



Cyngor Celfyddydau Cymru
Arts Council of Wales

2015 Children's Omnibus Survey

Report on main findings



Research Team
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Light Animation, Arts Connection (Image: Ben Davies)



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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 2015 survey, examining overall levels of attendance at and participation in the arts by children and young people. Demographic and regional variations are explored, a comparison of artforms is provided, and individual artform trends are provided in *Appendices 1* and *2* to this report.

1.2 Methodology

The Beaufort Research Children's Omnibus Survey is conducted three times a year; in spring, summer and autumn. Each wave of the survey involves interviews with approximately 500 children and young people aged 7 to 18 years. Arts Council of Wales sponsors question modules on the April and October questionnaires. Each year of data discussed within the report is an amalgamation of the April and October datasets, representing a combined annual sample size of approximately 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 2011 proportions. The resulting data are 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 by 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 2015 survey took place over the periods 30th March 2015 to 20th April 2015 and 12th October to 1st November 2015. 519 interviews were conducted and analysed in the first wave and 500 in the second, giving an unweighted sample of 1,019 7-18 year olds.

1.3 Notes on Data Presentation

The data are 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 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 increased slightly from 2014, with almost 9 in 10 (88.7%) attending any of the 9 art forms (including carnivals and street arts) once a year or more in 2015. This is the highest level of attendance recorded since the survey began in 2007. Attendance levels have been rising year-on-year since 2012, when just over 7 in 10 children and young people were attending the arts.
- While children and young people from higher social grades continue to show higher levels of arts attendance in 2015 (90.5% of ABC1s compared with 87.0% of C2DEs), the gap between the two groups has narrowed. The gap currently stands at 3.5 percentage points, compared to 5.5 percentage points last year.
- Continuing the established trend, younger children are more likely to attend the arts than older children and young adults. Furthermore, the largest year-on-year increase in attendance levels has been seen amongst those children aged 7-10 (up 3.4 percentage points to 96.3%).
- More girls than boys attended the arts. 2015 Data show the gender gap to be 5.6 percentage points; the largest gap in the last five years. This is partly explained by girls' attendance increasing by more than twice as much as boys' this year.
- Whilst attendance in most regions has remained stable since 2014, a large increase in attendance levels has been observed in the South East, where attendance rates have increased by over 24 percentage points to 90.9% in 2015.
- For the first time since 2011, more non-Welsh speaking children and young people than Welsh-speaking individuals attended the arts in 2015 (a difference of 0.5 percentage points). Whilst this is a change to the recent trend, it is reassuring that the gap between these groups has narrowed (the difference was 7.6 percentage points last year).
- Carnival and street art continues to be the most popular attendance art form in 2015, followed by plays. Opera remains the least popular art form amongst children and young people.

- The majority of attendances to the arts take place in children and young people's own time; that is to say completely independently of school or college (76.6%).

2.2 Arts Participation

- Almost 9 in 10 children and young people participated in arts activities once a year or more in 2015 (88.5%). This is the highest level of arts participation observed since we started collecting survey data in 2007.
- More ABC1 individuals participated in the arts in 2015 compared to children and young people from C2DE households. The gap between these groups remains small (2.5 percentage points), although there has been a small increase in this gap since 2014.
- As with arts attendance, the highest level of arts participation is seen among children aged 7-10 (98.5% participating once a year or more). Those aged 16-18 are the least likely to participate, with only two thirds taking part in arts activities in 2015.
- Boys' participation increased more than girls' in 2015 (up by 7.0 percentage points), yet more girls than boys continue to participate in the arts (89.3% compared with 87.8%).
- As is the case with arts attendance, sizeable increases in levels of participation were seen in the South East region in 2015 (up 36 percentage points to 90.2%). Other regions' participation levels remained reasonably stable.
- Whilst the larger year-on-year increase in participation was among non-Welsh speaking children and young people (up 7.7 percentage points to 87.4%), it remains the case in 2015 that there are more Welsh speaking individuals participating in arts activities (90.3%) than those who speak no Welsh.
- Visual arts and crafts activities proved to be the most popular in 2015, with 65.2% taking part in these. Creative writing was almost as popular, with 64.9% of children and young people telling us they took part in these literary activities once a year or more. Dance was the least popular participatory activity, with less than a quarter (24.5%) of individuals participating.

- The bulk of arts participation took place as a result of activities being organised by schools or colleges during the learning day (75.1%). Even so, participation in one's own time, which is to say completely independently of school/college, remains high (58.1%).

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 Galleries or Exhibitions
- Readings, Storytellings and other Literature Events
- Carnivals and Street Arts*

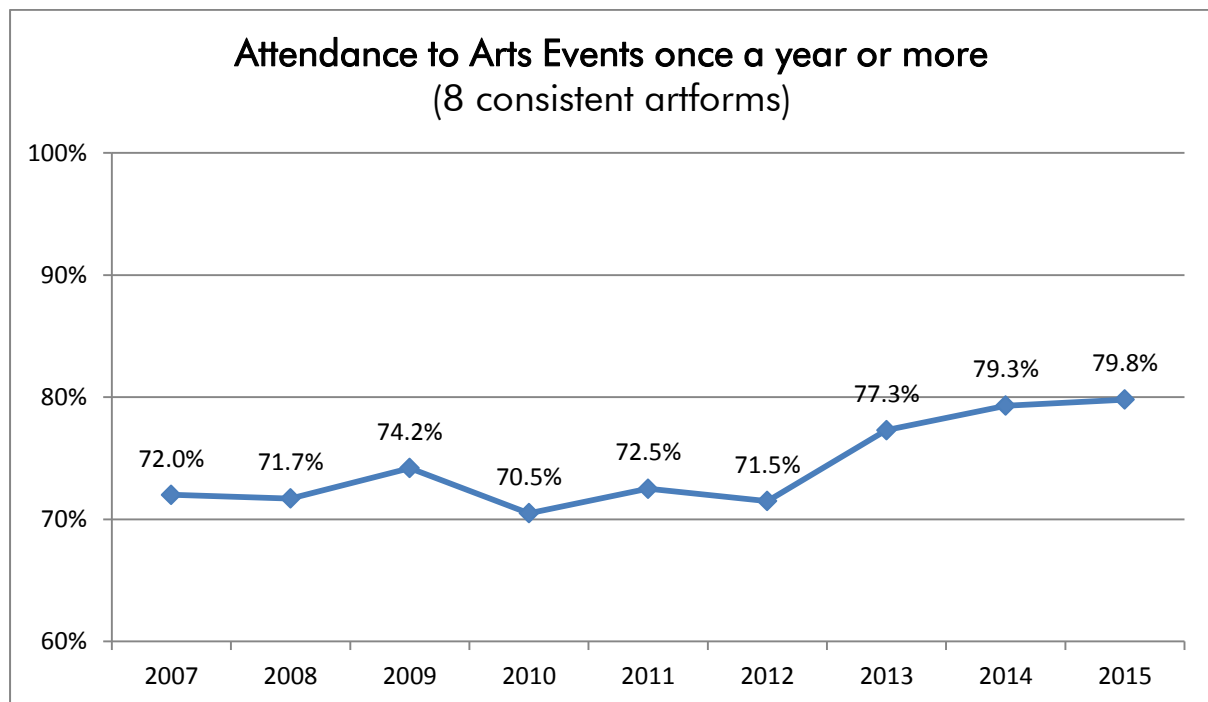
*Art form added in 2010

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 for specific art forms 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 nine years but also based on all nine art forms over the last six 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

Data from the 2015 survey show that 79.8% of children and young people attend at least one art event once a year or more often¹, which is the highest level of attendance seen since 2007. This level of attendance represents a 0.5 percentage point increase on last year's figure and an increase of almost 8 percentage points since the survey started in 2007, continuing the upward trend observed since 2012.

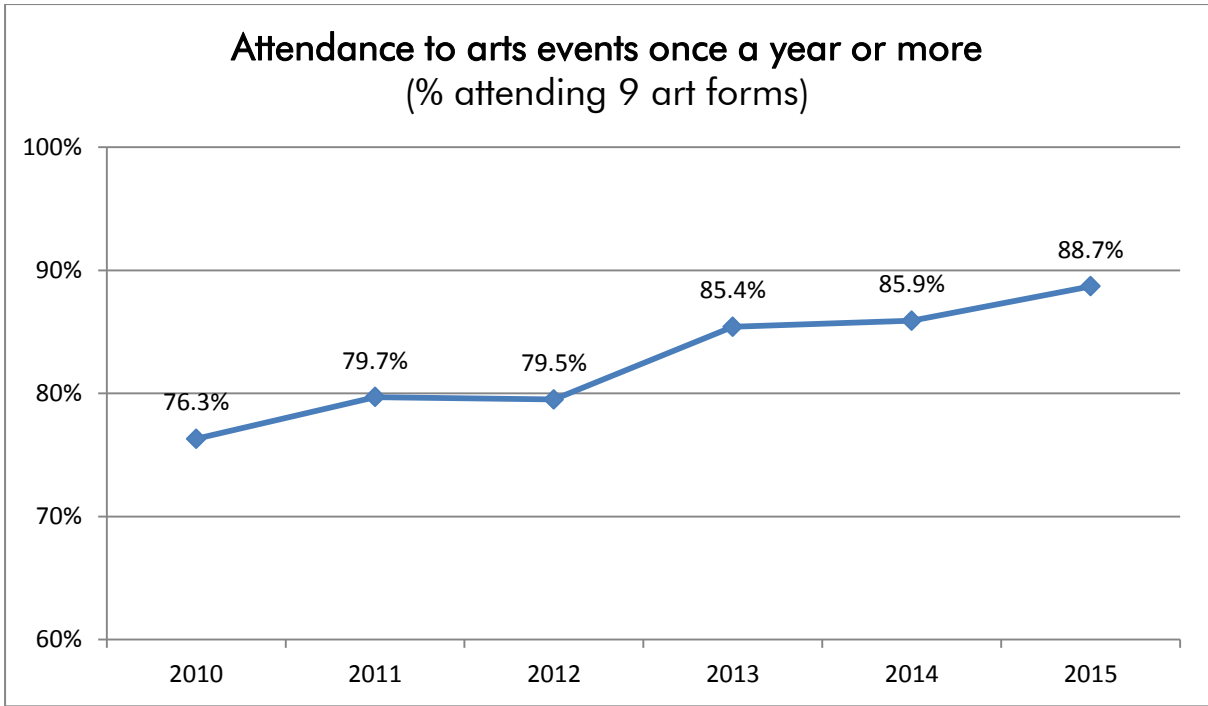


Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus Survey 2007-2015

With Carnivals and Street Arts included in the analysis, attendance for 2015 stands at 88.7%; a 2.8 percentage point increase on last year and a 12.4 percentage point increase since we started collecting attendance data on this basis in 2010. As with the eight consistent artforms, 2015 attendance is at the highest level recorded. This shows a promising upward trend in levels of attendance amongst children and young people over the last six years and highlights the value that Carnival and Street Arts brings in widening arts attendance amongst this group.

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.



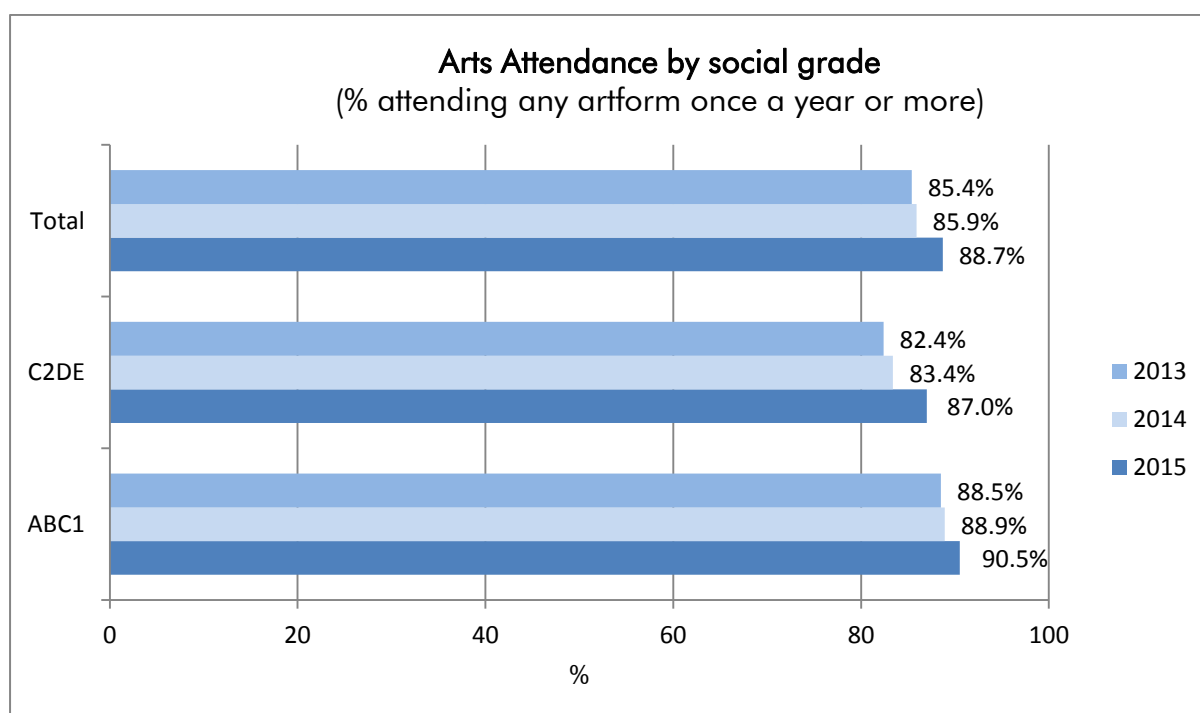
Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus Survey 2010-2015

3.3. Attendance 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 2013, 2014 and 2015 are presented for comparison, and chart the proportion of children and young people in each demographic group who attend one of the nine art forms once a year or more often². 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 (at least 1,000 per wave)

Source: Children's Omnibus Survey 2013-2015

Once again, 2015 data show higher levels of attendance amongst children from ABC1 households (90.5%) compared with those from C2DE households (87.0%). Reassuringly, we are seeing an increase in attendance levels for both groups; an increase of 1.6 percentage points since last year for ABC1s and an increase of 3.6 percentage points for those living in C2DE households. As is illustrated by these increases, the gap between the two groups has been closing over the last three years, with the gap reducing from 6.1 percentage points in 2013 to 3.5 percentage points this year. Back in 2011, this gap was 13.1 percentage points, so these data are showing a positive trend.

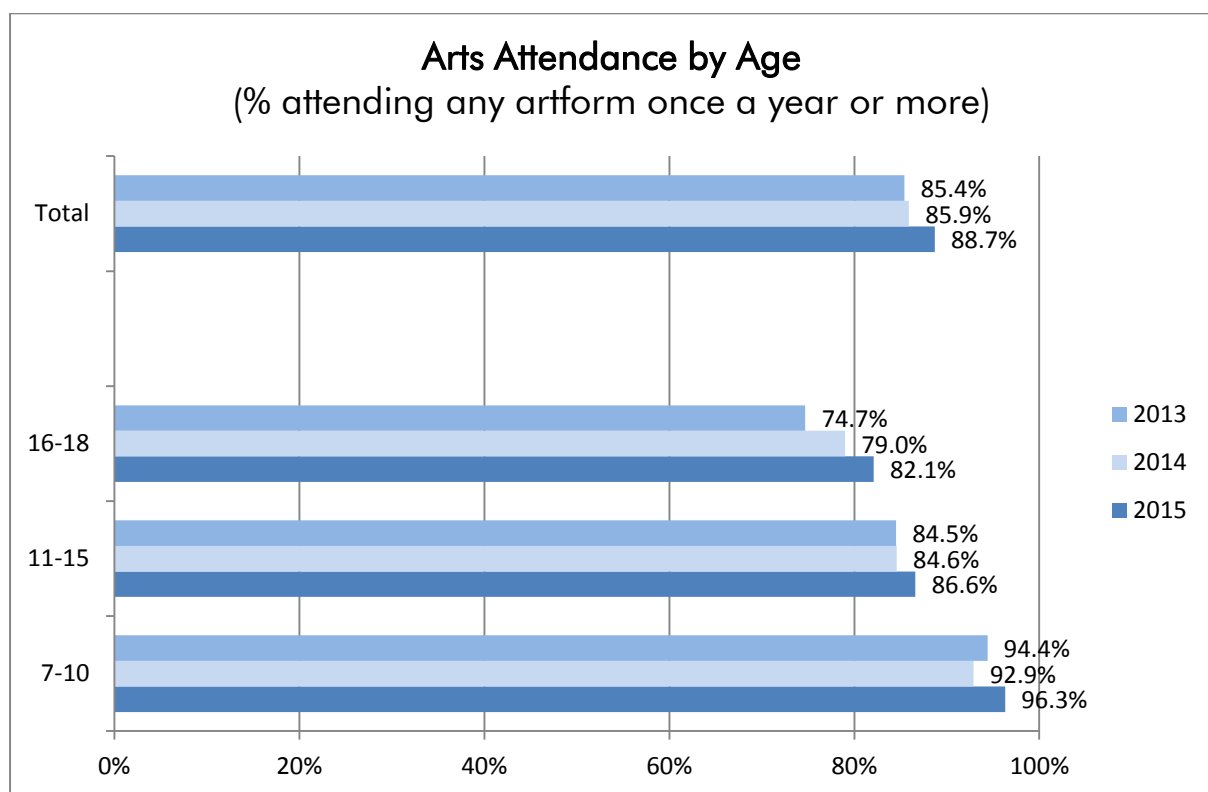
² The nine artforms include 'Carnivals and Street Arts', which was added in 2010.

3.5 Attendance by Age

We continue to see the highest levels of arts attendance amongst the 7-10 age group, with attendance levels at 96.3% in 2015. Attendance levels are almost 10 percentage points lower for those aged 11-15 (86.6%) and, once again, the lowest attendance levels are amongst children and young people aged 16-18 years (at 82.1%).

All age groups have shown an increase in attendance levels from the year before, and each group's attendance is at the highest level observed for the last three years.

Whilst attendance levels are lowest for those aged 16-18 it is this group where the largest increase in attendance over the last three years has been seen (7.4 percentage points cf. 2.1 and 1.9 percentage points).

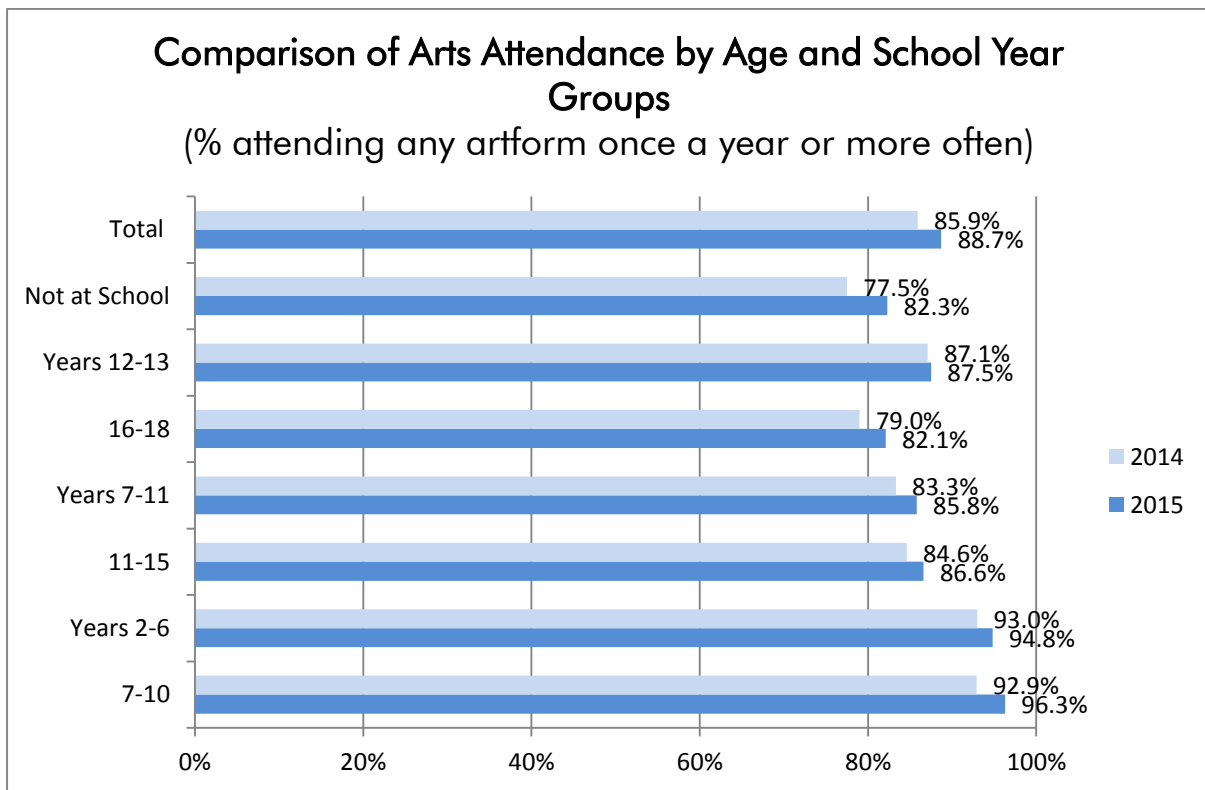


Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus Survey 2013-2015

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 2015 children in school years 2-6, have similar levels of attendance as 7-10 year olds; 94.8% and 96.3%, respectively. As 7-10 year olds fall into the school years 2-6 it suggests that the school environment may have some influence on levels of attendance by children and young people of this age. Similarly the difference in arts attendance between 11-15 year olds and those in school years 7-11 is only 0.8 percentage points this year, suggesting a close correlation here, too. The biggest

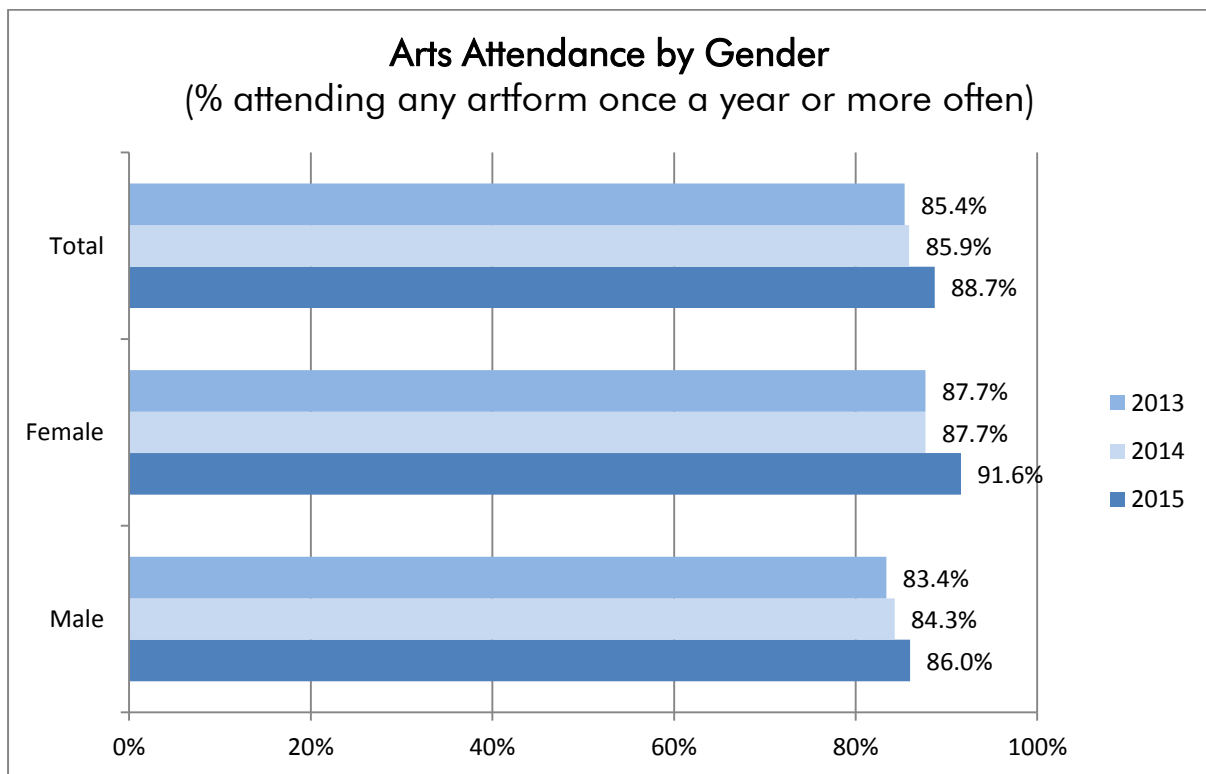
difference occurs between 16-18 year olds and those in school years 12-13. Here there is a difference of 5.4 percentage points, with 82.1% of 16-18 year olds reporting attending an arts event once a year or more often, compared to 87.5% of those in school years 12-13. 82.3% of those not in school attended the arts once a year or more in 2015, up from 77.5% the previous year. These data suggest that 16-18 year olds are more likely to attend arts events if they are still in school.



