



Cyngor Celfyddydau Cymru
Arts Council of Wales

2015 Omnibus Survey

Report on main findings



Research Team
March 2016
Cwlwm Cariad, NEW Dance (image: Michael Jenkins)



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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. 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 2015, 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 16th – 29th November 2015 and in total 1,000 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 lower level super output area¹. The sample was designed to be representative of the adult population resident in Wales aged 16 years and over. 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 residents in Wales and no more than one person per household was interviewed. The resulting data was also weighted to fine tune any imbalances in the sample, to ensure that it was fully 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 regions, 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 **revised** Arts Council of Wales definitions of region, which are as follows:

¹ Lower level super output areas are a geographic hierarchy designed to improve the reporting of small area statistics in England and Wales. They are built from groups of contiguous Output Areas and have been automatically generated to be as consistent in population size and socio-economic makeup as possible.

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

2. Executive Summary

2.1 Arts Attendance

- Four out of five (78.6%) Welsh adults attended at least one arts event, once a year or more often². This represented a decrease of one (-1.2) percentage point from 2014.
- If cinema is excluded from the list of art forms, seven-tenths of adults (72.0%) attended one of the remaining art forms at least once a year – a decrease of one and a half (-1.5) percentage points from 2014.
- When examining a more long term trend, rolling three year average data shows a very consistent picture of arts attendance across the last decade.
- In 2015, two-thirds (64.4%) of adults said they attended an arts event two or three times a year or more often – a decrease of three (-2.8) percentage points from the previous year.
- Overall arts attendance continues to correlate closely with social grade, with those in social grades ABC1³ (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) – 84.8% and 74.6% respectively. The gap (10.2 percentage points) between the two socio economic groups is the narrowest since 2006.
- Adults aged 16-24 and 25-34 are more likely than any other age groups to attend an arts event at least once a year (90.0% & 90.2% respectively). The level of attendance declines as we move through the age groups, with the lowest level being recorded by those aged 65+ (61.5%).
- In 2015, the gender gap in terms of overall arts attendance grew to four (3.8) percentage points up from one and a half (1.4) percentage points from 2014, but it remained that women (80.5%) were more likely to attend than men (76.7%).
- The gap in attendance between Welsh speakers and non-Welsh Speakers increased from a one and a half (1.5) percentage points difference in 2014 to a three (2.8) point difference in 2015 (80.7% Welsh speakers, 77.9% non-Welsh speakers).
- In terms of Arts Council of Wales regions, those living in South Central Wales recorded the highest attendance rate (81.6%). The remaining three regions all experienced a lower than average level of attendance.

² Based on the 14 art forms asked about since 2006

³ A full description of socio economic grouping is included in the Appendix

- Cinema remains the most popular art form to attend, with a half of adults (49.6%) going to see a film at least once a year. Since 2015 however, attendance to the cinema decreased by one (-0.8) percentage point.
- Following Cinema, Other Live Music (not Classical, Jazz or Folk/World/Traditional) – 40.1%, Carnival and Street Arts – 34.9%, Plays – 30.5% and Art/Craft Galleries or Exhibitions – 29.2% were the next most popular art forms, as they were in the previous year.
- As in previous years Ballet was the least attended art form in 2015 (4.2%), a one and a half (1.4) percentage point increase from 2014. Opera (up 1.4 percentage points), Arts Festivals (up 1 percentage point) and Contemporary Dance (up 0.1 percentage point) were the other artforms in 2015 to experience an increase in attendance when compared to 2014.

2.2 Arts Participation

- Two fifths (40.0%) of Welsh adults participate in artistic activities⁴ once a year or more. This is a three (3.2) percentage points increase from the previous year and remains consistent with participation levels of the last eight years.
- For the last seven 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 41.2% - again an increase (1.1 percentage points) to that of 2014 results (40.1%) and the highest level of arts participation since 2009.
- When comparing a three year rolling average in terms of arts participation the impact of the most recent period has continued the upward trend in participation rate and represents a 3 year rolling average high of 38.7%.

Regional and demographic trends discussed below are on the basis of the seven artistic activities covered since 2009.

- As with attendance, social grade continues to be a key determinant of participation in the arts with ABC1s more likely to be yearly participants in the arts than C2DEs (45.8% and 38.3%). The level of participation amongst the C2DE group reached a seven year high with two fifths participating at least once a year or more.
- Participation rates among the 16-24 and 45-64 age groups have increased from rates experienced in 2014 (7.6 and 7.4 percentage points respectively). Those within the younger 16-24 age group are more likely to participate in the arts in 2015 with over a half (51.8%) participating once a year or more often.

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

- In 2015, a greater proportion of females (44.6%) participated in the arts than males (37.6%). The gap between the two genders in terms of participation rates increased to four and a half (4.3) percentage points in 2015 from a half of a percentage point (0.3) in 2014.
- Welsh language speakers, at 48.9%, remain more likely than non-Welsh speakers (38.1%), to take part in artistic activities. The gap in participation between Welsh speakers and non-Welsh speakers increased in 2015 to eleven (10.8) percentage points from nine (9.0) in 2014.
- Those living in South Central Wales (50.7%) recorded the highest participation levels across Wales. Participation rates of those living in South East Wales (34.4%) experienced the largest year on year increase, up by thirteen (13.1) percentage points from 2014.
- In terms of individual art forms, Visual Arts and Crafts remains the most popular with a quarter (24.6%) of the respondents taking part at least yearly. This has increased by six (5.8) percentage points from the previous year and continues the increase experienced in 2014.
- All art forms recorded increases in participation rates from 2014. Music (14.9%) remained the second most popular art form in terms of participation and Film, Video & Photography (11.6%) the third.

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)

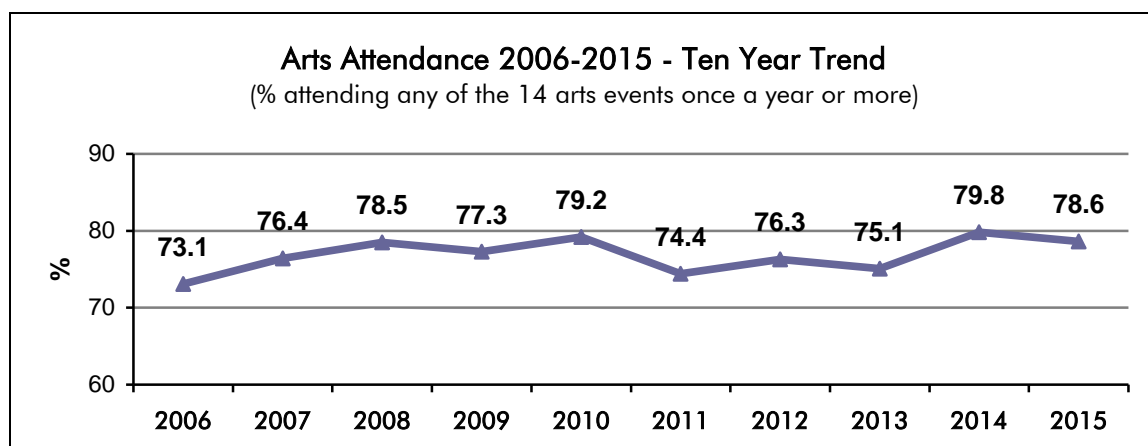
This section of the report will summarise overall attendance of arts events, measured by attendance to *any* artform, and will describe demographic and regional variations in overall attendance to help understand what sort of person was most likely to attend the arts. Details of trends to specific artforms can be found in appendix 1.

3.2 Frequency of Attending Arts Events - Key Findings

The 2015 survey found that four-fifths (78.6%) of adults in Wales attended at least one of the 14 arts events, once a year or more often. This was a decrease of one (-1.2) percentage point from 2014.

When cinema is excluded from the analysis the results show that 72.0% of adults attend a non-cinema based arts event, a decrease of one and a half (-1.5) percentage points from 2014.

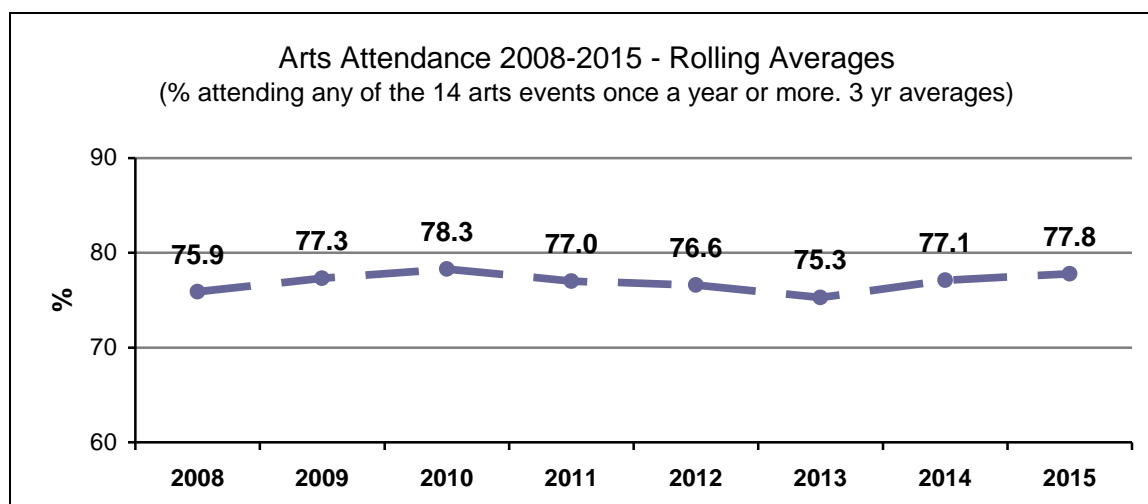
Looking at the ten year trend, the chart below reveals how the most recent reading was typical of those recorded over the past few years:



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2006-2015

It can also be useful to look at three year rolling averages in attendance figures to help understand if there are any meaningful trends taking place in the data.



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2008-2015

On this more long term basis, a very consistent picture of overall arts attendance is witnessed across recent years.

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 2015, 64.4% of adults said they attended at least one of the 14 art forms two to three times a year or more often – this was a decrease of almost two percentage points (-1.8) from the previous year.

When cinema is excluded from this analysis, over a half of the population (50.9%) said they attended an art event with the same frequency, and this sees a slight decrease on the previous year down by almost three (-2.8) percentage points.

The table below details these figures in comparison to 2012, 2013, 2014 and 2015:

Frequency of Attending the Arts 2012-2015

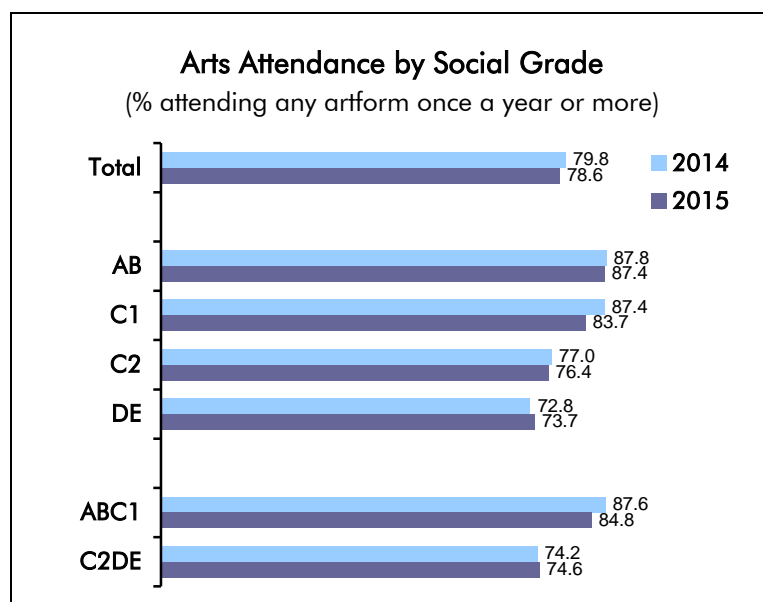
	All 14 Artforms %				All excl. cinema %			
	2012	2013	2014	2015	2012	2013	2014	2015
Once a year or more	76.3	75.1	79.8	78.6	67.4	67.9	73.5	72.0
2 – 3 times a year or more	63.9	59.8	66.2	64.4	50.0	47.8	53.7	50.9

Base: All Adults (2012: 1,009 / 2013: 1,022 / 2014: 1,003 / 2015: 1,000)

3.3 Attendance to Arts Events by Demographic Grouping

This section of the report looks at the differences in overall arts attendance by demographic groups 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 2014 and 2015 and each chart also shows the overall total attendance figures to any of the 14 artforms asked about for comparison:

By Social Grade



Base: All Adults (2014:1,003, 2015:1,000)

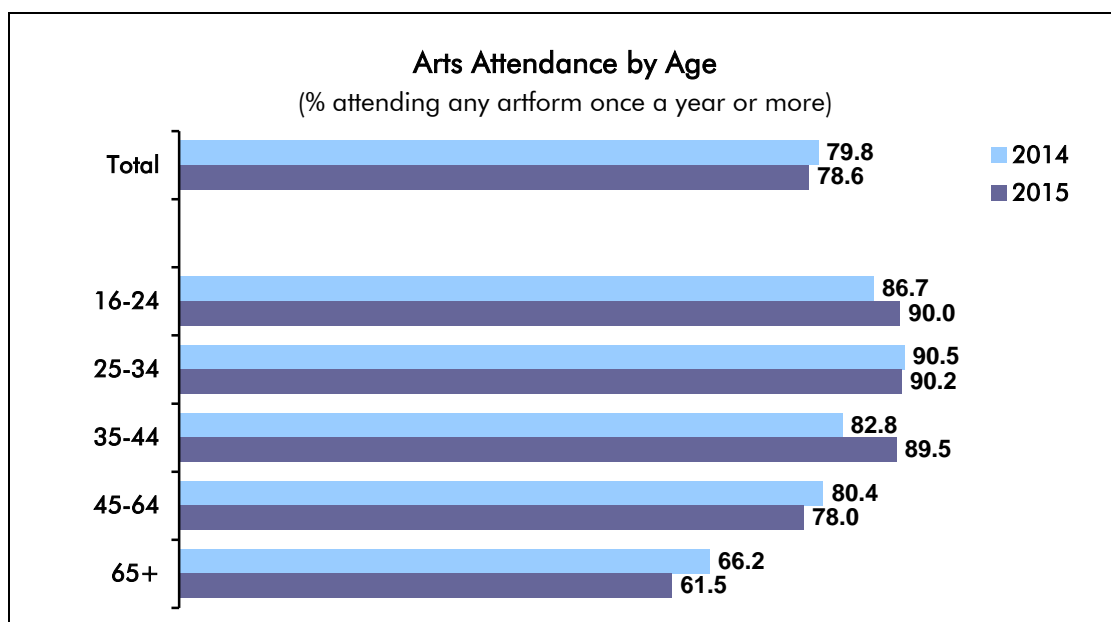
Source: Wales Omnibus survey 2014-2015

- 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). The ABC1 group saw a slight decrease in attendance from the previous year, down by one (-1.2) percentage points. The C2DE group however saw a slight (0.4) increase in attendance from the previous

year, narrowing the gap between the two groups ten (10.2) percentage points, the narrowest gap in socio economic groups since 2006.

- Attendance at arts events by those adults in the C2DE groups in 2015 (74.6%) represents the highest level of attendance for this group since 2006.
- At a lower level, when social grade is split into 4 classifications (AB, C1, C2, DE), all groups have decreased slightly from 2014 with the exception of the DE group. The DE group experienced an increase in attendance of one (0.9) percentage point from 2014, the highest level attendance amongst this group since 2006.

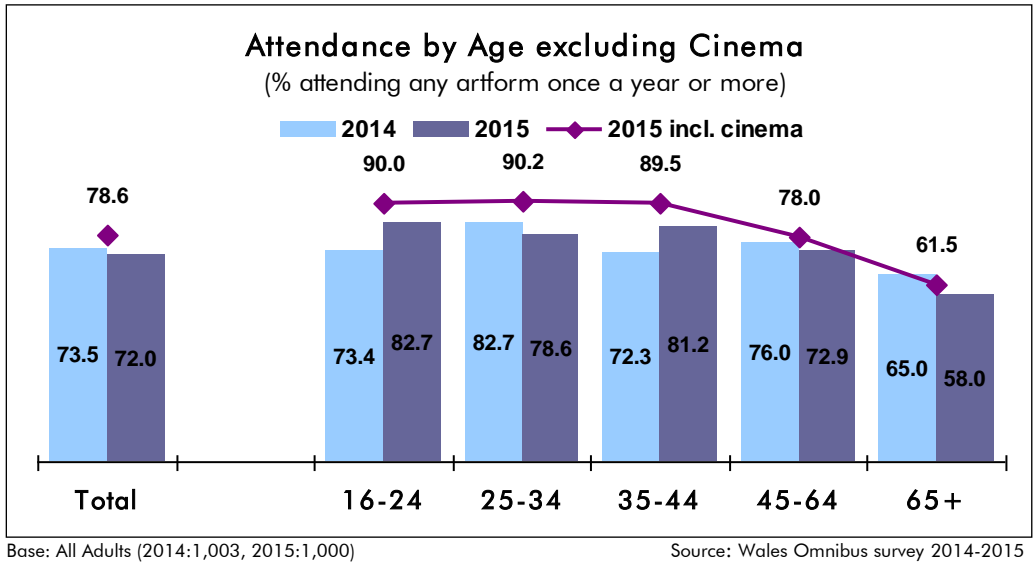
By Age



Base: All Adults (2014:1,003, 2015:1,000)

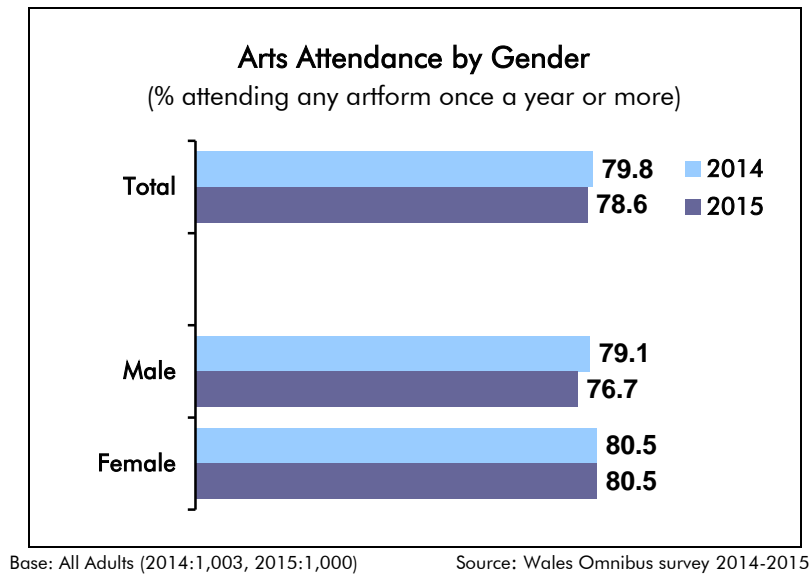
Source: Wales Omnibus survey 2014-2015

- Those adults in the younger age groups are more likely to attend and arts event at least once a year or more often. Those aged 25-34 (90.2%) are more likely to attend an arts event than any other age group, however, the 35-44 year age group saw the greatest year on year increase of almost seven (6.7) percentage points.
- Attendance among the older age groups (45-64 & 65+) experienced a decrease, reversing the increase experienced by these groups in 2014.
- All art forms are included in this analysis, however, as younger adults are typically more likely to go to the cinema, 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 2015 and 2014 and the line shows the proportion attending any art form *including* cinema:



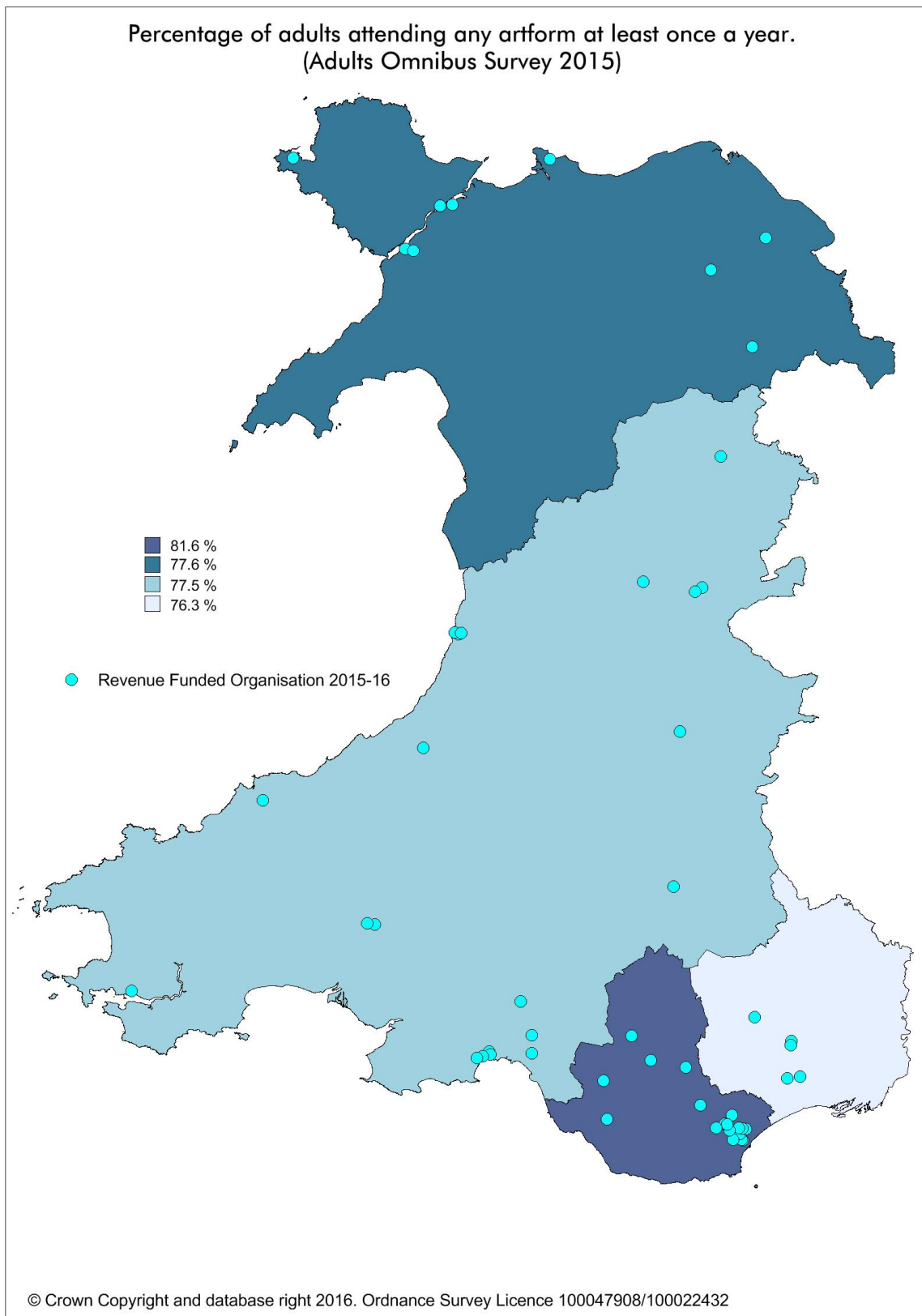
- When cinema is excluded from the analysis (columns in the chart above), the difference between the youngest and oldest age groups was 24.7 percentage points compared to 28.5 when cinema is included. The gap between these two increased has increased by 16.3 percentage points from 2014. With cinema excluded it was the 16-24 age group who recorded the largest overall attendance figure (82.7%) at arts events.

