



**Taking Part 2016/17:**  
**LONDON**



This report provides an overview of the arts and cultural engagement of adults living in London.

Data is taken from the Taking Part Survey 2016/17 and makes comparisons with 2010/11.

All statistically significant differences are noted in the text and on the charts:

- a statistically significant difference is a difference which is probably true and not due to chance
- a non statistically significant difference is probably not a true difference and is likely to be due to chance

\* on the charts indicates a statistically significant difference between 2010/11 and 2016/17.

+ on the charts indicates a statistically significant difference between the region and England overall.

More information about the Taking Part Survey can be found in Appendix A. A Technical Note on the survey is in Appendix B.

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# London

**Greater London** is one of the nine regions of England; it comprises of the City of London and 32 London boroughs, of which 12 are Inner London and 20 Outer London.

The 2011 census showed that the population of London was 8,174,000.

## Sample size

The adult sample size for Taking Part 2016/17 in London region was 992 (national sample size 9,352).

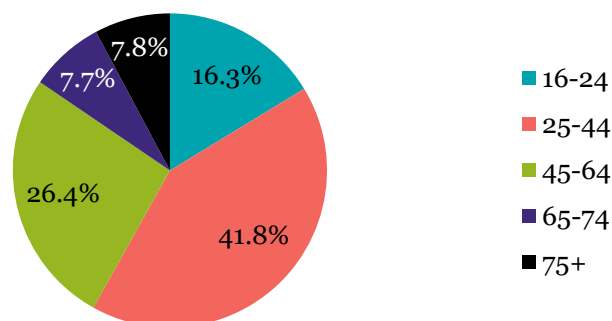


## The adult population in London

This section outlines the key characteristics of the London adult population based on their responses to the Taking Part survey 2016/17 demographic questions:

- In London, **52.5 per cent of adults were female** and **47.5 per cent of adults were male**. In England 51.1 per cent were female and 48.9 per cent male.
- In England 86.6 per cent of the adult population belonged to a white ethnic group and 13.1 per cent another ethnic group. In London **61.8 per cent of adults belonged to a white ethnic group** and **38.0 per cent another ethnic group**.
- In London **21.7 per cent** of adults reported that they had a **long standing illness or disability**. In England 29.6 per cent of adults reported this.
- In London around three quarters of the population belonged to the **upper-socio economic group (64.6 per cent)** and **35.4 per cent the lower socio-economic group**. In England 59.3 per cent belonged to the upper and 40.7 per cent the lower socio-economic group.

**Figure 1: Age group of adults in London – 2016/17**



## **Creative workforce of London**

DCMS official statistics report key figures and trends on employment in the Creative Economy and the Creative Industries<sup>1 2</sup>.

- Creative Economy - there were 816,000 jobs in the Creative Economy in London in 2015, 16.4 per cent of all jobs in the region. This was an increase from 689,000 jobs in 2011.
- Creative Industries - there were 575,000 jobs in the Creative Industries in London in 2015, 11.5 per cent of all jobs in the region. This was an increase from 497,000 jobs in 2011.

## **Creative clusters in London**

In their recent report<sup>3</sup> NESTA and Creative England used the latest data and official definitions to map the creative industries in the UK. They identified 47 creative clusters across the UK – 43 of which are in England. Although London and the South East are important components of the UK creative industries, so too are the North, Scotland, Wales and Northern Ireland. The report noted that in addition to London being a creative cluster of ‘high concentration and high growth’, Slough and Heathrow was also categorised as a cluster of ‘high concentration and growth’.

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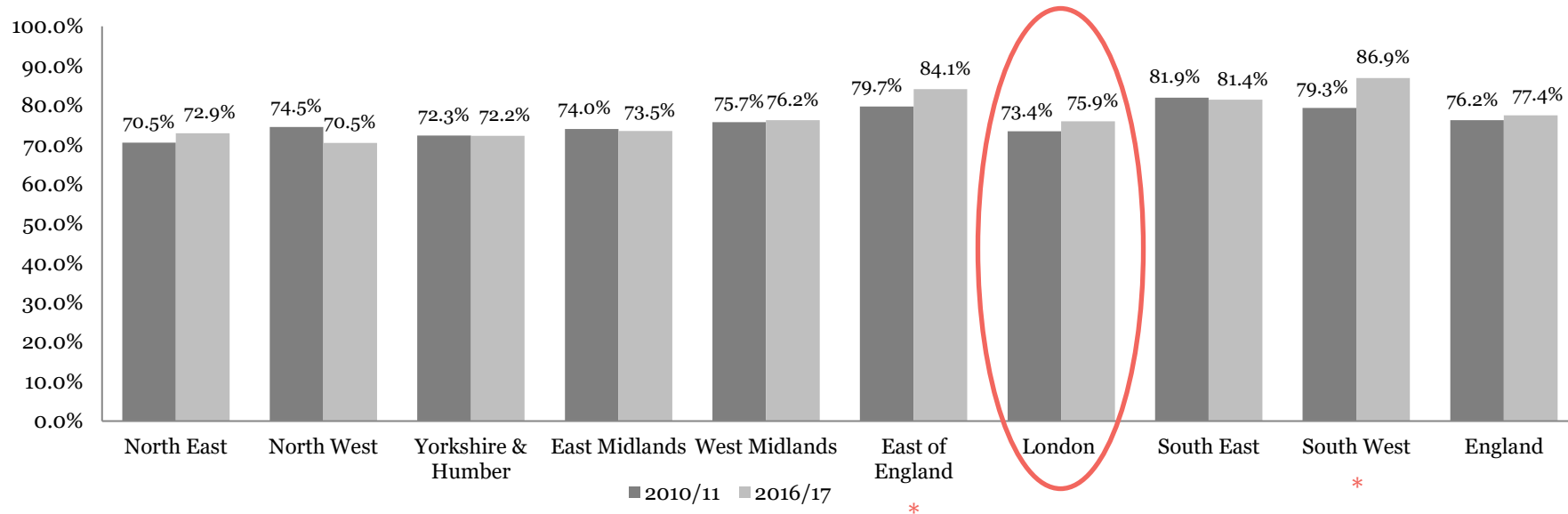
<sup>1</sup> The Creative Economy includes the contribution of those who are in Creative Occupations outside the Creative Industries as well as all those employed in the Creative Industries. The Creative Industries are a subset of the Creative Economy which includes only those working in the Creative Industries themselves (and who may either be in Creative Occupations or in other roles e.g. finance).