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

Source: Children's Omnibus Survey 2014-2015

3.6 Attendance by Gender

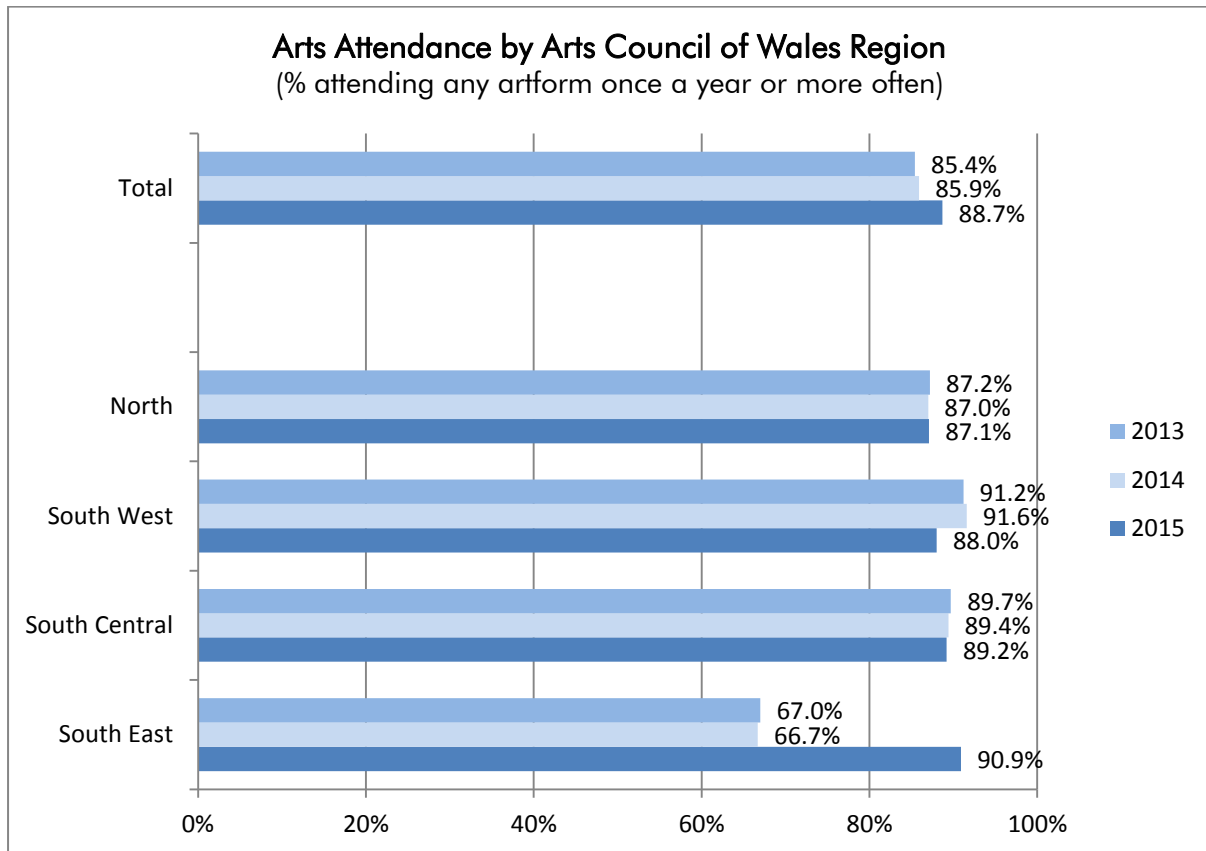


Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus Survey 2013-2015

Continuing the long-established trend, a higher proportion of girls attended the arts than boys in 2015 (91.6% compared with 86.0%). The gender gap stands at 5.6 percentage points this year, which is the largest gap seen in the last five years. However, attendance levels have increased for both genders; by 1.7 percentage points for boys and 3.9 for girls.

3.7 Attendance by Region



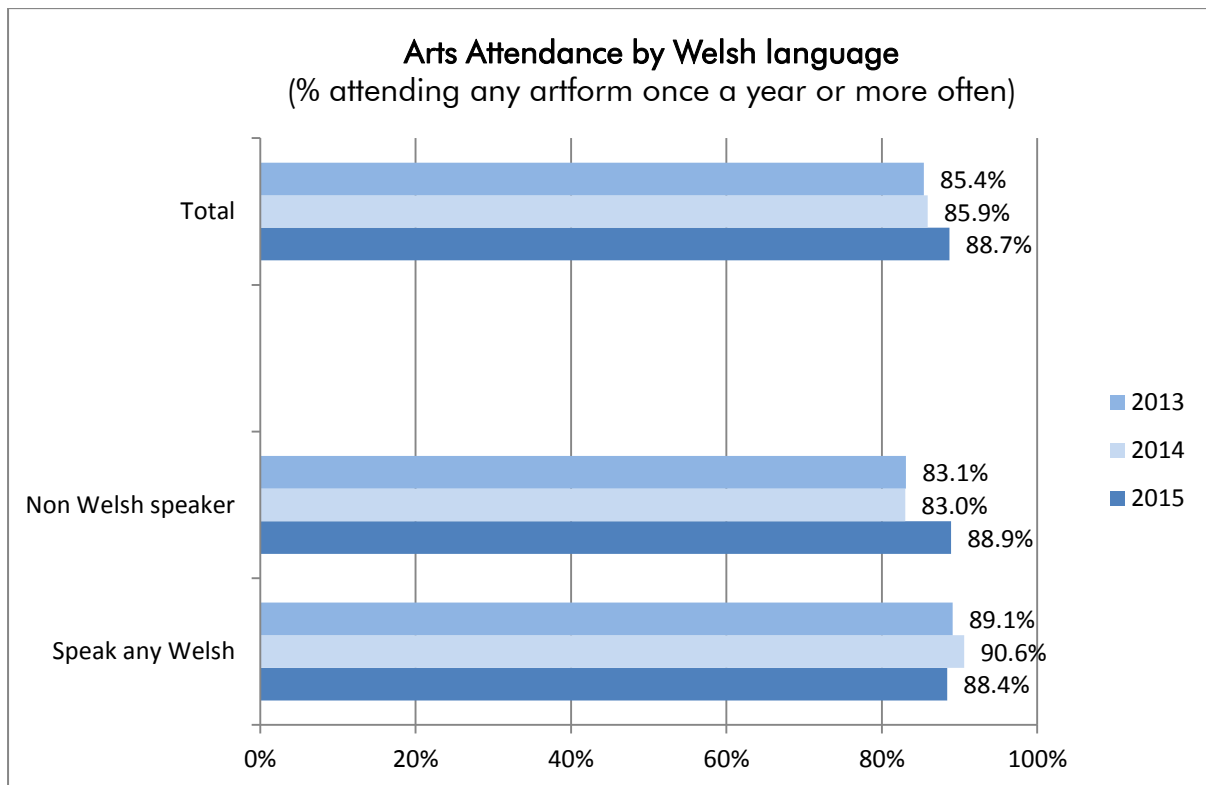
Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus Survey 2013-2015

Levels of attendance in the North and South Central regions have remained stable over the last three years. In 2015 the North saw an increase in attendance of 0.1 percentage points since last year. In South Central, a 0.2 percentage point increase in attendance has been seen. A larger change in levels of attendance has been seen in the South West region, which has traditionally enjoyed the highest levels of arts attendance, where a 3.6 percentage point drop has been observed over the last year.

The most remarkable change, though, has been seen in the South East region. It is this region that has traditionally had the lowest levels of arts attendance, with only approximately two thirds of children and young people attending the arts each year. In 2015, however, attendance levels were 90.9%; a 24.2 percentage point increase on the previous year. 2015 is the first year that sees a more even distribution of attendance across all four Arts Council of Wales regions.

3.8 Attendance by Welsh Language



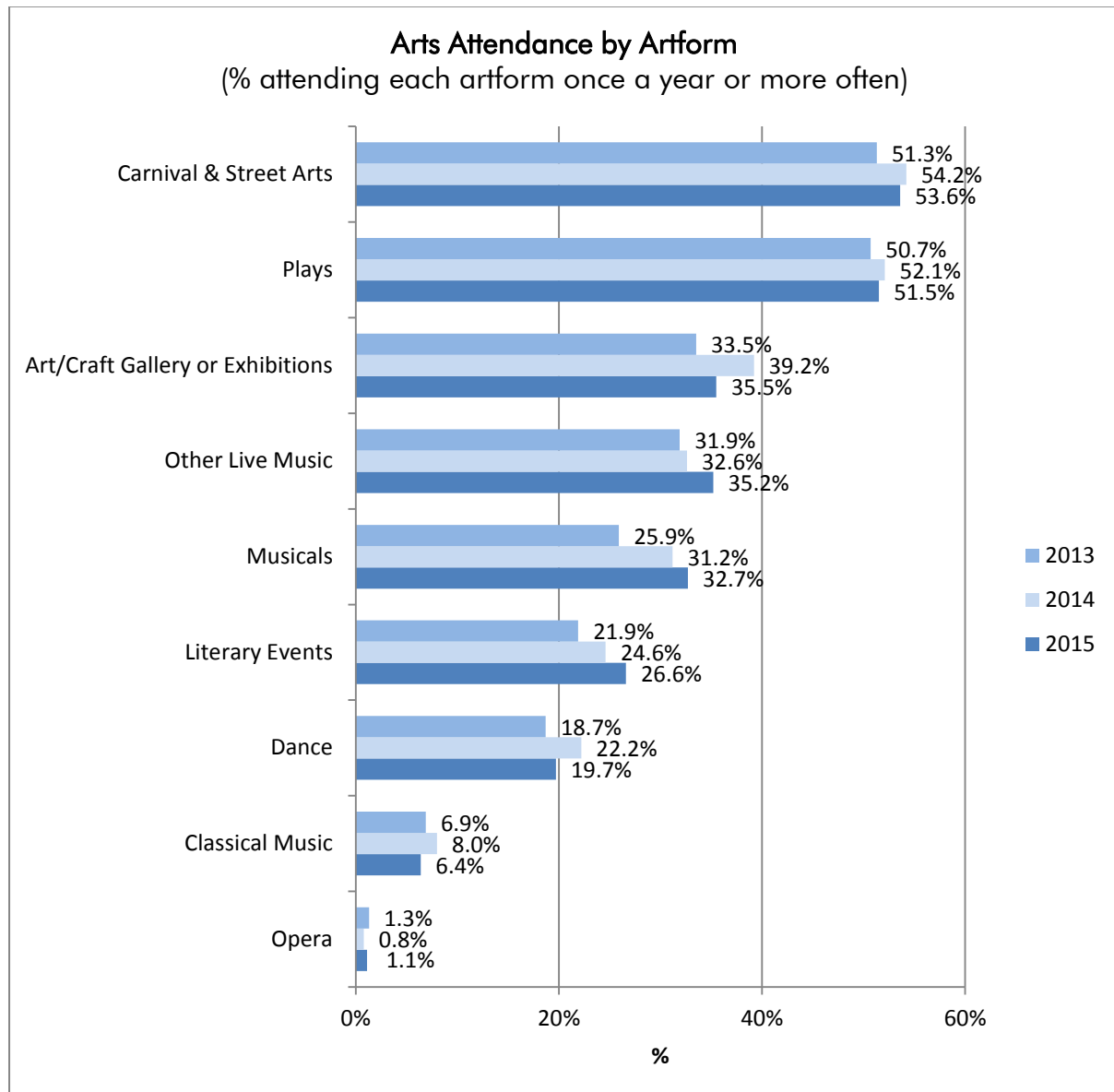
Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus Survey 2013-2015

Since 2011 it has been the case that those children and young people who speak any Welsh have shown higher levels of attendance when compared with non-Welsh speakers (a difference of 7.6 percentage points in 2014, for example). This year, though, we see that attendance levels are 0.5 percentage points lower for Welsh speakers than for non-Welsh speakers (88.4% and 88.9%, respectively). Whilst this constitutes a change to the 5-year trend, it is reassuring that the gap between these groups has narrowed over the last year.

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 2015 survey, and attendance figures from the 2014 and 2013 surveys for comparison.



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

Source: Children's Omnibus Survey 2013-2015

As has been the case since 2013, Carnival & Street Arts continues to be the most popular artform in terms of attendance in 2015, although the percentage of children and young people attending has dropped by 0.6 percentage points since last year. That said, over half of children and young people continue to attend Carnival & Street Arts once a year or more often. In fact, the ranking positions for the nine artforms have not changed for the three years shown. Plays (51.5%; down 0.6 percentage

points since 2014) and Art/Craft Galleries or Exhibitions (35.5%; down 3.7 percentage points – the largest year-on-year drop of all artform fluctuations) occupy second and third place, respectively.

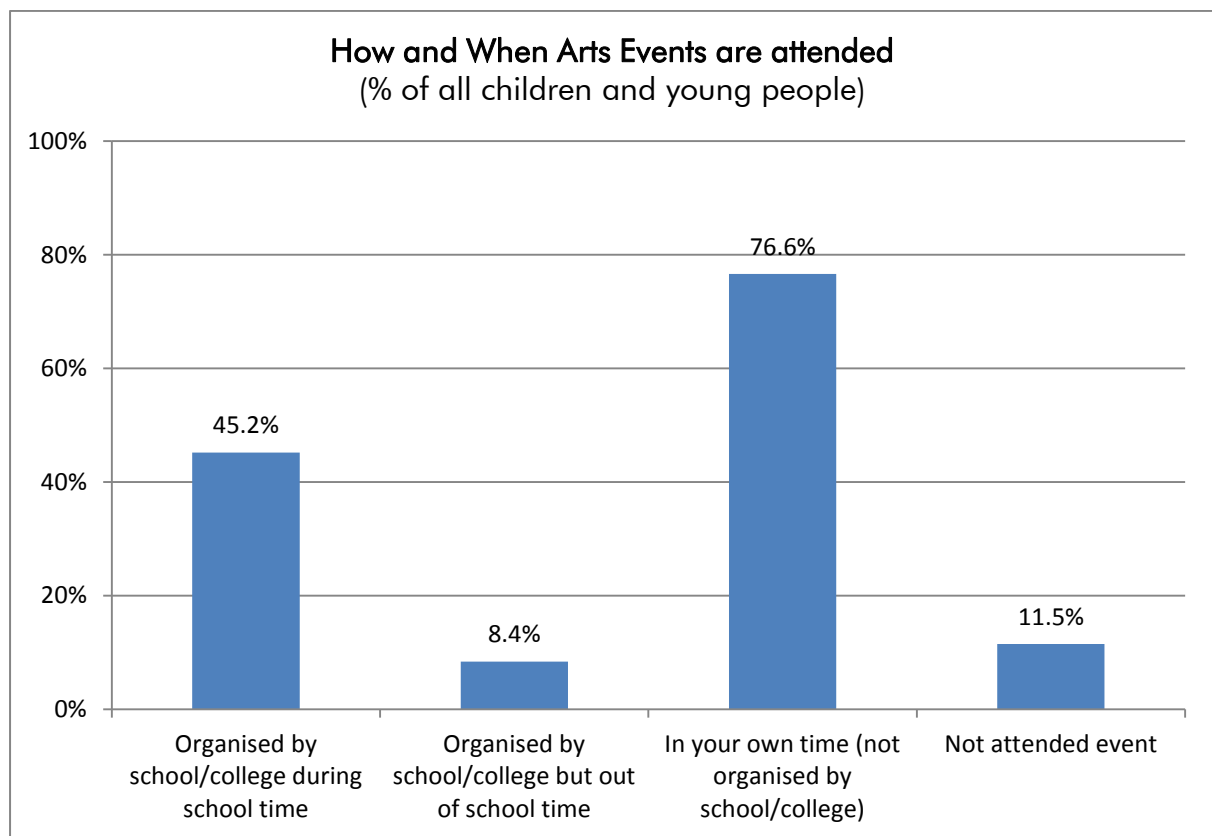
Other Live Music has enjoyed the largest year-on-year increase in attendance amongst children and young people (up 2.6 percentage points to 35.2% in 2015).

Opera is again the least popular attendance artform, with levels fluctuating little from the 1% mark (1.1% this year). However, with only 12 interviewees responding in the positive to this artform in 2015, information from this small proportion of the sample should be interpreted with caution.

More detailed attendance data, broken down by art form, are available in *Appendix 1*.

3.10 How and When the Arts are Attended

The majority of attendance to arts events by children and young people in 2015 was during their own time (not organised by school or college); 76.6%. A further 45.2% was carried out in school/college and during school time and 8.4% 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. 11.5% of children and young people did not attend an event during the year.



Base: All 7-18 year olds: 1,019

Source: Children's Omnibus survey 2015

4. Arts Participation

4.1. Frequency of Participation in Artistic Activities – Methodology

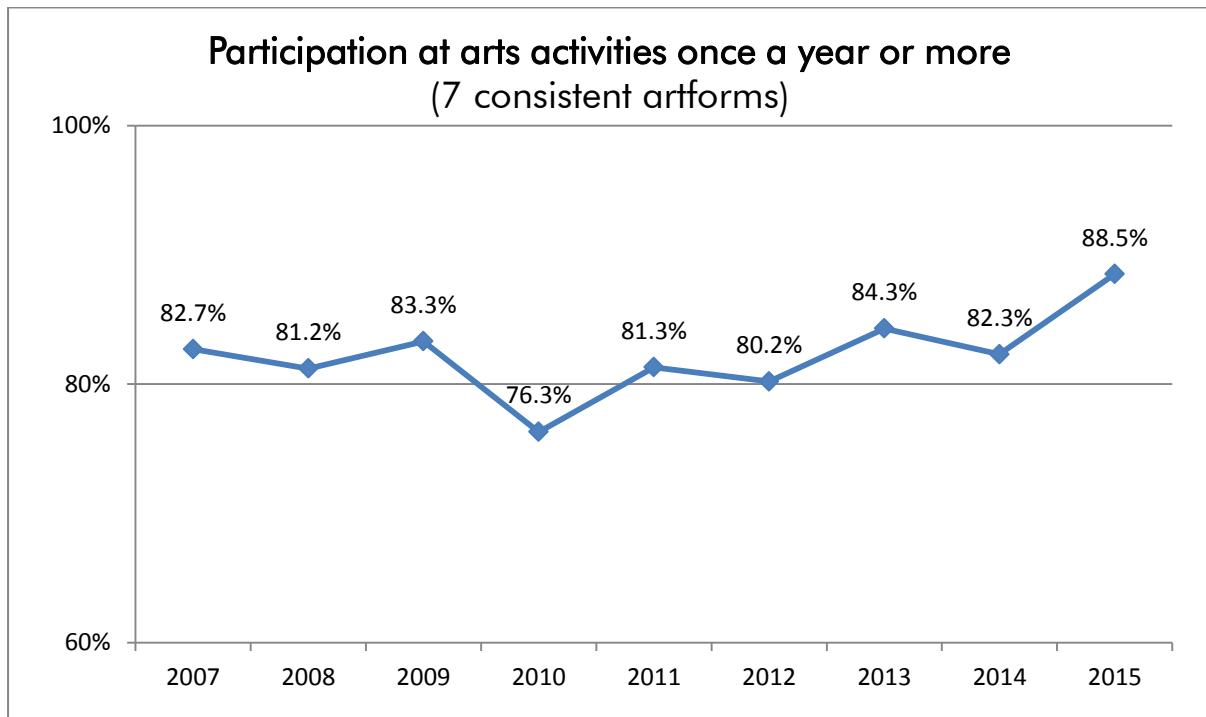
Respondents were asked to recall their participation in the arts by indicating how often they took part in each of these seven activities:

- 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, amongst other factors, demographic group, region and Welsh language ability. Details of participatory trends within specific art forms can be found in *Appendix 2* to this 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 participation (as it is more closely defined) and this needs to be taken into consideration when comparing nine-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 2007-2015

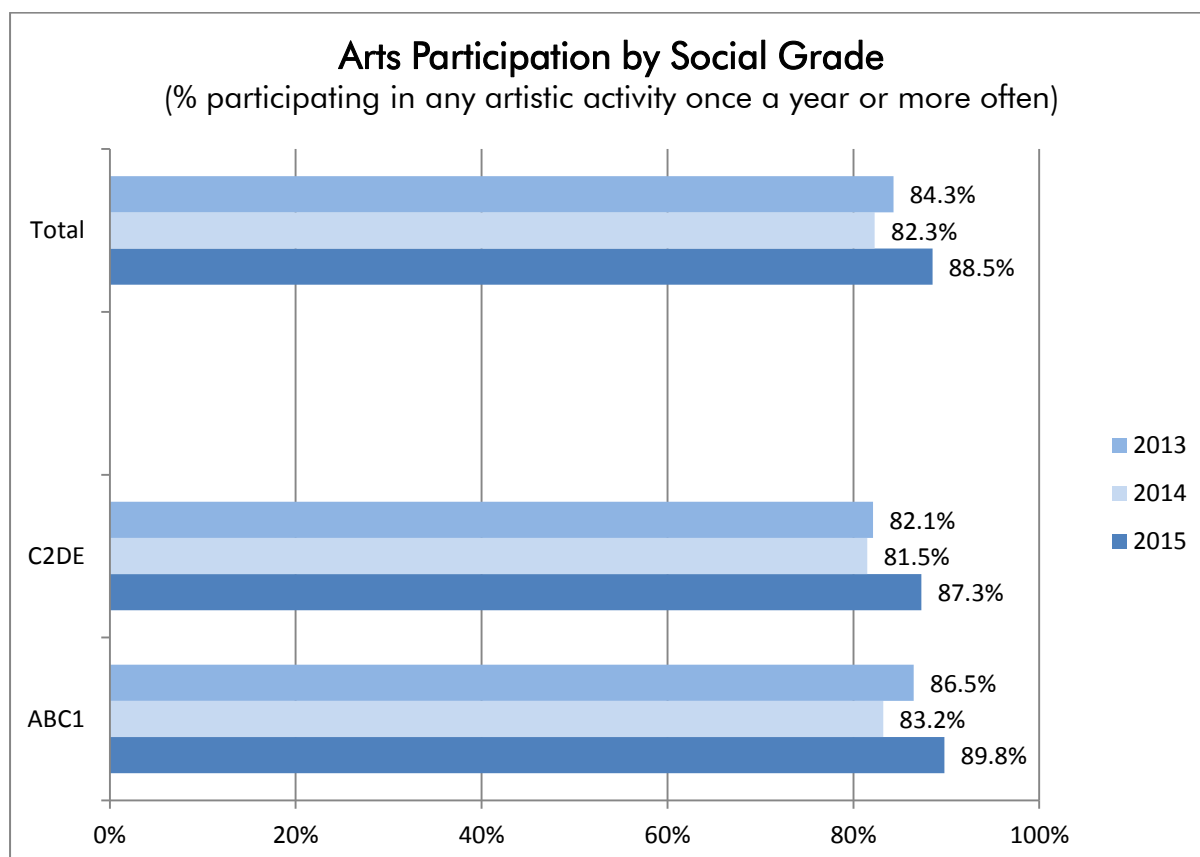
In 2015, 88.5% of children and young people took part in arts activities once a year or more; an increase of 6.2 percentage points from the previous year. This year's figures see participation rates at the highest since we started recording this information in 2007.

Since 2007, whilst participation rates have fluctuated, there has only been one year when the rate has dipped below 80%. In 2010 the rate of participation amongst children and young people was 76.3%.

4.3. Participation by Demographic Grouping

This section examines the difference in overall arts participation by demographic group, region and Welsh language ability. Data for 2013, 2014 and 2015 are presented for comparison, and chart the proportion of children and young people in each demographic group that participate in an arts activity once a year or more often.

