



Department for
Digital, Culture
Media & Sport



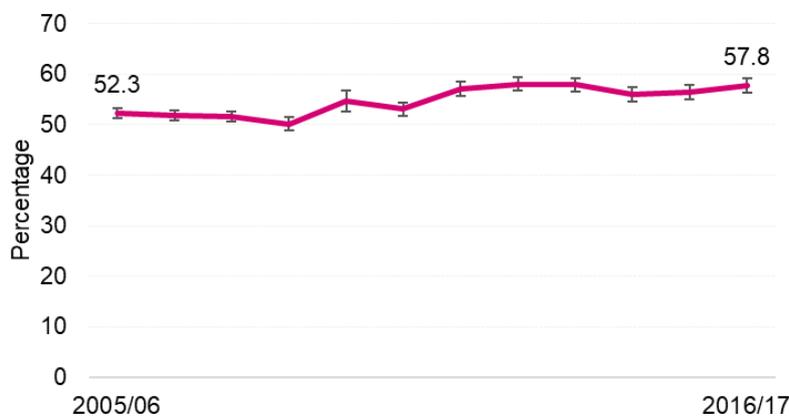
Historic England



Taking Part focus on: Film

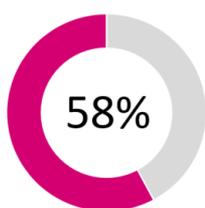
The proportion of adults (16+) who **watched a film at a cinema or other venue in their own time or for voluntary work** has increased significantly, from 52.3% in 2005/06 to 57.8% in 2016/17.

Figure 1: Proportion of adults who watched a film at a cinema or other venue, in their own time or for voluntary work, 2005/06 to 2016/17

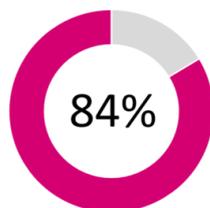


I 95% confidence interval

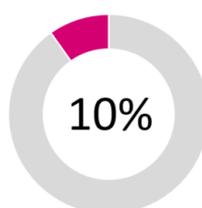
In 2016/17, the following proportions of adults engaged with film activities in the last 12 months:



watched a film at a cinema or other venue



of adults who watched TV stated that they watched film



attended a screening of a live arts event at the cinema or other venue

Taking Part is a household survey in England and measures engagement with the cultural sectors. The data are widely used by policy officials, practitioners, academics and charities.

Statistics on adults' arts participation and engagement are published in the [Taking Part 2016/17: quarter 4 statistical release](#).

The Taking Part definition of arts engagement does not include watching films. This report therefore supplements the main release by exploring engagement with films, including analysis of differences by demographic groups.

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Chapter 1: Who watches film?

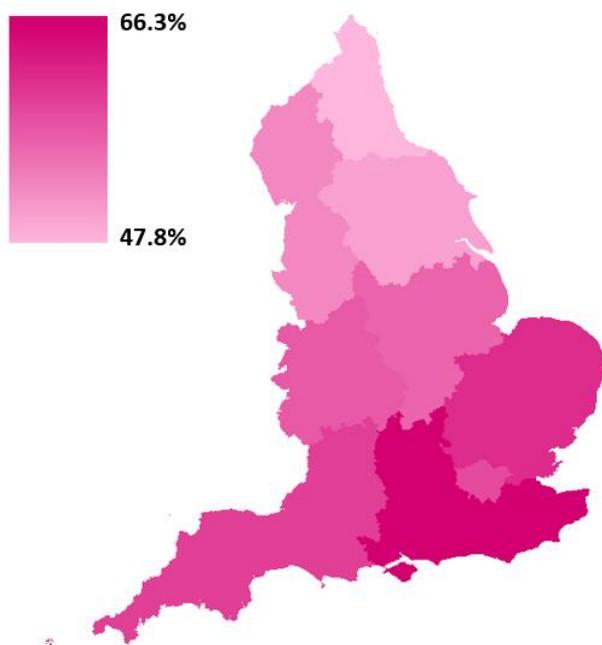
In 2016/17, 57.8% of adults **watched a film at a cinema or other venue** in their own time or for voluntary work in the 12 months prior to the interview. This is a significant increase from 52.3% in 2005/06 when the question was first asked.

