



department for
**culture, media
and sport**



Taking Part 2012/13 Quarter 2

Statistical Release

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improving
the quality
of life for all

Taking Part is a National Statistic and has been produced to the standards set out in the Code of Practice for Official Statistics

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Key findings

Taking Part is a household survey in England, looking at participation in the cultural and sporting sectors. This report presents the latest headline estimates for the year up to and including September 2012. The survey has run for eight years and is used widely by policy officials, academics and charities to measure participation in the sport and cultural sectors. Please note the time period reported in this release now includes the period when the UK hosted the 2012 Olympic and Paralympic Games, which may have had an effect on participation in some of the sectors.

2012 Olympic and Paralympic Games

- 87 per cent of adults intended to follow¹ or followed the London 2012 Olympic or Paralympic Games, for example by watching on television at home, with 21 per cent of adults having actively got involved, or intending to actively get involved¹ in the Games, for example by attending a free Olympic event.
- 12 per cent of adults reported that the UK winning the bid had motivated them to do more sport or recreational physical activity, 5 per cent reported that they were motivated to do more cultural activities and 7 per cent reported that they were motivated to do more voluntary work. Motivation to do more sport and cultural activities as a result of winning the bid had significantly increased from 2010/11. However motivation to do more voluntary work remained at a similar level from 2010/11, when the question was first asked.
- A significantly higher proportion of participants from black and minority ethnic (BME) groups compared to participants in the white group said they were motivated to do more sport, voluntary work or cultural activities as a result of the UK winning the bid to host the 2012 Olympics. This has been a similar pattern since 2010/11 when the question was first asked, possibly a reflection of a higher proportion of adults from BME groups living in the six Olympic host boroughs. The findings from the London 2012 Olympic and Paralympic Host Borough Survey reflect this, where a significantly higher proportion of respondents from the host boroughs said they were motivated to do more sport, voluntary work or cultural activities than from the Taking Part survey for the whole of England.

Sport and active recreation

- 45 per cent of adults had participated in at least one session of 30 minutes of moderate intensity sport² in the week prior to being interviewed. This measure remained stable between 2005/06 and 2009/10, and first showed a significant increase³ in 2010/11 but there have been annual increases since then.
- Since 2005/06, participation of adults in at least one session of 30 minutes of moderate intensity sport in the last week has increased significantly overall and for the following specific age bands:

¹ Full definitions of terms are available in Annex B.

² Moderate intensity sport is any active sport or recreational activity that is continuous and raises a person's heartbeat. This excludes utility walking or cycling, for example to work, but does include recreational walking and cycling. Exemptions are listed in Annex C.

³ A significant increase at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is representative of the English population as a whole.

- 25-44 year olds
- 45-64 year olds
- 65-74 year olds
- Age 75+

These increases have been gradual since 2005/06. There has been no change since 2005/06 using this measure for participation of 16-24 year olds, currently 58 per cent.

Culture

- The proportion of adults reporting that they had visited heritage sites has been increasing each year since the survey began, and now stands at 74 per cent.
- The proportion of people who had visited a museum or gallery has significantly increased since 2005/06 (from 42% to 52%) a general upward trend since 2009/10.
- Between 2005/06 and 2010/11 the proportion of adults reporting they had attended or participated in the arts⁴ in the last year was fairly stable at 76 per cent, but has since increased steadily to 79 per cent.
- Arts engagement increased to highest levels since the survey began in 2005/06 for people living in urban areas, reaching 78 per cent. This was a significant increase from 75 per cent in 2005/06. Urban areas had a similar rate to that for rural areas.

Volunteering and charitable giving

- The proportion of adults who had volunteered, i.e. offered their time to others for free⁵, in the last 12 months was 25 per cent. 8 per cent of all adults had volunteered in a DCMS sector⁶.
- There was a significant increase in the proportion of adults from the BME groups who had volunteered in the 12 months prior to being interviewed compared to 2005/06 (up from 20% to 27%). This may be linked to the UK winning the bid to host the 2012 Olympic and Paralympic Games, since 22 per cent of BME volunteers said they were motivated to do more voluntary work as a result of the UK winning the bid.
- There was also a significant increase in the proportion of adults aged 16-24 years (up from 25% to 33%) and women (25% to 27%) who had volunteered in the last 12 months compared to 2005/06.

Digital engagement

- 29 per cent of adults had visited a theatre or concert website, a significant decrease from 30 per cent in 2005/06 and a significant decrease from 2010/11

⁴ Participating or attending an arts event or activity, for example painting or attending a theatre. A full definition is provided in Annex C.

⁵ A list of volunteering activities is listed in Annex C.

⁶ The DCMS sectors cover sport, art, heritage, museums and galleries and libraries and archives.

(43%). However the wording of this question⁷ changed slightly in July 2011 which coincides with a decline in the proportion.

- 17 per cent of adults had visited a library website in the last 12 months, a significant increase from 8.9 per cent in 2005/06.

Equalities

- Women had lower levels of participation than men in a number of areas: 39.7 per cent participated in 30 minutes of moderate intensity sport at least once a week (compared with 49.9% for men), 73.1 per cent visited a heritage site (compared with 75.7% for men) and 30.1 per cent gave to charity (compared with 34.1% for men).
- However, women had higher levels of participation with regards to the use of libraries (43.8% compared with 33.3% for men), engagement with the arts (81.5% compared with 76.3% for men) and were more likely to have volunteered (27.2% compared with 22.6% for men).
- 62 per cent of people from black or minority ethnic groups had visited a heritage site in the last month compared with 76 per cent of adults from the white group.
- 33 per cent of people with a long term-limiting illness or disability had digitally engaged with culture in the last 12 months compared with 45 per cent of those without a disability.

⁷ 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)”.

Headline measures from Taking Part Survey - Adult

Percentage

	Significant changes since earliest data	Trend	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	Oct 2011 - Sept 2012
Sport										
Active sport in the last 4 weeks	▲		53.7	53.4	53.6	53.2	53.4	53.0	55.2	56.7
1x30 minute session of moderate intensity sport in last week	▲		41.2	40.9	42.0	41.3	42.4	42.6	43.8	44.7
3x30 minute sessions of moderate intensity sport in last week	▲		23.2	23.3	24.0	23.2	24.9	25.8	25.9	26.3
Olympics & Paralympics (Feelings about the UK hosting the Games)										
Strongly against	▬		5.2	5.8	6.2	6.3	N/A	5.1	5.3	5.3
Slightly against	▬		4.7	6.3	6.7	6.9	N/A	5.1	5.5	5.2
Neither against nor supportive	▲		18.4	23.5	26.5	24.6	N/A	23.0	25.8	24.2
Slightly supportive	▬		22.5	23.0	24.6	24.0	N/A	23.8	25.7	23.8
Strongly supportive	▼		48.4	40.5	35.2	37.8	N/A	42.6	37.2	41.1
Culture										
Has engaged with the arts in the last year	▲		76.3	75.9	76.8	75.7	75.7	76.2	78.2	78.9
Has visited a museum or gallery in the last year	▲		42.3	41.5	43.5	43.4	46.0	46.3	48.9	51.6
Has visited a public library in the last year	▼		48.2	46.1	45.0	41.1	39.4	39.7	38.8	38.7
Has visited a heritage site in the last year	▲		69.9	69.3	71.1	68.5	70.4	70.7	74.3	74.4
Has visited an archive or records office in the last year	▼		5.9	5.0	4.9	4.0	3.8	4.0	3.6	3.5
Volunteering and charitable giving										
Has volunteered in last 12 months	▬		23.8	24.0	24.0	25.0	N/A	24.2	23.3	25.0
Has volunteered in DCMS sectors in last 12 months	▲		7.0	6.9	7.2	7.8	N/A	7.7	7.1	8.4
Has donated money in the last 12 months	▲		N/A	N/A	N/A	N/A	N/A	88.4	89.7	90.1
Has donated money to the DCMS sectors in last 12 months	▬		N/A	N/A	N/A	N/A	N/A	33.0	30.9	32.0
Digital participation (Has visited a...)										
Museum or gallery website	▲		15.8	16.5	18.3	19.3	N/A	25.0	26.2	28.7
Library website	▲		8.9	9.6	10.4	10.9	N/A	15.5	16.2	16.9
Heritage website	▲		18.3	18.9	21.0	21.3	N/A	26.7	28.6	29.6
Theatre or concert website	▬		30.5	32.2	34.6	35.3	N/A	42.6	32.2	29.1
Archive or records office website	▲		9.7	10.5	11.0	11.0	N/A	10.9	11.6	12.5
Sport website	▲		26.1	27.9	30.6	31.3	N/A	36.4	37.6	38.9

N/A Data not available for this year

Introduction

This report

Taking Part is a household survey in England, looking at participation in the cultural and sporting sectors. This report presents the latest headline estimates **for the year up to and including September 2012**. The survey has run for eight years, commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with Arts Council England, English Heritage, and Sport England, and is used widely by policy officials, academics, the private sector and charities to measure participation in the sport and cultural sectors.

Taking Part is the key evidence base for DCMS, providing reliable national estimates of participation and supporting the Department's aim of improving the quality of life for everyone by providing people with the chance to get involved in a variety of these opportunities. The survey also aims to inform the DCMS Structural Reform Priorities and Business Plan through the provision of data for DCMS input and impact indicators and the broader information strategy. The latest DCMS indicators are available at: http://www.culture.gov.uk/about_us/8192.aspx

The report presents headline findings for the main culture and sport estimates along with updates on data which are used to measure the 2012 Olympic and Paralympic Games and volunteering and charitable giving policy objectives. Where analysis has been extended to look at digital engagement within the DCMS sectors (heritage, museums and galleries, libraries and archives, arts, sports, volunteering and charitable giving), this is presented alongside the relevant sector figures. An additional chapter has been included on equalities which draws on data from each chapter, looking at participation in the different socio-demographic categories. Where there is a Government policy in place that *may* have had an impact on participation figures, this has been outlined in a grey box throughout the report. We are not, however, indicating that these policies have directly caused the change in participation, simply that they may be a factor. Where observations are made over time, the latest data are compared with the earliest available data (typically 2005/06). Key terms and definitions are provided in Annex B and C of this release.

The latest results presented in this report are based on interviews conducted between October 2011 and September 2012. The total sample size for this period is 8,868. Statistical significance tests⁸ have been run on all estimates at the 95% level. All differences and changes reported are statistically significant at the 95% confidence level unless otherwise stated. This means the probability that any given difference happened by chance is low (1 in 20).

The accompanying spreadsheets to this release are available at: <http://www.culture.gov.uk/publications/9547.aspx>

⁸ Statistical significance tests are applied to all estimates to determine the likelihood that any apparent differences are due to real change, and not due to chance. This is an inherent limitation to using surveys to represent a wider population, in this case all adults in England, compared to carrying out a census, i.e. interviewing all adults in England, which would be prohibitively resource intensive.

Forthcoming releases and events

The next release, scheduled for March 2013, will present the quarter 3 estimates for year 8 (January 2011 – December 2012) for adults.

Future releases will follow a similar schedule, being released ahead of the Quarterly Data Summaries⁹ that are produced by all departments.

In addition, topic specific analysis will be published throughout the year, looking in depth at particular areas of the survey. Previous reports have covered Big Society (available at <http://www.culture.gov.uk/publications/8612.aspx>) and sport participation (published in the annex of the 2011/12 technical report, available at http://www.culture.gov.uk/what_we_do/research_and_statistics/7388.aspx). The third and most recent report on the 2012 Olympic and Paralympic Games has been published today (available at http://www.culture.gov.uk/what_we_do/research_and_statistics/6602.aspx).

The most recent Taking Part User Event was held on 28th November 2012. Details of this event and materials from previous events are available on our site at: http://www.culture.gov.uk/what_we_do/research_and_statistics/7394.aspx

If you would like further information on these releases or the Taking Part survey, please contact the Taking Part team on TakingPart@culture.gsi.gov.uk. Additional contact details are contained within Annex A.

Consultation

DCMS and Sport England consulted with users and other interested parties in summer 2012 on proposals to integrate the Taking Part and Active People surveys to change the way sport is measured. There was an excellent level of response from a wide selection of stakeholders. Overall we received considerable support for the proposals, alongside some areas for further consideration.

In summary, most respondents supported local and sport specific measurement, with a single result for sport, and data collected through a mixed mode. Consultees also expressed the importance of retaining consistency with previous results, which (alongside technical considerations) means that we need to implement any potential changes carefully through testing and with technical advice.

We are therefore testing different modes, their effect on the national, sport and local result and getting methodological advice. Further findings will be published in early 2013.

⁹ The Business Plan Quarterly Data Summaries (QDS) are a core part of the transparency agenda. They provide the latest data on indicators included in Departmental Business Plans as well as other published data and management information. http://www.culture.gov.uk/about_us/8517.aspx

Chapter 1: The 2012 Olympic and Paralympic Games

This chapter explores a number of areas related to the UK hosting the 2012 Olympic and Paralympic Games, including the extent to which people in England supported hosting the Games, how people intended to get involved in the Games and whether the Games motivated people to participate in voluntary work, cultural activities or sport or recreational activities.

Survey results now include the period when the UK hosted the 2012 Olympic and Paralympic Games. Further analysis looking at participation rates during the quarter when the 2012 Games were held, will be carried out as part of the London 2010 Meta-evaluation (http://www.culture.gov.uk/what_we_do/research_and_statistics/7605.aspx) and published in Summer 2013.

Key findings

- 87 per cent of adults intended to follow¹⁰ or followed the London 2012 Olympic or Paralympic Games, for example by watching on television at home, with 21 per cent of adults having actively got involved, or intending to actively get involved¹ in the Games, for example by attending a free Olympic event.
- Over two thirds (65%) of adults were slightly or strongly supportive of London hosting the 2012 Olympic and Paralympic Games. Attitudes have fluctuated since 2005/06 (71% slightly or strongly supportive), with a low in 2007/08 of 60 per cent.
- 12 per cent of adults reported that the UK winning the bid had motivated them to do more sport or recreational physical activity, 5 per cent reported that they were motivated to do more cultural activities and 7 per cent reported that they were motivated to do more voluntary work. Motivation for more sport and cultural activities had significantly increased since 2010/11. Motivation to do more voluntary work had remained at a similar level from 2010/11 when the question was first asked.
- A significantly higher proportion of adults from black and minority ethnic (BME) groups compared to participants from the white group said they were motivated to do more sport, voluntary work or cultural activities as a result of the UK winning the bid to host the 2012 Olympics. This has been a similar pattern since 2010/11 when the question was first asked, possibly a reflection of a higher proportion of people from the BME groups living in the six Olympic host boroughs. The findings from the London 2012 Olympic and Paralympic Host Borough Survey reflect this, where a significantly higher proportion of respondents from the host boroughs said they were motivated to do more sport, voluntary work or cultural activities than from the Taking Part survey for the whole of England.

¹⁰ Full definitions of terms are available in Annex B.

The 2012 Olympic and Paralympic Games

Between October 2011 and September 2012 the Taking Part survey asked questions on adults' intended involvement in the Games. 86.6 per cent of adults intended to follow or followed the London 2012 Olympic or Paralympic Games, either by watching on TV at home (82.5%), reading a newspaper online or offline (34.4%), listening on the radio at home (16.0%), watching or listening on the internet at home (14.0%) or watching live events on a public big screen (11.4%).

