



Cyngor Celfyddydau Cymru  
Arts Council of Wales



Artis Community (image: Springbox Photography)

# 2014 Children's Omnibus Survey

## Report on main findings



Arts Council of Wales  
Research Team



Arts Council of Wales is committed to making information available in large print, braille, audio and British Sign Language and will endeavour to provide information in languages other than Welsh or English on request.

Arts Council of Wales operates an equal opportunities policy.

Contents	Page
<b>1. Introduction</b>	<b>3-4</b>
1.1. Background	3
1.2. Methodology	3
1.3. Notes on Data Presentation	4
<b>2. Executive Summary</b>	<b>5-7</b>
2.1. Arts Attendance	5-6
2.2. Arts Participation	6-7
<b>3. Arts Attendance</b>	<b>8-17</b>
3.1. Frequency of Attending Arts Events – methodology	8
3.2. Frequency of Attending Arts Events	9-10
3.3. Attendance to Arts Events by Demographic Grouping	11
3.4. Attendance by socio economic group	11
3.5. Attendance by Age	12-13
3.6. Attendance by gender	13
3.7. Attendance by region	14
3.8. Attendance by Welsh language	14-15
3.9. Summary of attendance by Art Form	16-17
3.10. How and when arts events are attended	17
<b>4. Arts Participation</b>	<b>18-26</b>
4.1. Frequency of Participation in Artistic Activities – Methodology	18
4.2. Frequency of Participation in Arts Activities	19
4.3. Participation by Demographic Grouping	20
4.4. Participation by socio economic group	20
4.5. Participation by Age	20-21
4.6. Participation by gender	22
4.7. Participation by region	23
4.8. Participation by Welsh language	24
4.9. Summary of Arts Participation by Artistic Activity	25-26
4.10. How and when the arts are participated in	26
<b>Appendix 1: Attendance to Arts Events by artform</b>	<b>27-43</b>
<b>Appendix 2: Participation at arts activities by artform</b>	<b>44-57</b>
<b>Appendix 3: Socio-Economic Grade Definitions</b>	<b>58</b>
<b>Appendix 4: 2014 Survey Questionnaire</b>	<b>59-60</b>

# 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 2014 survey, examining overall levels of attendance and participation by children and young people in the arts. Demographic and regional variations are explored, a comparison of artforms is provided and individual artform trends are provided in appendix 1 and 2 at the end of the report.

## 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 undertaken in accordance with the MRS Code of Conduct and specifically, following the Guidelines for Conducting research with Children and Young People.

Fieldwork for the 2014 survey took place over the period 22nd April to 4<sup>th</sup> May 2014 and 21st October to 17th November 2014. 515 interviews were conducted and analysed in the first wave and 514 in the second, giving an unweighted sample of 1,029, 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 that the regional definitions referred to throughout the report are the Arts Council of Wales definitions of regions. These can be seen below:

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

## 2. Executive Summary

### 2.1. Arts Attendance

- Arts attendance among children and young people has remained at the same level as 2013, with more than 8 in 10 (85.9%) children and young people attending any of the 9 art forms (including carnivals and street arts) once a year or more.
- 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 has increased from 77.3% in 2013 to 79.3% in 2014 (an increase of 2 percentage points). This represents a continuing upward trend in attendance levels since 2012, when 71.5% of children and young people attended events. The 2014 rate is also the highest level of attendance recorded since the survey began in 2007.
- While higher social grades still appear to correlate with higher levels of attendance in the arts (ABC1s 88.9% v C2DEs 83.4%) there has been a slight decrease in the gap between the two groups from the previous year. The gap between the two groups currently stands at 5.5 percentage points, down from 6.1 percentage points in 2013.
- While the youngest age group of 7-10 year olds continues to have the highest levels of attendance in the arts, (92.9%) the biggest year on year increase has been among the oldest age group of 16-18 year olds, an increase of 4.3 percentage points to 79.0% in 2014.
- Attendance levels to most arts events are generally higher among girls, 87.7% than boys 84.3%. There has been little change in patterns of attendance by gender from the previous year, with girl's attendance rates remaining exactly the same as 2013 and boys increasing by only 0.9 percentage points.
- The South West region had the highest level of attendance to arts events in 2014 (91.6%) followed by the South Central region (89.4%). The North region also had above average attendance levels of 87.0% with only the South East region falling below the average at 66.7%.
- The 2014 survey shows there continues to be a difference in levels of attendance to the arts between those who speak Welsh and those who do not, 83% of non welsh speakers attending compared to 90.6% of Welsh speakers.

- Carnival and street arts continues to be the most popular art form to attend in 2014 with 54.2% of children and young people attending once a year or more. This is up by 2.9 percentage points from 2013. Opera remains the least frequently attended artform at 0.8% and has shown a decrease from 2012 of 0.8 percentage points.<sup>1</sup>
- The majority of attendance to all arts events is during children and young peoples own time and not organised through school/college and during school/college time, 73.0%

## 2.2. Arts Participation

- Over 8 in 10 (82.3%) of children and young people in Wales continue to participate in any of the 7 artistic activities once a year or more often in 2014. However, this is a slight decrease of 2 percentage points from the previous year.
- In 2014, children and young people in the ABC1 group remain more likely to take part in the arts than their C2DE counterparts, 83.2% compared to 81.5%. Despite this the gap between the two socio-economic groups has narrowed further from 4.4 percentage points in 2013 to 1.7 in 2014, due to a decrease among the ABC1 group of 3.1 percentage points.
- Older children (16-18 year olds) still remain less likely to participate in an artistic activity in 2014 than younger children, 56.2% doing so once a year or more often in comparison to 93.0% of 7-10 year olds. The rate among the older age group has decreased from 60.4% in the previous year.
- Girls remain more likely to take part in the arts (83.9%) than boys (80.8%) in 2014. The gap between the two has increased marginally with a 3.1 percentage point difference, compared to 2.4 percentage points in the previous year.
- The South Central region has maintained the highest levels of participation since 2012, with 90.1% taking part in the arts during 2014. The South East region continues to have the lowest levels of participation and has actually experienced a year on year decrease since 2012, with rates falling from 69.0% in 2012 to 54.2% in 2014.

---

<sup>1</sup> The sample size for this artform is very small, only 8 children and young people in 2014, 13 in 2013 and 16 in 2012.

- Participation rates continue to be higher among those who speak Welsh, 86.4%, compared to those who do not speak Welsh, 79.7%.
- Creative writing (62.7%) remained the most popular participatory arts activity in 2014, followed by visual arts and crafts (57.7%). While dance was the least popular artform to take part in, it has actually increased by 5.1 percentage points from 20.3% in 2012 to 25.4% in 2014.
- The majority of participation in arts activities is organised through schools/colleges and during school/college time, 71.1%



## 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\*

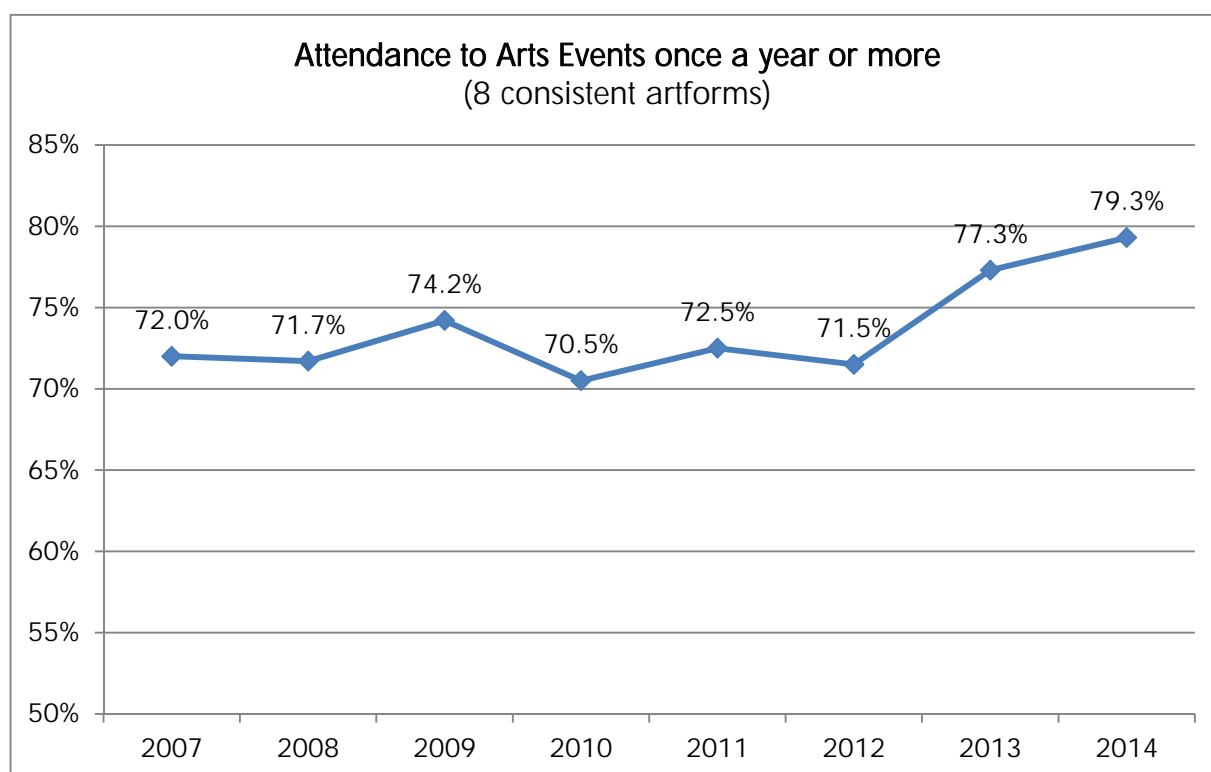
\*Art form added in 2010

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. Details of trends to specific artforms can be found in appendix 1 to the report.

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 eight years but also based on all nine art forms over the last five 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 2014 survey shows that 79.3% of children and young people in Wales attended at least one of the eight art forms once a year or more often<sup>2</sup>. This is an increase of 2 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. The 2014 data is the latest in an upward trend with attendance levels increasing by just over 7 percentage points since 2012.

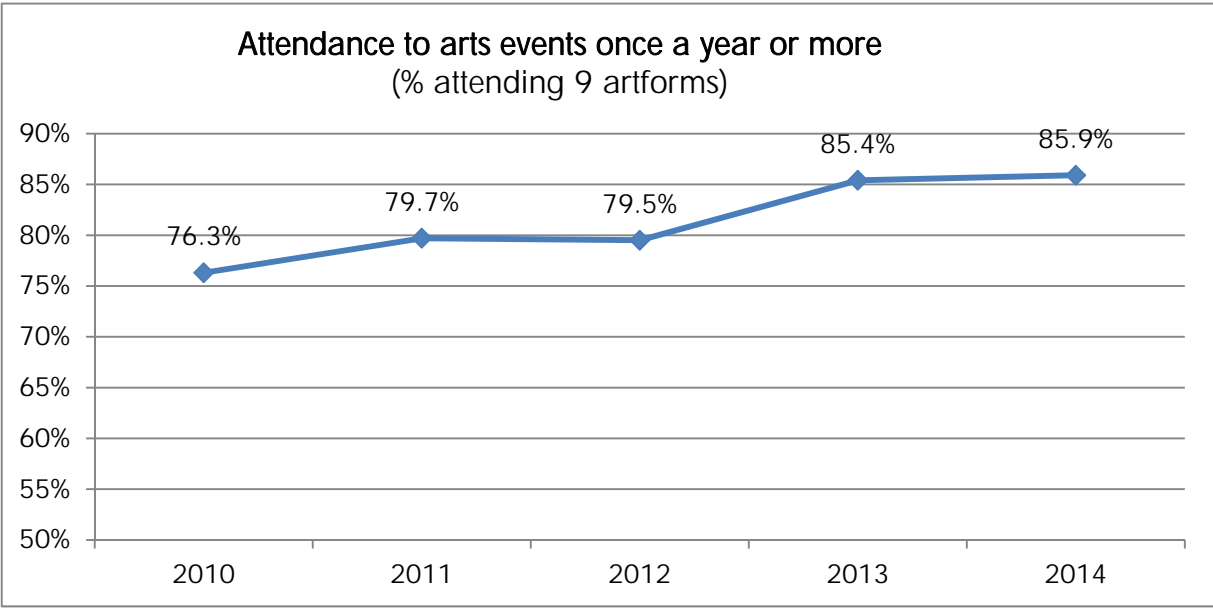


Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus Survey 2007-2014

If we include Carnivals and Street Arts in the above analysis it is evident that attendance amongst children and young people in Wales remained at a steady level from the previous year with 85.9% attending arts events once a year or more. The trend in this data shows that while there was a steady increase in attendance levels between 2010 and 2012, it then increased sharply between 2012 and 2013, up by 5.9 percentage points but appears to have levelled off in 2014. The 2015 data will show whether this is a more consistent trend. Since 2010, attendance levels have increased by 9.6 percentage points.

<sup>2</sup> 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.



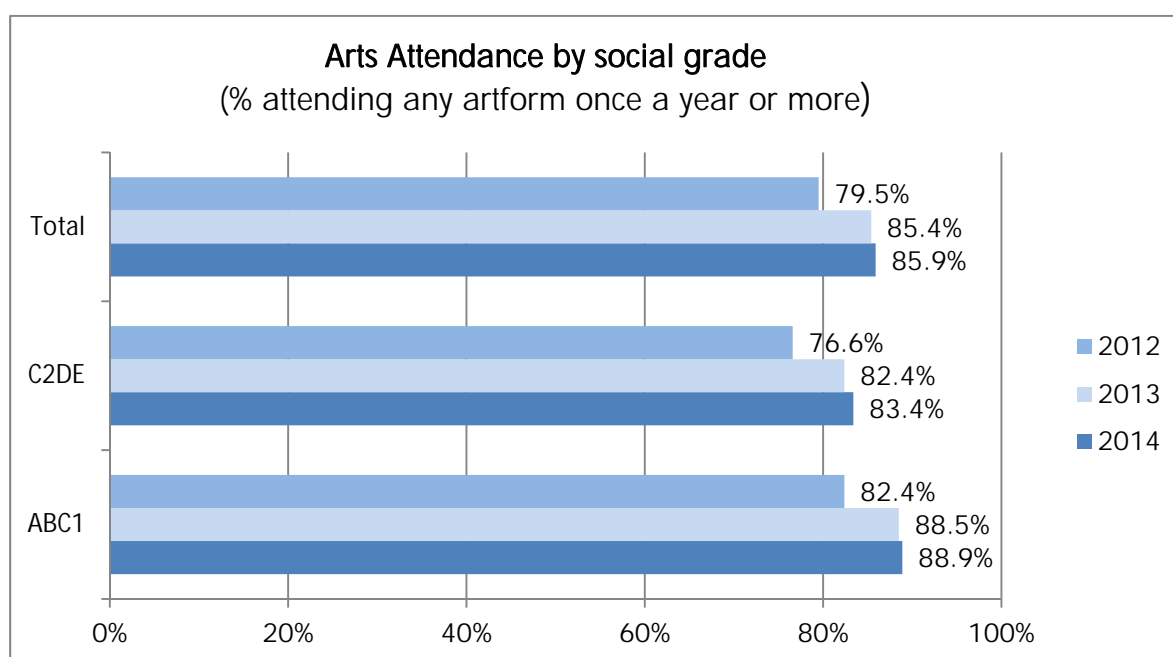
Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus 2010-2014

### 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, region and Welsh Language ability. Data for 2012, 2013 and 2014 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.<sup>3</sup> Each chart also shows the overall total attendance figures to any of the nine categories over the last three years for comparison.

### 3.4 Attendance by Social Grade



Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

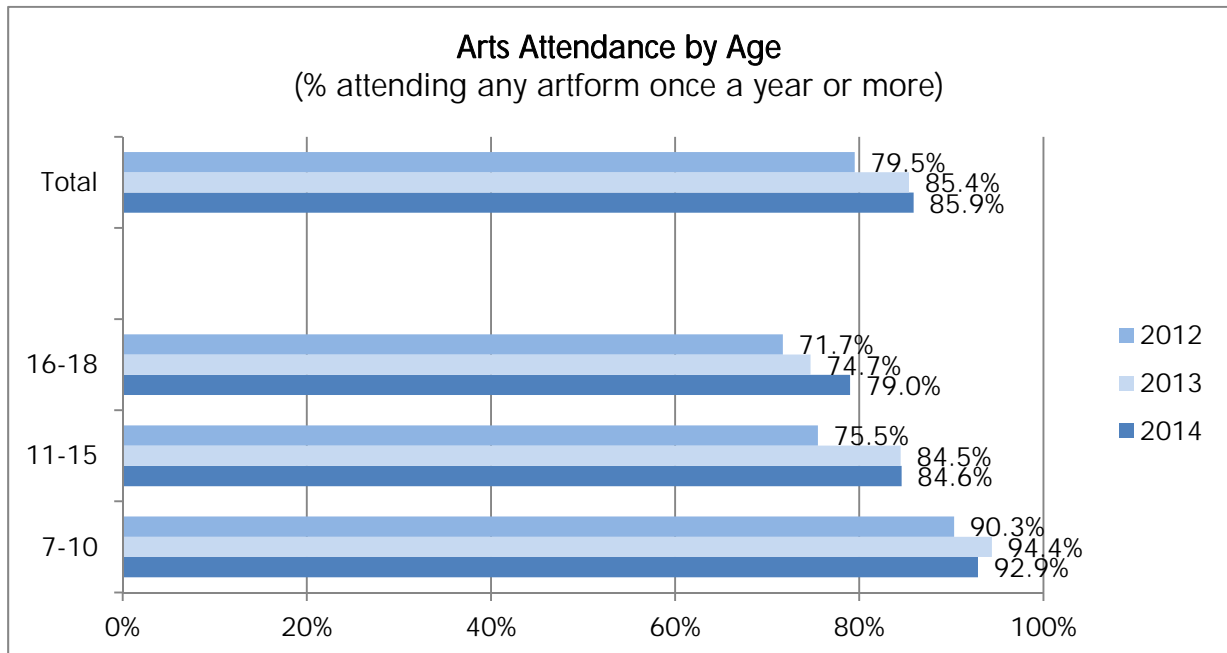
Source: Children's Omnibus 2012-2014

The 2014 data continues to show that children who live in households of higher social grade (ABC1s) remain more likely to attend arts events than their C2DE counterparts, 88.9% having done so once a year or more often in 2014 compared with 83.4% of C2DEs. In previous years the gap between the two groups had narrowed sharply from 13.1 percentage points in 2011, to 5.8 percentage points in 2012 and then increased again to 6.1 percentage points in 2013. The 2014 survey shows the gap has narrowed very slightly in 2014, to 5.5 percentage points.

<sup>3</sup> The nine artforms include carnivals and street arts which was added in 2010.