4.4. Participation by Social Grade



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

Source: Children's Omnibus survey 2013-2015

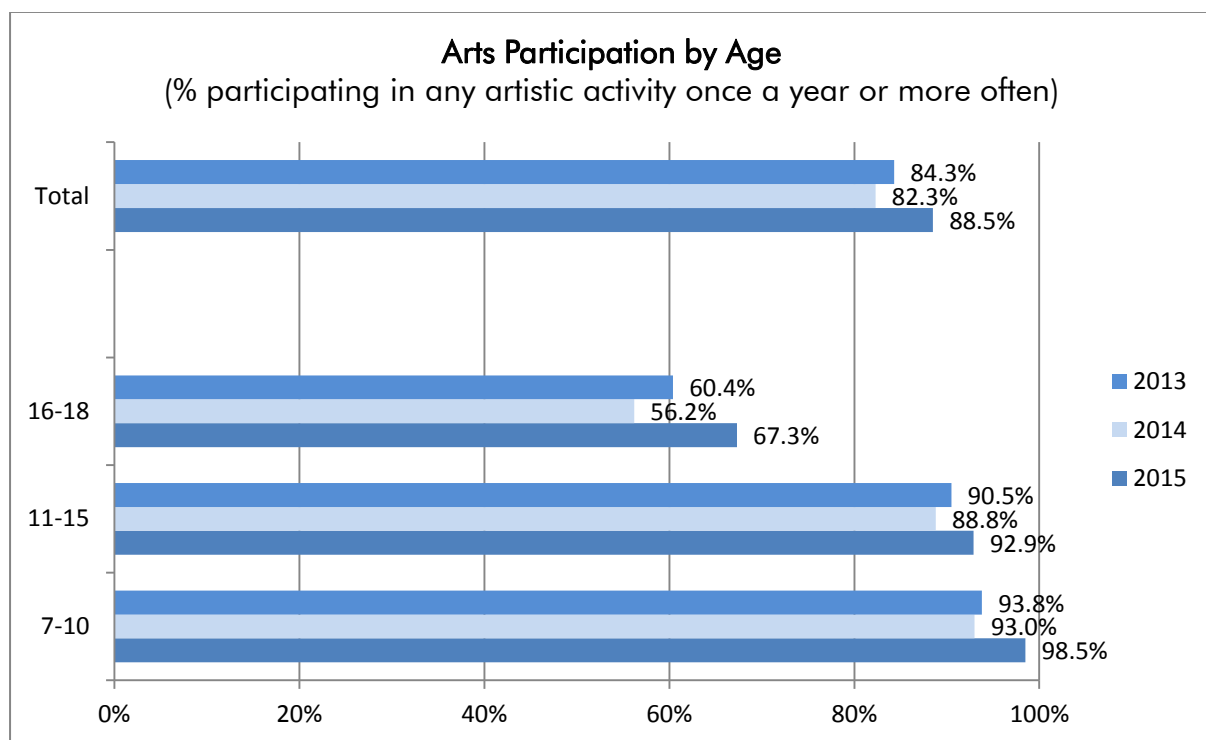
As in previous years, children and young people from ABC1 households (89.8%) remain more likely to have participated in the arts than their C2DE counterparts (87.3%). The gap between the two groups narrowed between 2013 and 2014 (to 1.7 percentage points). Between 2014 and 2015, whilst the gap remains small, it has increased slightly, to 2.5 percentage points.

Participation rates among the ABC1s have increased more than the C2DEs; ABC1s increased by 6.6 percentage points compared to 5.8 percentage point for C2DEs.

While there remains a gap in participation rates between the two groups, it is still lower than the gap for attendance, which this year stands at 3.5 percentage points.

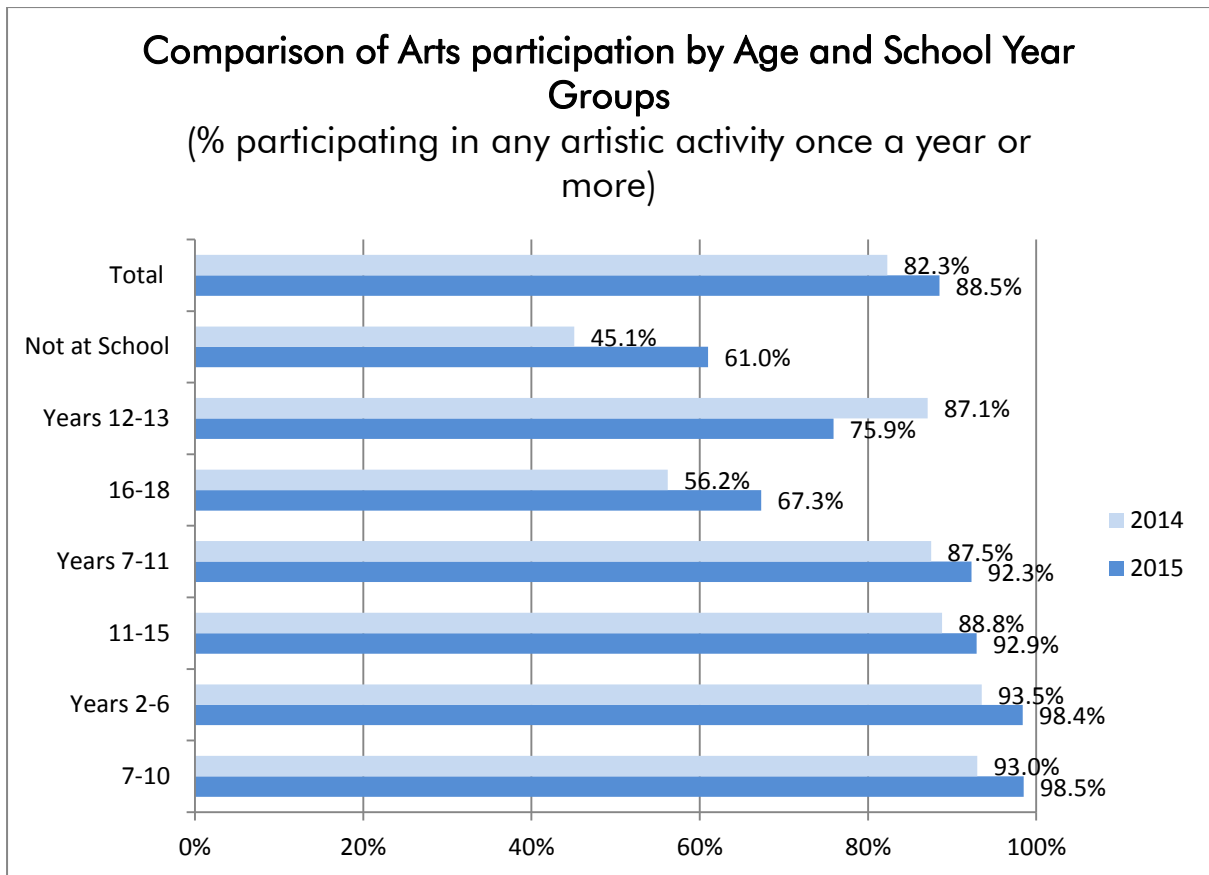
4.5 Participation by Age

Participation in the arts by age group follows a similar pattern to arts attendance in 2015, with the younger age groups having higher rates of participation compared with older groups; 98.5% among 7-10 year olds and 92.9% among 11-15 year olds. However, the difference between participation and attendance rates becomes apparent when looking at the 16-18 year olds. Whilst attendance rates see a gradual decline as respondents get older, a more marked drop-off in participation is seen between the 7-15 year olds and the 16-18 year olds. At least 90% of 7-15 year olds are participating once a year or more frequently, whilst only two thirds of those aged 16-18 take part (67.3%).



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

Source: Children's Omnibus survey 2013-2015



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

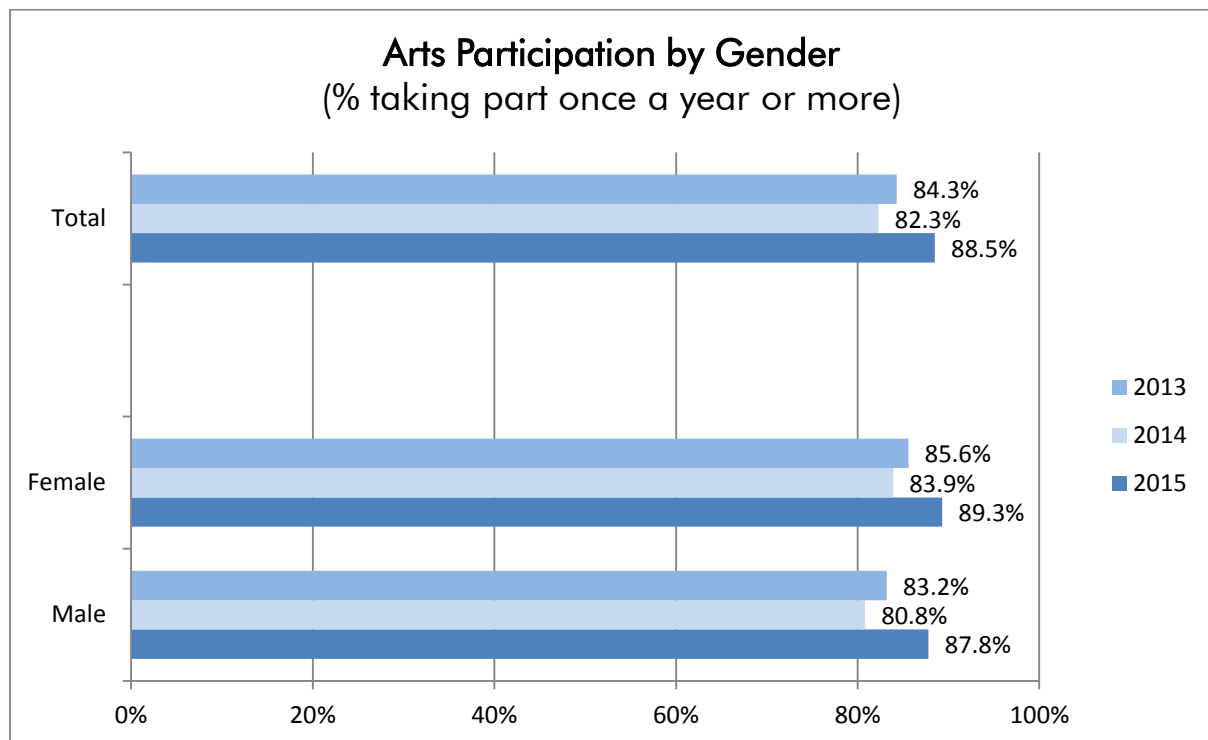
Source: Children's Omnibus survey 2014-2015

As with attendance to the arts among children and young people, it is evident that there is overlap between age and school year group, suggesting that the school/college environment may be underpinning levels of participation 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 is also true of 11-15 year olds and those in school years 7-11. Some of those in the oldest age group will no longer be in an education setting and seem to have lower levels of participation than those who still attend school; 67.3% Of all 16-18 year olds compared to 75.9% of those in school years 12-13. 61.0% Of those not in school take part in the arts once a year or more.

4.6 Participation by Gender

Participation rates for both boys and girls are at almost 90% this year. Girls remain more likely to take part in the arts compared to boys with 89.3% of girls taking part once a year or more compared to 87.8% of boys in 2015. The difference between the two currently stands at 1.5 percentage points and has decreased from the previous year, when it was 3.1 percentage points.

Boys' participation has increased more than girls', with rates increasing by 7.0 percentage points compared to 5.4 percentage points for girls in 2015.



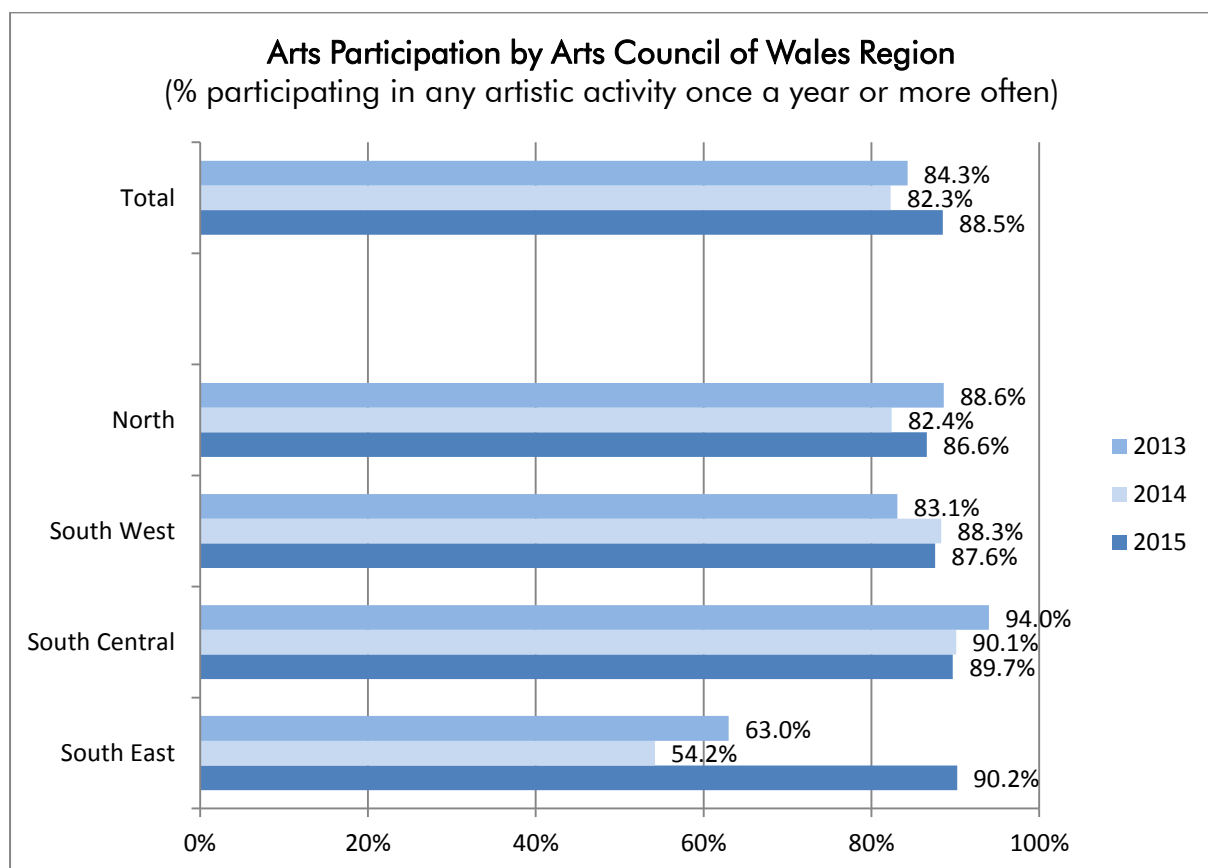
Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus survey 2013-2015

4.7 Participation by Region

Traditionally, the South Central region enjoys the highest levels of participation among children and young people, with this certainly having been the case since 2012. In 2015, though, the highest participation levels have been found in the South East region, where 90.2% of children and young people say they take part in one or more arts activities at least once a year. This 36 percentage point increase in participation levels in the South East since last year means that the South Central region this year has the second-highest levels of youth arts participation.

As well as the South East, the North region has also seen a year-on-year increase in participation levels, although not of the magnitude seen in South East Wales; a 4.2 percentage point increase on 2014 levels. South West and South Central regions' participation levels have remained stable since last year; down only 0.7 and 0.4 percentage points, respectively



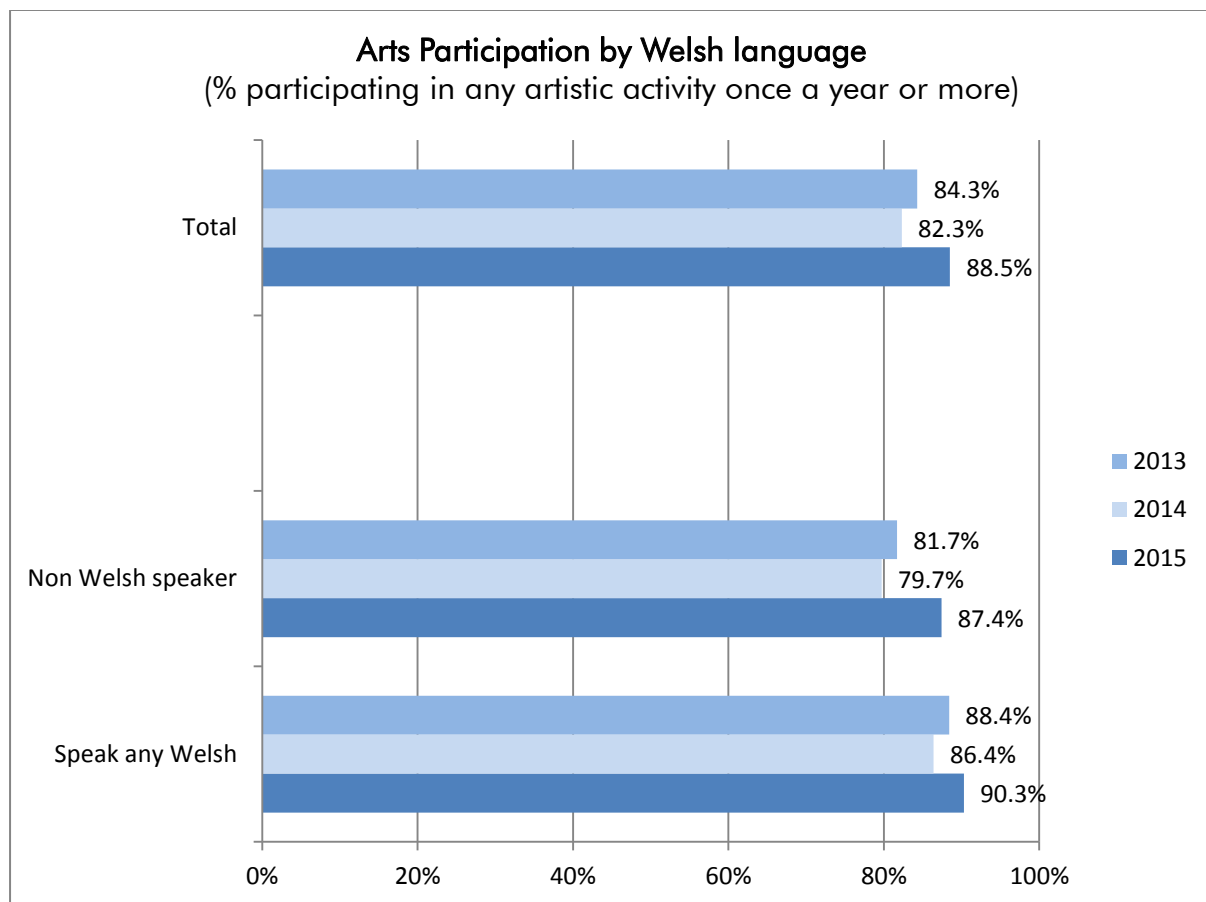
Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus survey 2013-2015

4.8 Participation by Welsh Language

The participation rate among Welsh speakers continues to be higher in 2015, with 90.3% of those who speak some level of Welsh taking part in the arts once a year or more compared to 87.4% of those who are not Welsh speakers.

While non Welsh speakers' participation has increased by 7.7 percentage points from the previous year, Welsh speakers' participation has risen only 3.9 percentage points. These increases together mean that the participation gap has narrowed, and this year stands at only 2.9 percentage points, compared with 6.7 in 2014.

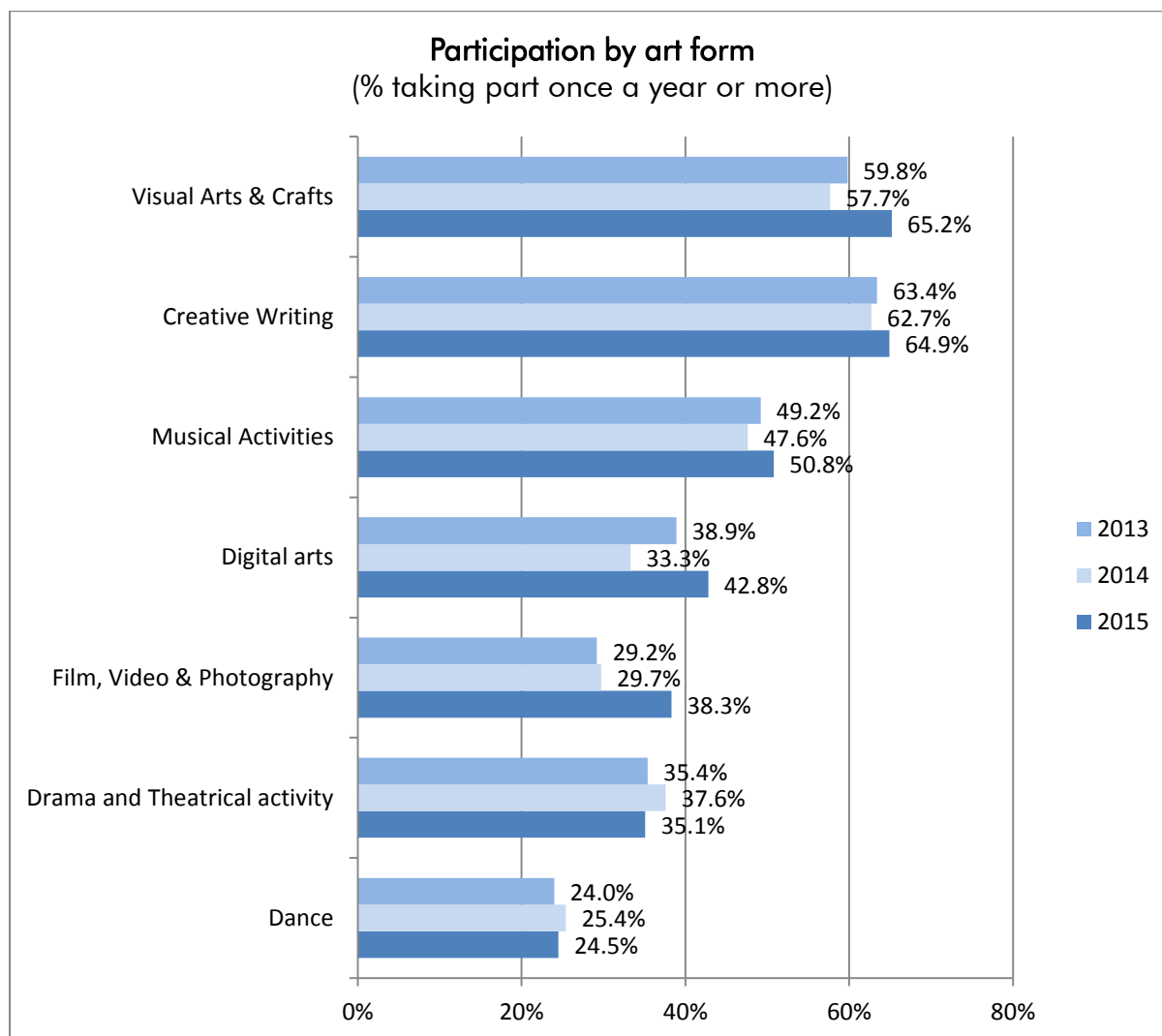


Base: All 7-18 year olds (at least 1,000 per wave)

Source: Children's Omnibus survey 2013-2015

4.9 Summary of Arts Participation by Artistic Activity

The graph below shows the proportion of children and young people in Wales who participate in each arts activity once a year or more often. It shows the most recent findings from the 2015 survey, along with findings from the previous two years, for comparison.



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

Source: Children's Omnibus survey 2013-2015

In past years, creative writing has been the most popular participatory art form for children and young people. This year, however, it has been knocked off the top spot by visual arts and crafts activity. Both art forms have enjoyed year-on-year increases in participation, with visual arts and crafts up 7.5 percentage points to 65.2% in 2015 and creative writing up 2.2 percentage points to 64.9%.

Participation in musical activities has increased by 3.2 percentage points to 50.8% since last year, and an increase of 9.5 percentage points in the numbers participating in digital arts activities means this now occupies fourth place in the art form ranking, with 42.8% of children and young people attending once a year or more in 2015.