Additionally, from July 2011 we asked adults whether they intended to actively follow or get involved in the London 2012 Olympic or Paralympic Games. 21.0 per cent of adults said they did, which included attending a free (7.4%) or ticketed (8.1%) Olympic or Paralympic event, taking part in a Games related community event or activity, e.g. street party or local Inspire Mark project¹¹ (3.2%), or using a new or improved sports facility linked to the Games (1.7%). Other active involvements include gaining Games related employment or training (1.6%), taking part in a Games related cultural event or activity (1.6%) volunteering during the Games, e.g. as a Gamesmaker or London Ambassador (1.2%), or taking part in a Games related sport or physical activity (0.7%).

Support towards the 2012 Olympic and Paralympic Games

Attitudes towards the Games have fluctuated over the period since 2005/06.

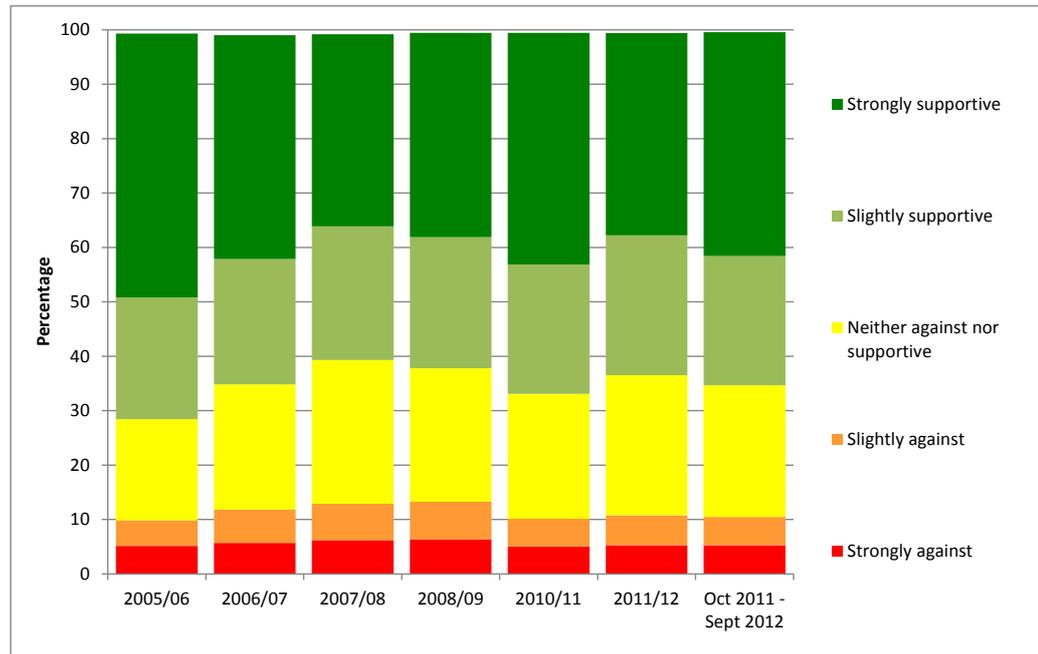
- 64.9 per cent of adults were supportive of the UK winning the bid to host the 2012 Games, reporting that they were slightly or strongly supportive. This is a significant decrease¹² from 2005/06 when 71.0 per cent reported that they were supportive, but a similar level to 2010/11 where 66.3 per cent reported that they were supportive.
- During the last quarter when the Games were staged (July – September 2012) there had been a large increase in those supportive of the UK hosting the Games. This was driven by an increase in those strongly supportive and corresponding decreases in those slightly supportive and those neither against nor supportive.
- The proportion of those who were strongly supportive had fallen from 48.4 per cent in 2005/06 to 41.1 per cent in the latest results. The most recent data were at a similar level to 2010/11, where 42.6 per were strongly supportive.
- The proportion who were neither against nor supportive of the Games has increased from 18.4 per cent to 24.2 per cent. Those slightly against the Games and adults strongly against the 2012 Games remained stable at approximately 5.2 and 5.3 per cent respectively (Figure 1.1).

London won the bid to host the Olympic and Paralympic games on the 6th July 2005. The Games was staged in July, August and September 2012. These figures represent continuing strong support for the Games, however the slight fall in the proportion of people *strongly* supportive of the Games since 2005/06 might be due to a number of factors including the stage in the cycle between the UK winning the bid and hosting the Games.

¹¹ Inspire Mark projects are projects that have been inspired by the Games with the aim of doing something special in local communities and are part of the London 2012 Inspire programme of projects. Further information is available at <http://www.london2012.com/about-us/inspire/>

¹² A significant decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is representative of the English population as a whole.

Figure 1.1: Adults' opinions about the UK hosting the 2012 Olympic Games, 2005/06 to October 2011 – September 2012



Notes

- (1) Confidence intervals range between +/-0.4 and +/-1.3 from 2005/06 onwards.
- (2) This question was not asked in 2009/10

- *By ethnic origin*

A higher proportion of adults from black and minority ethnic (BME) groups were supportive of the Games than those from the white group (74.8% and 64.0% respectively). The proportion of adults from the white group supportive of the Games significantly decreased between 2010/11 and 2011/12, but has since remained at a similar level. The corresponding proportion of adults from BME groups has remained relatively stable over this time period.

- *By gender and age*

Support for the UK hosting the Games was similar for men and women (65.8% and 64.6% respectively), although the support by men had significantly decreased since 2010/11 (69.9%) whilst support by women had remained stable over this time.

The younger age groups were more supportive of the Games (66.1% for 16-24 and 68.9% for 25-44 year olds), whilst those 65-74 and 75 years and older were the least supportive age groups (61.2% and 59.2% respectively).

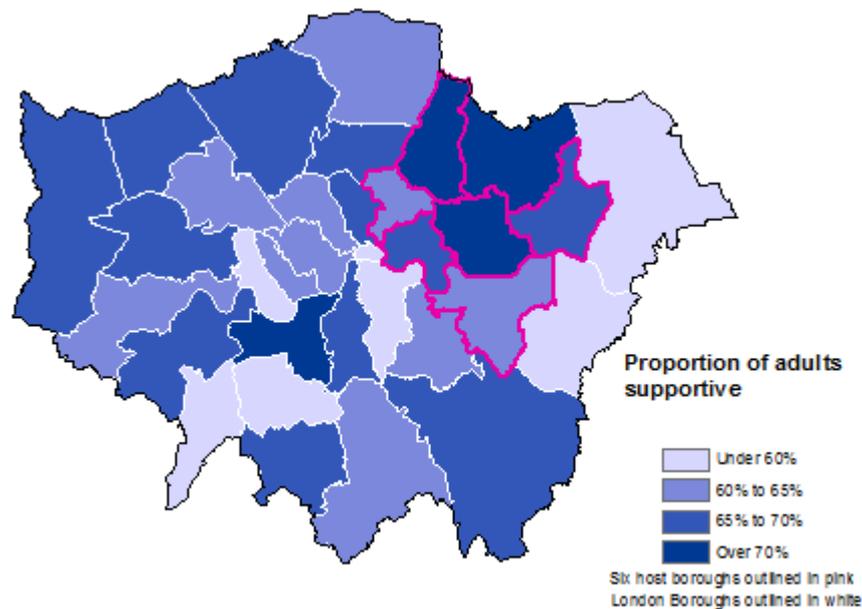
- *By region*

Support for the UK hosting the Games was similar in all English regions apart from in Yorkshire and The Humber where support was lower.

The levels of support within London, where the majority of the Games was held, varied. Between July 2005 and September 2012, 70.0 per cent of respondents in

Waltham Forest (a host borough and the most supportive London borough) were supportive of the Games, compared to 56.4 per cent of respondents in Kingston upon Thames (the least supportive London borough) and 64.7 per cent for London as a whole (Figure 1.2).

Figure 1.2: Proportion of adults who were slightly or strongly supportive of the UK hosting the 2012 Olympic Games, London, July 2005 to September 2012



Notes

- (1) Results for the City of London were indicative due to a small sample size.
- (2) Sample sizes vary by London Borough (excluding City of London) from 187 to 762.
- (3) The six host boroughs are Barking and Dagenham, Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest.

The motivational impact of the UK winning the bid to host the 2012 Olympic and Paralympic Games.

A significantly higher proportion of participants from BME groups compared to participants from the white group said they were motivated to do more sport, voluntary work or cultural activities as a result of the UK winning the bid to host the 2012 Games.

- One in five (20.1%) BME sport participants compared to just over one in twenty (6.4%) sport participants from the white group were motivated to do more sport or recreational physical activity.
- 22.2 per cent of BME volunteers compared to 6.0 per cent of volunteers from the white group were motivated to do more voluntary work.
- 13.3 per cent of BME cultural participants compared to 3.3 per cent of cultural participants from the white group were motivated to do more cultural activities.

The higher proportion of participants from BME groups who were motivated to do more sport, voluntary work or cultural activities as a result of the UK winning the bid may be due in part to the location of the Olympic Park, which is in an area where there is a high proportion of BME groups. People in the host boroughs may feel more involved in the Olympic and Paralympic preparations. The findings from the London 2012 Olympic and Paralympic Host Borough Survey reflect this, where a significantly higher proportion of respondents from the host boroughs said they were motivated to do more

sport, voluntary work or cultural activities when compared to respondents across England.

The government has a policy to make use of the Games and its ability to engage people from all backgrounds to increase participation across sport and volunteering, and to increase cultural engagement. For example, launched in 2008, the Cultural Olympiad is a four year programme of cultural activity. It includes national and local projects as part of a UK-wide Cultural Festival.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/9547.aspx>

Chapter 2: Sport and active recreation

This chapter examines sport and active recreation by a range of area-level and socio-demographic breakdowns. Although adults are asked about their participation in the four weeks before they were interviewed, the data are collected over a full year, so normal seasonal patterns are not an issue as they average out over the year. However, a particularly hot summer or cold winter could have an impact on participation across the whole year.

Key findings on swimming and cycling proficiency (the extent to which adults feel able to swim and cycle) are provided. Details on digital engagement as measured by visiting sports websites are also given.

Sport England commission a survey on sport participation called the Active People Survey. This provides statistics for sport participation at a local authority level, which the Taking Part survey is not designed to do. The latest Active People Survey results are available at http://www.sportengland.org/research/active_people_survey/active_people_survey_6.aspx. Please note that these statistics are not directly comparable to the Taking Part sport participation results. For further information on the differences between sources, see the background note at <http://www.culture.gov.uk/consultations/9062.aspx>.

Key findings

Latest results (October 2011 to September 2012) show:

- 45 per cent of adults participated in at least one session of 30 minutes of moderate intensity sport¹³ in the week prior to being interviewed. This measure remained stable between 2005/06 and 2009/10, and first showed a significant increase¹⁴ in 2010/11 but there have been annual increases since then.
- Since 2005/06, participation of adults in at least one session of 30 minutes of moderate intensity sport in the last week has increased significantly overall and for the following specific age bands:
 - 25-44 year olds
 - 45-64 year olds
 - 65-74 year olds
 - Age 75+

These increases have been gradual since 2005/06. There has been no change since 2005/06 using this measure of participation by 16-24 year olds, currently 58 per cent.

¹³ Moderate intensity sport is any active sport or recreational activity that is continuous and raises a person's heartbeat. This excludes utility walking or cycling, for example to work, but does include recreational walking and cycling. Exemptions are listed in Annex C.

¹⁴ A significant increase at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is representative of the English population as a whole.

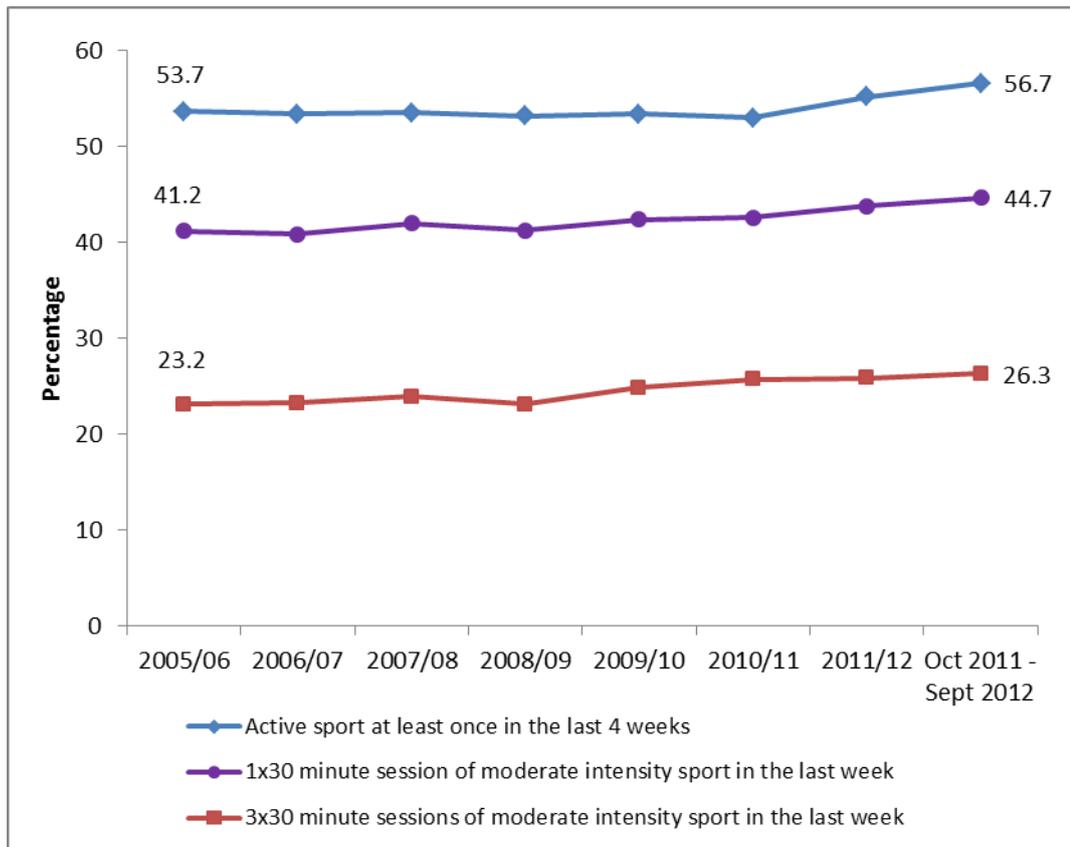
- 57 per cent of adults participated in active sport¹⁵ at least once in the last 4 weeks. The trend has been fairly stable between 2005/06 and 2010/11. Data for 2011/12 and the latest data show a significant increase from 2005/06. Recent increases have been large enough to be significant over the shorter term since 2010/11.
- 26 per cent of adults participated in at least three sessions of 30 minutes of moderate intensity sport in the last week. This measure has increased gradually since 2005/06 with a significant increase first registering in 2009/10 and continuing to the present.