Watching a film at a cinema was more popular than attending a **play/drama** (21.4%) or a **musical** (19.9%). Further details on attendance at other arts events are published in the **Focus on Arts report**, (April 2018).

Engagement with film

As part of the arts attendance activities, the Taking Part Survey asks the respondents whether they attended a film event at a cinema or other venue or watched a screening of a live arts event such as a theatre show or opera, in a cinema or other venue.

Figure 2: Proportion of adults who watched a film at a cinema by region, 2016/17



Cinema attendance is highest in the **South East** (66.3%) and **East of England** (61.8%) but lowest in the **North East** (47.8%).

In general cinema attendance is higher in the south and lower in the north.

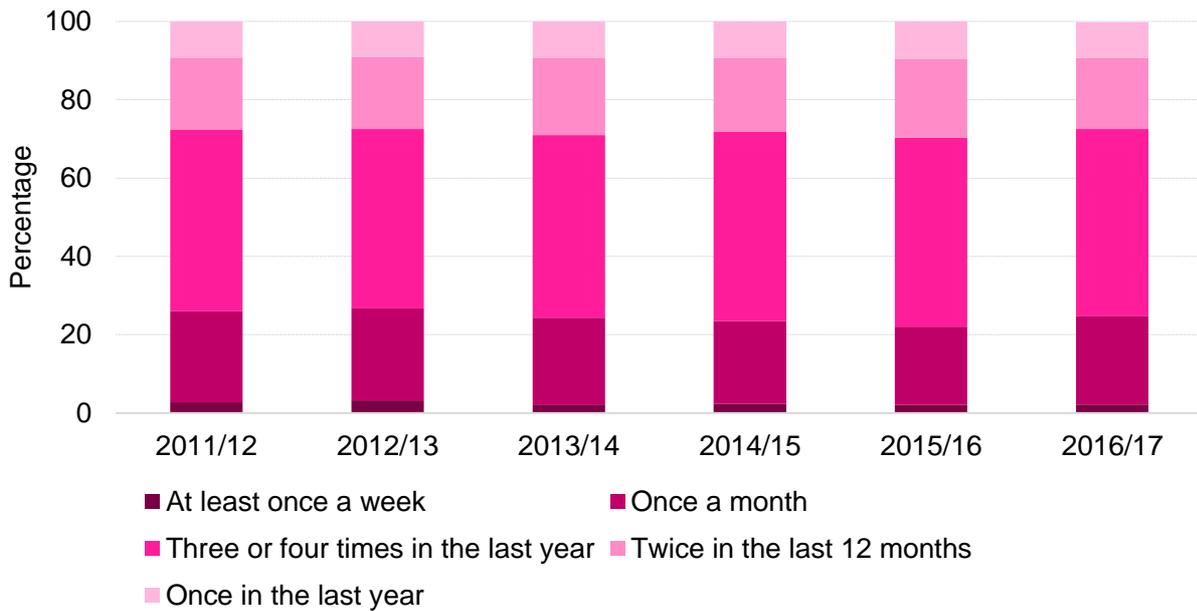
Frequency

Nearly three quarters (72.5%) of adults who watched a film at a cinema or other venue did so **3 or more times in the last 12 months**, with a quarter (24.9%) doing so **at least once a month**. These figures are very similar to those from five years ago in 2011/12 (72.3% of adult cinema attendees did so 3 or more times a year, 26.0% did so at least once a month), suggesting that there has been little change in cinema attendance habits (Figure 3).

Data from the Cinema Advertising Association¹ indicates that 18.9% of adults (16+) who went to the cinema did so **less often than once a year** and 15.2% did do at least **two to three times in the last 12 months**. This is roughly in agreement with the Taking Part data.

