



South Wales Intercultural Community Arts (SWICA)

ARTS IN WALES 2010

Volume 3 Groups of interest report

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1 Background

The Arts Council of Wales is responsible for funding and developing the arts in Wales and has been accountable to the National Assembly for Wales since 1999. Central to the work of Arts Council of Wales are its core beliefs which relate to the power of the arts to change lives and communities, the importance of access for all to quality art forms and experiences, both to enjoy and to participate in and the need to support those involved in the arts to develop.

In 2009, Arts Council of Wales commissioned a major survey of the Welsh adult population entitled Arts in Wales 2010. The objectives of this study were as follows:

- assess public perceptions of arts and cultural activity;
- explore the market for the arts in Wales;
- identify current levels and frequency of participation in the arts by art form sector;
- explore trends in attendance and participation, including any impact of the current economic climate;
- provide a social and geo-demographic profile of arts audiences (both in terms of attendance and participation);
- profile non-attendees/participants and explore barriers to the arts;
- assess current levels of arts engagement amongst under-represented groups such as Community First area residents, disabled people, ethnic minority groups and those in the DE social groups;
- assess lifestyle and cultural issues that affect perceptions and engagement with the arts;
- produce detailed segmentation/cluster analyses of distinct types of arts audiences;
- investigate public attitudes to the funding of the arts and awareness of the role of Arts Council of Wales in distributing such funding;
- examine any variations/trends from previous Arts Council of Wales studies;
- consider the competitive set of leisure interests to arts and culture.

The study involved over 7,000 interviews with fieldwork undertaken in 3 waves between July 2009 and January 2010. It followed a similar approach to the previous survey undertaken during 2004 and 2005, allowing comparisons between these periods and the identification of trends. A full report of results and further details of the survey methods are provided in the Arts in Wales Main Report¹.

¹ Arts in Wales Main Report volume 1, July 2010, Arts Council of Wales

Given the large sample size, the results of the survey may be analysed at both an overall, all Wales level and amongst particular sub-groups including smaller geographic areas, people who participate or attend particular art forms and amongst other population groups of interest.

This report provides key results obtained for the following population groups which have been identified by Arts Council of Wales as being of particular interest:

- *Members of Black and Minority Ethnic communities*
- *Residents of Communities First areas* – as defined by the Welsh Assembly Government.
- *Disabled people or people with a long-term illness* – based on responses to questions included in the survey.
- *Members of DE socio-economic groups*² – classification based on occupation of chief income earner in household.
- *Welsh language speakers* – respondents who indicated that they spoke ‘fluent’ or ‘a fair amount’ of Welsh
- *People with no educational qualifications*
- *Families* – respondents with children under 16 years of age who are resident in their household.
- *Analysis by gender* – comparing attendance, participation and attitudes amongst *men* and *women*.
- *Analysis by age* – with a focus on *people aged 16 to 24* and *people aged 65 and over*.
- *Analysis of non-attendees and non-participants*

² Semi-skilled and unskilled manual workers, apprentices and trainees to skilled workers, those entirely dependent on the state long-term through sickness, unemployment, old age or other reasons and those unemployed for more than 6 months. For full details, see Appendix 1.

2 Overview

Table 2-1 (page 7) illustrates, for each of the groups of particular interest, the combined attendance and participation levels, the separate attendance levels and participation levels amongst each of the groups and, for comparison, the remainder of the adult population of Wales not classified within each particular group.

In terms of the overall combined measure of attendance and participation once a year or more, lower levels were recorded amongst disabled people or people with a long-term illness (76% compared to 92% of the remainder of the adult population), members of the DE socio-economic groups (80% compared to 93%), people with no educational qualifications (77% compared to 94%) and people aged 65 and over (77% compared to 92%). Also men were marginally less likely than women to have either attended or participated in the arts (87% compared to 90%).

However, it is notable that combined attendance and participation levels were similar or higher than the rest of the population amongst some groups of interest. Most significantly, 95% of those in the Family lifestage attended or participated in one or more art form compared to 86% of people in other lifestages and 96% of those aged 16 to 24 attended or participated in an art form compared to 87% of those aged 25 or over.

2.1 Attendance & Participation overview – by groups of interest

Analysing attendance and participation levels separately highlights some further variations between the groups, including the following:

- *Members of Black and Minority Ethnic population* – members of the BME population have broadly similar levels of attendance to the rest of the population but are more likely to participate in one or more art form once a year or more (43% compared to 39%);
- *Families* – members of this lifestage were more likely than others to attend arts events once a year or more (94% compared to 85%) but less likely to participate in any art forms (36% and 40%);
- *People aged 65 and over* – people in this age group were much less likely than younger people to attend arts events (72% and 90%) and a significantly lower proportion of this group attended arts events at least 2 or 3 times per year (55%). However members of this age group were only slightly less likely than younger people to participate in arts activities at least once a year (36% and 40%).

- *Disabled people and people with long-term illness* – disabled people or people with a long-term illness were less likely than other respondents to attend arts events (71% and 90%), with the proportion attending at least 2 or 3 times a year decreasing to 55%. Disabled people and people with long-term illness were also slightly less likely to participate at least once a year than other respondents (34% and 40%).
- *People with no educational qualifications* – attendance levels were significantly lower in this group compared to those with any qualifications (73% compared to 93%), and just 58% attended at least 2 or 3 times a year.
- *Aged 16-24* – respondents in this age group were more likely than others to attend arts events at least once a year (96% compared to 85%) with the majority of these respondents attending at least 2 or 3 times a year (91%). Given the 'mainstream' popularity of the cinema and other live music, analysis of attendance was also undertaken excluding these art forms. 83% of respondents in this age group attended an arts event once a year or more excluding cinema and 73% excluding cinema and live music, which demonstrates the influence of these activities on arts attendance amongst this age group. Participation was also higher amongst this group than amongst older respondents.

The second row under each of the particular groups of interest in the table below relates to all those within the adult population not classified as being within the particular group.

Table 2-1 Summary – Attendance and participation by groups of interest (%)

Group of Interest	Combined Attendance & Participation	Attendance		Participation	
	<i>Once a year or more</i>	<i>Once a year or more</i>	<i>2-3 times a year or more</i>	<i>Once a year or more</i>	<i>2-3 times a year or more</i>
Black & Minority Ethnic	86	83	75	43	39
White	88	86	75	39	37
Communities First Residents	88	86	75	38	36
Not Communities First Residents	89	87	76	39	37
Disabled/Long-term illness	76	71	55	34	33
Non-disabled/no long-term illness	92	90	81	40	38
DE socio-economic status	80	77	62	31	30
ABC1 & C2 socio-economic status	93	92	83	43	41
Welsh language speakers³	89	87	76	41	38
No Welsh language ability ⁴	87	85	73	36	34
Families	95	94	85	36	34
Other lifestages	86	83	71	40	38
People with no academic qualifications	77	73	58	30	29
People with any academic qualifications	94	93	84	43	41
Aged 65 and over	77	72	55	36	35
Under 65	92	90	81	40	37
Aged 16 to 24	96	96	91	48	46
25 and over	87	85	73	37	35
Male	87	85	75	36	33
Female	90	88	76	42	40

³ Those who speak Welsh fluently/a fair amount

⁴ Those not able to speak, read or write in Welsh

2.2 Attendance excluding cinema and live music overview - by groups of interest (%)

Table 2-2 overleaf illustrates the attendance levels amongst each of the groups when cinema or both cinema and live music (other than folk, traditional, world music and jazz) are excluded from the analysis (activities with particular 'mainstream' popularity). The second row under each of the particular groups of interest relates to all those within the adult population not classified as being within the particular group.

Respondents in the Family lifestage were more likely than those in other lifestages to attend any art form excluding cinema, both on the basis of at least once a year (88% and 78% respectively) and also on the basis of at least 2 or 3 times per year (62% and 59%). This group were also more likely than the rest of the adult population to have attended any arts excluding both cinema and other live music at least once a year (83% and 72%) and also at least 2 or 3 times a year (51% and 47%).

The groups less likely than the rest of the population to attend any arts excluding both cinema and any arts excluding cinema and live music were disabled people and people with a long-term illness, those with no educational qualifications, those aged 65 and over, those in the DE social grades and Men. Also those with no Welsh language ability were less likely than those who spoke 'fluent' or 'a fair amount' of Welsh to attend any arts, excluding cinema.

