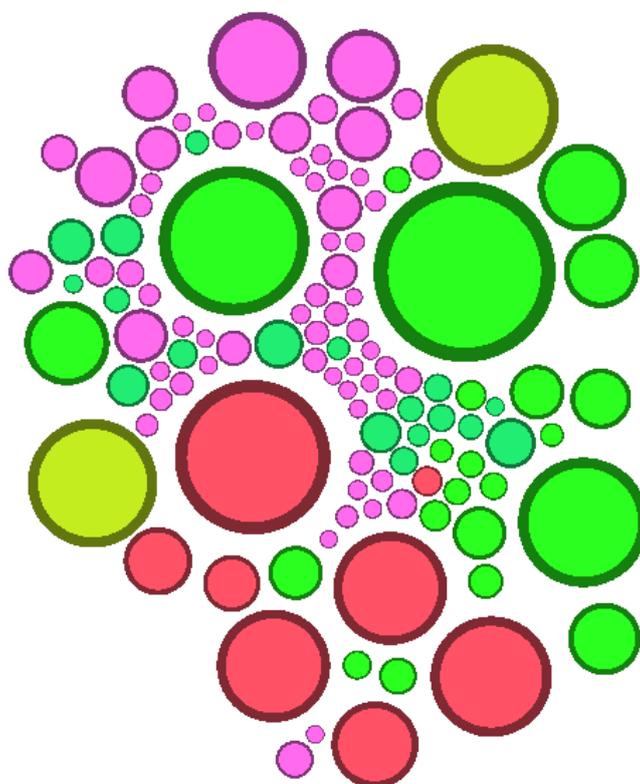


Mapping Leisure: Visualising the landscape of cultural and sporting participation

An analysis of the national Taking Part survey

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Introduction

The web of cultural and sporting activities runs through, and connects, all our lives. Normally, we are most aware of what we, and the people we know, do, but what if we could see the bigger picture?

The Taking Part survey is the basis for the national statistics on cultural and sporting participation in England. Although there have been several previous analyses of the survey, it has not, to our knowledge, been visualised before.¹ Visualisation is an approach which is increasingly used to explore data.² It represents an interesting way to understand and communicate Taking Part, allowing the landscape of cultural and sporting activity in England to be encapsulated in a set of pictures. Visualisations have been created for:

1. Participation

- **(Picture 1)** The number of people that do different activities

2. Demographics

- **Age (Picture 2)** The average age of participants
- **Gender (Picture 3)** The gender of participants

3. Connections

Activities which are done together:

- **Sporting connections (Picture 4)**
- **Cultural connections (Picture 5)**
- **Cultural and Sporting connections (Picture 6)**

Each picture has information on how to interpret it and a commentary on what it shows. A full list of the picture labels, the corresponding Taking Part questions (and statistics for Pictures 1-3) are presented in Appendix 1. The final section of the report relates the pictures to research and policy questions.

The statistics the pictures are based on were calculated with the R statistical package, while the visualisations were created with Gephi.

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¹ A bibliography which covers research into Taking Part is at the end of this report.

² See, for example 'Dataflow I' and 'Dataflow II', Gestalten (2008 and 2010), and McCandless, D. (2009), 'Information is beautiful'.

The data the pictures are visualising

The visualised data is based on face to face survey responses from 25,720 adults (aged 16+) in England during the financial year 2007/08. Those surveyed are randomly selected, and the pictures should therefore be representative of the English population as a whole.³ There are, however, two things to consider:

- 1. Sample sizes** For activities done by fewer people in the Taking Part survey (those with the smaller circles in the first picture) it is harder to be sure whether the statistics represented by the pictures reflect the population as a whole, or just the sample that is being visualised.⁴
- 2. Interpretation and memory** The pictures are based on people's responses to survey questions, rather than a direct record of their activities. Although the questions are tested to minimise any risk of distorting the answers, there will always be some uncertainty about how respondents interpreted them and whether they remembered their activities correctly.

³ The Taking Part survey weights have also been applied throughout the analysis. These help compensate for unequal probabilities of selection and adjust for differential non-response.

⁴ It should be noted that four activities are based on sample sizes of less than 30: frisbee, curling, lacrosse and gaelic sports.

1. Participation (Picture 1)

How to interpret the picture

The circle sizes show the proportions of the adult population that did the activities; the larger the circles, the greater the number of people that did the activity.⁵

For sporting activities what is measured is whether the sport was played, while for cultural activities it is whether people participated in a creative/performing capacity e.g. photography, acting; or whether they participated through attending events e.g. visiting a photography exhibition, going to plays. The labels sometimes abbreviate the activities people were asked about, and the full survey question a label corresponds to can be found in Appendix 1.

Sporting activities are coloured light purple and visiting heritage is coloured red. Other cultural activities are coloured different shades of green according to whether they involve direct cultural activity, attending cultural events, or visiting museums/galleries and libraries.

Commentary

- The activities that were done by the most people were (% of adults in brackets): reading for pleasure (64%), visiting towns and cities with historic character (54%), watching films at the cinema (52%), visiting libraries (45%), and visiting museums/galleries (44%).
- 41% of the population had visited historic parks and gardens, and historic buildings (and castles/forts and ruins) had each been visited by around 37% of the population.
- Going to live music events e.g. festivals (26%), plays (22%) and other forms of theatre activity such as musicals (28%), were the performing arts activities which had been seen by the most people.
- The sporting activities done by the highest proportions of the population were: indoor swimming (32%), gym/fitness activities (22%), and cycling for health and recreation and competition purposes (17%).