### 3.5 Attendance by Age

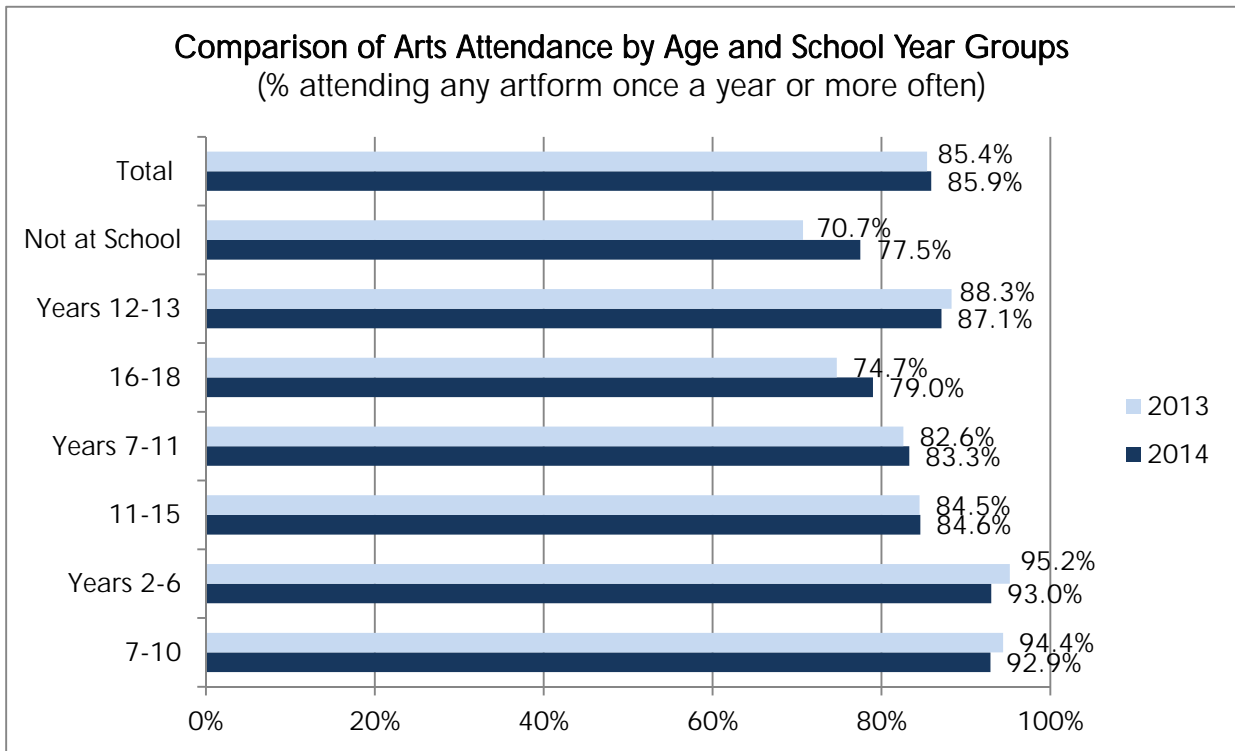
While younger children (7-10 year olds) continue to be the age group most likely to attend the arts in 2014, 92.9%, the older age group of 16-18 year olds has experienced the biggest increase over the three years, up by 4.3 percentage points from 71.7% in 2012 to 79.0% in 2014. 7-10 year olds are the only age group to have an above average attendance rate but have experienced a decrease of 1.5 percentage points from the previous year. The rate among the middle age group of 11-15 year olds has stabilised at around 84.6%



Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2012-2014

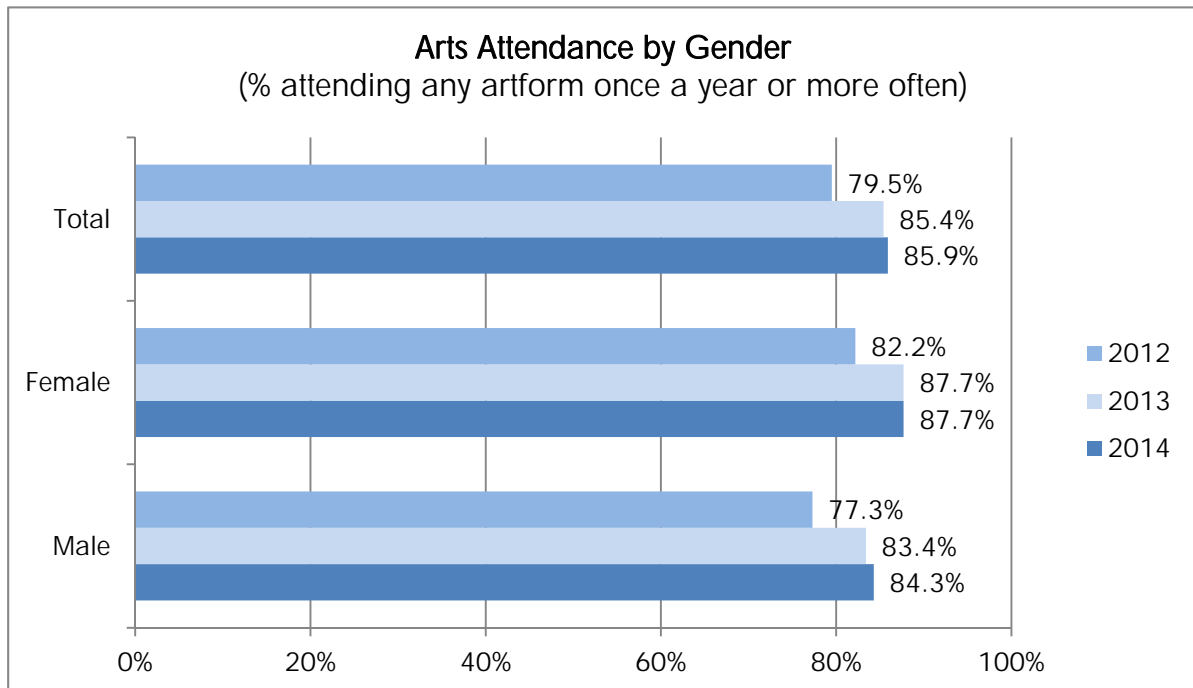
It is also interesting to compare attendance by age groups with attendance by school year groups, and it is evident that there is some correlation between the two. In 2014 children in school years 2-6, have almost identical levels of attendance as 7-10 year olds, 93.0% and 92.9% respectively. As 7-10 year olds fall into the school years 2-6 it suggests that the school/college environment may have some influence on levels of attendance to the arts by children and young people. Similarly the difference in arts attendance between 11-15 year olds and those in school years 7-11 is only 1.3 percentage points in 2014, suggesting a close correlation here too. The biggest difference occurs between 16-18 year olds and those in school years 12-13. Here there is a difference of 8.1% points with 79.0% of 16-18 year olds reported to attend an arts event once a year or more often, in comparison to 87.1% of those in school years 12-13. 77.5% of those not in school attended the arts once a year or more in 2014 and this has actually increased from the previous year by 7.5 percentage points. This data suggests that 16-18 year olds are more likely to attend arts events if they are still in school.



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

### 3.6 Attendance by Gender

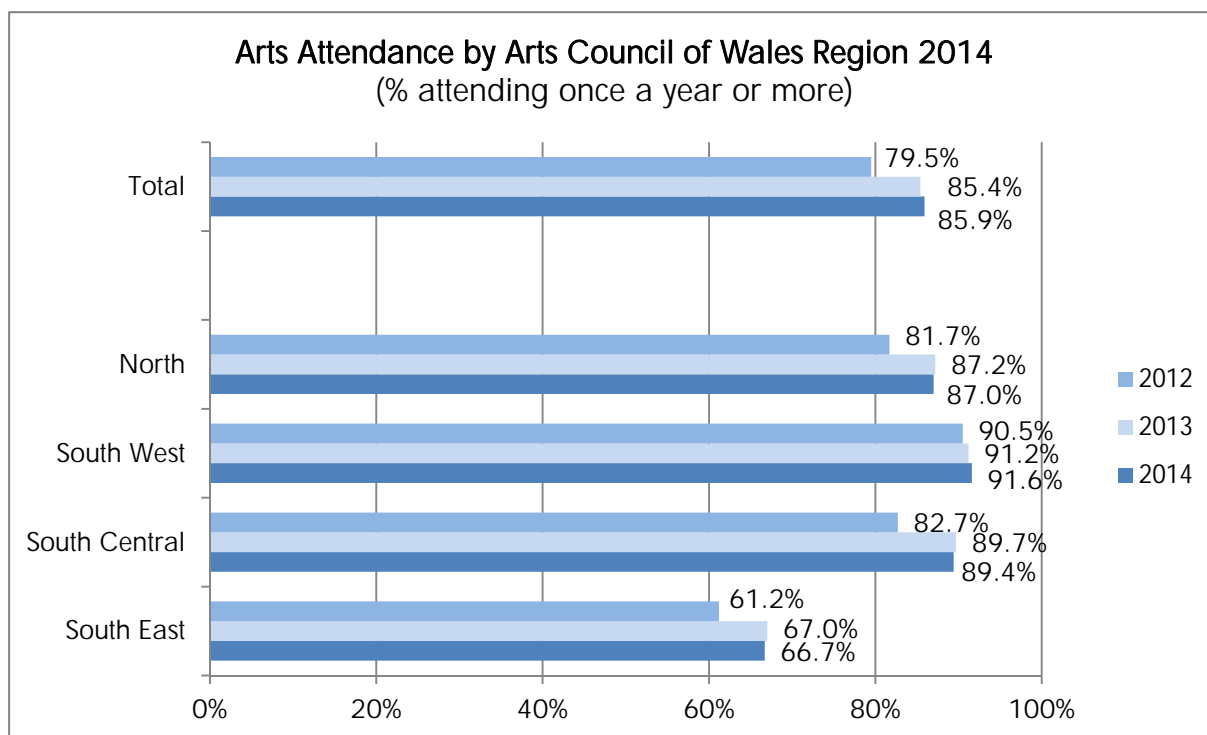


Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2012-2014

In 2014 there was little change in patterns of attendance by gender from the previous year with exactly the same proportion of girls attending in both years, (87.7%) and boys increasing by 0.9 percentage point to 84.3%. This shows the recent increase in boy's attendance, between 2012 and 2013, has currently stabilised.

### 3.7 Attendance by Region



Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

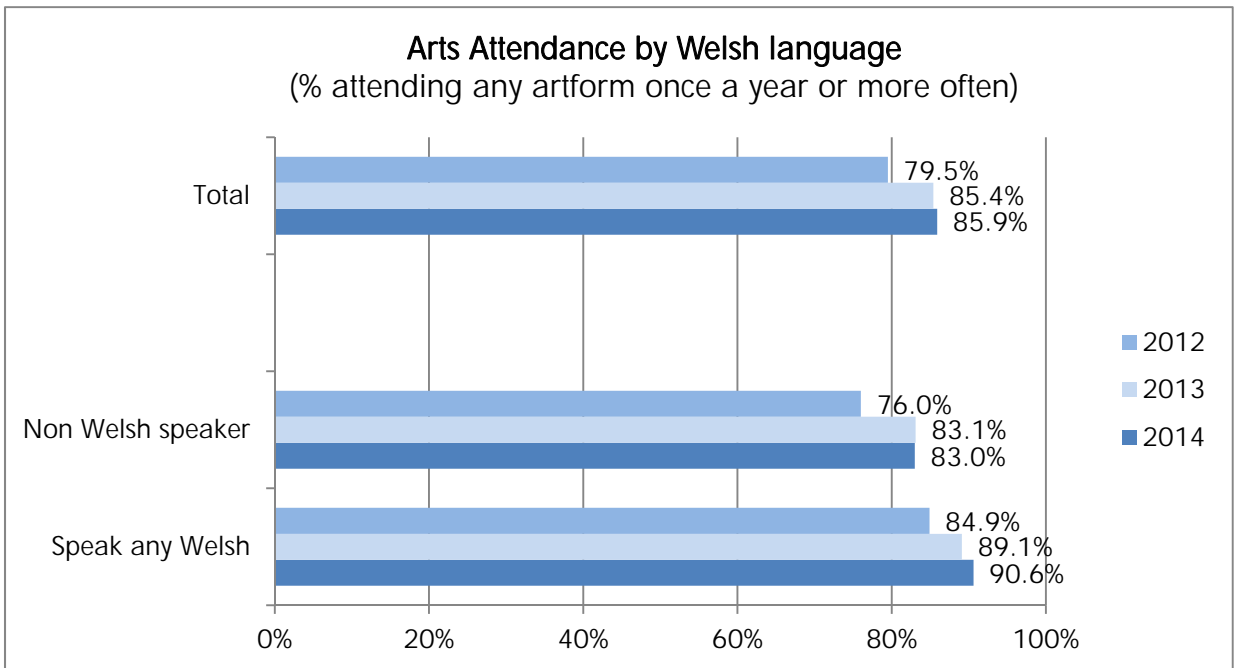
Source: Children's Omnibus 2012-2014

In 2014, as was the case in 2013, it is the South West region which has the highest level of arts attendance (91.6%). This is followed by the South Central region at 89.4%, and then the North Wales region at 87.0%. The South East region has much lower levels of attendance at 66.7%. There has been little change in the regional pattern of attendance from the previous year.

The data shows that attendance levels among children and young people are still not evenly spread among geographic region, while the North, South West and South Central regions all have attendance levels above 80%, the South East region continues to fall behind at under 70%.

### 3.8 Attendance by Welsh Language

The 2014 survey shows there continues to be a difference in levels of attendance to the arts between those who speak Welsh and those who do not. While there is no change in attendance by the non Welsh speakers, 83% in both 2013 and 2014, Welsh speakers attendance has increased by 6.9 percentage points from the previous year to 90.6% in 2014.



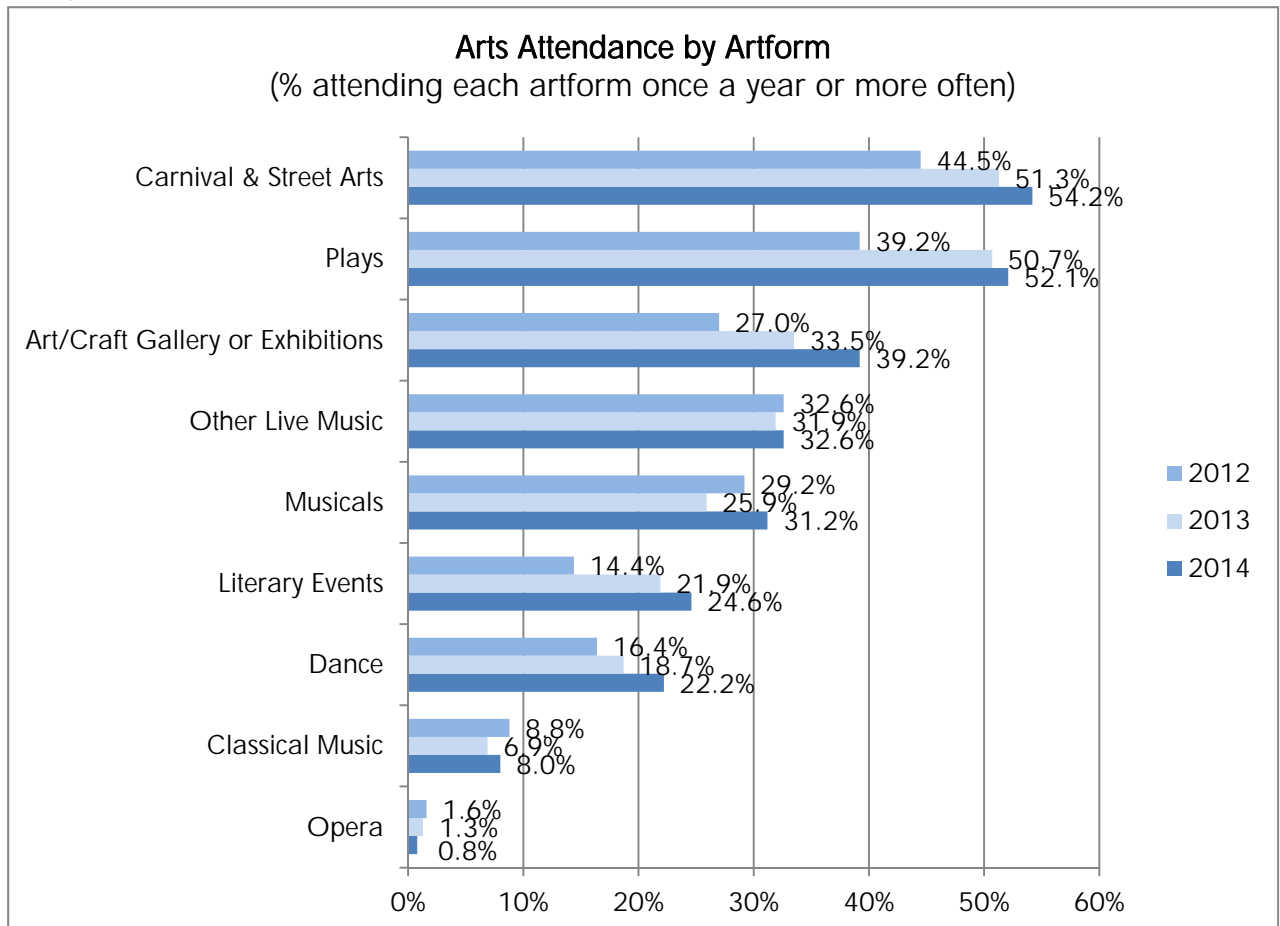
Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2012-2014



### 3.9 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 2014 survey, and attendance figures from the 2013 and 2012 surveys for comparison.



Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2012-2014

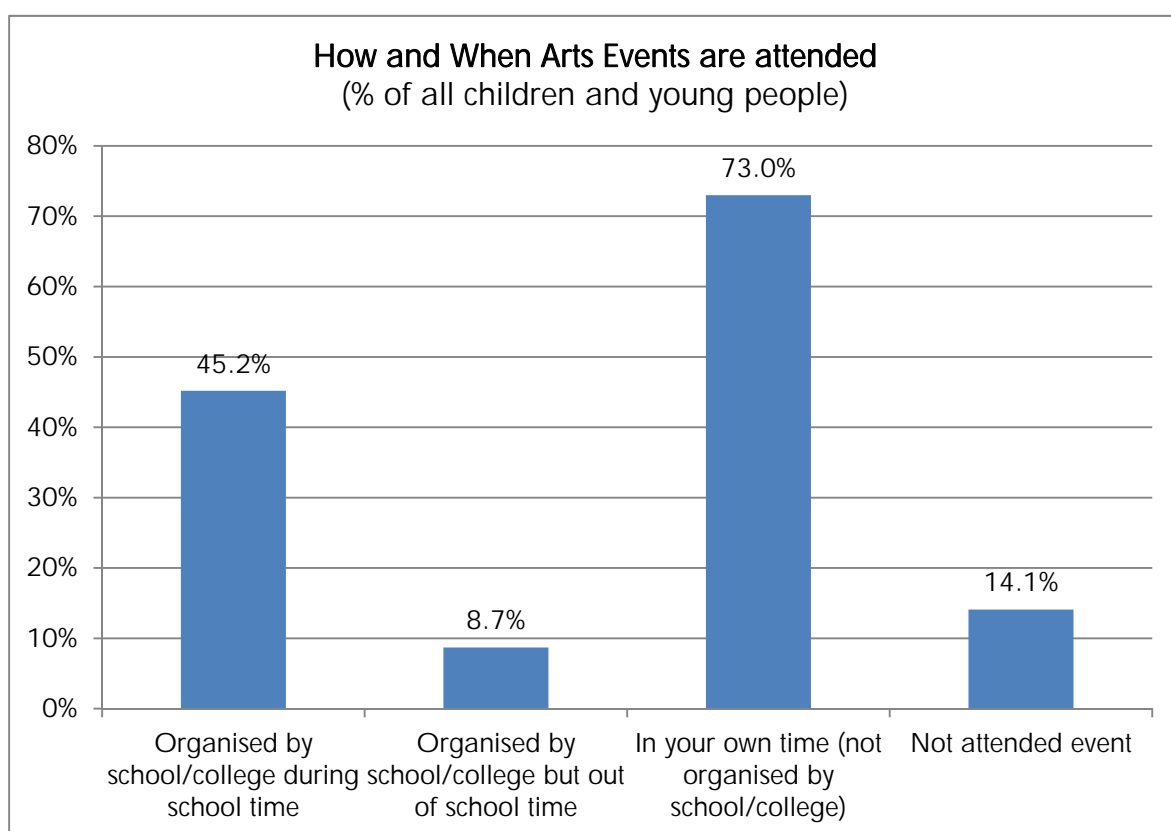
In 2014, as in the previous year, the most popular art form (in terms of attendance) was carnival and street arts. This is up 2.9 percentage points from 2013 and almost 10 percentage points from 2012, with around half (54.2%) of all children and young people attending once a year or more often. Plays was the second most popular artform to attend, 52.1%, a slight increase from the previous year. Attendance to art and craft galleries or exhibitions continues to increase, up by 5.7 percentage points. Literary events and dance have both had steady increases over the three years. Other live music, musicals and classical music are the three artforms where the previous year's decline seems to have been reversed. In terms of musicals not only has the downward trend been reversed the 2014 rate actually exceeds the 2012 rate, 31.2% compared to 29.2%.

Opera continues to be the artform with the lowest levels of attendance and this has decreased over the three years from 1.6% in 2012, to less than one percent in 2014

(0.8%). However care should be taken with these figures as the sample becomes very small.<sup>4</sup>

### 3.10 How and When the Arts Are Attended

The majority of attendance to arts events by children and young people in 2014 was carried out in their own time and not organised by their school or college, 73.0%. A further 45.2% was carried out in school/college and during school time and 8.7% 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. 14.1% of children and young people did not attend an event during the year.



Base: All 7-18 year olds:1,028

Source: Children's Omnibus 2014

<sup>4</sup> In 2014 there were only 8 children and young people who reported attending opera once a year or more.

## 4 Arts Participation

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

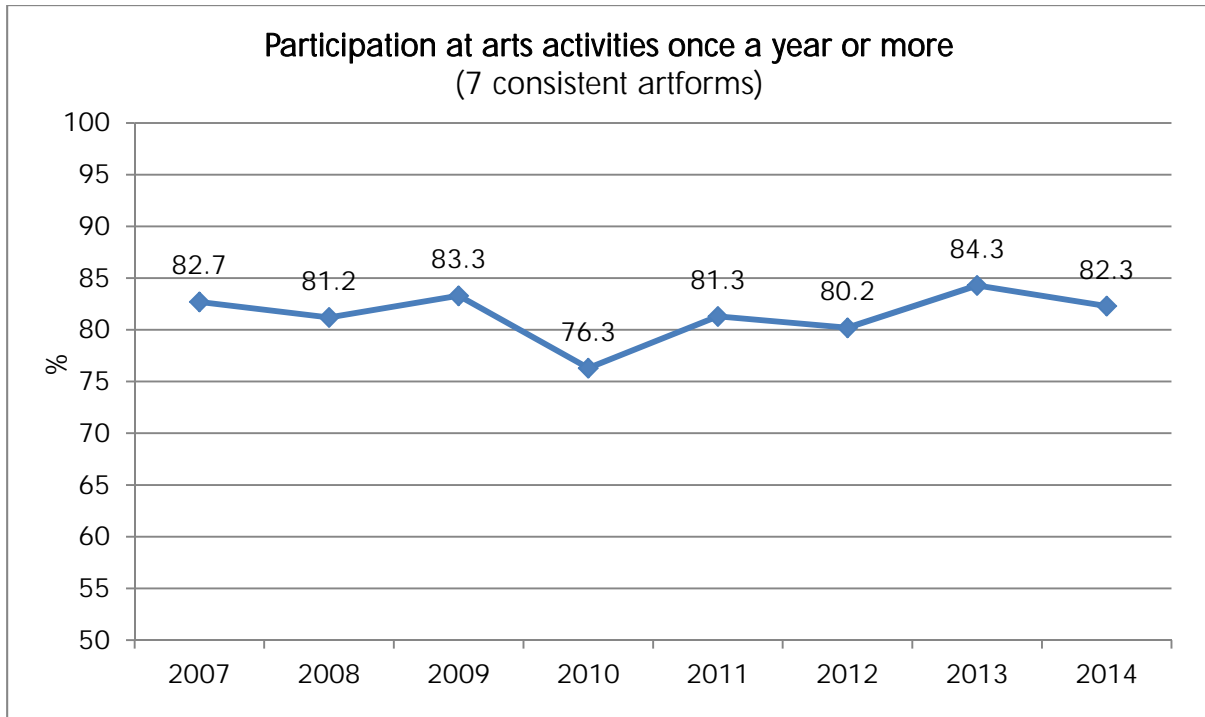
Respondents were asked to describe their participation in the arts by indicating how often they took part in each of these seven activities:

- 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, region and Welsh language ability. Details of trends within specific artforms can be found in appendix 2 at the end of the report.

