



Cyngor Celfyddydau Cymru
Arts Council of Wales



Arts Council of Wales

2013 Children's Omnibus Survey

Report on main findings



Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

Research Team
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Likely Story, Night Out (image: Betina Skovbro)



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1. Introduction

1.1. Background

Since 2007 Arts Council of Wales has conducted an annual attendance and participation survey among children and young people. 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 2013 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 is conducted 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 2013 survey was conducted over the period 2nd to 14th April 2013 and the 22nd October to 3rd November 2013. 508 interviews were conducted and analysed in the first wave and 506 in the second, giving an unweighted sample of 1,014 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 and 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. 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. The breakdown of regions can be seen below:

Region Name	2011 Definition	Region Name	2012 Definition
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

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2. Executive Summary

2.1. Arts Attendance

- More than 8 in 10 (85.4%) children and young people attend an arts event once a year or more often, an increase from 2012 of 5.9 percentage points. This is the highest recorded figure for attendance to any of the 9 artforms (including carnivals and street arts) in the last 4 years.
- Looking at the consistent 8 art forms (excluding carnivals and street arts), the proportion of 7-18 year olds attending at least once a year or more often has increased from 71.5% in 2012 to 77.3% in 2013, and for now the downwards trend of the previous year has been reversed. This is also the highest level of attendance recorded since the survey began in 2007.
- While higher social grade still appears to correlate with higher levels of attendance in the arts, ABC1s 88.5% v C2DEs 82.4%, the lower social grades have experienced an increase in attendance levels during 2013, up by 5.8 percentage points from 2012, narrowing the gap between the two groups.
- While the youngest age group of 7-10 year olds continues to have the highest levels of attendance in the arts, (94.4%, compared to 74.7% of 16-18 year olds), there has been an increase in attendance levels of the middle age group 11-15 year olds from 75.5% in 2012 to 84.5% in 2013.
- Attendance levels to most arts events are generally higher among girls, 87.7% than boys 83.4%. However, boys have experienced a much bigger increase in attendance rates than girls from the previous year, almost 10 percentage points compared to 2.7 percentage points for girls, and they have the highest level of overall attendance rates since 2011.
- The South West region had the highest level of attendance to arts events in 2013 of 91.2%, however this was only marginally higher than the South Central region of 89.7%. The North region also had above average attendance levels of 87.2% with only the South East region falling below the average at 67.0%. However, this was still an increase from 61.2% in the previous year.
- While Welsh speakers were more likely than non Welsh speakers to attend the arts in 2013, the gap between the two has become smaller, with only a 6 percentage point difference compared to a 9 point difference in 2012.
- Carnival and street arts continues to be the most popular art form to attend in 2013 with 51.3% of children and young people attending once a year or more,

up by 6.8 percentage points from 2012. Attendance to plays followed closely behind at 50.7%, with an increase from the previous year of 11.5 percentage points.

- The majority of attendance to all arts events is in children and young peoples own time and not organised through school/college and during school/college time, 71.8%

2.2. Arts Participation

- Over 8 in 10 (84.3%) of children and young people in Wales participated in any of the 7 artistic activities once a year or more often in 2013. This was an increase of 4.1 percentage points from the previous year and as with attendance represents the highest levels of participation since the survey began in 2007. It also reverses the slight decline in participation rates in 2012.
- 2013 shows an increase in participation levels of children and young people in the C2DE group from 77.1% in 2012 to 82.1%, meaning the gap between the two socio economic groups has decreased from 6.2 percentage points in 2012 to 4.4 in 2013. Those in the ABC1 group have also experienced an increase in their participation levels from 83.3% to 86.5%.
- Older children (16-18 year olds) remain less likely to participate in an artistic activity in 2013 than younger children, 60.4% doing so once a year or more often in comparison to 93.8% of 7-10 year olds.
- Although girls (85.6%) were more likely than boys (83.2%) to participate in the arts in 2013, it is evident that gender has less of an impact on participation rates than with attendance rates where there is a bigger gap between the two groups.
- Participation levels amongst children were highest in the South Central region at 94.0%. However, it was levels in the North Wales region which saw the biggest increase of 10 percentage points from 2012 up to 88.6% in 2013 participating once a year or more often. As with attendance rates, the South East region had the lowest levels of participation, 63%, which was below the average and a slight decrease from 2012 when it was 69%. However, for one particular artform, digital arts, it did experience an increase in participation levels from 21.5% in 2012 increasing to 35.7% in 2013, an increase of 14.2 percentage points.
- While participation rates continue to be higher among those who speak Welsh, 88.4%, compared to those who do not speak Welsh, 81.7%, there has been an

increase in participation rates among the latter group of 6.1 percentage points to 81.7% | 2013.

- Creative writing (63.4%) remained the most popular participatory arts activity in 2013, closely followed by visual arts and crafts (59.8%). All artforms experienced some level of increase from the previous year.
- The majority of participation in arts activities is organised through schools/colleges and during school/college time, 71.4%

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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*

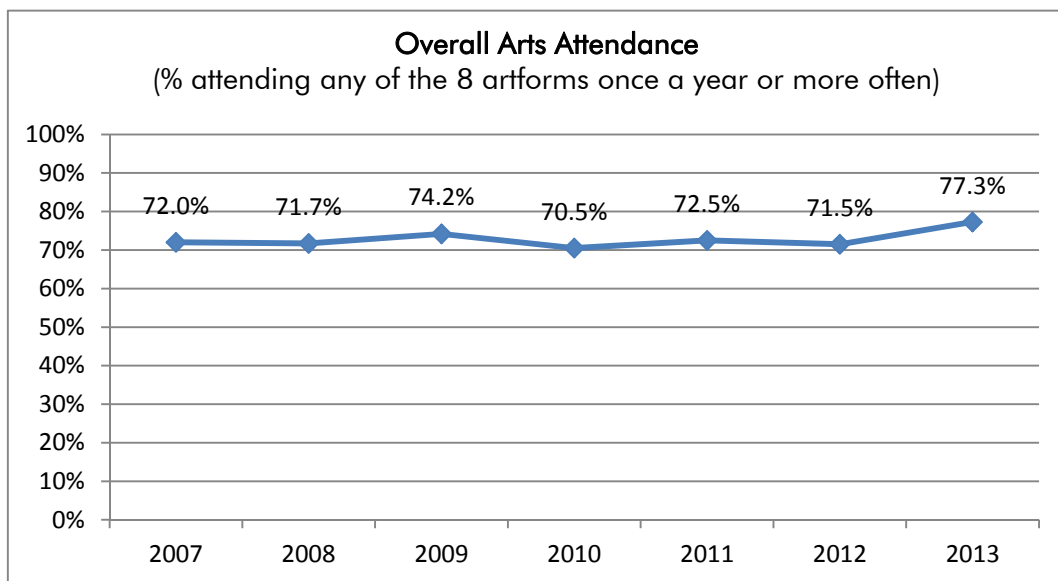
*Art form added in 2010

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 which 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 seven years but also based on all nine art forms over the last four 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 2013 survey shows that 77.3% of children and young people in Wales attended at least one of the eight art forms once a year or more often¹. This is an increase of 5.8 percentage points since last year and represents a change in the general direction of attendance levels. It is also the highest level of attendance since the survey began in 2007. While this is a positive finding, determining if this is a more permanent change in the trend will remain undecided until the findings from 2014 are collected and analysed. However, it does suggest that the slight dip in attendance in 2012 has been reversed.

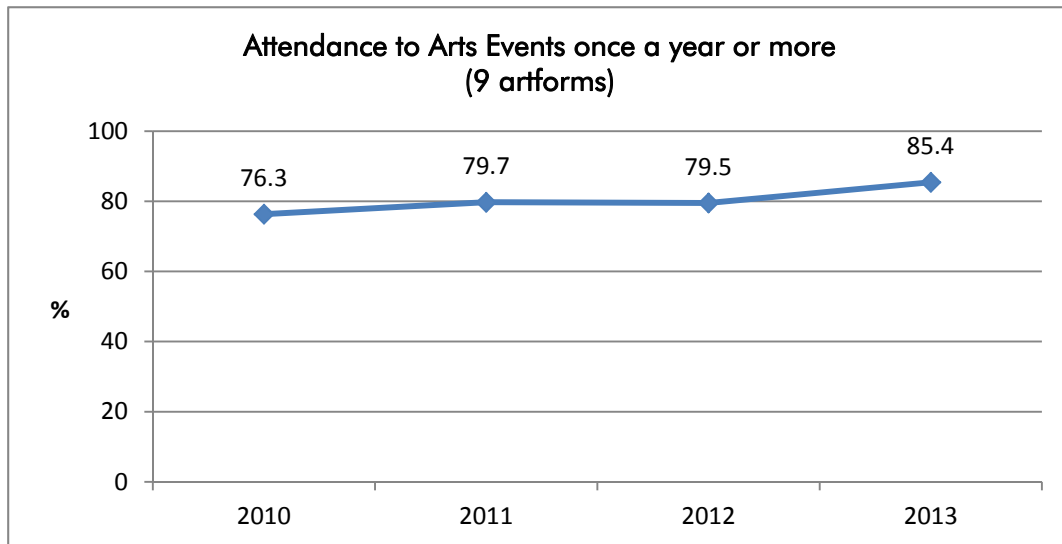


Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus Survey 2007-2013

¹ This figure is based on only the 8 consistent artforms which does not include carnivals and street arts which was added to the survey in 2010.

If we include Carnivals and Street Arts in the above analysis it is evident that attendance amongst children and young people in Wales increased to 85.4% in 2013. It is now possible to make a four year comparison of attendance to any of the nine art forms, demonstrating that attendance levels have steadily increased between 2010 and 2012, and have increased by 5.9 percentage points in a year (from 2012) and by 9.1 percentage points since the inclusion of Carnivals and Street Arts in 2010. Again, until the 2014 data is collected the permanence of this trend cannot be determined.



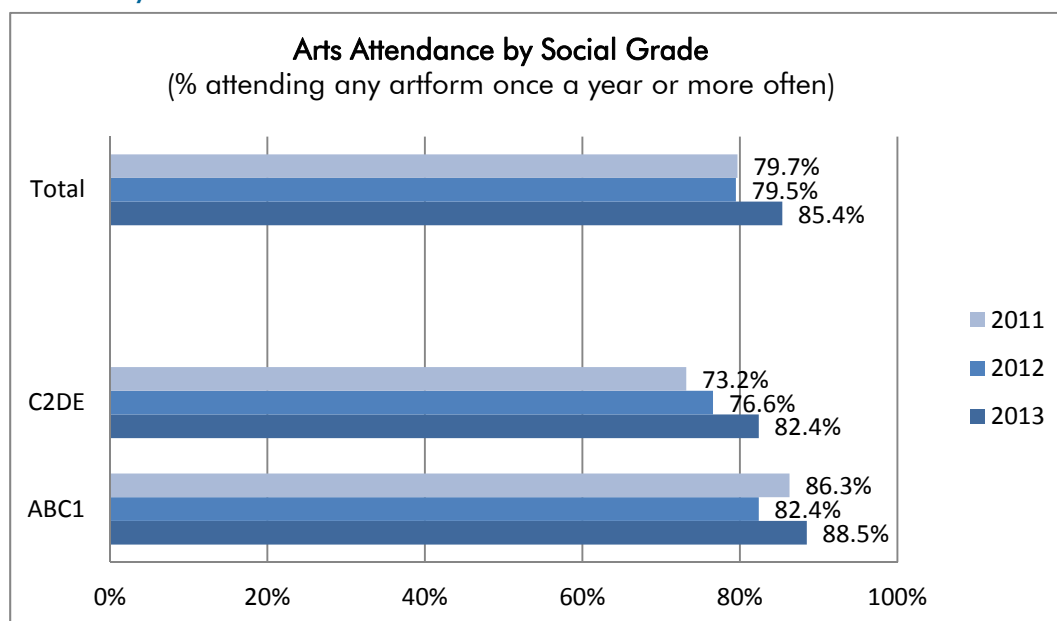
Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus 2010-2013

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 2011, 2012 and 2013 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.² 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 (2011: 1,003, 2012: 1,016, 2013 1,014)

Source: Children's Omnibus 2011-2012

To a certain extent arts attendance is correlated with social grade. While the data shows that children who live in households of higher social grade (ABC1s) remain more likely to attend arts events than their C2DE counterparts, 88.5% having done so once a year or more often in 2013 compared with 82.4% of C2DEs. The 2013 data shows the trend within the two groups appears to have changed. While a gap of 13.1 percentage points was observed between the two groups in 2011, this decreased to a gap of 5.8 percentage points in 2012. The gap has now increased again to a gap of 6.1 percentage points, despite the fact that attendance levels among the lower social groups is now at its highest for three years. The data would suggest that social grade does have some bearing on likelihood of attending the arts but perhaps is becoming less of a factor than in previous years.

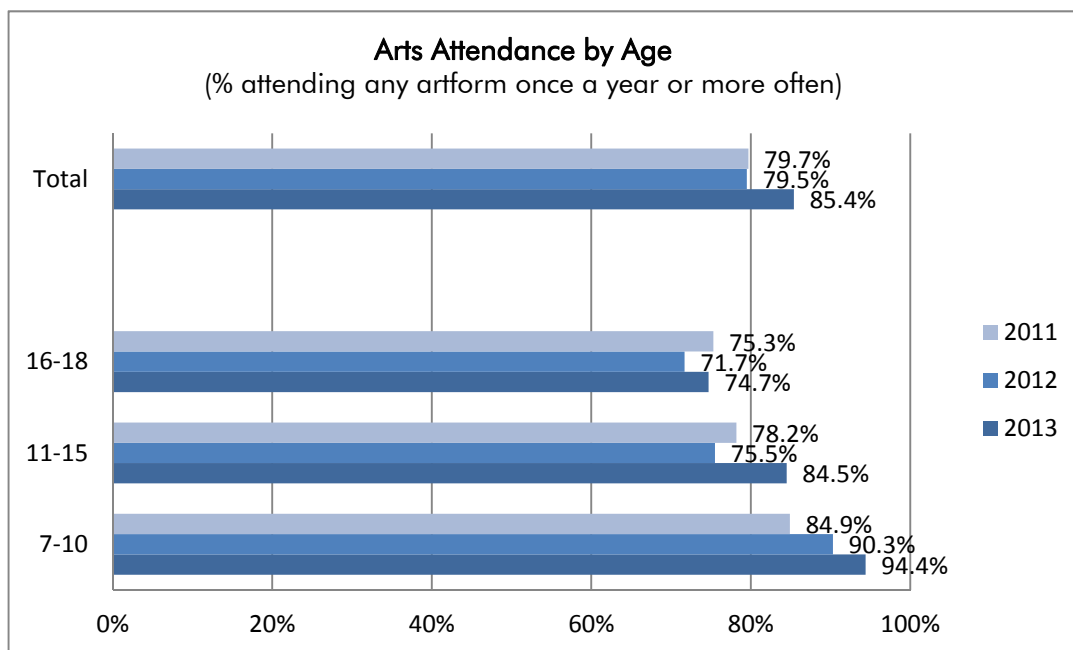
Comparing this to the Adult Omnibus, children from both social groups are more likely to attend the arts compared to their adult counterparts. In 2013, 83.7% of adults in the ABC1 group attended the arts and 68.8% of adults in the C2DE group.

² The nine artforms include carnivals and street arts which was added in 2010.

Children and young people from the lower social group were 13 percentage points more likely to attend than their adult peers in 2013.

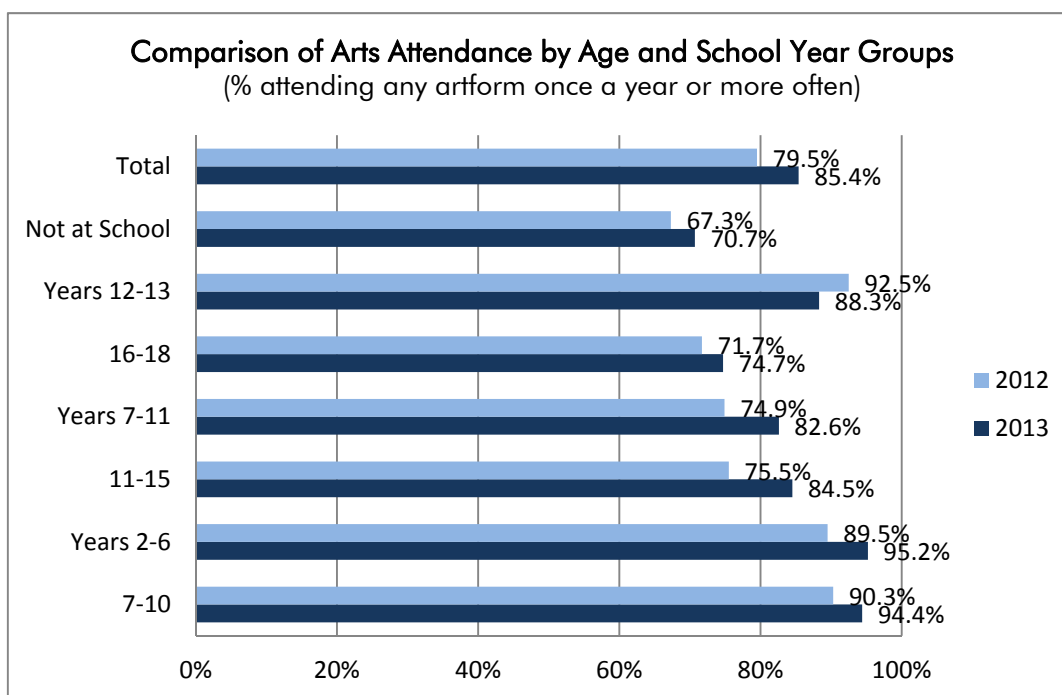
By Age

Younger children continue to be the age group most likely to attend the arts with a decreasing 10 percentage point difference between each age group in 2013. However, while attendance declines with age, it would seem more 11-15 year old and 16-18 year olds are attending than in the previous year. While in 2012, 75.5% of 11-15 year olds attended this has now increased by almost 5 percentage points to 84.5%, and 16-18 year olds have increased by 3.0 percentage points from 71.7% to 74.7%. The increase in attendance among 11-15 year olds is the biggest in any of the three age groups, but it is still only 7-10 year olds who have above average attendance.



Base: All 7-18 year olds (2011: 1,003, 2012: 1,016, 2013 1,014) Source: Children's Omnibus 2011-2013

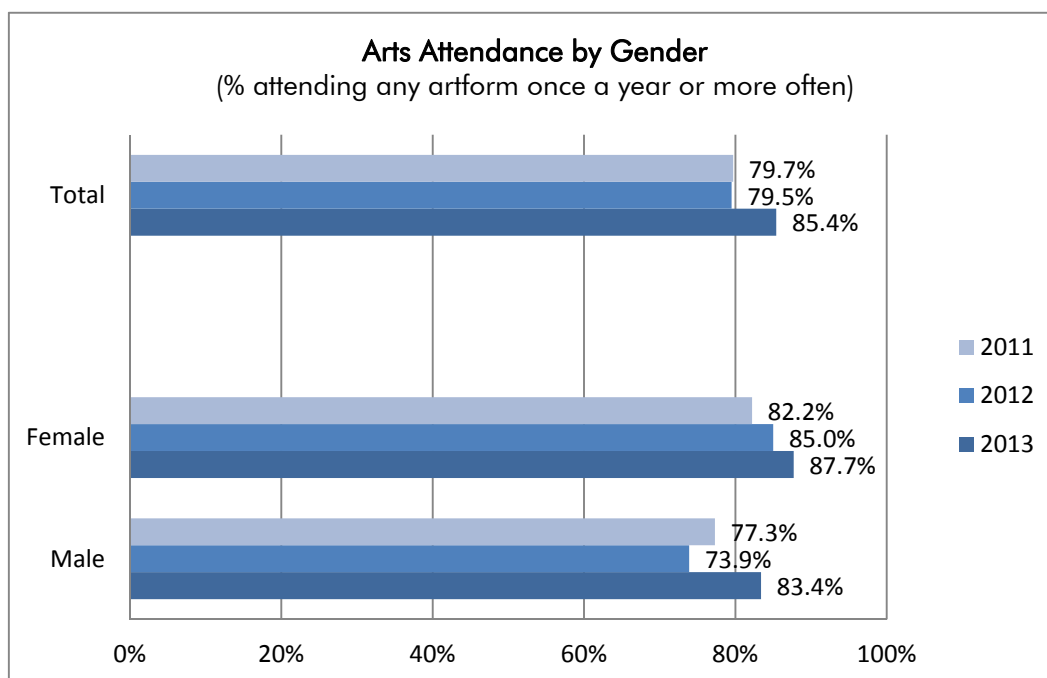
It is also interesting to compare attendance by age groups with attendance by school year groups, and it is evident that there is some correlation between the two. Children in school years 2-6 have almost the same attendance percentage as 7-10 year olds in both years. As 7-10 year olds fall into the 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 for 2013 is 1.9% and 0.6% percentage points for the previous year suggesting a close correlation here too. 74.7% of 16-18 year olds in 2013 reported to attend an arts event once a year or more often, in comparison to 88.3% of those in school years 12-13. Only 70% 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 and 2013: 1,014)

Source: Children's Omnibus 2012 and 2013

By Gender



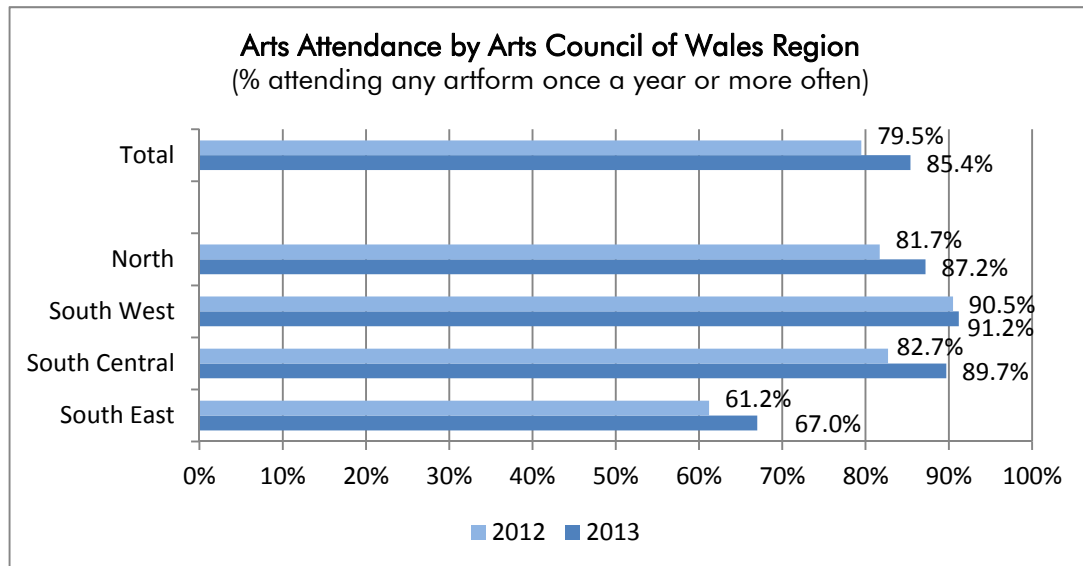
Base: All 7-18 year olds (2011: 1,003, 2012: 1,016, 2013 1,014)

Source: Children's Omnibus 2011-2013

As in previous years, more girls (87.8%) than boys (83.4%) attend arts events in Wales once a year or more, but there has clearly been a big increase in levels of attendance among boys. Boys have experienced an increase of 9.5 percentage points from the previous year. This exceeds the attendance of 2011. As with other big increases in the

dataset, until the 2014 data is available it remains undetermined if this is a continuing trend. The increase in attendance among boys also narrows the gap between the two genders from 11.1 percentage points to 4.3 percentage points.

