

# 2008/09 TAKING PART SURVEY: NORTH EAST REGIONAL FACTSHEET

## CONTEXT

This fact sheet provides an overview of engagement in cultural and sporting activities, including visits to museums, galleries, libraries, archives and heritage sites by adults living in the North East (NE). It is based on data from the Department for Culture, Media and Sport's (DCMS) 2008/09 Taking Part survey. This detailed survey of England's adult and child population has been in place since July 2005. Between 2005/06 and 2008/09, it has collected data on more than 92,400 adults and over 9,200 children. Please see the DCMS website<sup>1</sup> for further information.

## THE ARTS

### Active participation

In the 12 months prior to interview, 72.8% of adults in the NE actively participated in arts and cultural activities (e.g. reading, dancing, acting, drawing etc). This is similar to the national average but is the second lowest of the nine English regions.

As in England as a whole, women in the NE are more likely than men to actively participate in the arts.

Participation rates in the NE range from 63.5% of 75+ year olds to 82.4% of people aged 16-24 years. Rates for all age groups are consistent with the national average (Table 1).

Table 1: Active participation in the arts, by gender and age

	North East		England	
	%	+/-	%	+/-
Men	64.6	7.0	70.5	1.5
Women	80.2	5.2	83.2	1.1
<b>All</b>	<b>72.8</b>	<b>4.3</b>	<b>77.0</b>	<b>0.9</b>
16-24	82.4	11.5	78.0	3.1
25-44	69.4	7.7	75.8	1.6
45-64	71.8	7.7	78.7	1.6
65-74	78.9	11.0	78.1	2.5
75+	63.5	14.3	73.1	2.8

As in England, the most common arts activities in the NE are reading, buying a book and buying craftwork or pottery.

In relation to active participation, there are no differences between men and women in the NE and men and women in England generally (Table 2).

Table 2: Top five activities, by gender

	North East		England	
	%	+/-	%	+/-
<b>All persons</b>				
Read	56.3	4.8	61.7	1.1
Buy a book	38.3	4.7	42.0	1.1
Buy craftwork and pottery	10.5	3.0	13.4	0.7
Textile crafts	12.3	3.2	11.5	0.7
Painting etc.	10.2	2.9	11.2	0.7
<b>Men</b>				
Read	46.8	7.3	54.3	1.6
Buy a book	32.0	6.8	34.7	1.6
Play instrument	*	*	13.7	1.1
Computer artwork	*	*	11.5	1.1
Photography	*	*	10.9	1.0
<b>Women</b>				
Read	64.9	6.2	68.8	1.4
Buy a book	44.0	6.4	48.9	1.5
Textile crafts	20.6	5.2	21.7	1.2
Buy craftwork and pottery	14.0	4.5	19.0	1.2
Painting etc.	11.3	4.1	12.9	1.0

\* Numbers too small to report

Participation rates for specific activities vary markedly by age but, where possible to compare, patterns of active participation in the NE are similar to those seen nationally (Table 3).

Table 3: Top five activities, by age

	16-24	25-44	45-64	65-74	75+
	%	%	%	%	%
<b>North East</b>					
Read	*	55.4	58.7	65.2	*
Buy a book	*	41.1	36.8	42.3	*
Buy craftwork and pottery	*	*	*	*	*
Textile crafts	18.3	6.9	10.4	20.0	20.4
Painting etc.	*	*	*	*	*
<b>England</b>					
Read	53.0	61.2	66.2	64.5	59.9
Buy a book	36.9	43.0	47.3	40.8	30.8
Buy craftwork and pottery	12.1	13.3	16.6	12.3	6.6
Textile crafts	6.7	8.3	13.8	17.8	16.8
Painting etc.	19.9	11.8	8.9	8.4	5.7

\* Numbers too small to report

### Passive engagement

In the 12 months prior to interview, 73.6% of adults passively engaged with the arts (attended, watched or listened at artistic, theatrical or musical events). While similar to the national average it is the third lowest of the nine English regions.