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 more clearly 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, tends to record lower levels of participating (as it is more closely defined) and this needs to be taken into consideration when comparing eight 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 2007-2014

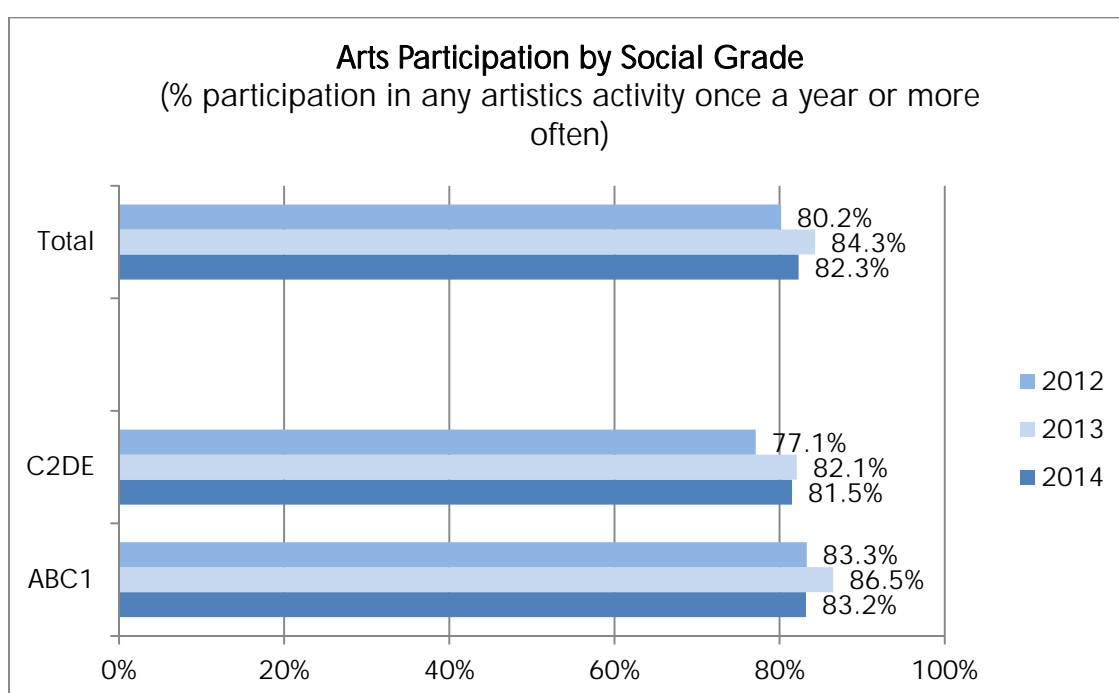
In 2014, 82.3% of children and young people took part in arts activities once a year or more, a slight decrease from the previous year of 2 percentage points.

Since 2007 whilst the participation rates have fluctuated, there has only been one year when the rate has dipped below 80%, this was in 2010 when the rate was 76.3%.

### 4.3 Participation by Demographic Grouping

This section of the report looks at the difference in overall arts participation by demographic group, region and Welsh language ability. Data for 2012, 2013 and 2014 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 in any of the seven art forms over the last three years for comparison.

### 4.4 Participation by Social Grade



Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2012-14

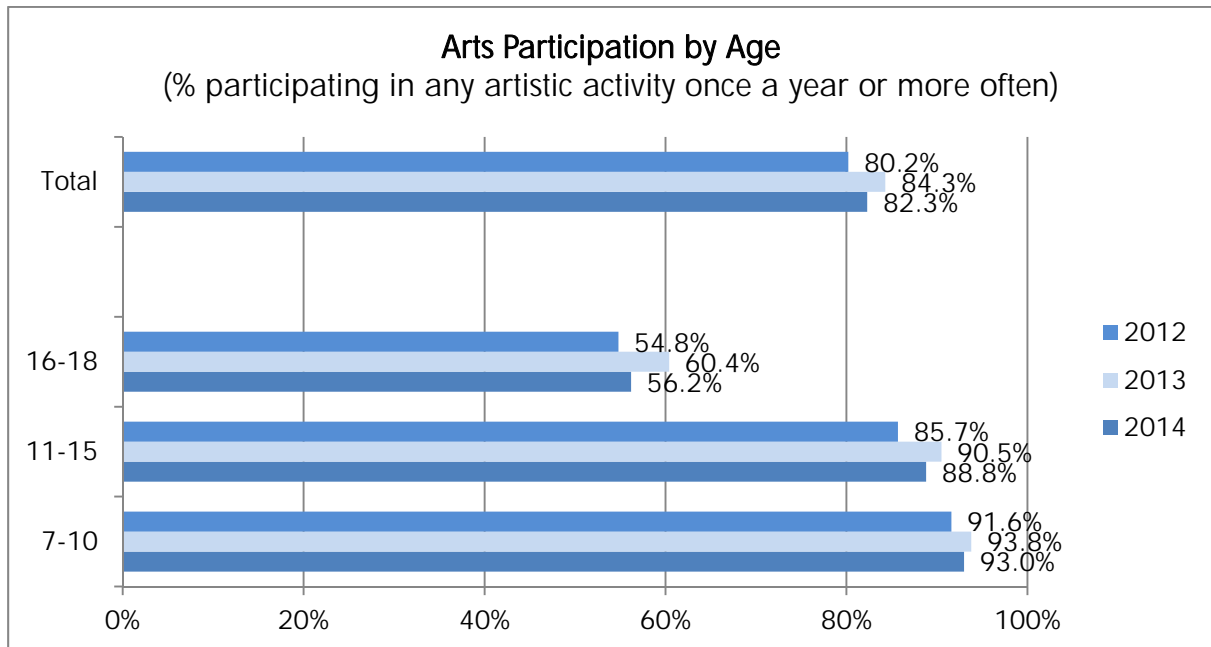
As in previous years, children and young people from ABC1 households (83.2%) remain more likely to have participated in the arts than their C2DE counterparts (81.5%). However the gap between the two groups is narrowing, down from 4.4 percentage points in 2013 to 1.7 percentage points in 2014. Participation rates among the ABC1s have decreased slightly more than the C2DEs, ABC1s decreased by 3.3 percentage points compared to 0.6 percentage point for C2DEs.

While there is still a gap in participation rates between the two groups, it is still lower than the gap for attendance which currently stands at 5.5 percentage points.

### 4.5 Participation by Age

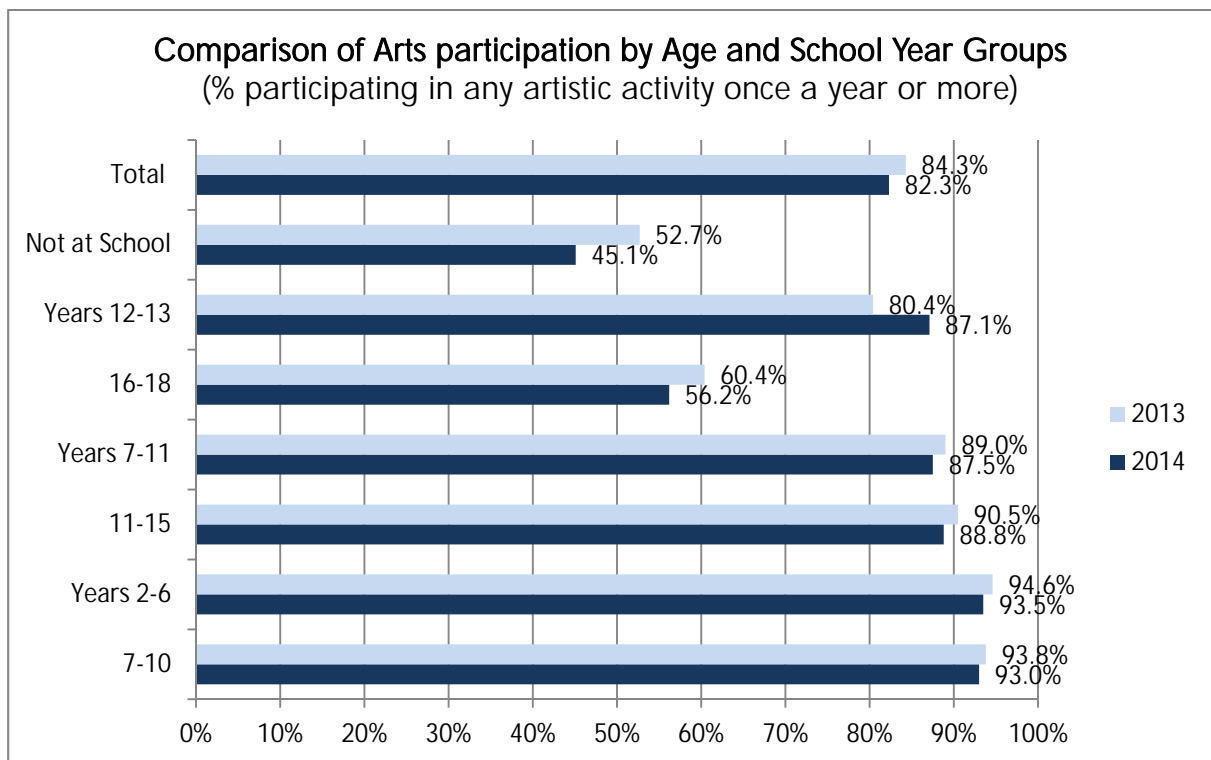
Participation in the arts by age follows a similar pattern to attendance in the arts in 2014, with the younger age groups having much higher rates of participation, 93.0% among 7-10 year olds and 88.8% among 11-15 year olds. However, the difference

between participation and attendance rates becomes apparent when looking at the 16-18 year olds. Attendance for this age group has steadily increased between 2012 and 2014 from 71.7% to 79.0%, whereas the rate for participation has not exceeded 60% in the same time period and has actually decreased from 60.4% in 2013 to 56.2% in 2014 - a decrease of 4.2 percentage points.



Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2012-14



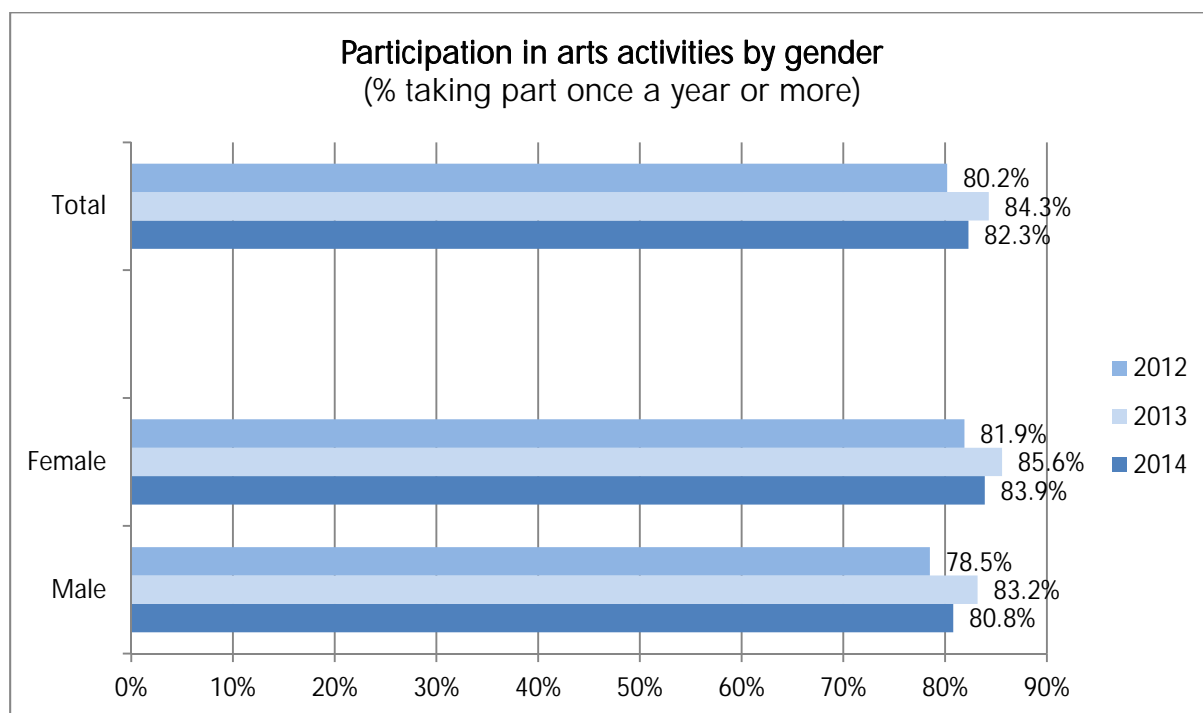
Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013 and 2014

As with attendance to the arts among children and young people, it is evident that there appears to be a correlation between age and school year group, suggesting that the school/college environment may have some influence on levels of participation in the arts by children and young people. There are almost identical proportions of 7-10 year olds taking part in the arts as there are in school years 2-6. This also applies to 11-15 year olds and those in school years 7-11. In terms of the oldest age range, some of those in this age group will no longer be within the school setting and seem to have lower levels of participation than those who still attend school, 56.2% of all 16-18 year olds compared to 87.1% of those in school years 12-13. Only 45.1% of those not in school take part in the arts once a year or more.

#### 4.6 Participation by Gender

Girls remain more likely to take part in the arts compared to boys with 83.9% of girls taking part once a year or more compared to 80.8% of boys. The difference between the two currently stands at 3.1 percentage points and has increased from the previous year when it stood at 2.4 percentage points. Boys participation has decreased marginally more than girls, with rates decreasing by 2.4 percentage points compared to 1.7 percentage points for girls in 2014. However, boy's participation still remains at just above 80% taking part once a year or more.



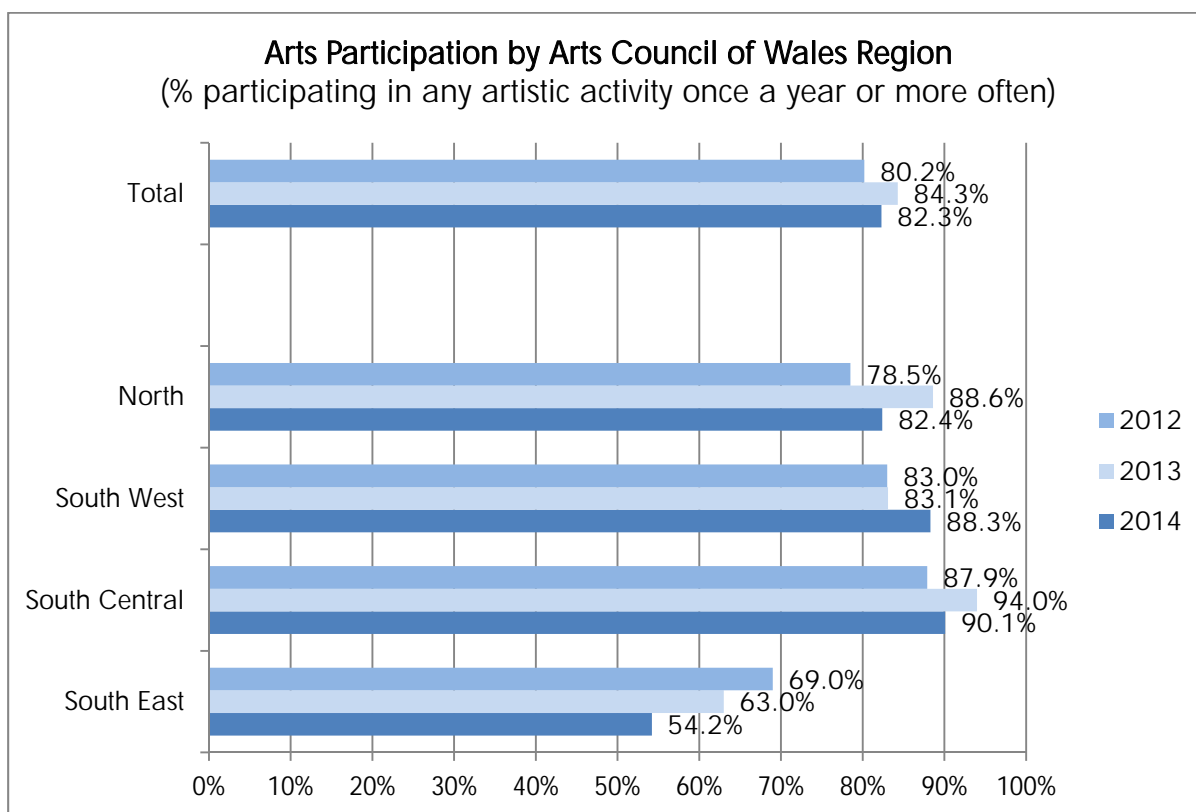
Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2012-2014

## 4.7 Participation by Region

Since 2012 the South Central region has had the highest levels of participation and this continues into 2014 with 90.1% of those taking part in the arts based in this region. In 2013 the North Wales region had the second highest levels of participation but this has now switched to the South West Wales region. This was also the case in 2012.

The year on year comparisons for participation by region demonstrate that while the South Central region continues to have the highest levels of participation, this has decreased by 3.9 percentage points from 2013, though is still higher than the 2012 rate of 87.9%. The South West region had the second highest levels of participation and has increased from 2013 by 5.2 percentage points, breaking the standstill of the previous two years. 2014 shows a decrease in participation among those in the North Wales region, from 88.6% in 2013 to 82.4% in 2014. Finally the South East region continues to have the lowest levels of participation at 54.2% down by 8.8 percentage points from the previous year and by 14.8 percentage points from 2012.



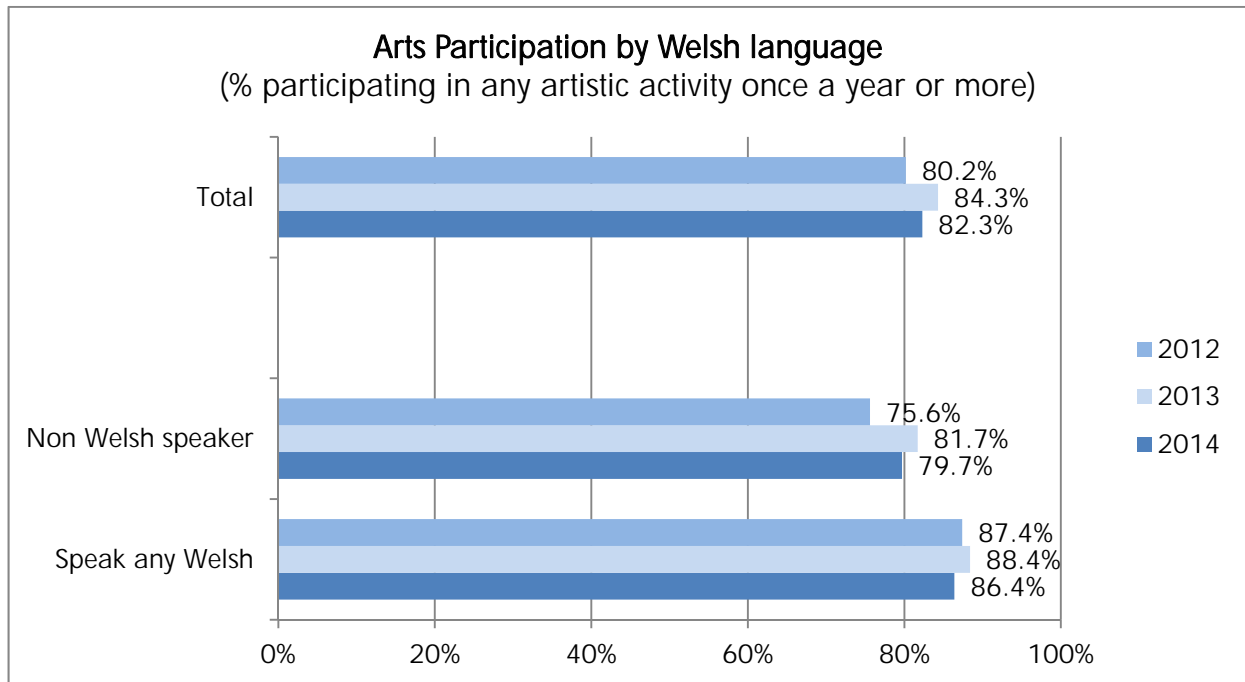
Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2012-2014



## 4.8 Participation by Welsh Language

Participation rates among those who speak Welsh continues to be higher, with 86.4% of those who speak some level of Welsh taking part in the arts once a year or more compared to 79.7% of those who are not Welsh speakers. While non Welsh speakers' participation has increased by 6.1 percentage points in the previous year, in 2014 there has been a decrease of 2 percentage points.

