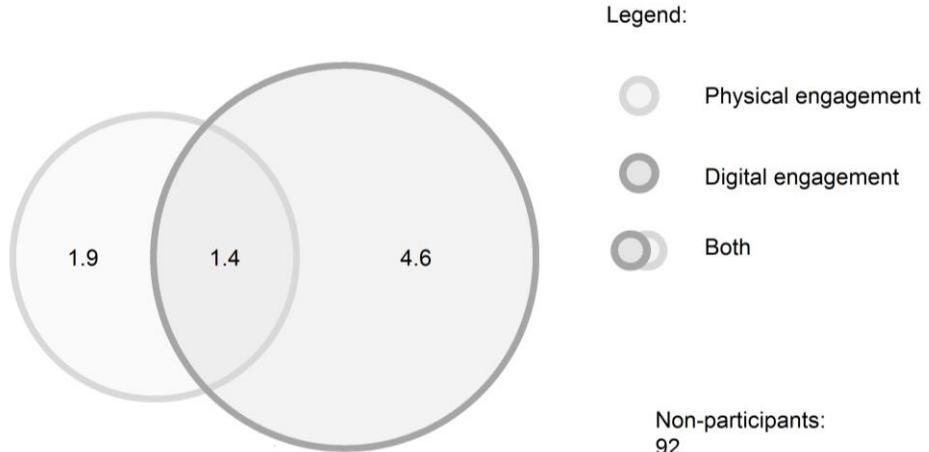
### What is an archive centre?

Archives are documents that have been created by families, individuals and organisations that have been specifically chosen to be kept permanently. They can be written papers, maps, photographs, films or sound recordings. Places that keep archives are called an archive centre or records office. This is not the same as a registry office where births, deaths and marriages are registered.

## Digital Engagement

In 2016/17, 6.0% of adults had visited an archive or records office website in the 12 months prior to interview. The main reasons for visiting an archive or records office website were to view digitised documents online (63.8%), search a catalogue (32.4%), find out about the archive (e.g. opening hours) (25.7%) and complete a transaction (21.0%).

**Figure 5.2: Proportion of adults who had engaged physically or digitally with archive services in the last 12 months, 2016/17**

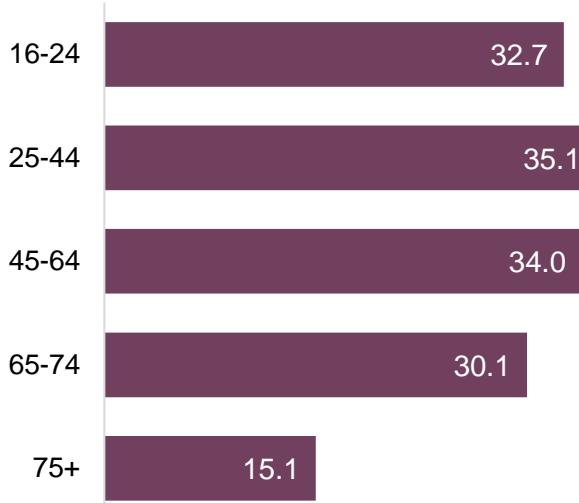


In contrast with the other sectors, a higher proportion of adults had visited an archive or record office website than had visited an archive centre in person.

## Chapter 6: Digital Participation

In 2016/17, 31.8% of adults had digitally participated in culture in the 12 months prior to interview.

**Figure 6.1: Proportion of adults who had digitally participated in culture in the last 12 months by age group, 2016/17**



### What is digital participation?

Digital participation in culture is defined as visiting websites or apps for at least one of the reasons outlined in Annex C. The list excludes visiting websites to find out information such as location or opening hours, or to buy tickets for an event. Visiting a website or app related to culture for any reason falls under 'digital engagement'.

Please note that this list has changed since 2015/16 due to additional response options being added to the questionnaire. This means that the results for 2016/17 are not comparable with previous years.

Digital participation was significantly lower for those aged 75+ (15.1%) than the younger age groups (range from 30.1% to 35.1%). Digital participation was higher for males (34.1%) than females (29.6%) and higher for the upper socio-economic group (39.5%) than the lower socio-economic group (20.2%). There were no significant differences in digital participation by ethnicity or disability status.

## Chapter 7: Volunteering and Charitable Giving

### Volunteering

In 2016/17, 32.9% of adults had done voluntary work at least once in the last 12 months, and 10.9% of adults had volunteered in at least one of the DCMS sectors<sup>1</sup>.

Of those that had done **any** type of voluntary work:

- 7.2% volunteered in the arts sector
- 1.6% volunteered in museums or galleries
- 4.9% volunteered in the heritage sector
- 2.1% volunteered in libraries
- 0.6% volunteered in the archives sector
- 20.0% volunteered in the sports sector

### What is volunteering?

In the Taking Part questionnaire, respondents are asked whether they have done any voluntary work, with a list of activities provided for them to choose from. The full list is available in Annex C.

The way that the volunteering question was asked in 2016/17 was different to previous years so comparisons should not be made between the 2016/17 results and those for previous years.