Table 2-2 Summary – Attendance (exc. cinema and live music) by groups of interest (%)

Group of Interest	Any arts (exc. cinema)		Any arts (exc. cinema and other live music)		Base
	<i>Once a year or more</i>	<i>2-3 times a year or more</i>	<i>Once a year or more</i>	<i>2-3 times a year or more</i>	
Black & Minority Ethnic	80	60	74	54	348
White	81	61	76	49	6,969
Communities First Residents	79	58	73	45	2,714
Not Communities First Residents	81	61	77	50	4,369
Disabled people/ people with a long term illness	66	46	62	38	1,511
No long term illness/ disability	85	64	79	51	5,562
DE socio-economic status	70	46	63	34	2,619
ABC1 & C2 socio-economic status	87	67	82	57	4,464
Welsh language speakers⁵	82	60	76	51	591
No Welsh language ability ⁶	79	58	74	46	6,492
Families	88	62	83	51	2,011
Other lifestages	78	59	72	47	5,072
People with no educational qualifications	67	45	63	36	2,467
People with any educational qualifications	87	67	82	55	4,616
Aged 65 and over	70	51	67	45	1,577
Under 65	84	63	78	49	5,506
Aged 16 to 24	83	61	73	38	949
25 and over	80	60	76	50	6,134
Male	78	59	71	44	3,371
Female	83	61	79	52	3,712

⁵ Those who speak Welsh fluently/a fair amount

⁶ Those not able to speak, read or write in Welsh

2.3 Attendance & Participation 2005-2010 - by groups of interest (%)

Table 2-3 overleaf provides a comparison of levels of attendance and participation for the 2005 and 2010 data across the groups of interest where data is available. Over the past five years, attendance and participation levels have increased for many of the groups of interest. The largest increases in attendance once a year or more were amongst Females (77% to 96%), Communities First respondents (67% to 86%) and respondents aged 65 and over (50% to 70%).

Since 2005, participation levels are twice as high, if not more, amongst Black and Minority Ethnic respondents⁷ (17% to 34%), Communities First residents (11% to 38%), DEs (14% to 31%) and those aged 65 and over (18% to 36%). Large increases were also recorded for Females (20% to 42%) and respondents aged 16-24 (27% to 48%).

⁷ Please note that while the changes discussed in the commentary above are statistically significant, the sample size for Black and Minority Ethnic respondents was smaller in 2005 76 un-weighted/105 weighted compared to 348 (weighted and un-weighted in 2010). Therefore, comparisons between the surveys should be undertaken with a degree of caution.

Table 2-3 Summary – Attendance and participation once a year or more often, by groups of interest (%) – 2005 & 2010

Group of Interest	Attendance (excluding circus, arts festival & pantomime)			Participation (excluding circus skills)		
	2005	2010	Difference	2005	2010	Difference
Black & Minority Ethnic	71	83	12	17	43	26
White	~	85	~	~	39	~
Communities First Residents	67	86	19	11	38	27
Not Communities First Residents	77	85	8	21	39	18
Disabled/Long-term illness	58	69	11	19	34	15
Non-disabled/no long-term illness	~	90	~	~	40	~
DE socio-economic status	65	75	10	14	31	17
ABC1 & C2 socio-economic status	81	91	10	22	43	21
Welsh language speakers⁸	87	85	-2	33	41	8
No Welsh language ability ⁹	72	84	12	17	36	19
Families	~	93	~	~	36	~
Other lifestages	~	82	~	~	40	~
People with no educational qualifications	~	71	~	~	30	~
People with any educational qualifications	~	92	~	~	43	~
Aged 65 and over	56	70	14	18	36	18
Under 65	81	89	8	20	40	20
Aged 16 to 24	90	95	5	27	48	21
25 and over	74	83	9	19	37	18
Male	75	84	9	20	36	16
Female	77	96	19	20	42	22

Please note that the 2010 figures in this table are based on certain art forms being excluded that were not featured in the 2005 survey. Therefore, figures in this table will differ slightly from the figures detailed in the rest of the report.

~ Figures unavailable

⁸ Those who speak Welsh fluently/a fair amount

⁹ Those not able to speak, read or write in Welsh

3 Analysis by group

3.1 Members of Black and Minority Ethnic communities

Over 80% attended and/or participated in any of the art forms at least once a year. Higher attendance of carnivals/street art than amongst white respondents. Highest proportions participated in dance and visual arts & crafts.

- Overall, 86% of Black and Minority Ethnic respondents attended and/or participated in arts activity at least once a year prior to being interviewed. This was a similar proportion to that recorded amongst white respondents (88%).
- Attendance**
- 83% of Black and Minority Ethnic respondents attended any of the art forms included in the survey at least once a year, a similar proportion to that amongst white respondents (86%).
 - Since 2005¹⁰, overall attendance amongst Black and Minority Ethnic respondents has increased from 71% to 83% in 2010.
 - Overall level of attendance decreased to 75% for those doing so at least 2 or 3 times per year, the same as that recorded amongst white respondents (75%).
- The events/performances most likely to have been attended by Black and Minority Ethnic respondents included cinema (66%), followed by carnival & street arts (49%), live music (41%) and arts & crafts galleries/exhibitions (31%).
 - In general, respondents in this group were more likely than white respondents to attend carnival & street art events, contemporary dance, readings/ storytelling, and the circus. However, they were less likely than white respondents to attend live music, musicals, galleries or pantomimes.
 - The most frequently provided reasons for attending events were similar to those given by white respondents and included *for enjoyment* and to *attend a specific show or event*. Black and Minority Ethnic respondents were more likely to cite *accompanying children*, a *recommendation from someone* or *being invited to go*, as their reasons for attending their most recent event.
 - Notably, attendance amongst Black and Minority Ethnic respondents in DE socio-economic group was significantly

¹⁰ Change is statistically significant, however, sample 76 un-weighted/105 weighted in 2005 compared to 348 (weighted and un-weighted in 2010).

lower than amongst Black and Minority Ethnic respondents in other socio-economic groups (75% vs. 89%).

- Similar to white respondents, attendance levels amongst Black and Minority Ethnic respondents decreased with age (93% of 16-24 had attended compared to 59% of respondents aged 65+).
- Black and Minority Ethnic respondents with any educational qualifications were significantly more likely to have attended than those without educational qualifications (92% vs. 64%), as was the case amongst white respondents.

Participation

- 43% of Black and Minority Ethnic respondents had taken part in any of the art forms at least once a year, a slightly higher proportion¹¹ to that recorded amongst white respondents (39%).
- Since 2005, participation levels are twice as high, if not more, amongst Black and Minority Ethnic respondents (17% to 34%).
- Black and Minority Ethnic respondents were most likely to take part in dance (19%), visual arts & crafts (19%) and music (15%).
- Compared to people with white ethnicity, Black and Minority Ethnic respondents were more likely to have participated in dance.
- Amongst Black and Minority Ethnic respondents, participation levels varied by age with respondents aged

16-24 and 35-44 more likely than other age groups to have participated at least once a year.

- Similar to attendance, Black and Minority Ethnic respondents without educational qualifications had a much lower participation level than those with any education qualifications (29% vs. 49%).
- Overall participation was lower amongst respondents in the C2DE socio-economic groups.

Future interest in attending*

- 68% of Black and Minority Ethnic respondents expressed interest in attending new art forms in the future, a similar proportion to white respondents (67%).

Future interest in participating*

- 52% of Black and Minority Ethnic respondents expressed interest in participating in new art forms at some point in the future, a much higher proportion than amongst white respondents (26%).

Attitudes and awareness of Arts Council of Wales*

- 35% Black and Minority Ethnic respondents showed awareness of the Arts Council, a lower proportion than amongst White respondents (71%). Of these, 30% understood the role of the Arts Council to be a promoter of arts & cultural events in Wales, a lower proportion than amongst other respondents (47%).

¹¹ Not statistically significant

Receiving arts and entertainment information*

- Black and Minority Ethnic respondents were most likely to state a preference for receiving information through the Internet 'What's on' sites (35%) and local newspapers (30%).

*Caution - paragraphs marked * were only asked in the longer version of the questionnaire so are based on a much smaller sample size (N=62). The margins of error associated with these results are wider so they should be treated as indicative.

