Arts Council of Wales

Sinfonia Cymru
Image: Richard Bosworth

2010 Omnibus Survey
Report on Main Findings

Cyngor Celfyddydau Cymru
Arts Council of Wales

Noddir gan
Lywodraeth Cynulliad Cymru
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1. Introduction

1.1 Background

The Arts Council of Wales has conducted an annual attendance and participation research survey every year since 1993. The basis of the survey is to collect data on attendance to arts events and participation in artistic activities and this information is collected via a series of questions asked on the Beaufort Research Ltd Wales Omnibus survey each year. A copy of the questionnaire used to collect the information is appended to this report.

This report summarises the findings of the latest survey conducted in November 2010 examining demographic and regional variations in attendance and participation. The report also covers key trends in this data over time.

1.2 Methodology

The fieldwork for the latest wave took place between 19 - 28 November 2010 and in total 1,012 interviews were conducted. The interviews were conducted in respondents' own homes using CAPI (Computer Aided Personal Interviewing) technology in a cross section of homes sampled by electoral ward. The sample was designed to be representative of the adult population resident in Wales aged 16 and over and within each sampling point, interlocking quota controls on age, gender and social grade were used for the selection of respondents. The quotas were set to reflect the demographic profile of Welsh residents and no more than one person per household was interviewed. The resulting data was also weighted to correct any imbalances in the sample, to ensure that it was representative of the Welsh population.

1.3 Notes on Data Presentation

The data is presented in a series of line and bar charts, which show the percentage of 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 groupings and region, again showing the percentage of each demographic group or region who have attended or taken part in each activity. It is worth noting the regional definitions referred to throughout the report are the Arts Council for Wales definitions of region, which are as follows:

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

2. Executive Summary

2.1 Arts Attendance

- Approaching four-fifths (79%) of Welsh adults attended at least one arts event, once a year or more often[1]. This was a small increase compared with last year (up by two percentage points).

- If Cinema is excluded from the list of art forms, then 7 in 10 (70%) attended one of the remaining art forms at least once a year. This was in line with equivalent figures reported in 2008 and 2009. Looking at a slightly more frequent attendance measure - two-three times a year or more often – again excluding Cinema, attendance on this basis has fallen in the last year to 49%, from 54% in 2009.

- When examining a more long term, rolling three year average data, which looks at the 11 art forms that have been consistently asked about over the last eleven years, shows that art attendance follows a general upward trend. The three year average in 2000 was 68% (attended once a year +) compared with an equivalent figure of 75% in 2010[2].

- Overall arts attendance continues to correlate closely with social grade, with those in social grades ABC1[3] (professional, qualified and non manual work) more likely to attend the arts than those in C2DE (skilled, semi-skilled and unskilled manual workers and non working people). With attendance levels of 88% and 72% respectively, both social grade groupings show marginal increases compared with last year.

- Arts attendance was also closely linked with age, with younger adults being more likely than older adults to attend. Just over nine-in-ten (93%) 16-24 year olds attended an arts event once a year or more often and this level declines as we move through the age groups with the lowest level being recorded by those aged 65+ - 58%. Year-on-year the 25-34 year old age group show the biggest change – an increase of nine percentage points to 89%.

- The differences in attendance recorded among different age groups, however, are to a large extent a function of attendance at the Cinema. When Cinema is excluded from the analysis, the difference in attendance levels largely disappears for the 16-24, 25-34, 35-44 and 45-64 year old age groups (all between 71%-75%). The exception remains those aged 65+ whose attendance remains lower at 57%.

- In 2010, there was no reported gender gap in overall arts attendance - attendance levels of men and women were exactly the same (79%), the former

[1] Based on the 14 art forms asked about since 2006
[2] Based on the 11 art forms asked about since 1998
[3] A full description of socio economic grouping is included in the Appendix

increasing by three percentages points and the latter by one percentage point relative to 2009.

- The gap in overall attendance between Welsh speakers and non-Welsh speakers has also narrowed in 2010 – it now stands at only one percentage point (80% Welsh speakers, 79% non-Welsh speakers), following a slight decrease among the former and increase among the latter relative to 2009.

- In terms of region, overall arts attendance is similar to last year, with adults in Mid & West Wales regions (85%) and the North (80%) more likely than those in the South (75%) to attend arts events. A three percentage point increase in the South however, has narrowed the gap between the regions.

- Cinema remains the most popular art form attended with 51% going to see a film at least once a year. This was almost identical to the level recorded in 2009 (50%).

- Following Cinema, Other Live Music (not Classical, Jazz or Folk / World / Traditional) – 38%, Carnival and Street Arts – 30% and Art / Craft Galleries or Exhibitions – 29% were the next most popular art forms as they were in the previous year. However, each of these has seen falls in overall yearly-plus attendance of five percentage points since 2009.

- Attendance levels at most other art forms have either remained consistent with 2009 or shown slight declines. Specific points to note are:

  - Several music arts forms, Classical, Jazz and Folk / Traditional / World, have seen attendance reduce by two to three percentage points compared with the 2009 and have thus returned to levels recorded in 2008.

  - Attendance at Arts Festivals has reduced from 18% to 12% in 2010

  - Attendance at Plays is at 28% and thus remains unchanged following a 4% points reduction between 2008 and 2009

  - Attendance at Literary Events fell by three percentage points – from 9% in 2009 to 6% in 2010.

- Overall, it is interesting to note that whilst most individual art forms have seen small falls in once a year plus attendance in 2010, the overall attendance figure (those who have attended *any* event once a year plus) has risen by two percentage points to 79%. This can only be the result of less overlap in attendance among the individual art forms – i.e. a slightly broader base of arts consumers, attending, on average, slightly fewer different types of art form.

2.2 Arts Participation

- 27% of Welsh adults participate in artistic activities[4] once a year or more. This represents a sharp fall in comparison to 2009 – down eight percentage points. This was a reverse of the generally upward trend recorded since 2006. (this analysis is based on the six artistic activities asked about over time).

- For the last two years an additional artistic activity (digital arts) was added to the survey and when this is included in the analysis, overall participation levels rise to 30% - a decline of seven percentage points compared with 2009. Regional and demographic trends discussed below are on the basis of the seven artistic activities covered since 2009.

- Social grade continues to be a key determinant of participation in the arts. ABs remain the most likely social grade grouping to take part in an artistic activity at 53% - up two percentage points from 2009. Likelihood of participation falls as we move through the social grade spectrum to 20% among DEs. Participation among each of the social grade groupings (other than the highest – AB) has fallen considerably since 2009, most notably C2s (minus 11 percentage points). As a result, the participation gap between the higher and lower social grades has widened since 2009.

- Participation by age does not vary to the same degree as social grade, but as in 2009, 25-34s were least likely to take part on a yearly basis (24%) and those aged 45-64 most likely to participate (36%). All age groups have declined since 2009, with youngest age group (16-24s) and 35-44s appearing to be most affected – both down 9 percentage points.

- Women (33%) were more likely than men (28%) to participate in artistic activities once a year or more often. Participation has fallen in both groups since 2009 to similar extent, meaning the participation gender gap in 2010 was very similar to that of 2009 (five percentage points and four percentage points respectively).

- Whilst participation has fallen in each of the three ACW regions, the decline was most notable in the North – from 45% in 2009 to 32% in 2010. The Mid & West region now records the highest participation level (36%) with participation in the South remaining lower than the other regions at 27%, although overall this gap has narrowed.

- Welsh speakers continue to be more likely than non-Welsh speakers to take part in the arts (37% compared with 29%). However, whilst participation has fallen among both groups, declines were steeper among Welsh speakers and thus the gap between the two groups has narrowed somewhat (eight percentage points from thirteen percentage points in 2009). To a certain

[4] Refers to the six comparable artistic activities asked about over time

extent, findings here will be a reflection of regional results - i.e. participation has fallen in the North where Welsh is more likely to be spoken.

- Reflecting the overall decline, levels of participation in each of the seven individual art forms have fallen. The hierarchy of participation, nonetheless, remains consistent with Visual Arts and Crafts the most popular art form with 14% of the population having taken part in this once a year or more often. This was followed by Music and Digital Arts, both at 9%.

- It was the most popular art forms, however, which recorded the largest falls in participation – Visual Arts & Crafts down seven percentage points, Music six percentage points.

3. Arts Attendance

3.1 Frequency of Attending Arts Events - Methodology

Respondents were asked to describe their attendance to art events by indicating how often they attend each of the following 14 artforms:

a. **Cinema**
b. **Musical** (not opera)
c. **Opera**
d. **Ballet**
e. **Contemporary dance**
f. **Plays**
g. **Classical music** (concerts/recital)
h. **Jazz** (concert/performance)
i. **Folk, Traditional or World Music***
j. **Other live music**
k. **Art or craft galleries or exhibitions**
l. **Readings, Storytellings and other Literary Events**
m. **Carnivals and street arts***
n. **Arts Festivals** (e.g. Music, Dance, Drama, Literature*)

* denotes artforms added in 2006.

This section of the report will summarise overall attendance of the arts, as measured by attendance to *any* artform, and will describe demographic and regional variations in overall attendance to help understand what sort of person was most likely to attend the arts. The report will then go on to look at attendance to each artform individually.

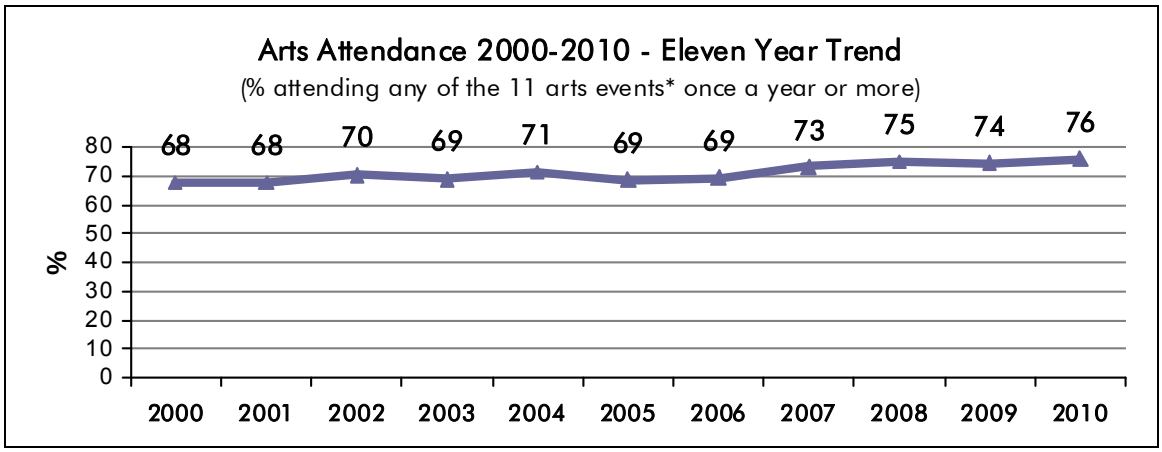
When considering the overall attendance figures, it should be noted that the list of artforms asked about in the survey changed in 2006 to include three additional artforms (Folk, Traditional or World Music, Carnivals and Street Arts and Arts Festivals). Therefore, whilst the year-on-year data comparisons will look at attendance to any of these 14 artforms, to understand comparisons over time, the eleven year trend data will look only at the 11 artforms that have remained consistent over the longer period of time.

3.2 Frequency of Attending Arts Events - Key Findings

The 2010 survey found that 79% of adults in Wales attended at least one of the 14 arts events once a year or more often. This was an increase of two percentage points from 2009 (77%), and matches the equivalent figure recorded in 2008 (79%).

When Cinema is excluded from the analysis the results show that 70% of adults attend a non-Cinema-based arts event, and this was very much in line with results from the previous recent years (71% - 2009, 69% - 2008).

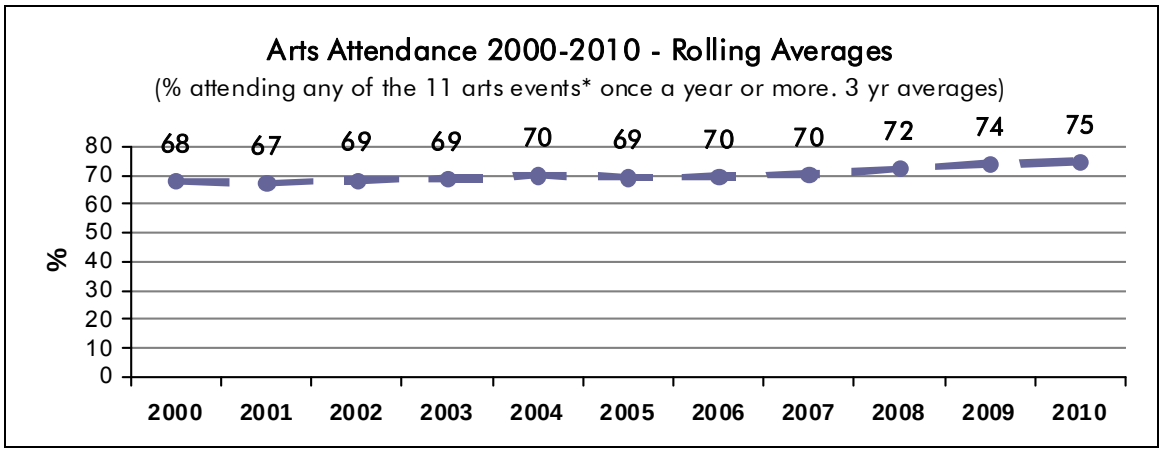
Looking at the eleven year trend, which compares attendance over time to the *11 comparable artforms*, overall, an upward trend in attendance at arts events is found. The most recent survey confirms that around three-quarters (76%) of the population attend one of the 11 art forms at least once a year and this was consistent with 2008 and 2009.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010

* Data includes the comparable 11 artforms asked about between 2000 and 2010 and excludes the 3 artforms added for the 2006 - 2010 surveys

It can also be useful to look at three year rolling data averages in attendance figures to help understand if there are any meaningful trends taking place in the data. Again, the ten year rolling data only includes the 11 comparable art forms asked about:



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 1998-2010

* Data includes the comparable 11 artforms asked about between 2000 and 2010 and excludes the 3 artforms added for the 2006 – 2009 surveys

This picture confirms that there has been a real increase in attendance over time from a three year average of 68% eleven years ago to a three year average of 75% in 2010.

As well as examining yearly attendance to the arts we can also look at the proportion attending the arts two to three times a year or more often. This helps us to further understand attendance figures. In 2010, 65% of adults said they attended at least one of the 14 art forms two to three times a year or more often which was the same proportion as the previous two years. Around half (49%) said they attended a non-Cinema based art event with the same frequency, a fall of five percentage points in comparison to last year, suggesting that when Cinema is excluded more frequent attendance at the arts has declined a little.

The following table details these figures in comparison to 2008 and 2009:

Frequency of Attending the Arts 2008-2010

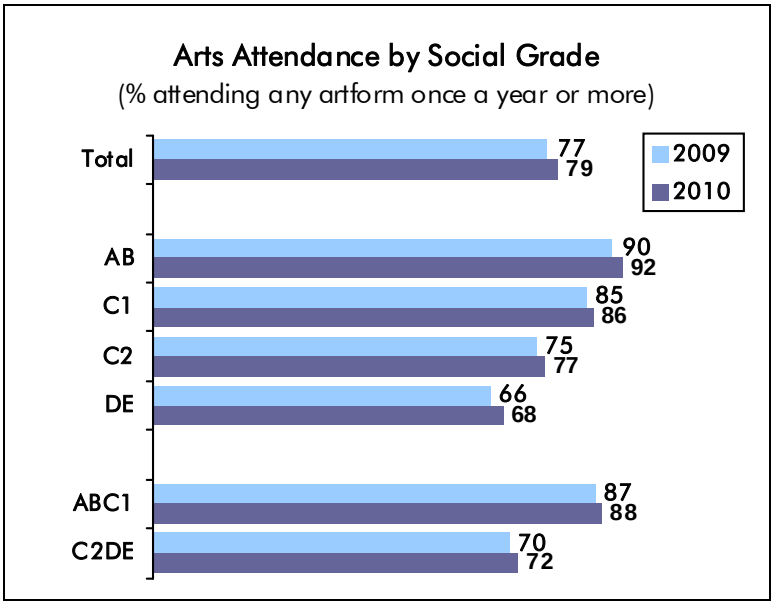
	All 14 Artforms %			All excl. cinema %		
	2008	2009	2010	2008	2009	2010
Once a year or more	79	77	79	69	71	70
2 – 3 times a year or more	65	65	65	51	54	49

Base: All Adults (2008: 1,012 / 2009: 1,000 / 2010: 1,012)

3.3 Attendance to Arts Events by Demographic Grouping

This section of the report looks at the differences in overall arts attendance by demographic group and region, and charts the proportion of adults in each key group that attend an arts event once a year or more often. The data is presented for 2010 and 2009 and each chart also shows the overall total attendance figures to any of the 14 artforms asked about for comparison:

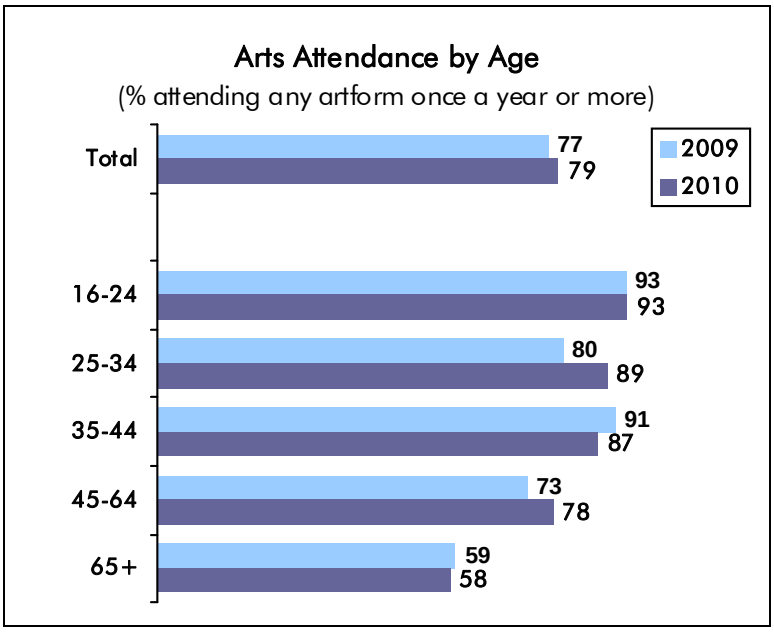
3.3.1 By Social Grade



Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

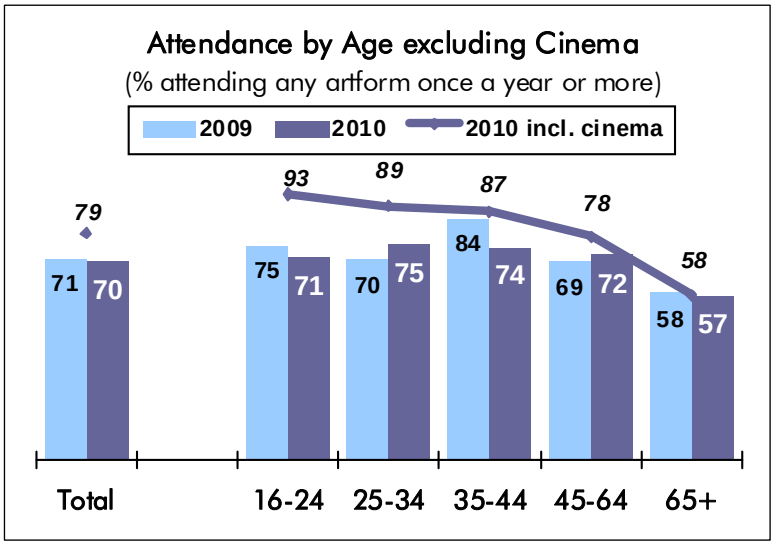
- Arts attendance continues to correlate closely with social grade, with those in social grades ABC1 (professional, qualified and non manual work) more likely to attend the arts than those in C2DE (skilled, semi-skilled and unskilled manual workers and non working people). With attendance levels of 88% and 72% respectively, these two broad social grade groupings show marginal increases compared with last year.
- At a lower level, when social grade is split into 4 classifications (AB, C1, C2, DE), a similar pattern of small increases versus last year was recorded. Encouragingly, the increase in AB attendance (up two percentage points) was matched by those in social grade DE.