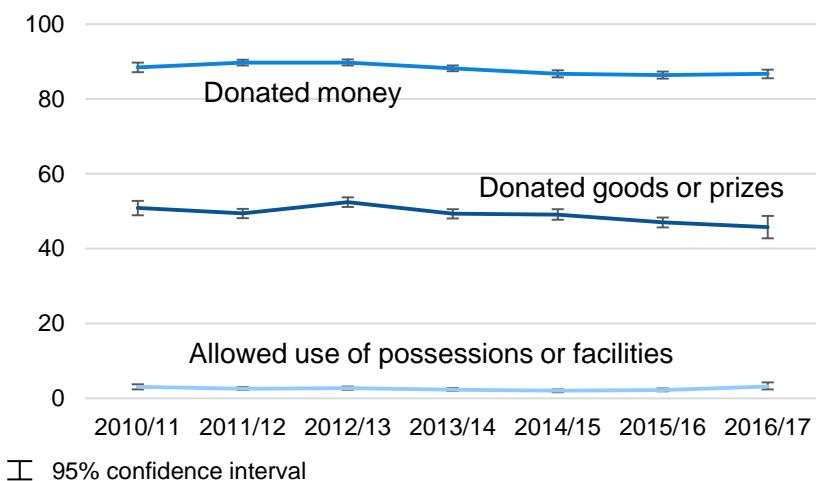
Volunteering data are also collected on the Community Life Survey (CLS). The questions about volunteering on the CLS are different to the Taking Part Survey so the results from the two surveys are not comparable. CLS should be used for headline measures of volunteering, while Taking Part can be used to understand volunteering in the DCMS sectors.

<sup>1</sup> DCMS sectors are defined as the arts, museums and galleries, heritage, libraries, archives and sport

## Charitable Giving

In 2016/17, 86.7% of adults had donated money to charity in the last 12 months<sup>2 3</sup>. Additionally, 45.7% of people had donated goods or prizes and 3.2% had allowed the use of possessions or facilities.

**Figure 7.1: Proportion of adults who had donated money or goods or services to charity, or allowed a charitable organisation use of possessions or facilities in the last 12 months, 2010/11 to 2016/17**



For those that had donated money to charity, the most common forms of donation were:

- Money to collecting tins or charity envelopes (40.1%)
- Buying raffle tickets (38.1%)
- Buying goods from a charity shop or catalogue (35.4%)

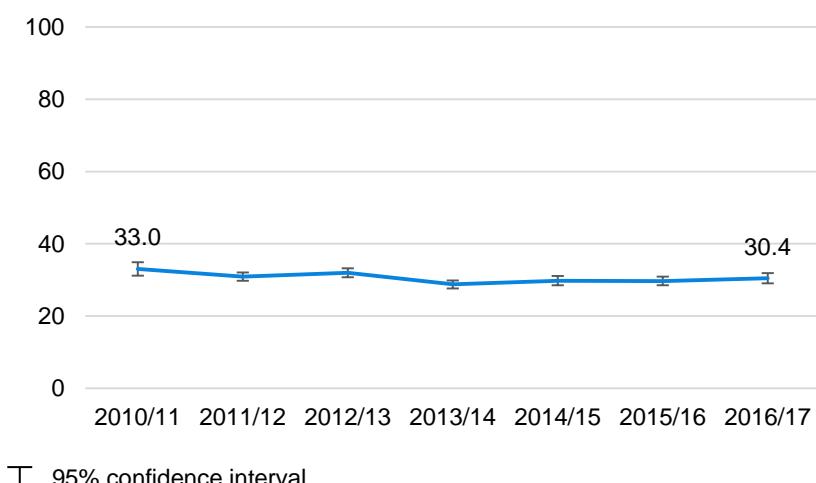
The most common reasons selected for giving money to charity were:

- I wanted to improve things/help people (64.4%)
- The cause was really important to me (56.0%)
- I could see how my donation could make/made a difference (42.4%)

## Charitable giving to DCMS sectors

The proportion of adults who had donated to at least one of the DCMS sectors<sup>4</sup> in the last 12 months was 30.4% in 2016/17. This is lower than in 2010/11 when data were first collected (33.0%) but similar to last year (29.7%).

**Figure 7.2: Proportion of adults who had donated money to at least one of the DCMS sectors in the last 12 months, 2016/17**



Of all charitable donations, the proportion of adults that had donated to each of the DCMS sectors was as follows:

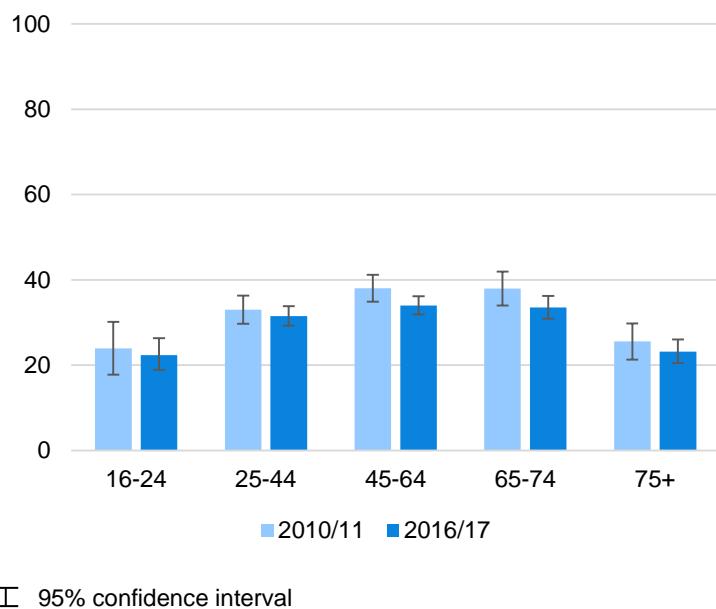
- Heritage: 14.2%
- Arts: 4.9%
- Museums and galleries: 16.5%
- Libraries: 0.6%
- Sport: 7.0%

