



Cyngor Celfyddydau Cymru  
Arts Council of Wales



*Giants Tales from Wales* - Flintshire Primary Schools Cluster Project  
Artist: Luned Rhys Parri, Exhibition: Clwyd Theatr Cymru

The Arts Council of Wales  
2012 Children's Omnibus Survey

Report on Main Findings



April 2013



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# 1. Introduction

## 1.1. Background

The Arts Council of Wales has conducted an annual attendance and participation survey among children and young people every year since 2007. Information on attendance to arts events and participation in artistic activities is collected via a series of questions asked on the Beaufort Research Children's Omnibus survey each year. A copy of the questionnaire used to collect the information is appended to this report.

This report summarises the findings from the latest 2012 survey, examining overall levels of attendance and participation by children and young people in the arts. Demographic and regional variations are explored as well as examining individual art forms and key trends in the data over time.

## 1.2. Methodology

The Beaufort Research Children's Omnibus survey takes place twice a year, in April and October. Each wave of the survey involves interviews with c.500 children and young people aged 7 to 18 years old. Each year of data discussed within the report is an amalgamation of the April and October surveys, representing a sample size on a yearly basis of c.1,000 interviewees. In order to achieve a representative sample of 7 to 18 year olds across Wales, quotas are set on the interviews conducted by region, age, gender and Welsh speaking ability reflective of Census proportions. The resulting data is also weighted to correct any minor imbalances in the sample, ensuring that it is representative of the Welsh population aged 7 to 18.

Interviews are conducted face to face in the homes of respondents utilising CAPI (Computer Aided Personal Interviewing) technology using Beaufort's team of experienced interviewers. All fieldwork was conducted in accordance with the MRS Code of Conduct and specifically, following the Guidelines for Conducting research with Children and Young People.

Fieldwork for the 2012 survey was conducted over the period 12<sup>th</sup> to 22<sup>nd</sup> April 2012 and the 25<sup>th</sup> October to 4<sup>th</sup> November 2012. 509 interviews were conducted and analysed in the first wave and 507 in the second, giving an unweighted sample of 1,016 7-18 year olds.

## 1.3. Notes on Data Presentation

The data is presented in a series of line and bar charts which show the percentage of children & young people who have attended or taken part in each of the activities asked about in the survey. The results are also split out by key demographic grouping and region, and is also presented using Ordnance Survey county boundary maps

showing the percentage of each region who have attended or participated in the arts across Wales. Where frequency of attendance and participation is presented it refers to a rate of once a year or more often.

It is also worth noting the regional definitions referred to throughout the report are the Arts Council of Wales definitions of regions. These were updated in 2012 and will be referred to throughout the report, other than where a comparison over time is needed where the old regional definitions will be used. The breakdown of regions can be seen below:

<b>Region Name</b>	<b>2011 Definition</b>	<b>Region Name</b>	<b>2012 Definition</b>
North Wales	Wrexham, Flintshire, Denbighshire, Conwy, Anglesey, Gwynedd	North Wales	Wrexham, Flintshire, Denbighshire, Conwy, Anglesey, Gwynedd
Mid & West Wales	Powys, Ceredigion, Carmarthenshire, Pembrokeshire, Swansea, Neath Port Talbot	South West Wales	Powys, Ceredigion, Carmarthenshire, Pembrokeshire, Swansea, Neath Port Talbot
South Wales	Bridgend, Rhondda Cynon Taff, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Cardiff, Vale of Glamorgan, Torfaen, Monmouthshire, Newport	South Central Wales	Bridgend, Cardiff, Vale of Glamorgan, Rhondda Cynon Taff, Merthyr Tydfil
		South East Wales	Torfaen, Monmouthshire, Newport, Caerphilly, Blaenau Gwent

## 2. Executive Summary

### 2.1. Arts Attendance

- 8 in 10 (80%) children aged 7-18 years olds attended an arts events once a year or more often in 2012. This overall attendance, at any of the 9 art forms, is the same as that recorded in 2011.
- Just looking at the consistent 8 art forms (excluding carnival and street arts), the proportion of 7-18 year olds attending at least once a year or more often has fallen by 1 percentage point to 72% in 2012. This level of attendance is consistent with the overall figures recorded for the last six years.
- To a certain extent, arts attendance is correlated with social grade with children who live in households of higher social grade (ABC1s – 82%) remaining more likely to attend arts events than their C2DE counterparts (77%). The gap in attendance between the two groups however decreased from 13 percentage points in 2011 to 5 percentage points in 2012.
- Younger children (7-10 year olds) have become increasingly more likely to attend an arts event in 2012, 90% doing so once a year or more often in comparison with 76% of 11-15 year olds and 72% of 16-18 year olds.
- Attendance levels of once a year or more often have remained higher amongst girls (85%) than boys (74%) in 2012. A reversal of the trend seen in 2011 also means that the gender gap in attendance has increased to 11 percentage points in 2012.
- Attendance levels varied across Arts Council of Wales region in 2012, with children in south west Wales the most likely to attend at 91%. Children from north Wales recorded an attendance level of 82% attending once a year or more often. The creation of a 4<sup>th</sup> region in 2012 resulted in children from south central Wales being the second most likely to attend an arts event at 83%, and unmasked the trend that children from neighbouring south east Wales are lagging behind with an attendance rate of 61%.
- Welsh speakers (85%) remain more likely in 2012 to attend an arts event than those who can't speak Welsh (76%). A 1 percentage point decrease in attendance by Welsh speakers closed this gap to 9 percentage point in 2012.
- Carnival and street arts became the most popular art form in 2012 with 45% of children and young people attending once a year or more often. It was also

one of only two art forms to see an increase in attendance in 2012, the other being classical music, up from 7% to 9% attending once a year or more often.

## 2.2. Arts Participation

- 8 in 10 (80%) children and young people in Wales participated in any of the 7 artistic activities once a year or more often in 2012. Although a 1 percentage point decline from 2011 this was a 4 percentage point increase from 2010 and consistent with overall participation levels seen since 2007.
- Children and young people from ABC1 households (83%) remain more likely in 2012 to participate in the arts than their C2DE counterparts (77%). The gap in participation decreased by 1 percentage point in 2012 to 6%.
- Older children (16-18 year olds) remain far less likely to participate in an artistic activity in 2012 than younger children, 55% doing so once a year or more often in comparison to 86% of 11-15 year olds and 92% of 7-10 year olds.
- Although girls (82%) were more likely than boys (79%) to participate in the arts in 2012, it is evident that there is less of a gender gap in participation than there is with attendance rates.
- Participation levels amongst children from north Wales saw a 10 percentage point decline in 2012 down to 79% participating once a year or more often. This meant that the newly created south central region saw the highest level of participation at 88%, followed by children from south west Wales at 83%. Similarly to attendance rates, children from the newly created south east Wales region are lagging behind, with 69% participating once a year or more often.
- Although the difference in participation between Welsh speakers and non-Welsh speakers declined from 15 to 11 percentage points in 2012, Welsh speakers are still more likely to participate in the arts (87%) than those who can't (76%).
- Creative writing (62%) remained the most popular participatory arts activity in 2012, closely followed by visual arts and crafts (59%). These were also two of only three art forms to experience an increase in participation in 2012, the third being film, video and photography at 20%.

## 3. Arts Attendance

### 3.1. Frequency of Attending Arts Events – Methodology

This section of the report focuses on arts attendance. Respondents were asked to indicate how often they attended each of the following nine art forms:

- Plays
- Musicals
- Opera
- Classical Music
- Other Live Music
- Dance Performances
- Art or Craft Gallery or Exhibition
- Readings, Storytellings and other Literary Events
- Carnivals and Street Arts\*

\*Art form added in 2010

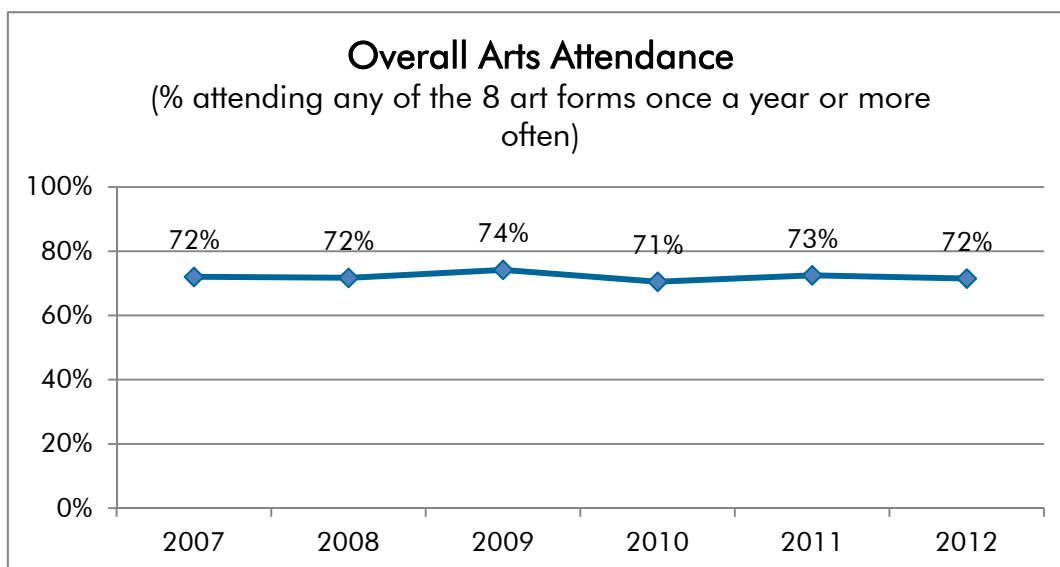
This section of the report will summarise overall attendance to arts events, measured by attendance to any art form. Demographic and regional variations in overall attendance will be examined to help understand what sort of children and young people are more likely to attend the arts in Wales. The report will then go on to look at attendance to each art form individually.

When considering the overall attendance figures it should be noted that carnivals and street arts was added to the list of art forms in 2010. Overall arts attendance will therefore be examined based on attendance at any of the eight consistent art forms over the last six years but also based on all nine art forms over the last three years. When examining demographic trends (section 3.3) comparisons will be based on the full nine art forms over the last three years.



### 3.2. Frequency of Attending Arts Events

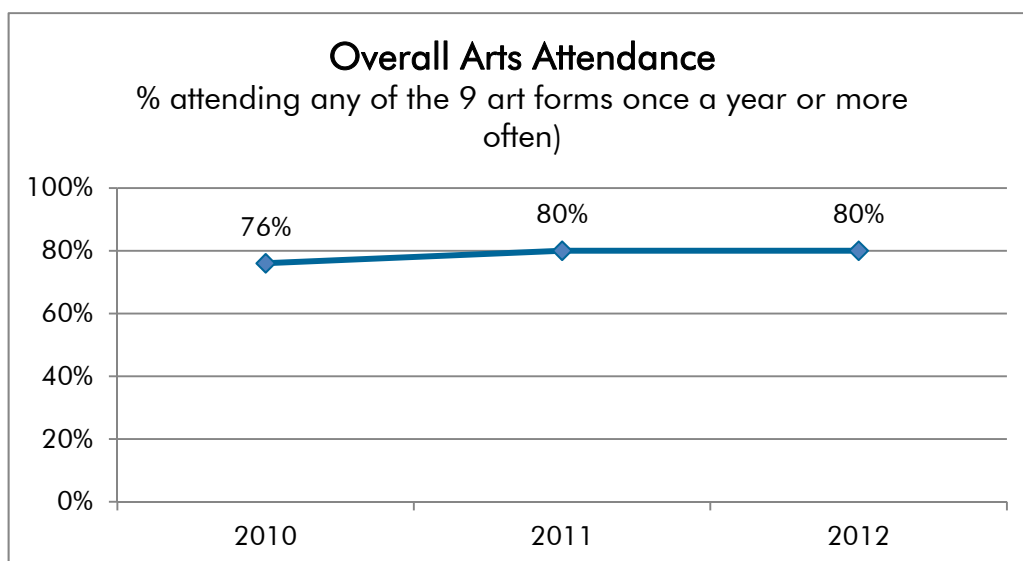
The 2012 survey found that 72% of children and young people in Wales attended at least one of the eight art forms once a year or more often. Although 1 percentage point less than the level of attendance recorded in 2011 this level remains typical of that recorded over the past six years.



Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus Survey 2007-2012

If we include Carnivals and Street Arts in the above analysis it is evident that attendance amongst children and young people in Wales increases to 80% in 2012. It is now possible to make a three year comparison of attendance to any of the nine art forms, demonstrating that attendance levels have remained at 80% since 2011, an increase of 4 percentage points since the inclusion of Carnivals and Street Arts in 2010.



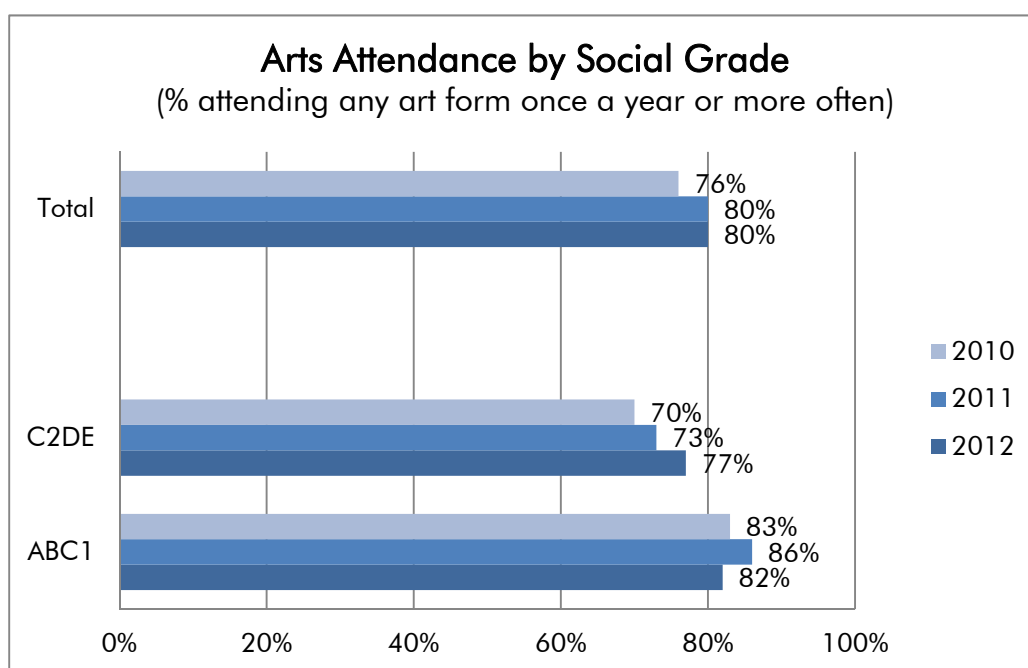
Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus 2010-2012

### 3.3. Attendance to Arts Events by Demographic Grouping

This section of the report looks at the difference in overall arts attendance by demographic group and region. Data for 2010, 2011 and 2012 is presented for comparison, and charts the proportion of children and young people in each demographic group who attend one of the nine art forms once a year or more often. Each chart also shows the overall total attendance figures to any of the nine categories over the last three years for comparison.

#### 3.3.1. By Social Grade



Base: All 7-18 year olds (2010: 1,003, 2011: 1,003, 2012: 1,016)

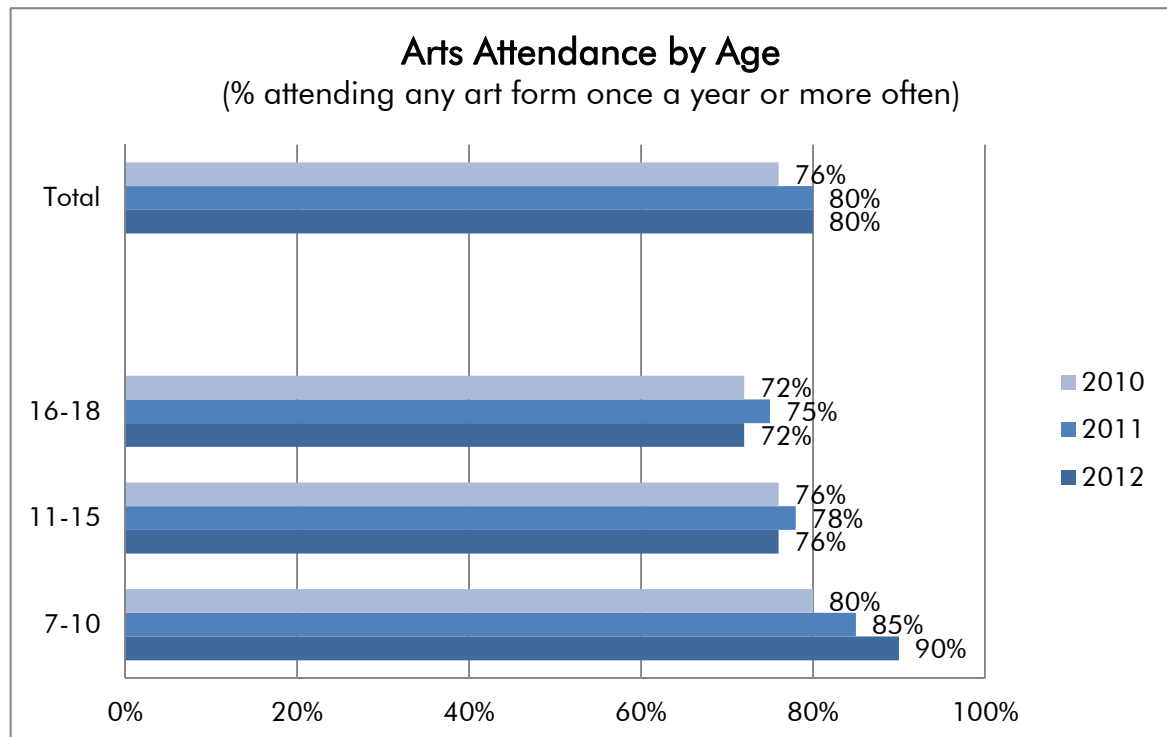
Source: Children's Omnibus 2010-2012

To a certain extent arts attendance is correlated with social grade. Children who live in households of higher social grade (ABC1s) remain more likely to attend arts events than their C2DE counterparts, 82% having done so once a year or more often in 2012 compared with 77% for C2DEs. A gap of 13 percentage points was observed between the two groups in 2010 and 2011 however this has decreased to only 5 percentage points in 2012 meaning that whilst there is some correlation social grade is having less of an impact on arts attendance amongst children and young people in Wales.

It is interesting to note that children from ABC1 households (82%) are 2 percentage points less likely to attend an arts event than adults from the same group (84%). However the gap in attendance between ABC1 and C2DE households is greater for adults than children, as adults from C2DE households are 7 percentage points less likely to attend an arts event than children from the same group (77%).

### 3.3.2. By Age

It is evident that differences in attendance between age groups have grown in 2012, leading to a greater correlation between age and arts attendance. In 2010 only 4 percentage points separate each age group and all groups were within 4 percentage points of the yearly total. In 2011 the difference in attendance between 11-15 year old and 16-18 year olds decreased to 3 percentage points whilst the difference in attendance between 7-10 year olds and 11-15 year olds grew to 7 percentage point.



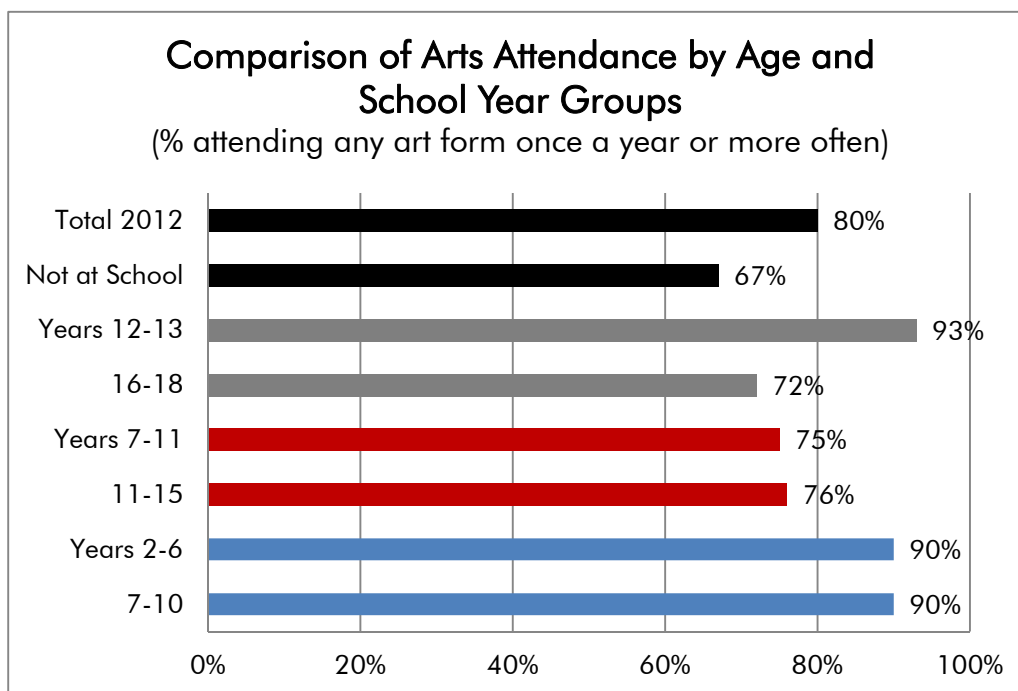
Base: All 7-18 year olds (2010: 1,003, 2011: 1,003, 2012: 1,016)

Source: Children's Omnibus 2010-2012

In 2012 the level of arts attendance by 11-15 year olds (76%) and 16-18 year olds (72%) both decreased, returning to the same rate as seen in 2010. However the gap in attendance between 7-10 and 11-15 year olds increased dramatically as attendance levels by 7-10 year olds increased by another 5%, up to 90% in 2012, 10% higher than the overall total attendance level.

It is also interesting to compare attendance by age groups with attendance by school year groups, and it is evident that there is some correlation between the two. It is evident that children in school years 2-6 have the same attendance percentage as 7-10 year olds. As 7-10 year olds fall into the school years 2-6 it could be concluded that the majority of their arts attendance is done within the school environment. Similarly the difference in arts attendance between 11-15 year olds and those in school years 7-11 is only 1 percentage point suggesting a close correlation here too. 72% of 16-18 year olds reported to attend an arts event once a year or more often in

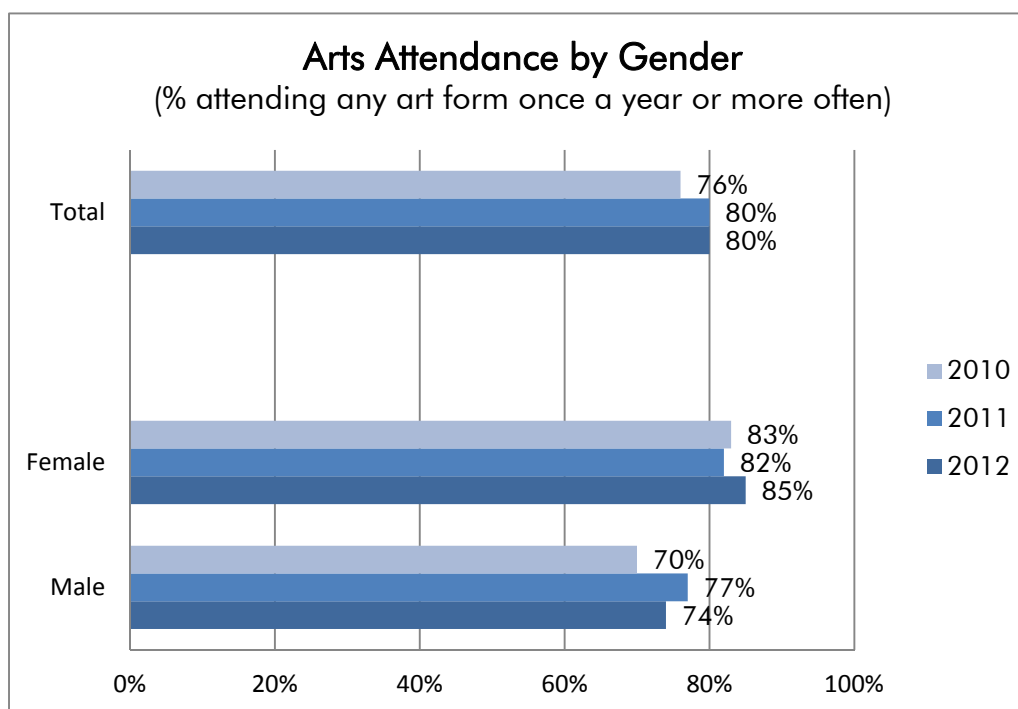
comparison to 93% of those in school years 12-13. Only 67% of those not in school reported to attend an arts event once a year or more often, suggesting that 16-18 year olds are more likely to attend an arts event if they are still attending school.



Base: All 7-18 year olds (2012: 1,016)

Source: Children's Omnibus 2012

### 3.3.3. By Gender

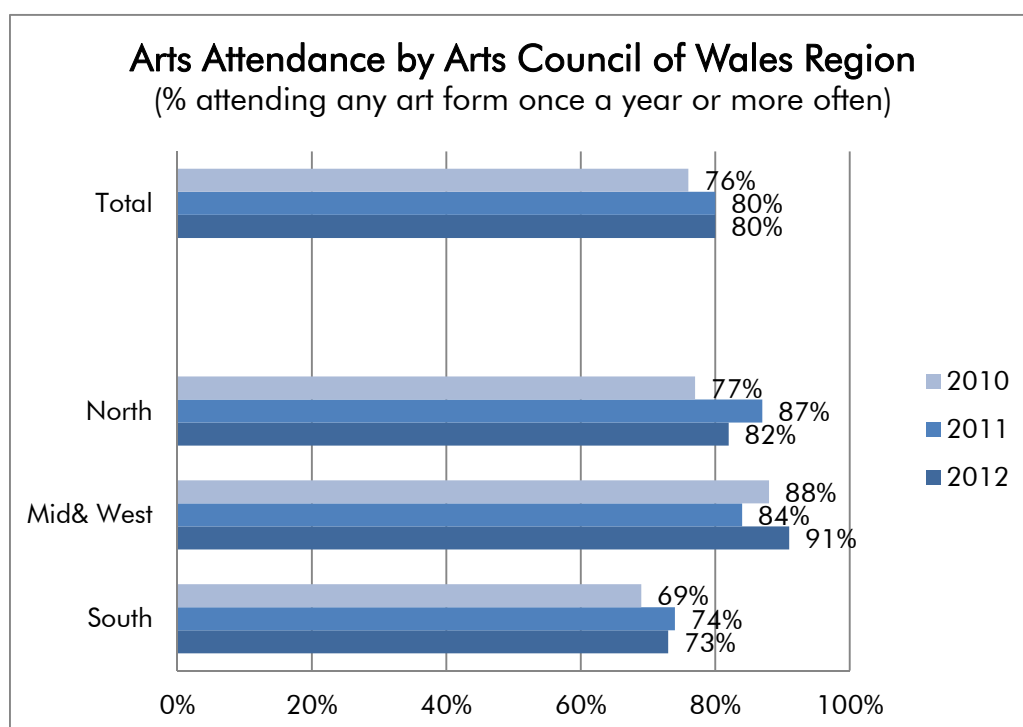


Base: All 7-18 year olds (2010: 1,003, 2011: 1,003, 2012: 1,016)

Source: Children's Omnibus 2010-2012

It is evident that attendance levels of once a year or more often have remained higher amongst girls (85%) than boys (74%) in 2012. However a reversal of the trend seen in 2011 also means that the gender gap in attendance has increased to 11 percentage points in 2012. In 2011 an increase in attendance of 7 percentage points by boys helped reduce the gender gap, however 2012 saw a downturn in attendance by boys to be 6 percentage points lower than the yearly total of 80%. It is evident that an increase in attendance by girls has helped keep the yearly total at a constant level of 80%.