By Gender

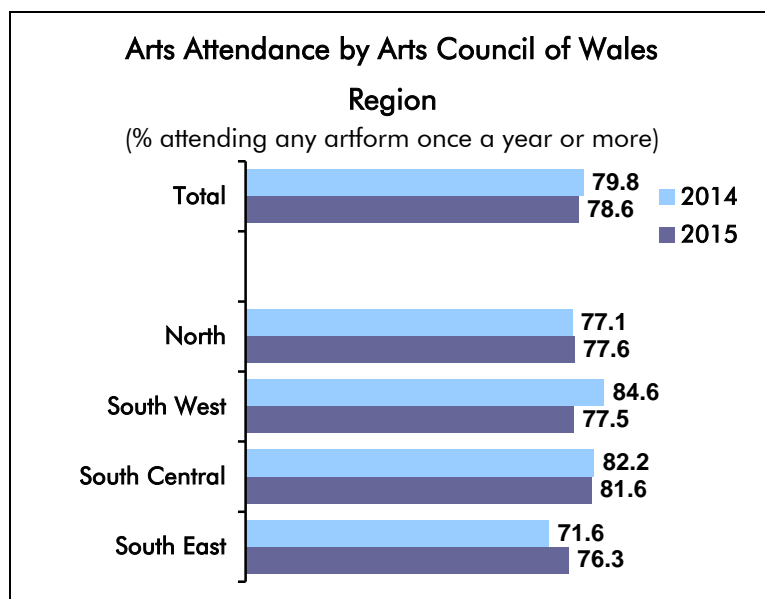


- Females are more likely to attend an arts event than males, a gap which grew to almost four percentage points (3.8) in 2015, up from a one and a half (1.4) percentage point gap in 2014.
- While variation in attendance by gender has increased from 2014, it still remains narrower than that of 2011 (8 percentage points) and 2012 (7 percentage points).

By Region



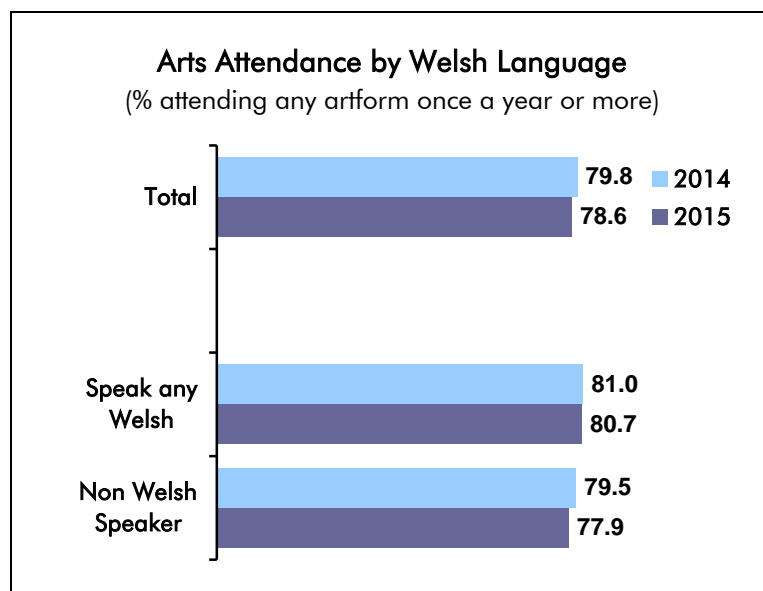
- Arts attendance in the South East region increased by almost five (4.7) percentage points to 76.3% of adults attending an arts event at least once a year, the greatest increase of all the regions. The North Wales region also experienced a more modest increase of half (0.5) a percentage point from 2014.
- The South West and South Central regions saw decreases in attendance from 2014. Attendance to arts events by those living in the South West decreased by seven (-7.1) percentage points in 2015 and the South East by half (-0.6) a percentage point.
- While attendance by those adults living within the South Central region experienced a decrease from the previous year, at 81.6% of all adults attending an arts event within this region, it had the highest level of attendance among all the four regions.



Base: All Adults (2014:1,003, 2015:1,000)

Source: Wales Omnibus survey 2014-2015

By Welsh Language

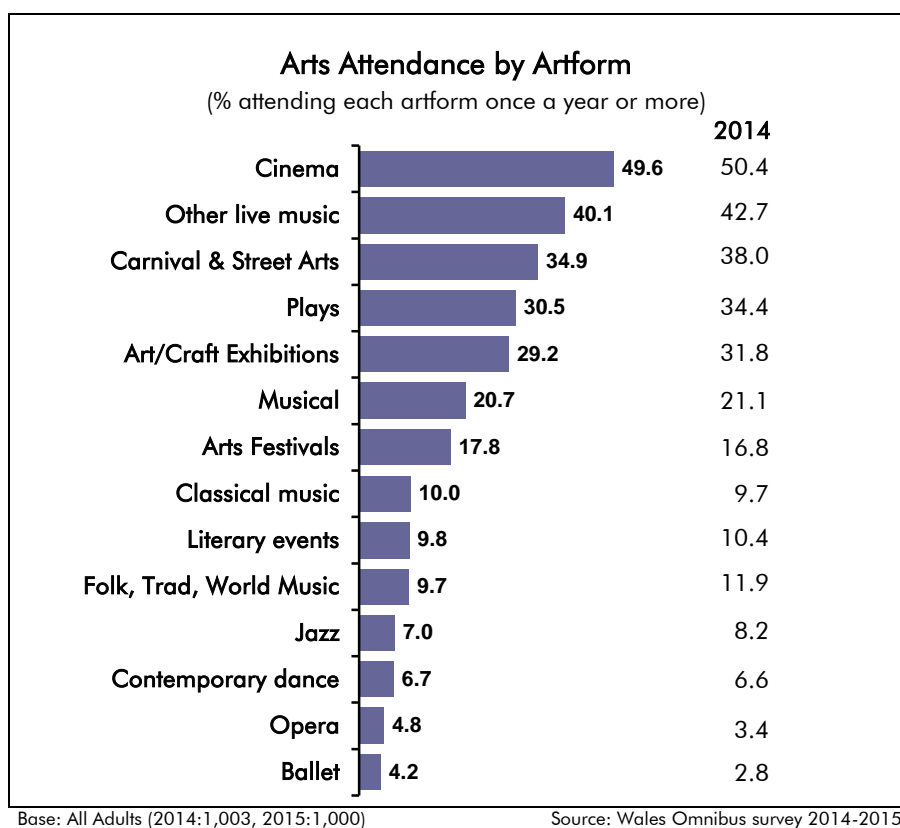


Base: All Adults (2014:1,003, 2015:1,000)

Source: Wales Omnibus survey 2014-2015

- In 2015, the gap in attendance between Welsh speakers and non-Welsh speakers increased from a one and a half (1.5) percentage point difference in 2014 to a 3 (2.8) point difference. Despite this year on year increase in the gap between the two groups it still remains narrower than the 10 percentage point difference in 2013.

3.4 Summary of Arts Attendance by Art Form



- As with previous years Cinema was the most popular artform to attend, with a half (49.6%) of all adults going to the cinema at least once a year.
- After Cinema, Other Live Music (40.1%) and Carnival & Street arts (34.9%) were the most regularly attended artforms in 2015.
- For the traditionally well attended artforms attendance dropped from 2014 in line with overall attendance, but there was an increase in attendance for both Ballet (up 1.4 percentage points) and Opera (up 1.2 percentage points).

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. Details of trends within specific artforms can be found in appendix 2.

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 added in the November 2009 survey.

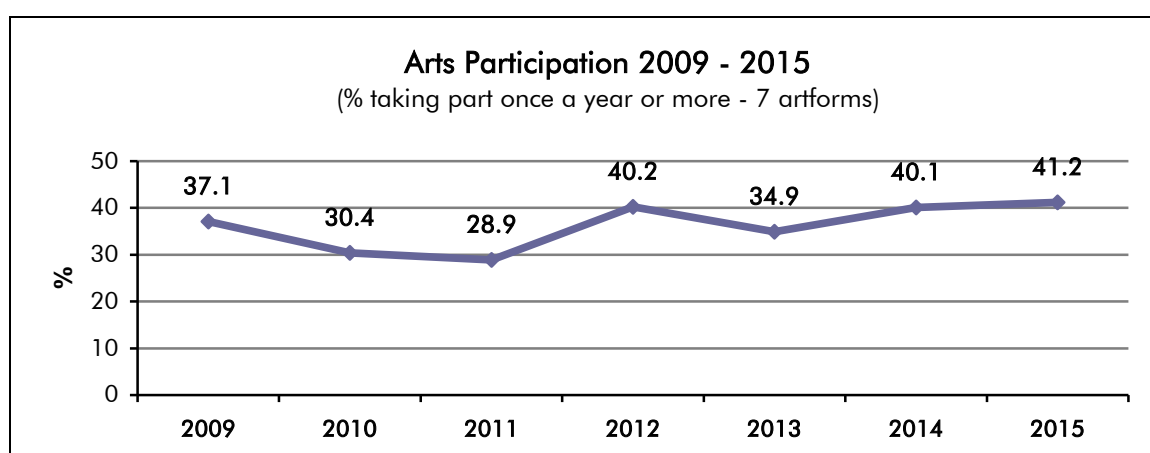
* denotes artistic activity added in 2009.

4.2 Frequency of Participation in Arts Activities - Key Findings

The most recent 2015 Wales Omnibus survey data reveals that two fifths (40.0%) of adults in Wales take part in at least one of the six original artistic activities once a year or more often. This is an increase of just over three percentage points (3.2) on the previous year and reflects the average participation rate recorded over the past decade.

When also taking into account the addition to the survey of Digital Arts, a total of 41.2% of adults in Wales take part in at least one of the seven artistic activities, a one (1.1) percentage point increase from 2014.

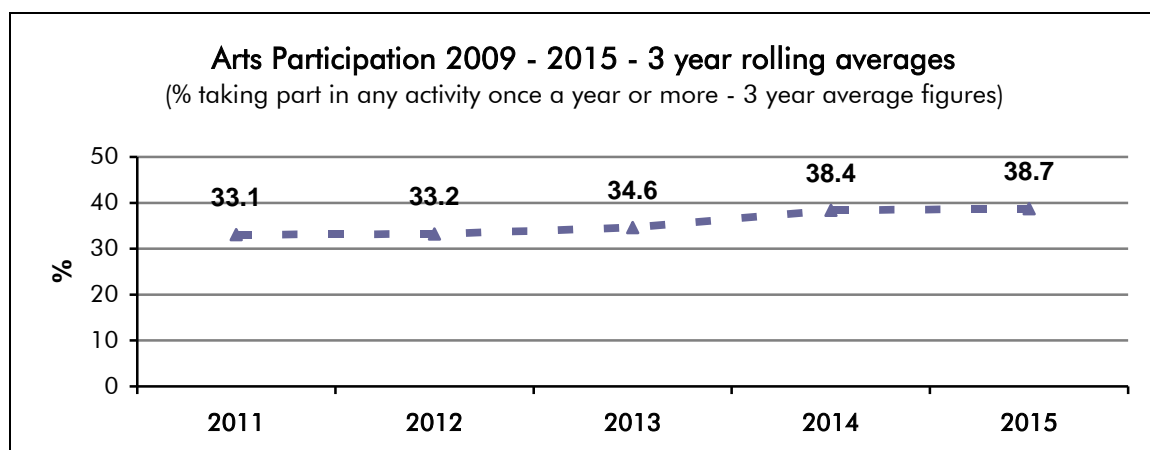
The following analysis compares the activity of the seven artforms:



Base: All Adults (At least 1,000 per wave)

Source: Wales Omnibus survey 2009 - 2015

Examining this data on a three year rolling average shows the impact of the most recent period has continued the upward trend and has reached a 3 year rolling average high of 38.7%.



Base: All Adults (At least 1,000 per wave)

Source: Wales Omnibus survey 2009 - 2015

As with the attendance, 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 7 activities). The results show that four in ten adults (39.5%) took part in one of the seven activities two to three times a year or more often, which encouragingly, is a nine and a half percentage point increase from 2014.

Frequency of Participating in the Arts 2012-2015

	7 Artforms %			
	2012	2013	2014	2015
Once a year or more	40.2	34.9	40.1	41.2
2 – 3 times a year or more	34.2	24.1	30.0	39.5

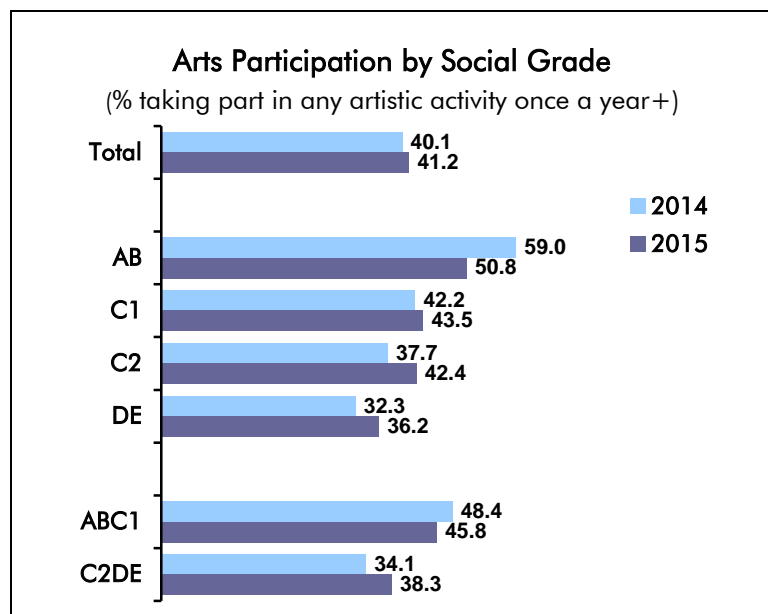
Base: All Adults (2012: 1,009 / 2013: 1,022 / 2014: 1,003 / 2015:1,000)

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 2014 and 2015 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.

By Social Grade

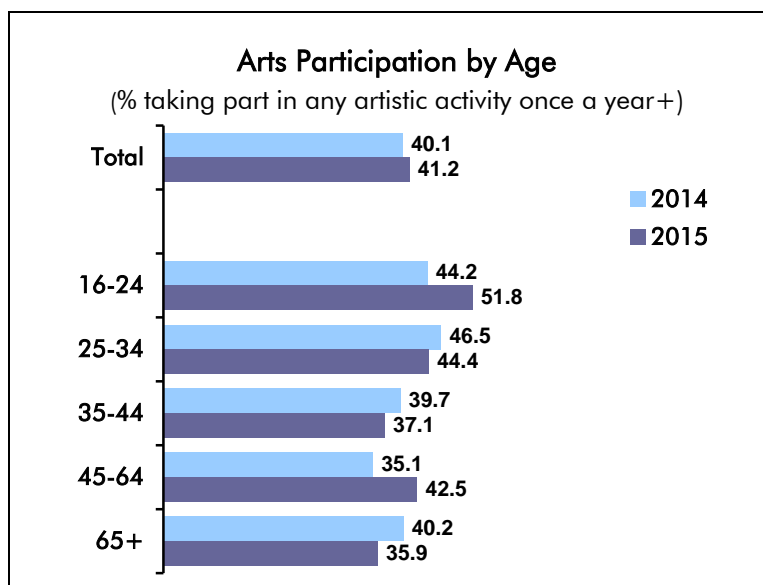


Base: All Adults (2014:1,003, 2015:1,000)

Source: Wales Omnibus survey 2014-2015

- As with arts attendance, participation in the arts correlates with social grade. Those adults in the ABC1 group remain more likely to participate in the arts than C2DEs (45.8% and 38.3%).
- While the ABC1 group experienced a decrease of two and a half (2.6) percentage points from 2014, the C2DE group increased by four (4.2) percentage points with 38.3% of this group participating in the Arts. This represents a seven year high for the C2DE group and narrows the gap between the two social grades to seven and a half (7.5) percentage points.
- When looking at the social grade groupings in more detail it reveals that ABs experienced the greatest change in participation, decreasing by eight (8.2) percentage points from 2014 but still has the highest participation rate overall (50.8%).

By Age

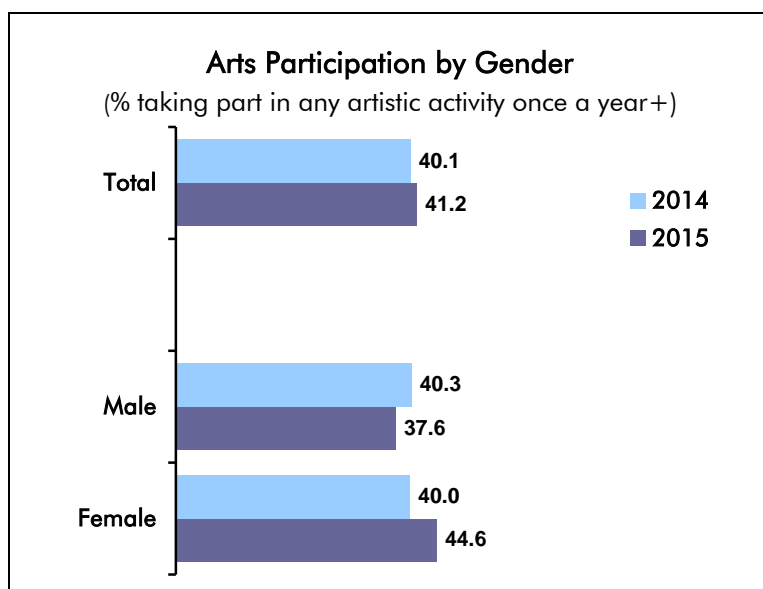


Base: All Adults (2014:1,003, 2015:1,000)

Source: Wales Omnibus survey 2014-2015

- As with previous years, it is the younger age group (16-24 year olds) that has shown the highest level of engagement with over a half (51.8%) of this group participating in the arts at least once a year. It is also the 16-24 year old age group that has experienced the greatest year on year increase from 2014, up by seven and a half (7.6) percentage points.
- The participation rate among the 45-64 year old age group also experienced an increase from 2014, up by almost seven and a half (7.4) percentage points, from 35.1% to 42.5%.
- The remaining age groups (25-34, 35-44 and 65+) saw decreases in participation from 2014. The 65+ age group experienced the greatest decrease in participation of all these groups, down four and a half (4.3) percentage points.