Data for barriers to attendance/participation not included as sample base too low.

Table 3-1 Attendance at least once a year – BME population and white population (%)

Art form	BME	White
Attended or participated in any art form at least once a year	86	88
Attend any art form at least once a year	83	86
Cinema	66	62
Carnivals/street arts	49	37
Other live music	41	51
Art/craft galleries/exhibitions	31	39
Plays	29	32
Arts festival	22	25
Musical (not an opera)	19	31
Folk/traditional/world music	19	14
Readings/storytelling/other literary	18	10
Contemporary dance	18	8
Circus (not involving animals)	15	9
Pantomime	12	29
Classical music concert/recital	10	15
Jazz concert/performance	10	10
Opera	5	7
Ballet	5	6

Table 3-2 Participation at least once a year – BME population and white population

Art form	BME	White
Participated in any art form at least once a year	43	39
Visual arts & crafts	19	18
Dance of any kind	19	13
Music of any kind	15	15
Film & video making	9	8
Creative writing	8	7
Drama/theatrical activity	4	3
Circus skills/street arts/other physical theatre	2	1

3.2 Residents of Communities First areas

Broadly similar levels of attendance and participation to other parts of Wales but lower awareness of Arts Council of Wales

- Overall, 88% of Communities First area residents attended and/or participated in arts activity at least once a year, a similar proportion to respondents who did not live in Communities First areas (89%).
- Since 2005, levels of attendance and participation amongst those living in Communities First areas have increased by a greater proportion than amongst those not living in Communities First areas.

Attendance

- 86% of Communities First area residents attended any of the art forms included in the survey at least once a year, a similar proportion to other respondents (87%).
- Over the past five years, attendance once a year or more has increased for Communities First residents from 67% to 86%, a greater increase than for those not living in Communities First areas.
- Overall level of attendance decreased to 75% for those attending at least 2 or 3 times per year and this was similar to that recorded in other areas (76%).
- The events/performances most likely to have been attended by Communities First respondents included cinema (62%), live music (50%), carnivals/street art (37%), art & craft galleries (35%) and plays (31%).

- Communities First residents were slightly less likely than other respondents to visit arts galleries.
- The most frequently provided reasons for attending events were similar to those given by those living in other areas with enjoyment/entertainment and a social event or night out mentioned most often.

Participation

- 38% of Communities First residents took part in any of the art forms included in the survey at least once a year, a similar proportion to that recorded in other areas (39%).
- The activities more likely to have been undertaken by Communities First respondents included visual arts (18%), music (14%) and dance (13%); similar proportions to other respondents.
- Residents of Communities First areas stated similar reasons for participating to those provided in other areas.

Barriers

- The most frequently mentioned barriers amongst Communities First residents were difficulty finding the time, cost and family commitments/childcare. The range of reasons for not attending or participating provided by Communities First residents were similar to those given by residents of other areas.

Future interest in attending

- 68% of Communities First residents expressed interest in attending new art forms in the future, a similar proportion to that recorded amongst residents of other areas (69%).
- The art forms of most interest to Community First residents were musicals (15%), opera (13%) and plays (12%).

Future interest in participating

- 25% of Communities First respondents expressed interest in participating in new art forms at some point in the future, a similar proportion to amongst residents of other areas.
- The art forms of most interest to these respondents were visual arts (7%) and music (7%).

Attitudes and awareness of Arts Council of Wales

- Residents of Communities First areas were more likely than people living in other areas to strongly agree that they have a lot less money to spend on leisure than a year ago, but less likely to strongly agree that arts and cultural activity help to enrich the quality of their life.
- 66% of Communities First residents claimed awareness of Arts Council of Wales, a lower proportion than amongst other respondents (73%). 44% of Communities First residents understood the role of Arts Council of Wales to be a promoter of arts & cultural events in Wales, a lower proportion than amongst other respondents (49%).

Receiving arts and entertainment information

- Communities First respondents were most likely to state a preference for receiving arts and entertainment information through local newspapers (55%) and leaflet through the door (27%), a similar proportions to residents of other areas.

Table 3-3 Attendance at least once a year – Communities First areas and other areas (%)

Art form	Communities First areas	Other areas
Attended or participated in any art form at least once a year	88	89
Attend any art form once at least once a year	86	87
Cinema	62	62
Other live music	50	51
Carnivals/street arts	37	37
Art/craft galleries/exhibitions	35	41
Plays	31	32
Musical (not an opera)	29	31
Pantomime	27	29
Arts festival	25	25
Classical music concert/recital	14	15
Folk/traditional/world music	13	14
Circus (not involving animals)	10	9
Jazz concert/performance	10	10
Readings/storytelling/other literary	9	11
Contemporary dance performance	8	8
Opera	6	8
Ballet	5	6

Table 3-4 Participation at least once a year – Communities First areas and other areas (%)

Art form	Communities First areas	Other areas
Participated in any art form at least once a year	38	39
Visual arts & crafts	18	19
Music of any kind	14	15
Dance of any kind	13	14
Film & video making	8	8
Creative writing	7	7
Drama/theatrical activity	3	4
Circus skills/street arts/other	1	1

3.2 Disabled people or people with a long-term illness

Generally lower attendance and participation levels compared to other respondents with the main barriers relating to health and cost.

- Overall, 76% of disabled people and people with a long-term illness attended and/or participated in arts activity at least once a year prior to being interviewed, a significantly lower proportion than amongst other respondents (92%).
- Disabled respondents were more likely to include respondents aged 65 and over (47%), respondents in the DE socio-economic groups¹² (51%) and respondents with no educational qualifications (58%).
- However, overall disabled respondents were less likely to have attended any of the featured art forms.
- Amongst this group the most frequently mentioned reasons for attending arts event were 'for a social event or night' out or to 'see a specific show or event'.
- Disabled respondents were more likely than others to have attended arts events within their local neighbourhood (61% compared to 56%).

Attendance

- 71% of disabled respondents had attended any of the art forms included in the survey at least once a year, a lower proportion than amongst other adults (90%).
- Since 2005, attendance has increased from 58% to 69%¹³.
- Notably, only 55% of disabled respondents attended at least 2 or 3 times per year compared to 81% amongst the rest of the adult population.
- The events most likely to have been attended by disabled respondents were the cinema (37%), live music (33%) and arts galleries/exhibitions (31%).
- Notably, attendance amongst disabled respondents in DE socio economic group was significantly lower than amongst disabled respondents in other socio- economic groups (64% vs. 83%).
- Attendance amongst disabled respondents did vary by age; a high proportion of young respondents had attended an art form at least once a year (88% of 16-24 yr olds). By comparison, a much lower proportion of disabled respondents aged 75+ had attended (55%).
- Disabled respondents with any educational qualifications were significantly more likely to have attended than those without educational qualifications (83% vs. 57%).

¹² See Appendix 1 for further information

¹³ Please note that this figure excludes circus, arts festivals and pantomimes which were not included in the 2005 survey.

Participation

- One third of disabled respondents (34%) had taken part in any of the art forms included in the survey at least once a year, a lower proportion than amongst other respondents (40%).
- Between 2005 and 2010, however, participation amongst these respondents has increased from 19% to 34%.
- Respondents in this group were less likely to have participated in most of the art forms included in the survey. The only exception was visual arts & crafts, which 19% had participated in, a similar proportion to that recorded amongst other respondents (18%).
- The most frequently mentioned reason for participating amongst this group was enjoyment/pleasure (78%). Two reasons were mentioned more frequently by disabled respondents than by other respondents - improving health and improving wellbeing.
- Disabled respondents were more likely than other respondents to have participated in art at home (63% and 55% respectively).
- Amongst disabled respondents, participation levels were higher amongst 16-34 and similar for those aged 35-74, but decreasing significantly for those aged 75+.
- Similar to attendance, disabled respondents without qualifications had a much lower participation level than those with any education qualifications (24% vs. 42%).

Barriers

- The two most frequently mentioned barriers to attendance and participation amongst these respondents were poor health and cost.
- However disabled respondents were less likely than others to state that it was difficult to find the time to participate or attend arts activities.

Future interest in attending

- 65% of disabled respondents expressed an interest in future attendance of art forms they had not attended in the last year. This was a similar proportion to that recorded amongst other respondents (68%).
- The art forms of most interest to disabled respondents included the cinema, musicals, and operas.

