



department for  
**culture, media  
and sport**



# Taking Part: The National Survey of Culture, Leisure and Sport

Jan-Dec 2010 Statistical Release

March 2011

improving  
the quality  
of life for all



Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

*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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# Introduction

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The Taking Part survey is commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with four non-departmental public bodies (Arts Council England, English Heritage, Sport England, and the Museums, Libraries and Archives Council). The survey covers both adults and children in England and collects a wide range of data about engagement and non-engagement in culture, leisure and sport.

Taking Part is the key evidence source 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.

Taking Part is a continuous face-to-face survey with adults aged 16 and over living in private households in England. It is conducted on behalf of DCMS by TNS-BMRB. The survey has run since mid-July 2005. A child interview was added to the survey in January 2006, interviewing a randomly selected child in those households containing at least one child aged 11-15. This is also a continuous face-to-face survey. In 2008/09, the child survey was broadened to include children aged 5-10. Interviews with children aged 11-15 are carried out directly, for those aged 5-10 an interview is conducted with the adult respondent.

The Taking Part Survey contributes to the evidence base across a wide range of topics including participation in culture and sport, satisfaction and enjoyment with culture and sport, social capital, volunteering and barriers to participation. It also collects an in-depth range of socio-demographic information on respondents. This report presents a range of data across each of our sectors but is by no means a complete picture of what is available. A wider range of measures are included in the spreadsheets accompanying this release, while analysis of 2005/06 to 2009/10 adult data can be conducted through NetQuest, our on-line analytical tool:

[http://www.culture.gov.uk/what\\_we\\_do/research\\_and\\_statistics/6762.aspx](http://www.culture.gov.uk/what_we_do/research_and_statistics/6762.aspx)

## **This report**

This release reports rolling annual data from January to December 2010 and covers volunteering in culture and sport, digital participation, cycling and swimming proficiency and participation in culture and sport. The sections on cycling and swimming proficiency and volunteering cover April to December 2010 only as the questions for these sections were not asked in the 2009/10 survey year.

Where comparisons are made over time, rolling annual data are compared with the previous year's annual data.

The report covers adults only. The next release, due in summer 2011, will cover both adult and child annual data.

# Key findings

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## Volunteering in culture and sport

- In January to December 2010, 23.7 per cent of adults had volunteered in the last 12 months, unchanged from previous years.
- Between 2005/06 and January to December 2010, there was an increase in the number of people volunteering within the arts sector, those providing coaching or tuition, and among those providing other practical help.
- A greater proportion of 16-24 year olds had volunteered than those in the 25-44 year old age group, and women were more likely to volunteer than men. Those in southern regions (South East and South West) were significantly more likely to volunteer than those in other regions.

## Digital participation<sup>1</sup>

- In January to December 2010, 34.8 per cent of adults had participated digitally in culture, an increase from 2008/09 (25.1%).
- In January to December 2010, theatre and concert websites were the most popular (41.6%), followed by sport (35.7%), heritage (26.8%), museums or gallery (24.6%), libraries (15.0%) and archives or records office (10.9%) websites.
- While between 2005/06 and January to December 2010, there was an increase in the proportion of people visiting museum and gallery websites (from 15.8% to 24.6%) the proportion looking at online collections fell (from 33.7% to 22.8%).

## Cycling and swimming proficiency

- In April to December 2010<sup>2</sup>, 80.9 per cent of adults reported that they can swim while 85.2 per cent said that they can cycle.
- 30.2 per cent of adults report that they are able to swim for more than 250 metres, 23.8 per cent for between 26 and 250 metres and 27.0 per cent for up to 25 metres.
- Among those who can cycle, 38.4 per cent are confident to ride on paths a cycle ways, 36.0 per cent are confident riding for longer journeys or to work.

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<sup>1</sup> The overall measure of digital participation is derived from several variables. As the whole set of variables are only available for 2008/09 and January to December 2010, comparisons in this report are made between 2008/09 and January to December 2010 rather than 2005/06 and January to December 2010.

<sup>2</sup> Questions introduced in April 2010

## Participation in culture

- Between 2005/06 and January to December 2010, the proportion of people visiting a museum, gallery or archive in the last year increased (from 42.3% to 47.2%). Over the same period, the proportion of people visiting a public library declined (from 48.2% to 39.0%), while the proportion visiting heritage sites and engaging with the arts remained steady.
- Cultural participation tends to be higher among certain groups. In particular, participation rates are significantly higher among those in the upper socio-economic groups and in the least deprived areas of England.

## Participation in sport

- In January to December 2010, over half (53.1%) of adults had done active sport in the last four weeks, unchanged since 2005/06 (53.7%).
- Over the same period, the proportion of adults doing three or more 30 minute sessions of moderate intensity sport increased from 23.3 per cent to 25.4 per cent.

## Regional findings

- While patterns of engagement with culture and sport vary widely by region, there are some regional trends. In the North East, for example, there have been increases in the proportion of people visiting museums, galleries or archives and heritage sites. Meanwhile, the proportion of people visiting libraries has remained steady. This has occurred alongside a widespread decline in library visits in the other regions.
- While the North East has the lowest sports participation rate across the English regions, people in the North East have the highest rate of swimming proficiency. Cycling proficiency rates are about the same as other regions.
- Meanwhile, compared with the other English regions the North East has the lowest volunteering and digital participation rates.

# Chapter 1: Volunteering in culture and sport

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## Key findings

- In April to December 2010, 23.7 per cent of adults had volunteered in the last 12 months, unchanged from previous years.
- Between 2005/06 and April to December 2010, there was an increase in the number of people volunteering within the arts sector, those providing coaching or tuition, and among those providing other practical help.
- A greater proportion of 16-24 year olds had volunteered than those in the 25-44 year old age group, and women were more likely to volunteer than men. Those in southern regions (South East and South West) were significantly more likely to volunteer than those in other regions.

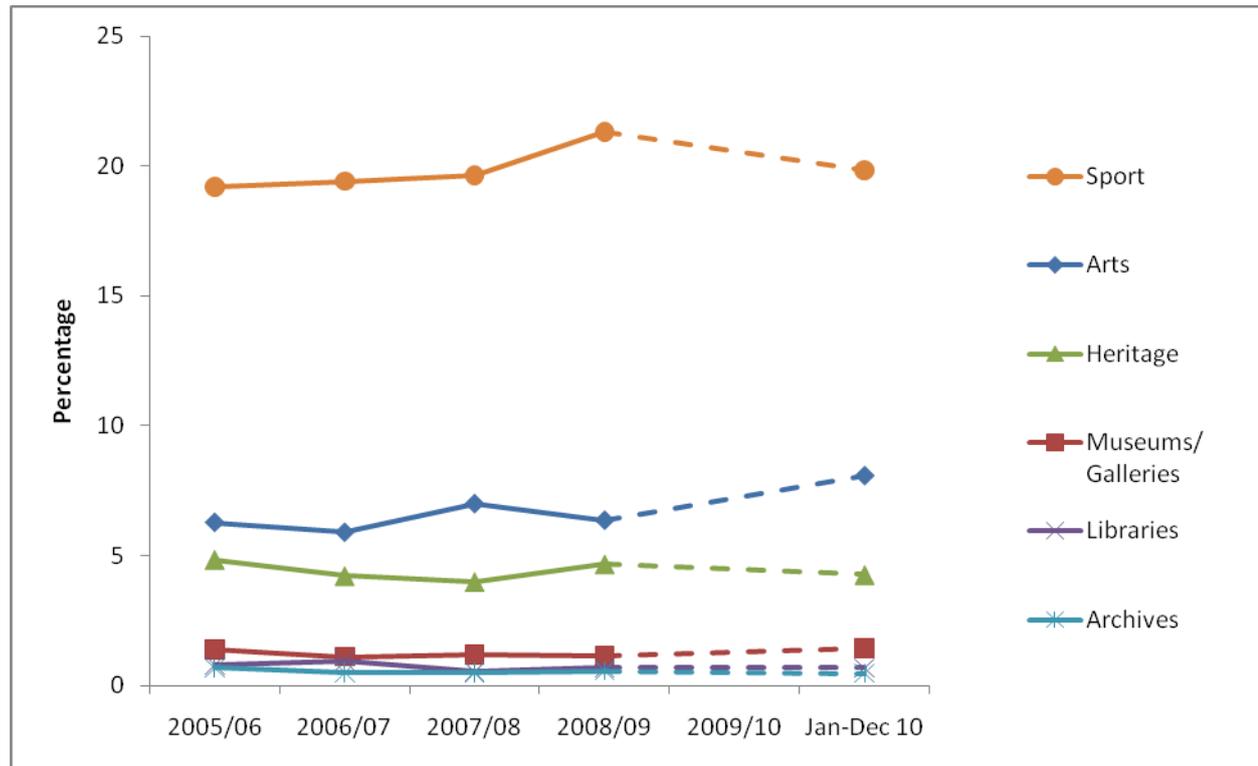
## Overall volunteering

Taking Part asks about whether respondents have done any volunteering work in the last 12 months and whether this relates to any of the DCMS sectors.