<sup>2</sup> DCMS (2016) *Creative Industries: Focus on Employment* – available <https://www.gov.uk/government/statistics/creative-industries-2016-focus-on>

<sup>3</sup> NESTA and Creative England (2016) *The Geography of Creativity in the UK: Creative clusters, creative people and creative networks* – available: [http://www.nesta.org.uk/sites/default/files/the\\_geography\\_of\\_creativity\\_in\\_the\\_uk.pdf](http://www.nesta.org.uk/sites/default/files/the_geography_of_creativity_in_the_uk.pdf)

# Adult engagement in London

Figure 2a: Adult engagement with the arts – at least once in the past year (2010/11 – 2016/17)



More than seven in ten adults in London had engaged with the arts at least once in 2016/17.

The proportion of adults in London who had engaged in the arts was similar in 2010/11 and 2016/17 – 73.4 per cent and 75.9 per cent respectively.

**Figure 3a: Adult engagement with the arts –three or more times in the past year (2010/11 – 2016/17)**

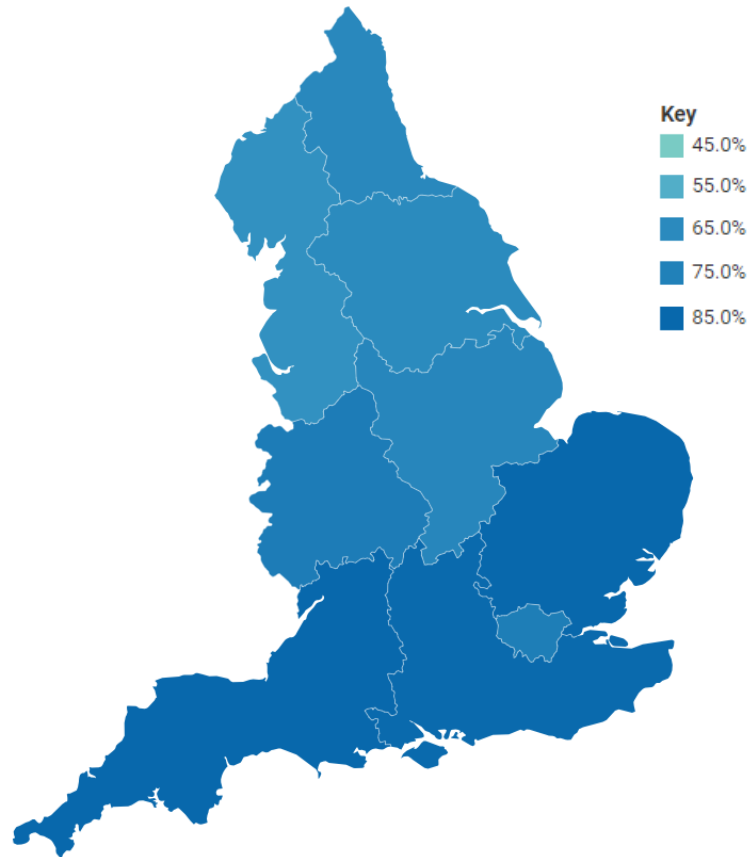


Around six in ten adults in London had engaged with the arts three or more times in 2016/17.

The proportion of adults in London who had engaged in the arts three or more times was similar in 2010/11 and 2016/17 – 60.7 per cent and 63.3 per cent respectively.



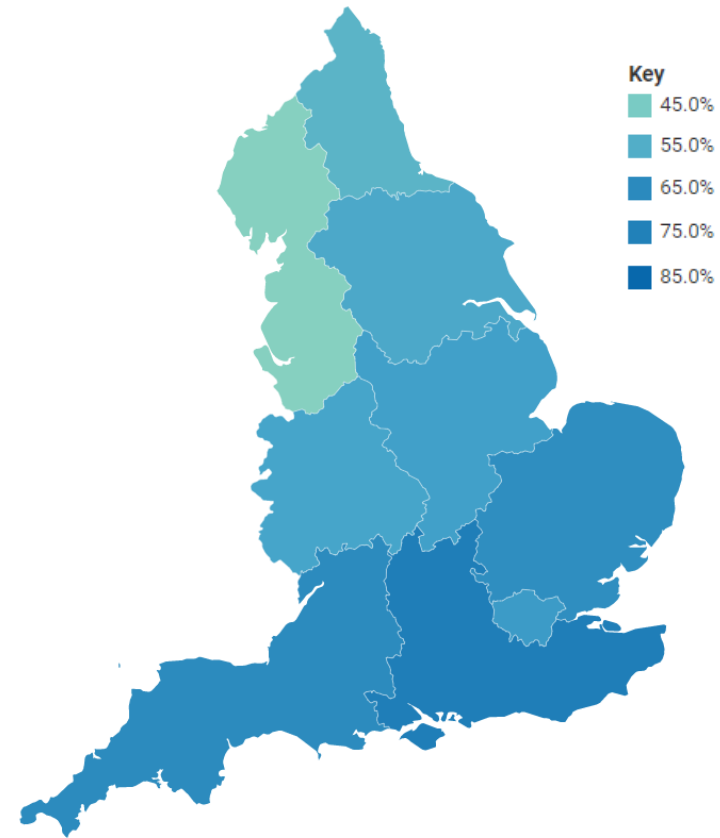
**Figure 2b: Adult engagement with the arts –  
at least once in the past year (2016/17 only)**



In 2016/17, 75.9% of adults in the London had engaged in arts at least once in the past year.

This was statistically similar to England as a whole (77.4%).

**Figure 3b: Adult engagement with the arts –  
three or more times in the past year (2016/17 only)**



In 2016/17, 63.3% of adults in the London had engaged in arts three or more times in the past year.

This was statistically similar to England as a whole (63.7%).