<sup>2</sup> Estimates of charitable giving in the last 4 weeks are available from the [Community Life Survey](#)

<sup>3</sup> The forms of charitable giving that are included in the questionnaire are provided in Annex C

<sup>4</sup> DCMS sectors are defined as the arts, museums and galleries, heritage, libraries and sport

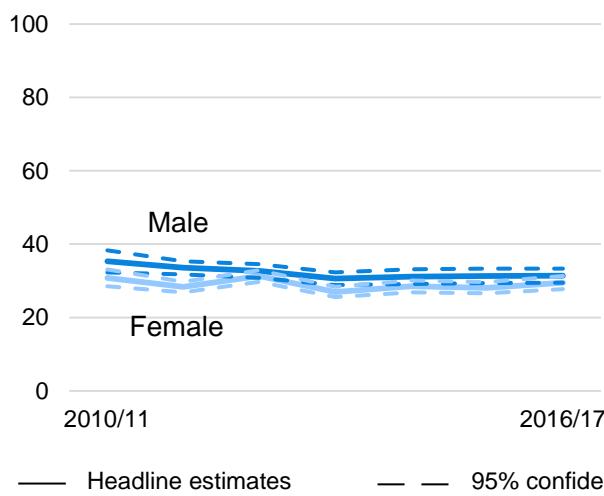
**Figure 7.3: Proportion of adults who had donated money to at least one of the DCMS sectors in the last 12 months by age group, 2010/11 and 2016/17**



In 2016/17, charitable giving to the DCMS sectors was highest for those aged 25-44 (31.5%), 45-64 (34.0%) and 65-74 (33.5%), and lowest for those aged 16-24 (22.3%) and 75+ (23.1%).

█ 95% confidence interval

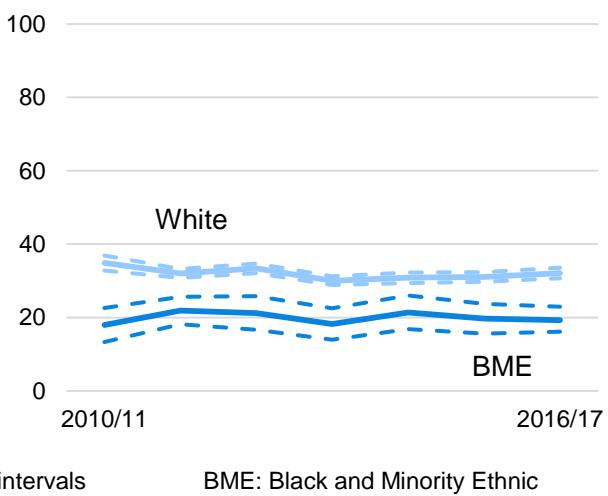
**Figure 7.4: Charitable giving to DCMS sectors by sex, 2010/11 to 2016/17**



Since 2010/11, there has been a significant decrease in the proportion of males donating money to the DCMS sectors, from 35.3% to 31.4% in 2016/17.

There is no significant difference between males and females in charitable giving to the DCMS sectors.

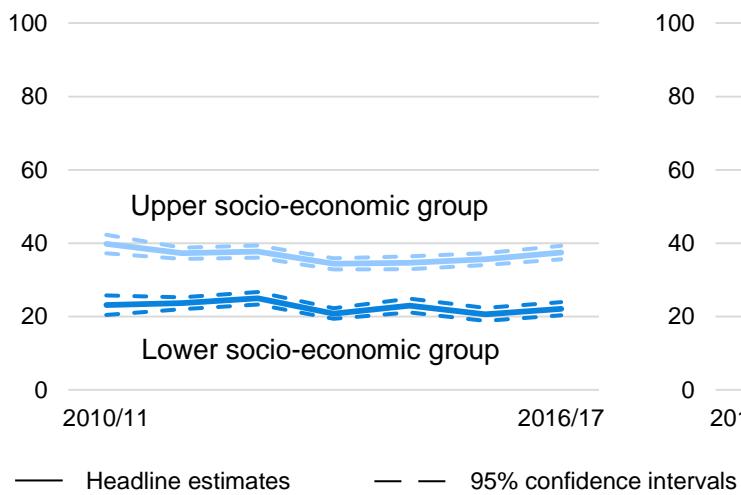
**Figure 7.5: Charitable giving to DCMS sectors by ethnicity, 2010/11 to 2016/17**



Charitable giving to the DCMS sectors is higher among White adults (32.1% in 2016/17) than adults in Black and Minority Ethnic groups (19.3% in 2016/17).