Future interest in participating

- 21% of disabled respondents expressed interest in participating in one or more 'new' art forms - a lower proportion than amongst other respondents (28%).
- Art forms of most interest amongst this group included visual arts (6%) and music of any kind (5%).

Attitudes and awareness of Arts Council of Wales

- In general, attitudes to the arts amongst disabled respondents were similar to those reported by other respondents.

- 74% of respondents in this group claimed to be aware of Arts Council of Wales, a marginally higher proportion than amongst the rest of the adult population. 47% of respondents in this group understood the role of Arts Council of Wales to be a promoter of arts & cultural events in Wales, the same proportion as other respondents.

Receiving arts and entertainment information

- Disabled respondents were most likely to prefer receiving arts and entertainment information through local newspapers (55%) and leaflets through the door/by post (30%); these were similar proportions to those recorded amongst other respondents.

Table 3-5 Attendance at least once a year – Disabled people or people with long-term illness (%)

Art form	Disabled or long-term illness	Non-disabled/No long-term illness
Attended or participated in any art form at least once a year	76	92
Attend any art form at least once a year	71	90
Cinema	37	69
Other live music	33	55
Art/craft galleries/exhibitions	31	41
Carnivals/street arts	28	40
Musical (not an opera)	24	32
Plays	21	34
Pantomime	20	31
Arts festival	16	28
Classical music concert/recital	13	15
Folk/traditional/world music	10	15
Readings/storytelling/other literary	8	11
Jazz concert/performance	7	11
Contemporary dance performance	6	9
Opera	6	7
Circus (not involving animals)	5	10
Ballet	4	6

Table 3- Participation at least once a year – Disabled people or people with long-term illness (%)

Art form	Disabled or long-term illness	Non-disabled/No long-term illness
Participated in any art form at least once a year	34	40
Visual arts & crafts	19	18
Music of any kind	11	16
Dance of any kind	8	15
Creative writing	7	8
Film & video making	6	9
Drama/theatrical activity	2	4
Circus skills/street arts/other	1	2

3.3 People in DE socio-economic groups

Lower proportions of attendance and participation than amongst people in other socio-economic groups. The main barriers to participation are cost and finding the time.

- Overall, 80% of people in the DE socio-economic groups¹⁴ normally attended and/or participated in arts activity at least once a year, a lower proportion than amongst members of the higher social grades ABC1C2 (93%).

Attendance

- Three quarters of DE respondents (77%) attended any of the art forms included in the survey at least once a year, a lower proportion than amongst other respondents (92%).
- Since 2005, arts attendance amongst DE respondents has increased from 65% to 75%, while participation has more than doubled (14% to 31%).
- Although the activities most often attended were similar to those in other social grades, they were attended by lower proportions of DE respondents than those in other social grades, particularly cinema, musicals and live music. A similar level of DE respondents attended the circus once a year or more as did in the other social grades.

- 62% of DE respondents attended at least 2 or 3 times per year, somewhat lower than the 83% amongst other socio-economic groups.
- Amongst DEs the most frequently provided reasons for attending arts events were similar to those given by respondents in other social grades, with entertainment/enjoyment (53%) and a social event/night out (29%) the most frequently mentioned reasons.
- DE respondents were more likely than members of other socio-economic groups to have attended carnival and street arts, live music events or the circus in their local neighbourhood.

Participation

- 31% of DEs had taken part in any of the art forms included in the survey at least once a year, a lower proportion than amongst members of other socio-economic groups (43%).
- The activities more likely to have been undertaken by DE respondents were visual arts & crafts (15%), dance of any kind (11%) and music (10%).
- However, respondents in this group were less likely, overall, than respondents in other socio-economic groups,

¹⁴ See Appendix 1 for further information

to have participated in any of the art forms included in the survey, particularly music, in which 10% of DE respondents participated compared to 22% of other respondents.

- Reasons for participating were generally similar to those in other socio-economic groups, although DE respondents were more likely to mention 'it gets me out of the house' than ABC1 respondents.

Barriers

- The most frequently mentioned barriers amongst DE respondents were the cost of taking part/attending and difficulties finding the time. Costs were generally more likely to be mentioned by members of this socio-economic group than amongst other respondents.

Future interest in attending

- Nearly two thirds of DE respondents (61%) expressed an interest in attending art forms which they had never attended or had attended less than once a year, a similar proportion to C2 respondents (65%).
- The art forms of most interest amongst DEs were attending a musical (13%), cinema (12%), a live music performance (11%) or a festival (11%).

Future interest in participating

- 24% of DE respondents expressed an interest in participating in any new art forms, the same proportion as

amongst C2 respondents but a lower proportion than amongst ABC1s (30%).

- The art form of most interest amongst DEs was visual arts and crafts (7%).

Attitudes and awareness of Arts Council of Wales

- DE respondents were likely to strongly agree that '*children should have the opportunity to learn to play an instrument or participate in other arts activities at school*'; and that '*taking part in arts and cultural activity helps people to build their confidence*'.
- DEs were more likely than members of other socio-economic groups to express strong agreement with the statements '*I have less money to spend on leisure than I did a year ago*', '*spending time attending or participating in arts & cultural activities is of little interest to me*', '*value for money is a high priority for me when I am deciding what to do*' and '*I feel out of place in an art gallery, museum or theatre*'. However, they were less likely to strongly agree with the statement '*I enjoy attending modern and contemporary arts and cultural events*'.
- 61% of DEs were aware of Arts Council of Wales, compared to 86% of AB respondents and 71% of those classified as C1s and C2s. Compared to other socio-economic groups, a higher proportion of DEs stated that they did not know the role of Arts Council of Wales.

Receiving arts and entertainment information

- DE respondents were most likely to prefer receiving arts and entertainment information through local newspapers (56%), a higher proportion than respondents in other social groups, particularly ABs (45%). DE respondents were generally less likely to state a preference for 'What's on' guides (paper or internet).

Table 3-6 Attendance at least once a year – Members of DE socio-economic group and ABC1 and C2s (%)

Art form	DE	ABC1C2
Attended or participated in any art form at least once a year	80	93
Attend any art form at least once a year	77	92
Cinema	50	69
Other live music	37	58
Carnivals/street arts	33	40
Art/craft galleries/exhibitions	24	48
Pantomime	23	31
Plays	20	38
Musical (not an opera)	18	38
Arts festival	16	31
Circus (not involving animals)	10	9
Folk/traditional/world music	8	17
Classical music concert/recital	7	19
Readings/storytelling/other literary	7	12
Jazz concert/performance	5	13
Contemporary dance performance	5	10
Opera	3	9
Ballet	3	7

Table 3-7 Participation at least once a year – Members of DE socio-economic group and ABC1 and C2s (%)

Art form	DE	ABC1C2
Participated in any art form at least once a year	31	43
Visual arts & crafts	15	20
Music of any kind	10	17
Dance of any kind	11	14
Creative writing	6	8
Film & video making	5	10
Drama/theatrical activity	2	4
Circus skills/street arts/other	1	2

3.4 Welsh language speakers

9 in 10 had attended or participated in arts activity at least once a year prior to being interviewed.

- Overall, 89% of Welsh speaking¹⁵ respondents normally attended and/or participated in arts activity at least once a year, a slightly higher proportion than amongst those with no Welsh language ability (87%).
- Since 2005, the difference in arts engagement among Welsh language speakers and those with no Welsh language ability has decreased for both attendance and participation.
- When any level of Welsh language ability is taken into account (speaking, reading and/or writing), 89% of those with any Welsh language ability attended at least one art form once a year or more, while 45% participated on at least an annual basis.
- 76% had attended an art form at least 2 or 3 times per year, also similar to that amongst those with no Welsh language ability (73%).
- In addition to cinema and live music, Welsh language speakers were most likely to have attended arts & craft galleries (45%), arts festivals (41%), and plays (37%).
- Respondents who spoke Welsh were slightly more likely than respondents with no Welsh language ability to have attended many of the art forms asked about – most notably they were more likely to have visited galleries and exhibitions and to have attended festivals.
- The reasons given for attending an arts event were similar to those mentioned by other respondents and included a social night out, enjoying going to a particular type of event and the desire to see a specific show.