**Figure 4a: Adult attendance of museums and galleries (2010/11 – 2016/17)**



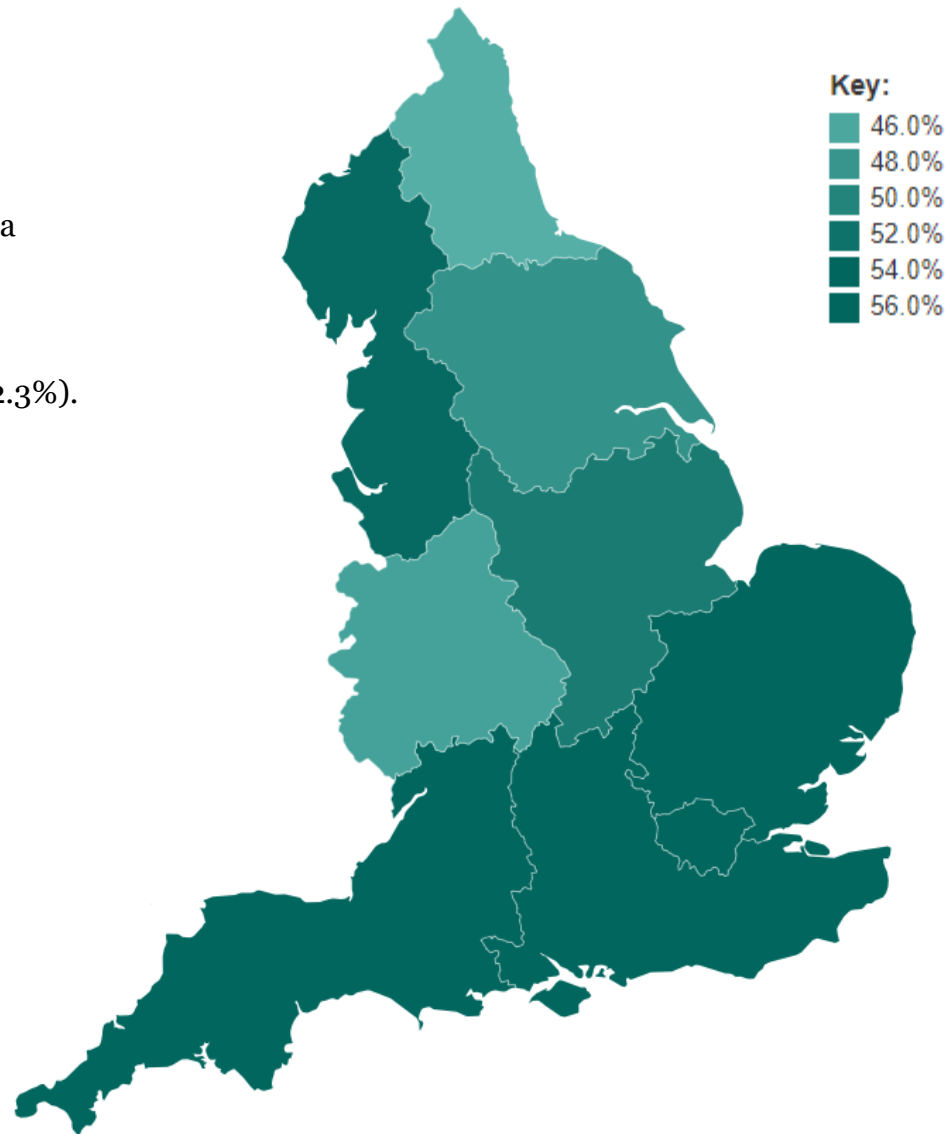
In 2016/17 around six in ten adults in London had visited a museum or gallery at least once in the past 12 months.

Between 2010/11 and 2016/17 the proportion of adults in London who had visited a museum or gallery was similar from 53.3 per cent to 55.3 per cent.

**Figure 4b: Adult attendance of museums and galleries (2016/17 only)**

In 2016/17, 55.3% of adults in the London had visited a museum or gallery in the past year.

This was statistically similar to England as a whole (52.3%).



**Figure 5a: Adult use of public libraries (2010/11 – 2016/17)**



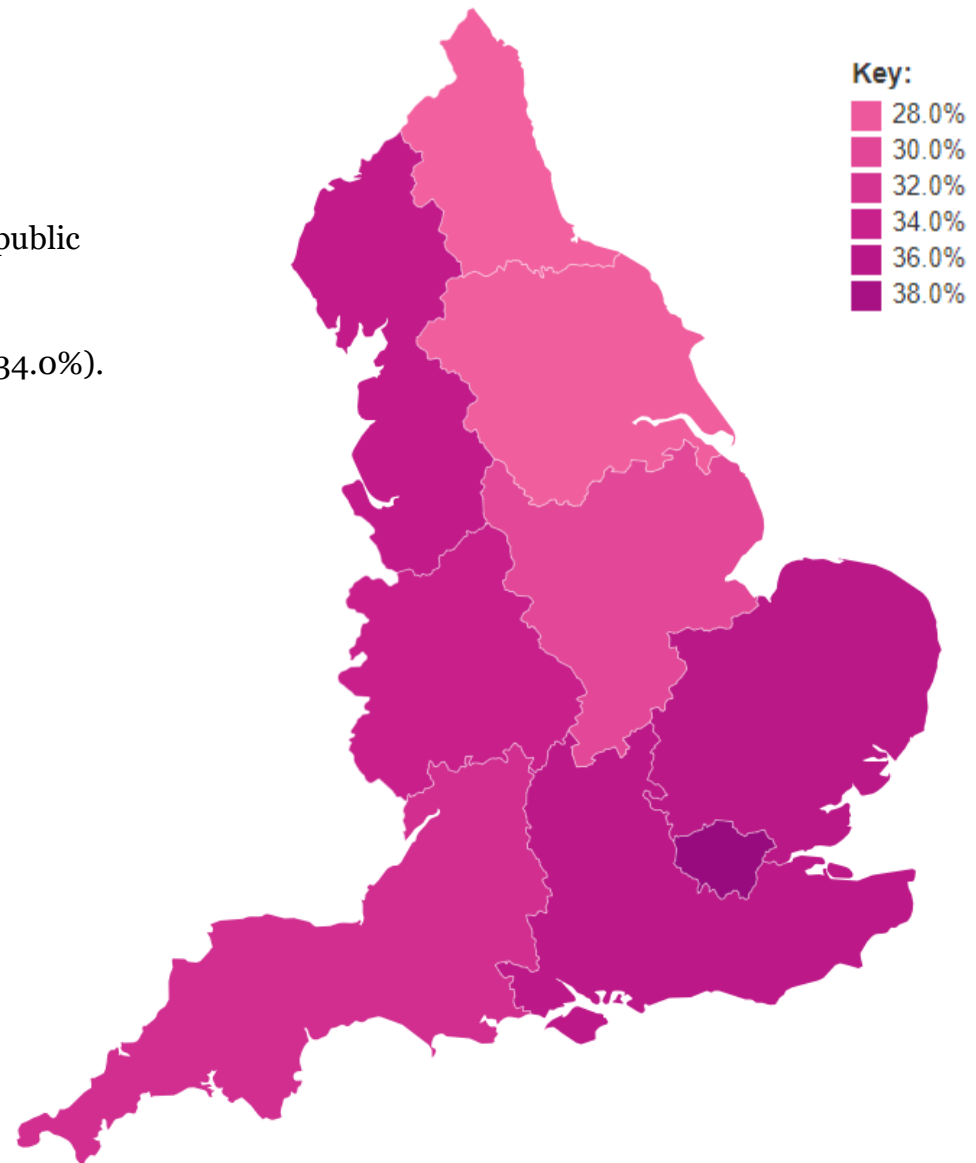
Over a third of adults in London had used a public library service at least once in 2016/17.