Participation in sport or recreational physical activities

In October 2011 to September 2012:

- 44.7 per cent of adults participated in at least one session of 30 minutes of moderate intensity sport in the last week, a significant increase from 2005/06 (41.2%). This measure is referred to as the 1x30 MIS measure.
- This measure remained stable between 2005/06 and 2009/10, and first showed a significant increase in 2010/11. A significant increase has also been evident over the shorter term, between 2010/11 and latest data.
- Participation was higher for men than women; 49.9 per cent of men and 39.7 per cent of women participated in sport using the 1x30 MIS measure. Sport participation rates for both men and women have increased significantly between 2005/06 and the latest data.
- 26.3 per cent of adults participated in at least three sessions of 30 minutes of moderate intensity sport in the last week, an increase from 2005/06 (23.2%).
- 56.7 per cent of adults participated in active sport at least once in the last 4 weeks. The trend had been fairly stable between 2005/06 and 2010/11. Data for 2011/12 and the latest data show a significant increase from 2005/06. Recent increases have been large enough to be significant over the shorter term since 2010/11.

¹⁵ A range of sporting and recreational activities which are outlined in Annex C.

Figure 2.1: Proportion of adults who had participated in sport, 2005/06 to October 2011 – September 2012**Notes**

(1) Confidence intervals range between +/-0.6 and +/-1.9 from 2005/06 onwards.

Frequency of participation in sessions of at least 30 minutes of moderate intensity sport in the last 4 week:

When we examine the frequency of 30 minutes or more of moderate intensity sport undertaken in the last 4 weeks, during 2005/06 and October 2011 to September 2012:

- The percentage who did not participate at a moderate intensity level for at least 30 minutes in the last 4 weeks decreased from 49.0 per cent to 45.3 per cent.

At the other end of the activity spectrum:

- The percentage participating at least three times a week but not every day (between 12 and 27 days per month) increased from 14.3 per cent to 16.5 per cent.
- The percentage participating every day increased from 8.9 per cent to 9.8 per cent.

Active sport at least once in the last 4 week:

Using analysis by the ACORN classification¹⁶, in general, people who live in less deprived neighbourhoods were more likely than those who live in more deprived neighbourhoods to participate in sport. This pattern has not changed since 2009/10. There has been a significant increase in participation by adults in the “Urban Prosperity” category since 2005/06 (an increase from 59.3% to 64.2% of adults who did active sport at least once in the last 4 weeks).

Two regions have seen a significant increase since 2005/06, the North West and the East Midlands.

For adults who did active sport at least once in the last 4 weeks:

- In the North West, an increase from 49.5 per cent to 54.9 per cent
- In the East Midlands an increase from 55.2 per cent to 60.9 per cent

Considering socio-demographic groups (apart from age and sex), since 2005/06 there have been changes in the rates of sport participation (active sport at least once in the last 4 weeks) for a number of categories. The three largest significant changes are increases for:

- Those living in social rented housing (from 38.9% to 44.3%)
- Those not working (from 38.6% to 43.4%)
- Adults in the lower socio-economic group (from 43.4% to 47.6%)

At least one session of 30 minutes of moderate intensity sport in the last week:

Since 2005/06, participation of adults in at least one session of 30 minutes of moderate intensity sport in the last week (1x30 MIS measure) has increased significantly for all adults and for the following age bands:

- 25-44 year olds (from 50.0% to 54.7%)
- 45-64 year olds (from 36.8% to 41.3%)
- 65-74 year olds (from 27.0% to 31.4%)
- Age 75+ (from 11.3% to 15.0%)
- All adults 16+ (from 41.2% to 44.6%)

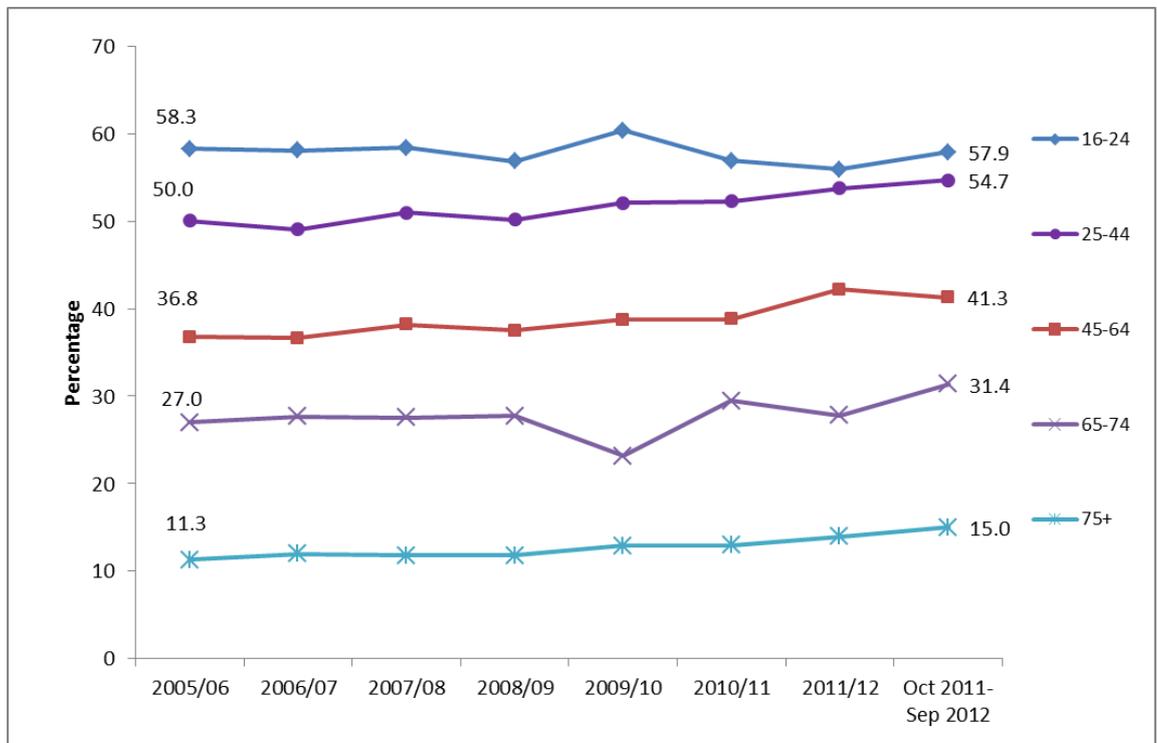
However, for 16-24 year olds, on the 1x30 MIS measure (57.9%), the “sport in the last 4 weeks” measure (75.1%) and the 3x30 measure (36.6%), there has been no change in participation since 2005/06. Older age groups had lower sport participation rates (Figure 2.2).

The government has a policy to increase the proportion of adults who do sport at least once a week (recorded by the 1x30 MIS measure). There is a policy focus on increasing the number of 14-25 year olds who do sport, with the intention of creating a sporting habit within this age group which continues throughout adult life. For further

¹⁶ ACORN is an acronym for ‘A Classification Of Residential Neighbourhoods’. It is a system categorising postcodes into various types based upon census data and other information such as lifestyle surveys.

details, see “Creating a sporting habit for life - A new youth sport strategy”
<http://www.culture.gov.uk/publications/8761.aspx>

Figure 2.2: Proportion of adults who had participated in sport by age group, 2005/06 to October 2011 – September 2012 (at least one session of 30 minutes of moderate intensity sport in the last week).



Notes

(1) Confidence intervals range between +/-1.2 and +/-5.7.

During October 2011 – September 2012 sport participation using the headline 1x30 MIS measure had been significantly:

- Higher for men than women: 49.9 per cent of men and 39.7 per cent of women participated in sport (see figure 2.3)
- Lower for respondents with a longstanding illness or disability compared to those without (28.2% compared with 51.4%)

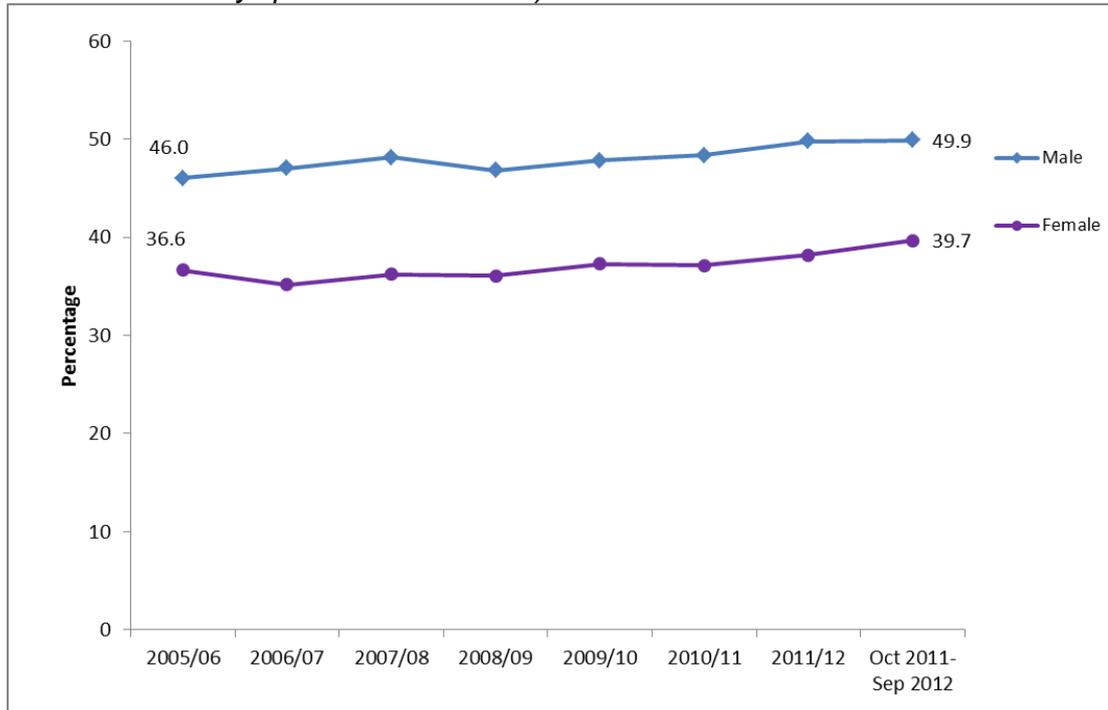
There had been no significant difference in sport participation between BME groups and the white group using this measure (Figure 2.4).

Since 2005/06 there has been a significant increase in sport participation rates for

- Both men and women
- Those with a longstanding illness or disability
- All age groups apart from 16-24 year olds
- Respondents from the white group

There had been no significant change in sport participation for 16-24 year olds and those in BME groups.

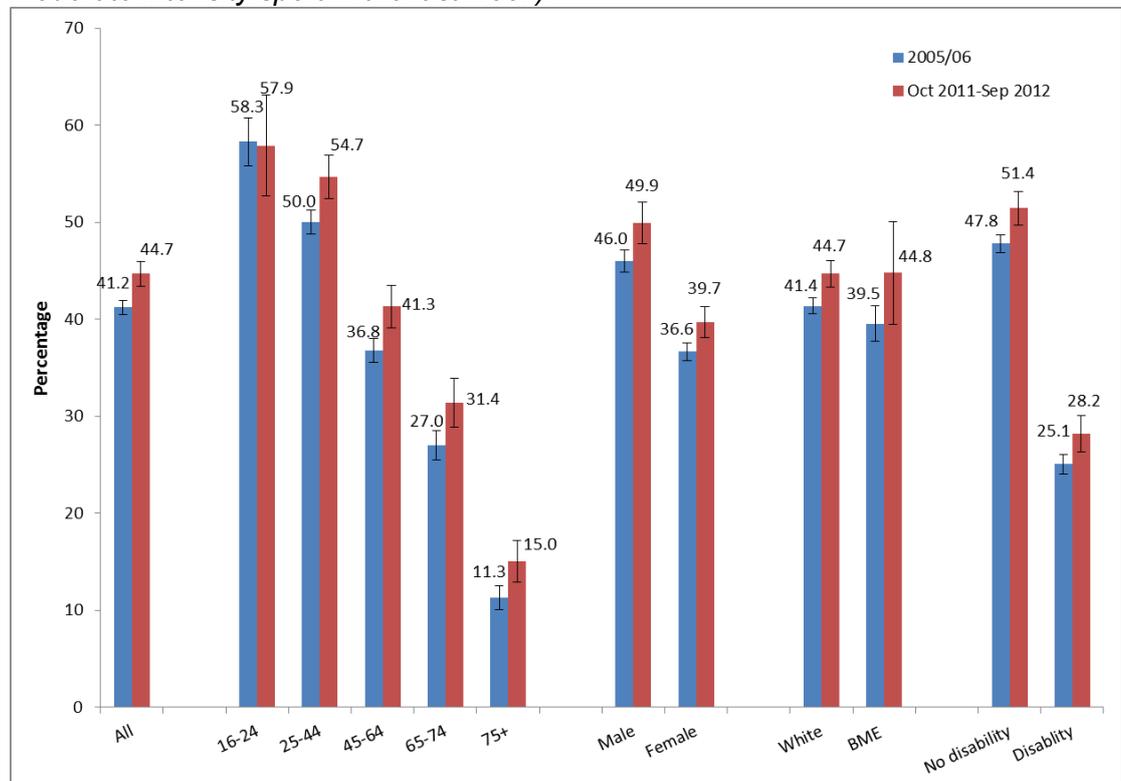
Figure 2.3: Proportion of adults who had participated in sport by gender, 2005/06 to October 2011 – September 2012 (at least one session of 30 minutes of moderate intensity sport in the last week).



Notes

(1) Confidence intervals range between +/-0.9 and +/-3.1.

Figure 2.4: Proportion of adults who had participated in sport by demographics, 2005/06 to October 2011 – September 2012 (at least one session of 30 minutes of moderate intensity sport in the last week).



Notes

(1) Confidence intervals range between +/-0.7 and +/-5.2.

Digital engagement

38.9 per cent of adults had visited sports websites¹⁷ in the last 12 months, which was significantly higher than 26.1 per cent of adults in 2005/06. The proportion of adults visiting a sports website in October 2011-September 2012 was the highest level reported since 2005/06.

The government has a policy to provide the public with access to information on how and where to participate in sport. It is intended that initiatives which join data across providers will make it easier for people to participate in sport who have been encouraged to do so by the Olympic and Paralympic games. This policy is termed as creating a “digital legacy” of the Games. For example, Sport England and the Fitness Industry Association’s “spogo” digital service provides this kind of shared information <https://spogo.co.uk/faq> .

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/9547.aspx>

Cycling and swimming proficiency

Between October 2011 – September 2012

- 83.2 per cent of adults stated that they can swim and 87.0 per cent stated that they can cycle.
- Despite swimming being among the most popular sports for women, a higher proportion of men (86.7%) said that they can swim compared to women (79.8%). The proportion for women was significantly higher than in 2010/11 when the question was first asked (77.2%), whilst the level for men was at a similar level.
- A higher proportion of men than women can cycle (93.5% compared with 80.6%), the proportion for women has significantly increased from 2010/11 when the question was first asked, whilst the corresponding proportion for men has remained relatively stable.
- A higher proportion of people from a white background reported that they can swim than from BME groups (84.9% compared with 69.9%) and can cycle (88.1% compared with 78.2%).
- As is the case for overall sport participation, swimming and cycling proficiency was linked with the type of area people live in, with a higher proportion of people who live in the least deprived neighbourhoods who stated that they can swim and cycle.
- Cycling and swimming proficiency was also linked with age, with the percentage of adults who stated they can swim or cycle decreasing with age. The age group 45-64 years old had seen a significant increase in the proportion able to swim since 2010/11 when the question was first asked. All other age groups remained at similar proportions over this time period.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/9547.aspx>

¹⁷ What defines a sport website is self-defined by the respondent, but is likely to include visiting sport fixture and results websites.

