

## Lifestyles and social participation

- Nearly nine in ten homes (87 per cent) in the UK had a digital television service at the end of the first quarter in 2008. (Figure 13.2)
- Less than one-half (44 per cent) of people aged 15 and over in Great Britain read a national daily newspaper in the 12 months to June 2008, compared with 72 per cent in the 12 months to June 1978. (Table 13.6)
- UK residents took a record 45.4 million holiday trips abroad in 2007, an increase of 56 per cent since 1997. (Page 199)
- Between 2003 and 2007, holiday trips by UK residents to Latvia increased by 1,164 per cent, from 4,000 holiday trips to around 50,000. (Figure 13.12)
- In 2007/08, 90 per cent of pupils in England took part in at least two hours or more high quality physical education and out-of-hours school sport each week during term time, an increase of 21 per cent since 2004/05. (Page 200)
- Nearly one-half (49 per cent) of all those aged eight to 17 in the UK who use the Internet had a page or profile on a social networking site in 2007. (Figure 13.19)

DATA



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People’s lifestyle are based on individual choices, influenced by personal characteristics, circumstances, interests and social interactions. In some ways how people spend their leisure time has changed significantly over the years. For example, rapid advances in technology have affected many aspects of people’s lives, providing greater access to information and increased choice in leisure and entertainment. However, traditional leisure and entertainment activities, such as watching television, reading, listening to music, attending arts events, gambling and going on holiday remain popular. Many individuals also continue to participate in sports, spend time with family and friends, and help other people in their communities.

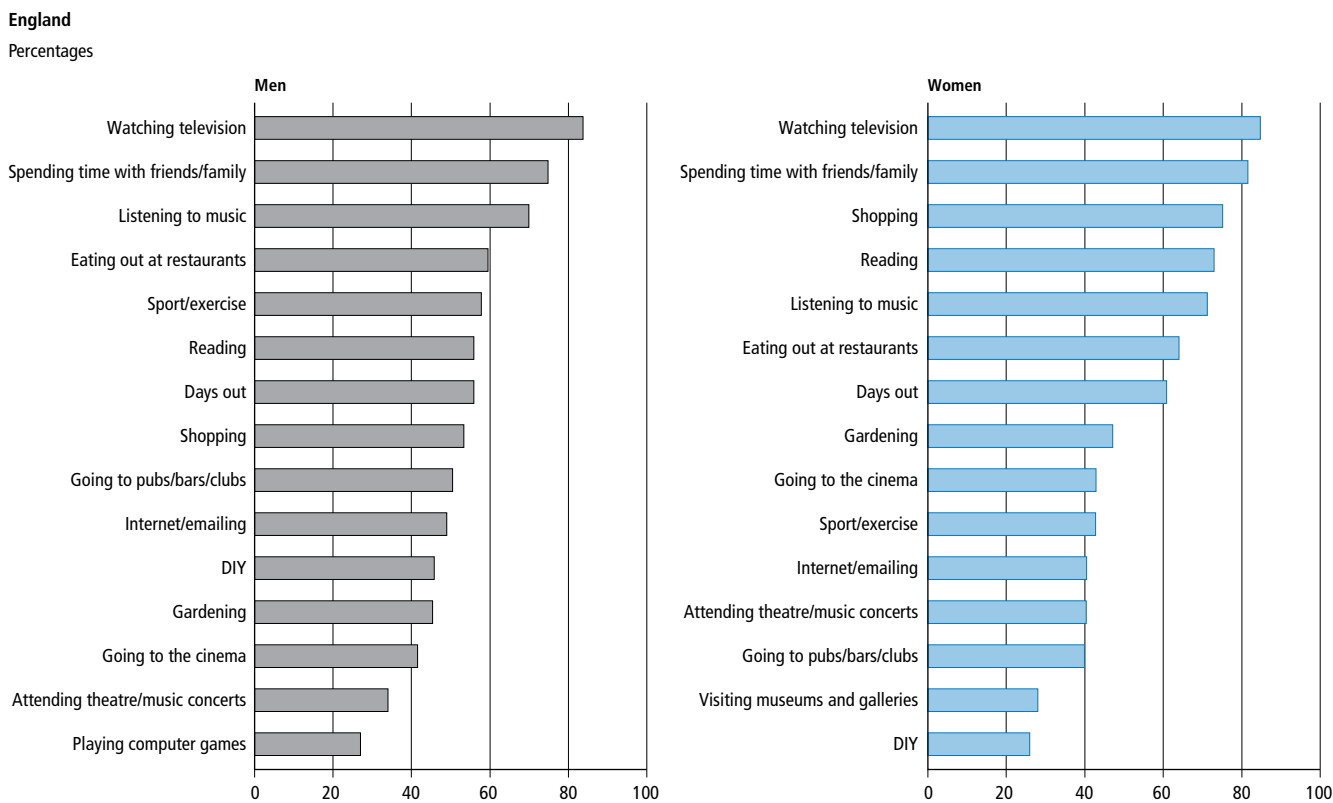
### Leisure and entertainment activities

With digital television services providing more channels and programmes than the analogue equivalent, as well as advanced interactive shows and games, and high definition channels, the television remains a popular medium of entertainment. Watching television was the most common leisure activity for more than eight in ten men and women (84 per cent and

85 per cent respectively) aged 16 and over in England in 2006/07 (Figure 13.1). For both men (75 per cent) and women (82 per cent) spending time with family and friends was the second most common leisure activity. However, there were also differences between the sexes in how they spend their leisure time. Men were more likely than women to participate in physical activities such as sport and exercise (58 per cent compared with 43 per cent) and DIY (46 per cent compared with 26 per cent). Women were more likely than men to spend their free time shopping, with three-quarters (75 per cent) doing so compared with around one-half of men (53 per cent). Similarly, women were more likely than men to take part in cultural activities such as reading (73 per cent compared with 56 per cent) and attending the theatre or music concerts (40 per cent compared with 34 per cent).

The economic downturn that began in 2008 meant that many people either had fewer resources or were worried about having fewer resources in the months ahead. In a survey by Populus, adults aged 18 and over in Great Britain were asked in September 2008 if they expected to do certain leisure or retail activities more or less in the coming 12 months than they had

**Figure 13.1**  
**Selected activities performed in free time:<sup>1</sup> by sex, 2006/07**



<sup>1</sup> Percentages do not sum to 100 per cent as respondents could give more than one answer. Respondents were shown a list of activities and asked to pick the things that they did in their free time. The most popular 15 activities performed by men and women were selected.

Source: *Taking Part: The National Survey of Culture, Leisure and Sport*, Department for Culture, Media and Sport

done in the past. More than one-half expected to do less shopping for luxury food and major purchases (59 per cent and 56 per cent respectively). Almost one-half (48 per cent) expected to be less likely to take a holiday abroad, while 7 per cent stated that they were more likely to take one. More than one-quarter (27 per cent) expected to be less likely to take a holiday in the UK, while one-fifth (20 per cent) expected to be more likely to do this. More than four in ten (42 per cent) planned to spend more time staying at home relaxing and socialising in the 12 months after interview, while the same proportion (42 per cent) planned to cut down on going out to relax and socialise.

In 2008 the process known as the 'digital switchover' began, whereby the UK's analogue television broadcast signal started being switched off and replaced with a digital signal, television region by television region. Any television set not converted to digital when the switchover takes place will no longer receive television programmes. The process started in the Border television region and will end in London, parts of the Meridian area, Tyne Tees and Ulster Television regions in 2012.

Nearly nine in ten homes (87 per cent) in the UK had a digital television service at the end of the first quarter in 2008 (Figure 13.2), a rise of 71 percentage points since 2000.