By Region



Base: All 7-18 year olds (2012: 1,016, 2013 1,014)

Source: Children's Omnibus 2012-2013

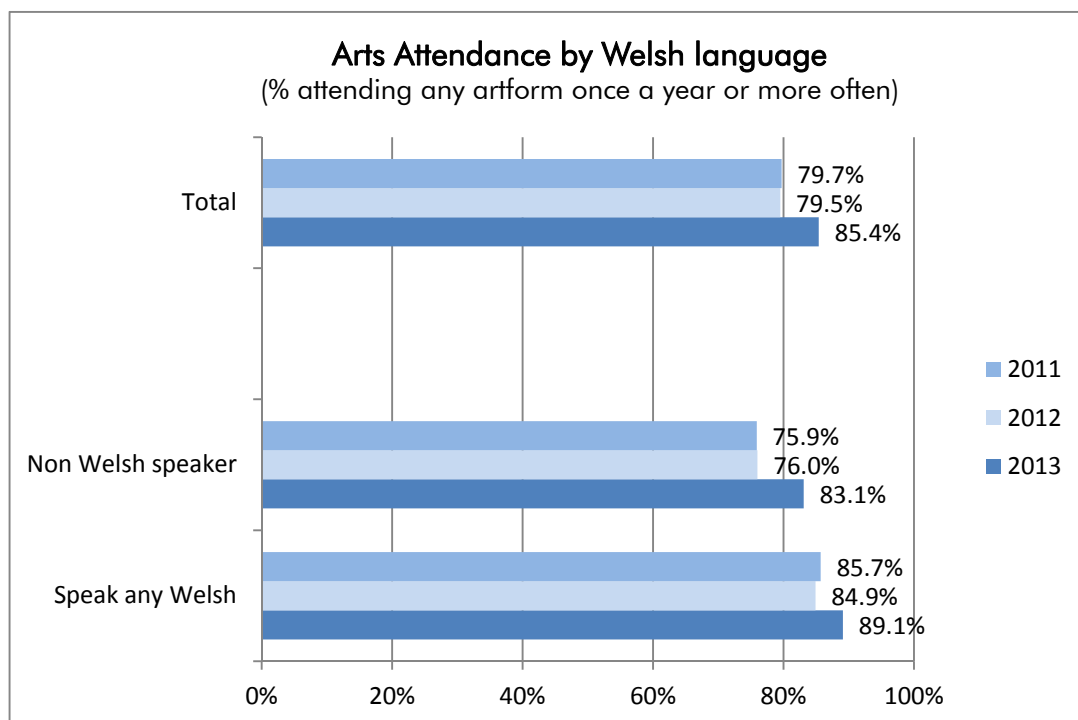
In 2012 the Arts Council of Wales changed the groupings of local authorities that make up its reporting regions. Whilst North Wales remained the same, Mid and West Wales was changed to the South West region and the area that was South Wales was broken down into South Central and South East to make a more even distribution of local authorities. As we now have two years' worth of data available for these new regions, some comparisons can be made.

In 2013, as was the case in 2012, it is the South West region which has the highest level of arts attendance 91.2%, this is followed by the South Central region at 89.7%, the North Wales region at 87.2% and falling much further behind the South East region at 67%, which is broadly the same pattern as 2012. However, while the South West region remains the area with the highest levels of attendance, it has actually had the smallest growth compared to the other regions, only 0.7 percentage points. The biggest growth occurred in the region with the lowest attendance rates (the South East Wales region), which had a 5.8 percentage point increase.

So as with 2012, attendance levels among children and young people are still not evenly spread among geographic region.

By Welsh Language

The 2013 survey shows a marked change in the pattern of attendance levels between Welsh Speakers and non-Welsh speakers. While attendance levels among Welsh speakers has increased by 3.4 percentage points from 2011, the gap between the two groups has narrowed, predominantly driven by an increase in attendance levels among non Welsh speakers of 7.2 percentage points from 2011. This means that the gap between the two groups has now reduced from 9.8 percentage points in 2011 to 6 percentage points in 2013. This may suggest that Welsh language ability is becoming less of an issue in levels of attendance to the arts among children and young people.



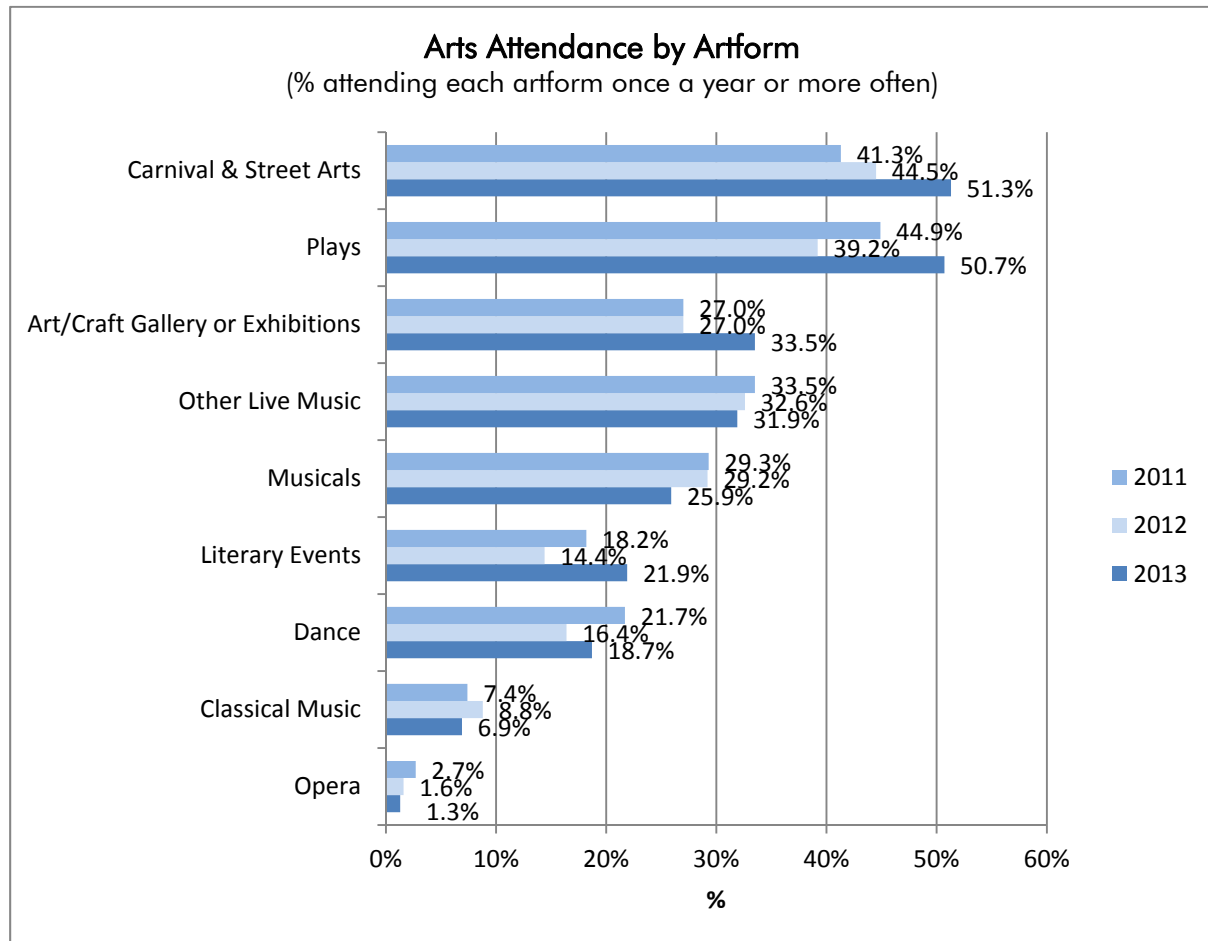
Base: All 7-18 year olds (2011: 1,003, 2012: 1,016, 2013 1,014)

Source: Children's Omnibus 2011-2013

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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 2013 survey, and attendance figures from the 2011 and 2012 surveys for comparison.



Base: All 7-18 year olds (2011: 1,003, 2012: 1,016, 2013 1,014)

Source: Children's Omnibus 2011-2013

In 2013, as in the previous year, the most popular art form (in terms of attendance) among children and young people was carnival and street arts, up 6.8 percentage points from 2012 and 10 percentage points from 2011, with around half (51.3%) of all children and young people attending once a year or more often. This was closely followed by plays which had attendance levels of 50.7%, and reversed the decrease in attendance to this artform from the previous year. Attendance to literary events has experienced a similar pattern, with the previous downward trend being reversed, and in 2013 an increase of 7.5 percentage points bringing attendance levels to 21.9%.

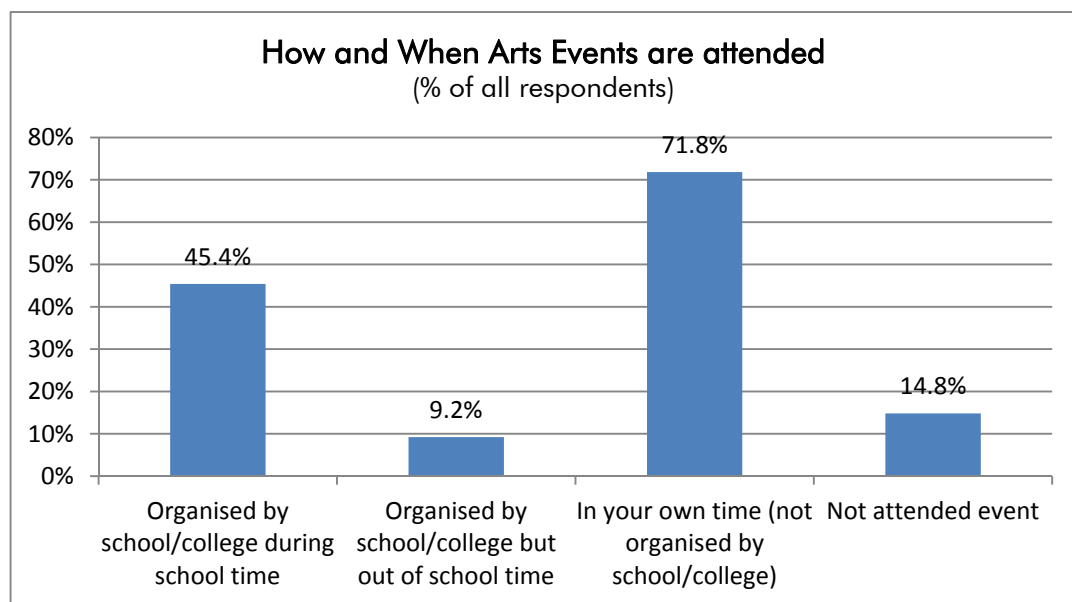
Other Live Music and Musicals both experienced decreases in levels of attendance during 2013. Other Live Music decreased by 1 percentage point per year from 2011 and musicals were down from 29.2% in 2011 to 25.9% in 2013, a decrease of 3.3 percentage points.

Classical music and opera continue to be the two artforms with the lowest levels of attendance. Opera has experienced a decrease, 2.7% in 2011, to 1.6% in 2012 and 1.3% in 2013, however care should be taken with these figures as the sample becomes very small.³ The upward turn in attendances to classical music during 2012 has now been reversed and there was a decrease of almost 2 percentage points from 8.8% in 2012 to 6.9% in 2013.

Attendance to art/craft galleries or exhibitions has seen an increase in 2013 from the standstill of the previous two years. In 2011 and 2012, 27% of children and young people attended arts/craft galleries or exhibitions, in 2013 this increased by 6.5 percentage points to 33.5%.

3.5. How and When the Arts Are Attended

The majority of attendance to arts events by children and young people in 2013 was carried out in their own time and not organised by their school or college, 71.8%. A further 45.4% was carried out in school/college and during school time and 9.2% was organised by school/college but out of school time. These figures do not add up to 100% as the base is all children and young people, and so they could have attended more than one artform in more than one way.



Base: All 7-18 year olds:1,014

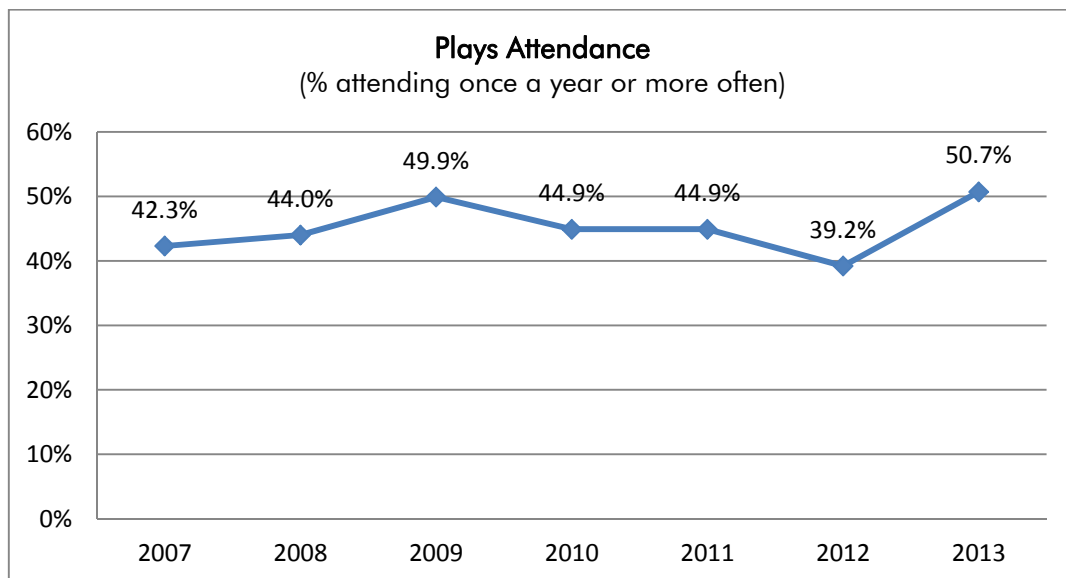
Source: Children's Omnibus 2013

³ In 2013 there were only 13 children and young people who attended opera once a year or more.

3.6. Plays

In 2013 half, 50.7%, of all children and young people in Wales attended plays once a year or more often. The 2013 figure shows an increase of 11.5 percentage points from 2012 and a reversal in the previous downward trend. It was the second most popular artform to attend and had the highest level of attendance recorded for this artform since the survey began, in complete contrast to 2012 when the figure marked the lowest levels of attendance recorded for plays.

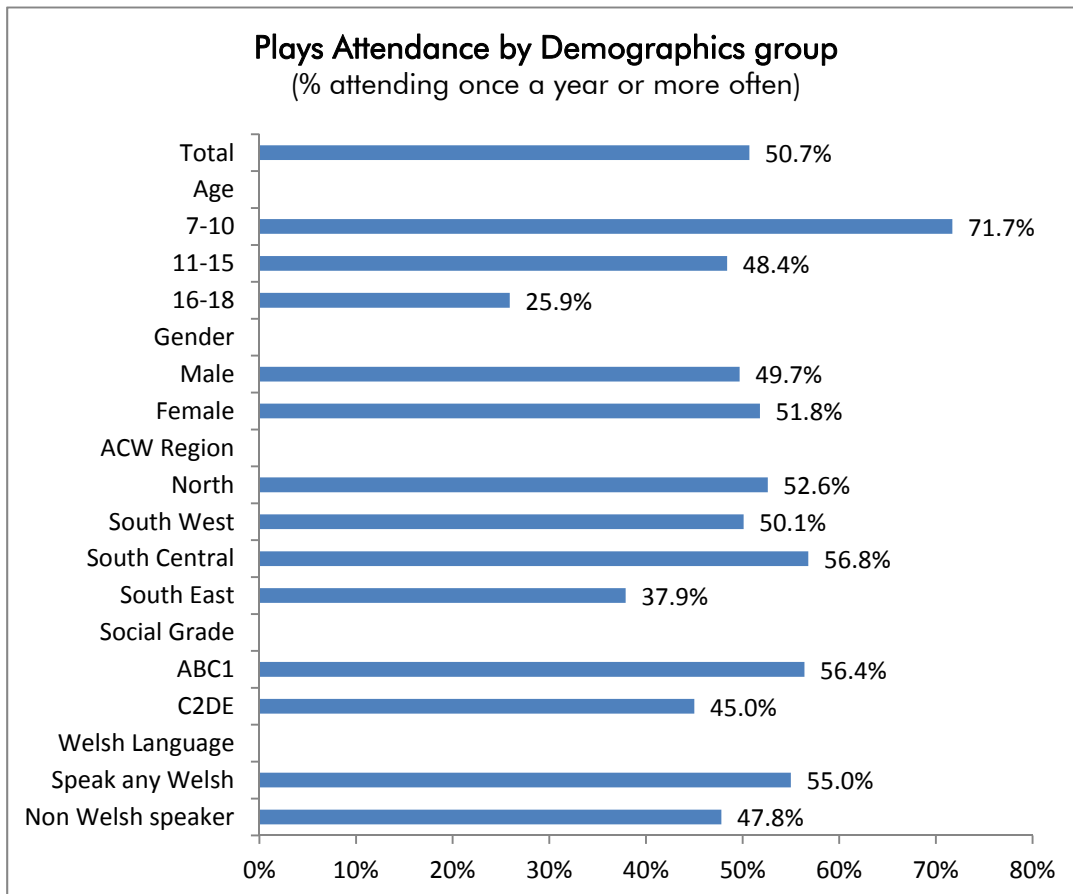
Levels of attendance to plays among children and young people in 2013 are much higher than among adults, with 31.8% attending plays once a year or more.



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

Source: Children's Omnibus 2007-2013

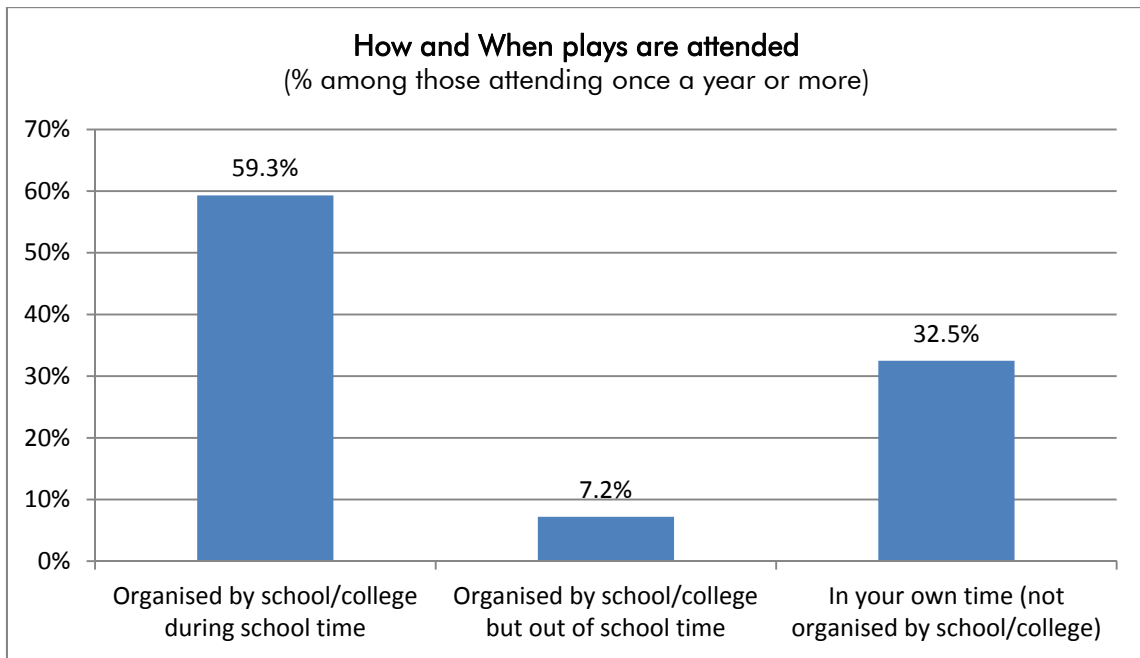
- There appears to be a strong correlation between attendance to plays and the age of children and young people, with attendance declining as age increases. Attendance among 7-10 year olds was 71.7% falling to 48.4% among 11-15 year olds and 25.9% among 16-18 year olds. This is a very similar pattern to the previous year.



Base: All 7-18 year olds (1,014)

Source: Children's Omnibus 2013

- There has been a positive change in the pattern of attendance to plays among girls and boys. In 2012 there was a much more definite split between the two, with girls (44.5%) much more likely to take part than boys (33.7%). In 2013 the gap between the two has narrowed to only 2 percentage points, with 49.7% of boys attending once a year and 51.8% of girls.
- The highest levels of regional attendance to plays fell in the South Central, region in 2013 with 56.8% attending compared to 52.6% in the North, 50.1% in the South West and 37.9% in the South East. A slightly different picture to 2012, when highest levels of attendance were in the North, followed by the South Central region and lowest in the South East and West regions.
- Attendance to plays is more frequent among the higher social groups with 56.4% attending from the ABC1 group and 45.0% from the C2DE group. Despite an increase in attendance levels among the lower social groups, the gap between the two groups has actually increased from 8.2 percentage points in 2012 to 11.4 percentage points in 2013.
- There still appears to be a correlation between attendance to plays and ability to speak Welsh, with just over half of Welsh speakers attending (55%) compared to 47.8% of non Welsh speakers. However, the gap between the two has halved from 14.7 percentage points to 7.2 percentage points.



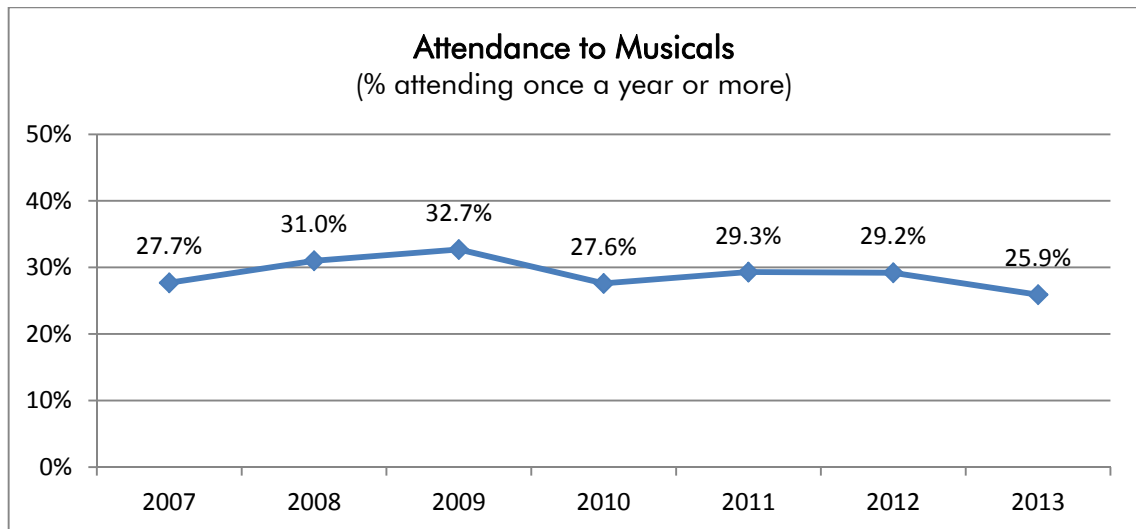
Base: Those attending plays once a year or more often: 514

Source: Children's Omnibus 2013

As the graph demonstrates the majority of attendance was organised by and during school/college time.

