

Cultural and informal science experiences

How interested are the public in science as a cultural or leisure activity?

The Wellcome Trust believes that informal learning stimulates interest in science, as well as an appreciation of its social, cultural and historical context. Wellcome is committed to encouraging people of all ages, and from all walks of life, to be informed, inspired and involved in science.

The Monitor findings reflect that many people experience science in their daily lives. Most have watched a TV programme or film involving science or medical research in the last 12 months. A fifth of the public report having visited a science museum or centre in the previous 12 months. The overwhelming majority of visitors rated their visit as interesting.

Three-fifths of the public want to hear about scientific research directly from scientists. While the findings from the most current research matter greatly to people, they also want to hear about how the research gets done. More people favour passive interactions with scientists, such as via television or podcasts, rather than active interactions, for example going to a talk or debate.

The Wellcome Trust Monitor is a unique survey of the UK public that is conducted every three years to look at changing knowledge and attitudes to medicine, science and health. For more findings on this topic, you can look in Chapters 4 and 5 of the Wellcome Trust Monitor Wave 3 Report (wellcome.ac.uk/monitor). These chapters give more detail on the findings displayed here.

Bases: 1,524 UK adults aged 18+ interviewed face-to-face by Ipsos MORI; 940 interested to hear from scientists; 277 who visited a science museum or centre in the last 12 months. Fieldwork dates: 2 June to 1 November 2015. We suggest that you cite this infographic as follows: Ipsos MORI (2016) Wellcome Trust Monitor, Wave 3. London: Wellcome Trust (<http://dx.doi.org/10.6084/m9.figshare.3145744>).

Interest in science

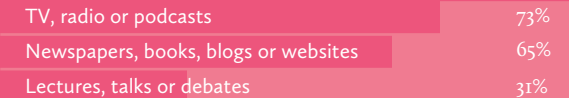
How interested are people in hearing about the research scientists conduct?



of those interested, they most want to hear about:

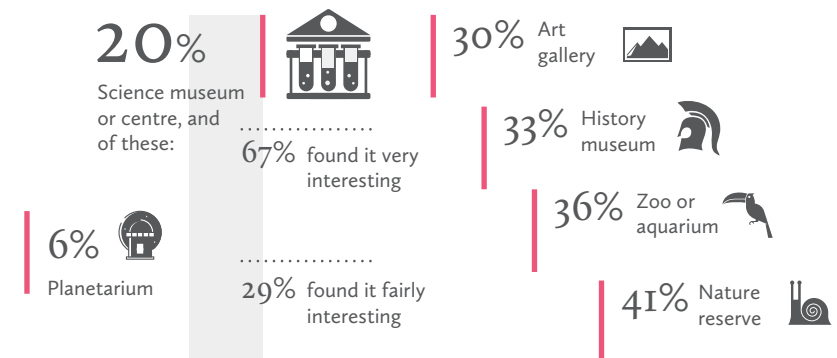


of those interested, they most want to hear through:



Scientific or other cultural attractions

% who have visited the following places in the last 12 months



Science activities

Activities involving science or medical research done in last 12 months