Attendance

- 87% of Welsh speaking respondents attended any of the art forms included in the survey at least once a year, a similar proportion to those with no Welsh language ability (85%).

Welsh language event attendance

- Welsh language speakers were significantly more likely than those with no Welsh language ability to have attended a Welsh language arts event (30% and 8% respectively).
- The majority of Welsh language speakers who had attended a Welsh language event did so once a year or more (89%).

¹⁵ Respondents who indicated that they spoke 'fluent' or 'a fair amount' of Welsh

Participation

- Two fifths of Welsh speaking respondents (41%) had taken part in any of the art forms included in the survey at least once a year. This is a higher proportion than amongst respondents with no Welsh language ability (36%), however, the increase since 2005 in participation amongst those with no Welsh ability was greater.
- Respondents in this group were most likely to have participated in visual arts and music. Notably, Welsh language speakers were significantly more likely than other respondents to have participated in music (20% and 12% respectively).
- Reasons for participating were similar to those given by respondents with no Welsh language ability, with enjoyment/pleasure (79%) and developing creativity and self-expression (28%) the most frequently mentioned motivations amongst Welsh language speakers.

Barriers

- Difficulty in finding the time was most likely to be mentioned as a barrier to attendance and participation by Welsh speakers.

Future interest in attending

- 70% of Welsh speaking respondents expressed an interest in attending new art forms at some point in the future, a higher proportion than amongst other respondents.

- The arts events of most interest amongst these respondents were musicals (17%) and the opera (15%).

Future interest in participating

- 31% of Welsh speakers expressed an interest in participating in art forms they had not undertaken at least once a year - a significantly higher proportion than amongst other respondents (23%).
- The art forms of most interest to these respondents were visual arts & crafts (9%) and film making (7%).

Attitudes and awareness of Arts Council of Wales

- 76% of Welsh speakers claimed awareness of Arts Council of Wales, a higher proportion than amongst those with no Welsh language ability (68%). 52% believed that Arts Council's role was as a promoter of the arts and cultural events in Wales, a higher proportion than amongst respondents with no Welsh ability.
- Welsh speakers were more likely than respondents with no Welsh language ability to agree strongly that *'arts and cultural activity help to enrich the quality of their life'*. They were less likely to agree that they *'feel out of place in an art gallery, museum or theatre'*.

Receiving arts and entertainment information

- Welsh speakers were most likely to prefer receiving arts and entertainment information through local newspapers (58%). Welsh speakers were more likely than respondents

with no Welsh language ability to mention recommendations from family and friends (29% compared to 18%).

Table 3-8 Attendance at least once a year – Welsh language speakers and people with no Welsh ability (%)

Art form	Speak Welsh (fluent/fair)	No Welsh language ability
Attended or participated in any art form at least once a year	89	87
Attend any art form at least once a year	87	85
Cinema	60	61
Other live music	50	49
Art/craft galleries/exhibitions	45	36
Arts festival	41	19
Plays	37	29
Musical (not an opera)	33	29
Carnivals/street arts	32	36
Pantomime	28	26
Folk/traditional/world music	21	11
Classical music concert/recital	21	13
Readings/storytelling/other literary	14	9
Jazz concert/performance	10	10
Contemporary dance performance	10	7
Opera	9	6
Circus (not involving animals)	7	9
Ballet	6	5

Table 3-9 Participation at least once a year – Welsh language speakers and people with no Welsh ability (%)

Art form	Speak Welsh (fluent/fair)	No Welsh language ability
Participated in any art form at least once a year	41	36
Music of any kind	20	12
Visual arts & crafts	18	17
Dance of any kind	11	13
Film & video making	9	7
Creative writing	8	6
Drama/theatrical activity	3	3
Circus skills/street arts/other	1	1

3.5 Respondents with no educational qualifications

Lower levels of attendance compared to respondents with qualifications. Main barriers relate to time and cost.

- Overall, 77% of respondents without educational qualifications had attended or participated in an arts activity at least once a year prior to being interviewed. This was a much lower proportion than amongst people with any qualifications (94%).

Attendance

- 73% of respondents with no such qualifications attended any of the art forms included in the survey at least once a year, a lower proportion than amongst respondents with educational qualifications (93%).
- The events/performances more likely to have been attended by respondents in this group included cinema (42%), live music (35%) and carnivals & street art (30%).
- However, respondents in this group were less likely than respondents with qualifications to attend any of the art forms asked about, particularly the cinema, and arts and crafts exhibitions.
- Notably, a much lower proportion had attended any of the art forms at least 2 or 3 times a year (58% compared to 84% with qualifications).

- Respondents with no qualifications were likely to cite entertainment and enjoyment or a social event as their reasons for attending an arts event.

Participation

- 30% of respondents with no educational qualifications had participated in any art forms included in the survey at least once a year, a lower proportion than amongst respondents with such qualifications (43%).
- The activities most likely to have been undertaken by respondents without qualifications included visual arts & crafts (14%), music of any kind (10%) and dance of any kind (10%).
- However people with no qualifications were less likely than those with qualifications to have participated in any of the featured art forms.

Barriers

- The most frequently mentioned barriers given by people with no educational qualifications were difficulty finding the time, and the cost. Also, poor health was more likely to be mentioned by members of this group than by people with qualifications.

Future interest in attending

- 58% of respondents with no educational qualifications expressed interest in attending art forms they had not attended at least once a year, a lower proportion than amongst respondents with such qualifications (72%).
- The art forms of most interest to people with no qualifications included cinema, musicals and live music performances.

Future interest in participating

- 17% of respondents with no educational qualifications expressed an interest in participating in new art forms, a much lower proportion than amongst respondents with qualifications (31%).

Attitudes and awareness of Arts Council of Wales

- 69% respondents with no educational qualifications claimed awareness of Arts Council of Wales, a similar proportion to that recorded amongst respondents with such qualifications. However only 38% of respondents with no qualifications believed that the Arts Council's role was as a promoter of arts and cultural events in Wales, a lower proportion than amongst respondents with qualifications (52%).

Receiving arts and entertainment information

- 58% of respondents with no educational qualifications stated that they preferred to receive arts and entertainment information through local newspapers (58%), a higher proportion than those with any educational qualifications (49%).

Table 3-10 Attendance at least once a year – People with no educational qualifications (%)

Art form	Educational qualifications	
	None	Any
Attended or participated in any art form at least once a year	77	94
Attend any art form at least once a year	73	93
Cinema	73	93
Other live music	35	59
Carnivals/street arts	30	41
Art/craft galleries/exhibitions	25	46
Musical (not an opera)	23	34
Plays	21	37
Pantomime	21	32
Arts festival	14	31
Classical music concert/recital	9	18
Folk/traditional/world music	8	17
Circus (not involving animals)	7	11
Jazz concert/performance	6	13
Readings/storytelling/other literary	5	13
Opera	5	8
Contemporary dance performance	4	10
Ballet	3	7

Table 3-11 Participation at least once a year – People with no educational qualifications (%)

Art form	Educational qualifications	
	None	Any
Participated in any art form at least once a year	30	43
Music of any kind	30	43
Visual arts & crafts	14	20
Dance of any kind	10	15
Film & video making	4	10
Creative writing	4	9
Drama/theatrical activity	2	4
Circus skills/street arts/other	1	2

3.6 Families

9 out of 10 families had attended an arts activity at least once a year prior to interview. The main barriers to further attendance and participation relate to finding the time and family commitments/childcare.

- Overall, 95% of respondents in the family lifestage (children under 16 in the home) had attended and/or participated in arts activity at least once a year prior to being interviewed. This was a similar proportion to Young Independents (under 35, no children - 96%), but a higher proportion than amongst Empty Nesters (over 55, no children in home - 82%).

Attendance

- The vast majority of Families (94%) had attended any of the art forms included in the survey at least once a year, a similar proportion to Young Independents (95%) and a higher proportion than amongst Empty nesters (79%).
- 85% of families had attended at least 2 or 3 times per year which was also higher than average across the other lifestages (71%).
- Families were more likely than those in other lifestages to attend plays, carnival & street art, circuses and pantomimes. However, they were less likely to attend the opera and ballet.
- The reasons most frequently provided by Families for attending events were generally similar to those given by

other groups. However, as would be expected, a much higher proportion cited accompanying children as one of the reasons for attending their most recent event.