There has been a decrease in rates of charitable giving to the DCMS sectors among the White ethnic group, from 34.9% in 2010/11 to 32.1% in 2016/17.

**Figure 7.6: Charitable giving to DCMS sectors by socio-economic group, 2010/11 to 2016/17**



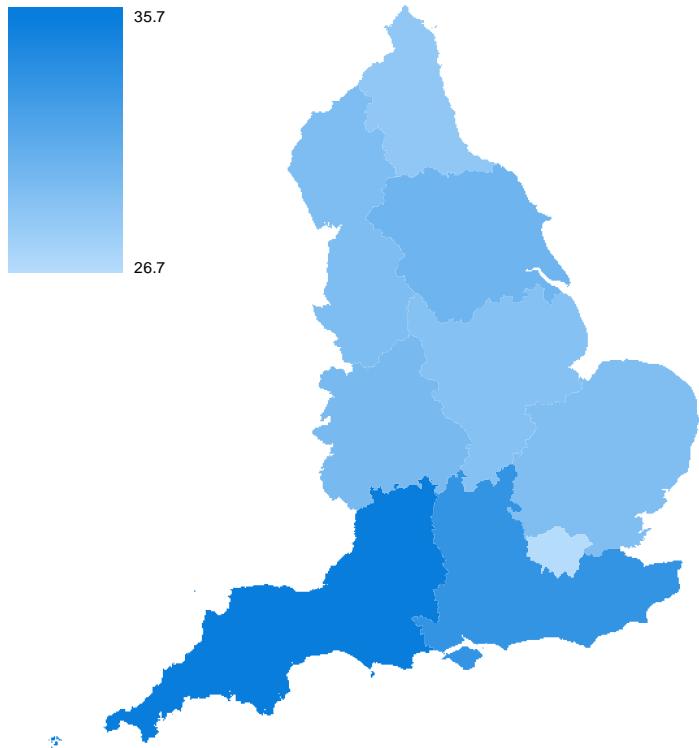
Across the time series, charitable giving to the DCMS sectors has been consistently higher in the upper socio-economic group than in the lower socio-economic group. In 2016/17, 37.5% of adults in the upper socio-economic group had donated money to a charity in one of the DCMS sectors in the last 12 months, compared with 22.1% of adults in the lower socio-economic group.

**Figure 7.7: Charitable giving to DCMS sectors by disability status, 2010/11 to 2016/17**



There is no significant difference between adults with and without a long-standing illness or disability in levels of charitable giving to the DCMS sectors, with a rate of 30.5% for both groups in 2016/17.

**Figure 7.8: Charitable giving to DCMS sectors by region, 2016/17**

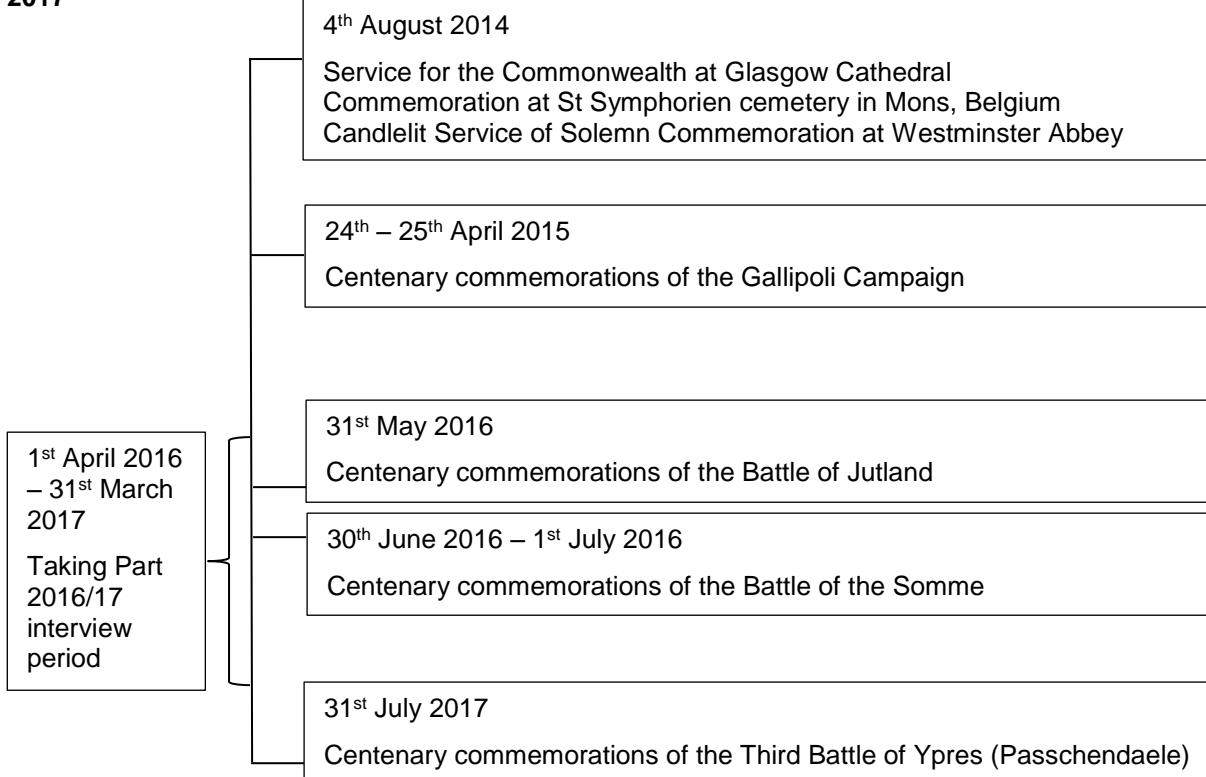


In 2016/17, the region with the highest proportion of adults who had donated money to at least one of the DCMS sectors in the last 12 months was the South West (35.7%), and the region with the lowest proportion was London (26.7%).

