



Date: 18th December 2014

Children's Omnibus Survey 2014: Initial Release of Headline Data

Introduction

The Children's Omnibus survey is conducted twice a year, in Spring and Autumn, on behalf of the Arts Council of Wales by Beaufort Research. The Arts Council has taken part in this Omnibus survey every year 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 2014. A detailed report will be published in January 2015.

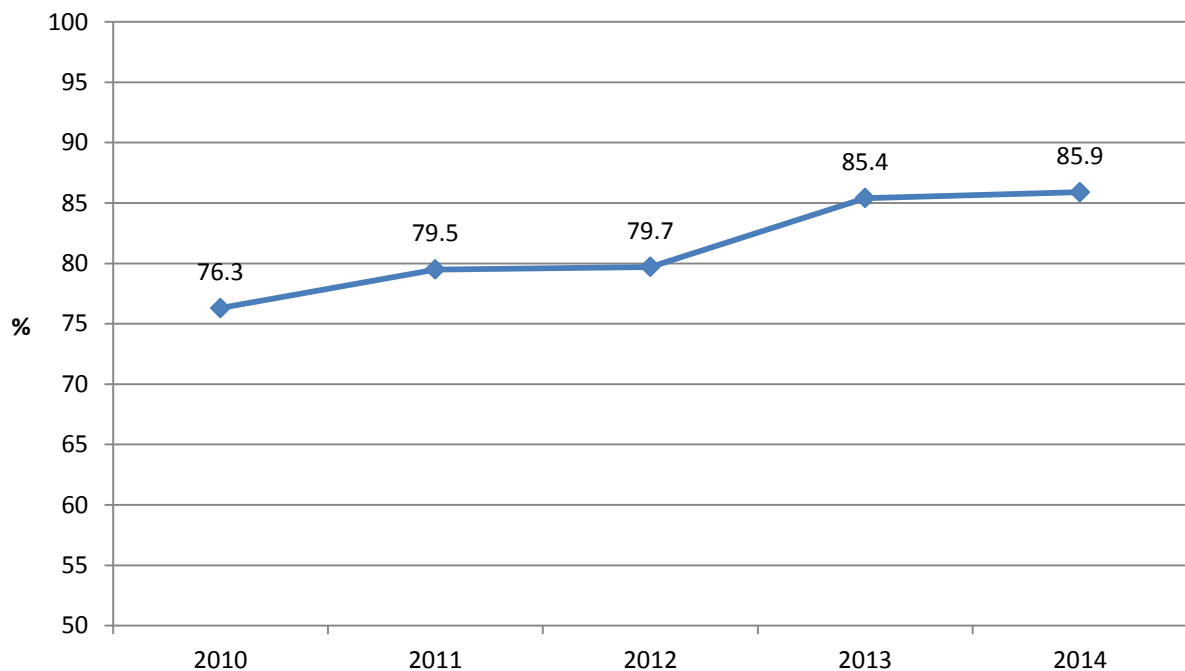
The results are based on 1,028 interviews completed with a representative sample of children and young people in Wales aged 7 to 18 years. The survey fieldwork was conducted in late April-early May and late October-early November 2014, with 514 interviews completed in each wave.

Key Results

Attendance

During 2014, 85.9% of children and young people in Wales attended an arts event once a year or more. Attendance levels by children and young people in 2014 have remained steady with a very small increase from the previous year of 0.5 percentage point, this follows a sharp increase between 2012 and 2013. The graph overleaf demonstrates the trends in levels of attendance since 2010:

Attendance to Arts Events once a year or more (9 artforms)



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

Attendance¹ levels during 2014 demonstrate:

- More girls (87.7%) than boys (84.3%) continue to attend 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, there has been an increase from the previous year of almost one percentage point whereas girls attendance rate has remained exactly the same.
- There continues to be positive trends in attendance levels by socio economic grade since 2010. While in 2014 there are still higher proportions of those in the higher grades ABC1s² attending (88.9% compared to 83.4% of C2DEs) levels of attendance among the lower social grades have increased more greatly than the higher social grades. Attendances by C2DEs have increased by 13.9 percentage points from 69.5% in 2010, compared to an increase of 5.7 percentage points for ABC1s since 2010.