In England generally, women are more likely than men to passively engage with the arts. This is not the case in the NE, where engagement rates are similar for men and women. There are also no significant differences for overall rates of passive

<sup>1</sup>[http://www.culture.gov.uk/what\\_we\\_do/research\\_and\\_statistics/4828.aspx](http://www.culture.gov.uk/what_we_do/research_and_statistics/4828.aspx)

engagement, by gender, between England and the NE.

Passive engagement rates vary from 63.4% of those aged 65-74 to 86.2% of 16-24 year olds. Participation rates across the various ages do not differ between England and the NE (Table 4).

*Table 4: Passive engagement with the arts, by gender and age*

	North East		England	
	%	+/-	%	+/-
Men	<b>72.2</b>	6.5	<b>75.1</b>	1.4
Women	<b>74.8</b>	5.6	<b>78.2</b>	1.2
<b>All</b>	<b>73.6</b>	4.3	<b>76.7</b>	0.9
16-24	<b>86.2</b>	10.4	<b>85.9</b>	2.6
25-44	<b>81.8</b>	6.5	<b>83.3</b>	1.4
45-64	<b>70.5</b>	7.8	<b>76.8</b>	1.7
65-74	<b>63.4</b>	13.0	<b>67.0</b>	2.8
75+	*	*	<b>48.4</b>	3.2
* Numbers too small to report				

In relation to specific arts events, rates in the NE are broadly consistent with those observed nationally. However, people in the NE (15.0%) are less likely than those in England as a whole (21.2%) to go to a play/drama

Although the top five types of event which people attend are the same for men and women, the rank order differs by gender. There are no significant differences between the regional and national rates for male engagement. However, women in the NE (13.4%) are less likely to go to a play/drama than they are in England as a whole (24.1%) (Table 5).

*Table 5: Top five arts events, by gender*

	North East		England	
	%	+/-	%	+/-
<b>All persons</b>				
Film	<b>48.2</b>	4.8	<b>51.3</b>	1.1
Live music event	<b>25.6</b>	4.2	<b>27.6</b>	1.0
Musical	<b>20.5</b>	3.9	<b>22.1</b>	0.9
Play/drama	<b>15.0</b>	3.5	<b>21.2</b>	0.9
Exhibition	<b>15.1</b>	3.5	<b>18.5</b>	0.9
<b>Men</b>				
Film	<b>48.6</b>	7.3	<b>49.9</b>	1.6
Live music	<b>31.0</b>	6.8	<b>29.6</b>	1.5
Exhibition	*	*	<b>18.2</b>	1.3
Play/drama	<b>16.7</b>	5.4	<b>18.1</b>	1.3
Musical	<b>15.4</b>	5.3	<b>17.6</b>	1.3
<b>Women</b>				
Film	<b>47.9</b>	6.5	<b>52.6</b>	1.5
Musical	<b>25.1</b>	5.6	<b>26.3</b>	1.3
Live music	<b>20.7</b>	5.3	<b>25.6</b>	1.3
Play/drama	<b>13.4</b>	4.4	<b>24.1</b>	1.3
Exhibition	<b>16.3</b>	4.8	<b>18.8</b>	1.1
* Numbers too small to report				

Engagement rates vary by age and, where possible to make a comparison, rates in the NE appear to follow the national pattern (Table 6).

*Table 6: Top five arts events, by age*

	16-24	25-44	45-64	65-74	75+
	%	%	%	%	%
<b>North East</b>					
Film	<b>74.8</b>	<b>59.6</b>	<b>35.9</b>	*	*
Live music	*	<b>28.7</b>	<b>22.2</b>	*	*
Musical	*	<b>17.7</b>	<b>21.3</b>	*	*
Play/drama	*	*	*	*	*
Exhibitions	*	*	*	*	*
<b>England</b>					
Film	70.6	61.0	47.1	33.3	18.0
Live music	37.5	32.0	28.2	15.1	7.1
Musical	19.4	20.7	25.7	25.4	16.2
Play/drama	20.6	20.0	25.4	19.9	14.6
Exhibitions	14.7	18.6	22.8	18.7	10.1
* Numbers too small to report					

## MUSEUMS, GALLERIES, LIBRARIES & ARCHIVES

In the 12 months prior to interview:

- 42.7% of adults in the NE visited a museum or gallery; this is the fifth highest regional figure and is broadly the same as the national figure.
- 37.1% of adults visited a library; this is the second lowest regional figure and is similar to the national figure.
- 3.8% of adults visited an archive; this is the sixth highest regional figure and is close to the national average.