Between 2010/11 and 2016/17 the proportion of adults in London who had used a public library service was similar from 43.1 per cent to 39.9 per cent.

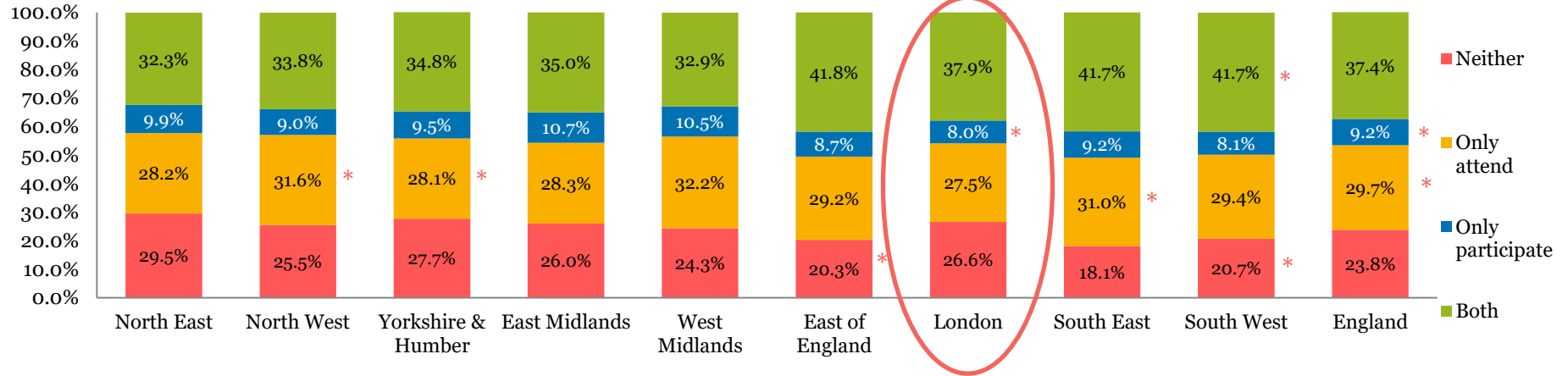
**Figure 5b: Adult use of public libraries (2016/17 only)**

In 2016/17, 39.9% of adults in the London had used a public library service in the past year.

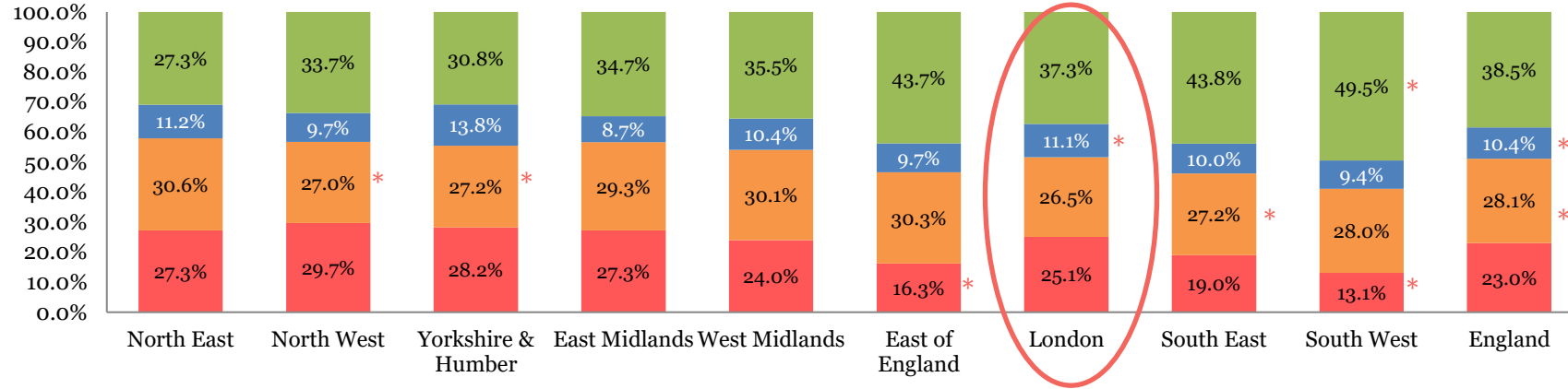
This was statistically higher than England as a whole (34.0%).



**Figure 6a: Adult engagement in the arts broken down by attendance and participation - 2010/11**



**Figure 6b: Adult engagement in the arts broken down by attendance and participation - 2016/17**



Between 2010/11 and 2016/17 there was an increase in the proportion of adults in London that had only participated in the arts – from 8.0 per cent to 11.1 per cent.

