



department for  
culture, media  
and sport



# Taking Part 2011/12 Quarter 3

Statistical Release

March 2012



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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# Introduction

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## This report

This report presents the latest headline results from the Taking Part Survey, incorporating the third quarter of fieldwork from the seventh year of the survey and covering the twelve month period from January to December 2011 (this same period is also referred to as 2011/12 Q3, or the 2011 calendar year). Where observations are made over time, the latest data are compared with earliest available data (typically 2005/06). Key terms and definitions are provided in Annex B of this release.

The report presents headline findings for the main culture and sport estimates along with updates on data to support the 2012 Olympic and Paralympic Games and Big Society objectives. Where we have recently extended our analysis to look at digital engagement with our sectors, this is presented alongside the relevant sector figures.

The accompanying spreadsheets to this release are available at:

<http://www.dcms.gov.uk/publications/8938.aspx>

This release reports findings for adults only. The next update for child data will be presented in summer 2012. Taking Part users are encouraged to contribute their views on the content of this release and areas of interest for analysis to the Taking Part team at DCMS: [TakingPart@culture.gsi.gov.uk](mailto:TakingPart@culture.gsi.gov.uk).

The second Taking Part User Event was held on 18<sup>th</sup> August 2011 gathering together a range of users from different sectors and backgrounds. Material from this event is available on our site 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)

## The Taking Part Survey

The Taking Part Survey is commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with a number of our arm's length bodies. At present, these are Arts Council England, English Heritage, and Sport England.

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 survey provides a wide range of data about engagement and non-engagement in culture, leisure and sport as well as more diverse measures that support a range of Government objectives. 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. The survey also aims to support 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](http://www.culture.gov.uk/about_us/8192.aspx)

The Taking Part Survey contributes to the evidence base across a wide range of topics including satisfaction and enjoyment of culture and sport, social capital, volunteering and barriers to participation. It also collects an in-depth range of socio-demographic information on respondents. A wider range of measures are included in the spreadsheets accompanying this release, while analysis of 2005/06 to 2010/11 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)

### **Forthcoming releases**

The next release, scheduled for the end of June 2012, will present latest rolling estimates including the fourth quarter of the seventh year of the survey (April 2011 to March 2012).

Future releases will follow a similar schedule, being released ahead of the Quarterly Data Summaries that will be produced by all departments. Taking Part forms part of the wider DCMS data strategy as well as supporting its impact and input indicators. Details of these are available at: [http://www.culture.gov.uk/about\\_us/8192.aspx](http://www.culture.gov.uk/about_us/8192.aspx)

In addition, topic specific analysis will now be published on a quarterly basis, looking in depth at particular areas of the survey. The first of these reports on the Big Society was published in mid-November and can be found at: <http://www.culture.gov.uk/publications/8612.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](mailto:TakingPart@culture.gsi.gov.uk). Additional contact details are contained within Annex A.

# Key findings

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## 2012 Olympic and Paralympic Games

- Almost two thirds (63.5%) of adults are slightly or strongly supportive of the 2012 Olympic and Paralympic Games.
- 85.9 per cent of adults intend to follow the London 2012 Olympic or Paralympic Games; with 25.1 per cent of adults actively getting involved in the Games.
- A significantly higher proportion of BME participants compared to participants with a white background, 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.

## Sport and active recreation

- 54.4 per cent of adults had participated in active sport at least once in the last 4 weeks.
- 44.0 per cent had participated in moderate intensity sport for at least 30 minutes once in the last week, an increase from 2005/06 (41.2%). 26.4 per cent of adults had participated in moderate intensity sport for at least 30 minutes three times in the last week, an increase from 2005/06 (23.2%).
- Since 2005/06, the proportion of 16-24 year olds participating in sport at least once in the last 4 weeks has decreased, while the proportion of people aged 75+ participating has increased.
- There have been significant increases between 2005/06 and 2011/12 Q3 for adults aged 25-44 doing 1x30 minute moderate intensity sport in the last week, (from 50.0% to 54.4%) and in the 45-64 age groups (from 36.8% to 41.8%).