Chapter 3: Heritage

The survey measures adult participation in heritage by attendance at a heritage site in the 12 months prior to interview and the frequency with which they attend these types of sites. Details on the ways that people digitally engage with heritage are also given. Digital engagement with the heritage sector includes visiting a heritage website to take a virtual tour of a historical site, learning about history or the historic environment, or discussing history or the historic environment on a forum.

English Heritage has also published two reports which build on the Taking Part survey to explore in more detail participation within the Heritage sector.

1. The [Visiting the Past](#) report analyses the factors which affect people's likelihood of visiting three kinds of historic sites:
 - Historic parks and gardens
 - Historic places of worship
 - Monuments, castles and ruins

It examines the effects of demographic characteristics, other activities and social circumstances on the probability of visiting these sites. The findings are based on a statistical analysis of the visiting patterns of over 25,000 people surveyed in Taking Part.

2. The [Mapping Leisure](#) report uses visualisation techniques to create a series of pictures of Taking Part data, allowing the landscape of cultural and sporting participation in England to be visually explored. The pictures visualise the participation levels, demographics, and connections, of over 100 cultural and sporting activities (including heritage). The report interprets the pictures and discusses the questions they raise.

Key findings

- Nearly three quarters (74%) of adults visited a heritage site in the last year. This was the highest proportion of adults visiting since the survey began in 2005/06 and a significant increase (4 percentage points) since 2010/11, representing an upward trend since 2005/06.
- 31 per cent of adults reported visiting a heritage site at least three or four times a year, a significant increase since 2005/06, and a gradual upward trend since 2005/06 to the current period.
- There have been significant increases since 2005/06 in the proportion of people who had visited a heritage site over the previous year across almost all ages and socio-demographic groups (apart from the 16-24 year old group and those who stated no religion).

Heritage attendance

The latest results show 74.4 per cent of adults reported visiting a heritage site in the last 12 months. This was a significant increase¹⁸ from 70.7 per cent in 2010/11 and from 69.9 per cent in 2005/06. The proportion of adults visiting a heritage site had been stable from 2005/06 to 2010/11, but has significantly increased since. The economic conditions since 2005/06 may have contributed to the “staycation”¹⁹ trend for domestic trips and holidays, which may have increased heritage attendance.

The heritage sector, which includes bodies partially funded by the public sector, has a policy to make investments in its facilities with the aim of encouraging visitor numbers.

For example, in the North East, this year English Heritage refurbished the museum at Housesteads Roman Fort on Hadrian's Wall, taking the opportunity to completely redisplay the collection and adding an introductory CGI film, a type of digital animation.

In London, the Charles Dickens Museum reopened its doors following a £2.3m investment by the Heritage Lottery Fund (towards a total project cost of £3.1m). The restoration and transformation of Charles Dickens' home expects to see an increase in visitors from 25,000 a year to over 60,000.

In Yorkshire and the Humber, the Leeds City Variety Hall, one of four surviving music halls in the UK, reopened after Heritage Lottery Fund support of over £2.8m enabled a full refurbishment and restoration, saving a Grade II listed theatre.

Looking at the frequency with which adults visit heritage sites, the largest increase was in the group which visited a heritage site at least three or four times a year (31.2%, an increase of 4.7 percentage points from 2005/06). This represented a gradual upward trend since 2005/06 to the current period.

The socio-demographic groups which experienced the largest significant increase between 2005/06 and October 2011 to September 2012 were:

- Black or ethnic minority groups (an increase of 11.1 percentage points to 61.8%)
- Other religion (an increase of 11.1 percentage points to 60.8%)
- 65-74 year olds (an increase of 8.3 percentage points to 78.1%)
- 75+ year olds (an increase of 8.8 percentage points to 61.0%)

The increases tend to have occurred since 2010/11. Prior to this, trends were relatively stable.

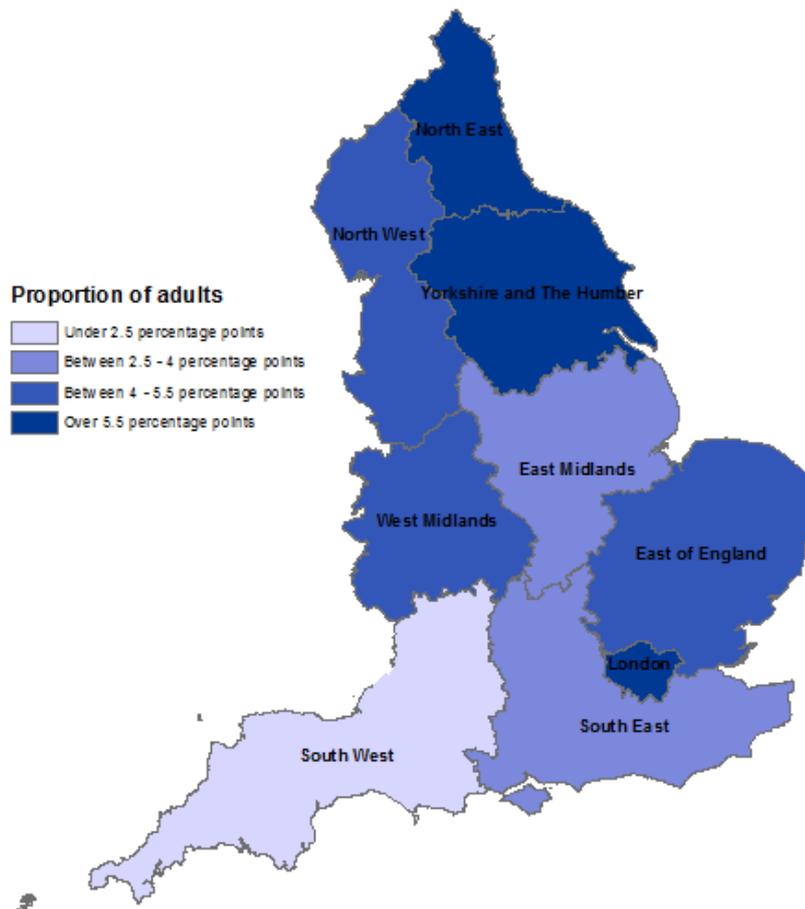
Figure 3.1 shows the percentage point change in the proportion of adults who attended heritage sites over time by region. Between 2005/06 and October 2011 to September 2012, heritage attendance increased significantly in six of the nine English regions (see figure 3.1). The largest three increases were in:

¹⁸ A significant increase at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is representative of the English population as a whole.

¹⁹ Visit England have been carrying out research to understand the impact of the economic downturn on tourism behaviour, and to understand the causes and future potential of the “staycation” phenomenon. This is available at http://www.visitengland.org/insight-statistics/market-research/Economic_Downturn_and_the_Staycation/index.aspx

- Yorkshire and The Humber (up 8.8 percentage points to 77.0%)
- North East (up 6.4 percentage points to 75.5%)
- London (up 5.6 percentage points to 69.2%)

Figure 3.1: Percentage point change in the proportion who had visited a heritage site in the last year, 2005/06 to October 2011 – September 2012



Digital engagement

Since 2005/06, the proportion of people visiting heritage websites has significantly increased from 18.3 per cent to 29.6 per cent, the highest level reported since data collection began. The proportion of adults visiting heritage websites had been stable from 2005/06 to 2007/08. Data were not collected in 2008/09, but since 2009/10 the proportion has steadily increased.

The Taking Part survey added new questions on heritage websites from July 2011. From October 2011 to September 2012, of people who visited a heritage website:

- Three in five respondents used a heritage website to plan how to get to a historic site (60.7%).
- Half used a heritage website to learn about history or the historic environment (50.7%),
- Just under a quarter used a heritage website to buy tickets to visit a historic site (23.7%).

- 2.2 per cent of adults, who visited a heritage website, used it to discuss history or visits to the historic environment on a forum.
- 16.1 per cent of adults had visited a heritage website to take a virtual tour of a historical site²⁰.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/9547.aspx>

²⁰ In July 2011, this statement became part of a response list. From July 2005 - June 2011, it was asked as a single question. For this reason, this estimate cannot be compared with previous year's estimates.

Chapter 4: Museums and galleries

This chapter examines museum and gallery attendance in the last 12 months, by a range of area-level and socio-demographic breakdowns. Details on the ways that people digitally engage with museums and galleries are also given. Digital engagement with museums and galleries is defined as using websites to look at items from a collection, finding out about a particular subject, taking a virtual tour of a museum or gallery or viewing or downloading an event or exhibition.

The Department also publishes monthly museum and gallery visits at http://www.culture.gov.uk/what_we_do/research_and_statistics/3375.aspx. To note these figures are from the perspective of individual museum and galleries, therefore one person may visit a number of museum and galleries and be counted more than once by different institutions and include overseas visitors, whereas Taking Part is a household survey in England and measures participation from the view point of the individual. Despite these differences the overall trend has been similar, showing an upward trend since 2005/06.

Up until 2011/12, the Arts Council in England also published data on the number of museum visits from those sites participating in the Renaissance in the Regions programme. This was a quarterly return and data are available at <http://www.artscouncil.org.uk/funding/apply-for-funding/renaissance/renaissance-museums-performance-indicators/>. These figures are not entirely comparable with those published in the Taking Part survey, since one person may visit a number of these museums and be counted more than once by different institutions under the Renaissance in the Regions programme. The figures will also include overseas visitors, which the Taking Part survey does not. Despite these differences, a broadly similar trend is shown in these data as in the Taking Part survey.

Key findings

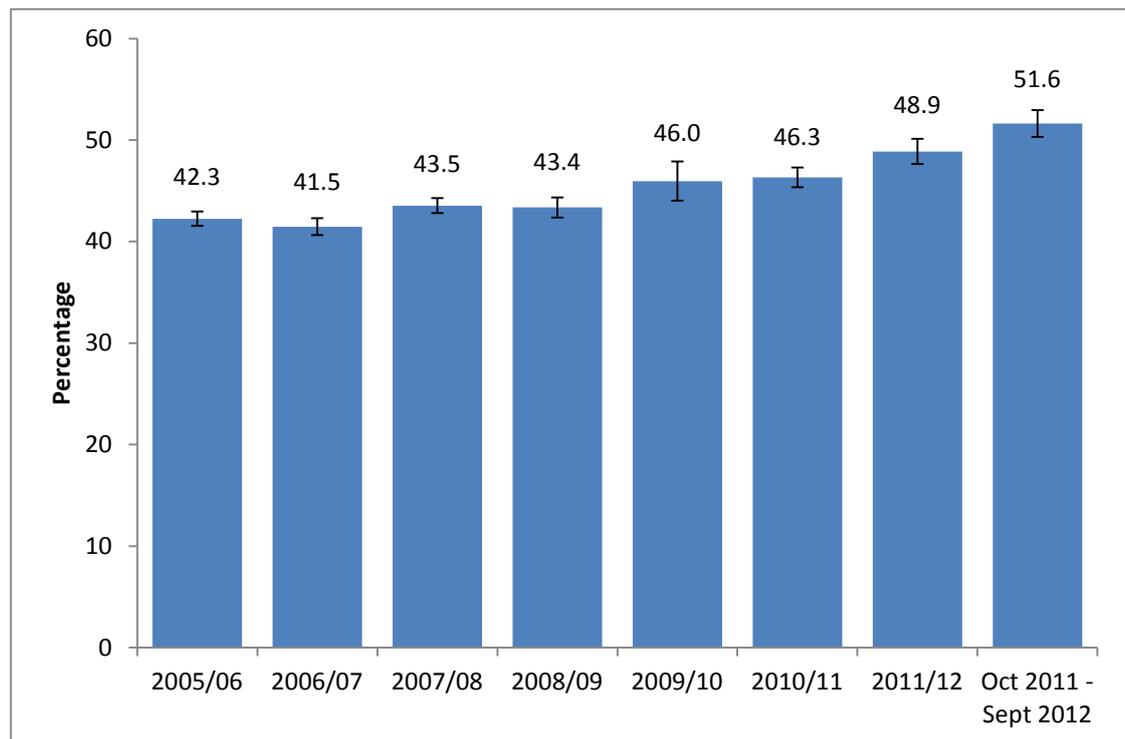
- The proportion of people who had visited a museum or gallery has significantly increased since 2005/06 (from 42% to 52%) a general upward trend since 2009/10.
- Attendance rates have been at their highest level since the Taking Part survey began in 2005/06.
- 31 per cent of adults said they visited museums or galleries 1-2 times a year, 17 per cent did so 3-4 times a year, 3 per cent at least once a month and 1 per cent went at least once a week. Generally trends had been stable until 2010/11, and have since increased.
- There has been a significant²¹ increase in the percentage of adults who had visited a museum or gallery in the last year amongst all age groups compared to 2010/11.

²¹ A significant increase at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is representative of the English population as a whole.

Overall attendance at museums and galleries

In October 2011 to September 2012, 51.6 per cent of adults visited a museum or gallery, an increase from 2005/06 (42.3%). This was the highest proportion recorded in any given year, as shown in Figure 4.1. The vast majority of visits were made in people's own free time (98.0%), with a small percentage attending for paid work or for academic study (2.7% and 1.8% respectively²²).

Figure 4.1: Proportion of adults who had visited a museum or gallery in the last year, 2005/06 to October 2011 – September 2012



Notes

(1) Confidence intervals range between +/-0.7 and +/-1.9 from 2005/06 onwards.

Although people who live in rural areas were just as likely as people in urban areas to have visited a museum or gallery in the last year, there were variations by region.

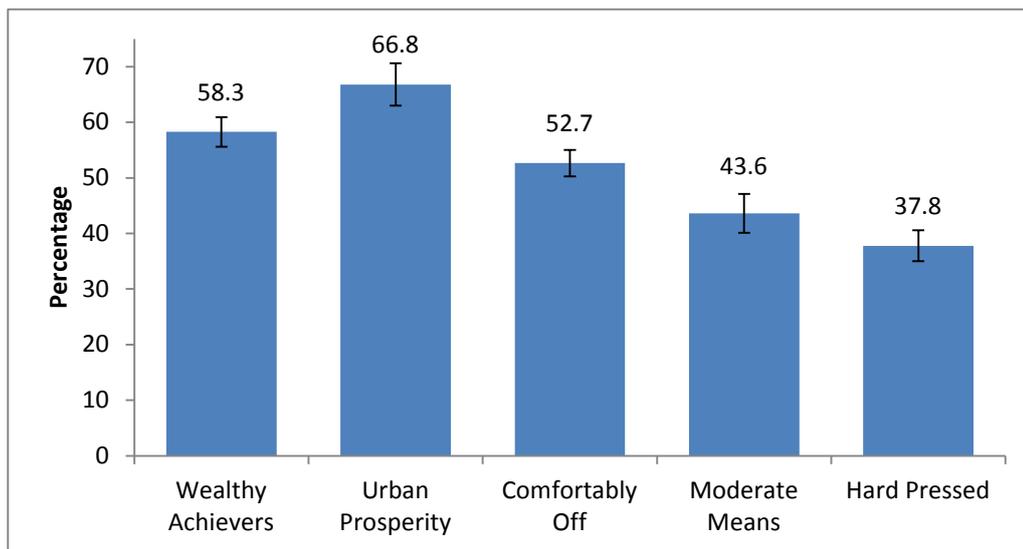
In October 2011 to September 2012:

- Londoners (57.5%) had the highest levels of attendance, which they have consistently maintained since the survey began.
- Those in the West Midlands (48.5%) had the lowest levels of attendance, although this proportion has risen in the last couple of years.
- Since 2005/06, the proportion of people visiting museums or galleries increased significantly in all regions of England.
- The greatest increase since 2005/06 has been in the West Midlands (up by 13.2 percentage points). The level of attendance in the West Midlands has increased since 2010/11.