### 3.3.4. By Region



Base: All 7-18 year olds (2010: 1,003, 2011: 1,003, 2012: 1,016)

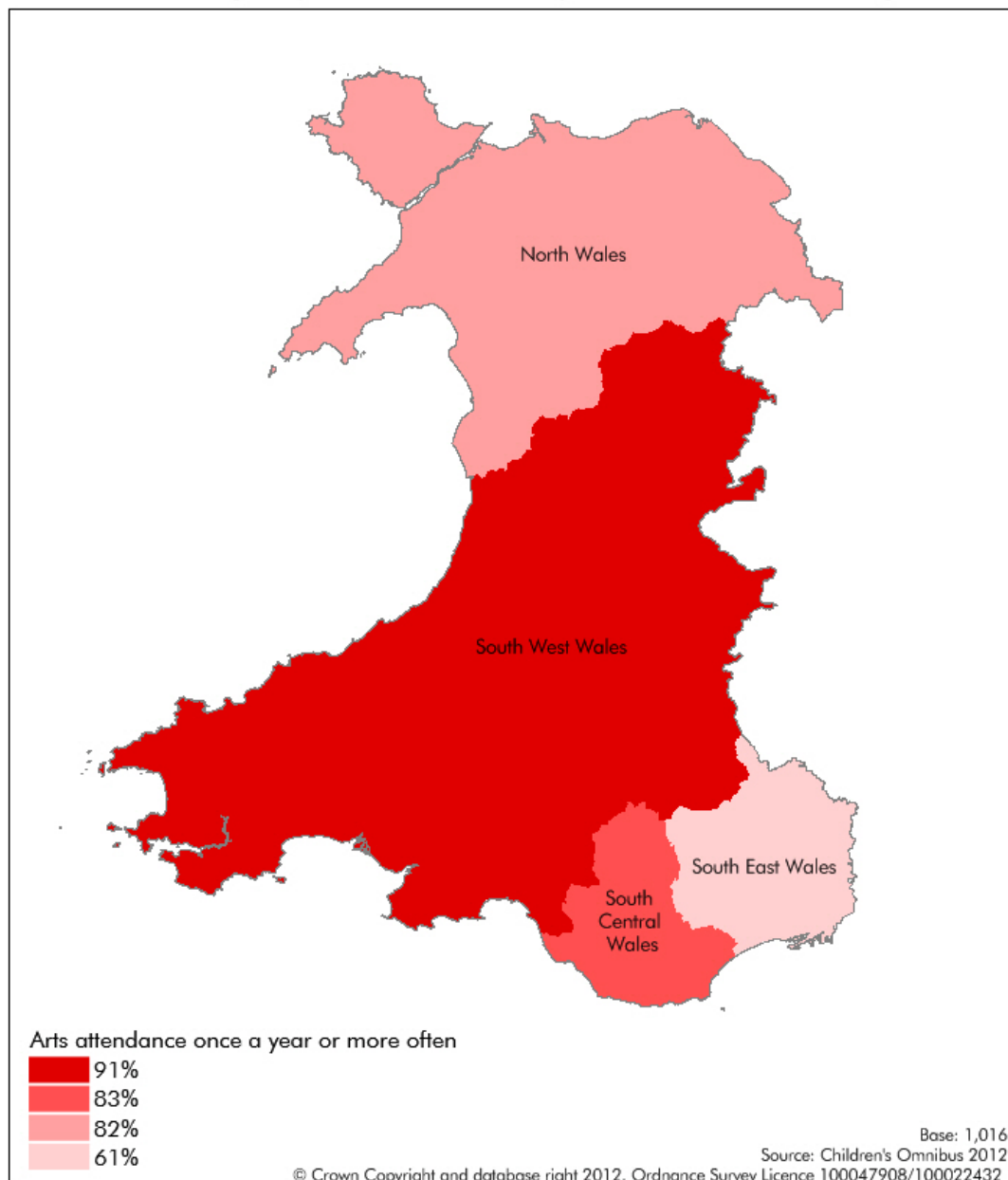
Source: Children's Omnibus 2010-2012

Overall attendance at arts events was higher among children and young people in mid and west Wales (91%) than children in north (82%) and south Wales (73%). Although overall attendance for 2012 remained at 80% mid and west Wales saw an increase in attendance of 7 percentage points to become the leading region for attendance amongst children and young people. In contrast north Wales saw a decrease in attendance of 5 percentage points which would contribute towards the overall attendance level remaining constant between 2011 and 2012. It is also evident that attendance levels in south Wales have been lagging behind the other two regions for the last three years, and in 2012 saw a decrease of 1 percentage point.

In 2012 the Arts Council of Wales changed the groupings of local authorities that would make up its reporting regions. Whilst the region of north Wales remained the same, mid and west Wales was changed to be called the south west region and the

area that was south Wales was broken down into south central and south east to make a fairer distribution of local authorities. The trend in attendance for 2012 by the new Arts Council of Wales regions can be seen in the map below:

Children & Young People Arts Attendance by Arts Council of Wales Region 2012

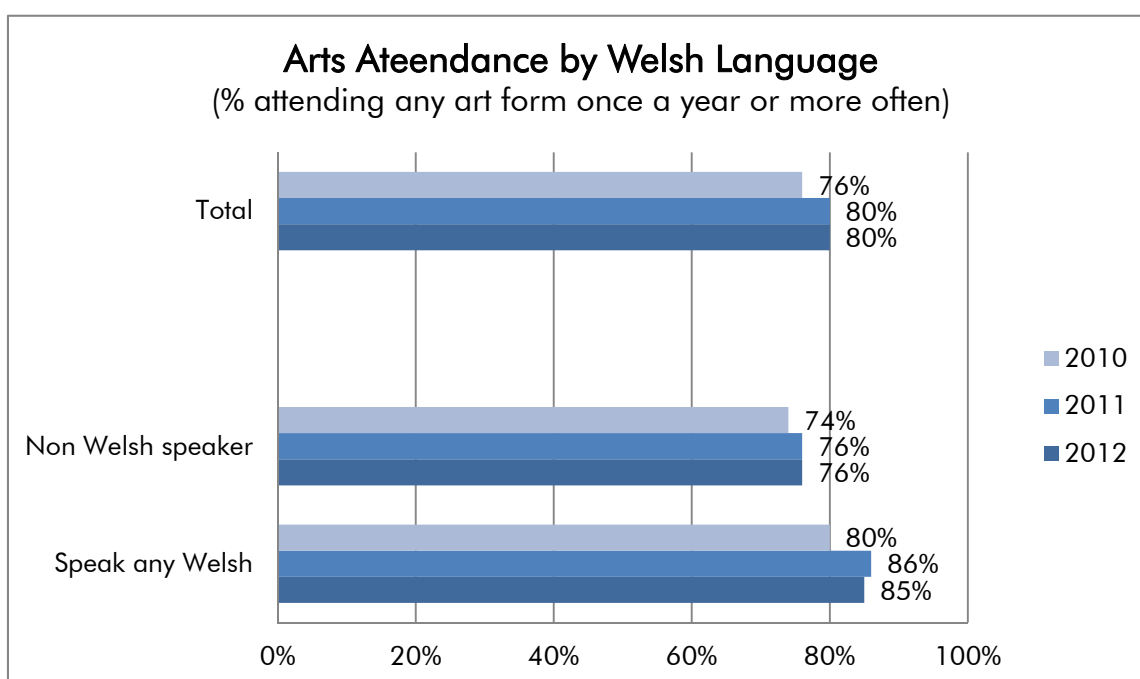


Attendance levels amongst children and young people in south west Wales remain the highest at 91% and attendance by children and young people in north Wales remains high at 82%. However it is evident when comparing the new Arts Council of Wales regions for 2012 that attendance levels by children and young people in the south central region are in fact 1 percentage point higher than those living in north Wales at 83%. The disparity emerges when looking at attendance figures for the south east region, which for 2012 stand at 61% of children and young people attending an artistic event once a year or more often. It is evident that this region is lagging behind

the other regions in Wales and would also have contributed towards the old south region having a lower attendance rate. It is evident from the map that attendance rates amongst children and young people are not therefore evenly distributed across Wales.

### 3.3.5. By Welsh Language

Whilst attendance levels between Welsh speakers and non-Welsh speakers have remained almost unchanged from the rate observed in 2011 it could be argued that there is some correlation between ability in the Welsh language and attendance to arts events amongst children and young people in Wales. Although Welsh speakers saw a drop of 1 percentage point in 2012 there still remains a 9 percentage point gap between the two groups, with children who are able to speak Welsh more likely to attend an arts event (85%) than those who can't (76%).

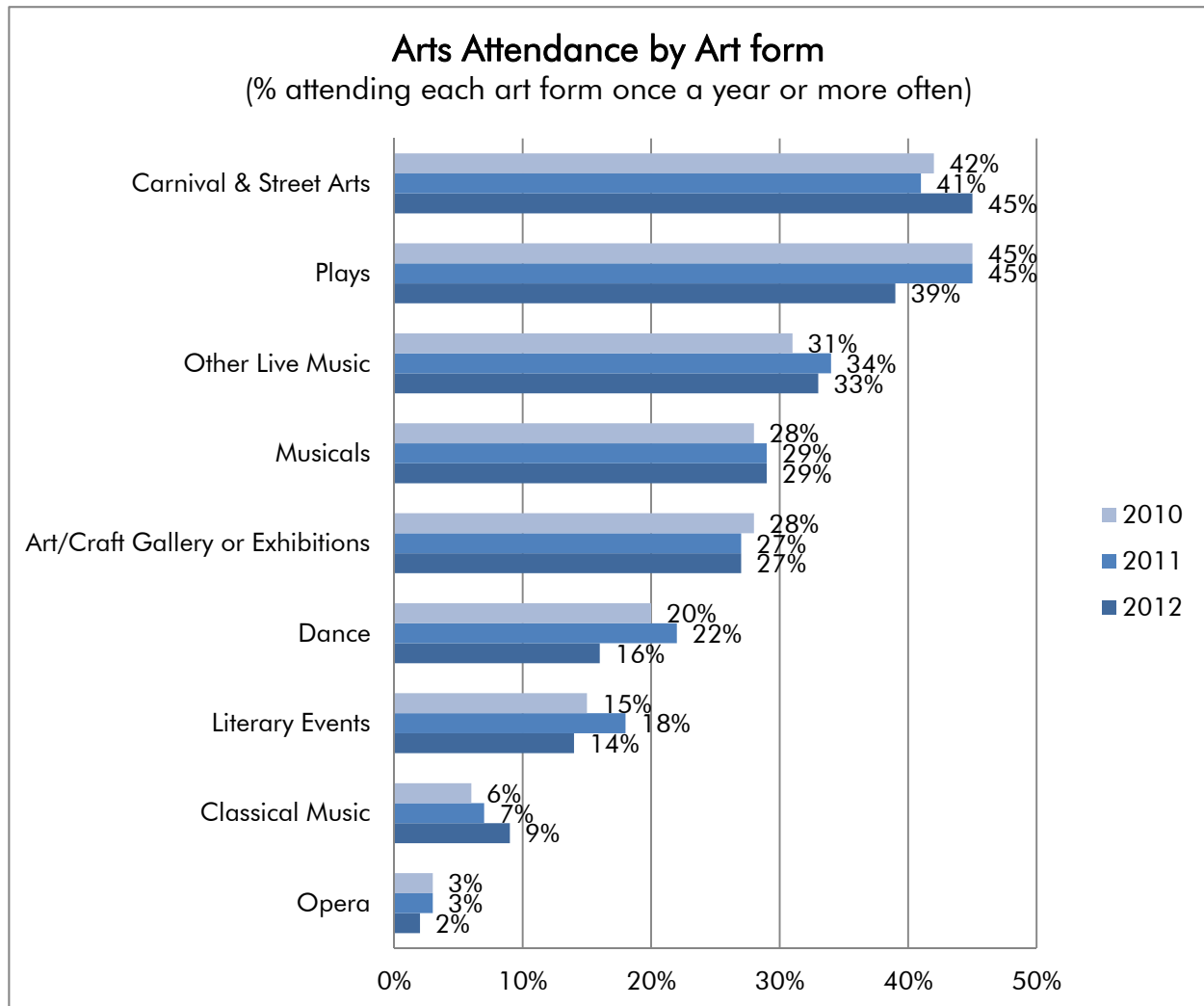


Base: All 7-18 year olds (2010: 1,003, 2011: 1,003, 2012: 1,016)

Source: Children's Omnibus 2010-2012

### 3.4. Summary of Arts Attendance by Art Form

The following graph shows the proportion of children and young people who attend each art form once a year or more often. The graph shows the most recent findings from the 2012 survey, and also attendance figures from the 2010 and 2011 surveys for comparison.



Base: All 7-18 year olds (2010: 1,003, 2011: 1,003, 2012: 1,016)

Source: Children's Omnibus 2010-2012

The most popular art form (in terms of attendance) among children and young people for the first time was carnival and street arts, up 4 percentage points from 2011 to 45% attending once a year or more often. Dance events and plays saw the largest decrease in attendance both down by 6 percentage points, however plays still remained highly popular, second in popularity behind carnival and street arts at 39%. Around 1 in 3 children and young people attend live music events (non-Classical), musicals and arts and craft galleries or exhibition, remaining at a similar level seen in 2011.

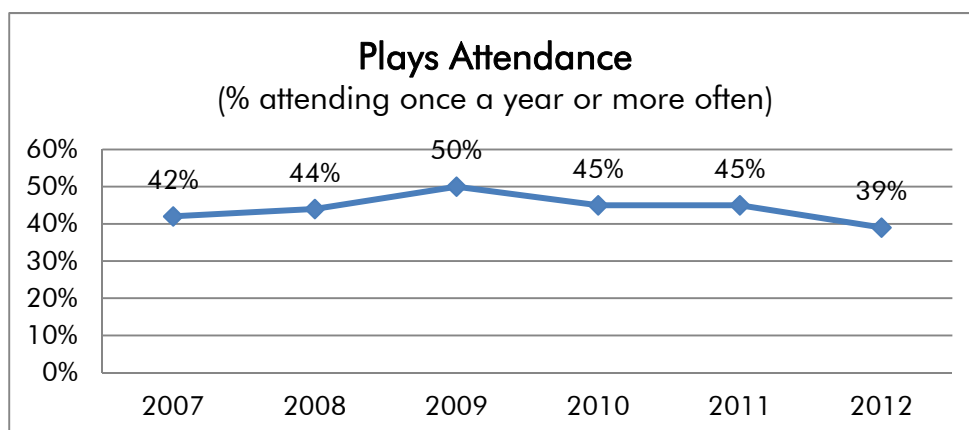


Classical music and opera continue to record the lowest attendance levels of those art forms measured by the survey although classical music events saw an increase of 2 percentage points up to 9%. Opera saw a decrease of 1 percentage point, down to only 2% from 3% in 2010 and 2011.

It is worth noting that the above figures look at attendances of once a year or more often, however for many of this group attendance occurs more often than just once a year. In most cases around one third to a half of all those attending each art form at least once a year or more are doing so just once, with the remainder doing so on a more frequent basis.

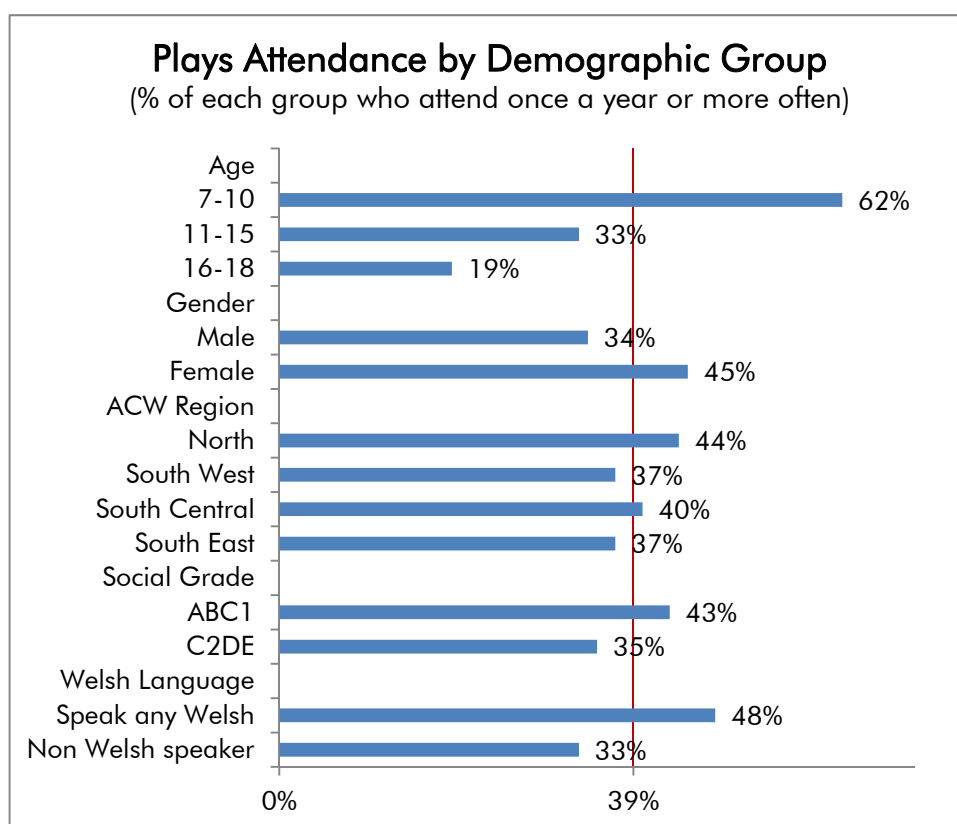
### 3.5. Plays

39% of children and young people in Wales attended plays once a year or more often in 2012. This figure is a 6 percentage point decrease from the attendance level recorded in 2011 and is the lowest level recorded since 2007, 11 percentage points lower than the highest level recorded in 2009. Although there has been a decrease in attendance to plays amongst children and young people, the level of attendance is higher than attendance levels reported amongst adults which stood at 30% in 2012.



Base: All 7-18 year olds (at least 1,000 per wave)

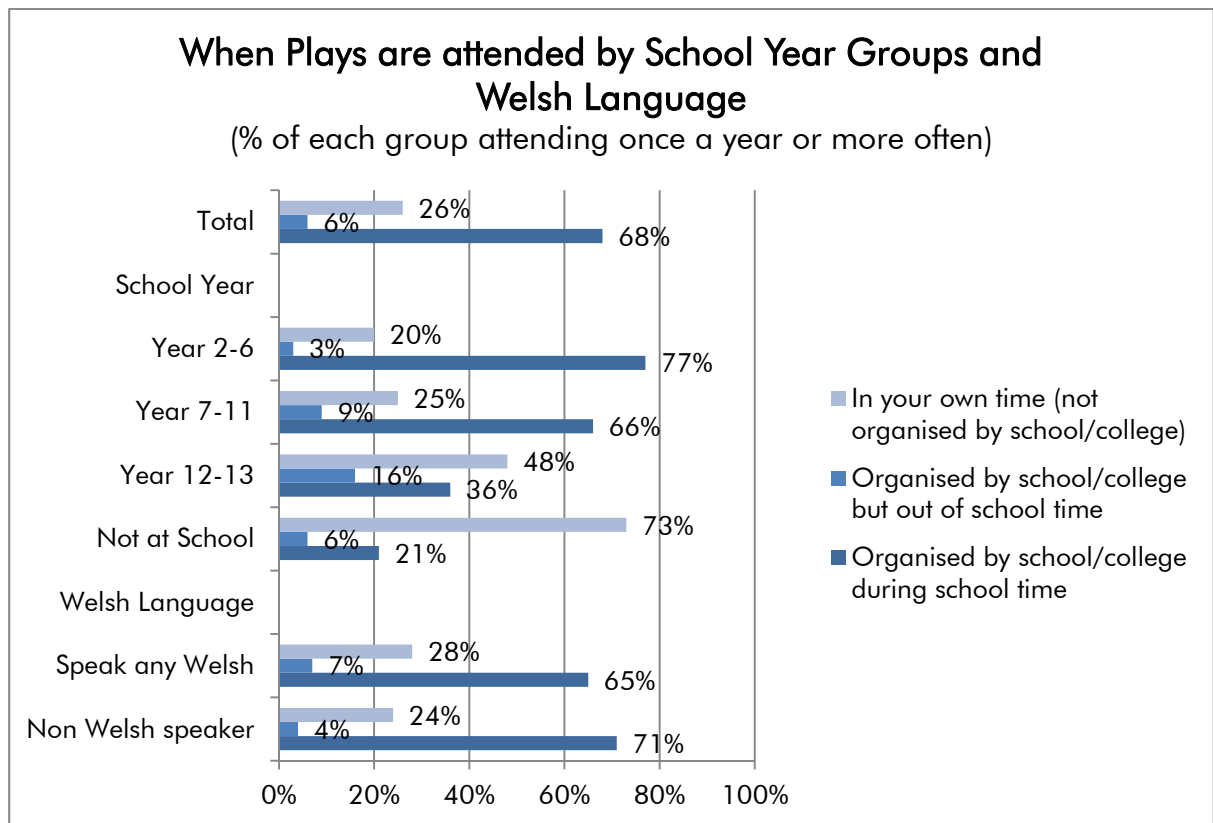
Source: Children's Omnibus 2007-2012



Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

- Attendance at plays is closely correlated to age. Attendance levels amongst the youngest age group, 7-10 year olds, (62%) was almost double that recorded by 11-15 year olds (33%) and over triple that recorded by the oldest age group, 16-18 year olds, at only 19%.
- Girls (45%) are 11 percentage points more likely to attend plays than boys (34%), mirroring the trend in overall arts attendance between girls and boys where again girls are 11 percentage points more likely to attend any art form than boys.
- There is less of a correlation between attendance at plays and Arts Council of Wales region, the lowest being 37% of children and young people living in south west and south east Wales attending a play once a year or more often and the highest only 7 percentage points higher at 44% in north Wales.
- Although the gap has decreased since 2011, children from households classified as higher social grades ABC1, are more likely (43%) to attend a play than those from C2DE households (35%), creating some correlation between attendance to plays and social grade.
- Attendance at plays is also correlated to Welsh speaking ability with children and young people who are able to speak Welsh (48%) 15 percentage points more likely to attend plays than those who can't (33%).



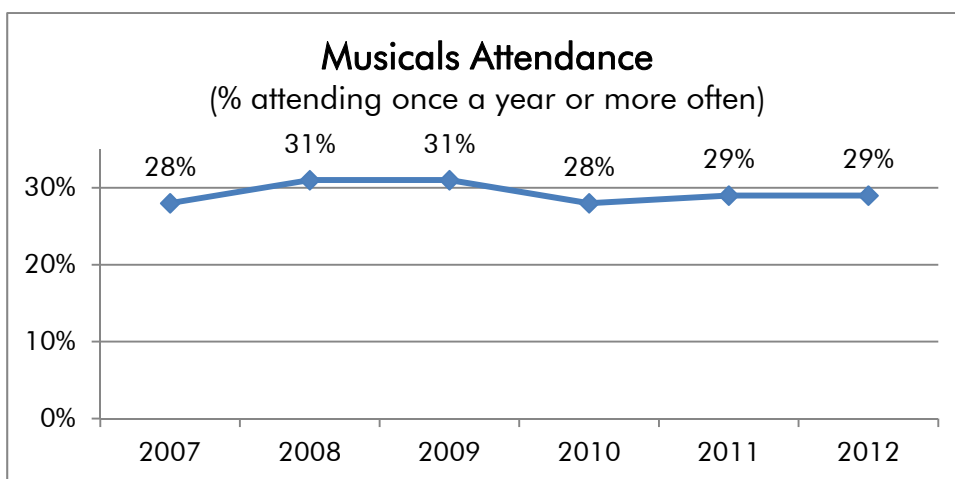
Base: Those attending plays once a year or more often: 398

Source: Children's Omnibus 2012

Over two thirds of children and young people attending plays did so as part of a school activity as is the outcome for many art forms. This is evident when broken down by school year groups (other than those not at school) and by Welsh language ability.

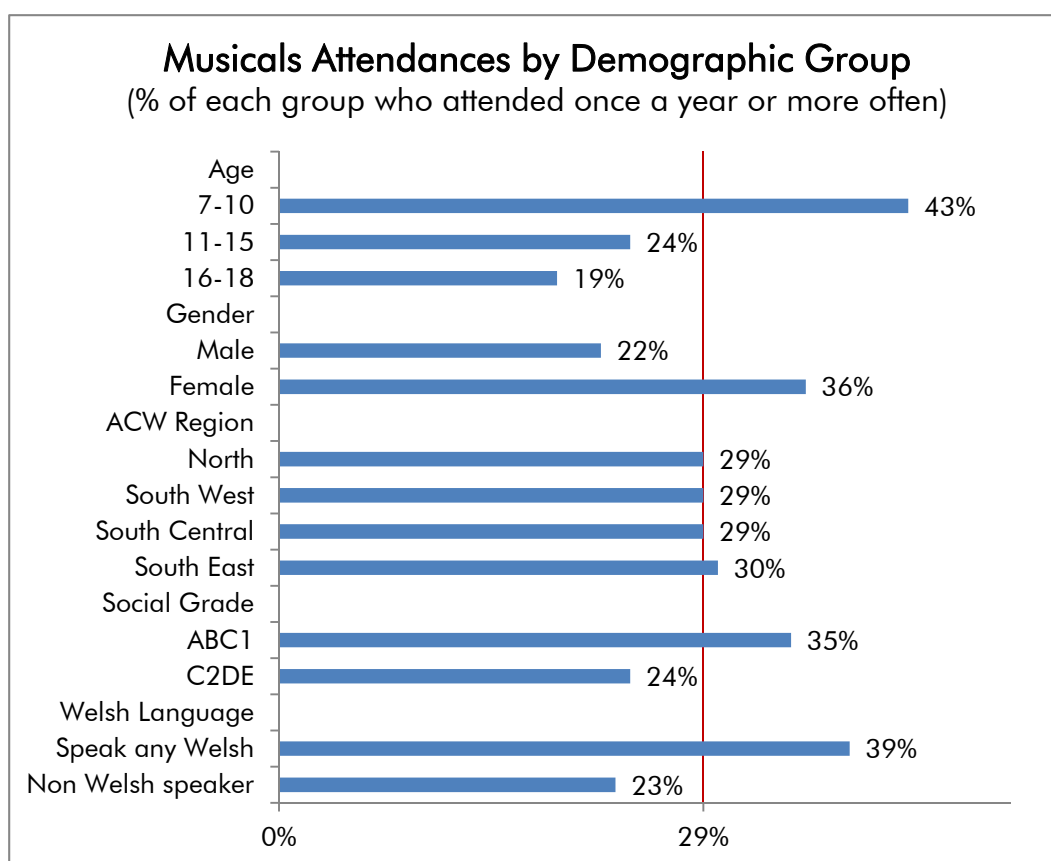
### 3.6. Musicals

Almost 3 in 10 (29%) children and young people in Wales attended musicals at least once a year or more often in 2012. This is consistent with the level of attendance seen in 2011, and typical of that recorded since 2007. It is also slightly higher than equivalent attendance levels to musicals by adults in 2012 which stand at 22%.



Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus 2007-2012



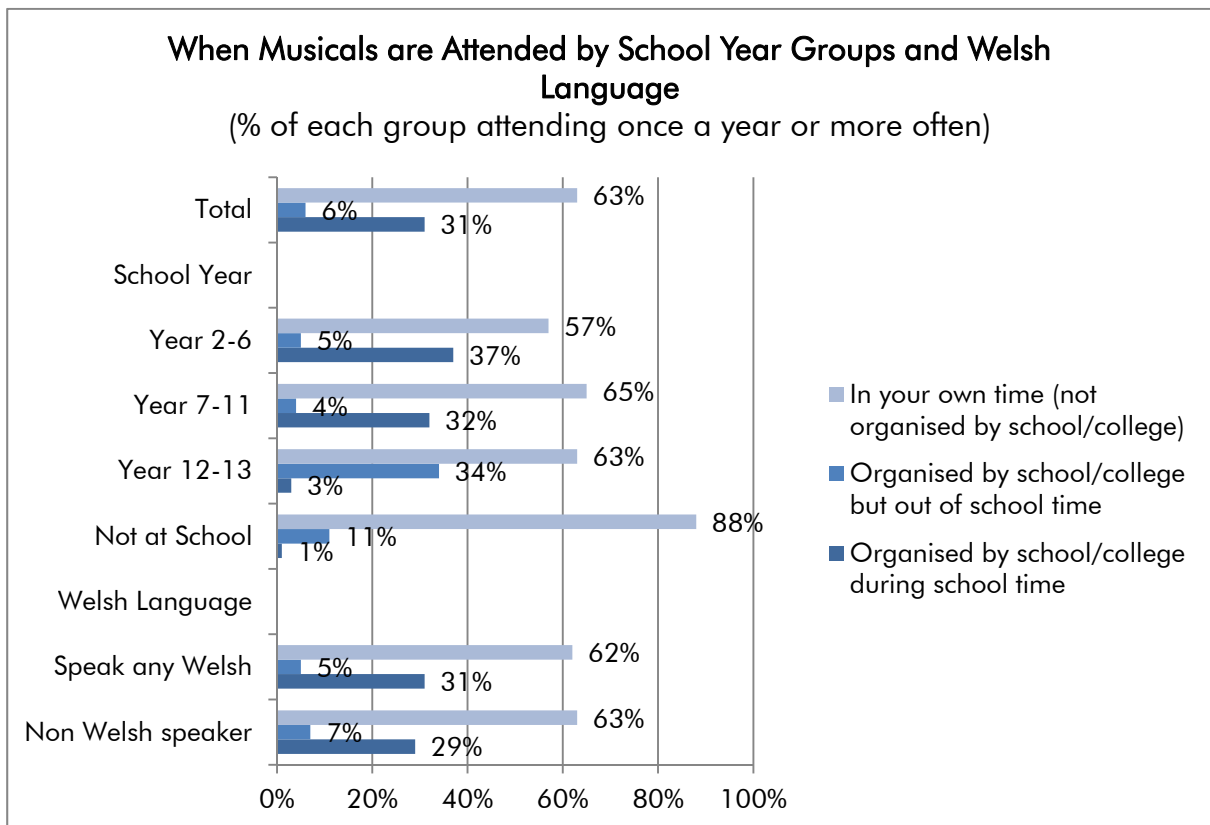
Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

- Similarly with plays, attendance at musicals is closely correlated to age with younger children more likely to attend than older children. 7-10 year olds

(43%) are almost twice as likely to attend musicals as 11-15 year olds (24%) and over twice as likely to attend as 16-18 year olds (19%). This pattern reflects attendance levels by age to any arts event once a year or more often.

- There is a strong correlation between gender, social grade, Welsh speaking ability and attendance at musicals. These demographic trends are similar to the trends in overall arts attendance and also attendance levels at plays. Girls (36%) are 14 percentage points more likely to attend than boys (22%). Attendance was higher among ABC1s (35%) than C2DEs (24%), and among Welsh speakers (39%) in comparison to non-Welsh speakers (23%). It is evident that Welsh speakers are 10 percentage points more likely to attend a play than the overall attendance level to plays.
- Contrasting overall attendance levels by Arts Council of Wales region attendance to musicals is almost equal, with three regions reporting attendance rates of 29%. Also contrasting the national trend is the south east region rating the highest attendance level amongst the four regions at 30%.



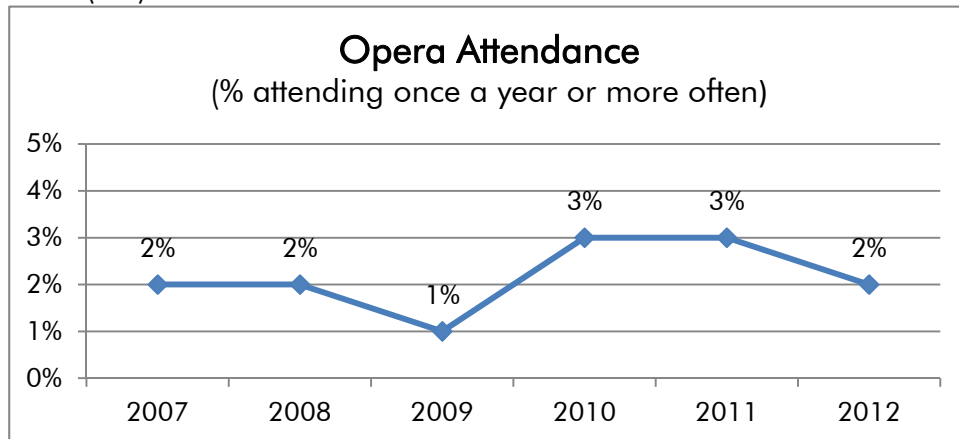
Base: Those attending musicals once a year or more often: 296

Source: Children's Omnibus 2012

In contrast to plays, attendance at musicals was more likely to be in children's and young people's own time, with over 6 in 10 of those attending musicals having done so in their own time rather than being part of a school based activity. This is also reflected in attendance to musicals broken down by school year and Welsh speaking ability.

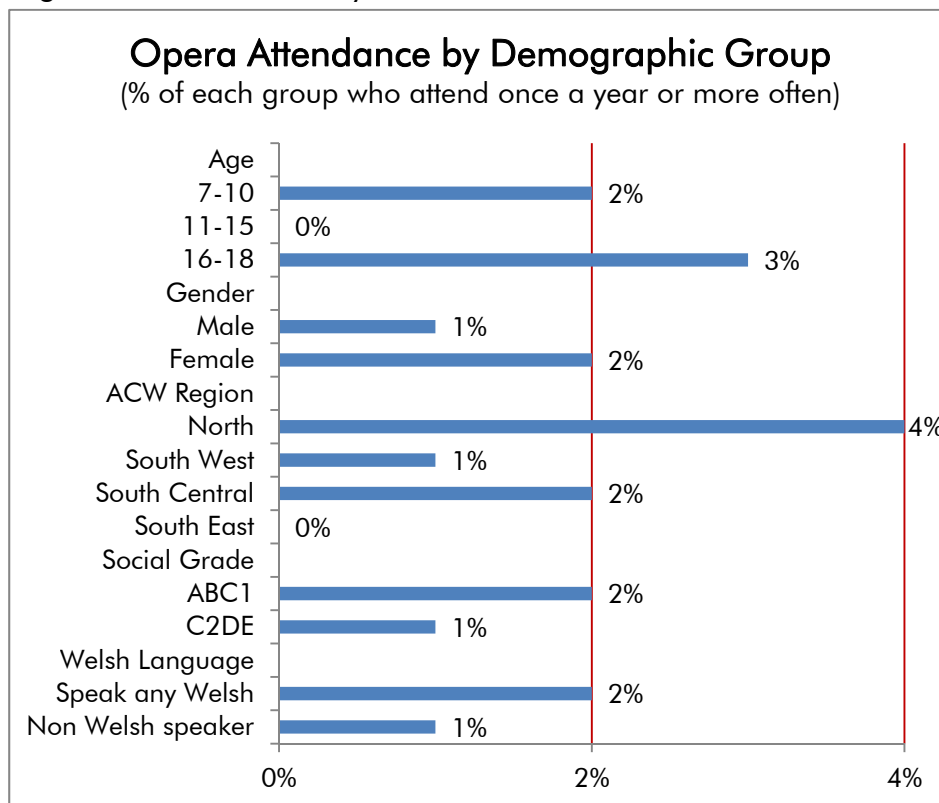
### 3.7. Opera

It is evident that attendance levels at operas amongst children and young people have remained low since 2007, ranging from 1%-3% over the last six years. In 2012 attendance levels drop 1 percentage point, down to 2% of children and young people in Wales attending opera once a year or more often, back to the same level as was seen in 2007 and 2008. It is worth noting that this low level of attendance is only 3 percentage points behind the proportion of Welsh adults attending opera once a year or more often (5%).



Base: All 7-18 year olds (at least 1,000 per wave) Source: Children's Omnibus 2001-2012

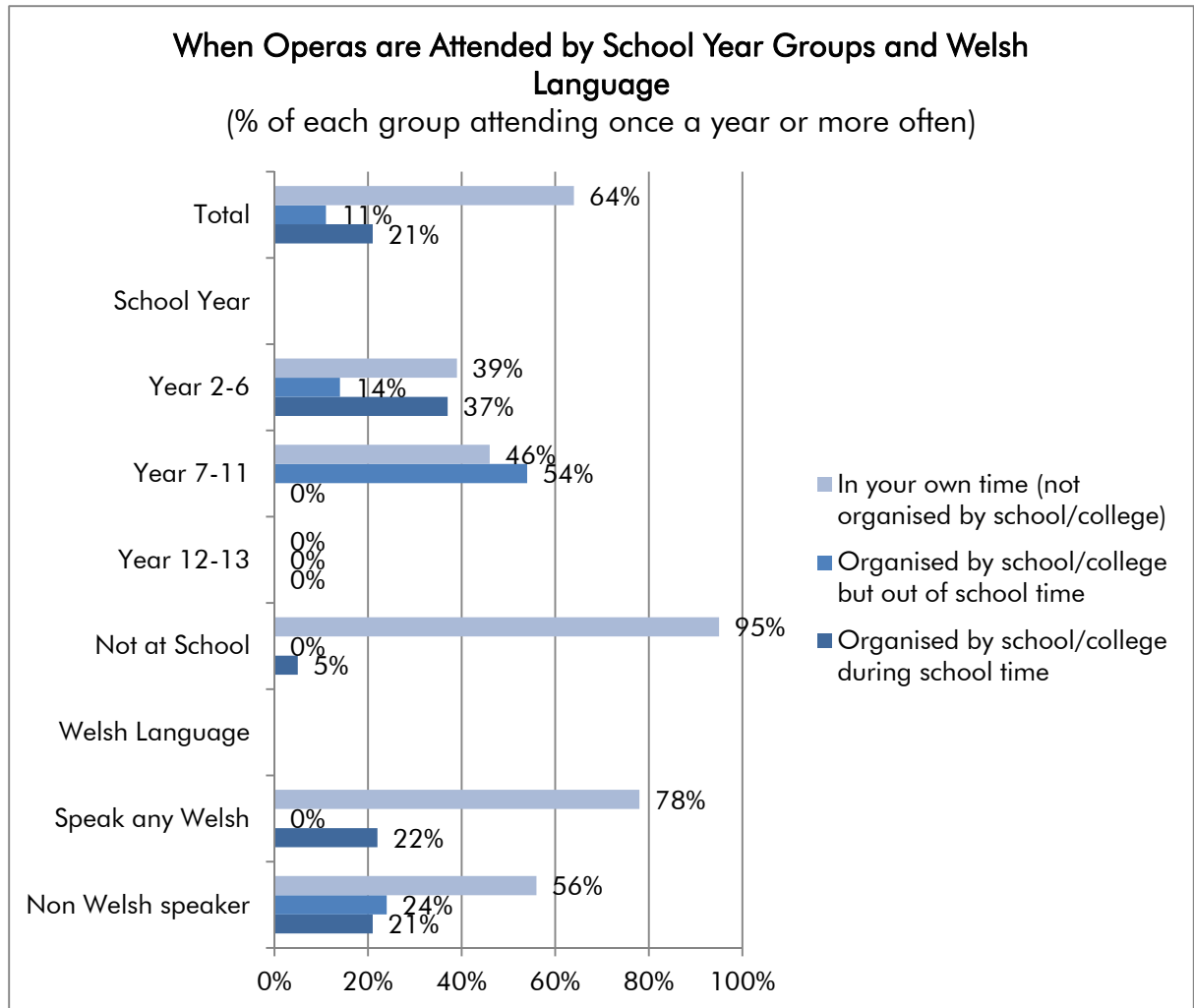
Amongst all demographic groups attendance at the opera only varies between 2%-4% thus making it difficult to draw any firm conclusions.



Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

- It is worth noting that 0% of children aged 11-15 years old reported to attend opera.
- Similarly 0% of children and young people in south east Wales reported to attend opera, in comparison to 4% in north Wales.



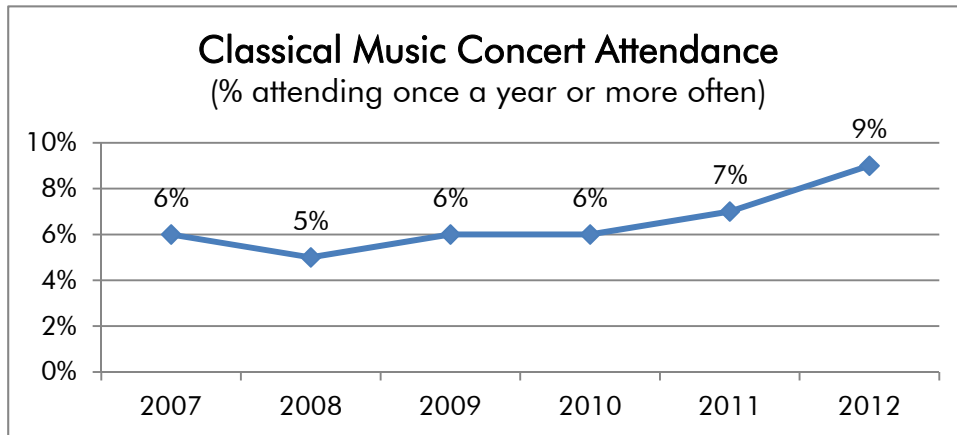
Base: Those attending operas once a year or more often: 16

Source: Children's Omnibus 2012

Of the very few who do attend opera it is evident from the table above that this tends to be done in their own time rather than as part of a school activity. It is important to note however that as the sample size is very small the results for attendance to operas are not statistically significant.

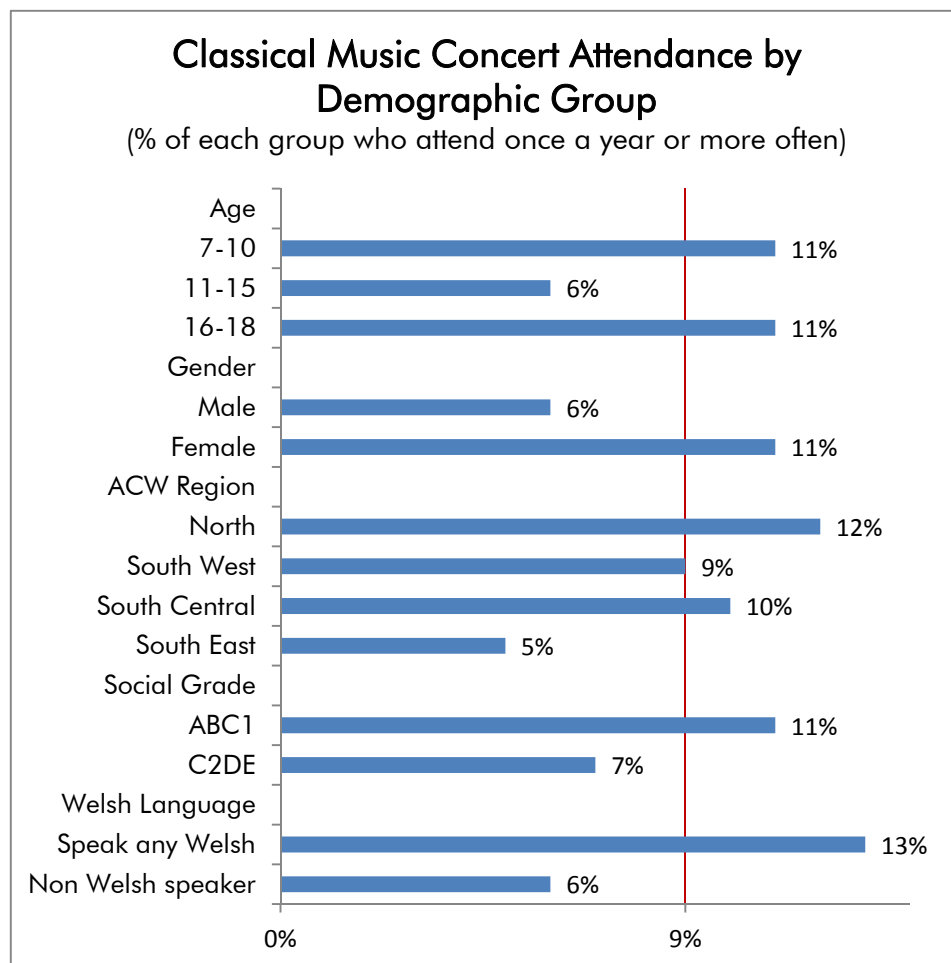
### 3.8. Classical Music Concerts

Attendance at classical music concerts has been relatively consistent across the six survey years, but has increased 2 percentage points in 2012 to 9% of children and young people attending once a year or more often. This is only 1 percentage point behind adult attendance to classical music concerts, which stood at 10% in 2012.



Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus 2007-2012

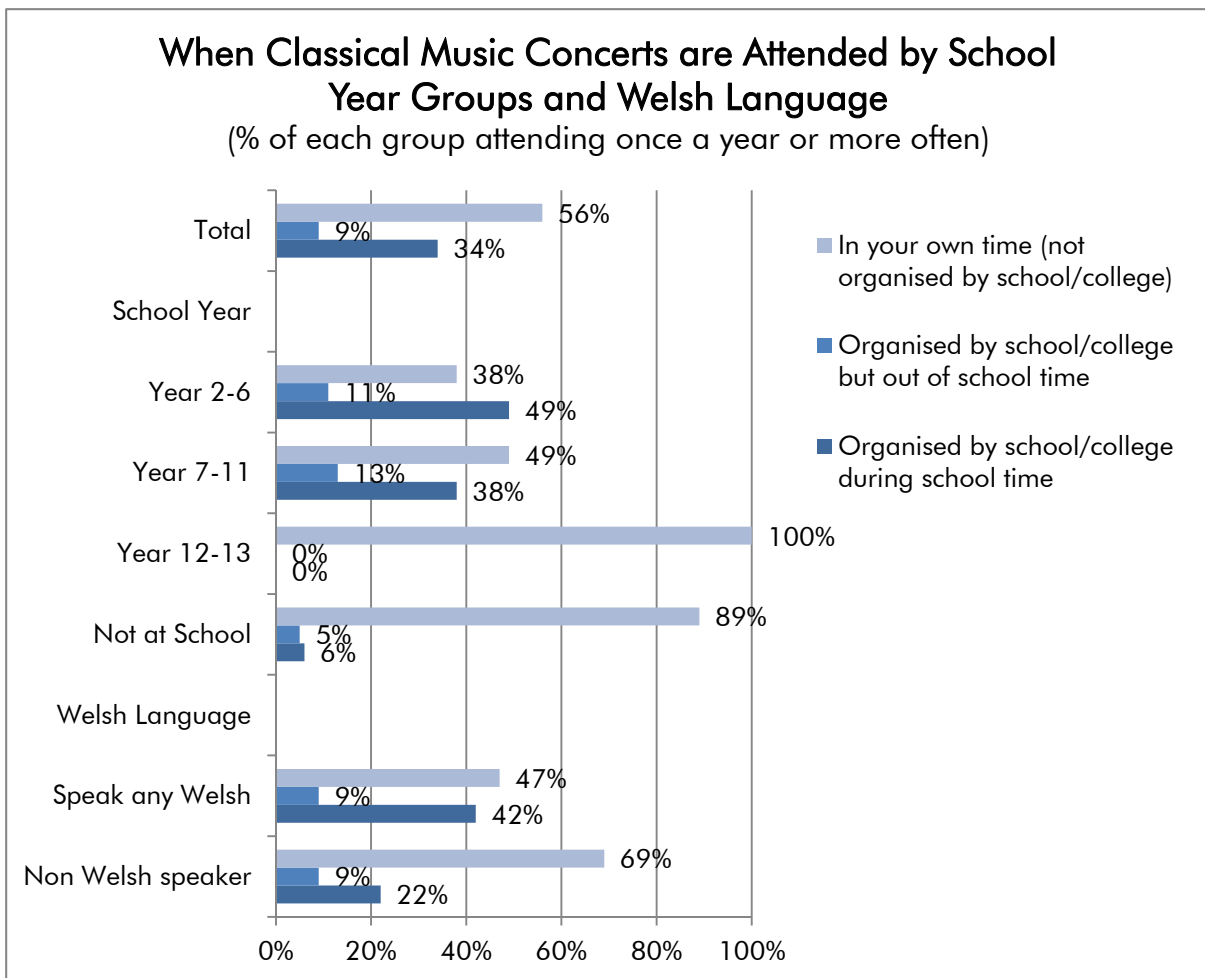


Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012



- As with most other art forms it is evident that 7-10 year olds have the highest level of attendance at classical music concerts at 11%. This is matched however by 16-18 year olds who experienced a 4 percentage point increase from 2011 to return to the trend seen in 2010 where the older age group were more likely to attend.
- Girls (11%) are almost twice as likely as boys (6%) to attend a classical music concert, as are Welsh speakers (13%) in comparison to non-Welsh speakers (6%).
- It is evident that the south east region is lagging behind the three other regions in terms of attendance to classical music concerts, a trend that is also evident in terms of overall arts attendance.
- There is also a correlation between social grade and attendance to classical music concerts, with children and young people from ABC1 households more likely (11%) to attend than children from C2DE households.

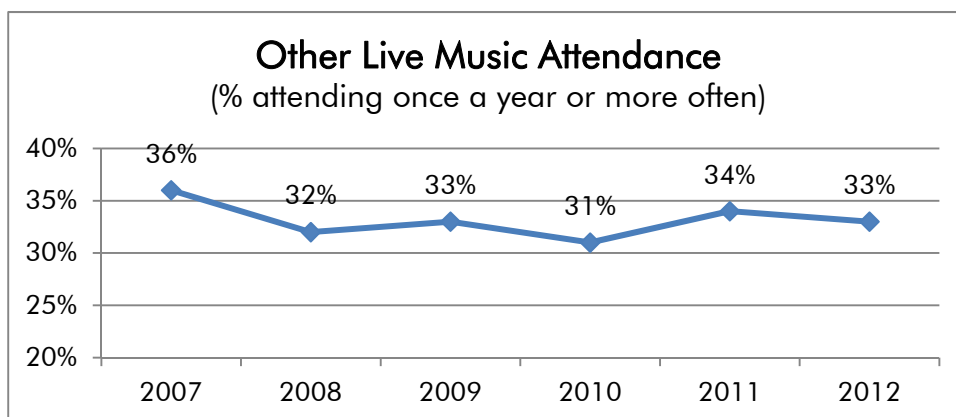


Base: Those attending classical music concerts once a year or more often: 90

Source: Children's Omnibus 2012

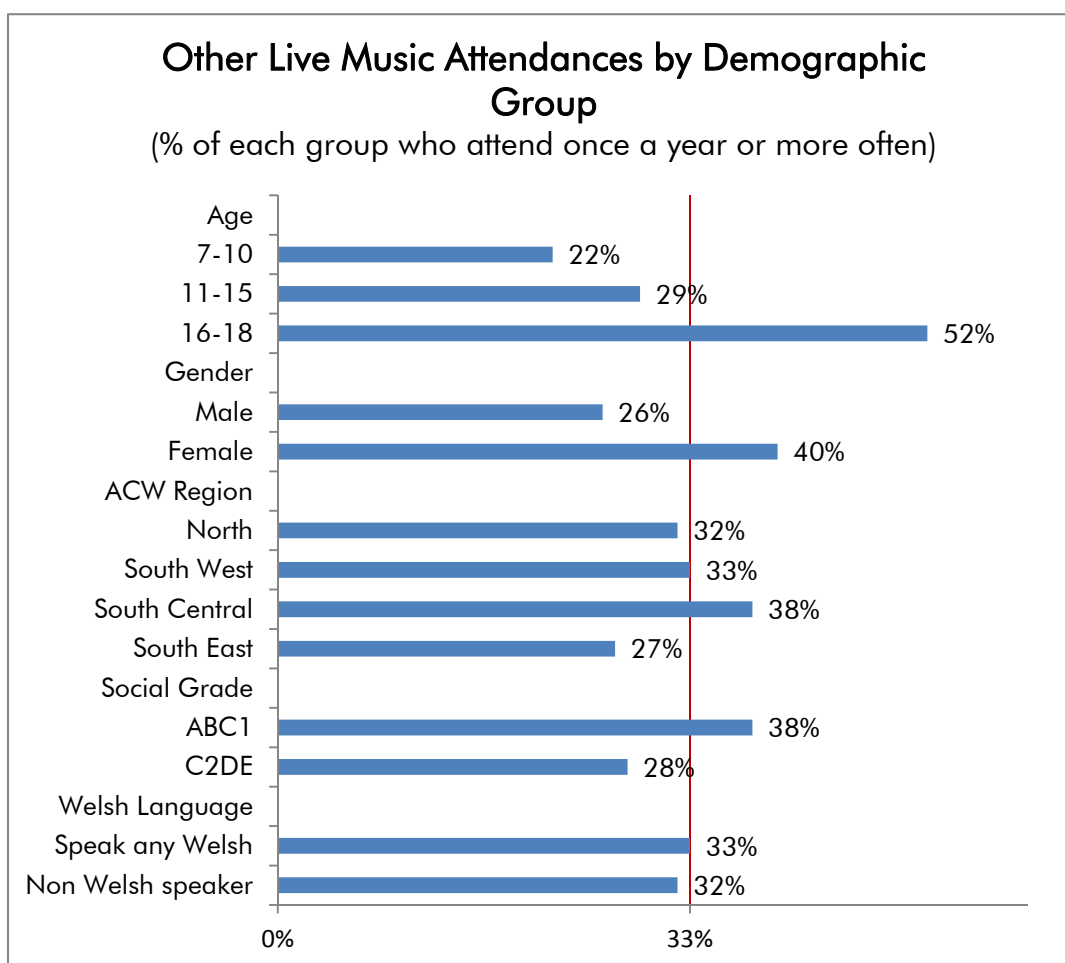
### 3.9. Other Live Music Concerts

A third (33%) of children and young people attended live music concerts (non-classical) one a year or more often in 2012. Although a 1 percentage point decline from 2011 this is in keeping with the level of attendance seen over the last 6 years. This rate of attendance is slightly lower than the level recorded by adults in 2012, at 39%.