Men and women's attendance rates for visits to museums, galleries, libraries and archives in the NE are largely similar to those seen nationally (Table 7).

*Table 7: Museum, gallery, library and archive visits, by gender*

	North East		England	
	%	+/-	%	+/-
<b>Visit to a museum/gallery in the past 12 months</b>				
Men	<b>37.6</b>	9.1	<b>43.3</b>	1.4
Women	<b>47.5</b>	7.7	<b>43.6</b>	1.3
<b>All</b>	<b>42.7</b>	5.9	<b>43.4</b>	0.9
<b>Visit to a library in the past 12 months</b>				
Men	<b>30.8</b>	6.7	<b>35.3</b>	1.6
Women	<b>42.8</b>	6.4	<b>46.5</b>	1.5
<b>All</b>	<b>37.1</b>	4.7	<b>41.1</b>	1.1
<b>Visit to an archive in the past 12 months</b>				
Men	*	*	<b>4.4</b>	0.6
Women	<b>5.7</b>	2.4	<b>3.7</b>	0.5
<b>All</b>	<b>3.8</b>	1.5	<b>4.0</b>	0.4
* Numbers too small to report				

There are no statistically significant differences by age between the NE and England for visits to museums and galleries or libraries (Table 8).

Table 8: Museum, gallery and library visits, by age

	North East		England	
	%	+/-	%	+/-
<b>Museum/gallery visits in the past 12 months</b>				
16-24	<b>46.4</b>	11.2	<b>38.2</b>	3.1
25-44	<b>46.3</b>	6.9	<b>48.3</b>	1.6
45-64	<b>44.2</b>	6.8	<b>47.1</b>	1.7
65-74	<b>35.5</b>	9.8	<b>40.0</b>	2.5
75+	*	*	<b>25.7</b>	2.4
<b>Library visits in the past 12 months</b>				
16-24	*	*	<b>42.8</b>	3.7
25-44	<b>39.2</b>	8.2	<b>43.7</b>	1.9
45-64	<b>31.3</b>	7.9	<b>38.8</b>	1.9
65-74	*	*	<b>42.0</b>	2.9
75+	*	*	<b>35.1</b>	3.0

\* Numbers too small to report

## HERITAGE SITES

The Taking Part survey collects data on visits to a range of different heritage sites:

- ◀ Cities or towns with historic character
- ◀ Historic buildings open to the public
- ◀ Historic parks or gardens open to the public
- ◀ Historic places of worship attended as a visitor
- ◀ Monuments such as castles, forts or ruins
- ◀ Places linked to industrial or transport history
- ◀ Sites connected with sports heritage
- ◀ Sites of archaeological interest

In the 12 months prior to interview, 66.0% of adults in the NE visited a heritage site. This is the seventh highest regional figure and is the same as the national average (68.5%).

Men and women in the NE are equally likely to visit a heritage site as men and women in England generally.

Across the age groups, rates in the NE range from 36.9% of those aged 75+ to 71.1% of 16-24 year olds. With the exception of those aged 75+, who are less likely than their national counterparts to visit heritage sites, rates across the various age groups are consistent with those seen nationally (Table 9).

Table 9: Heritage site visits, by gender and age

	North East		England	
	%	+/-	%	+/-
Men	<b>64.4</b>	5.5	<b>69.0</b>	1.3
Women	<b>67.4</b>	4.9	<b>68.0</b>	1.2
<b>All</b>	<b>66.0</b>	3.7	<b>68.5</b>	0.9
16-24	<b>71.1</b>	10.2	<b>58.5</b>	2.4
25-44	<b>68.1</b>	6.4	<b>71.7</b>	1.4
45-64	<b>69.9</b>	6.3	<b>74.5</b>	1.5
65-74	<b>62.2</b>	9.9	<b>69.8</b>	2.7
75+	<b>36.9</b>	11.1	<b>51.6</b>	3.1

In the NE, 50.6% of people visiting a heritage site had been to a historic city or town; this is above the national average. However, people in the NE (10.2%) are less likely to visit a historic park or garden than the national average (Table 10).