In April to December 2010, 23.7 per cent of adults had volunteered and, of these, 31.2 per cent had volunteered within DCMS sectors. The DCMS sector with the most volunteering was sport with 19.8 per cent of people having volunteered in this area. The next most common was the arts with 8.1 per cent of people having volunteered. Libraries and archives saw the lowest rates of volunteering with 0.7 per cent and 0.5 per cent respectively.

Between 2005/06 and April to December 2010, there was a statistically significant increase in the number of people volunteering within the arts sector, increasing from 6.3 per cent to 8.1 per cent (Figure 1.1).

**Figure 1.1: Sectors in which percentage of adults who volunteer have provided support, 2005/06 to Jan-Dec 2010**



**Notes**

- (1) Confidence intervals range between +/-0.2 and +/-2.0
- (2) Questions on volunteering were not asked in the 2009/10 survey.

**Types of volunteering**

Among all those who volunteer, the most common form of volunteering activity undertaken was raising or handling money/taking part in sponsored events (36.8% of volunteers had done this), followed by organising or helping to run an activity or event (35.2%) and 'other practical help' (34.2%)

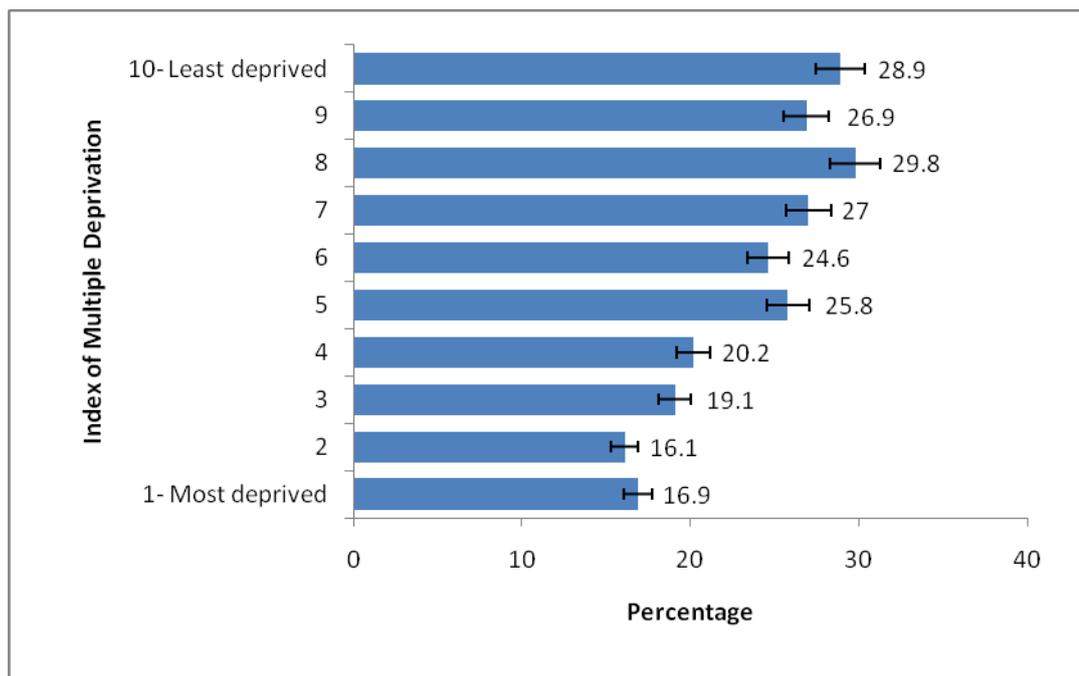
**Area level factors**

The extent to which people volunteer varies according to where people live, and the type of area they live in.

People who live in rural areas are significantly more likely than people in urban areas to have volunteered, 30.7 per cent compared to 21.8 per cent.

People in the least deprived areas (28.9%) were significantly more likely to have volunteered than people in the four most deprived areas (between 16.1% and 20.2%) (Figure 1.2).

**Figure 1.2: Percentage of adults who have volunteered, Jan-Dec 2010, by area deprivation**

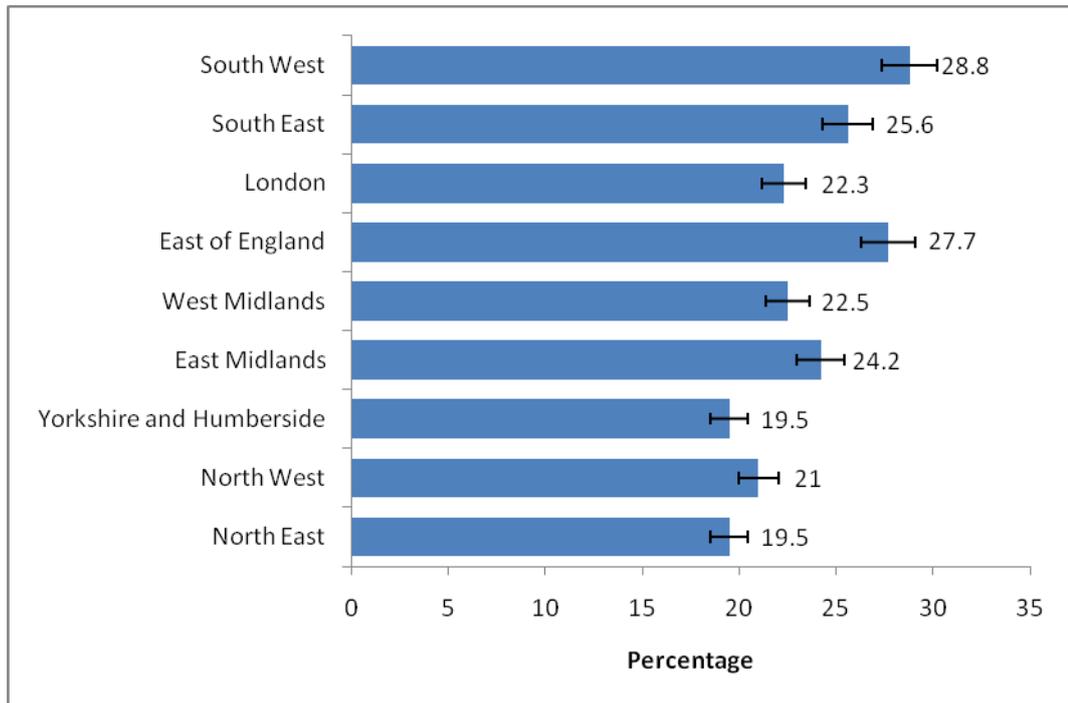


**Notes**

(1) Confidence intervals range between +/-2.6 and +/-3.2

There were no significant increases in the percentage of people volunteering across the Government Office Regions between 2005/06 and April to December 2010. Participation is highest in South West (28.8%) and lowest in North East (19.5%) and Yorkshire and Humberside (19.5%) (Figure 1.3).

**Figure 1.3: Percentage of adults who have volunteered in the last year, 2008/09 and Jan-Dec 2010, by region**



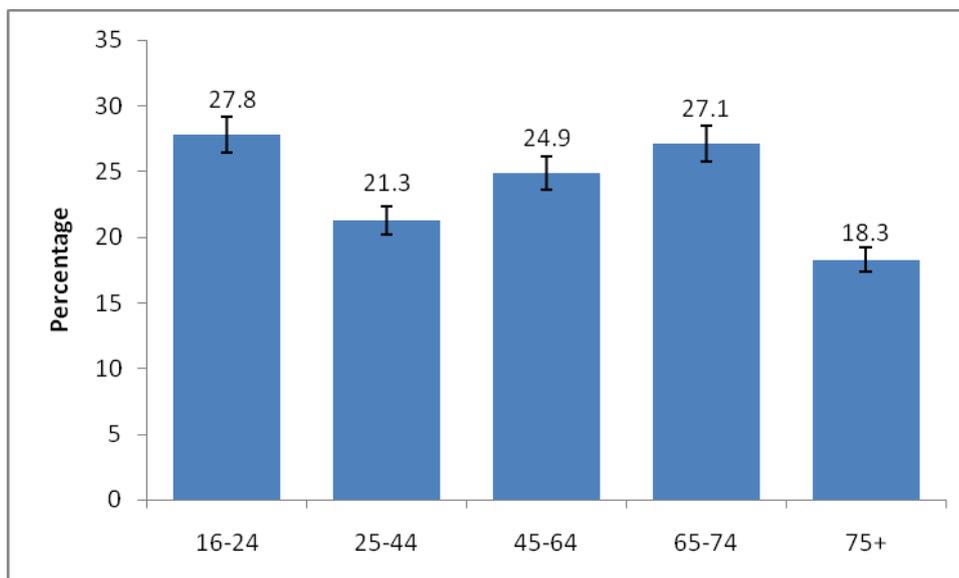
**Notes**

(1) Confidence intervals range between +/-2.5 and +/-4.0 for April to December 2010.