By Gender

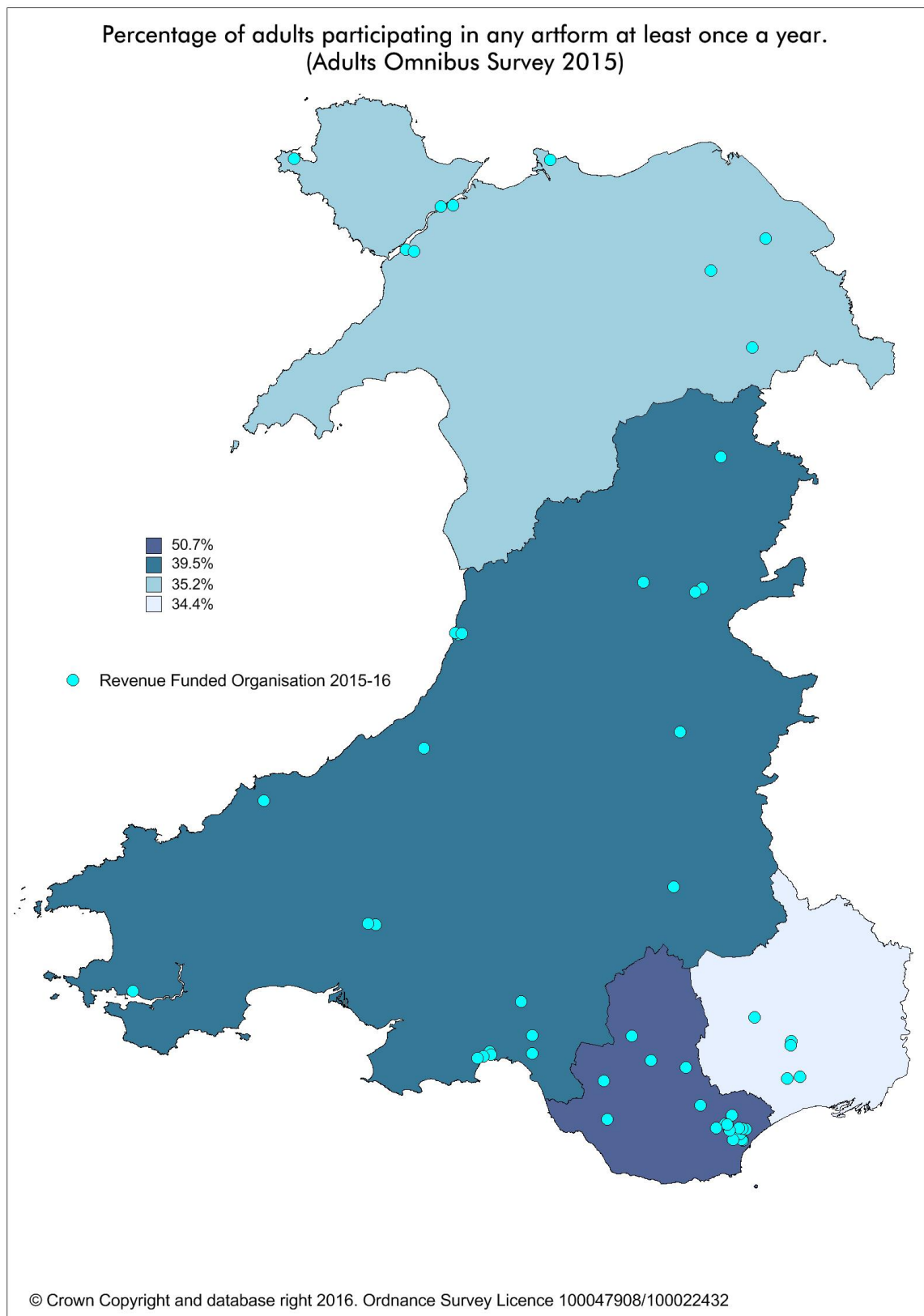


Base: All Adults (2014:1,003, 2015: 1,000)

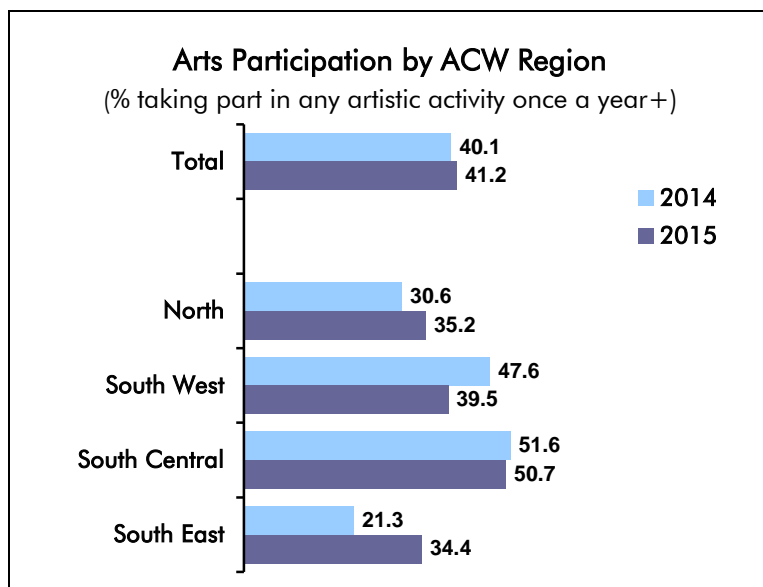
Source: Wales Omnibus survey 2014-2015

- An equal proportion of both males and females participated in the arts in 2014. However, as with previous years in 2015 a greater proportion of females (44.6%) participated in the arts than males (37.6%).
- Female participation rates increased by four and a half (4.6) percentage points from 2014, while rates for males decreased by two and a half (2.7) percentage points over the same period.

By Region



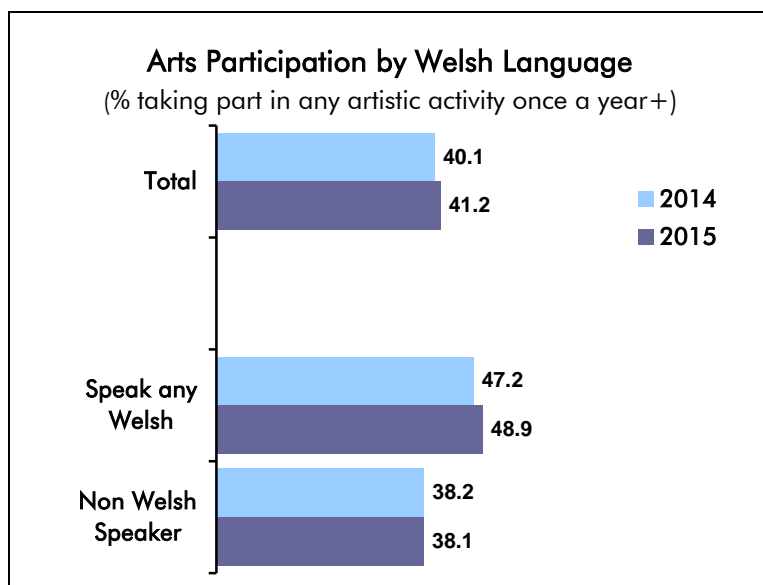
- Two of the four Arts Council of Wales regions experienced an increase in participation from 2014. The South East saw the greatest increase, up thirteen (13.1) percentage points from 21.3% in 2014 to 34.4% in 2015.
- Only the South Central region was above the Wales average in terms of participation, with over a half (50.7%) of respondents from this region participating in the arts.



Base: All Adults (2014:1,003, 2015:1,000)

Source: Wales Omnibus survey 2014-15

By Welsh Language

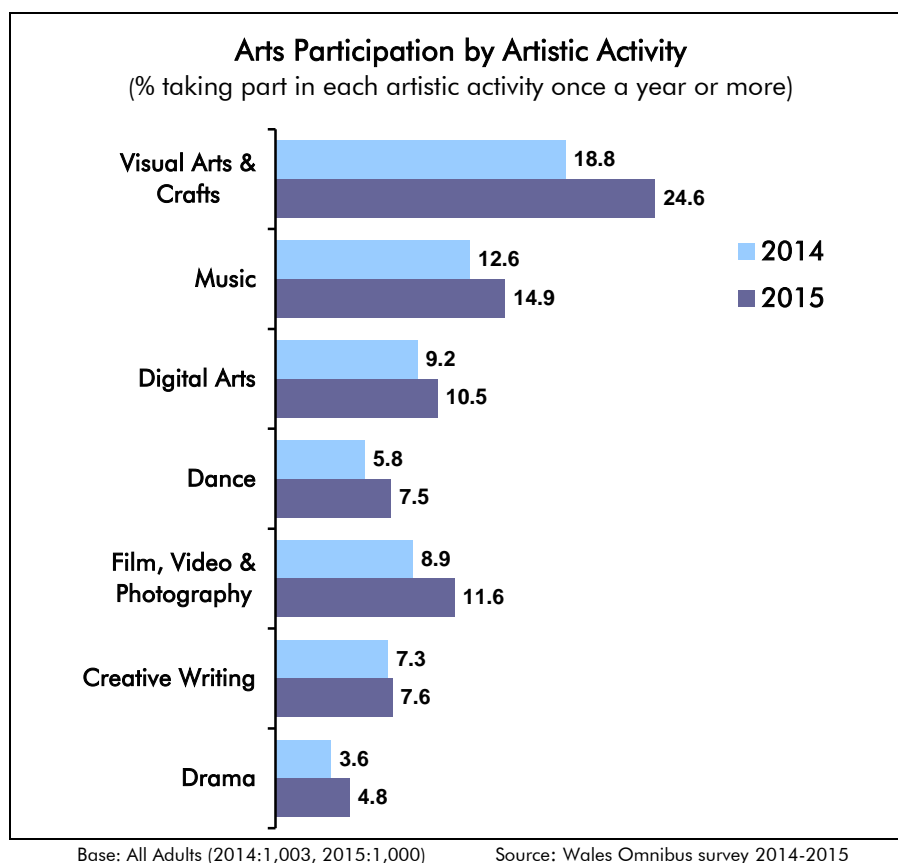


Base: All Adults (2014:1,003, 2015:1,000)

Source: Wales Omnibus survey 2014-2015

- Welsh speakers at 48.9%, remain more likely than non-Welsh speakers (38.1%) to take part in artistic activities.
- The gap in participation rates between Welsh speakers and non-Welsh speakers increased to eleven (10.8) percentage points in 2015, compared to nine (9.0) percentage points in 2014.

4.4 Summary of Arts Participation by Artistic Activity

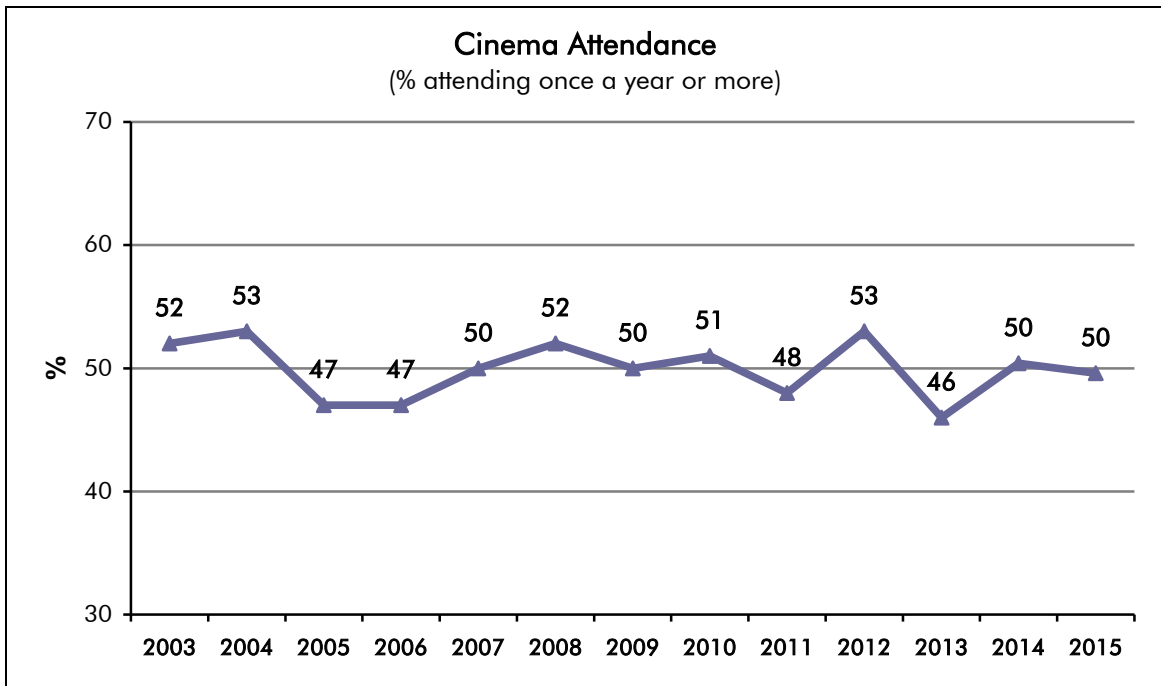


- All artforms recorded increases in participation from 2014, with Visual Arts & Crafts remaining the most popular participatory art form with 24.6% of adults in Wales taking part at least yearly. This art form also experienced the greatest year on year increase of any art form, up by six (5.8) percentage points from 2014.
- Film, Video & Photography experienced the second highest year on year increase, from 2014, up by two and a half (2.7) percentage points to 11.6%. Music however, experienced the second highest participation rate with 14.6% of all respondents participating at least once a year.
- While levels of participation in Creative Writing remained consistent with 2014 (7.6%), drama, the artform consistently receiving the lowest level of participation increased by a percentage point (1.2) from the previous year.

5. Appendix

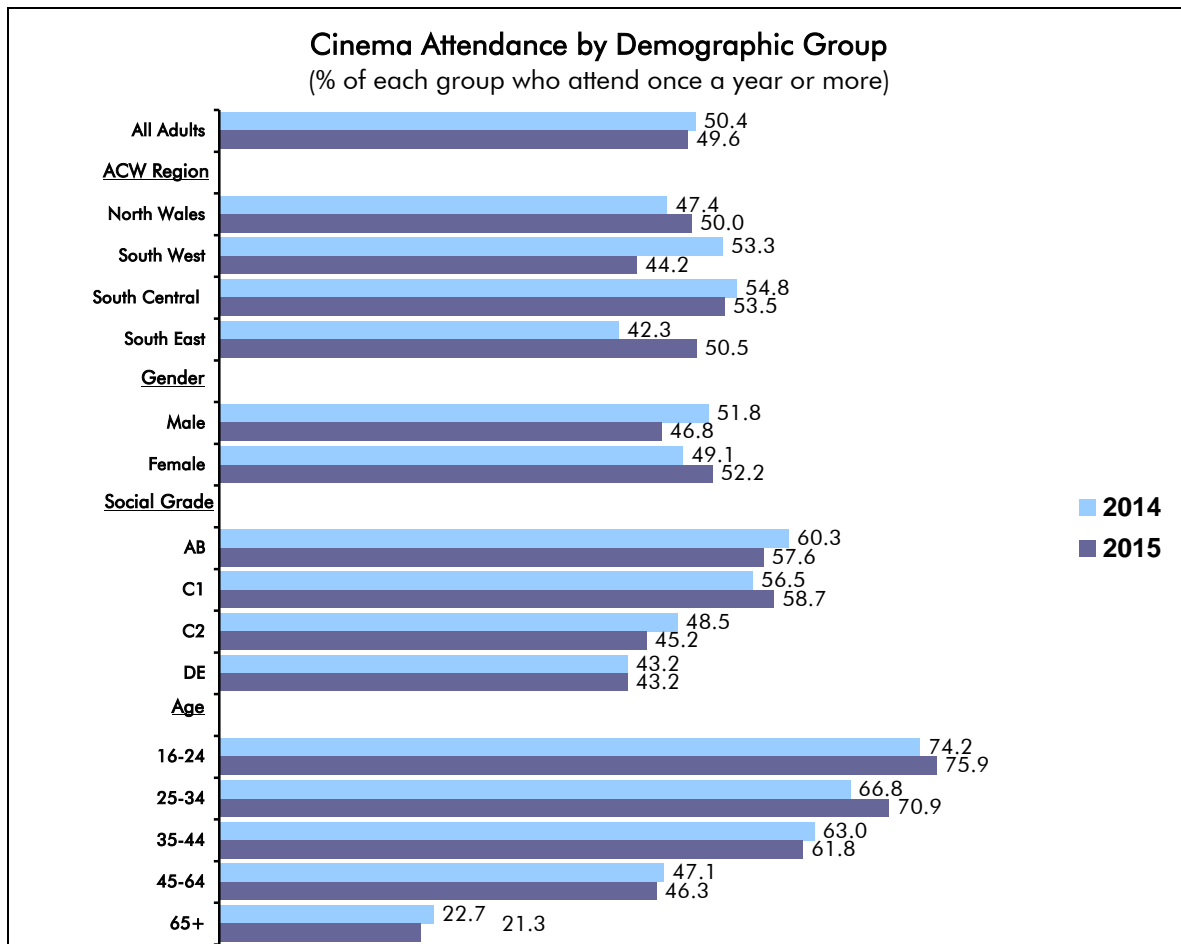
Appendix 1: Artform Analysis

5.1 Cinema - Attendance



Base: All Adults (at least 1,000 per wave)

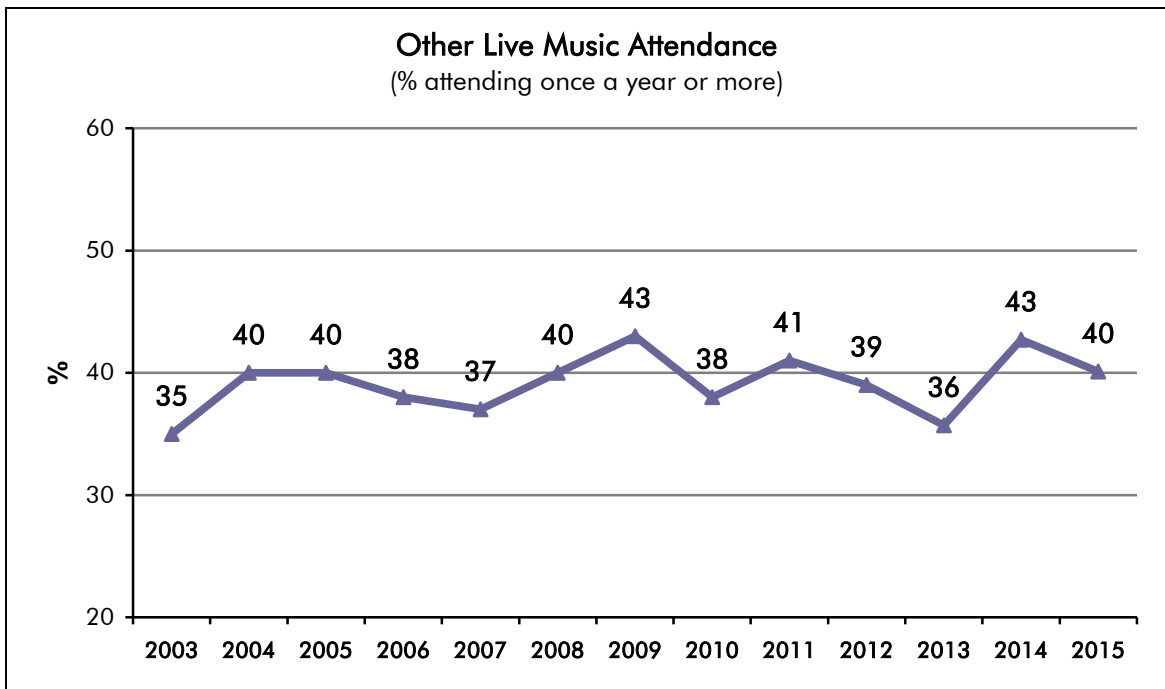
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