## Chapter 8: First World War

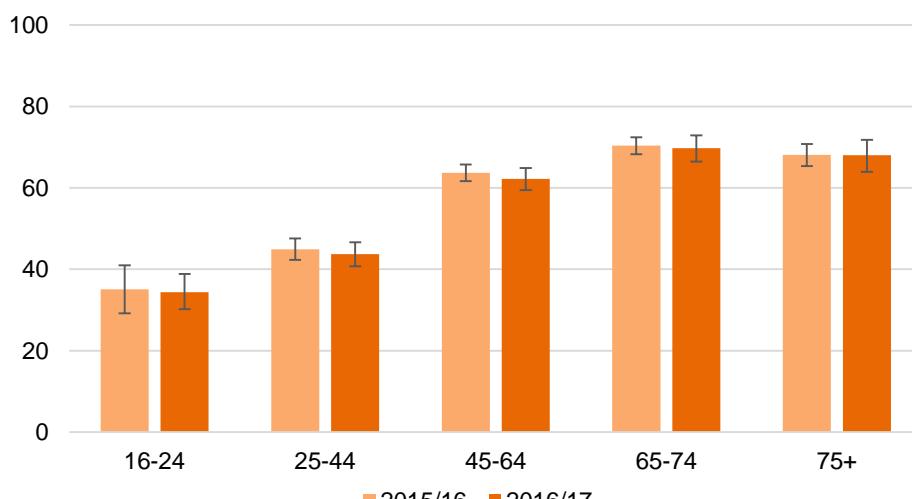
Over the period 2014 to 2018, a number of national and local events have been/are being held to commemorate the Centenary of the First World War. Questions about awareness of the commemorative events and attitudes towards them have been included in the Taking Part survey since July 2014.

**Figure 8.1: Timeline of the national events to commemorate the Centenary of the First World War, 2014-2017**



In 2016/17, 52.5% 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. This is similar to the proportion in 2015/16 (54.7%).

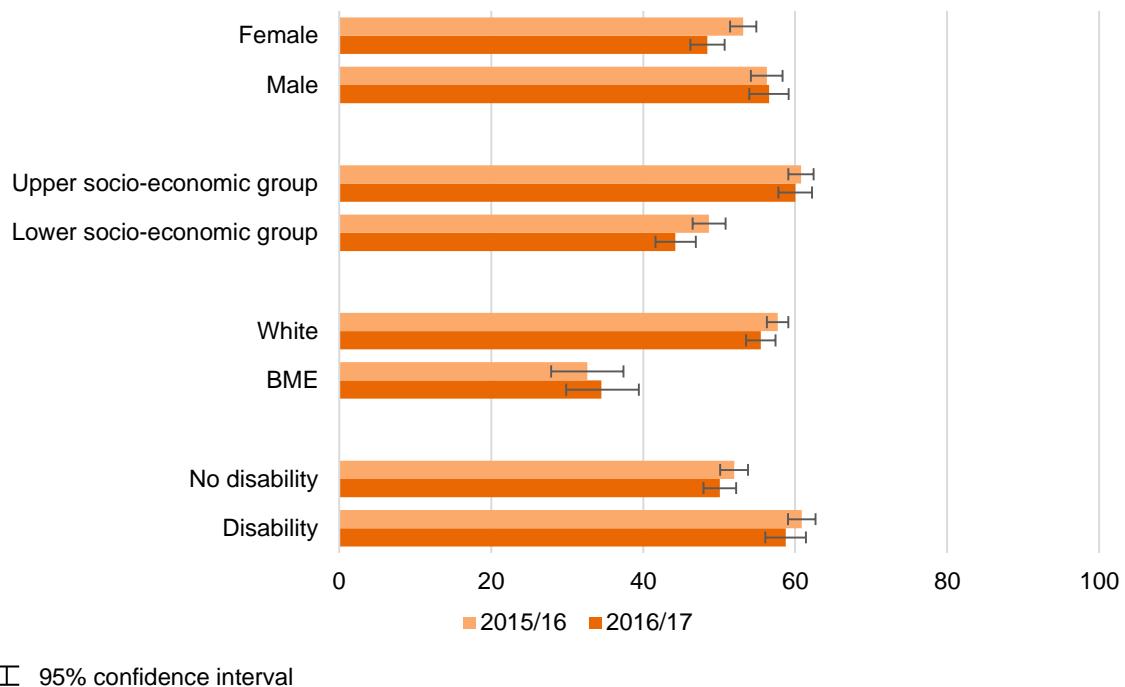
**Figure 8.2: Proportion of adults aware of local or national events or activities being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War, by age group, 2015/16 and 2016/17**



Awareness levels were highest among those aged 65-74 (69.8%) and 75+ (68.0%), and lowest among those aged 16-24 (34.4%) and 25-44 (43.7%) in 2016/17.