Much of the recent growth in take-up of digital television services has been driven by the take-up of a digital terrestrial television service. In 2000, 3 per cent of households had this service connected to their main television set. This increased more than twelvefold to 38 per cent of households at the end

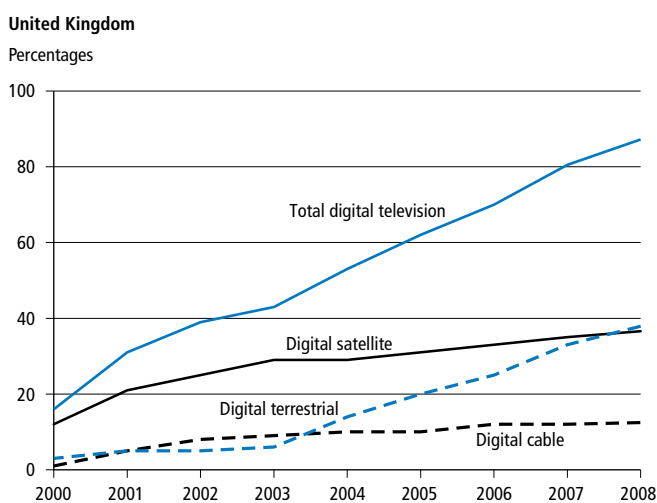
of the first quarter in 2008, and digital terrestrial overtook digital satellite as the most common way of receiving a digital television service. More than one-third of homes (37 per cent) received a digital satellite service on their main set, while around 13 per cent of homes received a digital cable service.

National or local news was the most common type of programme viewed on television in England in 2006/07. News programmes were watched by nearly seven in ten (69 per cent) adults aged 16 and over (Table 13.3 overleaf). Films and comedy programmes were the next most common types watched (66 per cent and 58 per cent respectively). People's viewing habits varied by age. Watching news programmes increased with age, with almost one-half (48 per cent) of young people aged 16 to 24 watching news compared with more than four-fifths (81 per cent) of people aged 65 and over. In contrast, around 40 per cent of those aged 16 to 24 watched popular music programmes, reality programmes or observational documentaries compared with around 10 per cent of those aged 65 and over. Programmes covering lifestyle subjects such as food and cookery, home and DIY, and gardening were more likely to have been watched by people aged 25 and over than by younger people. Live sport coverage, however, was watched by a similar proportion of all age groups (around 52 per cent), and was more likely to be viewed by men than women (69 per cent compared with 35 per cent). Women tended to watch 'soaps' more than men (59 per cent compared with 29 per cent) and food and cookery programmes (43 per cent compared with 26 per cent).

Another way to watch television is through the Internet through an Internet Protocol Television (IPTV) service over an asymmetric digital subscriber line (ADSL) connection, see Appendix, Part 13: Digital television, although this technology is still very much in its infancy. According to Ofcom (the independent regulator for the UK communications industries covering television, radio, telecommunications and wireless communication services) around 70,000 (0.3 per cent) of households in the UK claimed to be using an ADSL connection to receive a digital television service on their main television set in the second quarter of 2008.

In 2008, 33.9 million adults aged 16 and over (71 per cent of the UK adult population) accessed the Internet in the three months prior to interview, of these people more than one-third (34 per cent) either listened to the radio or watched television through the Internet (Table 13.4 overleaf). The most common audiovisual activity was downloading and/or listening to music (other than through a web radio station), performed by nearly four in ten (38 per cent) recent Internet users. Nearly one-quarter (24 per cent) uploaded content they had created

**Figure 13.2**  
**Household take-up of digital television: by type of service<sup>1</sup>**



<sup>1</sup> Digital service on main television set. Data are at Q1 (January–March) in each year.

Source: Ofcom

**Table 13.3****Selected types of television programmes viewed:<sup>1</sup> by age, 2006/07**

England	Percentages					
	16–24	25–34	35–44	45–64	65 and over	All aged 16 and over
News <sup>2</sup>	48	63	70	74	81	69
Films	76	71	68	64	57	66
Comedy	71	63	60	53	48	58
Live sport coverage	50	49	52	52	53	52
Wildlife	28	40	46	59	67	51
Soaps	55	45	40	40	48	45
Food and cookery	21	35	35	40	38	35
Quiz shows	28	26	26	35	45	33
Current affairs or politics	13	25	29	38	40	31
Home and DIY	19	31	36	34	21	29
Gardening	5	13	22	37	48	28
Reality programmes or observational documentaries	40	35	27	15	8	23
Popular music programmes	42	27	22	15	10	21

1 Respondents were asked 'Thinking about when you watch television, what type of programmes do you watch nowadays?'

2 National or local news.

Source: *Taking Part: The National Survey of Culture, Leisure and Sport*, Department for Culture, Media and Sport

**Table 13.4****Audiovisual uses of the Internet: by sex, 2008<sup>1</sup>**

United Kingdom	Percentages		
	Men	Women	All
Downloading and/or listening to music <sup>2</sup>	43	33	38
Listening to web radio and/or watching web television	41	27	34
Uploading self-created content to any website to be shared	25	24	24
Downloading and/or watching movies, short films or video files <sup>3</sup>	29	17	23
Downloading computer or video games or their updates	19	7	13
Using browser-based news feeds for reading news content on websites	17	7	12
Using peer-to-peer file sharing for exchanging movies, music or video files	16	9	12
Playing networked games with others	13	7	10
Using podcast services to automatically receive audio or video files of interest	13	5	9

1 Adults who used the Internet in the three months prior to interview. Data were collected in January, February and March for Great Britain and January for Northern Ireland.

2 Other than web radio.

3 Other than web television.

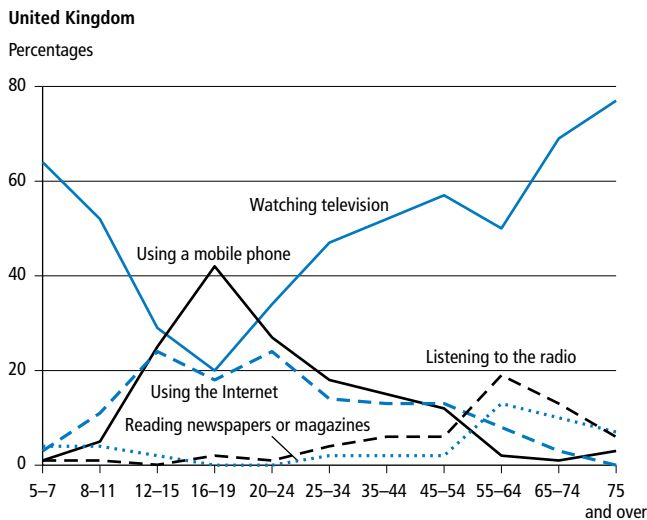
Source: *Omnibus Survey*, Office for National Statistics

to a website to be shared. Downloading and/or watching movies, short films or video files (other than a web television service), was reported by 23 per cent. In all but one of the audiovisual categories shown in Table 13.4, men were considerably more likely to use the Internet in this way than women. More than four in ten (41 per cent) men who used the Internet in the three months prior to interview listened to the radio or watched television through the Internet compared with 27 per cent of women. Similarly, nearly three in ten (29 per cent) men who were recent Internet users downloaded and/or watched movies, short films or video files compared with less than one-fifth (17 per cent) of women. Around one-quarter of both men and women (25 per cent and 24 per cent respectively) uploaded content that they had created.

In 2007, Ofcom asked survey respondents which media activity they would miss the most if they were all taken away. Responses varied considerably by age, although watching television would be the most-missed media activity for all age groups except those aged 16 to 19, who would miss the mobile phone the most (Figure 13.5). Missing being able to watch television initially declines with age from nearly two-thirds (64 per cent) of children aged five to seven, to 52 per cent of those aged eight to 11, 29 per cent for those aged 12 to 15 and 20 per cent of young people aged 16 to 19.