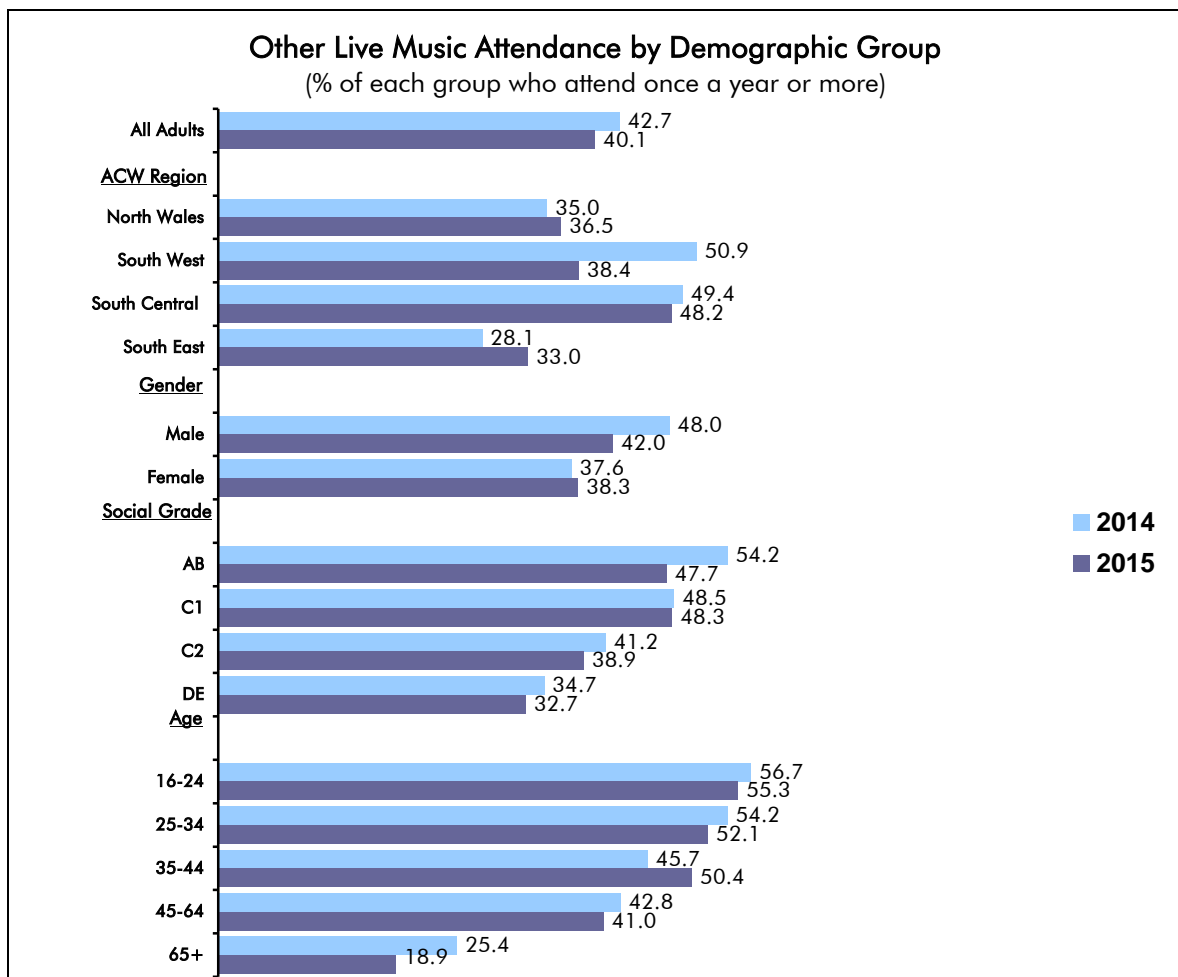
Source: Wales Omnibus survey

5.2 Other Live Music - Attendance



Base: All Adults (at least 1,000 per wave)

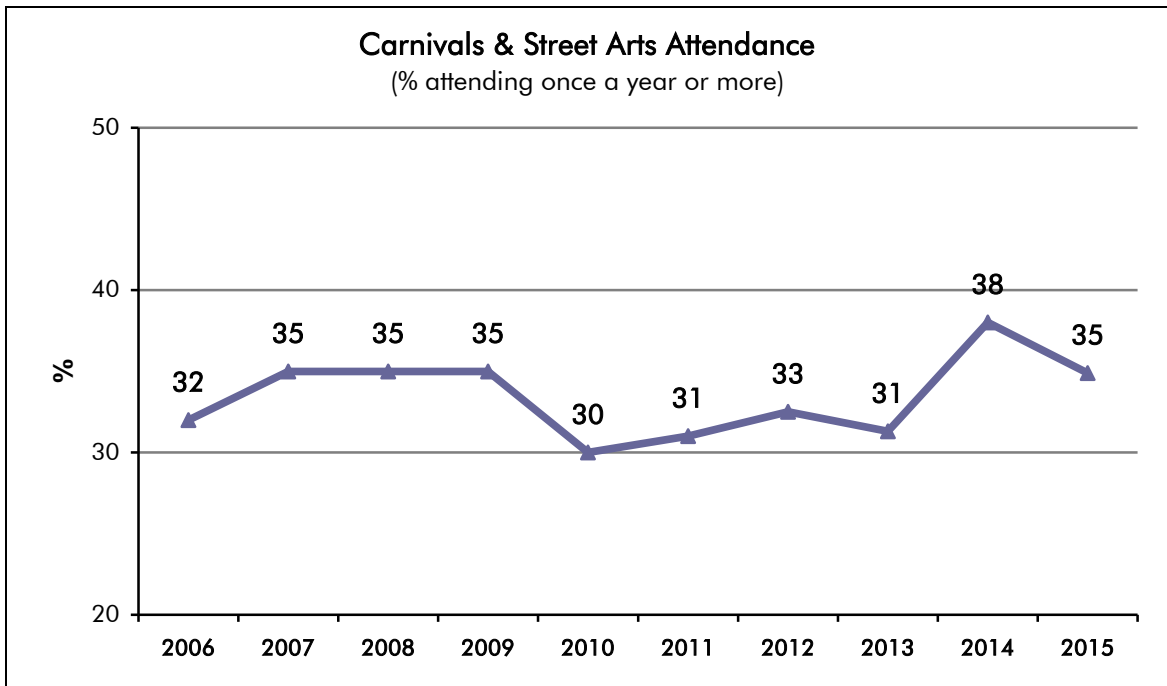
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

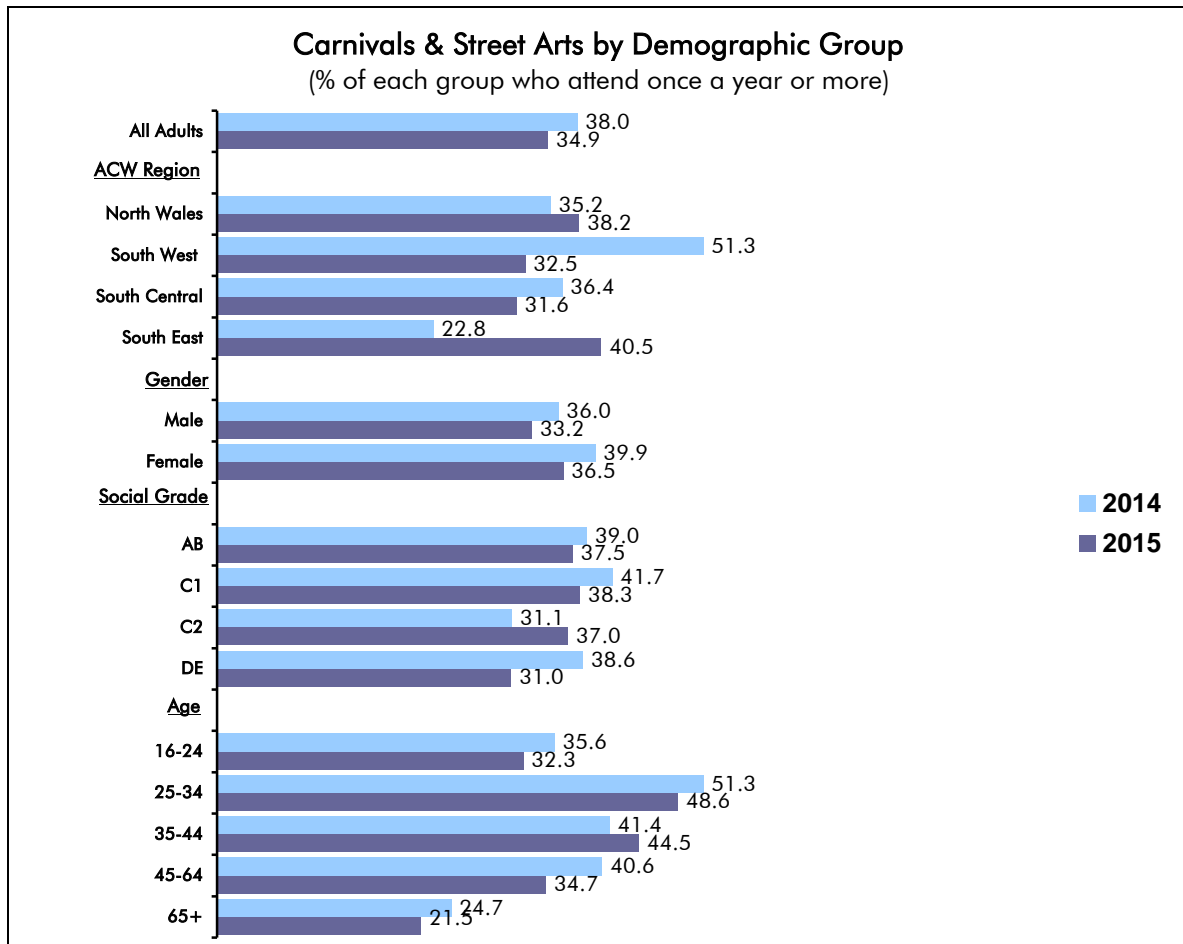
Source: Wales Omnibus survey

5.3 Carnivals and Street Arts - Attendance



Base: All Adults (at least 1,000 per wave)

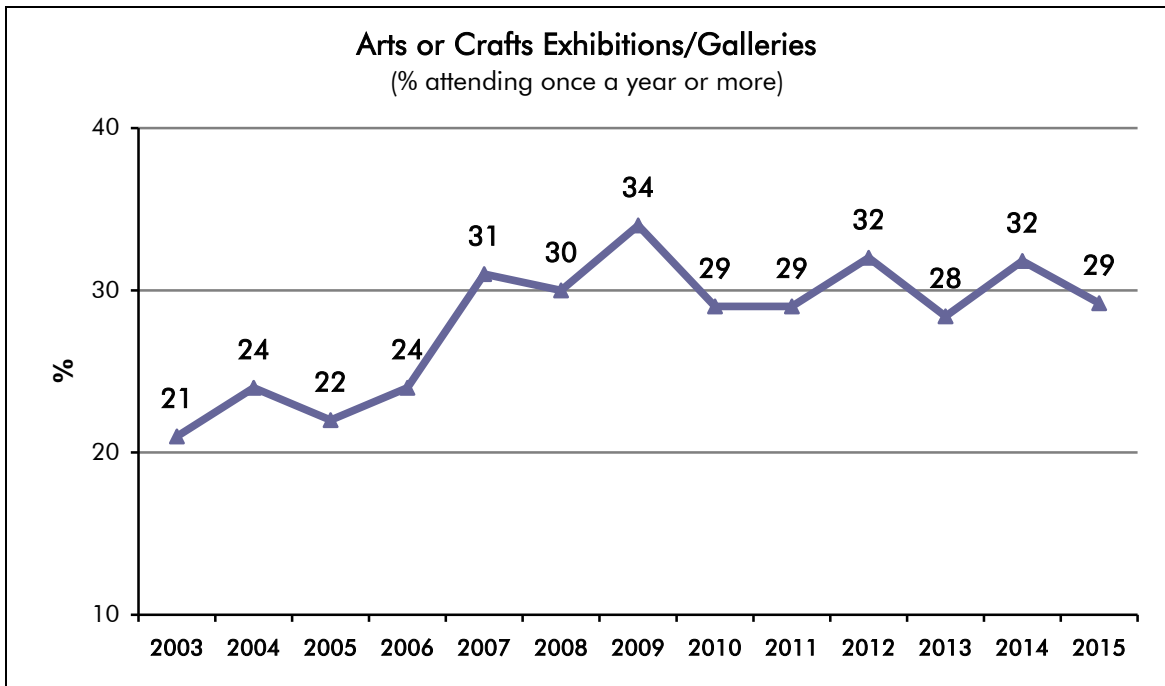
Source: Wales Omnibus survey 2006-2015



Base: All Adults (2014:1,003 2015:1,000)

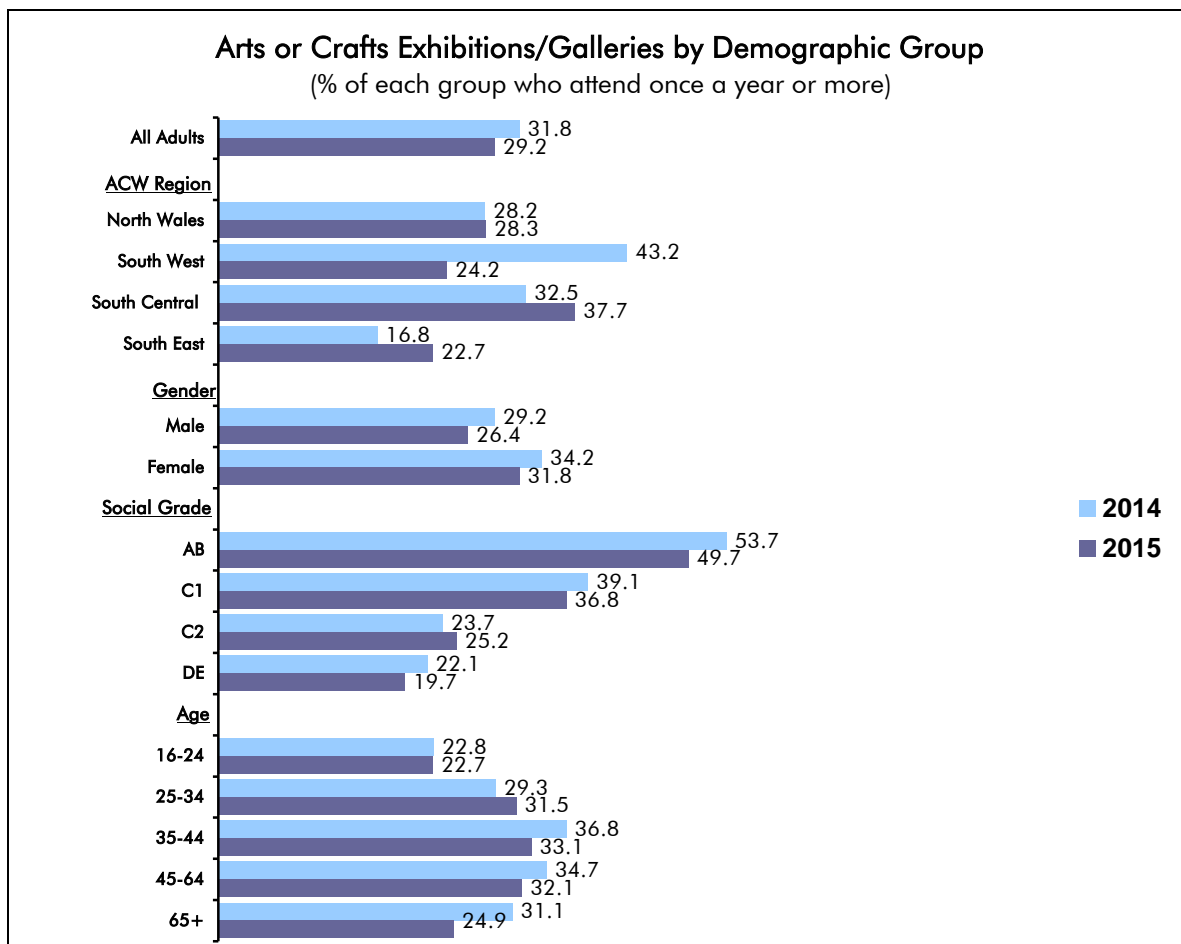
Source: Wales Omnibus survey

5.4 Arts or Crafts Exhibitions/Galleries - Attendance



Base: All Adults (at least 1,000 per wave)

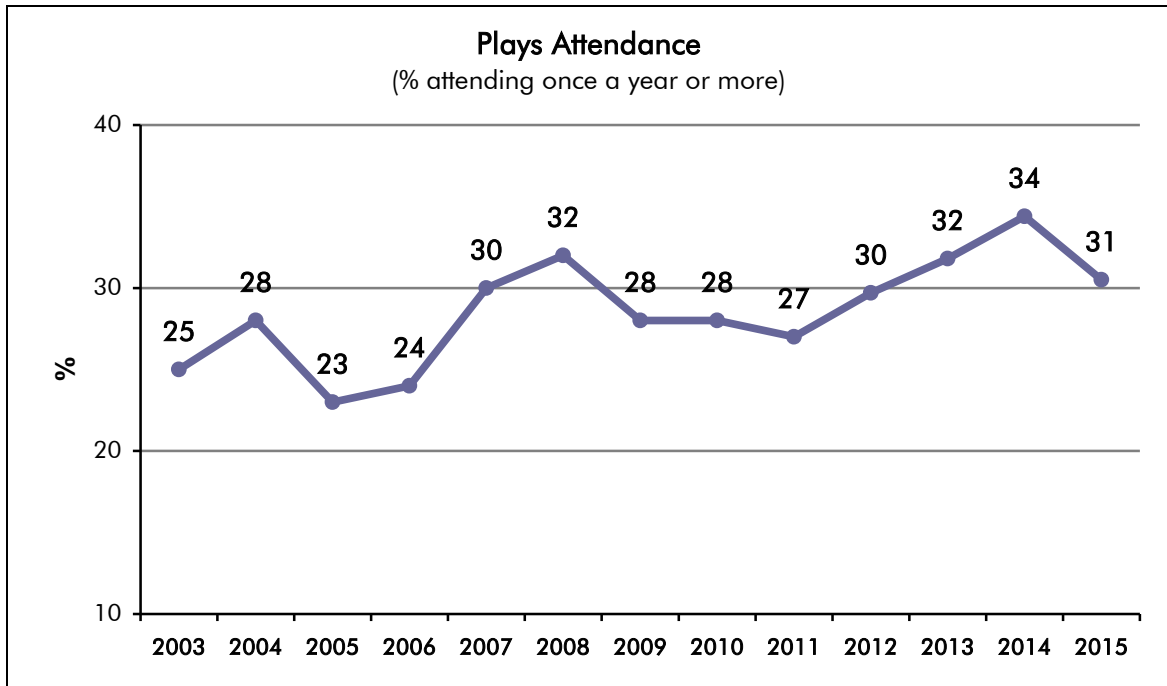
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

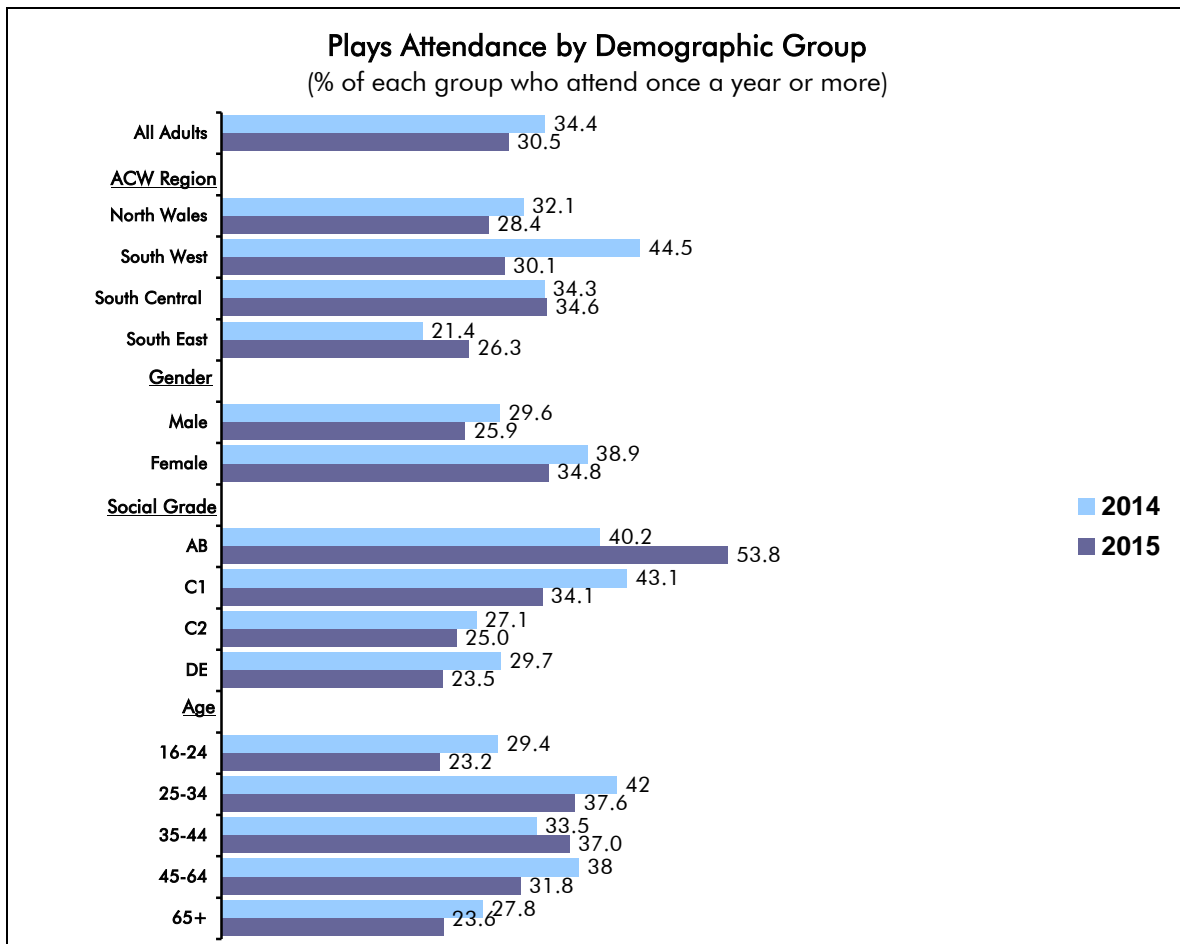
Source: Wales Omnibus survey

5.5 Plays - Attendance



Base: All Adults (at least 1,000 per wave)