²² Percentages will not total to 100% as some people may have visited a museum or gallery for more than one reason. Visits to museum and galleries for voluntary work have also not been included.

People in higher ACORN groups had higher attendance rates of museums and galleries in the last year than those in lower groups, for example those categorised as Wealthy Achievers (58.3%) and Urban Prosperity (66.8%) had higher attendance rates than the Hard-pressed (37.8%), as shown in Figure 4.2. There has been a significant increase in attendance rates amongst all ACORN groups since 2005/06.

Figure 4.2: Proportion of adults who had visited a museum or gallery in the last year, by ACORN group, October 2011 – September 2012.



Notes

1) Confidence intervals range between +/-2.4 and +/-3.8

Nearly three in five adults (59.6%) in the upper socio-economic group visited a museum or gallery in the last year compared to 38.5 per cent in the lower group, and over half of working adults had attended (56.4%) compared to 44.7 per cent of adults not working. It is likely that a large proportion of adults who were not working are in the lower socio-economic group.

Compared to the 2010/11, there were increases in the year ending September 2012 in the percentage who had visited a museum or gallery in the last year amongst all demographic groups.

Digital engagement

28.7 per cent of adults had visited a museum or gallery website, an increase from 15.8 per cent in 2005/06 and the highest reported level since data collection began in 2005/06. There was an upward trend in digital engagement with museum and galleries since the data were first collected in 2005/06.

Between 2005/06 and October 2011 – September 2012, of those who had visited a museum or gallery website, there was

- An increase in the proportions of people visiting a museum or gallery website to find out about or order tickets for an exhibition or event (from 47.9% to 60.5%).
- A significant decrease in the proportion of adults who had visited a museum or gallery website to look at items from a collection (from 33.7% to 21.3%).

The Taking Part survey added new questions on museum or gallery websites from July 2011. In this period, of those who had visited a museum or gallery website, 16.4 per cent of adults had taken a virtual tour of a museum or gallery and 13.6 per cent had viewed or downloaded an event or exhibition.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/9547.aspx>

Chapter 5: Libraries

This chapter examines library participation as measured by attendance in the last 12 months, by a range of area-level and socio-demographic breakdowns. Details on the ways that people digitally engage with library services are also given. Digital engagement with libraries is defined as completing a transaction (e.g. reserving or renewing items, paying a fine), searching and viewing online information or making an enquiry.

Key findings

- 39 per cent of adults had used a library in the 12 months prior to being interviewed, a significant decrease from 48 per cent in 2005/06, but not a significant change from 2010/11.
- Since 2005/06, the proportion of people using a public library has declined in all regions.

Library attendance

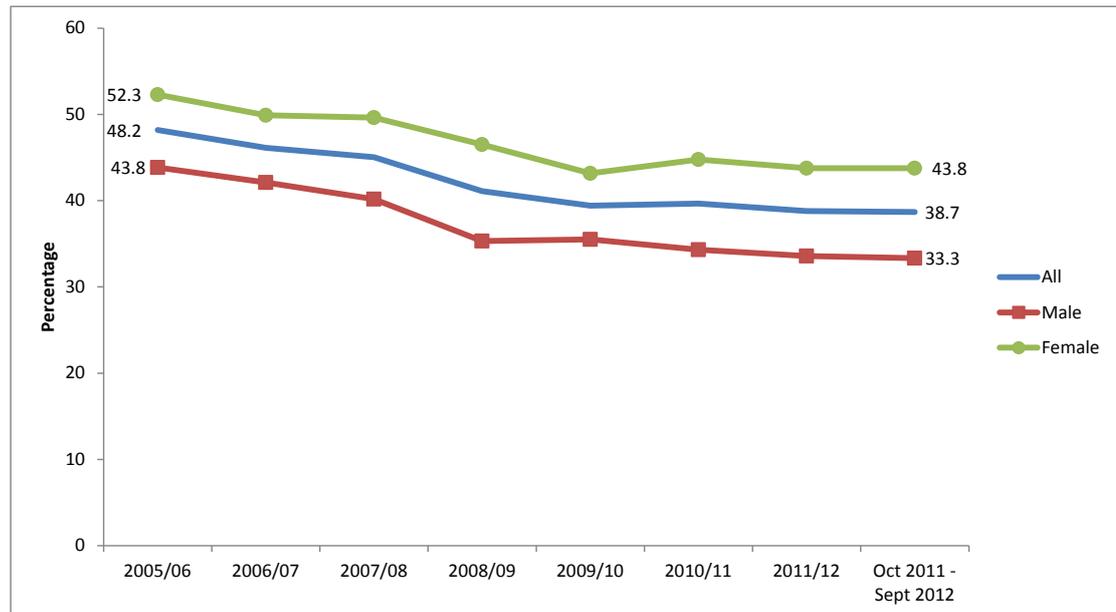
In October 2011 to September 2012, 38.7 per cent of adults reported using a library service in the last 12 months, a significant decrease²³ from 48.2 per cent in 2005/06, but no significant change from 2010/11 (Figure 5.1).

As figure 5.1 shows, library usage has remained consistently higher amongst women than men, although usage has dropped significantly amongst both groups since 2005/06, from 52.3 per cent to 43.8 per cent for women, and 43.8 per cent to 33.3 per cent for men.

Between 2005/06 and October 2011- September 2012, the proportion of people using a public library declined in all regions although the proportions were at a similar level to 2010/11.

Compared to 2005/06 there has been a decline in library usage amongst all age groups. Compared to 2010/11, there were no significant changes in October 2011 - September 2012 of library attendance across demographic groups with the exception of 65-74 year olds, where attendance levels fell from 44.3 per cent to 38.5 per cent, those in the upper social-economic group where the proportion fell from 43.9 per cent to 41.2 per cent, and those in the social rented sector, where the proportion increased from 37.0 per cent to 41.8 per cent.

²³ A significant decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is representative of the English population as a whole.

Figure 5.1: Proportion of adults who had attended a library by sex, 2005/06 to October 2011 – September 2012**Notes**

(1) Confidence intervals range between +/-0.7 and +/-2.5 from 2005/06 onwards.

The government has a policy to champion public libraries and their value to encourage reading, act as a hub for local communities and provide access to other information and services. There are 151 library authorities in England, and they have a statutory duty under the Public Libraries & Museums Act 1964 to provide a comprehensive and efficient library service, set in the context of local need: that is, specifically of those who live, work and study in the local area. The 1964 Act imposes a duty on the Secretary of State to oversee and promote the public library service and to secure discharge of the statutory duties of local authorities as well as providing certain powers to take action where a local authority is in breach of its own duty.

On 1 October 2011, responsibility for library development transferred from the Museums, Libraries and Archives Council to Arts Council England. Since taking on the role as the development agency for libraries, Arts Council England has launched the Libraries Development Initiative, which follows on from the Government's previous Future Libraries Programme. Further information is linked

<http://www.artscouncil.org.uk/funding/apply-for-funding/>

In the year ending October 2012, the following patterns of library attendance were observed:

- Women (43.8%) had a higher rate of library attendance than men (33.3%).
- Adults in upper socio-economic groups (41.2%) had a higher rate of library attendance than people in lower socio-economic groups (34.7%).
- Adults who are not working (42.1%) had higher rates of library attendance than those who are working (36.4%).
- Adults from the white group (37.7%) had lower rates of library attendance than adults from black or minority ethnic (BME) groups (46.4%).

The same patterns have been consistent since 2005/06. However the library attendance rates were higher for each category in 2005/06.

Digital engagement

In the year ending September 2012, 16.9 per cent of adults had visited a library website in the previous 12 months, a significant increase from 8.9 per cent in 2005/06.

Of those who had visited a library website, 76.5 per cent had searched and viewed online information or made an enquiry. 38.3 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.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/9547.aspx>

Chapter 6: Arts

Taking Part asks respondents whether they have participated in a given range of arts activities or attended a range of activities. These two forms of activity are combined to provide the overall measure of arts engagement. By arts engagement, we mean participating or attending an arts event or activity, for example painting or attending a theatre. Details on the ways that people digitally engage with the arts are also given. Digital engagement with the arts is defined as viewing or downloading part or all of a performance or exhibition, discussing the arts or sharing art that others have created, uploading or sharing art that you have created yourself or finding out how to take part or improve your creative skills.

Key findings

- 79 per cent of adults had attended or participated in the arts in the previous year, a significant increase reported since 2005/06 (76%) and 2010/11 (76%). The upward trend has only been present recently. Prior to 2011/12, art engagement had been fairly stable and was 76 per cent since when the data series began.
- Arts engagement increased to highest levels since the survey began in 2005/06 for people living in urban areas, reaching 78 per cent. This was a significant increase from 75 per cent in 2005/06. Urban areas had a similar rate to that for rural areas.
- Adults aged 45-64, 65-74 and 75+ have seen a significant increase in engagement since 2005/06 (from 79% to 81% for 45-64 year olds, from 71% to 77% for 65-74 year olds and from 58% to 64% for aged 75 and over). However, adults aged 75 and over still had significantly lower arts engagement rates compared to other age groups.

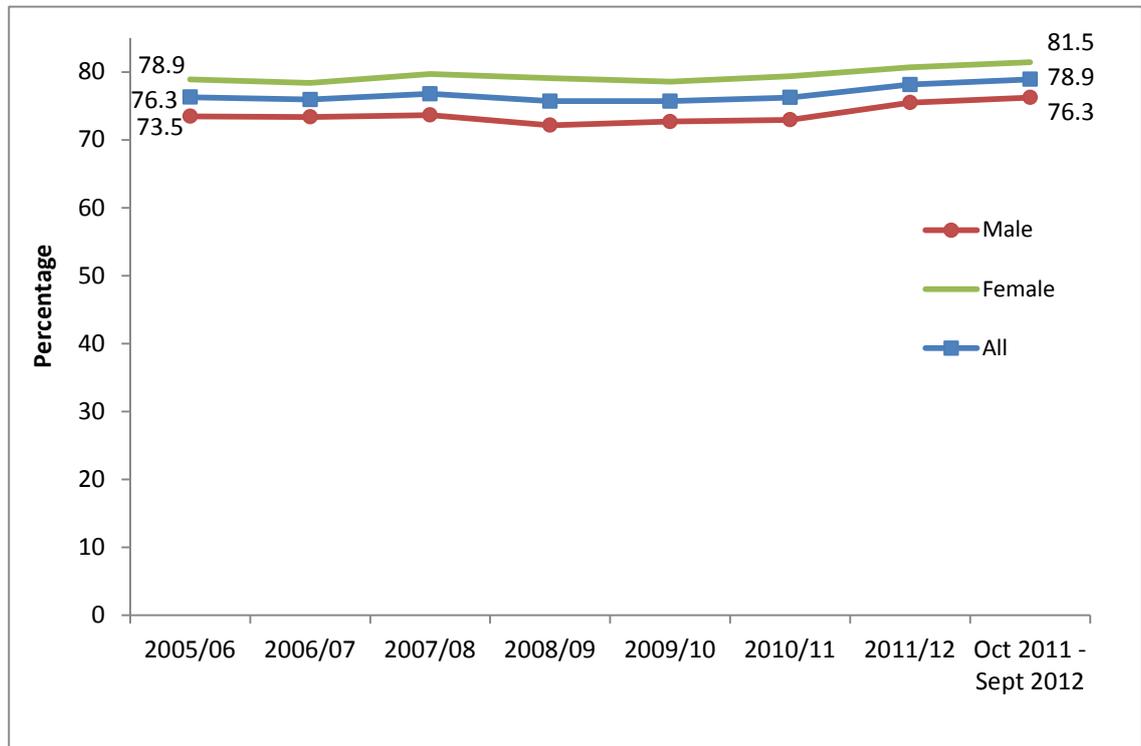
Arts engagement

The latest results show 78.9 per cent of adults had engaged in the arts in the last year, a significant increase²⁴ reported since 2005/06 (76.3%) and 2010/11 (76.2%).

Women (81.5%) had higher arts engagement rates than men (76.3%). There has been a significant increase in both women's and men's engagement with the arts since 2005/06. Art engagement rates for both men and women have shown similar trends and had been stable until 2010/11 and have increased since (Figure 6.1).

²⁴ A significant increase at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is representative of the English population as a whole.

Figure 6.1: Proportion of adults who had attended or participated in the arts, by sex, 2005/06 to October 2011 – September 2012



Notes

(1) Confidence intervals range between +/-0.9 and +/-3.1 from 2005/06 onwards.

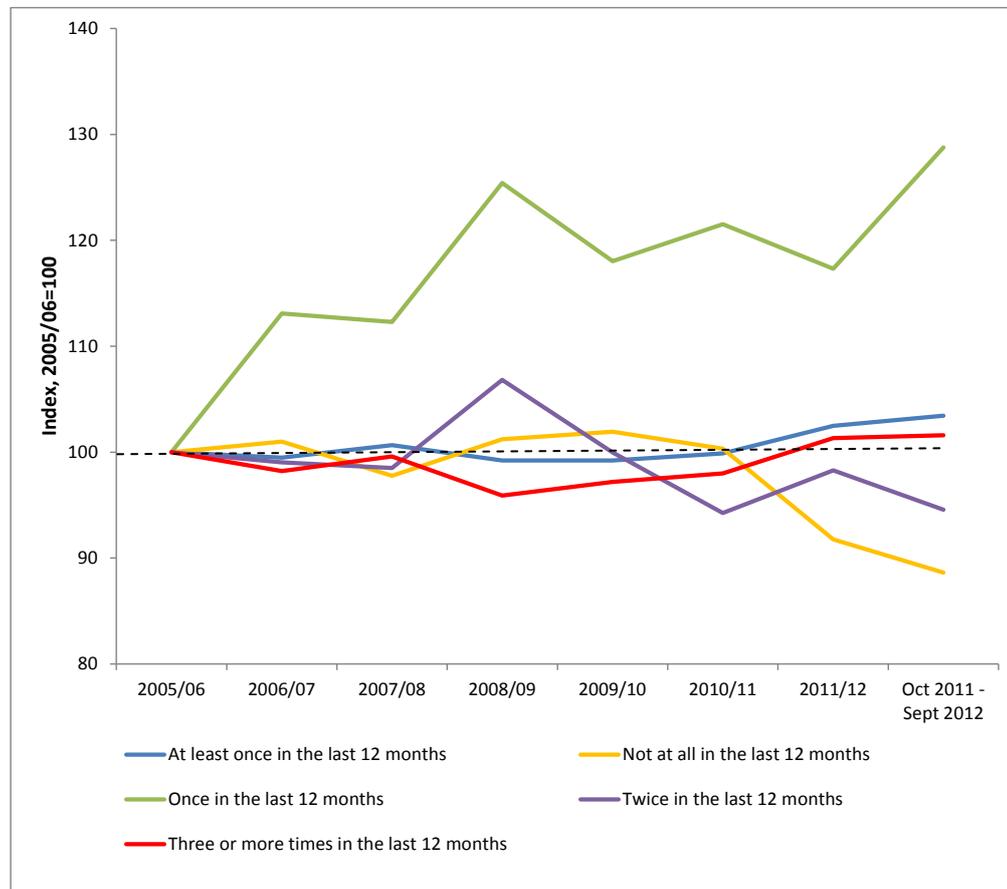
In the year ending September 2012,

- 63.5 per cent of adults had engaged with the arts three or more times in the previous 12 months, a significant increase from 2010/11 (61.2%).
- 9.3 per cent of adults had engaged once only in the previous 12 months, a significant increase from 7.2 per cent in 2005/06.
- 21.1 per cent of adults had not engaged with the arts at all in the previous 12 months, a significant decrease from 23.8 per cent in 2005/06 and 23.9 per cent in 2010/11.

