



Department
for Culture
Media & Sport



Taking Part 2013/14, Focus On: Digital engagement



Statistical Release

March 2015



Introduction

This report

This report is one in a series of five “Taking Part, Focus On” reports, presenting findings on the ninth year of the Taking Part survey. Taking Part is a continuous face to face household survey of adults aged 16 and over in England and children aged 5 to 15 years old. The series expands on and complements the Statistical Release published on 3rd July 2014 that presented headline adult findings from the survey, covering April 2013 to March 2014. The “Focus On” series looks in more detail at specific measures, with each report covering one of the following areas:

- 1) Art forms
- 2) Free time activities
- 3) Barriers to participation
- 4) Digital engagement
- 5) Society

Forthcoming releases and events

The next adult release, to be published on Thursday 19th March, will present the quarter 3 estimates for year 10 (January 2014 – December 2014) for adults.

Future adult releases will follow a similar schedule, being released around the end of March, June, September and December.

If you would like further information on these releases or the Taking Part survey, please contact the Taking Part team on TakingPart@culture.gov.uk.

Digital engagement overview

Between April 2013 and March 2014, **38 per cent of adults had digitally engaged with culture** by visiting a website relating to at least one of the following sectors: Arts, Museums and Galleries, Heritage, Libraries, Archives.

38%

Digitally engaged in:
Arts, Museums and Galleries,
Heritage, Libraries or
Archives

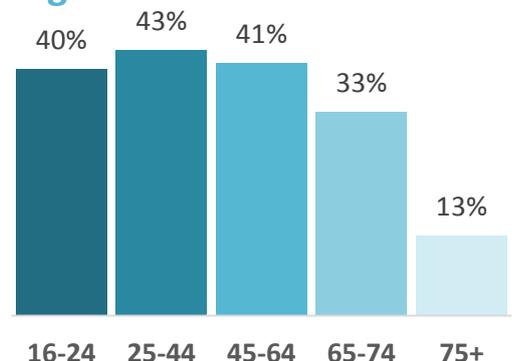
A significantly greater proportion of men participated in digital culture compared to women. In 2013/14, **39 per cent of males** and **37 per cent of females** had visited a website relating to the sectors above.

Gender



Adults aged **65-74** have seen a **significant increase** in digital engagement since 2011/12 (from 25% to 33%) whereas adults **aged 25-44** have seen a **significant decrease** over the same period (from 49% to 43%).

Age



Adults aged **75 and over** have **significantly lower** digital engagement rates compared to **all other age groups**.



Digital engagement by sector...

Arts

In 2013/14, 25.1 per cent of adults had visited an arts website (including music, theatre, dance, visual arts and literature), a significant decrease from 2005/06 when the rate was 30.5 per cent and from 2011/12 (32.2%) and 2012/13 (30.3%). However the wording of this question (see information box) changed slightly in July 2011 which coincides with a decline in the proportion visiting these types of sites.

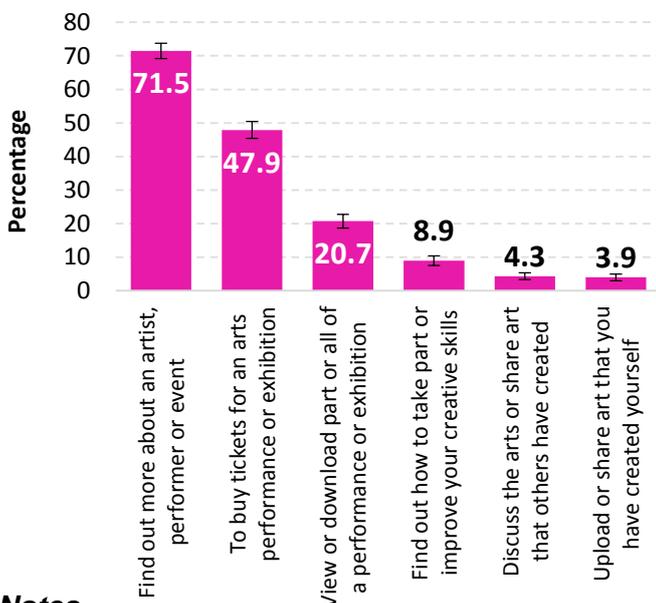
Question wording change...

