



Date: 17th December 2013

Children's Omnibus Survey 2013: Initial Release of Headline Data

Introduction

The Children's Omnibus survey is conducted twice a year in April and November on behalf of the Arts Council of Wales by Beaufort Research. The Arts Council has taken part in this survey since 2007. The survey primarily focuses on levels of attendance and participation by children and young people in the arts in Wales.

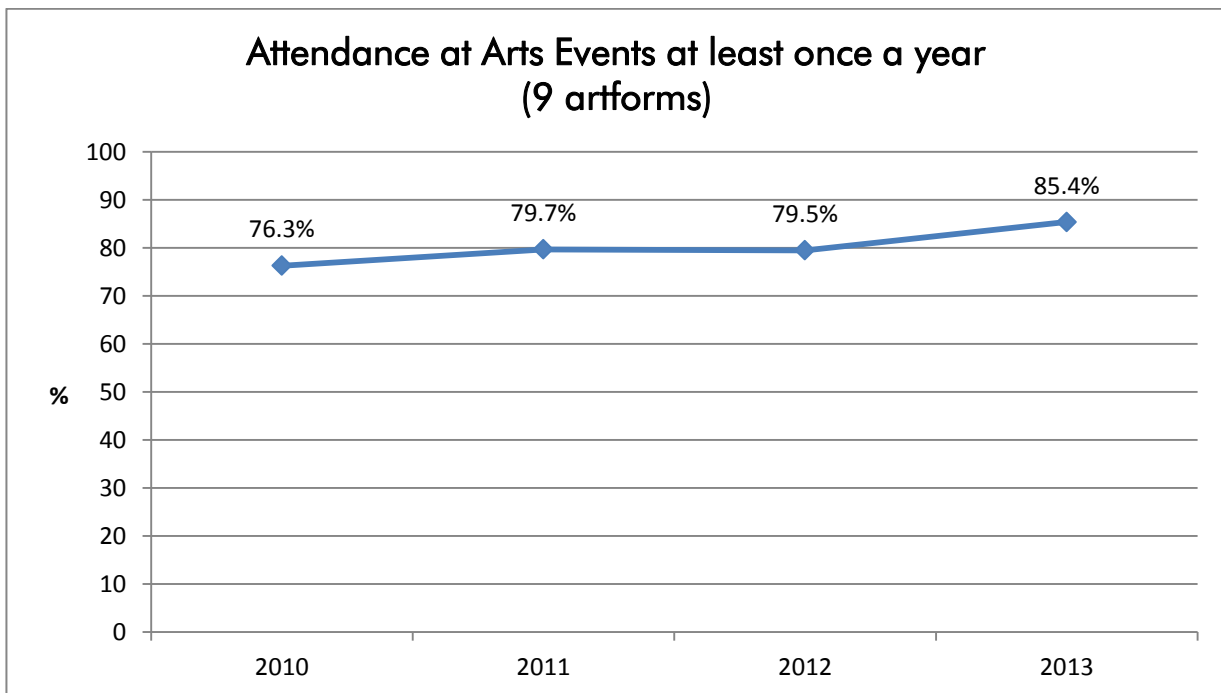
This report summarises the key results for the amalgamated data set for 2013. A detailed report will be published in March 2014.

The results are based on 1,014 interviews completed with a representative sample of children and young people in Wales aged 7 to 18 years.

Key Results

Attendance

During 2013, 85% of children and young people in Wales attended an arts event once a year or more. Not only has this increased from the previous year (by 5 percentage points) but over the last four years there has been a steady increase. The graph overleaf demonstrates the trends in levels of attendance since 2010:



