Taking Part 2016/17: 
SOUTH EAST
This report provides an overview of the arts and cultural engagement of adults living in the South East.

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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The South East

The **South East** is one of the nine regions of England; it comprises of Berkshire, Buckinghamshire, East Sussex, Hampshire, the Isle of Wight, Kent, Oxfordshire, Surrey and West Sussex.

The 2011 census showed that the population of the South East was 8,635,000.

**Sample size**

The adult sample size for Taking Part 2016/17 in the South East region was 1,357 (national sample size 9,352).
The adult population in the South East

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

- In the South East, **52.8 per cent of adults were female** and **47.2 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 the South East **92.3 per cent of adults belonged to a white ethnic group** and **7.4 per cent another ethnic group**.

- In the South East **30.2 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 the South East **around two thirds** of the population belonged to the **upper-socio economic group (65.1 per cent)** and **34.9 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 the South East – 2016/17
Creative workforce of the South East

DCMS official statistics report key figures and trends on employment in the Creative Economy and the Creative Industries\(^1\)\(^2\).
- Creative Economy - there were 460,000 jobs in the Creative Economy in the South East in 2015, 10.6 per cent of all jobs in the region. This was an increase from 405,000 jobs in 2011.
- Creative Industries - there were 297,000 jobs in the Creative Industries in the South East in 2015, 6.8 per cent of all jobs in the region. This was an increase from 260,000 jobs in 2011.

Creative clusters in the South East

In their recent report\(^3\) 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 identified 15 creative clusters in the South East region:

- Basingstoke - categorised as an area of 'high concentration and high growth'
- Brighton - categorised as an area of 'high concentration and high growth'
- Canterbury - categorised as an area of 'high concentration'
- Chichester and Bognor Regis - categorised as an area of 'high concentration and high growth'

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\(^1\) 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).


- Eastbourne - categorised as an area of ‘high concentration and high growth’
- Guildford and Aldershot - categorised as an area of ‘high concentration and high growth’
- Hastings - categorised as an area of ‘high concentration and high growth’
- High Wycombe and Aylesbury - categorised as an area of ‘high concentration and high growth’
- Medway - categorised as an area of ‘high growth’
- Milton Keynes - categorised as an area of ‘high concentration and high growth’
- Newbury - categorised as an area of ‘high concentration’
- Oxford - categorised as an area of ‘high concentration and high growth’
- Reading - categorised as an area of ‘high concentration’
- Southampton - categorised as an area of ‘high concentration and high growth’
- Tunbridge Wells - categorised as an area of ‘high concentration and high growth’
Adult engagement in the South East

Figure 2: Adult engagement with the arts – at least once in the past year

Around eight in ten adults in the South East had engaged with the arts at least once in 2016/17.

The proportion of adults in the South East who had engaged in the arts was similar in 2010/11 and 2016/17 – 81.9 per cent and 81.4 per cent respectively.
Around seven in ten adults in the South East had engaged with the arts three or more times in 2016/17.

The proportion of adults in the South East who had engaged in the arts three or more times was similar in 2010/11 and 2016/17 – 67.9 per cent and 70.6 per cent respectively.
In 2016/17, 81.4% of adults in the South East had engaged in arts at least once in the past year.

This was statistically higher than England as a whole (77.4%).

In 2016/17, 70.6% of adults in the South East had engaged in arts three or more times in the past year.

This was statistically higher than England as a whole (63.7%).
In 2016/17 more than half of adults in the South East 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 the South East who had visited a museum or gallery was similar - 49.4 per cent to 54.2 per cent.
Figure 4b: Adult attendance of museums and galleries (2016/17 only)

In 2016/17, 54.2% of adults in the South East had visited a museum or gallery in the past year.

This was statistically similar to England as a whole (52.3%).
Figure 5: Adult use of public libraries

Around three in ten adults in the South East had used a public library service at least once in 2016/17.

Between 2010/11 and 2016/17 the proportion of adults in the South East who had used a public library service decreased from 40.5 per cent to 35.6 per cent.
In 2016/17, 35.6% of adults in the South East had used a public library service in the past year.

This was statistically similar to England as a whole (34.0%).

Map image created using Datawrapper
Between 2010/11 and 2016/17 there was a decrease in adults who ‘only attended’ arts in the South East engaged in the arts.
Adult arts attendance in the South East

Compared with adults in England as a whole, in 2016/17 adults in the South East were more likely to have attended:

- A play or drama – 21.4 per cent in England and 27.1 per cent in the South East
- A musical – 19.9 per cent in England and 25.7 per cent in the South East
- Ballet – 4.3 per cent in England and 6.5 per cent in the South East
- Contemporary dance – 3.3 per cent in England and 4.7 per cent in the South East
Figure 7: Arts attendance in The South East by artform – 2016/17