## Culture

- In January to December 2011, 73.3 per cent of adults report having visited a heritage site in the last year. This is the highest proportion of adults visiting since the survey began in 2005/06.
- Since 2005/6 the proportion of people who have visited a heritage site over the past year significantly increased in the following demographic groups:
  - Social rented sector (an increase of 7.5 percentage points to 53.9%)
  - Black or ethnic minority (an increase of 7.5 percentage points to 58.1%)
  - Aged 75+ (an increase of 5.4 percentage points to 57.5%)
  - Aged 25-44 (an increase of 4.7 percentage points to 77.5%)
- Between 2005/06 and January to December 2011, the proportion of people visiting a museum or gallery in the last year significantly increased (from 42.3% to 47.9%).
- In 2011, 77.7 per cent of adults had engaged in the arts in the last year, which is the first significant increase reported since 2005/06 (76.3%).

- In 2011, 39.2 per cent of adults had used a library in the last 12 months, a significant decrease from 48.2 per cent in 2005/06, but showing no further change from 2009/10.
- In 2011, the proportion of adults visiting an archive (in their own time and voluntarily) in the last year remained steady at 3.7 per cent from the 2008/09 level.

## **Big Society**

- In January to December 2011, the proportion of adults volunteering in the last 12 months remained at 23.7 per cent. 7.3 per cent of all adults had volunteered in any DCMS sector. Of those who volunteered, 8.4 per cent had done so in the arts sector which is a significant increase from 2005/06 (6.3 per cent).
- There was a significant increase in the proportion of black and ethnic minority (BME) groups who had volunteered in the last 12 months compared to 2005/06 (up from 19.6% to 24.9%).
- In 2011 89.2 per cent of adults had donated money (including any donations into a collection box) in the last 12 months. 31.4 per cent of all adults had donated to one of the DCMS sectors.

## **Digital engagement**

- In 2011, 16.4 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.
- Since 2005/06, the proportion of people visiting heritage websites increased from 18.3 per cent to 27.8 per cent.
- In January to December 2011, 26.1 per cent of adults had visited a museum or gallery website, an increase from 15.8 per cent in 2005/06.
- In 2011, 35.8 per cent of adults had visited a theatre or concert website, a significant increase from 30.5 per cent in 2005/06.
- A higher proportion of adults visited an archive or records office online (11.4%) than in person (3.7%).
- 37.5 per cent of adults had visited sports websites in the last 12 months, which is significantly higher than 26.1 per cent of adults in 2005/06.

# Taking Part 2011/12 Quarter 3



Sample = 10,336  
Base: All Adults

Reference Period: Year to 2011/12 Q3 (January 2011 to December 2011)

Arrows indicate significant change from 2005/06

## 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:

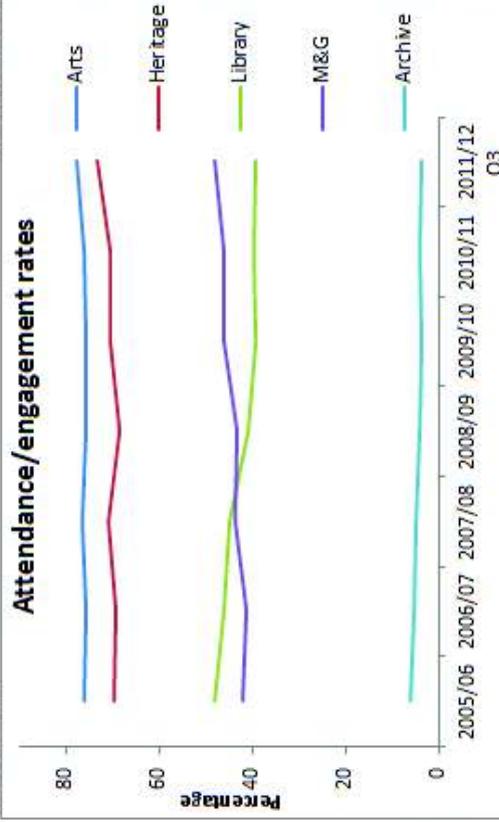
- of BME groups visiting a museum or gallery in the last year (from 35.4% to 42.5%)
- of adults aged 65+ engaging with the arts in the last year (from 64.3% to 69.0%)
- of adults doing 1x30 minute sessions of moderate intensity sport (MIS) in the last week (from 41.2% to 44.0%)
- of BME groups who had volunteered in the last 12 months (from 19.6% to 24.9%).