Figure 6.2 shows that the proportion of adults who had engaged with the arts once in the previous 12 months has the greatest overall rate of increase, whilst those who had not engaged with the arts in the last 12 months has had the greatest decrease since 2005/06. There have been no discernible trends for all frequencies over the time period.

There were significant increases in adults engaging in art in the North West (from 71.5% to 78.5%) and in the East of England (from 79.7% to 84.1%) since 2005/06. There were also increases in arts engagement for adults living in urban areas (from 74.9% to 78.5%) during this period. Levels of adult art engagement in each region were at similar levels to 2010/11, apart from in the East of England where there was a significant increase during this period. Generally the change in art engagement has occurred since 2010/11. Prior to this, art engagement has been fairly stable.

Figure 6.2: Indexed²⁵ arts engagement, by frequency of attendance, 2005/06 to October 2011 – September 2012
Indexed, 2005/06 = 100



Notes

(1) Confidence intervals range between +/-0.4 and +/-2.2 from 2005/06 onwards.

In the year to September 2012, the following patterns of arts engagement were observed:

- Arts engagement tended to be higher among people who live in less deprived neighbourhoods. Since 2009/10, levels of engagement have remained flat in each Index of Multiple Deprivation decile group.
- People aged 75 and over had lower arts engagement rates (64.0%) than the other age groups. Although the 45-64, 65-74 and 75+ age groups have seen a significant increase in engagement since 2005/06 (from 78.5% to 81.1% for 45-64 year olds, from 70.7% to 76.8% for 65-74 year olds, from 57.7% to 64.0% for age 75 and over), engagement rates for the younger age groups have remained steady during that period.
- Arts engagement was higher among adults from the white group (79.7%) than adults from black and minority ethnic (BME) groups (72.5%).
- People with no long-standing illness or disability had a higher arts engagement rate (81.6%) than people with a long-standing illness or disability (72.4%). This could be due to barriers, for example lack of suitable transport to art facilities or a

²⁵ An index measures change over time. It is expressed as a per cent of a base value, which always equals 100. In this example we are comparing each year's figures with 2005/06. The values for 2005/06 equal 100 since this is the base year. An index of 110 in a subsequent year means that there has been a 10 per cent increase since 2005/06, whilst an index of 90 signifies a 10 per cent decrease since 2005/06.

lack of hearing loops at the venue, enabling people with a long-standing illness or disability to engage. Both groups have seen a significant increase in the proportions since 2005/06.

These patterns were consistent with previous years.

The Government works with bodies such as the Arts Council England and its funded arts organisations to find different ways of increasing attendance and participation in the arts. For example, the “Creative People and Places scheme” is intended to assist with launching new projects in the areas of lowest participation.

<http://www.artscouncil.org.uk/funding/apply-for-funding/strategic-funding/commissioned-grants/creative-people-and-places-fund/>

The Arts Council’s three year strategic touring programme was launched in 2011 to encourage collaboration between organisations, so that more people across England experience and are inspired by the arts, particularly in places which rely on touring for much of their arts provision. <http://www.artscouncil.org.uk/funding/apply-for-funding/strategic-funding/grant-programmes/strategic-touring-programme/>

Digital engagement

In the year ending September 2012, 29.1 per cent of adults had visited a theatre or concert website, a significant decrease from 30.5 per cent in 2005/06 and a significant decrease from 2010/11 (42.6%). However the wording of this question²⁶ changed slightly in July 2011 which coincides with a decline in the proportion visiting these types of sites.

Of those who had visited a theatre or concert website, 47.5 per cent of people had bought tickets for an arts performance or exhibition, a significant increase from 43.2 per cent in 2006/07, but a significant decrease from 67.7 per cent in 2010/11.

The Taking Part survey added new questions about arts websites from July 2011. Between October 2011 and September 2012, for those who had visited an arts website, the most popular reason was to find out more about an artist, performer or event (72.5%), followed by viewing or downloading part or all of a performance or exhibition (21.3%). 8.1% of adults visited an arts website to find out how to take part or improve their creative skills.

The government has a policy to use the opportunity digital technology presents to the arts sector to increase digital engagement. For example, Arts Council England with Nesta and the Arts and Humanities Research Council (AHRC), are investing £7 million in a Digital Research and Development fund for the arts to encourage collaboration between the arts, digital technology providers and the research community in order to undertake experiments from which the wider arts and cultural sector can learn.

<http://www.artsdigitalrnd.org.uk/>

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/9547.aspx>

²⁶ 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)”.

Chapter 7: Archives

This chapter examines attendance at archives in the 12 months prior to interview, by a range of area-level and socio-demographic breakdowns. Details on the ways that people digitally engage with archives are also given. Digital engagement with archives is defined as completing a transaction, viewing digitised documents online or searching a catalogue.

Key findings

- The proportion of adults who had visited an archive (in their own time or for voluntary work) was 3 per cent, a significant decrease from the 2005/06 level.
- Using the wider measure, which include paid work visits and academic study visits, the proportion of adults who attended in the last year has remained steady since 2008/09 when the data were first collected and was 4 per cent in October 2011 – September 2012.
- In the last year, less than half of adults (48%) who did visit an archive did so just once in the last 12 months.
- The 65-74 year old age band had the highest proportion of archive visits in the last 12 months (6% of people this age) whilst visits were lowest amongst 16 to 24 year olds (2% of people this age)

Overall participation in archives

In the latest period, 3.5 per cent of adults had visited an archive in the last year in their own time or as part of voluntary work. This was significantly lower²⁷ than in 2005/06 (5.9%). Using the wider measure, including paid work visits and academic study visits, the proportion in the latest period increased to 4.4 per cent of all adults. The trend over time, shown in Figure 7.1 overleaf, was a downward one with a small peak in 2010/11.

Over three quarters of all archive visits (76.4%) were in their own time, followed by 13.7 per cent visiting for paid work, and 9.4 per cent for academic study²⁸.

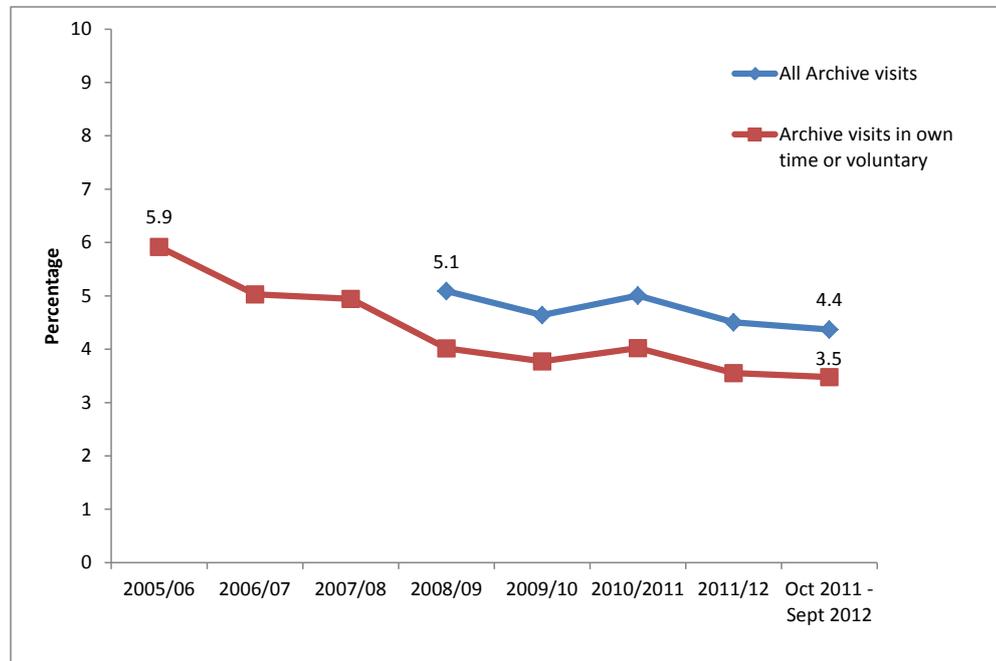
There have been significant decreases in archive attendance rates since 2005/06 in all regions apart from in the North East, Yorkshire and the Humber and the South West where rates have remained steady. The region with the lowest archive attendance rate was the East Midlands, with just 2.7 per cent of adults attending in the last year, followed by the South East and London with 3.0 per cent each.

²⁷ A significant decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is representative of the English population as a whole.

²⁸ Percentages will not total to 100% as some people may have visited an archive for more than one reason.

There was little variation between different demographic groups (apart from age), although adults from upper socio-economic groups had a significantly higher attendance rate (4.1%) than those in lower socio-economic groups (2.9%).

Figure 7.1: Percentage of adults who had visited an archive or records office, 2005/06 to October 2011 – September 2012



Notes

- (1) Confidence intervals range between +/-0.3 and +/-0.8 from 2005/06 onwards.
- (2) Some archive questions were not asked prior to the 2008/09 survey.

Digital engagement

A higher proportion of adults visited an archive or records office online than in person. In October 2011 – September 2012, 12.5 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. Of those who had visited an archive or records office website, 63.3 per cent had done so to view digitised documents, 30.6 per cent of adults had searched a catalogue, over a fifth (22.3%) of adults had found information out about the archive (e.g. opening hours) and 18.8 per cent had completed a transaction.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/9547.aspx>

Chapter 8: Volunteering and charitable giving

Taking Part asks whether respondents have participated in voluntary work in the last 12 months and whether this relates to any of the DCMS sectors²⁹. The survey also includes a range of questions on social capital and cohesion, and charitable donations and whether these relate to DCMS sectors.

Key findings

- The proportion of adults who had volunteered in the last 12 months was 25 per cent. 9 per cent of all adults had volunteered in a DCMS sector.
- There was a significant increase in the proportion of adults from the black and ethnic minority (BME) groups who had volunteered in the last 12 months compared to 2005/06 (up from 20% to 27%). This may be linked to the UK winning the bid to host the 2012 Olympic and Paralympic Games, since 22 per cent of black and minority ethnic volunteers said they were motivated to do more voluntary work as a result of the UK winning the bid.
- There was also a significant increase in the proportion of adults aged 16-24 years (up from 25% to 33%) and women (25% to 27%) who had volunteered in the last 12 months compared to 2005/06.
- 90 per cent of adults had donated money (including any donations into a collection box) in the last 12 months. 32 per cent of adults had donated to a DCMS sector, a similar level to those who had donated money to a DCMS sector in 2010/11.

Volunteering

A quarter of adults reported that they had taken part in voluntary activities in the last 12 months and 8.4 per cent of all adults had volunteered in a DCMS sector. Whilst the proportion of adults taking part in voluntary activities has remained relatively stable since 2005/06, the proportion of adults volunteering in DCMS sectors has significantly increased from 7.0 per cent in 2005/06.

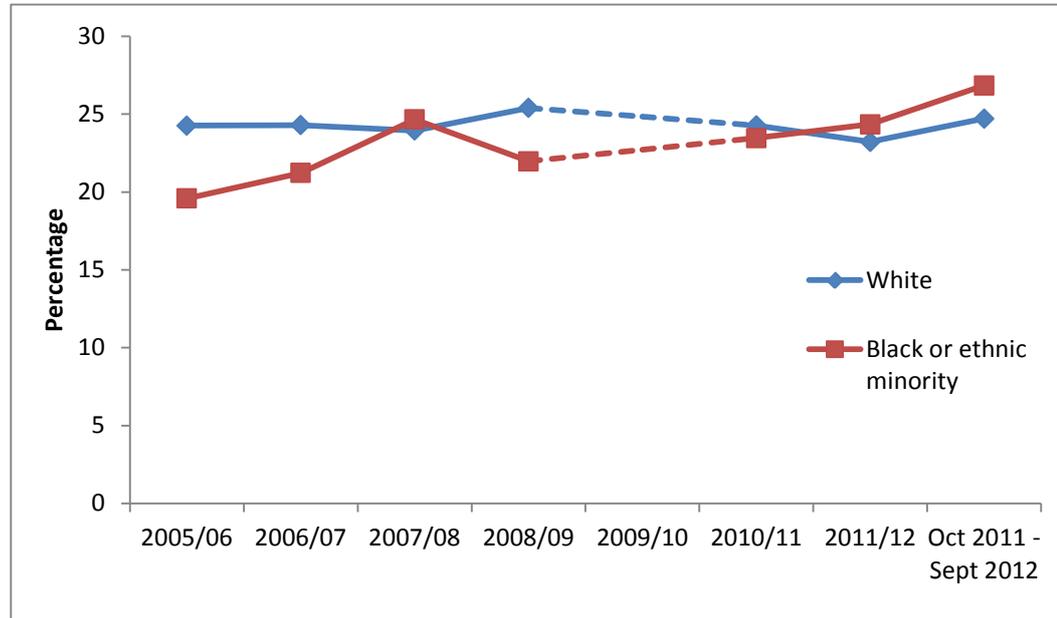
There was a significant increase³⁰ in the proportion of adults from the black and ethnic minority (BME) groups who had volunteered in the last 12 months compared to 2005/06 (up from 19.6% to 26.8%). The time series in Figure 8.1 shows a gradual increase in the proportion of BME adults who have volunteered since 2008/09 whilst the corresponding proportion of adults from the white group has remained stable. This may be linked to the UK winning the bid to host the 2012 Olympic and Paralympic Games, since 22.2 per cent of black and minority ethnic volunteers said they were

²⁹ Our sectors cover sport, art, heritage, museums and galleries, libraries and archives.

³⁰ A significant increase at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is representative of the English population as a whole.

motivated to do more voluntary work as a result of the UK winning the bid, compared to only 6.0 per cent of volunteers from the white group.

Figure 8.1: Proportion of adults who had volunteered by ethnicity, 2005/06 to October 2011 – September 2012



Notes

- (1) Confidence intervals range between +/-0.7 and +/-4.5 from 2005/06 onwards
- (2) Volunteering questions were not asked in 2009/10

In the 12 months to September 2012, there were significant differences in the proportion of males and females who volunteered in the heritage and sport sectors. A significantly higher proportion of males (nearly double) volunteered in heritage and double the proportion of men volunteered in sport compared to females (see Figure 8.2). This has been the case since 2010/11.