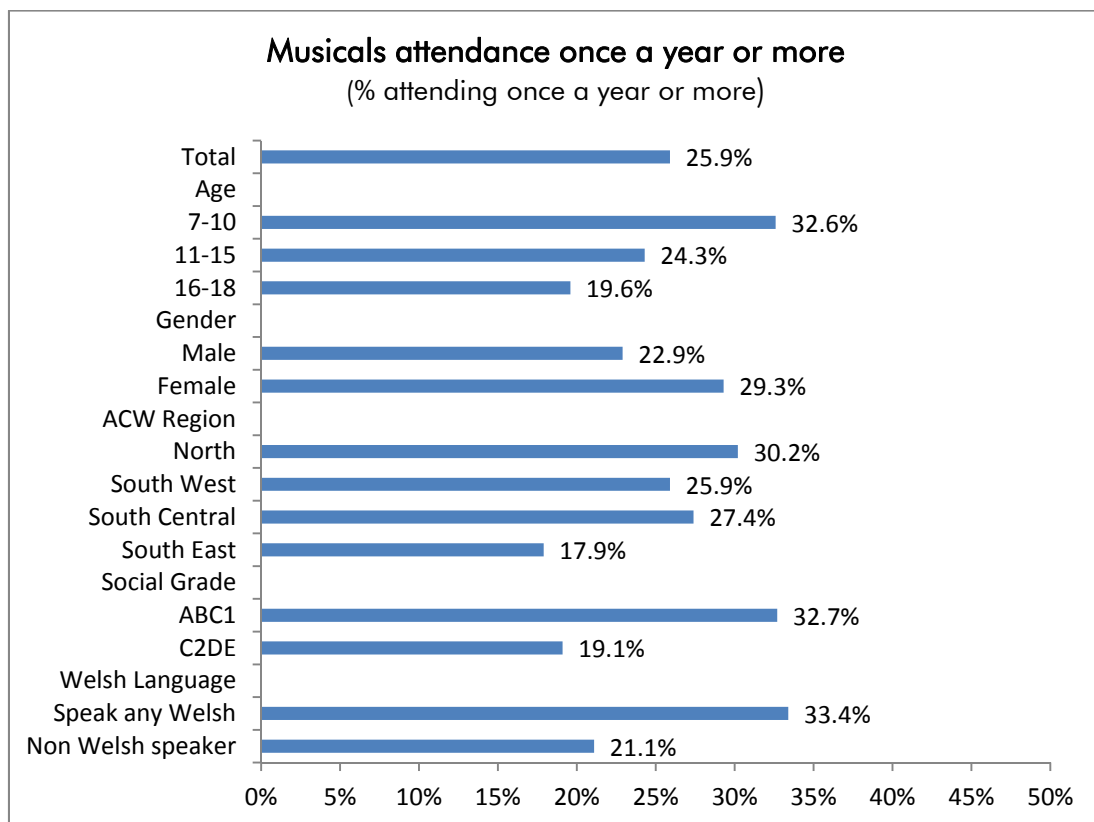
3.7. Musicals

Attendance to musicals during 2013 is one of the few artforms which experienced a decrease from the previous year, from 29.2% to 25.9%. This figure records the lowest levels of attendance to musicals since the survey began in 2007. Despite this decrease the figure is still higher than the equivalent adult figure of 21.9%



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

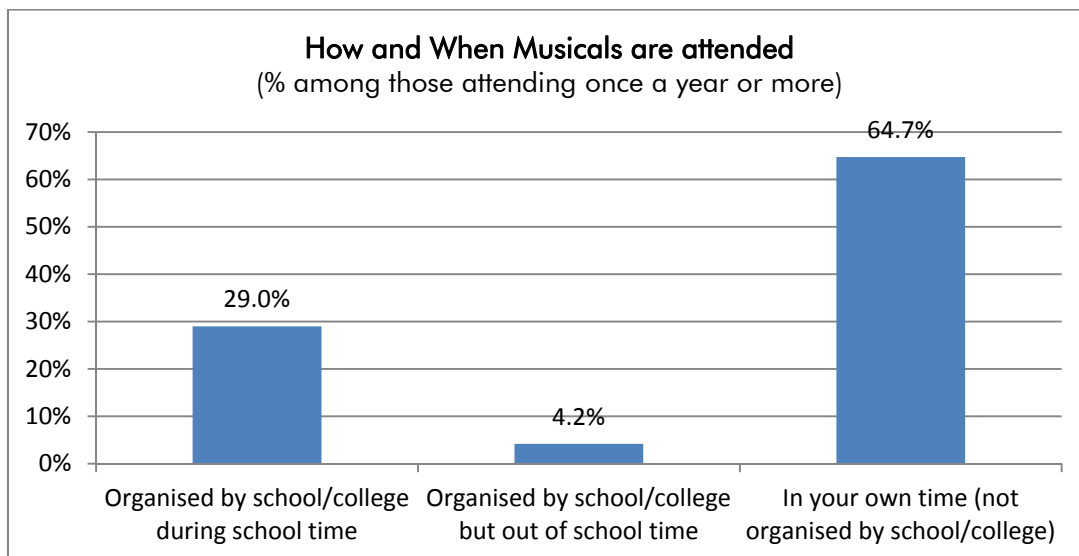
Source: Children's Omnibus 2007-2013



Base: All 7-18 year olds (1,014)

Source: Children's Omnibus 2013

- As with the general trend, attendance to musicals declines as age increases, falling from 32.6% for 7-10 year olds, to 24.5% for 11-15 year olds to 19.6% for 16 to 18 year olds. So both the older age groups have below average attendance to musicals.
- More girls (29.3%) than boys (22.9%) attended musicals in 2013. While this was the case in 2012, the gap between the two has decreased by more than half from 14.0 percentage points to 6.4 percentage points.
- The pattern in attendance by region has experienced much change from the previous year. While in 2012 levels of attendance were around 29% in the North region, South West and South Central regions, while the South East region was one percentage point higher. However in 2013 there is much more disparity in the pattern of attendance, the highest levels of attendance were recorded in the North at 30.2% and the lowest in the South East region at 17.9%, a difference of 12.3 percentage points.
- Attendance by those in the higher social grades is more frequent than those in the lower grades with 32.7% of ABC1s attending compared to 19.1% of those in the C2DE groups, a gap of 13.6 percentage points. The gap between the two groups has actually increased from 2012 by 10.7 percentage points.
- Again, there appears to be a correlation between attendance to musicals and Welsh language ability with an above average attendance from those who can speak some level of Welsh, 33.4% compared to those who speak no Welsh 21.1%



Base: Those attending musicals once a year or more often: 263

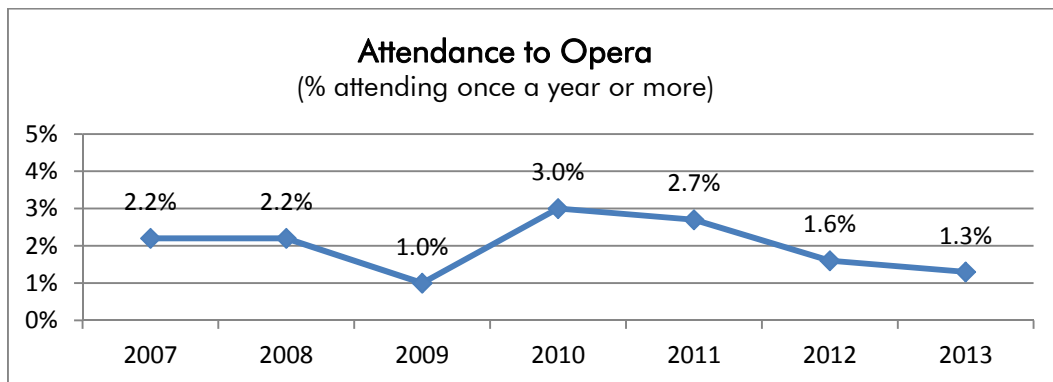
Source: Children's Omnibus 2013

Unlike plays, the majority of attendance to musicals occurred in children and young people's own time and organised outside of the school/college setting, 64.7%.⁴ This perhaps correlates with age and school year with 31.3% of Years 2-6 attending and 30.1% of Years 12-13.

⁴ The sample size for organised by school/college but out of school time is very small, only 11 people.

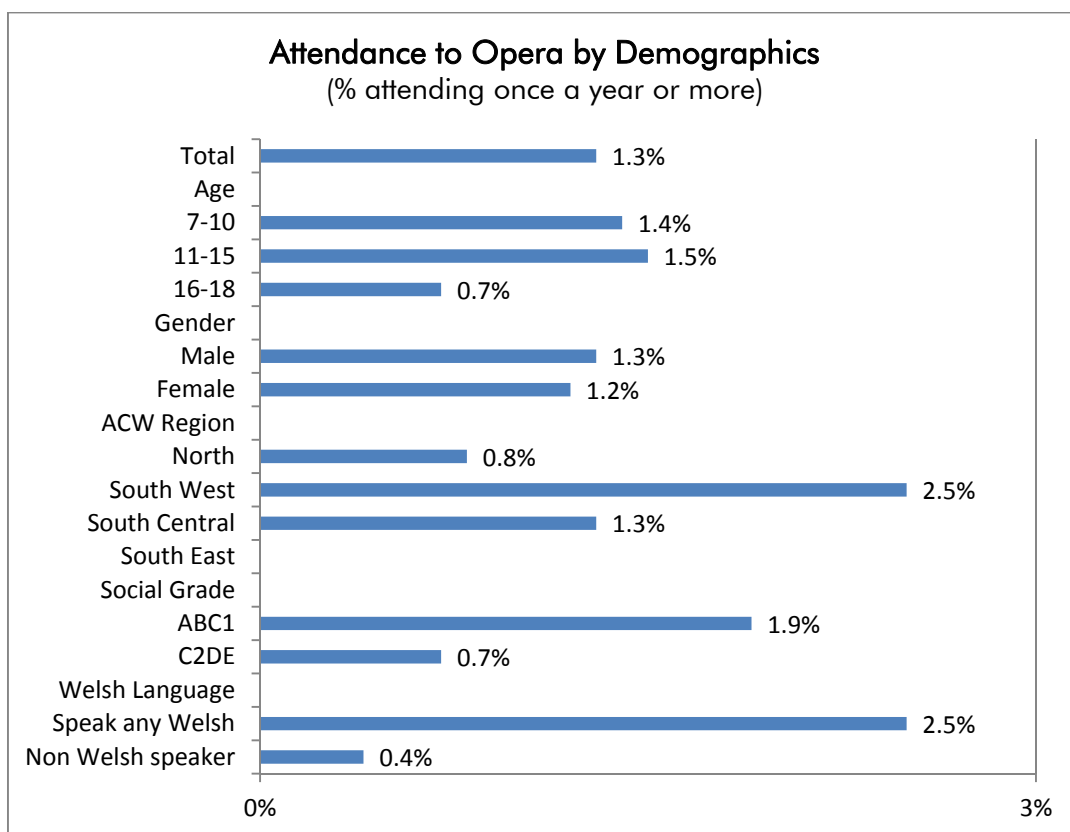
3.8. Opera

It is evident that attendance levels at Opera amongst children and young people have remained low since 2007, ranging from 1%-3% over the last six years. In 2013 attendance levels have dropped back down to their lowest at 1.3% with only 2009 being lower. This is lower than the adult equivalent figure of 3.6%, however adult attendance at opera has also dropped by 1 percentage point from the previous year.⁵



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

Source: Children's Omnibus 2007-2013



Base: All 7-18 year olds (1,014)

Source: Children's Omnibus 2013

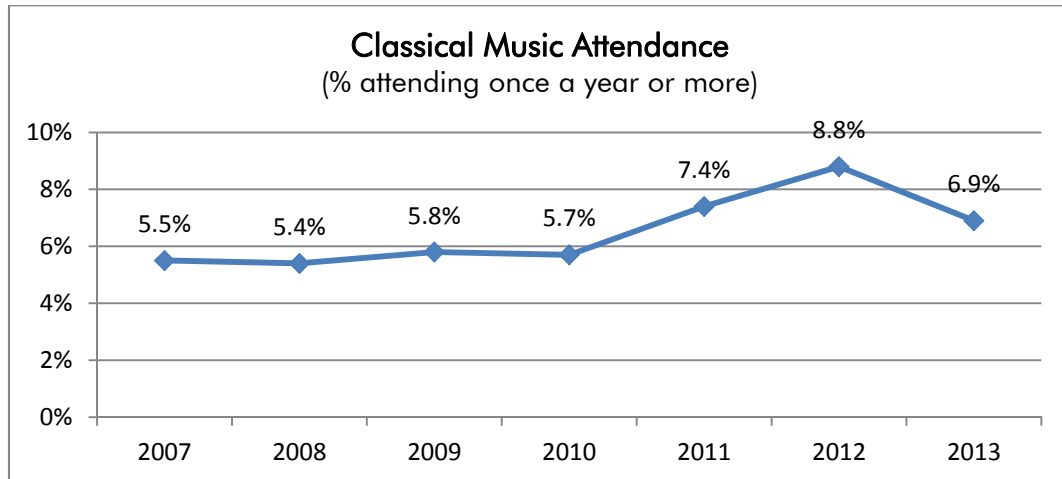
⁵ The sample size for opera is always very small and in 2013 the sample size was only 13 children and young people for attendance once a year or more.

Of the few children and young people who do attend the opera the demographic groups vary from 0.4% to 2.5% and therefore the sample is too small to draw any firm conclusions.

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3.9. Classical Music Concerts

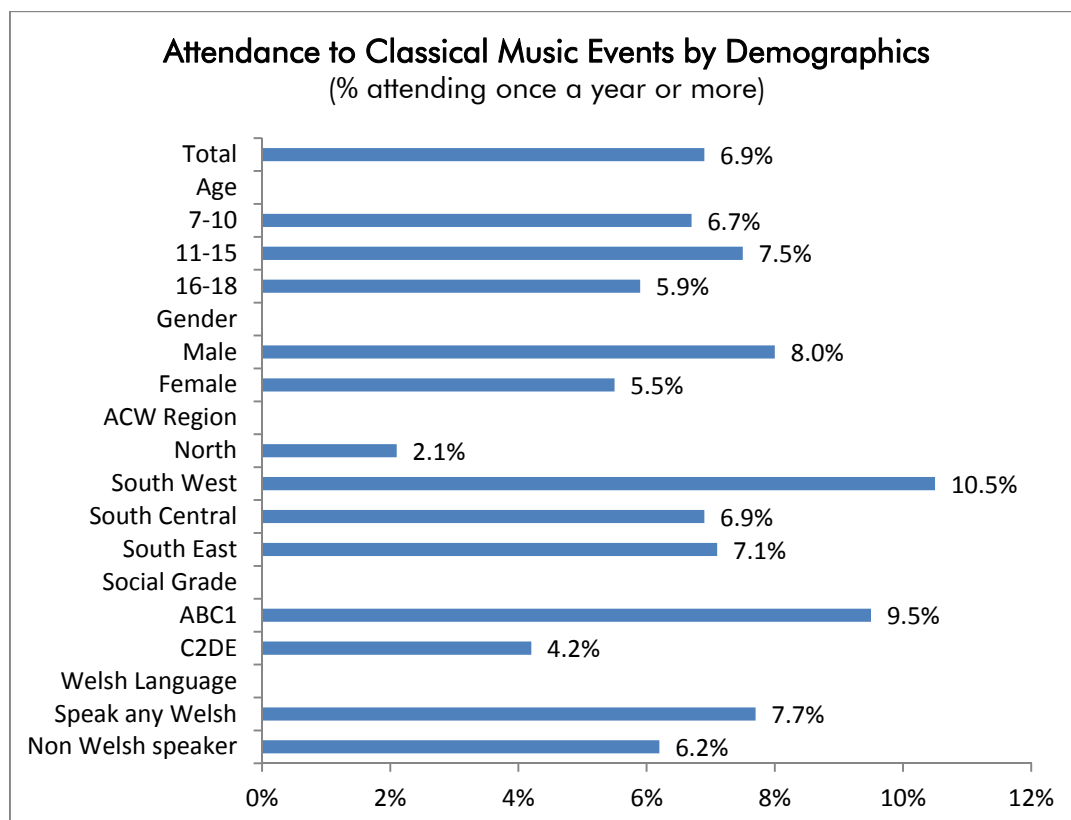
The 2013 survey shows a slight decline in attendance to classical music concerts by children and young people from the previous year, which had actually shown an increase. The current figure stands at 6.9%, down by nearly two percentage points and lower than the adult attendance figure of 10.6%.



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

Source: Children's Omnibus 2007-2013

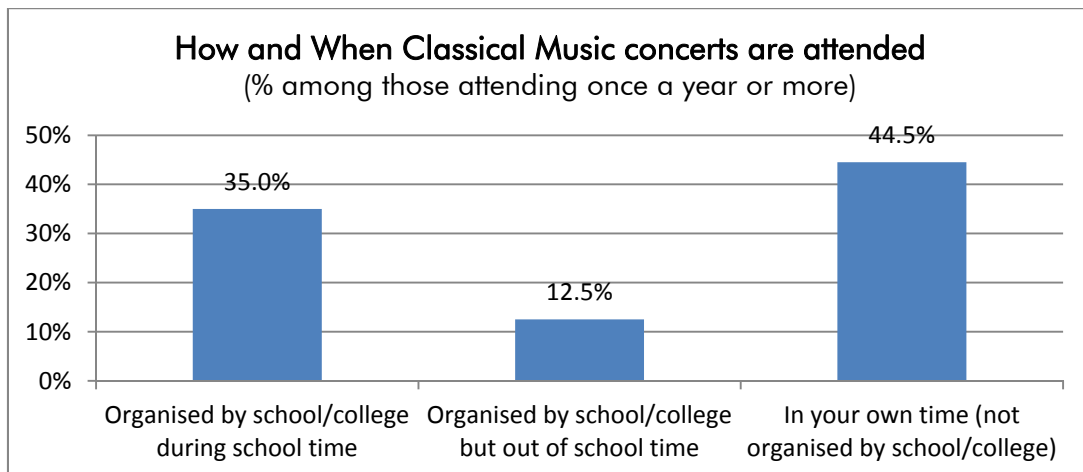
One of the most notable differences in the demographic pattern of attendance to classical music concerts, is that compared to the previous year, more boys than girls attended this artform. 8.0% boys compared to 5.5% girls. This is one of the few artforms where boys have more frequent attendance than girls.



Base: All 7-18 year olds (1,014)

Source: Children's Omnibus 2013

- Unlike other artforms there is a slight increase in attendance levels in the middle age group before a decrease in the oldest age group. 6.7% of 7-10 year olds attended classical music concerts compared to 7.5% of 11-15 year olds and dipping down to 5.9% of 16-18 year olds.
- Levels of attendance by region have shifted from 2012, the current survey shows highest attendance levels in the South West region, 10.5%, followed by South East, South Central and finally the North with 2.1%. In 2012 the highest levels of attendance was actually in the North at 12%. This decrease in the region could explain some of the overall decrease in attendance to this artform.
- The gap in attendance between the two socio economic groups seems to have increased a little. In 2013, 9.5% of ABC1s attend compared to 4.2% of C2DEs, a gap of 5.3 percentage points. In 2012 the gap between the two was 4.6 percentage points.
- While more Welsh speakers than non Welsh speakers appear to attend this artform the gap is now marginal with 7.7% of Welsh speakers attending compared to 6.2% of non Welsh speakers.



Base: Those attending classical music concerts once a year or more often: 70⁶

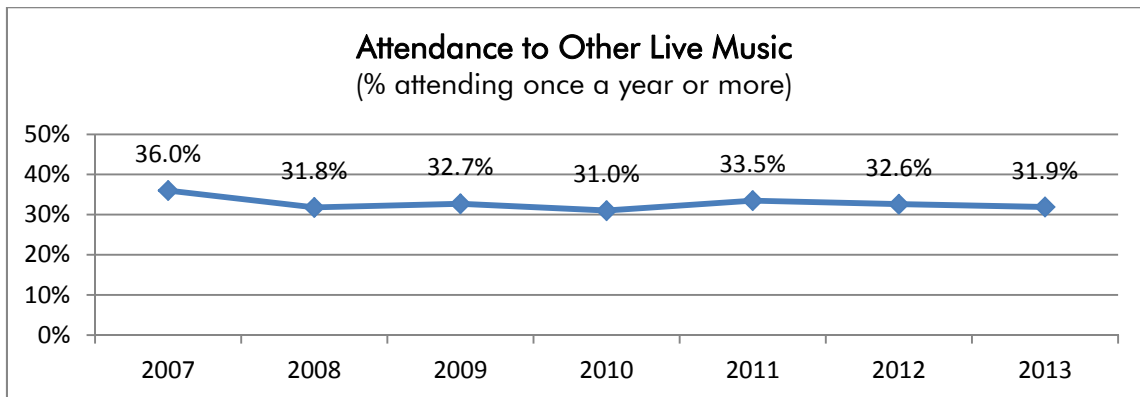
Source: Children's Omnibus 2013

The majority of children and young people who go to classical music concerts do so as an activity in their own time and organised outside of school/college, 44.5%. The pattern of how children and young people attend this artform follows the same pattern as 2012.

⁶ The sample size for this question is only 70 so limited analysis can be carried out on this strand of data as the sample size will become too small.

3.10. Other Live Music Concerts

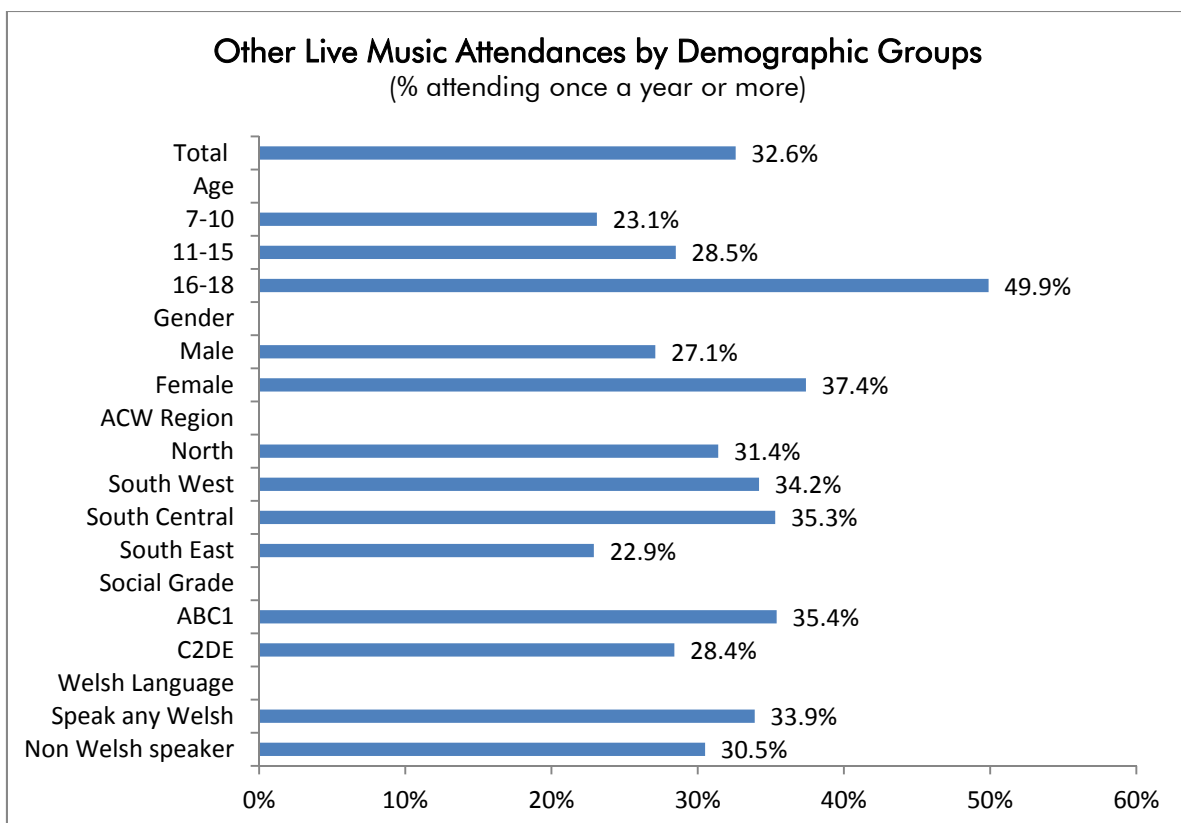
In 2013, just over one in three children and young people attended an ‘other’ live music event, a small decrease from the previous year and continuing a very slight downward trend in this artform. However, apart from 2007, levels of attendance to this artform have remained fairly stable for the last five years. Children and young people’s attendance to this artform is slightly lower than adult attendance which currently stands at 35.7%.



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

Source: Children’s Omnibus 2007-2013

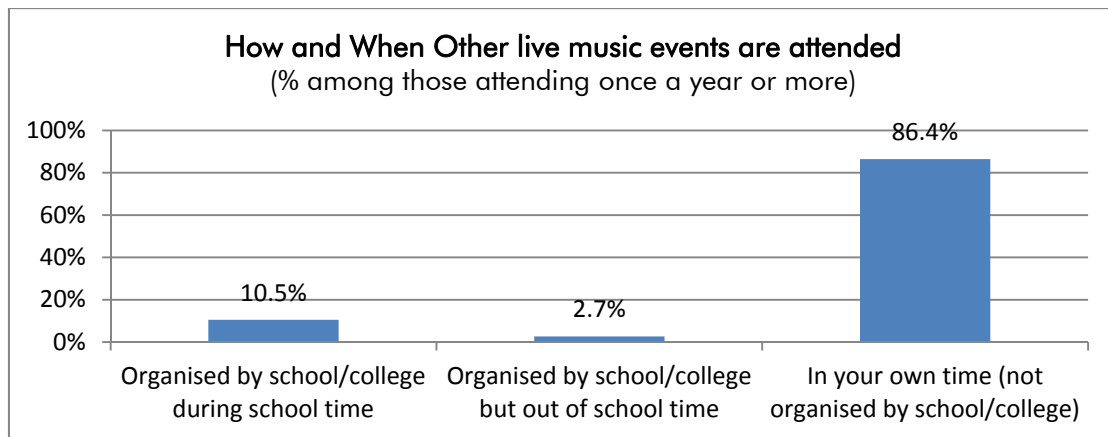
- Unlike other artforms, attendance to performances of ‘other live music’ events increases with age. Nearly 50% of 16-18 year olds attend compared to 23.1% of 7-10 year olds. This also correlates with the school year, with higher attendance among years 12-13.