**Figure 13.5**

**Selected media activities that would be missed the most: by age,<sup>1</sup> 2007**



1 Data were drawn from two separate surveys (for those aged 5 to 15 and for those aged 16 and over), therefore comparisons are indicative only. Children aged 5 to 15 were asked 'Of the media activity you do almost every day, which one of these would you miss doing the most if it got taken away?' Data were collected April to September. Adults aged 16 and over were asked 'Which one of these media activities would you miss doing the most?' Data were collected October to December.

Source: Ofcom

However, the proportion of the 16 to 19 age group that would miss using a mobile phone the most was more than double that for television, at 42 per cent. From the age of 20 the appreciation of watching television increased with age, apart from a dip for those aged 55 to 64. A higher proportion of this age group than other age groups would miss the radio or newspapers and magazines the most. By the age of 75 and over more than three-quarters (77 per cent) would miss the television the most. The Internet would be missed most by those aged 12 to 15 and 20 to 24 (24 per cent for both groups). For those aged 25 and over, appreciation of both the mobile phone and the Internet decreased with age. Men aged 16 and over were more likely to miss the Internet than women (15 per cent compared with 9 per cent), while women were more likely to miss watching television than men (54 per cent compared with 49 per cent).

The proportion of people reading a daily newspaper has been declining for a number of years. On an average day less than one-half (44 per cent) of all people aged 15 and over in Great Britain read a national daily newspaper in the 12 months to June 2008, compared with 72 per cent in the 12 months to June 1978 (Table 13.6). In 2008 men were more likely than women to read a national daily newspaper (48 per cent compared with 41 per cent). *The Sun* was the most popular national daily newspaper over the period but its estimated

**Table 13.6**

**Readership of national daily newspapers<sup>1</sup>**

Great Britain	Percentages			
	1978	1988	1998	2008
The Sun	29	25	21	16
Daily Mail	13	10	11	11
Daily Mirror	28	20	14	8
The Daily Telegraph	8	6	5	4
The Times	2	2	4	4
Daily Express	16	10	6	3
Daily Star	.	8	4	3
The Guardian	2	3	3	2
The Independent	.	2	2	1
Financial Times	2	2	1	1
Any national daily newspaper <sup>2</sup>	72	67	56	44

1 Adults aged 15 and over. In the 12 months to June each year.  
 2 Includes the above newspapers and *The Daily Record* in 1978, *The Daily Record* and *Today* in 1988 and *The Daily Record*, *The Sporting Life* and the *Racing Post* in 1998 and 2008.

Source: National Readership Survey

readership had virtually halved, with nearly three in ten people (29 per cent) reading it in 1978 compared with 16 per cent by 2008. The *Daily Mirror* was the second most popular newspaper in 1978, with nearly the same proportion of readers (28 per cent) as *The Sun*, but by 2008 the estimated proportion of adults reading the *Daily Mirror* had fallen by more than two-thirds, to 8 per cent. The second most popular newspaper in 2008 was the *Daily Mail*, with a readership totalling 11 per cent of the adult population, having been fourth behind the *Daily Express* in 1978.

A slightly larger proportion of people were estimated to read Sunday national newspapers in 2008 than daily national papers (47 per cent compared with 44 per cent). The *News of the World* remained the most popular Sunday newspaper in 2008 as it has been for the last 30 years, with 16 per cent of adults claiming to read it, though this was less than one-half the proportion in 1978 (31 per cent). The second most widely read Sunday newspaper was *The Mail on Sunday* (12 per cent).

Possible reasons for the decline in national daily newspaper readership could be the advent of free newspapers such as *Metro*, which is distributed in major cities and is estimated to be read by 6 per cent of the adult population in Great Britain, and the availability of national and local news on the television (see Table 13.3) and online. In 2008 almost one-half (48 per cent) of adults aged 16 and over in the UK who used the Internet in the three months prior to interview had read or

downloaded online news or magazines. In 2008, six of the top ten most-read general weekly magazines were television guides such as *What's on TV* and the *Radio Times*, the remaining four being *Auto Trader*, *Nuts*, *Zoo* and *The Big Issue*, which is published on behalf of and sold by homeless people. The top weekly women's magazine was *Take a Break*, read by 10 per cent of women, followed by *OK!* and *Hello!* read by 9 per cent and 7 per cent of women respectively.

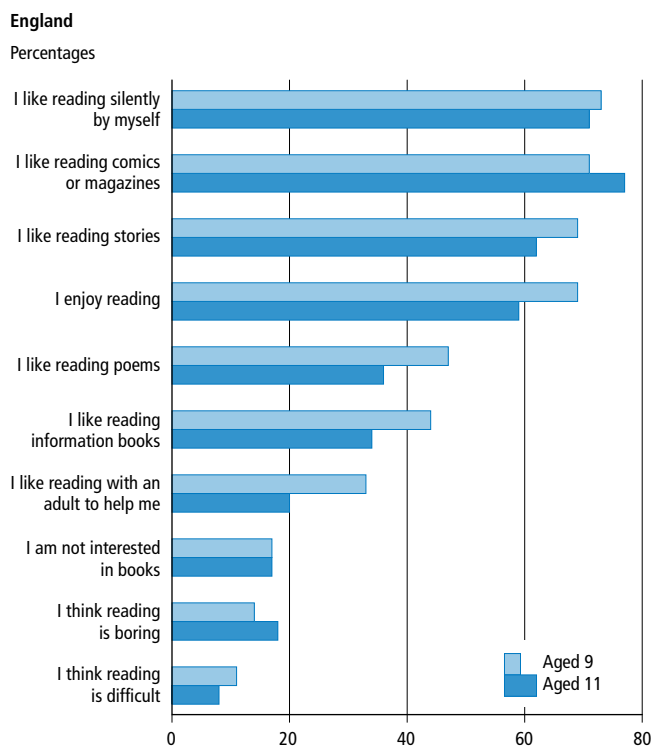
According to the Taking Part Survey, carried out by the Department of Culture, Media and Sport, the fourth most common leisure activity for adults in England in 2006/07 was reading, with more than six in ten people (65 per cent) doing so. According to the 2007 British Social Attitudes Survey, more than one-quarter (27 per cent) of adults aged 18 and over in Great Britain read books daily, with a further 34 per cent reading books either several times a week or several times a month. Women were more likely than men to read books daily (33 per cent compared with 21 per cent). The National Year of Reading was celebrated in 2008 which aimed to provide new opportunities to read. It also guided people, especially children and young people, on how to get help and support through schools and libraries, and demonstrated the importance of reading in the early years for children's later literacy development.

According to the National Foundation for Educational Research nearly seven in ten (69 per cent) children aged nine and nearly six in ten (59 per cent) aged 11 in England enjoyed reading in 2007 (Figure 13.7). Less than one-fifth of children of both ages thought reading was boring, 14 per cent and 18 per cent respectively. Around one in ten children of both ages found reading difficult (11 per cent of those aged nine and 8 per cent of those aged 11). The largest difference (13 percentage points) between the two ages was for those who enjoyed reading with an adult's help. A high proportion of children of both ages stated that they liked reading comics or magazines (71 per cent of those aged nine and 77 per cent of those aged 11). However, when asked what they read at home, story books were the most popular reading material for those aged nine (78 per cent). They were the second most popular reading material after magazines for those aged 11 (78 per cent liked reading magazines and 73 per cent liked story books).