3.3.2 By Age



Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

- Arts attendance was also closely linked to age, with younger adults being more likely than older adults to attend; just over nine-in-ten 16-24 year olds attend an arts event compared with around 6 in 10 for those aged 65+.
- Whilst for those at either end of the age spectrum, levels of attendance were consistent with those in 2009, for other age groups some changes occur:
  - For 35-44s overall attendance has fallen by four percentage points, but remains high in absolute terms at 87%.
  - For 45-64s (up five percentage points), but particularly for 25-34s (up nine percentage points) attendance levels have increased since 2009 and it is these age groups who are driving the overall small increase in attendance among the total population.
- As mentioned earlier, all art forms are included in this analysis, however as younger adults are typically more likely to go to the Cinema than older adults, it is also useful to look at the data excluding Cinema from the analysis to see how that effects the overall picture by age. The columns on the chart overleaf show the proportion attending any art form *excluding* Cinema in 2010 and 2009 and the line shows the proportion attending any art form *including* Cinema:

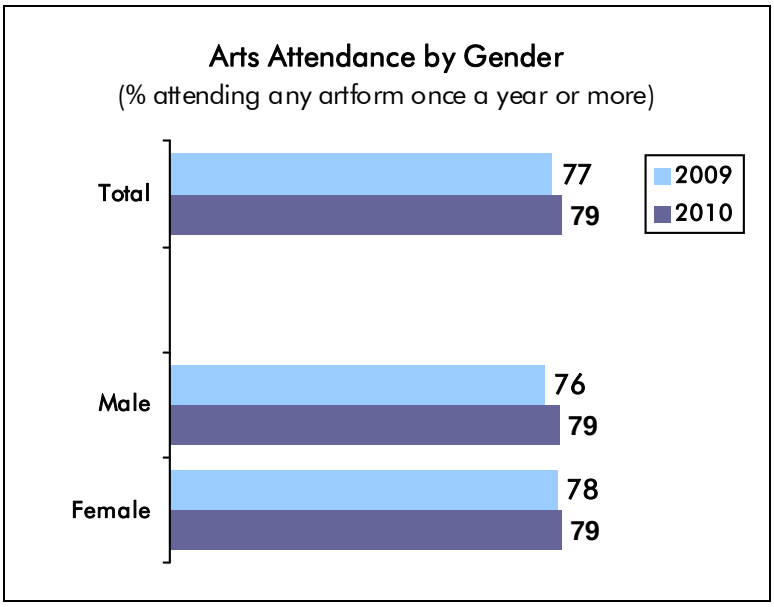


Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

When Cinema is excluded from the analysis (bars in above chart), the relative difference between age groups was much less marked. Indeed, the differences for 16-24s, 25-34s, 35-44s and 45-64s largely disappear with attendance levels for all groups of between 71% to 75% in 2010. The remaining exception was the over 65s whose overall attendance level remains considerably below that of other age groups (57%).

3.3.3 By Gender

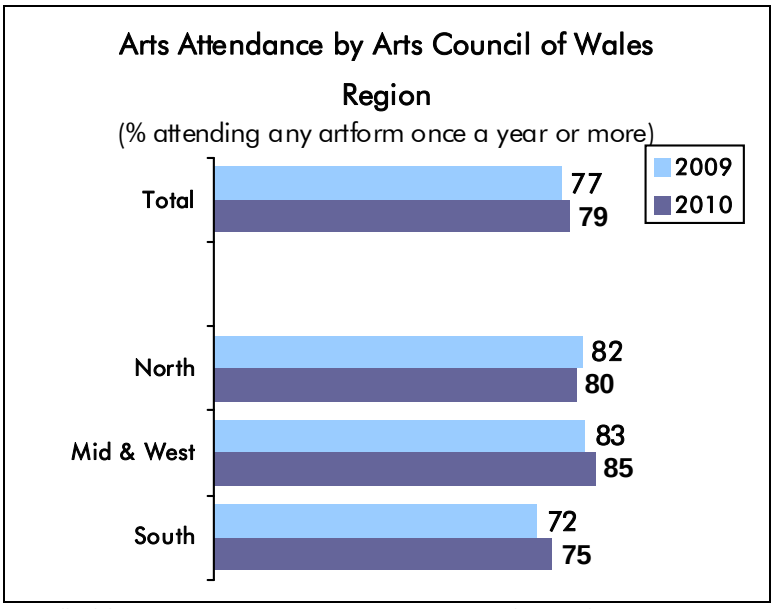
Typically there has been little difference over the years in overall arts attendance by gender, however 2008 saw a change in the data with females becoming more likely than males to attend an arts event (82% vs 75%). However, in 2009 this trend did not continue and 2010 findings reinforce this – on the latest measure overall attendance levels of men and women were exactly the same (79%), the former increasing by three percentages points and the latter by one percentage point relative to 2009.



Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

3.3.4 By Region

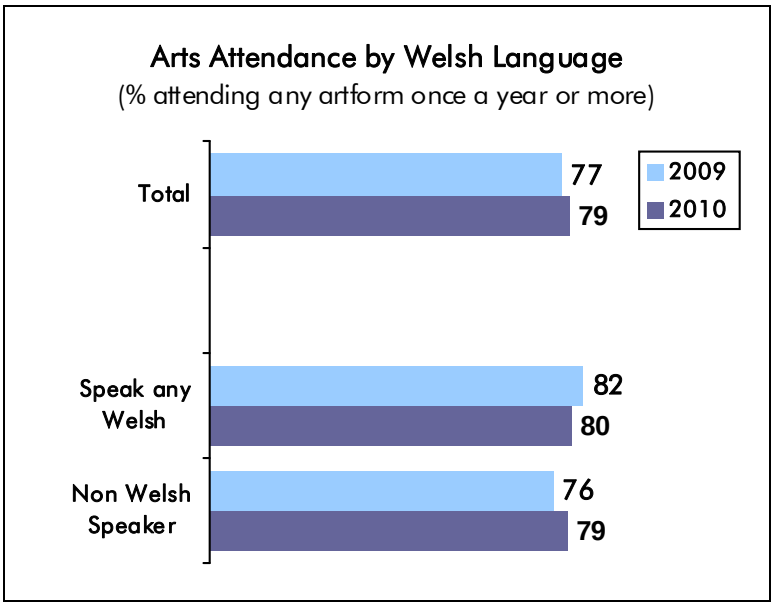
Adults in the North, and the Mid & West Wales regions were more likely than those in the South to attend arts events and this was a similar pattern to the previous year:



Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

- Whilst attendance levels in the South and the Mid / West have increased slightly since 2009 (up three percentage points and two percentage points respectively), levels of at least yearly attendance in North Wales have declined marginally.

3.3.5 By Welsh Language

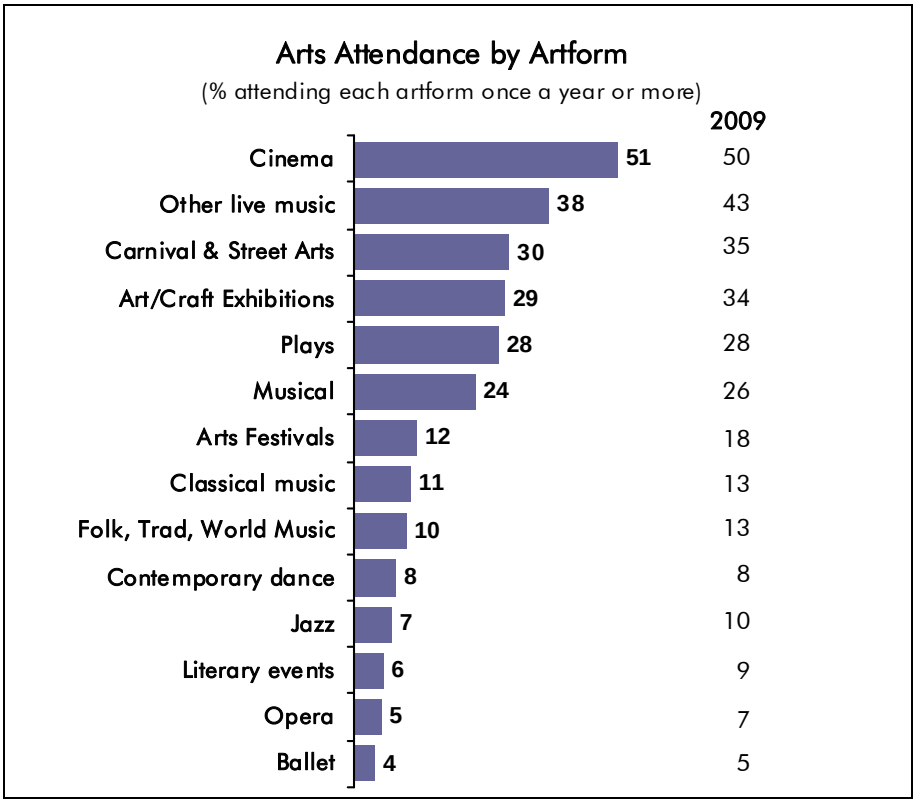


Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

- A small decrease (down two percentage points) in overall attendance at arts events among Welsh speakers and an increase among non-Welsh speakers (up three percentage points) means that in 2010 there was little difference in attendance between these two groups (80% and 79% respectively).

3.4 Summary of Arts Attendance by Art Form

Now turning to the individual art forms attended, the following chart shows the proportion of adults who attend each art form once a year or more often. The chart shows the most recent findings from the 2010 survey and also shows the 2009 findings for comparison as a column next to the bar chart:



Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

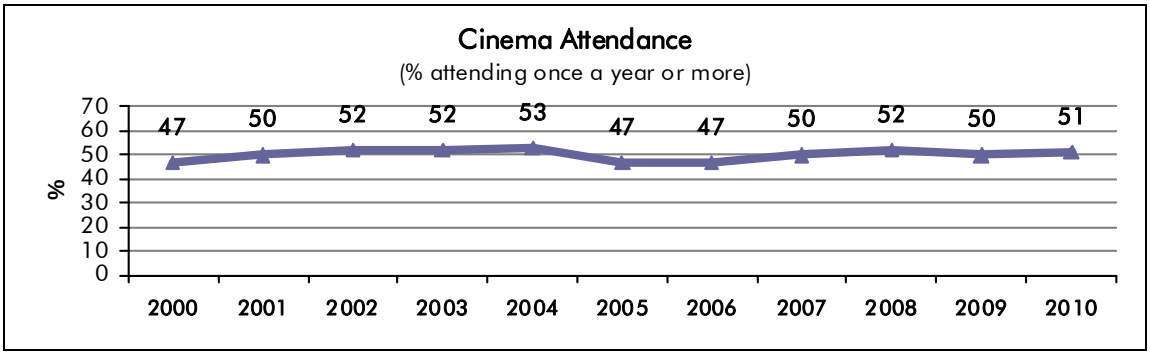
The next section of the report will look in more detail at each art form in turn, examining the trends in attendance over the last ten years and looking at any demographic and regional variations. In summary, at least yearly attendance at most art forms are at similar levels to levels recorded in the previous year, although the tendency was for a small decrease in attendance, if anything, to be recorded in 2010. One of the few exceptions to this is the most popular art form – cinema – which just over half the population (51%) have attended at least once in the last year (up one percentage point on 2009). The next three most popular arts forms, Other Live Music, Carnivals and Street Arts and Art or Craft Galleries / Exhibitions have all seen decreases of five percentage points in attendance. Other points to note are:

- Attendance at Arts Festivals has reduced from 18% to 12% in 2010
- Several music arts forms – Classical, Jazz and Folk / Traditional / World – have seen attendance reduce by two to three percentage points compared with the 2009 and have thus returned to levels recorded in 2008.
- Attendance at plays is at 28% and thus remains unchanged following a 4% points reduction between 2008 and 2009

- Attendance at literary events fell by three percentage points – from 9% in 2009 to 6% in 2010.

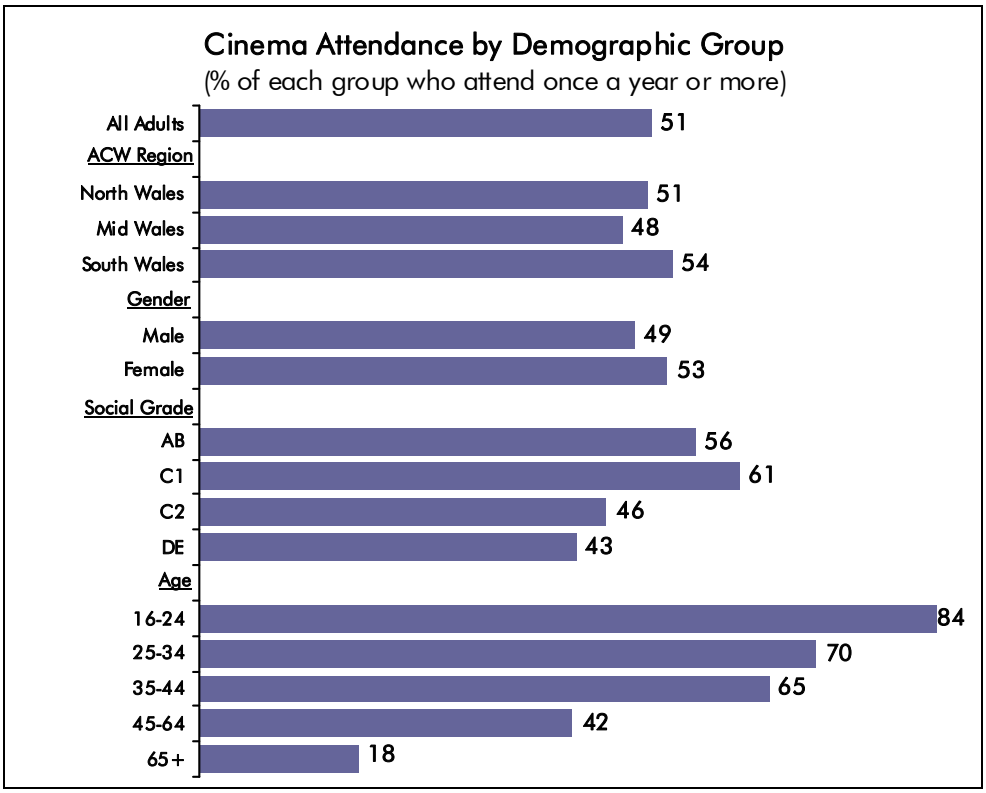
3.5 Cinema

Cinema attendance remains fairly constant over time, with just over half the population (51%) saying they go to see a film once a year or more often in 2010.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010

Attendance at the Cinema is strongly correlated with age. 84% of those aged 16-24 had visited the Cinema once a year or more often compared with an equivalent figure of 18% among those aged 65+.



Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- In addition to differences by age, social grade also appeared to influence Cinema attendance. Those in higher social grades AB (56%) and C1 (61%) were more likely than those in the C2 (46%) and DE (43%) groupings to attend mirroring findings in 2009.

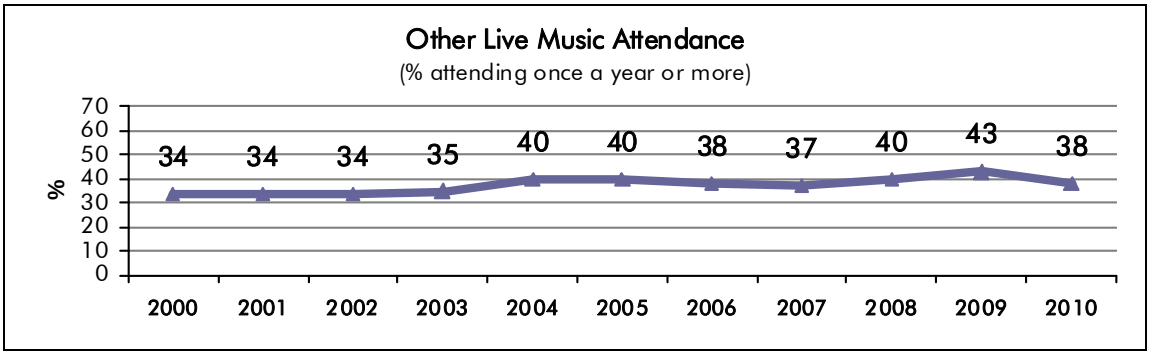
- Differences in terms of gender and region were less pronounced but:

  - Women (53% attended once a year+) were slightly more likely to attend than men (49%) as they had been in 2009.

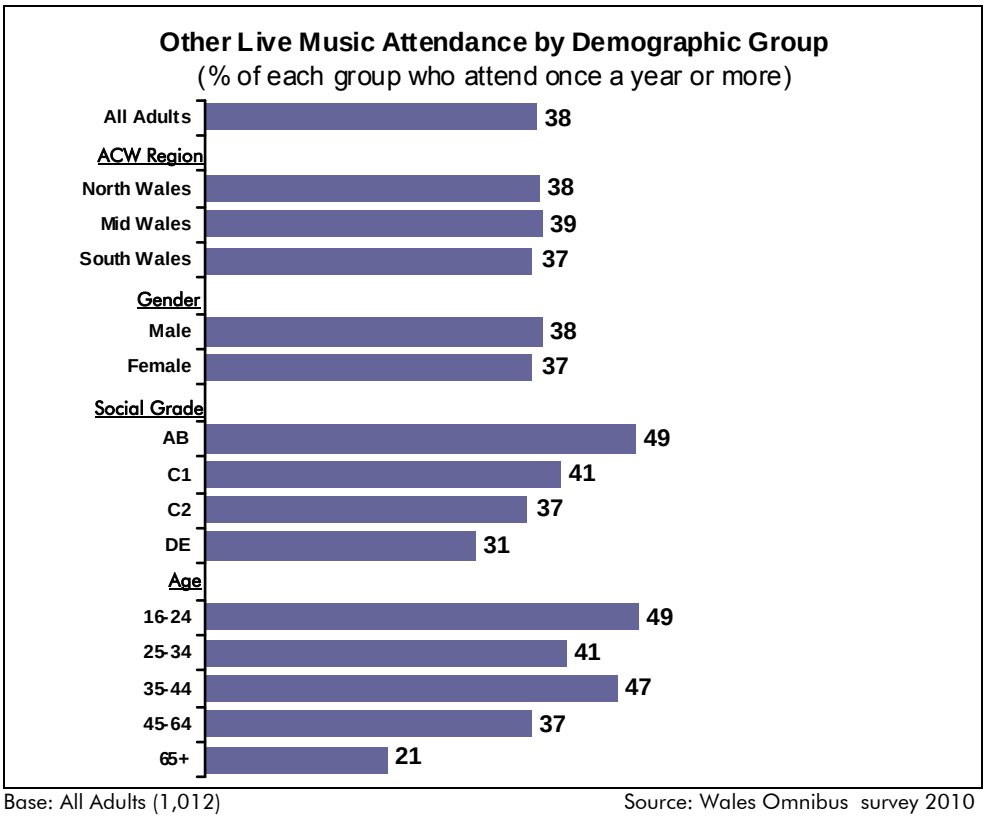
  - Those living in South Wales remain most likely to attend the Cinema (54%). This figure and that for Mid Wales (48%) remain exactly same as in 2009. However, North Wales has seen an increase of 6% points to 51% in 2010 and thus it is this region which is driving the small overall increase.