**Socio-demographic factors**

In April to December 2010, those aged 16-24 were the most likely to take part in volunteering activities (27.8%) followed by those aged 65-74 (27.1%). Those aged 75+ were the least likely (18.3%) to have done this (Figure 1.4).

**Figure 1.4: Percentage of adults who have volunteered in the last year, 2008/09 and Jan-Dec 2010, by age**



**Notes**

(1) Confidence intervals range between +/-1.6 and +/-3.8

Women were significantly more likely to have volunteered than men, 25.3 per cent having done so compared to 22.0 per cent of men.

People in higher socio-economic groups and those who own their own home (as opposed to being in the social and private rented sectors) were more likely to volunteer.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/7995.aspx>

# Chapter 2: Digital participation

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## Key findings

- In January to December 2010, 34.8 per cent of adults had participated digitally in culture, an increase from 2008/09 (25.1%).
- In January to December 2010, theatre and concert websites were the most popular (41.6%), followed by sport (35.7%), heritage (26.8%), museums or gallery (24.6%), libraries (15.0%) and archives or records office (10.9%) websites.
- While between 2005/06 and January to December 2010, there was an increase in the proportion of people visiting museum and gallery websites (from 15.8% to 24.6%) the proportion looking at online collections fell (from 33.7% to 22.8%).

## Overall digital participation

In January to December 2010, 34.8 per cent of adults had participated digitally in culture, an increase from 2008/09 (25.1%)<sup>3</sup>.

Digital participation is defined as visiting a museum or gallery, library, heritage, theatre or concert, archive or records office website for any purpose other than to buy tickets or for information on opening hours etc. This measure of digital participation captures activities such as viewing an online gallery collection, taking a virtual tour of a historic site or viewing an arts performance.

## Area level factors

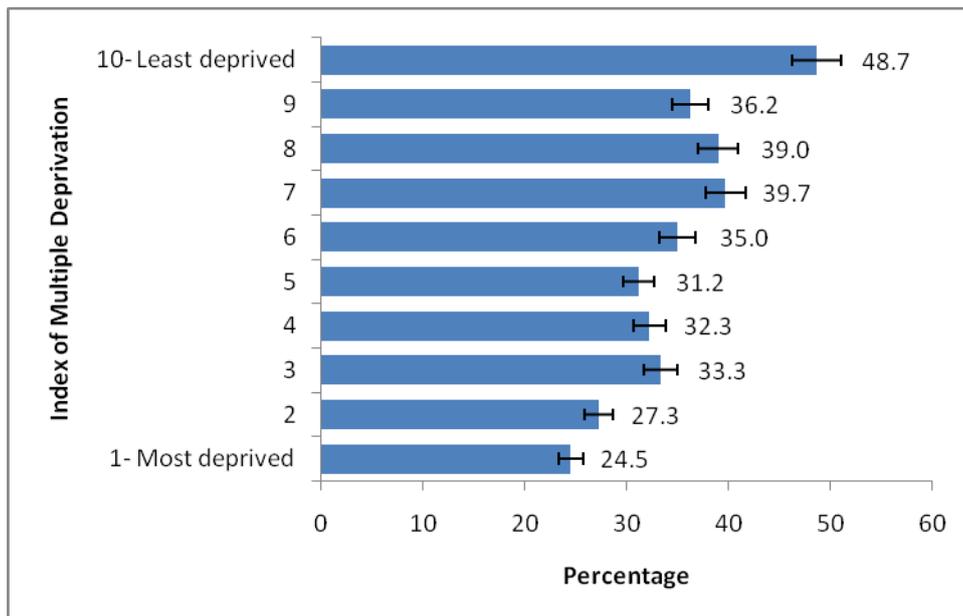
While people who live in rural areas are just as likely as people in urban areas to have participated digitally (around a third), there are variations by region.

People in the least deprived areas (48.7%) have almost double the digital participation rate of people in the most deprived areas (24.5%) (Figure 2.1).

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<sup>3</sup> The overall measure of digital participation is derived from several variables. As the whole set of variables are only available for 2008/09 and January to December 2010, comparisons in this report are made between 2008/09 and January to December 2010 rather than 2005/06 and January to December 2010.

**Figure 2.1: Percentage of adults who have digitally participated in culture, Jan-Dec 2010, by area deprivation**



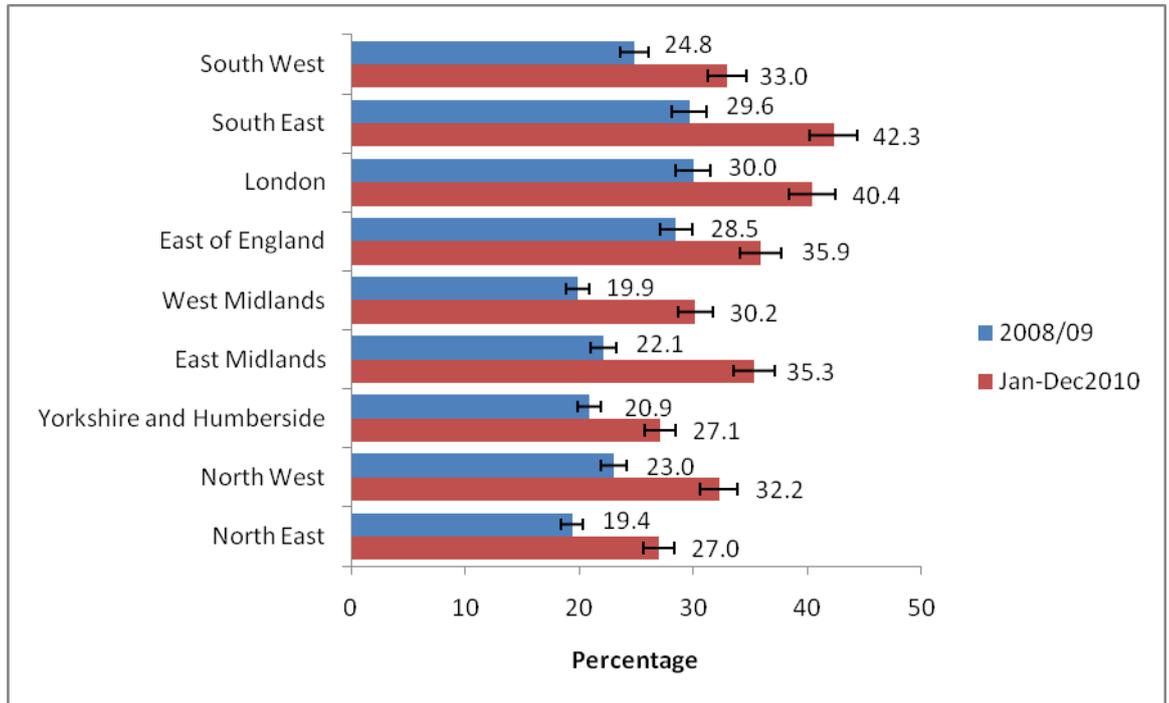
**Notes**

(1) Confidence intervals range between +/-3.0 and +/-3.7

People in the higher ACORN groups such as Wealthy Achievers (41.6%) and Urban Prosperity (43.2%) had higher digital participation rates than the Hard-pressed (23.7%).

Each of the Government Office Regions experienced significant increases in the percentage of people participating digitally between 2008/09 and January to December 2010. Participation is highest in South East (42.3%) and London (40.4%) and lowest in North East (27.0%) and Yorkshire and Humberside (27.1%) (Figure 2.2).

**Figure 2.2: Percentage of adults who have digitally participated in culture in the last year, 2008/09 and Jan-Dec 2010, by region**



**Notes**

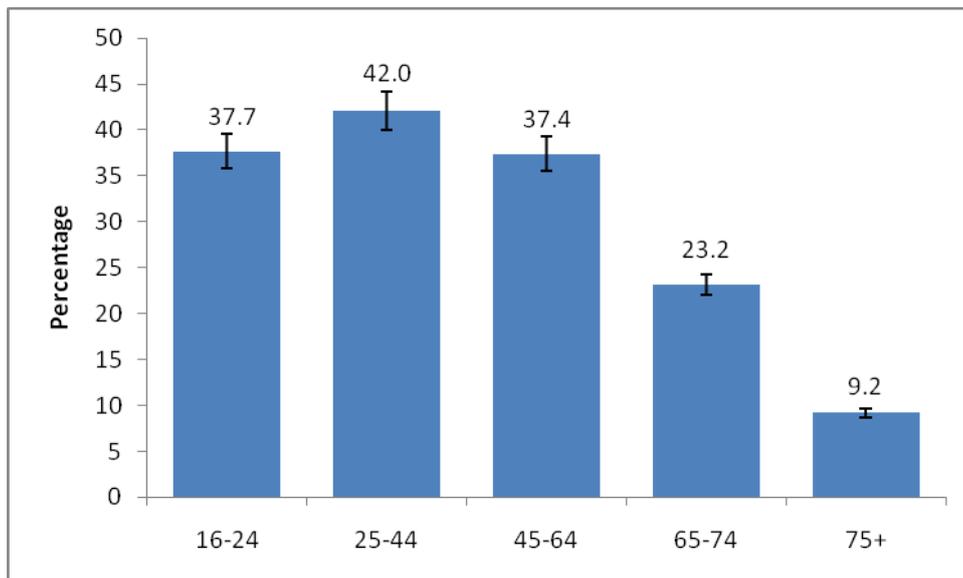
(1) Confidence intervals range between +/-2.3 and +/-4.5

**Socio-demographic factors**

Between 2008/09 and January to December 2010, there were significant increases in the percentage of people participating digitally in all of the demographic groups.