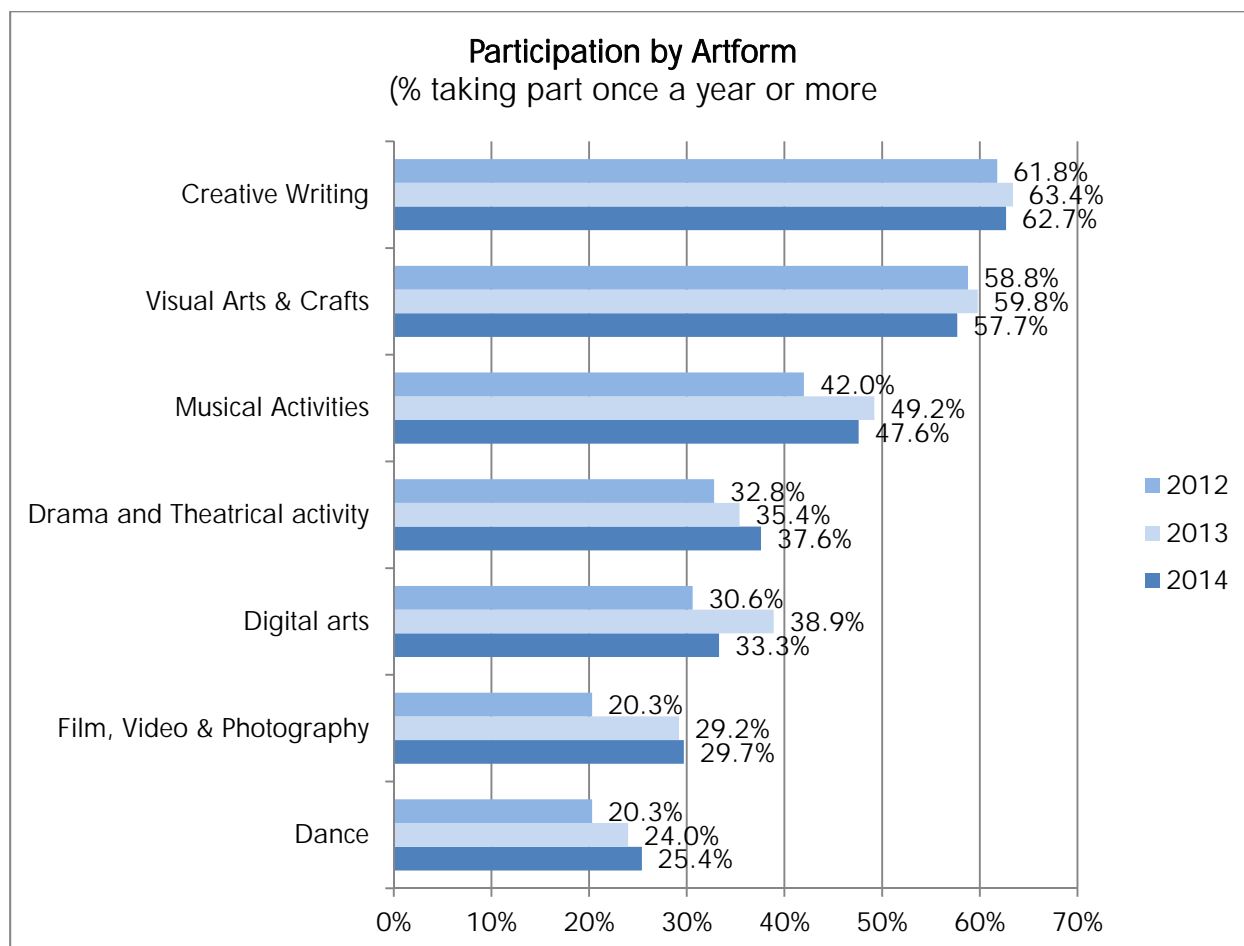


Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2012-14

## 4.9 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. It shows the most recent findings from the 2014 survey, along with findings from the 2013 and 2012 surveys for comparison.



Base: All 7-18 year olds (2012: 1,016, 2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2012-14

As with previous years creative writing is the most popular artform for children and young people to take part in with 62.7% doing so once a year or more. Visual arts and crafts is the second most popular at 57.7% though this has decreased slightly from the previous year, down by 2.1 percentage points.

Digital arts has decreased by 5.6 percentage points after a sharp increase in participation between 2012 and 2013.

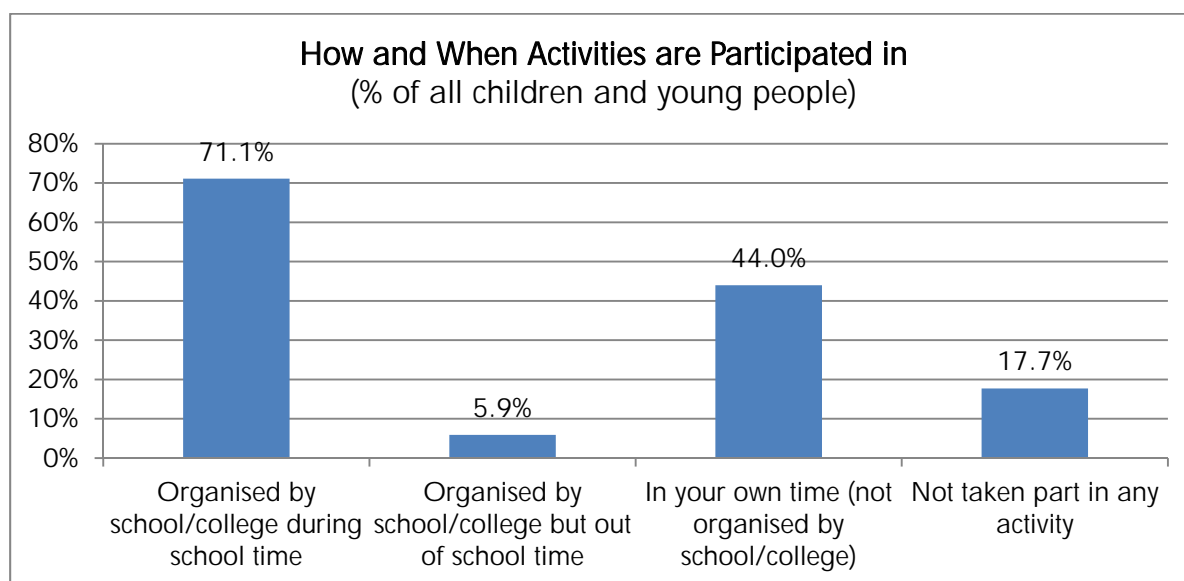
While musical activities have increased since 2012, there has been a slight downward turn between 2013 and 2014 of 1.6 percentage points. Drama and theatrical activities have seen a year on year increase since 2012 and currently stand at 37.6%.

Both film, video and photography and dance are the two artforms with the lowest levels of participation, film at 29.7% and dance at 25.4%. However both these artforms have increased since 2012, film, video making & photography up by 9.4 percentage points and dance by 5.1 percentage points.

#### 4.10 How and When Arts Activities are Participated in

During 2014, in contrast to attendance to arts events, most participation occurs as a result of an activity organised through school/college and during school/college time, with 71.1% taking part in the arts in this way. This is followed by taking part in activities in their own time and organised outside the school/college setting which involves 44.0% of those taking part once a year or more. 17.7% had not taken part in any activity and only 5.9% had done so as an activity organised by their school/college but out of school/college time.

These figures do not add up to 100% as the base is all children and young people, and so they could have participated in more than one artform in more than one way.



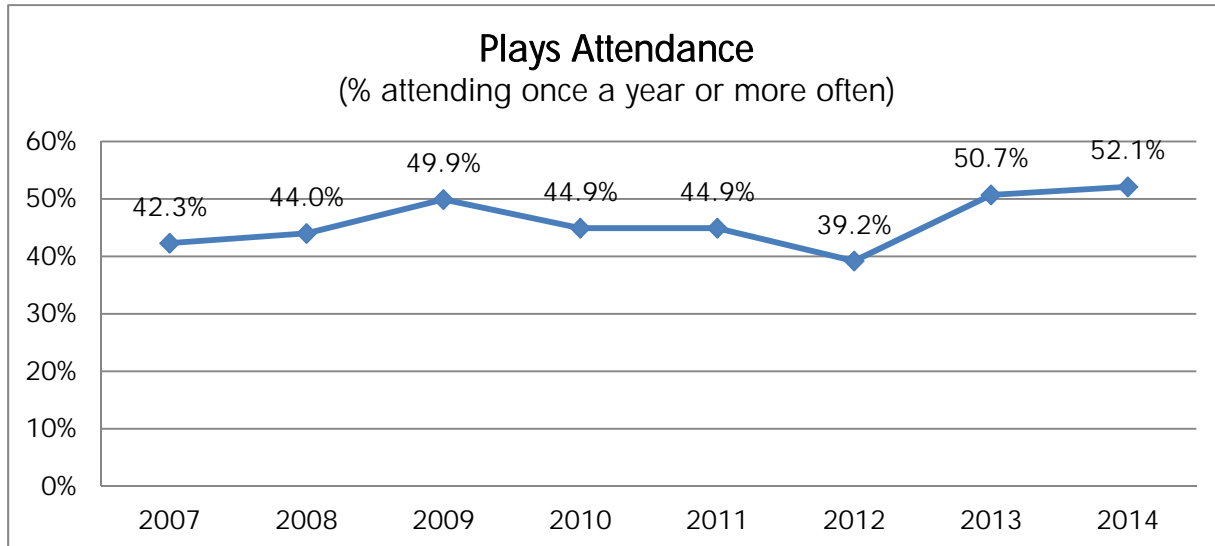
Base: All 7-18 year olds:1,028

Source: Children's Omnibus 2014

# Appendix 1 – Attendance to Arts Events by Artform

## Plays

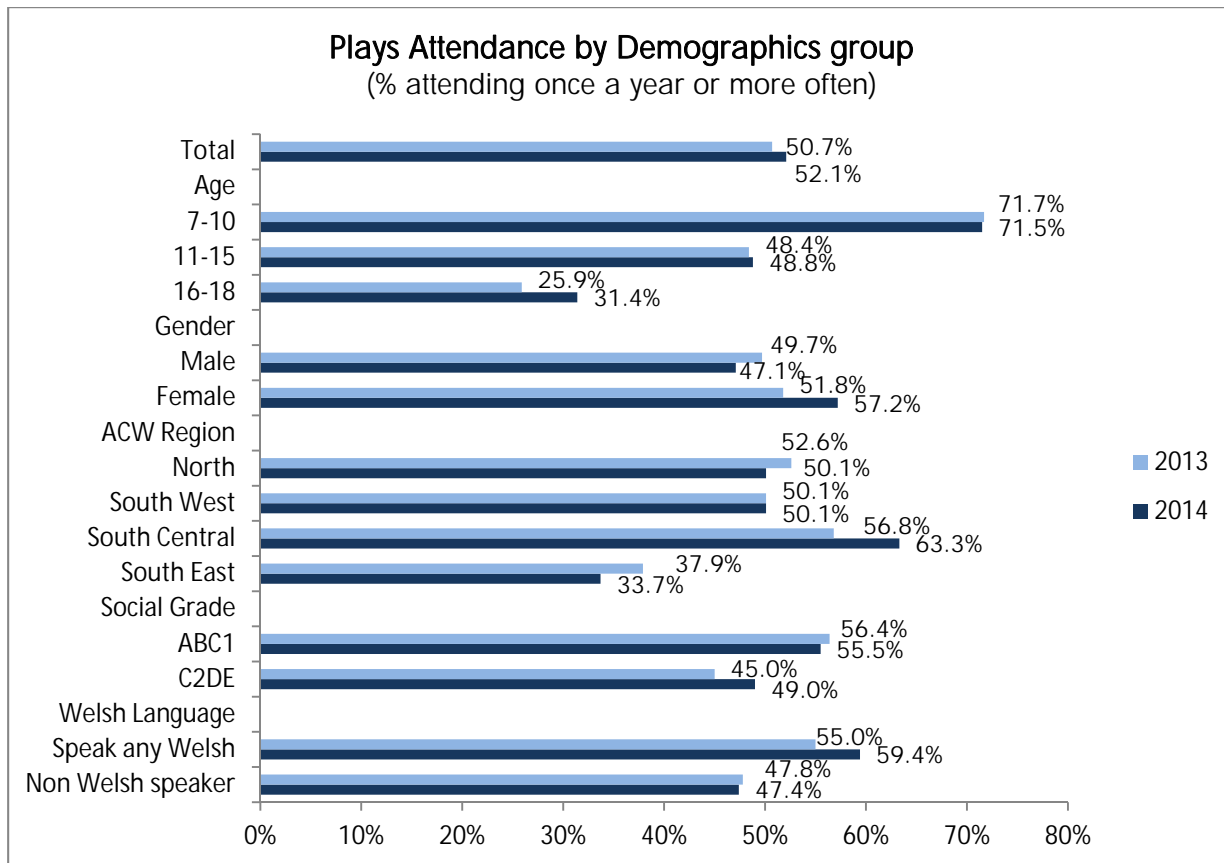
Graph 1: Trends in plays attendance since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 2: Attendance to plays by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 1: How and when Plays are attended

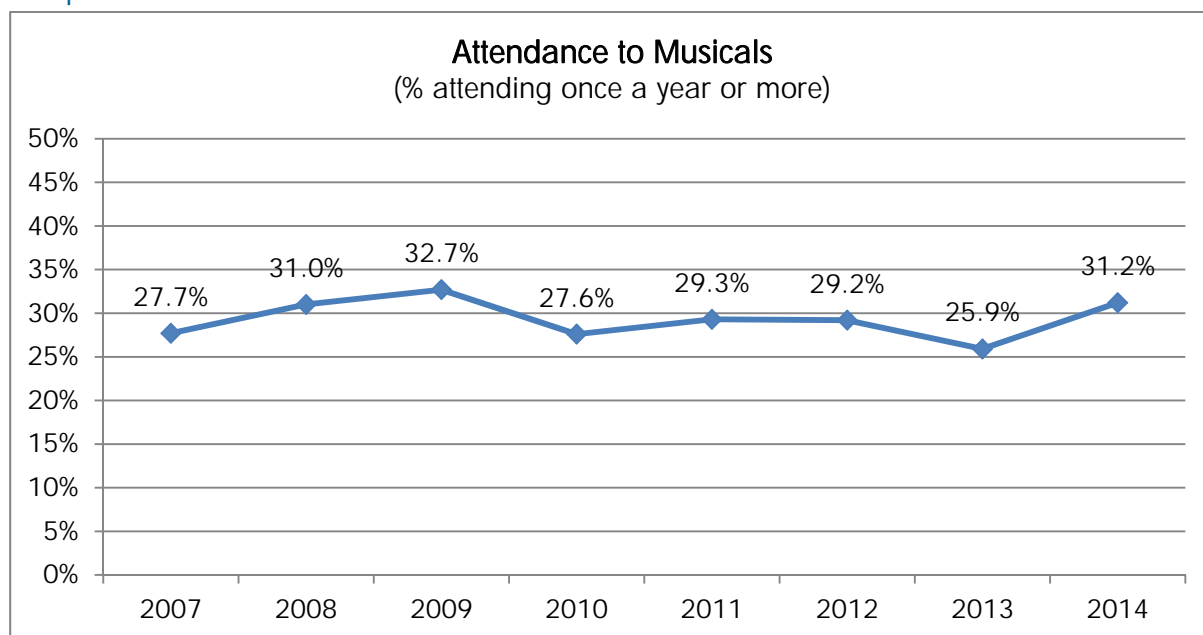
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	59.3%	7.2%	32.5%
2014	58.3%	6.7%	34.9%

Base: Those attending plays once a year or more often, 535

Source: Children's Omnibus 2013 and 2014

# Musicals

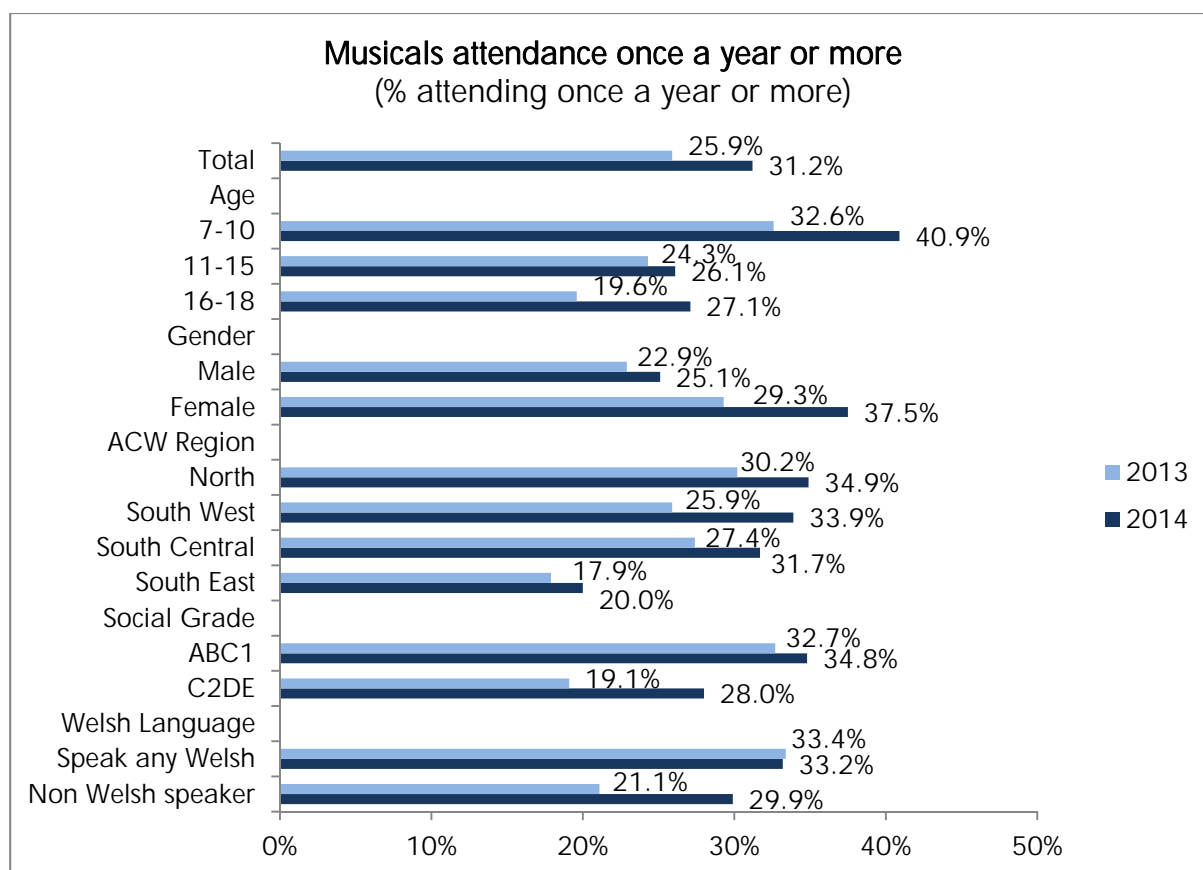
Graph 3: Trends in attendance to musicals since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 4: Attendance to musicals by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 2: How and when Musicals are attended

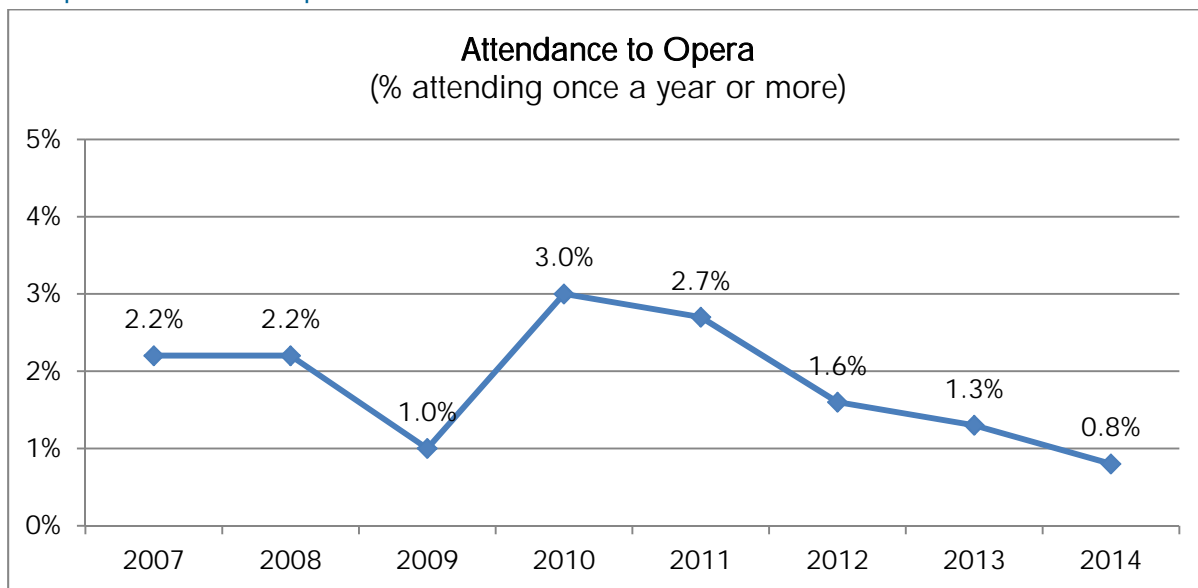
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	29.0%	4.2%	64.7%
2014	32.2%	7.8%	59.5%