¹ Source, Cinema Advertising Association Monitor, 2016/17

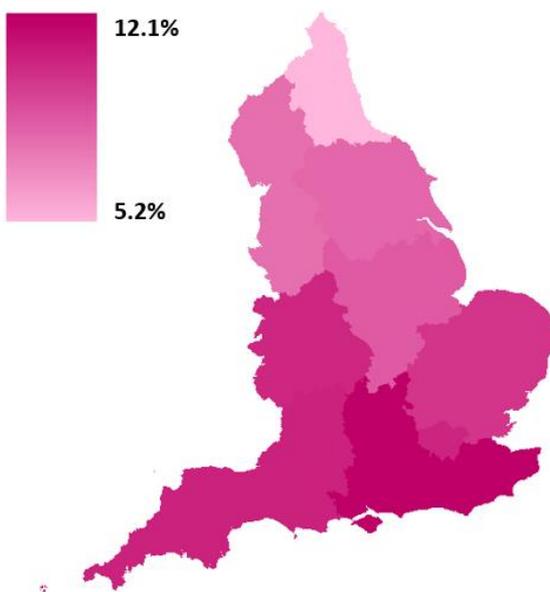
Figure 3: Frequency of attendance among adults who had watched a film at a cinema or other venue in their own time or for voluntary work in the last 12 months, 2011/12 to 2016/17



Screening of a live arts event

In the last 12 months, 9.8% of adults had **watched a screening of a live arts event**, such as a theatre show or opera, in a cinema or other venue during their own time or as part of voluntary work, however this varied considerably by region (Figure 4).

Figure 4: The proportion of adults who attended a screening of a live arts event by region, 2016/17



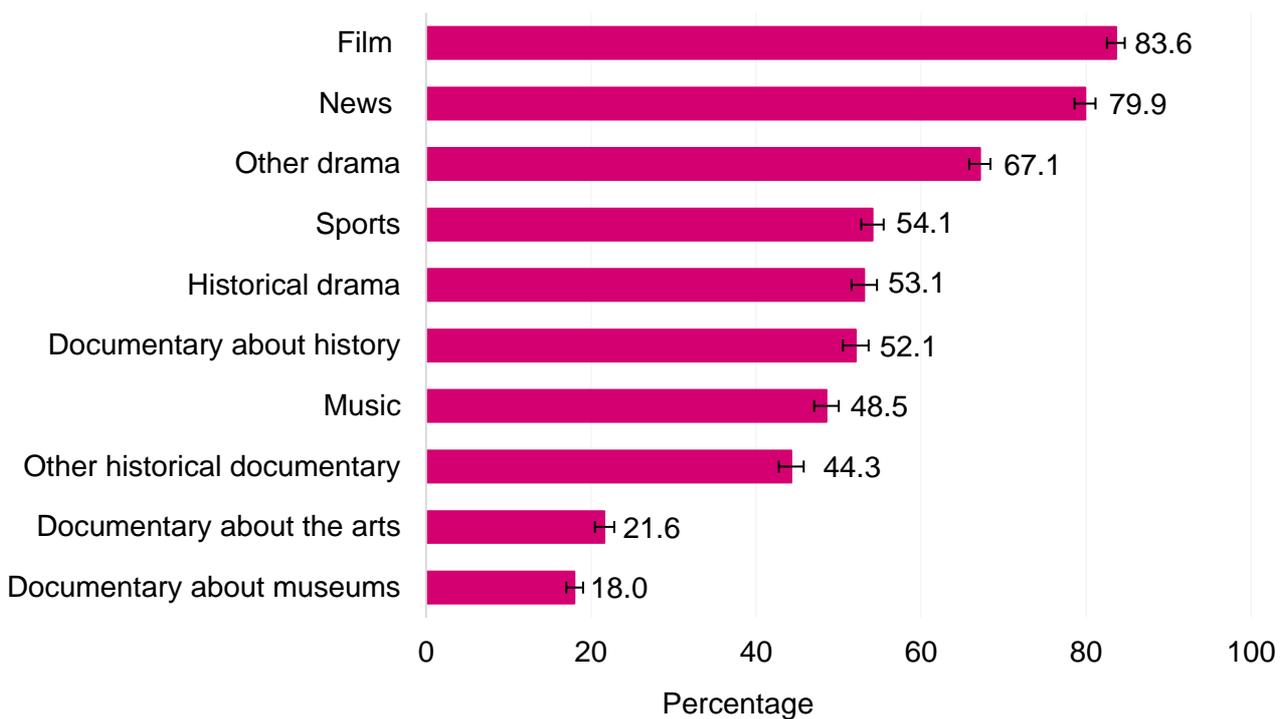
The proportion of adults attending a screening of a live arts event was highest in the **South East** (12.1%) and lowest in the **North East** (5.2%).