Base: All 7-18 year olds (1,014)

Source: Children’s Omnibus 2013

- While attendance among boys has stayed relatively stable, 27.1%, compared to 25.5% in 2012, there has been a decrease in attendance levels among girls of 2.6 percentage points to 37.4%.
- The pattern in regional attendance is very similar to the previous year with highest levels recorded in the South Central region, 35.3%, and lowest in the South East region, 22.9%
- As with other demographics, socio economic status also follows the same pattern as 2012, with higher levels among the ABC1s, 35.4%, and lower among the C2DEs, 28.4%. The gap between the two has narrowed since 2012 and currently stands at 7.0 percentage points.
- Again the pattern among language and attendance to other live music events has stayed the same as 2012, with marginally higher proportions of those who can speak some Welsh attending, 33.9%, compared to those who cannot speak Welsh, 30.5%.



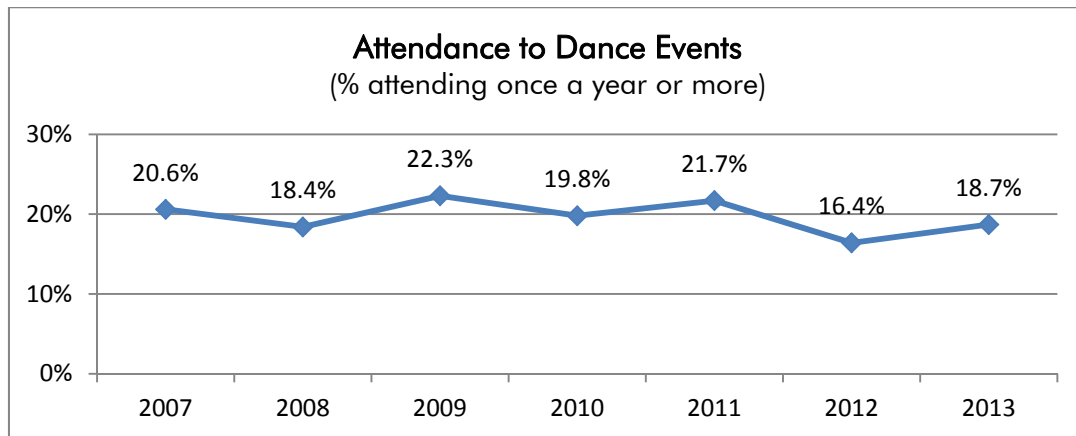
Base: Those attending other live music concerts one a year or more often: 323

Source: Children's Omnibus 2013

The majority of attendances made, 86.4%, to other live music events are done so in an individual's own time and organised outside the school/college. This seems to correlate with age and school year, especially as the highest proportions of those attending were either in school year 12-13 (68.3%) or not in school (45.0%). This seems to be consistent with previous years.

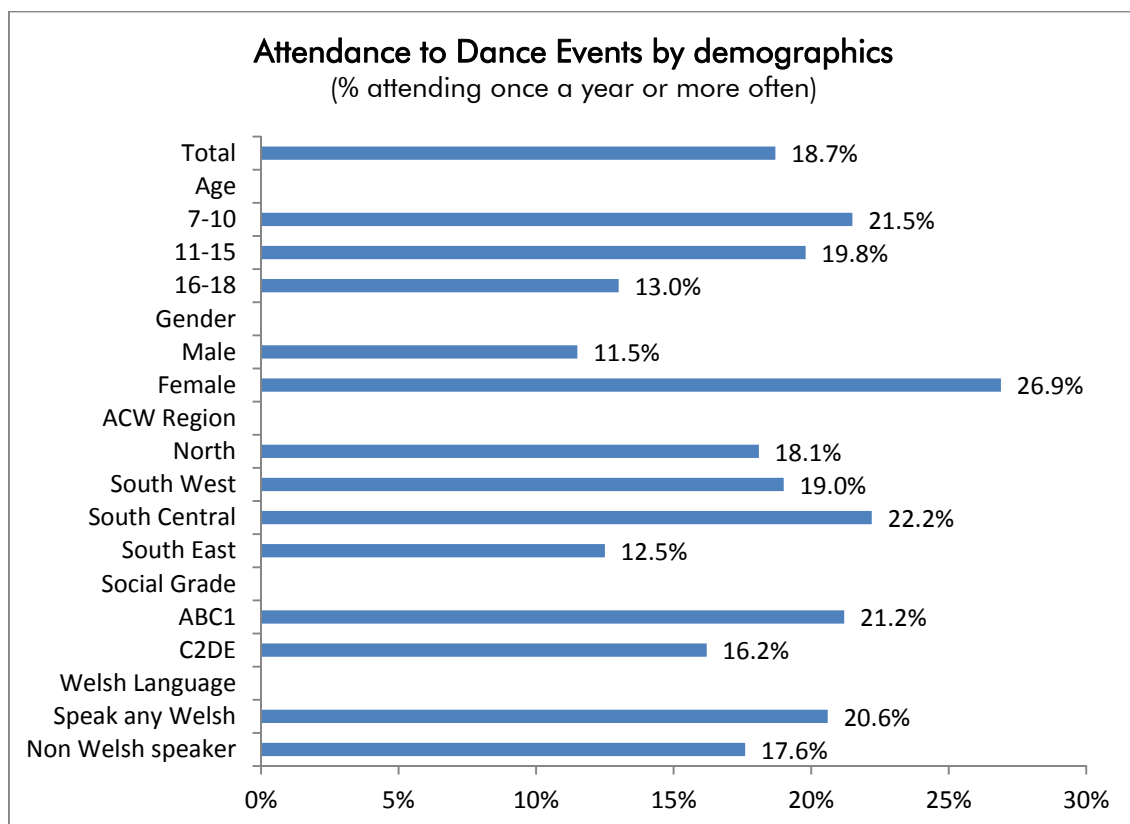
3.11. Dance

Attendance to dance events in 2013 currently stands at 18.7% of children and young people, an increase of 2.3 percentage points from 2012. However, this is still lower than the levels of 2011, when 21.7% would attend. The adult figure cannot be used for comparative purposes as dance is split into contemporary and ballet performances.



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

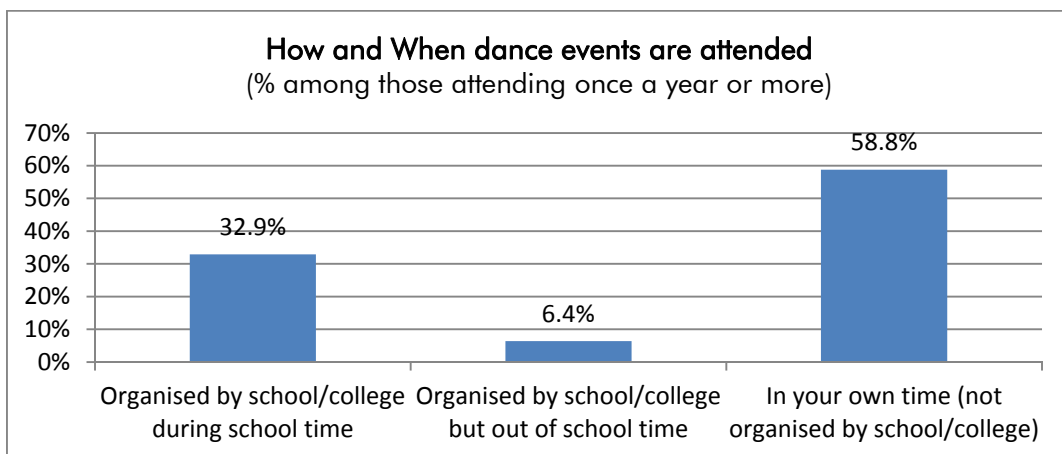
Source: Children's Omnibus: 2007 - 2013



Base: All 7-18 year olds (1,014)

Source: Children's Omnibus 2013

- As with many other artforms attendance to dance events declines with age, above average numbers of 7-10 year olds (21.5%) and 11-15 year olds (19.8%) attend but only 13% of 16-18 year olds currently attend. This follows a broadly similar pattern to 2012.
- While proportions of boys attending dance has increased from the previous year, up by 2.6 percentage points, the gap between the genders has not narrowed as girls have increased their attendance levels by 3.2 percentage points. This means there is now a gap of 15.4 percentage points compared to 14.8 percentage points in 2012.
- The spread of attendance among regions has changed a little with the highest levels of attendance shifting from the North region to the South Central region. Lowest levels of attendance remain in the South East region, currently at 12.5%.
- Dance events in 2013 are attended more so by those in the ABC1 group, 21.2%, compared to the C2DE group, 16.2%, and means the gap between the two groups is widening. In 2012, 16.9% of ABC1s attended compared to C2DEs, 16.0%.
- Welsh language ability continues to correlate with higher attendance levels at dance events, 20.6%, compared to 17.6% among non-Welsh speakers, following the same pattern as 2012.

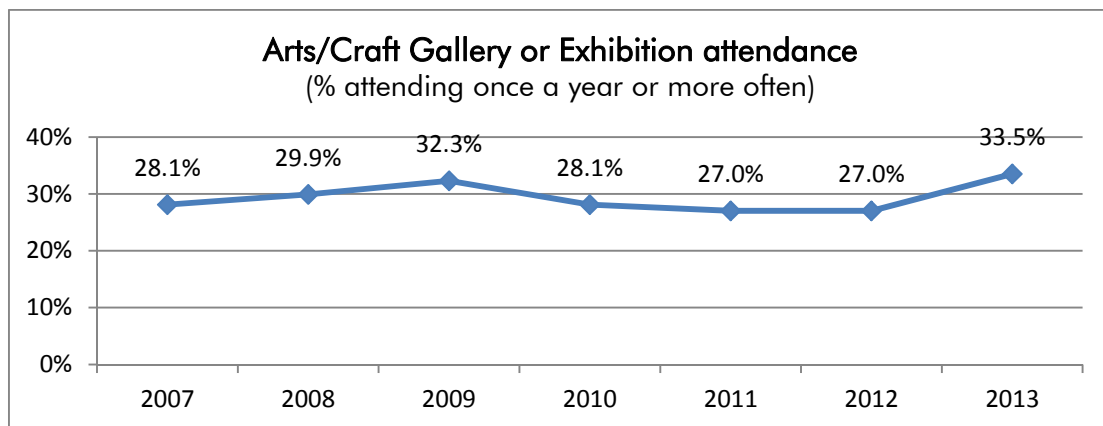


Base: Those attending a dance event once a year or more often: 190
Source: Children's Omnibus 2013

As with other arts events, the highest proportion of attendance to dance events was carried out in children and young people's own time and organised outside of school/college.

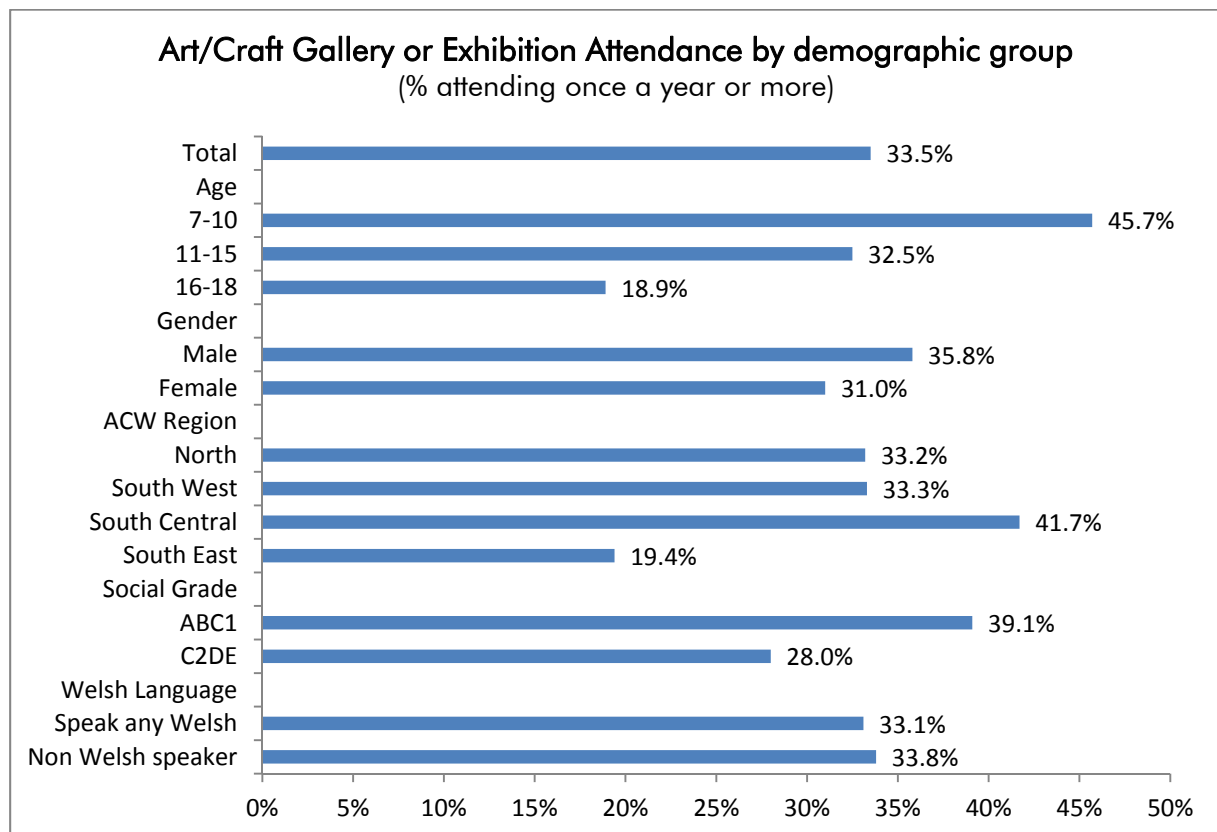
3.12. Art or Craft Gallery or Exhibition

2013 saw an increase in attendance levels to Art/Craft Galleries or exhibitions meaning a third of children and young people, 33.5% now attend this artform. This shows a shift in the standstill of attendance which had previously been at 27% for the last two years, and more importantly it shows an all-time high for this artform since the survey began. It is also higher than the adult attendance rate which is 28.4%.



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

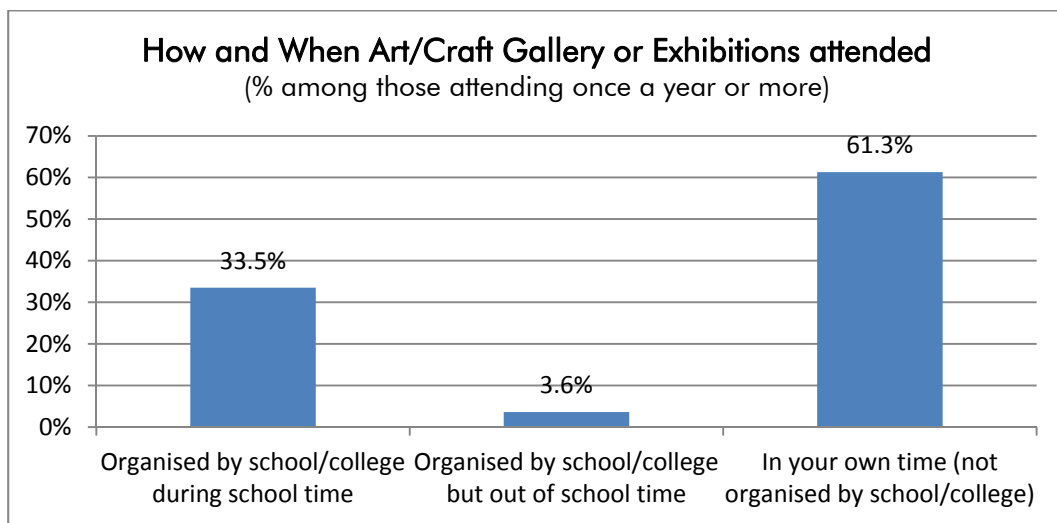
Source: Children's Omnibus 2007-2013



Base: All 7-18 year olds (1,014)

Source: Children's Omnibus 2013

- While attendance to art/craft galleries or exhibitions declines with age, there has been an increase in attendance levels of the youngest age group (7-10 year olds) of 13.3 percentage points from 2012. Attendance among 11-15 year olds has also increased by 5.1 percentage points while levels among the oldest age group (16-18 year olds) have remained the same at 18%.
- There has been an increase among boys attending this artform, from 24.2% in 2012 to 35.8% in 2013 (an increase of 11.6 percentage points), this now means that boys have higher attendance levels than girls.
- Changes in the pattern of regional attendance in 2013 also seem to have impacted upon the overall increase in attendance to art/craft galleries or exhibitions, with a shift in the highest levels of attendance to the South Central region, 41.7%, compared to 2012 when the North Wales region had the highest levels at 35.3%.
- ABC1s continue to be the socio economic group with the highest levels of attendance in 2013 to galleries and exhibitions, with 39.1% attending compared to 28.0% of C2DEs, this continues the 10 percentage point difference in the two groups from 2012.
- Interestingly Welsh language ability no longer seems to impact on attendance levels to this artform, with around 33% of both Welsh and non Welsh speakers attending. In 2012, this pattern was very different with around a 10 percentage point difference between the two groups.

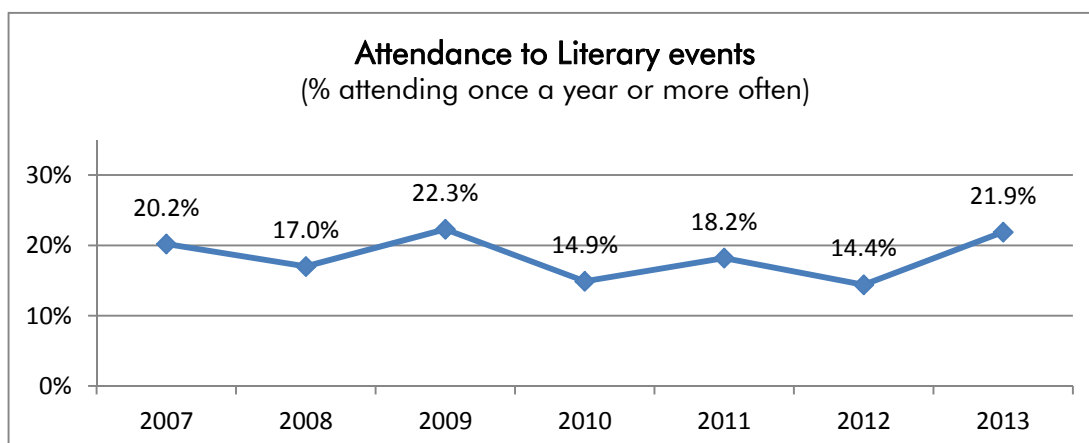


Base: Those attending art or craft galleries or exhibitions once a year or more often: 340 Source: Children's Omnibus 2013

Attendances to art/craft galleries or exhibitions is another artform which is predominantly carried out in children and young people's own time and organised outside of school/college, 61.3%. However, a third also engage in this type of event through their school college and organised by them, 33.5%. This is broadly the same pattern as 2012.

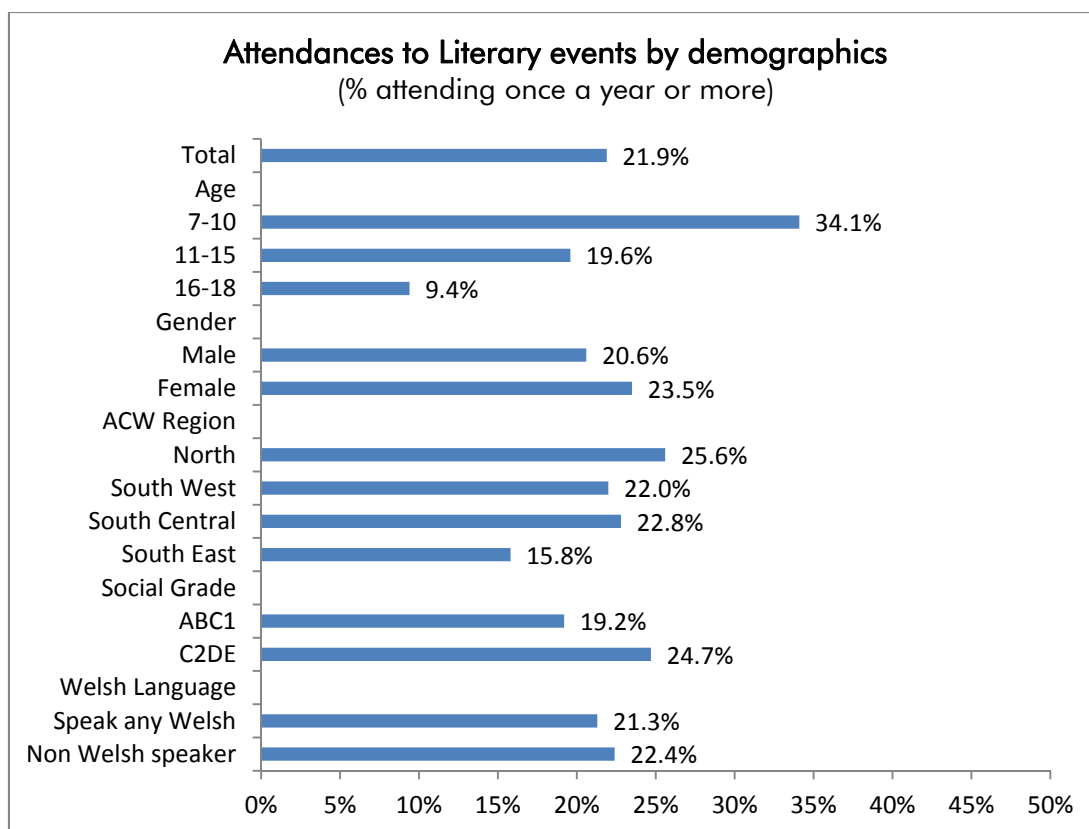
3.13. Readings, Storytelling or other Literary Events

In 2013, 21.9% of children and young people in Wales were attending Literary events. Attendance to this particular artform in the past seems to have been quite irregular, with an increase in 2009, decrease in 2010, increase in 2011, decrease in 2012 and now another increase in 2013, up by 7.5 percentage points from 2012. Children and young people’s attendance at this artform is more than three times the adult figure of 6.4%.



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

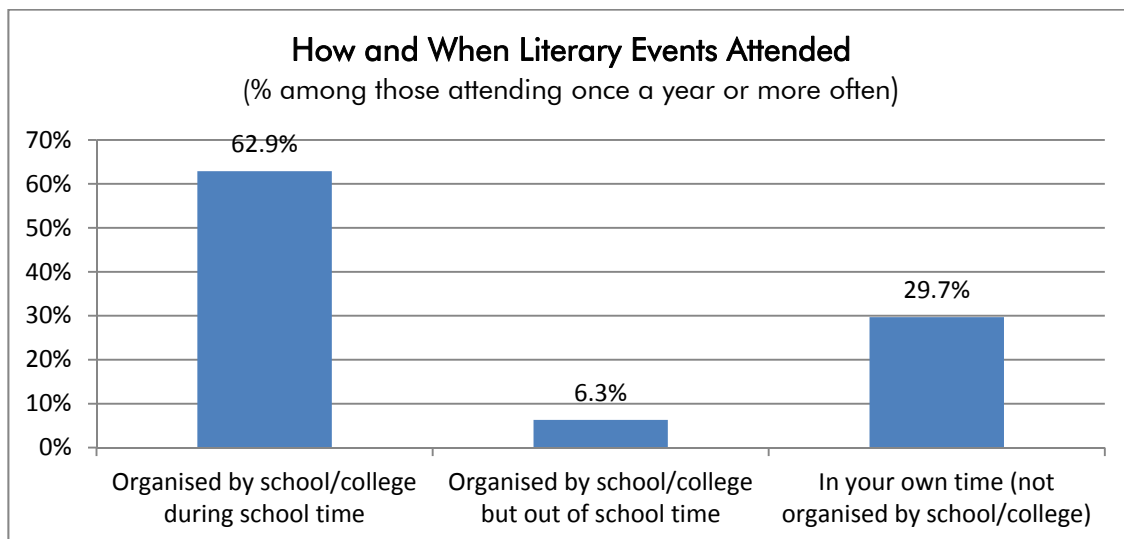
Source: Children’s Omnibus 2007-2013



Base: All 7-18 year olds (1,014)

Source: Children’s Omnibus 2013

- There still appears to be a relationship between attendance to literary events and age, with younger age groups attending more frequently than the older groups. 34.1% of 7-10 year olds v 9.4% of 16-18 year olds. This represents an increase in the younger age group of 6.2 percentage points from the previous year, and a decrease among the oldest age group of 5.3 percentage points, if anything demonstrating the age and attendance correlation is getting stronger.
- The gap between genders has remained the same at around 3 percentage points in both years.
- The highest levels of attendance for this artform continue to be in the North region, 25.6% and the lowest in the South East region, 15.8%.
- The gap in attendance levels by socio economic group to this particular artform has widened from 0.2 percentage points in 2012 to 5.5 percentage points in 2013, with ABC1s attending more than their C2DE counterparts.
- This is one of the few artforms with slightly more attendance among the non Welsh speakers than the Welsh speakers. In 2013, 21.3% of Welsh speakers attended compared to 22.4% of non Welsh speakers, a very similar pattern to 2012.