The picture is not the complete story of participation as it does not show how frequently people did the activities, or how much time they spent doing them. Some activities may only be done once a year, such as during summer holidays, while others (going to the gym, for example) may be done every week.

Most people do several activities, and in the Connections section (Section 3) the report examines the patterns of joint participation across activities.

⁵ The survey criterion for participation is whether the respondent when surveyed had done the activity at least once in the past 12 months.

2. Demographics

Age (Picture 2)

How to interpret the picture

The smaller the circle, the younger the average age of the people that do the activity. The colours represent the different kinds of activities: Light purple is sporting, red is heritage, other cultural activities are different shades of green. The list of decades indicates the approximate start of these age groups, with the average age getting older as you move to the right. There are two things about the average age to bear in mind:

- It is only a single measure of the ages of those doing the activity. There will be people doing the activity who are both older and younger than the average, and it may not be the most common age of participants.
- As these are the average ages of adults (16+) they exclude children, if child participation was included the average ages would be lower. People often do sport most intensively in their school years, and many adults doing cultural activities (such as, for example, visiting a museum) will be taking their children.

Commentary

As can be seen from the concentration of sporting activities on the left of the picture, their average ages are significantly lower than for cultural activities, being in the 20s and 30s. Contact sports (rugby, boxing, gaelic sports and american football) are among those with the youngest average ages. Cultural activities are more likely to be done by older groups, with average ages being generally over 40. However, there are some exceptions e.g. acting, composing music, filmmaking, dancing for fitness and doing ballet.⁶

We know from the survey that the average number of sporting activities people do declines with the age of those surveyed, while the average number of cultural activities increases up until the 60s (see Figure A1, Appendix 2). This suggests that as some people get older they substitute cultural for sporting activities. It also means that sporting activities done by older age groups are more likely to be the participants' only sporting activity.

The picture is a snapshot of the English population in 2007/8, so it does not necessarily imply that as young people get older they will switch to doing the activities currently done by older age groups. It may be that the generation people are born into affects the activities they do over their lives.⁷

⁶ Doing ballet and dancing for fitness are classified as a cultural activity in the Taking Part questionnaire, although they could also be seen as sporting activities and are included in the sporting connections picture for this reason.

⁷ Currently the Taking Part survey is run on a cross sectional basis, with a fresh sample every year i.e. it does not track people over time. It is likely that in future a sub-set of the sample will be retained across years (a so called panel data set) which will allow changes in individual participation over time to be examined.

Gender (Picture 3)

How to interpret the picture

Activities that have larger, pinker, circles are those with a higher proportion of female participants, while the smaller, redder, circles have a higher proportion of male participants. Where the colour is more neutral the gender balance is approximately even. Activities at the top of the picture were those more likely to be done by women, and vice versa.

Commentary

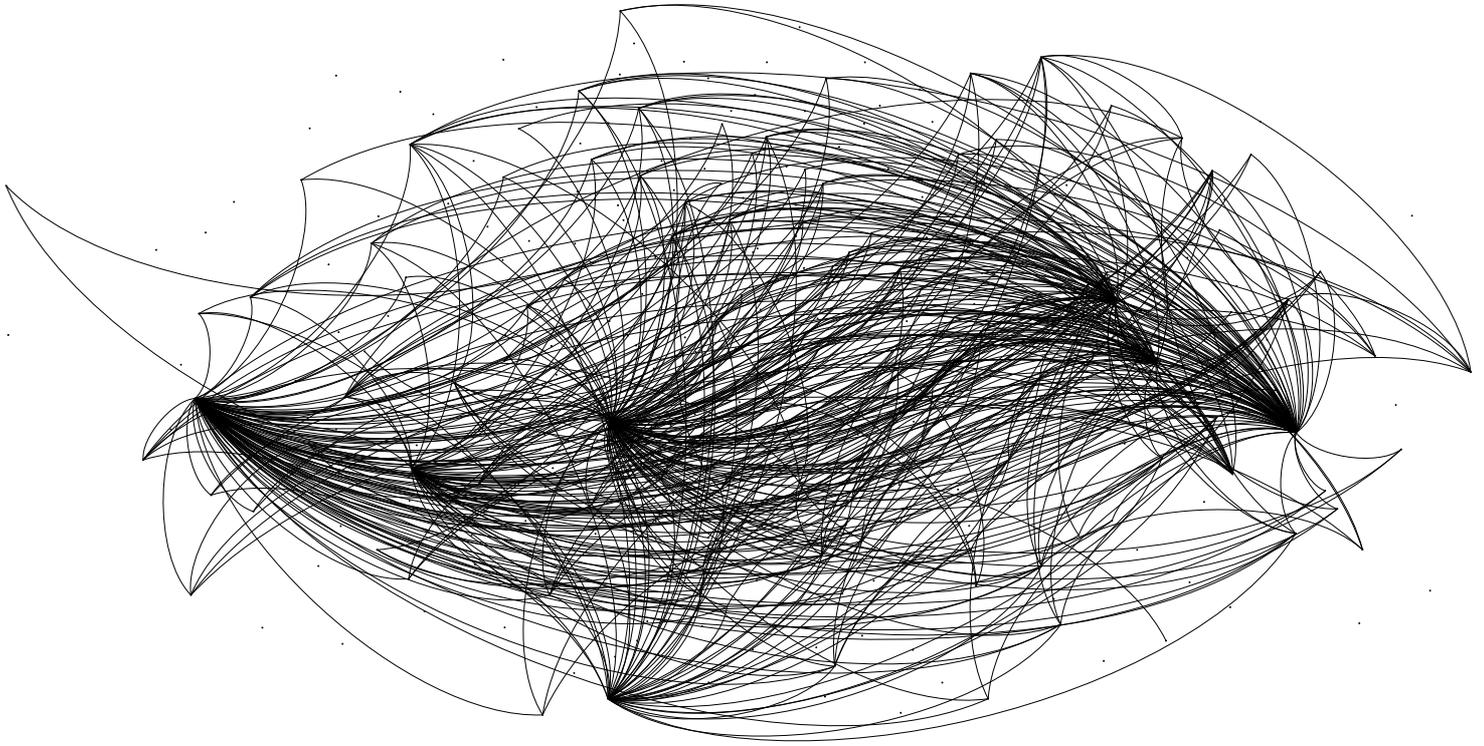
- Sporting activities are more likely to be done by men, as can be seen from there being more sports at the bottom of the picture than at the top.
- The activities that were mainly done by women (% of participants that are female in brackets):
 - Textile crafts (96%)
 - Pilates (93%)
 - Netball (89%)
 - Dancing for fitness (87%)
 - Doing ballet (81%)
- The activities that were mainly done by men (% of participants that are male in brackets):
 - Indoor and outdoor football (93% and 89% respectively)
 - Rugby union and rugby league (91% and 81% respectively)
 - Motor sports (88%)
 - Cricket (87%)
 - Fishing (87%)
- Visiting heritage, museums/galleries, art/photography exhibitions, and cinemas attract a broadly even mix of men and women. This may reflect these activities being more likely to be done by couples and families.