Base: All 7-18 year olds (at least 1,000 per wave)

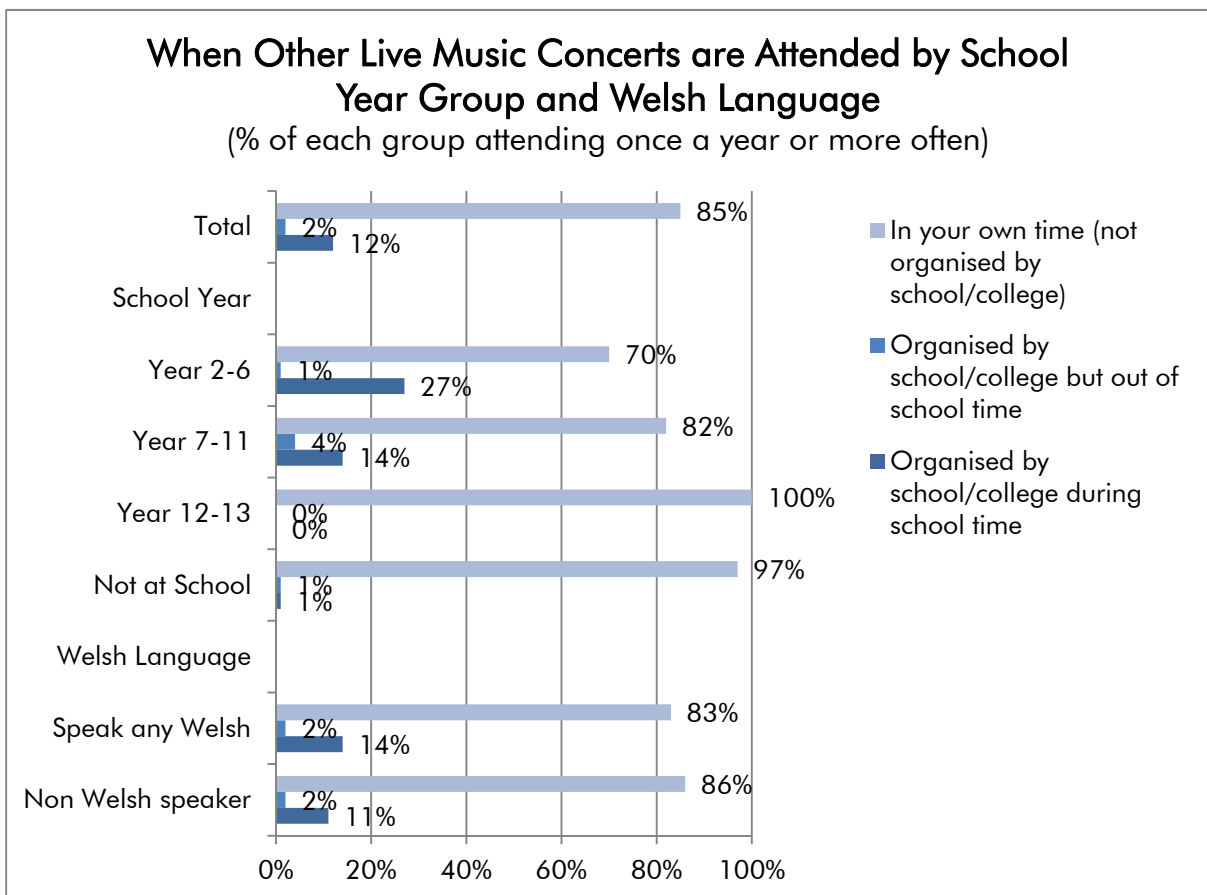
Source: Children's Omnibus 2007-2012



Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

- Like other art forms, attendance at other live music concerts was correlated with age. However in this instance it was the older group (16-18 year olds) who were more likely to attend (52%), unsurprisingly over twice as likely to attend as 7-10 year olds (22%).
- It is also evident that attendance at live music concerts was correlated with gender and social grade similarly to other art forms and overall arts attendance. Girls (40%) are 14 percentage points more likely than boys (26%) to attend and children from ABC1 households are more likely to attend than children from C2DE households.
- Children and young people in south central Wales (38%) are more likely to attend live music concerts than the other three regions, 11 percentage points more than children from neighbouring south east Wales (27%).
- Unlike most art forms there is no correlation between Welsh language ability and attendance to live music concerts, with Welsh speakers (33%) only 1 percentage point more likely to attend than non-Welsh speakers (32%).



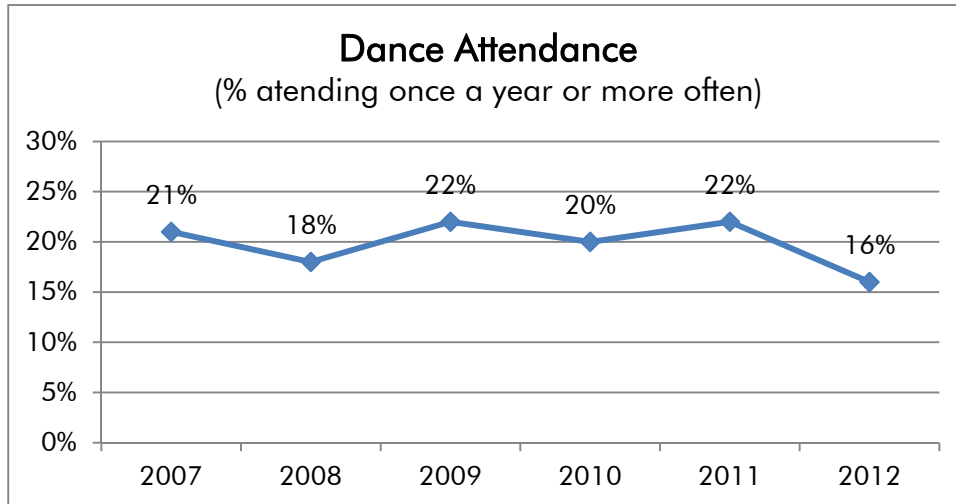
Base: Those attending other live music concerts one a year or more often: 331

Source: Children's Omnibus 2012

It is evident that attendance to live music concerts tends to be very much an out of school event, with 85% of those attending doing to in their own time. This is also evident when broken down by age groups and Welsh language ability, especially amongst older children with 100% of those in school year 12-13 attending in their own time.

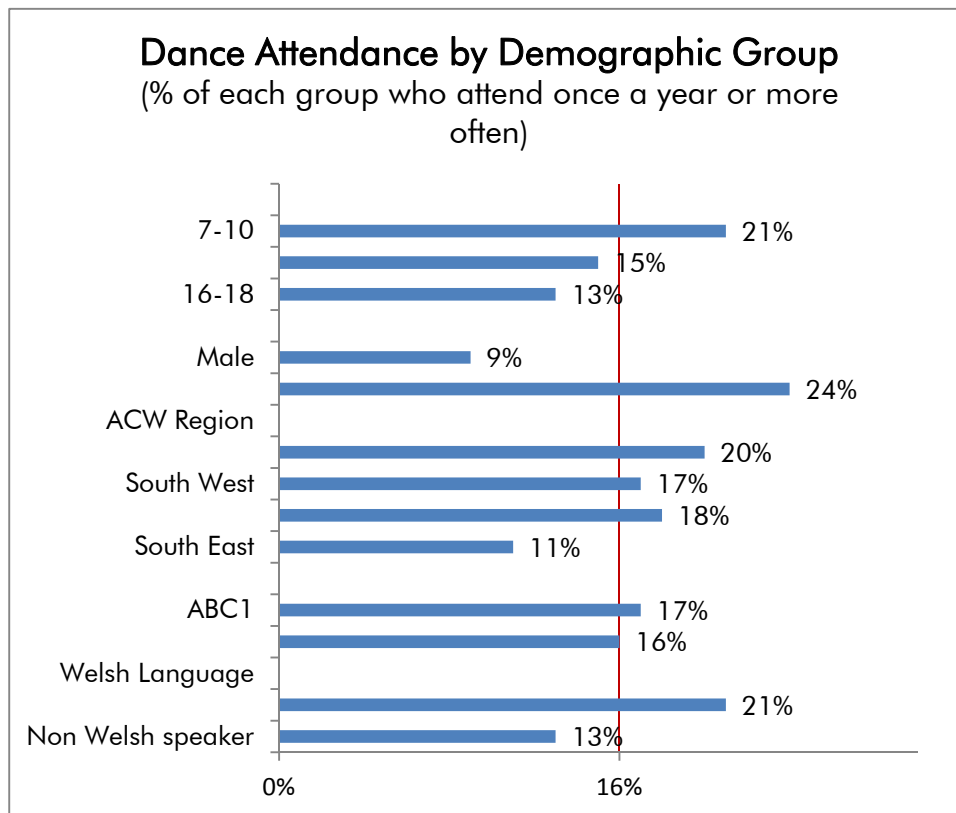
### 3.10. Dance

Along with plays, dance attendance saw the largest decrease in attendance, down 6 percentage points in 2012 to 16%, the lowest level recorded over the last 6 years.



Base: All 7-18 year olds (at least 1,000 per wave)

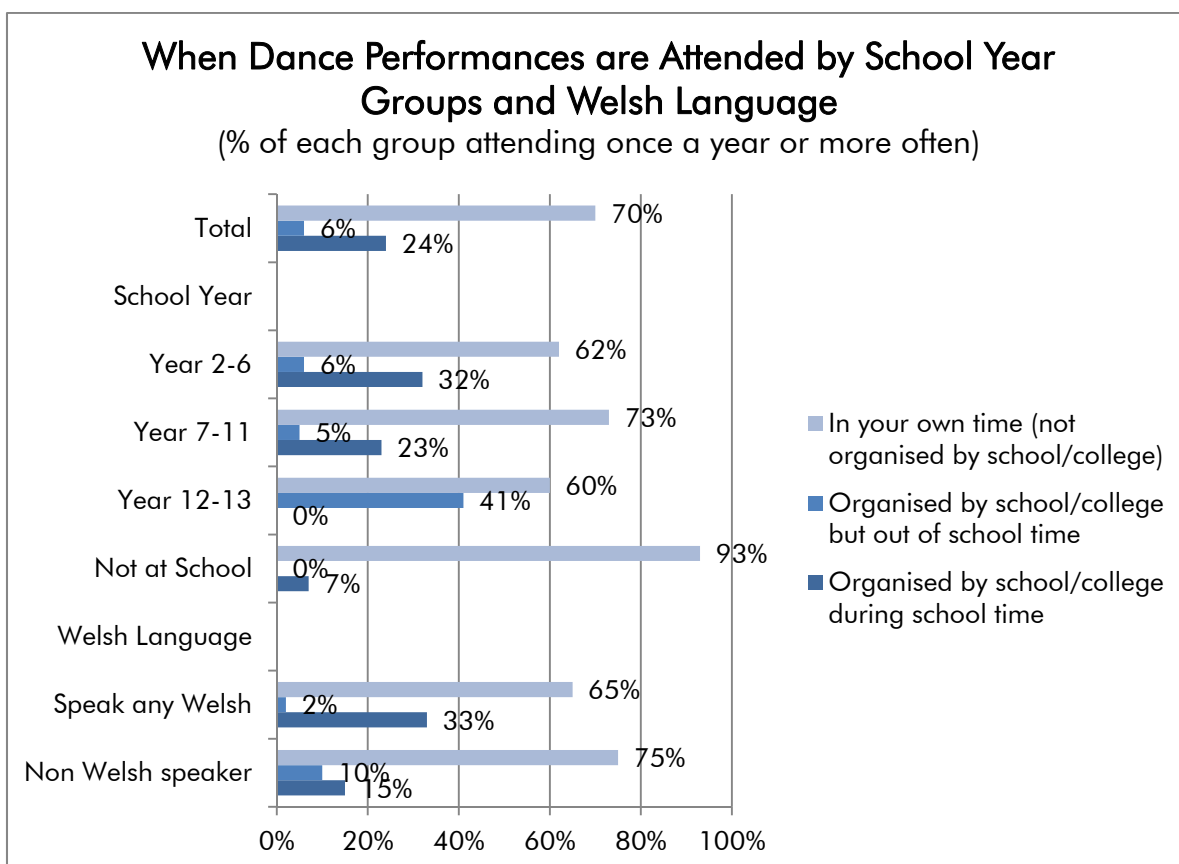
Source: Children's Omnibus 2012



Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

- Gender was the biggest differentiator of attendance to dance events, with girls (24%) almost three times as likely to attend as boys, at only 9%. This was similar to the result seen in 2011 although attendance by both genders has decreased.
- There is also a correlation between age and attendance to dance events, again with younger children (7-10 year olds) more likely to attend (21%) than older children; 11-15 year olds – 15% and 16-18 year olds – 13%. There is a similar gap in attendance between children who are able to speak Welsh (21%) and those who are not (13%).
- Again, south east Wales is lagging behind the other three regions, this time with attendance to dance events, with children from north Wales almost twice as likely (20%) to attend than children from south east Wales (11%).
- Unlike other art forms there is no correlation between social grade and attendance to dance, with children from ABC1 households only 1 percentage point (17%) more likely to attend than children from C2DE households (16%).



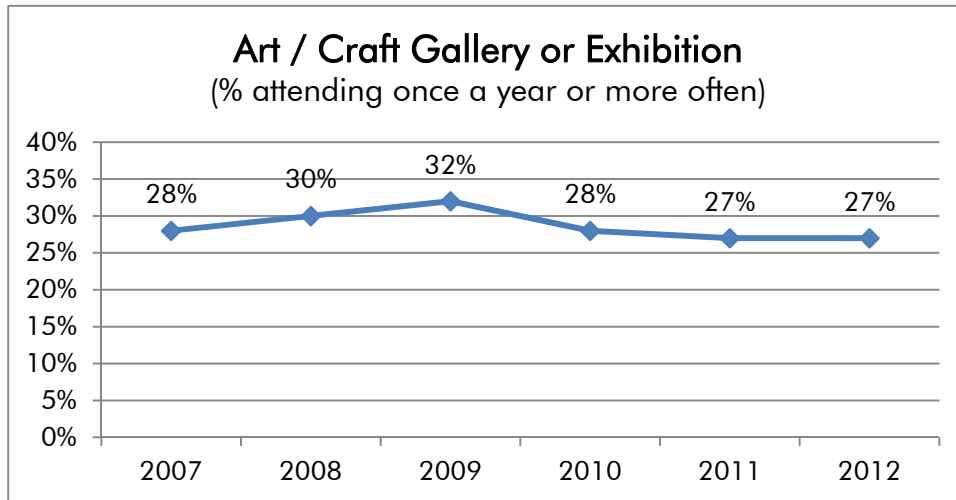
Base: Those attending dance once a year or more often: 167

Source: Children's Omnibus 2012

Almost three quarters (70%) of children and young people attended dance events in their own time, as opposed to being part of a school activity. This is reflected in attendance by age group and Welsh speaking ability.

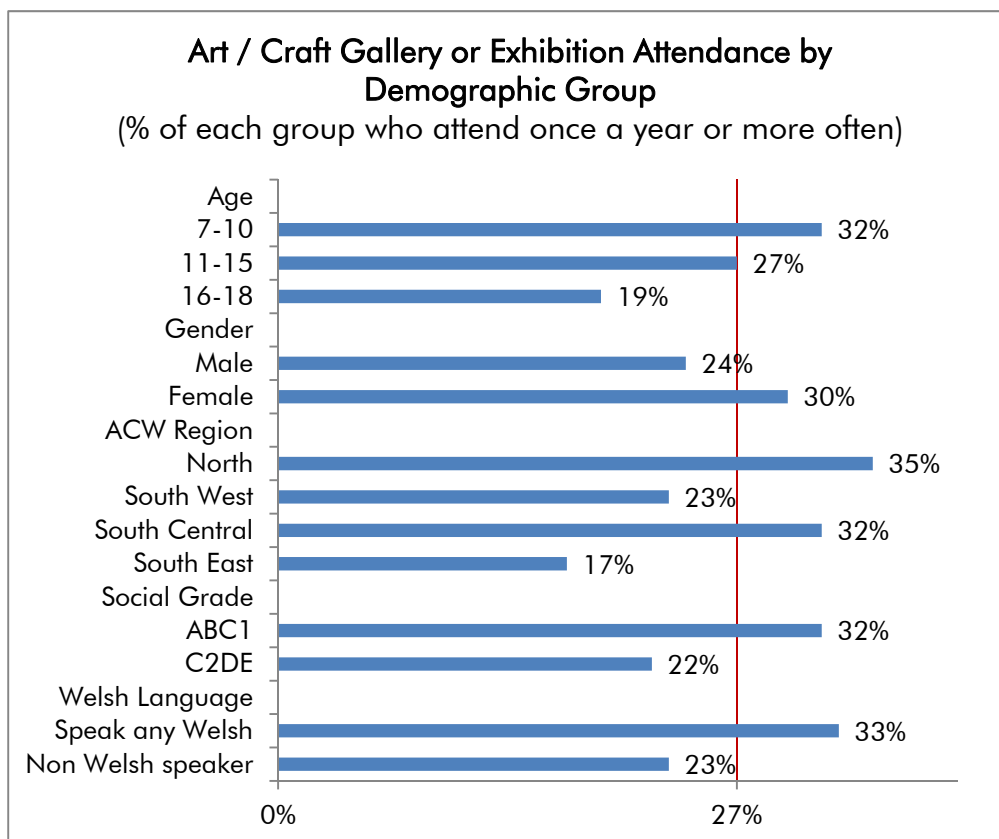
### 3.11. Art or Craft Gallery or Exhibition

Although at the lowest level it has been for the last 6 years, attendance levels to art or craft galleries or exhibitions have remained constant at 27% since 2011.



Base: All 7-18 year olds (at least 1,000 per wave)

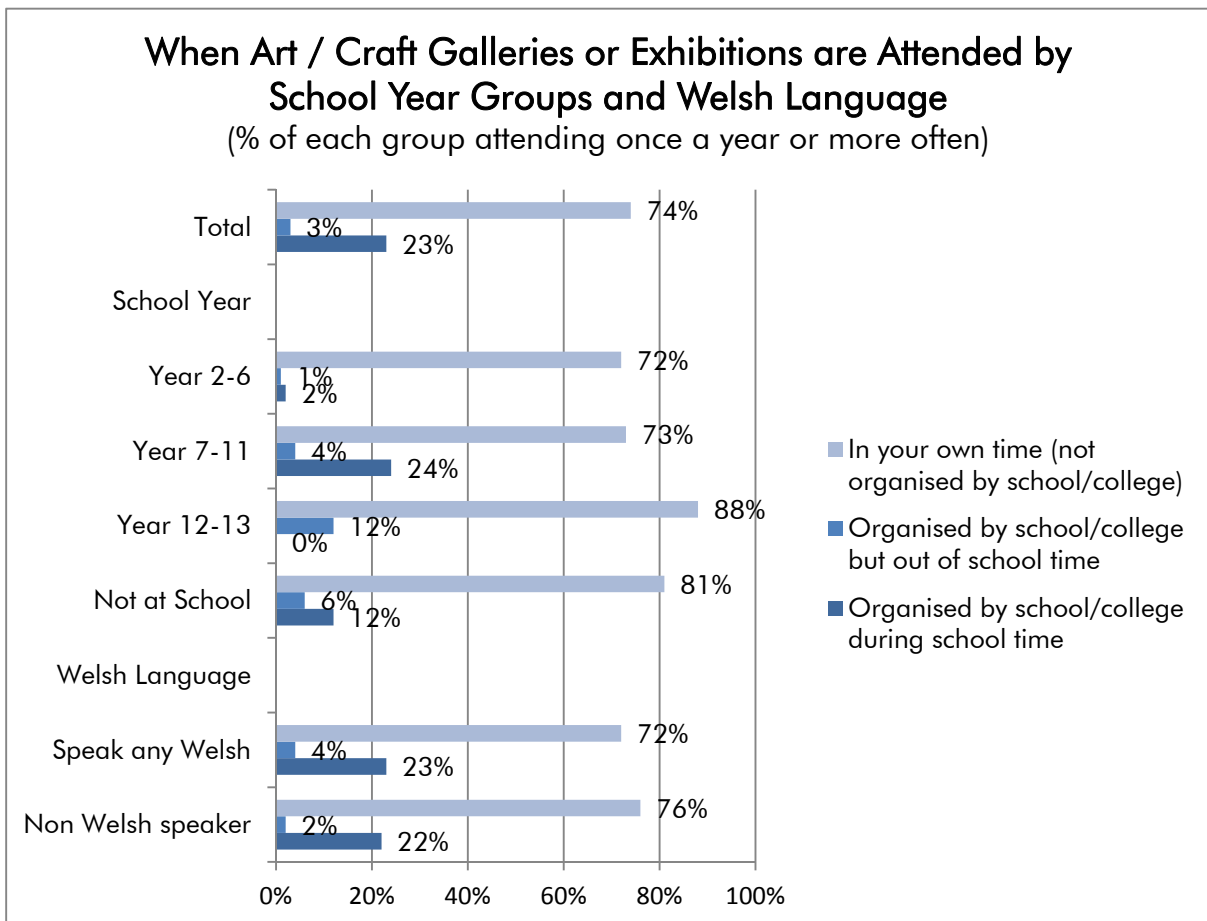
Source: Children's Omnibus 2007-2012



Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

- Trends in attendance at art or craft galleries or exhibitions by demographic group tend to follow the trends seen in overall arts attendance, that is:
- 7-10 year olds (32%) are more likely to attend than the older age groups (11-15: 27% and 16-18: 19%).
- Girls (30%) are more likely to attend than boys (24%) although the gender gap is not as wide as for some art forms.
- Children in north (35%) and south central (32%) Wales are more likely to attend, with children living in south east Wales (17%) lagging behind in attendance to art or craft galleries or exhibitions.
- Children from ABC1 (32%) households are 10 percentage points more likely to attend art and craft galleries or exhibitions than those from C2DE households (22%). Similarly Welsh speaking children (33%) are 10 percentage points more likely to attend than those who are unable to speak Welsh (23%).

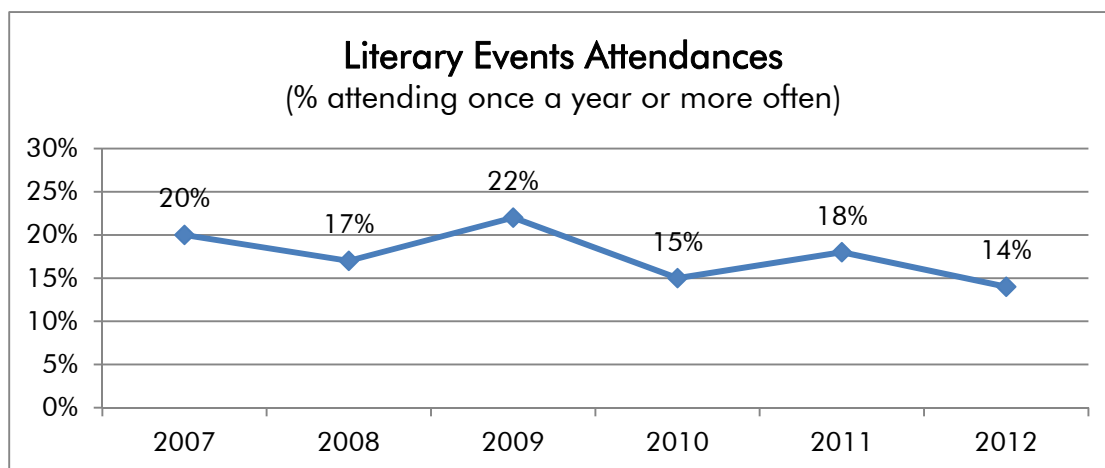


Base: Those attending art or craft galleries or exhibitions once a year or more often: 274 Source: Children's Omnibus 2012

Three quarters of children and young people attending art or craft galleries or exhibitions did so in their own time. This is also evident when broken down by school year group and Welsh language ability although 24% of those in year 7-11 attended as part of a school activity.

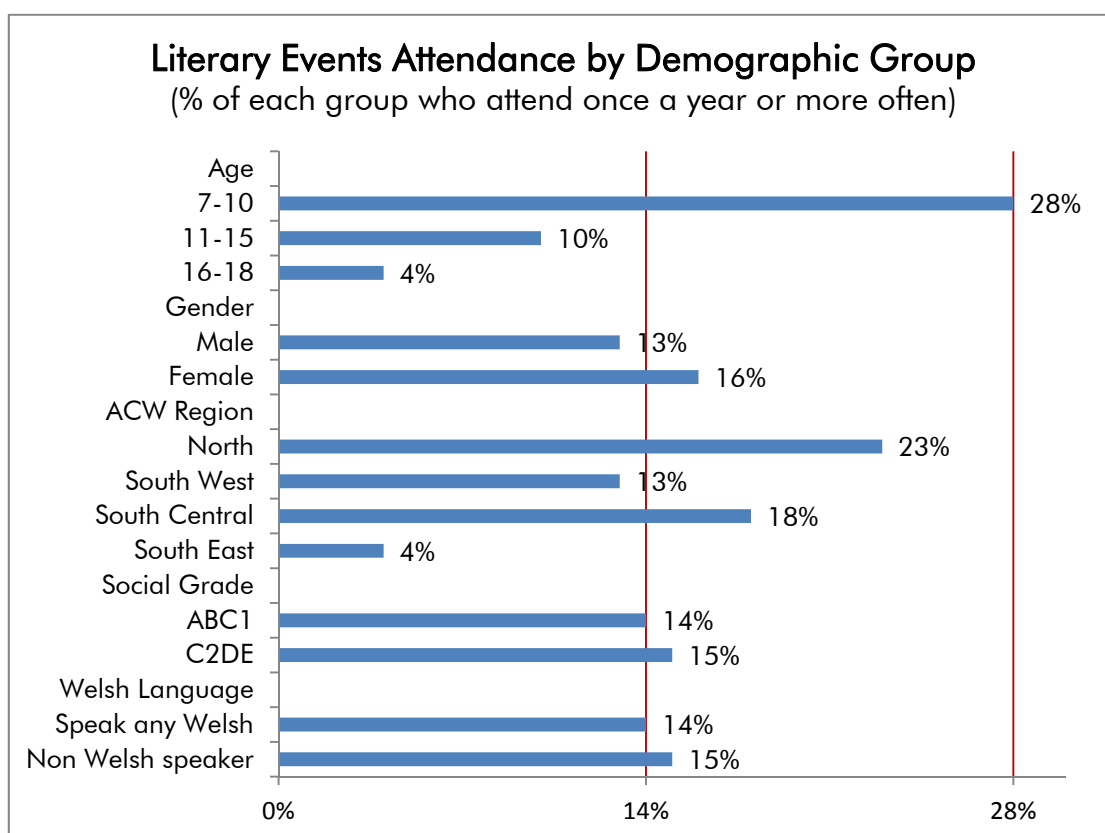
### 3.12. Readings, Storytelling or other Literary Events

Attendance by children and young people to literary events has decreased in 2012 by 4 percentage points to 14% attending once a year or more often. Although an increase of 3 percentage points was seen in 2011, 2010 brought attendance down to 15%, a 7 percentage drop. The figure recorded for 2012 is the lowest recorded over the last 6 years but is higher than the level of attendance recorded by adults in 2012 at 9%.



Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus 2012

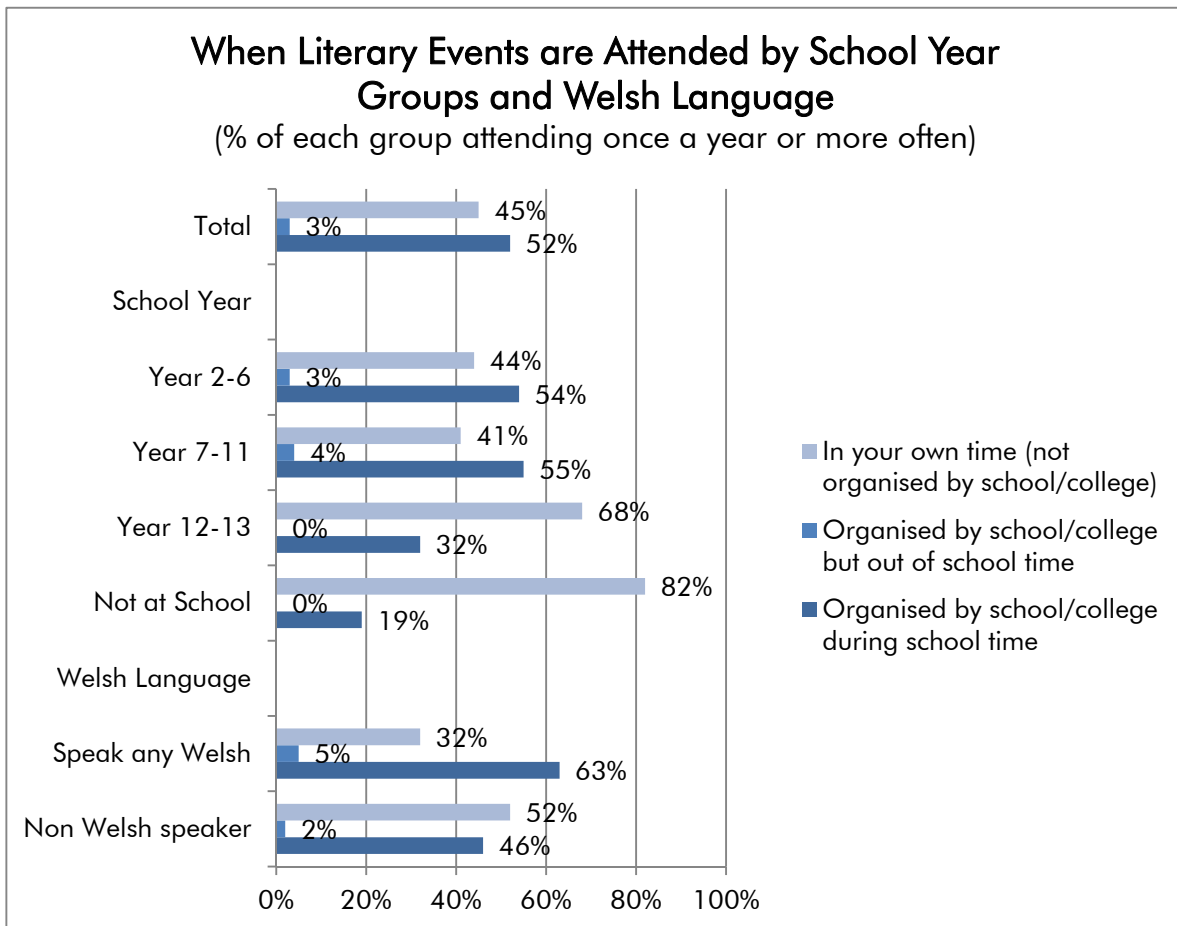


Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012



- The main factor contributing towards attendance to literary events was age, with 7-10 year olds almost three times more likely to attend than 11-15 year olds and seven times more likely to attend than 16-18 year olds.
- A similar trend was seen with regards to attendance to literary events by region, with children and young people in north Wales (23%) almost six times more likely to attend than those in south east Wales (4%).
- Unlike other art forms there was less of a correlation between attendance to literary events and gender, with girls only 3 percentage points more likely to attend than boys.
- Unlike other art forms and going against the trend of overall arts attendance, children from C2DE households (15%) were 1 percentage point more likely to attend than those from ABC1 households (14%), and non-Welsh speakers (15%) were 1 percentage point more likely than Welsh speakers (14%).



