



Date: 14th January 2016

Children's Omnibus Survey 2015: Initial Release of Headline Data

Introduction

The Children's Omnibus Survey is conducted twice a year, in spring and autumn, by Beaufort Research. The Arts Council has taken part in this Omnibus survey every year since 2007, and our survey questions focus on levels of attendance and participation by children and young people in the arts in Wales.

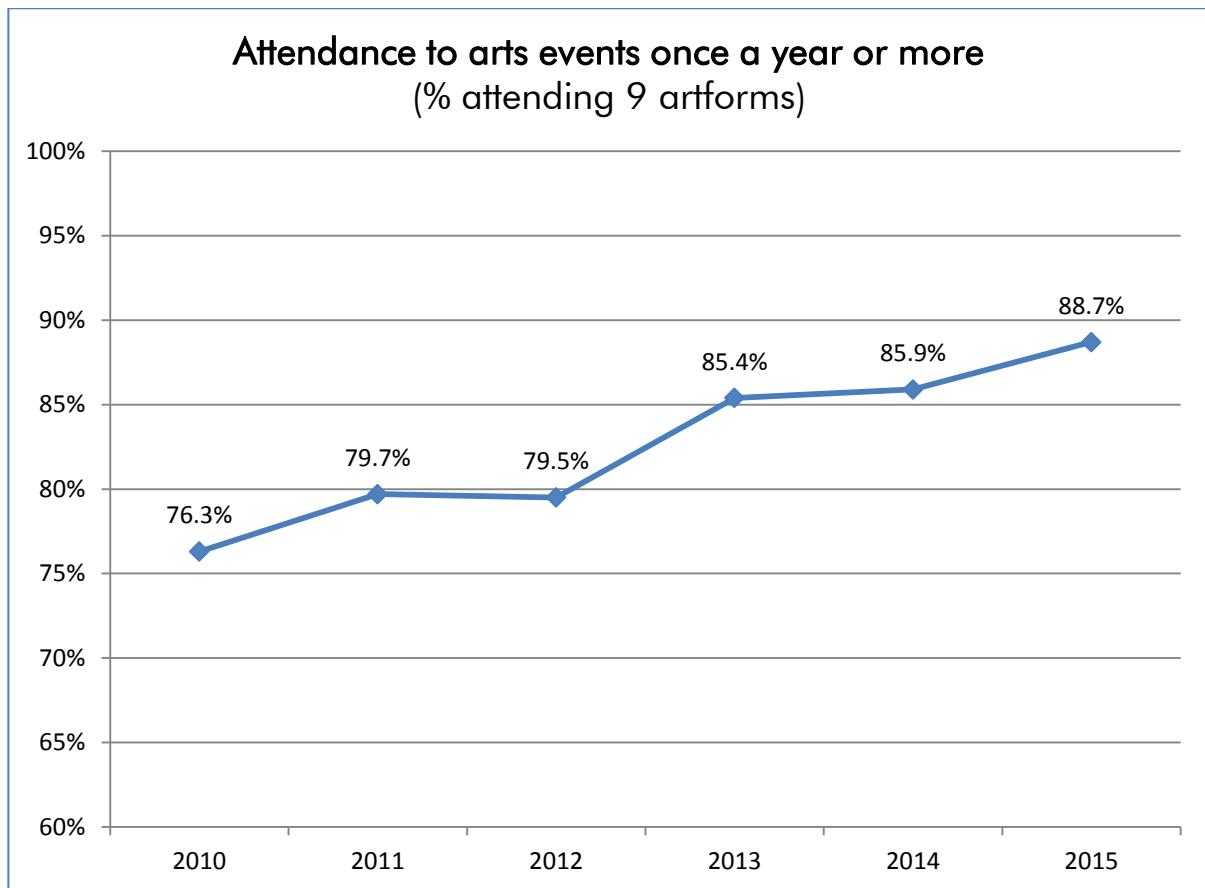
This report summarises the key results for the amalgamated data set for 2015. A detailed report will be published on 18th February 2016.

The results are based on 1,019 interviews completed with a representative sample of children and young people across Wales, aged 7 to 18 years. The survey fieldwork was conducted in March – April and October – November 2015; 519 interviews were completed in the first wave and 500 in the second.

Key Results

Attendance

- During 2015, 88.7% of children and young people in Wales attended an arts event once a year or more. This represents a 2.8 percentage point increase in attendance levels from the previous year.



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

Attendance¹ levels during 2015 demonstrate:

- More girls (91.6%) than boys (86.0%) continue to attend arts events once a year or more, following the trend of the previous two years. However, while there were still fewer boys than girls attending arts events, there has been an increase in boys' attendance from the previous year of 1.7 percentage points.
- There continue to be positive trends in attendance levels by socio economic grade since 2010. While in 2015 a higher proportion of those in the higher grades (ABC1s²) attended the arts (90.5% compared to 87.0% of C2DEs), levels of attendance among the lower social grades have increased more than among the higher grades. Attendances by C2DEs have increased by 17.5 percentage points from 69.5% in 2010, compared to an increase of 7.3 percentage points for ABC1s over the same period.