According to the Public Lending Right, *Harry Potter and the Half-Blood Prince* by J K Rowling was the most borrowed children's fiction book in public libraries in the UK between July 2006 and June 2007 for the second year running, followed by *Candyfloss* by Jacqueline Wilson. The most borrowed children's non-fiction book was *The Woeful Second World War* by Terry

Figure 13.7

Selected attitudes to reading of children aged 9 and 11, 2007



Source: National Foundation for Educational Research

Deary. *At Risk* by Patricia Cornwell was the most borrowed fiction title for adults and *The Meaning of the 21st Century* by James Martin was the most borrowed adult non-fiction book.

Around two-thirds (66 per cent) of adults aged 16 and over in England attended an arts event, excluding going to the cinema, in 2006/07. Attendance is measured as at least one visit in the 12 months prior to interview. More than one-half (52 per cent) attended once or twice, while one-third (33 per cent) attended three or four times. Around seven in ten couples with or without children, and the same proportion of people under state pension age (65 for men and 60 for women) living alone, attended an arts event (70 per cent, 68 per cent and 67 per cent respectively), while a much lower proportion (50 per cent) of single pensioners living alone did so (Table 13.8). The most common type of arts event attended by all types of household, apart from lone parent households, was going to a theatre performance, with around two in five couples with or without children doing so (39 per cent and 40 per cent respectively). The most common arts activity attended by lone parent households was carnival and street art events, with one-third (33 per cent) attending. The likelihood of attending an arts event varied by age, with people aged 25 to 64 more likely to do so than those in the younger and older age groups.



**Table 13.8****Top ten arts events attended:<sup>1</sup> by household composition, 2006/07**

England	Percentages					
	One person households <sup>2</sup>		One family households			Other households
	Under state pension age <sup>3</sup>	Over state pension age <sup>3</sup>	Couple with no children	Couple with children	Lone parent	
Theatre performance <sup>4</sup>	33	30	40	39	31	30
Carnival and street arts <sup>5</sup>	29	15	25	31	33	26
Live music event <sup>6</sup>	30	7	24	25	23	31
Exhibition of art, photography or sculpture	26	16	25	19	14	19
Craft exhibition	12	15	18	14	9	8
Classical music performance	9	11	10	5	2	5
Culturally specific festival	6	2	5	7	5	6
Jazz performance	7	4	7	4	3	6
Event connected with books or writing	5	3	5	5	4	4
Opera or operetta	4	5	5	2	2	2
Any attendance	67	50	68	70	63	65

1 Attendance is at least one visit to an art event, excluding the cinema, in the 12 months prior to interview. Percentages do not sum to 100 per cent as respondents could give more than one answer.

2 People in 'one person' households do not have children living with them.

3 State pension age is currently 65 for men and 60 for women.

4 Includes play/drama and other theatre.

5 Carnival and street arts have been merged.

6 Excluding jazz and classical music performances.

Source: *Taking Part: The National Survey of Culture, Leisure and Sport*, Department for Culture, Media and Sport

More than seven in ten (71 per cent) of those aged 25 to 64 had attended an arts event in the 12 months prior to interview, compared with 66 per cent of those aged 16 to 24 and 53 per cent of those aged 65 and over. Around one-third (34 per cent) of all adults had not attended an art event in the 12 months prior to interview. The main reasons given were that they were not really interested (33 per cent), had difficulty finding the time (29 per cent) or their health was not good enough (16 per cent).

The arts are one of the causes that benefited from grants made by the National Lottery. In England the arts received £2.17 billion between November 1994 and March 2006 from National Lottery funds. There were more than 25,000 awards, with 292 awards of more than £1 million. Theatre and drama benefited most (£568 million) followed by music and the visual arts (£491 million and £484 million respectively). According to the British Gambling Prevalence Survey, the National Lottery draw was the most popular gambling activity in Great Britain in 2007, with 57 per cent of adults aged 18 and over in Great Britain having purchased at least one ticket in the 12 months prior to interview. However, this proportion has fallen since 1999 when 65 per cent of adults participated. In a study published by the National Lottery Commission, the most

important reason given by both men and women who played the National Lottery draw games at least once a month in the UK was to win the jackpot or the lottery (46 per cent of men and 47 per cent of women) (Figure 13.9 overleaf). More than one-fifth (21 per cent) of men participated in the draw in the hope of changing their lives by becoming a millionaire and being able to retire or to not work again, compared with 13 per cent of women who participated. However, a slightly higher proportion of women than men participated in the hope of winning enough to enhance their current lives by taking a holiday or paying off debts or a mortgage (10 per cent compared with 8 per cent). Very few men and women gave as their reason for playing to help good causes or give to charity (4 per cent of men and 3 per cent of women).

## Holidays

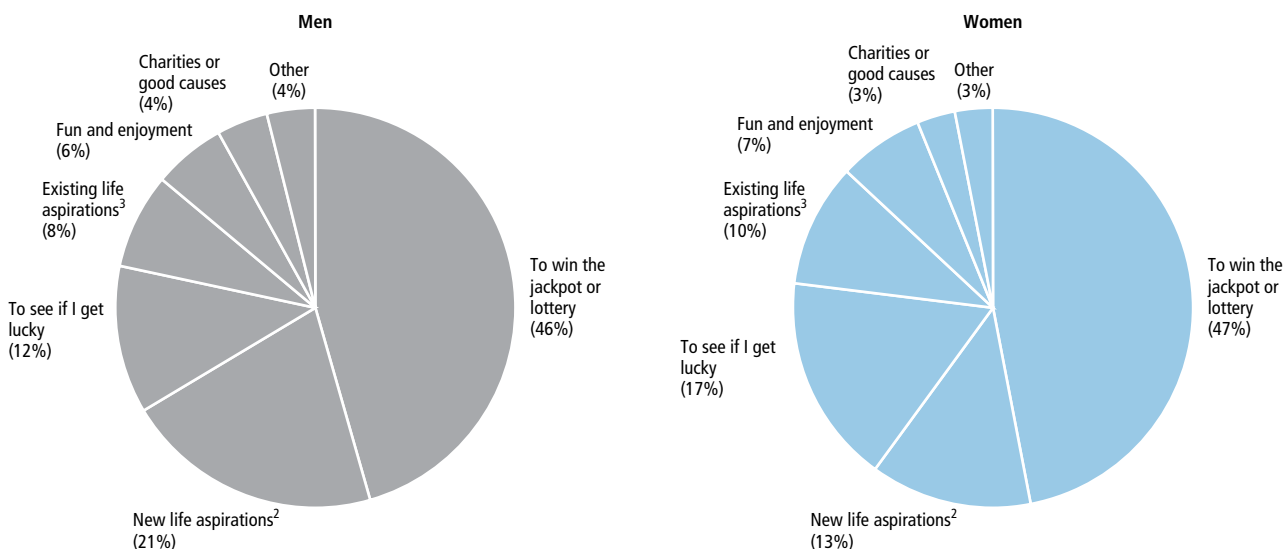
In 2007, 76.8 million holiday trips in the UK including at least a one night stay were made by adults aged 16 and over resident in the UK. Holiday trips include pleasure and leisure, and visiting friends or relatives for a holiday. In the UK the most visited region by UK residents taking a holiday was the South West, with nearly 19 per cent (equivalent to 14.5 million trips) of all holidays within the UK lasting one night or more being

**Figure 13.9**

**Reasons for participation in National Lottery draw-based games:<sup>1</sup> by sex, 2006**

United Kingdom

Percentages



1 As a proportion of all responses from those playing the National Lottery draws at least monthly. The question asked was 'Why do you play the National Lottery draws?'