Base: Those attending literary events once a year or more often: 146

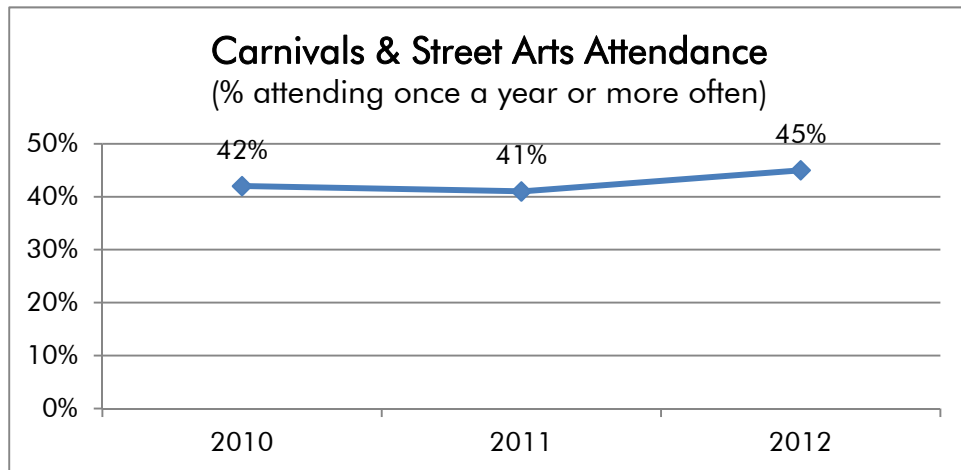
Source: Children's Omnibus 2012

There was less of a correlation between literary events and whether attendance would be as part of a school activity or in children's own time. Only 55% of children and young people attended as part of a school activity, the only art form along with attendance to plays to see a higher attendance as a school activity. This leaves 45% of children and young people to attend in their own time. It is evident that younger school groups are more likely to attend as part of a school activity whereas the older

school group (year 12-13) are more likely to attend in their own time (68%). It is also evident that whilst Welsh speakers are more likely to attend as part of a school activity (63%), non-Welsh speakers are more likely to attend in their own time (52%).

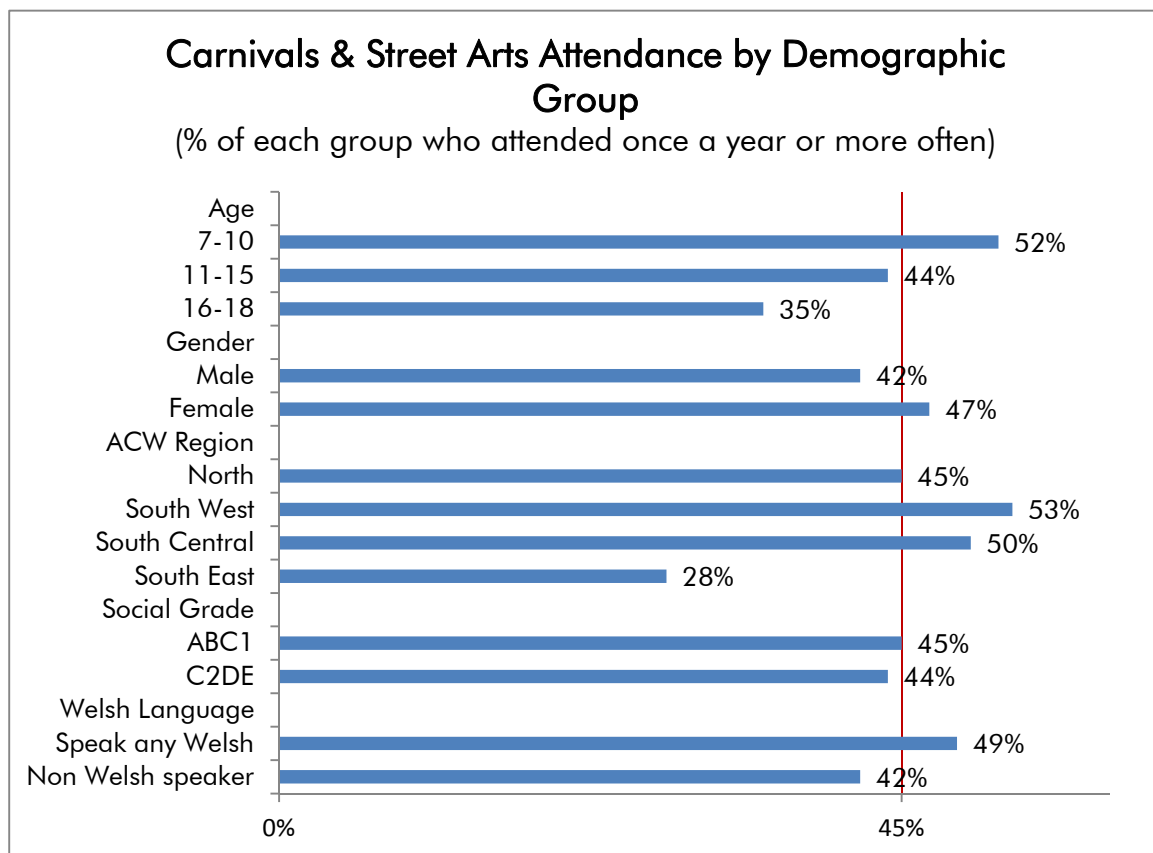
### 3.13. Carnivals and Street Arts

Attendance at carnivals and street arts has increased by 4 percentage points in 2012 to 45%. This level is in keeping with attendance levels that have been recorded over the last three years, with around two-fifths of children and young people attending once a year or more often. This is 12 percentage points higher than attendance by adults in 2012, at 33%.



Base: All 7-18 year olds (at least 1,000 per wave)

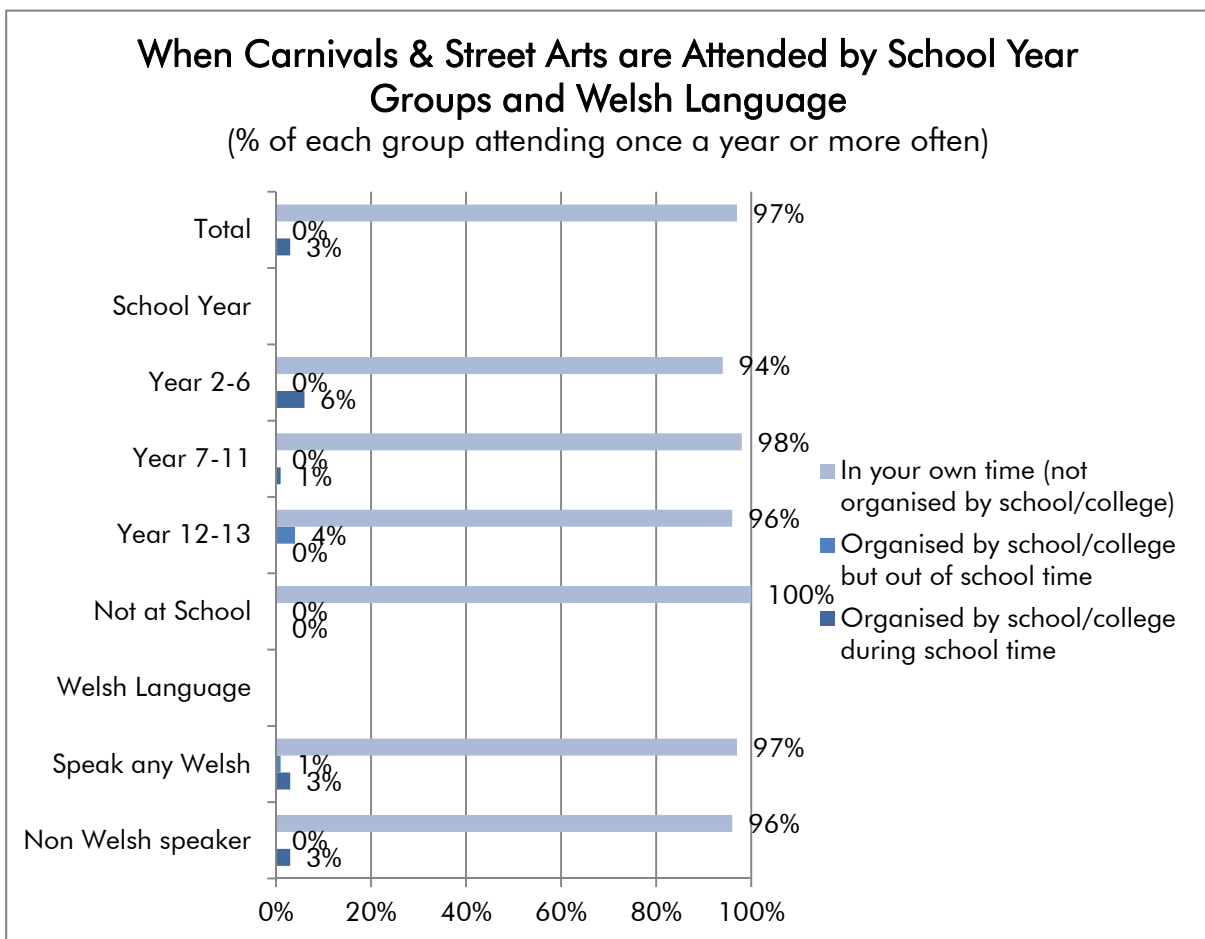
Source: Children's Omnibus 2010-2012



Base: All 7-18 year olds (1,016)

Source Children's Omnibus 2012

- Attendance by different demographic groups tends to show less variation than for other art forms, with most groups being close to the average attendance level of 45%.
- One exception to this rule however is age, with 16-18 year olds (35%) less likely to attend than younger age groups (7-10 year olds – 52% and 11-15 year olds – 44%) .
- Similarly children from south east Wales are far less likely to attend (28%) than children from the other three regions, with children from south west Wales almost twice as likely to attend (53%).



Base: Those attending carnivals and street arts once a year or more often: 451

Source: Children's Omnibus 2012

It is evident that attendance at carnivals and street arts was almost entirely independent of schools with 97% of those attending doing so in their own time. Carnivals and street arts saw the largest group to attend in their own time rather than as part of a school activity, followed by attendance to live music events.

## 4. Arts Participation

### 4.1. Frequency of Participation in Artistic Activities – Methodology

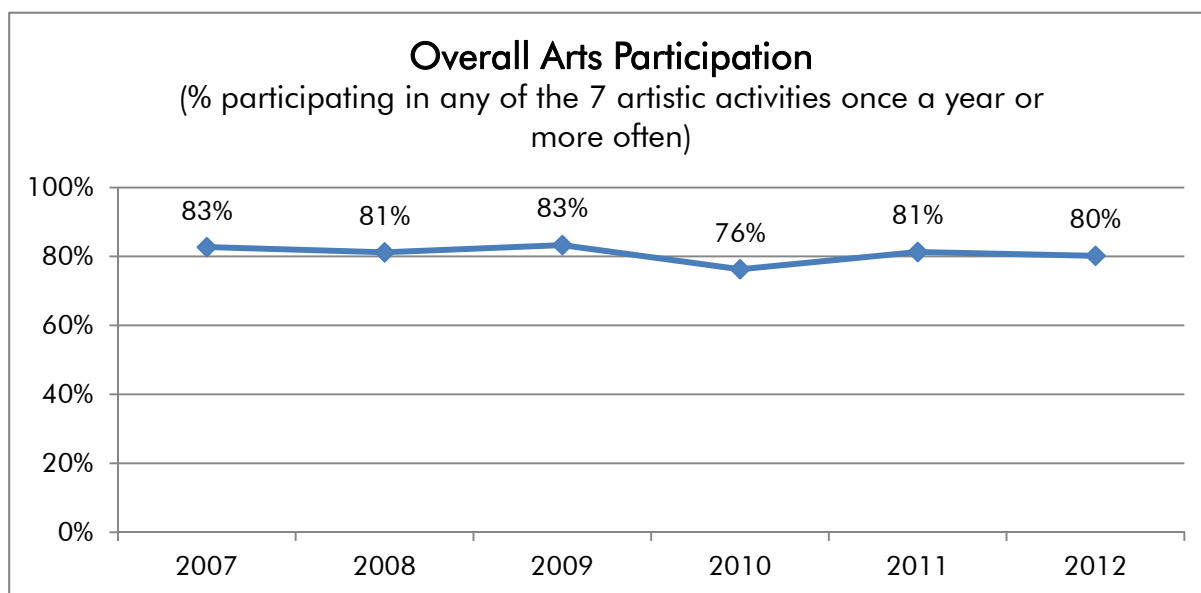
Respondents were asked to describe their participation in the arts by indicating how often they took part in each of these seven artistic activities:

- Music activities
- Drama or theatrical activity
- Dance activity
- Film and video making or photography
- Visual arts and crafts
- Digital arts
- Creative writing

This section of the report will summarise overall participation in any of these artistic activities by demographic group and region, and will then go on to look at participation in each activity individually.

It should be noted that up to 2009 the survey asked about media arts as opposed to digital arts which was introduced in 2010. Whilst broadly examining a similar type of activity, media arts was defined as website design and working with your PC, whereas digital arts are slightly more tightly defined as follows: *creating and making arts using digital technology e.g. uploading, creating or remixing arts related content (e.g. on YouTube, Flickr, etc.)*. The latter, as detailed in section 4.10, tends to record lower levels of participating (as it is more tightly defined) and this needs to be taken into consideration when comparing six year trend data.

## 4.2. Frequency of Participation in Arts Activities



Base: All 7-18 year olds (at least 1,000 per wave)

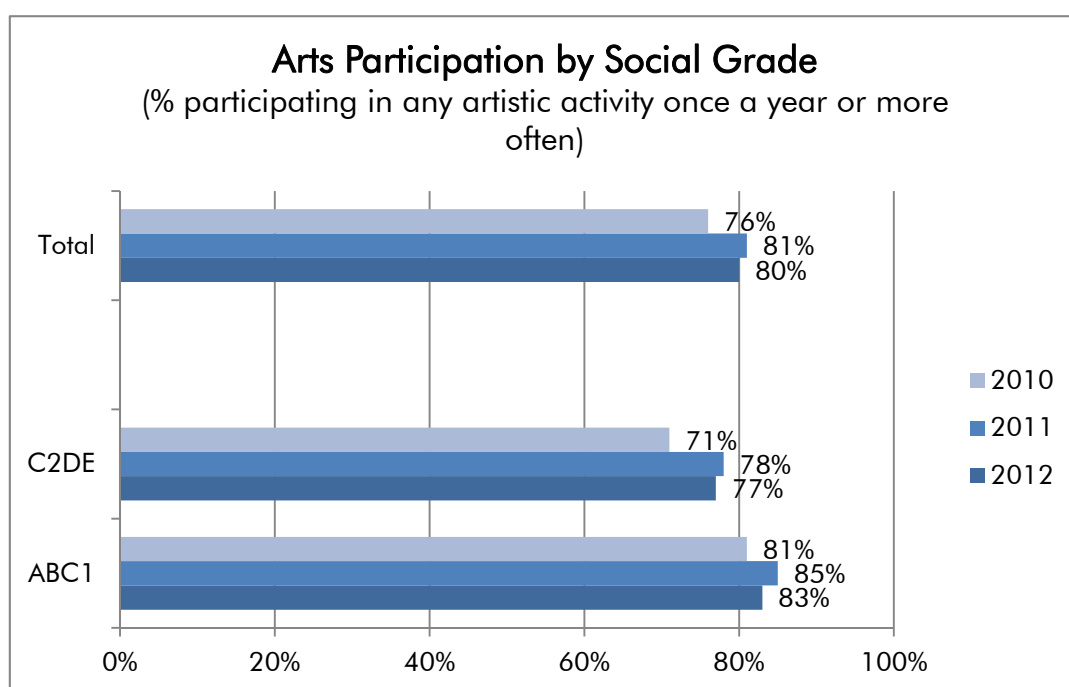
Source: Children's Omnibus survey 2007-2012

Although there was a 1 percentage point decline since 2011, 8 in 10 (80%) children and young people in Wales participated in an arts activity once a year or more often in 2012. This is consistent with overall attendance levels over the last six years, ranging from 76%-83% from 2007-2012.

### 4.3. Participation by Demographic Grouping

This section of the report looks at the difference in overall arts participation by demographic group and region. Data for 2010, 2011 and 2012 is presented for comparison, and charts the proportion of children and young people in each demographic group who participate in an arts activity once a year or more often. Each chart also shows the overall total participation figures to any of the nine art forms over the last three years for comparison.

#### 4.3.1. By Social Grade



Base: All 7-18 year olds (2010: 1,003, 2011: 1,003 & 2012: 1,016)

Source: Children's Omnibus 2010-12

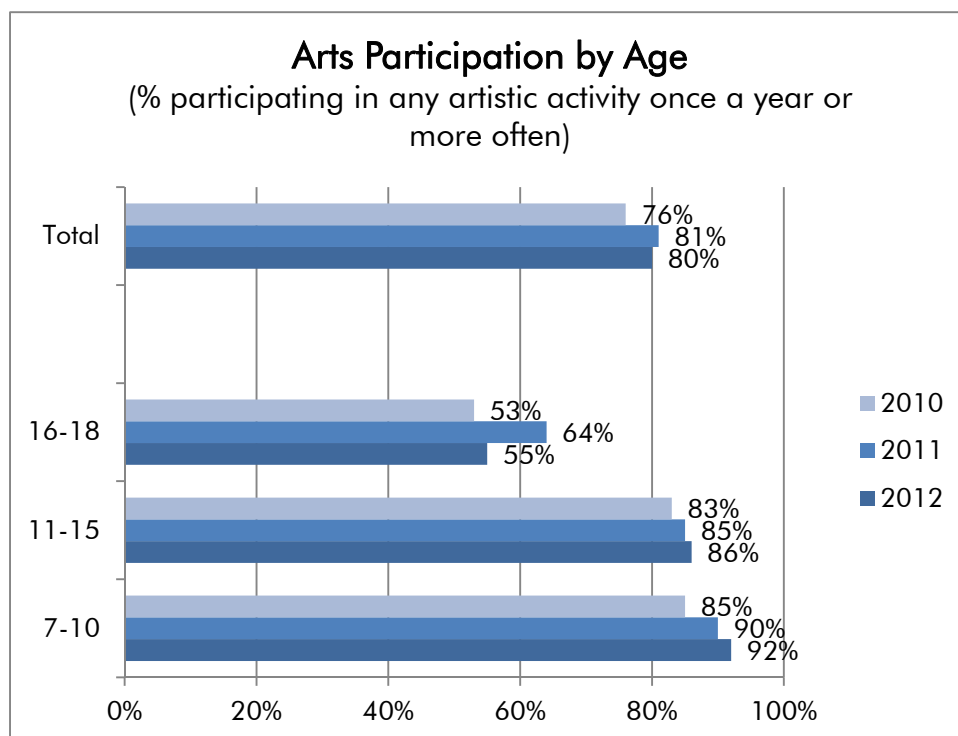
Children and young people from ABC1 households (83%) remain more likely to have participated in the arts than their C2DE counterparts (77%). Participation by both groups dropped slightly in 2012, 1 percentage point by C2DEs and 2 percentage points by ABC1s, meaning the gap in participation has decreased by 1 percentage point in 2012 to 6%.

This was very similar to the level of arts attendance recorded by social group, with 77% of C2DEs attending and 82% of ABC1s attending.

#### 4.3.2. By Age

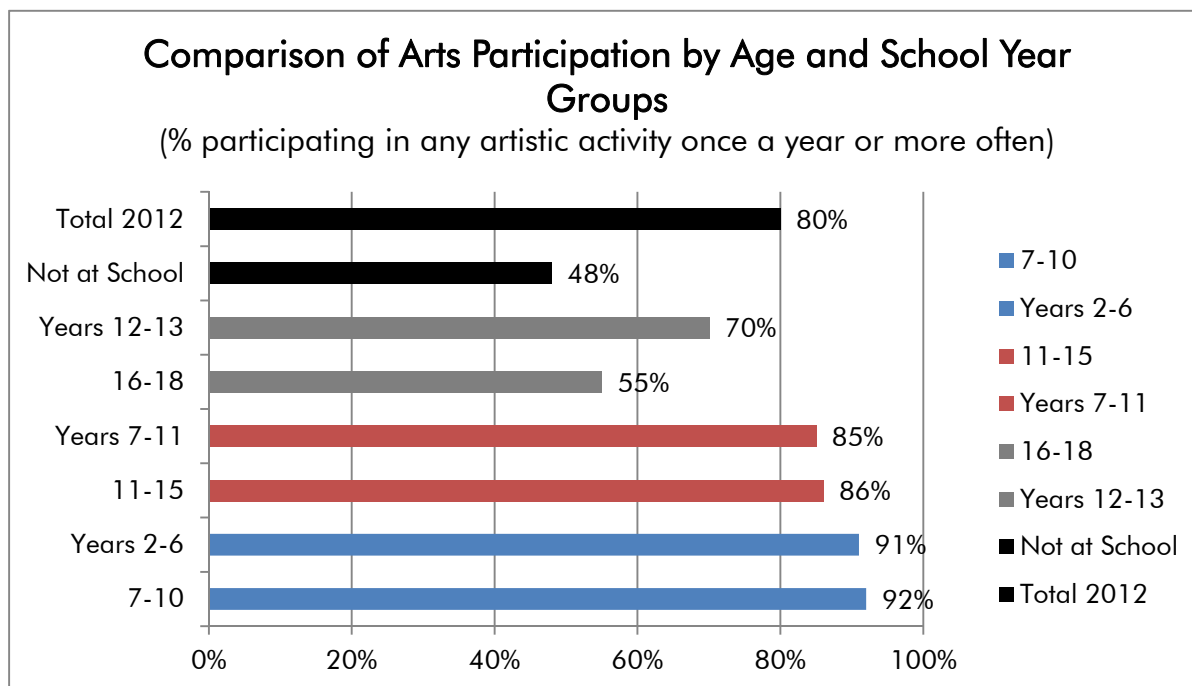
It is evident that there is a huge correlation between arts participation and age, with the older age group recording a significantly lower level of participation in 2012. 7-10 year olds saw a 2 percentage point increase in participation, up to 92% attending once a year or more often in 2012. 11-15 year olds also saw an increase in participation (plus 1 percentage point in 2012), up to 86% attending once a year or

more often. In comparison 16-18 year olds saw a 9 percentage point decrease in participation, down to only 55% in 2012, 38 percentage points behind the participation level of 7-10 year olds.



Base: All 7-18 year olds (2010: 1,003, 2011: 1,003 & 2012: 1,016)

Source: Children's Omnibus 2010-12



Base: All 7-18 year olds (2012: 1,016)

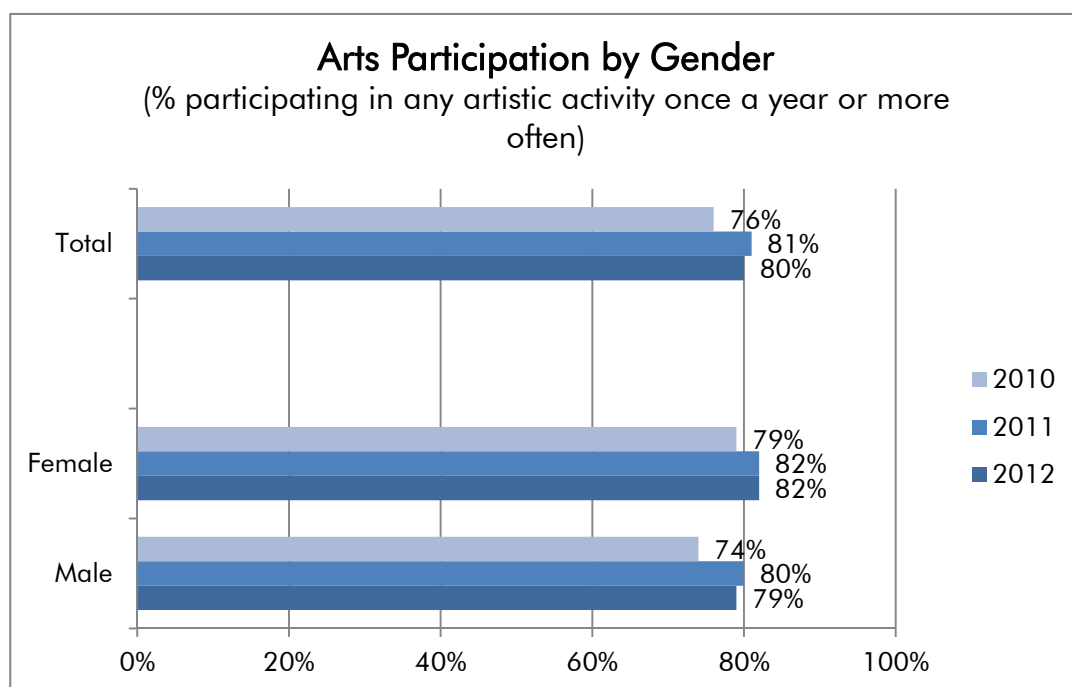
Source: Children's Omnibus 2012



It is evident that there is a correlation between age and school year group when it comes to arts participation, demonstrating that much of the participation takes place within the school setting until we get to the 16-18 year olds. As some of the older age group will no longer be within the school setting it is evident that those still within the school setting (70% of those in years 12-13) are more likely to participate in an arts activity than those who aren't (48%).

### 4.3.3. By Gender

Although boys saw a 1 percentage point decrease, overall participation rates amongst boys and girls in 2012 were very similar (82% and 79% respectively), with girls remaining at the same level as 2011. It is evident that there is less of a gender gap in participation than there is with attendance rates, where the gap widened more significantly in 2012.