Base: Those attending musicals once a year or more often, 321

Source: Children's Omnibus 2013 and 2014

# Opera

Graph 5: Trends in opera attendance since 2007

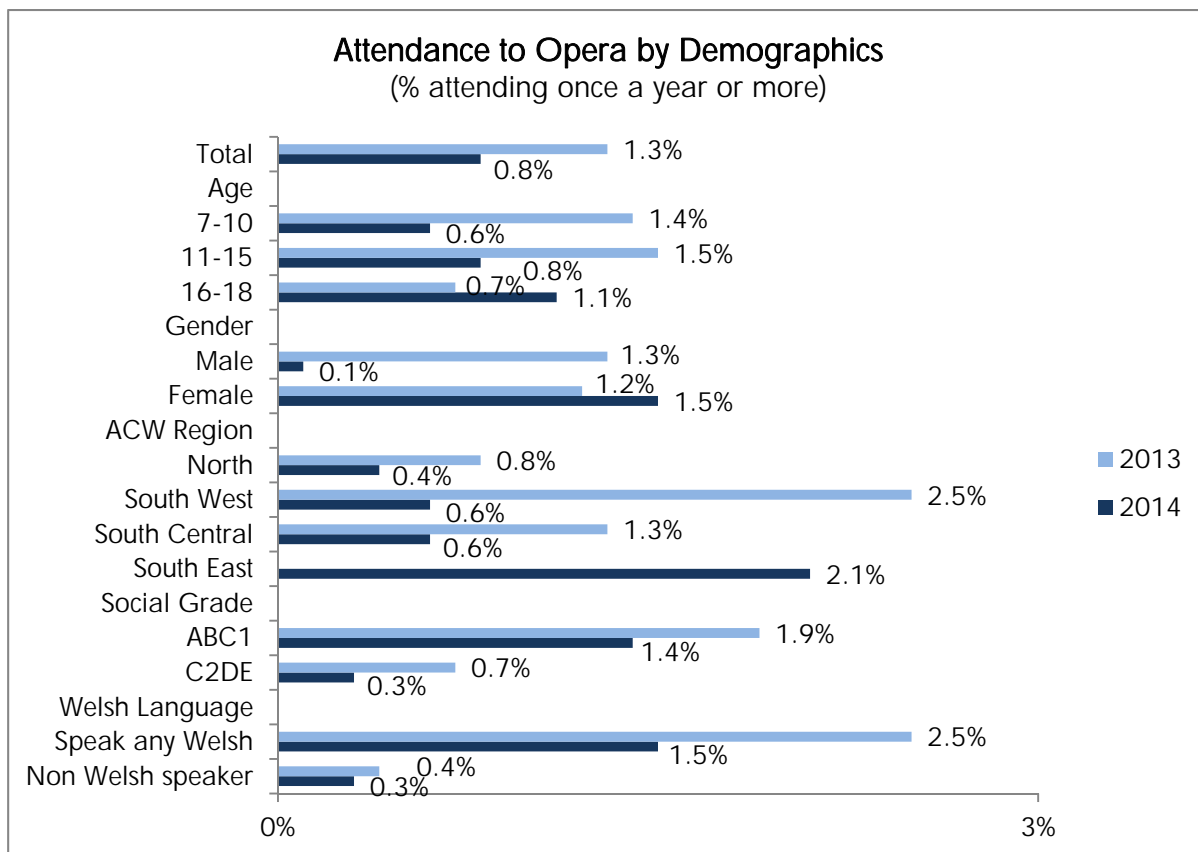


Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus Survey 2007-2014

Graph 6: Attendance to Opera by key demographics

(please note the sample size for this artform is very small, only 8 children and young people attending once a year or more)



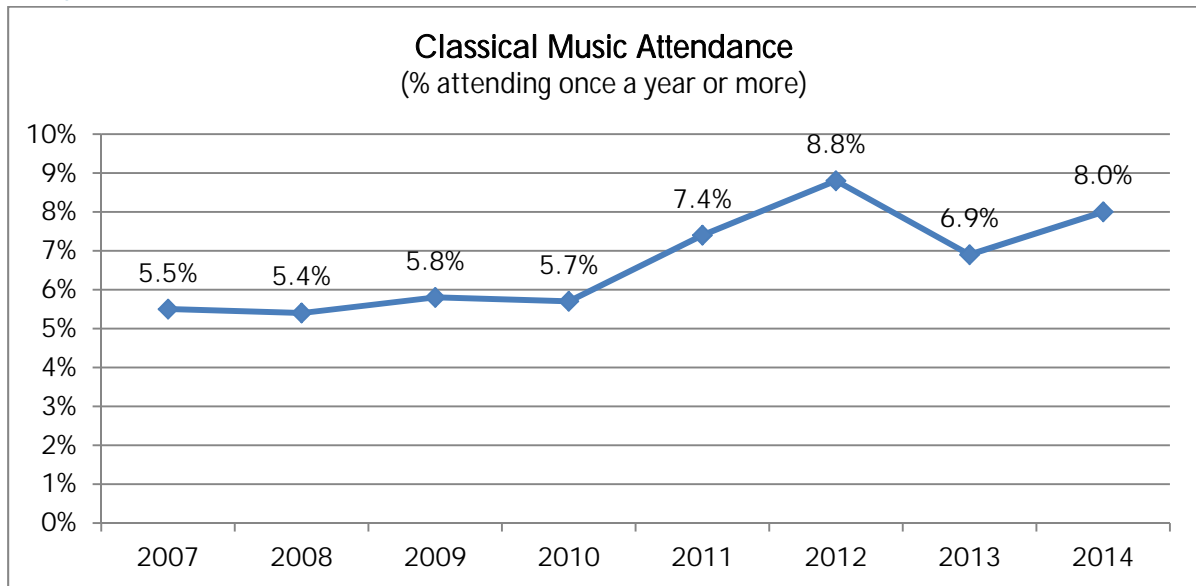
Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014



# Classical Music Concerts

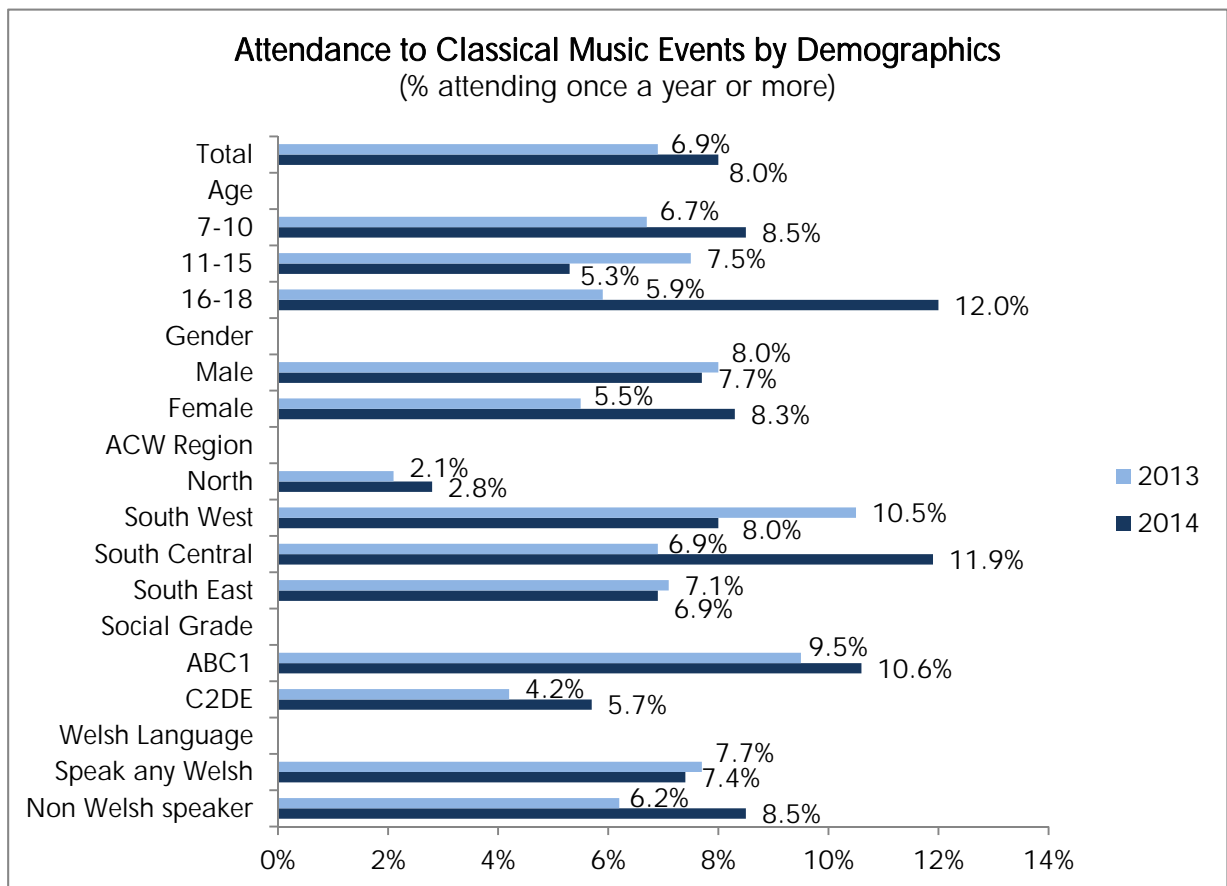
Graph 7: Trends in classical music attendance since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 8: Attendance to Classical music concerts by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 4: How and when Classical music concerts are attended  
 (please note the sample size is small for this artform)

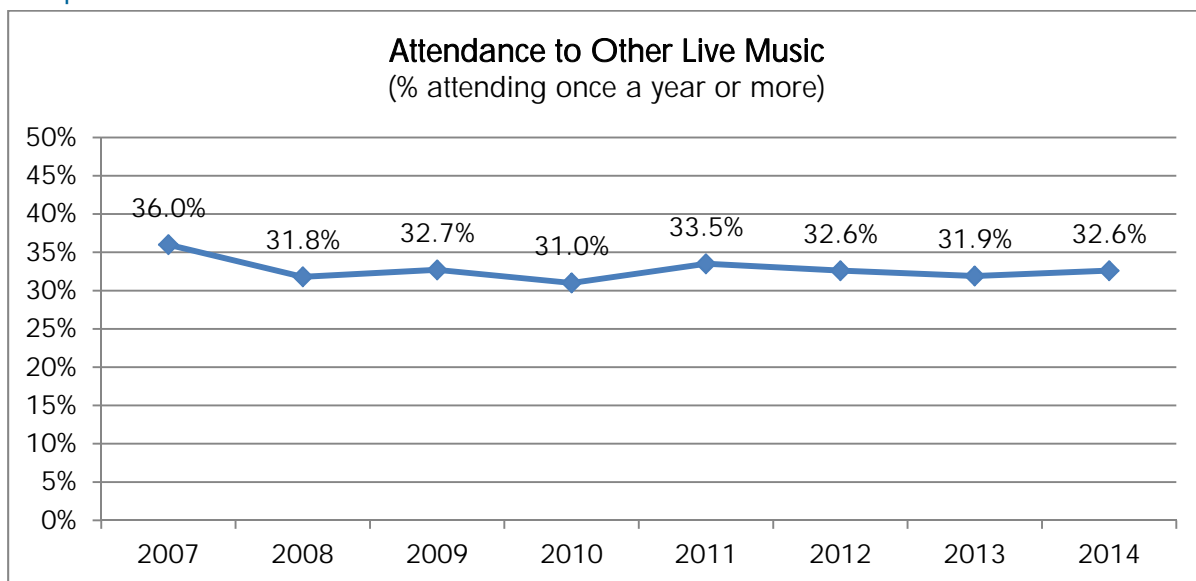
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	35.0%	12.5%	44.5%
2014	27.2%	5.8%	66.2%

Base: Those attending classical music concerts once a year or more often, 82

Source: Children's Omnibus 2013 and 2014

## Other Live Music

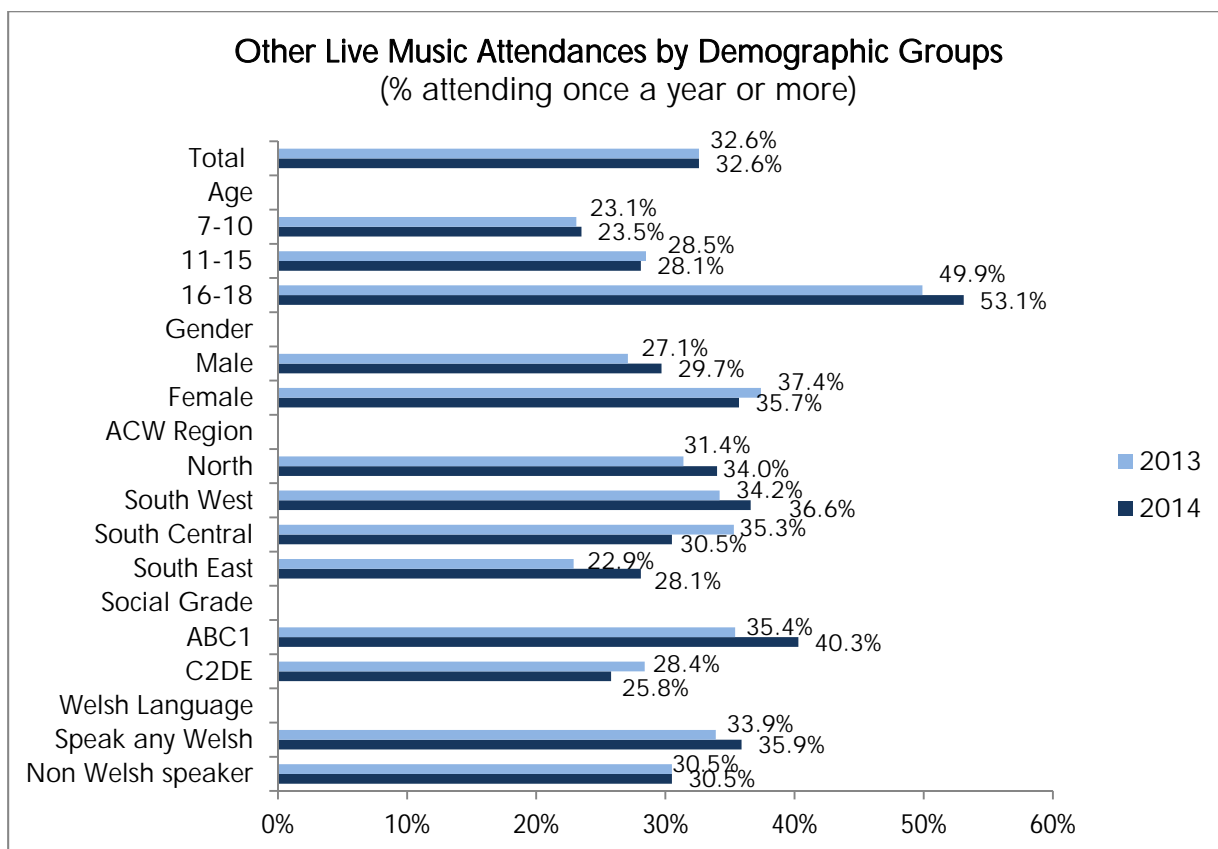
Graph 9: Trends in 'other' live music attendance since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 10: Attendance to 'other' live music concerts by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 5: How and when 'other' live music concerts are attended

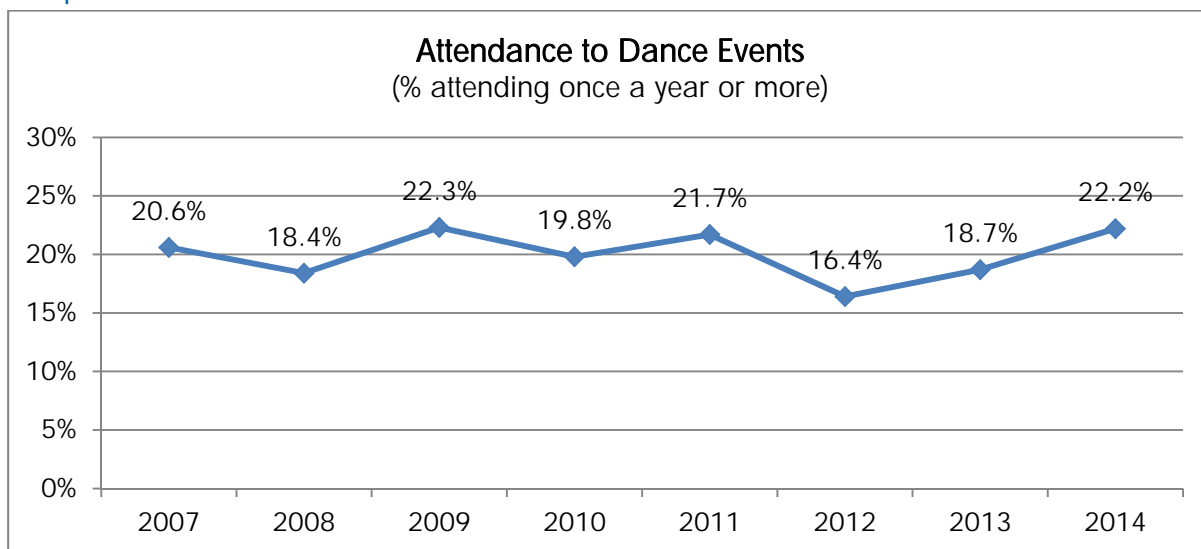
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	10.5%	2.7%	86.4%
2014	8.0%	2.0%	90.0%

Base: Those attending 'other' live music concerts once a year or more often, 336

Source: Children's Omnibus 2013 and 2014

# Dance

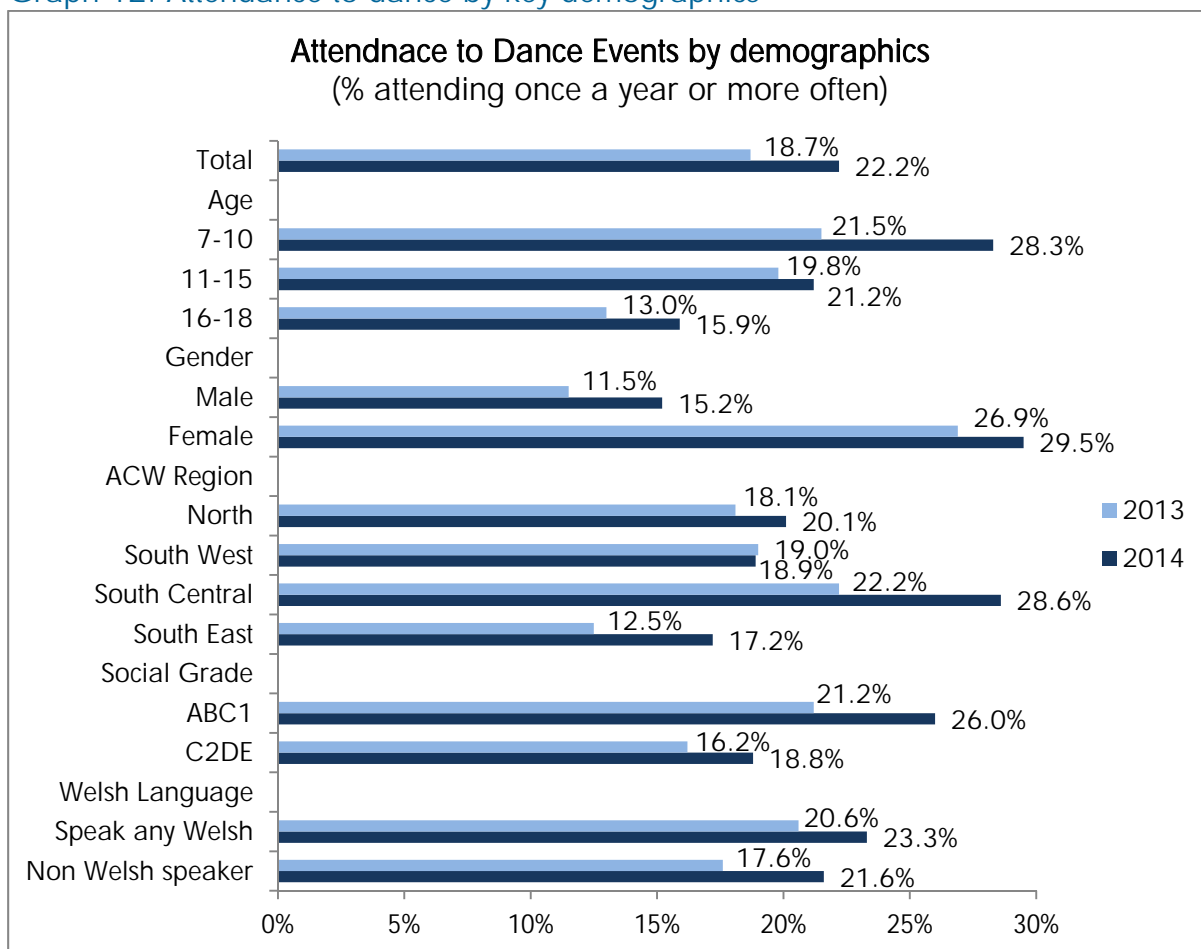
Graph 11: Trends in dance attendance since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 12: Attendance to dance by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 6: How and when dance performances are attended