Table 10: Type of heritage site last visited

	North East		England	
	%	+/-	%	+/-
City or town	<b>50.6</b>	6.1	<b>40.8</b>	1.3
Building	*	*	<b>11.6</b>	0.9
Park or garden	<b>10.2</b>	3.7	<b>15.3</b>	1.0
Place of worship	<b>9.1</b>	3.5	<b>7.5</b>	0.7
Castle, ruin etc.	<b>19.0</b>	4.8	<b>15.6</b>	1.0
Industry/transport	*	*	<b>5.3</b>	0.6
Sports heritage	*	*	<b>1.0</b>	0.3
Archaeology	*	*	<b>2.9</b>	0.5

\* Numbers too small to report

## SPORTS & ACTIVE RECREATION

In the four weeks prior to interview, 63.0% of adults in the NE walked for health or recreational purposes; this is below the national average. A similar proportion (8.8%) to that seen nationally cycled and marginally fewer (48.6%) played sport. The rates are the eighth, fifth and the lowest regional figures respectively.

While male and female rates of participation in sports and active recreation are broadly similar in the NE and England, women in the NE (37.8%) are less likely to take part in sport than the national average (Table 11).

Table 11: Sport and active recreation, by gender

	North East		England	
	%	+/-	%	+/-
<b>Walking for health or recreation</b>				
Men	<b>62.4</b>	5.5	<b>68.7</b>	1.3
Women	<b>63.5</b>	5.0	<b>67.3</b>	1.2
<b>All</b>	<b>63.0</b>	3.7	<b>68.0</b>	0.9
<b>Cycling for health, recreation, training etc.</b>				
Men	<b>13.2</b>	3.9	<b>14.4</b>	1.0
Women	*	*	<b>6.4</b>	0.6
<b>All</b>	<b>8.8</b>	2.2	<b>10.3</b>	0.6
<b>Sports participation (excludes utility cycling)</b>				
Men	<b>60.3</b>	5.6	<b>61.0</b>	1.4
Women	<b>37.8</b>	5.1	<b>46.3</b>	1.3
<b>All</b>	<b>48.6</b>	3.9	<b>53.5</b>	0.9

\* Numbers too small to report

Walking and cycling for health and recreation, and sport participation rates in the NE are close to their corresponding national averages for all age groups. However, 45-64 year olds (38.5%) in the NE are less likely to play sport (Table 12).

Table 12: Sport and active recreation, by age

	North East		England	
	%	+/-	%	+/-
<b>Walking for health or recreation</b>				
16-24	<b>76.8</b>	9.5	<b>73.6</b>	2.8
25-44	<b>66.0</b>	6.5	<b>73.9</b>	1.4
45-64	<b>63.2</b>	6.7	<b>70.0</b>	1.5
65-74	<b>58.3</b>	10.1	<b>62.1</b>	2.5
75+	*	*	<b>37.5</b>	2.7
<b>Cycling for health, recreation, training etc.</b>				
16-24	*	*	<b>12.1</b>	2.1
25-44	<b>12.9</b>	4.6	<b>14.4</b>	1.1
45-64	*	*	<b>9.3</b>	1.0
65-74	*	*	<b>5.2</b>	1.1
75+	*	*	<b>0.9</b>	0.5
<b>Sports participation (excludes utility cycling)</b>				
16-24	<b>68.5</b>	10.5	<b>74.1</b>	2.8
25-44	<b>61.9</b>	6.7	<b>64.1</b>	1.5
45-64	<b>38.5</b>	6.7	<b>48.4</b>	1.7
65-74	<b>31.8</b>	9.5	<b>36.6</b>	2.5
75+	*	*	<b>16.7</b>	2.0

\* Numbers too small to report

Swimming is the most popular sporting activity in England. In the NE the rate for health, fitness and gym activities (16.8%) is comparable to swimming (13.1%). The participation rate for snooker/pool (10.6%) is above the national average (Table 13).