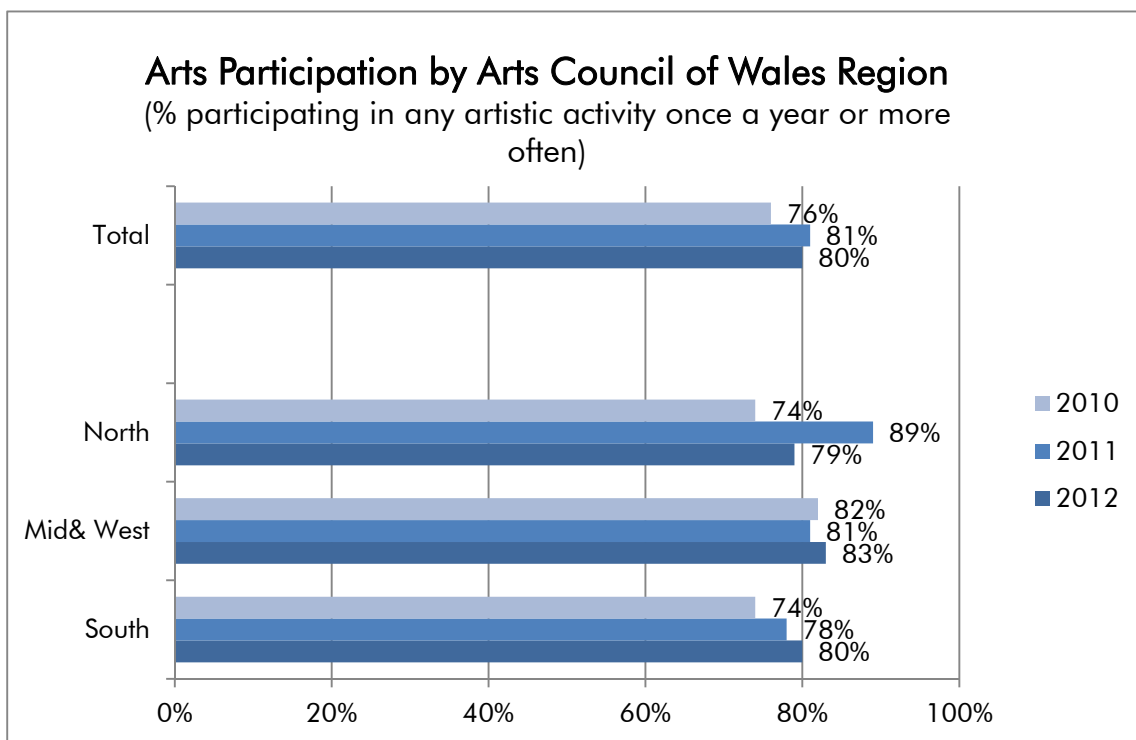


Base: All 7-18 year olds (2010: 1,003, 2011: 1,003 & 2012: 1,016)

Source: Children's Omnibus 2010-12

#### 4.3.4. By Region

A 10 percentage point decline in participation by children and young people living in north Wales means that yearly participation levels appears to be similar across all three regions. A two percentage point increase in mid and west Wales means that the region saw the highest level of participation, at 83% participating once a year or more often. This was followed by 80% of those living in south Wales participating once a year or more often, also a 2 percentage point increase from 2011. The decrease seen in participation in north Wales means that it has gone from having the highest level of participation in 2011 to the lowest in 2012 at 79%. Having said this, as each region's participation levels are all within a few percentage points of each other there is not much of a correlation between arts participation and region.

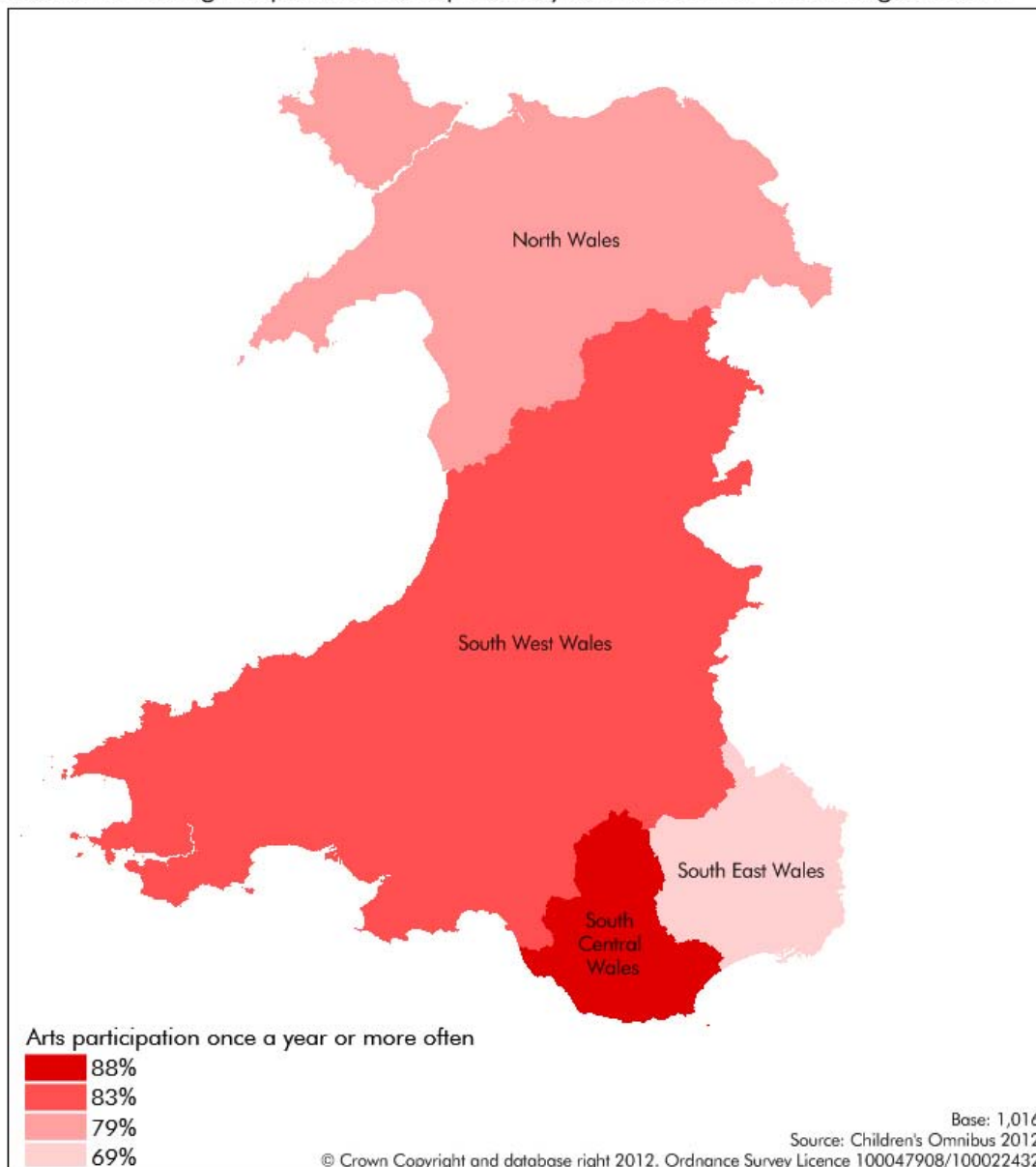


Base: All 7-18 year olds (2010: 1,003, 2011: 1,003 & 2012: 1,016)

Source: Children's Omnibus 2010-12

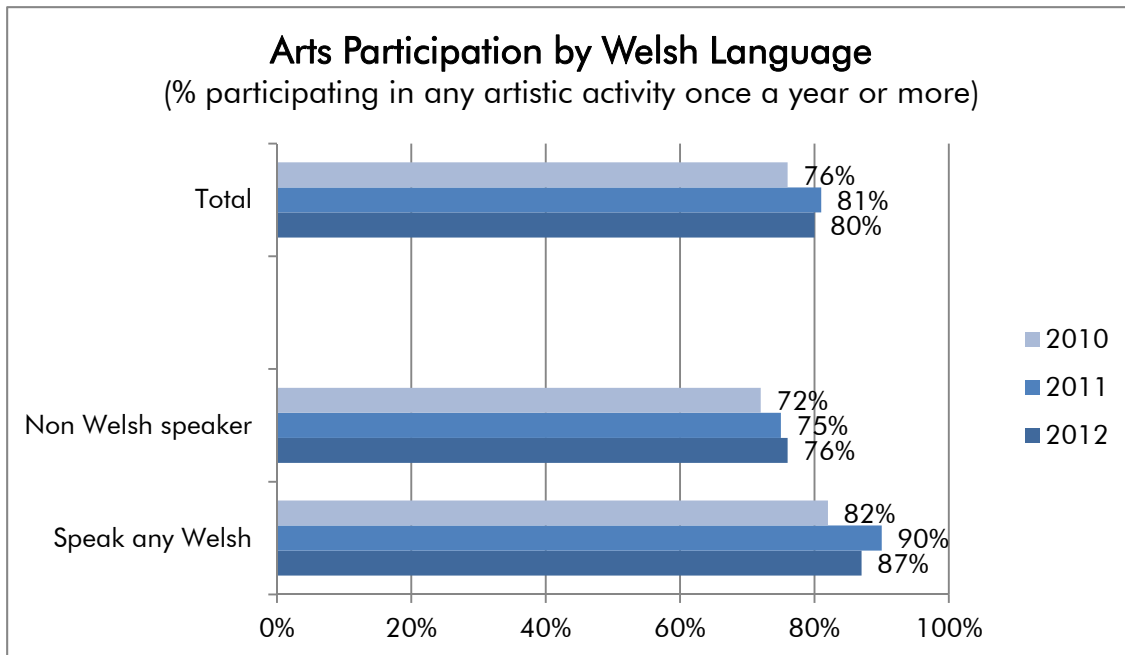
The map below shows how participation changes when considering the new Arts Council of Wales regions for 2012.

Children & Young People Arts Participation by Arts Council of Wales Region 2012



South west Wales (mid and west in 2011) remains at 83%, with north Wales remaining at 79%. However, as we saw with attendance levels by region, the difference comes when splitting the old south Wales region. The new south central region becomes the region with the highest participation level, with 88% of children and young people participating in the arts once a year or more often. Whereas children from neighbouring south east Wales become the least likely to participate in the arts, at least 10 percentage points or more behind the other three regions at 69%. The disparity in participation across Wales in 2012 is evident from the map above.

### 4.3.5. By Welsh Language



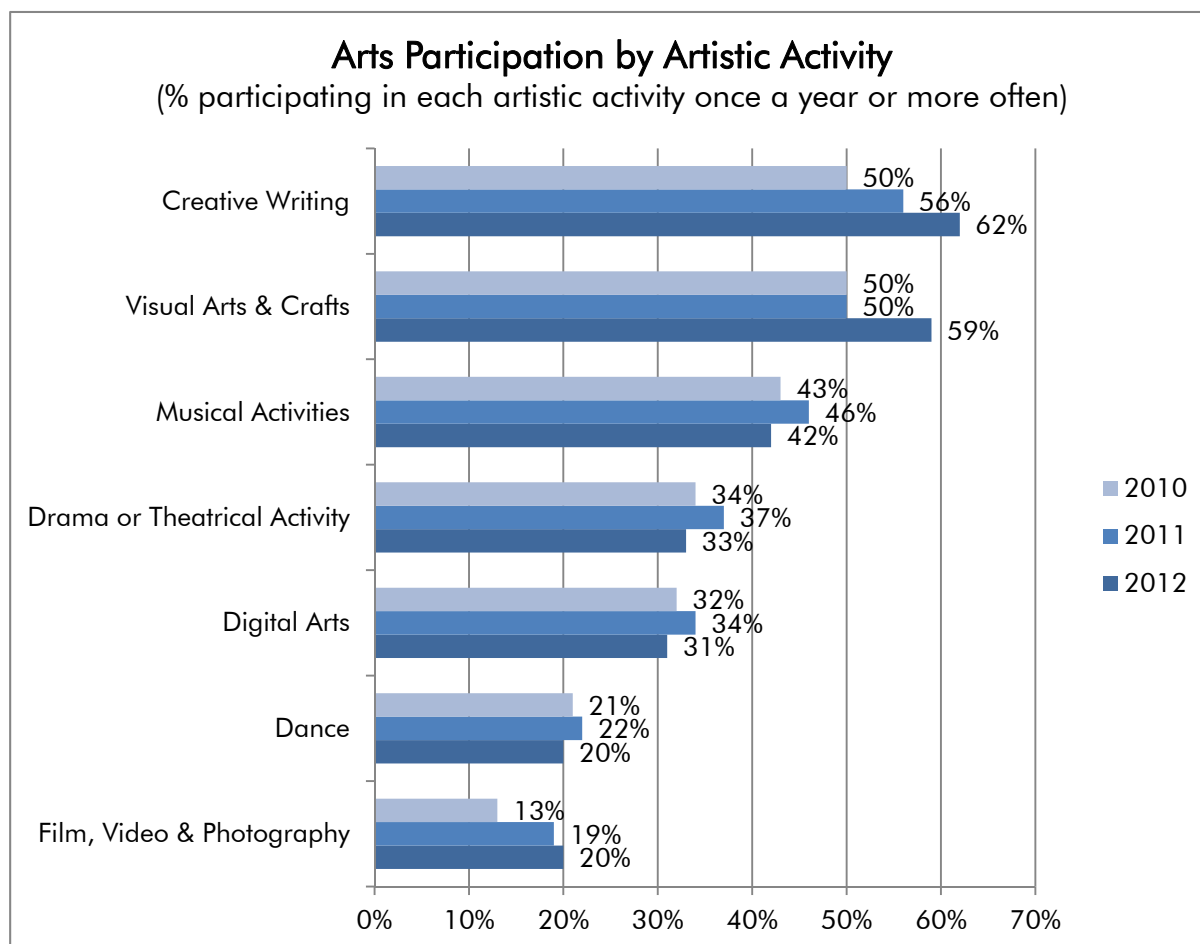
Base: All 7-18 year olds (2010: 1,003, 2011: 1,003 & 2012: 1,016)

Source: Children's Omnibus 2010-12

Although Welsh speakers saw a 3 percentage point decline in participation in 2012, they are still 11 percentage points more likely to participate in the arts once a year or more often (87%) than those who can't speak Welsh (76%). The 15 percentage point gap seen between the two groups in 2011 has also decreased slightly by the fact that non-Welsh speakers saw an increase of 1 percentage point in 2012, continuing a steady increase in participation over the last three years for the group.

#### 4.4. Summary of Arts Participation by Artistic Activity

The chart below shows the proportion of children and young people in Wales who participate in each individual activity once a year or more often. The chart shows the most recent findings from the 2012 survey, along with findings from the 2010 and 2011 surveys for comparison.



Base: All 7-18 year olds (2010: 1,003, 2011: 1,003, 2012: 1,016)

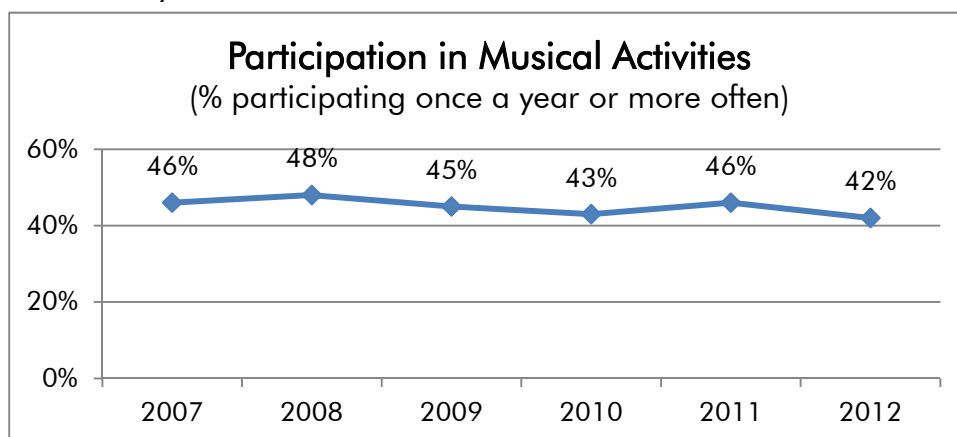
Source: Children's Omnibus 2010-2012

Creative writing (62%) and visual arts and crafts (59%) remained the most popular participatory arts activity amongst children and young people in 2012, and are two of only three art forms to see an increase in participation since 2011. In comparison to 2011 where participatory levels to all art forms either remained constant or increased it is evident that this trend has not continued into 2012 with four art forms experiencing a decline in participation.

It is also worth noting that whilst the figures above measure participatory levels of at least once a year or more often, participation is actually occurring on a more frequent basis. In most cases around one third to a half of all those participating in each art form at least once a year or more are actually doing so at least once a week.

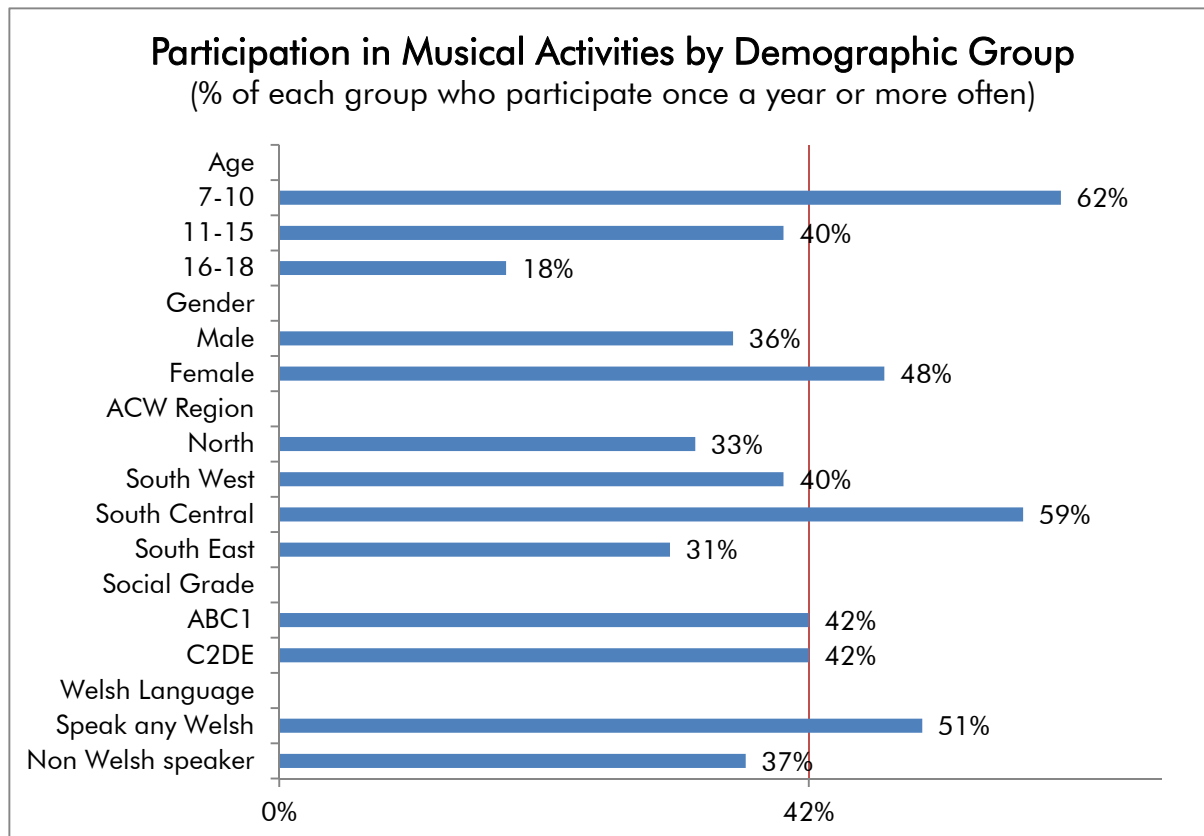
## 4.5. Musical Activities

At 42%, participation in musical activities among children and young people has remained relatively consistent since 2007, although a 4 percentage point decline was seen in 2012 to the lowest level it's been over the last 6 years. Although the third most popular participatory activity in 2012, musical activities saw the largest decrease in participants, along with drama and theatrical activities. Despite these declining trends this level of participation is much higher than the equivalent level recorded by adults, which stands at only 14% in 2012.



Base: All 7-18 year olds (at least 1,000 per wave)

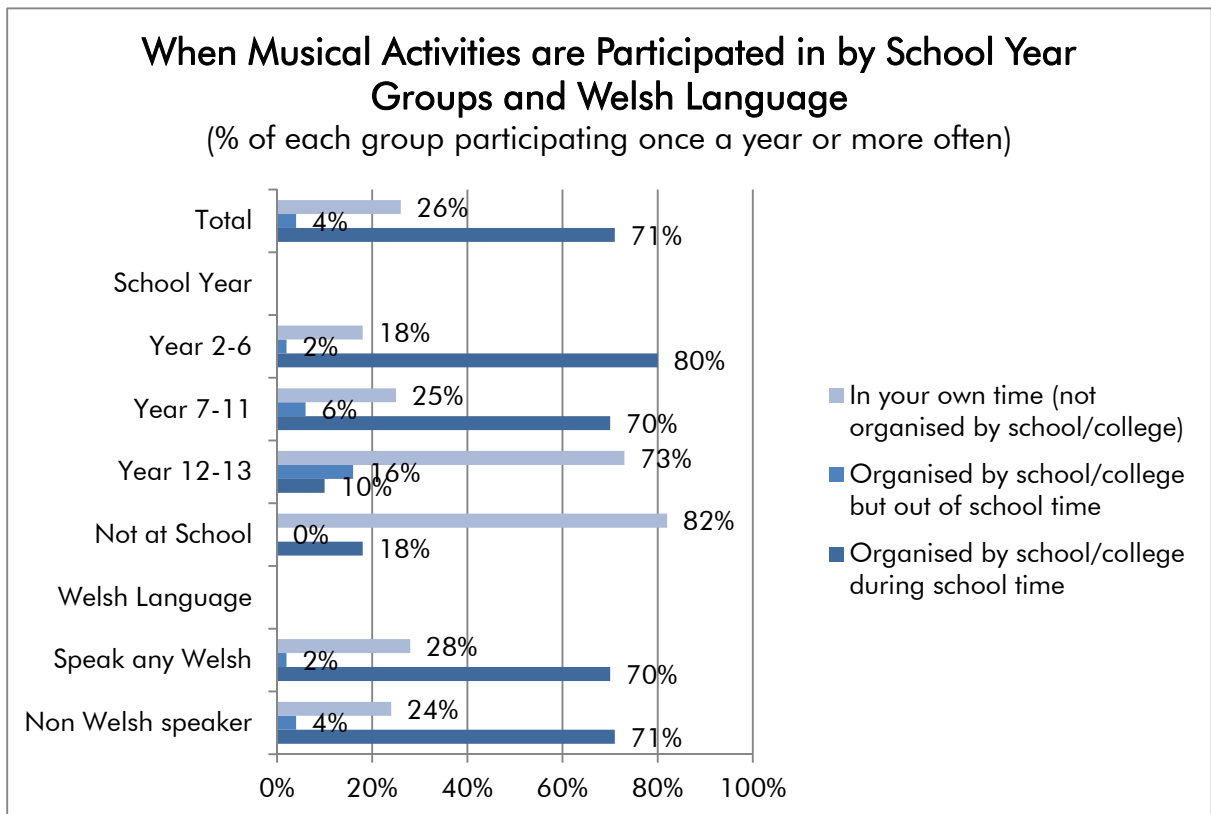
Source: Children's Omnibus 2007-2012



Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

- Similarly to trends seen in 2011, participation in musical activities varies considerably by demographic group.
- There is a huge variation in participation in musical activity across the age groups, with 7-10 year olds over 3 times more likely to participate (62%) than those aged 16-18 (18%).
- There is also a strong correlation between musical participation and gender, with girls (48%) 12 percentage points more likely to participate than boys (36%).
- Children in south central Wales are almost twice as likely (59%) to participate in musical activity than children in neighbouring south east Wales (31%). Children in north (33%) and south west Wales (40%) are also lagging behind in musical participation in comparison to those living in south central Wales.
- Similarly to the trend for overall participation Welsh speaking children are more likely to participate in musical activity (51%) than those who can't speak Welsh (37%).
- Unlike the other demographic groups there is no correlation between musical participation and social grade, with both groups (ABC1s and C2DEs) recording a participation level of 42% participating once a year or more often.

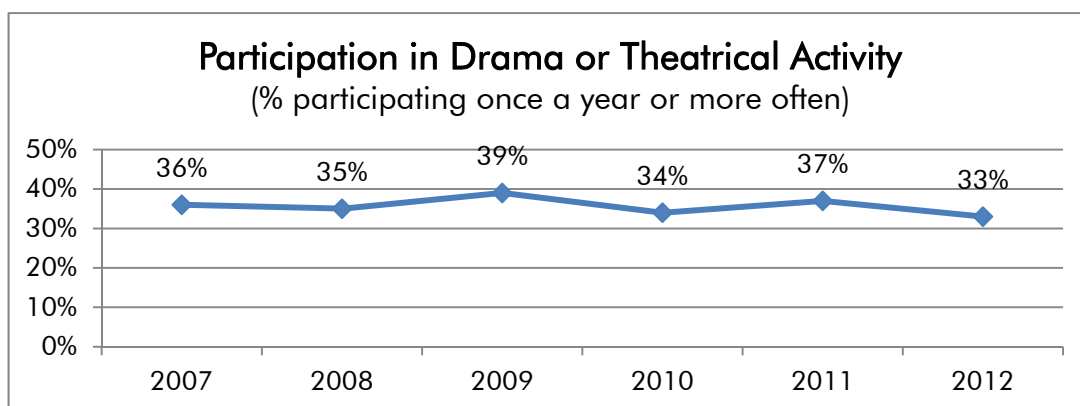


Base: Those participating in musical activities once a year or more often (426) Source: Children's Omnibus 2012

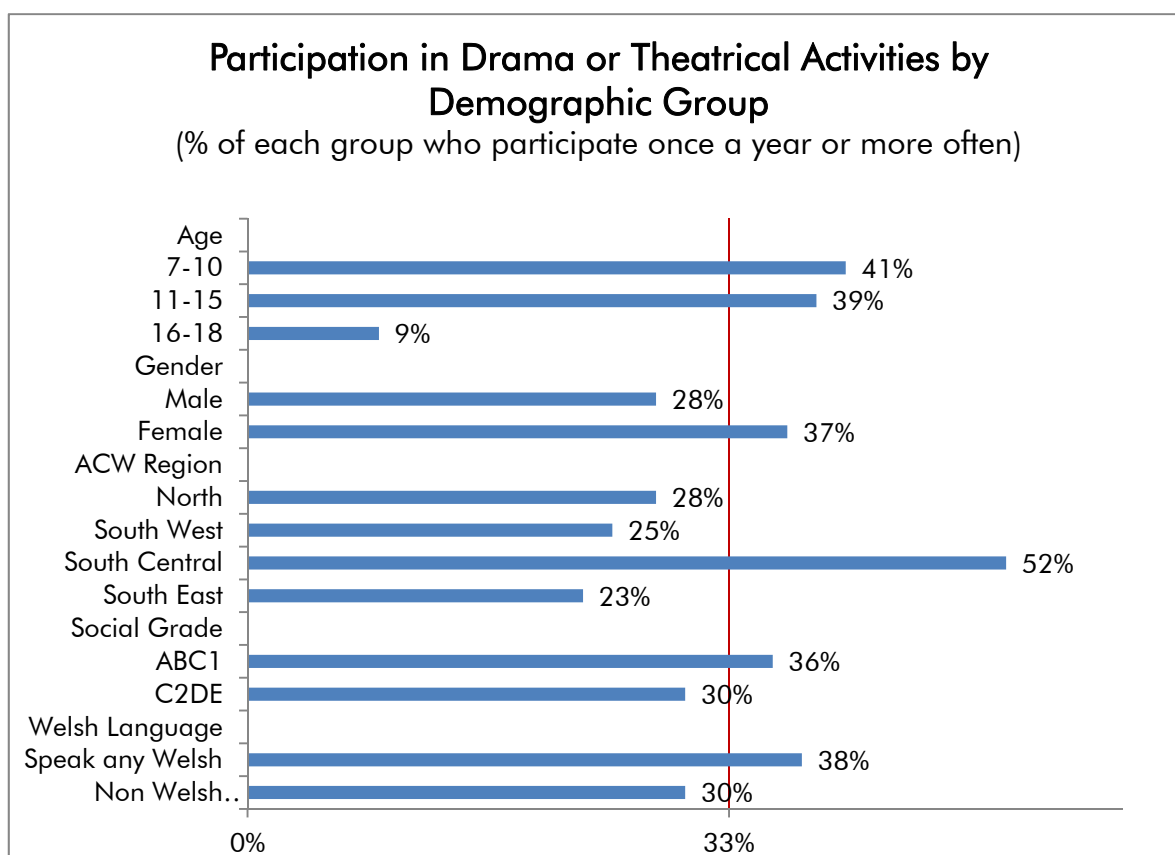
The majority (71%) of those participating in musical activity do so as part of a school activity as opposed to in their own time. This is reflected when broken down by Welsh speaking ability and also school year groups, other than older children who are more likely to participate in their own time.