### Significant percentage decrease\* since 2005/06:

- of adults attending a library in the last 12 months (from 48.2% to 39.2%)
- of 16-24 year olds participating in sport at least once in the last 4 weeks (76.8% to 70.7%)

\*selected results

## Culture



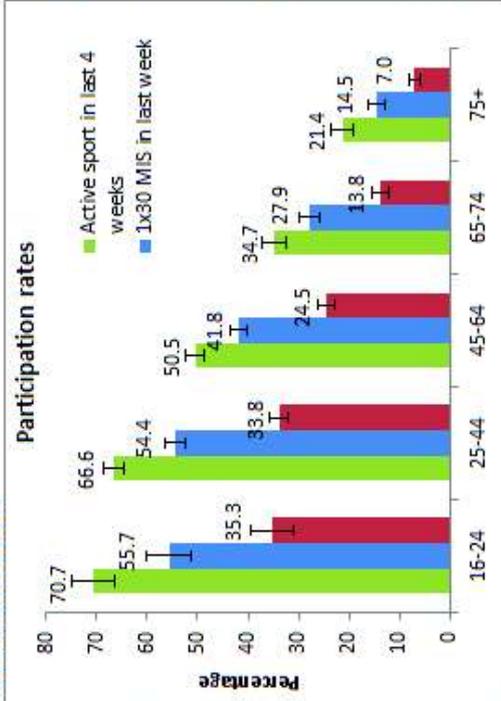
## Sport & Active Recreation

### Participation levels

Active sport in last 4 weeks = 54.4%

1x30 MIS = 44.0%

3x30 MIS = 26.4%



## Big Society

### Volunteered

All = 23.7%

Any DCMS Sector = 7.3%

### Charitable Giving

All = 89.2%

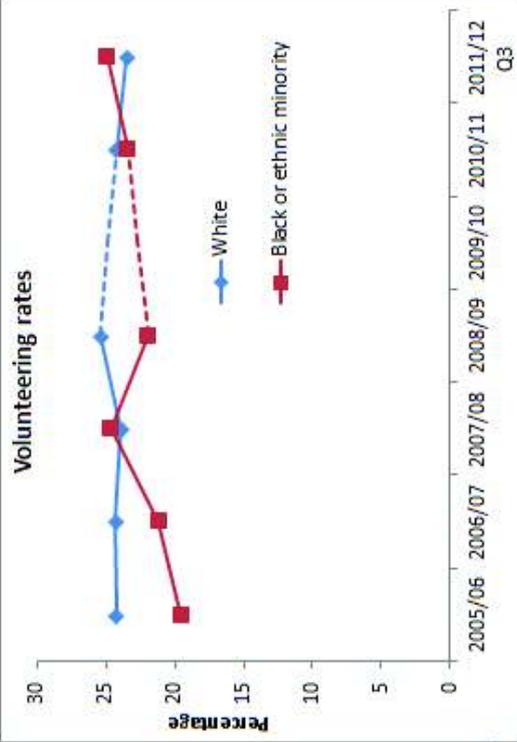
Sport = 6.7%

Heritage = 15.5%

Library = 0.6%

M&G = 14.4%

Any DCMS Sector = 31.4%



# Chapter 1: The 2012 Olympic and Paralympic Games

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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 support hosting the Games, how people intend to get involved in the Games and whether the Games has motivated people to participate in voluntary work, cultural activities or sport or recreational activities.

## Key findings

- 85.9 per cent of adults intend to follow the London 2012 Olympic or Paralympic Games; with 25.1 per cent of adults actively getting involved in the Games.
- Almost two thirds (63.5%) of adults are slightly or strongly supportive of the 2012 Olympic and Paralympic Games. Although attitudes towards the Games have fluctuated over the period since 2005/06.
- In 2011, 7.2 per cent of adults reported that the UK winning the bid had motivated them to do more sport or recreational physical activity, 3.9 per cent reported that they were motivated to do more cultural activities and 5.6 per cent reported that they were motivated to do more voluntary work.
- A significantly higher proportion of BME participants compared to participants with a white background, 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.