Gender

Mostly done by Women



Mostly done by Men



3. Connections (Pictures 4, 5, 6)

How to interpret the pictures

These pictures visualise activities that tend to be done together. If a high proportion of people that do one activity do another, then they are connected by a line i.e. activities that are often associated will be linked. Conversely, those that are not will be unconnected. The larger the circles, the greater the number of people doing the activity.

When are activities connected? The connections are drawn between two activities when the proportion of people doing one of the activities who also do the other exceeds a given threshold (in this case 50%) for at least one of the activities. The 50% threshold is, to some extent, arbitrary, being chosen to strike a balance between being too low, and having activities connected which it is very unusual for people to do in combination, and being too high and not revealing any relationships between activities.

The line colours

- Where the line is between different coloured activities, the colour indicates the activity where the threshold was exceeded e.g. a purple line between a green (cultural) activity and a purple (sporting) activity shows that more than half of the people that did the sporting activity did the cultural activity, rather than vice versa.
- Where the line is between two activities of the same type/colour, this will, generally, mean that a higher proportion of people in the smaller activity did the larger one e.g. more than half of the people who did archery went swimming, rather than more than half of people who went swimming doing archery.
- The thicker the line, the higher the proportion of people who do one activity that do the other.

Connections and causality

The connections are often between related activities. This suggests that doing a particular activity makes it more likely that someone will do a connected activity and/or that there is a common underlying cause which makes people more likely to do both.⁸ In some cases, however, particularly where smaller activities are connected to very common activities e.g. indoor swimming, the connections may be particular to the sample that is being examined.

⁸ Activities may also be connected because survey respondents consider that doing one activity means that, by definition, they are doing the other, triathlon and outdoor swimming for example.

Sporting connections (Picture 4)

The picture shows sporting activities, where for the connected activities at least 50% of the people that do one of the activities also do the other.⁹

Commentary

- **Water sports and swimming** As can be seen from their connections to indoor swimming, at least half of the people who did sailing, waterskiing, rowing, canoeing and windsurfing, also went swimming in the past year.
- **Pubs and playing fields** A high proportion of the people who play team sports on playing fields: baseball, american football, cricket and rugby (league and union) all played outdoor football. Similarly, for sports often associated with the pub: a high proportion of the people who play darts also play snooker/pool.
- **Sports done by older age groups** Some sports will be unconnected because they fall just below the connection threshold, but for sports done by older age groups e.g. skittles, indoor/lawn bowls, and rambling, the activities are probably unconnected because their participants tend to do fewer sporting activities.
- **Why lacrosse is so well connected** Lacrosse is not done by many people in the sample. This means that it does not take many lacrosse players doing other activities to connect it widely. The lacrosse players are among the youngest in the sample, and (as shown in Appendix 2) young people are likely to do more sporting activities. Without further investigation, it is hard to know if this finding is particular to this sample of lacrosse players, or a genuine feature of lacrosse relative to other sports.

⁹ Frisbee has been excluded as it has the smallest sample size and the 50% threshold is therefore particularly low.

Cultural connections (Picture 5)

The picture shows cultural activities, where for the connected activities at least 50% of the people that do one of the activities also do the other.