2 Includes to become a millionaire, life change, to retire and not to work again.

3 Includes to go on holiday, to pay off debts or a mortgage, instant money, and habit.

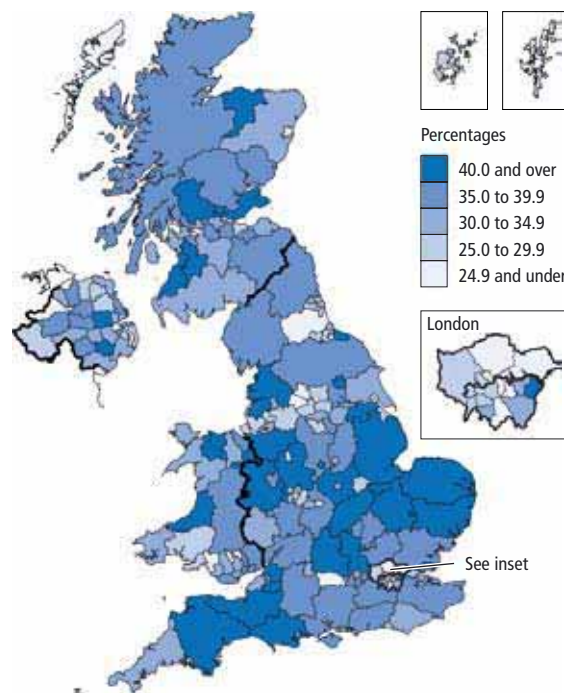
Source: National Lottery Commission

spent there (Map 13.10). The second most popular destination was the South East (13 per cent), followed by the North West and Scotland (both 11 per cent). Around six in ten (61 per cent) holidays, not including visits to friends and family, were of one to three nights duration, 32 per cent were of four to seven nights duration and the remainder were eight nights or more.

Many holiday trips as well as days out involve a visit to the UK's many visitor attractions such as country parks and farms, historic properties, theme parks, zoos, gardens, museums and galleries, and places of worship. The most visited attractions with free admission in England in 2007 were Xscape Milton Keynes (an attraction that combines extreme sports such as ice and rock climbing with other leisure activities such as cinemas and restaurants) and Blackpool Pleasure Beach, with around 6.9 million and 5.5 million visitors respectively. The most visited attractions that charged admission were the Tower of London and St Paul's Cathedral in London, with around 2.1 and 1.6 million visitors respectively. The most visited attractions with free admission in Scotland in 2007 were Kelvingrove Art Gallery and Museum in Glasgow and the National Gallery of Scotland complex in Edinburgh, with around 2.2 million and 1.4 million visitors respectively. Edinburgh Castle and Edinburgh Zoo were the most popular attractions charging admission, with around 1.3 and 0.6 million visitors respectively. In Wales

**Map 13.10**

**UK residents' holidays within the UK:<sup>1</sup> by region of destination, 2007**



1 Trips for 'holiday/pleasure/leisure' and 'visiting friends and relatives – mainly holiday' lasting one night or more taken by UK residents aged 16 and over.

Source: United Kingdom Tourism Survey, VisitBritain



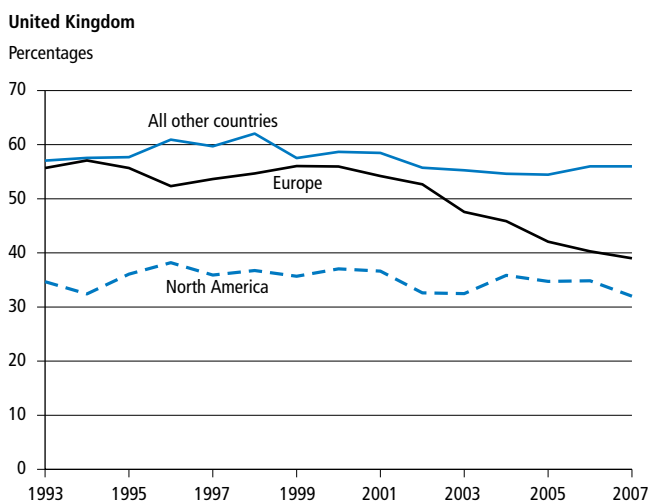
the most popular free attractions were the Wales Millennium Centre and St Fagans: National History Museum in Cardiff (0.9 and 0.6 million visitors respectively). Pembrey Country Park and Oakwood Theme Park were the most popular paid attractions, with 0.4 and 0.3 million visitors. In Northern Ireland, the most popular free attractions were the Giant's Causeway Visitor Centre and Crawfordsburn Country Park with around 0.7 million visitors each in 2007. Belfast Zoological Gardens and W5, an interactive science discovery centre, were the most popular paid attractions with 0.3 and 0.2 million visitors.

UK residents made a record 45.4 million holiday trips abroad in 2007 (see also International travel in Chapter 12: Transport). The number of holiday trips abroad has increased by 56 per cent since 1997 and is a continuation of the trend of the rise in overseas holidays over nearly four decades, from 6.7 million in 1971. The package holiday (see Appendix, Part 13: Package holiday) is still very common among UK residents when they holiday abroad. In 2007, 18.7 million holiday trips abroad were package holidays. However, package holidays as a proportion of all holidays abroad have decreased over time. In 2002 package holidays peaked at 20.6 million, which was more than one-half (52 per cent) of all overseas holidays compared with 41 per cent in 2007. The fall in package holidays has mainly occurred for holiday trips taken in Europe. In 2007 almost four in ten (39 per cent) holidays to Europe were package-based compared with 56 per cent in 2000 (Figure 13.11). Package holidays to North America and other countries outside Europe have remained stable as a proportion

of the total in the past few years. In 2007 more than one-half (56 per cent) of all holidays to countries (other than North America and Europe) and around one-third (32 per cent) of holidays to North America were package-based.

Despite some broadening of the tourist season the times of the year when holidays are taken have remained broadly unchanged. In 2007, 17 per cent of holidays abroad were taken in January to March, 26 per cent in April to June, 37 per cent in July to September, coinciding with the main school holidays and 20 per cent in October to December. Around eight in ten holidays abroad by UK residents in 2007 were taken in Europe. Spain was the most popular destination, accounting for nearly three in ten holidays (27 per cent). France was the second most popular destination (17 per cent of all holidays). Eight of the ten most popular destinations in 2007 were in the EU-27. The exceptions were North America (2.7 million visits) and Turkey (1.3 million visits). Six of the top ten destinations that have shown the largest proportional growth in holiday trips between 2003 and 2007 were states that joined the EU in 2004 (Latvia, Slovakia, Poland, Estonia, Lithuania and Slovenia) (Figure 13.12). Holiday trips to Latvia had the highest proportional growth (1,164 per cent) increasing from 4,000 holiday trips in 2003 to around 50,000 in 2007, followed by Slovakia (957 per cent) and Poland (719 per cent). Holiday trips to parts of North Africa, such as Algeria, Libya, Morocco and Sudan, increased nearly four times (297 per cent). Trips to

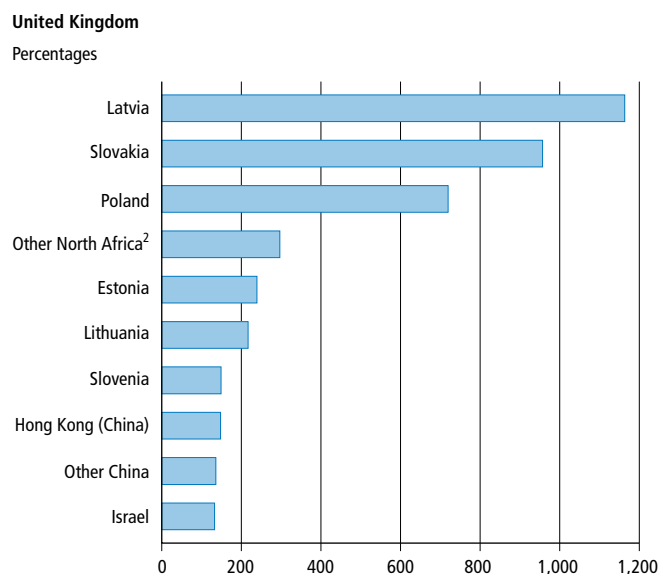
**Figure 13.11**  
**UK residents' package holiday visits abroad<sup>1</sup>**