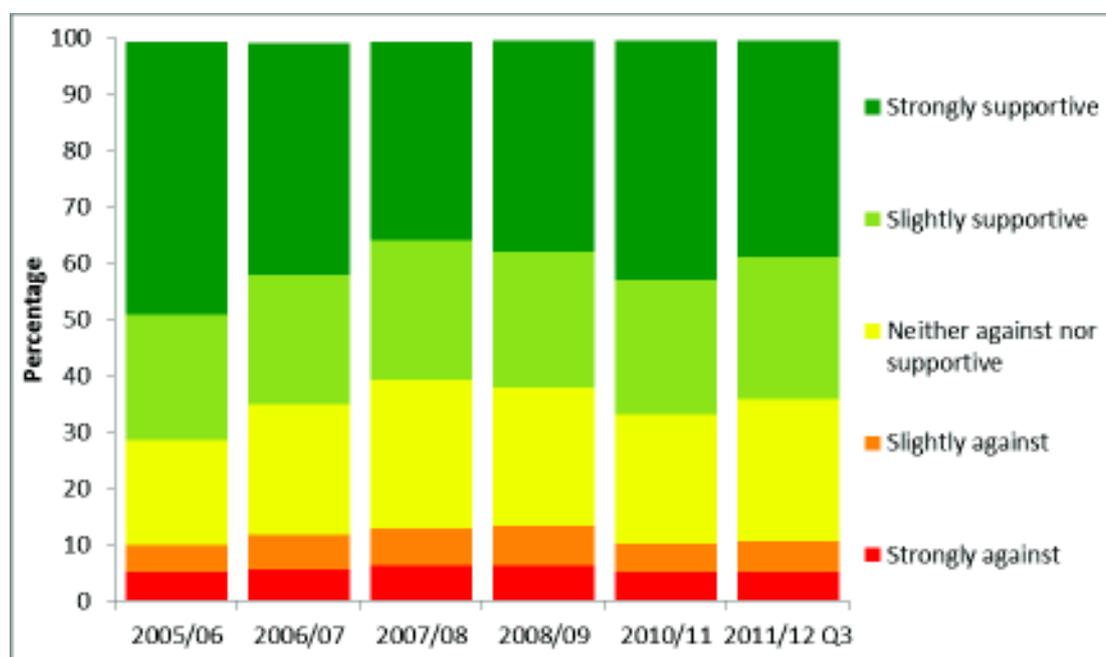
## The 2012 Olympic and Paralympic Games

Between July and December 2011 the Taking Part Survey asked some new questions on adults' intended involvement in the Games. 85.9 per cent of adults intend to follow the London 2012 Olympic or Paralympic Games, either by watching on TV at home (81.8%), reading about it on a newspaper online or offline (31.5%), listening to it on the radio at home (15.6%), watching or listening on the internet at home (13.2%) or watching live events on a public big screen (12.2%).

Additionally, since July 2011 we asked adults whether they intend to actively follow or get involved in the London 2012 Olympic or Paralympic Games. 25.1 per cent of adults said they did, which includes attending a free (8.8%) or ticketed (8.2%) Olympic or Paralympic event, taking part in a Games related community event or activity, e.g. street party or local Inspire Mark project (3.5%), or using a new or improved sports facility linked to the Games (2.8%). Other active involvements include gaining Games related employment or training (1.7%), taking part in a Games related cultural event or activity (1.7%) volunteering during the Games, e.g. as a Gamesmaker or London Ambassador (1.6%), or taking part in a Games related sport or physical activity (1.1%).

Attitudes towards the Games have fluctuated over the period since 2005/06. In 2011, 63.5 per cent of adults were supportive of the 2012 Games, reporting that they were slightly or strongly supportive. This is a significant decrease from 2005/06 when 71.0 per cent reported that they were supportive. The proportion of those who are strongly supportive has fallen from 48.4 per cent in 2005/06 to 38.4 per cent in the latest results. The proportion who are slightly supportive of the Games has increased from 22.5 per cent to 25.2 per cent. The proportion who are neither against nor supportive of the Games has increased from 18.4 per cent to 25.3 per cent, as well as those slightly against the Games (from 4.7% to 5.4%) over the same period. Adults strongly against the 2012 Games remain stable at 5.2 per cent (Figure 1.1).