Film, video and photography activities increased in popularity according to 2015 data; up 8.6 percentage points to 38.3%, meaning it moved up one place in the participatory art form rankings.

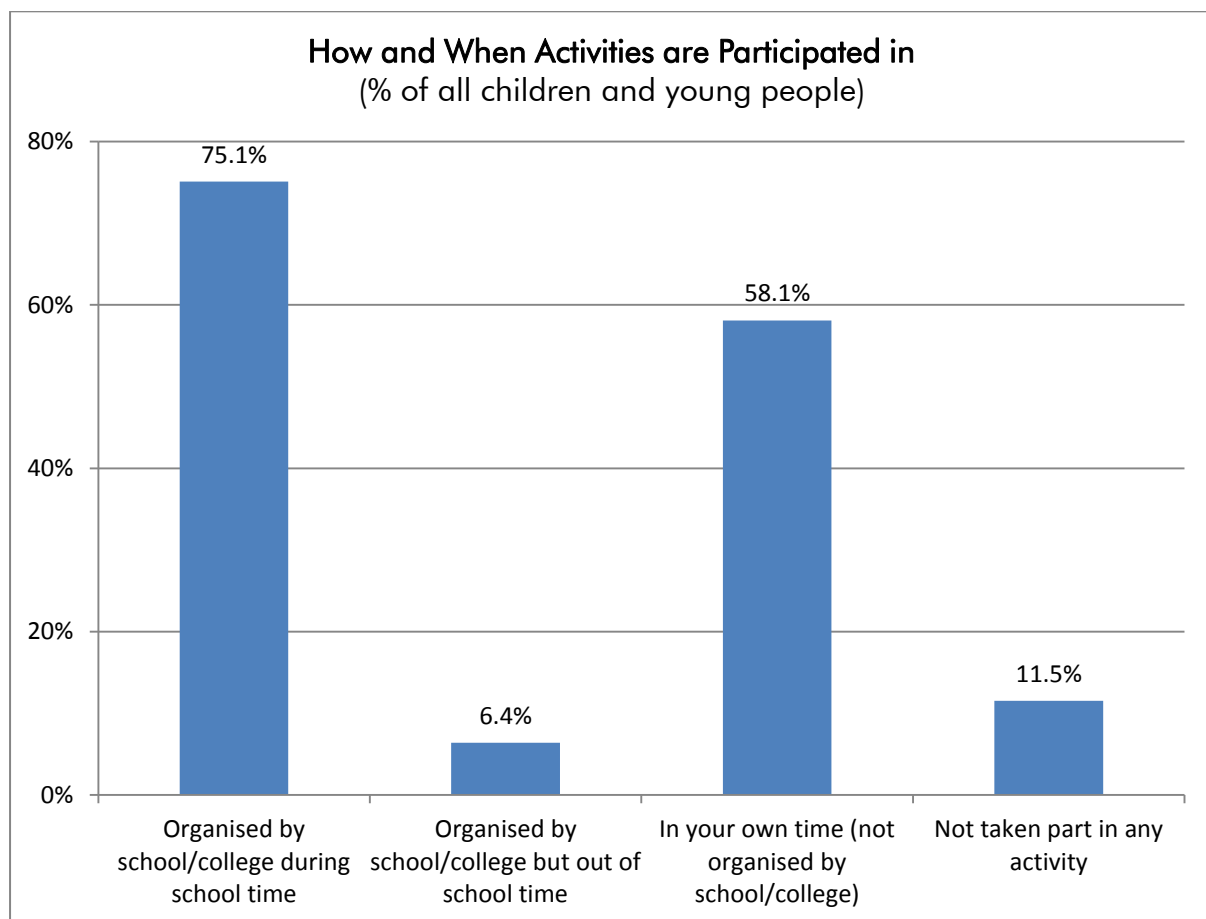
Drama and theatrical activity experienced a small decline in popularity in 2015, falling 2.5 percentage points to 35.1%, resulting in a fall of two places in the rankings. It was more popular than only dance.

The popularity of dance activity increased annually between 2012 and 2014 but has fallen slightly between 2014 and 2015 (down 0.9 percentage points), with 24.5% children and young people saying they participate in dance once a year or more often in this year's survey.

4.10 How and When Arts Activities are Participated in

During 2015, in contrast to attendance at arts events, most arts participation occurs as a result of an activity organised through school/college and during school/college time, with 75.1% taking part in the arts in this way. This is followed by taking part in activities in one's own time and organised outside the school/college setting, which involves 58.1% of those taking part once a year or more. 11.5% had not taken part in any activity and only 6.4% had taken part in an activity organised by their school/college but out of school/college time.

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



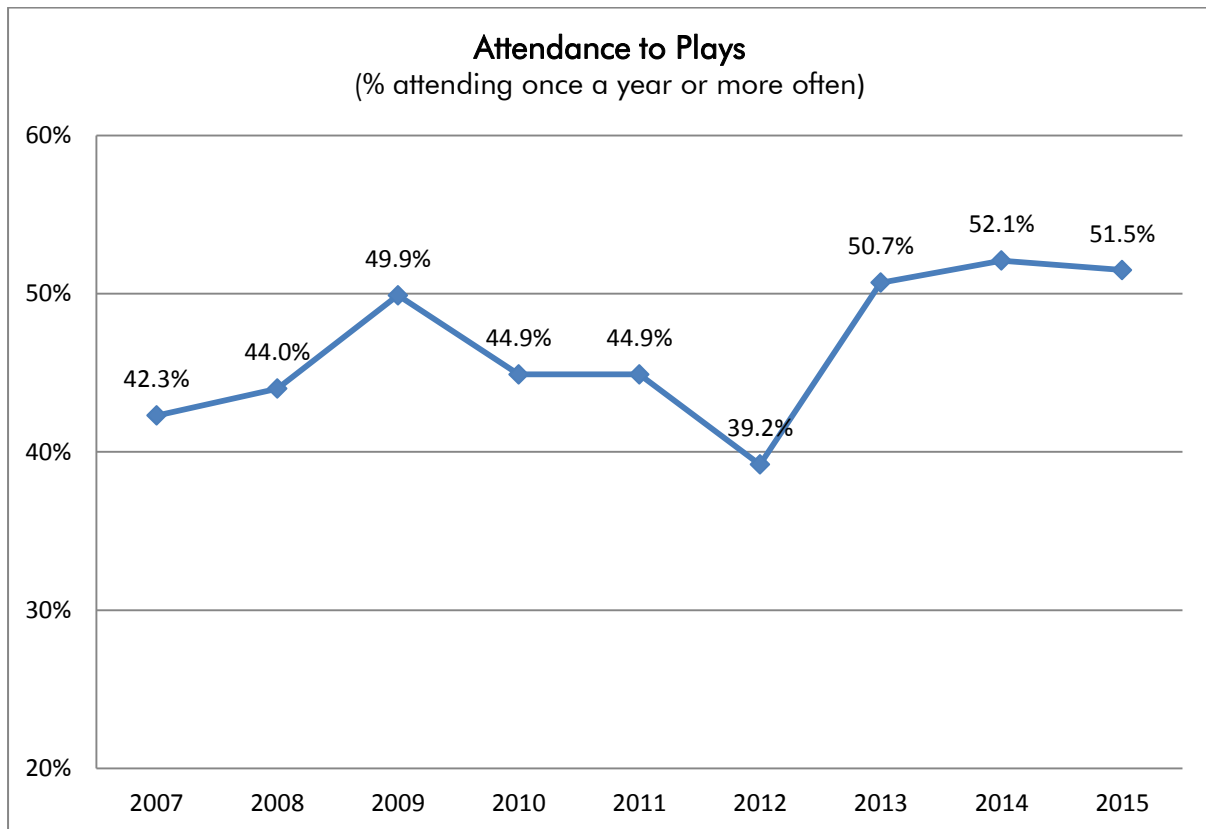
Base: All 7-18 year olds: 1,019

Source: Children's Omnibus survey 2015

Appendix 1: Arts Attendance by Art Form

Plays

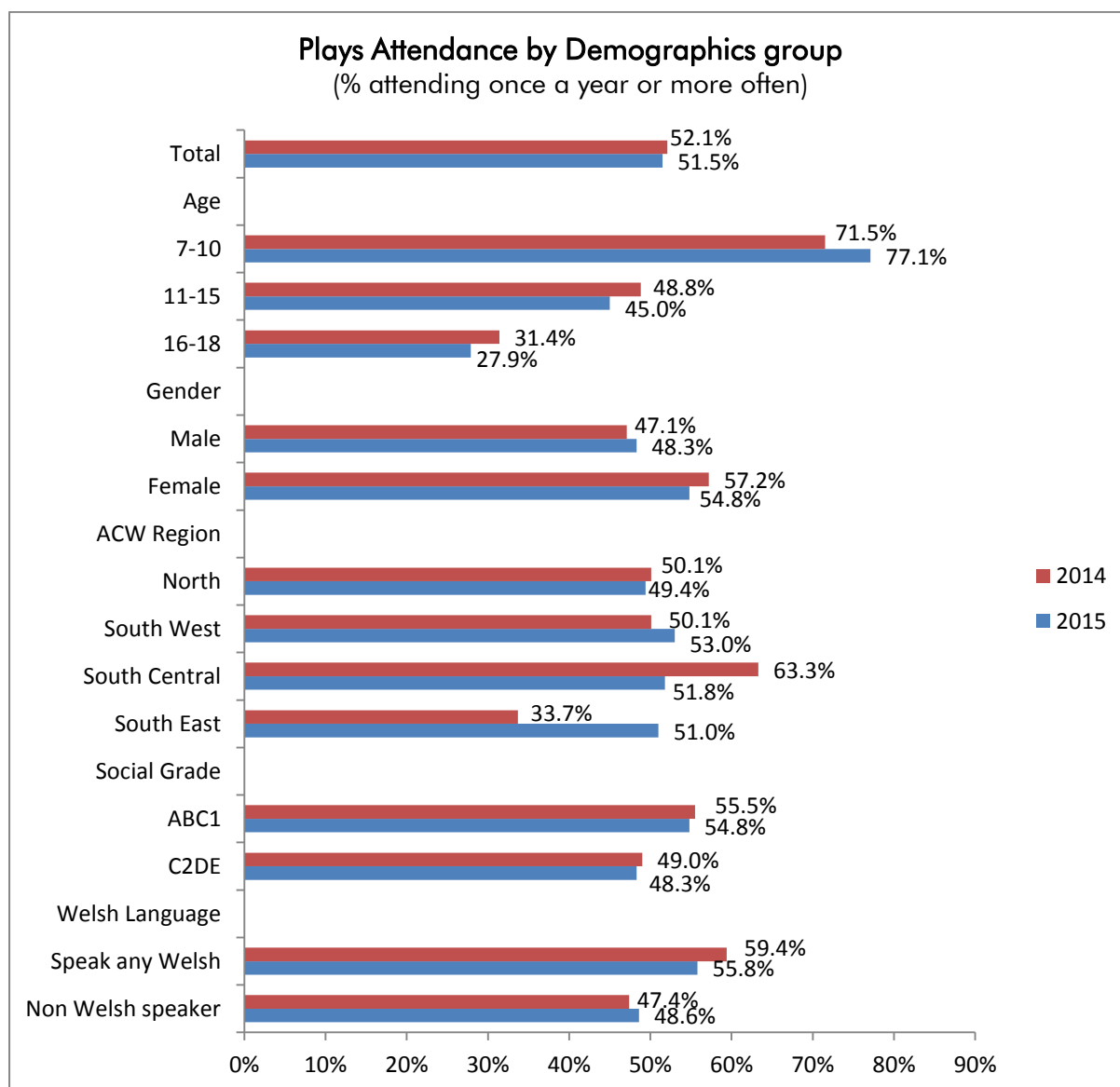
Figure 1: Trend in attendance to plays, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 2: Attendance to plays by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 1: How and when Plays are attended

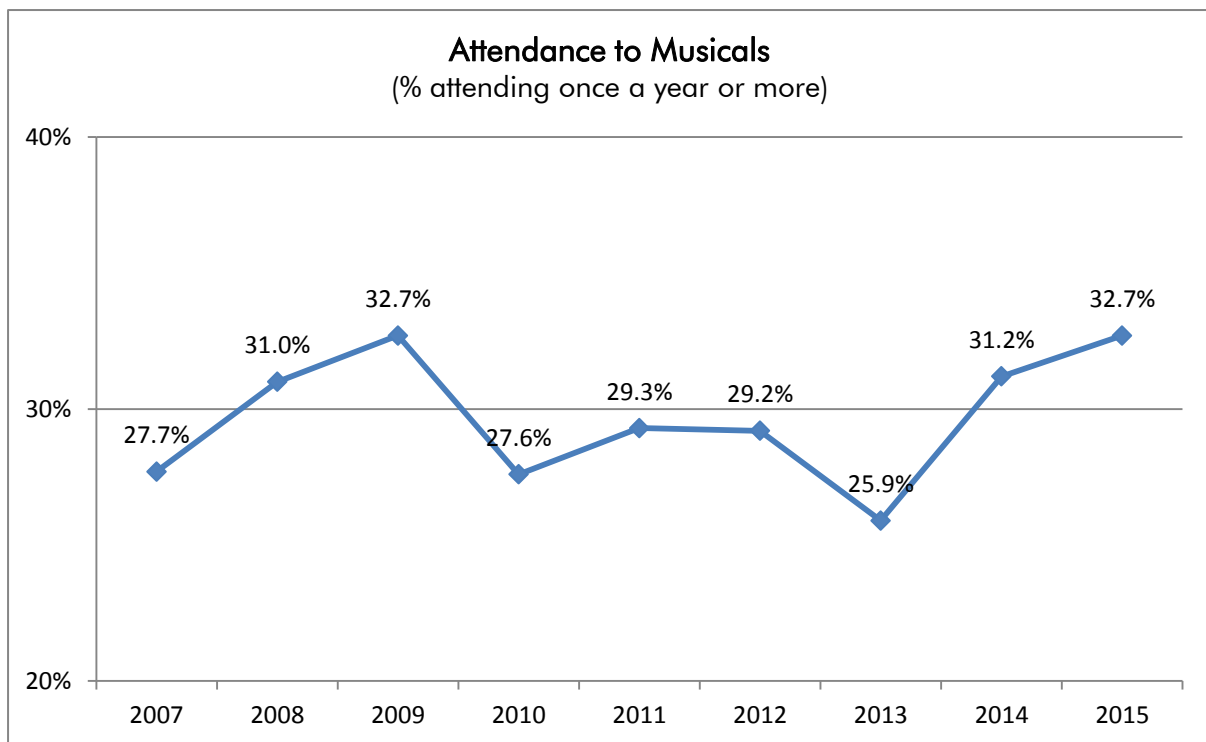
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	58.3%	6.7%	34.9%
2015	53.2%	7.7%	39.0%

Base: Those attending plays once a year or more often (535 in 2014 and 525 in 2015)

Source: Children's Omnibus 2014 and 2015

Musicals

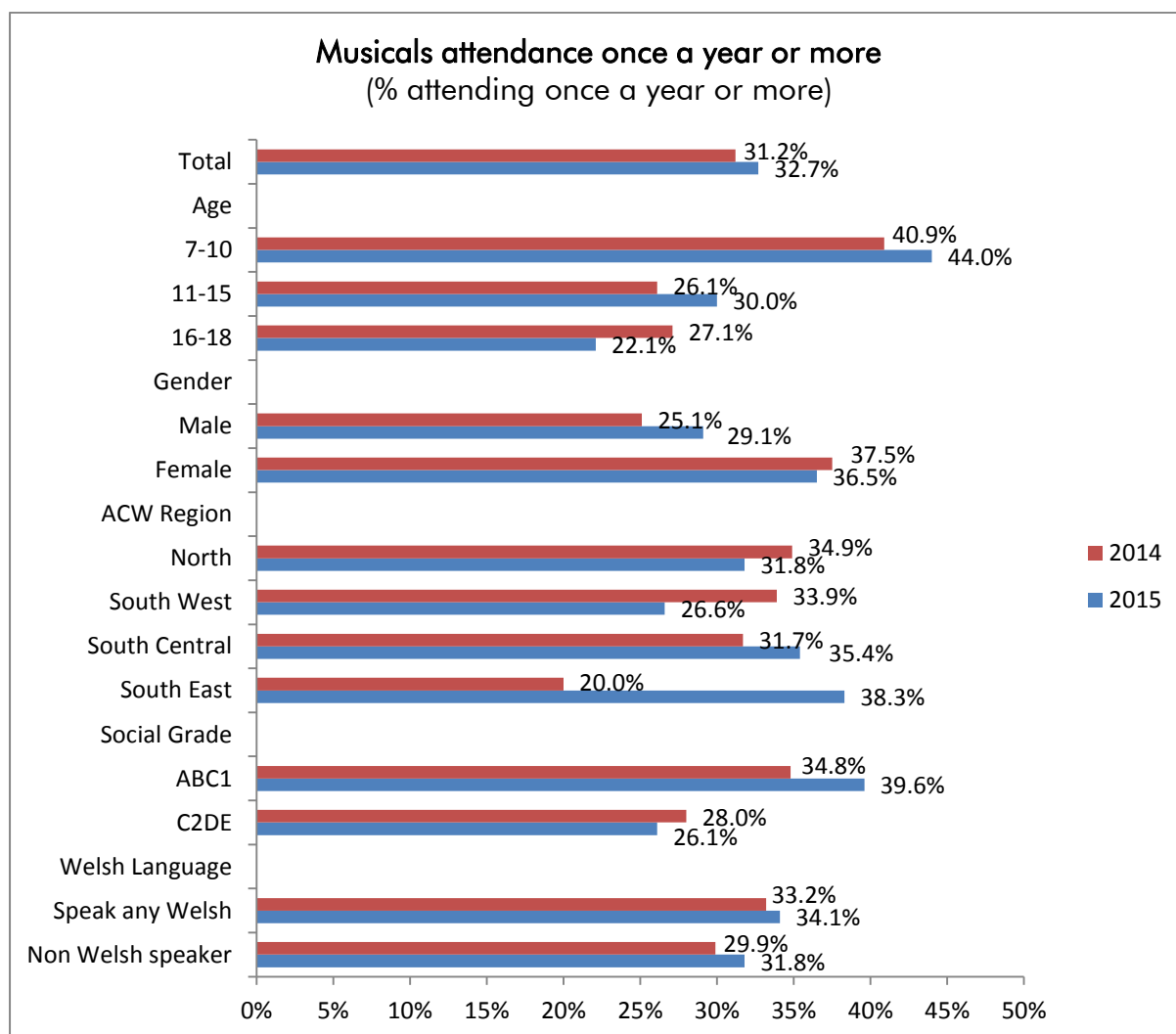
Figure 3: Trend in attendance to musicals, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 4: Attendance to musicals by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 2: How and when Musicals are attended

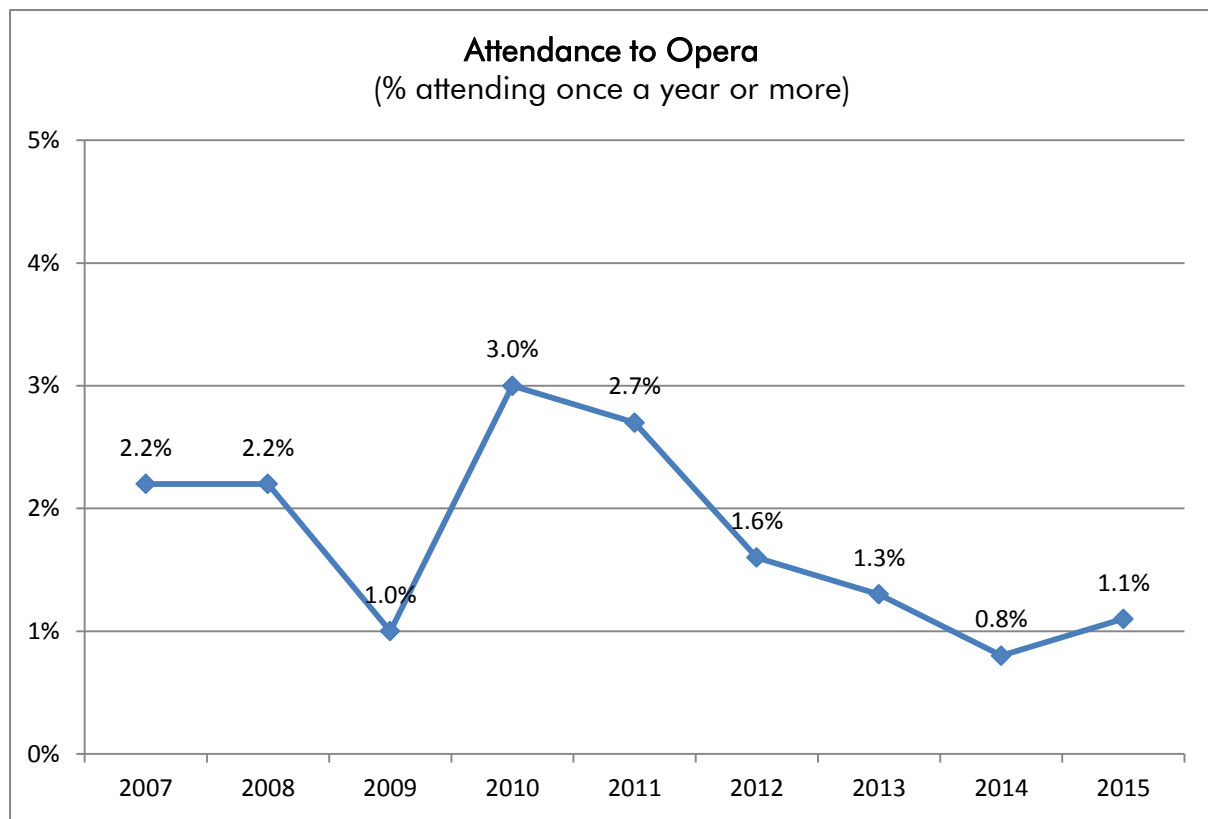
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	32.2%	7.8%	59.5%
2015	29.5%	8.0%	62.4%

Base: Those attending musicals once a year or more often (321 in 2014 and 333 in 2015)

Source: Children's Omnibus 2014 and 2015

Opera

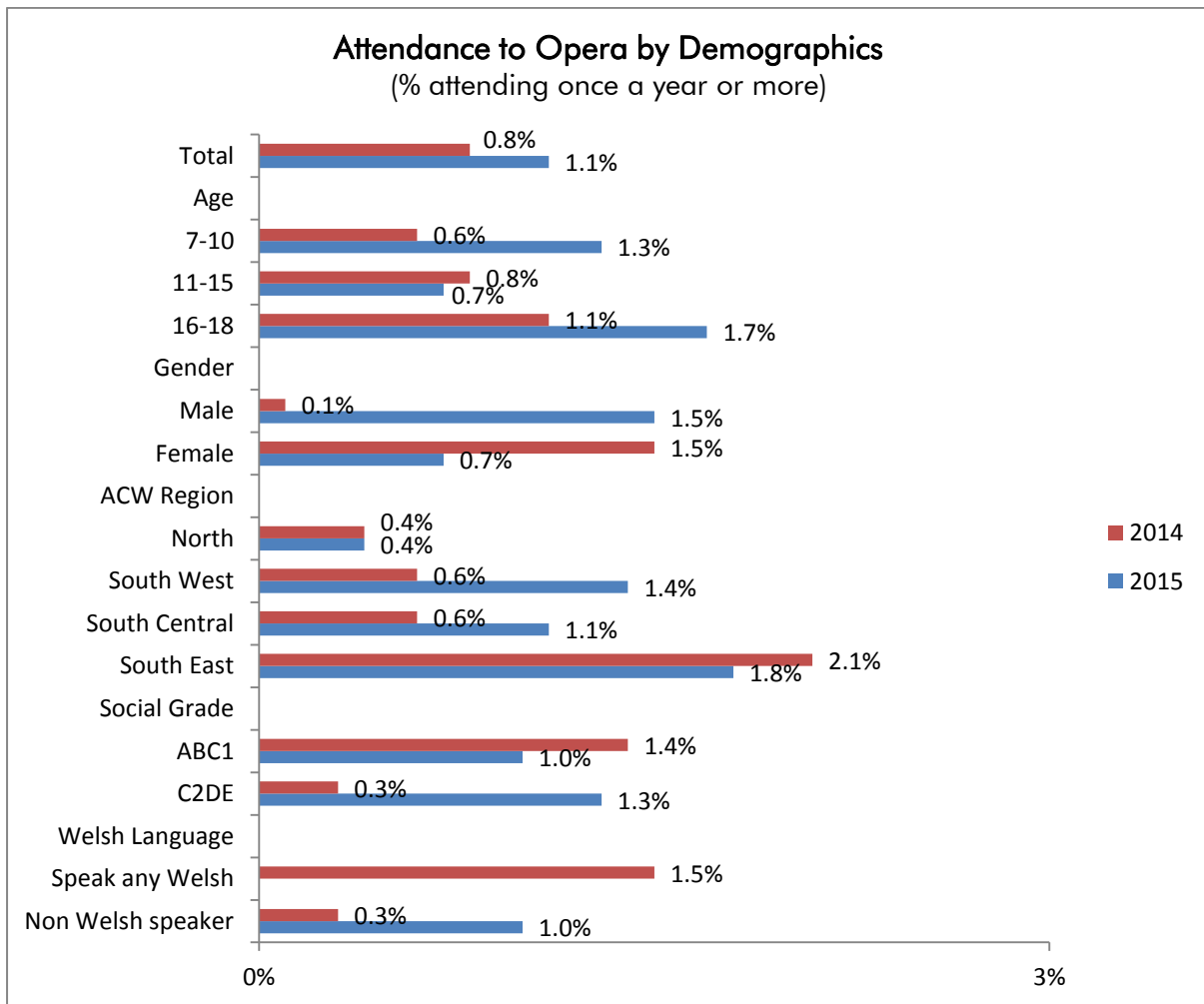
Figure 5: Trend in attendance to opera, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 6: Attendance to opera by key demographics, 2014-2015

