



Taking Part 2011/12 Quarter 4

Reference Period: Year to 2011/12 Q4 (April 2011 to March 2012)
 Arrows indicate significant change from 2005/06

Sample = 9,188
 Base: All Adults



Key Trends

Record high levels of heritage, museum or gallery (M&G) attendance and arts engagement. Library and archive attendance rates remain at the lowest levels since the survey began.

Significant percentage increase* since 2005/06:

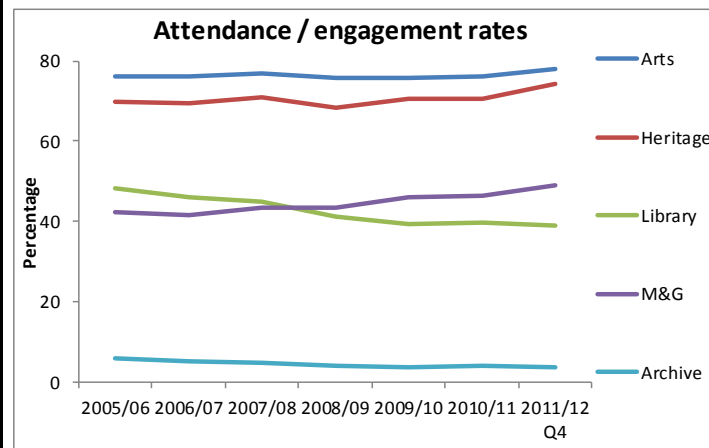
- of BME groups visiting a museum or gallery in the last year (from 35.4% to 44.4%)
- of women engaging with the arts in the last year (from 78.9% to 80.7%)
- of adults doing 1x30 minute sessions of moderate intensity sport (MIS) in the last week (from 41.2% to 43.8%)
- of BME groups who had volunteered in the last 12 months (from 19.6% to 24.3%)
- of adults visiting heritage sites at least three or four times a year (from 26.6% to 30.4%)

Significant percentage decrease* since 2005/06:

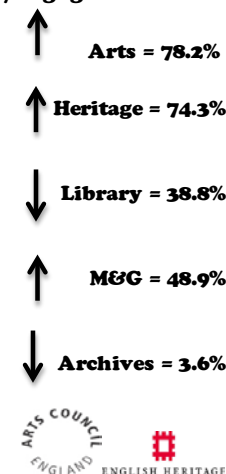
- of adults attending a library in the last 12 months (from 48.2% to 38.8%)
- of adults strongly supportive of the 2012 Olympic & Paralympic Games (48.4% to 37.2%)

*selected results

Culture



Attendance/engagement levels



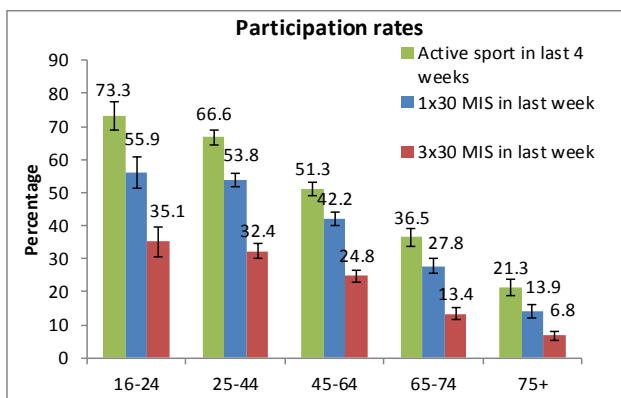
Sport & Active Recreation

Participation levels

Active sport in last 4 weeks = 55.2% ↑

1x30 MIS = 43.8% ↑

3x30 MIS = 25.9% ↑



Big Society

Volunteered

All = 23.3%

Any DCMS Sector = 7.1%

Charitable Giving

All = 89.7%

Sport = 6.4%

Heritage = 15.3%

Library = 0.7%

M&G = 14.3%

Any DCMS Sector = 25.6%