**Figure 1.1: Adult's opinion about the UK hosting the 2012 Olympic Games, 2005/06 to January - December 2011**



**Notes**

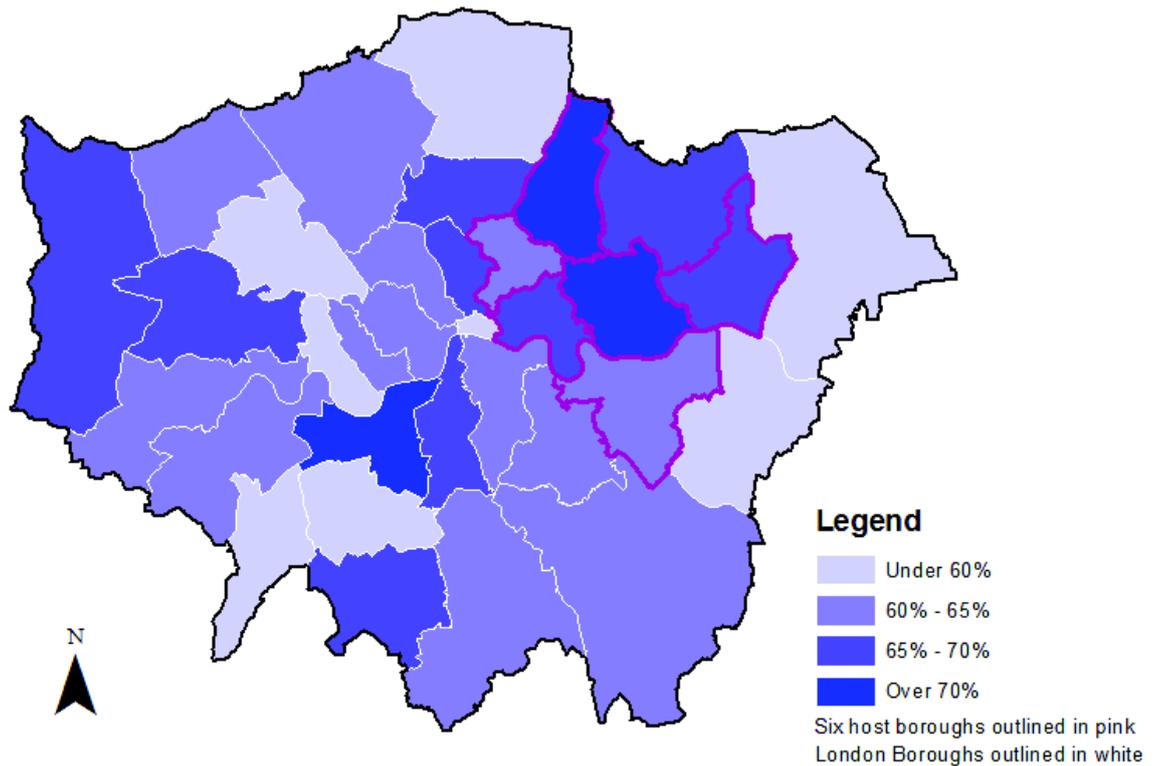
- (1) Confidence intervals range between +/-0.4 and +/-1.2 from 2005/06 onwards.  
 (2) This question was not asked in 2009/10

A higher proportion of adults from a black and minority ethnic (BME) background were supportive of the Games than those with a white background (76.0% and 62.4% respectively). A significantly higher proportion of men were supportive of the Games than women (65.6% and 62.3%, respectively) and those aged 25-44 years old were the most supportive age group (68.1%). The least supportive age group was those aged 75+ with 53.5 per cent being supportive of the Games.

A significantly higher proportion of BME participants compared to participants with a white background, 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. In 2011, 21.8 per cent of BME sport participants compared to 5.4 per cent of sport participants with a white background were motivated to do more sport or recreational physical activity. 19.5 per cent of BME volunteers compared to 3.7 per cent of volunteers with a white background were motivated to do more voluntary work, and 12.2 per cent of BME cultural participants compared to 2.9 per cent of cultural participants with a white background were motivated to do more cultural activities.

London is now the region with the highest level of support (70.9 per cent) while those in the North East are least supportive (56.6%). However, the levels of support within London vary, and between July 2005 and December 2011, 73.7 per cent of respondents in Waltham Forest (a host borough) were supportive of the Games, compared to 55.7 per cent of respondents in Bexley (Figure 1.2).

**Figure 1.2: Proportion of adults who are slightly or strongly supportive of the UK hosting the 2012 Olympic Games, London, July 2005 to December 2011**



**Notes**

- (1) Results for the City of London are indicative due to a small sample size.
- (2) Sample sizes vary by London Borough (excluding City of London) from 180 to 731.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>

## Chapter 2: Sport and active recreation

This chapter examines sport and active recreation by a range of area-level and socio-demographic breakdowns. Key findings on swimming and cycling proficiency – that is the extent to which adults feel able to swim and cycle – are also provided. Details on digital engagement as measured by visiting sports websites are also given.