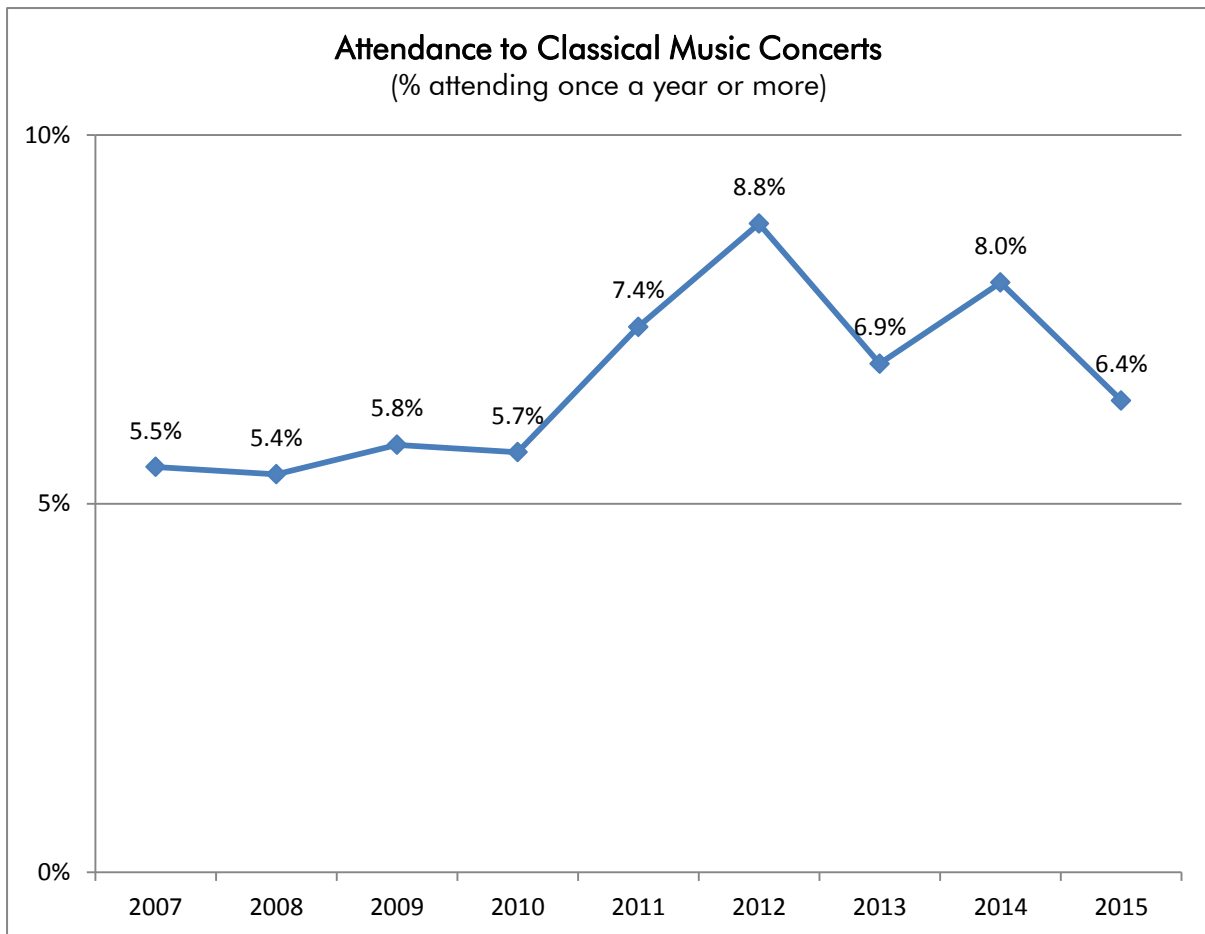


Base: All 7-18 year olds (at least 1,000 per year)

Source: Children's Omnibus Survey 2014-2015

Classical Music Concerts

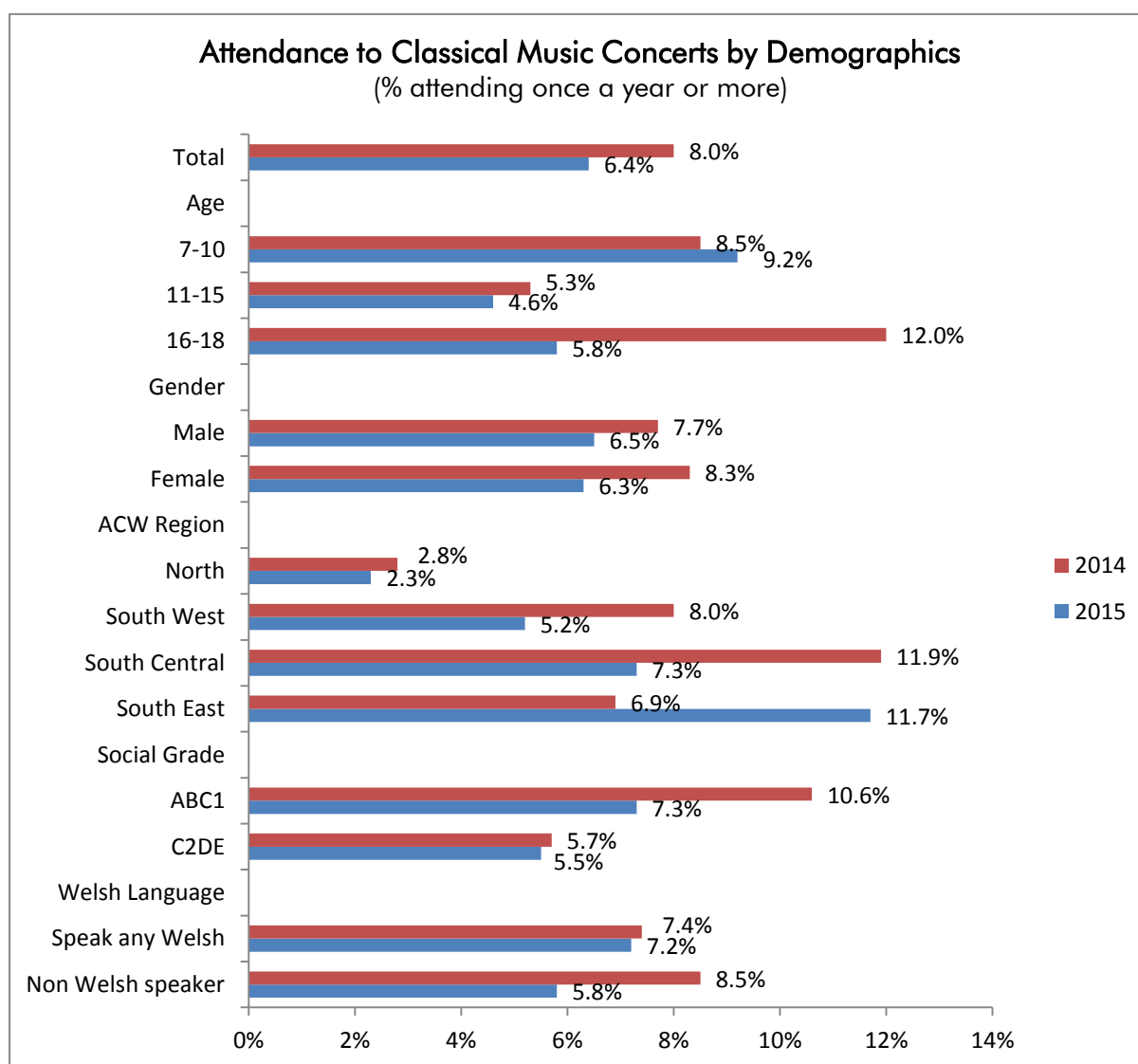
Figure 7: Trend in attendance to classical music concerts, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 8: Attendance to classical music concerts by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 3: How and when classical music concerts are attended (please note the sample size is small for this artform)

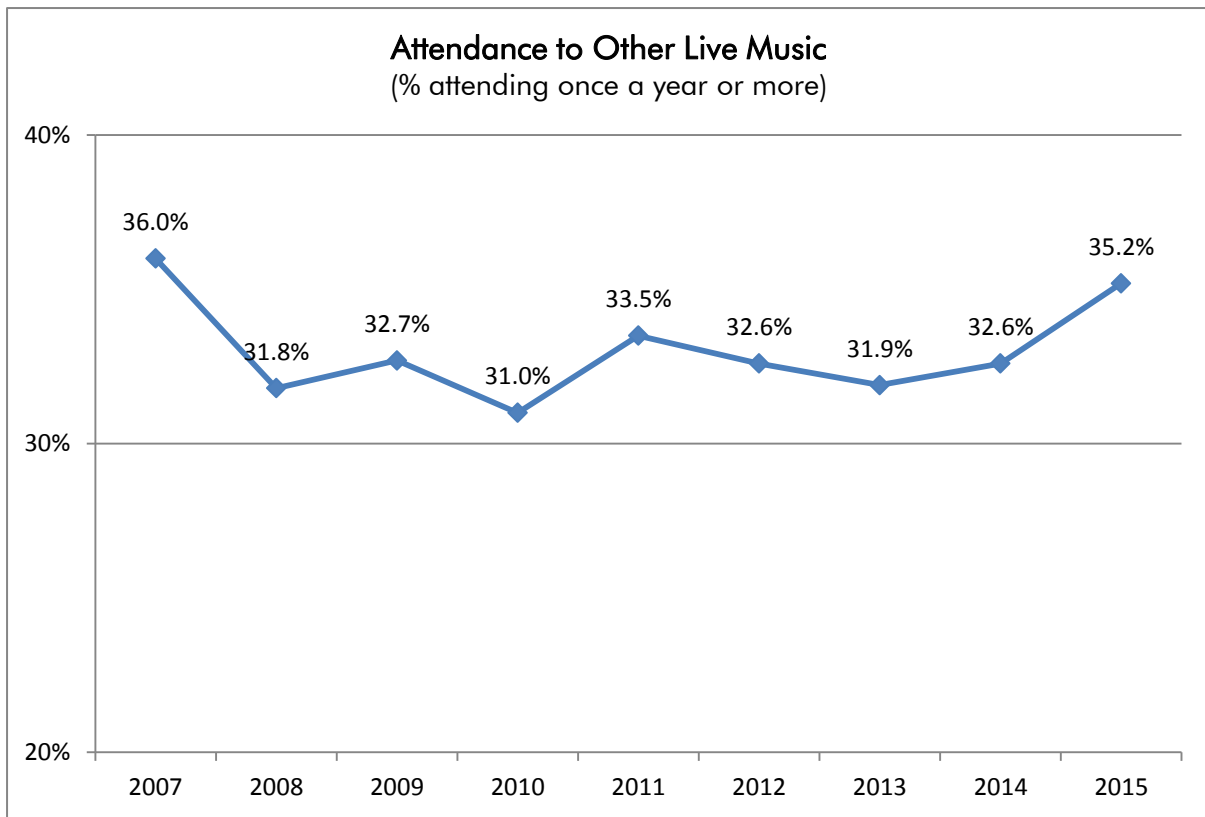
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	27.2%	5.8%	66.2%
2015	37.8%	4.1%	55.5%

Base: Those attending classical music concerts once a year or more often (82 in 2014 and 65 in 2015)

Source: Children's Omnibus 2014 and 2015

Other Live Music

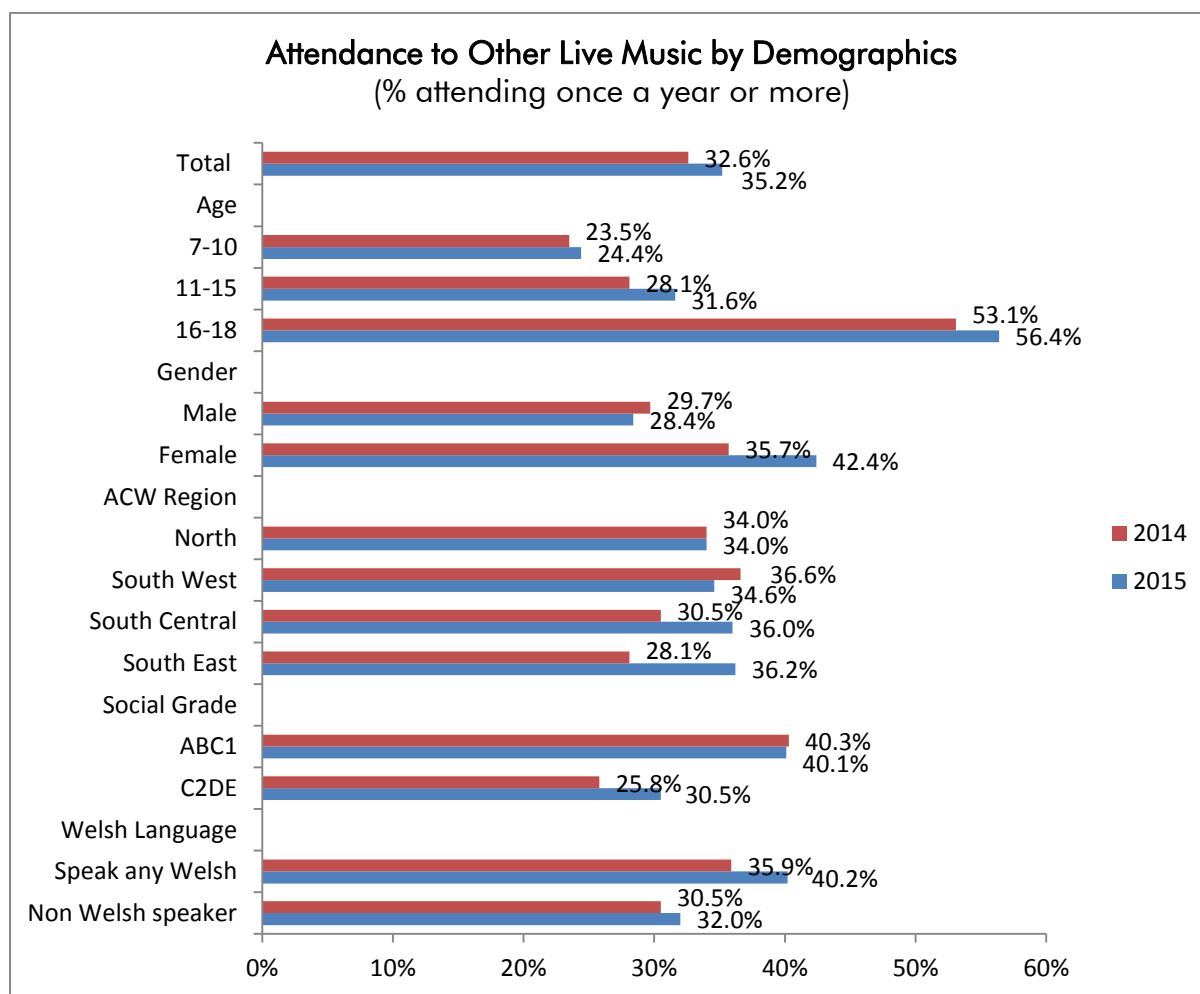
Figure 9: Trend in attendance to other live music, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 10: Attendance to other live music by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 4: How and when other live music concerts are attended

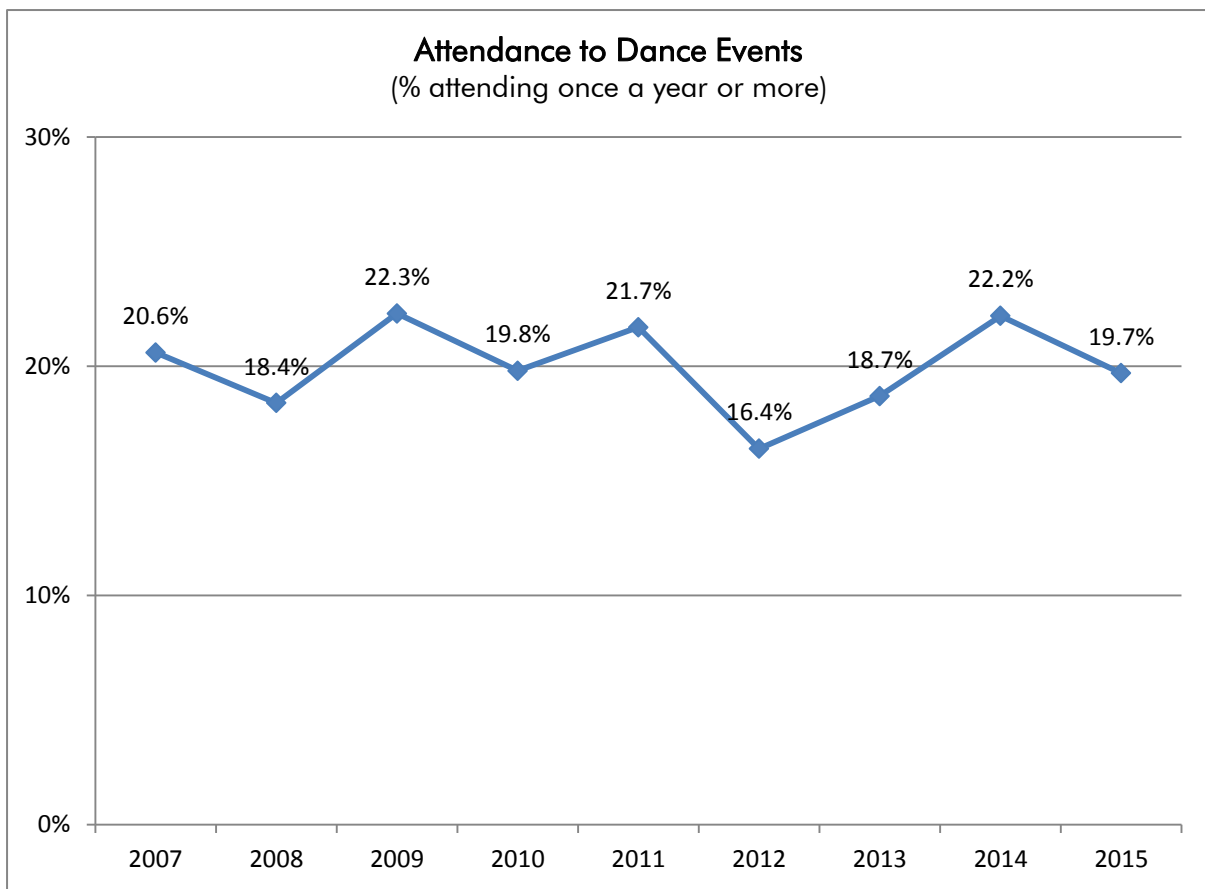
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	8.0%	2.0%	90.0%
2015	7.3%	2.2%	90.3%

Base: Those attending other live music once a year or more often (336 in 2014 and 359 in 2015)

Source: Children's Omnibus 2014 and 2015

Dance

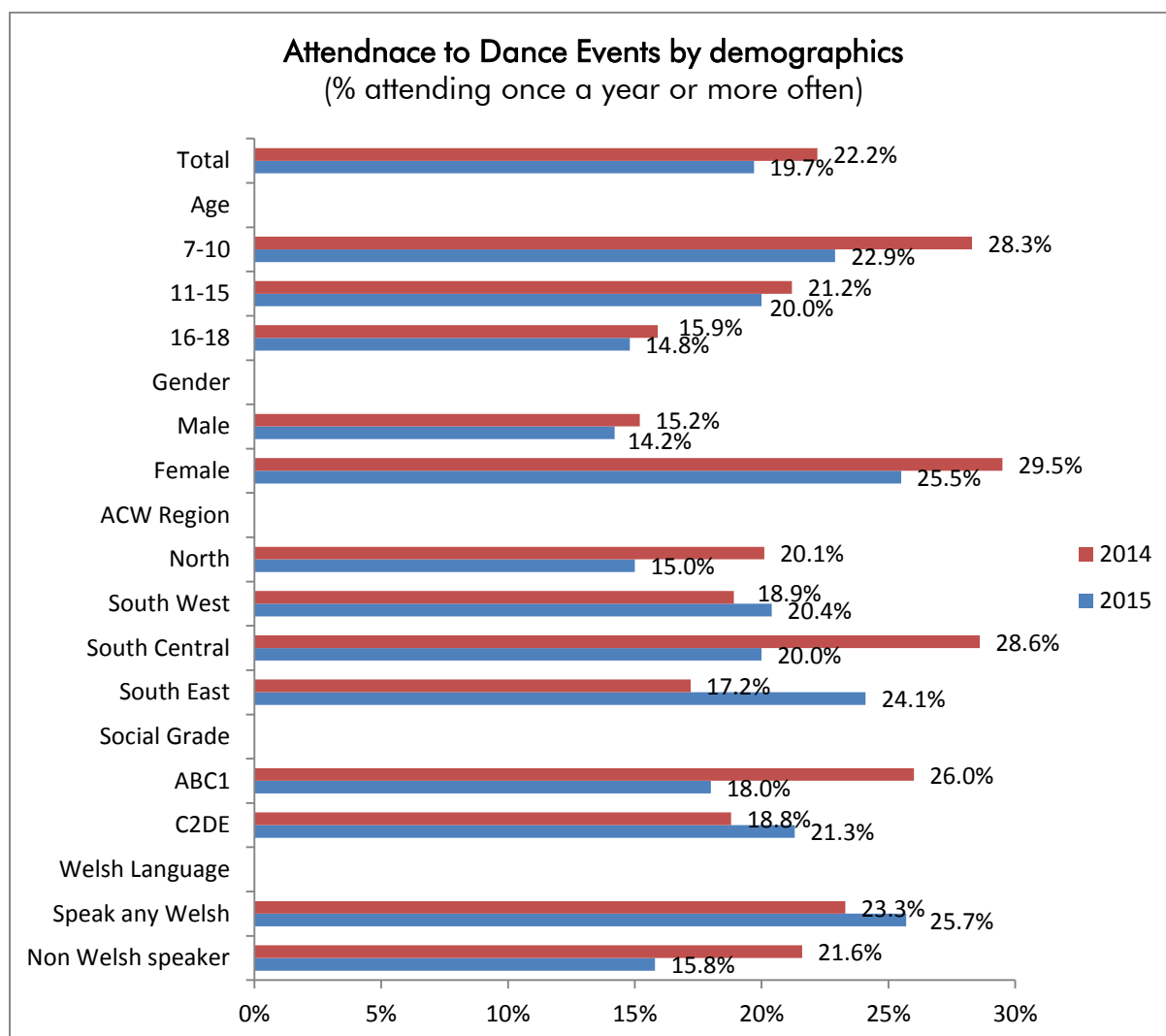
Figure 11: Trend in attendance to dance, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 12: Attendance to dance by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 5: How and when dance events are attended