## 4.6. Drama and Theatrical Activity

Similarly to participation in musical activities, participation in drama and theatrical activities also saw a decrease by 4 percentage points in 2012. At 33% of children and young people participating once a year or more often this is the lowest it's been over the last 6 years. As with most comparable activities, and despite the decline, participation rates among children and young people in drama and theatrical activities were considerably higher than those among adults, 4% in 2012.



Base: All 7-18 year olds (at least 1,000 per wave) Source: Children's Omnibus 2012

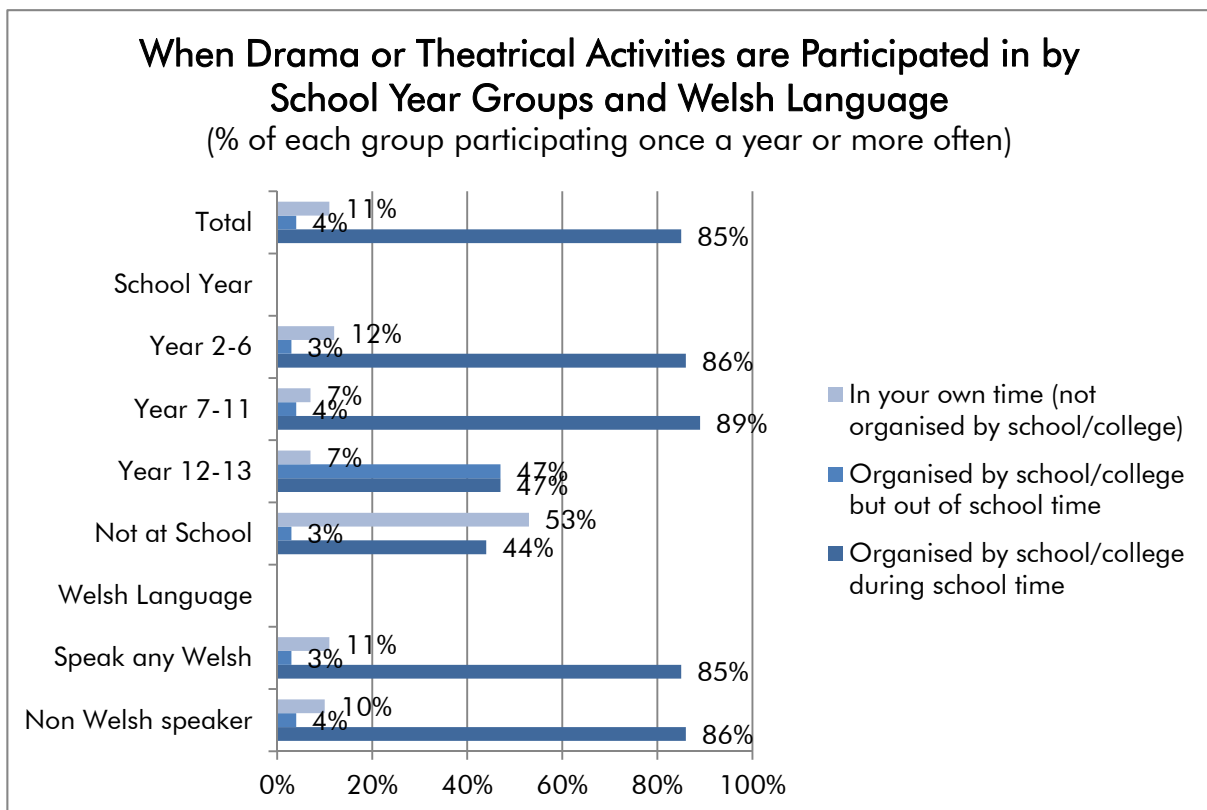


Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012



- Around two fifths of children aged 7-15 (7-10 year olds – 41%, 11-15 year olds 39%) took part in drama and theatrical activities in 2012. This is over 4 times as likely as 16-18 year olds, with participation dropping sharply to only 9% as age increases.
- There is a correlation between gender and participation in drama and theatrical activities, with girls (37%) more likely to take part than boys (28%). Although both groups have seen a decrease in participation since 2011, the gender gap has remained the same.
- There is a great deal of variation in participation levels across the four regions, with children from south central Wales (52%) almost twice as likely to participate in drama and theatrical activities than those from the other three regions (north: 28%, south west: 25%, south east 23%).
- Children from ABC1 households (36%) are more likely to participate in drama and theatrical activities than those from C2DE households (30%) and Welsh speaking children (38%) are more likely to participate than those who can't speak Welsh (30%).

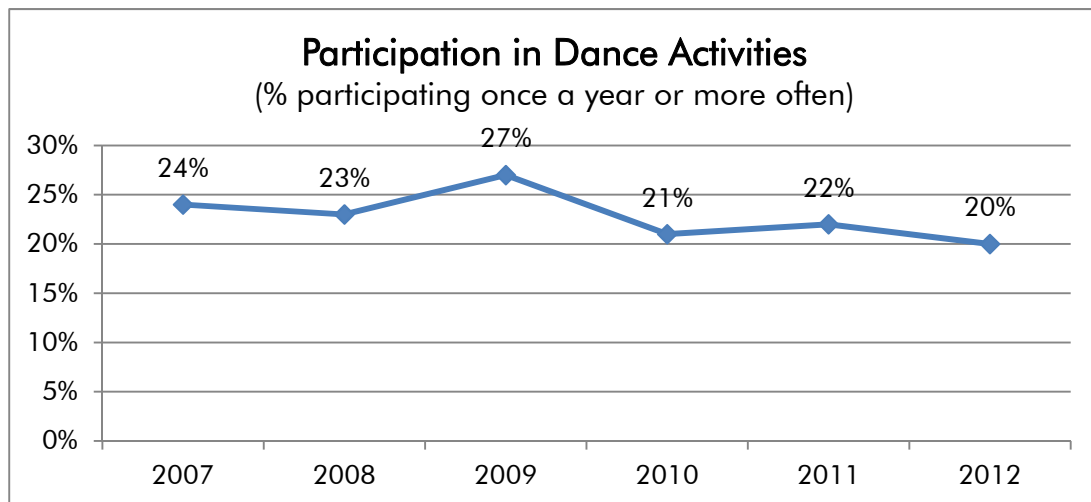


Base: Those participating in drama or theatrical activity once a year or more often (333) Source: Children's Omnibus 2012

It is evident that most drama and theatrical activity is undertaken as part of a school activity (85%), with only just over 1 in 10 (11%) of children who undertake this activity doing so in their own time. This is evident when broken down by Welsh speaking ability and also in the two youngest school year groups. When it comes to older children and those not at school, only 5 in 10 participate as part of a school activity with the remainder doing so either in their own time or as part of a school activity but outside of school hours.

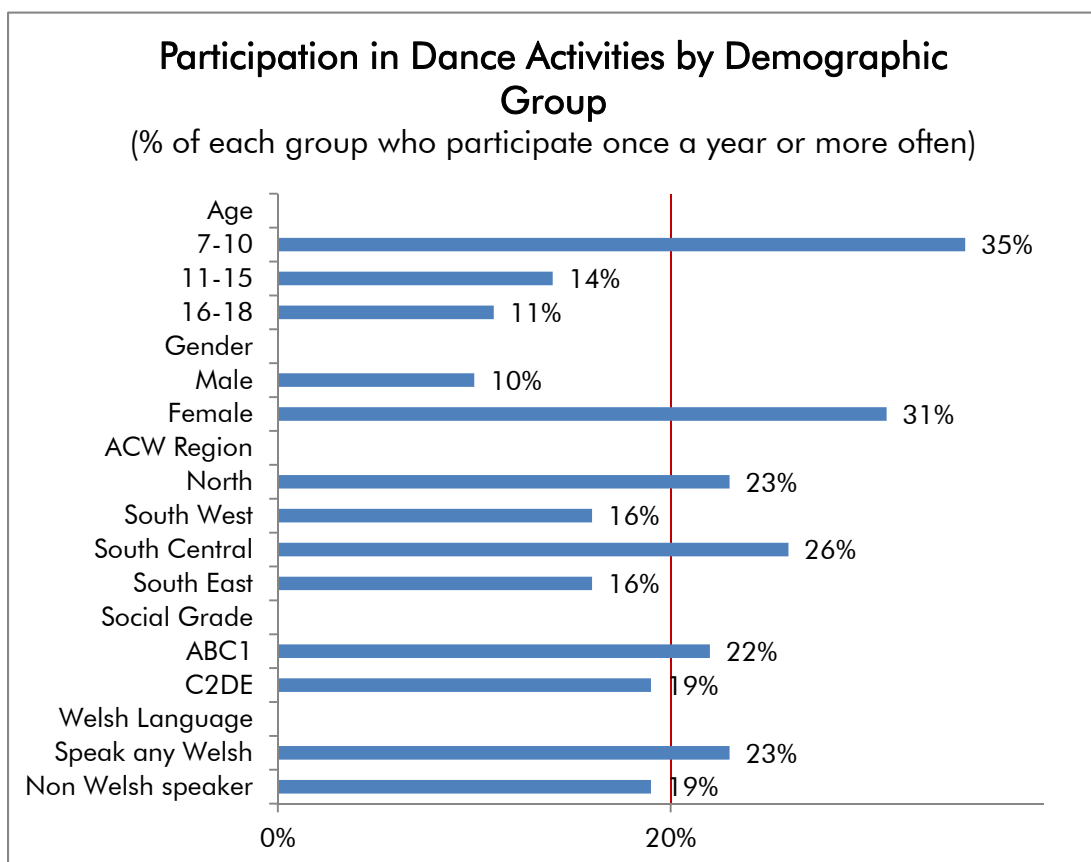
## 4.7. Dance

A fifth of children and young people participated in dance activities in 2012, down 2 percentage points from 2011. Although somewhat in keeping with the overall participation level seen over the last 6 years, it is the lowest seen since 2012. Despite these low levels children and young people are over twice as likely to participate in drama activities as adults in 2012 (8%).



Base: All 7-18 year olds (at least 1,000 per wave)

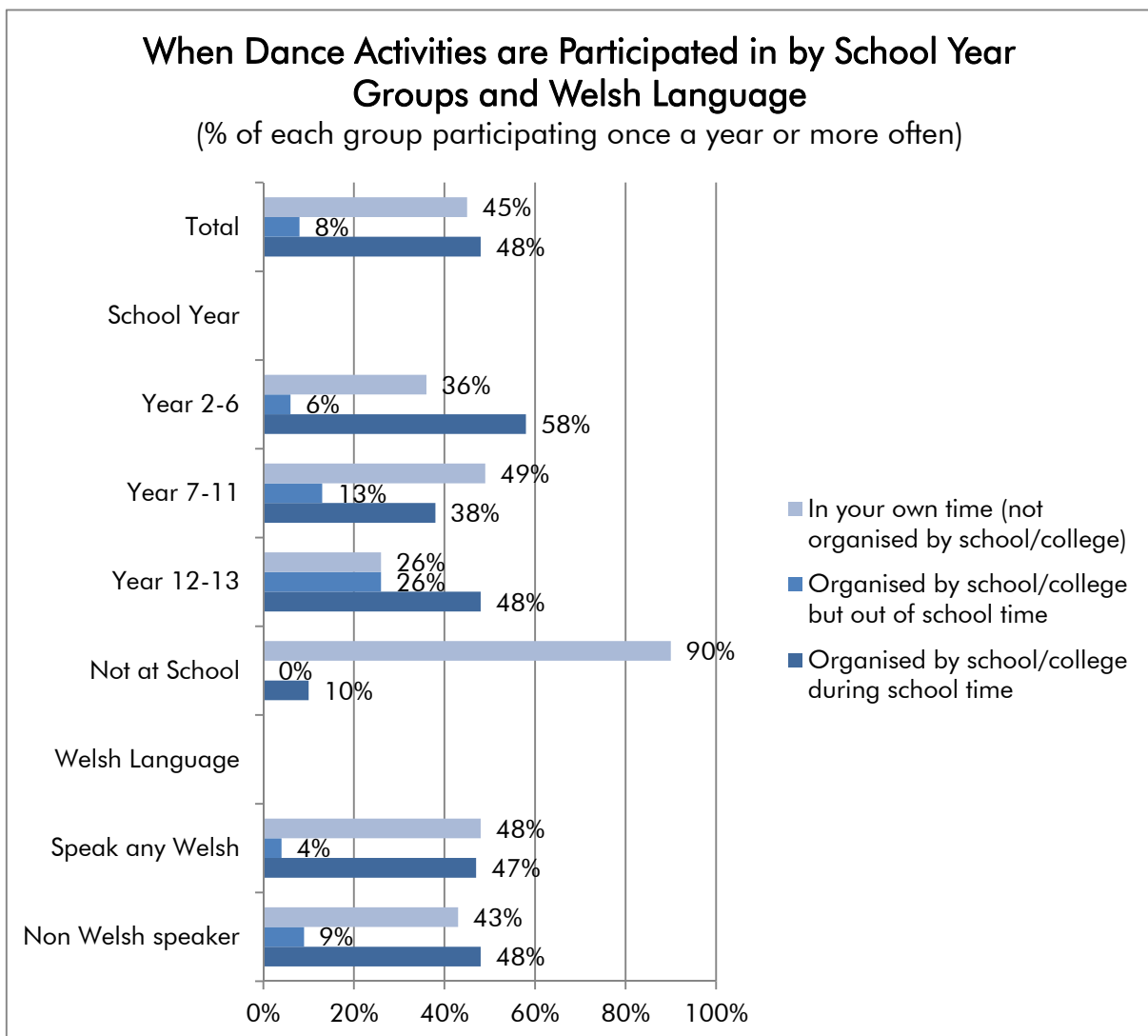
Source: Children's Omnibus 2007-2012



Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

- There is a correlation between age and participation in dance activities with younger children (7-10 year olds) over twice as likely (35%) to participate than 11-15 year olds (14%) and 16-18 year olds (11%).
- The disparity in participation by age is also reflected in participation by gender, with girls (31%) three times more likely to participate in dance activities than boys (10%).
- There is some correlation between participation in dance activities and region, with children from north Wales (23%) and south central Wales (26%) more likely to participate than those from south west and south east Wales, both lagging behind at 16%.
- There is less of a correlation between participation in dance activities and social grade (ABC1s: 22%, C2DEs: 19%) and Welsh speaking ability (speak any Welsh: 23%, non-Welsh speaking: 19%).



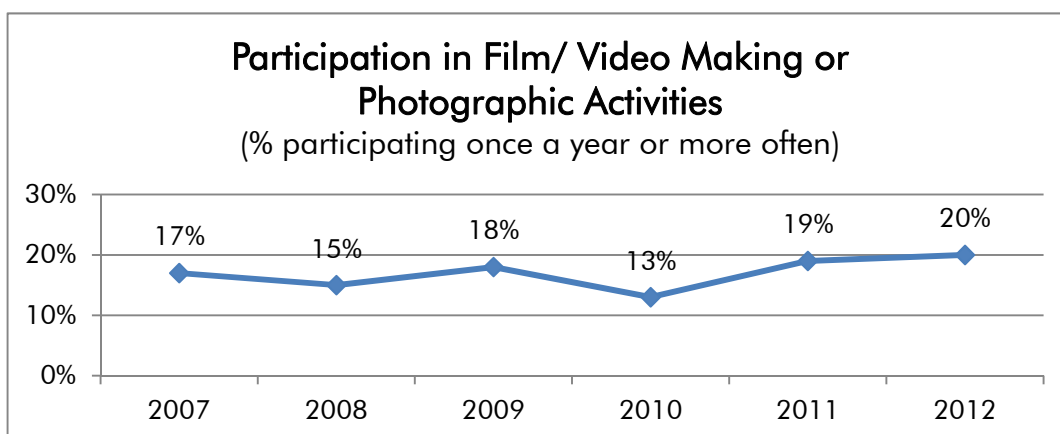
Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

Similarly to digital arts, participation to dance activities was split almost 50/50 between being part of a school activity and taking part in their own time.

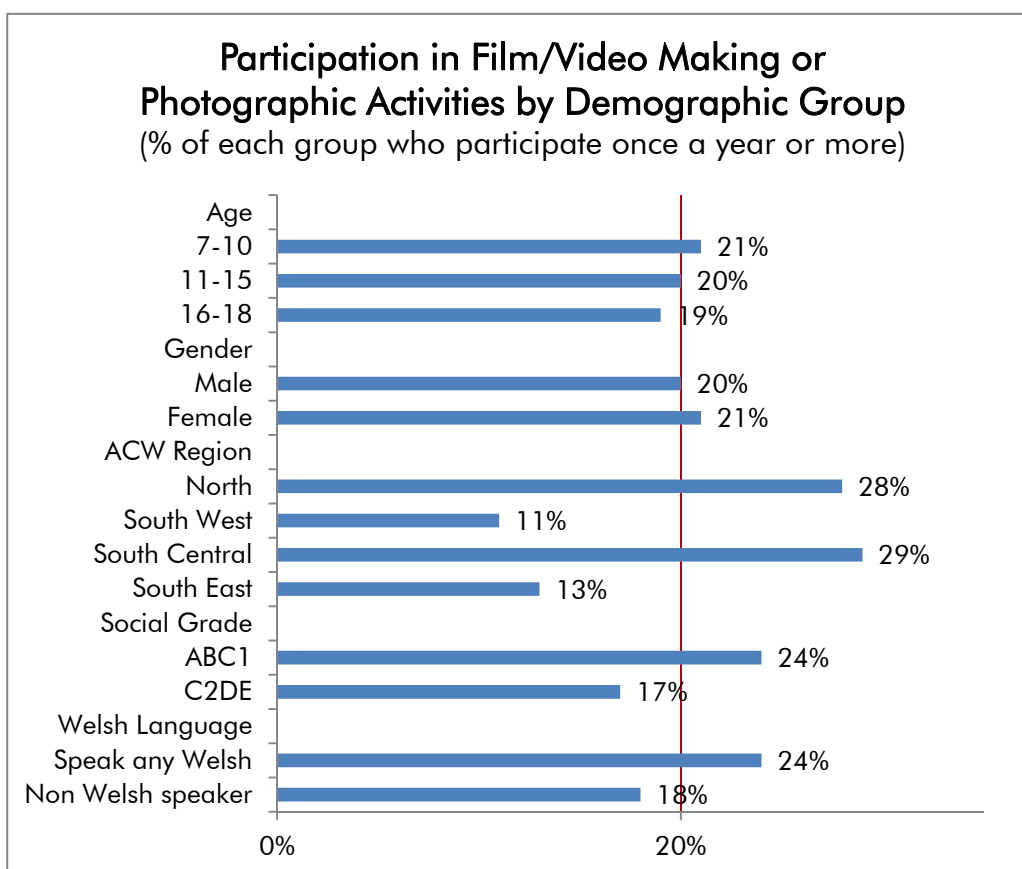
## 4.8. Film or Video Making or Photography

Although only a 1 percentage point increase since 2011, participation in film or video making or photography activities was one of only three art forms to see an increase in participants in 2012. This continues to reverse the decline seen in 2010, recording the highest participation seen to the art form over the last 6 years. As with many activities the participatory levels recorded by children and young people were far higher in comparison to participatory levels recorded by adults, 7% in 2012.



Base: All 7-18 year olds (at least 1,000 per wave)

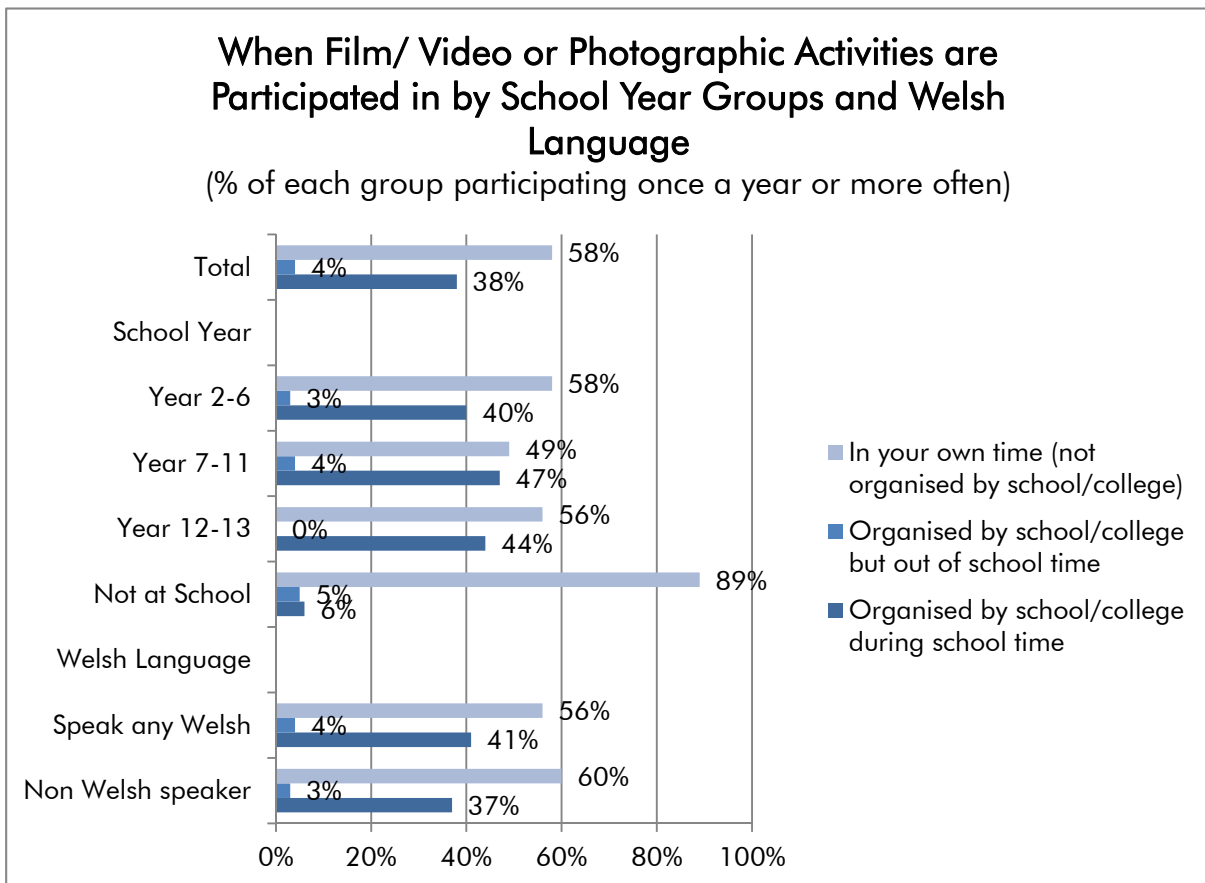
Source: Children's Omnibus 2007-2012



Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

- There is little difference between age and gender and participation in film or video making or photographic activities, with only 1 percentage point difference between each age group and only 1 percentage point between boys and girls.
- There is more of a correlation between participation in film or video making or photographic activities and region, with children living in north (28%) and south central (29%) Wales over twice as likely to participate than those living south west (11%) and south east (13%) Wales.
- There is a similar correlation between participation in film or video making or photographic activities and social grade and Welsh speaking ability, with 24% of children from ABC1 households and 24% of children who are able to speak Welsh participating once a year or more often in comparison to 17% of those from C2DE households and 18% of those who are unable to speak Welsh.

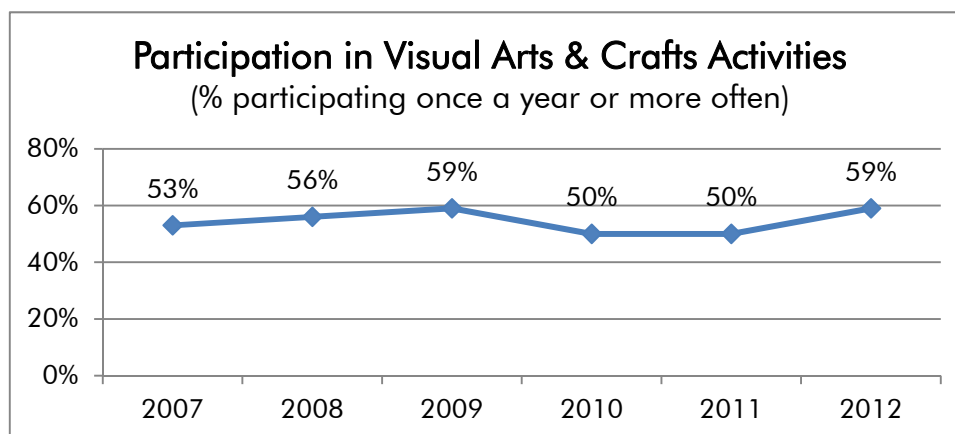


Base: Those participating in film/video making/photography once a year or more often (206) Source: Children's Omnibus 2012

There is more of an emphasis on participation during children's own time when it comes to film or video making or photography. Almost 6 in 10 (58%) children participate in their own time, more so than any other art form. This leaves 4 in 10 children (38% during school hours and 4% outside of school hours) doing so as part of a school activity. This correlation is evident when broken down by school year group and Welsh speaking ability.

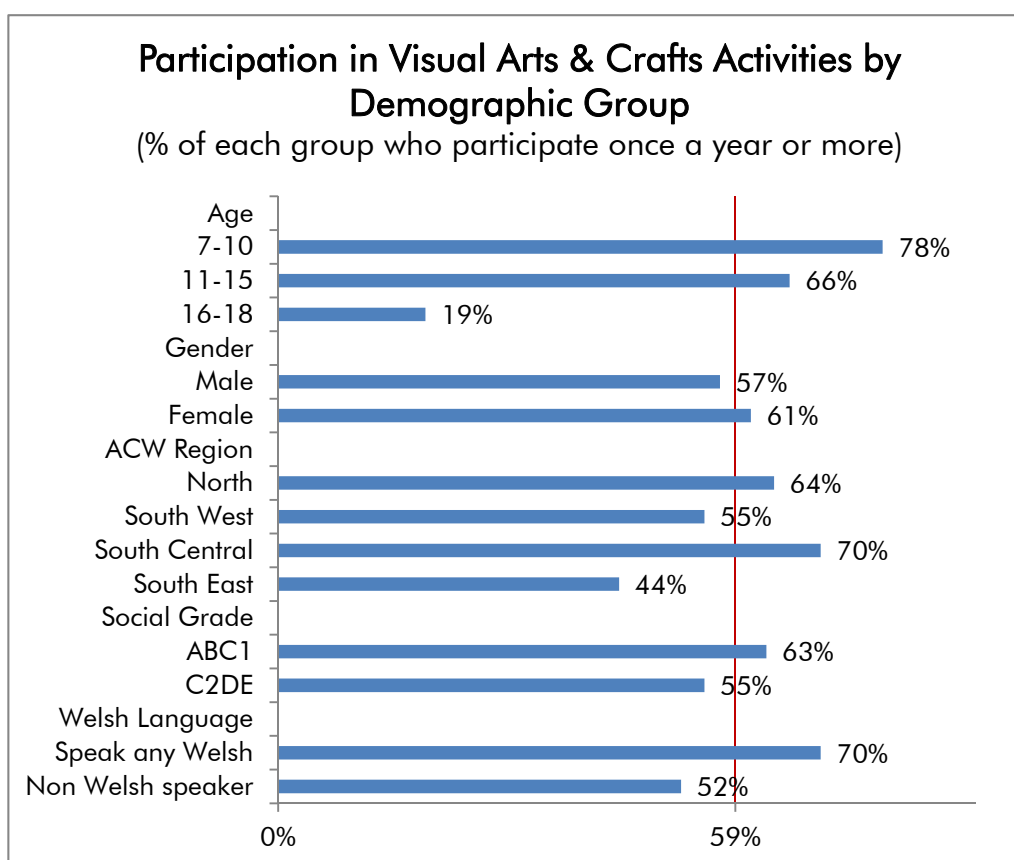
## 4.9. Visual Arts and Crafts

Almost 6 in 10 (59%) children participate in visual arts and craft activities once a year or more often, the second most popular art form behind carnival and street arts. Visual arts and crafts saw the largest increase in participants, up 9 percentage points in 2012. In comparison, participation in visual arts and crafts activities by adults stood at 21% in 2012. Although much lower than the level recorded by children, this was the most popular participatory activity for adults.