1 As a proportion of all holidays to the destination. See Appendix, Part 13: International Passenger Survey (IPS).

Source: International Passenger Survey, Office for National Statistics

**Figure 13.12**  
**Holiday destinations that have shown the largest percentage growth,<sup>1</sup> 2003 to 2007**



1 Holidays taken abroad by residents of the UK. See Appendix, Part 13: International Passenger Survey (IPS).

2 Includes Algeria, Libya, Morocco and Sudan.

Source: International Passenger Survey, Office for National Statistics

Hong Kong (China) and the rest of China increased by 148 per cent and 136 per cent respectively.

## Sporting activities

Beijing in China was the venue for the 2008 Olympic and Paralympic Games. These were the most watched games in history having been broadcast to more people in more regions around the world than any other Olympic Games. People in the UK mainly watched the games on television or through the Internet. The next Olympic Games will be held in London in 2012, making it easier for British people to attend live Olympic events. According to the 2007 British Social Attitudes Survey, nearly one-half (49 per cent) of all adults aged 18 and over in Great Britain had attended a sports event at least once a year as a spectator. More than one-third (36 per cent) attended an event several times a year but less than several times a month, and 12 per cent attended several times a week or several times a month. Men were more likely than women to be a spectator, with six in ten (60 per cent) men attending an event at least once a year compared with four in ten (40 per cent) women.

A rather lower proportion of adults take an active part in sport compared with the proportion who attend sports events as spectators. In 2006/07, 40 per cent of all adults in England had participated in a moderate intensity sport for at least 30 minutes in the week prior to interview, and 22 per cent had participated for at least 30 minutes on at least three separate days in the week prior to interview. The most popular active sports participated in during the four weeks prior to interview were indoor swimming or diving (15 per cent), health, fitness, gym or body-conditioning activities (14 per cent), and recreational cycling (10 per cent). Of the 19 per cent of adults who had not participated in an active sport during the 12 months prior to interview nearly one-half (47 per cent) stated that this was because their health was not good enough (Table 13.13). The age group with the highest proportion of people stating this reason (71 per cent) were aged 65 and over. Averaged across all ages, less than one-fifth of all adults found it either difficult to find the time (18 per cent) or were not really interested in participating (17 per cent). More than four in ten (42 per cent) of those aged 25 to 44 found it difficult to find the time to participate in sport, which may have been because of employment restraints or child care responsibilities. Time was also one of the main factors deterring young people aged 16 to 24 from participating in sport, along with not being really interested (33 per cent and 30 per cent respectively). Health was a factor for 10 per cent of young people, while 5 per cent stated that sport participation costs too much and a further 5 per cent stated that they would not enjoy it. People who were encouraged to participate in sports as children were more

**Table 13.13**

### Main reason for non-participation in an active sport:<sup>1</sup> by age, 2006/07

England	Percentages				
	16–24	25–44	45–64	65 and over	All aged 16 and over
Health not good enough	10	16	35	71	47
Difficult to find the time	33	42	24	2	18
Not really interested	30	21	21	12	17
Too old	0	0	2	6	3
Would not enjoy it	5	3	3	2	3
Costs too much	5	4	3	0	2
Never occurred to me	4	1	2	1	2
No one to do it with	5	1	1	1	1
Too lazy	1	2	2	0	1
Other reasons <sup>2</sup>	8	9	7	4	6

1 Respondents who had not done any sport or recreational physical activity in the 12 months prior to interview.

2 Other reasons include 'don't know', 'fear of injury', 'exercise enough already' and 'changing facilities are not good enough'.

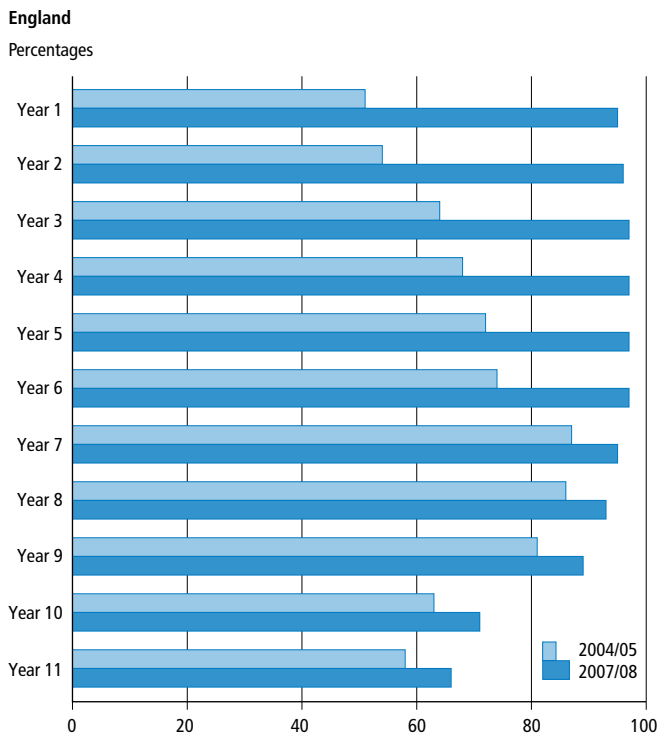
Source: *Taking Part: The National Survey of Culture, Leisure and Sport*, Department for Culture, Media and Sport

likely to participate in a sport as an adult. In 2006/07, one-quarter (25 per cent) of all adults who had been encouraged as a child had participated in a moderate intensity sport in the 12 months prior to interview, compared with 15 per cent who had not had the encouragement.

Getting children of school age participating in sport and keeping them involved is generally considered to help reduce obesity and improve fitness levels, team spirit, concentration and self-esteem. School sport partnerships (SSPs) are 'families' of schools working together to develop physical education and sport opportunities for all young people. They are made up of secondary, primary (infant and junior schools) and special schools and usually have a Specialist Sports College acting as the hub of the family. By the end of 2007 all of the 21,727 maintained schools in England were arranged into 450 different partnerships.

According to the 2007/08 School Sport Survey, 90 per cent of pupils in SSP schools in England participated in at least two hours or more high quality physical education (PE) and out-of-hours school sport each week, an increase of 21 percentage points since 2004/05. Over nine in ten primary and special school pupils participated in at least two hours of PE and sport (96 per cent and 93 per cent respectively), compared with over eight in ten (83 per cent) secondary school pupils. The proportion of primary school pupils participating in at least two hours or more of high quality PE and sports rose by 32 percentage points

**Figure 13.14**  
**Pupils who participate in physical education and out-of-hours sport<sup>1</sup> at school:<sup>2</sup> by year group<sup>3</sup>**



- 1 For at least two hours of high quality physical education (PE) and out-of-hours sport in a typical week during term time.
- 2 Schools that are part of a School Sport Partnership (SSP), which are groups of schools working together to develop PE and sport opportunities.
- 3 See Appendix, Part 3: Stages of education.