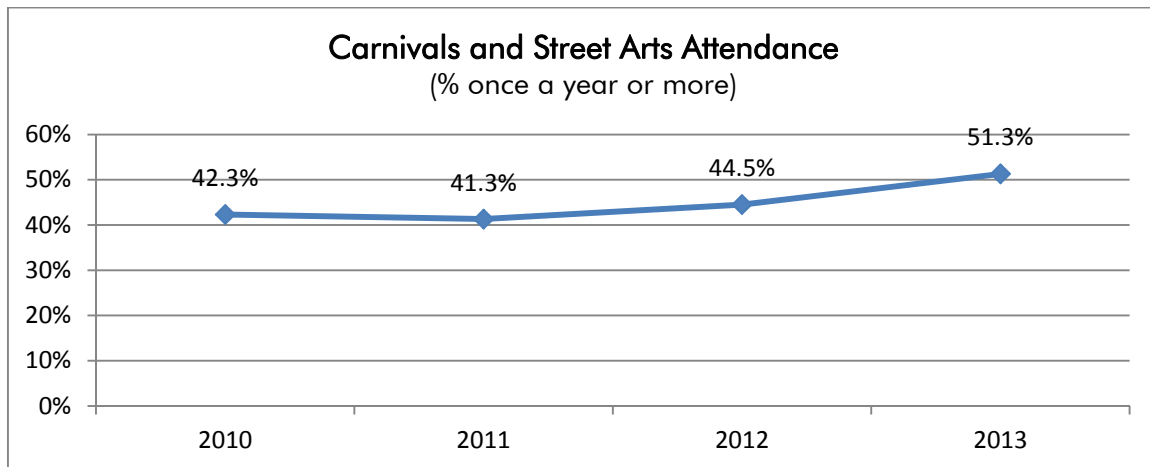
Base: Those attending literary events once a year or more often: 222

Source: Children's Omnibus 2013

The graph above shows that the majority of attendances made to literary events was carried out in school/college time and organised through them, 62.9%. While this follows the same pattern as 2012, the proportion doing so in school/college and through this setting has increased from 44.8%.

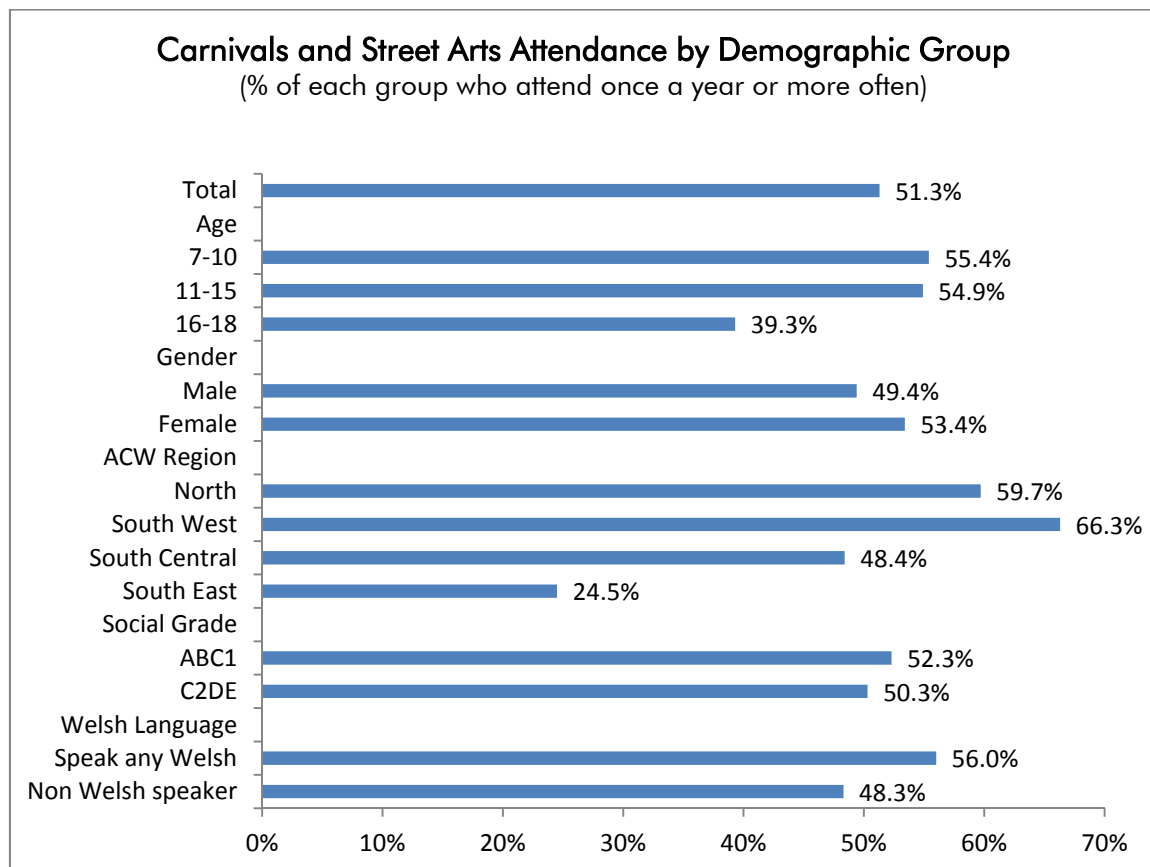
3.14. Carnivals and Street Arts

This artform was first added to the survey in 2010, meaning there is only 4 years' worth of data available. However, the graph below demonstrates that this continues to be a popular artform, the most frequently attended, in both 2012 and 2013, with an increase of 6.8 percentage points between the two years. It is also 20 percentage points higher than the adult Omnibus rate of attendance which is 31.3%.



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

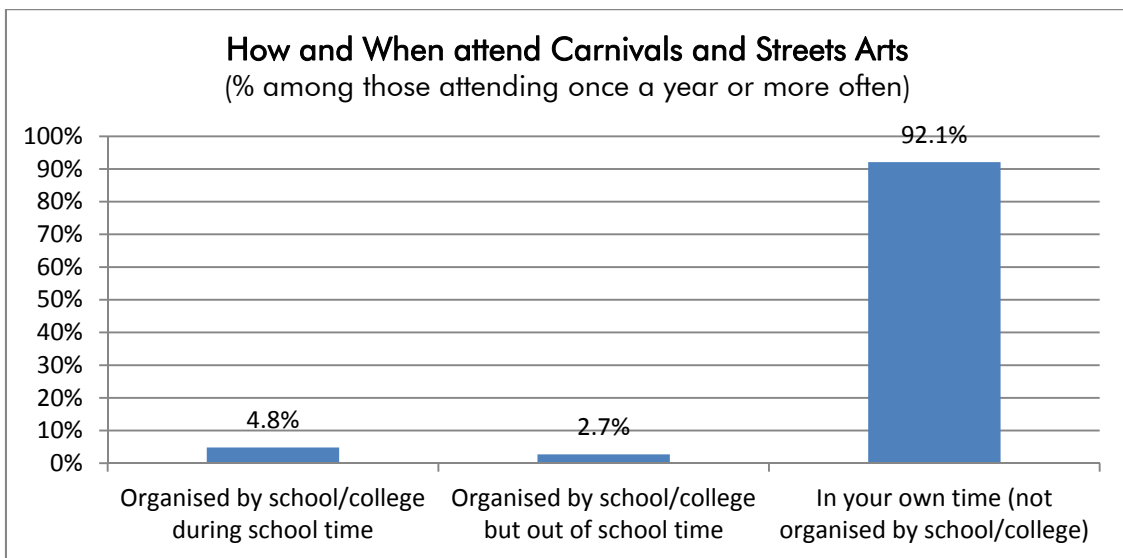
Source: Children's Omnibus 2010-2013



Base: All 7-18 year olds (1,014)

Source Children's Omnibus 2013

- There is a slightly different pattern with age for this particular artform. While attendance does decline with age it is decreasing less so than the previous year. 7-10 year olds attendance has increased slightly from 52.1% to 55.4%, however, 11-15 year olds have increased by 11.1 percentage points from 43.8% to 54.9% and 16-18 year olds have also increased from 35.3% to 39.3%.
- In terms of gender, there is broadly the same gap as 2012, in attendance rates of 4 percentage points, with almost half, 49.4%, of boys attending and 53.4% of girls attending.
- As in 2012, the South West region is the area where children and young people are most likely to attend, 66.3%, and the South East region is the area where they are least likely to attend, 24.5%
- While this was previously the one artform where there was no difference in attendance levels between the two socio economic groups, both at 44%, there has been a slight increase in the gap in 2013, with 52.3% of ABC1s attending and 50.3% of C2DEs attending.
- As with many of the other artforms there is a slightly higher propensity among Welsh speakers to attend carnivals and street arts at 56.0% compared to 48.3% of non Welsh speakers.



Base: Those attending carnivals and street arts once a year or more often: 520

Source: Children's Omnibus 2013

As the chart demonstrates by far the highest proportion of attendance was carried out in children and young people's own time and organised outside the school/college setting with 92% doing so in this way.

4. Arts Participation

4.1. Frequency of Participation in Artistic Activities – Methodology

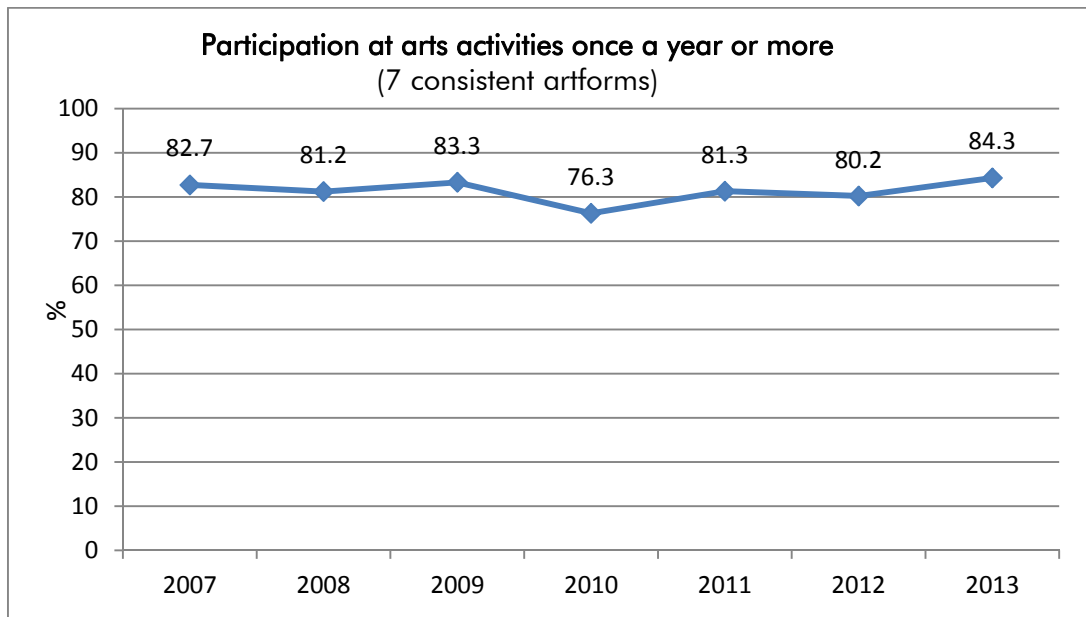
Respondents were asked to describe their participation in the arts by indicating how often they took part in each of these seven activities:

- 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 closely 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)

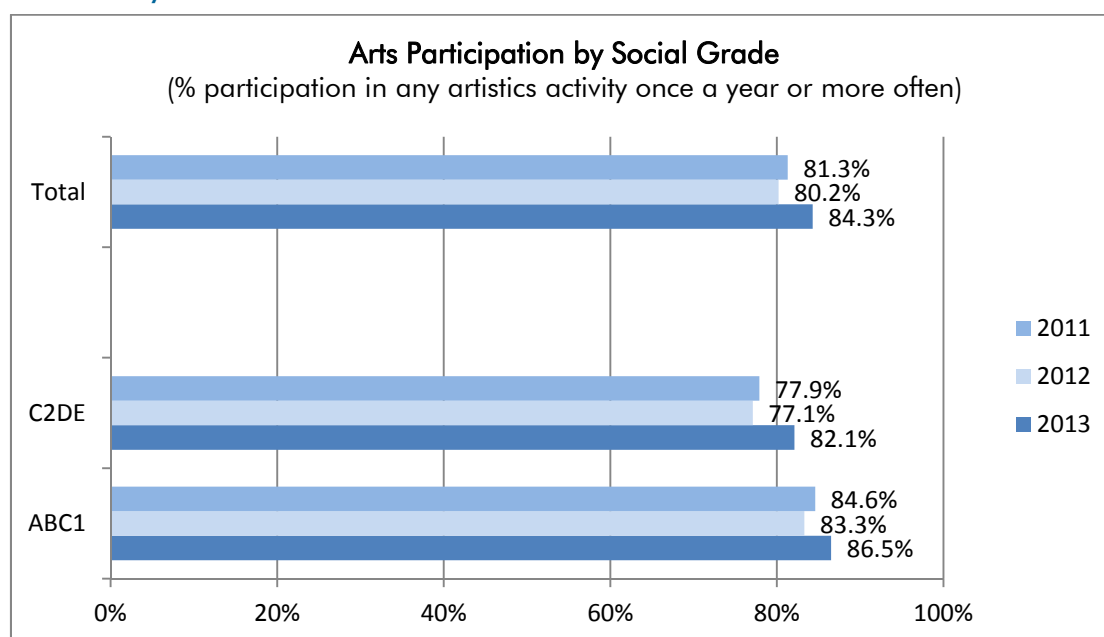
Source: Children's Omnibus survey 2007-2013

In 2013, 84.3% of children and young people took part in arts activities, the highest recorded levels of participation since the survey began and reversing the downward trend of 2012. In comparison to the previous year there has been a 4.1 percentage increase. It is also significantly higher than the adult participation figure of 34.9%.

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 2011, 2012 and 2013 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 seven art forms over the last three years for comparison.

4.3.1. By Social Grade



Base: All 7-18 year olds (2011: 1,003, 2012: 1,016, 2013: 1,014)

Source: Children's Omnibus 2011-13

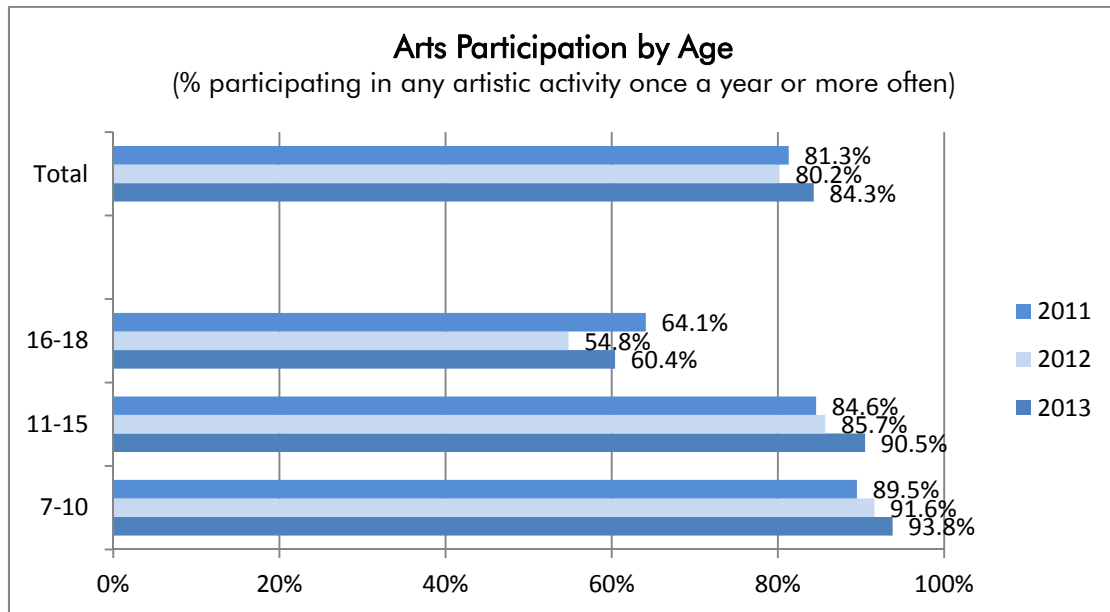
Children and young people from ABC1 households (86.5%) remain more likely to have participated in the arts than their C2DE counterparts (82.1%). However the gap between the two groups is narrowing, down from 6.2 percentage points in 2012 to 4.4 percentage points in 2013.

In comparison to attendance rates by these two groups, levels are quite similar with 88.5% of ABC1s attending and 82.4% of C2DEs, meaning a gap between the two groups of 6.1 percentage points. Therefore, there is less of a gap in participation between socio economic groups.

4.3.2. By Age

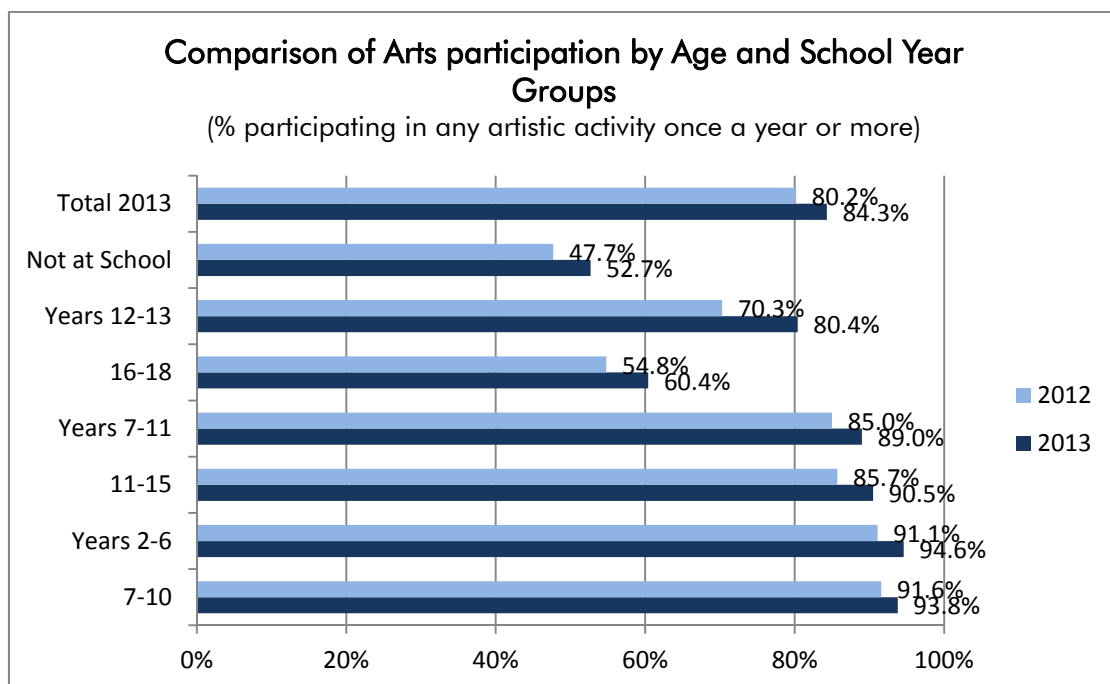
It is evident that there is still a strong correlation between arts participation and age, with the older age group recording a much lower level of participation in 2013. 7-10 year olds saw a continuing increase in participation, up by 2.2 percentage points to 93.8%, participating once a year or more often. 11-15 year olds also saw an increase in participation (plus 4.8 percentage points), up to 90.5% participating once a year or

more often. In comparison 16-18 year olds also saw an increase, 5.6 percentage points, however this still does not bring them back up to 2011 levels of 64.1%.



Base: All 7-18 year olds (2011: 1,003, 2012: 1,016, 2013: 1,014)

Source: Children's Omnibus 2011-13



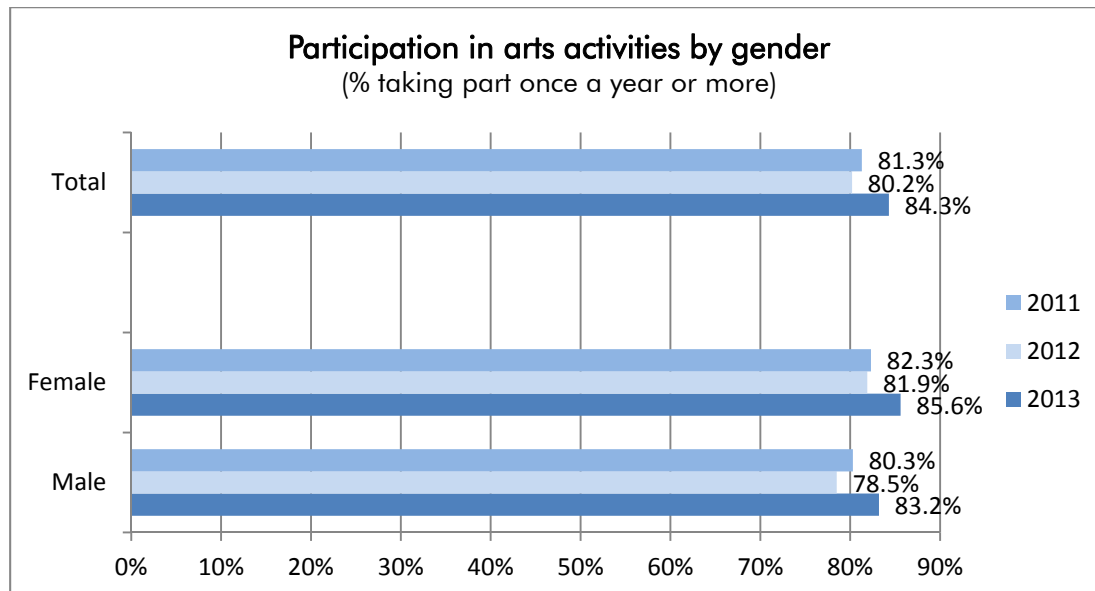
Base: All 7-18 year olds (2012: 1,016 2013: 1,014)

Source: Children's Omnibus 2012 and 2013

It is evident that there is a correlation between age and school year group, 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 (80.4% of those in years 12-13) are more likely to participate in an arts activity than those who aren't (52.7%). However, this is higher than in 2012, when only 70.3% of those in Years 12-13 took part once a year or more.

4.3.3. By Gender

The difference between the genders in terms of participation has reduced by 1 percentage point from 3.4 percentage points in 2012 to 2.4 percentage points in 2013. Boys' participation rates have increased from 2012 by 4.7 percentage points and now stand at 83.2%, while girls continue to participate more in the arts and currently have an above average participation rate of 85.6%.