The popularity of attending a screening of a live arts event has a similar geographic distribution to that of watching a film in a cinema.

Watching film on TV

In 2016/17, 90.2% of adults **watched TV in their free time**, of these, 83.6% watched **films on TV**. Films were the most commonly reported genre of TV programme watched by adults in the last 12 months, coming ahead of **news** (79.9%) and **other drama** (67.1%) (Figure 5).

Figure 5: Type of TV programmes watched by adults who watched TV in their free time, 2016/17

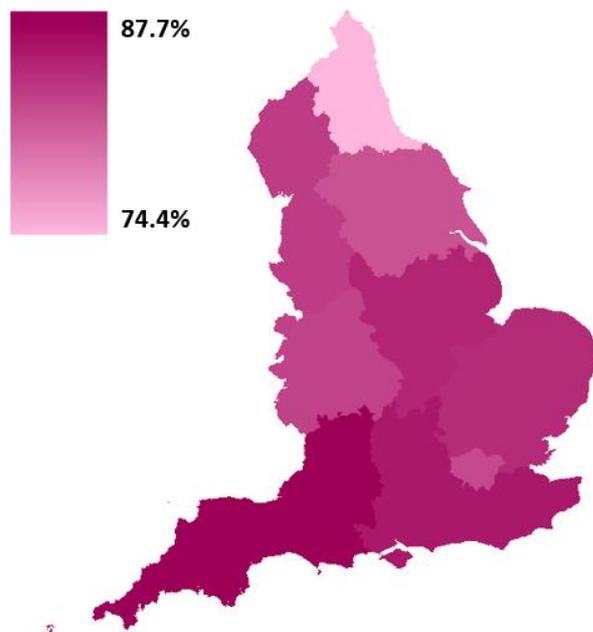


I 95% confidence interval

The popularity of watching films on TV varies by region, however the map below shows a similar geographic distribution to that of watching film at a cinema and attending a screening of a live arts event.

*

Figure 6: The proportion of adults who watched film on TV by region, 2016/17



A higher proportion of adults in the South West watched film on TV (87.7%) than in the North East (74.4%).

Regional differences for watching film on TV are proportionally smaller than those for watching a film in a cinema or other venue, and for attending a screening of a live arts event.