There was also a significant increase in the proportion of adults aged 16-24 years who had volunteered in the last 12 months compared to 2005/06 (up from 24.7% to 32.5%), although the trend has been an upwards one since the start of the survey. There was no significant change for other age groups over this time period.

Adults who had participated in a DCMS sector had higher volunteering rates, than adults who had not participated, e.g. of adults who had participated in sport, 28.7 per cent of them had volunteered in sport, compared with just 8.1 per cent of those who did not play sports.

The arts sector has the highest average amount of time spent volunteering during the four weeks before the interview (13 hours and 59 minutes). On average 9 hours 35 minutes had been spent in the four weeks before the interview by volunteers in the heritage sector, followed by 8 hours 26 minutes by volunteers in the sports sector.

Figure 8.2: Proportion of adults who had volunteered in each DCMS sector by gender, October 2011 – September 2012**Notes**

(1) Confidence intervals range between +/-0.5 and +/-4.0

Charitable giving

Taking Part asks whether respondents have donated money in the last 12 months and whether this was to a DCMS sector.

In the year ending September 2012, 90.1 per cent of adults had donated money (including any donations into a collection box) in the last 12 months. 32.0 per cent of all adults had donated to at least one of the DCMS sectors. Within these sectors, 15.3 per cent of adults had donated to the heritage sector in the last 12 months, 15.8 per cent to museums and galleries, 7.4 per cent to sport, and 6.1 per cent to the arts. These are similar proportions to when the question was first asked in 2010/11.

35.6 per cent of adults donated money less often than once a month but at least 3 or 4 times a year and a further 35.6 per cent donated less often than once a week but at least once a month.

Charitable giving to the DCMS sectors significantly increased in the East Midlands and West Midlands between 2010/11 and October 2011 - September 2012 (from 28.2% to 36.8% in the East Midlands, and from 22.8% to 31.6% in the West Midlands). There was a significant decrease in charitable giving to the DCMS sectors in the North East over this period (from 35.0% to 23.0%).

Over four in five (83.5%) of respondents said they intended to give the same to DCMS sectors in the next 12 months. Of those who said they intended to give more to DCMS sectors in the next 12 months, 14.1 per cent gave the reason because “they need the money” and nearly a third (32.3%) said it was because “they have more money / I can afford to give more”. However of those who said they intended to give less to DCMS sectors in the next 12 months, 44.3 per cent said this was because they “have less money / can’t afford to give”.

The government has a policy to encourage charitable giving across society as a whole, to make it easier to give and provide better support to organisations that facilitate giving, whether through digital technology or simplification of the tax system. For example, to encourage giving through a £100 million match funding programme (from 2011/12) http://www.culture.gov.uk/what_we_do/arts/8405.aspx and a new Cultural Gifts Scheme to boost lifetime giving to museums, and more legacy giving to culture and sport. <http://www.culture.gov.uk/publications/8667.aspx>

Overall civic participation

Taking Part asks a series of questions on sporting and cultural facilities in the respondent's local area.

Just under a quarter of adults (24.4%) had taken action³¹ to try to get something done about sporting and cultural facilities in their area. The most common action that had been taken was to contact the council, with 11.4 per cent of adults having done so. Also 5.6 per cent of adults had contacted their local councillor or MP.

41.1 per cent of adults had been involved in groups, clubs or organisations in the last 12 months. Of those adults, the most popular type of group was *sports/exercise groups* (47.4%), followed by *hobbies/social clubs* (36.0%).

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/9547.aspx>

³¹ Actions include, contact a local radio station, TV station or paper; talk to / written to a sporting or cultural facility, contact the council, contact a local councillor or MP, join a local group or attend a neighbourhood forum, attend a protest meeting or joined a campaign group, or help organise a petition.

Chapter 9: Equalities

This chapter explores differences in participation between different groups in October 2011 – September 2012. These groups include age, gender, ethnicity, religion and disability.

There were considerable variations in these groups across most activities, however, it should be noted that these differences may be linked to other factors rather than the equality characteristic per se. This is particularly likely to be the case with charitable giving, which is strongly related to the individual's level of income and which may explain why certain groups are more / less likely to give money to charity.

A range of barriers (external, *intra*-personal, and *inter*-personal) are likely to be at the root of these differences³².

Key findings

- Women had lower levels of participation than men in a number of areas: 39.7 per cent participated in 30 minutes of moderate intensity sport at least once a week (compared with 49.9% for men), 73.1 per cent visited a heritage site (compared with 75.7% for men) and 30.1 per cent gave to charity (compared with 34.1% for men).
- However, women had higher levels of participation with regards to the use of libraries (43.8% compared with 33.3% for men), engagement with the arts (81.5% compared with 76.3% for men) and were more likely to have volunteered (27.2% compared with 22.6% for men).
- 62 per cent of people from black or minority ethnic groups had visited a heritage site in the last month compared with 76 per cent of adults from the white group.
- 33 per cent of people with a long term-limiting illness or disability had digitally engaged with culture in the last 12 months compared with 45 per cent of those without a disability.

Age

There were considerable variations in participation between different age groups, with participation and proficiency decreasing with age in many activities. Some of the largest gaps were in the following activities, where the oldest age group (those aged 75 and over) were less likely to participate than all other age groups:

- Sports participation: 15.0 per cent participated in sport at least once in the last week, compared with 31.4 per cent of 65 to 74 year olds up to 57.9 per cent of 16 to 24 year olds
- Swimming: 54.0 per cent were able to swim compared with 71.4 per cent of 65 to 74 year olds up to 91.0 per cent of 16 to 24 year olds.

³² www.culture.gov.uk/images/research/TP_Barriersreport.pdf

- Cycling: 54.6 per cent were able to cycle, compared with 76.9 per cent of 65 to 74 year olds up to 96.0 per cent of 16 to 24 year olds.
- Museums and galleries: 32.1 per cent visited these, compared with 47.7 per cent of 16 to 24 year olds up to 56.3 per cent of 25 to 44 year olds.
- Engagement with the arts: 64.0 per cent did this compared with 76.8 per cent of 65 to 74 year olds up to 82.5 per cent of 16 to 24 year olds.
- Volunteering: 19.0 per cent volunteered, compared with 22.3 per cent of 25 to 44 year olds up to 32.5 per cent of 16 to 24 year olds.
- Digital participation: only 11.8 per cent participated, compared with 27.8 per cent of 65 to 74 year olds up to 49.1 per cent of 25 to 44 year olds.

These findings are to some extent unsurprising given previous evidence. For example, the “Social Exclusion of Older People” report (based on the English Longitudinal Study of Ageing) highlighted cultural exclusion as one of the key domains of exclusion for this group.

There are likely to be a number of physical barriers to participation for older people (particularly in more active areas), however, there is a difficulty in disentangling real medical barriers from perceived physical problems³³.

Gender

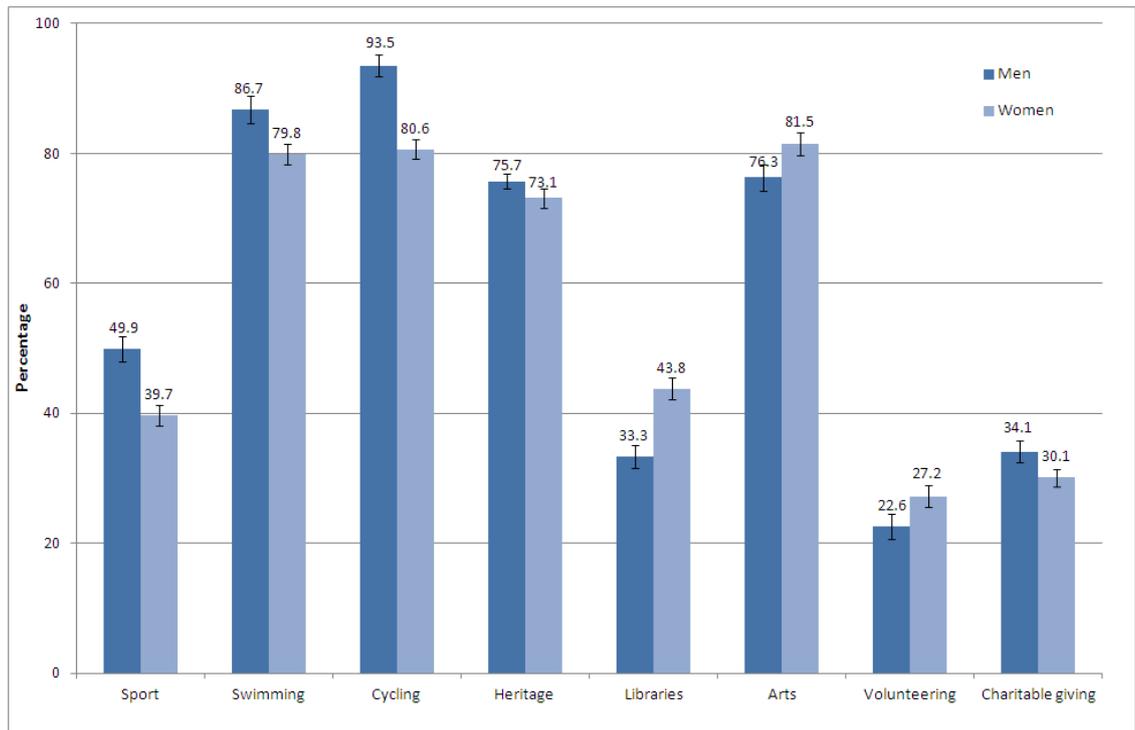
Women had lower levels of participation/proficiency than men in a number of areas (particularly in active recreation) with only 79.8 per cent able to swim (compared with 86.7% of men), 80.6 per cent able to cycle (compared with 93.5%), 39.7 per cent participating in moderate intensity sport at least once a week (compared with 49.9%), 73.1 per cent visiting a heritage site (compared with 75.7%) and 30.1 per cent giving to charity (compared with 34.1%).

These lower levels in active recreation may be linked to attitudes towards sport, for example, that it is unfeminine and that it does not fit with traditional body images³⁴.

However, women had higher levels of participation with regards to the use of libraries (43.8% compared with 33.3%), engagement with the arts (81.5% compared with 76.3%) and were more likely to have volunteered (27.2% compared with 22.6%).

³³ <http://www.sportscotland.org.uk/ChannelNavigation/Resources/TopicNavigation/Collections/Research/Older+people+sport+and+physical+activity.htm>

³⁴ <http://wsff.org.uk/publications/reports/its-time-future-forecasts-womens-participation-sport-and-exercise>

Figure 9.1: Proportion of adults who had attended or participated in activities by gender, October 2011 – September 2012.**Note**

1) Confidence intervals range between +/- 1.2 and +/- 2.1

Ethnicity

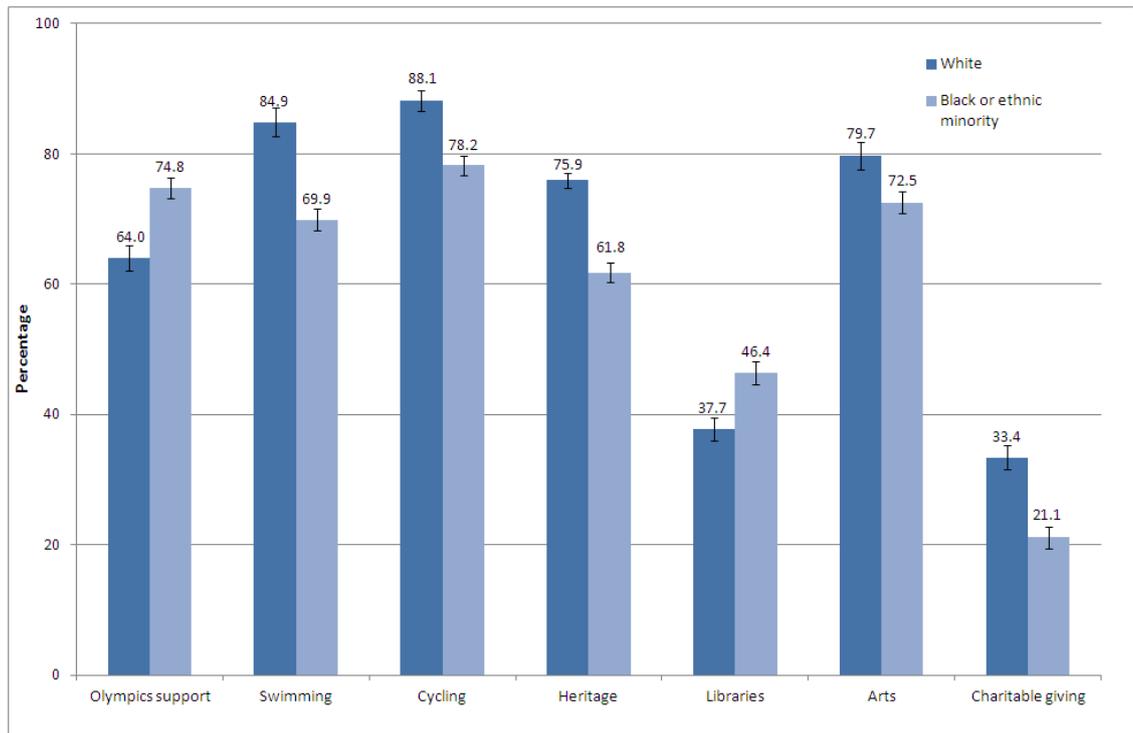
Levels of participation in a number of activities were lower for those from black and minority ethnic (BME) groups than for respondents from the white group. People from BME groups were less likely than respondents from the white group to have: visited a heritage site (61.8% compared with 75.9%), engaged with the arts (61.8% compared with 79.7%) or given to charity (21.1% compared with 33.4%). There were also particularly large differences in the ability to swim (69.9% compared with 84.9%) and to cycle (78.2% compared with 88.1%), these differences may be material concerns – with evidence suggesting a lack of facilities and money are barriers to sports participation for those from BME groups³⁵.

However, BME respondents were more likely to have used libraries (46.4% compared with 37.7%) and to support the Olympics Games (74.8% compared with 64.0%). Again, the differences in support of the UK hosting the Olympic and Paralympic Games may be due to location – with many BME people living in London where support for the Olympics was higher.

There have also been positive signs around participation of adults from BME groups, with increases since 2005/06 in visits to museums and heritage sites and in levels of volunteering. Many of these have been greater than the changes in participation rates of respondents from the white group.

³⁵ Sports Participation and Ethnicity in England, Sport England, 1999/2000

Figure 9.2: Proportion of adults who had attended or participated in activities by ethnicity, October 2011 – September 2012.