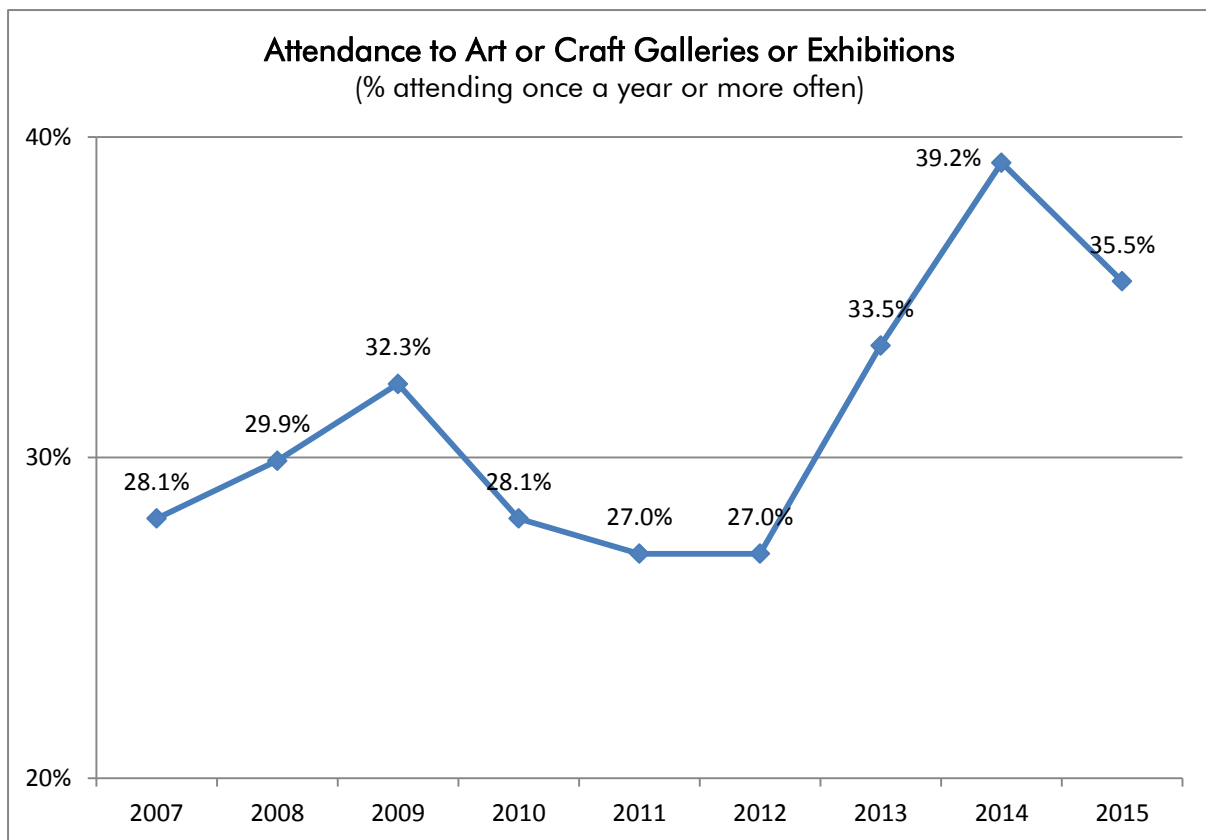
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	18.9%	4.6%	75.5%
2015	27.9%	4.4%	67.0%

Base: Those attending dance events once a year or more often (228 in 2014 and 201 in 2015)

Source: Children's Omnibus 2014 and 2015

Art or Craft Galleries or Exhibitions

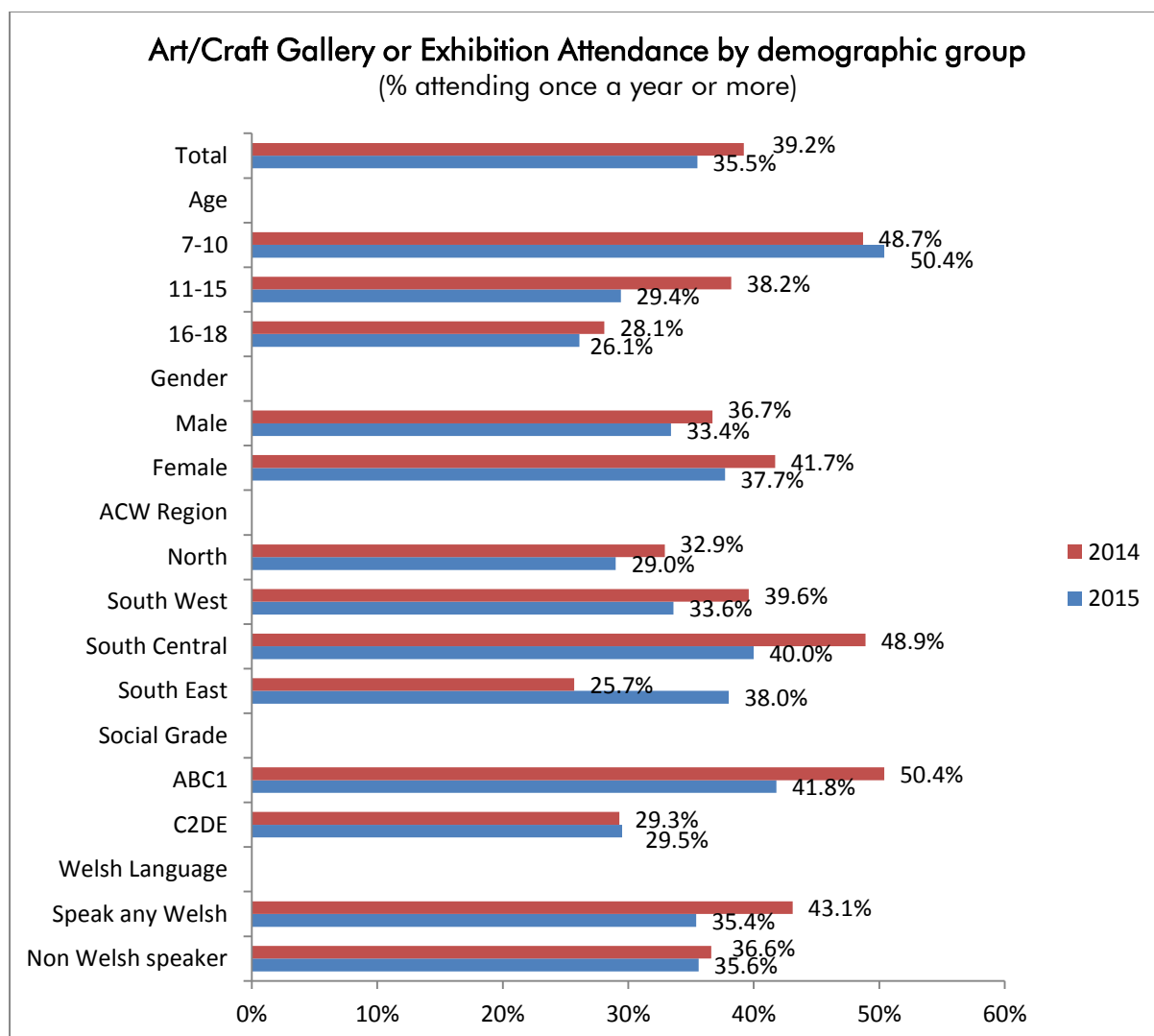
Figure 13: Trend in attendance to art or craft galleries or exhibitions, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 14: Attendance to art or craft galleries or exhibitions by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 6: How and when art or craft galleries or exhibitions are attended

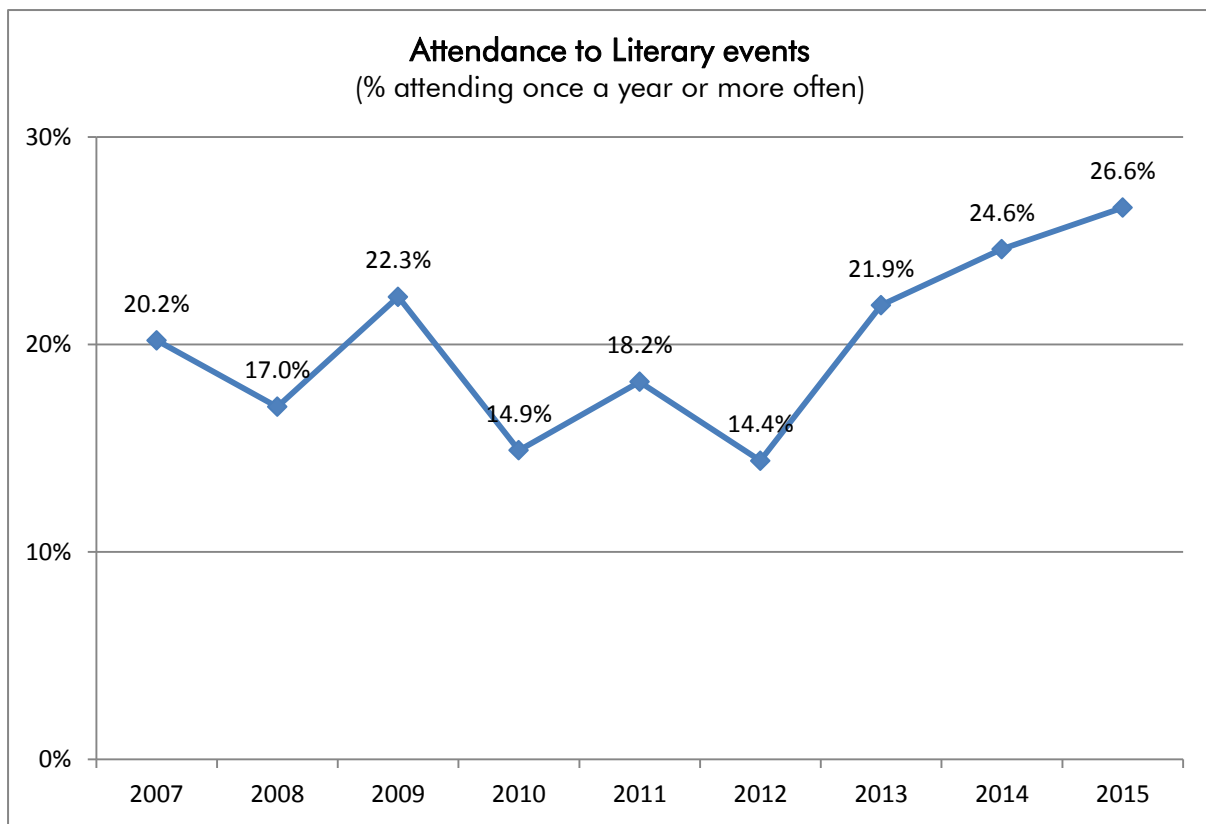
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	38.2%	3.4%	57.9%
2015	31.7%	3.2%	64.8%

Base: Those attending art/craft galleries or exhibitions once a year or more often (403 in 2014 and 362 in 2015)

Source: Children's Omnibus 2014 and 2015

Readings, Storytelling or other literary events

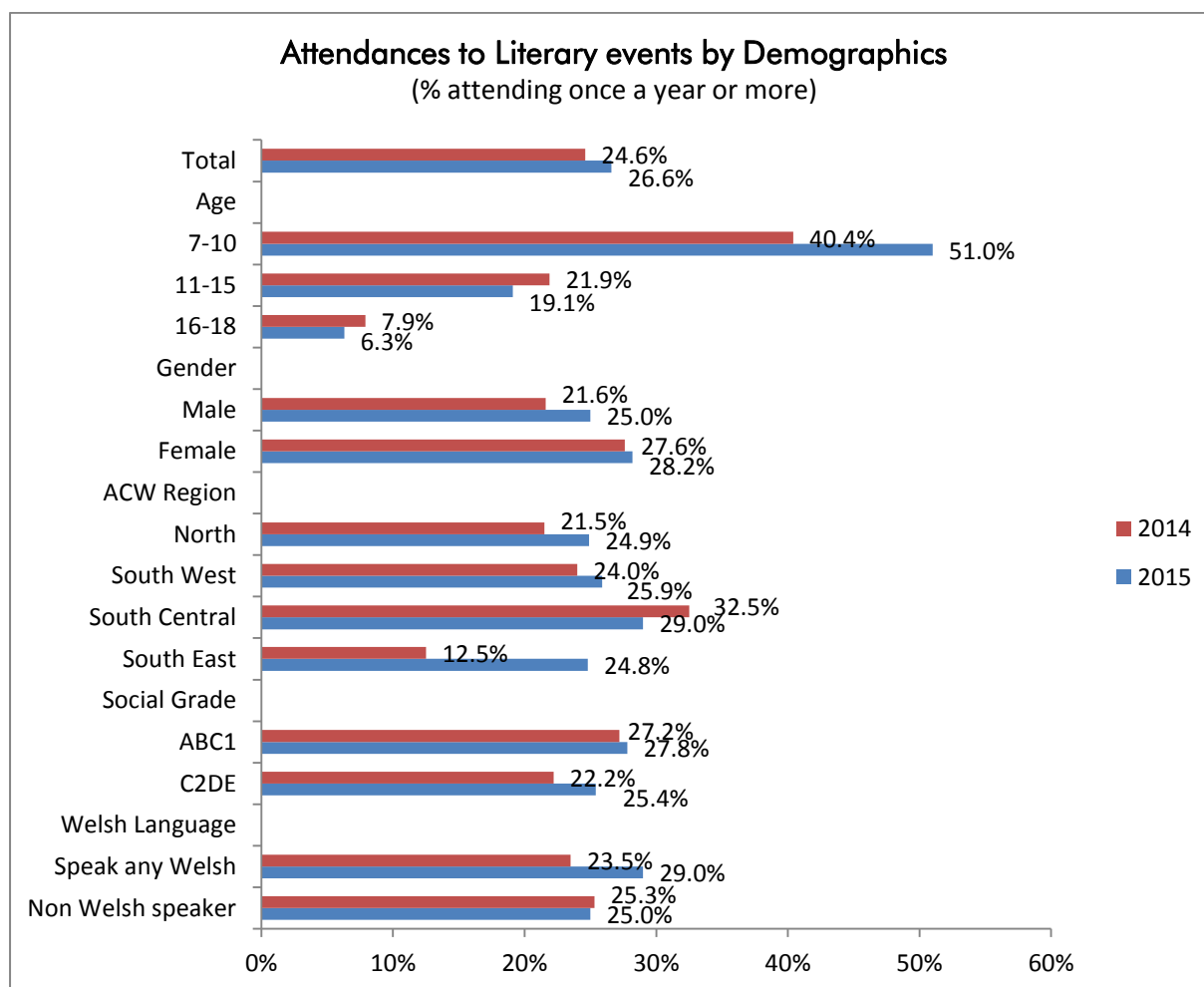
Figure 15: Trend in attendance to literary events, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 16: Attendance to literary events by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 7: How and when readings, storytellings or literary events are attended

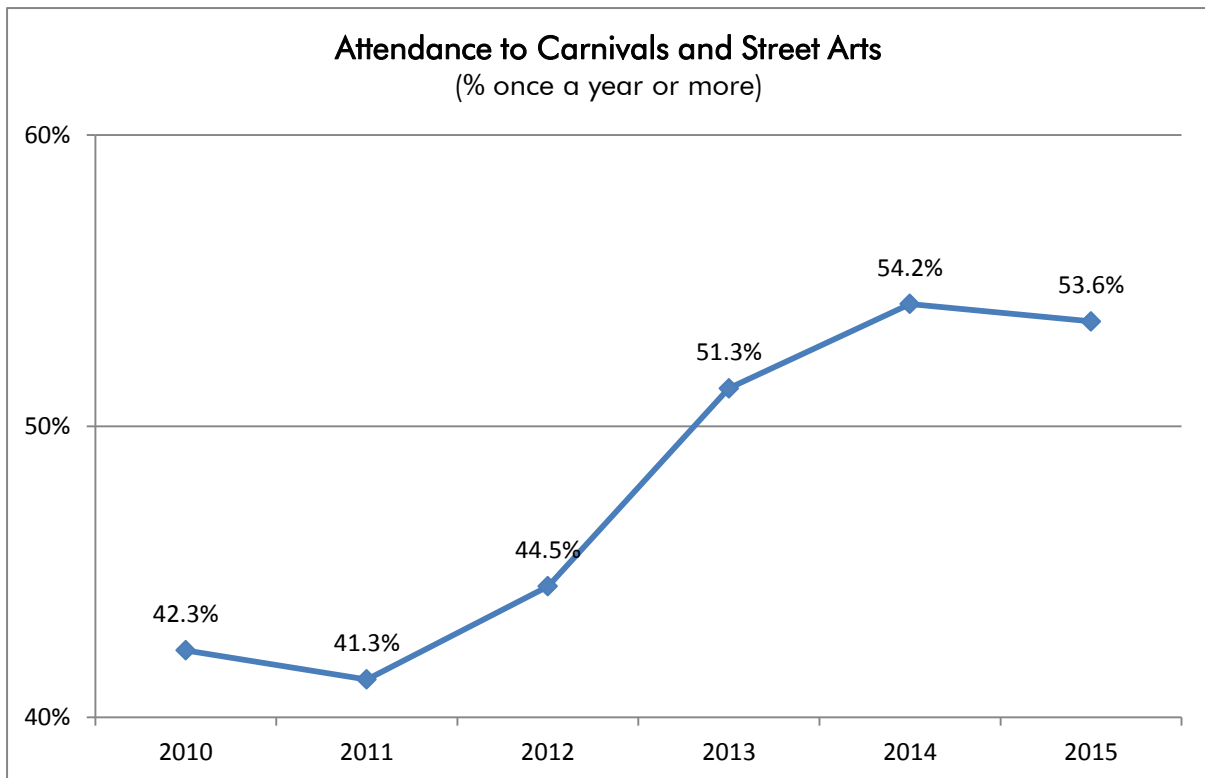
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	58.5%	3.7%	37.6%
2015	64.4%	2.2%	32.9%

Base: Those attending literary events once a year or more often (253 in 2014 and 271 in 2015)

Source: Children's Omnibus 2014 and 2015

Carnivals and Street Arts

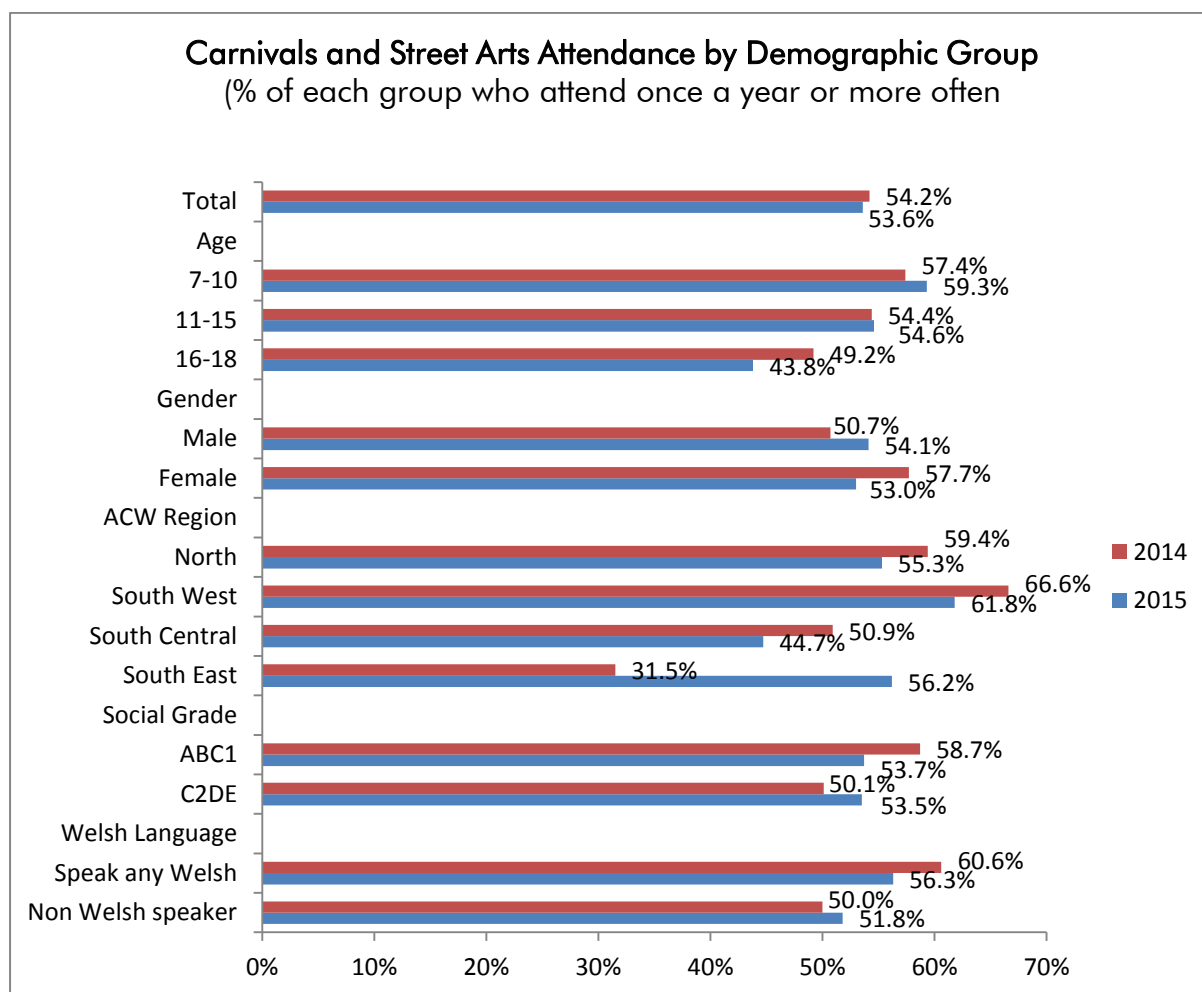
Figure 17: Trend in attendance to carnivals and street arts, 2010-2015



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

Source: Children's Omnibus Survey 2010-2015

Figure 18: Attendance to carnivals and street arts by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 8: 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)
2014	2.0%	2.0%	95.9%
2015	2.1%	1.8%	96.1%

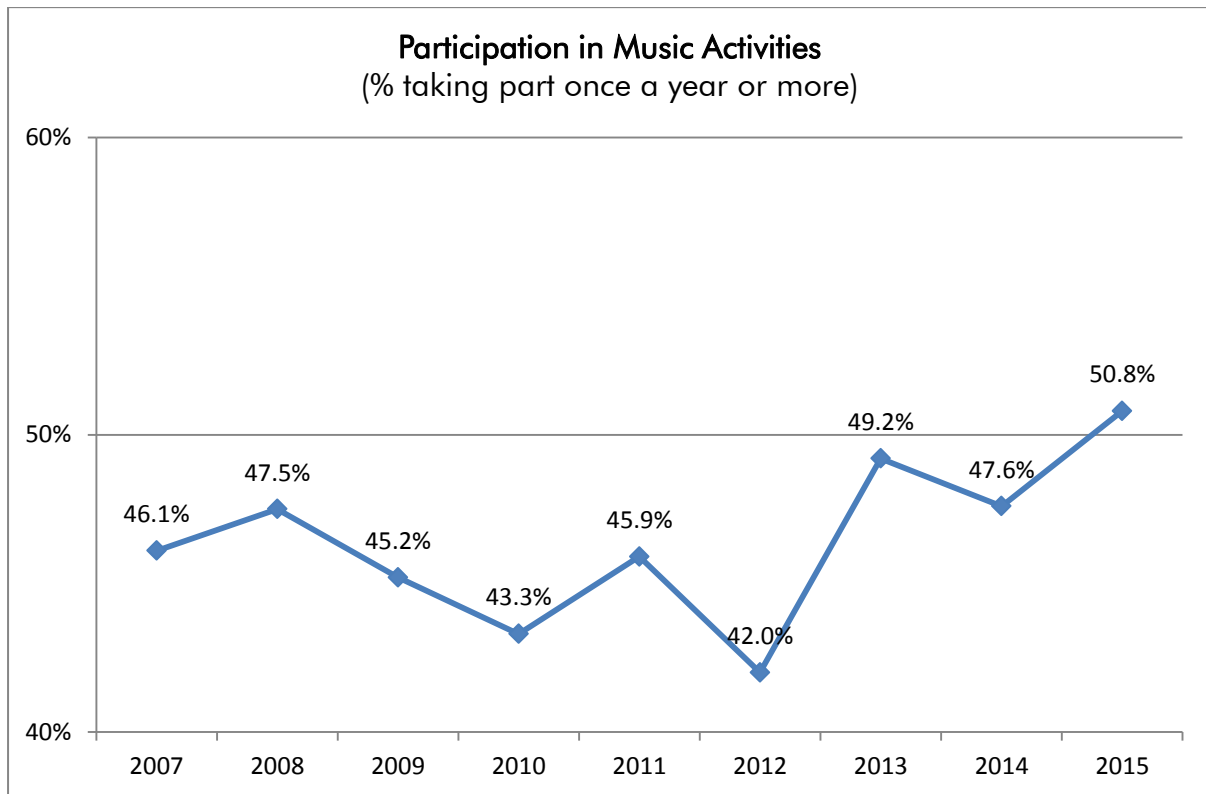
Base: Those attending carnivals and streets arts once a year or more often (557 in 2014 and 546 in 2015)