Across all age groups, awareness levels were similar in 2016/17 to in 2015/16.

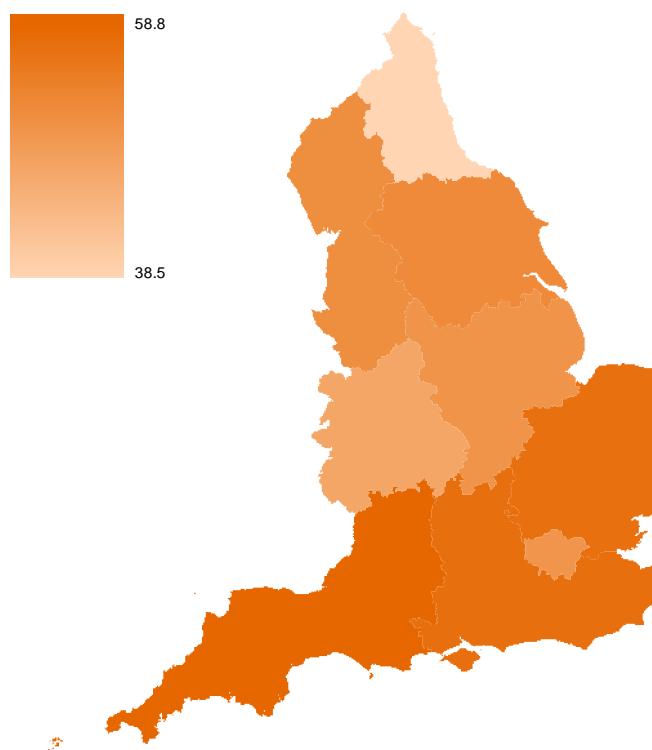
**Figure 8.3: Proportion of adults aware of local or national events or activities being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War, by demographics, 2015/16 and 2016/17**



□ 95% confidence interval

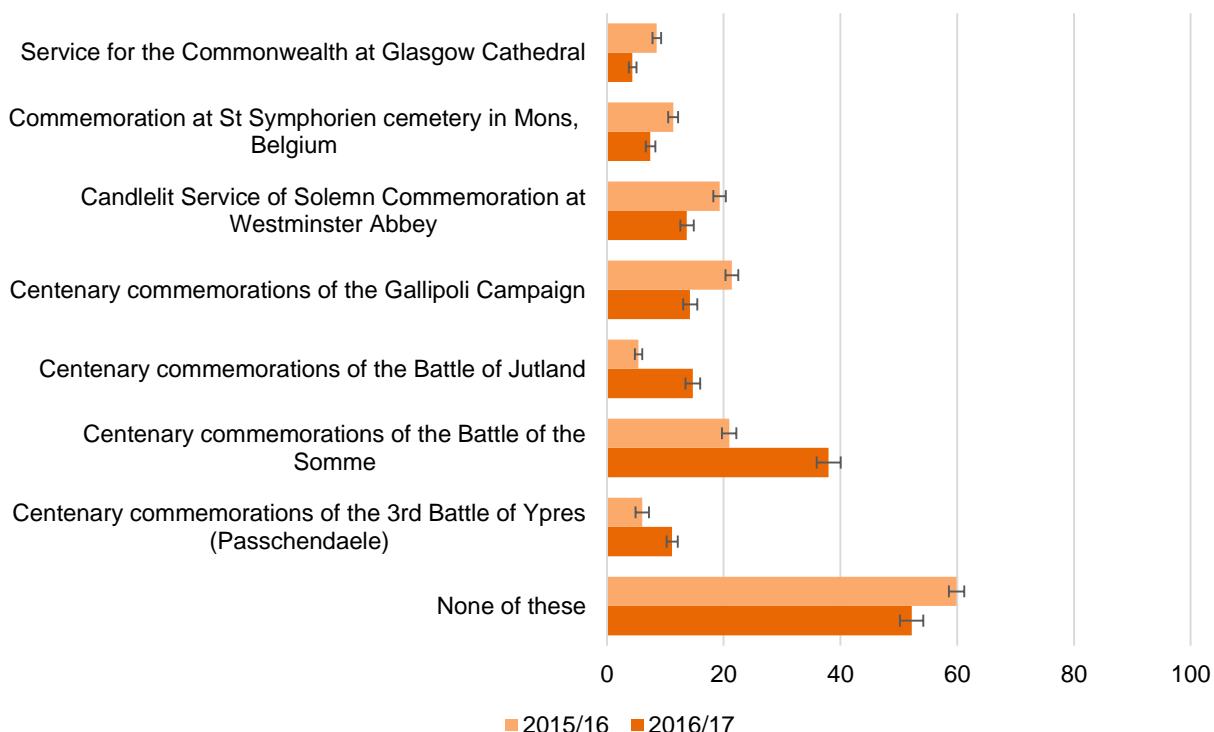
In 2016/17, awareness of First World War Centenary events was higher among males, those in the upper socio-economic group, White adults and those with a long-standing illness or disability. Given that the percentage of adults with a long-standing illness or disability increases with age, the higher awareness levels for adults with a long-standing illness or disability are likely to be a reflection of the higher awareness levels observed in the older age groups.