3.6 Other Live Music

Attendance to Other Live Music events fell by five percentage points to 38% in 2010 but remains the second most popular art form in Wales after Cinema. This category covers any live music event not already covered by Classical Music concerts, Jazz, Opera, Folk, Traditional & World Music. Despite the decrease this year, it is still broadly comparable with most years post 2004 as 2009 represented a peak level of attendance.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- ABs (49%) and C1s (41%) were more likely to attend live music than C2s (37%) and DEs (31%). In comparison with the previous year it was the C1 group (down 12 percentage points) and C2s (down six percentage points) who were chiefly contributing to the overall fall in attendance recorded for attendance at Other Live Music events.

- Younger adults remain more likely to go to Other Live Music events than older adults – approaching half (49%) of 16-24s had attended with equivalent figures for 25-34s and 35-44s being 41% and 47% respectively. For those aged 45-64, attendance was at 37% and at just 21% for those aged 65+.

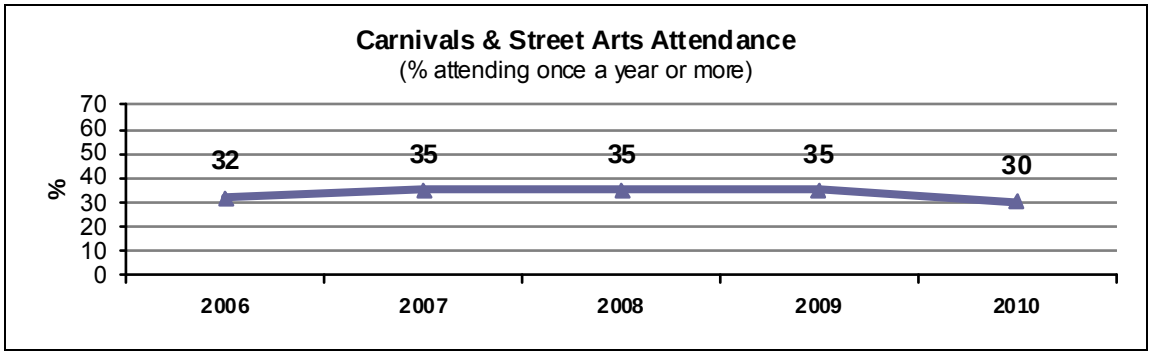
- However, it was the younger age groups where the greatest falls since 2009 were recorded – 16-24s (minus nine percentage points), 25-34s (minus 10 percentage points)

- In terms of gender, there was very little difference in attendance (38% male, 37% female) – both have fallen since 2009 with attendance of males being hit harder (minus eight percentage points compared to minus four percentage points for females).

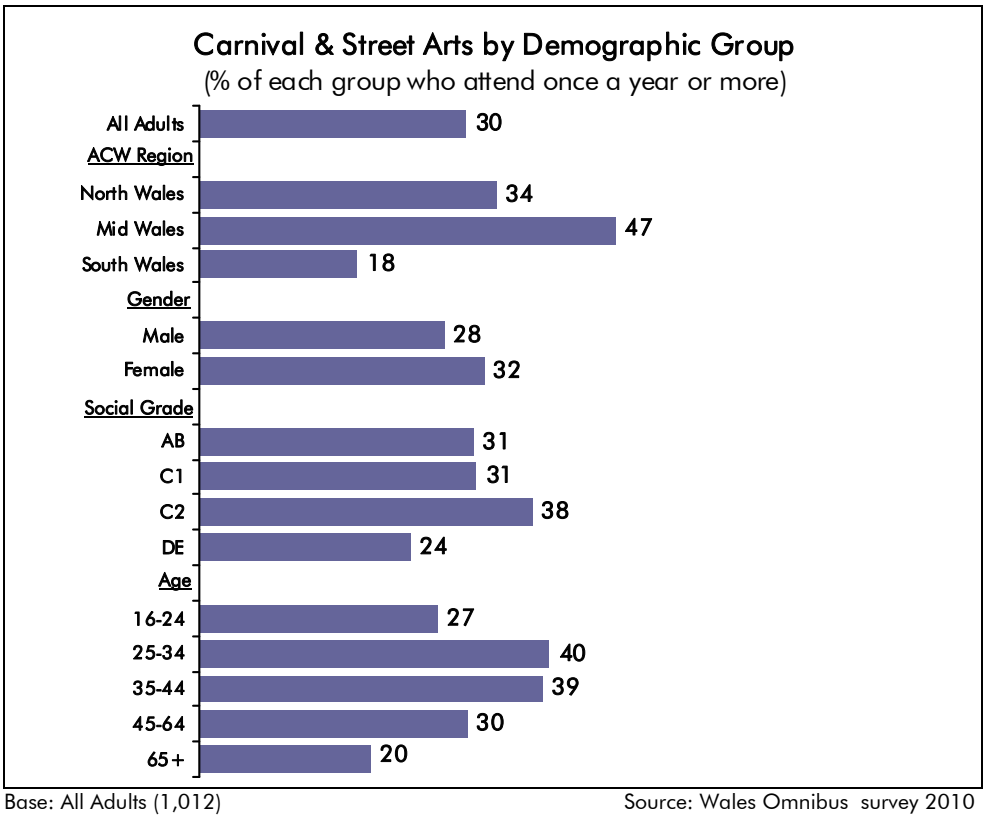
- Attendance at Other Live Music events across region was also closely matched with all being on or close to the average.

3.7 Carnivals and Street Arts

The category of Carnivals and Street Arts was added to the Arts Council of Wales Omnibus questionnaire in the 2006 survey. Between 2007 – 2009 just over a third of adults (35%) consistently said that they went to Carnivals and Street Arts on a yearly plus basis. In 2010, this has fallen back to 30% and represents the lowest recorded level.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2006-2010



Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- Those in Mid & West Wales were still much more likely than elsewhere to go to Carnivals and Street Art events with yearly plus attendance at 47% - consistent with the two previous years.

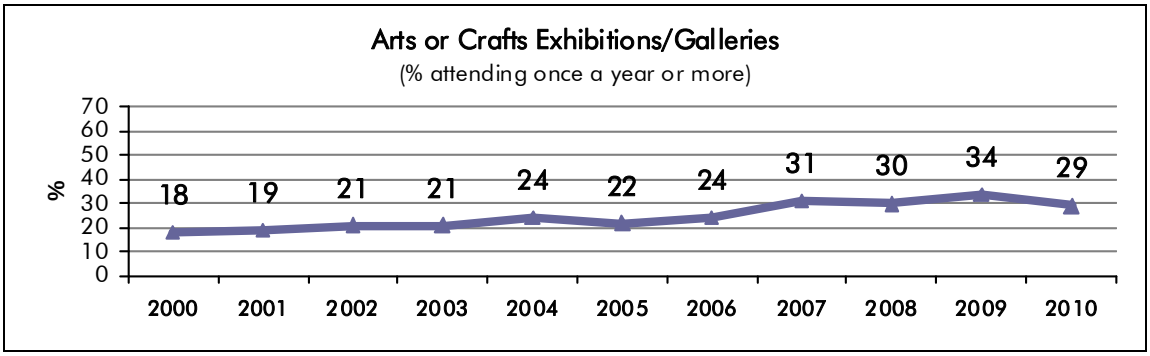
- Those living in South Wales were much less likely to attend events such as these (18%). Attendance here also shows the greatest fall since 2009 (minus eight percentage points) and this accounts for much of the difference seen at the national level.

- In terms of social grade, there was less differentiation in attendance levels than seen for most other art forms. C2s recorded the highest level of attendance at 38%.

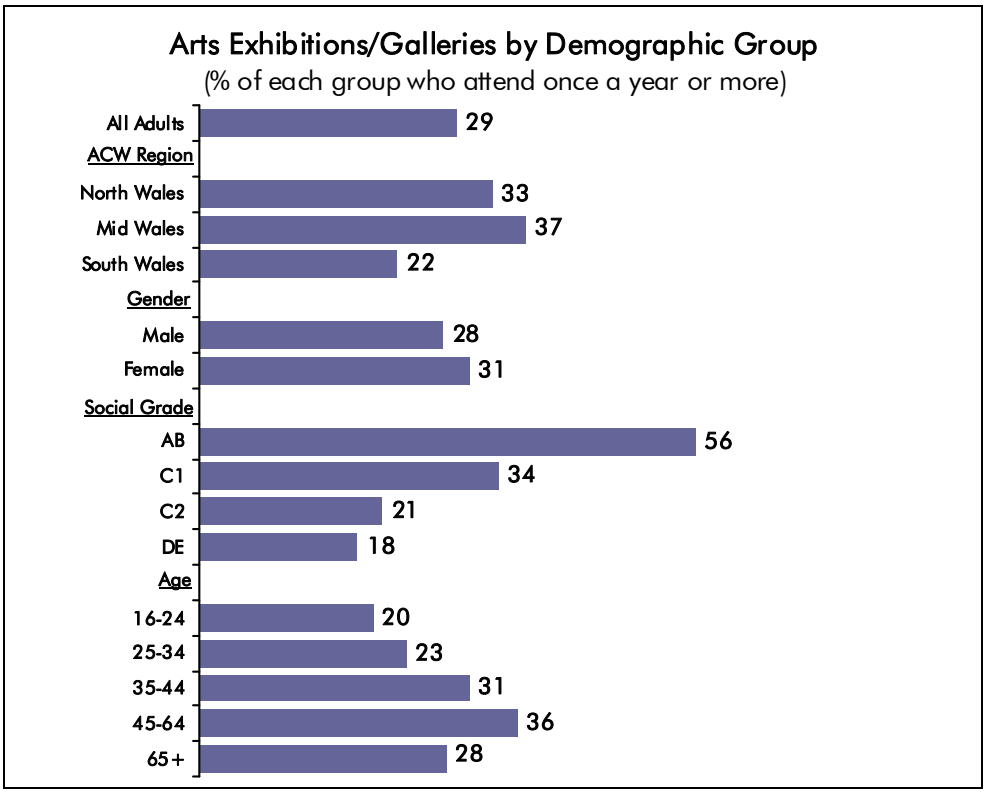
- Attendance to Carnivals and Street Arts was highest among those aged between 25-44 with around two-fifths of this groups visiting these events. Those at the upper end of this range (aged 35-44) however, record a fall of 11% points compared with the previous year.

3.8 Arts or Crafts Exhibitions/Galleries

29% of the population said they had attended an Arts or Crafts Gallery or Exhibition at least once a year. This was in line with levels recorded in 2007 and 2008, but represents a decrease of 5% points from the peak level of 34% recorded in 2009.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- Adults in social grade AB continue to be much more likely to go to an Art Gallery or Arts/Craft exhibition with 56% doing so at least yearly (up 4% points since 2009). This compares with 18% in the lowest social grade DE.

- Attendance in the middle two groups, C1 and C2, was between the two extremes and stands at 34% and 21% respectively. However, it was in both of these groups where the largest falls have been recorded – minus 11 percentage points and minus seven percentage points respectively.

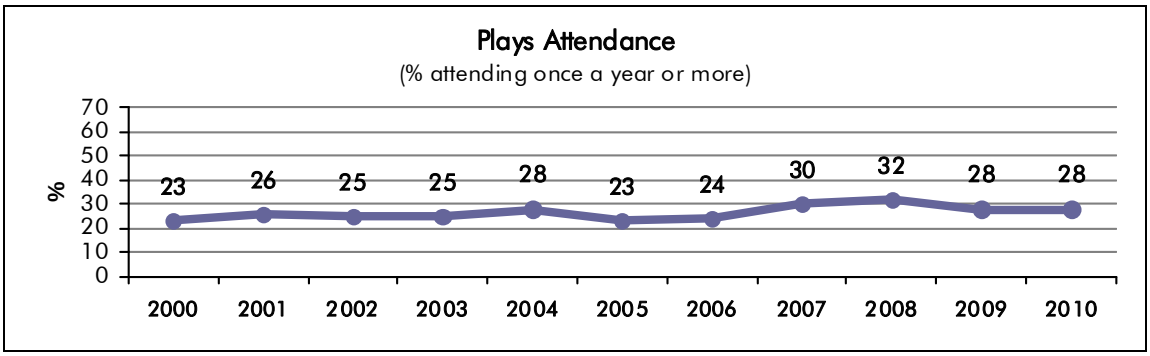
- Middle aged and older adults were generally more likely than younger adults to go to Arts and Crafts exhibitions, with 35-44s (31%) and 45-64s (36%) being the most likely and those aged 16-24 (20%) and 25-34 (23%) being the least likely to attend.

- Those living in the Mid & West Wales (37%) and North (33%) regions continue to be more likely than those in the South (22%) to go to Arts or Craft Galleries and Exhibitions on a yearly basis. Attendance levels in the North, however, show the biggest change year-on-year (minus eight percentage points)

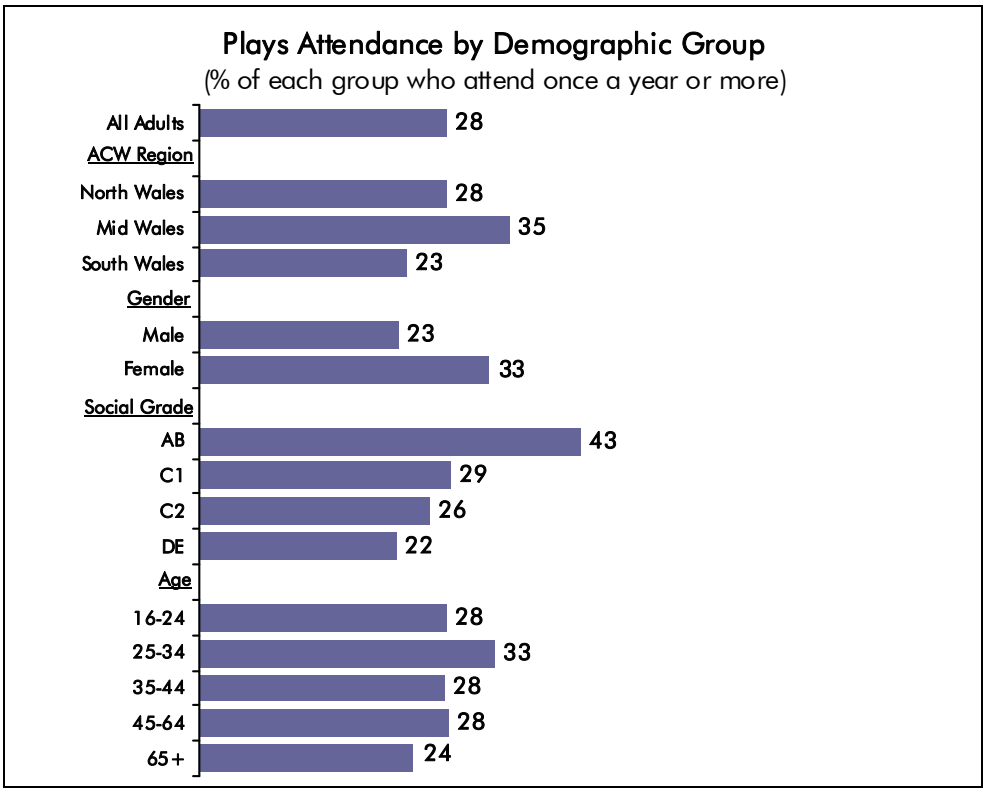
- In 2009 the attendance gap between the sexes narrowed to three percentage points (from 12% points in 2008). This has been consolidated in 2010 with 28% of men attending compared with 31% of women.

3.9 Plays

The upward trend in attendance to Plays from 2006 tailed off slightly in 2009, but this has at least been consolidated in 2010 with, again, 28% of the population saying they go to see a Play once a year or more often.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



Base: All Adults (1,012) Source: Wales Omnibus survey 2010

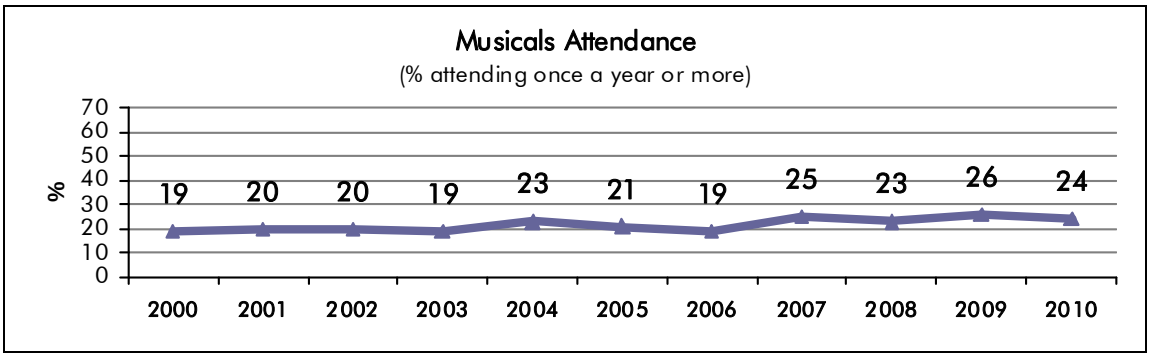
- Women continue to be more likely to attend Plays than men, with 33% saying they go to a Play at least once a year or more, compared with 23% of men. This gap was similar to that found in 2009.
- Attendance at Plays was also much more popular amongst those in the AB social grade, with over two-fifths (43%) of this group enjoying seeing a Play on at least a yearly basis. However the gap in attendance between either end of the social grade spectrum (AB & DE) has narrowed in 2010. It now stands as 21 percentage points (43% minus 22%) compared with an equivalent figure of 29

percentage points in 2009. In part, at least, this reflects an increase in DE attendance at Plays (up four percentage points year-on-year)

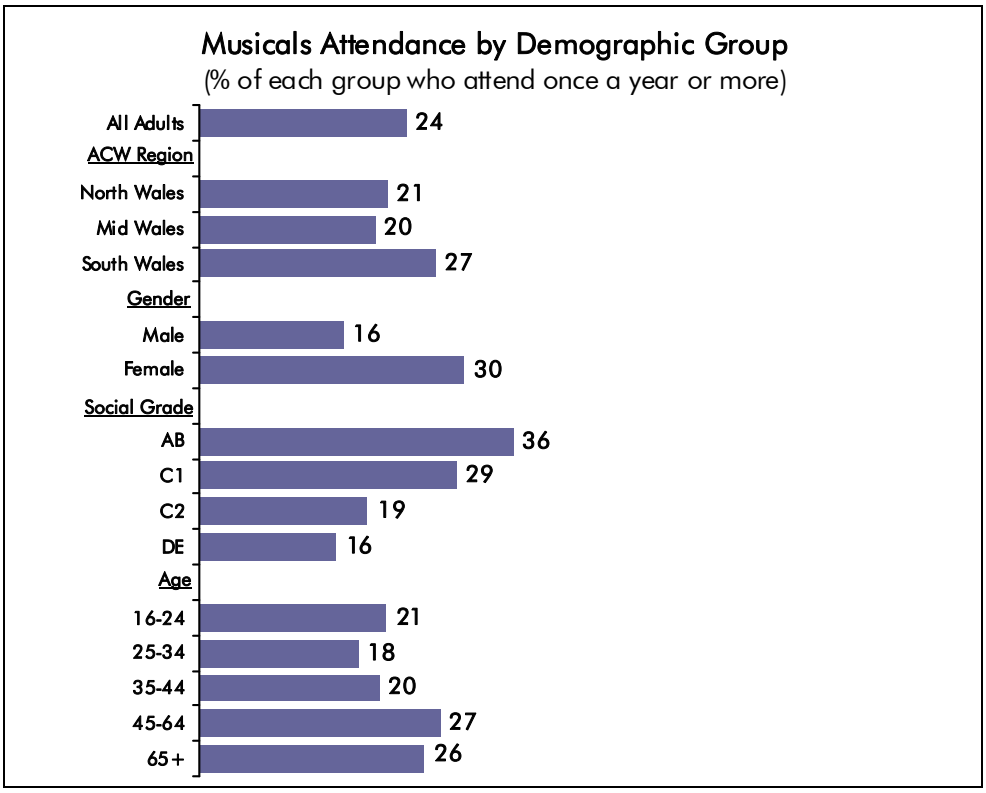
- Yearly attendance at Plays by age does not vary considerably, although those aged 25-34 (33%) were slightly more likely to be in attendance
- Attendance at Plays remains more popular in the Arts Council of Wales region of Mid & West Wales (35%). Around a quarter of the population have attended a play at least once a year in the other two regions – South (23%), North (28%). Results by region follow a similar pattern to 2009.