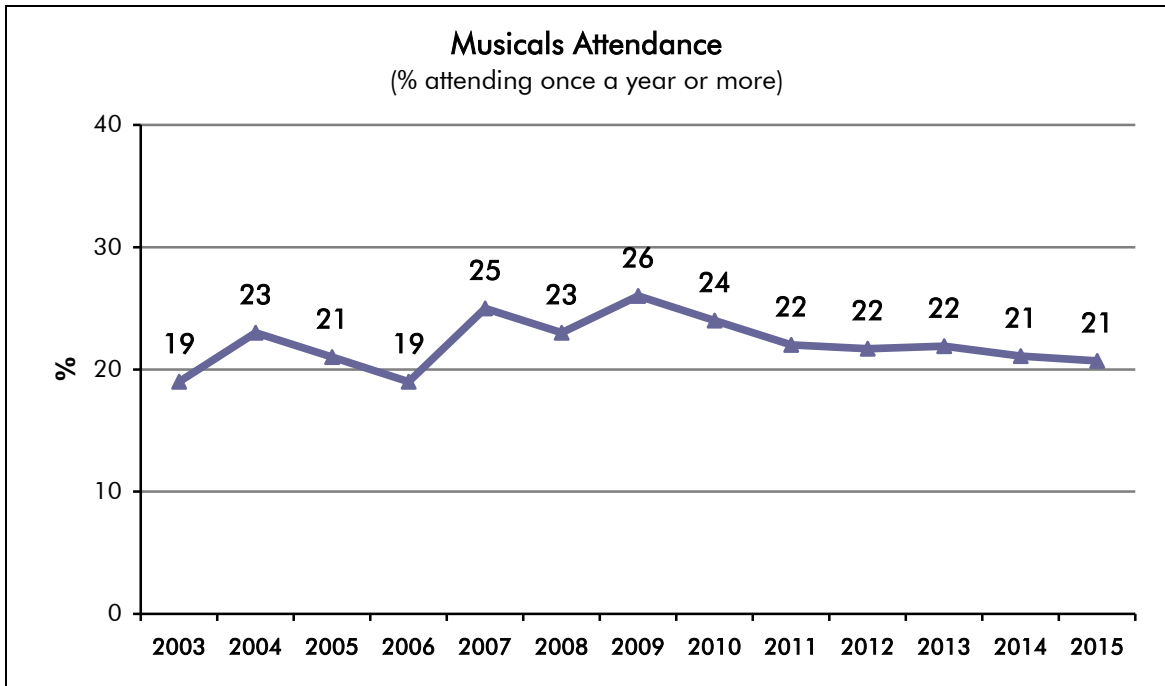
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

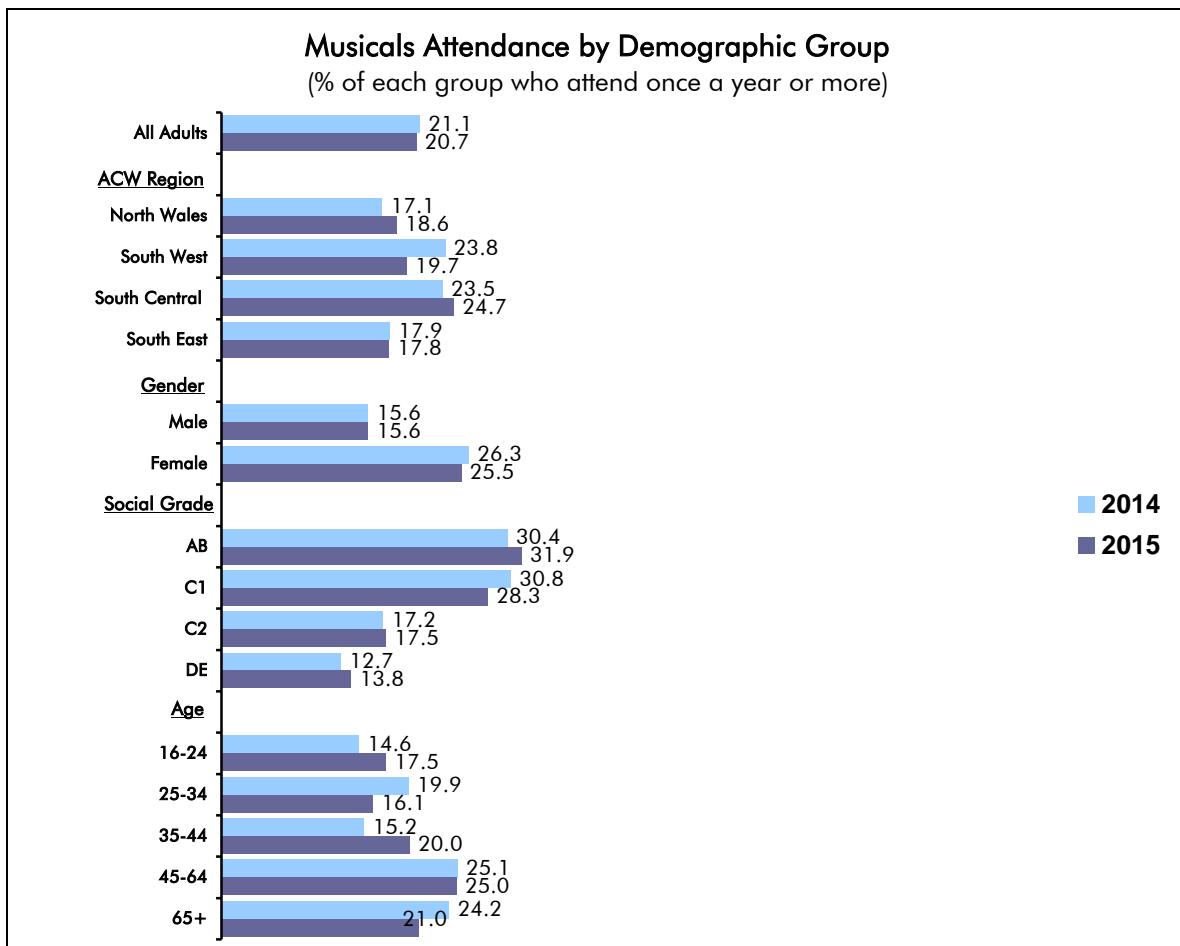
Source: Wales Omnibus survey

5.6 Musicals - Attendance



Base: All Adults (at least 1,000 per wave)

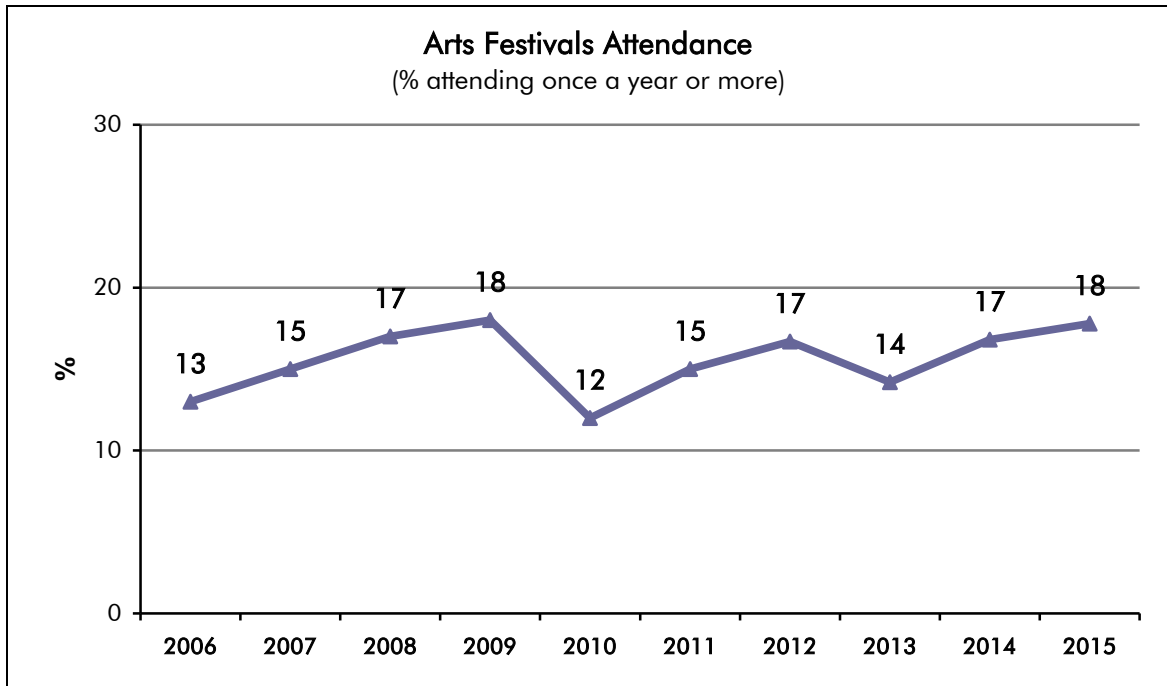
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

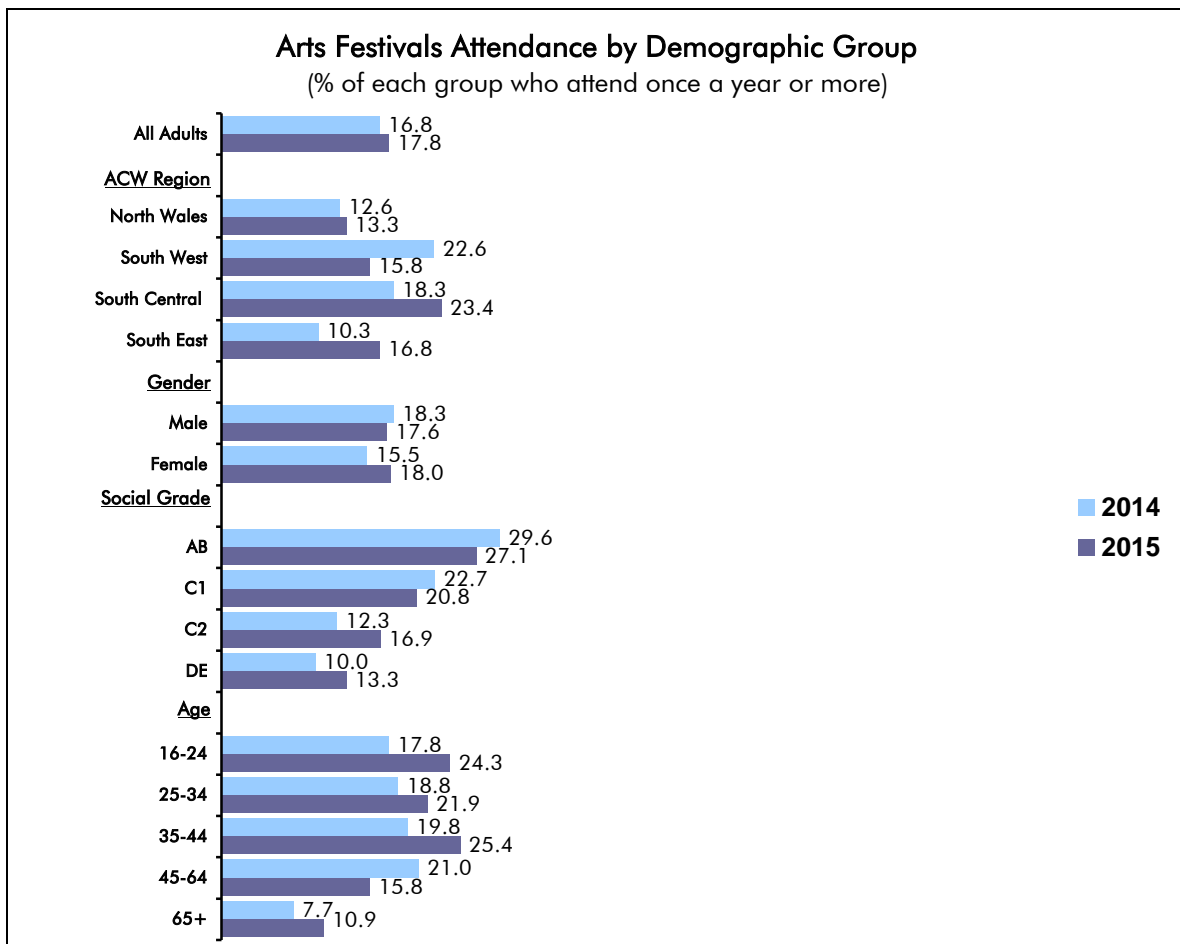
Source: Wales Omnibus survey

5.7 Arts Festivals - Attendance



Base: All Adults (at least 1,000 per wave)

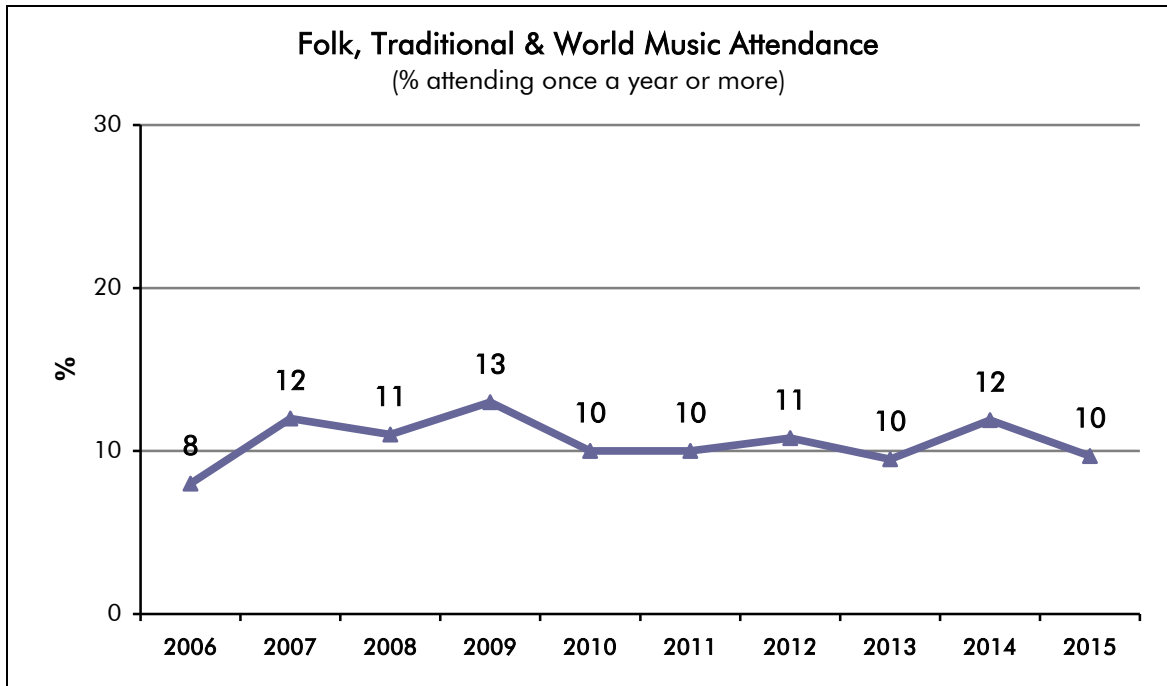
Source: Wales Omnibus survey 2006-2015



Base: All Adults (2014:1,003 2015:1,000)

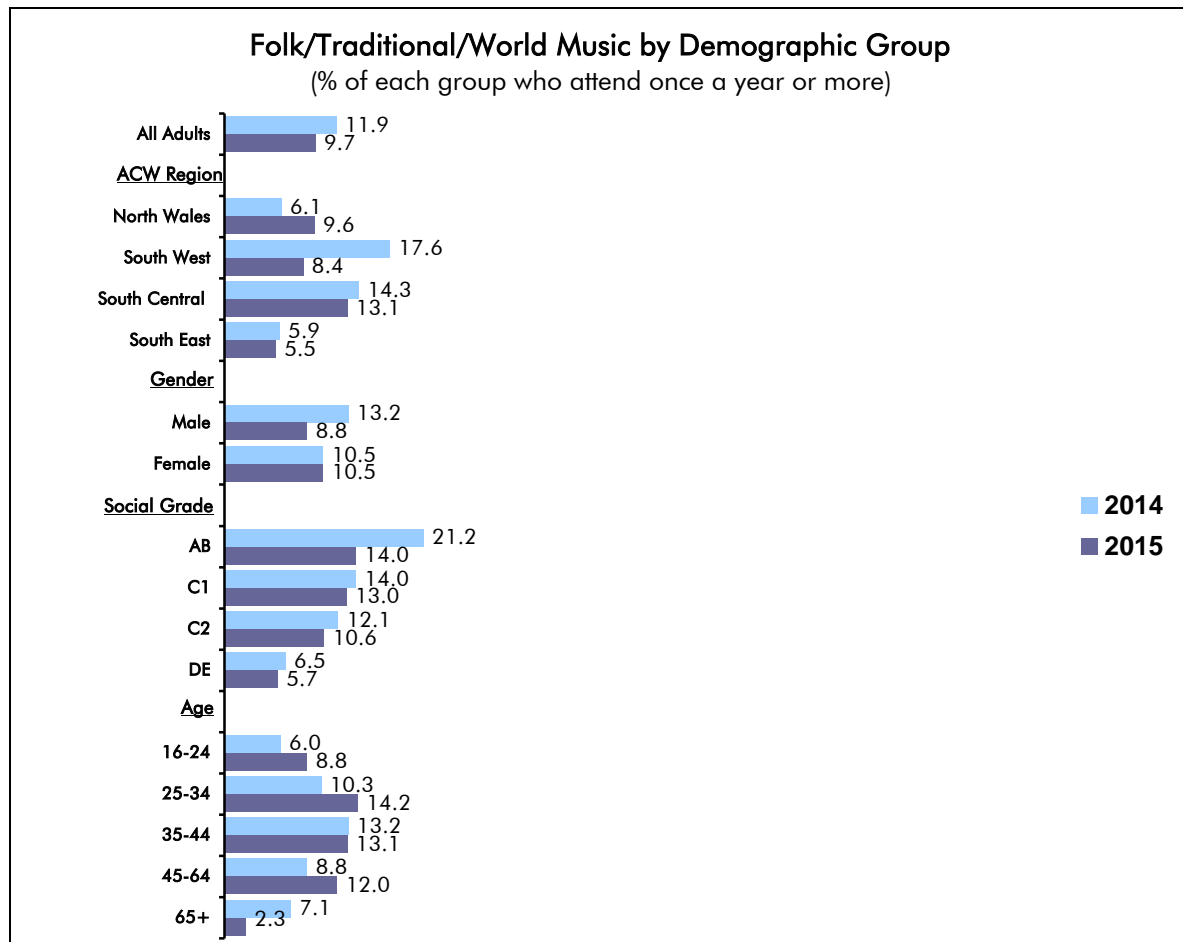
Source: Wales Omnibus survey

5.8 Folk, Traditional, World Music - Attendance



Base: All Adults (at least 1,000 per wave)