Source: Department for Children, Schools and Families

since 2004/05 (Figure 13.14). The largest increases were for Years 1 and 2 (44 percentage points and 42 percentage points respectively). Secondary schools saw the least improvement since 2004/05 with a rise of 8 percentage points overall, with Years 10 and 11 still at a relatively low level (71 per cent and 66 per cent respectively) compared with other school years. The proportion of special school pupils participating in at least two hours or more of high quality PE and sports rose by 24 percentage points over the period. Across all types of schools and school years, pupils spend on average 1 hour 58 minutes each week on curriculum PE. More than nine in ten schools offered football, dance, gymnastics, athletics and cricket during the academic year 2007/08 and more than eight in ten schools offered rounders, swimming and netball.

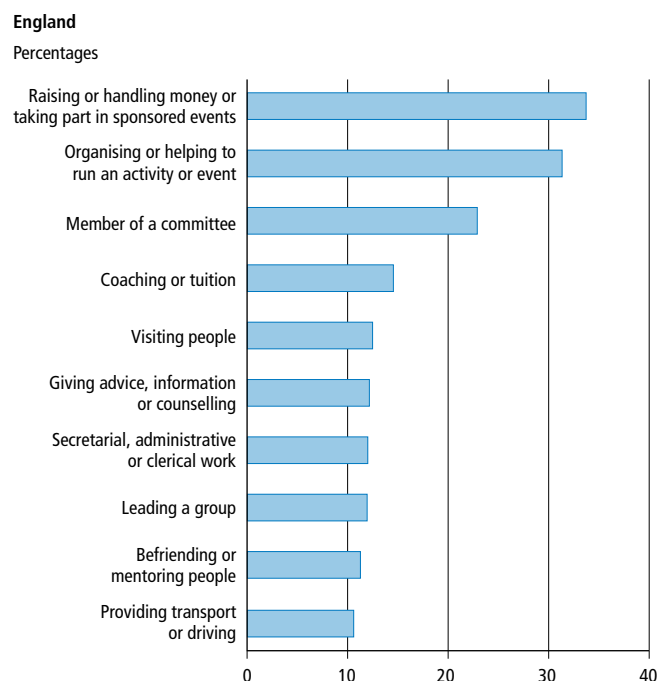
## Social participation and networking

One of the ways individuals contribute to their community is through volunteering. According to the Citizenship Survey, informal volunteering, which is giving unpaid help as an individual to people who are not relatives, was carried out by

64 per cent of adults at least once in the 12 months prior to interview and by 36 per cent in the month prior to interview in April to June 2008 in England. Formal volunteering, which is giving unpaid help through groups, clubs and organisations to benefit other people or the environment, was carried out by 41 per cent of people at least once in the 12 months prior to interview, and by 26 per cent in the month prior to interview. According to the 2006/07 Taking Part Survey carried out by the Department for Culture, Media and Sport, the most common types of voluntary work undertaken by respondents in the 12 months prior to interview in England were raising or handling money or taking part in sponsored events – these activities were undertaken by more than one-third (34 per cent) of volunteers (Figure 13.15). More than three in ten (31 per cent) of those volunteering organised or helped to run an event, and almost one-quarter (23 per cent) were members of a committee. Coaching or tuition was undertaken by 15 per cent of volunteers, with more men than women doing this kind of voluntary work, 19 per cent compared with 10 per cent. However, most types of voluntary work were done by a similar proportion of male and female volunteers.

The benefits that volunteering brings for individuals and communities are well recognised, but it can have a beneficial impact to the volunteer as well, ranging from satisfaction and

**Figure 13.15**  
**Types of voluntary work undertaken, 2006/07<sup>1</sup>**



- 1 As a proportion of all who had done voluntary work in the 12 months prior to interview.

Source: Taking Part: The National Survey of Culture, Leisure and Sport, Department for Culture, Media and Sport

**Table 13.16****Selected benefits from formal volunteering: by age,<sup>1</sup> 2006/07**

England	Percentages					
	16–34	35–44	45–54	55–64	65 and over	All aged 16 and over
I get satisfaction from seeing the results	98	99	100	95	95	97
I really enjoy it	98	96	95	96	94	96
I meet people and make friends	87	80	84	84	91	86
It gets me out of myself	68	66	63	57	82	69
It makes me feel needed	63	70	61	63	76	67
It gives me more confidence	75	57	65	55	68	65
It gives me the chance to learn new skills	80	60	60	55	47	61
It gives me a position in the community	49	38	35	25	40	38
It gives me the chance to improve my employment prospects	53	26	18	8	3	23
It gives me the chance to get a recognised qualification	25	13	15	6	5	13

1 All formal volunteers who volunteered regularly with their main organisation and stated that the reasons were very or fairly important to them. Percentages do not sum to 100 per cent as respondents could give more than one answer. Those who said 'don't know' or refused to respond are excluded.

Source: *Helping Out: A national survey of volunteering and charitable giving*, Cabinet Office

enjoyment through to personal and professional development. In 2006/07, the most important benefits identified by regular formal volunteers in England were the sense of satisfaction seeing the results of volunteering or the enjoyment of being involved (97 per cent and 96 per cent respectively) (Table 13.16). Social interaction through meeting people and making friends and by getting people out of themselves were also common benefits identified by 86 per cent and 69 per cent of volunteers respectively, as were feelings of self worth, such as feeling needed or gaining confidence (67 per cent and 65 per cent respectively). Although volunteers of all age groups gave satisfaction from seeing the results and overall enjoyment as the most important personal benefits, the importance of other benefits varied by age. Young people aged 16 to 34 were most likely of all age groups to feel that volunteering gave them a chance to gain new skills, enhance their employment prospects, gain a position in the community and get a recognised qualification. Older people aged 65 and over were most likely of all groups to see volunteering as something that gave them the chance to meet people and make friends, got them out of themselves or made them feel needed. Both young people 16 to 34 and older people aged 65 and over were more likely than other age groups to feel that volunteering would give them more confidence (75 per cent and 68 per cent respectively).

Giving gifts of money to charities is another important way in which people can care for others and support organisations

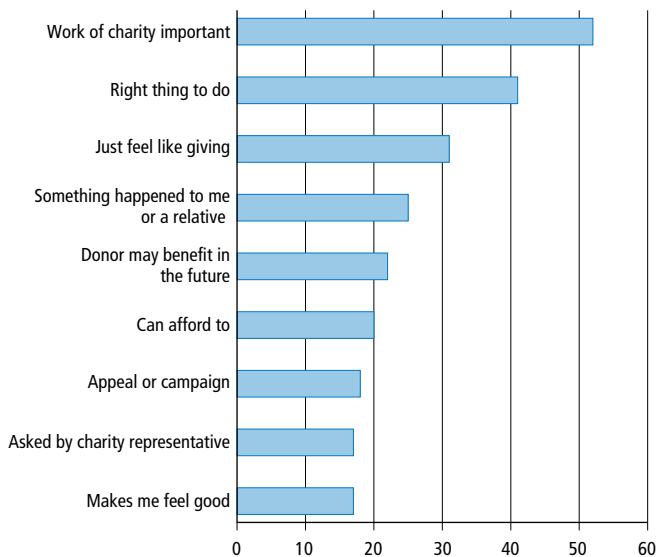
whose aims they share. According to the Charities Aid Foundation and the National Council of Voluntary Organisations, the average donation per adult in the UK in 2007/08 was £18 (£33 per donor) and the total amount donated was an estimated £10.6 billion. More than one-half (56 per cent) of adults gave at least once a month. Religious causes accounted for the largest share of the total donated (18 per cent), closely followed by medical research (15 per cent). In 2006/07 more than one-half (52 per cent) of adults in England who had donated to charity in the four weeks prior to interview did so because they felt the work of the particular charity was important (Figure 13.17). More than four in ten (41 per cent) felt it was the right thing to do, and more than three in ten (31 per cent) just felt like giving. Some adults donated because of a self-interest, for example because of something that had happened to them or a relative (25 per cent) or because they felt they might benefit from the charity in the future (22 per cent) or because it made them feel good (17 per cent). The most common reason for adults not donating to charity in the 12 months prior to interview was that they did not have enough money to spare; this reason was given by nearly six in ten (58 per cent) adults who did not donate. A feeling that charities wasted too much money on administration was also a reason why people did not donate, given by 16 per cent of non-givers.