**Figure 8.4: Proportion of adults 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, by region, 2016/17**



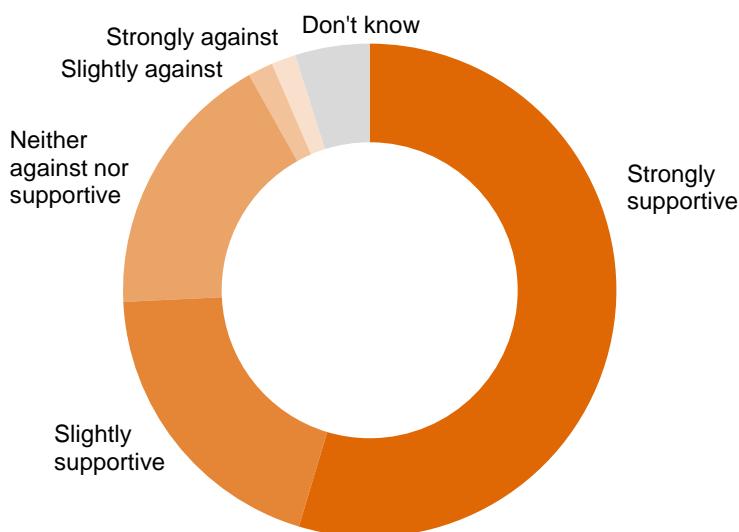
Awareness of First World War Centenary events was highest in the South West (58.8%), South East (57.2%) and East of England (57.0%) and lowest in the North East (38.5%).

**Figure 8.5: Awareness of events to commemorate the Centenary of the First World War, 2015/16 and 2016/17**



Whilst 52.5% of all adults were aware that events have been and are being held in the UK between 2014 and 2018 to commemorate the Centenary of the First World War, awareness of individual events varied. More adults were aware of the Centenary commemorations of the Battle of the Somme (38.0%) than of any other event. Awareness levels increased between 2015/16 and 2016/17 for events that took place during 2016/17 (Jutland and Somme), and decreased for events that had happened prior to 2016/17 (Glasgow, St Symphorien, Westminster Abbey, Gallipoli).

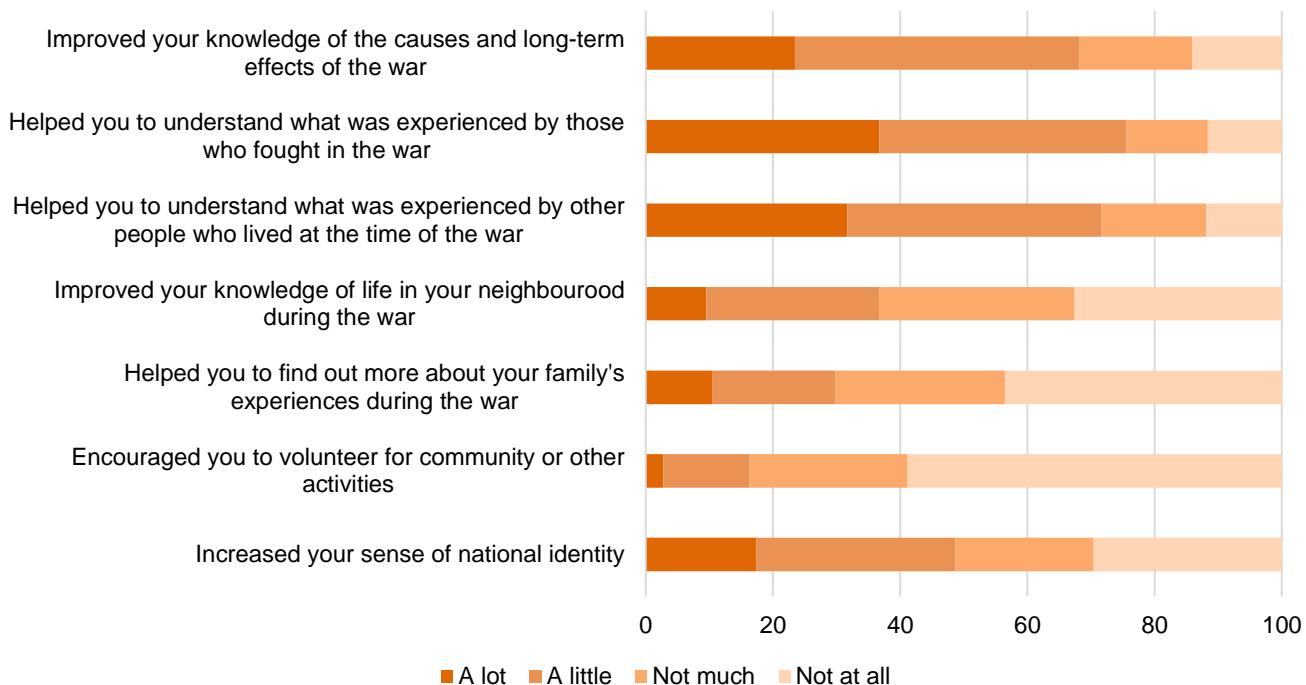
**Figure 8.6: Level of support for First World War Centenary commemorations, 2016/17**



In 2016/17, 74.2% of adults supported the UK commemorating the Centenary of the First World War, reporting that they were slightly or strongly supportive.