3.10 Musicals

Around a quarter (24%) of the population said they go to Musicals once a year or more often which was similar to the levels recorded for the past four years. Overall attendance levels at Musicals appear to have increased over the last decade or so, averaging around a quarter more recently compared with around a fifth earlier in the decade.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



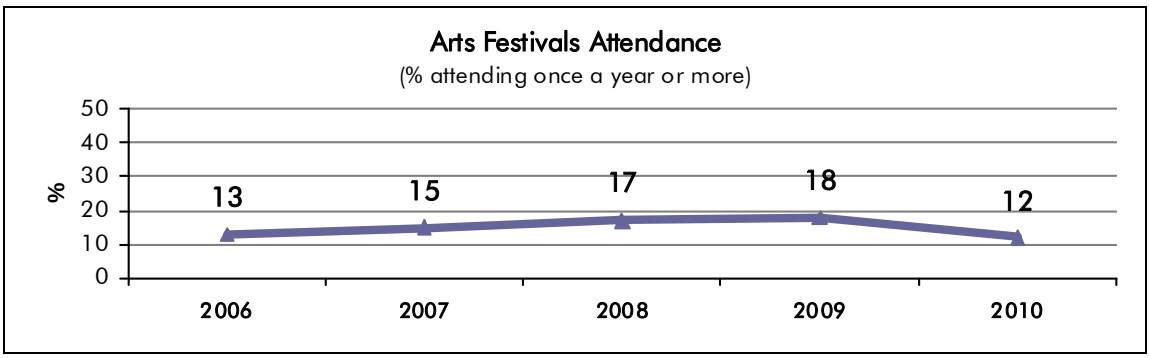
Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- Musicals were much more popular amongst women who were almost twice as likely as men to go once a year or more (30% vs. 16%).
- Similarly, those in social grades AB (36%) and C1 (29%) are much more likely than average to go to Musicals, although the latter group has declined seven percentage points compared with the previous year.

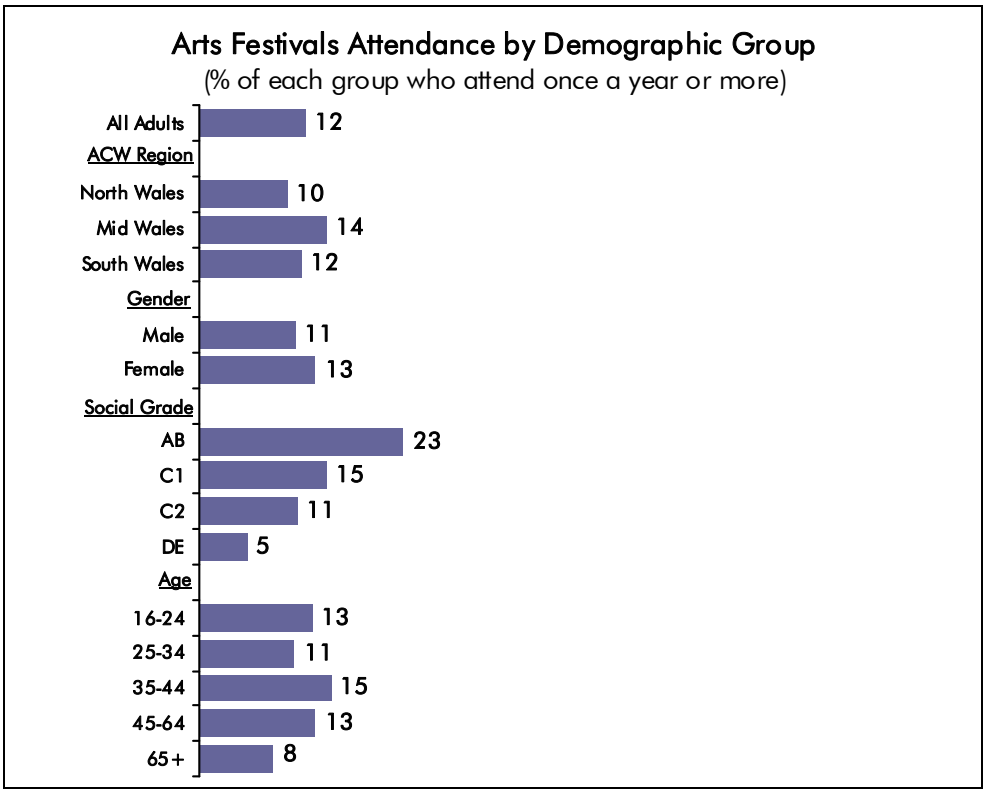
- In terms of age, there was no strong pattern of attendance at Musicals, although they do appear slightly more popular with those aged 45+.
- In 2010, those living in South Wales were most likely to say they had attended a Musical on at least a yearly basis – 27% which is very similar to the 2009 figure for this region (26%). However year-on-year change did occur among residents of Mid / West Wales – attendance falling by seven percentage points to 20%.

3.11 Arts Festivals

Attendance levels at Arts Festivals appear to have decreased in 2010. Only 12% said they went once a year or more often compared with 18% in the previous year. The 2010 figure is the lowest since the measure was first recorded in 2006 and reverses previously upward trend.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2006-2010



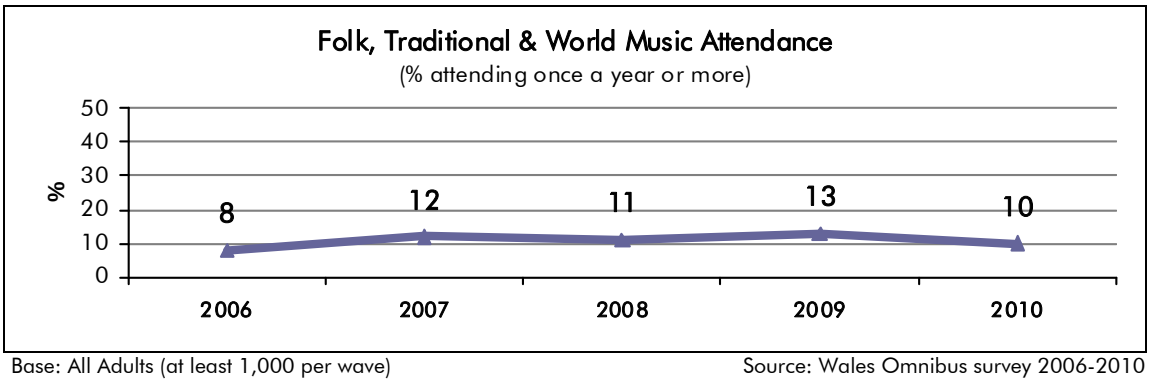
Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- The most notable difference in propensity to attend Arts Festivals was by social grade, with 23% of ABs going to Arts Festivals on a yearly basis or more often, compared with 5% of DEs.
- There was no clear pattern of whether Arts Festivals were more appealing to either the younger or older age groups. Those aged 35-44 were slightly more likely to attend than other groups (15%).

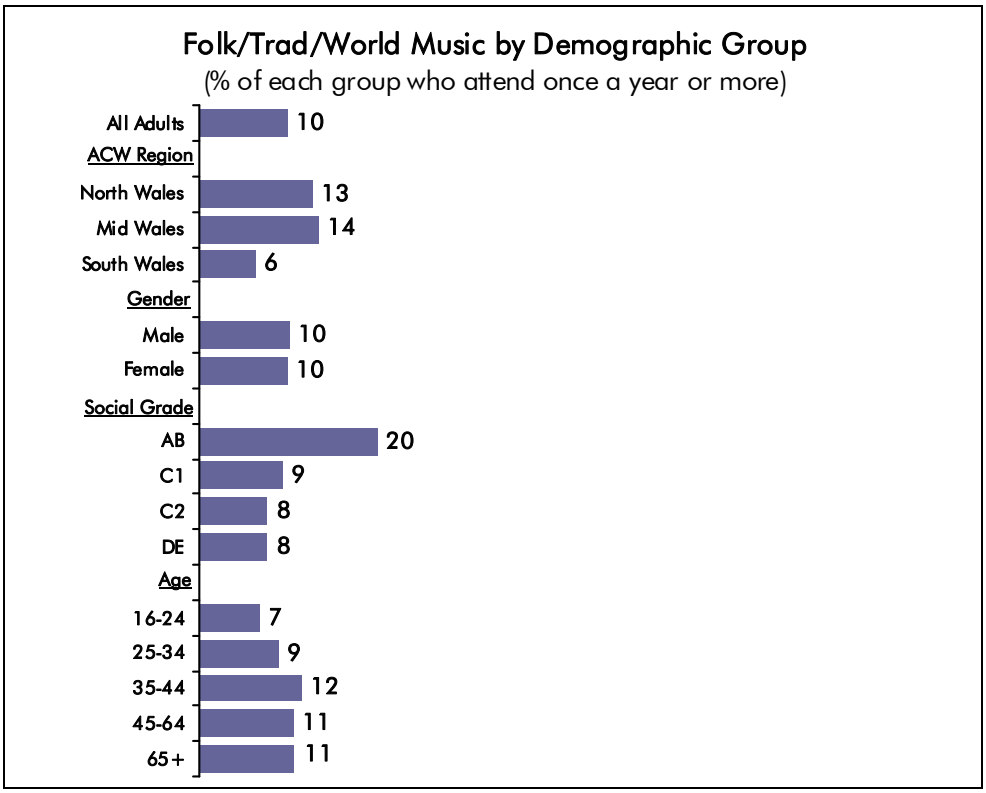
- In terms of region attendance to Arts Festivals was slightly higher in Mid & West Wales (14%) than other regions, as was the case in the previous year.

3.12 Folk, Traditional, World Music

Folk, Traditional and World Music Events was also a category added to the survey in 2006, and therefore there are only five years worth of comparable data available. At 10%, the proportion saying they attend these types of events on at least a yearly basis in 2010 has fallen since last year (down three percentage points).



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2006-2010



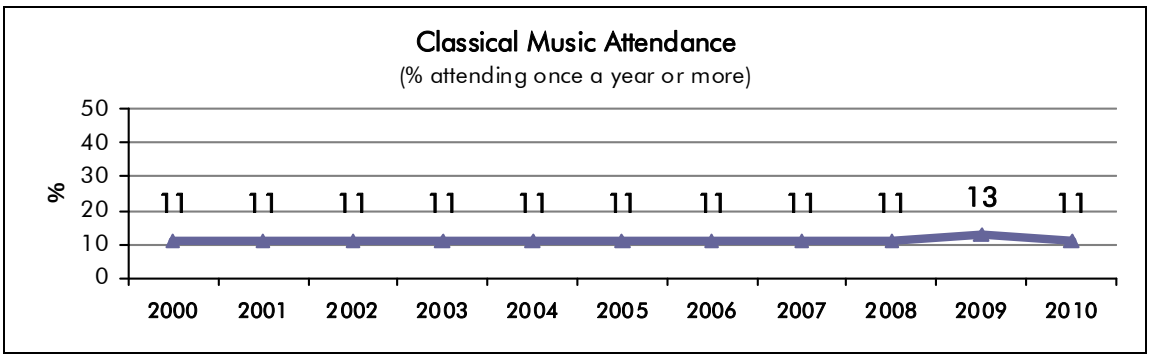
Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- ABs were the most likely social grade grouping to attend Folk, Traditional and World Music at 20%, more than double the proportion of each of the remaining groupings.
- Attendance was also more likely in North and Mid & West Wales (13% and 14% respectively) than in South Wales (6%). This lower level of attendance in South Wales was consistent with the previous year.

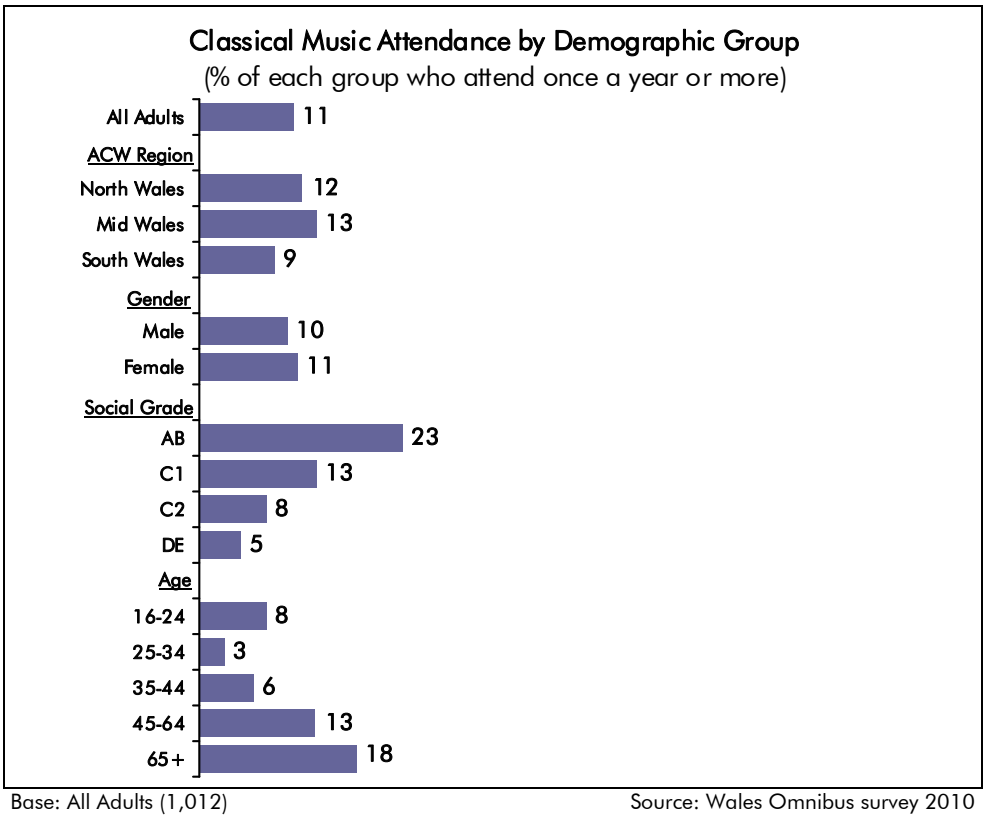
- Those aged 35+ appear to be slightly more likely to attend Folk, Traditional and World Music events than their younger counterparts.

3.13 Classical Music

In 2010, 11% of the population said they attended Classical Music events once a year or more often. Yearly attendance at this art form has been extremely consistent on the past decade or so, with 11% recorded in 10 out of 11 years – the only exception being 2009 at 13%.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



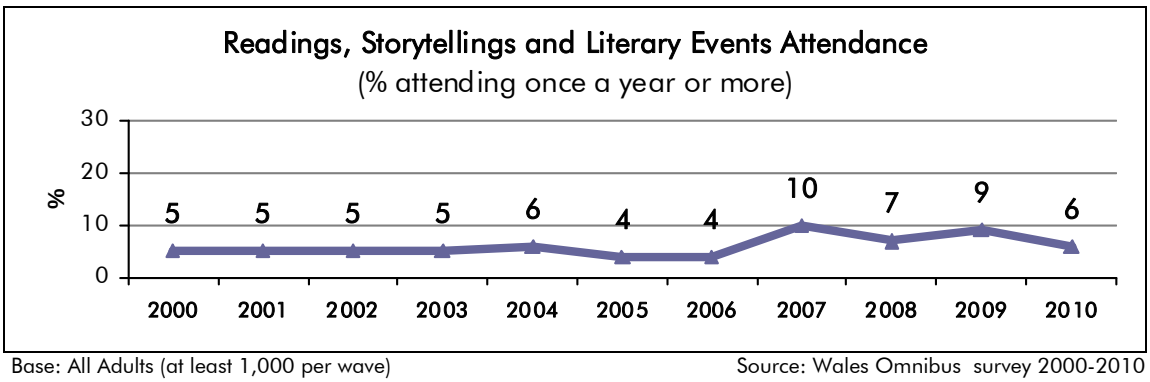
Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- Attendance levels to Classical Music events were driven principally by social grade and age considerations.
- ABs (23%) were over four times more likely than DEs (5%) to go to Classical Music events, matching findings in 2009. Attendance levels of C1s (13%) and C2s (8%) fit in between these two extremes but both have declined by four percentage points in comparison to the previous year.

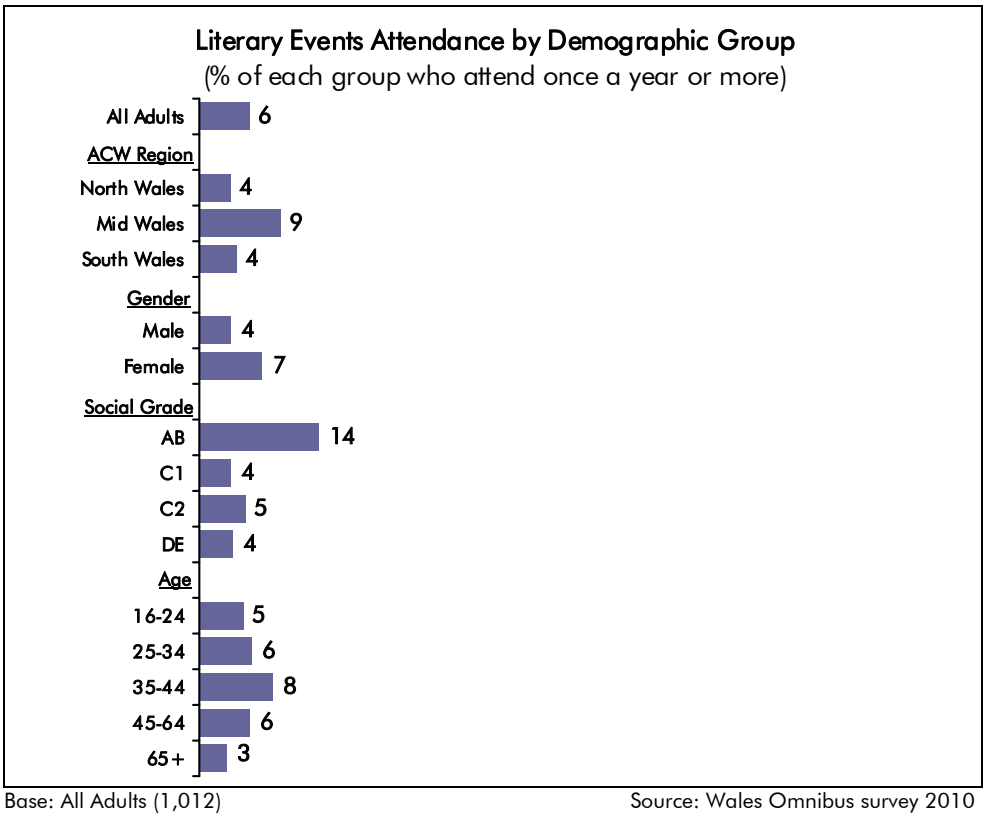
- Classical Music was clearly more popular with older adults who were considerably more likely than younger adults to attend. 18% of people aged 65+ go to such an event once a year or more, compared with 8% of 16-24 year olds and just 3% of 25-34 year olds.
- Those living in Mid & West Wales and North Wales were slightly more likely to attend (13% and 12% respectively) than those in the South (9%).
- In terms of gender, there was very little difference between attendance levels at Classical Music events.