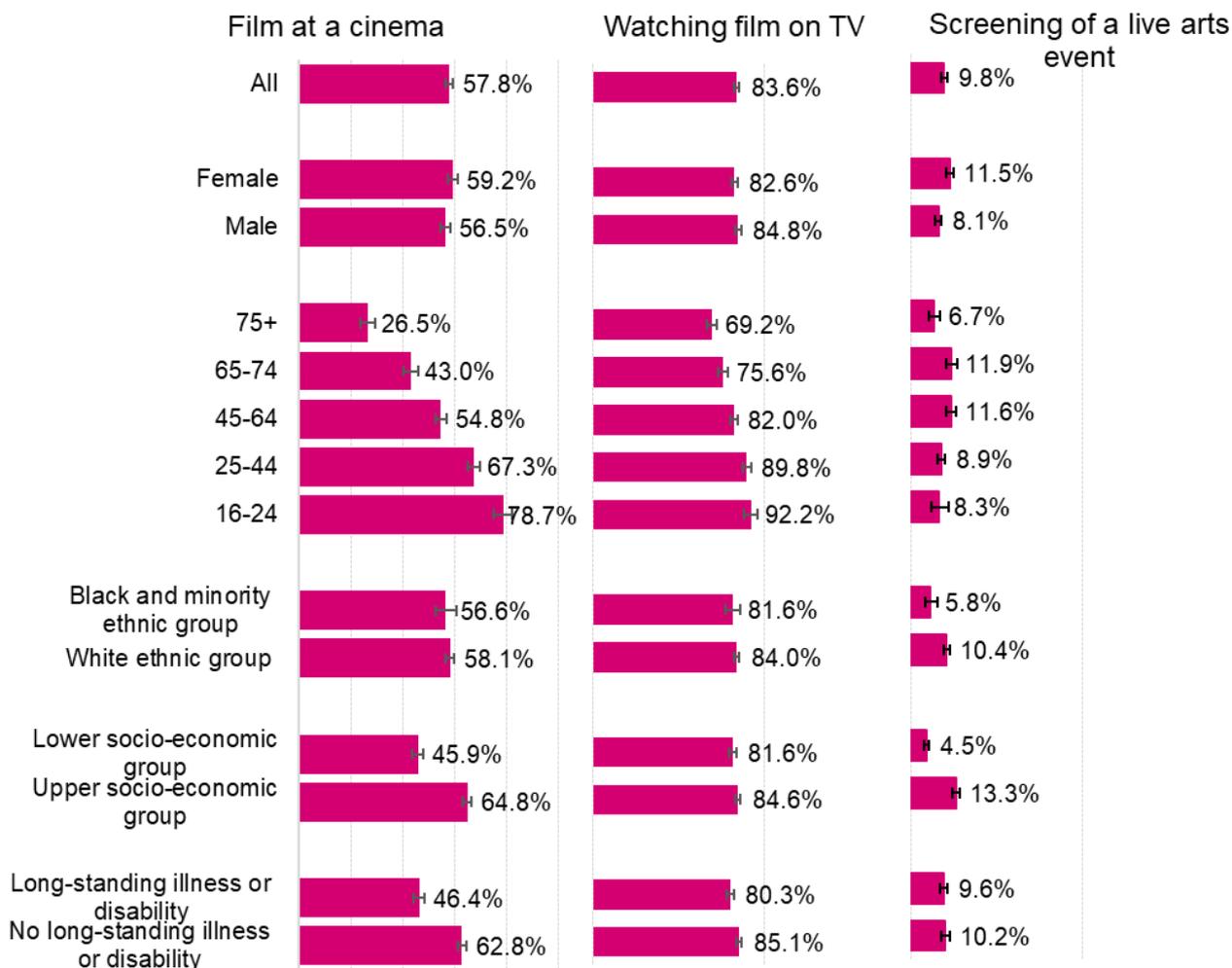
What is a 95% confidence interval?

A confidence interval provides a range in which there is a specific probability that the true value for the population will fall. The Taking Part survey uses 95% confidence intervals. This means that if sampling been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value for adults in England. When sample sizes are smaller we can be less certain in our estimates so confidence intervals are wider.

Demographic comparisons

Demographic groups have different viewing habits

Figure 7: The proportion of adults who watched a film at a cinema or other venue; who watched the screening of a live arts event; and adults who watched TV who watched a film, by demographic group, 2016/17



Age group

Watching films at the cinema decreases with increasing age, with adults aged **16 to 24 years old** being more likely to watch films at a cinema than any other age group. 78.7% of respondents aged 16 to 24 watched at least one film in a cinema in the 12 months prior to interview compared with 67.3% of those aged 25 to 44 and 26.5% of those over the age of 75.

This pattern observed across the age groups is consistent with the **cinema audience profile data** published by the Cinema Advertising Association (CAA)²:

- In 2016/17, **15 to 24 year olds** made up the largest proportion of the cinema audience for UK's top films at 29.1%, compared to 18.2% of adults **aged 25 to 34** and 11.8% of those **over the age of 55**.

Watching film on TV was also more popular with younger respondents and decreased with increasing age: 92.2% of respondents aged 16 to 24 had watched a film on TV in the last 12 months compared to only 69.2% of those aged 75 or over.

² CAA Film Monitor, 2016-end March 2017, based on profiles of 91 films

On the other hand, adults aged **65 to 74** and **45 to 64** were more likely to watch a screening of a live arts event (11.9% and 11.6%, respectively) than younger and older respondents (e.g., 8.3% of adults aged **16 to 24** and 6.7% of adults aged **75 and over**).