Levels of support are broadly similar to in 2015/16 when 76.9% of adults were slightly or strongly supportive.

**Figure 8.7: Impacts of First World War Centenary commemorations, 2016/17**



Respondents who had stated that they were aware of events and activities to commemorate the Centenary of the First World War were then asked to what extent the events had impacted their knowledge or behaviour:

- 75.5% of people said that the events had helped them to understand what was experienced by those who fought in the war
- 68.1% of people said that the events had improved their knowledge of the causes and long-term effects of the war
- 48.7% of people said that the events had increased their sense of national identity
- 16.3% of people said that the events had encouraged them to volunteer for community or other activities

## Annex A: Background

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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 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 analysis has 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 tables.
9. All estimates have been rounded to one decimal place.
10. Changes over time and differences between groups are only reported on where they are statistically significant at the 95% level. This means that we can be confident that the differences seen in our sampled respondents are reflective of the population. Specifically, the statistical tests used mean we can be confident that if we carried out the same survey

on different random samples of the population, 95 times out of 100 we would get similar findings. When sample sizes are smaller we can be less confident in our estimates so differences need to be greater to be considered statistically significant.

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-2016 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 Alison Reynolds. For enquiries on this release, please contact Alison on 0207 211 6776.
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.
2016/17	This is the time period covering April 2016 to March 2017. 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.
Arts	A list of activities that are classified as engagement with the arts is given in Annex C.
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	A confidence interval provides a range in which there is a specific probability that the true value for the population will fall. 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 for adults in England.
DCMS sectors	The DCMS sectors referred to in this report are the arts, heritage, museums and galleries, libraries, archives and sport.
Digital engagement	Digital engagement in each cultural sector is defined as visiting a website or using an app related to that sector.
Digital participation	Digital participation in culture is defined as visiting websites or apps for at least one of the reasons outlined in Annex C. The list excludes visiting websites to find out information such as location or opening hours, or to buy tickets for an event.
Engagement	This refers to either attending and/or participating in the culture or arts sector, for example, going to the theatre (attendance) or playing a musical instrument (participation).
Heritage	A list of activities that are classified as engagement with heritage is given in Annex C.
Public library use	The list of activities that are classified as public library use is given in Annex C.

Significant increase/decrease	A significant increase/decrease at the 95% level means that if we carried out the same survey on different random samples of the population, 95 times out of 100 we would observe the increase/decrease.
Socio-economic group	<p>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.</p> <p>More information about the NS-SEC socio-economic classification, please see <a href="#">this page</a> on the Office for National Statistics website.</p>
'White' ethnic group	<p>The 'White' ethnic group includes adults who have identified as being in the following ethnic groups:</p> <ul style="list-style-type: none"> <li>- English / Welsh / Scottish / Northern Irish / British</li> <li>- Irish</li> <li>- Gypsy or Irish Traveller</li> <li>- Any other White background</li> </ul>

## Annex C: Sector definitions

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### 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.

## **Volunteering**

Volunteering included doing any of the following types of voluntary work:

- Raising or handling money / taking part in sponsored events
- Leading a group
- Member of a committee
- Trustee
- Organising or helping to run an activity or event
- Steward at a heritage site/museum or gallery
- 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 - for example helping out a school, religious group, with shopping/refreshments
- Other

## **Charitable giving**

The respondent was asked whether they had donated money in any of the following ways.  
Note: the response option list changed slightly between quarter 1 (April to June 2016) and quarter 2 (July to September 2016).

- Money to collecting tins (e.g. door-to-door, in the street, in a pub, at work, on a shop counter, etc.) (Q1 only)
- A charity envelope for house-to-house collections (Q1 only)
- Money to collecting tins or charity envelope (e.g. door-to-door, in the street, in a pub, at work, on a shop counter, etc.) (Q2-Q4)
- Sponsorship
- Collection at church, mosque or other place of worship
- Donations into a collection box at a free event or attraction (eg. art exhibition, museum, heritage site) (Q1 only)
- Voluntary financial donations at a free event or attraction (eg. art exhibition, museum, heritage site) (Q2-Q4)
- Buying raffle tickets (NOT national lottery)
- Buying goods from a charity shop or catalogue
- Regular direct debit, standing order, covenant or debit from salary, payroll giving
- Giving to people begging on the street (Q1 only)
- Gift aid contributions on top of an entry fee to an event or attraction
- Occasional donations by cheque or credit/debit card
- Fundraising events (e.g. charity dinners, fetes, jumble sales, tickets for charitable events)
- Membership fees or supporter schemes for a charitable organisation
- Given money on an online crowdfunding platform (eg. Kickstarter or Indiegogo)
- Other method of giving (excluding donating goods or prizes)

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