Base: Approximately 1,000 children and young people 7-18 years

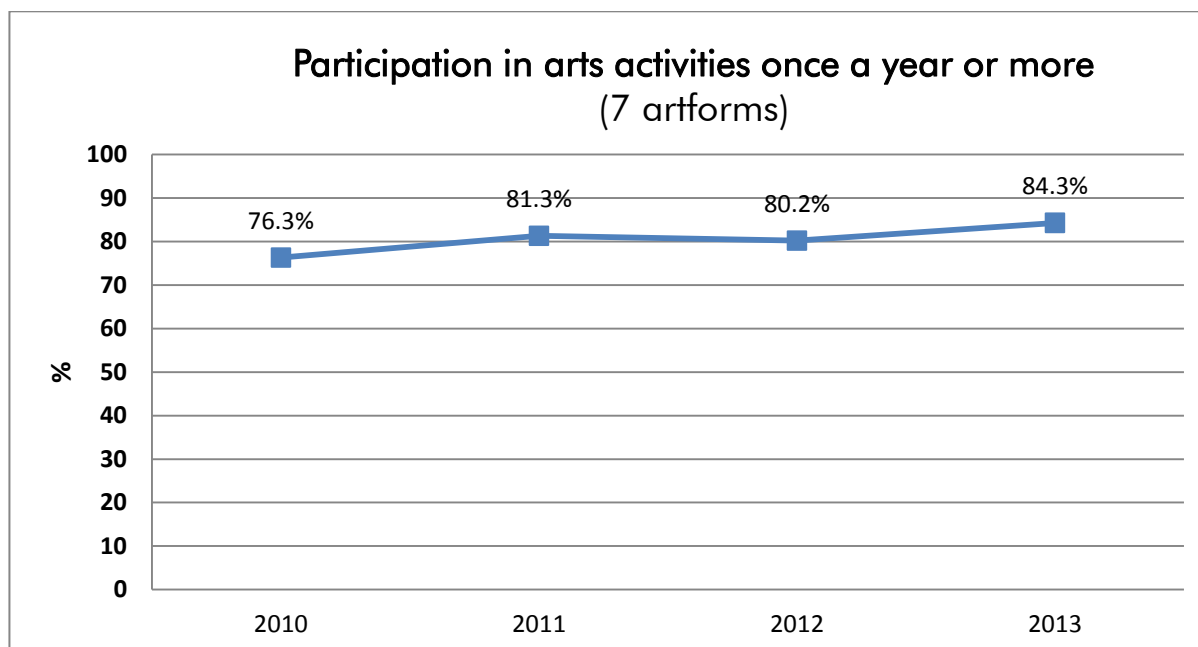
Attendance¹ levels during 2013 demonstrate:

- More girls, (88%), than boys, (83%), attended arts events once a year or more, a trend also reflected in the previous two years. However, while there were still fewer boys attending arts events, the decrease from the previous year when 74% attended, has been reversed and the numbers are starting to increase again.
- There have been positive trends in attendance levels by socio economic grade over the last three years. While there are still higher proportions of those in the higher grades ABC1s attending, (89% compared to 82% of C2DEs), levels of attendance among the lower social grades have increased. Attendances by C2DEs have increased by 9 percentage points from 73% in 2011.
- Carnivals and street arts, and plays were the two artforms which had the highest levels of attendance during 2013, both at 51%. This is similar to 2012. Attendances to other live music events have continued to decline over the three years while attendances to exhibitions of arts and crafts and literary events have increased.

¹ The graph shows data for attendance at 9 artforms which have been included in the survey since 2010. The following artforms are included: plays, musicals, opera, classical music concerts, other live music, dance performances, art or craft galleries or exhibitions, readings, storytellings or other literature events and carnival and street arts.

Participation

In 2013, 84% of children and young people took part in arts activities once a year or more, an increase of four percentage points. As with attendance levels, participation² in the arts has seen an increase in the last four years and the slight dip from 2012 has been reversed as shown in the graph below.



Base: Approximately 1,000 children and young people 7- 18 years

- As with attendances, more girls than boys take part in the arts, 86% compared to 83%, and this gap has remained the same as 2012.
- Following the same pattern as attendances, there are higher levels of participation among the higher social grades, with 87% of ABC1s taking part in 2013 compared to 82% of C2DEs. However, levels of participation among C2DEs have increased by 5 percentage points from 77% in 2012.
- The most popular artforms for children and young people to take part in were creative writing (63%), visual arts and crafts (60%), and musical activities (49%). Again this is the same as the previous year. Dance and film, video and photography had the lowest levels of activity.

². The following artforms are included under participation: musical activities, drama or theatrical activity, dance, film and video making or photography, visual arts and crafts, digital arts and creative writing.

Frequency

The Arts Council of Wales includes questions on the Children's Omnibus twice a year, in April and November. A full report of the amalgamated dataset will be published in March 2014.

Terms and Definitions

Attendance is experiencing the arts as an audience member.

Artforms included within attendance are: plays, musicals, opera, classical music concerts, other live music, dance performances, art or craft galleries or exhibitions, readings, storytellings or other literature events and carnival & street arts.

Participation is active involvement in the arts, such as attending workshops, classes or rehearsals.

Artforms included under participation are: musical activities, drama or theatrical activity, dance, film and video making or photography, visual arts and crafts, digital arts and creative writing.

Children and young people are those aged 7-18 years of age.

Further Information

If you have any comments or queries on this data release or if you would like to be added to our regular users list then please contact our research team. Research@artscouncilofwales.org.uk

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Next Update

March 2014.