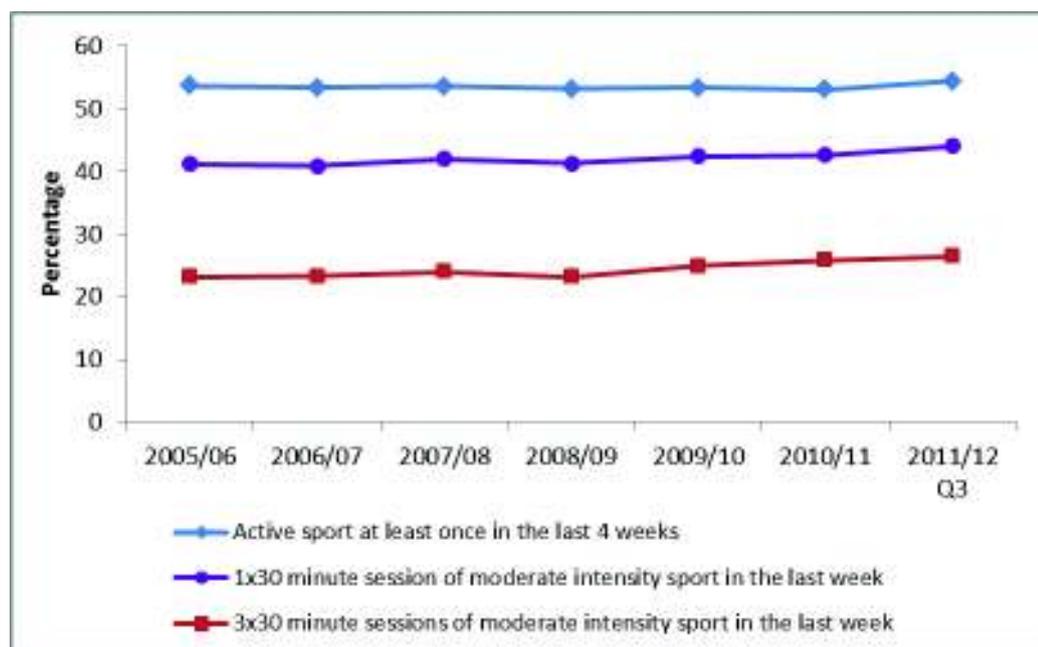
### Key findings

- 54.4 per cent of adults had participated in active sport at least once in the last 4 weeks. 44.0 per cent had participated in 30 minutes of moderate intensity sport at least once in the last week, with the corresponding figure of 26.4 per cent at least three times in the last week.
- Since 2005/06, the proportion of 16-24 year olds participating in sport at least once in the last 4 weeks has decreased, while the proportion of people aged 75+ participating has increased.

### Participation in sport or recreational physical activities

In January to December 2011, 54.4 per cent of adults had participated in active sport at least once in the last 4 weeks. This has not changed significantly since 2005/06 (53.7%). Over that same period, 44.0 per cent had participated in moderate intensity sport for at least 30 minutes once in the last week, an increase from 2005/06 (41.2%). 26.4 per cent of adults had participated in moderate intensity sport for at least 30 minutes three times in the last week, an increase from 2005/06 (23.2%). (Figure 2.1).

**Figure 2.1: Percentage of adults who have participated in sports, 2005/06 to January to December 2011**



#### Notes

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

When we look at the frequency of 30 minutes or more of moderate intensity sport undertaken in the last 4 weeks, during 2005/06 and January to December 2011, the percentage participating less than once a week decreased from 9.8 per cent to 8.5 per cent. At the other end of the activity spectrum, the percentages participating at least three times a week but not every day and those participating every day increased from 14.3 per cent to 16.3 per cent, and from 8.9 per cent to 10.1 per cent, respectively.