3.14 Literary Events

6% of adults say they attend Readings, Storytellings and other Literary Events once a year or more often. This represents a three percentage point decrease since last year, reversing the small increase in attendance recorded in 2009. Recorded levels of attendance now are similar to those found in most of the early part of the decade.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010

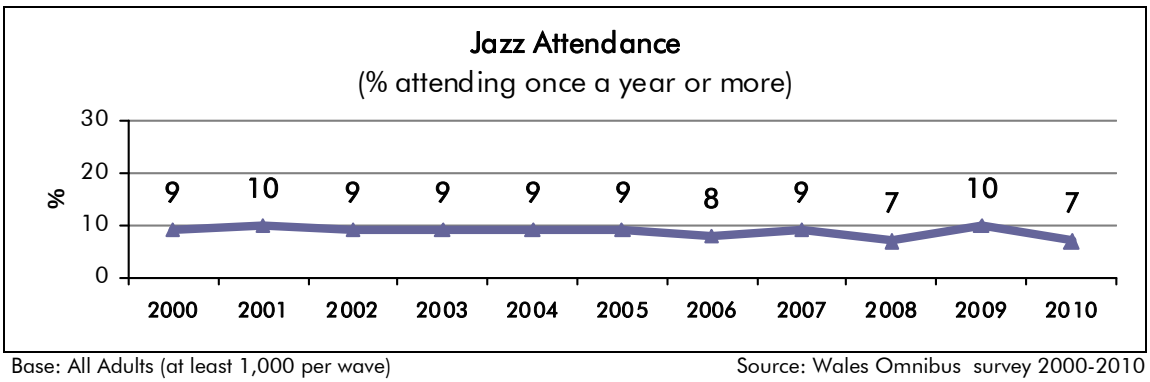


Base: All Adults (1,012) Source: Wales Omnibus survey 2010

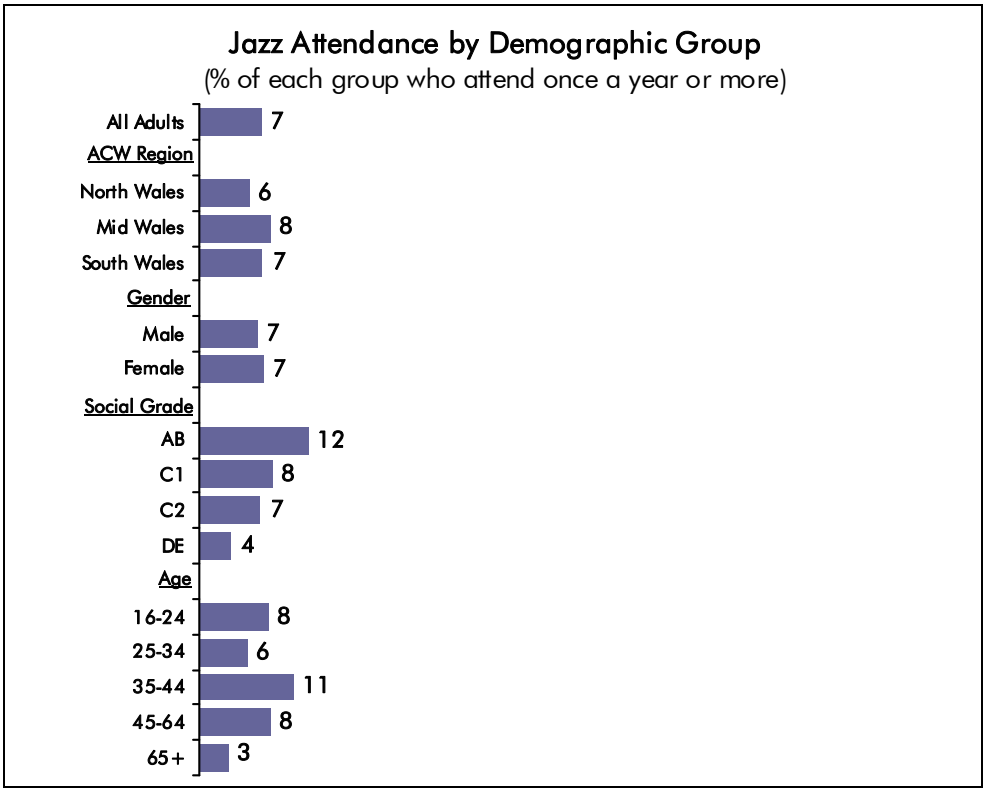
- ABs (14%) were far more likely than any other social grade grouping to attend literary events. This pattern is more distinct than that found in 2009 (when attendance levels of C1s and C2s were closer to that of ABs).
- Adults in the Mid & West region (9%) were more likely to attend literary events than those in the South and the North (both 4%).
- In terms of age, Literary events were most popular among those aged 35-44 (8%) as was the case in 2009, albeit at higher levels.

3.15 Jazz

The proportion of the population attending a Jazz event has varied a little over recent years. In 2010, 7% reported they attended at least on a yearly basis – this was a three percentage point fall from 2009 and reverses gains that had been made from 2008.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



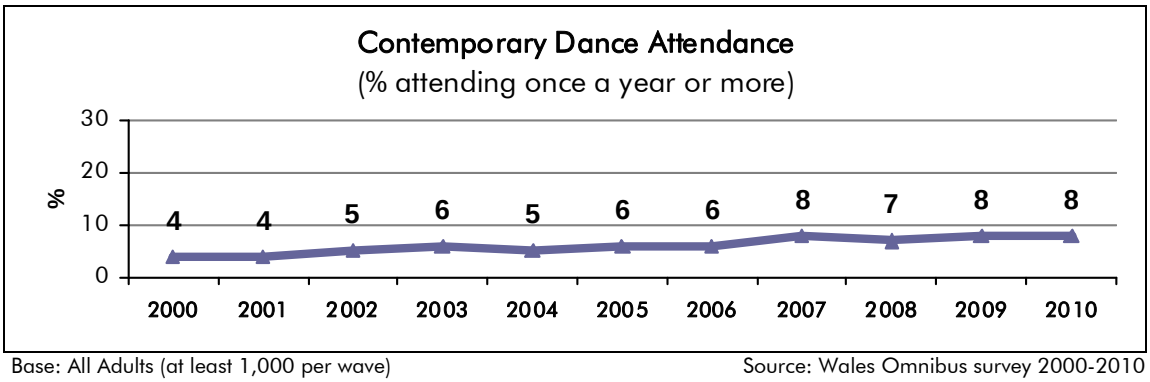
Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- Social grade continues to be a determinant in likelihood of attending Jazz events, with this art form being more popular amongst ABs (12%) and C1s (8%) than those in social grades C2 (7%) or DE (4%). Whilst all groups (except DEs) have declined since 2009, as with other art forms the largest year-on-year fall occurs among C1s (down 5% points).
- In 2010, reported attendance at Jazz events did not vary as much by men and women (both 7%) as it had done previously. This was a consequence of fall in male attendance at such events of five percentage points.

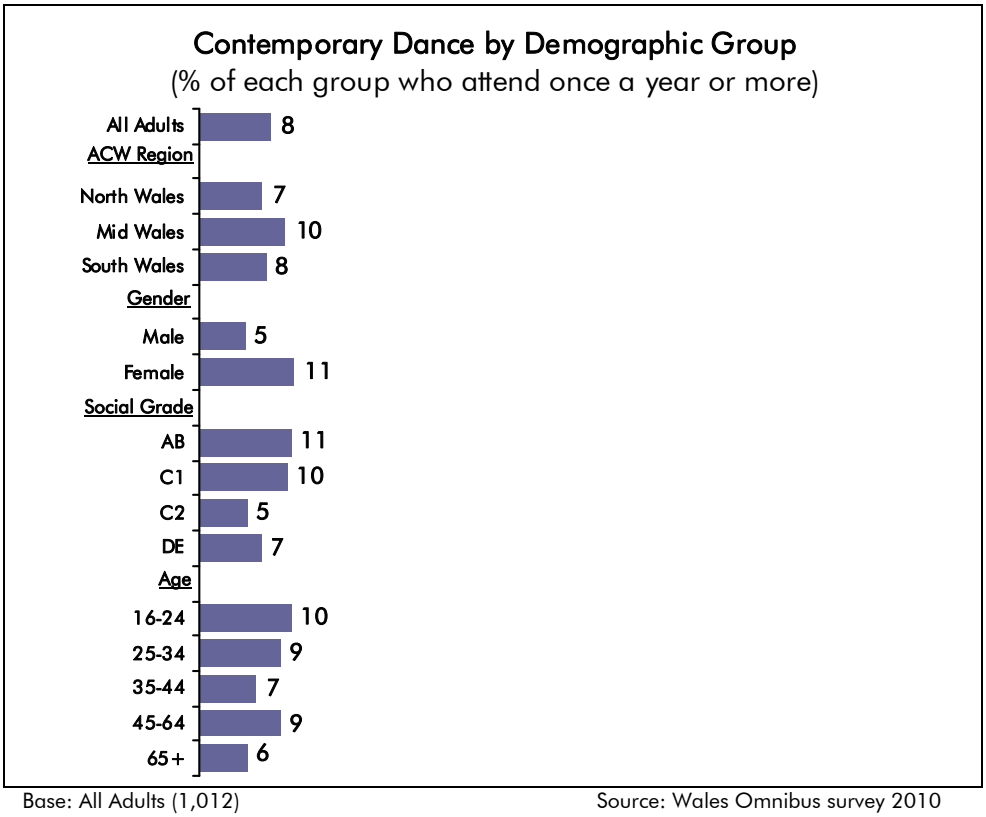
- The picture by age was varied, but 65+s (3%) in particular were less likely than average to attend Jazz events.

3.16 Contemporary Dance

Attendance to Contemporary Dance events has shown a steady increase over the past decade with yearly attendance levels now double that of 2001. In 2010, 8% had attended once a year or more often and this was consistent with the most recent few years.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010

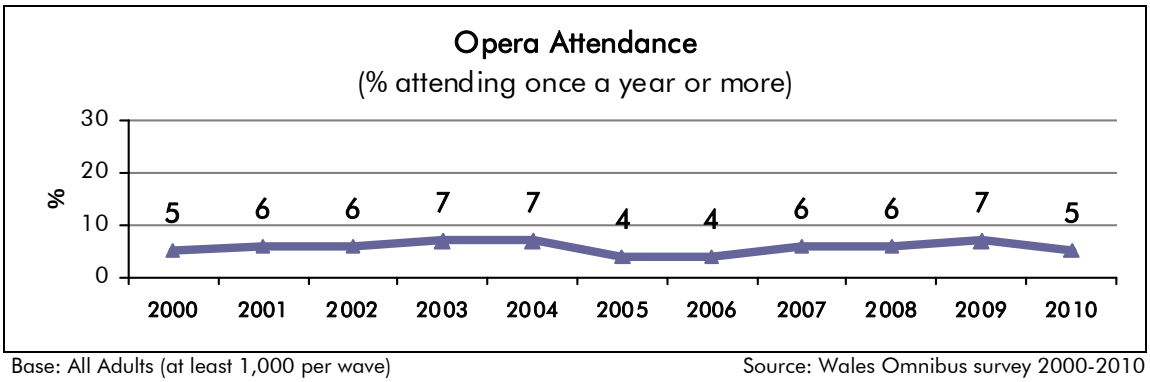


Base: All Adults (1,012) Source: Wales Omnibus survey 2010

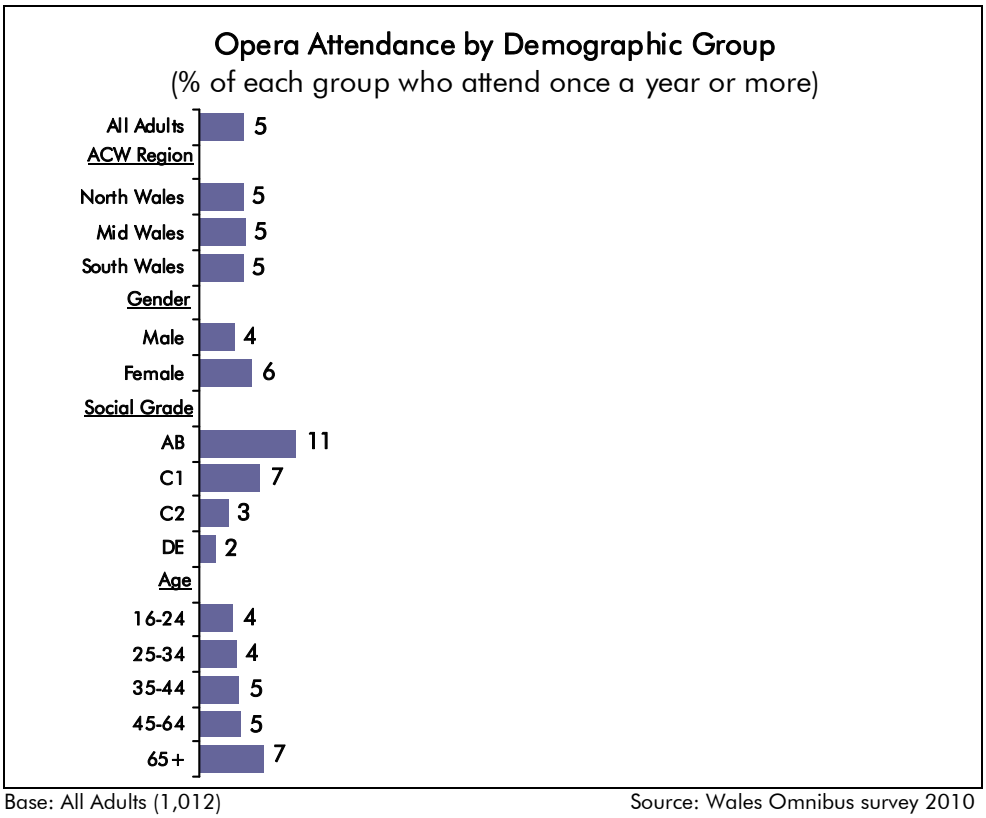
- In 2010, females (11%) were more likely to report yearly attendance at Contemporary Dance events than males (5%). This gap is broader than in 2009 when almost no gender gap was apparent (8% vs. 7% respectively).
- Attendance was also more likely to be reported among the higher social grades – 11% and 10% for ABs and C1s compared with 5% and 7% for C2s and DEs.

3.17 Opera

Opera attendance was two percentage points down compared to last year with 5% of the population attending once a year or more often. Overall, over the last 11 years, reported yearly attendance at Opera has not changed significantly with levels in recent years similar to those in the earlier part of the decade.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010

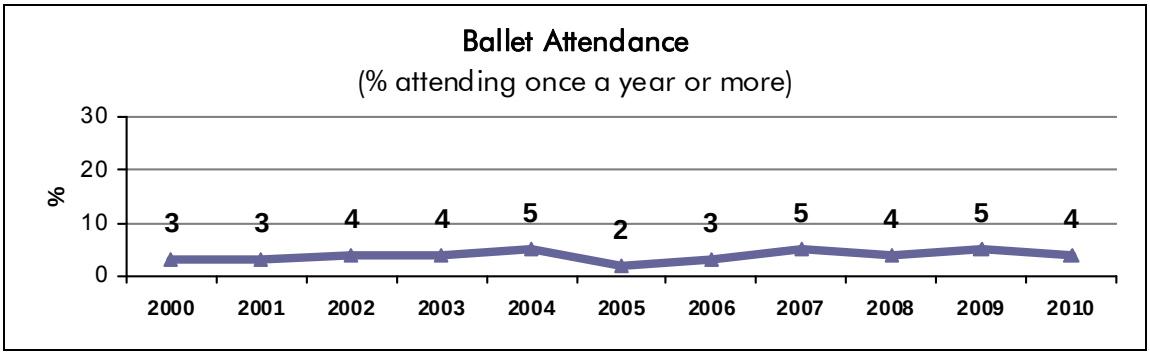


Base: All Adults (1,012) Source: Wales Omnibus survey 2010

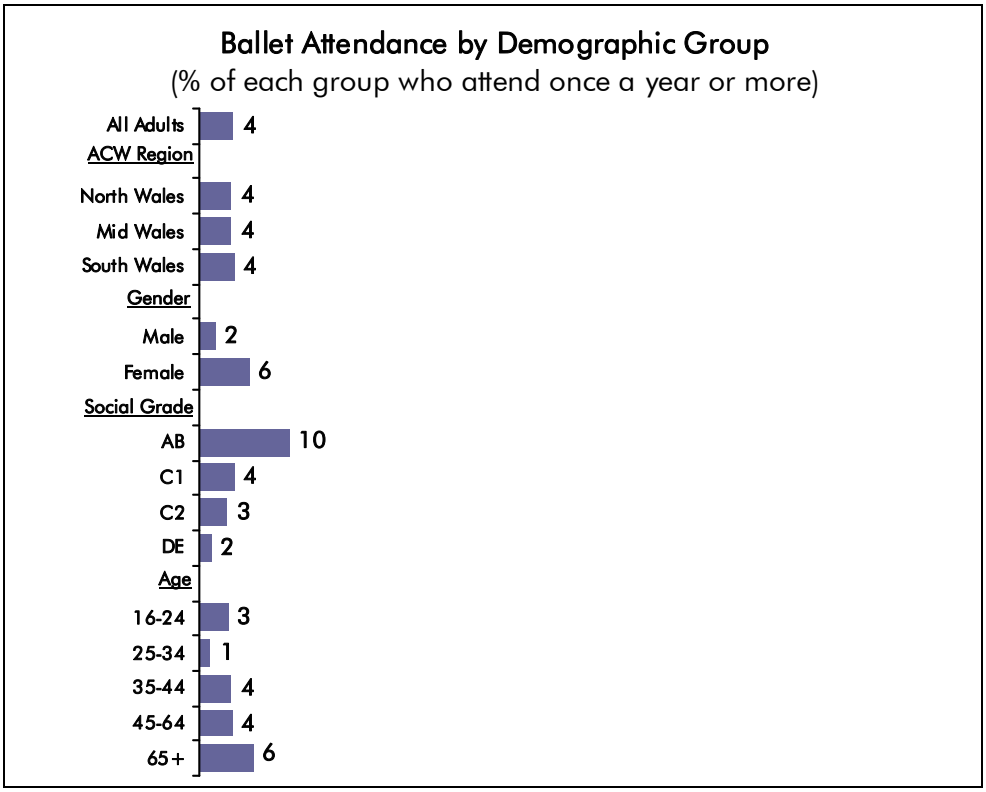
- Opera attendance is significantly higher amongst the AB social grade at 11% compared with just 2% of DEs.
- The 2010 survey finds little difference in Opera attendance up to the age of 64 (4-5% for each of four age groups), but records its highest level of attendance among those aged 65+ (7%).
- Propensity to attend Opera by region shows little variation (all 5%) in contrast to 2009 when those in Mid / West Wales were more likely to visit.