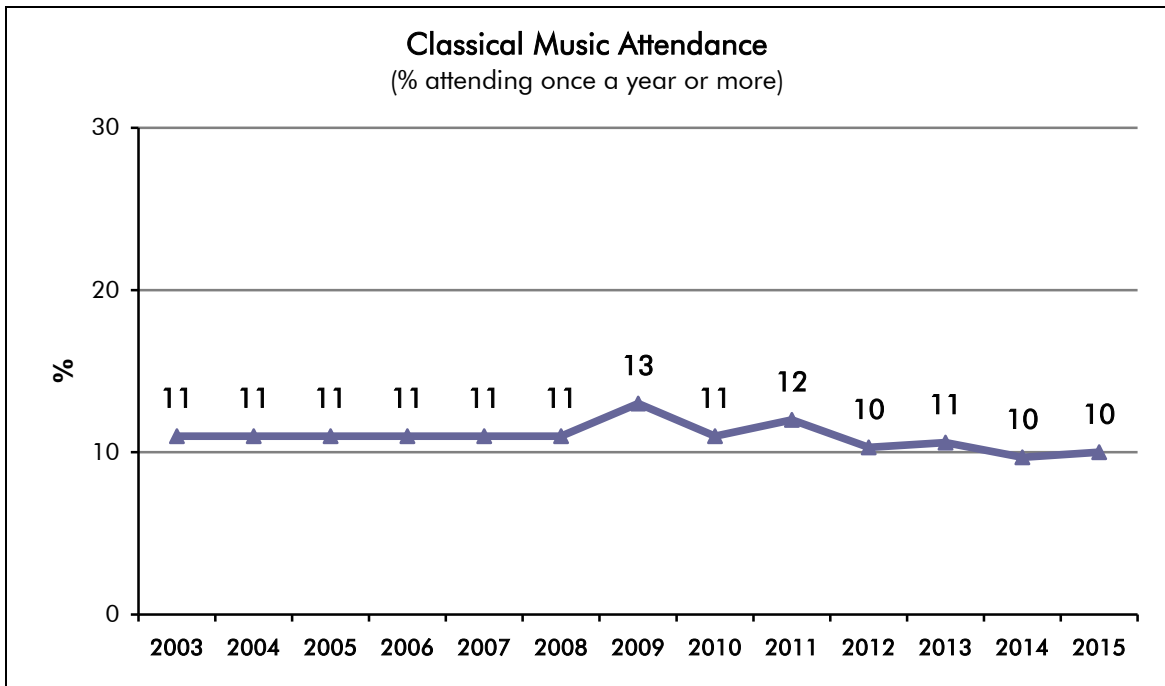
Source: Wales Omnibus survey 2006-2015



Base: All Adults (2014:1,003 2015:1,000)

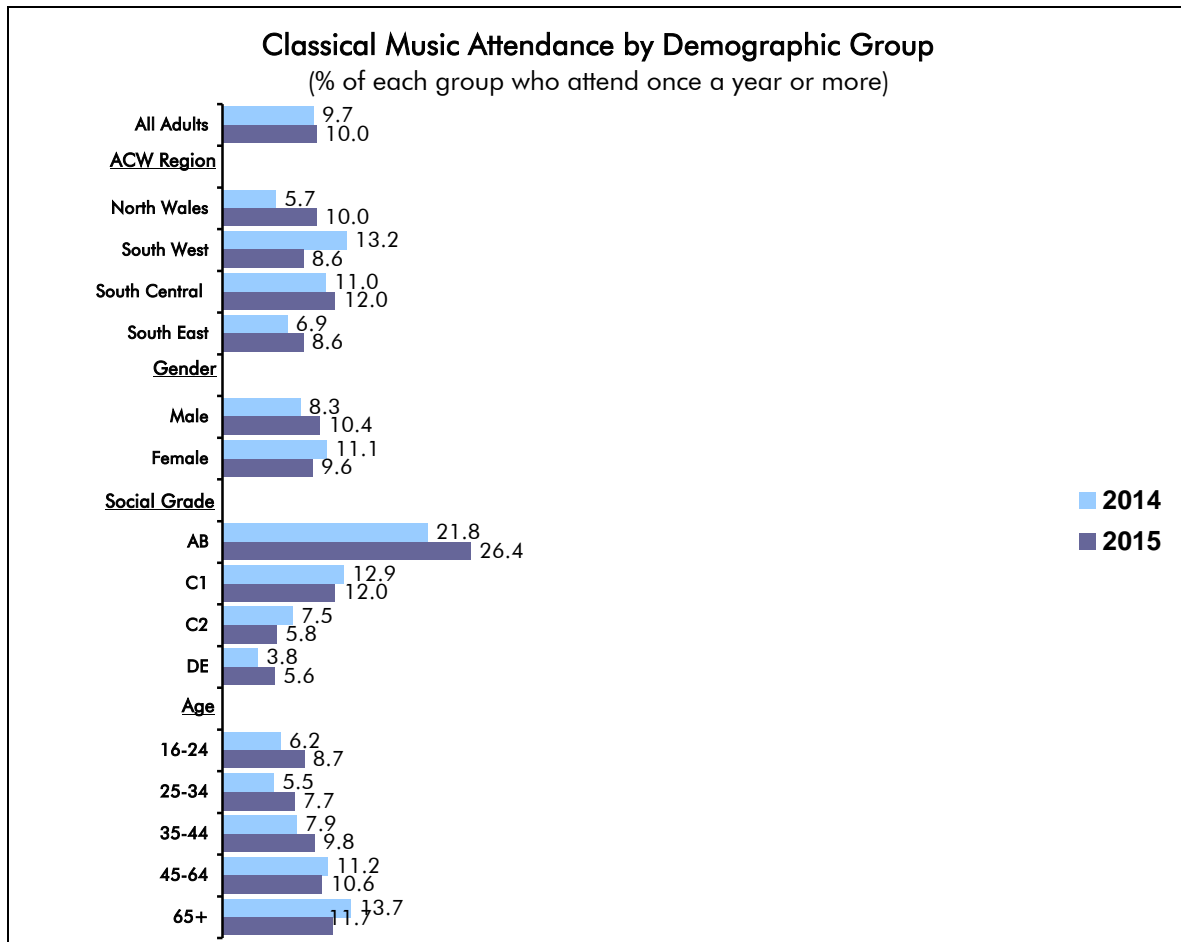
Source: Wales Omnibus survey

5.9 Classical Music- Attendance



Base: All Adults (at least 1,000 per wave)

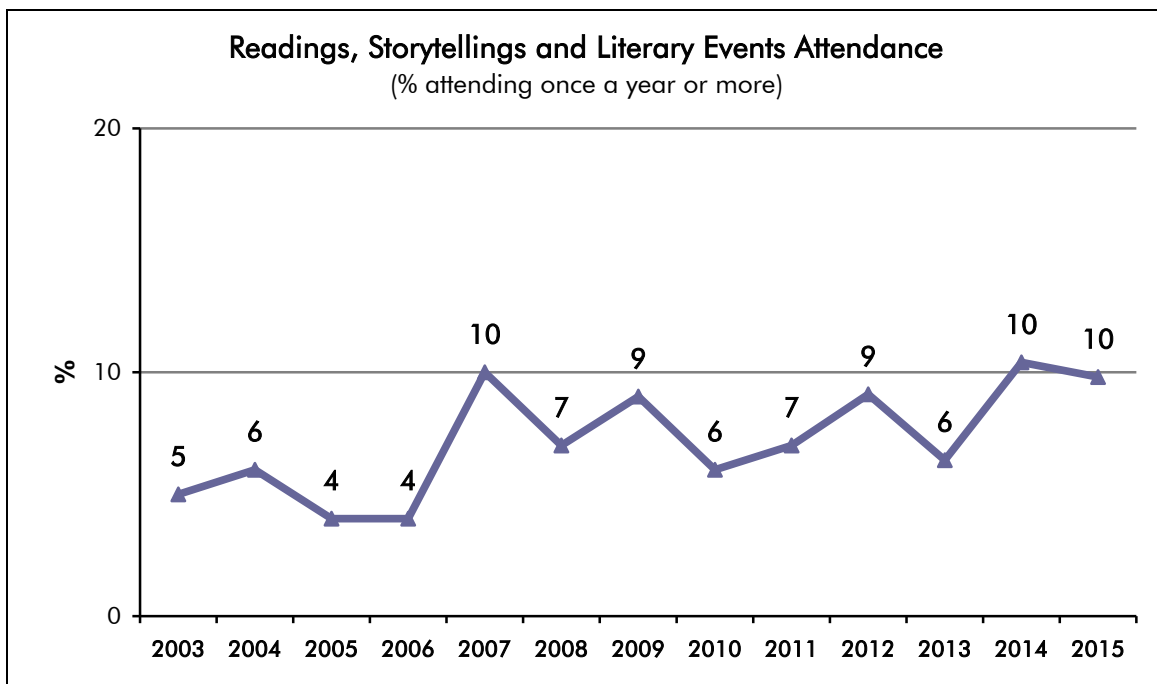
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

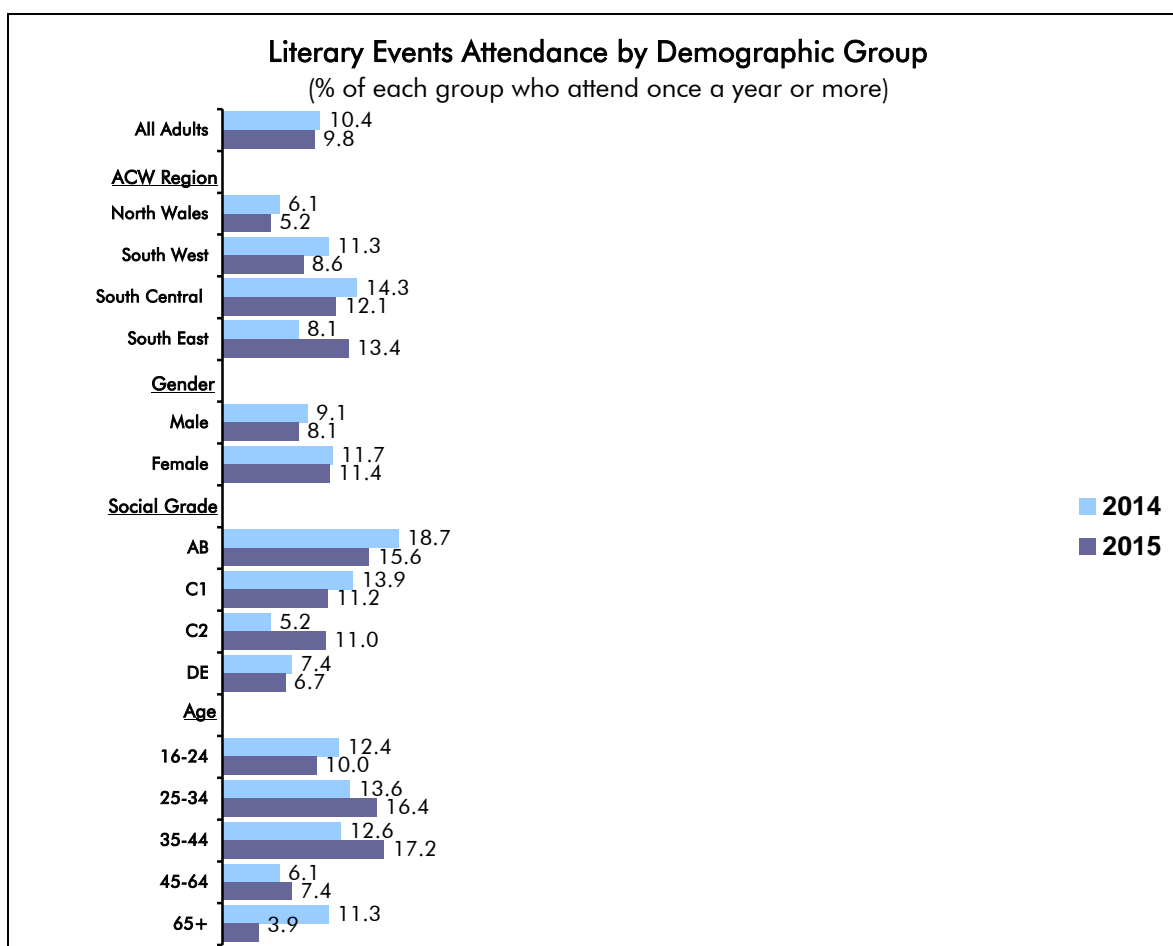
Source: Wales Omnibus survey

5.10 Literary Events - Attendance



Base: All Adults (at least 1,000 per wave)

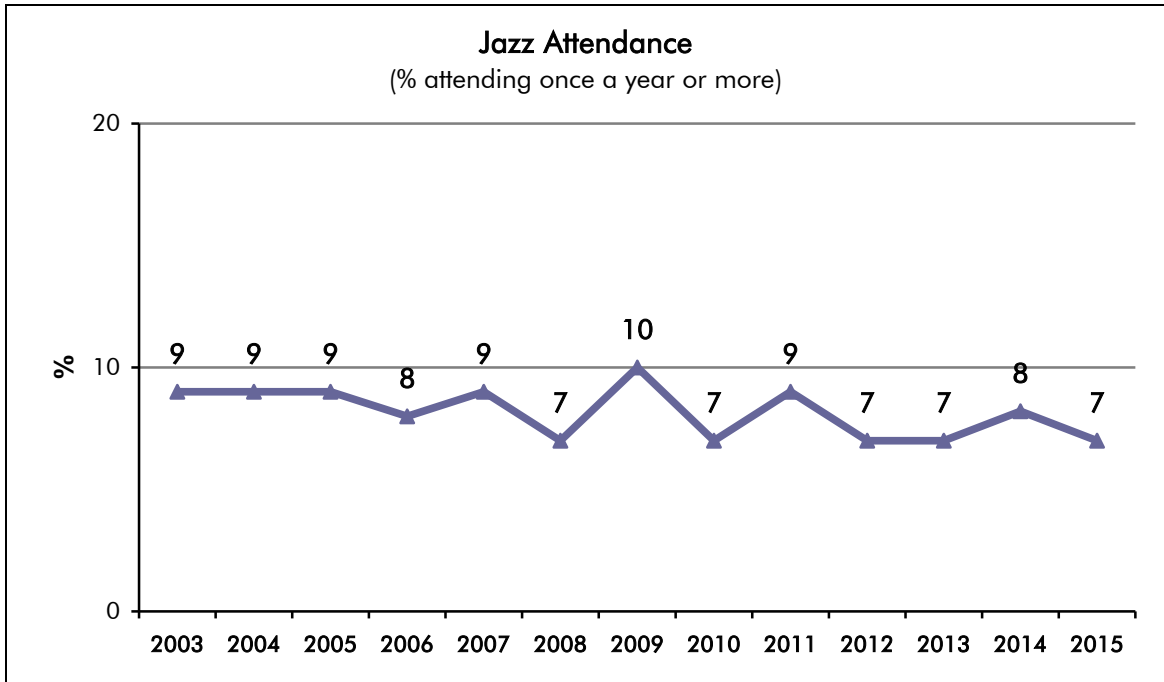
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

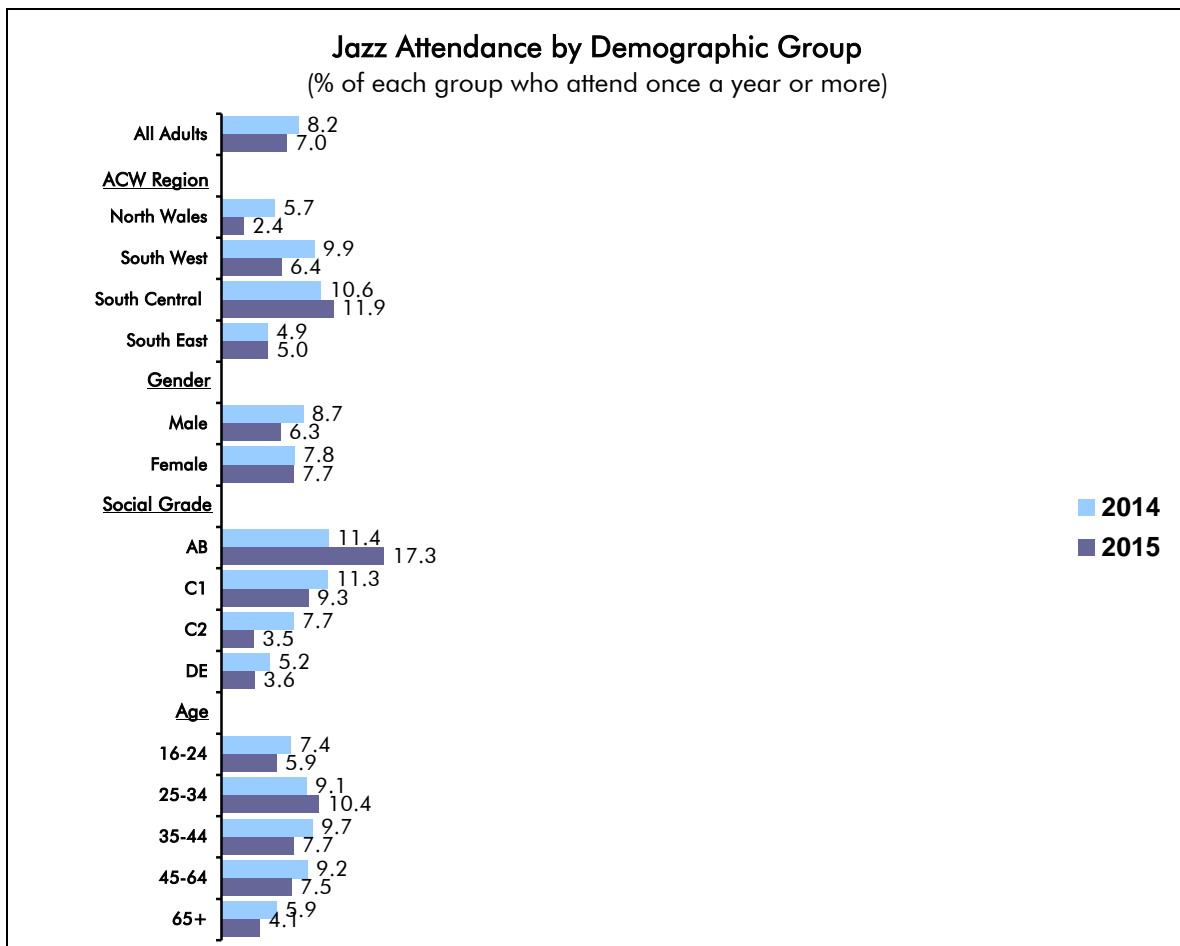
Source: Wales Omnibus survey

5.11 Jazz - Attendance



Base: All Adults (at least 1,000 per wave)

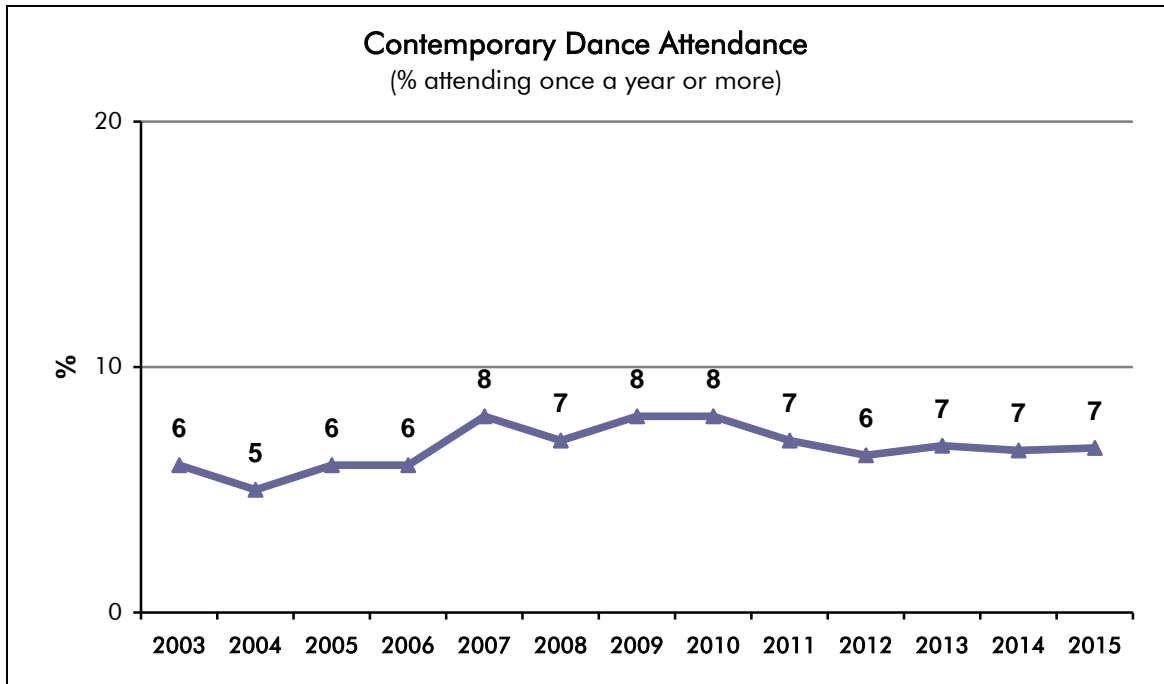
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