In January to December 2010, those aged 25-44 had the highest digital participation rates (42.0%) and those aged 75+ the lowest (9.2%) (Figure 2.3).

**Figure 2.3: Percentage of adults who have digitally participated in culture, Jan-Dec 2010, by age group**



**Notes**

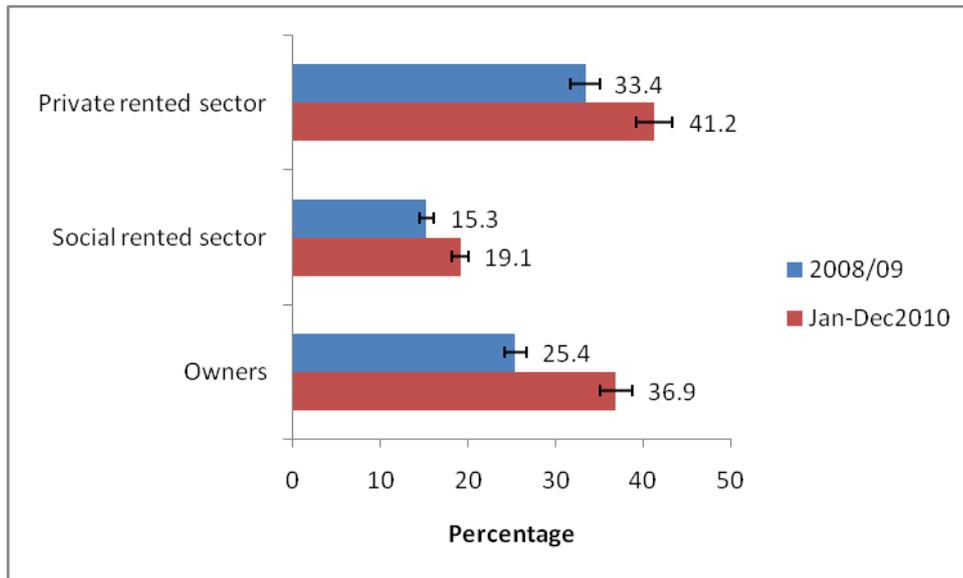
(1) Confidence intervals range between +/-1.6 and +/-4.1.

Men had similar digital participation rates to women. Around a third of men and a third of women participated digitally.

People in the upper socio-economic groups (43.6%) had over double the digital participation rate of those in lower socio-economic groups (20.3%).

A similar pattern is found for housing tenure. Those living in the private rented sector (41.2%) had double the digital participation rate of those in the social rented sector (19.1%) (Figure 2.4).

**Figure 2.4: Percentage of adults who have digitally participated in culture, 2008/09 and Jan-Dec 2010, by tenure**



**Notes**

- (1) Confidence intervals range between +/-1.3 and +/-2.8
- (2) The question on websites visited was not asked in the 2009/10 survey.

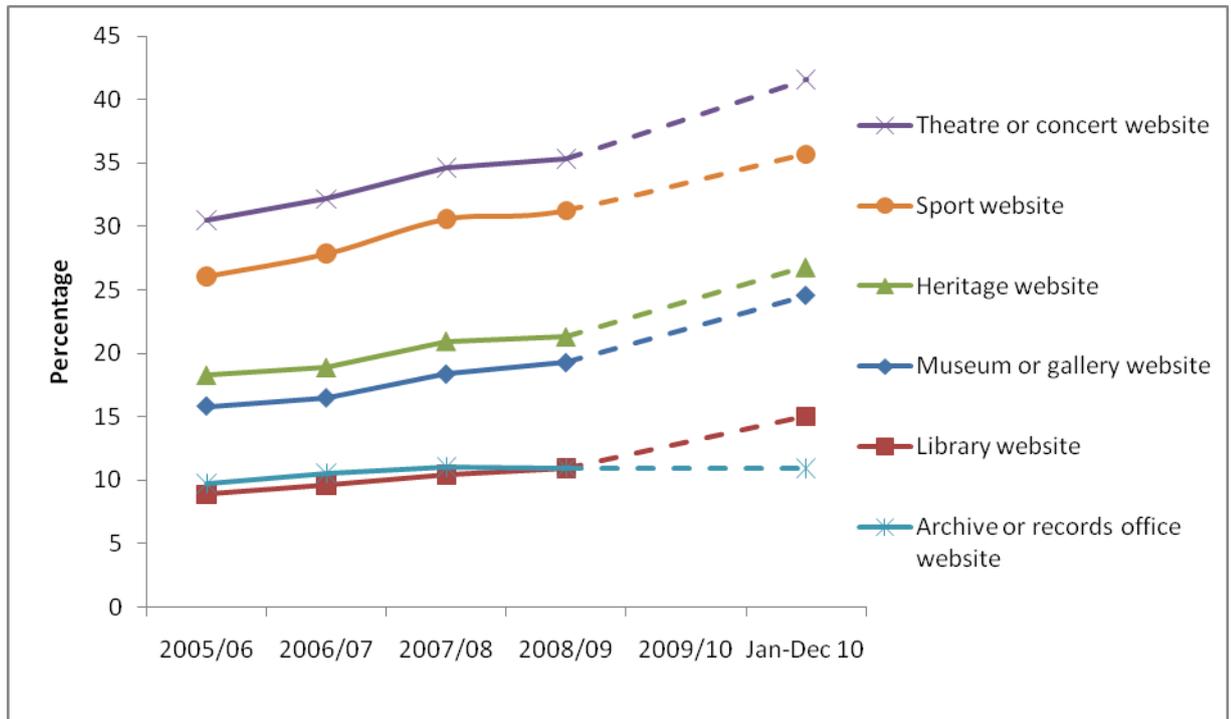
Those in employment (40.9%) and those without a long-standing illness or disability (38.3%) had significantly higher digital participation rates than those not in employment (26.0%) or those with a long-standing illness or disability (26.5%).

**Type of website visited<sup>4</sup>**

In January to December 2010, theatre and concert websites were the most popular (41.6%), followed by sport (35.7%), heritage (26.8%), museums or gallery (24.6%), libraries (15.0%) and archives or records office (10.9%) websites.

Without exception, between 2005/06 and January to December 2010, the proportion of people visiting culture and sport websites increased (Figure 2.5).

<sup>4</sup> Figures on visits to websites include visits for any purpose, for example, visits to find out about an exhibition or opening hours (i.e. the sort of activities that are excluded from the overall measure of digital participation). These questions have not changed since 2005/06.

**Figure 2.5: Percentage of adults who have visited a cultural or sport website, 2005/06 to Jan-Dec 2010****Notes**

- (1) Confidence intervals range between +/-0.7 and +/-1.1  
 (2) The question on websites visited was not asked in the 2009/10 survey.

The percentage of people visiting museum and gallery websites to find out about or order tickets for an exhibition or event increased from 47.9 per cent in 2005/06 to 54.1 per cent in January to December 2010, whereas the percentage looking at items from a collection dropped from 33.7 to 22.8 per cent during the same period.