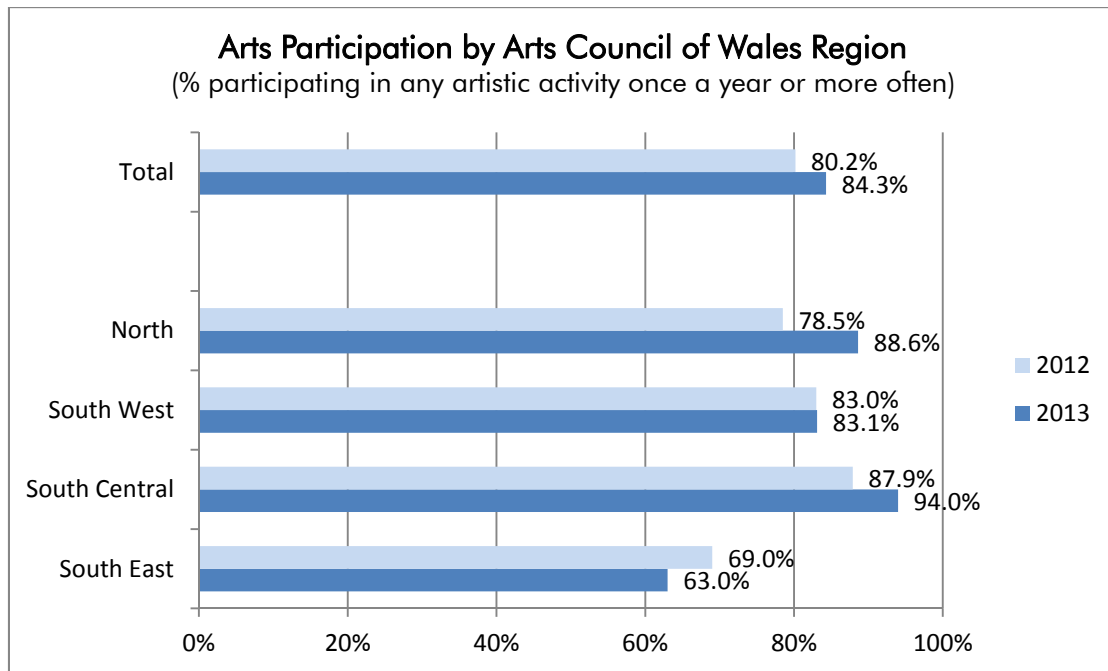


Base: All 7-18 year olds (2011: 1,003, 2012: 1,016, 2013: 1,014)

Source: Children's Omnibus 2011-2013

4.3.4. By Region

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 divided into South Central and South East to make a more even distribution of local authorities. As we now have two years' worth of data available for these new regions, some comparisons can be made.



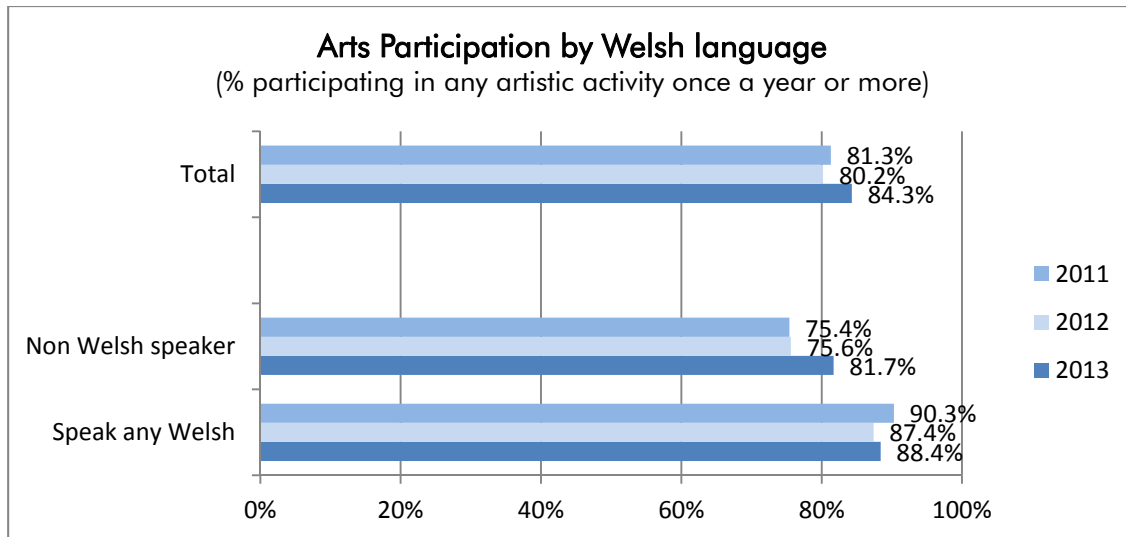
Base: All 7-18 year olds (2012: 1,016, 2013: 1,014)

Source: Children's Omnibus 2012-2013

The year on year comparisons on participation by region show the South Central region continues to have the highest levels of participation at 94% in 2013, and has increased from the previous year by 6.1 percentage points. The lowest levels of participation are still in the South East region, at 63% and this has in fact declined from 2012 by 6 percentage points. While the South West region has remained stable at 83% the North has experienced an increase of 10.1 percentage points bringing it up to 88.6% and is now the region with the second highest levels of participation.

4.3.5. By Welsh Language

While participation rates continue to be higher among those who speak Welsh, 88.4% compared to those who do not, 81.7%; there has been an increase in participation among the latter group. While in 2011 and 2012 participation rates were around 75% among this group, there has been an increase of 6.1 percentage points in 2013. Interestingly while Welsh speakers continue to have the higher levels of participation, their levels of activity have actually decreased slightly from 90.3% in 2011 to 88.4% in 2013, a drop of almost 2 percentage points.

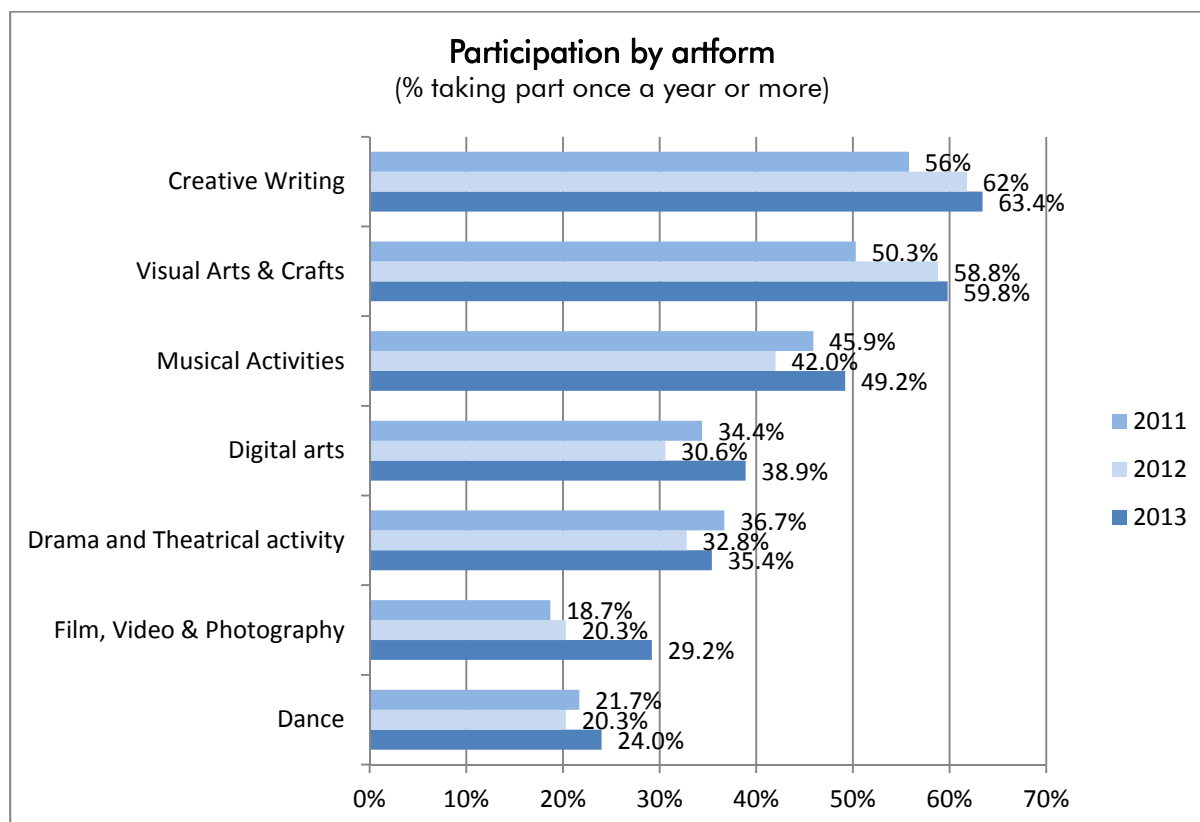


Base: All 7-18 year olds (2011: 1,003, 2012: 1,016 & 2013:1,014)

Source: Children's Omnibus 2011-13

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 2013 survey, along with findings from the 2012 and 2011 surveys for comparison.



Base: All 7-18 year olds (2011: 1,003, 2012: 1,016 & 2013:1,014)

Source: Children's Omnibus 2011-13

Creative writing is the most popular artform for children and young people to take part in, in 2013 63.4% do so once a year or more, followed by visual arts and crafts, 59.8%. This follows the same pattern as 2012, with an increase in both artforms from the previous year, 1.6 and 1 percentage point respectively.

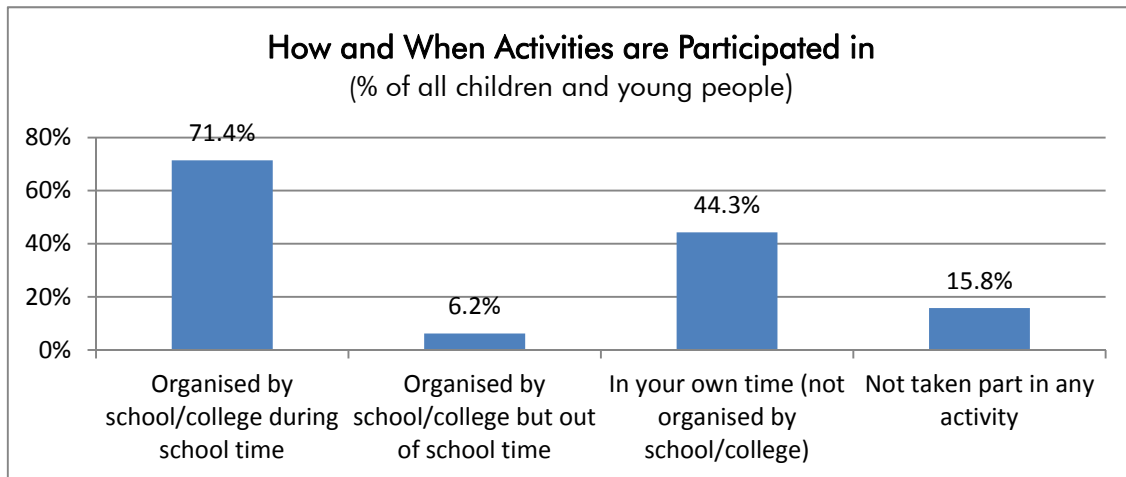
Both digital arts and film, video and photography were artforms which experienced big increases in participation. Digital arts has increased by 8.3 percentage points and film, video and photography increased by 8.9 percentage points.

Musical activities, digital arts and drama and theatrical activities saw a reverse in the downward trend experienced in 2012.

Dance was the artform with the lowest levels of participation at 24.0%, though this has increased by 4% points from 2012.

4.5. How and When Arts Activities are Participated in

The majority of participation in arts activities takes place organised by school/college and during school/college time, 71.4%, the opposite pattern to how and when attendance takes place. A further 44.3% takes place in children and young peoples own time, and not organised through school/college and 6.2% is organised by school/college but not in this time. 15.8% had not taken part in any activity. These figures do not add up to 100% as the base is all children and young people, and so they could have attended more than one artform in more than one way.

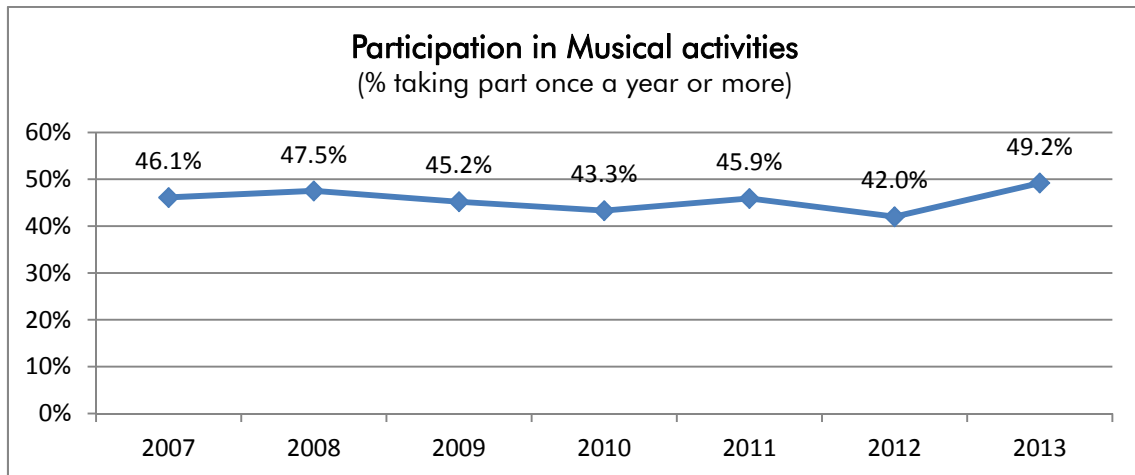


Base: All 7-18 year olds:1,014

Source: Children's Omnibus 2013

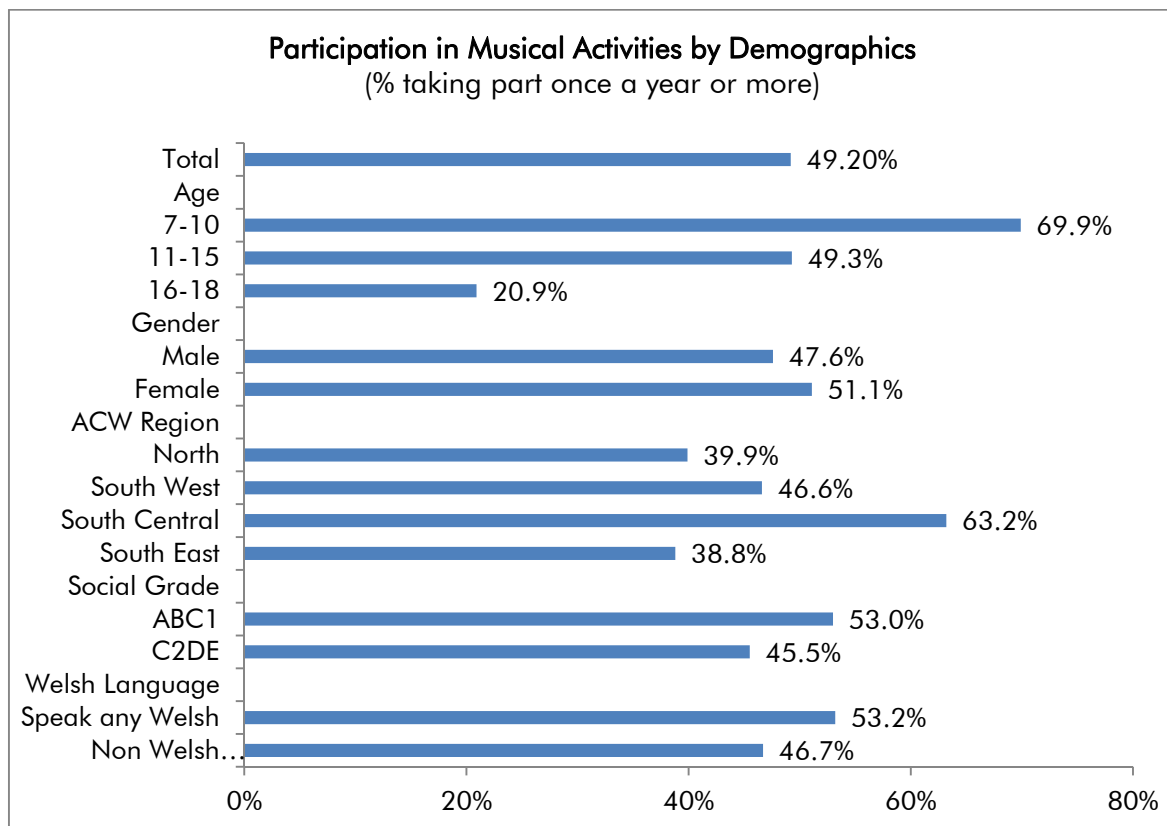
4.6. Musical Activities

At 49.2%, participation in musical activities among children and young people has increased a little since 2012, up by 7.2 percentage points. Since the survey began, the participation rates for this artform have remained relatively consistent so the 2013 figure now pushes it to its highest participation rate since the survey began. This is much higher than levels of participation among adults which currently stands at 12.0%



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

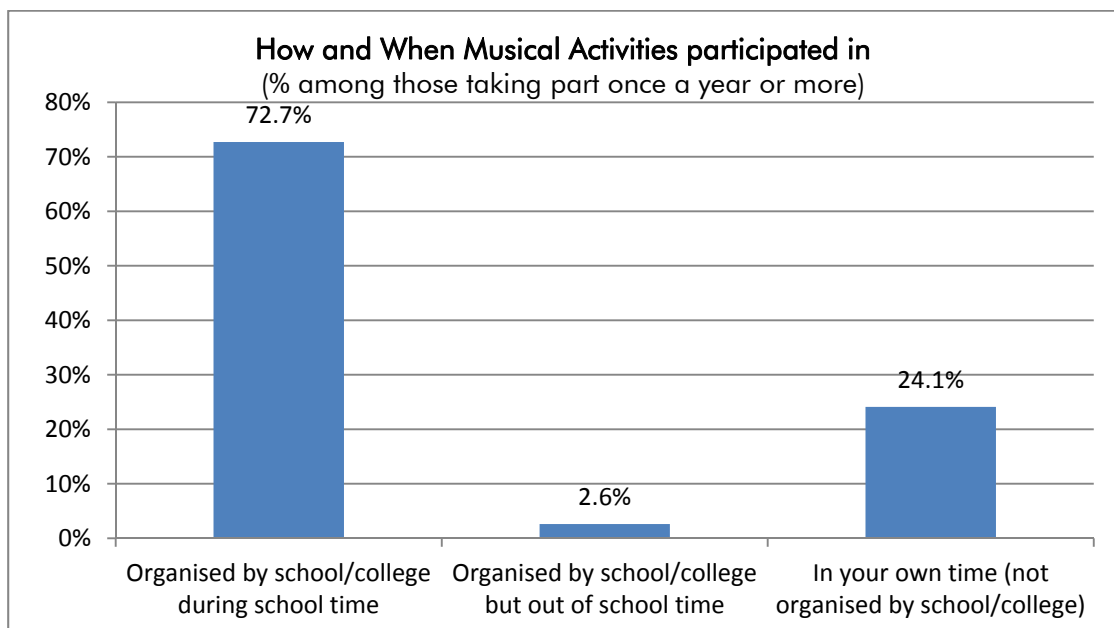
Source: Children's Omnibus 2007-2013



Base: All 7-18 year olds (1,014)

Source Children's Omnibus 2013

- In terms of age, as with many other artforms, there continues to be a seemingly strong correlation with levels of participation. Three times as many 7-10 year olds take part in musical activities once a year or more compared to 16-18 year olds. This follows the same pattern as 2012.
- The gap between boys and girls participation in this activity has narrowed, and is currently 3.5 percentage points with 47.6% of boys taking part and 51.1% of girls. In 2012 the gap between the two was 11.1 percentage points.
- As with the overall regional average for participation, the South Central region has the highest levels of participation in this artform, 63.2%, compared to the lowest levels which fall in the South East region, 38.8%. This follows a very similar pattern to 2012.
- There has been a marked change in participation levels in music between the two socio economic groups. In 2013, 53.0% of ABC1s took part in this activity compared to 45.5% of C2DEs. However, in 2012, around 42% in both groups took part meaning there is now a higher propensity to take part among the higher socio economic groups.
- Welsh speakers continue to have higher levels of music participation compared to their non Welsh speaking counterparts, 53.2% v 46.7%. While this trend is the same as 2012, the gap between the two has narrowed from 14 percentage points to 6.5 percentage points.

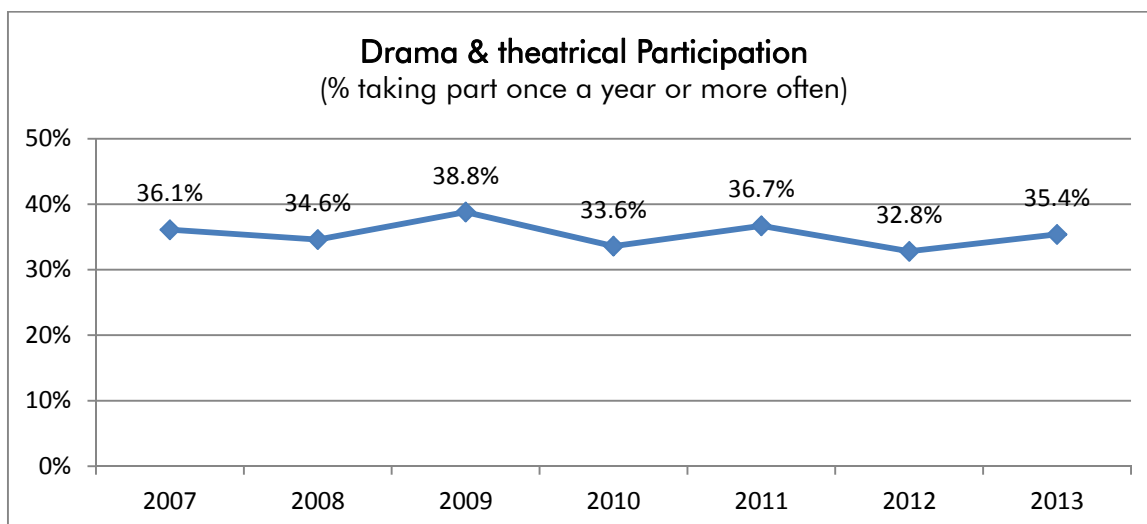


Base: Those participating in musical activities once a year or more often (499) Source: Children's Omnibus 2013

As the chart shows, almost three quarters, 72.7%, of children and young people take part in musical activities organised by school/college and in school/college time, very similar to 2012. This seems to correlate with participation levels being higher among younger age groups who are more likely to be attending school. Nearly a quarter, 24.1% do so in their own time and organised outside the school/college setting.

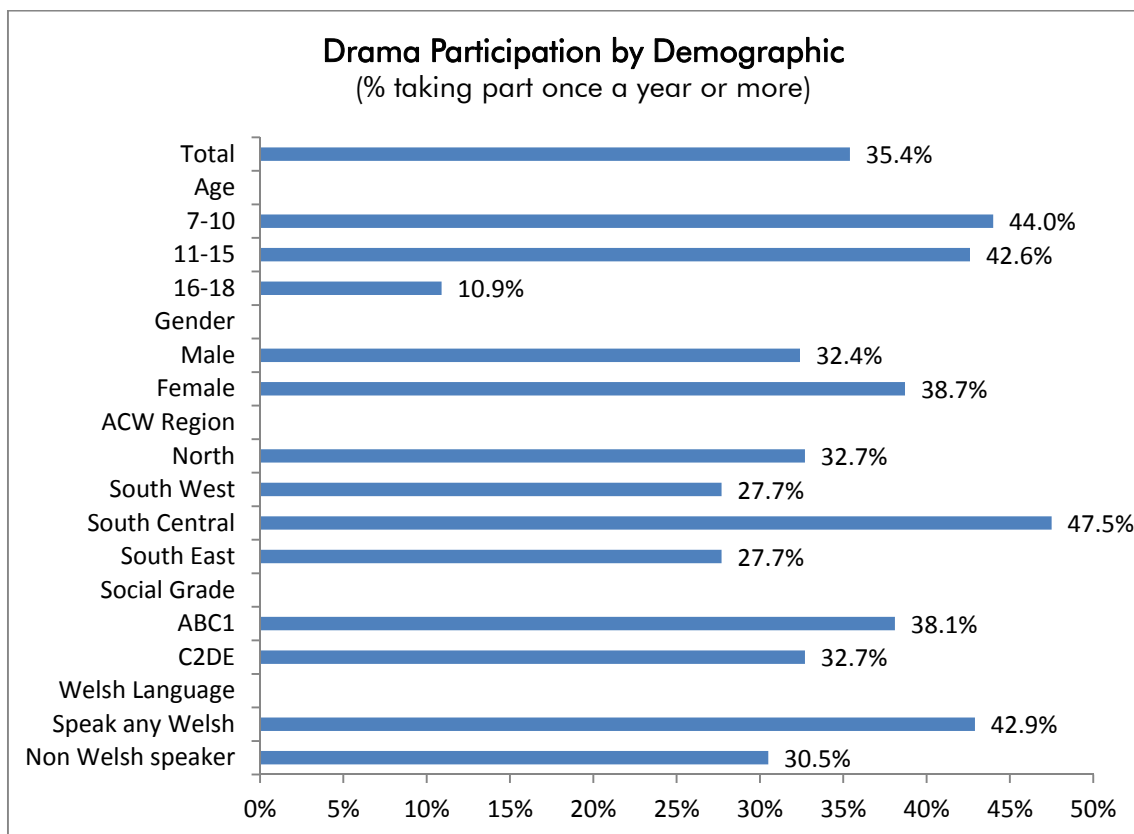
4.7. Drama and Theatrical Activity

2013 saw levels of participation in drama and theatrical activity increase by 2.6 percentage points and reverse the downward trend of the previous year. Levels of participation in this artform have been relatively stable since the survey began, ranging from 32.8% in 2012 to 36.1% in 2007, so the 2013 figure brings this somewhere in the middle. In comparison to the adult figure, 3.8%, children and young people’s participation is much higher.