Prior to July 2011 the question asked whether the respondent had visited "Theatre/concert websites or other websites about art". Since July 2011 the question was changed to ask whether they had visited "Arts websites (including music, theatre, dance, visual arts and literature)". This may have had an impact on responses and therefore caution should be taken when comparing proportions before and after July 2011.

Why visit?

Of those who had visited a theatre or concert website, 47.9 per cent of adults had bought tickets for an arts performance or exhibition. New questions about arts websites were added to the survey from July 2011. In 2013/14, of those who had visited an arts website, 71.5 per cent did so to find out more about an artist, performer or event and 20.7 per cent did so to view or download part or all of a performance or exhibition (Figure 1).

Figure 1: Why people visit arts websites, 2013/14.

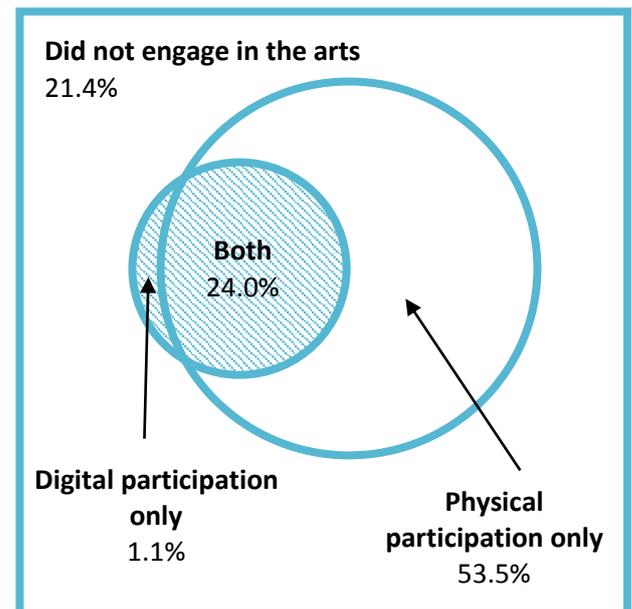


Notes

(1) Confidence intervals, shown as error bars, range between +/-1.0 and +/-2.5.

Digital vs physical participation

Figure 2: Digital and physical participation in the arts, 2013/14.

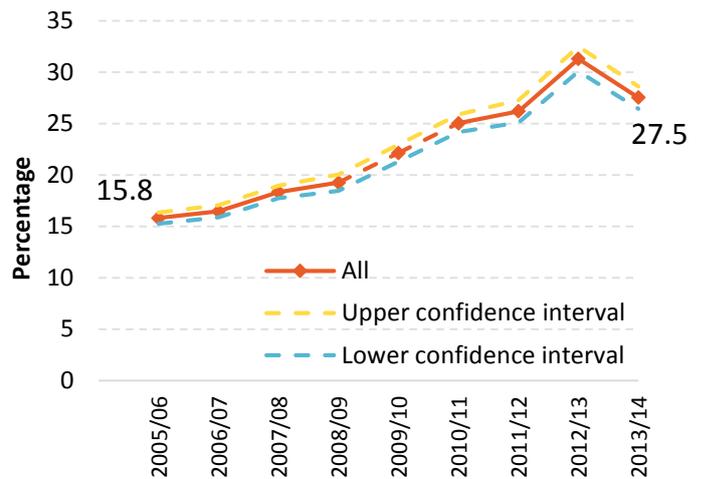


The majority of adults who had digitally engaged in the arts had also engaged physically by attending or performing at an arts event at least once in the 12 months prior to questioning (Figure 2). Overall, when considering actual arts participation and digital participation, 78.6 per cent of adults had engaged with the arts in some way in the last year.