The percentage of people taking a virtual tour of a historical site has remained fairly level during the same period.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/7995.aspx>

# Chapter 3: Cycling and swimming proficiency

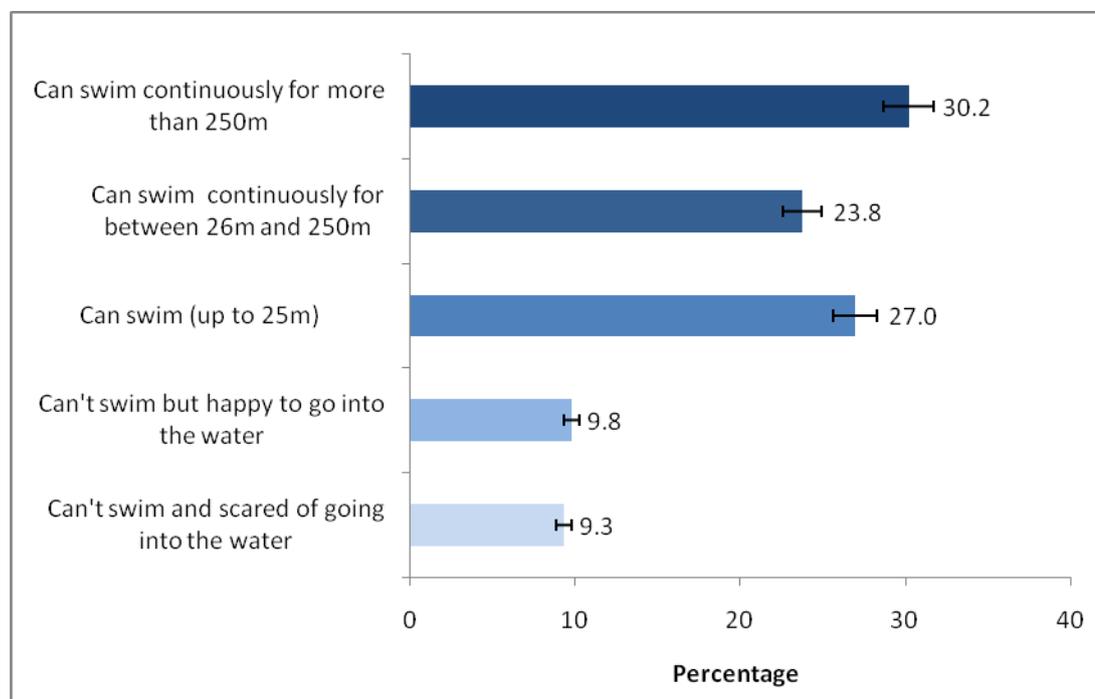
## Key findings

- In April to December 2010<sup>5</sup>, 80.9 per cent of adults reported that they can swim while 85.2 per cent said that they can cycle.
- 30.2 per cent of adults report that they are able to swim for more than 250 metres, 23.8 per cent for between 26 and 250 metres and 27.0 per cent for up to 25 metres.
- Among those who can cycle, 38.4 per cent are confident to ride on paths a cycle ways, 36.0 per cent are confident riding for longer journeys or to work.

## Overview

In April to December 2010, 80.9 per cent of adults reported that they can swim – 30.2 per cent for more than 250 metres, 23.8 per cent for between 26 and 250 metres and 27.0 per cent for up to 25 metres (Figure 3.1).

**Figure 3.1: Adult swimming proficiency**



## Notes

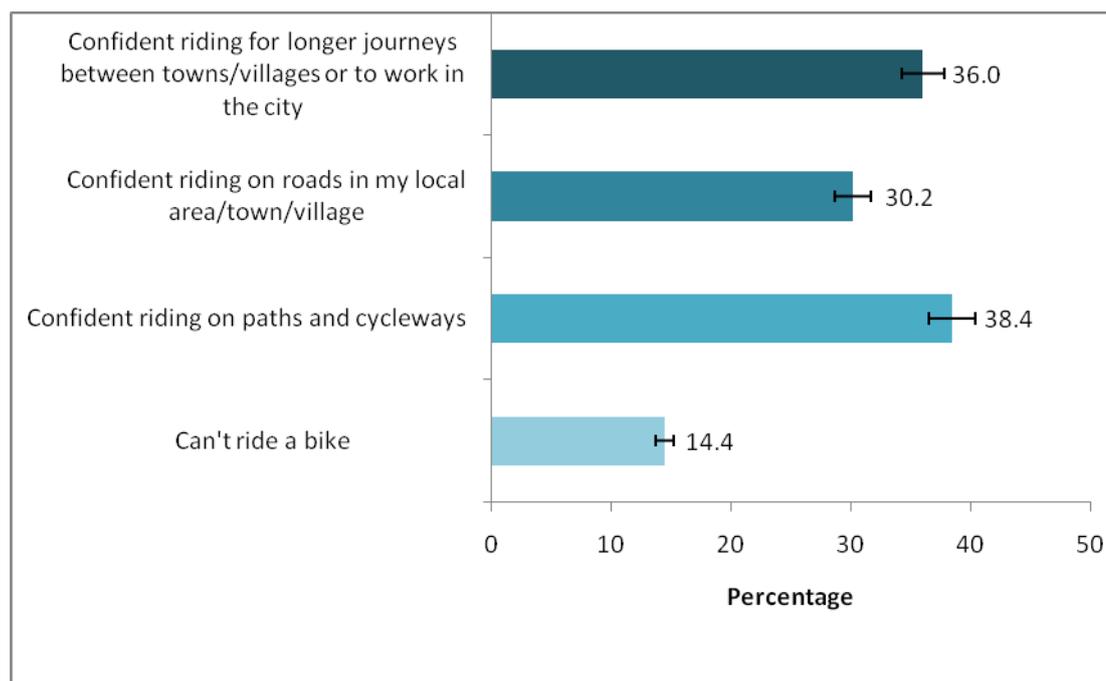
<sup>5</sup> Questions introduced in April 2010

(1) Confidence intervals range between +/- 0.7 and +/-1.0

Of those that can swim, far more adults are comfortable swimming in a pool (97.6%) than in the sea (49.3%) or in a lake (33.4%).

In April to December 2010, 85.2 per cent of adults said that they can cycle. Some 36.0 per cent said that they were confident on long journeys while 30.2 per cent were confident riding in their local area (Figure 3.2).

**Figure 3.2: Adult cycling proficiency**



**Notes**

- (1) Confidence intervals range between +/- 0.8 and +/-1.1
- (2) Figure excludes those respondents (0.4%) who can cycle, but don't know their level of proficiency.

Among those who can cycle, 38.4 per cent are confident to ride on paths a cycle ways, 36.0 per cent are confident riding for longer journeys or to work

**Area level factors**

The least deprived (85.1%) and those in the wealthy achievers group (85.6%) have the highest proportions of adults who can swim. This was also true for those who can cycle, with 89.7 per cent in the least deprived groups and 89.3 per cent of wealthy achievers reporting that they can cycle.

Those who live in rural areas have a significantly higher proportion of adults who can swim and cycle – 83.3 per cent of those living in a rural area can swim, compared with 80.3 percent in urban areas. Meanwhile, 88 per cent of adults who live in a rural area can cycle, compared to 84.4 per cent in an urban area.

Table 3.1 shows that the North East has significantly higher proportion of adults who can swim compared to the West Midlands and London. It also shows that the East of England has significantly higher proportion that can cycle compared to London, the North West, Yorkshire and Humberside, the West Midlands and the South West.

**Table 3.1: Proportion of adults who can swim or cycle in each region**

	April 2010-Dec 2010 (1)			
	Swimming		Cycling	
	%	Range (+/-)	%	Range (+/-)
North East	<b>83.6</b>	3.8	85.8	3.6
North West	80.7	2.4	84.5	2.2
Yorkshire and Humberside	80.5	2.9	84.5	2.7
East Midlands	83.3	2.7	87.0	2.5
West Midlands	78.3	3.0	82.1	2.8
East of England	80.9	2.6	<b>89.0</b>	2.0
London	78.5	2.4	82.0	2.3
South East	82.6	2.2	87.2	1.9
South West	81.9	2.6	85.2	2.4

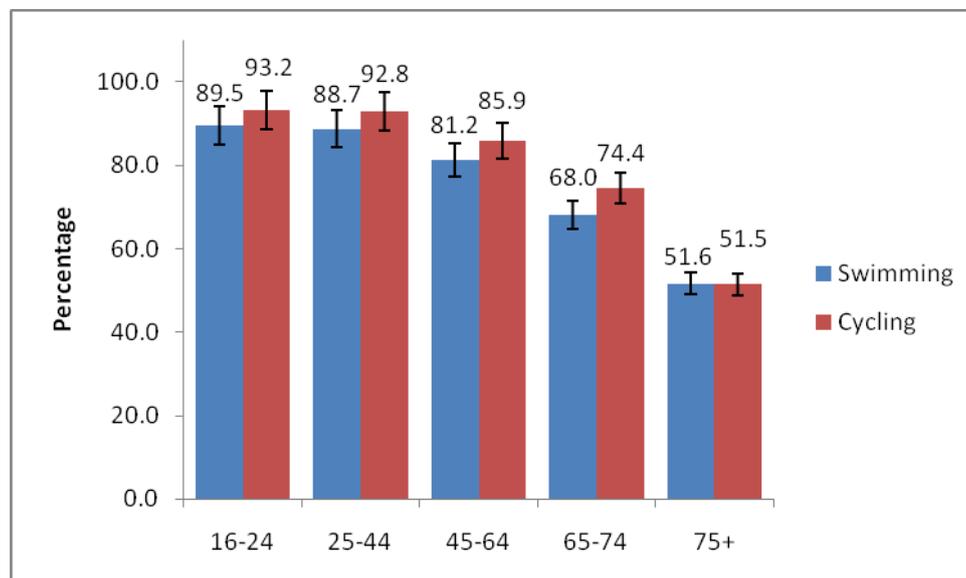
**Notes**

(1) Bold indicates highest percentage and that there is a significant difference compared to lowest percentage.

**Socio-demographic factors**

A higher proportion of those in the younger age groups can swim or cycle than those in the older age groups (Figure 3.3).