Base: All 7-18 year olds (at least 1,000 per wave)

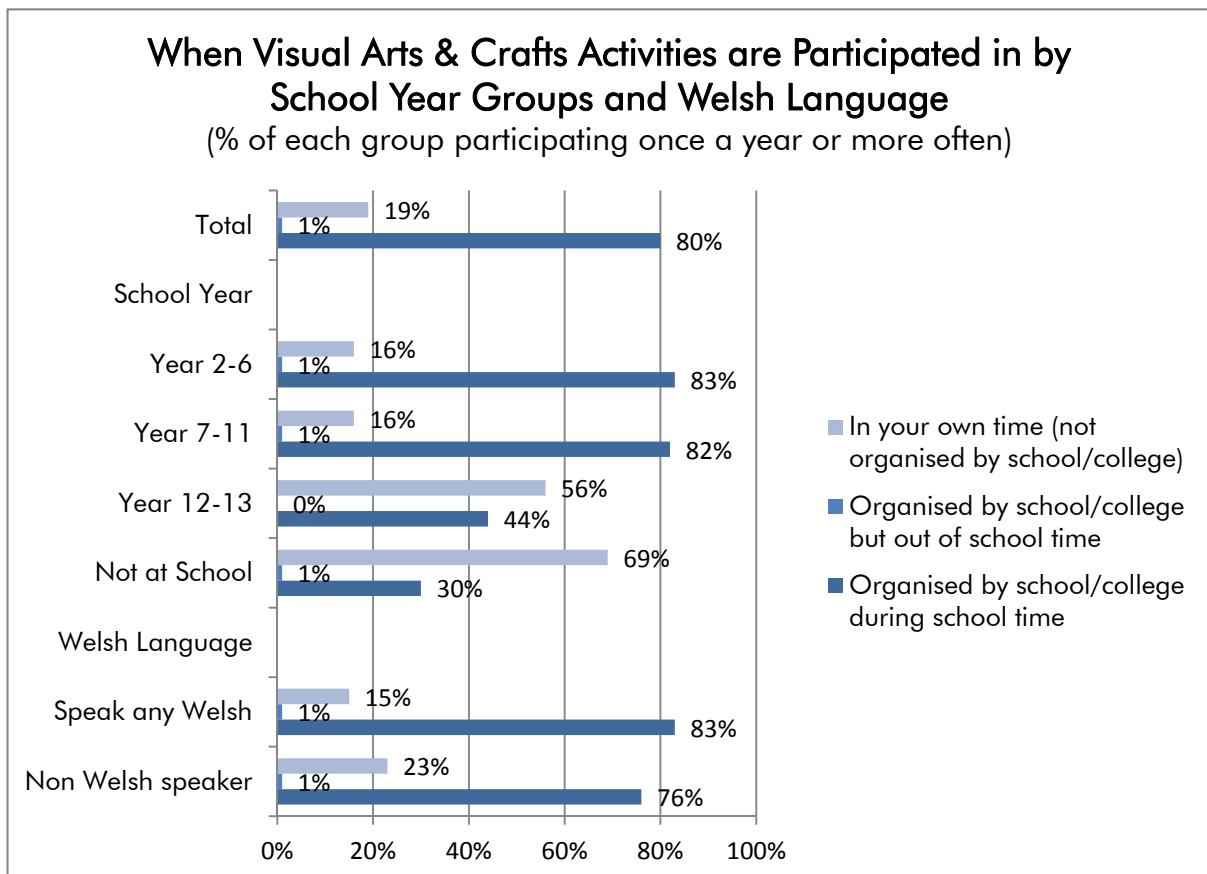
Source: Children's Omnibus 2007-2012



Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

- The greatest variation in participation in visual arts and crafts is found by age, with nearly 8 in 10 (78%) children participating once a year or more often, four times more likely than 16-18 year olds (19%).
- There is almost no correlation in participation in visual arts and crafts and gender, with girls (61%) only 4 percentage points more likely to participate than boys (57%).
- As with most other participatory art forms children from south east Wales (44%) are least likely to participate, with those from neighbouring south central Wales (70%) the most likely to participate in visual arts and craft activities.
- Children from ABC1 households (63%) are more likely to participate in visual arts and craft activities than those from C2DE households (55%), and Welsh speaking children (70%) are more likely to participate than non-Welsh speaking children (52%).



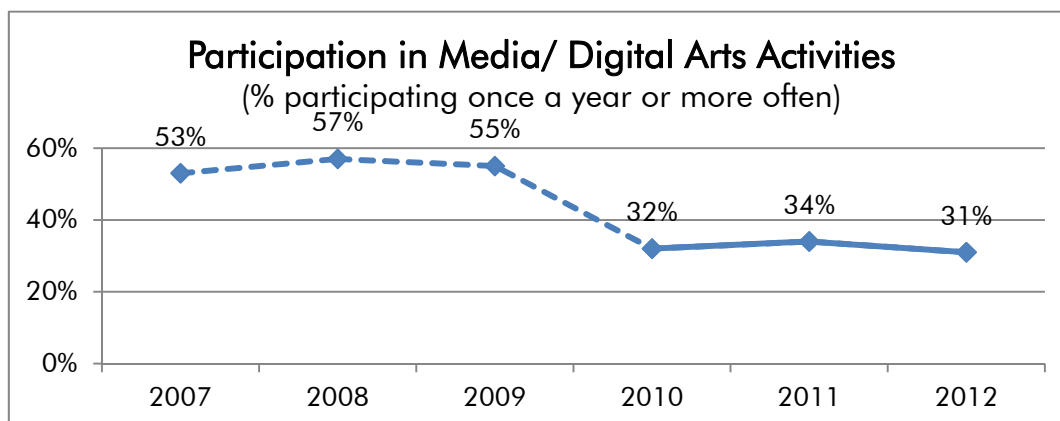
Base: Those participating in visual arts and crafts once a year or more often (598)

Source: Children's Omnibus 2012

Participation in visual arts and craft activities was predominantly within the school setting, with 8 in 10 children in school years 2-11 and both Welsh speakers and non-Welsh speakers doing so. This trend only changes for those children in school years 12-13 and those not in school, although 44% of those in years 12-13 still participate as part of a school activity.

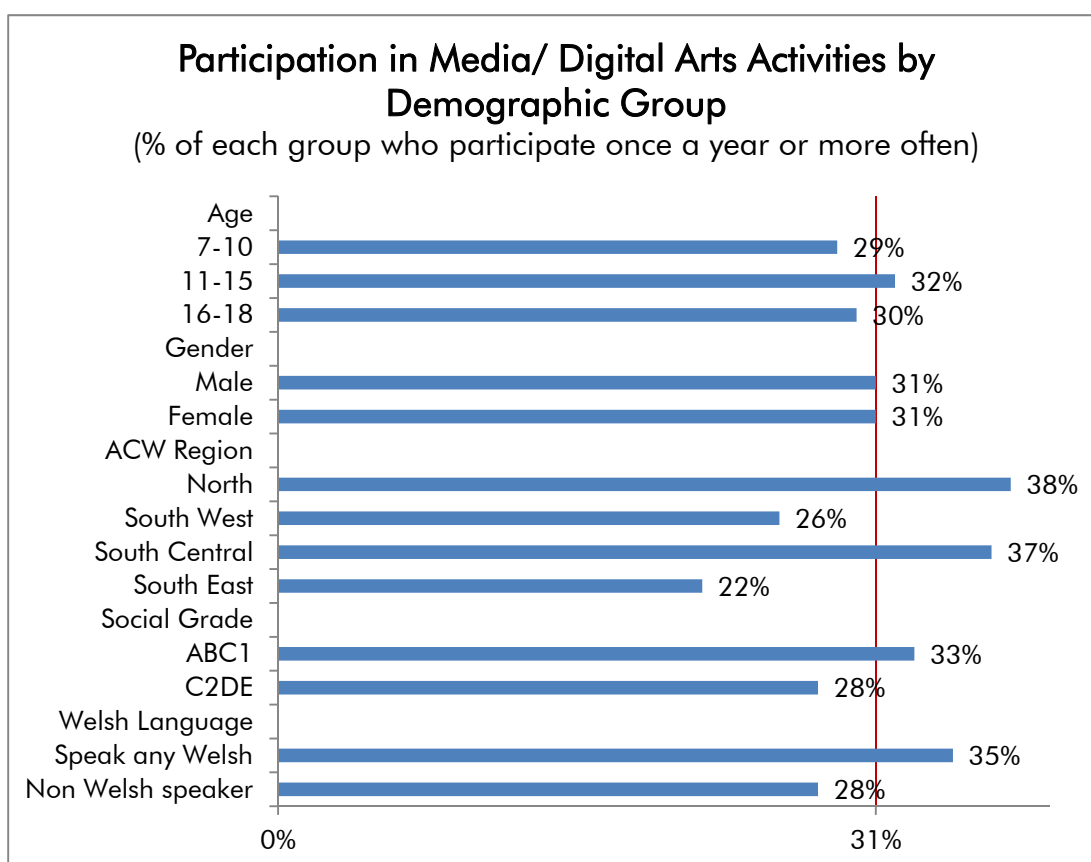
## 4.10. Digital Arts

Participation in digital arts, defined as creating and making arts using digital technology, has been measured since 2010. Prior to this, the category was called media arts, broadly defined as website design or working with your PC. It is evident that the narrowing of this definition has resulted in a lower participation rate of digital arts (around one third) compared with media arts (about half). Participation in digital arts activities declined in 2012, down 3 percentage points to 31%, 1 percentage point lower than the level recorded in 2010 when the art form was reclassified.



Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus 2007-2012

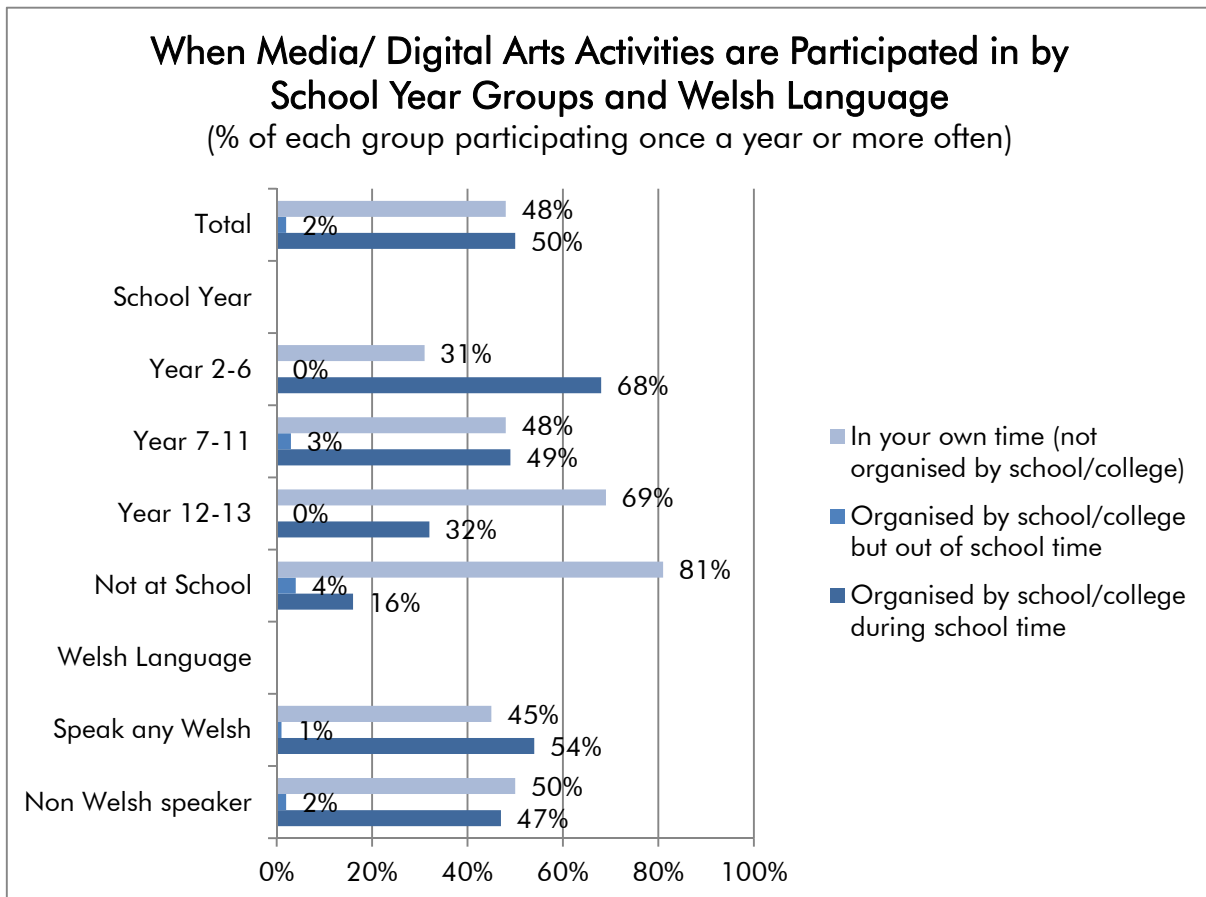


Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus 2007-2012



- Participation by age in digital arts activities varies far less than other art forms and is the only art form where 11-15 year olds are more likely to participate (32%); only 2 percentage points more likely than 16-18 year olds (30%) and 3 percentage points more likely than 7-10 year olds (29%).
- There is no correlation between participation in digital arts activities and gender, with 31% of both girls and boys participating once a year or more often.
- The biggest variation in participation in digital arts was found by region, with 38% of those in north Wales and 37% of those in south central Wales participating once a year or more often. This is in comparison to 26% of those living in south west Wales and 22% of those living in south east Wales, again recording the lowest level of participation.
- 28% of those from C2DE households and non-Welsh speakers participated once a year or more often, this is in comparison to 33% of children from ABC1 households and 35% of Welsh speaking children.



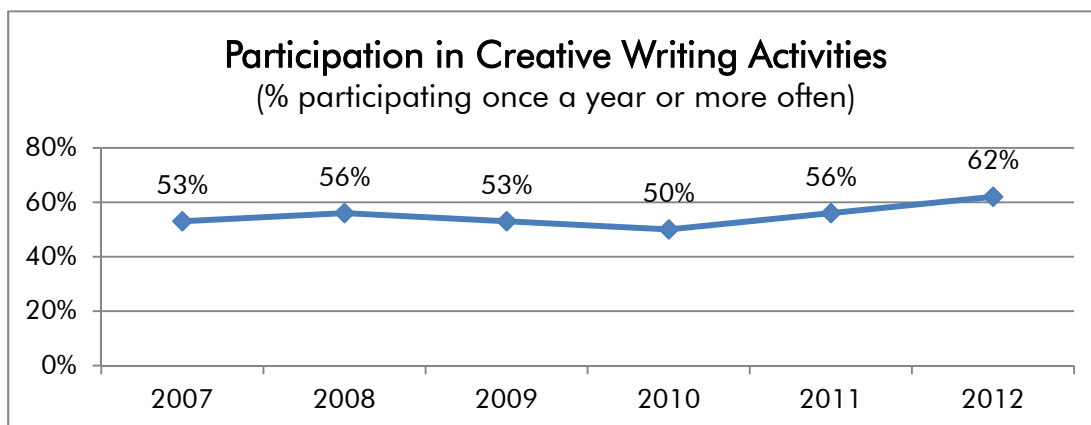
Base: Those participating in digital arts once a year or more often (311)

Source: Children's Omnibus 2012

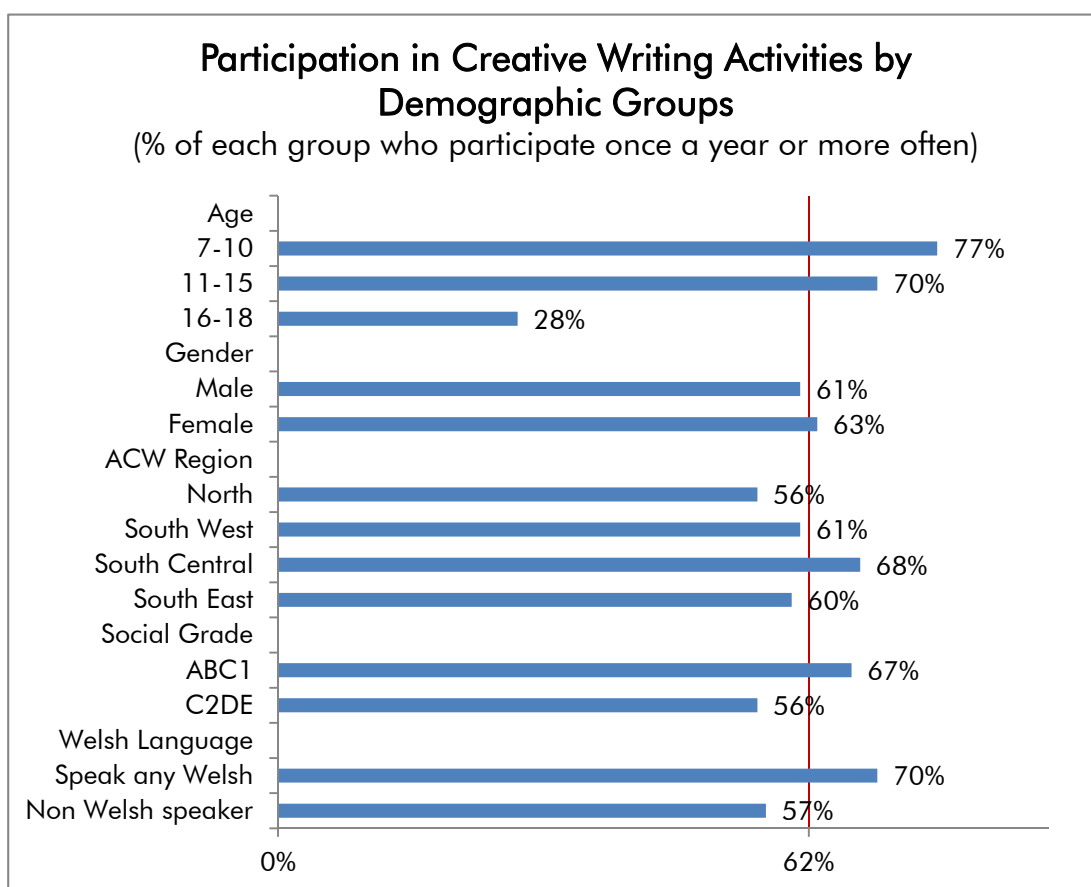
The split between children participating in digital arts as part of a school activity (50%) or in their own time (48%) is almost equal. This equal split is evident in Welsh speakers and non-Welsh speakers, but participation as part of a school activity decreases as school year groups increase with participation more likely to be in their own time for older children.

## 4.11. Creative Writing

Creative writing remained the most popular participatory art form in 2012, with 62% of children and young people participating once a year or more often. Experiencing a 6 percentage point increase in 2012 this took participation levels over 60% for the first time since 2007.



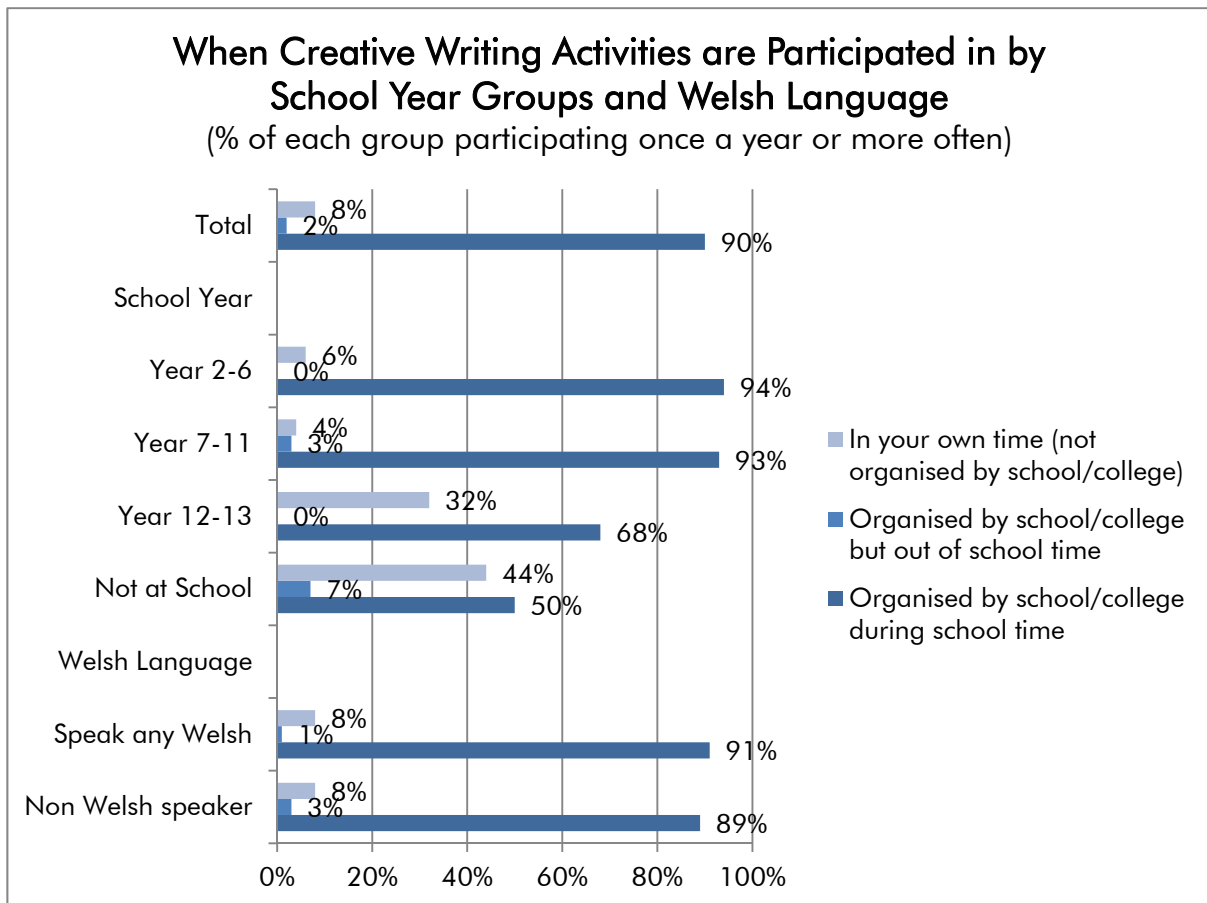
Base: All 7-18 year olds (at least 1,000 per wave) Source: Children's Omnibus 2007-2012



Base: All 7-18 year olds (1,016)

Source: Children's Omnibus 2012

- Like many art forms creative writing has lower participation rates among 16-18 year olds (28%), 7-10 year olds (77%) and 11-15 year olds (70%) are over twice as likely to participate.
- There is almost no correlation between participation in creative writing and gender, with girls (63%) only 2 percentage points more likely to participate than boys (61%).
- There is less disparity in participation in creative writing by region than for some other art forms; however children in south central Wales (68%) are more likely to participate than those from other regions. Creative writing is the only art form where children from north Wales are least likely to participate at (56%).
- As with most art forms children from ABC1 households (67%) are more likely to participate than those from C2DE households (56%), and Welsh speaking children (70%) are more likely to participate than those who are unable to speak Welsh (57%).



Base: Those participating in creative writing once a year or more often (627)

Source: Children's Omnibus 2012

As could be expected it is evident that 9 in 10 (90%) children participate in creative writing as part of a school activity. This is evident across Welsh speaking ability and school year groups, and only drops to almost 7 in 10 (68%) children participating as part of a school activity for the oldest school year group, years 12-13.

## Appendix 1 – Socio-Economic Grade Definitions

The population can be divided into six socio-economic groups or social grades, which are based on the occupation of the Chief Income Earner in the household. Everyone in the household has the same social grade as the Chief Income Earner. To aid analysis, the first three grades and the last three grades are often grouped together into ABC1s and C2DEs which are seen as equating to the 'Middle Classes' and the 'Working Classes':

<b>A</b>	"Upper Middle Class" - Higher managerial, administrative, professional e.g. Chief Executive, Company Director, Senior Civil Servant, Doctor, Judge, Barrister, Executive Accountant	} <b>ABC1s</b> – professional, qualified and non-manual occupations
<b>B</b>	"Middle Class" - Senior and intermediate managerial, administrative, professional e.g. Secondary School Teacher, Librarian, Computer Programmer, Probation Officer, Social Worker	
<b>C1</b>	"Lower Middle Class" - Supervisory, clerical, junior managerial e.g. Clerical/Office Workers, Shop Floor Supervisor, Bank Clerk, Sales Person, Student	
<b>C2</b>	"Skilled Working Class" - Skilled manual workers e.g. Electrician, Carpenter, Fire Fighter, Foreman	} <b>C2DEs</b> – skilled, semi-skilled and unskilled manual workers and non-working people
<b>D</b>	"Working Class" - Semi-skilled and unskilled manual workers e.g. Shop Worker, Assembly Line Worker, Refuse Collector, Messenger, Bar Staff	
<b>E</b>	Those wholly reliant on state benefits including the long-term unemployed and pensioners without private pensions. Casual labourers	

## Appendix 2 – 2012 Survey Questionnaire

Arts Council of Wales

Final Questions – October / November 2012 Children’s Omnibus

SHOW CARD

**Q1 How often do you go to each of the activities that I read out?**

So firstly, how often do you

Go to Plays

- .....Several times a week
- .....Once a week
- .....2 or 3 times a month
- .....Once a month
- .....Once every 2 to 3 months
- .....2 or 3 times a year
- .....Once a year
- .....Less often
- .....Never

REPEAT FOR:

- Go to Musicals
- Go to Opera
- Go to Classical Music concerts
- Go to Other Live music
- Go to Dance performances
- Go to Art or Craft galleries or exhibitions
- Go to Readings, Storytellings or other Literature events
- Go to Carnivals and Street arts

\*\*\*\*\*

SHOW CARD

**Q2 When you last went to a play (ask for each activity attended at least once a year in Q1) was it:**

- organised by school/college during school time
- organised by school/college but out of school time
- in your own time (not organised by school / college)

REPEAT FOR ALL ACTIVITIES ATTENDED ONCE A YEAR OR MORE OFTEN

SHOW CARD

**Q3 And how often do you take part in each of the activities that I read out?**

So firstly, how often do you

Take part in musical activities (such as singing or playing an instrument)

- .....Several times a week
- .....Once a week
- .....2 or 3 times a month
- .....Once a month
- .....Once every 2 to 3 months
- .....2 or 3 times a year
- .....Once a year
- .....Less often
- .....Never

REPEAT FOR:

Take part in drama or theatrical activity (e.g. acting, directing, technical work)

Take part in dance activity (not disco/clubbing)

Take part in film and video making or photography

Take part in visual arts or crafts (e.g. painting, textiles)

Take part in digital arts (creating and making arts using digital technology e.g. uploading, creating or remixing arts related content on, for example, YouTube, Flickr, etc.)

Take part in creative writing (e.g. poetry or stories)

\*\*\*\*\*

SHOW CARD

**Q4 When you last took part in musical activity (ask for each activity taken part in at least once a year in Q3) was it:**

- in school/college during school time
- in school/college but out of school time
- in your own time (not in school / college)

REPEAT FOR ALL ACTIVITIES TAKEN PART IN ONCE A YEAR OR MORE OFTEN





Cyngor Celfyddydau Cymru  
Arts Council of Wales

[www.cyngorcelfyddydau.cymru.org.uk](http://www.cyngorcelfyddydau.cymru.org.uk)  
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