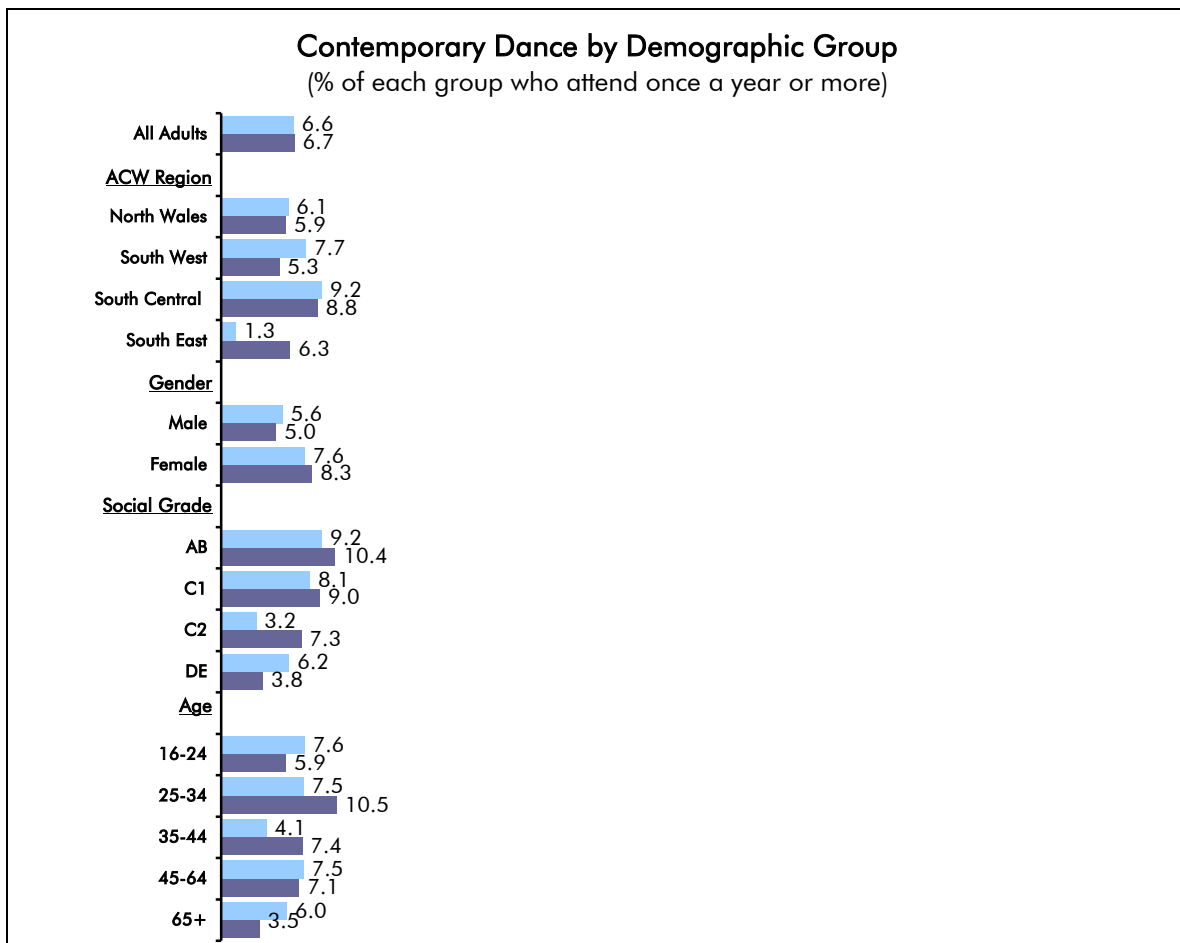
Source: Wales Omnibus survey

5.12 Contemporary Dance - Attendance



Base: All Adults (at least 1,000 per wave)

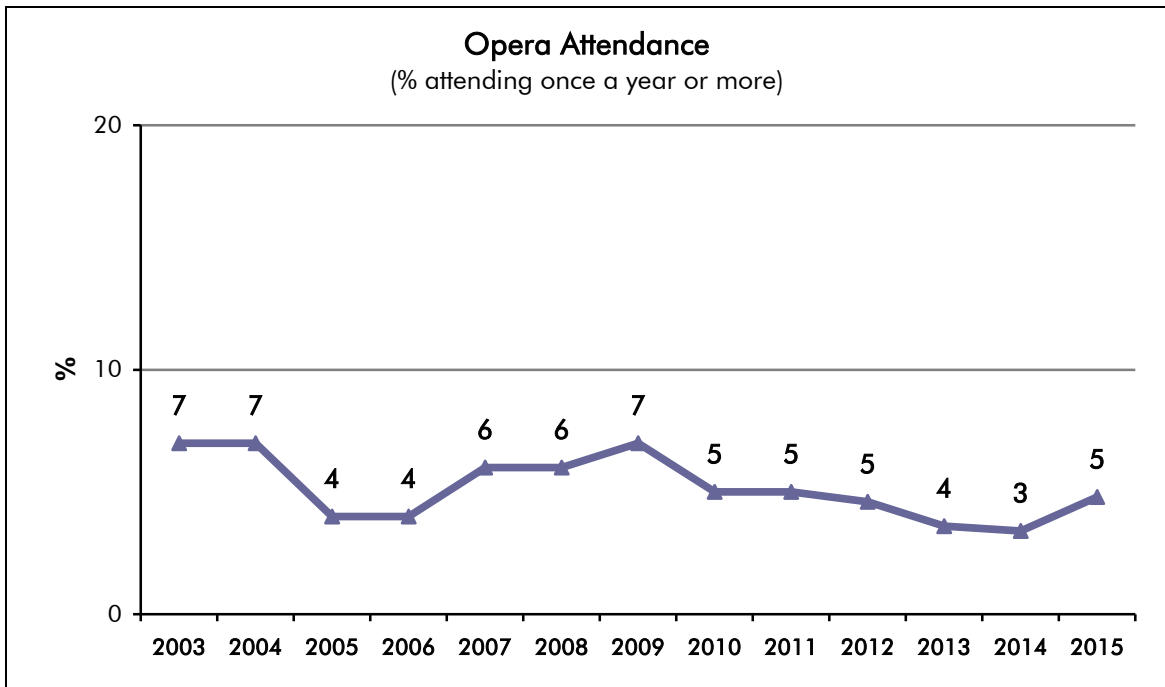
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

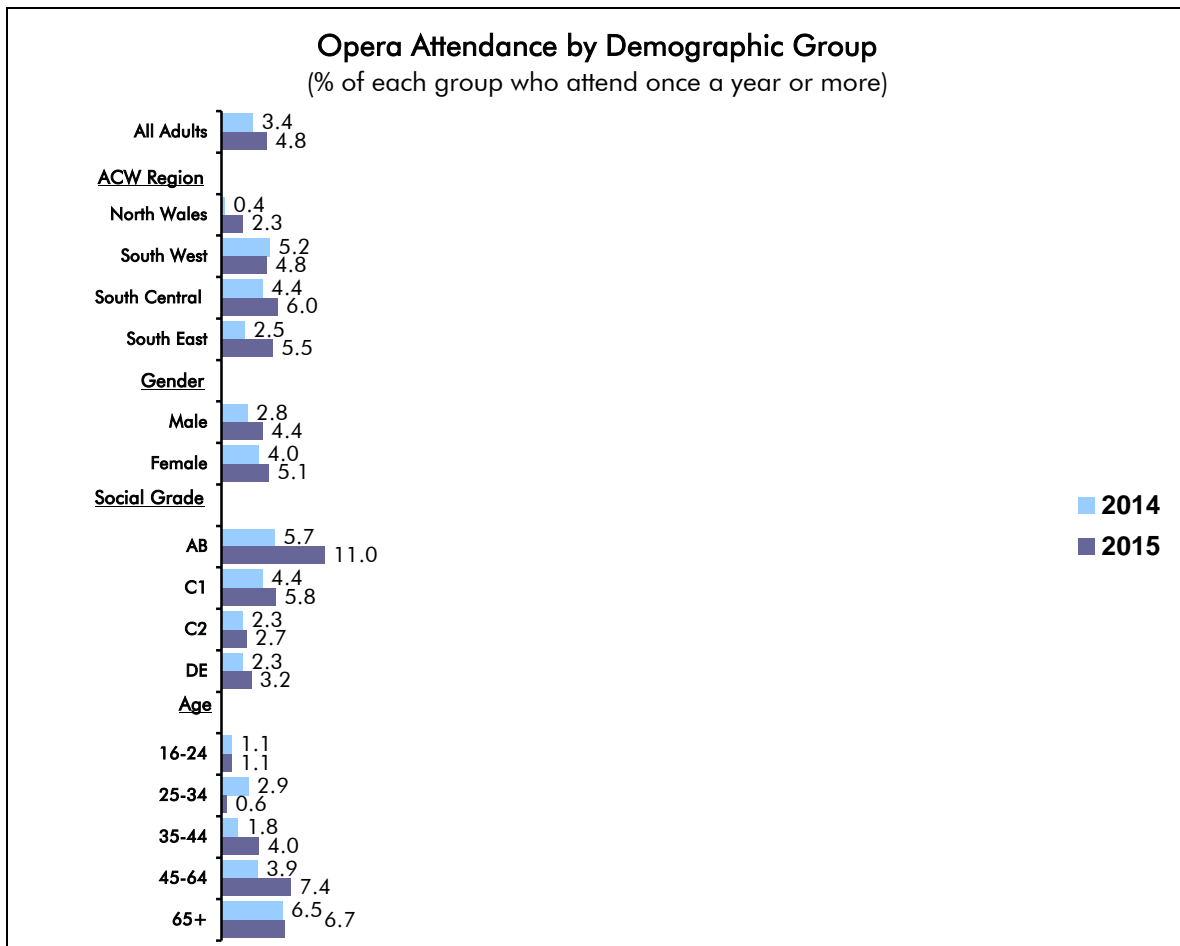
Source: Wales Omnibus survey

5.13 Opera - Attendance



Base: All Adults (at least 1,000 per wave)

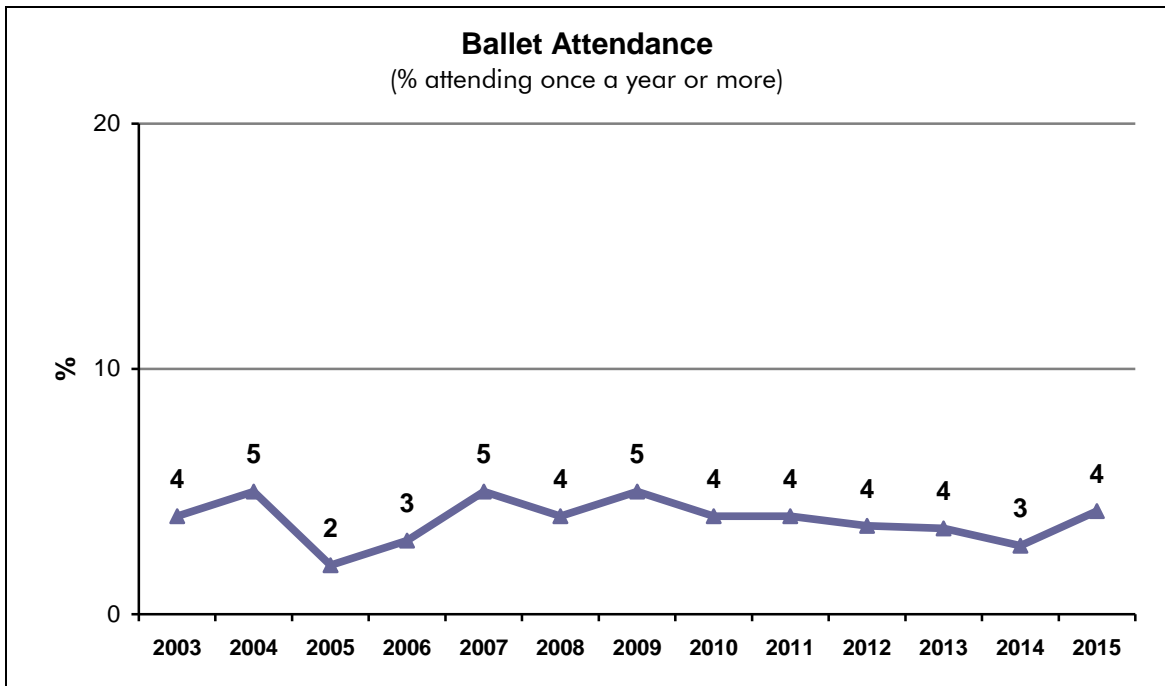
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

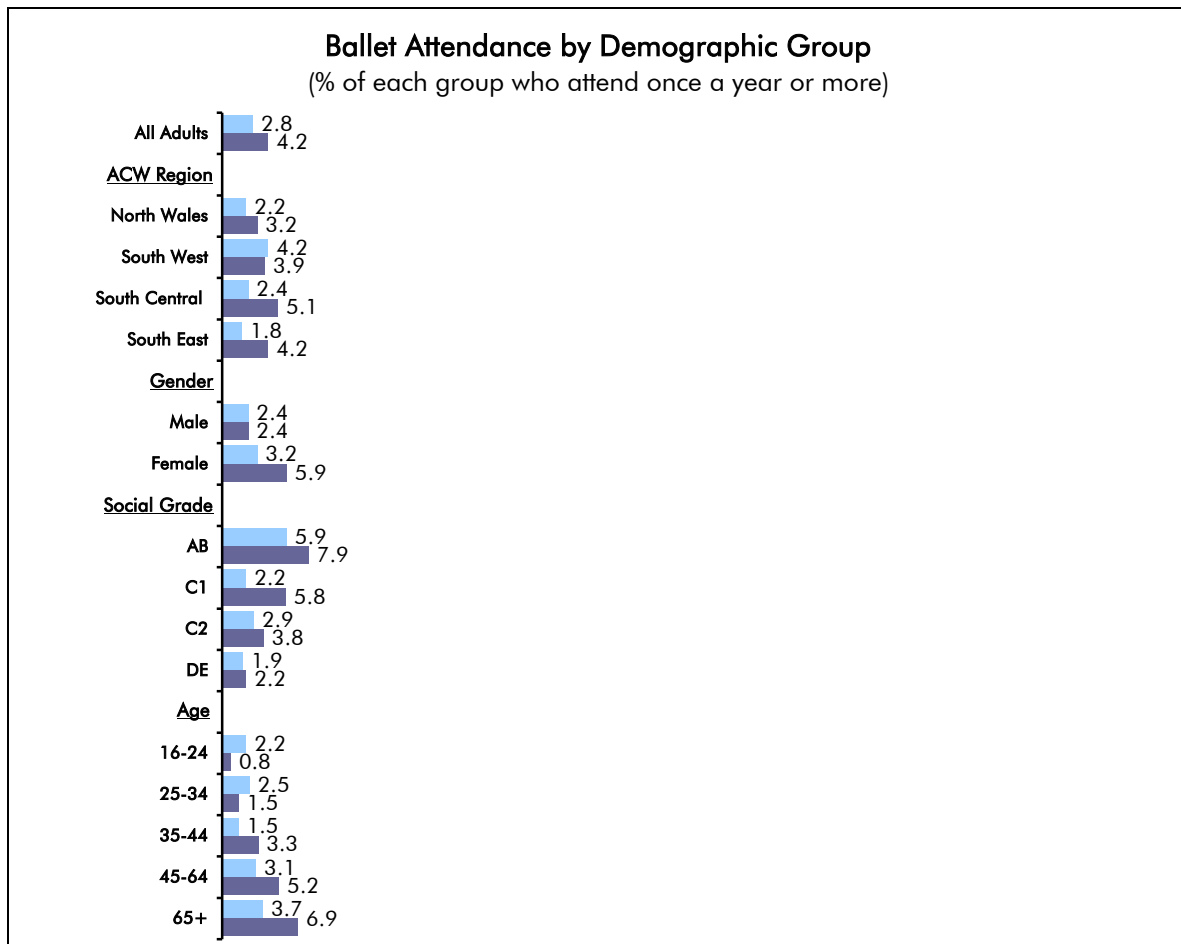
Source: Wales Omnibus survey

5.14 Ballet - Attendance



Base: All Adults (at least 1,000 per wave)

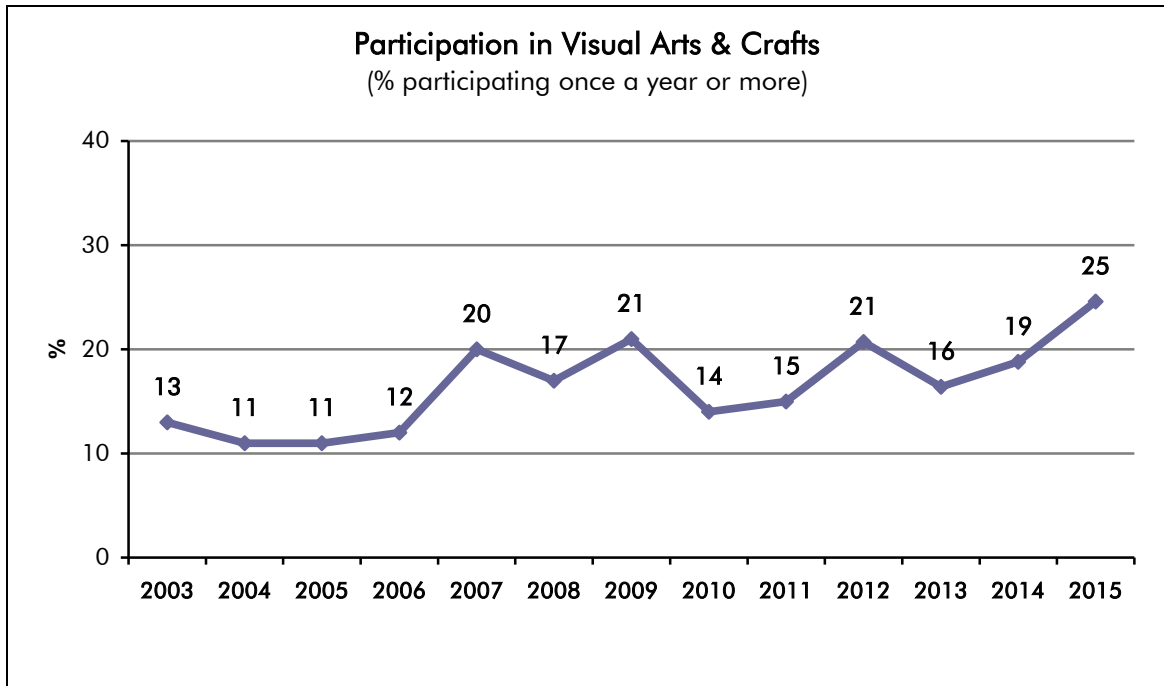
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