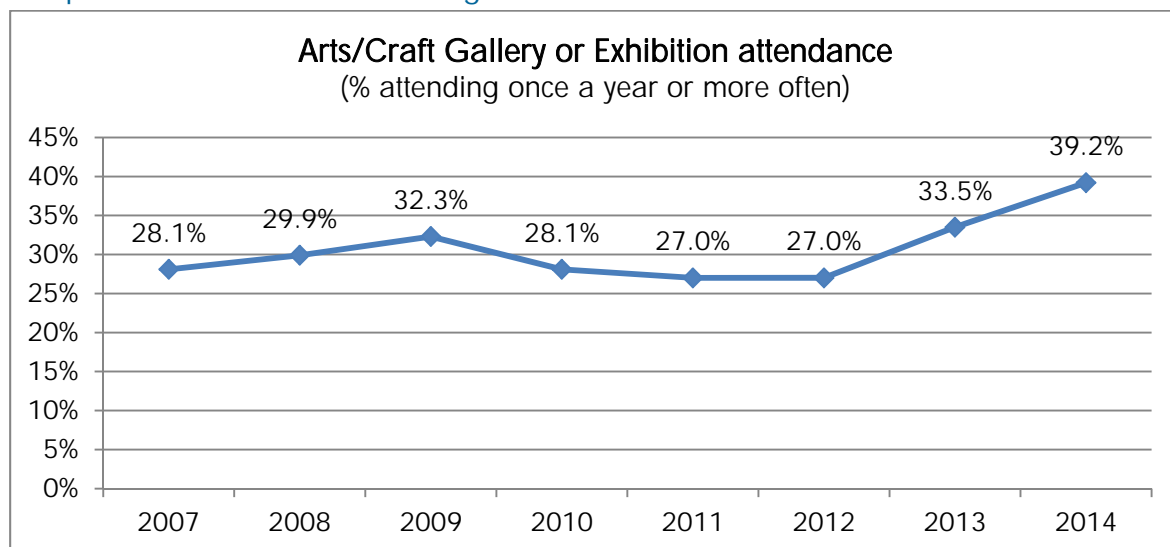
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	32.9%	6.4%	58.8%
2014	18.9%	4.6%	75.5%

Base: Those attending dance performances once a year or more often, 228

Source: Children's Omnibus 2013 and 2014

# Art or Craft Galleries or Exhibitions

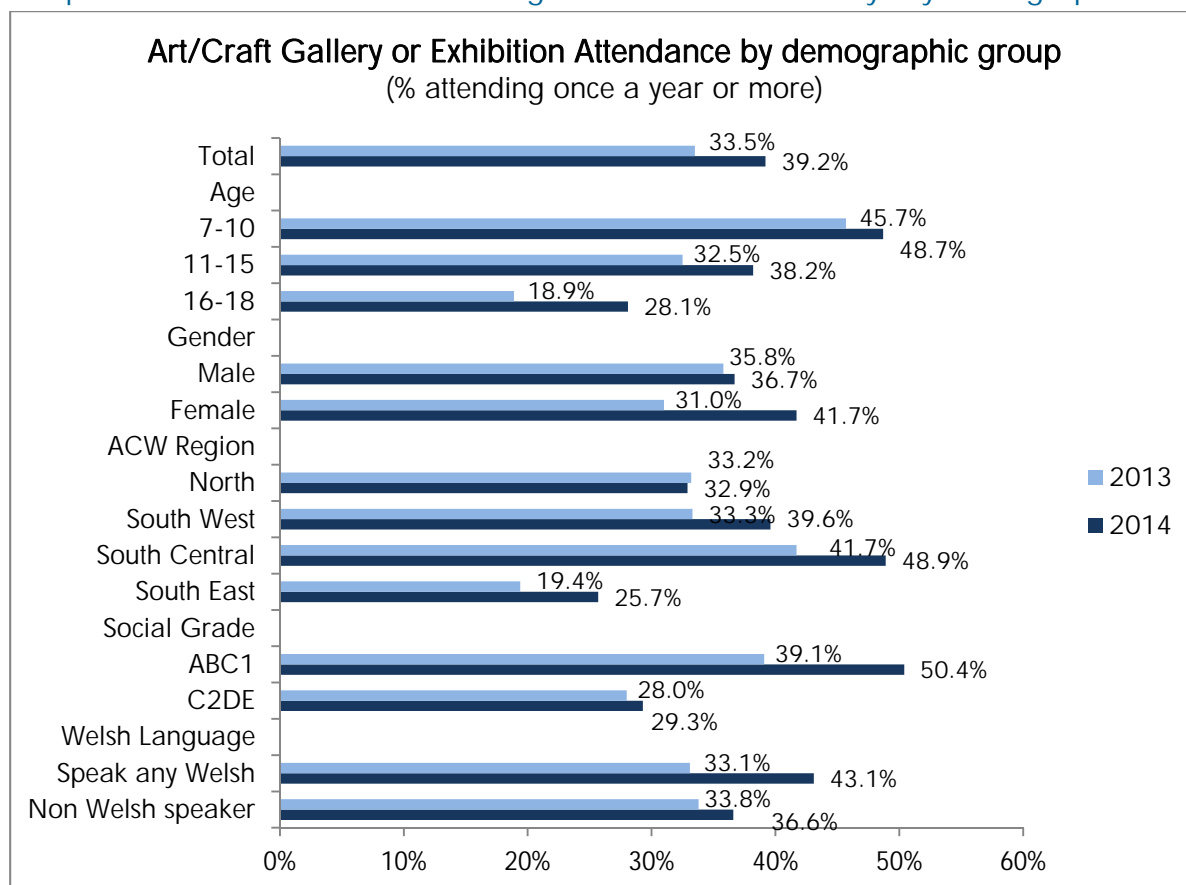
Graph 13: Trends in art or craft galleries or exhibitions attendance since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 14: Attendance to art or craft galleries or exhibitions by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 7: How and when art or craft galleries or exhibitions are attended

	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	33.5%	3.6%	61.3%
2014	38.2%	3.4%	57.9%

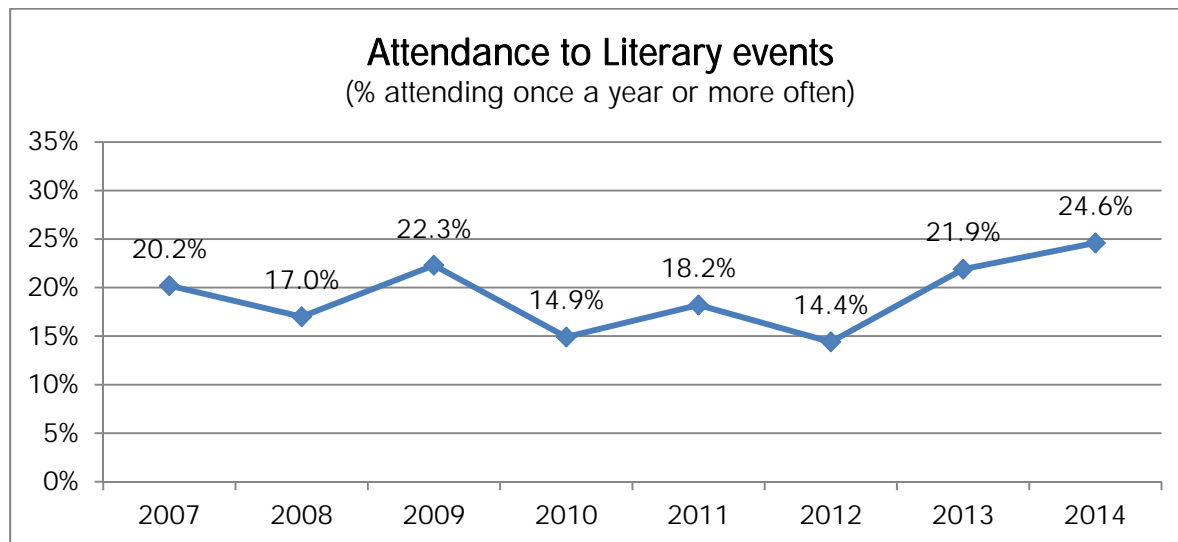
Base: Those attending arts or crafts galleries or exhibitions once a year or more often, 403

Source: Children's Omnibus 2013 and 2014



## Readings, Storytelling or other literary events

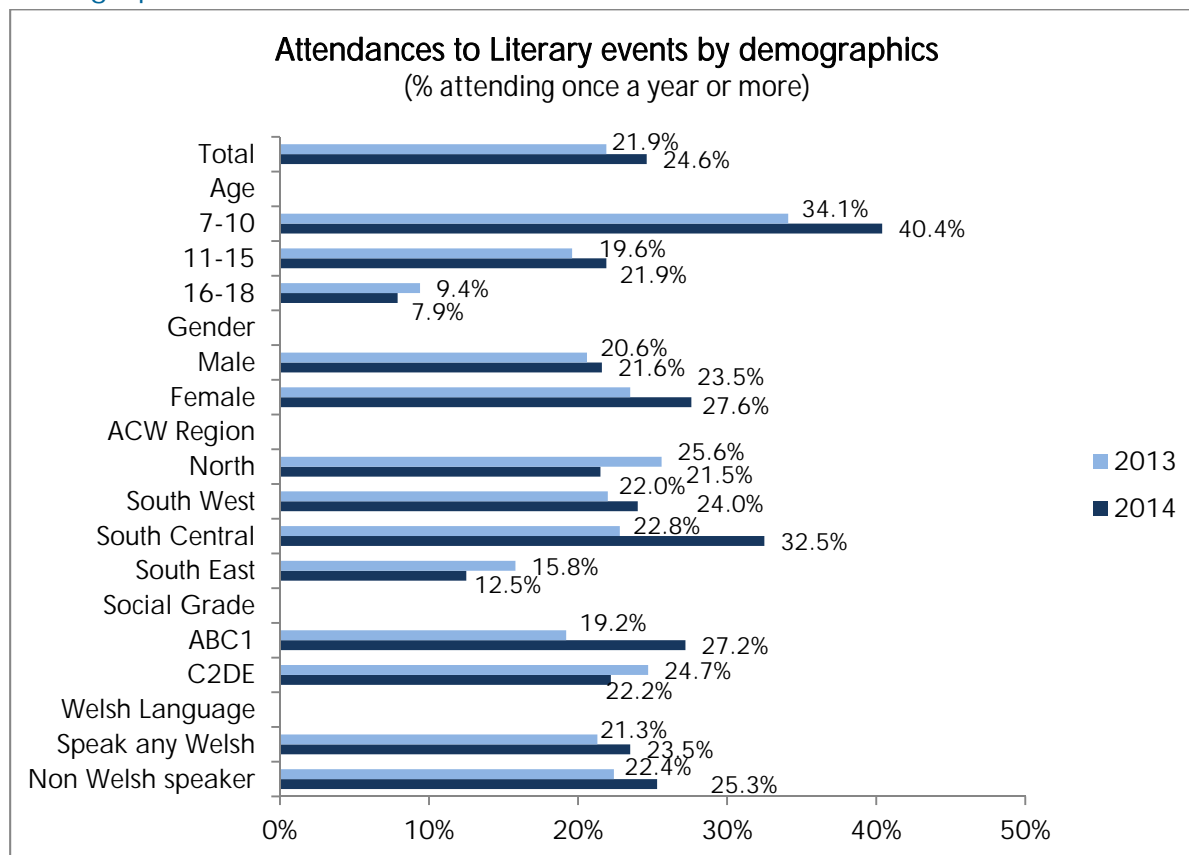
Graph 15: Trends in readings, storytelling or other literary events attendance since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 16: Attendance to readings, storytelling or other literary events by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 8: How and when readings, storytellings or literary events are attended

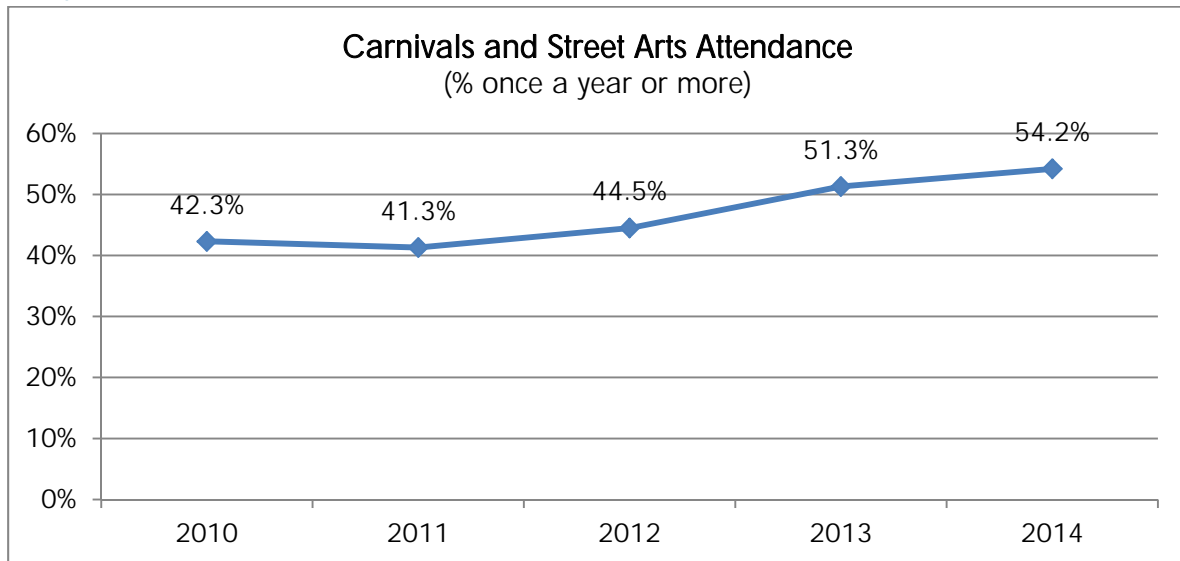
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	62.9%	6.3%	29.7%
2014	58.5%	3.7%	37.6%

Base: Those attending literary events once a year or more often, 253

Source: Children's Omnibus 2013 and 2014

# Carnivals and Street Arts

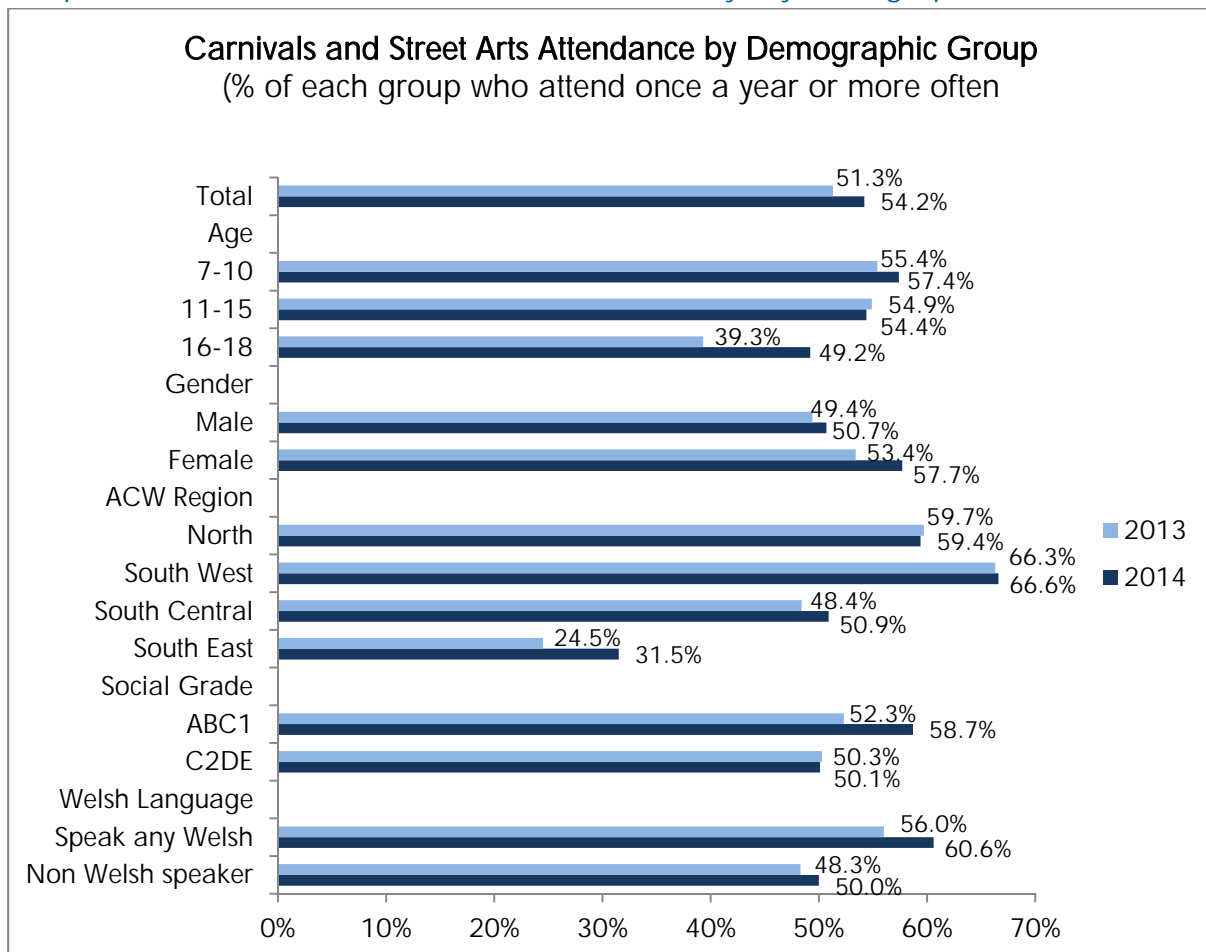
Graph 17: Trends in carnivals and street arts attendance since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 18: Attendance to carnivals and street arts by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 9: How and when carnivals and street arts are attended

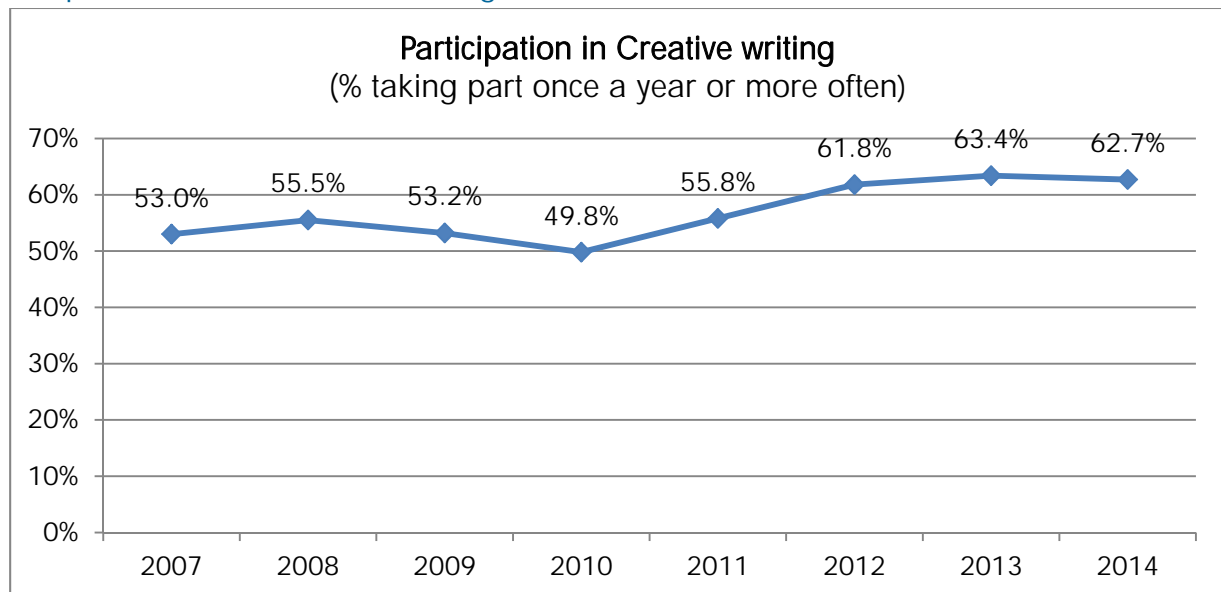
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	4.8%	2.7%	92.1%
2014	2.0%	2.0%	95.9%