Museums and galleries

27.5 per cent of adults had visited a museum or gallery website in 2013/14, a significant increase since data collection began in 2005/06 when the figure was 15.8 per cent. There has been a gradual upward trend in digital engagement with museum and gallery websites since the data were first collected in 2005/06. In 2013/14 the rate had dropped slightly from a peak of 31.3 per cent in 2012/13 (Figure 3). Data were not collected in 2009/10.

Figure 3: Proportion of adults who had visited a museum or gallery website, 2013/14.

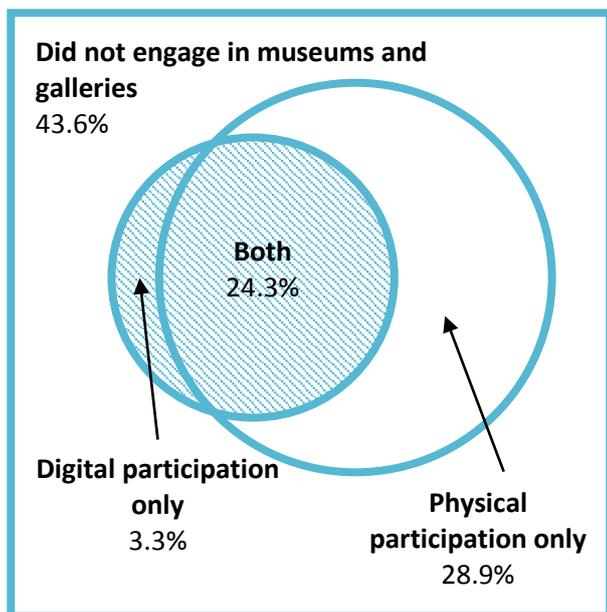


Notes

(1) Confidence intervals, shown as error bars, range between +/-0.5 and +/-1.2.

Digital vs physical participation

Figure 4: Digital and physical participation in museums and galleries, 2013/14.

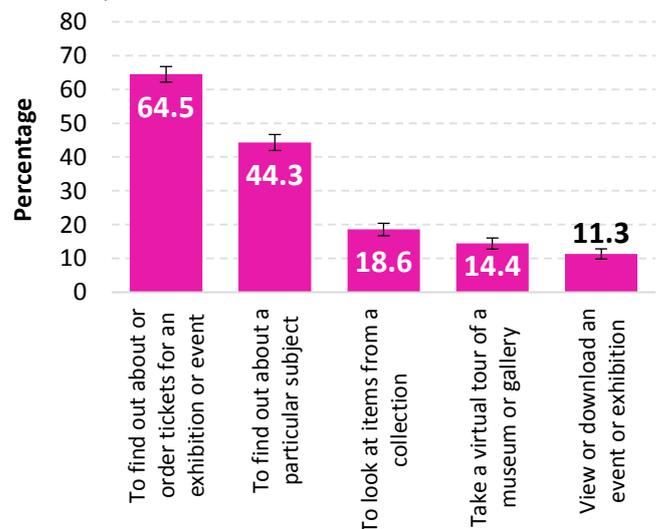


The majority of adults who had visited a museum or gallery website (digital engagement) had also physically attended a museum or gallery at least once in the 12 months prior to questioning (Figure 6). Overall, when considering physical attendance and digital participation, 56.4 per cent of adults had engaged with the museums and galleries in some way in the 12 months prior to questioning.

Why visit?

Of those who had visited a museum or gallery website, 64.5 per cent of adults had done so to find out about or order tickets for an exhibition or event, 44.3 per cent had done so to find out a particular subject and 18.6 per cent to look at items from a collection (Figure 5).

Figure 5: Why people visit a museum or gallery website, 2013/14.



Notes

(1) Confidence intervals, shown as error bars, range between +/-1.5 and +/-2.4.