Gender

In 2016/17, a higher proportion of **women** (59.2%) than **men** (56.5%) had watched films at a cinema in the 12 months prior to interview. CAA data indicates that for the top films in 2016/17 there was practically a gender parity in film viewing at the cinema.

Women were also more likely to watch the screening of live arts event (11.5%) than men (8.1%), however of those adults who watched TV, men were more likely to watch film (84.8%) than women (82.6%).

Ethnicity

Adults from the **white ethnic group** (58.1%) were slightly more likely to watch films at a cinema in the last 12 months than adults from the **black and ethnic minority group** (56.6%), however this difference was not significant. They were also more likely to watch film rather than other TV genres (84.0% vs 81.6%).

There was a significant difference in the proportion of adults from the white ethnic group who attended a screening of a live arts event, 10.4% compared to 5.8% of adults from the black and ethnic minority group. Attendance was also higher for white respondents for many of the arts events presented in the Focus on Arts report including **plays/drama** (22.3% vs 15.8%) and **musicals** (21.2% vs 15.8%).

Socio-economic group

A significantly higher proportion of adults from the **upper socio-economic group** (64.8%) watched a film at a cinema in the last 12 months than adults from the **lower socio-economic group**³ (45.9%). Adults from the upper socio-economic group were also more likely to attend the screening of a live arts event (13.3% vs 4.5%), and if they watched TV, to watch film programmes compared to those from the lower socio-economic group (84.6% and 81.6%, respectively).

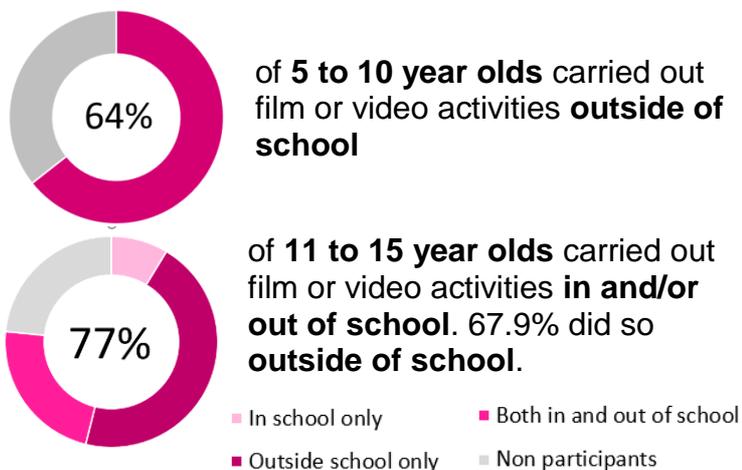
Disability

In 2016/17, 62.8% of adults **without a long standing illness or disability** watched a film at a cinema. This was significantly higher than 46.4% of adults **with a long standing illness or disability**. The difference for attendance at a screening of a live arts event was much lower (and was not significant): 10.2% of adults with a long standing illness or disability attended in the last 12 months compared to 9.6% of those without a long standing illness or disability.

³ For definitions of the upper and lower socio-economic groups refer to **Annex B – key terms and definitions**.

Chapter 2: Children’s film and video activities

In 2016/17 the following proportions of children engaged with film or video activities in the last 12 months,



What are film and video activities?

The Taking Part Survey asks the respondents if they have done the following activities in the last 12 months:

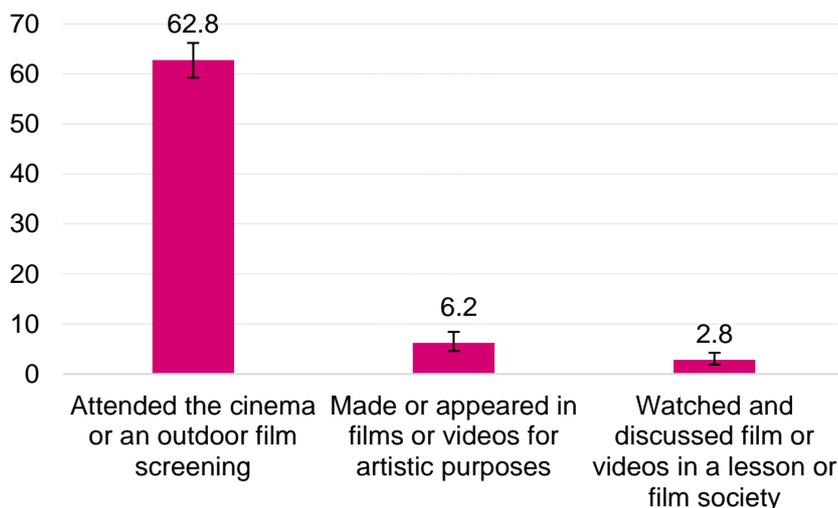
- Made or appeared in films or videos for artistic purposes.
- Watched and discussed film or videos in a lesson or film society (to know more about how films are made as well as the stories they tell).
- Attended the cinema or an outdoor film screening.

The category excludes watching films on TV, DVD or the internet or talking about films with family and friends.

The most popular film or video activity for both 5-10 year olds and 11-15 year olds was **attending the cinema or an outdoor film screening**.

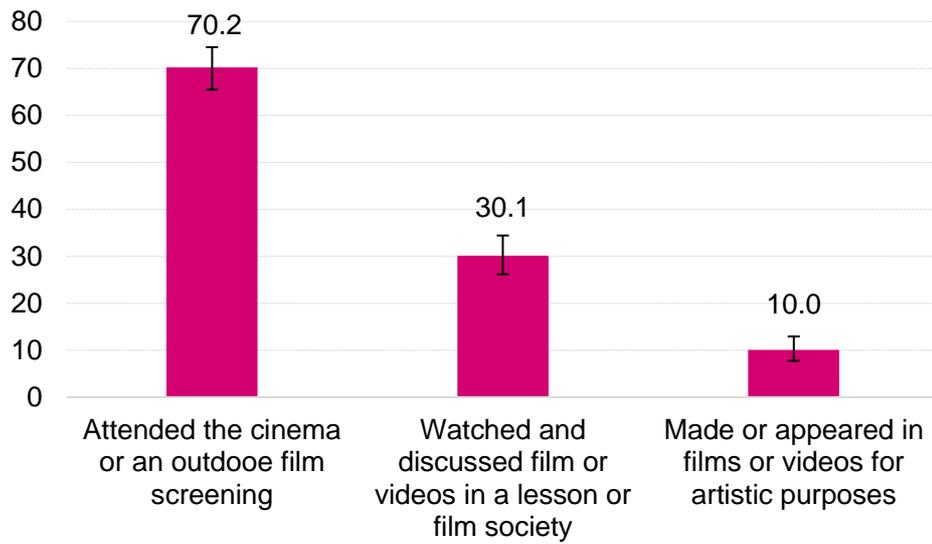
In 2016/17, 62.8% of children aged 5-10 years old **attended the cinema or an outdoor film screening**. Similarly, 70.2% of 11-15 year olds attended the cinema or an outdoor film screening within or outside of school in the last 12 months.

Figure 8: Proportion of children aged 5-10 years old that had done film or video activities outside of in the school last 12 months by type of activity, 2016/17



A higher proportion of 11-15 year olds **watched and discussed film or videos in a lesson or film society** (30.1%) and **made or appeared in films or videos for artistic purposes** (10.0%) compared to 5-10 year olds (2.8% and 6.2% respectively), however this may be because data for within-school activities is not collected for children aged 5-10.

Figure 9: Proportion of children aged 11-15 years old that had done film or video activities both in and out of school in the last 12 months by type of activity, 2016/17



Annex A: Background

1. The Taking Part survey is commissioned by the Department for Digital, Culture, Media and Sport and its partner Arm's Length Bodies. For 2011 to 2017, these are Arts Council England, Historic England and Sport England.
2. The fieldwork for the Taking Part survey for 2016/17 was conducted by Ipsos Mori and NatCen Social Research.
3. The United Kingdom Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics.