3.18 Ballet

4% of adults said they went to the Ballet once a year or more often in the most recent survey. Overall attendance to the Ballet (as with Opera) remains relatively consistent over time, generally varying between 3% and 5%:



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- There were some demographic variations in attendance to the Ballet reported this year, most notably by gender and social grade.
- Women were three times as likely to attend the Ballet as men (6% vs. 2% respectively).
- Those in the highest social grade, AB (10%) were much more likely to visit the Ballet than all other social grade groupings.
- As with Opera, propensity to attend the Ballet by region did not vary.

4. Participation in the Arts

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 artistic activities:

a. **Music** of any kind including singing, playing or helping out in a choir, operatic society, brass band, orchestra, folk, rock or jazz group
b. **Drama** or theatrical activity of any kind
c. **Dance** activity of any kind
d. **Film and video making, or photography** other than family, holiday or party snaps
e. **Visual arts and crafts**, for example painting, sketching, computer graphics, pottery, wood-turning, jewellery making, weaving, textiles, knitting or sewing
f. **Creative writing**, for example poetry or stories
g. **Digital arts**, for example creating and making arts using digital technology e.g. uploading, creating or remixing arts related content (e.g. on YouTube, Flickr, etc)*

This section of the report will summarise participation in *any* of these artistic activities and examine overall participation by demographic group and region. The report will then go on to look at participation in each activity individually.

It should be noted that the surveys up to 2008 asked about six artistic activities (a – f above) and the seventh activity, digital art (g), was only added in the November 2009 survey. Therefore the eleven year trend data will only examine the six comparable activities.

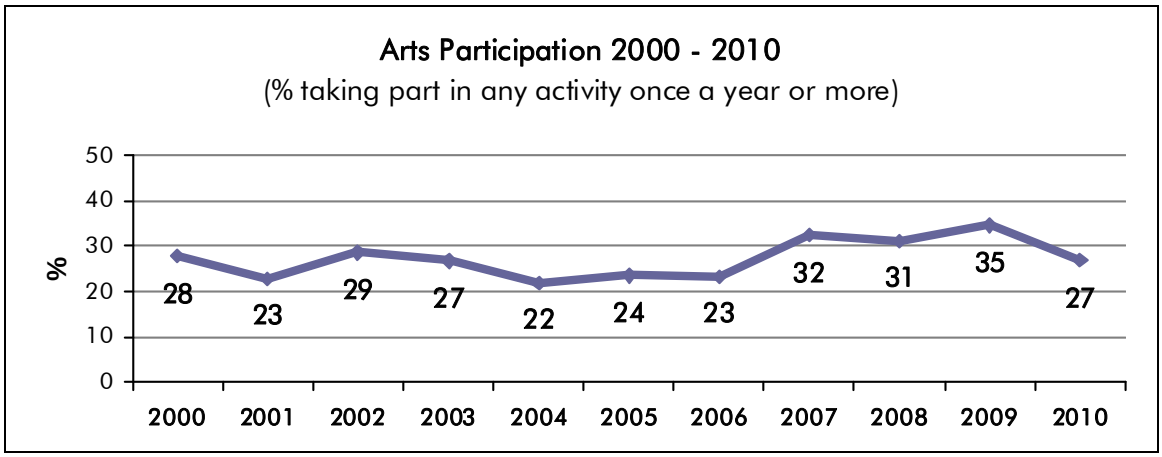
* denotes artistic activity added in 2009.

4.2 Frequency of Participation in Arts Activities - Key Findings

The most recent 2010 Wales Omnibus survey data reveals that 27% of adults in Wales take part in at least one of the six artistic activities once a year or more often. This is a sharp fall in contrast to 2009 when the equivalent figure was 35%.

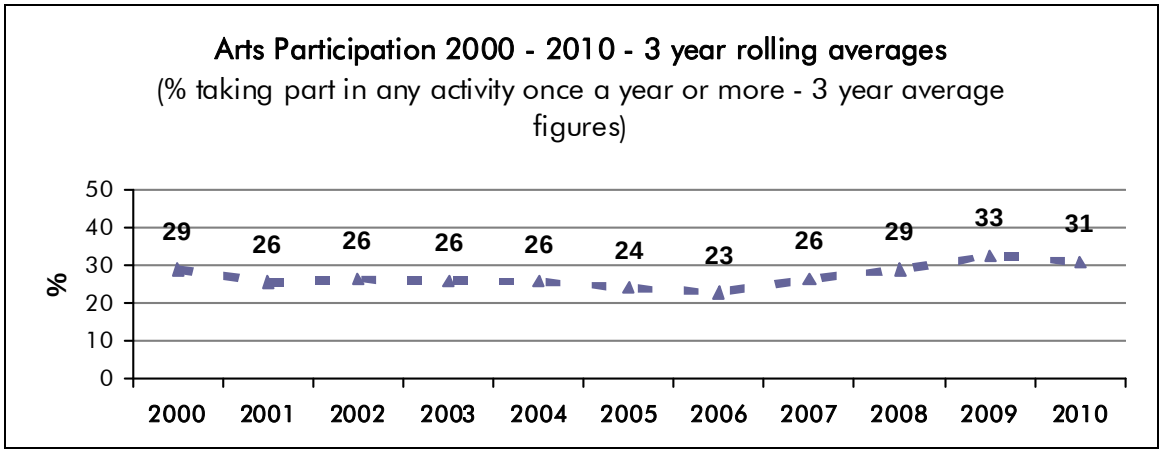
When also taking into account the recent addition to the survey (Digital Arts) and including this in the analysis shows that in total 30% of adults in Wales take part in at least one of the seven artistic activities. Again, this represents a fall compared with 2009 (down seven percentage points).

The most recent results reverse the generally upward trend recorded in participation since the mid 2000s as shown in the chart overleaf (based on the six comparable activities asked about over time):



Base: All Adults (At least 1,000 per wave) Source: Wales Omnibus survey 2000 - 2010

Examining this data on a three year rolling average confirms the most recent downward trend.



Base: All Adults (At least 1,000 per wave) Source: Wales Omnibus survey 2000 - 2010

As with attendance data, we have also examined participation in artistic activities on the basis of a more frequent measure – two to three times a year or more often (based on the original 6 activities). The results show that 25% of adults took part in one of the six activities two to three times a year or more often, which encouragingly, is only slightly less than the proportion taking part on a yearly basis (27%). However, as with the yearly participation figure this represents a decline from 2009 (32%) as shown in the table below:

Frequency of Participating in the Arts 2008-2010

	6 Artforms %		
	2008	2009	2010
Once a year or more	31	35	27
2 – 3 times a year or more	29	32	25

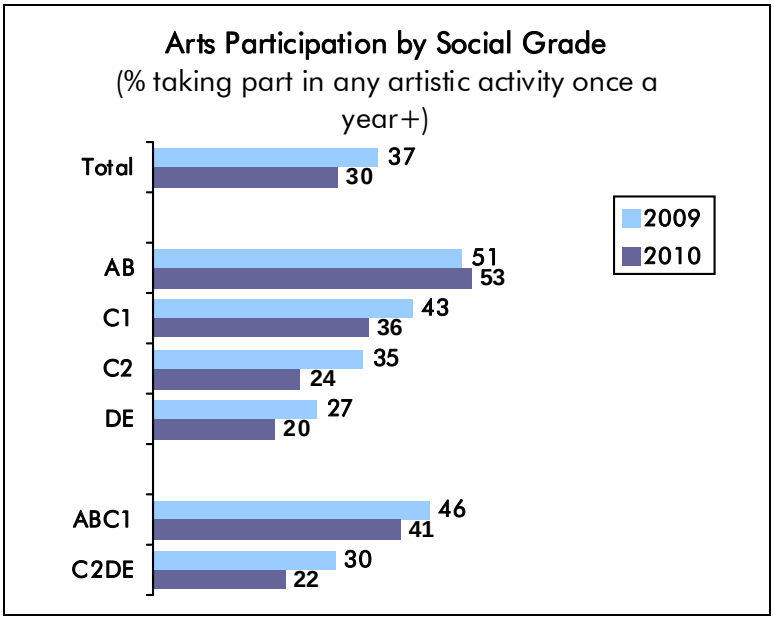
Base: All Adults (2008: 1,012 / 2009: 1,000 / 2010: 1,012)

4.3 Participation by Demographic Grouping

The following section of the report looks at the differences in overall arts participation by demographic group and region, charting the proportion of adults in each key grouping that take part in any artistic activity. Results are shown for both 2009 and 2010 and on the basis of the **seven** activities (i.e. including Digital Arts which was added to the survey in 2009)

The total participation level in any of the seven activities is shown at the top of each chart.

4.3.1 By Social Grade



Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

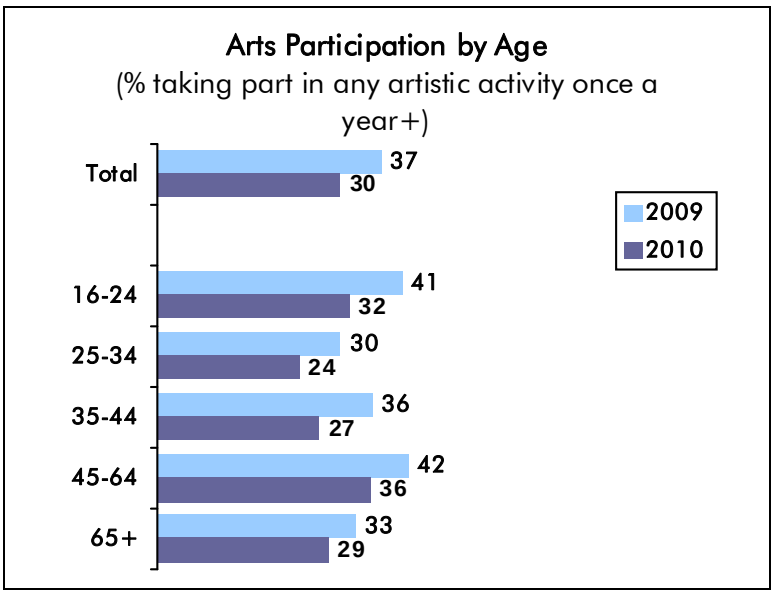
ABs remain the most likely social grade grouping to take part in an artistic activity at 53% - up two percentage points from 2009. Likelihood of participation falls as we move through the social grade spectrum to 20% among DEs. It is worth noting that participation among each of the social grade groupings (other than the highest – AB) has fallen considerably since 2009, most notably C2s (minus 11 percentage points).

As a consequence of the above the participation gap between the higher and lower social grades has widened since 2009.

4.3.2 By Age

Participation by age does not vary to the same degree as social grade, but as in 2009 25-34s were least likely to take part on a yearly basis (24%) and those aged 45-64 most likely to participate (36%).

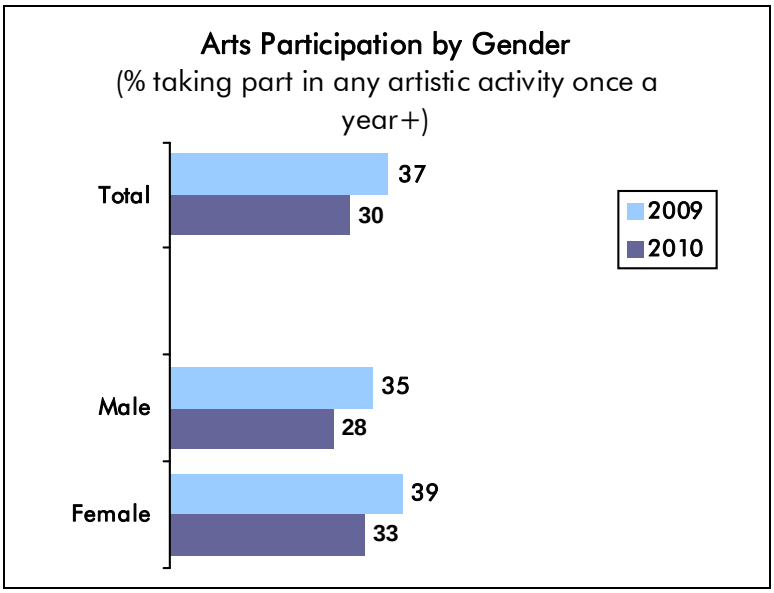
Participation among all age groups has declined since 2009. Older age groups, relatively, were less affected – participation among those aged 65+ fell four percentage points and six percentage points among the 45-64s. Among both 16-24s and 35-44s a decline of nine percentage points was recorded.



Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

4.3.3 By Gender

Women (33%) were more likely than men (28%) to participate in artistic activities once a year or more often. Participation has fallen in both groups since 2009 to similar extent, meaning the participation gender gap in 2010 was very similar to that of 2009 (five percentage points and four percentage points respectively).

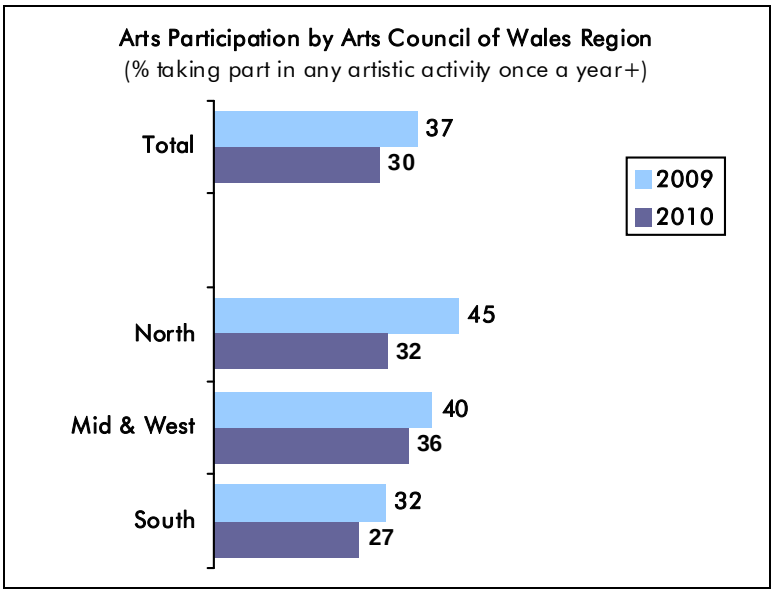


Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

4.3.4 By Region

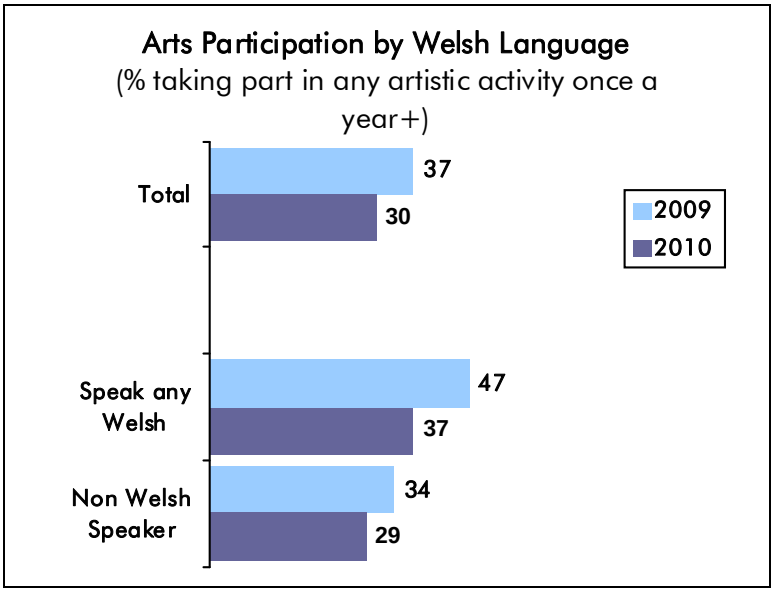
Participation levels have fallen in all three ACW regions since 2009. However, the decline was most notable in North Wales, from 45% to 32% in 2010.

The North, therefore, was no longer the region with the highest level of participation, with the Mid & West now holding this position (36%). South Wales remains the region with the lowest level of at least yearly participation in the arts at 27%.



Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

4.3.5 By Welsh Language



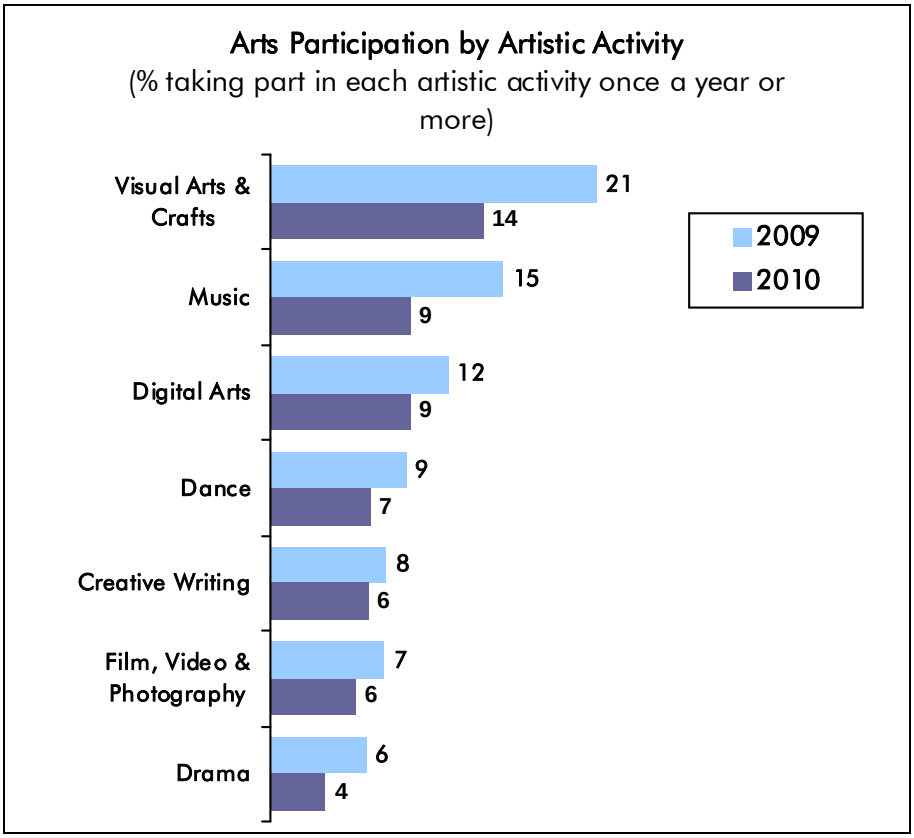
Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

Welsh language speakers, at 37%, remain more likely than non-Welsh speakers, at 29%, to take part in artistic activities. Whilst levels for both have fallen in 2010, the decline was sharper for Welsh speakers (10 percentage points) and thus the gap between the two groups has narrowed in 2010.

To a certain extent, findings here will be a reflection of regional results - i.e. participation has fallen in the North where Welsh is more likely to be spoken.