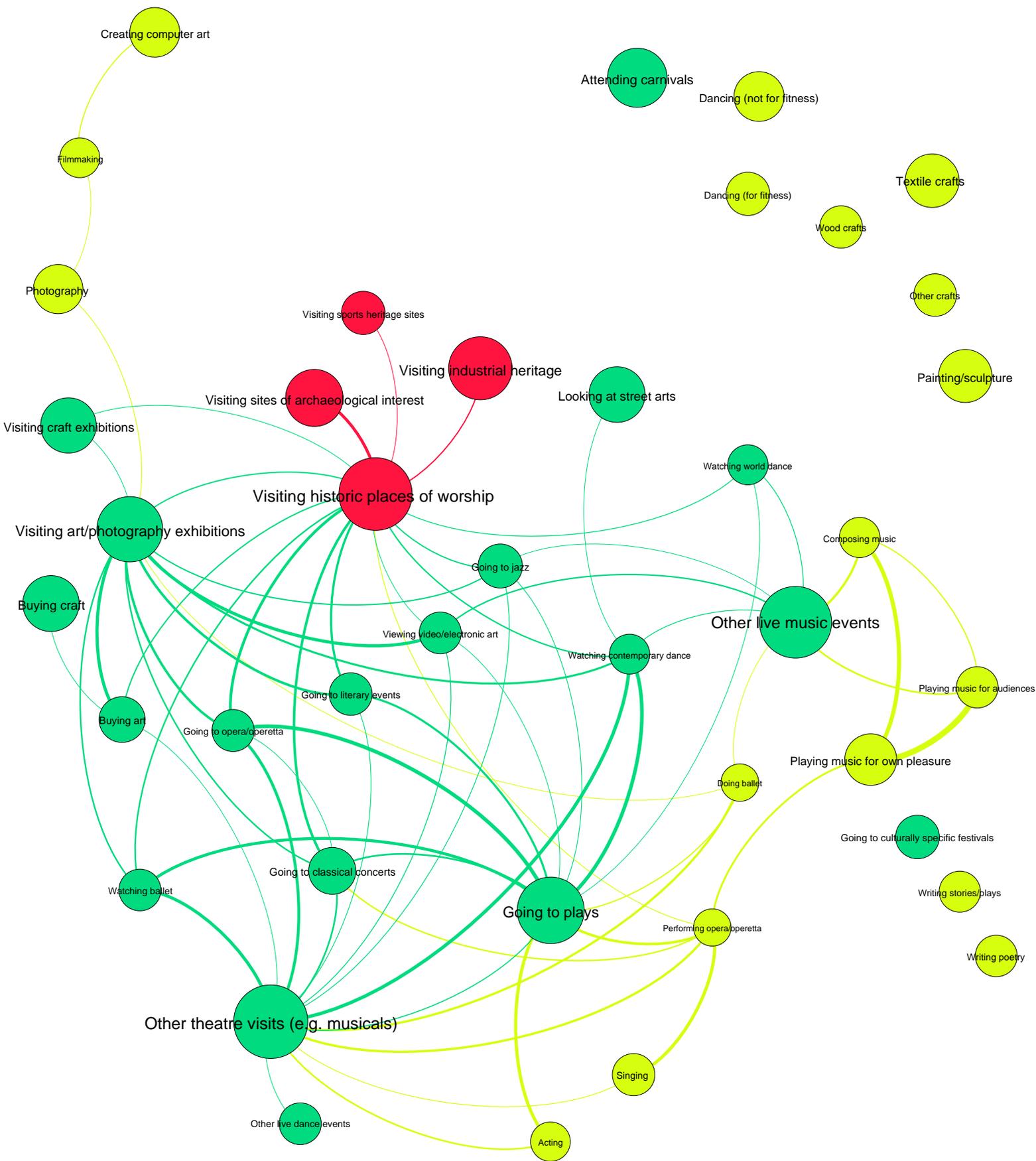
Activities that have very high participation levels (reading for pleasure, buying literature, watching films, visiting: museums/galleries, libraries, historic buildings; castles/forts and ruins; and cities/towns with historic character) have been excluded from the picture. If they were included they would be connected to a high proportion of the activities shown, which would obscure other relationships.

Commentary

- **Image making** More than half of the people that do filmmaking also make computer art and do photography.
- **Heritage** From the picture we can see that visiting historic places of worship is an activity which is done by a significant proportion of people who do other kinds of cultural activities.¹⁰ It is also done by a high proportion of the people who visit industrial and sporting heritage, although lower proportions of these do the cultural activities shown.
- **Acting and singing** High proportions of people who act also go to plays and musicals. High proportions of people who sing are likely to have gone to musicals.
- **Cultural consumption** As can be seen from the network of interconnections between visiting art/photography exhibitions and going to the theatre, these activities are both done by high proportions of people that go to ballet, literary events, the opera, jazz, contemporary dance and events with video/electronic arts.
- **Music making** On the right-hand side, we can see that a high proportion of people who compose music also play instruments (for pleasure and for audiences) and attend live music events.
- **Craft and writing activities** The craft-making and writing activities shown are not connected. The reasons for this are not completely clear. For craft activities it may, partly, be because, as shown in Picture 2, they are likely to be done by older age groups, who do fewer activities.

¹⁰ This excludes visits that are done for purely religious purposes e.g. attending church services.

Cultural connections



Cultural and Sporting connections (Picture 6)

The picture shows the cultural and sporting activities of the previous two pictures. As before, activities are connected where at least 50% of people that do one of the activities also do the other.