Table 13: Top five sports, by gender

	North East		England	
	%	+/-	%	+/-
<b>All persons</b>				
Swimming/diving	<b>13.1</b>	2.6	<b>14.8</b>	0.7
Health & fitness	<b>16.8</b>	2.9	<b>14.0</b>	0.7
Cycling	<b>8.8</b>	2.2	<b>10.3</b>	0.6
Snooker etc.	<b>10.6</b>	2.4	<b>7.1</b>	0.5
Football	<b>7.3</b>	2.0	<b>6.8</b>	0.5
<b>Men</b>				
Health & fitness	<b>18.7</b>	4.5	<b>14.7</b>	1.0
Cycling	<b>13.2</b>	3.9	<b>14.4</b>	1.0
Swimming	<b>14.2</b>	4.0	<b>13.0</b>	1.0
Football	<b>14.6</b>	4.0	<b>12.6</b>	0.9
Snooker etc	<b>18.6</b>	4.5	<b>11.3</b>	0.9
<b>Women</b>				
Swimming	<b>12.1</b>	3.4	<b>16.5</b>	0.9
Health & fitness	<b>15.1</b>	3.7	<b>13.4</b>	0.9
Keep fit/ aerobics	*	*	<b>8.8</b>	0.7
Cycling	*	*	<b>6.4</b>	0.6
Jogging/ running	*	*	<b>4.8</b>	0.5

\* Numbers too small to report

## KEY REGIONAL COMPARATORS

The following table provides an overview of participation rates across all regions

Table 14: Regional comparison

	Arts		Museum & gallery
	Active	Passive	
	%	%	%
East Midlands	81.6	74.7	38.5
East of England	84.1	79.2	43.2
London	67.7	75.1	49.3
North East	72.8	73.6	42.7
North West	73.9	75.1	46.0
South East	82.5	83.1	48.8
South West	80.6	79.4	39.7
West Midlands	75.0	71.9	35.4
Yorks & Humber	74.7	73.6	39.7
<b>England</b>	<b>77.0</b>	<b>76.7</b>	<b>43.4</b>
	Libraries	Archives	Heritage
East Midlands	38.8	2.5	66.8
East of England	42.9	4.3	70.9
London	43.7	3.7	60.1
North East	37.1	3.8	66.0
North West	42.1	3.9	68.6
South East	44.5	4.7	75.7
South West	41.8	4.0	72.7
West Midlands	39.3	3.6	64.4
Yorks & Humber	33.6	5.1	68.8
<b>England</b>	<b>41.1</b>	<b>4.0</b>	<b>68.5</b>
	Walk	Cycle	Sport
East Midlands	66.5	8.7	53.7
East of England	67.9	12.1	57.0
London	72.8	8.4	53.1
North East	63.0	8.8	48.6
North West	66.4	10.2	50.8
South East	71.0	13.0	57.8
South West	67.9	12.8	51.9
West Midlands	62.0	8.2	50.6
Yorks & Humber	68.1	8.5	53.5
<b>England</b>	<b>68.0</b>	<b>10.3</b>	<b>53.5</b>

### Notes

Data ranges have been calculated using a 95% confidence interval. There is thus a 95% probability that the true percentage lies within the range given. Estimates have been rounded to one decimal place.

The Taking Part survey is commissioned by the Department for Culture, Media and Sport (DCMS) in partnership with four arm's length bodies (Arts Council England, English Heritage, Sport England, and the Museums, Libraries and Archives Council). Survey fieldwork is conducted by TNS-BMRB.

For a more complete breakdown of all data see DCMS website.

The report was written, and is based on analysis by Knight, Kavanagh and Page (<http://www.kkp.co.uk>). It complements 2008/09 Taking Part data previously released by DCMS.