Participation

- 36% of Families had taken part in any of the art forms at least once a year, a similar proportion to that recorded amongst Empty Nesters (37%) but a much lower proportion than amongst Young Independents (50%).
- The activities more likely to have been undertaken by Families included visual arts & crafts (17%), dance (14%), and music of any kind (14%).
- Reasons for participating were similar to those given by other respondents, with enjoyment or pleasure (72%) and developing creativity and self-expression (27%) the motivations most likely to be given by those in Families.

Barriers

- The main barriers to attendance and participation provided by people in the Family lifestage were difficulty in finding the time and family commitments/childcare.

Future interest in attending

- 74% of respondents in the Family lifestage expressed an interest in attending any of the art forms they had not attended at least once a year, the same proportion as recorded amongst Young Independents (74%) but a higher proportion than amongst Empty Nesters (62%).
- The art forms of most interest to Families for future attendance included musicals, live music, festivals, and the circus.

Future interest in participating

- 34% of those in the Family lifestage expressed interest in participating in art forms not yet undertaken at some point in the future, a higher proportion than amongst Empty Nesters (17%), but a lower proportion than amongst Young Independents (43%).
- The art forms of most interest to Families included dance (9%), film making (9%) and visual arts & crafts (9%).

Attitudes and awareness of Arts Council of Wales

- Respondents in this group were more likely than those in other lifestages to indicate strong agreement with the statement '*children should have the opportunity to learn to play a musical instrument and participate in other arts activities.*'
- Also members of the Family lifestage were more likely than other respondents to agree strongly that the needs of

family members take priority when deciding how to spend leisure time (71%).

- 65% of respondents with children under 16 claimed awareness of Arts Council of Wales and 45% understood that their role was as a promoter of arts and cultural events in Wales. These proportions were higher than recorded amongst Young Independents, but lower than amongst Empty Nesters.

Receiving arts and entertainment information

- Respondents in the Family lifestage were most likely to prefer receiving arts and entertainment information through local newspapers (52%) and leaflets through the door/by post (34%). However, respondents in this group were less likely than Young Independents to prefer receiving information by email, text message, and internet 'What's on' sites.

Table 3-12 Attendance at least once a year – Families and other lifestages (%)

Art form	Families	Other lifestages
Attended or participated in any art form at least once a year	95	86
Attend any art form at least once a year	94	83
Cinema	79	55
Other live music	55	40
Carnivals/street arts	50	32
Pantomime	46	21
Art/craft galleries/exhibitions	39	39
Plays	36	30
Musical (not an opera)	28	31
Arts festival	28	24
Circus (not involving animals)	20	5
Readings/storytelling/other literary	15	19
Folk/traditional/world music	13	14
Contemporary dance performance	11	7
Classical music concert/recital	10	17
Jazz concert/performance	9	11
Ballet	5	6
Opera	4	8

Table 3-13 Participation at least once a year – Families and other lifestages (%)

Art form	Families	Other lifestages
Participated in any art form at least once a year	37	40
Visual arts & crafts	17	19
Music of any kind	14	15
Dance of any kind	14	13
Film & video making	7	8
Creative writing	7	8
Drama/theatrical activity	4	3
Circus skills/street arts/other	2	1

3.7 Analysis by age

People aged 16 to 24

Higher levels of attendance and much higher levels of participation than amongst older age groups, largely due to high incidence of cinema and live music attendance. Low awareness and understanding of the role of Arts Council of Wales.

- Overall, 96% of respondents aged 16 to 24 attended and/or participated in any arts activities at least once a year prior to being interviewed, a higher proportion than amongst older age groups (87%).

Attendance

- 96% of 16 to 24 respondents attended any of the art forms included in the survey at least once a year, a similar proportion to those aged 25 to 34 but a higher proportion than amongst those aged 35 and over.
- Also a high proportion of respondents aged 16 to 24 had attended at least 2 or 3 times a year (91% compared to 73% amongst ages 25 and over).
- People in this age group were more likely than older respondents to have attended the cinema (91%) and live music (65%) but less likely to have attended plays (25%) and visited arts galleries/exhibitions (25%).
- Notably when cinema is excluded from the list of art forms, the proportion of 16 to 24s attending one of the listed art forms at least once a year is similar to that amongst older age groups (83% compared to 80%) and when both

cinema and live music are excluded, attendance is lower than amongst older age groups (73% and 76%). Furthermore only 38% of those aged 16 to 24 attend arts other than cinema or live music at least 2 or 3 times a year compared to 50% of those aged 25 and over.

- In general, the reasons for attending events given by people in this age group were similar to those given by older respondents, however respondents in this age group were more likely to cite an invitation from someone or a recommendation from a friend or relative.

Participation

- 48% of respondents aged 16 to 24 had taken part in any of the art forms at least once a year, a higher proportion than amongst older respondents (37%).
- The activities most likely to have been undertaken by respondents aged 16 to 24 included dance (22%), music (21%) and visual arts and crafts (20%).
- Respondents in this group were more likely than older respondents to have participated in any of the featured art forms, particularly music of any kind.

Barriers

- The most frequently mentioned barriers to attendance and participation amongst respondents aged 16 to 24 were difficulties finding the time and the cost.

Future interest in attending

- 75% of respondents aged 16 to 24 expressed interest in attending art forms they had not done, a higher proportion than amongst people aged 25 and over (66%).
- The art forms of most interest to people in this age group were festivals (18%), the circus (16%) and musicals (13%).

Future interest in participating

- 45% of respondents aged 16 to 24 expressed interest in participating in art forms they had not done at least once a year, a much higher proportion than amongst older respondents (24%).
- The art forms of most interest to people in this age group were film making (12%), music (9%) and dance (9%).

Attitudes and awareness of Arts Council of Wales

- Respondents in this age group were the most likely to strongly agree that they *'like to discover new things in their leisure time'* and that value for money is a high priority when deciding what to do during their leisure time.
- Only 28% of respondents aged 16 to 24 claimed awareness of Arts Council of Wales, a much lower proportion than amongst those aged 25 and over (50%).

Reflecting the low awareness levels, 57% of people aged 16 to 24 were unsure of the Arts Council's role.

Receiving arts and entertainment information

- Respondents aged 16 to 24 were most likely to prefer receiving arts and entertainment information through local newspapers (37%) and internet 'What's on' sites (36%).

People aged 65 and over

Much lower levels of attendance and slightly lower levels of participation than amongst younger age groups. Health was mentioned as one of the main barriers to attendance and participation.

- Overall, 77% of Welsh adults aged 65 and over had attended and/or participated in an arts activity at least once a year prior to being interviewed. This was a lower proportion than amongst younger age groups (92%).

Attendance

- 72% of people aged 65 and over attended any art forms at least once a year, a somewhat lower proportion than amongst younger respondents (90%).
- Respondents in this age group were more likely than those aged 16 to 44 to have attended ballets, operas and musicals but less likely to have attended contemporary dance, plays and live music.
- A somewhat lower proportion had attended any of the art forms at least 2 or 3 times a year (55% of respondents aged 65 and over compared to 81% aged under 65).
- The most frequently mentioned reasons for attending arts events were fairly similar to those given by respondents in other age groups. Respondents aged 65 and over were more likely to state that they particularly liked going to a certain type of event but less likely to mention accompanying children.

Participation

- 36% of respondents aged 65 and over had taken part in any art forms at least once a year, a slightly lower proportion than amongst younger respondents (40%).
- Respondents aged 65 and over had participated in a similar range of art forms as those aged 55 to 64, including music (13% and 15% respectively) and visual arts & crafts (22% and 19%). However respondents in this age group were less likely than those in the younger age groups to have participated in dance, film making or drama.
- Respondents in this group were more likely than younger respondents to mention improving health and quality of life as reasons for participating in an art form.

Barriers

- The most frequently mentioned barriers to attendance and participation amongst respondents aged 65 and over were not being able to find the time, cost and health not being good enough. The latter was more likely to be mentioned by people aged 65 and over than by those in younger age groups.

Future interest in attending

- 54% of respondents aged 65 and over expressed interest in attending any of the art forms they had not undertaken at least once a year, a lower proportion than amongst younger respondents (71%).
- The art forms of most interest to people in this age group included cinema (15%), opera (14%) and musical (13%).