**Figure 3.3: Proportion of adults who can swim or cycle across the age groups**



**Notes**

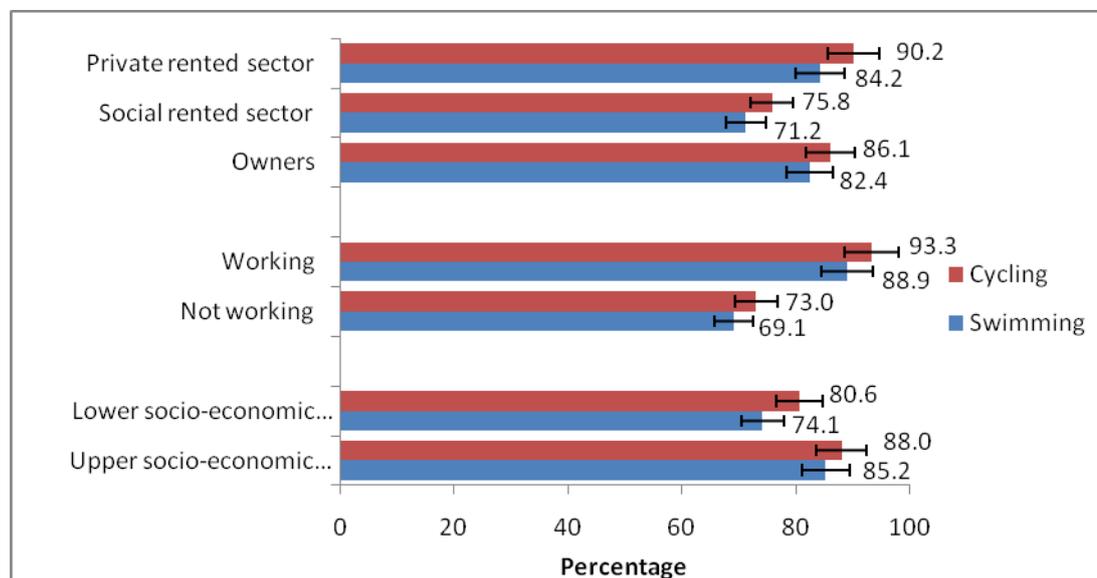
(1) Confidence intervals range between +/- 1.0 and +/-2.9

A higher proportion of men (85.0%) than women (77.0%) can swim. This is also true for cycling; 92.4 per cent of men can ride a bicycle compared to only 78.2 per cent of women.

Adults who are working, in the upper socio-economic group and privately rent have higher proportions that can swim or ride a bike compared with those who are not

working, are in the lower socio-economic group or live in the socially rented sector (Figure 3.4).

**Figure 3.4: Proportion of adults who can swim or cycle across certain demographic groups**



**Notes**

(1) Confidence intervals range between +/- 1.0 and +/-2.4

More White adults can swim (83.0%) or cycle (86.4%) than Black or minority ethnic adults (64.1% and 75.3%).

Among those with a long-standing illness or disability, 70.2 per cent of adults can swim and 70.4 per cent can cycle, compared to 85.3 per cent and 91.0 per cent respectively of those without a long-standing illness or disability.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/7995.aspx>

# Chapter 4: Participation in culture

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## Key findings

- Between 2005/06 and January to December 2010, the proportion of people visiting a museum, gallery or archive in the last year increased (from 42.3% to 47.2%). Over the same period, the proportion of people visiting a public library declined (from 48.2% to 39.0%), while the proportion visiting heritage sites and engaging with the arts remained steady.
- Cultural participation tends to be higher among certain groups. In particular, participation rates are significantly higher among those in the upper socio-economic groups and in the least deprived areas of England.

## Overall participation in culture

In January to December 2010, 47.2 per cent of adults had visited a museum, gallery or archive in the last year, an increase from 2008/09 (44.5%) and a continuation of the steady upward trend since 2006/07 (41.5%).

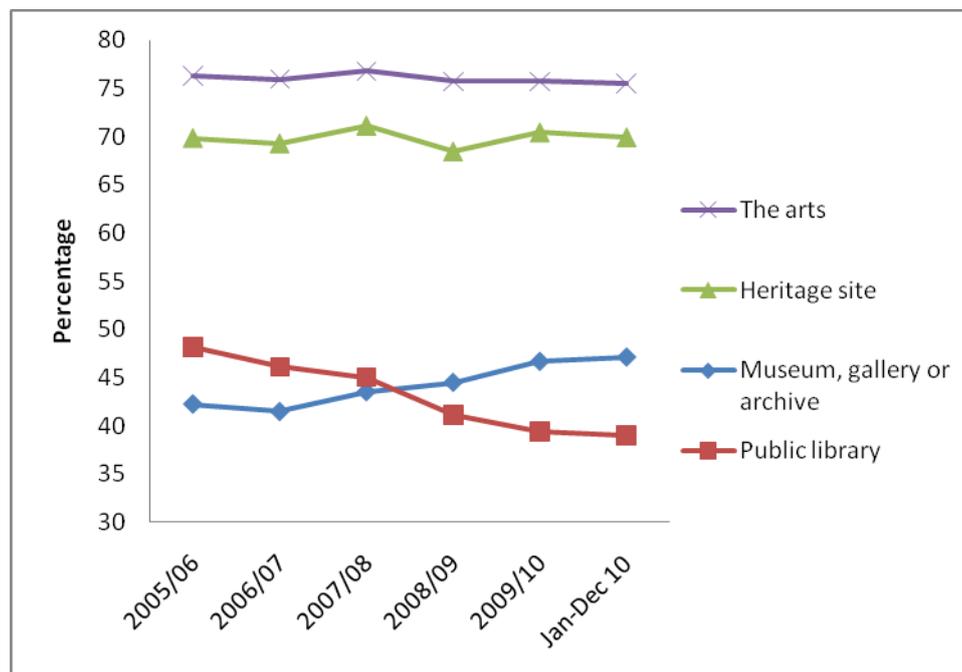
Meanwhile, 39.0 per cent of adults had visited a public library in the last year, a decrease from 2005/06 (48.2%) and a continuation of the steady downward trend in library visits.

In January to December 2010, 69.9 per cent of adults had visited a heritage site in the last year, unchanged from 2005/06 (69.9%) while 75.5 per cent of adults had engaged with the arts<sup>6</sup> at least once in the last year, unchanged from 2005/06 (76.3%) (Figure 4.1).

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<sup>6</sup> 'Arts engagement' refers to activities covering both participating in, and attending, an arts event. A full listing of these activities and events can be found in the annex to this report.

**Figure 4.1: Proportion who have visited a museum, gallery or archive, a public library, a heritage site or engaged with the arts in the last year, 2005/06 to Jan-Dec 2010**



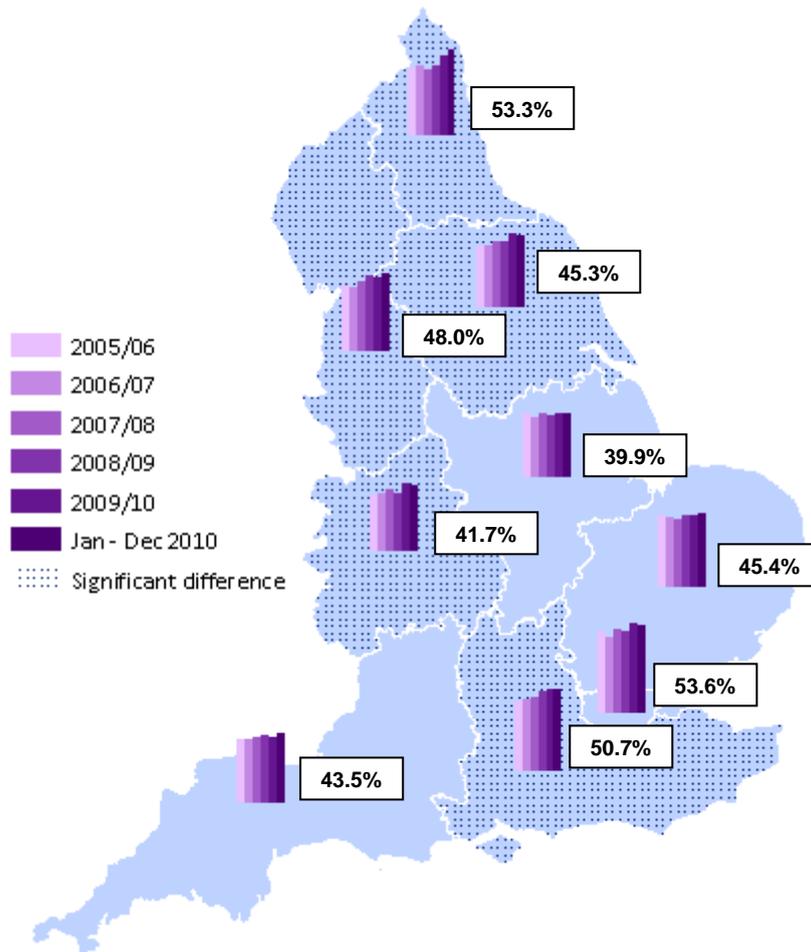
**Notes**

(1) Confidence intervals range between +/-0.7 and +/-2.4.