# Adult arts attendance in London

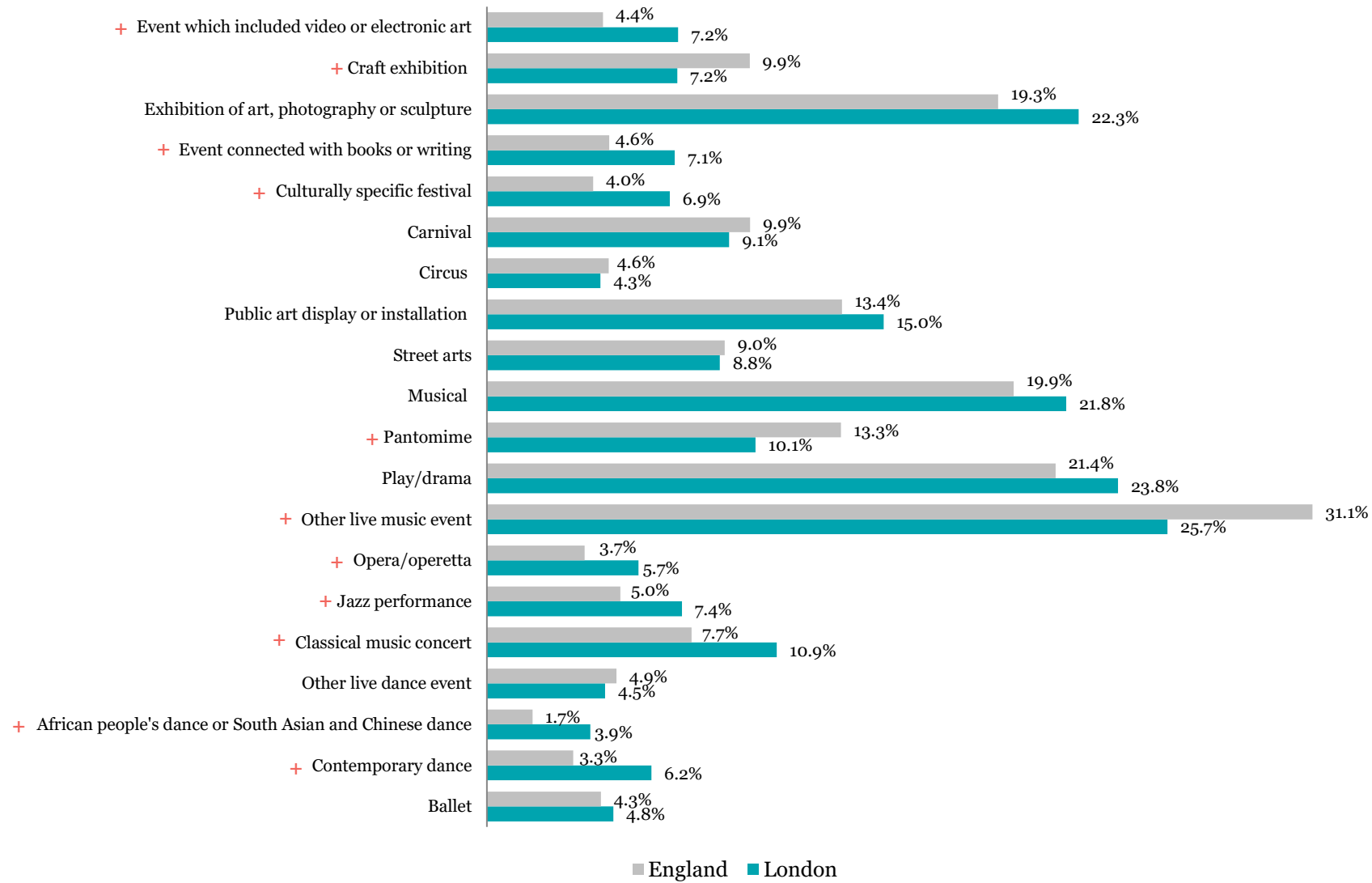
Compared with adults in England as a whole, in 2016/17 adults in London were **more likely to have attended**:

- African people's dance or South Asian and Chinese dance – 1.7 per cent in England and 3.9 per cent in London
- Opera/opera/operetta – 3.7 per cent in England and 5.7 per cent in London
- Contemporary dance – 3.3 per cent in England and 6.2 per cent in London
- A culturally specific festival (for example Mela, Baisakhi or Navratri) – 4.0 per cent in England and 6.9 per cent in London
- An event connect with books or writing – 4.6 per cent in England and 7.1 per cent in London
- An event which included video or electronic art – 4.4 per cent in England and 7.2 per cent in London
- A jazz performance – 5.0 per cent in England and 7.4 per cent in London
- A classical music concert – 7.7 per cent in England and 10.9 per cent in London

However adults in London were **less likely to have attended**:

- Pantomime – 13.3 per cent in England and 10.1 per cent in London
- Craft exhibition – 9.9 per cent in England and 7.2 per cent in London
- Other live music event – 31.1 per cent in England and 5.7 per cent in London

**Figure 7: Arts attendance in London by artform – 2016/17**



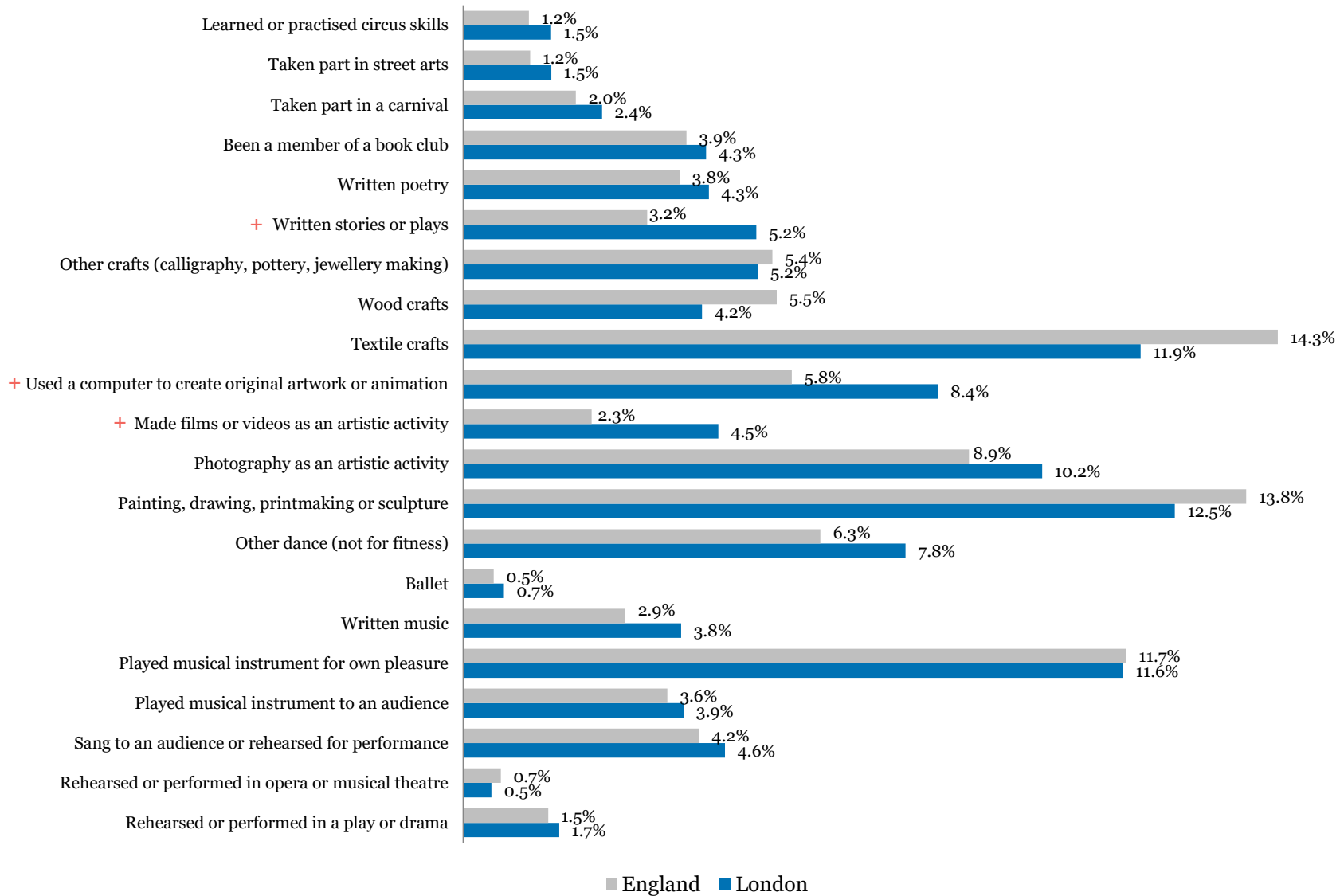


# Adult arts participation in London

Compared with adults in England as a whole, in 2016/17 adults in London **were more likely to have participated:**