Base: Those attending carnivals and street arts once a year or more often, 557  
 Source: Children's Omnibus 2013 and 2014

## Appendix 2 – Participation at arts activities by artform

### Creative writing

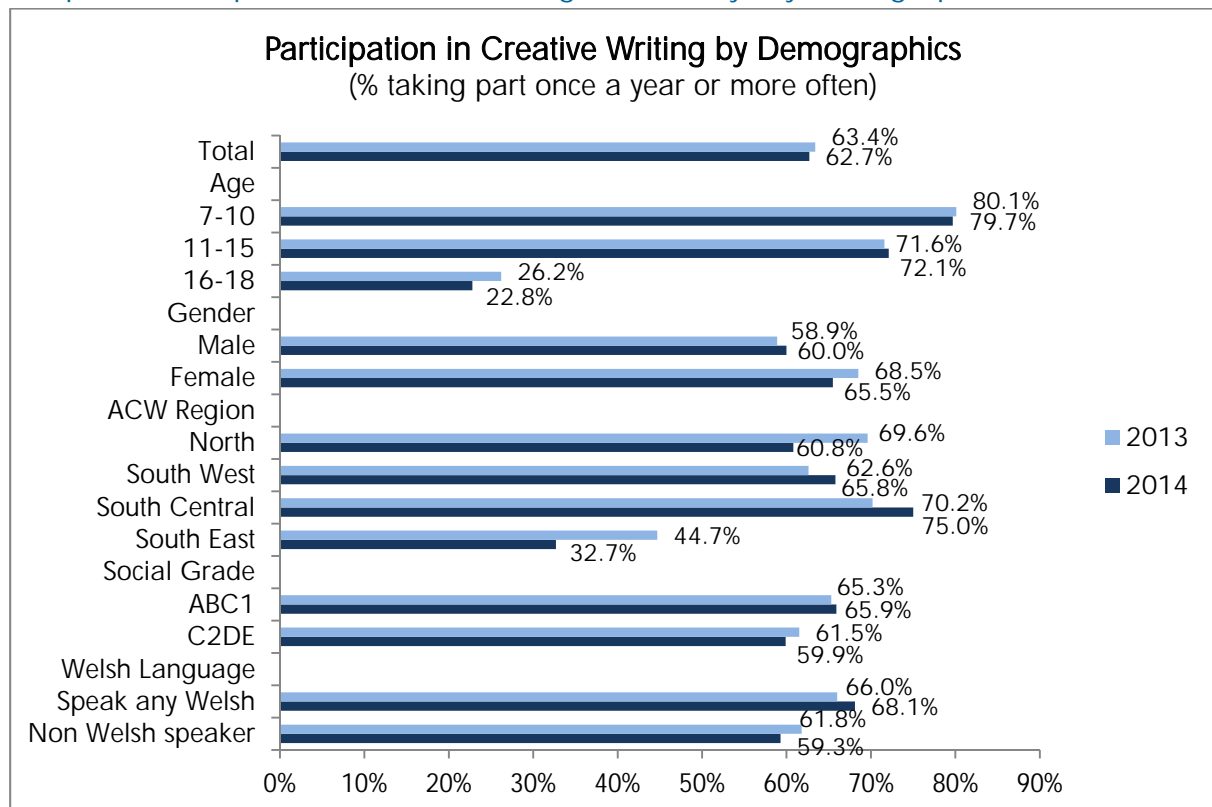
Graph 1: Trends in creative writing activities since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 2: Participation in creative writing activities by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 1: How and when creative writing activities are participated in

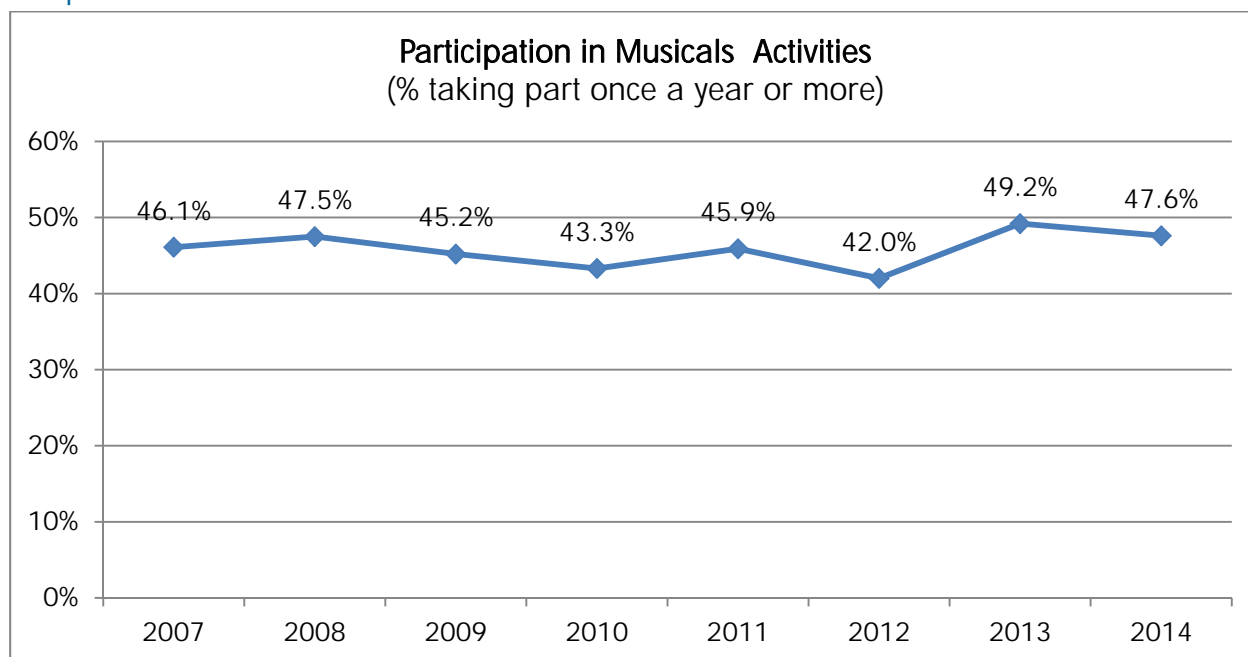
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	88.8%	0.7%	10.3%
2014	82.6%	2.2%	15.2%

Base: Those participating in creative writing once a year or more often, 645

Source: Children's Omnibus 2013 and 2014

# Musical Activities

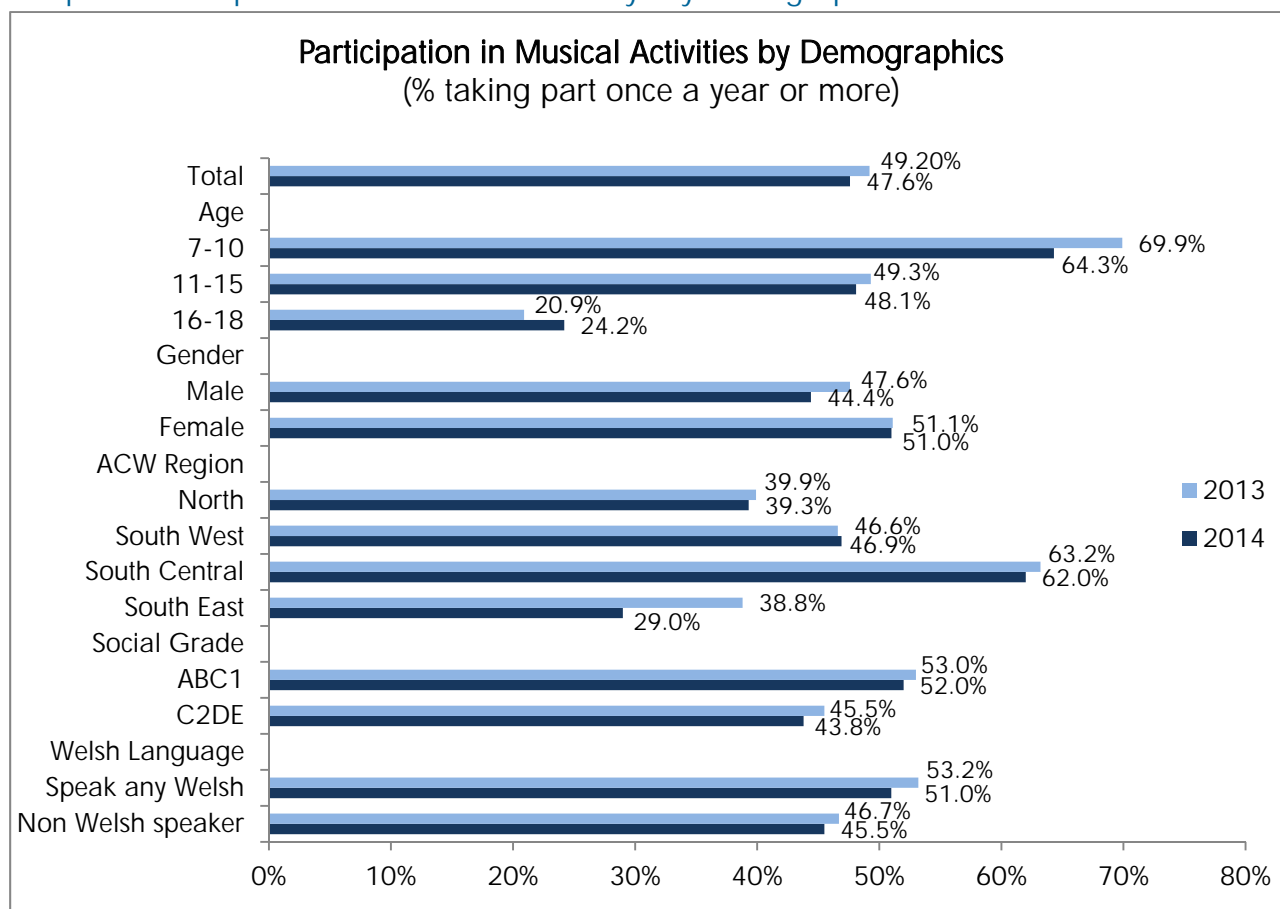
Graph 3: Trends in musical activities since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 4: Participation in musical activities by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 2: How and when musical activities are participated in

	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	72.7%	2.6%	24.1%
2014	70.5%	2.8%	26.6%

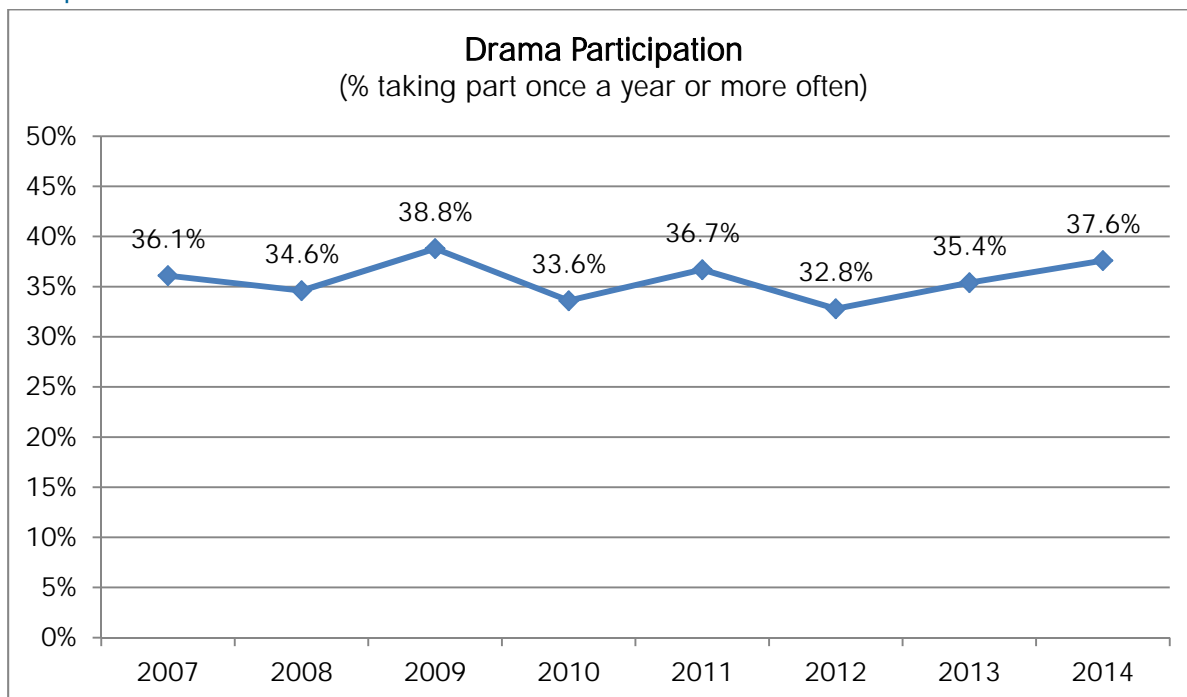
Base: Those participating in musical activities once a year or more often, 490

Source: Children's Omnibus 2013 and 2014



# Drama and Theatrical Activity

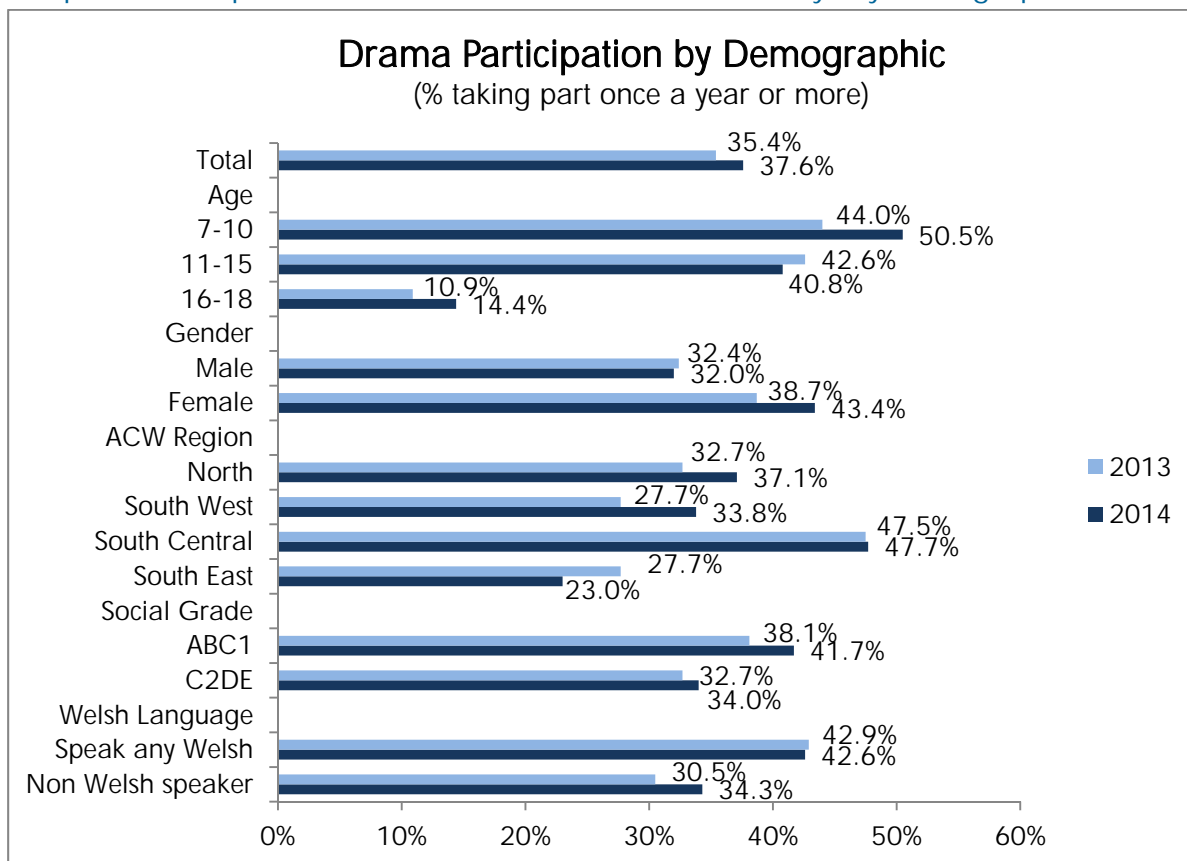
Graph 5: Trends in drama and theatrical activities since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 6: Participation in drama and theatrical activities by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 3: How and when drama and theatrical activities are participated in

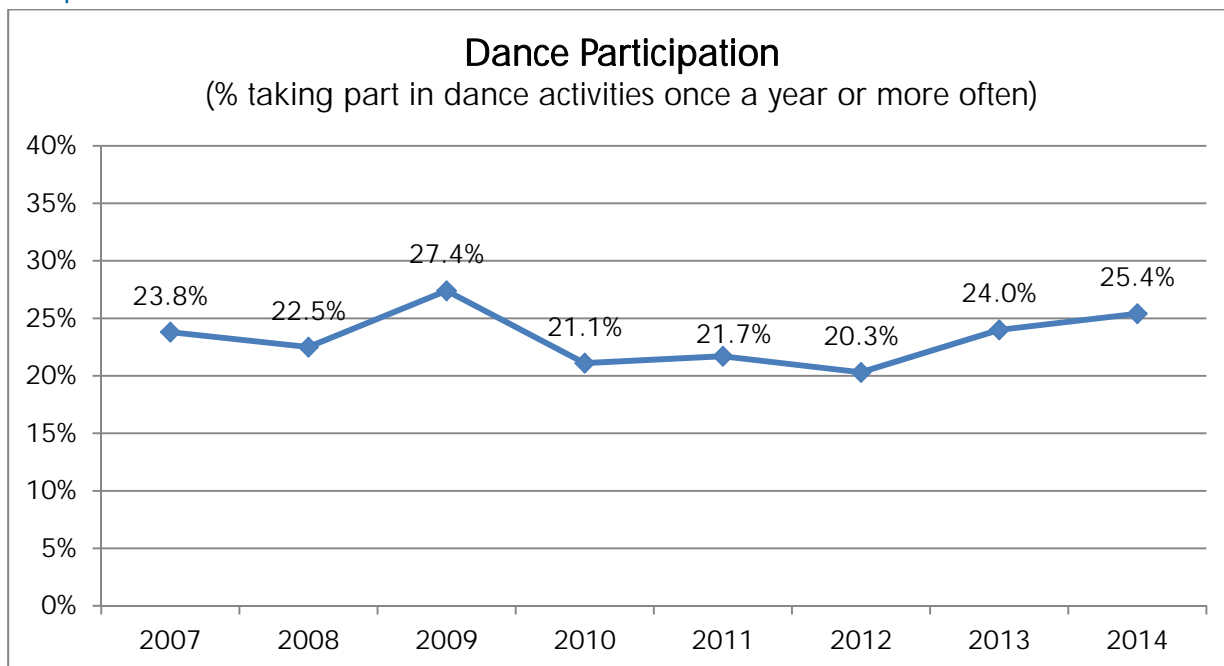
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	80.6%	6.9%	10.9%
2014	83.5%	4.7%	11.2%

Base: Those participating in drama and theatrical activities once a year or more often, 387

Source: Children's Omnibus 2013 and 2014

# Dance Activities

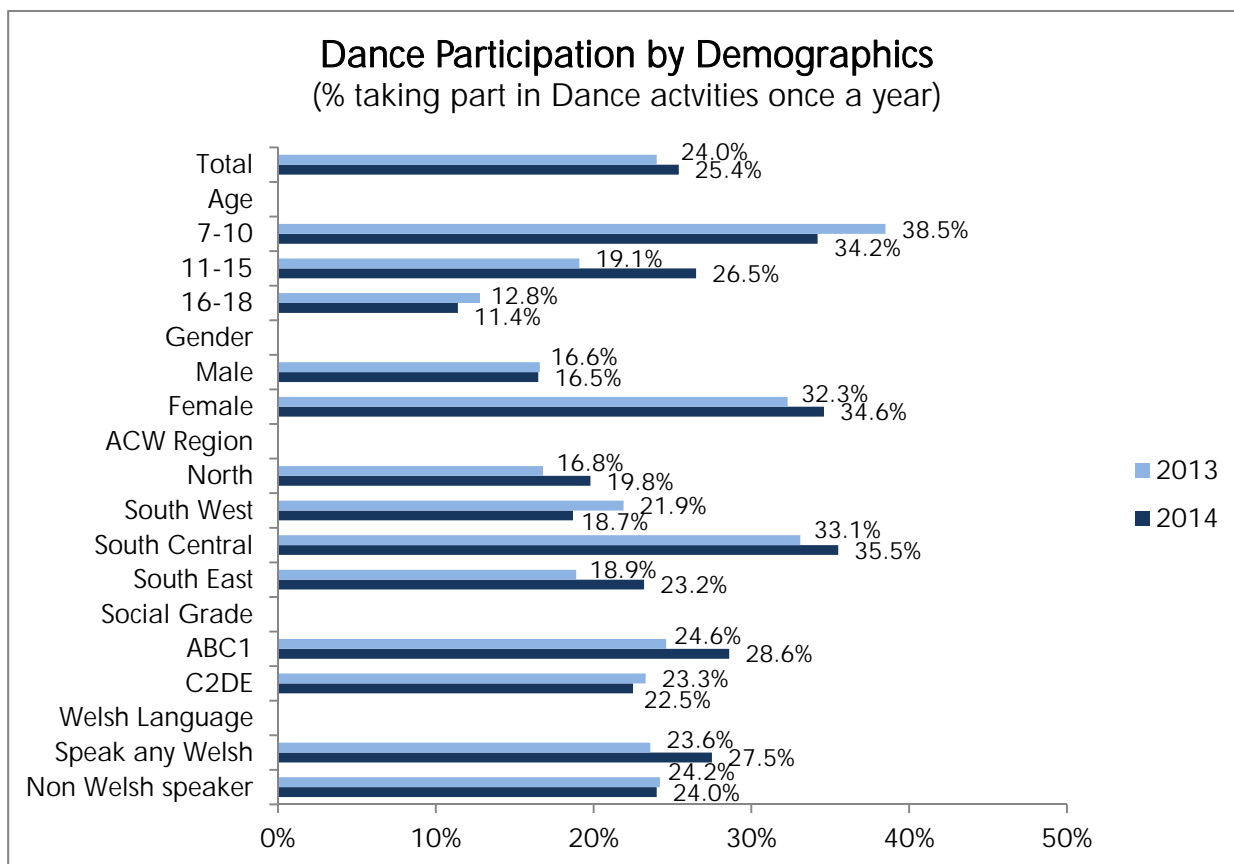
Graph 7: Trends in dance activities since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 8: Participation in dance activities by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 4: How and when dance activities are participated in