Source: Children's Omnibus 2014 and 2015

Appendix 2: Arts Participation by Artistic Activity

Music Activities

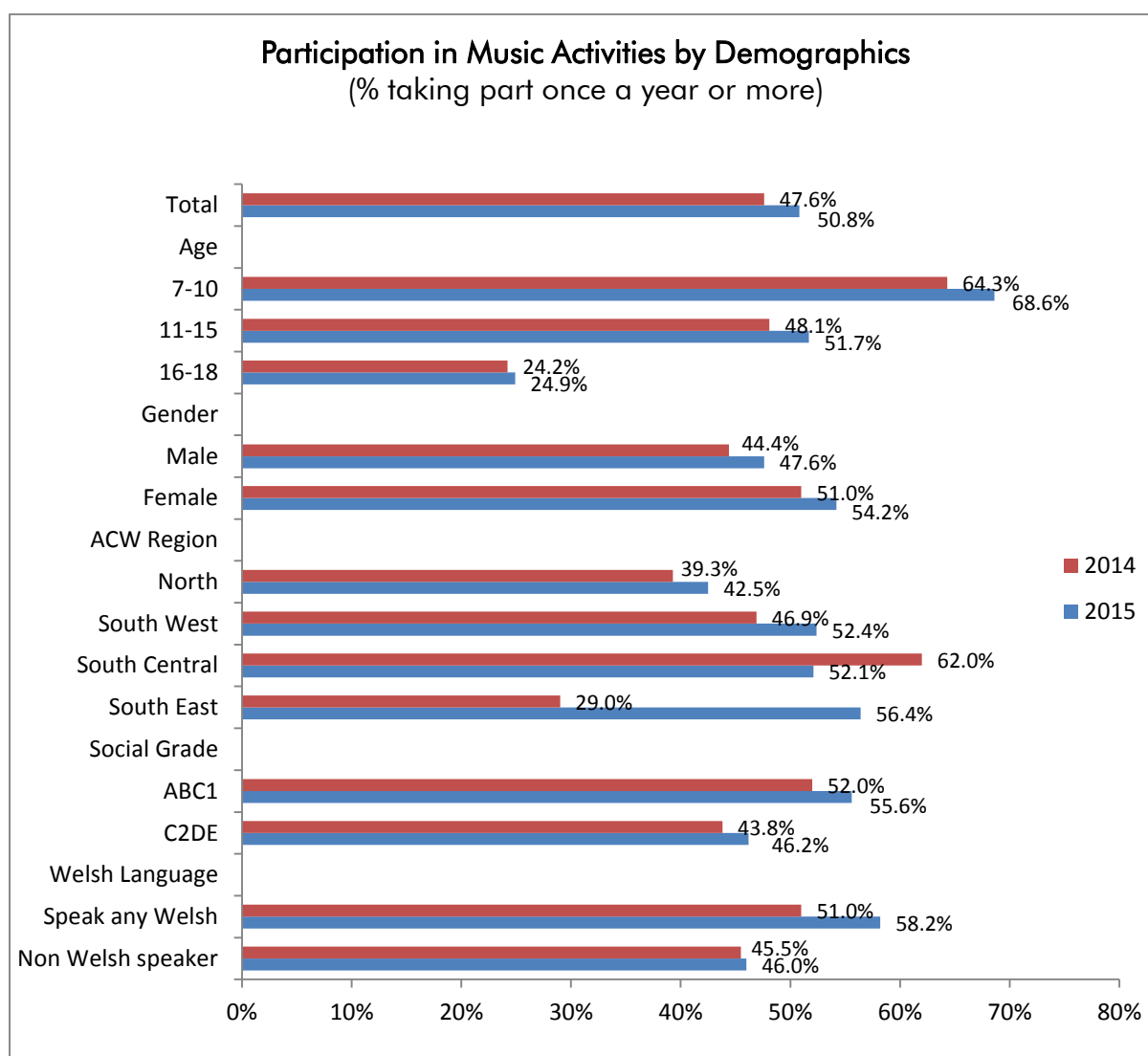
Figure 1: Trend in participation in music activities, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 2: Participation in music activities by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 1: How and when music activities are participated in

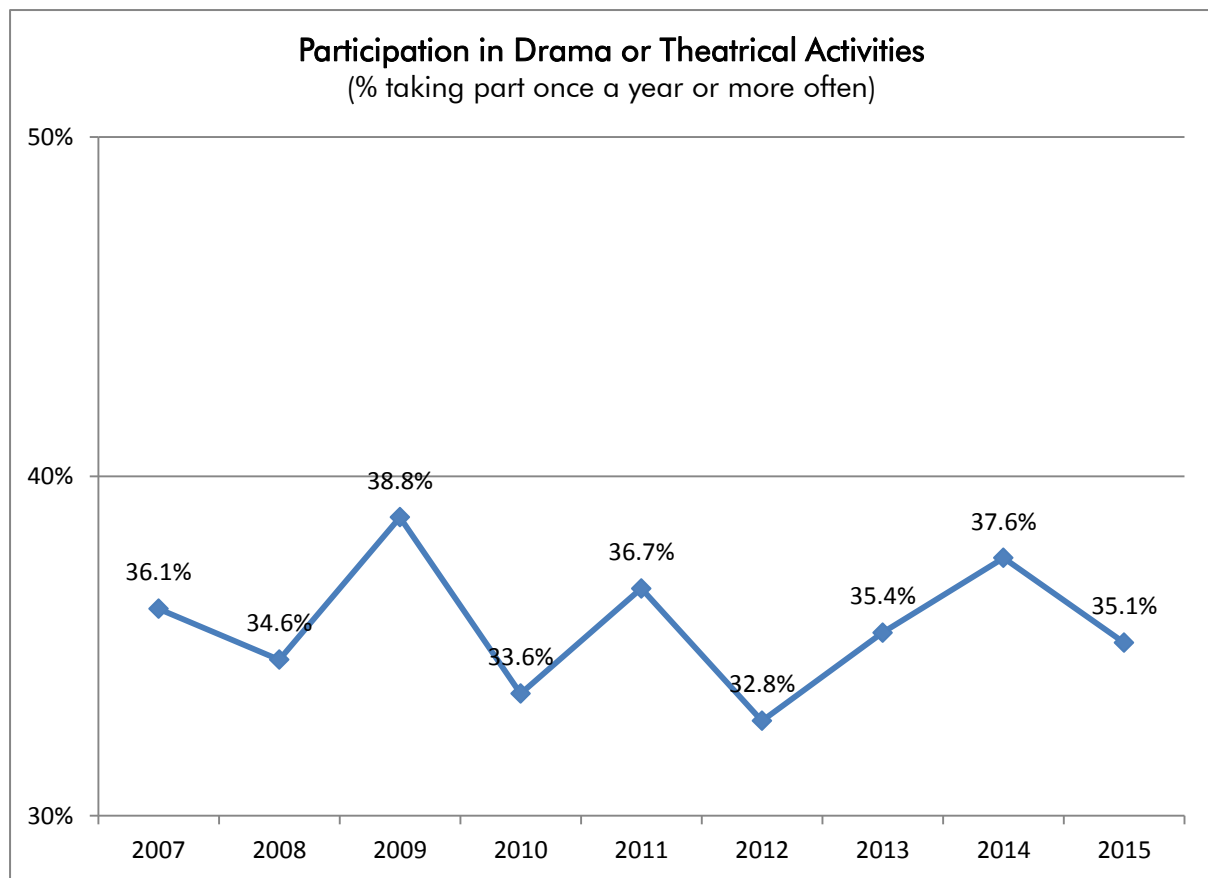
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	70.5%	2.8%	26.6%
2015	67.3%	2.9%	29.6%

Base: Those participating in music activities once a year or more often (490 in 2014 and 518 in 2015)

Source: Children's Omnibus 2014 and 2015

Drama or Theatrical Activities

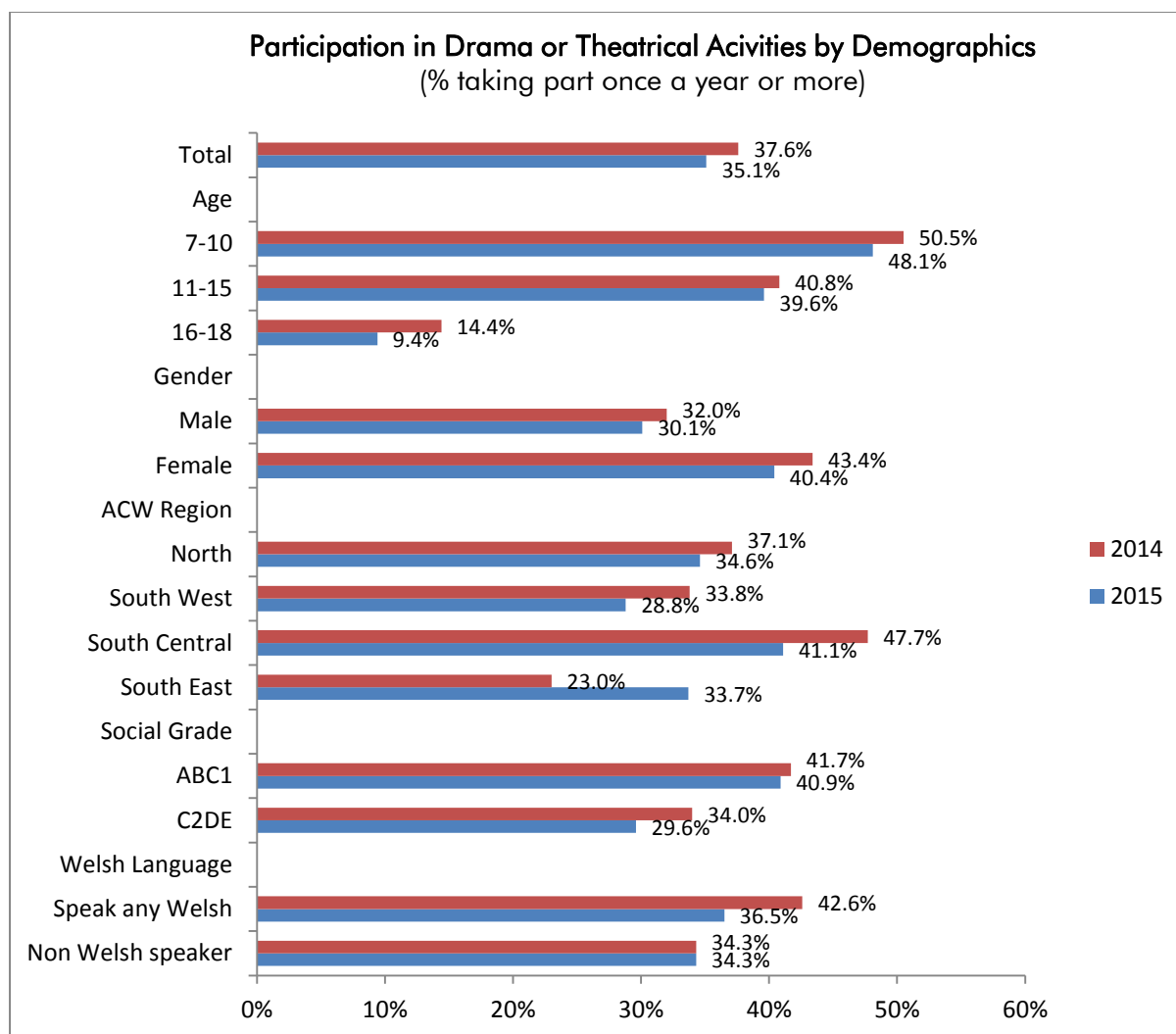
Figure 3: Trend in participation in drama or theatrical activities, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 4: Participation in drama or theatrical activities by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 2: How and when drama or theatrical activities are participated in

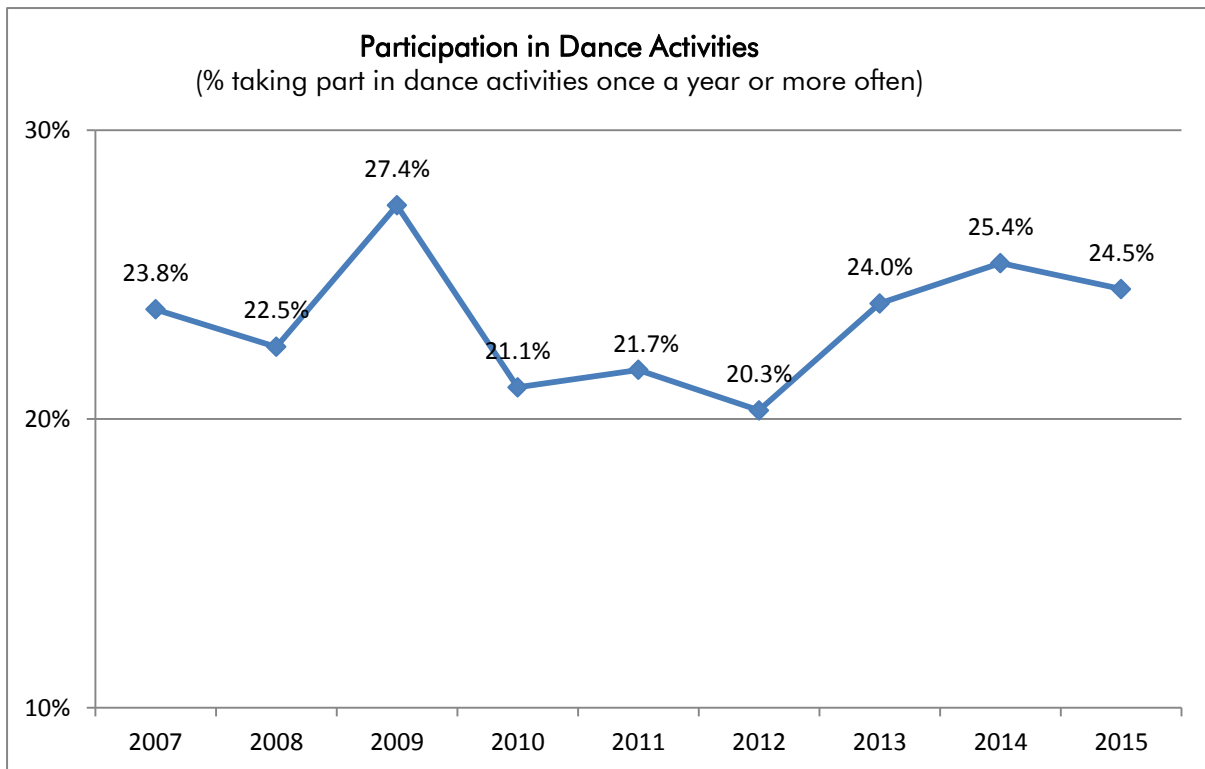
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	83.5%	4.7%	11.2%
2015	80.7%	3.2%	15.9%

Base: Those participating drama or theatrical activities once a year or more often (357 in 2014 and 358 in 2015)

Source: Children's Omnibus 2014 and 2015

Dance Activities

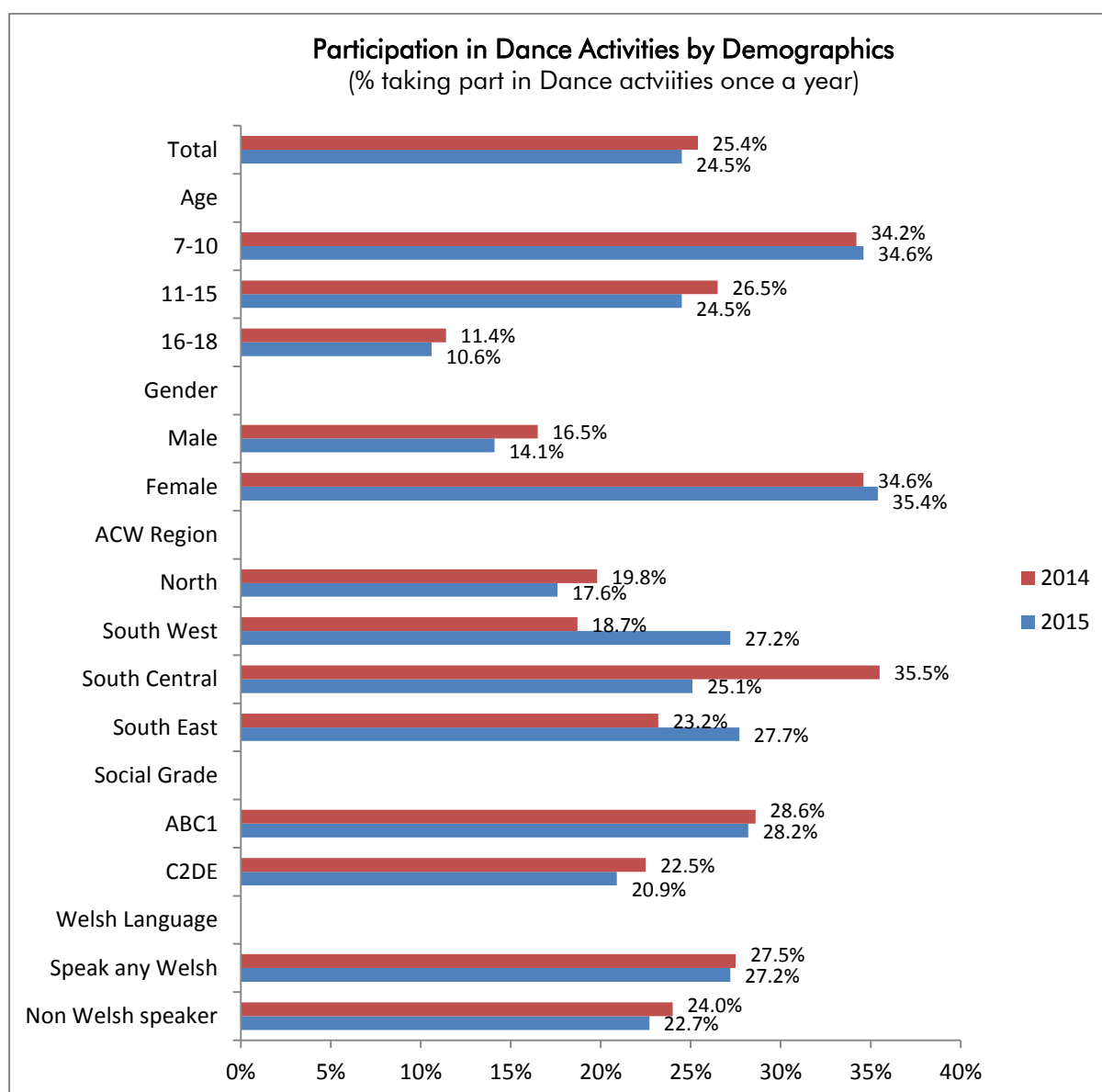
Figure 5: Trend in participation in dance activities, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 6: Participation in dance activities by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

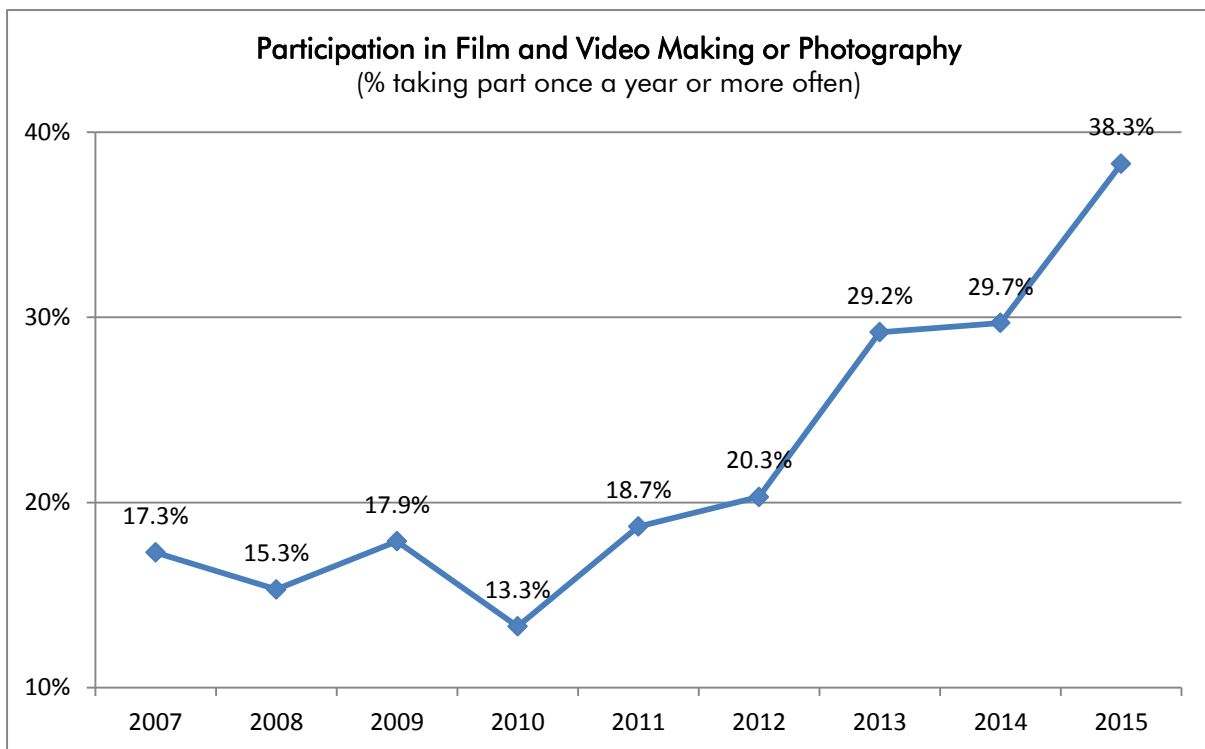
Table 3: How and when dance activities are participated in

	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)
2014	49.6%	7.5%	41.5%
2015	50.1%	4.3%	45.5%

Base: Those participating in dance activities once a year or more often (261 in 2014 and 249 in 2015)
Source: Children's Omnibus 2014 and 2015