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

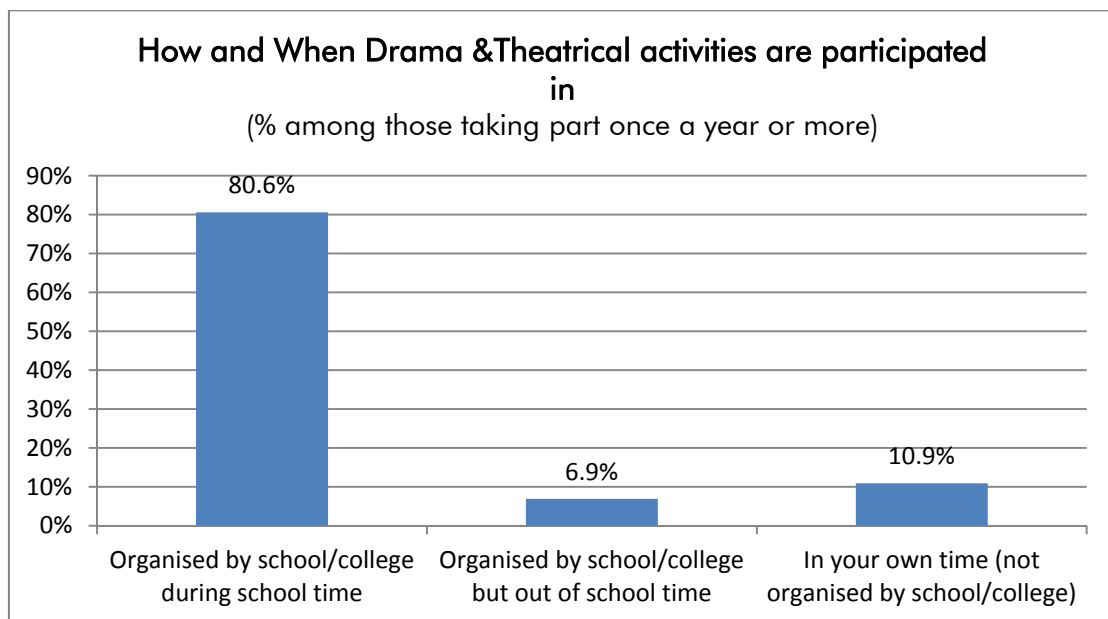
Source: Children’s Omnibus 2007-2013



Base: All 7-18 year olds (1,014)

Source Children’s Omnibus 2013

- Participation in Drama, like music activities, is very much correlated with age, with a big decrease as age increases. While 44.0% and 42.6% of 7-10 and 11-15 year olds take part only 10.9% of 16-18 year olds do so. Again, very similar to 2012.
- Girls are still more likely to take part in this artform compared to boys, following the 2012 pattern, with 38.7% of girls taking part compared to 32.4% of boys.
- The regional pattern is very much like 2012, with highest participation rates in the South Central region, 47.5% and lowest, 27.7%, occurring in both the South West and South East regions. The only difference with the previous year seems to be that while the South East region is the lowest, it has increased from the previous year by 5.2 percentage points.
- ABC1s continue to be the group most likely to participate in drama, 38.1% compared to 32.7% of C2DEs. The gap between these two groups has remained stable at 5.4 percentage points in both years.
- Welsh language speakers participate in drama activities, 42.9%, more so than their non Welsh speaking counterparts, 30.5%. The gap between these two groups currently stands at 12.4 percentage points, increasing from 7.8 points in the previous year.



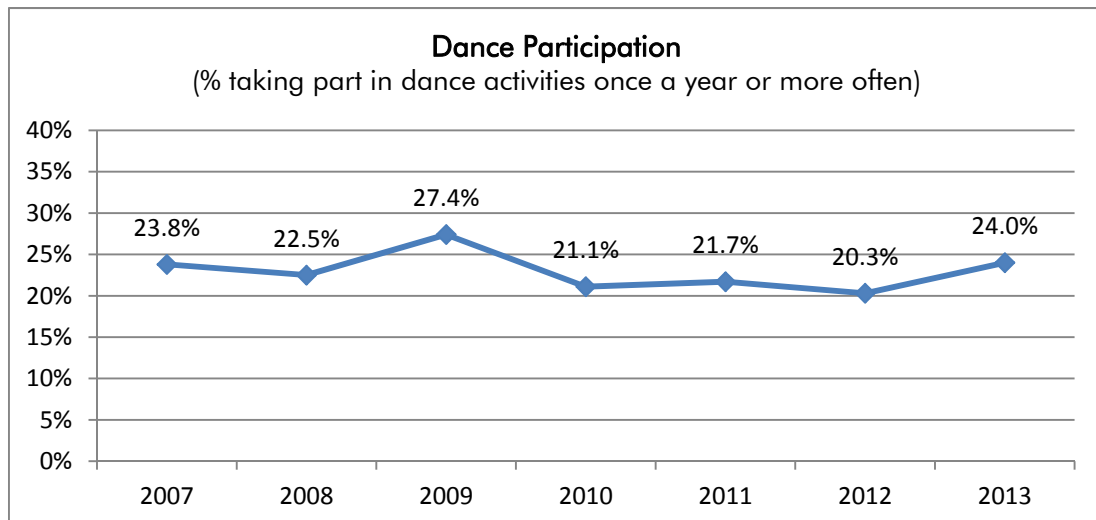
Base: Those participating in drama & theatrical once a year or more often (359)

Source: Children's Omnibus 2013

As in 2012, the majority of participation in this particular artform takes place organised by school/college and during this time, with 8 in 10 children and young people taking part in this way.

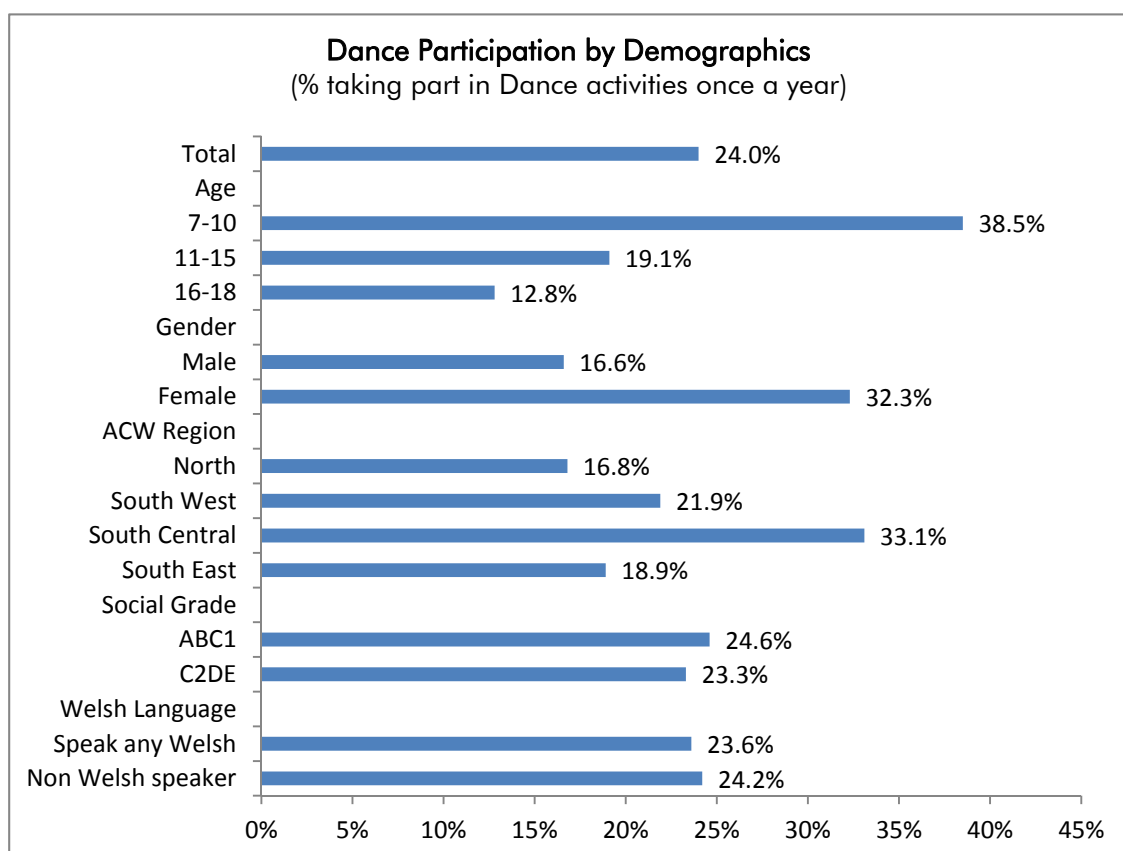
4.8. Dance

Participation in dance during 2013 was 24.0%, a slight increase from the last three years which had been relatively stable at 21%. The highest level of participation was recorded in 2009 at 27.4%, however this seems to have been an outlier as the trend has remained relatively stable since then. This still continues to be higher than the adult participation rate of 7.6%.



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

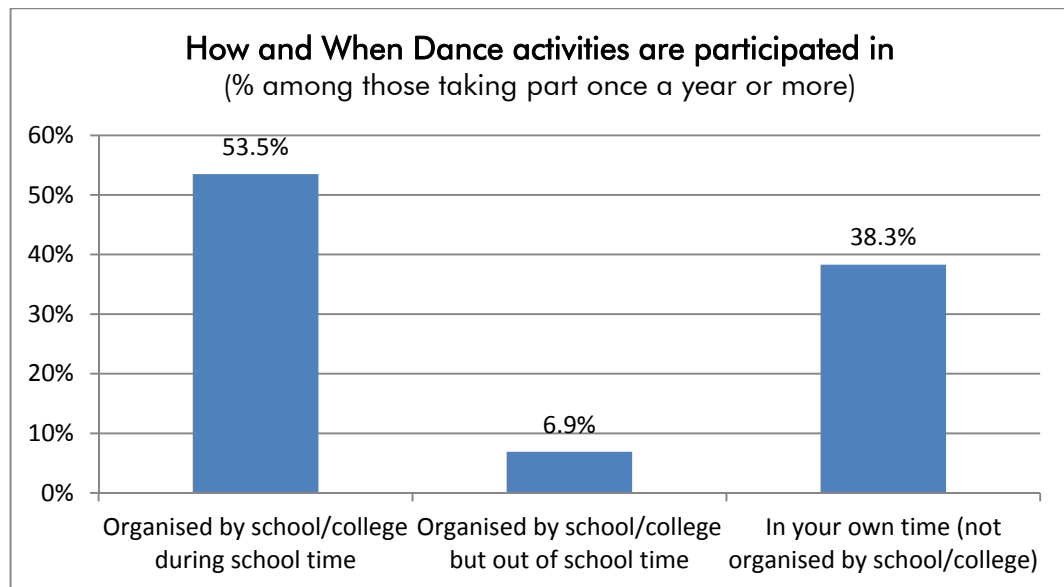
Source: Children's Omnibus 2007-2013



Base: All 7-18 year olds (1,014)

Source Children's Omnibus 2013

- In terms of age, 7-10 year olds are the only age group who have above average participation levels in dance at 38.5%. This decreases steeply to 19.1% among 11-15 year olds and 12.8% among 16-18 year olds.
- Despite there still being higher participation rates among girls in 2013, 32.3% v 16.6% boys, participation among boys in dance has increased from the previous year by 7.1 percentage points compared to 1.5% increase in girls participation since 2012.
- The South Central region once again has the highest levels of participation at 33.1%, and lowest levels in South East of 18.9%. The North region has seen a slight decrease in its levels of participation, by 6.3 percentage points from 2012, whereas the South West region has increased from 2012 by 6 percentage points.
- 2013 shows a very slight gap in participation in dance between the two socio economic groups, 24.6% for ABC1s and 23.3% for C2DEs. This gap has narrowed from the previous year when it stood at 3.1 percentage points.
- Welsh language also showed little disparity in participation rates with 24.2% of non Welsh speakers taking part compared to 23.6% of Welsh speakers.

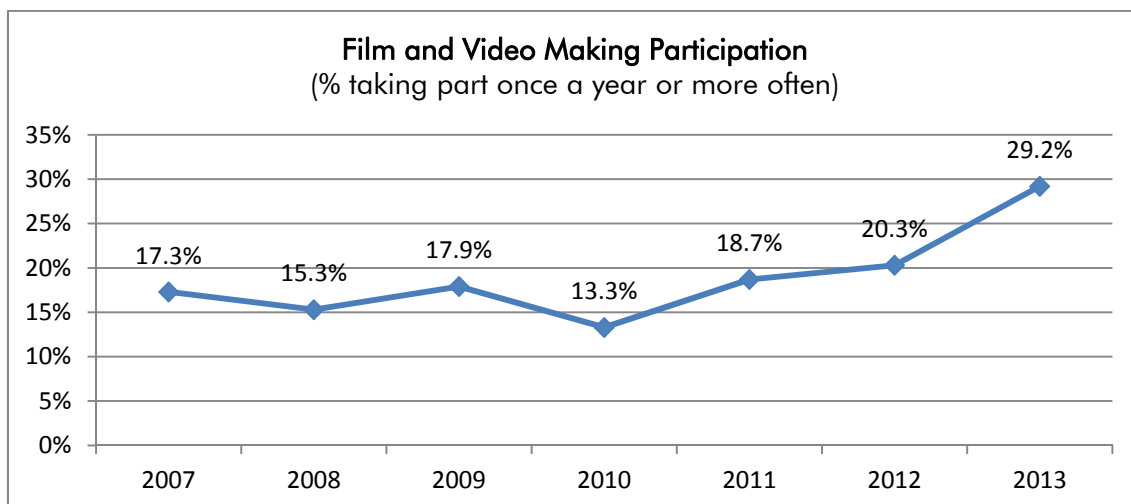


Base: Those participating in dance activities once a year or more often (243) Source: Children's Omnibus 2013

Just over half, 53.5%, of children and young people took part in dance activities through school/college and organised through this time. This has changed from 2012, when more or less 50% took part in school time and organised through school and also in their own time and organised outside school. It seems there has been a shift with more activity happening in school in 2013.

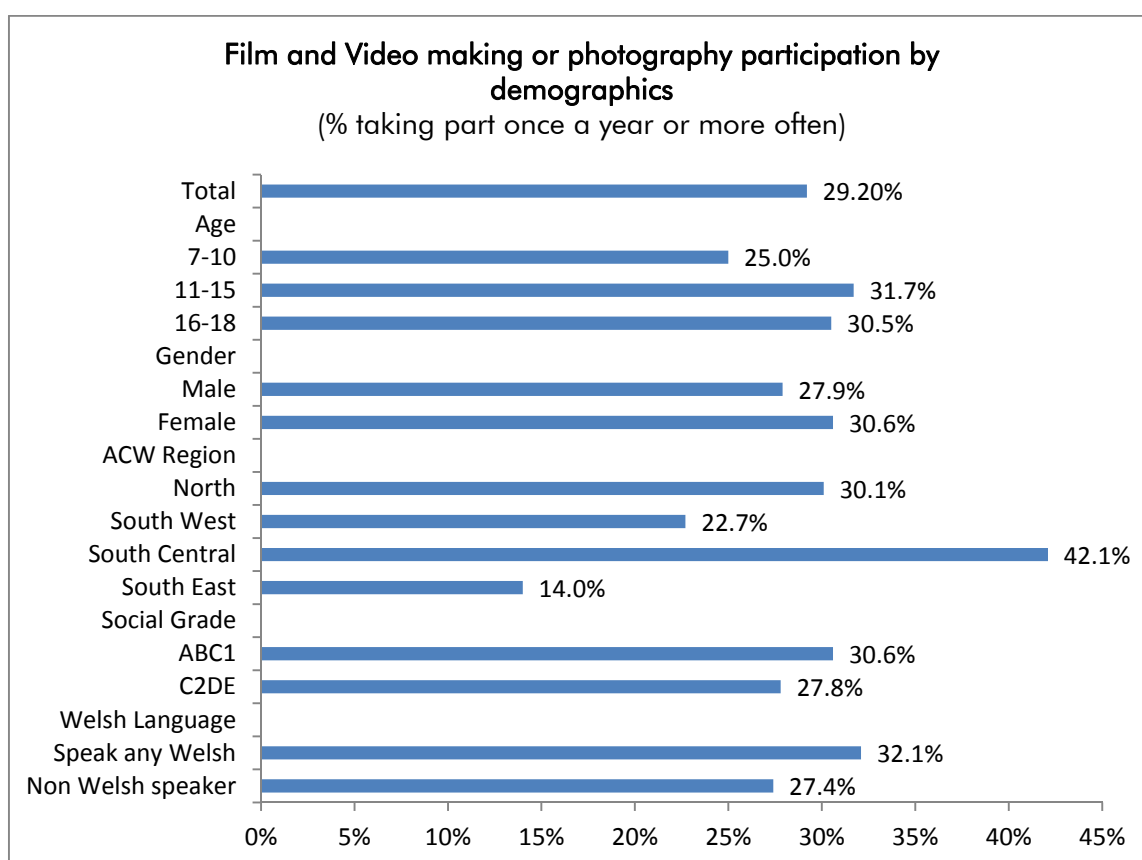
4.9. Film or Video Making or Photography

The 2013 figure for film, video making or photography has continued the upward trend in this artform and currently stands at 29.2%, 8.9 percentage points higher than the previous year. It also means that children and young people's participation in this artform is over three times that of their adult counterparts, 7.4% taking part.



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

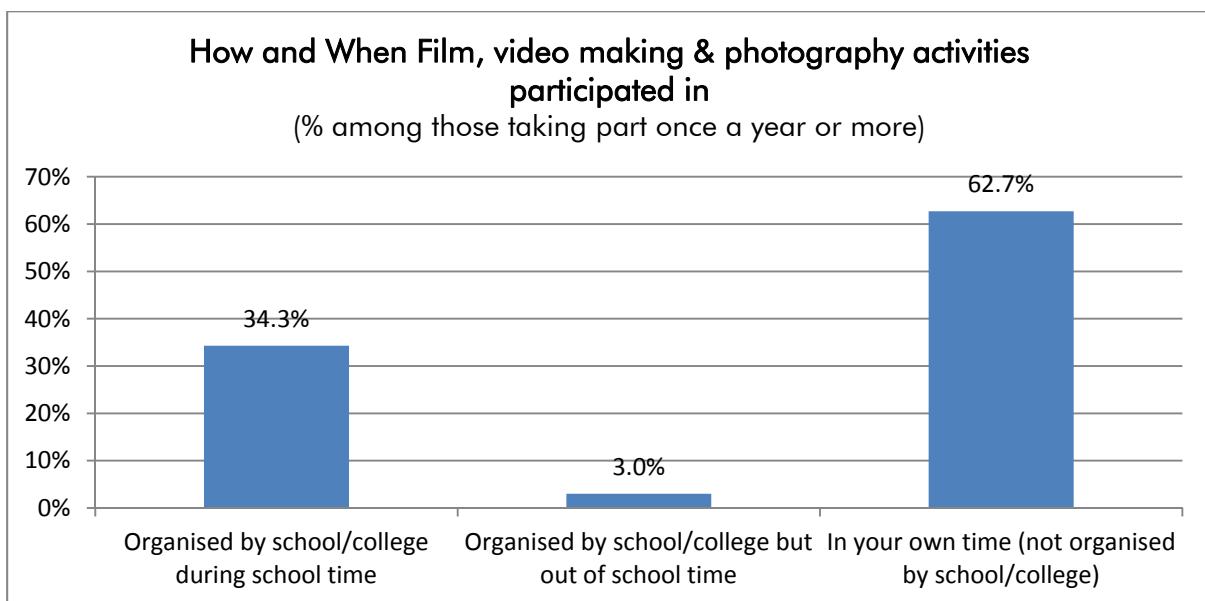
Source: Children's Omnibus 2007-2013



Base: All 7-18 year olds (1,014)

Source Children's Omnibus 2013

- Film, video making or photography is one of the few artforms where activity is increasing with age, and this is a change from 2012. While a quarter of 7-10 years olds take part once a year or more, this increases to 31.7% of 11-15 and 30.5% of 11-18 year olds. In 2012 there was a downward trend of 1 percentage point between each age group with 21% of 7- 10 year olds taking part compared to 19% of 16-18 year olds.
- There were more girls taking part in this activity than boys, 30.6% v 27.9%. Despite this, boy's participation has increased from the previous year by 7.9 percentage points.
- Once again South Central is the region with the highest levels of participation, much above the average at 42.1%. The North is the only other region that is just above average at 30.1%, the same pattern as 2012. There has been some growth in the South West region up from 10.5% in 2012 to 22.7% in 2013.
- While there has been an increase in participation among both socio economic groups, the increase among the lower group is the bigger of the two, up by 11.3 percentage points from 16.5% in 2012. However, ABC1s continue to have a higher level of participation at 30.6% in 2013.
- Welsh speakers are 4.7 percentage points more likely to participate in this artform than non Welsh speakers in 2013.

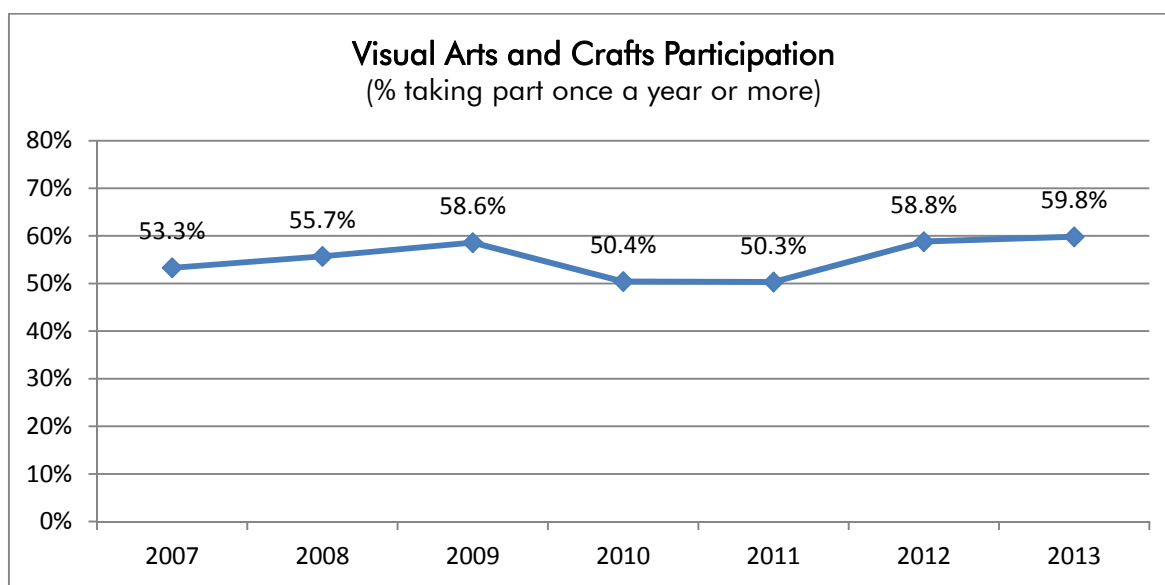


Base: Those participating in film, video making & photography activities once a year or more often (206)
Source: Children's Omnibus 2013

The majority, 62.7% of children and young people take part in this artform in their own time and organised outside school/college. This probably correlates with the higher participation rates among the older age groups.