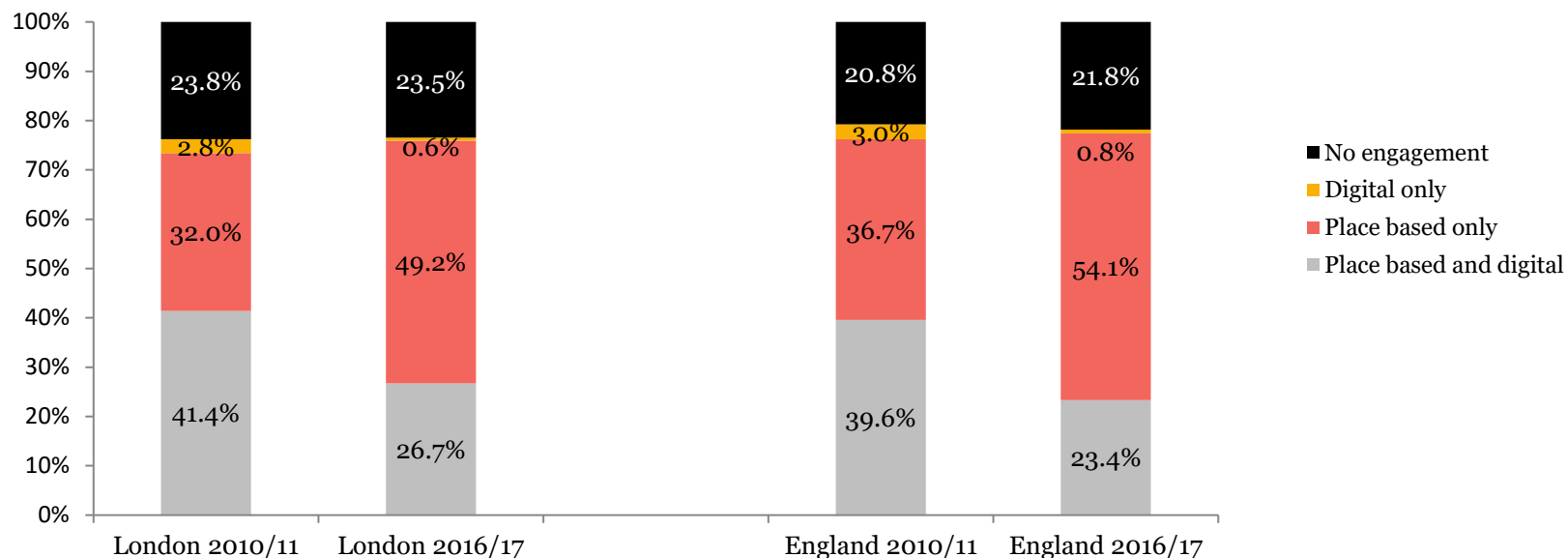
- Make films or videos as an artistic activity – 2.3 per cent in England and 4.5 per cent in London
- Written stories or plays – 3.2 per cent in England and 5.2 per cent in London
- Used a computer to create original artwork or animation – 5.8 per cent in England and 8.4 per cent in London

**Figure 8: Arts participation in London by artform – 2016/17**



# Digital engagement in London

Figure 9: Digital and place based engagement in the arts<sup>4</sup>

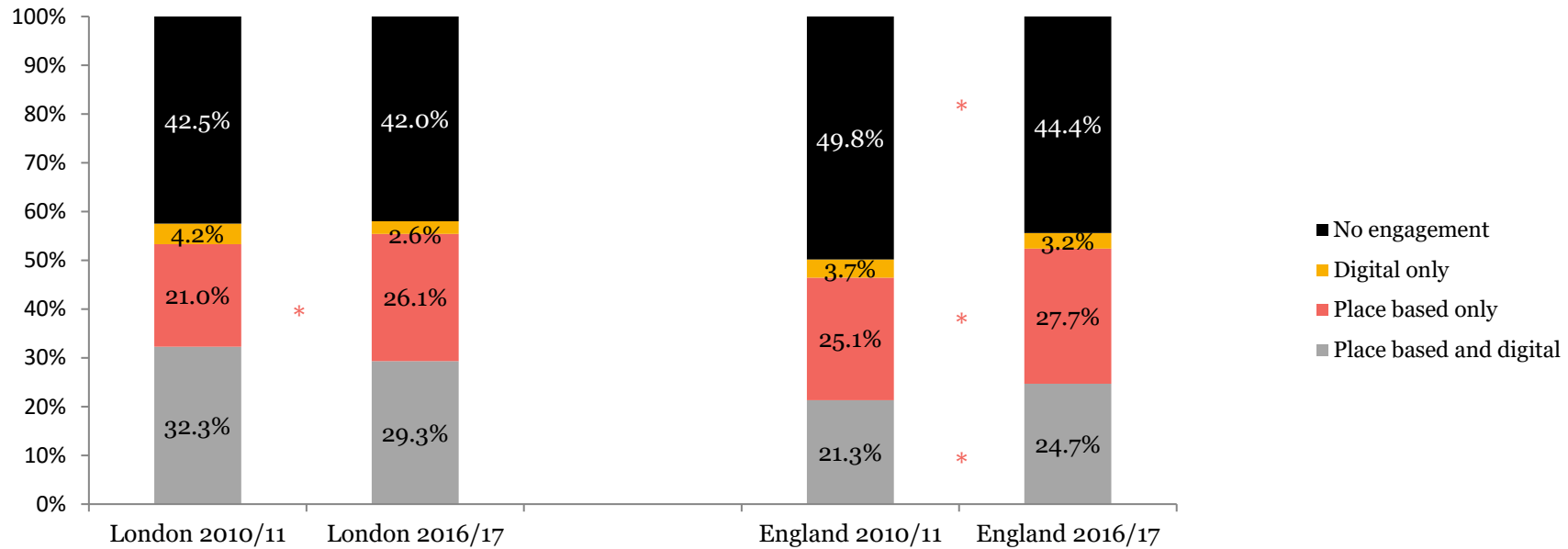


27.3 per cent of adults in London had visited an arts website in 2016/17.

26.7 per cent of adults in London had both engaged with the arts digitally (by visiting an arts website) and had engaged with the arts in a place based way (through attendance or participation) in 2016/17.