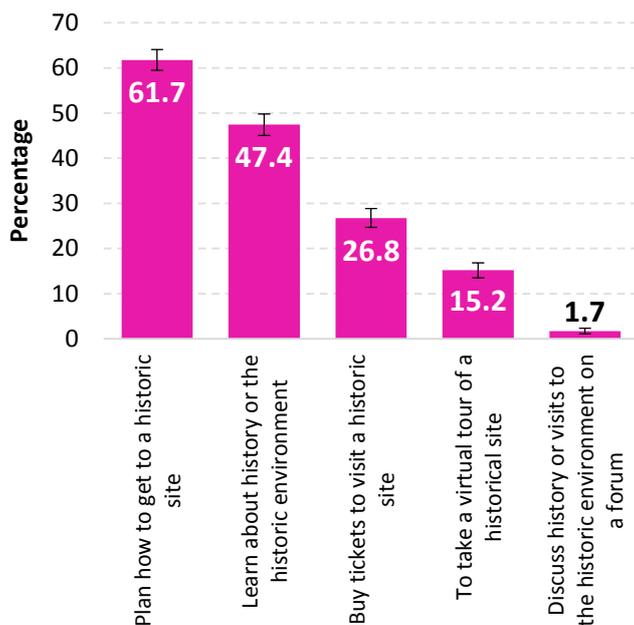
Heritage

Since 2005/06, the proportion of people who had visited heritage websites has gradually increased year on year and, in 2013/14, 27.4 per cent of adults said they had visited a heritage website in the 12 months prior to their interview. Although an overall increase since 2005/06, the 2013/14 results show a slight decrease on the 2012/13 peak of 31.3 per cent (Figure 6). Data were not collected in 2009/10.

Why Visit?

Of those adults who visited a heritage website over three in five had done so to plan how to get to a historic site (a significant increase from 2011/12 from 56.7% to 61.7%). Almost half used a heritage website to learn about history or the historic environment (47.4%) and just over a quarter used a heritage website to buy tickets to visit a historic site (26.8%) (Figure 7).

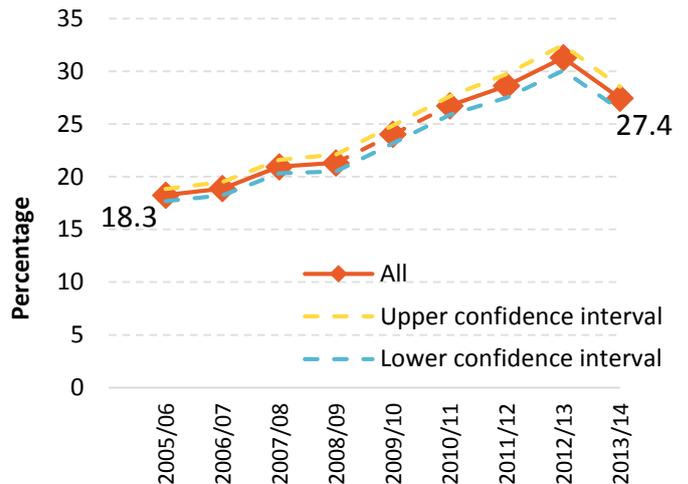
Figure 7: Why people visit a heritage website, 2013/14.



Notes

(1) Confidence intervals, shown as error bars, range between +/-0.6 and +/-2.4.

Figure 6: Proportion of adults who had visited a heritage website, 2013/14.