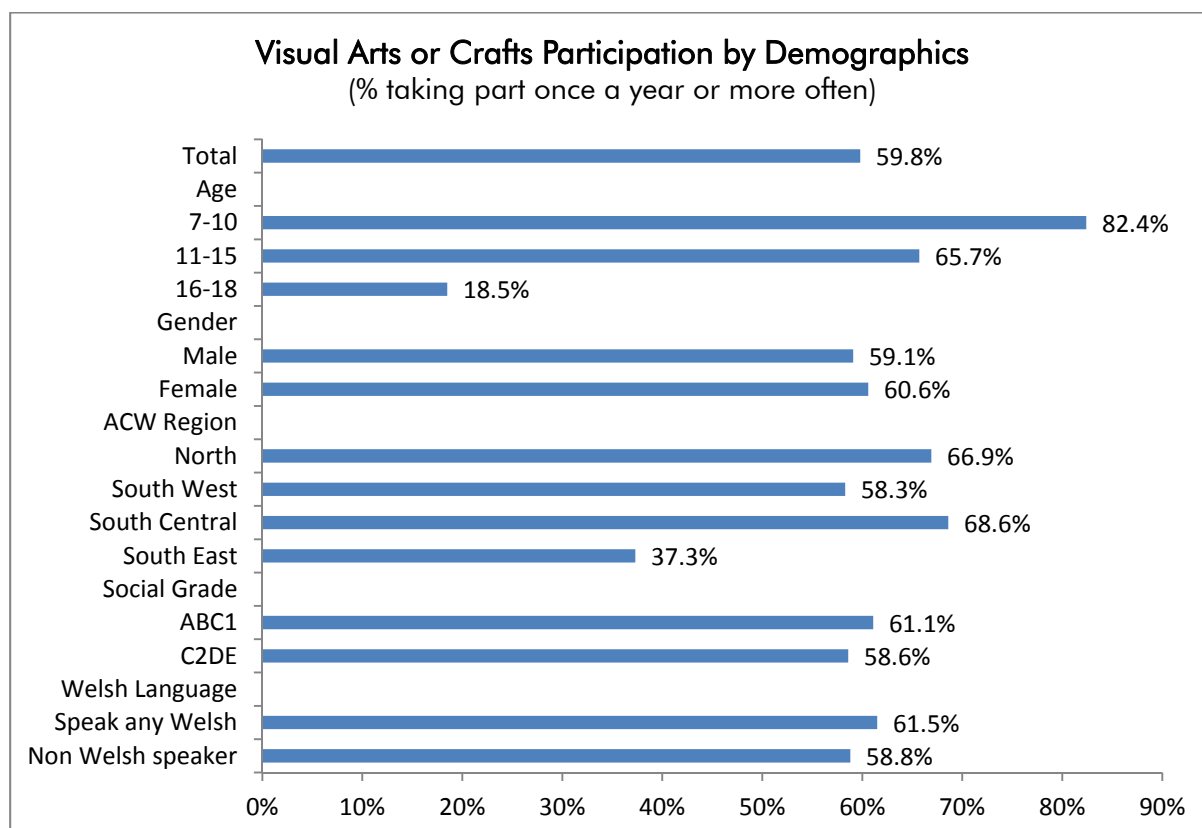
4.10. Visual Arts and Crafts

Almost 6 in 10 (59.8%) of children and young people participate in visual arts and craft activities once a year or more often, the second most popular art form behind carnival and street arts. This level of participation remains almost on a par with the 2012 rates. In comparison, participation in visual arts and crafts activities by adults stood at 16.4% in 2013.

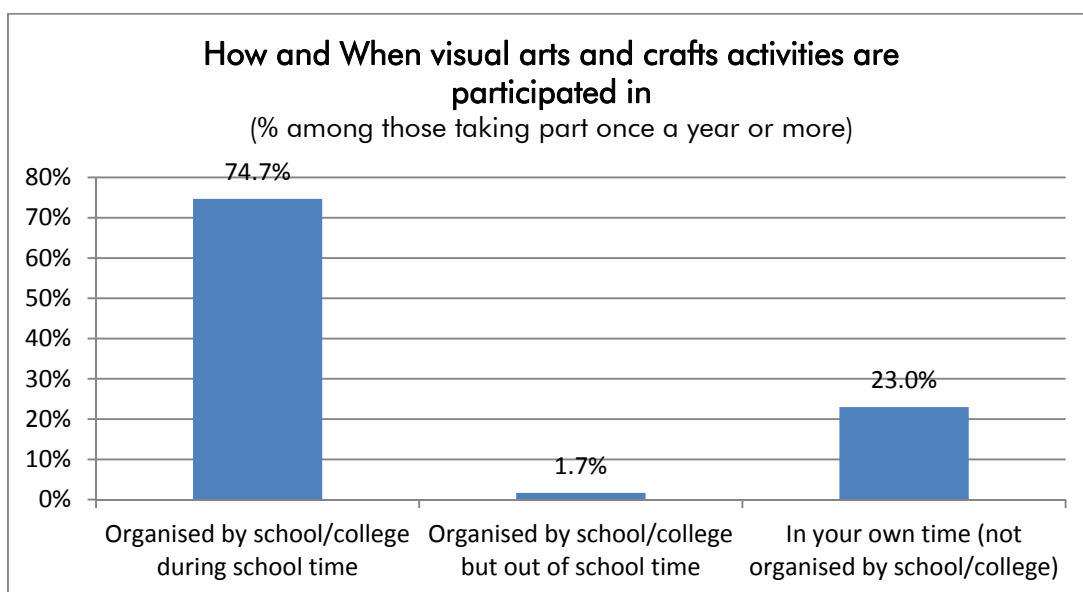


Base: All 7-18 year olds (1,000 per wave)

Source: Children's Omnibus 2007-2013



- By far the majority of children and young people taking part in visual art and craft activities fall into the youngest age group of 7-10 years olds, with 8 in 10 doing so once a year or more, 82.4%. This age group has experienced an increase in activity levels, up from 78.4% in the previous year. The other two age groups have remained relatively stable.
- More or less equal proportions of boys and girls take part in this activity, 59% v 60%. This has brought the small gap between the two groups down from the previous year.
- The highest levels of visual arts and crafts participation take place in the South Central region, 68.6% but this is closely followed by the North, 66.9%. The South East region lags further behind the other three at 37.3%.
- Participation in visual arts and crafts is higher among the ABC1 group, 61.1% compared to 58.6% of C2DEs. This has narrowed the gap to 2.5 percentage points from 2012, when there was a 7.7 percentage point gap between the two.
- There is currently only a small difference in participation rates between Welsh Language speakers and non Welsh language speakers, 61.5 v 58.8%. There was a much bigger gap in 2012, when it stood at a difference of 17.8 percentage points between the two.

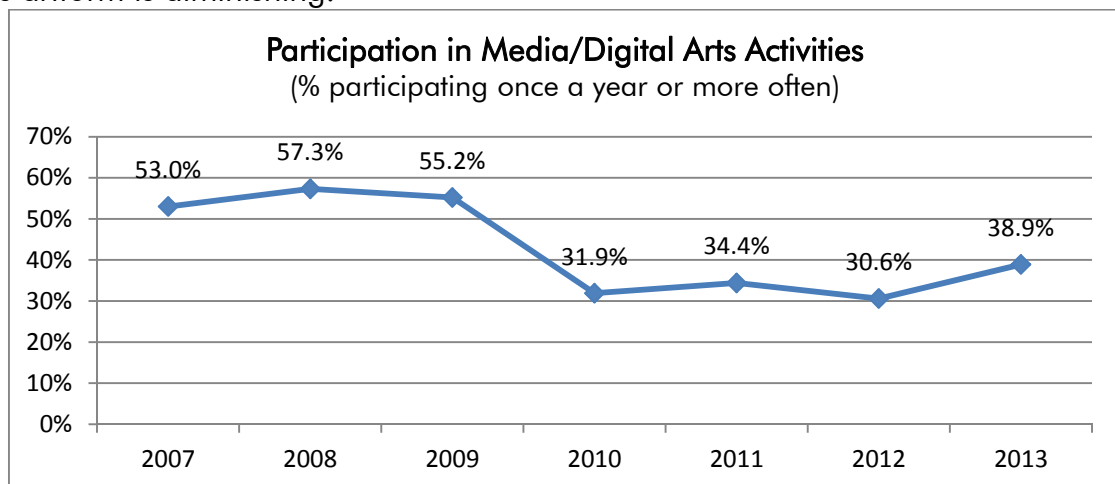


Base: Those participating in visual arts and craft activities once a year or more often (598)
 Source: Children's Omnibus 2013

Almost three quarters, 74.7%, of children and young people taking part in this activity do so in school/college and organised through these organisations. This has fallen slightly from the previous year when 80% took part in this way, however the proportion doing so in their own time has increased from 2012 from 19% to 23%.

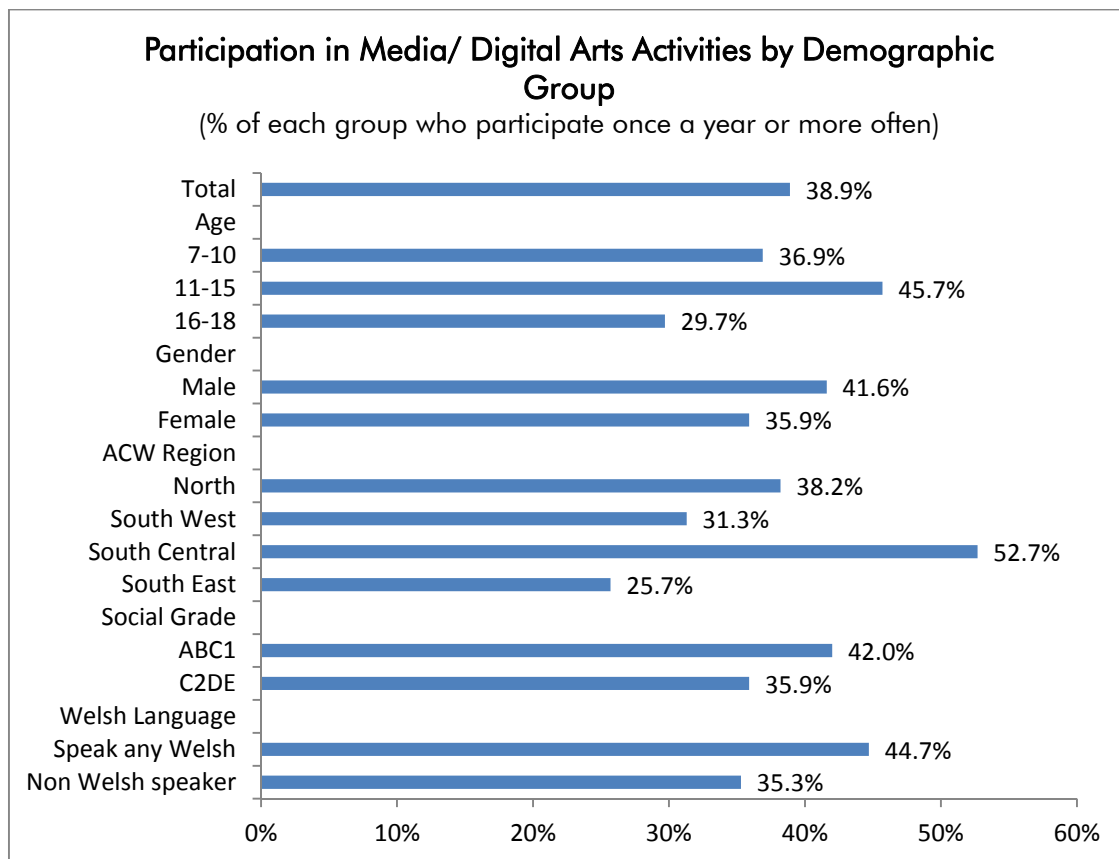
4.11. Digital Arts

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). Despite this, the 2013 figure has reversed the downward trend of 2012, and has in fact increased by 8.3 percentage points, which may suggest the impact of the change in the definition of this artform is diminishing.



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

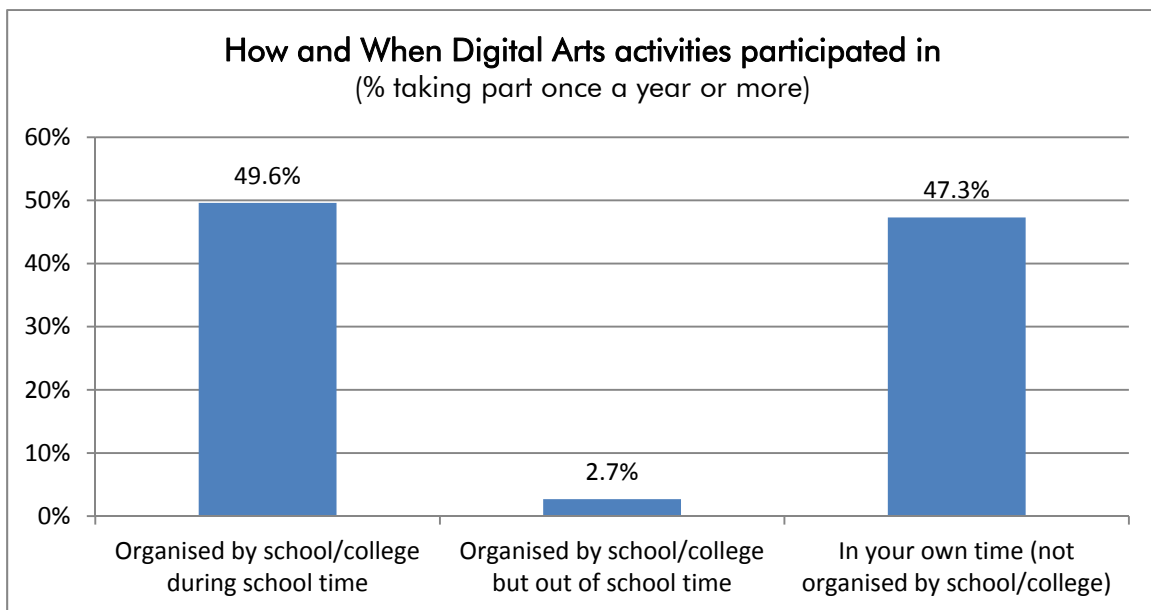
Source: Children's Omnibus 2007-2013



Base: All 7-18 year olds (1,014)

Source Children's Omnibus 2013

- This is one of the few participatory artforms where it is the middle age group which has the highest levels of participation, and participation levels have increased the most from 32.4% to 45.7%
- While in 2012, there were equal proportions of boys and girls taking part in digital arts (30%), there is now a gap of 5.7 percentage points between the two. This is also one of the few artforms where boys take part more than girls, 41.6% v 35.9%.
- The South Central region has the highest levels of participation, 52.7%, which was also the case in 2012 but it has increased from 36.6%. The North region has remained steady at 38.2%, while the South West has increased from 25.7% to 31.3%. The South East region had lowest levels of activities in both years, 21.5% increasing to 25.7% in 2013.
- Those in the ABC1 group take part in digital arts more frequently than their C2DE counterparts, 42.0% v 35.9%, a gap of 6.3 percentage points. This gap has increased from 2012 when it stood at 4.5 points.
- There are more Welsh speakers taking part in this activity than non Welsh speakers, 44.7 v 35.3%.

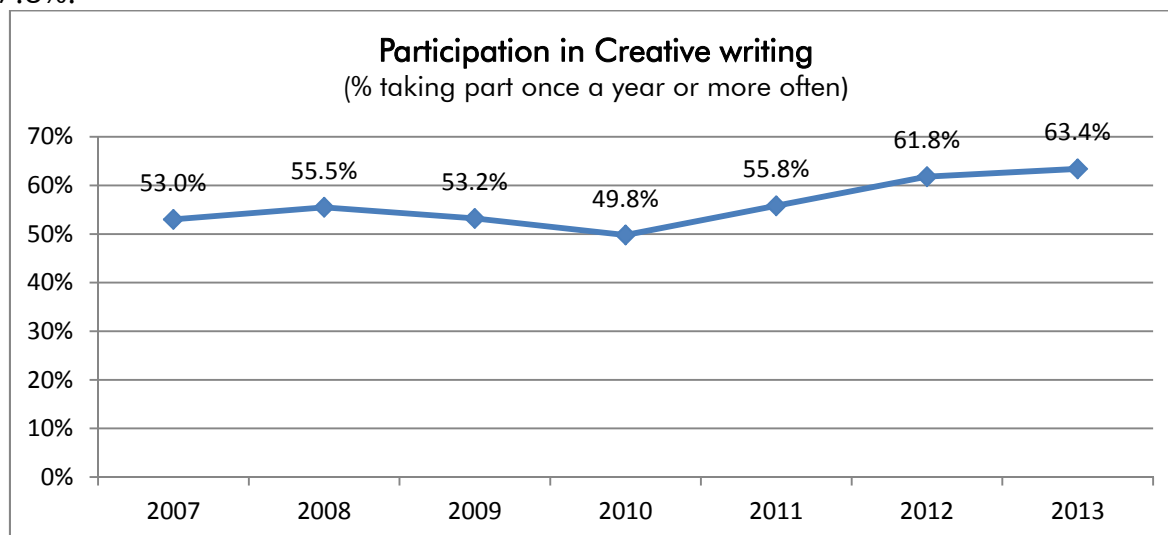


Base: Those participating in digital arts activities once a year or more often (395) Source: Children's Omnibus 2013

Almost half of this activity is carried out in school/college time and organised through them, and almost another half (47.3%) is done in children and young people's own time, and organised outside the school/college setting.

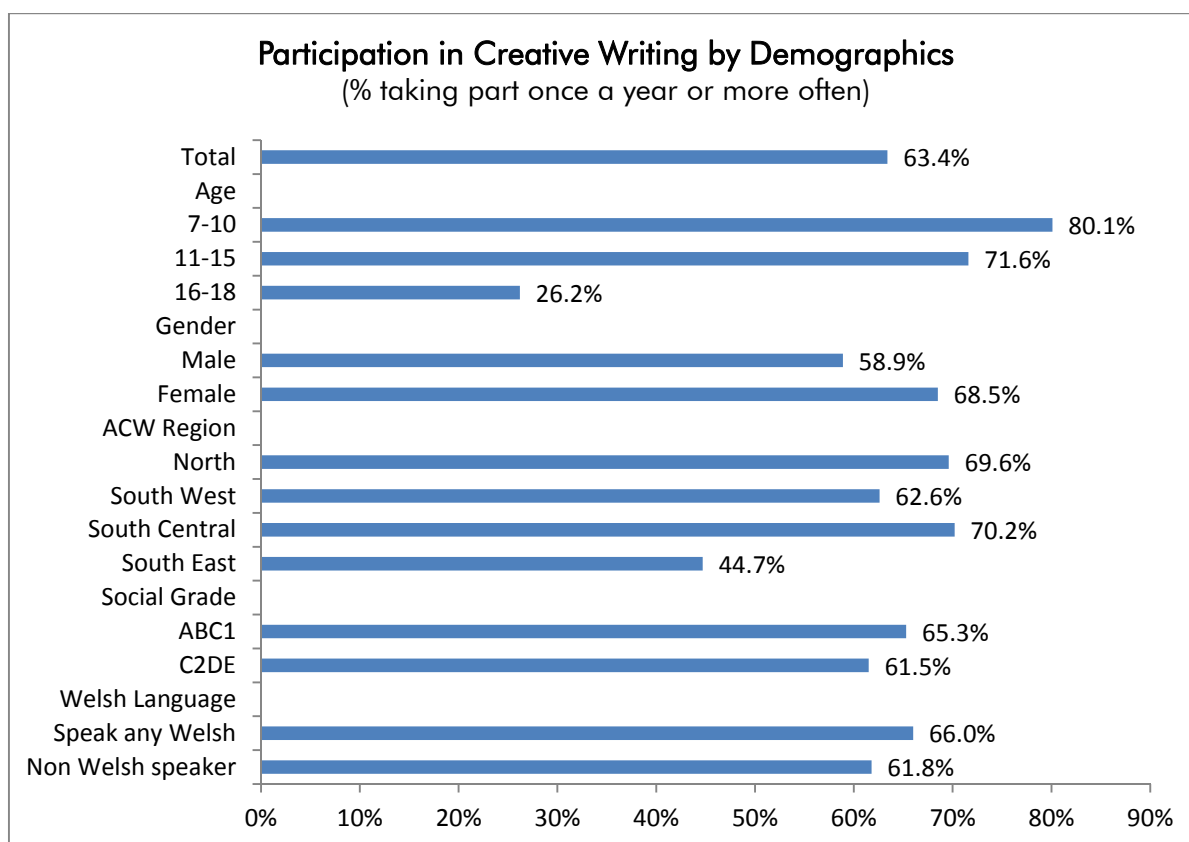
4.12. Creative Writing

Creative writing remained the most popular participatory art form in 2013, with 63.4% of children and young people participating once a year or more often. This artform has therefore experienced a 1.6 percentage point increase from 2012, and continued the upward trend from 2011. It is also the highest recorded participatory rate for this artform since the survey began and is much higher than the adult rate of 7.3%.



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

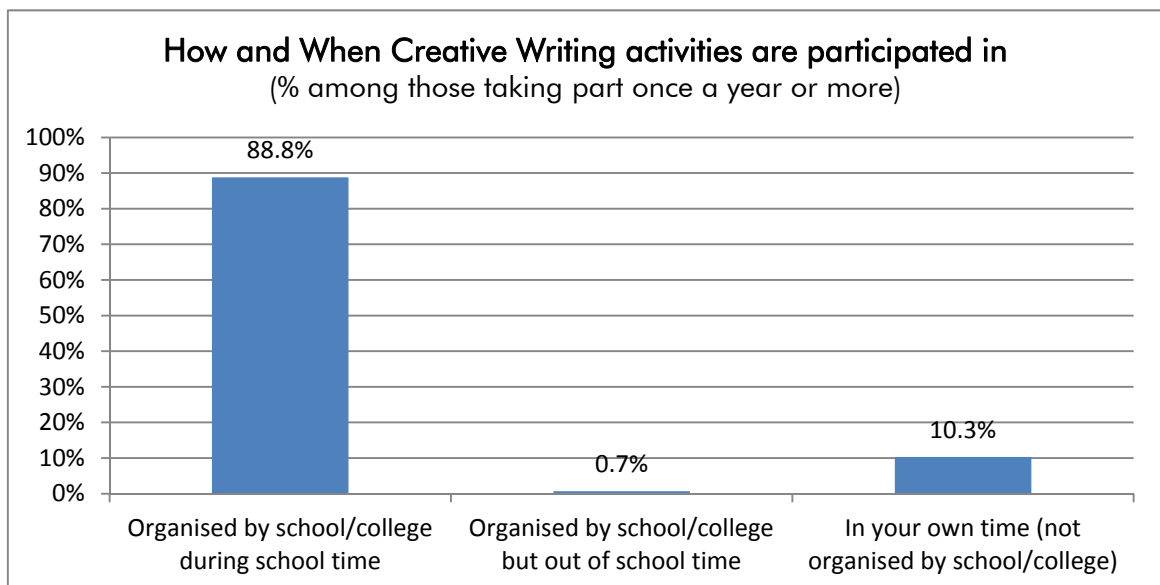
Source: Children's Omnibus 2007-2013



Base: All 7-18 year olds (1,014)

Source Children's Omnibus 2013

- Like many art forms, creative writing has lower participation rates among the older age groups. While just over a quarter of 16-18 year olds, 26.2%, have taken part in this activity, this compares to 8 in 10 7-10 year olds (80.1%) and 7 in 10 11-15 years olds 71.6%.
- While in 2012, there was almost no correlation between participation in creative writing and gender, with girls (63%) only 2 percentage points more likely to participate than boys (61%). 2013 has changed dramatically, with a 10 percentage point difference in the two, 68.5 girls v 58.9 boys.
- There is less disparity in participation in creative writing by region than for some other art forms; however children in South Central Wales (70.2%) are more likely to participate than those from other regions.
- As with most art forms children from ABC1 households (65.3%) are more likely to participate than those from C2DE households (61.5%), and Welsh speaking children (66.0%) are more likely to participate than those who are unable to speak Welsh 61.8%.



Base: Those participating in creative writing activities once a year or more often (643)
Source: Children's Omnibus 2013

Almost 90% of children and young people take part in this activity organised through school and in school time, and most likely correlates with the high proportion of younger children taking part in this artform.

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':

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

Appendix 2 – 2013 Survey Questionnaire

Arts Council of Wales

Final Questions – October / November 2013 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

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