**Museums, galleries and archives**

While people who live in rural areas are just as likely as people in urban areas to have visited a museum, gallery or archive in the last year, there are variations by region. In January to December 2010, people in London (53.6%) and the North East (53.3%) had the highest levels of participation, while those in the East Midlands (39.9%) and the West Midlands (41.7%) had the lowest levels of participation. Since 2005/06, the proportion of people visiting museums, galleries and archives increased in the North East (from 42.0% to 53.3%), the North West (40.4% to 48.0%), Yorkshire and the Humber (38.8% to 45.3%), the West Midlands (35.3% to 41.7%), and the South East (43.8% to 50.7%) (Figure 4.2).

**Figure 4.2: Proportion who have visited a museum, gallery or archive in the last year, 2005/06 to Jan-Dec 2010, by region**



**Notes**

- (1) Percentages shown on map are for January to December 2010.
- (2) Confidence intervals range between +/-2.7 and +/-4.5.

The extent to which people visit museums, galleries and archives varies by age, with younger (16-24 years) and older (75+ years) adults generally less likely to have visited a museum, gallery or archive in the last year than those aged 25-74 years. While people in the upper socio-economic groups (57.0%) were considerably more likely than those in the lower socio-economic groups (34.0%) to have visited in the last year, both groups are now more likely to have visited a museum, gallery or archive than in 2005/06.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/7995.aspx>

**Libraries**

In January to December 2010, people who lived in the least deprived areas of England were more likely than those in the most deprived areas to have visited a library in the past 12 months (43.3% compared with 38.8%). However, the difference is not as stark as it is for the other cultural sectors.

People in rural areas (36.2%) are less likely than people in urban areas (39.7%) to have visited a library in the last 12 months, although participation levels in both areas have declined since 2005/06.

Between 2005/06 and 2009/10, the proportion of people visiting a public library declined in all regions except the North East where rates have remained stable.

The decline in library visits has been consistent across all socio-demographic groups.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/7995.aspx>

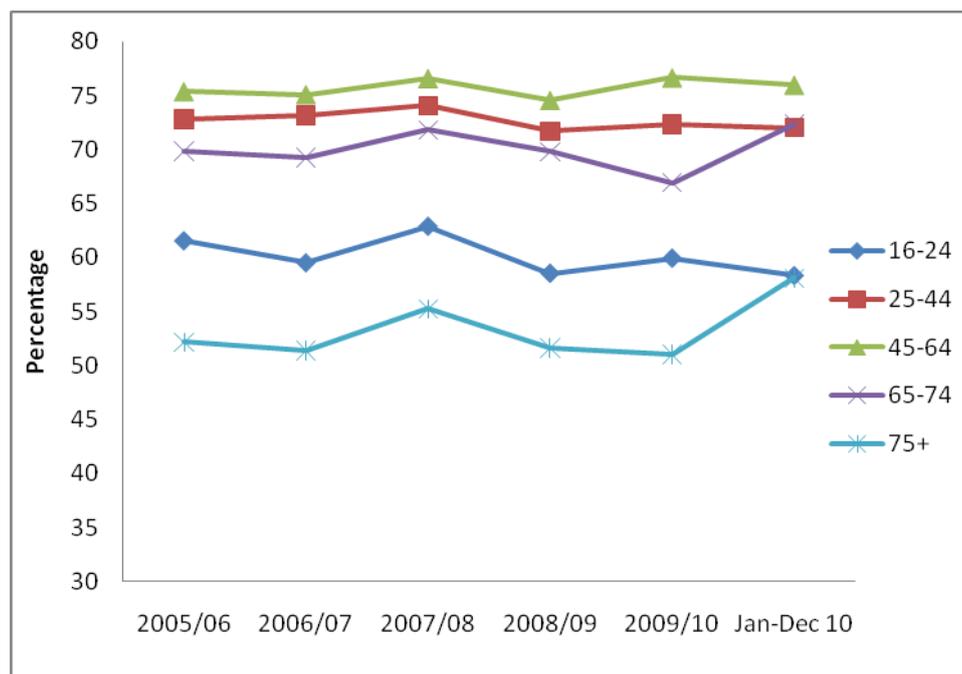
## Heritage

The extent to which people visit heritage sites varies with where they live, and the type of area they live in. In particular, people who live in rural areas (78.2%) are more likely than people in urban areas (67.7%) to have visited a heritage site in the last year. The proportion visiting a heritage site is lowest in London (62.3%) and highest in the South East (77.9%).

With the exception of the North East, where the proportion of people visiting a heritage site in the last year increased from 69.1 per cent in 2005/06 to 74.5 per cent in January to December 2010, the proportion visiting a heritage site has remained steady across the regions.

In January to December 2010, people aged 75+ were the least likely to have visited a heritage site. However, since 2005/06 the proportion of people in this age group visiting heritage sites increased from 52.2 per cent to 58.1 per cent (Figure 4.3).

**Figure 4.3: Proportion who have visited a heritage site in the last year, 2005/06 to Jan-Dec 2010, by age**



### Notes

(1) Confidence intervals range between +/-0.7 and +/-2.4.

There has been a corresponding increase in the proportion of people with a long-standing illness or disability visiting heritage sites (from 63.9% in 2005/06 to 66.8%). It is likely that there is some cross-over between those aged 75+ and those with a long-standing illness or disability.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/7995.aspx>

### **The arts**

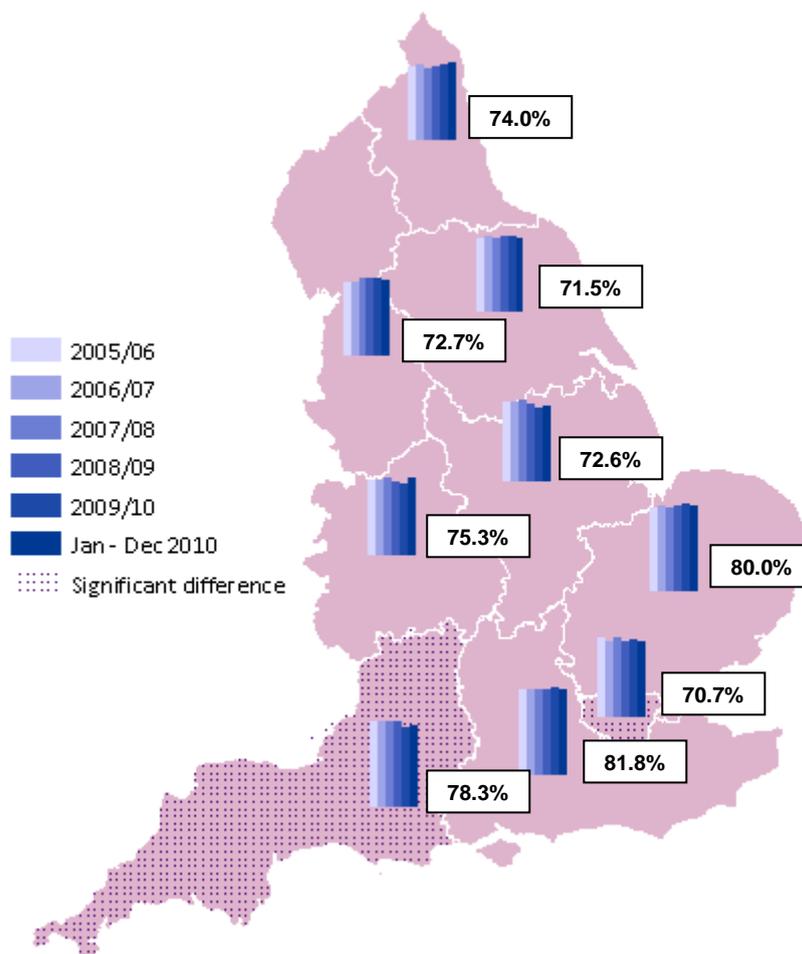
The extent to which people engage with the arts varies according to where people live, and the type of area they live in.

The effect of area-level deprivation is considerable. In January to December 2010, people who lived in the least deprived areas of England were far more likely than those who lived in the most deprived areas to have engaged with the arts in the last year (85.9% compared with 60.0%). However, excluding the extremes of deprivation and affluence, there is comparatively little variation.

While people who live in rural areas (79.5%) are more likely to have engaged with the arts in the last year than people in urban areas (74.4%), between 2005/06 and January to December 2010, the proportion of people in rural areas engaging with the arts decreased from 81.8 per cent to 79.5 per cent.

Since 2005/06, the proportion of the people engaging with the arts decreased in London (from 75.1% to 70.7%) and the South West (from 82.1% to 78.3%). Rates in the other regions remained steady (Figure 4.4).

**Figure 4.4: Proportion who have engaged with the arts in the last year, 2005/06 to Jan-Dec 2010, by region**



#### Notes

- (1) Percentages shown on map are for January to December 2010.
- (2) Confidence intervals range between +/-2.1 and +/-4.2.