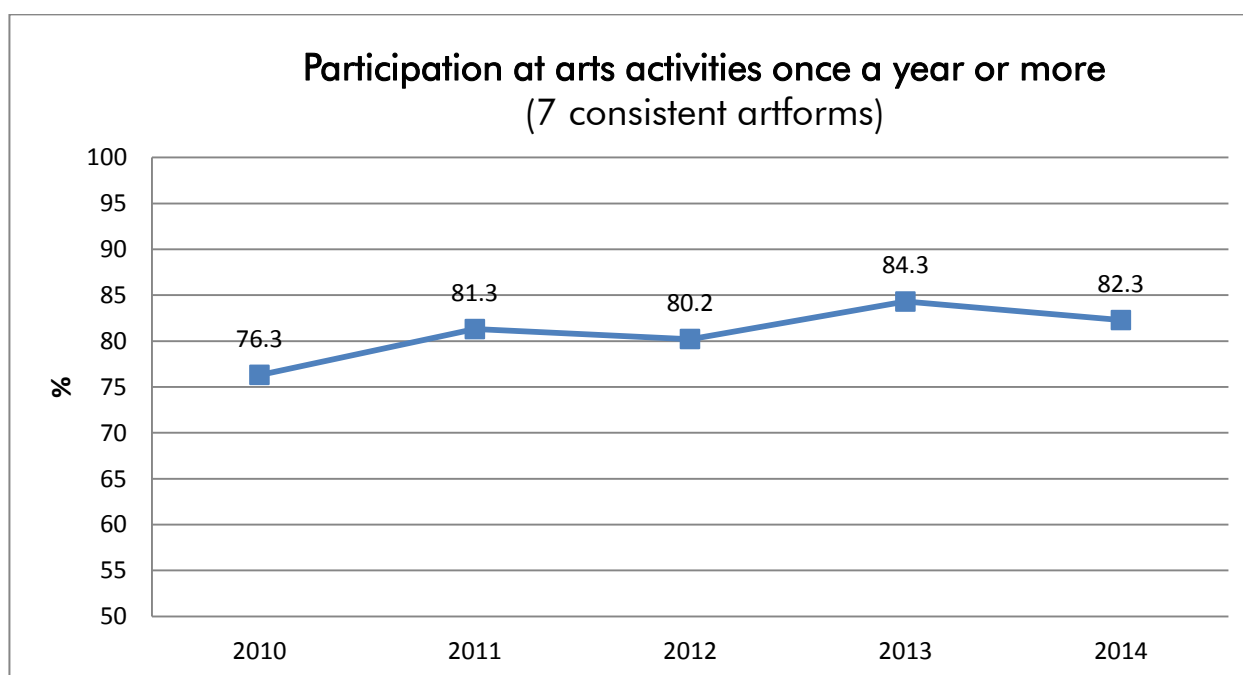
¹ The graph shows data for attendance at 9 artforms which have been included in the survey since 2010. The following artforms are included: plays, musicals, opera, classical music concerts, other live music, dance performances, art or craft galleries or exhibitions, readings, storytellings or other literature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

² Social grade is classified using the JICNARS grades (A, B, C1, C2, D, or E) based on the occupation of the chief income earner in the household in which the young person lives.

- As was the case in 2013 carnivals and street arts, and plays were the two artforms which had the highest levels of attendance during 2014, 54.2% and 52.1% respectively. Opera continues to be the artform with the lowest level of attendance. In 2014 less than 1% (only 8 respondents) said they had attended opera. This is the lowest level of attendance recorded for opera since 2010 when 3.0% of children and young people would attend. Attendances to exhibitions of art and craft have experienced the highest increase of all artforms, up by 5.7 percentage points from the previous year.

Participation

In 2014, 82.3% of children and young people took part in arts activities once a year or more, a decrease of -2 percentage points. While there has been a slight decrease in participation³ levels from the previous year they still remain higher than earlier years, as shown in the graph below.



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

- As with attendances, more girls than boys take part in the arts, 83.9% compared to 80.8%, though the gap between the two remains the same as the previous year (almost 3 percentage points).
- ABC1s have higher levels of participation in the arts at 83.2% compared to 81.5% of C2DEs. However, the decrease among ABC1s from the previous year has been the

³ Participation in seven artforms is measured: musical activities, drama or theatrical activity, dance, film and video making or photography, visual arts and crafts, digital arts and creative writing.

greater of the two groups, at -3.3 percentage points compared to -0.6 percentage point for the C2DEs.

- As is the case since 2010, creative writing continues to be the most popular artform for children and young people to take part in (62.7%), this is followed by visual arts and crafts (57.7%), and musical activities (47.6%). Again this is the same as the previous year. Dance is the artform with the lowest levels of activity (25.4%), though this is the highest this has been since 2012. Digital arts experienced the biggest year on year decrease of -5.6 percentage points from 38.9% to 33.3%.

Frequency

The Arts Council of Wales includes questions on the Children's Omnibus twice a year, in Spring and Autumn. A full report of the amalgamated dataset will be published in January 2015.

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

Website: www.artscouncilofwales.org.uk

Contact

Sarah Jones
Research Officer
Arts Council of Wales
Bute Place
Cardiff
CF10 5AL
Tel: 029 2044 1373
Sarah.Jones@artscouncilofwales.org.uk

Next Update

January 2015.