Note

1) Confidence intervals range between +/- 1.1 and +/- 5.1

Religion

There were no clear patterns as to which religious groups were more likely to participate or to be proficient in activities, for example:

- Christian people were less likely to use libraries than people with other religions (39.0% compared with 48.2%) but were more likely to use them than people with no religion (35.3%).
- For the ability to both swim and cycle Christian people were more likely to be able to do this (80.8% and 85.1% respectively) than people from other religions (73.0% and 75.9%) but less likely than those with no religion (90.1% and 93.4%)
- Christian people were more likely to volunteer than those with no religion (26.2% compared with 21.5%) and to support the Olympics (67.0% compared with 60.6%) but there were no differences to those with other religions.
- Christian people were more likely to give to charity than people from other religions (32.6% compared with 22.6%) but there were no differences to those with no religion. The same pattern was found for engagement with the arts, with participation for Christian people at 79.4% and participation for those from other religions at 66.6%.
- Christian people were less likely to participate digitally than those with no religion (38.7% compared with 44.5%).
- Christian people were more likely to visit heritage sites than those with no religion (76.3% compared with 72.5%) and those from other religions (60.8%)

Disability

People with a long term limiting illness or disability had significantly lower levels of engagement in most areas, compared with those who did not have a disability or long term illness.

- Support for the Olympics: 60.3 per cent compared with 67.2 per cent.
- Weekly participation in sports: 28.2 per cent compared with 51.4 per cent.
- Ability to swim: 71.7 per cent compared with 87.6 per cent.
- Ability to cycle: 71.7 per cent compared with 92.7 per cent.
- Visiting a heritage site: 68.1 per cent compared with 76.9 per cent.
- Visiting a museum or art gallery: 44.8 per cent compared with 54.4 per cent.
- Engagement with the arts: 72.4 per cent compared with 81.6 per cent.
- Charitable giving: 30.1 per cent compared with 32.8 per cent.
- Digital participation: 32.8 per cent compared with 44.6 per cent.

Whilst the reasons for the lower levels of participation in active areas are more obvious, it is still unsurprising that there were lower levels of participation in the other areas. Evidence on potential barriers to leisure activities (such as a lack of transport to venues, costs and little choice in the use of free time) is available from the Life Opportunities Survey³⁶.

³⁶ <http://odi.dwp.gov.uk/docs/res/los/leisure.pdf>

Annex A: Background note

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. For more information, see <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf>. The Taking Part publication was assessed alongside the Department's other statistics earlier this year and 16 requirements were made. A copy of the published report by the UK Statistics Authority is available at [http://www.culture.gov.uk/what we do/research and statistics/8944.aspx](http://www.culture.gov.uk/what_we_do/research_and_statistics/8944.aspx)
3. Stringent quality assurance procedures have been adopted for this statistical release. All data and analysis has been checked and verified by two different members of the team and TNS-BMRB to ensure the highest level of quality.

Guidance on the quality that is expected of Taking Part statistical releases is provided in a quality indicators document at

[http://www.culture.gov.uk/what we do/research and statistics/7394.aspx#5](http://www.culture.gov.uk/what_we_do/research_and_statistics/7394.aspx#5).

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.

4. The latest results presented here are based on interviews issued between October 2011 and September 2012. The total sample size for this period is 8,868.
5. The 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" at [http://www.culture.gov.uk/what we do/research and statistics/7394.aspx](http://www.culture.gov.uk/what_we_do/research_and_statistics/7394.aspx).
6. The median adult sample interview length for the 2011/12 survey was 40 minutes 31 seconds (mean 43 minutes 20 seconds). The median survey length for the 5-10 year old child interview was 12 minutes 46 seconds (mean 13 minutes 30 seconds) and for 11-15 year olds it was 22 minutes 12 seconds (mean 23 minutes 54 seconds).
7. Participation in these 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 exceptions to this are attendance at historic environment sites which includes visits made for academic study, and sports participation which exclude volunteering, teaching, coaching and refereeing. Paid work visits and academic study visits are also included in one of the archive attendance measures.

8. The range has been calculated using a 95% confidence interval. This means, had the sample been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value. All estimates have been rounded to one decimal place. An overall design factor³⁷ of **1.264** has been applied to the adult dataset for the period October to September 2012. Individual adult design factors have been calculated for each sector in this period, ranging from **0.937 to 1.580**.
9. 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.
10. Some figures may have been revised from previous releases, in which case the figures in this release supersede those from previous statistical releases. For more detailed information on the DCMS revisions policy and how revisions are handled for the Taking Part Survey, please see the DCMS statement of compliance on our website, at http://www.culture.gov.uk/what_we_do/research_and_statistics/4824.aspx
11. The data are weighted to ensure the representativeness of the Taking Part sample. There are two types of weighting: i) to compensate for unequal probabilities of selection; and ii) to adjust for differential non-response. Weighting is based on mid-2009 population estimates from the Office for National Statistics.
12. For more information about the Taking Part Survey, including previous publications, see http://www.culture.gov.uk/reference_library/research_and_statistics/4828.aspx

Versions of the questionnaire from all years of the survey are available, see http://www.culture.gov.uk/what_we_do/research_and_statistics/7387.aspx
13. DCMS and Sport England consulted with users and other interested parties in summer 2012 on proposals to integrate the Taking Part and Active People surveys to change the way sport is measured. There was an excellent level of response from a wide selection of stakeholders. Overall we received considerable support for the proposals, alongside some areas for further consideration.

In summary, most respondents supported local and sport specific measurement, with a single result for sport, and data collected through a mixed mode. Consultees also expressed the importance of retaining consistency with previous results, which (alongside technical considerations) means that we need to implement any potential changes carefully through testing and with technical advice.

We are therefore testing different modes, their effect on the national, sport and local result and getting methodological advice. Further findings will be published in early 2013.

The latest Active People Survey results are available at http://www.sportengland.org/research/active_people_survey/active_people_survey_6.aspx. These show sport participation for October 2011-October 2012. Please

³⁷ Design factors are calculated to correct for imperfect sample design. For example, Taking Part uses a clustered sample, rather than a random sample and this may affect the results for particular demographic groups – design factors are used to correct for this bias.

note that these statistics are not directly comparable to the Taking Part sport participation results. For further information on the differences between sources, see the background note at <http://www.culture.gov.uk/consultations/9062.aspx>.

14. The fieldwork for the survey is being conducted by TNS-BMRB. For more information, see <http://www.tns-bmrb.co.uk>
15. We can also provide documents to meet the specific requirements of people with disabilities. Please call 020 7211 6000 or email takingpart@culture.gsi.gov.uk
16. This report has been produced by Tom Knight, Sam Tuckett, Philippa Robinson and Penny Allen (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.
17. The responsible statistician for this release is Tom Knight. For enquiries on this release, please contact Tom Knight on 0207 211 6021 or Penny Allen on 0207 211 6106.
18. For general enquiries telephone: 0207 211 6200
Department for Culture Media and Sport
2-4 Cockspur Street
London
SW1Y 5DH
enquiries@culture.gov.uk

Annex B: Key terms and definitions

Term	Definition
1 x 30 minute MIS	This refers to a person participating in moderate intensity sport for at least one 30 minute session in the last week.
2011/12 Q3	This is the time period covering January-December 2011. It is also referred to as the 2011 calendar year .
3 x 30 minute MIS	This refers to a person participating in moderate intensity sport for at least three 30 minute sessions in the last week.
ACORN classification	A classification of residential neighbourhoods is a geo-demographic information system categorising some United Kingdom postcodes into various types based upon census data and other information such as lifestyle surveys.
Active Sport	Active sport excludes recreational walking and cycling, which are included in the 'intensity' measures. There are also minor differences in the sports and recreational activities within the active sport and 'intensity' measures. A list of active sports is available in Annex C: Sector definitions.
Active sport at least once in the last 4 weeks	The number of days in the last four weeks the respondent has done at least one of the active sports or activities for at least 30 minutes. This excludes any walking or cycling the respondent has done for health or recreation purposes only. Walking or cycling for sport training or competition is included.
Actively get involved in the Olympics	This covers <ol style="list-style-type: none"> 1. Attending (<i>Attended</i>) a free Olympic or Paralympic event (e.g. marathon, cycling, road racing) 2. Attending (<i>Attended</i>) a ticketed Olympic or Paralympic event 3. Taking part (<i>Took part</i>) in a Games related sports or physical activity (e.g. AdiZone, Gold Challenge, Cadbury's Spots V Stripes) 4. Using (<i>Used</i>) a new or improved sports facility linked to the 2012 Games (e.g. Inspire-marked) 5. Games related employment or training 6. Taking part (<i>Took part</i>) in a Games related cultural event or activity (e.g. Cultural Olympiad, London 2012 Festival) 7. Volunteering (<i>Volunteered</i>) during the Games (e.g. as a Gamesmaker, London Ambassador or for Cadbury's Spots V Stripes) 8. Taking part (<i>Took part</i>) in a Games related community event or activity (e.g. street party or local Inspire Mark project)
Archives	Archives are collections of documents that have been created by families, individuals, businesses or organisations and have been specially chosen to be kept permanently. Further information is available in Annex C.
Arts	A list of arts that the respondent may have participated or attended is available in Annex C: Sector definitions.

Term	Definition
Attendance	This refers to the respondent going to a place, for example, attending a library or a swimming pool.
Big Society	This covers volunteering work, social capital and cohesion. Specific voluntary work categories are provided in Annex C: Sector definitions.
Civic participation	Actions include, contact a local radio station, TV station or paper; talk to / written to a sporting or cultural facility, contact the council, contact a local councillor or MP, join a local group or attend a neighbourhood forum, attend a protest meeting or joined a campaign group, or help organise a petition.
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% 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.
DCMS sectors	The DCMS sectors are the culture, arts , sports and big society sectors.
Digital participation	This refers to visiting websites for a number of reasons. These are outlined in Annex C: Sector definitions.
Digitally engage	This refers to the respondent engaging with the DCMS sectors via the internet.
Engagement	This refers to either attending and/or participating in the sport, culture or arts sector. For example, if the respondent attended an art gallery (attendance) or gave a dance performance (participation).
Following the Olympics	This covers watching the Olympics on TV at home, listening to the radio at home, watching or listening on the internet at home, reading the newspaper online or offline or watching live events on a public big screen.
Historic environment	A list of all historic environments is available in Annex C: Sector definitions.
Index of Multiple Deprivation (IMD) decile group	The Index of Multiple Deprivation is a composite index which measures neighbourhood deprivation across seven domains (for example housing and income deprivation). The IMD decile group splits neighbourhoods into ten groups according to the level of deprivation (eg 10% most deprived neighbourhoods).
Moderate intensity sport (MIS)	This is any active sport or recreational activity that is continuous and raises a person's heartbeat. This excludes utility walking or cycling, for example to work, but does include recreational walking and cycling. Exemptions are listed in Annex C: Sector definitions.
Participation	This refers to the respondent actively taking part in the activity. For example sports participation could refer to playing football or tennis, whilst participating in the arts may refer to painting.
Public library service	A list of valid uses of a public library is available in Annex C: Sector definitions.
Significant increase/decrease	A significant increase/decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is representative of the English population as a whole.

Term	Definition
Socio-demographic groups	Categorising the respondents by different social classes such as age, gender, employment status, housing tenure, ethnicity, religion, disability/illness status and National Statistics Socio-Economic Classes (NS-SEC)
Taking Part Survey	A survey commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with the Arts Council England, English Heritage and Sport England, looking at engagement and non-engagement in culture, leisure and sport. Further information is available at http://www.culture.gov.uk/what we do/research and statistics/7390.aspx
Volunteering	Offering one's time for free. This could be organising or helping to run an event, campaigning, conservation, raising money, providing transport or driving, taking part in a sponsored event, coaching, tuition or mentoring for no expense.

Annex C: Sector definitions

The following annex presents the various definitions for adult participation in DCMS sectors.

Libraries

The respondent is asked if they have used a public library service. If the respondent is unsure what is in scope, the interviewer has 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.”

Museum, gallery or archive

The respondent is asked if they have attended a museum, gallery or archive. If the respondent is unsure what is in scope, the interviewer has the following definition to refer to.

“Archives are documents that have been created by families, individuals, businesses or organisations and have been specially chosen to keep permanently. They can be written papers such as letters or diaries, maps, photographs or film or sound recordings. Archives are historical documents but do not have to be very old. Places that keep archives are usually called a record office or archive centre.

Registering a birth, death or marriage happens at a registry office, not at an archive centre/record office.”

Arts

The respondent is asked if they have participated in a given list of arts activities, or attended a given list of arts events. Eligible activities and events are as follows.

Participation:

- Dance – ballet or other dance (for fitness and not for fitness)
- Singing – live performance or rehearsal/practice (not karaoke)
- Musical instrument – live performance, rehearsal/practice or played 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 holidays)
- Digital art – producing original digital artwork or animation with a computer
- Craft – any craft activity (e.g. textiles, wood, metal work, pottery, calligraphy etc)
- 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)

Historic environment

The respondent is asked if they have visited the following list of historic environment sites.

- A city or town with historic character
- A historic building open to the public
- 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
- A monument such as a castle, fort or ruin
- A site of archaeological interest
- A site connected with sports heritage

Active sport

The respondent is asked about their participation in active recreation and a range of sports. Eligible activities are as follows.

- Swimming or diving (indoors and outdoors)
- BMX, cyclo-cross, mountain biking
- Bowls (indoors and outdoor lawn bowls)
- Tenpin bowling
- Health, fitness, gym or conditioning activities
- Keepfit, aerobics, dance exercise (includes exercise bike)
- Judo

- Karate
- Taekwondo
- Other martial arts (includes self-defence, tai chi)
- Weight training (includes body building)
- Weightlifting
- Gymnastics
- Rugby League
- Rugby Union
- American football
- Football (includes 5-a-side and 6-a-side) [indoors and outdoors]
- Gaelic sport (e.g. camogie, Gaelic football, hurling, Irish handball and shinty)
- Cricket
- Hockey (excludes ice, roller and street hockey, but included in 'other')
- Baseball/softball
- Netball
- Tennis
- Badminton
- Squash
- Basketball
- Table tennis
- Track and field athletics
- Jogging, cross-country, road running
- Yachting or dingy sailing
- Canoeing
- Windsurfing or boardsailing
- Ice skating
- Curling
- Golf, pitch and putt, putting
- Skiing (on snow or on artificial surface; on slopes or grass)
- Horse riding
- Climbing/mountaineering (includes indoor climbing)
- Hill trekking or backpacking
- Motor sports
- Volleyball
- Orienteering
- Rounders
- Rowing
- Triathlon
- Boxing
- Waterskiing
- Lacrosse
- Fencing
- Other types of sport, e.g. rollerblading, street hockey, skateboarding, water polo, surfing, scuba diving, gliding, hang/paragliding, parachuting or parasailing

Moderate intensity sport

To be counted as 'moderate intensity', the respondent must have participated in at least one 30-minute session (or alternatively three 30-minute sessions) in the past week of any of the sports (with the exception of bowls) listed above as well as recreational cycling or recreational walking. In addition, the effort put into the activity needs to be of moderate intensity, i.e. raises their breathing rate (or for walking it

needs to be done at a brisk or fast pace).

The only exception to this is for those adults aged 65 and over, where some light activities are in also scope – indoor and outdoor bowls, yoga, Pilates, croquet and archery.

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.

Volunteering

The respondent is asked about any voluntary work they have done, including:

- Raising or handling money / taking part in sponsored events
- Leading a group
- Being a member of a committee
- Organising or helping to run an activity or event
- 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 - e.g. helping out a school, religious group, with shopping/refreshments
- Work in a charity shop

The respondent is also asked whether this activity was connected to any of the following areas:

- Arts
- Museum or gallery
- Heritage
- Libraries
- Archives
- Sport
- Any other sector



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