- Ballet: 1.2% (England), 6.5% (South East)
- Contemporary dance: 3.3% (England), 4.7% (South East)
-或其他舞蹈活动: 2.9% (England), 4.7% (South East)
- 舞蹈: 4.4% (England), 3.7% (South East)
- 舞台艺术: 13.3% (England), 15.1% (South East)
- 街头艺术: 10.4% (England), 9.2% (South East)
- 街头表演: 3.9% (England), 5.8% (South East)
- 其他音乐活动: 4.9% (England), 5.6% (South East)
- 音乐会: 4.7% (England), 9.2% (South East)
- 爵士表演: 4.9% (England), 5.6% (South East)
- 新闻相关的活动: 1.7% (England), 1.2% (South East)
- 视频或电子艺术活动: 4.7% (England), 9.2% (South East)
- 艺术品展览: 22.2% (England), 27.1% (South East)
- 娱乐活动: 34.3% (England), 31.1% (South East)
- 女士: 4.7% (England), 9.2% (South East)
- 街头活动: 19.3% (England), 19.9% (South East)
- 节日: 14.3% (England), 15.1% (South East)
- 民族节日: 8.0% (England), 9.2% (South East)
- 书籍相关的活动: 9.9% (England), 10.4% (South East)
- 艺术摄影或雕塑展览: 31.1% (England), 34.3% (South East)
- 手工艺展览: 25.7% (England), 19.9% (South East)
- 街头表演: 9.0% (England), 9.1% (South East)
- 街头表演: 9.9% (England), 10.4% (South East)
- 街头表演: 4.6% (England), 4.8% (South East)
- 街头表演: 4.6% (England), 4.7% (South East)
- 街头表演: 22.2% (England), 27.1% (South East)
- 街头表演: 25.7% (England), 34.3% (South East)
Adult arts participation in the South East

Compared with adults in England as a whole, in 2016/17 adults in The South East were more likely to have done:

- Other dance (not for fitness) – 6.3 per cent in England and 8.3 per cent in the South East
- Ballet – 0.5 per cent in England and 1.0 per cent in the South East
Figure 8: Arts participation in The South East by artform – 2016/17

<table>
<thead>
<tr>
<th>Activity</th>
<th>England</th>
<th>South East</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learned or practised circus skills</td>
<td>1.2%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Taken part in street arts</td>
<td>0.6%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Taken part in a carnival</td>
<td>1.4%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Been a member of a book club</td>
<td>2.1%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Written poetry</td>
<td>3.1%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Written stories or plays</td>
<td>3.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Other crafts (calligraphy, pottery, jewellery making)</td>
<td>3.8%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Played musical instrument for own pleasure</td>
<td>2.1%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Written music</td>
<td>2.5%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Made films or videos as an artistic activity</td>
<td>2.1%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Photography as an artistic activity</td>
<td>5.3%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Painting, drawing, printmaking or sculpture</td>
<td>7.9%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Other dance (not for fitness)</td>
<td>0.9%</td>
<td>11.4%</td>
</tr>
<tr>
<td>+ Ballet</td>
<td>2.8%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Used a computer to create original artwork or animation</td>
<td>5.3%</td>
<td>13.2%</td>
</tr>
<tr>
<td>Written stories or plays</td>
<td>2.1%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Written poetry</td>
<td>9.3%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Made films or videos as an artistic activity</td>
<td>5.3%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Photography as an artistic activity</td>
<td>8.2%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Painting, drawing, printmaking or sculpture</td>
<td>9.3%</td>
<td>11.4%</td>
</tr>
<tr>
<td>+ Other dance (not for fitness)</td>
<td>0.9%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Ballet</td>
<td>2.8%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Played musical instrument for own pleasure</td>
<td>3.1%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Played musical instrument to an audience</td>
<td>2.3%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Sang to an audience or rehearsed for performance</td>
<td>3.7%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Rehearsed or performed in opera or musical theatre</td>
<td>0.8%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Rehearsed or performed in a play or drama</td>
<td>1.5%</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

England Blue - South East Green
Digital engagement in the South East

Figure 9: Digital and place based engagement in the arts

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No engagement</td>
<td>47.1%</td>
<td>28.5%</td>
<td>39.6%</td>
<td>23.4%</td>
</tr>
<tr>
<td>Digital only</td>
<td>3.8%</td>
<td>17.3%</td>
<td>36.7%</td>
<td>54.1%</td>
</tr>
<tr>
<td>Place based only</td>
<td>52.9%</td>
<td>13.3%</td>
<td>20.8%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Place based and digital</td>
<td>14.3%</td>
<td>20.8%</td>
<td>3.0%</td>
<td>21.8%</td>
</tr>
</tbody>
</table>

29.8 per cent of adults in the South East had visited an arts website in 2016/17.

28.5 per cent of adults in the South East 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.

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4 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.
30.7 per cent of adults in the South East had visited a museum or gallery website in 2016/17.

26.7 per cent of adults in the South East had visited a museum or gallery and visited a museum or gallery website in 2016/17. Between 2010/11 and 2016/17 there were no changes in adults’ engagement with museums and galleries in the South East.
13.7 per cent of adults in the South East had visited a library website in 2016/17. This was a decrease in proportion from 2010/11 where 17.9 per cent of adults had visited a library website.

10.7 per cent of adults in the South East had visited a library website and had used a library service in 2016/17, a decrease from 2010/11. During this period there was also an increase in the proportion of adults who had not engaged with libraries in the South East.
A minority of adults (5.6 per cent) in the South East had donated to the arts in 2016/17. This was a decrease in proportion from 2010/11 where 8.8 per cent of adults had donated to the arts.
A minority of adults in the South East had donated to museums and galleries in 2016/17 – 18.4 per cent.
Figure 17: Donations to libraries

Around one in a hundred adults in the South East had donated to libraries in 2016/17 – 0.9 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:

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