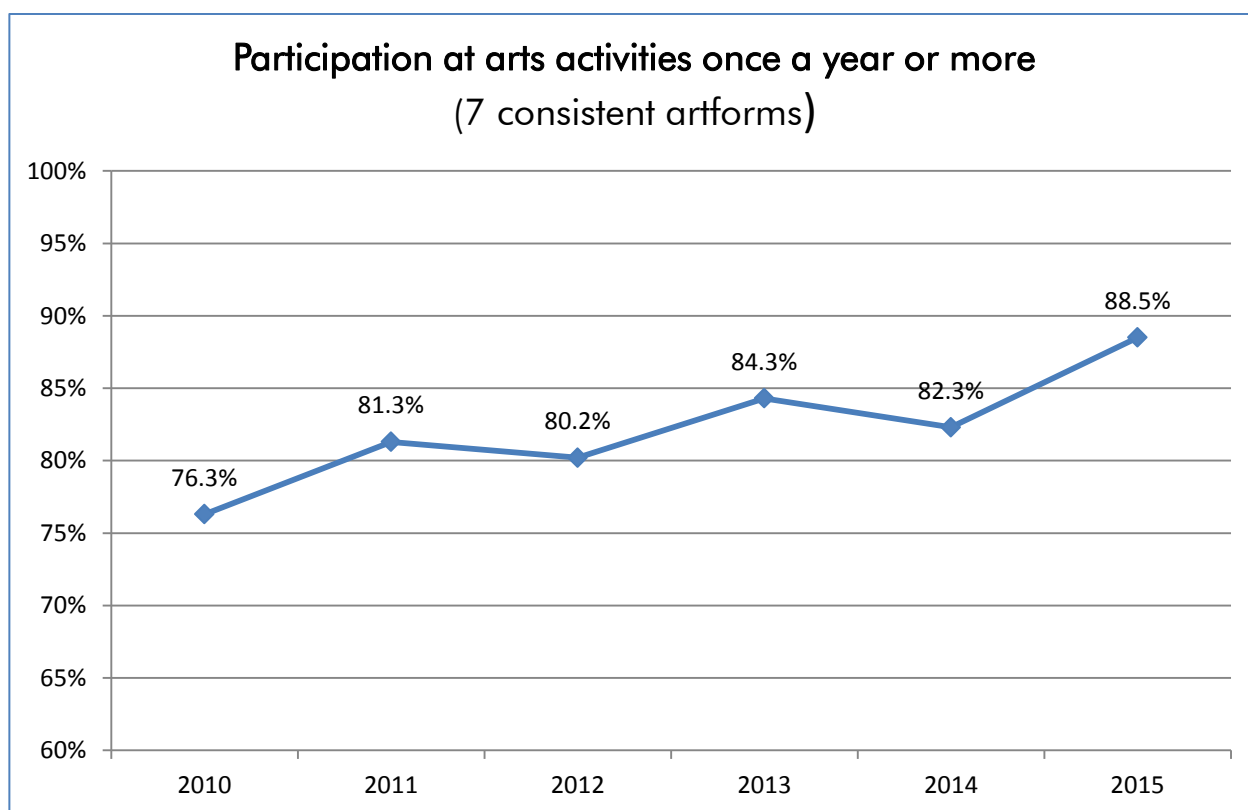
¹ The graph shows data for attendance at 9 artforms which have been included in the survey since 2010. The following artforms are included: plays, musicals, opera, classical music concerts, other live music, dance performances, art or craft galleries or exhibitions, readings, storytellings or other literature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

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

- As was the case in 2014, carnivals & street arts and plays were the two artforms which had the highest levels of attendance during 2015; 53.6% and 51.5%, respectively. Opera continues to be the artform with the lowest level of attendance. In 2015, 12 respondents (1.1%) said they had attended opera. Attendances to 'other' live music events have experienced the highest increase of all artforms, up by 2.6 percentage points from the previous year, with 35.2% children and young people attending these music events in 2015.

Participation

- In 2015, 88.5% of children and young people took part in arts activities once a year or more; an increase of 6.2 percentage points since 2014. This represents the highest level of participation at arts activities since 2010.



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

- As with attendances, more girls than boys take part in the arts; 89.3% compared to 87.8%, though the gap between the two genders has halved from the previous year to 1.5 percentage points in 2015.
- ABC1s have higher levels of participation in the arts, at 89.8%, compared to 87.3% of C2DEs. Both social groups have experienced increases in participation from 2014 and participation levels for both groups have increased to the highest level of participation since 2010.

- This year, for the first time since 2010, creative writing is no longer the most popular participatory artform for children and young people. Participation in visual arts & crafts (65.2%) is now the most popular activity, followed by creative writing (64.9%) and musical activities (50.8%). Participation in digital arts (42.8% in 2015) experienced the greatest year-on-year increase, up by 9.5 percentage points. Dance is the artform with the lowest levels of participation (24.5%); a decrease of 0.9 percentage points from the previous year.

Frequency

The Arts Council of Wales includes questions on the Children's Omnibus Survey twice a year; in Spring and Autumn. A full report of the amalgamated dataset will be published in February 2016.

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, please contact our research team: Research@artscouncilofwales.org.uk

Website: www.artscouncilofwales.org.uk

Contact

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

Next Update

February 2016.