4.4 Summary of Arts Participation by Artistic Activity

Now turning to the actual arts activities that are being undertaken, the following chart shows the proportion of adults who participate in each individual activity once a year or more often. The chart shows the most recent findings, from the 2010 survey and the 2009 findings, for comparison:



Base: All Adults (2009:1,000, 2010:1,012) Source: Wales Omnibus survey 2009-2010

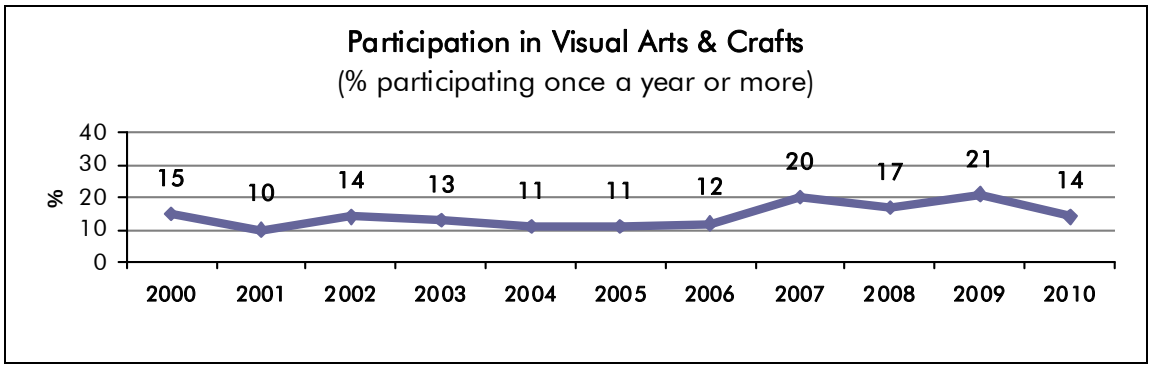
The most striking feature of the above chart is that levels of at least yearly participation in all arts forms have fallen. The hierarchy of participation, nonetheless, remains consistent with Visual Arts and Crafts the most popular art form with 14% of the population having taken part in this once a year or more often. This was followed by Music and Digital Arts, both at 9%.

It was the most popular art forms, however, which recorded the largest falls in participation – Visual Arts & Crafts down seven percentage points, Music six percentage points.

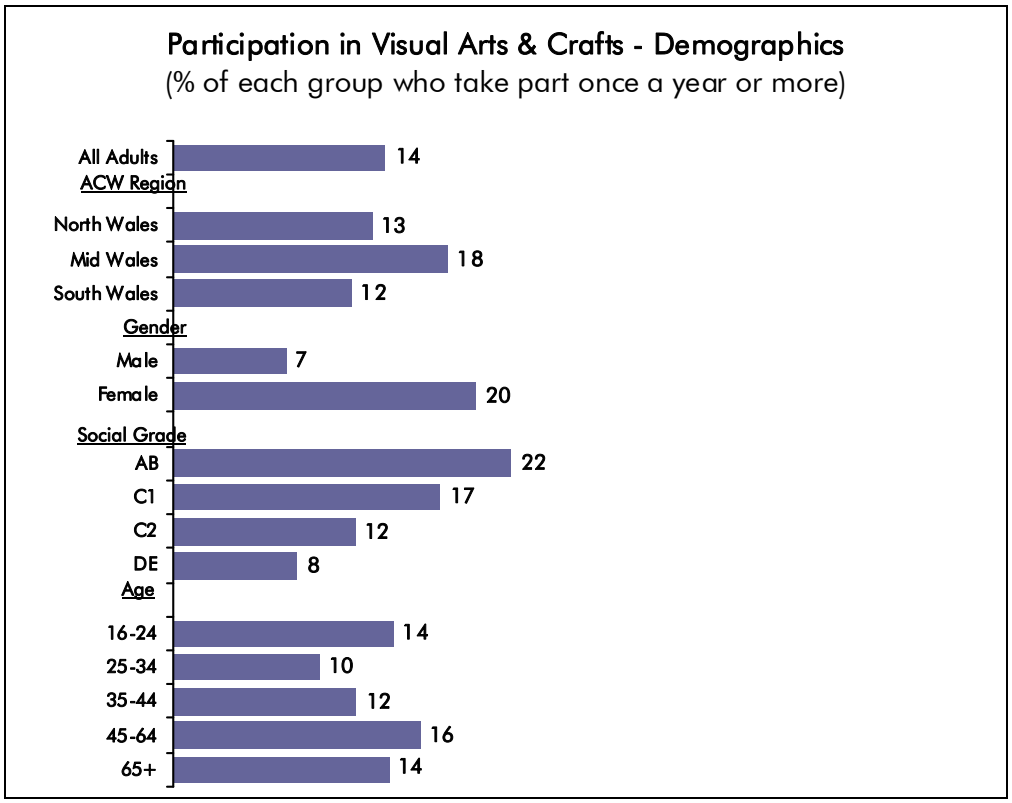
The following sections of the report will now look at each artistic activity in turn, examining the change in participation over time and the demographic and regional variations in participation levels.

4.5 Visual Arts & Crafts

Participation in Visual Arts and Craft activities (which includes painting, sketching, computer graphics, pottery, wood-turning, jewellery making, weaving, textiles, knitting or sewing) has decreased markedly since 2009. A total of 14% of the population reported at least yearly participation, and whilst it remained the most participated in activity, it had fallen seven percentage points since the previous year and was now on a par with levels found prior to 2007.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



Base: All Adults (1,012) Source: Wales Omnibus survey 2010

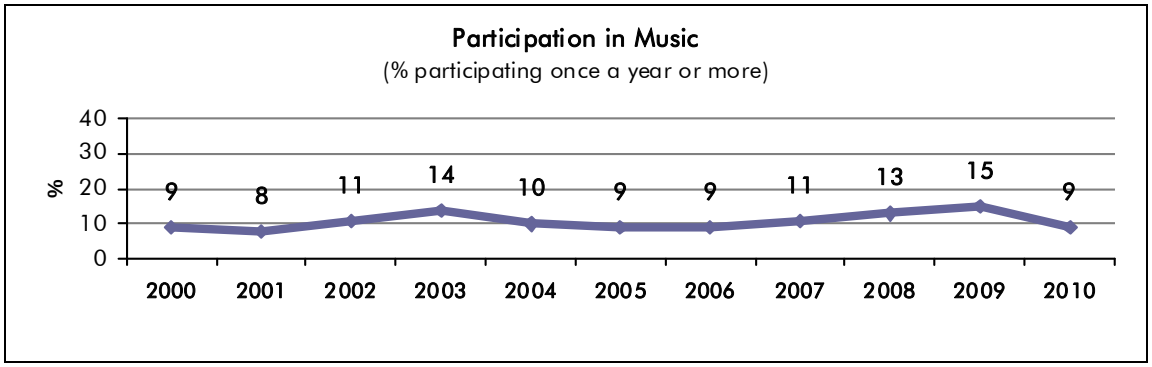
- Visual Arts & Crafts was predominantly a female activity with 20% of women taking part once a year or more, compared with just 7% of men.
- There also appeared to be a strong correlation between social grade and participation in this activity – the higher the social grade the more likely to have taken part (ABs 22%, DEs 8%). This was not necessarily the case in 2009 when

participation in Visual Arts & Crafts within social grade grouping was more even. The recent bias towards ABs reflects year-on-year falls in participation of between 8-12% for all other social grade groupings.

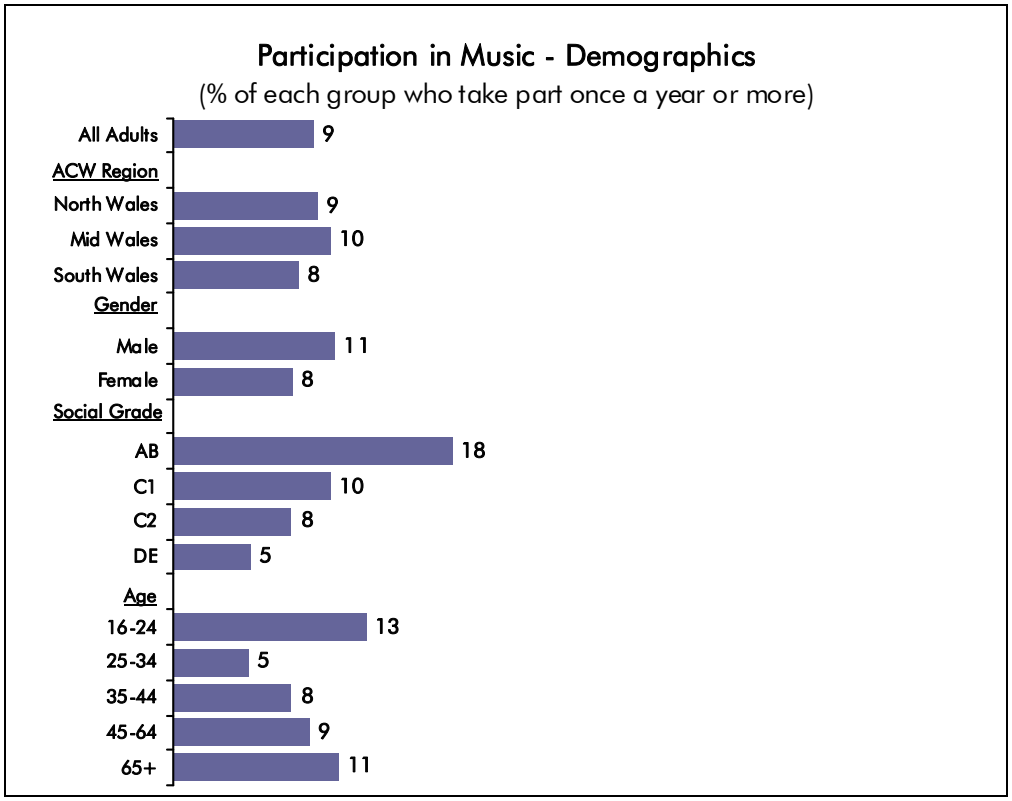
- There is relatively little variation by age in likelihood of participation in Arts and Crafts although those aged 25-34 were the least likely to have taken part at 10%.

4.6 Music

Participation in Musical activities had been increasing steadily between 2005 and 2009, but in 2010 these gains were reversed. The most recent survey found that 9% of the population participated in a musical activity of any kind, the same levels as in 2005/6.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



Base: All Adults (1,012) Source: Wales Omnibus survey 2010

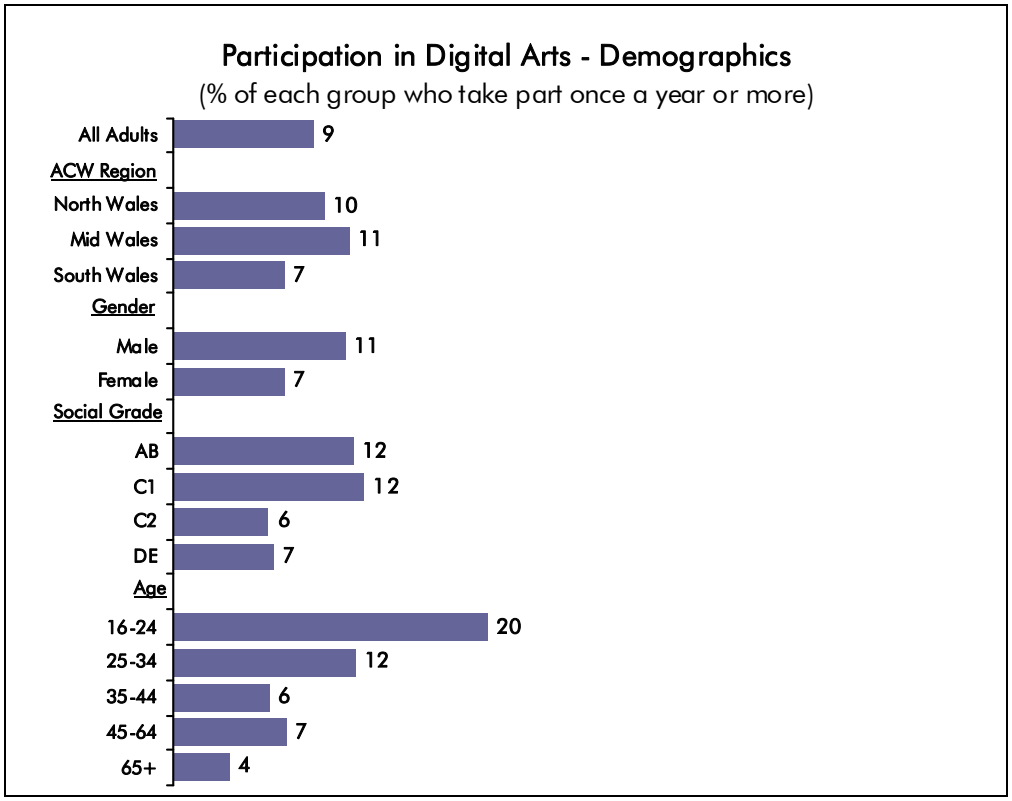
- As in previous years, participation in Musical activities was more prevalent among the higher social grades – 18% for ABs compared with 5% for DEs. All groupings, however, have seen decreases in participation in comparison with 2009.

- Unlike many art forms, men were more likely to participate in Musical activities than women (11% vs 8%) although the gap of three percentage points was narrower than that recorded in 2009 (seven percentage points).

- There was little difference in participation levels by region and for age, levels were to a certain degree polarised – the two groups with the highest participation being 16-24s (13%) and 65+ (11%).

4.7 Digital Arts

A question about participation in Digital Arts was added to the survey in November 2009. This category was described to respondents as, 'creating and making arts using digital technology e.g. uploading, creating or remixing arts related content (e.g. on YouTube, Flickr etc.)'. In 2010, 9% of adults across Wales said they took part in digital art activities once a year or more, making it the joint second (with Music) most often participated in artistic activity. As with other art forms, the participation level recorded in 2010 was a drop from the previous year (down three percentage points).



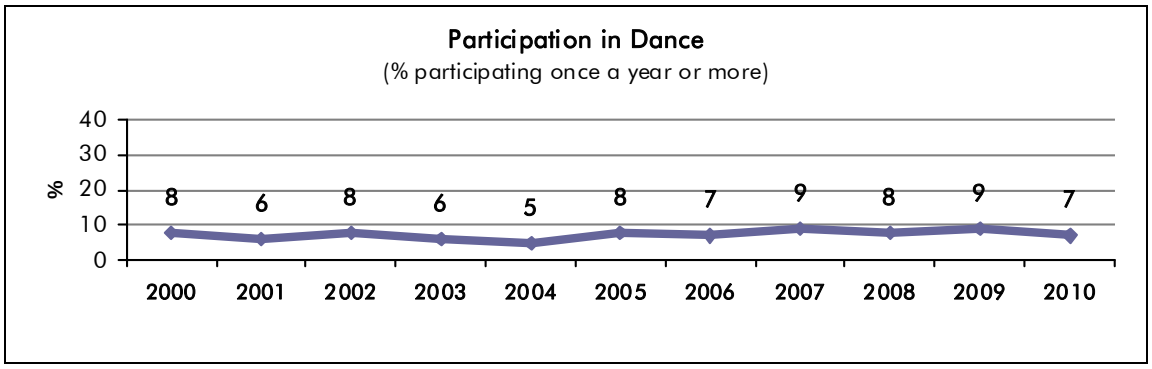
Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- Perhaps unsurprisingly, Digital Arts appeals most to younger adults – 20% of 16-24s taking part on a yearly-plus basis, compared with just 4% of those aged 65+.

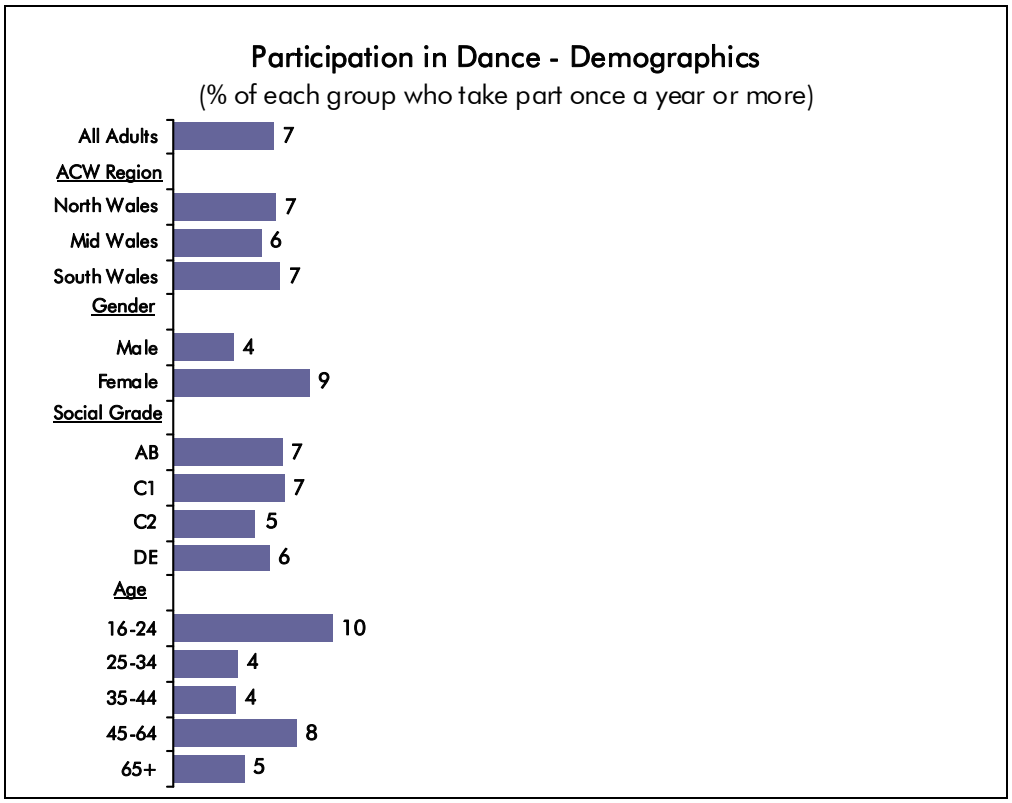
- In addition, men were more likely to be involved in this activity than women (11% vs. 7%) as were those in the higher social grades (12% among ABs and C1s compared with 6% for C2s and 7% for DEs)

4.8 Dance

In 2010, a total of 7% of the population had participated in a Dance activity at least once a year. This was two percentage points lower than in 2009.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



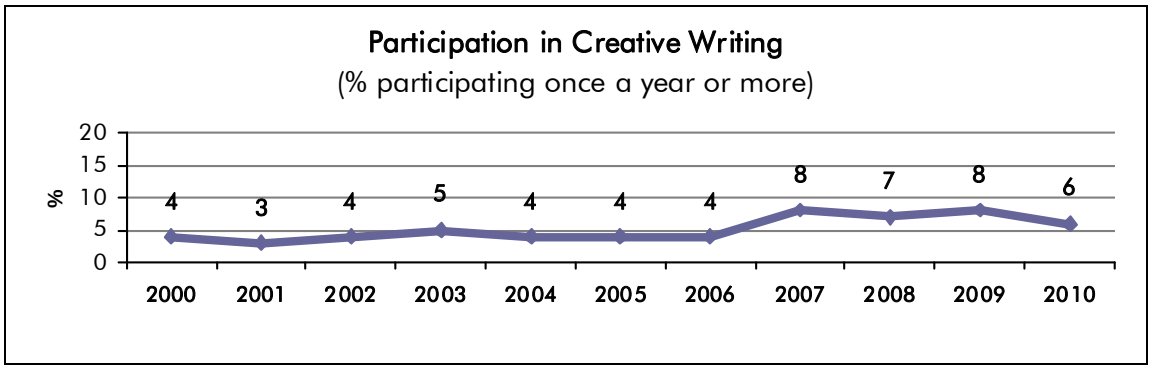
Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- Women were more likely than men to participate in Dance activities at 9% vs. 4%, the gender gap on this again widening after having narrowed in 2009 (10% vs. 8%).
- Little difference was recorded in participation in Dance by region. This was in contrast to 2008 and 2009 when those living in North Wales were more likely to have taken part in this activity.
- Similarly, social grade did not significantly influence participation in this activity whereas in 2009 C2s were most likely to be participants.