Commentary

The picture appears to show a clear distinction between the cultural and sporting spheres. There are many connections between the cultural activities, and many connections between the sporting activities, but few connections between the two. This means that a significant proportion of people who did the cultural activities pictured did none of the sporting activities (and vice versa).

However, the separation between culture and sport is not as sharp as the picture implies:

- The picture excludes a number of very popular cultural activities, such as reading for pleasure, and visiting museums and galleries, which a significant proportion of people that play sports do. If these were included there would be more connections between cultural and sporting activities.
- If a lower threshold is used for activities being connected (e.g. 30% of people that do one activity also do the other) then there would be more connections between the two.
- The picture shows the adult population in 2007/08, including younger people who are more likely to have done sport and older people who are more likely to have done cultural activities. It is therefore likely that, if we followed the sample over their lives, many would move from doing sport to doing cultural activities as they get older i.e. there is more joint participation than the picture shows, it just occurs over a longer time period.

4. Research and policy questions

The pictures show the current patterns of cultural and sporting participation. Understanding these, and how they may change in future, raises questions which are the subject of ongoing research using Taking Part and other sources:

What makes people likely to participate?

As shown in Pictures 2 and 3, age and gender can be important factors in people's choice of activities, but there are many other factors that can make a difference e.g. education, income, access to transport. To help understand the different effects of these and other variables, the Culture and Sport Evidence (CASE) programme has undertaken statistical analysis of the determinants of participation across the arts, heritage, sports, and museums/libraries sectors using Taking Part.¹¹

How can the journey to participation be influenced?

It is possible to identify characteristics which make people less likely to do certain activities, but this does not explain what prevents them from participating. Are they aware of the activity? Are they interested in it? Can they afford it? Information on this is available from Taking Part and, as part of the CASE programme, computer models have been built of people's journeys to participation, allowing the effects of changing the awareness, interest, or affordability, of activities to be examined.¹²

What are the effects of a changing population?

Demographic change has potential implications for the number of people that will do cultural and sporting activities in future. Based on the current patterns of participation in Taking Part and population forecasts, research has tried to predict future participation levels.¹³ It has found that, although the numbers participating will increase, demographic changes are expected to have a limited effect on the proportion of the population that participates.

How can connections between activities be used?

That some cultural and sporting activities are more closely connected than others raises the question of whether these connections can be used to increase participation through joint marketing and supply. An issue if one wants to increase participation overall is whether activities are direct substitutes or complements i.e. do people do an activity as an alternative to another, or because they feel it goes well with their other activities? This could be assessed by looking at how a person's cultural and sporting activity levels change over time relative to the cost of doing different activities.

¹¹ Matrix/EPPI (2010), 'CASE Report: Understanding the drivers, impact and value of engagement in culture and sport'.

¹² Ibid.

¹³ Williams, J. (2010), 'Will expected demographic changes impact participation in culture and sport?'

What are the effects of group participation?

The people surveyed were asked about their own cultural and sporting activities but, in practice, participation frequently occurs in groups, with friends, families, clubs, societies and teams. This can have important effects on behavior. For example, research has found that being taken to an activity as a child increases the probability of doing it as an adult, for a range of cultural and sporting activities.¹⁴ Understanding how social networks (virtual and physical) influence participation decisions is likely to be an area of increasing research.

How does the supply of cultural and sporting facilities affect participation levels?

The pictures do not show where people did the activities. It could be at home, in their local area, elsewhere in the UK or abroad. An issue which is still to be better understood is how people's participation is affected by the supply of local cultural and sporting facilities. To start to address this, work has been undertaken to collect systematic information on the number of cultural and sporting facilities at a local authority level.¹⁵

How are cultural and sporting services provided?

Some cultural and sporting facilities are a commercial service e.g. private gyms, while others are state funded e.g. libraries, or are a mixture of public, private and charitable funding. Activities are also supported by people volunteering their time. CASE research on understanding the drivers of volunteering and philanthropy is shortly to be completed, and the programme is likely to look at the role of business models in future.

How are forms of participation changing?

A challenge in assessing participation is that the activities people do, and the way they do them, are constantly changing. Five years ago relatively few people wrote or made films for online audiences, and going to the cinema to watch live theatre was comparatively unknown.¹⁶ Adapting Taking Part to help understand these and other changes, and exploiting online participation data, is likely to be an area of future work.

What is the effect of cultural and sporting participation on well-being?

Presumably people do cultural and sporting activities because they enjoy them, but can this be measured statistically? Research has examined this through the CASE programme, which assessed whether it was possible to observe a relationship between people doing cultural and sporting activities and their well-being.¹⁷ Understanding well-being is very much an ongoing area of work, but the initial findings are that an effect can be established.

¹⁴See: CEBR (2007), Oskala et al (2009), Matrix/EPPI (2010).

¹⁵ TBR (2010), CASE Report 'Culture and Sport Physical Asset Mapping Toolkit'.

¹⁶ See Bakhshi, H. and Throsby, D. (2010), 'Culture of Innovation, An economic analysis of innovation in arts and cultural organisations' for a discussion of some of the issues and an analysis of live broadcasts from National Theatre productions.

¹⁷ Matrix/EPPI (2010), 'CASE Report: Understanding the value of engagement in culture and sport'.