<sup>4</sup> Wording differences in the question asking about 'arts' website before and after July 2011 mean that the results for 2010/11 are not comparable with the results for 2016/17. Therefore no significance testing has been applied to this figure.

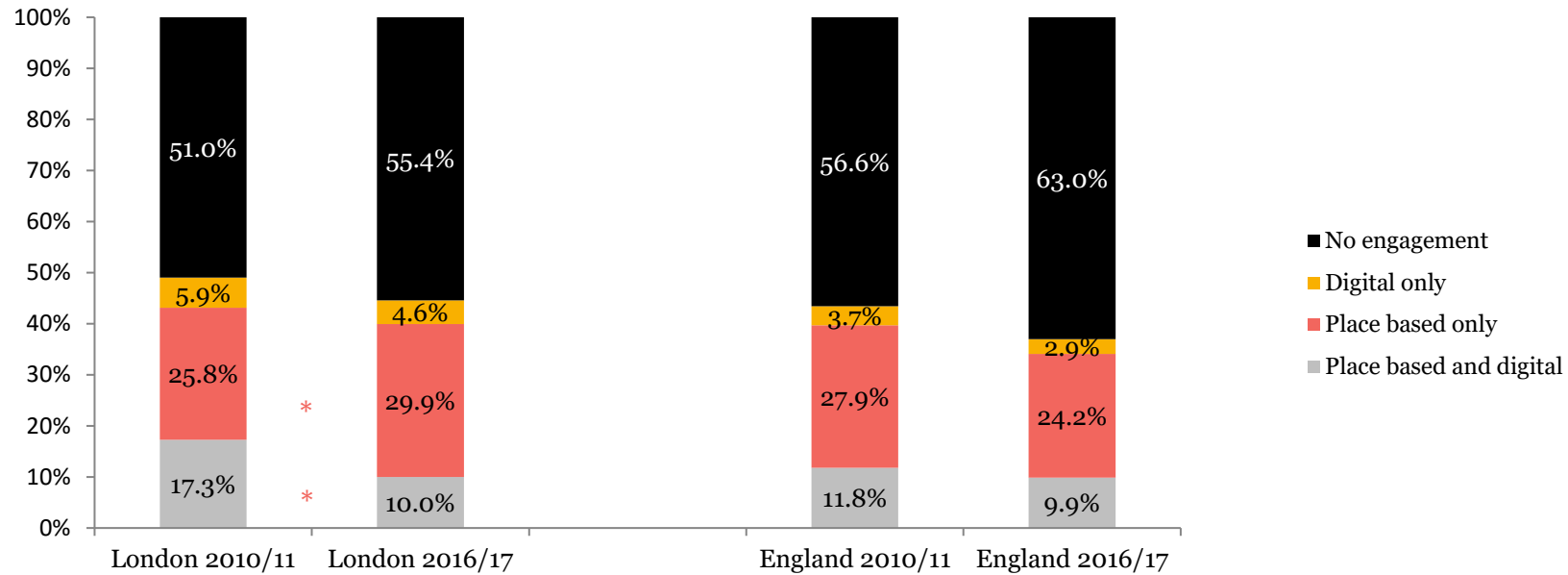
**Figure 10: Digital and place based engagement with museums and galleries**



31.9 per cent of adults in London had visited a museum or gallery website in 2016/17.

29.3 per cent of adults in London had engaged with museums and galleries digitally (by visiting a museum/gallery website) and made a place based visit in 2016/17. There was an increase in adults in London who had placed based engagement with libraries between 2010/11 and 2016/17 – 21.0 per cent and 26.1 per cent respectively.

**Figure 11: Digital and other engagement with libraries**

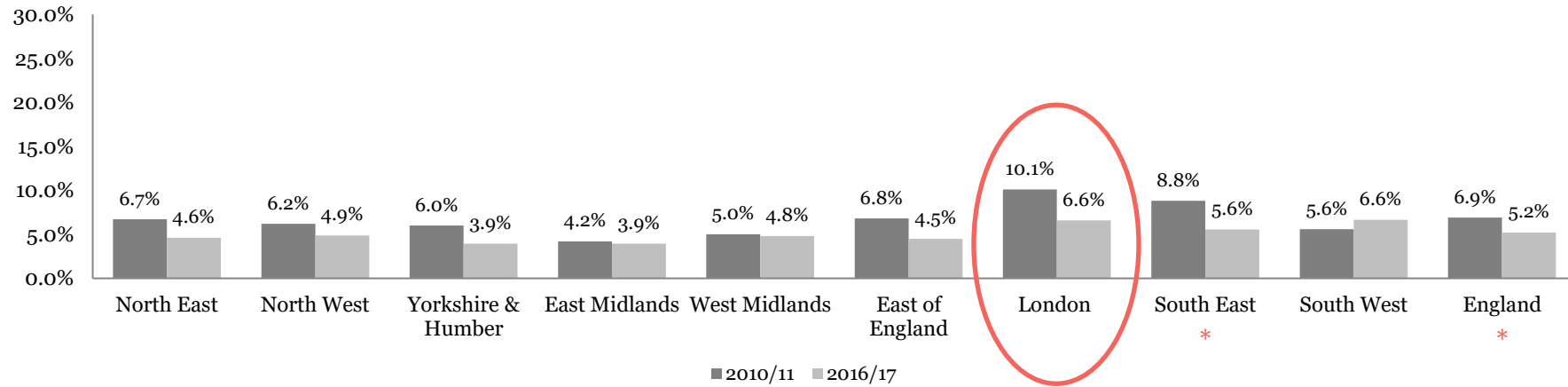


14.6 per cent of adults in London had visited a library website in 2016/17 – a decrease from 23.2 per cent in 2010/11.

10.0 per cent of adults in London had visited a library website and had used a library service in 2016/17 – a decrease from 17.3 per cent in 2010/11. However there was an increase in adults who had engaged with libraries placed based only, 25.8 per cent in 2010/11 to 29.9 per cent in 2016/17.