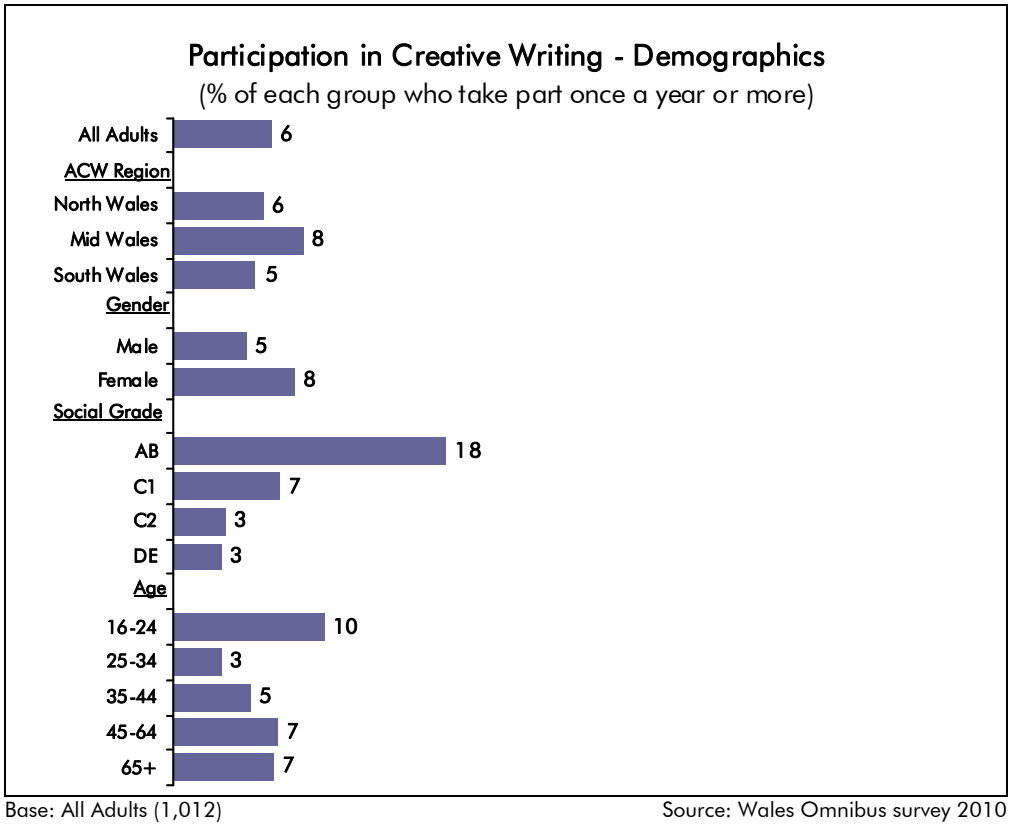
- As in 2009, Dance was most popular with the 16-24 age group, with 10% of this group taking part at least once a year.

4.9 Creative Writing

In 2010, 6% of people said they took part in Creative Writing and, like many other art forms, this was a fall from the previous year (two percentage points). Levels in 2010 have at least remained in advance of those recorded in the earlier part of the decade.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



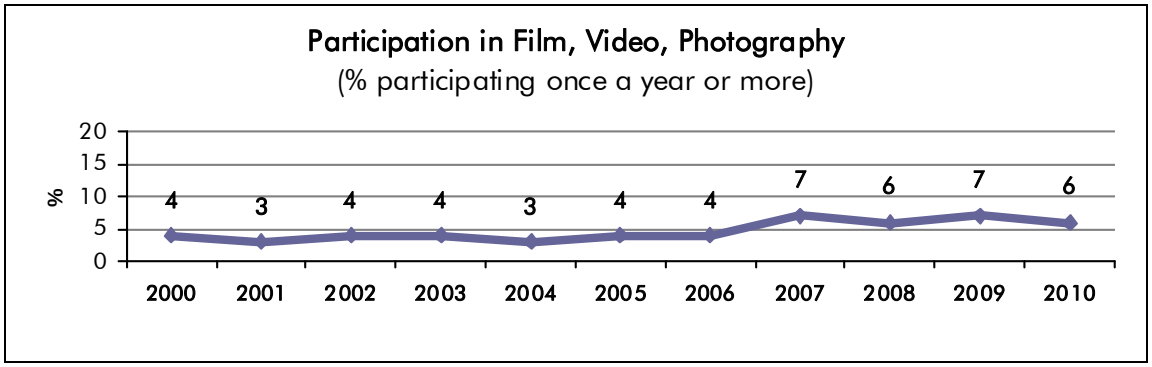
Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- Participation in Creative Writing was most closely linked to social grade – 18% of ABs had taken part in this once a year or more compared with only 3% of DEs. Whilst this overall pattern existed in 2009, the gap between the higher and lower social grade groupings has grown in the recent survey.
- The youngest age group (16-24s) were most likely to have taken part in Creative Writing with 10% doing so, but those in the next category (25-34) were least likely to do so.

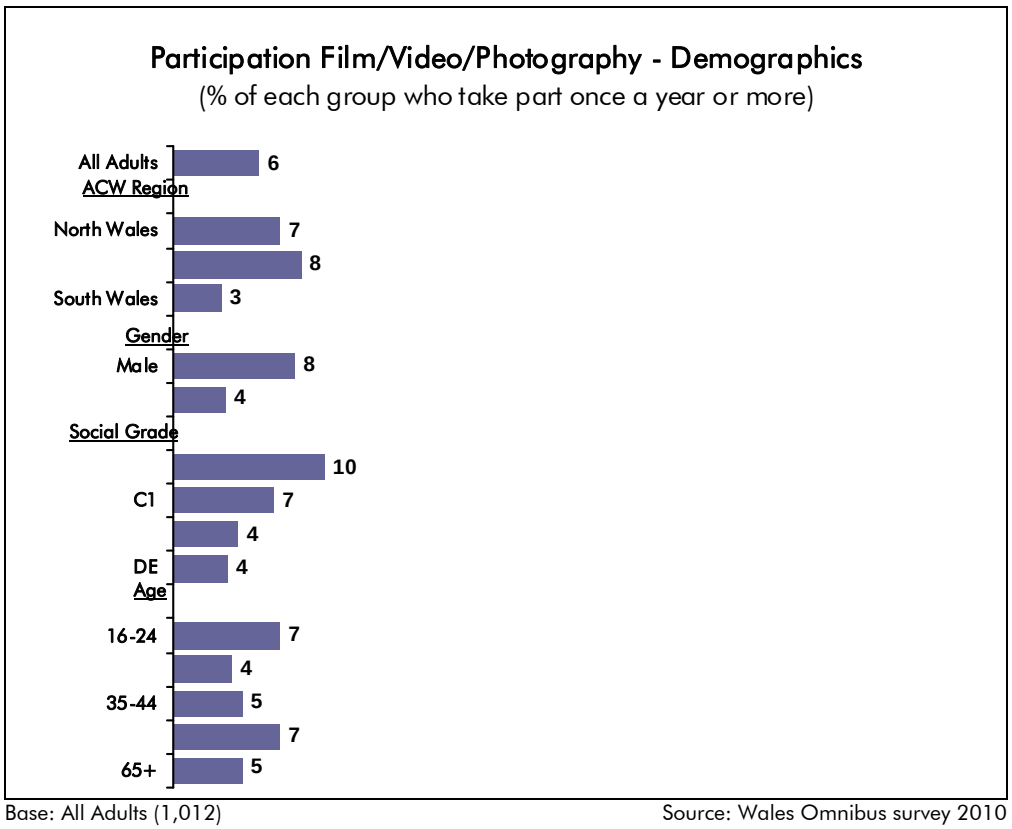
- Women were slightly more likely to participate in this activity than men (8% vs. 5%).

4.10 Film, Video and Photography

Participation in Film, Video and Photography was similar to last year, down one percentage point to 6%. Levels of the participation in this activity over past four years have been consistently between 6%-7% and in advance of levels recorded prior to 2007 (3%-4%).



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



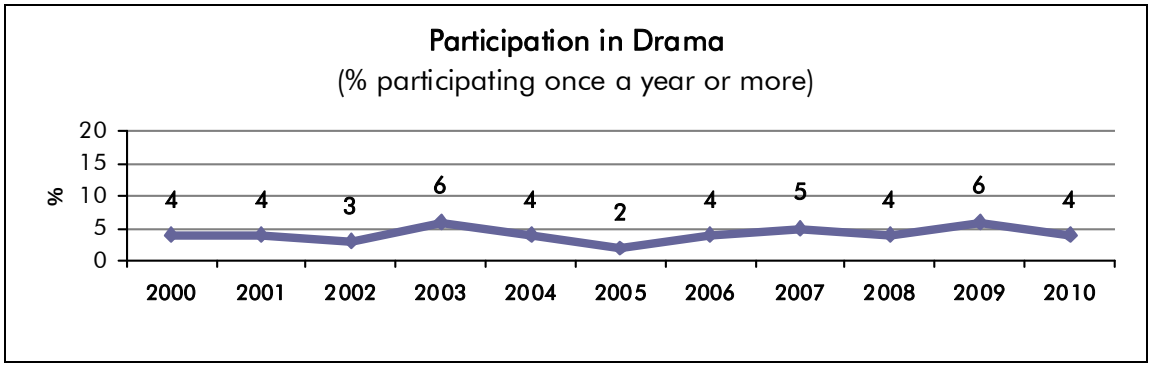
Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- Men (8%) were twice as likely as women (4%) to take part in Film, Video and Photography activities. This pattern was consistent with 2009 (10% vs. 5% respectively)
- Those aged 16-24 years (7%) and 45-64 (7%), as in 2009, were most likely to have participated in this activity. However levels have declined in both groups since the previous survey – in particular 16-24s (down six percentage points).

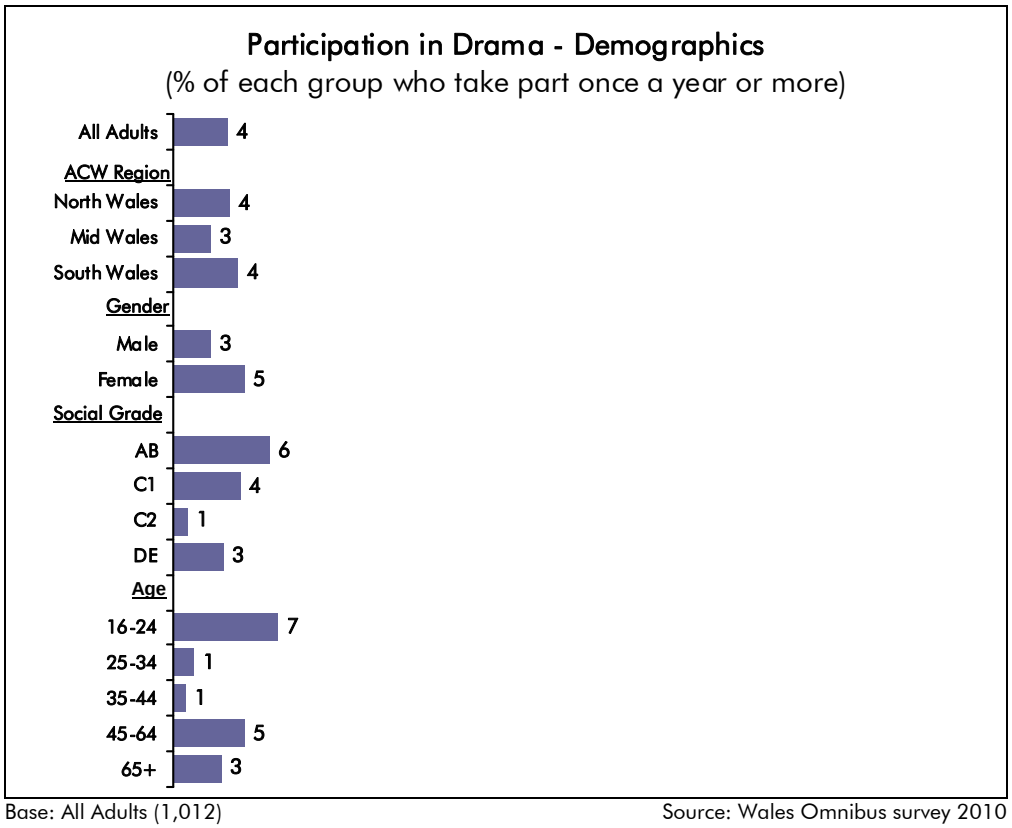
- Again, there appeared to be relationship between social grade and participation in this activity - higher social grade = higher participation. However this differs from 2009 when C2s were the most likely participants.
- In terms of region, those in South Wales were less likely to have taken part in this activity (3%) than those in other regions.

4.11 Drama

There has been a two percentage point decrease in the proportion taking part in Drama since last year, with 4% of the population now taking part. This was a similar level to that recorded at several points during the last 11 years.



Base: All Adults (at least 1,000 per wave) Source: Wales Omnibus survey 2000-2010



Base: All Adults (1,012) Source: Wales Omnibus survey 2010

- In terms of age, participation in Drama was somewhat polarised. It was most popular among 16-24s (7% participated at least once a year) but aside from this, participation was higher among those aged 45+ than adults in the 25-44 age group.
- ABs were slightly more likely than other demographic groups to take part in Drama (6%)
- Differences in participation by gender and region were less apparent.

Appendix 1 – Socio-Economic Grade Definitions

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

A "Upper Middle Class" - Higher managerial, administrative, professional e.g. Chief Executive, Company Director, Senior Civil Servant, Doctor, Judge, Barrister, Executive Accountant

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

ABC1s – professional, qualified and non-manual occupations

C2 "Skilled Working Class" - Skilled manual workers e.g. Electrician, Carpenter, Fire Fighter, Foreman

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

C2DEs – skilled, semi-skilled and unskilled manual workers and non-working people

Appendix 2 – 2010 Survey Questionnaire

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... a) Go to a cinema to see a film?

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
10 ☐ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... b) Go to a musical (not opera)?

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
10 ☐ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... c) Go to an opera?

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
10 ☐ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... d) Go to the ballet?

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
10 ☐ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... e) Go to contemporary dance performances?

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
10 ☐ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... f) Go to plays?

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
10 ☐ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... g) Go to classical music concerts or recitals?

1 ▯ Once a week or more often
2 ▯ 2 \ 3 times a month
3 ▯ Once a month
4 ▯ Once every 2 \ 3 months
5 ▯ 2 \ 3 times a year
6 ▯ Once a year
7 ▯ Less often
8 ▯ Never
9 ▯ &DK
10 ▯ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... h) Go to jazz concerts or performances?

1 ▯ Once a week or more often
2 ▯ 2 \ 3 times a month
3 ▯ Once a month
4 ▯ Once every 2 \ 3 months
5 ▯ 2 \ 3 times a year
6 ▯ Once a year
7 ▯ Less often
8 ▯ Never
9 ▯ &DK
10 ▯ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... i) Go to folk, traditional or world music?

1 ▯ Once a week or more often
2 ▯ 2 \ 3 times a month
3 ▯ Once a month
4 ▯ Once every 2 \ 3 months
5 ▯ 2 \ 3 times a year
6 ▯ Once a year
7 ▯ Less often
8 ▯ Never
9 ▯ &DK
10 ▯ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... j) Go to other live music?

1 ▯ Once a week or more often
2 ▯ 2 \ 3 times a month
3 ▯ Once a month
4 ▯ Once every 2 \ 3 months
5 ▯ 2 \ 3 times a year
6 ▯ Once a year
7 ▯ Less often
8 ▯ Never
9 ▯ &DK
10 ▯ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... k) Go to art or craft galleries or exhibitions?

1 ▯ Once a week or more often
2 ▯ 2 \ 3 times a month
3 ▯ Once a month
4 ▯ Once every 2 \ 3 months
5 ▯ 2 \ 3 times a year
6 ▯ Once a year
7 ▯ Less often
8 ▯ Never
9 ▯ &DK
10 ▯ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... l) Go to readings, storytelling and other literary events?

1 ▯ Once a week or more often
2 ▯ 2 \ 3 times a month
3 ▯ Once a month
4 ▯ Once every 2 \ 3 months
5 ▯ 2 \ 3 times a year
6 ▯ Once a year
7 ▯ Less often
8 ▯ Never
9 ▯ &DK
10 ▯ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... m) Go to carnivals and street arts?

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
10 ☐ &R

SHOW CARD C
Q6 Now, changing the subject, about how often these days do you go to or do each of the things I will now read out?
Please use the card to help you answer.
READ OUT
..... n) Go to an arts festival, e.g. music, drama, literature, etc.

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
10 ☐ &R

SHOW CARD C AGAIN
Q7 Still looking at this card...
About how often these days, if at all, do you take part yourself in your leisure time in any of the activities I am going to read out?
By 'take part' I mean in the home, in classes, rehearsals, shows or in workshops, other than as part of your job or full time education.
Please use the card to help you answer.
READ OUT
..... a) MUSIC of any kind including playing an instrument, singing, helping out in a choir, operatic society, brass band, orchestra, folk,
rock or jazz group.

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
10 ☐ &R

SHOW CARD C AGAIN
Q7 Still looking at this card...
About how often these days, if at all, do you take part yourself in your leisure time in any of the activities I am going to read out?
By 'take part' I mean in the home, in classes, rehearsals, shows or in workshops, other than as part of your job or full time education.
Please use the card to help you answer.
READ OUT
..... b) DRAMA OR THEATRICAL ACTIVITY of any kind.

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
10 ☐ &R

SHOW CARD C AGAIN
Q7 Still looking at this card...
About how often these days, if at all, do you take part yourself in your leisure time in any of the activities I am going to read out?
By 'take part' I mean in the home, in classes, rehearsals, shows or in workshops, other than as part of your job or full time education.
Please use the card to help you answer.
READ OUT
..... c) DANCE activity of any kind.

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
10 ☐ &R

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READ OUT
..... d) FILM AND VIDEO MAKING OR PHOTGRAPHY OTHER THAN family, holiday or party snaps.

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
9 ☐ &DK
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READ OUT
..... e) VISUAL ARTS AND CRAFTS, for example painting, sketching, computer graphics, pottery, wood-turning, jewellery making,
weaving, textiles, knitting or sewing.

1 ☐ Once a week or more often
2 ☐ 2 \ 3 times a month
3 ☐ Once a month
4 ☐ Once every 2 \ 3 months
5 ☐ 2 \ 3 times a year
6 ☐ Once a year
7 ☐ Less often
8 ☐ Never
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Please use the card to help you answer.
READ OUT
..... f) CREATIVE WRITING, for example poetry or stories.

1 ▯ Once a week or more often
2 ▯ 2 \ 3 times a month
3 ▯ Once a month
4 ▯ Once every 2 \ 3 months
5 ▯ 2 \ 3 times a year
6 ▯ Once a year
7 ▯ Less often
8 ▯ Never
9 ▯ &DK
10 ▯ &R

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Please use the card to help you answer.
READ OUT
..... g) DIGITAL ARTS: creating and making arts using digital technology e.g. uploading, creating or remixing arts related content (e.g.
on YouTube, Flickr, etc.)

1 ▯ Once a week or more often
2 ▯ 2 \ 3 times a month
3 ▯ Once a month
4 ▯ Once every 2 \ 3 months
5 ▯ 2 \ 3 times a year
6 ▯ Once a year
7 ▯ Less often
8 ▯ Never
9 ▯ &DK
10 ▯ &R