Appendix 1 Picture labels, Taking Part questions and statistics

The table below shows the picture label names and the associated Taking Part questions. The estimated participation rates, the number of people this corresponds to (based on an adult population of 41,436,200, aged 16+), and the average age and proportion of participants that are female are also given.¹⁸ This is the information on which Pictures 1, 2 and 3 are based.

Activity Label	Taking Part Question: In the last 12 months have you done any of these activities?	Proportion of the sample that participated	Number of people in the adult population this corresponds to	Average age	Proportion of participants that are female
Doing ballet	Ballet	0.50%	205,168	33.7	81%
Dancing (for fitness)	Other dance (for fitness)	4.90%	2,021,500	39.1	87%
Dancing (not for fitness)	Other dance (not for fitness)	9.70%	4,019,235	41.3	65%
Singing	Sang (not karaoke) to an audience (or rehearsed)	4.00%	1,676,110	43.3	55%
Playing music for audiences	Played a musical instrument for an audience (or rehearsed)	3.40%	1,412,705	37.1	35%
Playing music for own pleasure	Playing a musical instrument for your own pleasure	11.10%	4,583,104	39.7	40%
Composing music	Writing any music	2.60%	1,069,669	31.6	21%
Acting	Rehearsing or perform in play/drama	2.00%	819,969	35.5	62%
Performing opera/opera	Rehearsing or perform in opera/opera	0.30%	141,562	40.6	55%
Painting/sculpture	Painting, drawing, printmaking or sculpture	12.20%	5,044,102	40.6	62%
Photography	Photography as an artistic activity	9.30%	3,837,337	44.4	43%
Filmmaking	Made films or videos as an artistic activity	2.20%	919,964	35.3	30%
Creating computer art	Using a computer to create original artworks or animation	9.70%	4,001,226	38.2	44%
Textile crafts	Textile crafts such as embroidery, crocheting or knitting	12.60%	5,223,796	52	96%
Wood crafts	Wood crafts such as wood turning, carving or furniture making	4.20%	1,738,848	47.1	15%
Other crafts	Other crafts e.g. calligraphy, pottery or jewelry making	4.30%	1,784,384	44.8	78%
Buying art	Bought any original works of art for yourself	6.70%	2,790,738	47	52%
Buying craft	Bought any original/handmade crafts	14.40%	5,962,172	46.4	75%
Reading for pleasure	Reading for pleasure (not newspapers, magazines or comics)	64.20%	26,604,669	47.5	57%
Buying literature	Bought a novel, or book of stories, poetry or plays	44.00%	18,226,102	46.4	60%
Writing stories/plays	Written any stories or plays	3.20%	1,309,007	40.3	53%
Writing poetry	Writing any poetry	3.60%	1,476,737	41.5	61%
Activity Label	Taking Part Question: In the last 12 months, have you been to any of these events?	Proportion of the sample that participated	Number of people in the adult population this corresponds to	Average age	Proportion of participants that are female
Watching films at the cinema	Film at a cinema or other venue	51.70%	21,430,548	39.6	52%
Visiting art/photography exhibitions	Exhibition or collection of art, photography or sculpture	21.50%	8,900,864	46.9	53%

¹⁸ Figures calculated using Taking Part sample weights. Estimated population numbers based on participation rates without the rounding.

Visiting craft exhibitions	Craft exhibition (not crafts market)	13.90%	5,744,170	51.6	60%
Viewing video/electronic art	Event including video or electronic art	3.70%	1,548,116	37.8	38%
Going to literary events	Event connected with books or writing	4.40%	1,811,265	46.9	57%
Looking at street arts	Street arts (art in everyday surroundings like parks, streets or shopping centres) or circus (not animals)	14.20%	5,881,334	43.4	55%
Attending carnivals	Carnival	16.80%	6,951,670	42.7	48%
Going to culturally specific festivals	Culturally specific festival (for example Mela, Baisakhi, Navratri)	5.10%	2,103,391	40.3	53%
Going to plays	Play/drama	22.40%	9,266,335	46.6	58%
Other theatre visits (e.g. musicals)	Other theatre performances (e.g. musical/pantomime)	27.70%	11,464,326	46.9	61%
Going to opera/operetta	Opera/operetta	3.90%	1,618,631	53.9	56%
Going to classical concerts	Classical music concert	7.60%	3,153,949	53.6	55%
Going to jazz	Jazz performance	5.40%	2,248,089	47.9	46%
Other live music events	Other live music event	26.20%	10,865,974	40.7	48%
Watching ballet	Ballet	3.70%	1,518,902	50.9	70%
Watching contemporary dance	Contemporary dance	2.30%	957,622	41.8	64%
Watching world dance	African peoples dance or South Asian and Chinese dance	2.40%	999,115	42.7	58%
Other live dance events	Other live dance event	3.70%	1,544,284	42.2	55%
Activity label	Taking Part Question: In the last 12 months, have you been to?	Proportion of the sample that participated	Number of people in the adult population this corresponds to	Average age	Proportion of participants that are female
Visiting cities/towns with historic character	a city or town with historic character	53.80%	22,306,145	46.6	50%
Visiting historic buildings	an historic building open to the public (non religious)	37.50%	15,530,560	47.2	50%
Visiting historic parks/gardens	an historic park or garden open to the public	40.50%	16,781,137	47	51%
Visiting industrial heritage	a place connected with industrial history (i.e. an old factory, dockyard or mine) or historic transport system (i.e. old ship or railway)	19.80%	8,187,568	47.2	46%
Visiting historic places of worship	a historic place of worship attended as a visitor (not to worship)	27.00%	11,197,505	49.3	53%
Visiting castles/forts/ruins	a monument such as a castle, fort or ruin	37.30%	15,443,711	45.3	49%
Visiting sites of archaeological interest	a site of archaeological interest (i.e. roman villa, ancient burial site)	15.30%	6,332,012	47.3	45%
Visiting sports heritage sites	a site connected with sports heritage (i.e. Wimbledon) (not visited for the purpose of watching sport)	4.90%	2,012,170	39.4	33%
Visiting libraries	A library	45.00%	18,660,409	45.2	57%
Visiting museums/galleries	A museum or gallery	43.50%	18,041,725	44.8	52%
Activity label	Taking Part Question: In last 12 months, have you done?	Proportion of the sample that participated	Number of people in the adult population this corresponds to	Average age	Proportion of participants that are female
Indoor swimming	Swimming or diving [indoors]	31.50%	13,051,830	39.2	57%
Outdoor swimming	Swimming or diving [outdoors]	14.90%	6,153,441	41.8	48%
Off-road biking	BMX, cyclo-cross, mountain biking	2.50%	1,033,516	32.3	17%