Cultivating and developing relationships and friendships is an important part of life, and becomes all the more important

**Figure 13.17****Most common reasons for donating to charity, 2006/07<sup>1</sup>**

England

Percentages



<sup>1</sup> All respondents donating in the four weeks prior to interview were shown a list of possible reasons for donating and asked to select their main reason for doing so. Those who said 'don't know' or refused to respond are excluded. Percentages do not sum to 100 per cent as respondents could give more than one answer.

Source: *Helping Out: A national survey of volunteering and charitable giving*, Cabinet Office

when people are worried or stressed. According to the 2007 British Social Attitudes Survey more than one-half (51 per cent) of adults aged 18 and over in Great Britain stated that the most likely person they would talk to if they were feeling especially worried, stressed or down would be their spouse or partner with whom they lived. This was particularly true for men; six in ten (60 per cent) men compared with more than four in ten (42 per cent) women preferred to talk to their spouse or partner they lived with. Talking to a close female friend was preferred by 15 per cent of women while a further 10 per cent talked to their mother or stepmother. For men, their mother or stepmother or a close male friend were the next preferred people to talk to (8 per cent and 7 per cent respectively).

When people need emotional support or want to catch up with friends and family, they use a variety of ways of communicating. These vary from personal interaction, such as a face to face conversation, to interacting through the use of new technology such as the Internet. The most popular ways of communicating with close friends and family (not including a spouse or partner) was either face-to-face or by a telephone conversation. Almost all adults aged 18 and over in Great

Britain used these methods of communication in 2007 (98 per cent and 97 per cent respectively). The least favoured way of communicating was through an Internet service (excluding email) such as chat rooms and instant messaging, although this method was still reported by 21 per cent of adults. While both men and women preferred to use face-to-face conversation or the telephone to communicate with family and friends, the regularity of communicating varied between the sexes. More than one-half (51 per cent) of women had a face-to-face conversation to catch up with close friends or relatives every day or almost every day compared with 37 per cent of men, although around 35 per cent of both men and women had a face-to-face conversation at least once or twice a week but less than every day or almost every day (Table 13.18 overleaf). Nearly one-half (47 per cent) of women use the telephone every day or almost every day to catch up with close friends or relatives compared with 27 per cent of men, while around 38 per cent of both men and women used it at least once or twice a week but less than every day or almost every day. Around two-thirds of both men and women caught up with family and friends by text through a mobile phone (65 per cent and 66 per cent respectively) and again a greater proportion of women than men communicated this way every day or almost every day (35 per cent compared with 27 per cent). Around three in ten men and women used email to communicate to close friends and family at least once or twice a week, or every day or almost every day (29 per cent and 28 per cent respectively). Before email became popular, sending a letter or note was a common way of catching up or lending emotional support. This method of communication is still used; in 2007 more than six in ten (62 per cent) women reported that they had sent letters or notes compared with 44 per cent of men, with the largest proportion of both men and women sending one less than once or twice a month (34 per cent and 42 per cent of women).

Another way of communicating socially can be through the Internet or mobile phone. Users of social networking websites can create their own online pages or profile and are able to construct and display online a network of contacts (often referred to as 'friends'). Through these sites users can then communicate with their 'friends' or people outside their list of contacts via email or in a more public way such as posting comments or photos for all to see. These sites are very popular with young people. According to Ofcom nearly one-half (49 per cent) of all those aged eight to 17 in the UK who use the Internet had a page or profile on a social networking site in 2007. Of these, more than one-quarter (27 per cent) aged eight to 11, more than five in ten (55 per cent) aged 12 to 15, and nearly seven in ten

**Table 13.18****Regularity of emotional support or 'catching up' with close friends or relatives:<sup>1</sup> by sex and mode of contact, 2007**

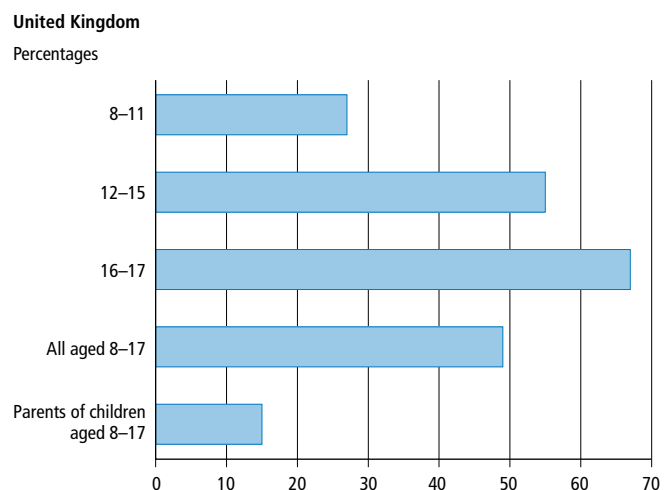
Great Britain							Percentages
	Face-to-face conversation	Telephone conversation	Text message	Letter or note	email	Internet services <sup>2</sup>	
<b>Men</b>							
Every day or almost every day	37	27	27	1	12	7	
At least once or twice a week	35	38	17	1	17	5	
At least once or twice a fortnight	12	13	6	1	9	2	
At least once or twice a month	7	9	7	7	11	4	
Less than once or twice a month	5	7	9	34	11	6	
Never	4	4	35	56	40	76	
<b>Women</b>							
Every day or almost every day	51	47	35	1	10	5	
At least once or twice a week	34	38	16	4	18	5	
At least once or twice a fortnight	6	6	6	4	7	2	
At least once or twice a month	6	4	5	12	12	2	
Less than once or twice a month	3	2	4	42	8	4	
Never	1	2	34	38	45	82	

1 The question asked of adults aged 18 and over was 'How often (using ways in the table) do you contact a close friend, relative or someone else close to you (apart from your spouse or partner) about how you're feeling or just to catch up'.

2 Includes instant messaging, chat rooms and other Internet services. Excludes email.

Source: *British Social Attitudes Survey, National Centre for Social Research*

(67 per cent) aged 16 to 17 had a page or a profile on a site (Figure 13.19). In contrast, 15 per cent of parents who were aware of social networking sites and who had young people aged eight to 17 who used the Internet had a profile themselves. For more than nine in ten (92 per cent) young people aged eight to 17 who had a page or profile on a social networking site, the main reasons for using social networking sites were staying in touch with family and friends they see regularly or looking at other people's pages or profiles. Nearly eight in ten (79 per cent) used the sites for staying in touch with family and friends that they saw rarely and six in ten (59 per cent) used the sites to make new friends. Around two-thirds (65 per cent) of parents of those aged eight to 17 with profiles on a social networking site laid down rules or placed restrictions on their child's use of social networking sites. Three out of ten parents insisted on rules or restrictions about meeting new people online (30 per cent), and giving out personal details (27 per cent of parents). Around 17 per cent of parents had a rule or restriction about meeting in person new people befriended online.

**Figure 13.19****Proportion of parents and children who have a profile on a social networking site:<sup>1</sup> by age, 2007**

1 All those aged 8 to 17 who were aware of social networking sites and parents of children aged 8 to 17 who use the Internet were asked the question 'Do you have a page or profile on a social network site?'

Source: *Ofcom*