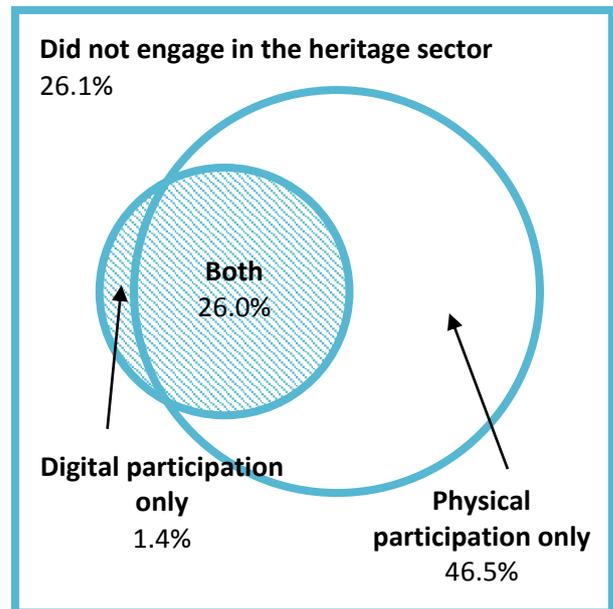


Notes

(1) Confidence intervals, shown as error bars, range between +/-0.6 and +/-1.2.

Digital vs physical participation

Figure 8: Digital and physical participation in the heritage sector, 2013/14.

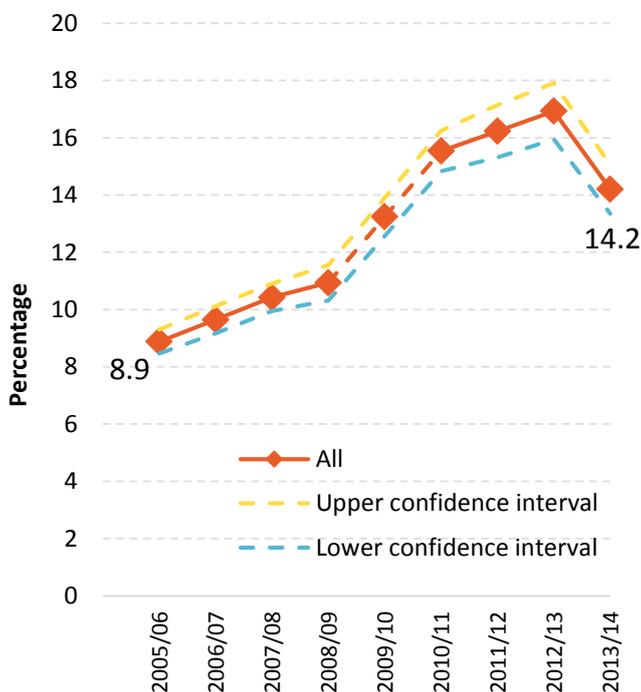


As is the case with other sectors, the majority of adults who had visited a website connected to heritage had also physically attended a heritage site at least once in the 12 months prior to questioning (Figure 8). Overall, when considering physical attendance and digital participation, 73.9 per cent of adults had engaged with the heritage sector in some way in 2013/14.

Library

In 2013/14, 14.2 per cent of adults had visited a library website in the 12 months prior to being interviewed, a significant increase from 8.9 per cent in 2005/06 (Figure 9). This was, however, a decrease on the 2010/11 figure of 15.5 per cent, the 2011/12 figure of 16.2 per cent and the 2012/13 figure of 16.9 per cent.

Figure 9: Proportion of adults who had visited a library website, 2013/14.



Notes

(1) Confidence intervals, shown as error bars, range between +/-0.4 and +/-1.0.

Why Visit?