Film and Video Making or Photography

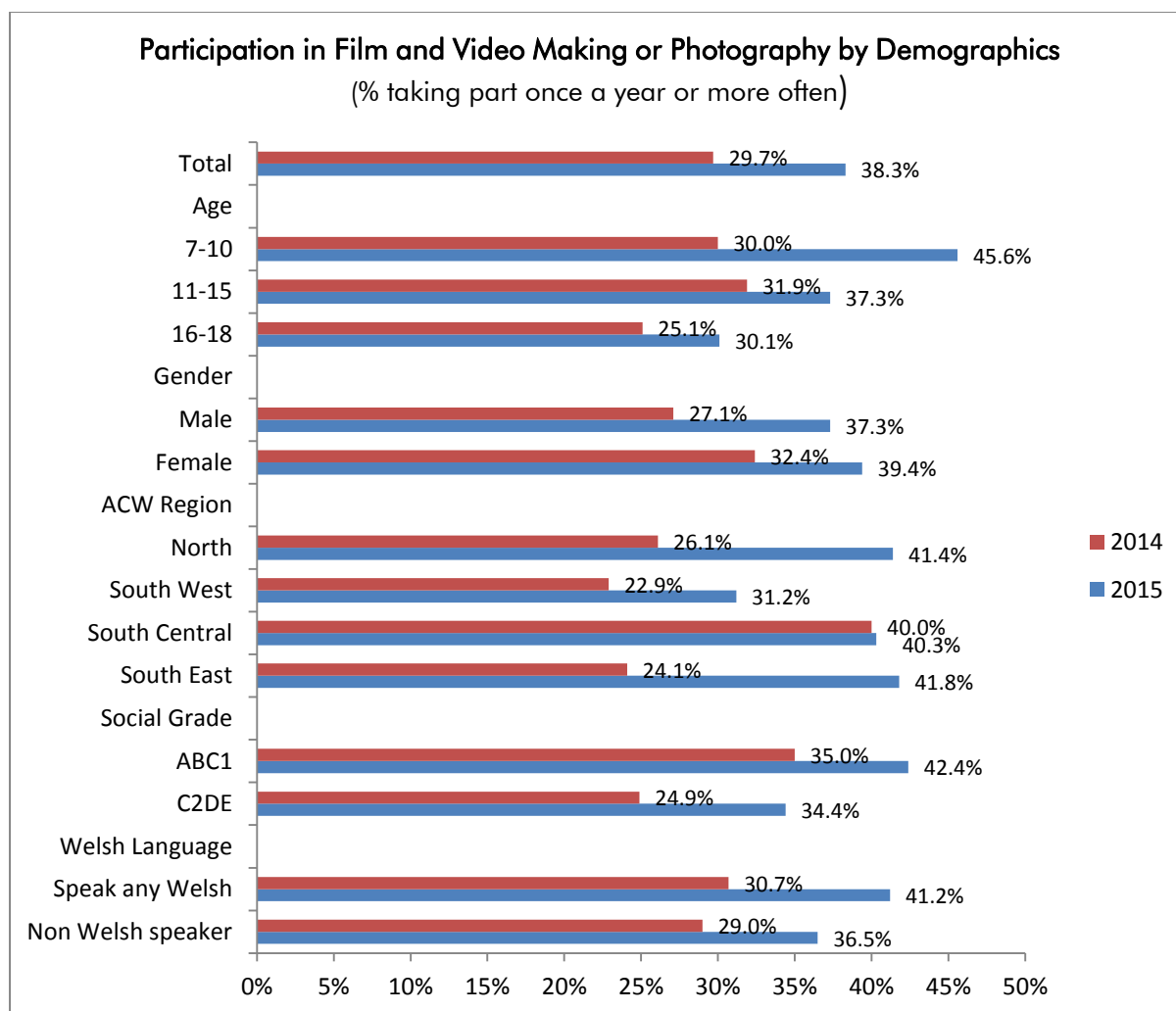
Figure 7: Trend in participation in film and video making or photography, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 8: Participation in film and video making or photography by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 4: How and when film and video making or photography are participated in

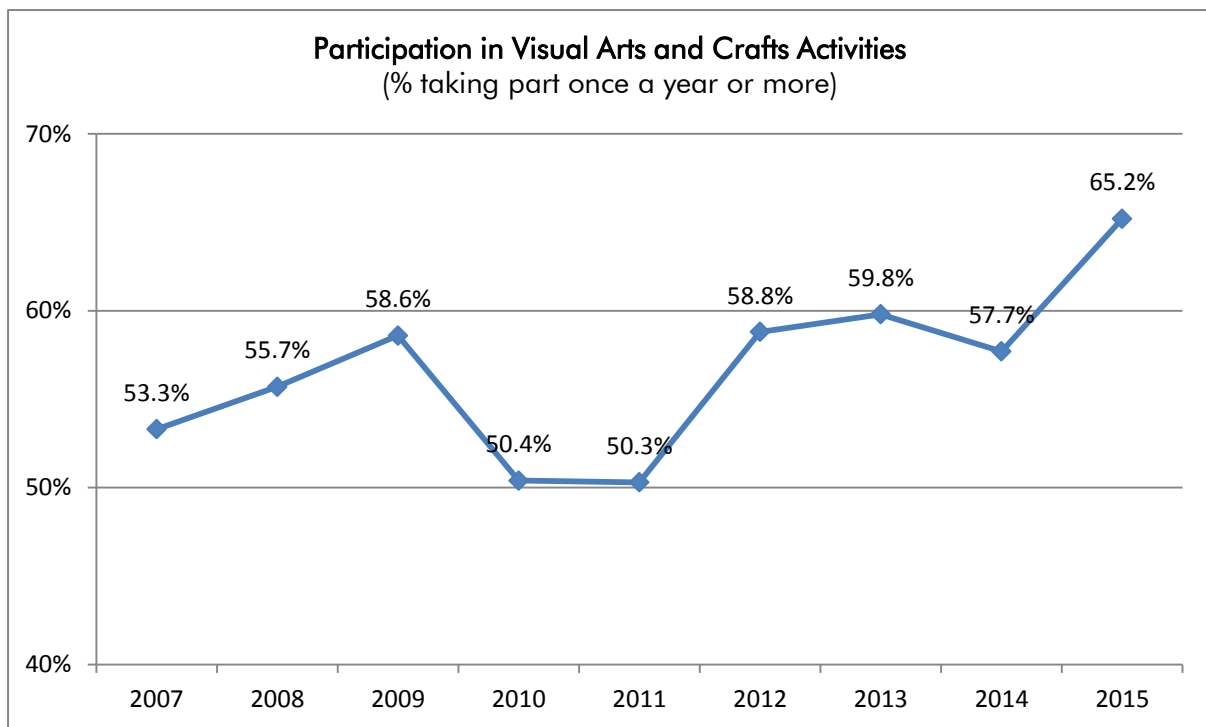
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	32.5%	3.7%	63.0%
2015	37.1%	1.6%	61.2%

Base: Those participating in film and video making or photography once a year or more often (305 in 2014 and 391 in 2015)

Source: Children's Omnibus 2014 and 2015

Visual Arts and Crafts Activities

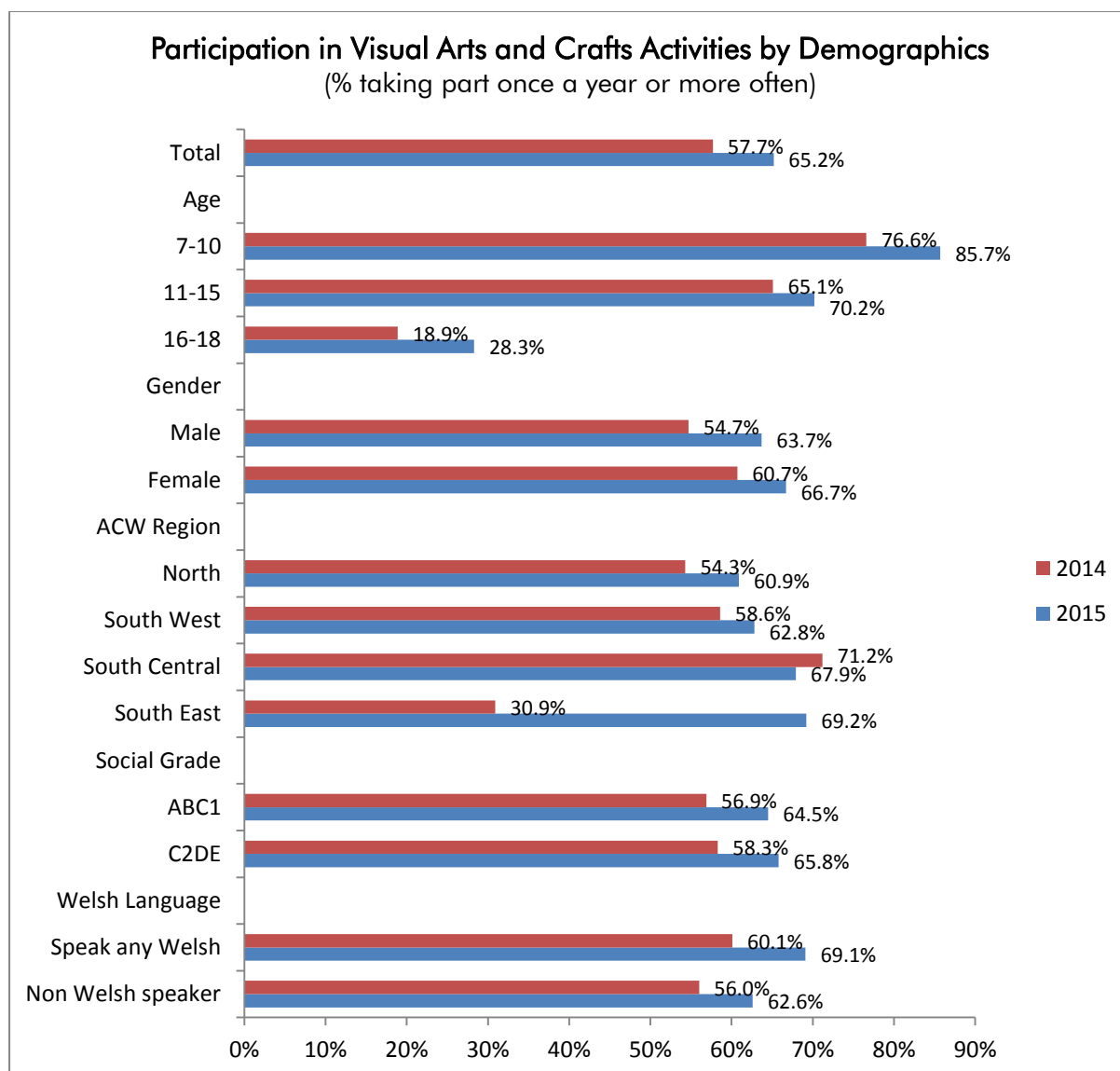
Figure 9: Trend in participation in visual arts and crafts activities, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 10: Participation in visual arts and crafts activities by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 5: How and when visual arts and crafts activities are participated in

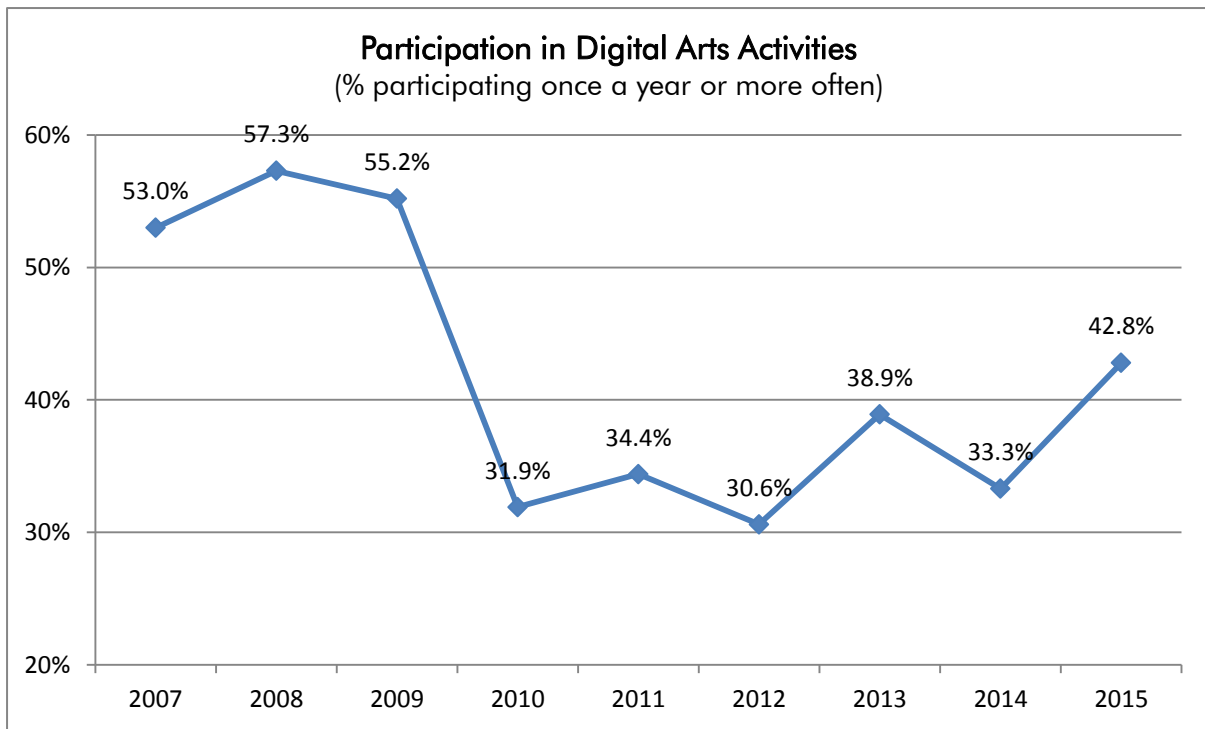
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	70.1%	2.1%	27.8%
2015	65.1%	2.9%	31.9%

Base: Those participating in visual arts and crafts activities once a year or more often (593 in 2014 and 664 in 2015)

Source: Children's Omnibus 2014 and 2015

Digital Arts Activities

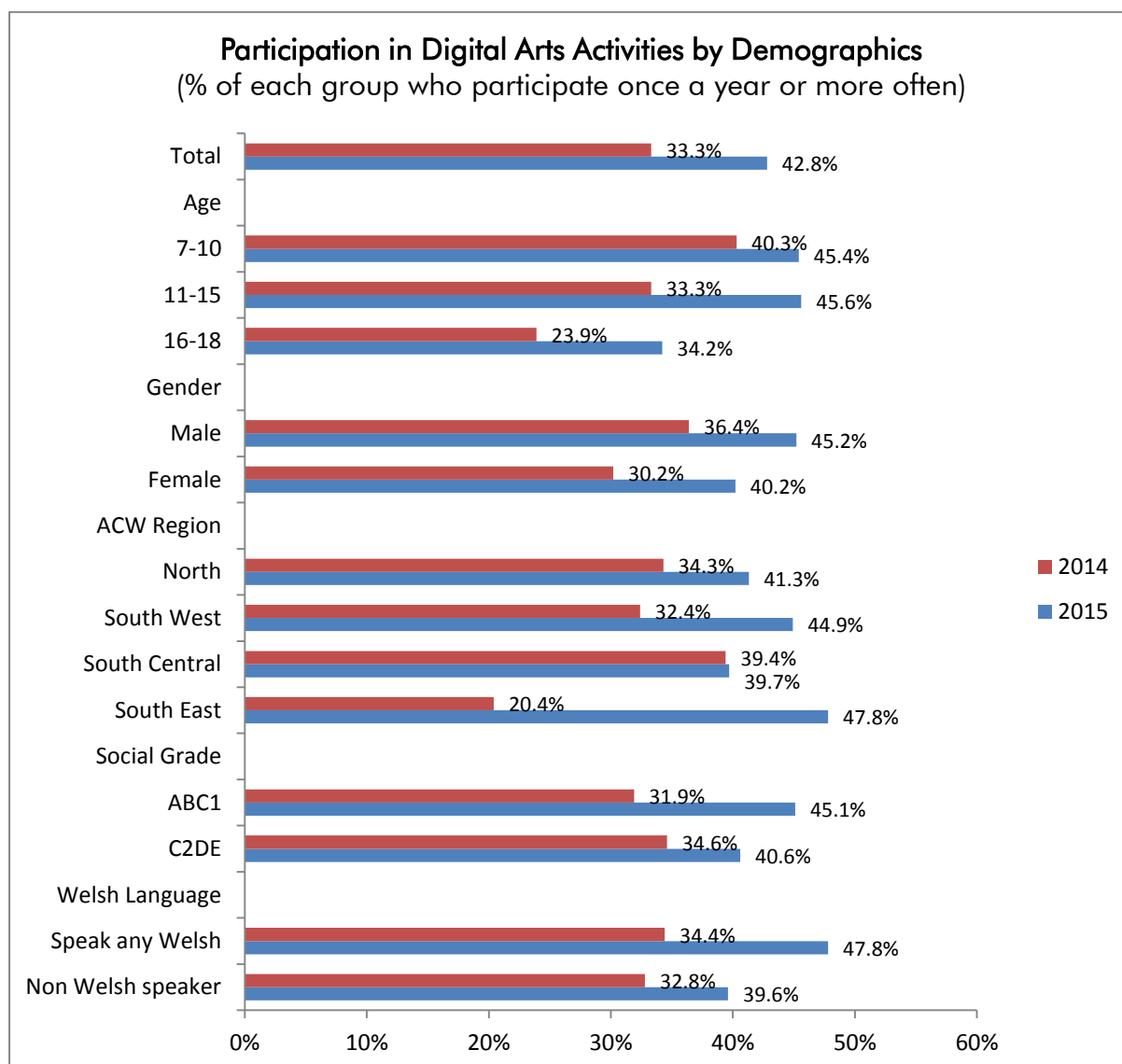
Figure 11: Trend in participation in digital arts activities, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 12: Participation in digital arts activities by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 6: How and when digital arts activities are participated in

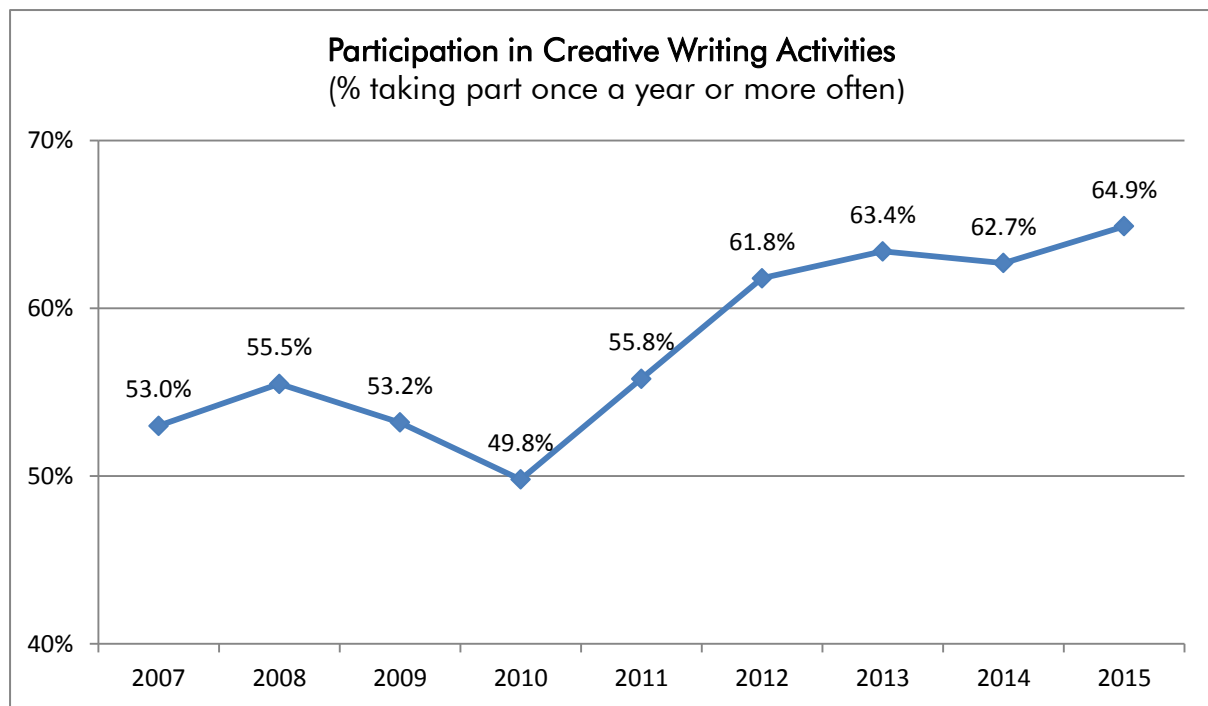
	Organised by school/college during school time	Organised by school/college but out of school time	In their own time (not organised by school/college)
2014	55.2%	2.5%	41.8%
2015	40.4%	2.2%	57.1%

Base: Those participating in digital arts activities once a year or more often (343 in 2014 and 436 in 2015)

Source: Children's Omnibus 2014 and 2015

Creative Writing Activities

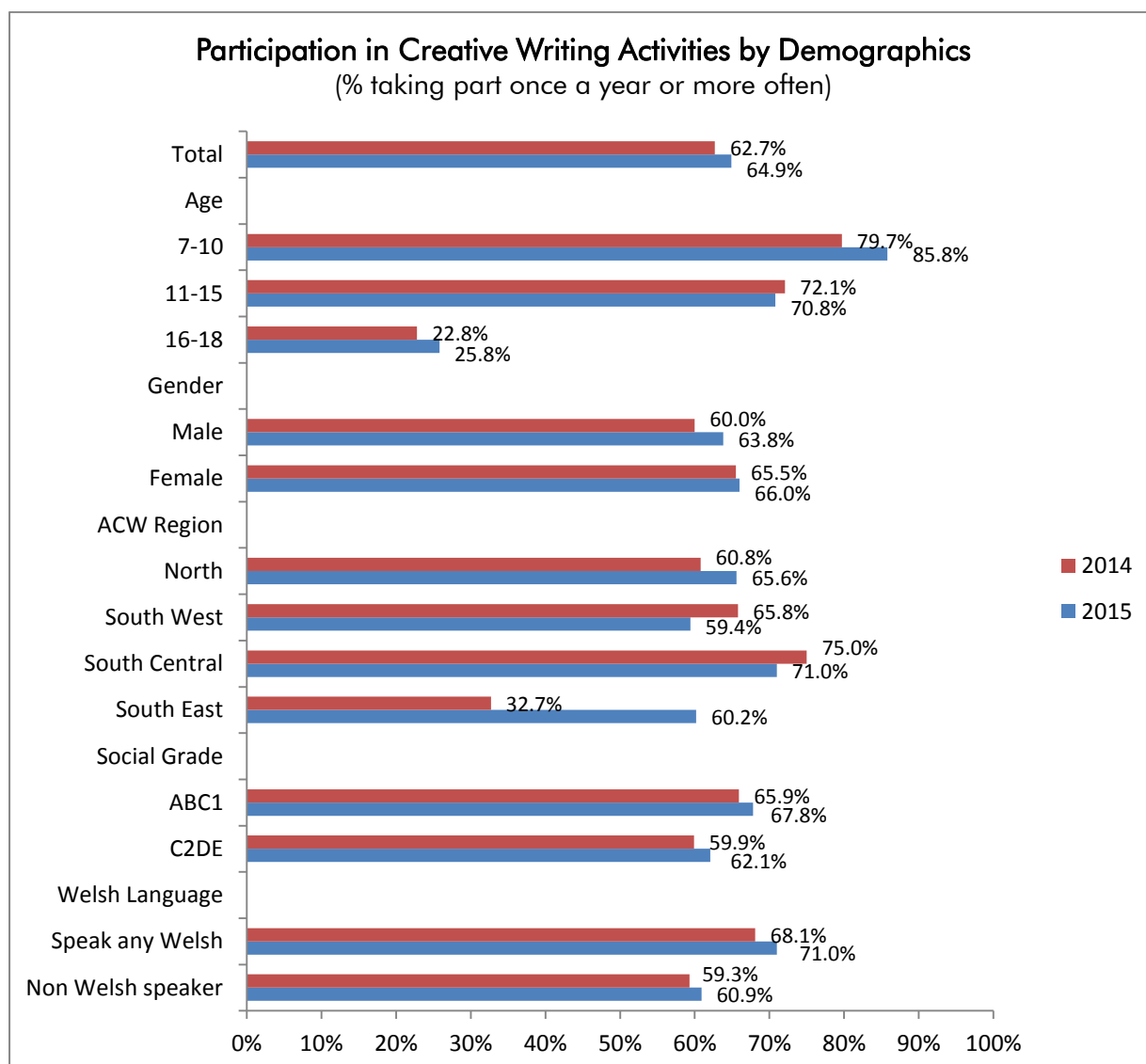
Figure 13: Trend in participation in creative writing activities, 2007-2015



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

Source: Children's Omnibus Survey 2007-2015

Figure 14: Participation in creative writing activities by key demographics, 2014-2015



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

Source: Children's Omnibus Survey 2014-2015

Table 7: 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)
2014	82.6%	2.2%	15.2%
2015	84.4%	1.4%	14.1%

Base: Those participating creative writing activities once a year or more often (645 in 2014 and 661 in 2015)

Source: Children's Omnibus 2014 and 2015

Appendix 3: Social 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 4: 2015 Survey Questionnaire

Arts Council of Wales Final Questions –2015 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