Future interest in participating

- 12% of those aged 65 and over expressed interest in participating in any of the art forms not yet undertaken at some point in the future, a much lower proportion than amongst younger respondents (31%).

Attitudes and awareness of Arts Council of Wales

- 83% of respondents aged 65 and over claimed awareness of Arts Council of Wales, a higher proportion than amongst those aged under 65 (67%). 47% of respondents aged 65 and over believed the role of Arts Council of Wales to be a promoter of arts and cultural events in Wales.
- People in this age group were generally less likely than younger people to indicate strong agreement with any of the attitude statements relating to the arts and leisure.

Receiving arts and entertainment information

- Respondents aged 65 and over were most likely to prefer receiving arts and entertainment information through local

newspapers (57%), the same proportion as amongst those aged 55 to 64.

Table 3-14 Attendance at least once a year – Age 16-24 and 65+ (%)

Art form	Aged 16-24	Aged 65+	All adults
Attended or participated in any art form at least once a year	96	77	88
Attend any art form at least once a year	96	72	86
Cinema	91	29	62
Other live music	65	29	51
Carnivals/street arts	39	24	37
Arts festival	31	17	25
Pantomime	26	20	28
Art/craft galleries/exhibitions	25	36	39
Plays	25	28	32
Musical (not an opera)	24	33	30
Circus (not involving animals)	14	3	9
Folk/traditional/world music	11	10	14
Jazz concert/performance	10	8	10
Contemporary dance performance	9	4	8
Readings/storytelling/other literary	7	7	10
Classical music concert/recital	6	21	15
Opera	3	11	7
Ballet	3	7	6

Table 3-15 Participation at least once a year – Age 16-24 and 65+ (%)

Art form	Aged 16-24	Aged 65+	All adults
Participated in any art form at least once a year	48	36	39
Dance of any kind	22	8	13
Music of any kind	21	13	15
Visual arts & crafts	20	18	18
Film & video making	12	4	8
Creative writing	12	5	7
Drama/theatrical activity	6	2	3
Circus skills/street arts/other	3	<1	1

3.8 Analysis by gender

Similar levels of attendance amongst males and female but higher levels of participation amongst females.

- Overall, 87% of male respondents and 90% of female respondents attended and/or participated in arts activity at least once a year prior to being interviewed.

Attendance

- 85% of male respondents attended any of the art forms included in the survey at least once a year, a slightly lower proportion than amongst female respondents (88%).
- Similar proportions of male and female respondents had attended any art form at least 2 or 3 times a year (75% and 76% respectively).
- The most popular art forms were similar amongst men and women. However, men were more likely than women to have attended live music performances, whereas women were more likely than men to have attended musicals, plays and arts & crafts galleries.

Participation

- 36% of men had taken part in any art forms at least once a year, a lower proportion than amongst women (42%). However, the proportion of men participating in the arts has increased over the past five years (20% in 2005¹⁶).

- Women were more likely than men to have participated in most of the art forms, particularly dance. However, they were less likely than men to have participated in film & video making.
- Reasons for participating were similar for both men and women, although women were slightly more likely to suggest *'friends taking part'* and *'improving health'* as reasons for taking part.

Barriers

- Similar barriers to participation were mentioned by men and women.

Future interest in attending

- 62% of men expressed an interest in attending any of the art forms they had not undertaken once a year or more, a lower proportion than amongst women (72%).
- Women were more interested than men in attending all of the art forms, particularly musicals, opera, ballet and contemporary dance.
- While interest was lower than for women in attending all art forms, musicals, the cinema, the opera and other live music events were the art forms men were most likely to express an interest in attending in future.

¹⁶ 2005 figure excludes circus skills (not asked about in that survey).

Future interest in participating

- 22% of men expressed interest in participating in any of the art forms in the future, a lower proportion than amongst women (31%).
- Women were more likely than men to express an interest in participating in drama, visual arts & crafts and dance, while men were more likely to express interest in film and video making.

Attitudes and awareness of Arts Council of Wales

- 72% of men and 69% of women claimed awareness of Arts Council of Wales. Similar proportions of men and women thought the role of Arts Council of Wales was to be a promoter of arts and cultural events in Wales.
- Women were more likely than men to agree with nearly all of the statements regarding arts and leisure.

Receiving arts and entertainment information

- Similar proportions of men and women stated that they preferred to receive arts and entertainment information through local newspapers (53% and 52% respectively). Men were slightly more likely to mention Internet 'what's on' sites whereas women were more likely to mention leaflet through the door/by post.

Table 3-16 Attendance at least once a year – men and women (%)

Art form	Men	Women
Attended or participated in any art form at least once a year	87	90
Attend any art form at least once a year	85	88
Cinema	62	63
Other live music	53	48
Carnivals/street arts	37	38
Art/craft galleries/exhibitions	37	41
Plays	27	36
Arts festival	24	27
Musical (not an opera)	24	36
Pantomime	21	35
Folk/traditional/world music	15	12
Classical music concert/recital	14	16
Jazz concert/performance	12	9
Circus (not involving animals)	9	10
Readings/storytelling/other literary	9	12
Contemporary dance performance	6	10
Opera	6	8
Ballet	3	8

Table 3-17 Participation at least once a year – men and women (%)

Art form	Men	Women
Participated in any art form at least once a year	36	42
Music of any kind	15	14
Visual arts & crafts	14	23
Film & video making	10	6
Dance of any kind	9	18
Creative writing	6	8
Drama/theatrical activity	3	4
Circus skills/street arts/other	1	1

3.9 Non-attendees

Lower levels of interest in future attendance and lower participation than amongst current attendees.

- Overall 10% of the Welsh adult population never attend any of the art forms asked about in the survey while 14% attended less than once a year (referred to as non-attendees below).
- Non-attendees were more likely than attendees to be male, aged 65 or over, in the DE socio-economic groups¹⁷, to have no Welsh language ability and/or to have no children in their household.

Participation amongst non-attendees

- Although not attending the arts once a year or more, 16% of non-attendees had participated in an art form at least once a year, with 8% participating in visual arts and crafts. This compares to 43% amongst those who attend once or more per year.

Barriers to attending amongst non-attendees

- Non-attendees were more likely than attendees to state that poor health was a barrier to attending or participating more often.

- Also non-attendees were more likely than others to agree *'Spending time attending/participating in arts & cultural activities is of little interest to me.'*

Future interest in attending

- Although interest in attending was higher amongst those who already attend once a year or more (72%), two-fifths of non-attendees expressed an interest in attending any of the art forms they had not undertaken once a year or more (41%).
- Around one in ten current non-attendees expressed an interest in attending a musical (11%) and/or a live music event (other than folk/traditional/world music) in the future.

Future interest in participating

- 11% of non-attendees expressed interest in participating in any of the art forms in the future, a lower proportion than amongst current attendees (29%). The art form non-attendees were most likely to express an interest in participating in was visual arts and crafts (4%).

¹⁷ See Appendix 1 for further information

Attitudes and awareness of Arts Council of Wales

- 64% of non-attendees claimed awareness of Arts Council, a slightly lower proportion than attendees (72%). However 54% of non-attendees did not know or were unaware of the role of Arts Council of Wales, a higher proportion than amongst attendees.

Receiving arts and entertainment information

- Non-attendees were most likely to prefer receiving arts and entertainment information through the local newspapers (51%) and leaflet through the door/by post (21%).

3.10 Non-participants

A fifth of non-participants would like to participate more often and 4 in 5 attend arts events at least once a year

- 56% of the Welsh adult population never participate in any of the art forms asked about and 61% participate less than once a year (called non-participants below).
- Non-participants were more likely than participants to be aged 65 or over, in the DE socio-economic groups¹⁸ and to have no Welsh language ability.

Attendance amongst non-participants

- 81% of non-participants had attended an art form at least once a year, with highest proportions of attendance at cinema and live music. By comparison, 95% of participants attended an art form at least once a year.

Barriers to participation amongst non-participants

- Non-participants were more likely than participants to mention poor health as a barrier to increasing participation levels.
- Non-participants were more likely than participants to agree that they *'feel out of place in an art gallery, museum or theatre'* or that *'spending time attending/participating in arts & cultural activities is of little interest.'*

Future interest in attending

- Although lower than amongst current participants (81%), over half of current non-participants expressed an interest in attending any of the art forms they had not undertaken at least once a year (59%).
- Arts festivals (11%), musicals (11%) and/or live music events (other than folk/traditional/world music, 11%) were the art forms non-participants were most likely to express interest in attending.