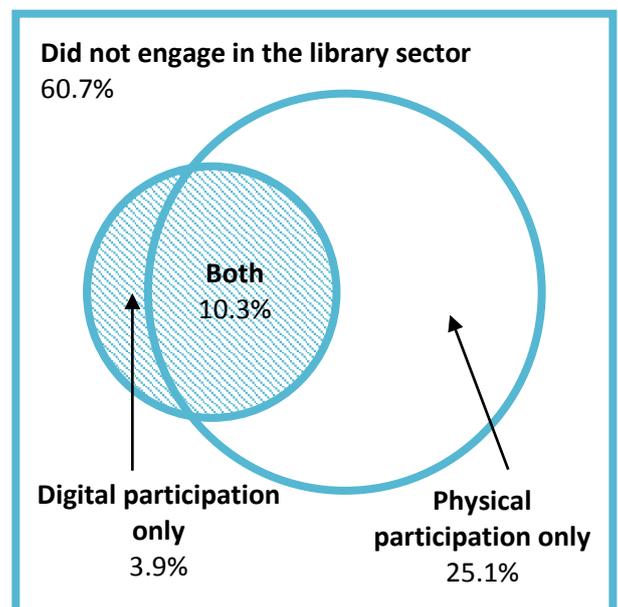
Of those adults who had visited a library website in the 12 months prior to questioning, 69.1 per cent had searched and viewed online information or made an enquiry and 40.5 per cent had completed a transaction e.g. reserved or renewed items or paid a fine, a significant increase from 28.1 per cent in 2006/07.

Digital vs physical participation

In 2013/14, 39.3 per cent of adults had engaged in the library sector either digitally or physically. This breaks down as follows:

- 3.9 per cent of adults had visited a library website, but had not visited an actual library
- 25.1 per cent of adults had visited a library but had not visited a library website
- 10.3 per cent of adults had both visited a library and visited a library website
- 60.7 per cent of adults had done neither (Figure 10).

Figure 10: Digital and physical participation in the library sector, 2013/14.

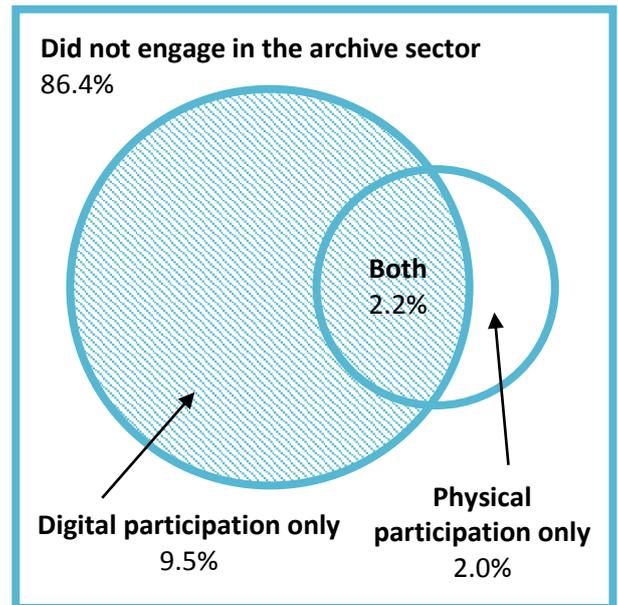


Archive or records office

A greater proportion of adults visited an archive or records office online than in person (Figure 11). In 2013/14, 11.6 per cent of adults had visited an archive or records office website in the last 12 months, a significant increase from 9.7 per cent in 2005/06. In the same year 4.1 per cent of adults had visited an archive or records office in person. This breaks down as follows:

- 9.5 per cent of adults had visited an archive or record website but had not visited an actual archive or records office (digital participation only)
- 2.0 per cent of adults had only visited an archive or record office in person
- A further 2.2 per cent of adults had engaged both digitally and physically
- In total 13.6 per cent of adults had engaged in the archive sector in some way in the 12 months prior to questioning.