Between 2005/06 and January to December 2010, the proportion of those aged 25-44 engaging with the arts decreased from 79.7 per cent to 77.1 per cent. Meanwhile, the proportion of those aged 65-74 engaging increased from 70.7 per cent to 73.4 per cent. Engagement rates in the other age groups remained steady.

Across the same period, the proportion of Black and minority ethnic people engaging with the arts declined from 69.9 per cent to 65.4 per cent. Since 2005/06, rates of engagement have remained consistently higher among White people.

While people in the upper socio-economic groups (82.6%) are considerably more likely than those in the lower socio-economic groups (64.4%) to have engaged with the arts in the last year, the percentage of people from upper socio-economic groups engaging with the arts has fallen from 84.4 per cent in 2005/06. The percentage of people engaging with the arts in lower socio-economic groups, on the other hand, has remained steady in this time.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/7995.aspx>

# Chapter 5: Participation in sport

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## Key findings

- In January to December 2010, over half (53.1%) of adults had done **active sport** in the last four weeks, unchanged since 2005/06 (53.7%).
- Over the same time scale, the proportion of adults doing three or more 30 minute sessions of **moderate intensity sport** increased from 23.3 per cent to 25.4 per cent.

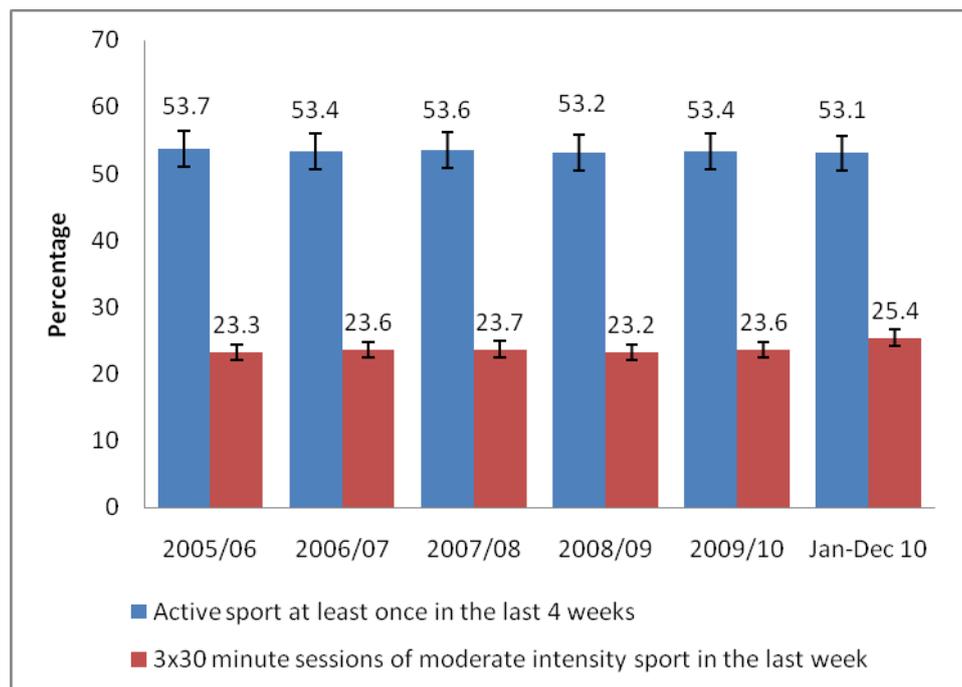
## Overview

In January to December 2010, over half (53.1%) of adults had done active sport in the last four weeks, unchanged since 2005/06 (53.7%) (Figure 5.1).

Active sport covers a wide range of activities, as diverse as swimming, karate, netball, canoeing, rollerblading, and curling. Activities are those in which the respondent has participated, rather than activities where an event has been attended or viewed as a spectator. The number of days in which people have taken part in active sport is based on sessions that have lasted 30 minutes or more, the recommended amount for there to be a health benefit from sports activity.

Between 2005/06 and January to December 2010, the proportion of adults doing three or more 30 minute sessions of moderate intensity sport also increased – from 23.3 per cent to 25.4 per cent (Figure 5.1).

Moderate intensity sport includes the same activities as ‘active sport’ but has to be of at least 30 minutes duration and at least at moderate intensity.

**Figure 5.1: Proportion doing active sport in the last 4 weeks and moderate intensity sport in the last week, 2005/06 to Jan-Dec 2010****Notes**

(1) Confidence intervals range between +/-0.7 and +/-1.9

**Area level factors**

For active sport, the variation between regions and different types of areas is not as stark as it is for the cultural sectors. However, people who live in the least deprived areas (59.2%) are more likely than those in the most deprived areas (47.4%) to take part in active sport. Meanwhile, the participation rate in the South East (58.0%) is higher than it is in the North East (48.6%), the North West (51.0%), Yorkshire and the Humber (50.9%), the West Midlands (50.9%), London (52.0%) and the South West (52.5%). Sports participation rates across the regions have not changed since 2005/06.

**Socio-demographic factors**

In January to December 2010, 72.4 per cent of those aged 16-24 had done active sport at least once in the last 4 weeks, a decrease from 2005/06 (76.8%). Meanwhile, 37.3 per cent of those aged 65-74 had done sport in the last 4 weeks, an increase since 2005/06 (33.5%). Sports participation rates among the other age groups have remained steady across that period.

Men (60.9%) are more likely than women (45.6%) to have done active sport in the last 4 weeks. Sports participation rates among women have declined since 2005/06 (47.7%) while rates for men have remained steady.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.culture.gov.uk/publications/7995.aspx>



# Annex A: Background note

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1. The Taking Part survey is commissioned by the Department for Culture, Media and Sport (DCMS) and its partner Non Departmental Public Bodies (NDPBs): Arts Council England, English Heritage, Sport England, and the Museums, Libraries and Archives Council.
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>
3. Stringent quality assurance procedures have been adopted for this statistical release. All data and analysis has been produced, checked and then verified by at least two different members of the team to ensure the highest level of quality.
4. The results presented here are based on interviews issued between January 2010 and December 2010. The total sample size for this period is **11,417**.
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.
6. 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.
7. The range has been calculated using a 95% confidence interval. This means there is a 95% probability the true percentage lies in the range given. All estimates have been rounded to one decimal place. An overall design factor of 1.240 has been applied to the dataset for the period January to December 2010. Individual design factors have been calculated for each sector in this period, ranging from 0.879 to 1.413. Statistical significance tests have been run at the 95% level. This means the probability that the difference happened by chance is low (1 in 20).
8. All differences and changes reported are statistically significant at the 95% confidence level unless otherwise stated.
9. All figures in this release supersede those from previous statistical releases. Some figures may have been revised from previous 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.
10. 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.
11. For more information about the Taking Part survey, including previous publications, see [http://www.culture.gov.uk/reference\\_library/research\\_and\\_statistics/4828.aspx](http://www.culture.gov.uk/reference_library/research_and_statistics/4828.aspx)

12. The fieldwork for the survey is being conducted by TNS-BMRB. For more information, see <http://www.tns-bmrb.co.uk>
13. 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](mailto:takingpart@culture.gsi.gov.uk)
14. This report has been produced by Reannan Rottier, Victoria Thompson, Neil Wilson and Yun Wong. Acknowledgement goes to colleagues within the DCMS, partner NDPBs and TNS-BMRB for their assistance with the quality assurance.
15. The responsible statistician for this release is Neil Wilson. For enquiries on this release, telephone: 0207 211 6968
16. For general enquiries telephone: 0207 211 6200  
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# Annex B: Sector definitions

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## 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 – live performance or rehearsal/practice (ballet, other dance but 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
- Street arts (art in everyday surroundings like parks, streets, shopping centre)
- Circus (not animals)
- 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
- Craft – any craft activity (e.g. textiles, wood, metal work, pottery, calligraphy etc)
- Creative writing – original literature (e.g. stories, poems or plays)
- Being a member of a book club

Attendance:

- Visual art exhibition (e.g. paintings, photography or sculpture)
- Craft exhibition (not crafts market)
- Event which included video or digital art
- Culturally specific festival (for example Mela, Baisakhi, Navratri)
- Theatre (e.g. play, drama, pantomime)
- Opera/musical theatre
- Street arts (art in everyday surroundings like parks, streets or shopping centre)
- Circus (not animals)
- Carnival
- 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)
- Event connected with books or writing

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.

- Recreational walking
- Recreational cycling
- 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 parascending

#### Moderate intensity sport

To be counted as 'moderate intensity', the respondent must have participated in at least one 30-minute session of any of the sports (with the exception of bowls) listed above on at least three separate days in the past week. 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.
- 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.
- Theatre or concert website – To download music.
- Theatre or concert website – To view or download an arts performance or exhibition.
- Theatre or concert website – To discuss the arts or share artworks.
- 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 - for example helping out a school, religious group, with shopping/refreshments

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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