Future interest in participating

- While interest was higher amongst current participants (37%), two in ten non-participants expressed interest in participating in any of the art forms in the future (20%).
- Non-participants were most interested in taking up dance and visual arts & crafts (6% each).

Attitudes and awareness of Arts Council of Wales

- 69% of non-participants claimed awareness of Arts Council of Wales, a slightly lower proportion than amongst participants (73%). However 45% of non-participants did not know or were unaware of the role of Arts Council of Wales, a higher proportion than amongst participants.

¹⁸ See Appendix 1 for further information

Receiving arts and entertainment information

- Non-participants were most likely to prefer receiving arts and entertainment information through the local newspapers (53%) and leaflets through the door /by post (27%).

Table 3-18 Current and non-participants - attendance at least once a year (%)

Art form	Non-participants	Current participants
Attend any art form at least once a year	81	95
Cinema	57	95
Other live music	42	64
Carnivals/street arts	32	45
Art/craft galleries/exhibitions	28	56
Musical (not an opera)	25	39
Plays	24	43
Pantomime	24	35
Arts festival	17	38
Classical music concert/recital	10	22
Folk/traditional/world music	9	22
Circus (not involving animals)	8	11
Jazz concert/performance	7	16
Readings/storytelling/other literary	6	17
Contemporary dance performance	5	13
Opera	5	10
Ballet	4	8

Table 3-19 Current and non-attendees - participation at least once a year – (%)

Art form	Non-attendees	Current attendees
Participated in any art form at least once a year	16	43
Visual arts & crafts	8	20
Music of any kind	5	16
Dance of any kind	2	15
Creative writing	2	8
Film & video making	1	9
Drama/theatrical activity	*	4
Circus skills/street arts/other	-	2

* = less than 0.5%; - = no responses

3.11 Summary of results

- **Black and Minority Ethnic respondents** had a similar level of attendance and slightly higher participation level when compared to white respondents. Respondents in this group were more likely to have attended carnivals and street art events and to have participated in dance. Barriers to attending or participating were generally similar to white respondents. One notable difference was the lower awareness of Arts Council of Wales amongst this group.
- **Communities First respondents** exhibited broadly similar levels of engagement with the arts as did residents of other areas. They had similar levels of attendance and participation to the rest of the population as were levels of interest in future attendance and participation.
- **Disabled respondents and respondents with a long term illness** were somewhat less likely than other respondents to attend the various art forms at least once a year. However levels of participation amongst this group were only slightly lower. Health not being good enough was considered to be a key barrier to attending/participating. Compared to others, members of this group were more likely to attend arts in their local area and participation was more likely to take place at home. While half of this group attend art events more than once a year, three-quarters expressed an interest in future attendance, meaning that there is an opportunity to increase the frequency of attendance amongst this group.
- **People in DE socio-economic groups¹⁹** reported lower levels of attendance and participation than those in other socio-economic groups. While cost and time were considered to be the key barriers to attending, levels of interest were also found to be lower as highlighted in responses to the attitude statement regarding the feeling of being out of place in an art gallery/museum.
- **Welsh language speakers**, in contrast to most of the other groups of interest, these respondents were more likely than others to have attended arts activities, with higher proportions attending a wider range of the listed art forms. Participation was also higher amongst this group, particularly in music. Respondents in this group showed a keen interest in future attendance and participation, particularly

¹⁹ See Appendix 1 for further information

for attending musicals and opera, and were also more likely to have taken part in other activities. Finding out about events through recommendation was more common amongst this group.

- **Respondents with no educational qualifications** had one of the lowest levels of attendance compared to the other groups of interest. Participation was also lowest amongst this group of respondents. Time, and cost were considered to be the main barriers to attending & participating. Interest in future involvement with the arts was also lower than amongst others.
- **Families** had some of the highest levels of attendance with 8 in 10 having attended an arts event at least once a year. The needs of the family were considered to be more important in decisions about leisure time, reflecting the finding that many were accompanying children and higher proportions were attending plays, pantomimes, and carnivals. While interest in attending more often was high, a lack of time and family commitments were commonly cited barriers.
- **Respondents aged 16-24** had the highest levels of overall attendance and participation with 96% attending and nearly half participating at least once a year. However, cinema and live music events dominated this group's attendance – when these activities are excluded attendance levels are similar to those recorded amongst older people. Compared to older people, much higher proportions of this age group were interested in attending and participating in the future reflecting this age group's greater interest in discovering new things. Involvement in other leisure and online activities was also higher amongst these respondents, particularly participation in activities such as downloading music.
- **Respondents aged 65+** by comparison were much less likely than younger people to have attended or participated in the art forms asked about. Activities attended were more likely to include ballets, operas and musicals. The main barriers amongst this group were time, cost and poor health. Generally lower proportions were interested in future attendance or participation and they were less likely to be involved in other activities.
- **Females** tended to have slightly higher levels of attendance and participation than **males**. Analysing attendance by gender revealed some variations in the types of event attended including higher proportions of females attending musicals and plays, and higher proportions of males attending live music. Women were more likely to have participated in most of the activities asked about, with film and video making being the exception.

- Comparing the levels of attendance and participation with the [2005 survey results](#), the largest increases in attendance have occurred amongst women, Communities First respondents and respondents aged 65 and over. The largest increases in participation were amongst Black and Minority Ethnic respondents²⁰, Communities First residents, women and respondents aged 16 to 24.

²⁰ Please note that while the changes discussed in the commentary above are statistically significant, the sample size for Black and Minority Ethnic respondents was smaller in 2005 76 un-weighted/105 weighted compared to 348 (weighted and un-weighted in 2010). Therefore, comparisons between the surveys should be undertaken with a degree of caution.

Appendix 1 – Social grade definitions (based on chief income earner in household)

- A** - These are professional people, or are very senior in business or commerce, or are top civil servants
 - Retired people, previously grade A. Widows/widowers of people previously grade A.
- B** - Middle management executives in large organisations, with appropriate qualifications
 - Principle officers in local government and civil service
 - Top management or owners of small business concerns, educational and service establishments
 - Retired people, previously grade B. Widows/widowers of people previously grade B.
- C1** - Junior management; owners of small establishments; and all others in non-manual positions
 - Jobs in this group have very varied responsibilities and educational needs
 - Retired people, previously grade C1. Widows/widowers of people previously grade C1.
- C2** - All skilled manual workers and those manual workers with responsibility for other people
 - Retired people previously grade C2, with a pension from their job
 - Widows/widowers, if receiving pensions from their late husband's/wife's job.
- D** - All semi skilled and unskilled manual workers, and apprentices and trainees to skilled workers
 - Retired people, previously grade D, with a pension from their job
 - Widows/widowers, if receiving a pension from their late husband's/wife's job.
- E** - All those entirely dependent on the state long term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding 6 months (otherwise classified on previous occupation)
 - Casual workers and those without a regular income
 - Only households without a chief income earner are coded in this group

Appendix 1 – Sample profile information

	% Welsh population	% Main sample	% Black & Minority Ethnic sample
Gender			
Male	48	48	51
Female	52	52	49
Age			
16-24	15	14	26
25-34	14	15	24
35-44	17	16	22
45-54	17	16	12
55-64	16	17	6
65+	21	22	9
Social grade			
AB	16	20	16
C1	27	23	30
C2	26	20	17
DE	31	36	37
Working status			
Employed full-time (30+ hrs per week)	44	35	31
Employed part-time (<30hrs per week)	8	13	20
Full-time student	7	5	17
Retired/other not working/unemployed	41	46	32

	% Main sample	% Black & Minority Ethnic sample
Communities First Resident		
Yes	36	51
No	64	49
Disabled people/people with a long-term illness		
Yes	21	14
No	79	86
Children		
Have children (living with &/or elsewhere)	30	45
No children	70	55
Welsh language ability		
Some Welsh ability	33	10
Speak Welsh (fluent/fair amount)	8	*
No Welsh ability	77	90
Qualifications		
Any	66	69
None	34	31
Lifestage		
Young Independent	17	35
Families	28	44
Empty Nesters	50	19
Base	7,038	348

* = less than 0.5%