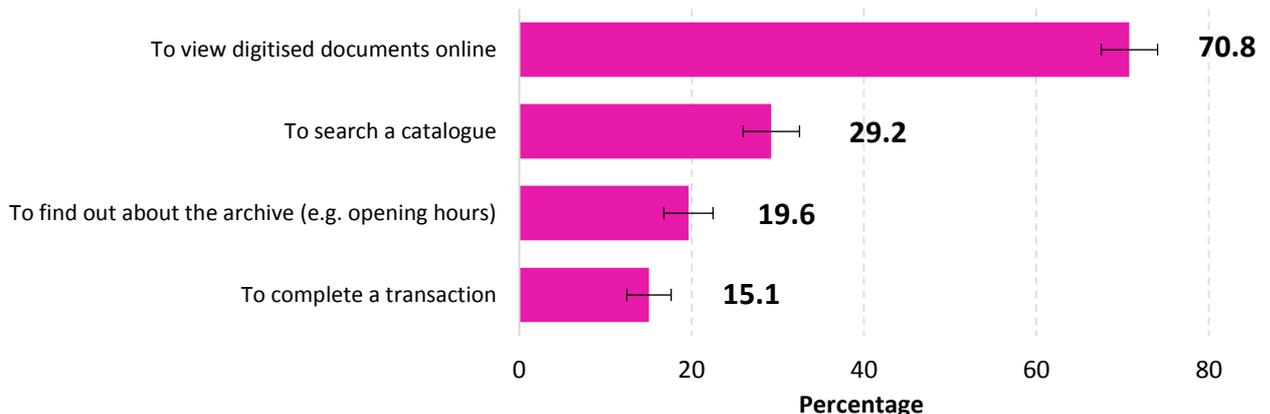
Figure 11: Digital and physical participation in the archive sector, 2013/14.



Why Visit?

Of those who had visited an archive or records office website, 70.8 per cent had done so to view digitised documents, 29.2 per cent of adults had searched a catalogue, nearly a fifth (19.6%) of adults had found information out about the archive (e.g. opening hours) and 15.1 per cent had completed a transaction, for example, to purchase records (Figure 12).

Figure 12: Why people visit an archive or records website, 2013/14.



Notes

(1) Confidence intervals, shown as error bars, range between +/-2.6 and +/-3.3.

Annex A: Further details

1. The Taking Part survey is commissioned by the Department for Culture, Media and Sport (DCMS) and its partner Arm's Length Bodies (ALBs). For 2011 to 2015 these are Arts Council England, English Heritage and Sport England.
2. Taking Part is a National Statistic and as such has been produced to the high professional standards set out in the Code of Practice for Official Statistics. National Statistics undergo regular quality assurance reviews to ensure they meet customer needs and are produced free from any political interference. See the [Statistics Authority code of practice](#) for more information.

The UK Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics.

Designation can be broadly interpreted to mean that the statistics:

- meet identified user needs;
- are well explained and readily accessible;
- are produced according to sound methods; and
- are managed impartially and objectively in the public interest.

Once statistics have been designated as National Statistics it is a statutory requirement that the Code of Practice shall continue to be observed. See the [UK Statistics Authority assessment](#) for more information.

3. The latest results presented here are based on interviews issued between April 2013 and March 2014. The total sample size for this period is 10,355.
4. Statistical significance tests have been run at the 95% level. A significant increase at the 95% level means that there is less than 5% (1 in 20) chance that the difference observed within the sampled respondents was not also observed in the English population as a whole.
5. For more information see the [Taking Part Survey](#) webpages, including previous publications. Versions of the [questionnaires](#) from all years of the survey are also available.
6. The fieldwork for the survey is being conducted by TNS-BMRB. For more information, see <http://www.tns-bmr.co.uk>
7. The series of reports has been produced by Jodie Hargreaves, Madeleine May and Niall Goulding (DCMS). Acknowledgement goes to colleagues within the DCMS, partner ALBs and TNS-BMRB for their assistance with the production and quality assurance of this release.
8. The responsible statistician for this release is Jodie Hargreaves. For enquiries on this release, please contact Jodie on 0207 211 6327.
9. For general enquiries telephone: 0207 211 6200 or email enquiries@culture.gov.uk



Annex B: Sector definitions

Digital Participation

Digital Participation includes visiting websites 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.
- 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
- Arts Website – To view or download part or all of a performance or exhibition
- Arts Website – To discuss the arts or share 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.





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