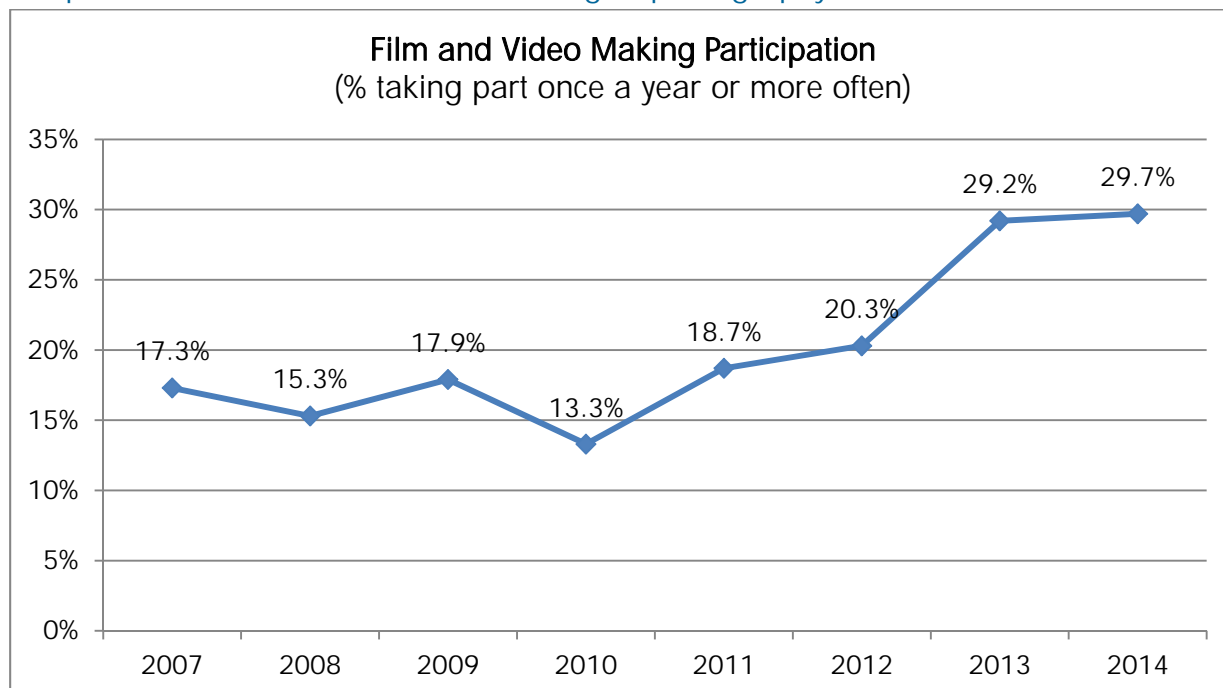
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	53.5%	6.9%	38.3%
2014	49.6%	7.5%	41.5%

Base: Those participating in dance activities once a year or more often, 261

Source: Children's Omnibus 2013 and 2014

## Film and Video making or Photography

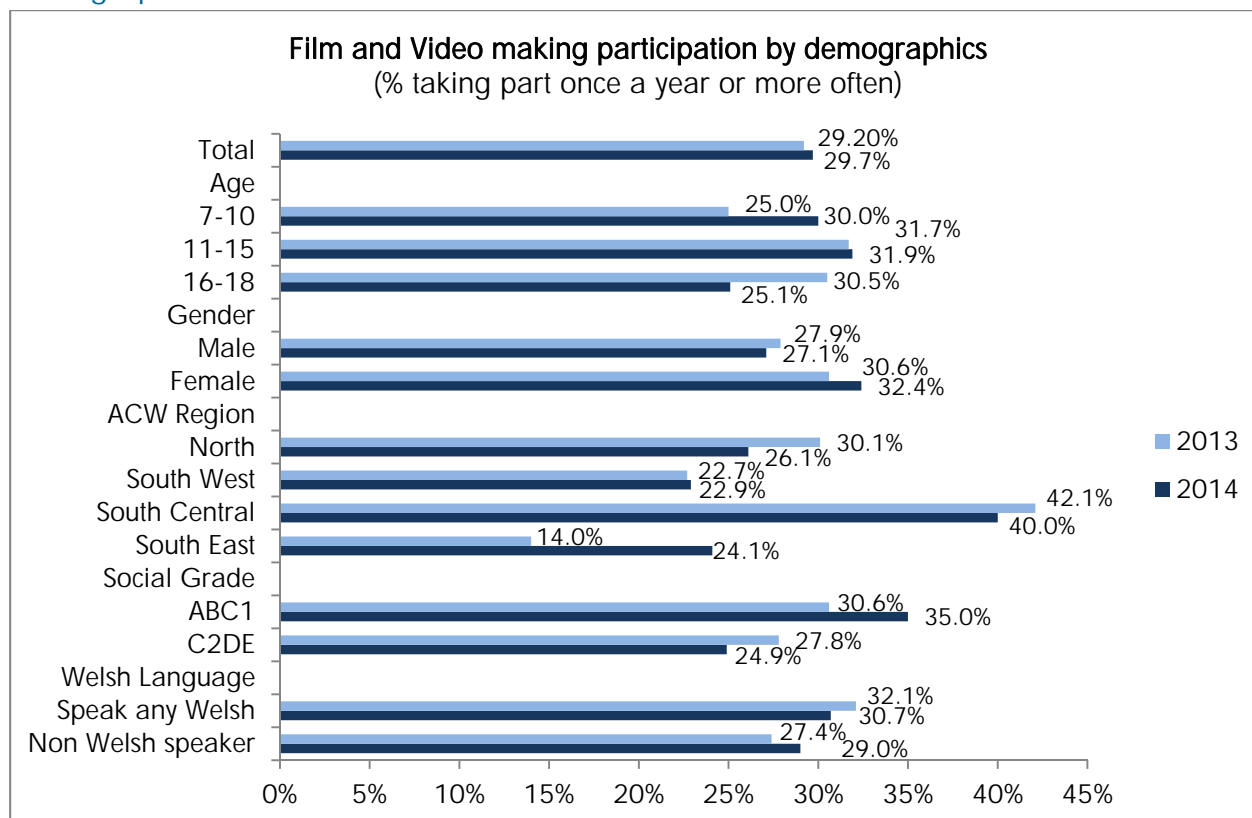
Graph 9: Trends in film and video making or photography activities since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 10: Participation in film and video making or photography activities by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 5: How and when film and video making or photography activities are participated in

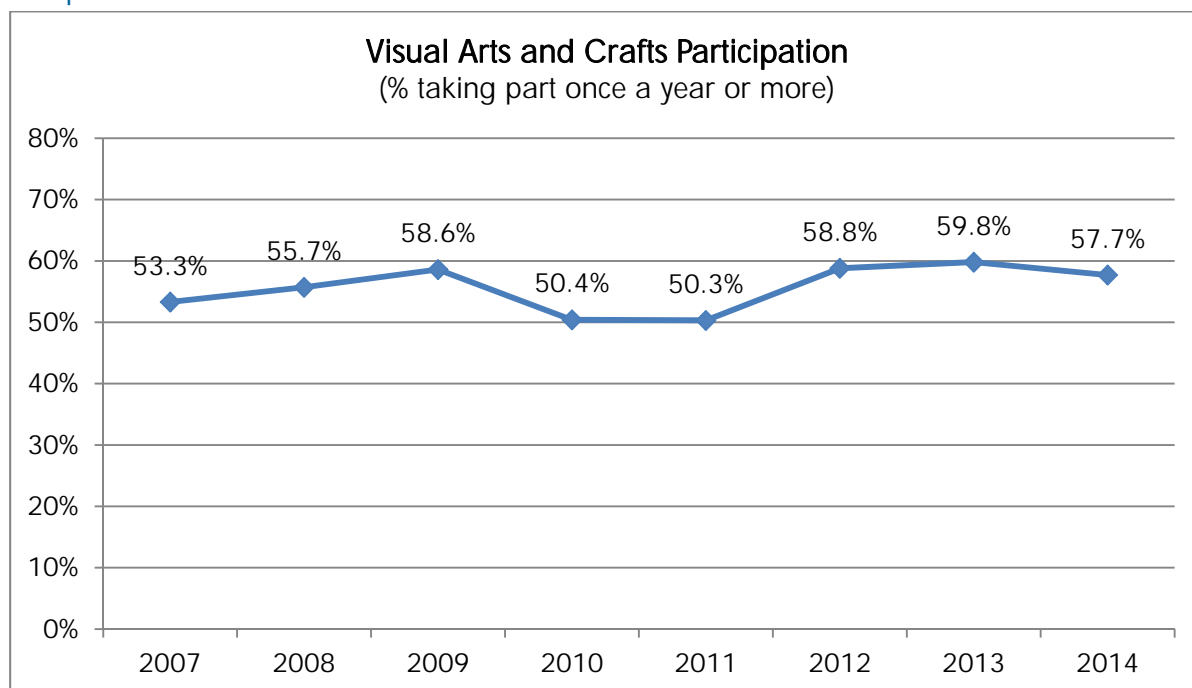
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	34.3%	3.0%	62.7%
2014	32.5%	3.7%	63.0%

Base: Those participating in film and video making or photography activities once a year or more often, 305

Source: Children's Omnibus 2013 and 2014

## Visual Arts and Crafts activities

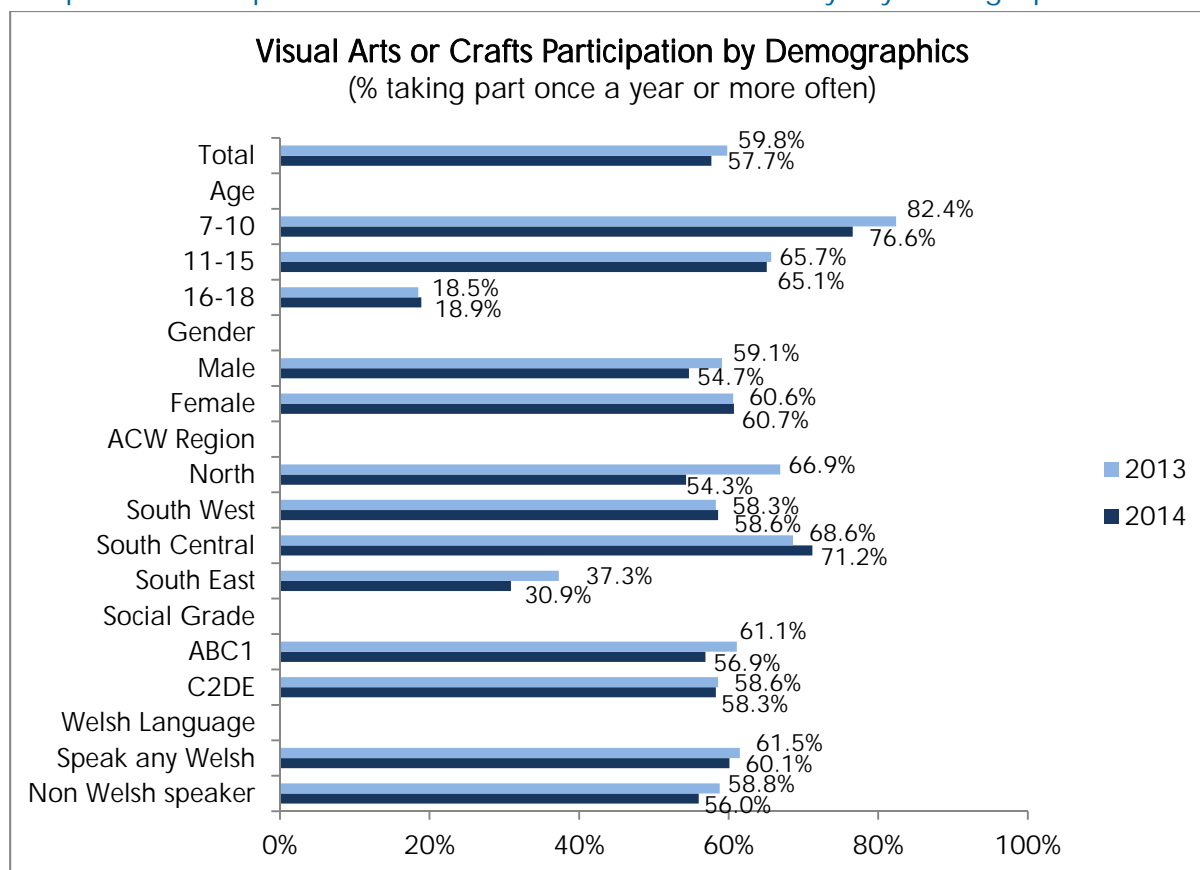
Graph 11: Trends in visual arts and crafts activities since 2007



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

Source: Children's Omnibus Survey 2007-2014

Graph 12: Participation in visual arts and crafts activities by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

Table 6: How and when visual arts and crafts activities are participated in

	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	74.7%	1.7%	23.0%
2014	70.1%	2.1%	27.8%

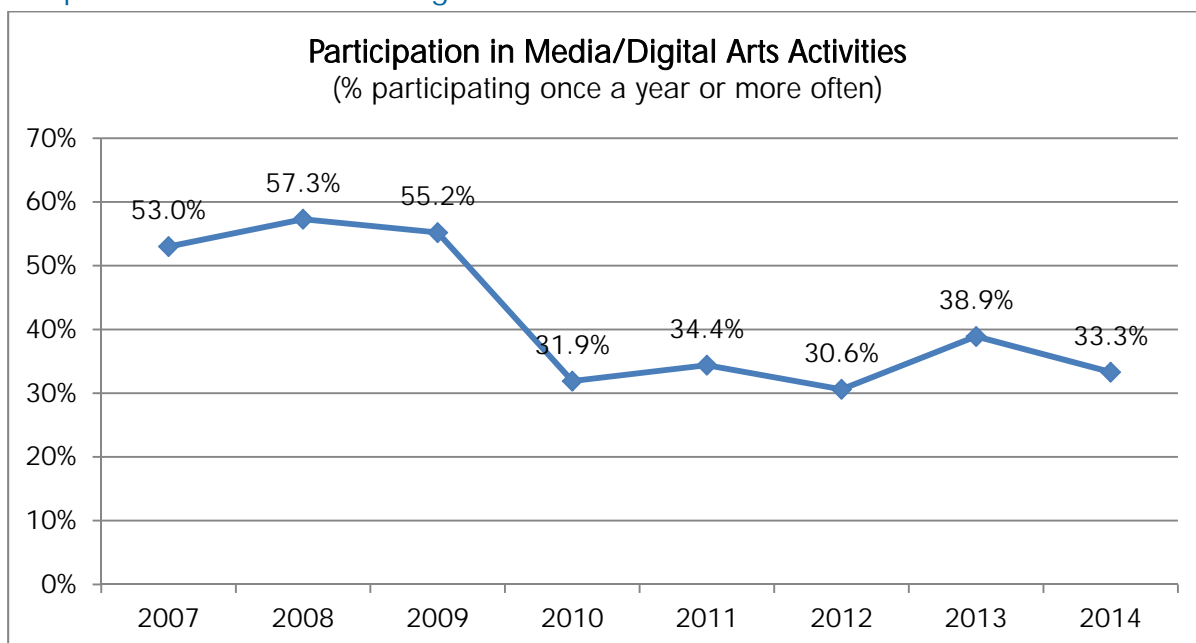
Base: Those participating in visual arts and crafts activities once a year or more often, 593

Source: Children's Omnibus 2013 and 2014



## Digital Arts activities

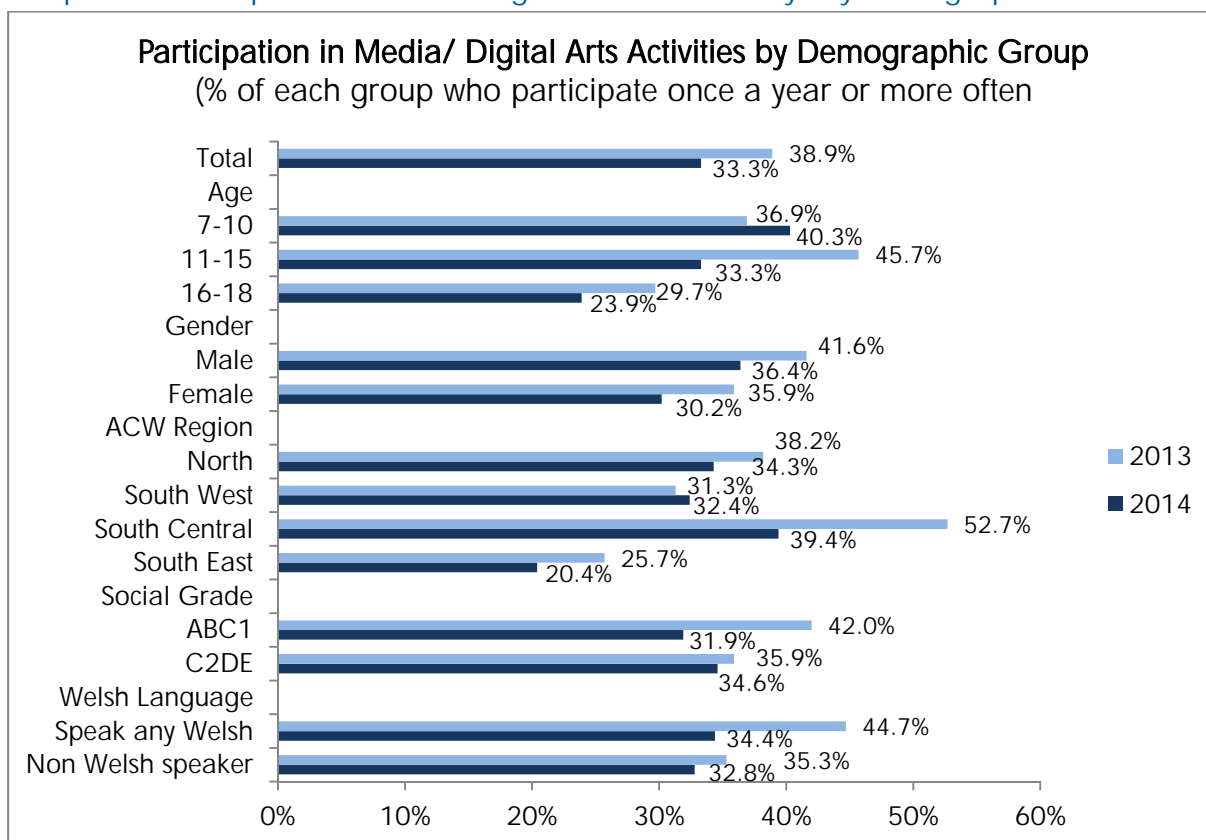
Graph 13: Trends in media/digital arts activities since 2007<sup>5</sup>



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

Source: Children's Omnibus Survey 2007-2014

Graph 14: Participation in media/digital arts activities by key demographics



Base: All 7-18 year olds (2013 1,014, 2014: 1,028)

Source: Children's Omnibus 2013-2014

<sup>5</sup> Up to 2009 the survey asked about media arts as opposed to digital arts which was introduced in 2010. The latter tends to record lower levels of participation and this needs to be taken into account when comparing eight year trends.

Table 7: How and when media/digital arts activities are participated in

	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2013	49.6%	2.7%	47.3%
2014	55.2%	2.5%	41.8%

Base: Those participating in media/digital arts activities once a year or more often, 343

Source: Children's Omnibus 2013 and 2014

## Appendix 3 - Socio-Economic Grade Definitions

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

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

## Appendix 4 – 2014 Survey Questionnaire

### Arts Council of Wales Final Questions –2014 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