# Donations in London

Figure 12: Donations to the arts



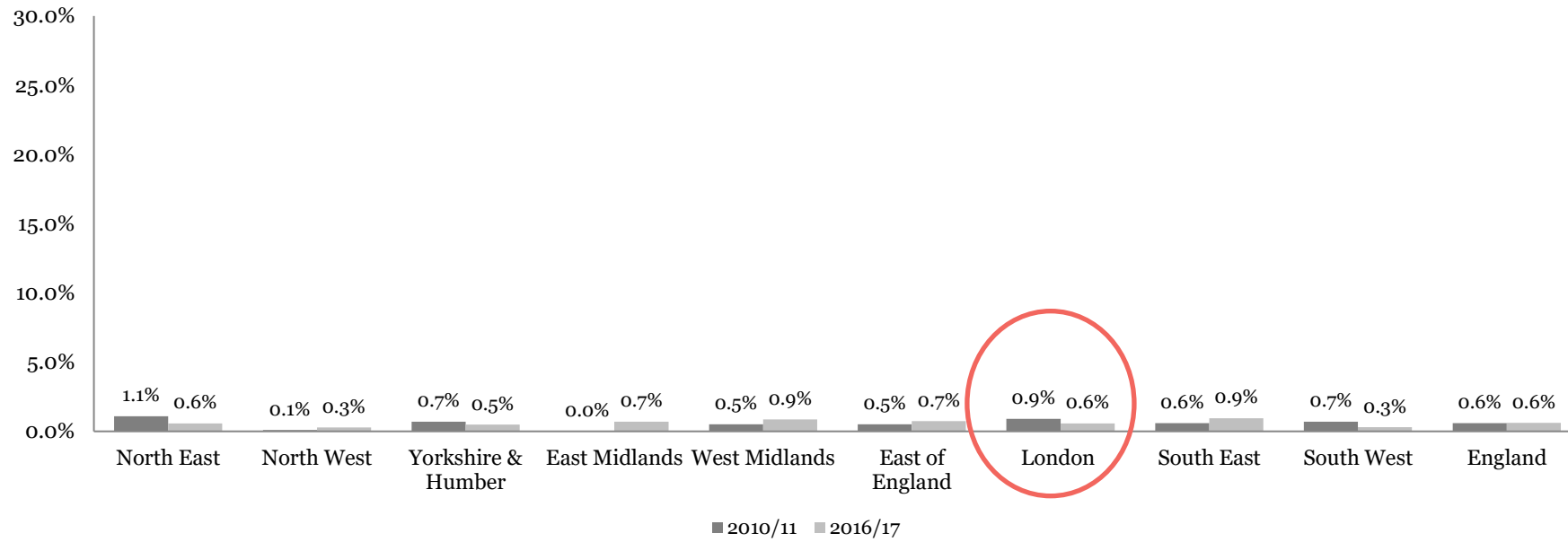
A minority of adults in London had donated to the arts in 2016/17 – 6.6 per cent.

**Figure 13: Donations to museums or galleries**



Around a fifth of adults in London had donated to museums and galleries in 2016/17 – 19.3 per cent.

**Figure 14: Donations to libraries**



Less than one per cent of adults in London had donated to libraries in 2016/17 – 0.6 per cent.



# Appendix A - About the Taking Part survey

Taking Part is a major, continuous survey of cultural and sport participation in England, commissioned by the Department for Digital, Culture, Media and Sport in partnership with Arts Council England, Sport England and Historic England.

Every year it collects detailed information from adults (aged 16 and over) in England about their attendance at a wide variety of arts events, museums, galleries, libraries and heritage sites, and about their participation in creative activities and sport in the last 12 months. The survey has been conducted since July 2005 and since 2008 there has also been a child survey.

Findings from Taking Part, including national trends and some regional analysis, are released twice a year by the Department for Digital, Culture, Media and Sport. An annual report summarises trends over the financial year. All these reports can be found at: <https://www.gov.uk/government/organisations/department-for-culture-media-sport/series/taking-part>

In March 2016 DCMS published a strategy outlining proposed developments to the Taking Part survey over the next five years: <https://www.gov.uk/government/publications/taking-part-a-strategy-for-the-next-five-years>

# Appendix B - Technical note

## Arts Engagement

‘Engagement’ in the arts is calculated by looking at attendance and/or participation in a range of arts events and activities. Adult ‘engagement’ is calculated by the proportion of adults who engage in the arts at least once in the past 12 months, whether it is through attending arts events, participating in arts activities, or through a mixture of both. This includes any of the following activities or events:

| <b>Activities</b>  | <b>Events</b>   |
|--|---|
| Dancing – ballet or other dance (not for fitness)  | Visual arts exhibition (e.g. paintings, photography or sculpture)   |
| Singing – live performance, rehearsal or practice (not karaoke)                                  | Craft exhibition (not crafts market)  |
| Playing a musical instrument – live performance, rehearsal, practice or playing for own pleasure | Event that includes video or digital art  |
| Writing music  | Event connected with books or writing   |
| Theatre – live performance, rehearsal or practice  | Street arts (art in everyday surroundings such as parks, streets or shopping centre)                        |
| Opera or musical theatre - live performance, rehearsal or practice                               | Public arts display or installation (an artwork such as a sculpture which is outdoors or in a public place) |
| Carnival (e.g. as a musician, dancer or costume maker)   | Circus (not animals)  |
| Street arts (art in everyday surrounding such as parks, streets, shopping centre)                | Carnival  |
| Circus skills (not animals) – performance, learning or practice                                  | Culturally specific festival (e.g. Mela, Baisakhi, Navratri)  |
| Visual arts (e.g. painting, drawing, printmaking or sculpture)                                   | Theatre (e.g. play, drama, pantomime)   |
| Photography (as an artistic activity, not family or holiday snaps)                               | Opera or musical theatre  |
| Film or video – making as an artistic activity (not family or holidays)                          | Live performances (e.g. classical, jazz or other live musical event but not karaoke)                        |

|  |   |
|--|---|
| Digital art – producing original digital artwork or animation with a computer      | Live dance event (e.g. ballet, African People’s dance, South Asian, Chinese, Contemporary or other live dance event). |
| Craft – any craft activity (e.g. textiles, wood, metal work, pottery, calligraphy) |   |
| Creative writing – original literature (e.g. stories, poems or plays)              |   |
| Book club – being a member of one  |   |

### **Data conventions**

The figures in this report are rounded to the nearest decimal place – therefore the totals may not always add up to 100%. Those who responded ‘don’t know’ have been excluded from the analysis.

Statistically significant differences on the charts:

- \* indicates a statistically significant difference between survey years.
- + indicates a statistically significant difference between the region and England overall.

## **Statistical significance**

Significance testing has been used to identify where differences are statistically significant at the 95% level and not due to chance. Only where the differences are significant are they noted in the text and on the charts. A significant increase or decrease at the 95% level means that there is less than a 5% (1 in 20) chance that the difference observed within the sampled respondents is not representative of the population as a whole.

Due to the smaller base sizes for the 'donations' questions statistical differences which may be present at a population level may not have been detected.

## **Weighting**

The data are weighted to ensure the representativeness of the Taking Part sample. Weighting is based on mid-2016 population estimates from the Office for National Statistics.