Cycling (health, recreation, competition)	Cycling [health, recreation, training, competition]	16.90%	7,003,781	39.6	39%
Cycling (to places, i.e. work, shops)	Cycling [to get to places, i.e. work, shops]	7.40%	3,080,091	36.6	31%
Indoor bowls	Bowls [indoors]	2.20%	898,160	51.4	44%
Lawn bowls	Bowls (lawn) [outdoor]	1.50%	630,836	56.3	32%
Tenpin bowling	Tenpin bowling	14.10%	5,847,995	35.6	47%
Health, fitness or gym activities	Health, fitness, gym or conditioning activities	21.90%	9,075,690	37.5	53%
Keepfit/aerobics	Keepfit, aerobics, dance exercise (include exercise bike)	10.20%	4,220,729	40.7	79%
Judo	Judo	0.20%	62,355	33.8	26%
Karate	Karate	0.50%	210,562	30.3	27%
Taekwando	Taekwando	0.20%	88,890	30.4	28%
Other martial arts	Other Martial Arts (include self defence, tai chi)	1.30%	547,870	38.6	42%
Weight training	Weight training (include body building)	5.20%	2,175,227	33.1	23%
Weightlifting	Weightlifting	2.10%	854,448	29.2	19%
Gymnastics	Gymnastics	0.70%	293,506	28.5	65%
Snooker/pool/billiards	Snooker, pool, billiards (exclude bar billiards)	14.80%	6,124,122	34.5	24%
Darts	Darts	7.70%	3,187,021	36	26%
Rugby league	Rugby League	0.40%	183,601	22.2	18%
Rugby union	Rugby Union	1.20%	499,859	26.5	9%
American football	American football	0.30%	117,095	23.3	23%
Football (indoors)	Football (include 5-a-side and 6-a-side) [indoors]	4.40%	1,827,449	28.6	7%
Football (outdoors)	Football (include 5-a-side and 6-a-side) [outdoors]	10.70%	4,441,869	28.2	11%
Gaelic sports	Gaelic sports	0.10%	42,167	25.3	17%
Cricket	Cricket	3.90%	1,628,160	30.8	13%
Hockey	Hockey	0.90%	365,610	26.4	47%
Archery	Archery	1.20%	500,927	38.4	33%
Baseball/softball	Baseball/softball	0.70%	307,954	26.2	30%
Netball	Netball	1.20%	497,414	25.6	89%
Tennis	Tennis	6.90%	2,843,370	34.5	40%
Badminton	Badminton	7.20%	2,987,250	33.9	47%
Squash	Squash	2.80%	1,143,053	33.8	22%
Basketball	Basketball	2.60%	1,060,832	24.7	29%
Table tennis	Table tennis	5.50%	2,285,895	36	36%
Track and field sport	Track and field athletics	0.50%	208,308	24.5	38%
Running	Jogging, cross-country, road running	9.70%	4,021,452	32.7	42%
Fishing	Angling or fishing	4.70%	1,933,050	42.2	13%
Sailing	Yachting or dingy sailing	1.80%	739,979	43.3	36%