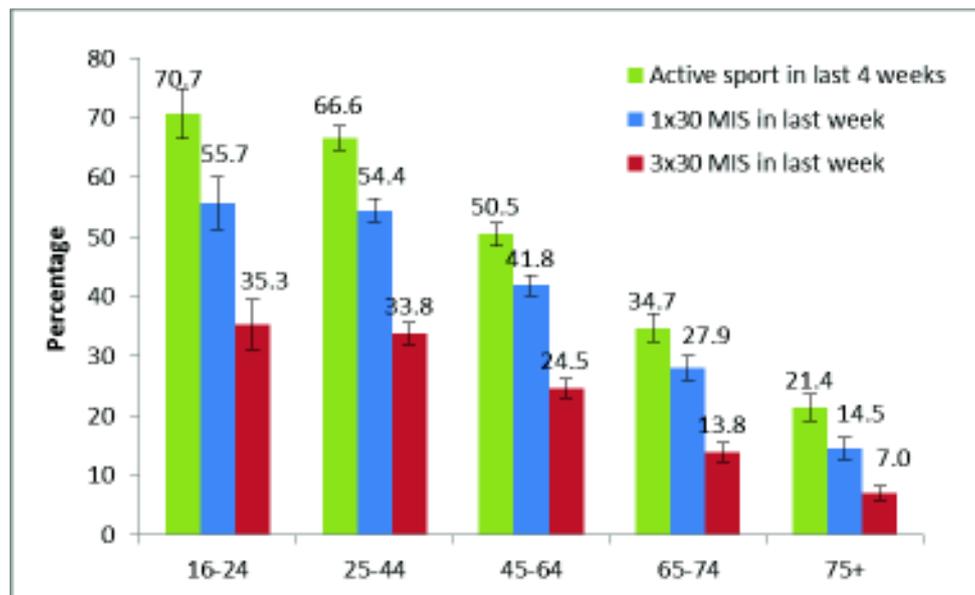
The proportion of people in ACORN classification ‘Urban Prosperity’ who have done sport once in the last 4 weeks increased significantly from 59.3 per cent in 2005/06 to 63.5 per cent in January to December 2011. In general, people who live in less deprived neighbourhoods are more likely than those who live in more deprived neighbourhoods to participate in sport. This pattern has not changed since 2009/10.

Between 2005/06 and January to December 2011, the proportion of 16-24 year olds who took part in active sport at least once in the last 4 weeks decreased from 76.8 per cent to 70.7 per cent. Across the same time period, the proportion of people aged 75+ doing sport increased from 15.2 per cent to 21.4 per cent.

Rates of sports participation have remained steady across the other socio-demographic groups since 2005/06, apart from the rate for people not working which increased from 38.6 per cent to 40.9 per cent during the period and the rate for those with no religion which increased from 61.5 per cent to 64.4 per cent.

For the 1x30 and 3x30 minute moderate intensity sport in the last week measures, there have been significant increases in participation rates between 2005/06 and January to December 2011, for the 25-44 age group (from 50.0% to 54.4% for the 1x30 measure and from 28.6% to 33.8% for the 3x30 measure) and 45-64 age groups (from 36.8% to 41.8% for the 1x30 measure and from 20.1% to 24.5% for the 3x30 measure). Older age groups have a lower sport participation rate (Figure 2.2).

**Figure 2.2: Percentage of adults who have participated in sports by age group, January to December 2011**



**Notes**

(1) Confidence intervals range between +/-1.3 and +/-4.4.

During the same period, there was also a significant increase in participation rates in the 1x30 measure for men (from 46.0% to 49.8%), and also significant increases in participation rates in the 3x30 measure for men (from 26.8% to 30.9%) and women (from 19.7% to 22.1%).

### Digital engagement

37.5 per cent of adults had visited sports websites in the last 12 months, which is significantly higher than 26.1 per cent of adults in 2005/06. The proportion of adults visiting a sports website in 2011 is the highest level reported since 2005/06.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>

### Cycling and swimming proficiency

- In 2011, 82.1 per cent of adults stated that they could swim and 86.0 per cent stated that they could cycle.
- Despite swimming being among the most popular sports for women, a higher proportion of men (86.6%) say that they can swim compared to women (77.8%). Also a higher proportion of men to women say that they can cycle (92.7% compared with 79.5%).
- A higher proportion of people from white backgrounds say that they can swim than BME groups (84.2% compared with 66.9%) and say they can cycle (87.4% compared with 75.6%).
- Like sports participation generally, swimming and cycling proficiency is also linked with the type of area people live in, with a higher proportion of people who live in the least deprived neighbourhoods saying that they can swim and cycle. It is also linked with age, with percentage of adults saying they can swim or cycle decreasing with age.

Further detail on this section can be found in the accompanying spreadsheets to this release available at: <http://www.dcms.gov.uk/publications/8938.aspx>