Designation can be broadly interpreted to mean that the statistics:

- meet identified user needs
- are well explained and readily accessible
- are produced according to sound methods
- are managed impartially and objectively in the public interest

Once statistics have been designated as National Statistics, it is a statutory requirement that the Code of Practice shall continue to be observed.

4. Stringent quality assurance procedures have been adopted for this statistical release. All data and analysis has been checked and verified by at least two different members of the DCMS team to ensure the highest level of quality.
5. Guidance on the quality that is expected of Taking Part statistical releases is provided in a quality indicators document. These quality indicators outline how statistics from the Taking Part survey match up to the six dimensions of quality defined by the European Statistical System (ESS). These are: relevance, accuracy, timeliness, accessibility, comparability and coherence.
6. The Taking Part survey measures participation by adults (aged 16 and over) and children (5 to 10 and 11 to 15) living in private households in England. No geographical restriction is placed on where the activity or event occurred. Further information on data for Scotland, Wales and Northern Ireland can be found in question 2 of the "Taking Part: Guidance Note".
7. Unless stated, participation in activities must be for the purpose of recreation or leisure, including voluntary work. It excludes involvement in activities where the prime motivation is paid work or academic studies. The exception to this is engagement with heritage which includes visits made for academic study.
8. Sample sizes for each year and data breakdown can be found in the accompanying tables.
9. All estimates have been rounded to one decimal place.
10. Statistical significant tests have been run at the 95% level. A significant increase at the 95% level means that there is less than 1 in 20 chance that the difference observed within the sampled respondents was not also observed in the population of England as a whole.

11. The upper and lower bounds presented in this report have been calculated using a 95% confidence interval. This means that had the sample been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value. When the sample size is smaller, as is the case for certain groups and in certain years, the confidence intervals are wider as we can be less certain that the individuals in the sample are representative of the population. This means that it is more difficult to draw inferences from the results.
12. The data are weighted to ensure representativeness of the Taking Part sample. There are two types of weighting:
 - to compensate for unequal probabilities of selection
 - to adjust for non-response

Weighting is based on mid-2016 population estimates from the Office for National Statistics.

13. For more information about the Taking Part survey and to access previous publications and the questionnaires, see the [Taking Part survey webpages](#).
14. The responsible statistician for this release is Wilmah Deda. For enquiries on this release, please contact Wilmah on 0207 211 6376.
15. To be kept informed about Taking Part publications and user events, please sign up to the Taking Part online newsletter [here](#). You can follow us on Twitter [@DCMSInsight](#).

Annex B: Key terms and definitions

Term	Definitions
2016/17	This is the time period covering April 2016 to March 2017. In this release, this refers to the date that the interviews were conducted. The activities reported on took place in the year prior to interview.
Black and Minority Ethnic (BME)	<p>The 'Black and minority ethnic' group includes adults who have identified as being in the following ethnic groups:</p> <ul style="list-style-type: none"> - White and Black Caribbean - White and Black African - White and Asian - Any other Mixed/Multiple Ethnic background - Indian - Pakistani - Bangladeshi - Chinese - Any other Asian background - African - Caribbean - Any other Black/African/Caribbean background - Arab - Any other ethnic group
Confidence interval	This provides a range in which there is a specific probability that the true value will lie within. For the Taking Part survey, 95% confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 of these intervals would contain the true value.
Significant difference	A significant difference at the 95% level means that if we carried out the same survey on different random samples of the population, 95 times out of 100 we would observe this difference.
Socio-economic group	<p>This is a form of socio-economic classification based on the employment status and occupation of the household reference person. The household reference person is the person responsible for owning or renting, or who is otherwise responsible for the accommodation. In the case of joint householders, the person with the highest income is the household reference person. In the case of joint incomes, the oldest person is taken as the household reference person.</p> <p>More information about the NS-SEC socio-economic classification, please see this page on the Office for National Statistics website.</p>
'White' ethnic group	<p>The 'White' ethnic group includes adults who have identified as being in the following ethnic groups:</p> <ul style="list-style-type: none"> - English / Welsh / Scottish / Northern Irish / British - Irish - Gypsy or Irish Traveller - Any other White background



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