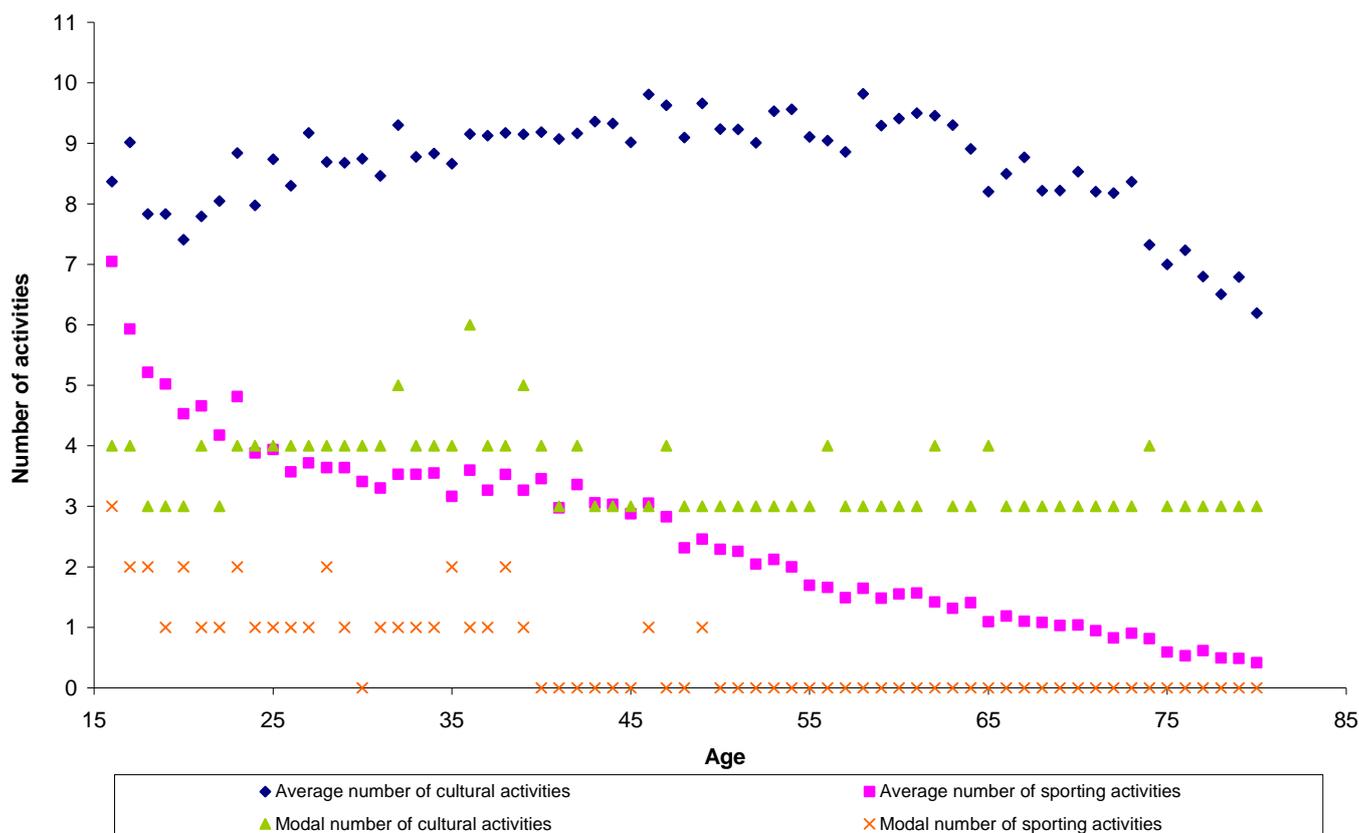
Canoeing	Canoeing	1.90%	804,978	35.3	39%
Windsurfing	Windsurfing or boardsailing	0.50%	189,910	31.7	28%
Ice skating	Ice skating	4.80%	1,996,437	29.5	61%
Curling	Curling	0.10%	22,441	54.5	40%
Golf	Golf, pitch and putt, putting	11.00%	4,559,041	41.7	19%
Skiing	Skiing	3.00%	1,235,583	37	39%
Horse riding	Horse riding	2.70%	1,122,602	35	79%
Climbing	Climbing/mountaineering (include indoor climbing)	2.00%	823,695	32.7	38%
Hill walking	Hill trekking or backpacking	5.00%	2,052,590	40.6	40%
Motor sports	Motor sports	2.10%	862,858	33.4	12%
Shooting	Shooting	2.40%	978,033	38.3	15%
Volleyball	Volleyball	1.30%	533,684	26.6	40%
Orienteering	Orienteering	0.50%	190,121	31.5	34%
Rounders	Rounders	1.80%	752,115	29.7	64%
Rowing	Rowing	0.80%	338,701	35	29%
Triathlon	Triathlon	0.20%	76,028	29.7	28%
Boxing	Boxing	1.30%	520,940	26.5	30%
Waterskiing	Waterskiing	0.50%	212,302	33.2	34%
Lacrosse	Lacrosse	0.10%	30,669	19.9	46%
Yoga	Yoga	3.80%	1,581,159	40.9	83%
Fencing	Fencing	0.20%	76,175	31.6	30%
Frisbee	Frisbee	0.04%	17,933	27	16%
Trampolining	Trampolining	0.30%	114,466	31.4	83%
Rambling	Rambling/walking for pleasure	0.40%	145,636	49.8	68%
Skittles	Skittles	0.20%	99,558	54	33%
Pilates	Pilates	0.50%	204,310	47.8	93%

Appendix 2 How the number of activities people do varies by age

Figure A1 shows the average and modal (i.e. the most common) number of activities done by people of different ages in the Taking Part sample.¹⁹

There is a rapid decrease in the number of sporting activities between 16 and 25. This seems likely to be due to young people leaving education (with its greater access to sporting facilities) and having increasing commitments such as employment and relationships. The average number of sporting activities that people do then stabilises, until starting to decline in the 40s. The average number of cultural activities people do increases with age, before starting to decline in people's 60s.

Figure A1 The number of activities undertaken at different ages



¹⁹ This was calculated based on the full range of cultural and sporting activities in Taking Part. People who had done no cultural or sporting activities are included in the average calculations. People over 80 have been excluded from the chart as the sample sizes are very small.

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