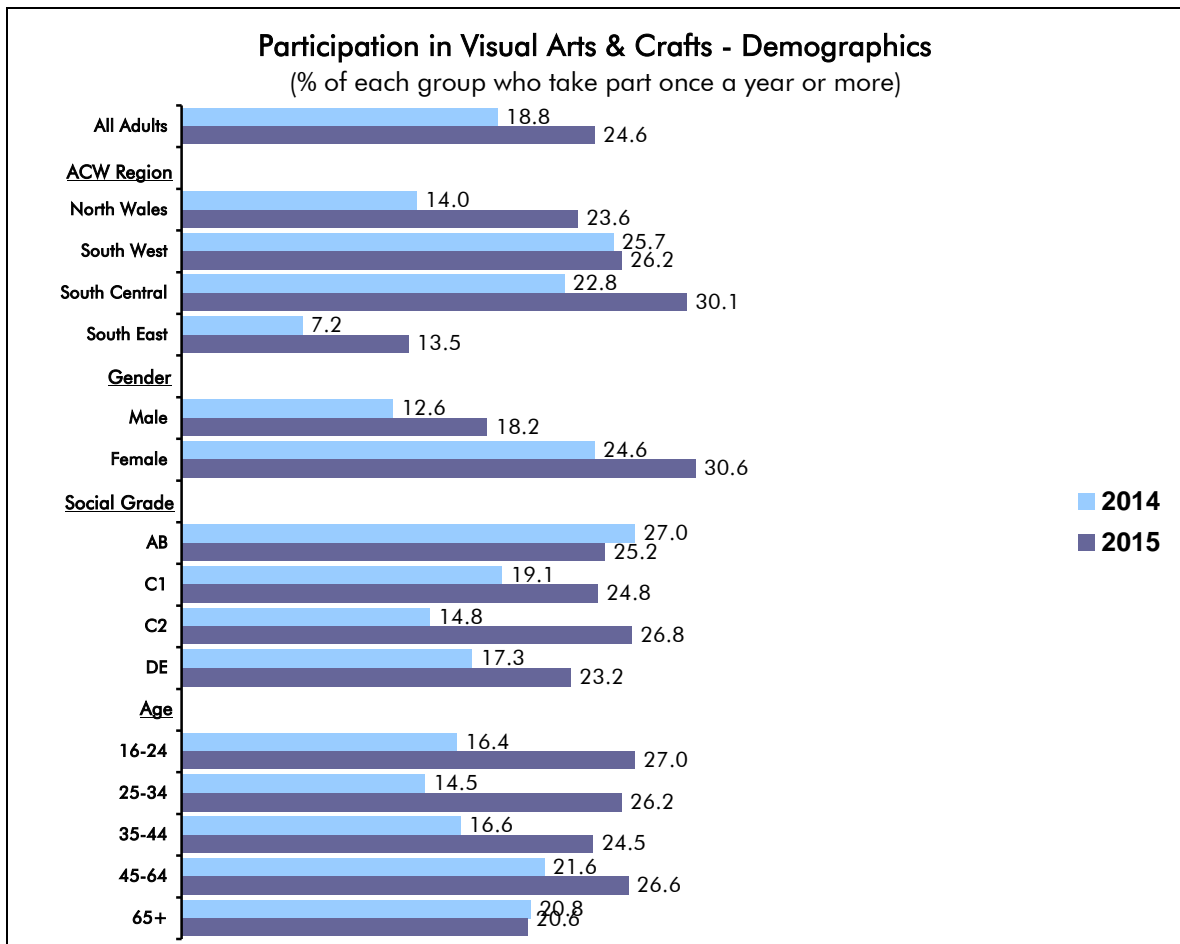
Source: Wales Omnibus survey

5.15 Visual Arts and Crafts - Participation



Base: All Adults (at least 1,000 per wave)

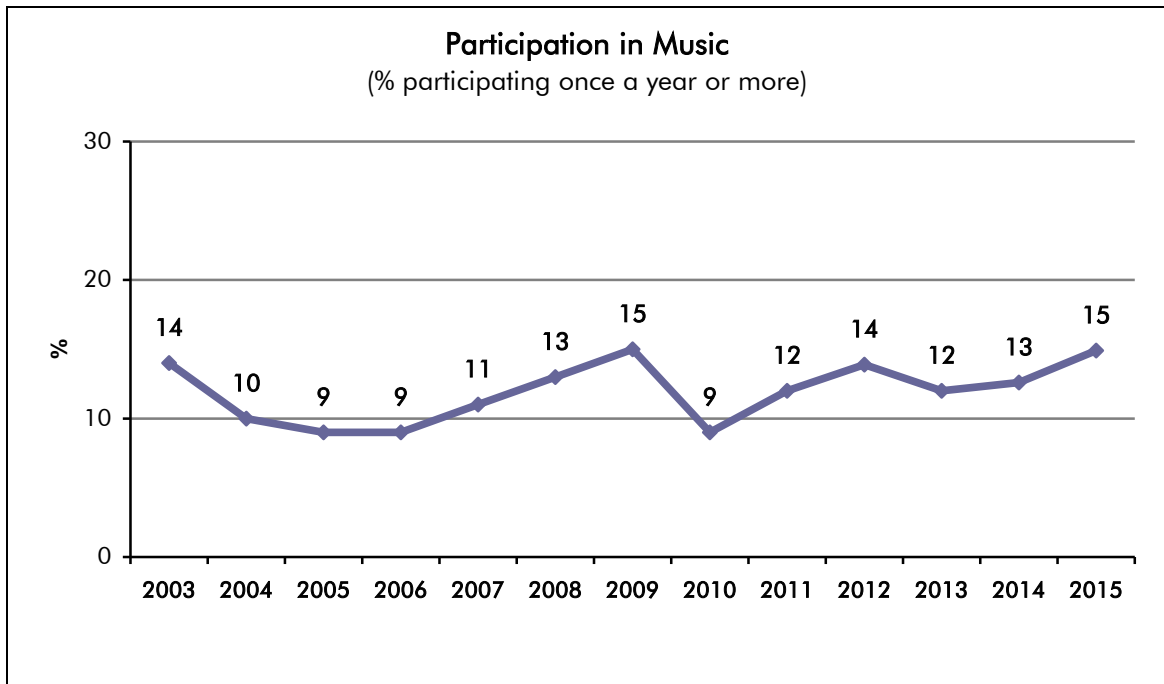
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

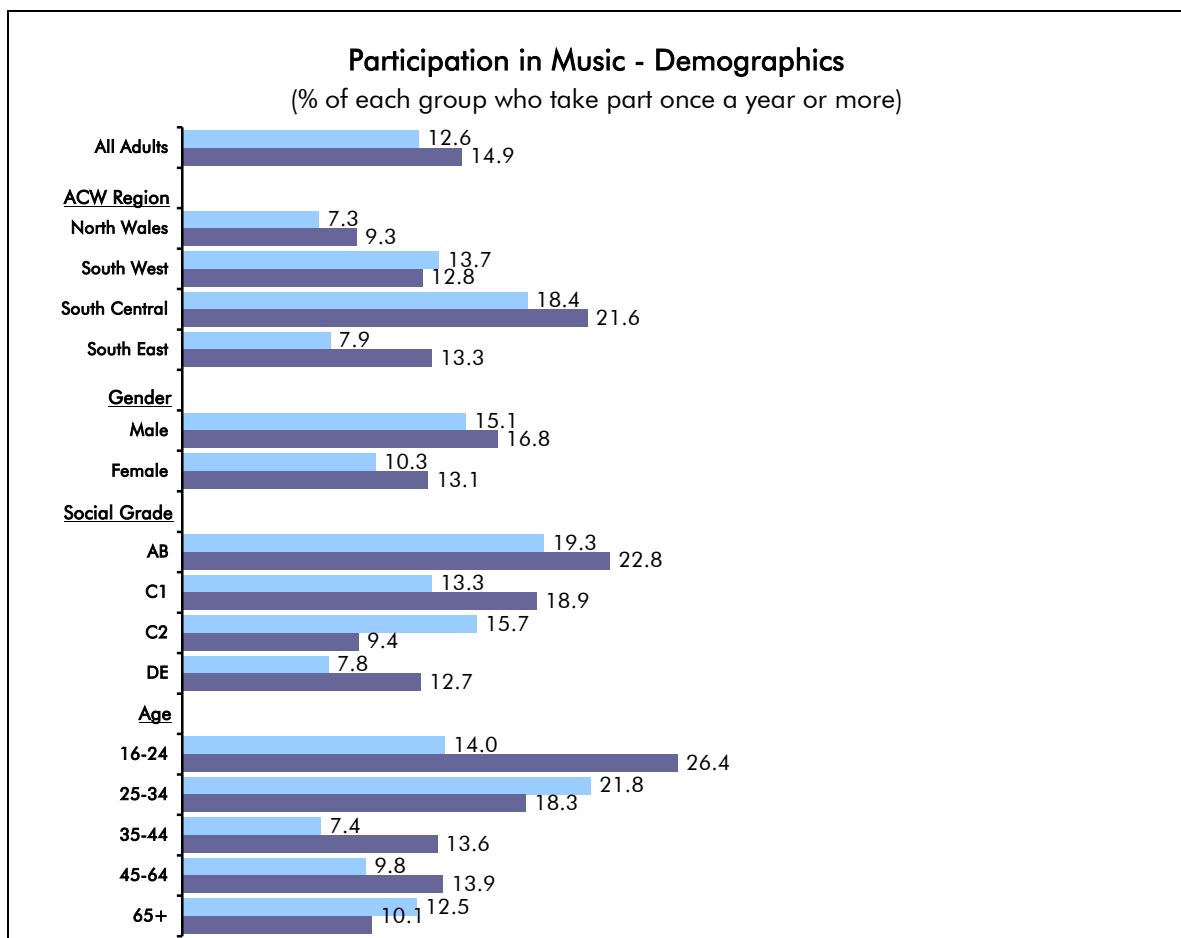
Source: Wales Omnibus survey

5.16 Music - Participation



Base: All Adults (at least 1,000 per wave)

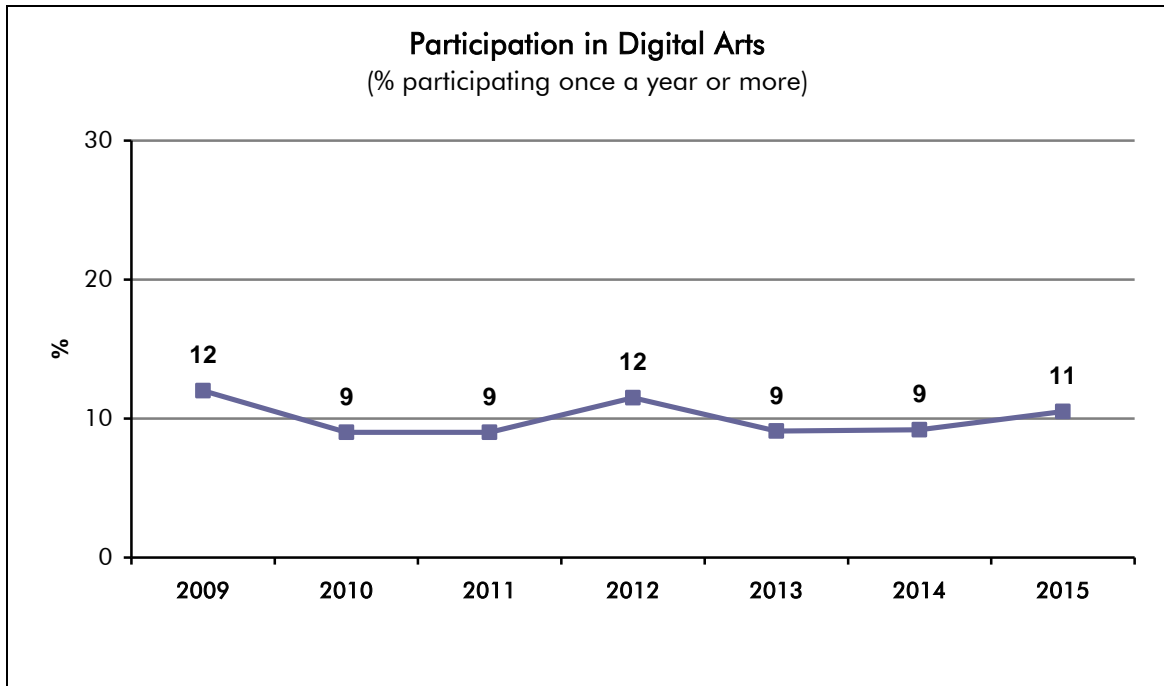
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

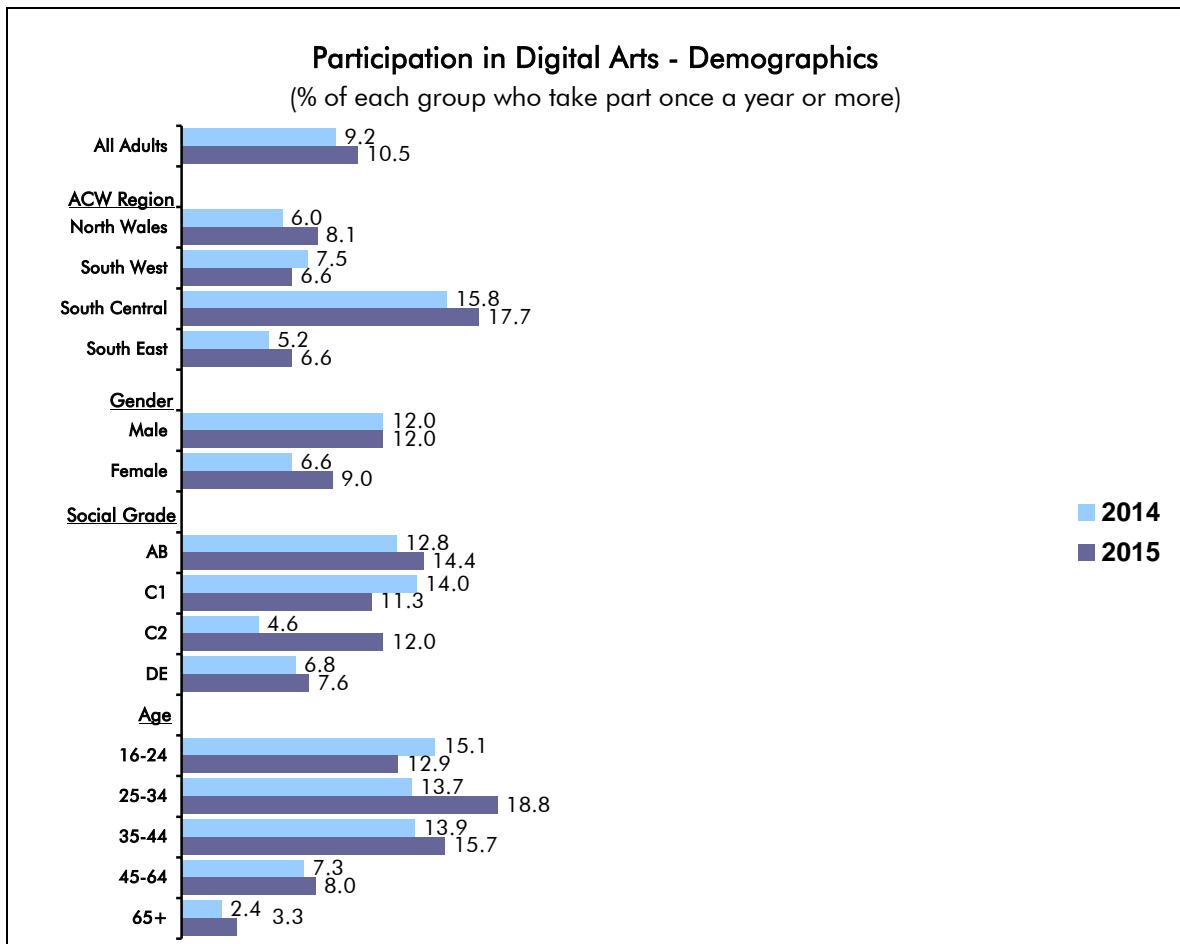
Source: Wales Omnibus survey

5.17 Digital Arts - Participation



Base: All Adults (at least 1,000 per wave)

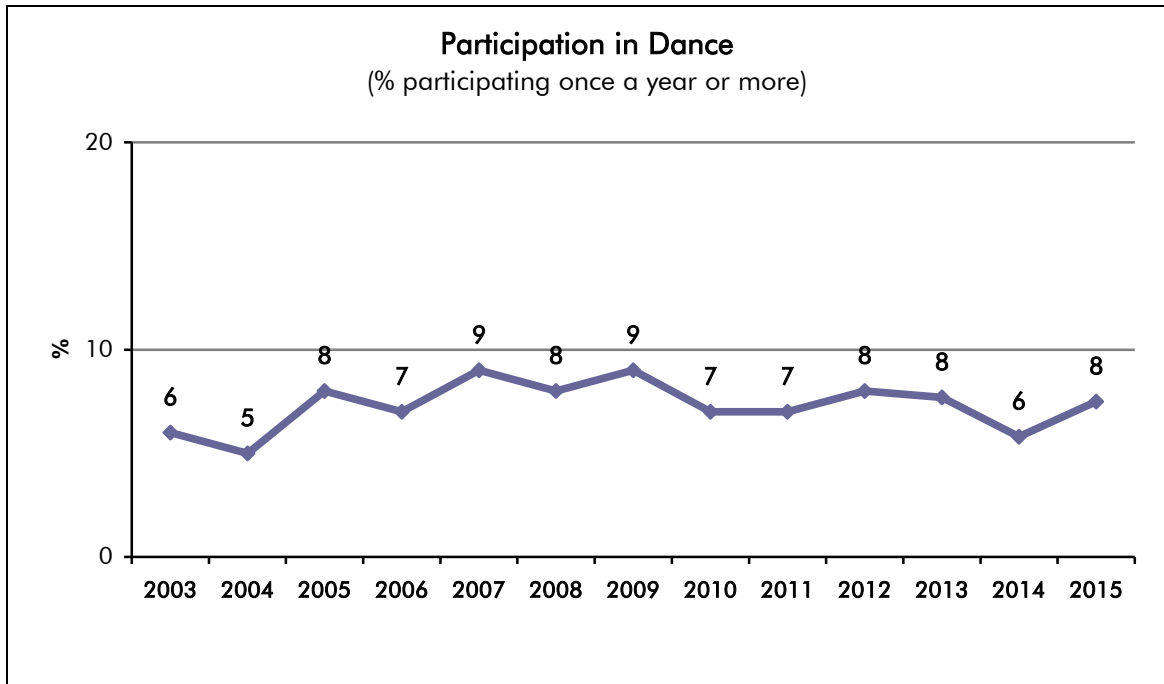
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

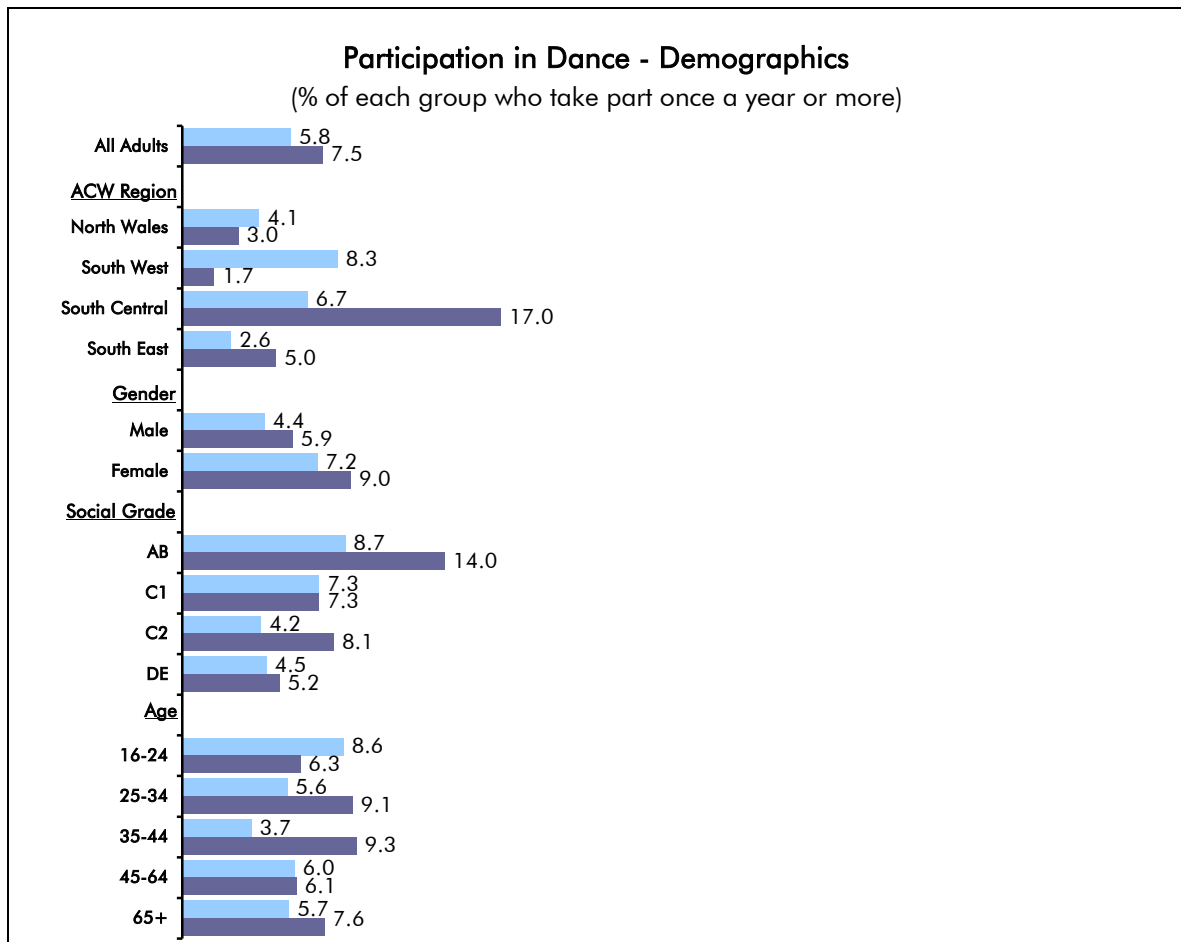
Source: Wales Omnibus survey

5.18 Dance - Participation



Base: All Adults (at least 1,000 per wave)

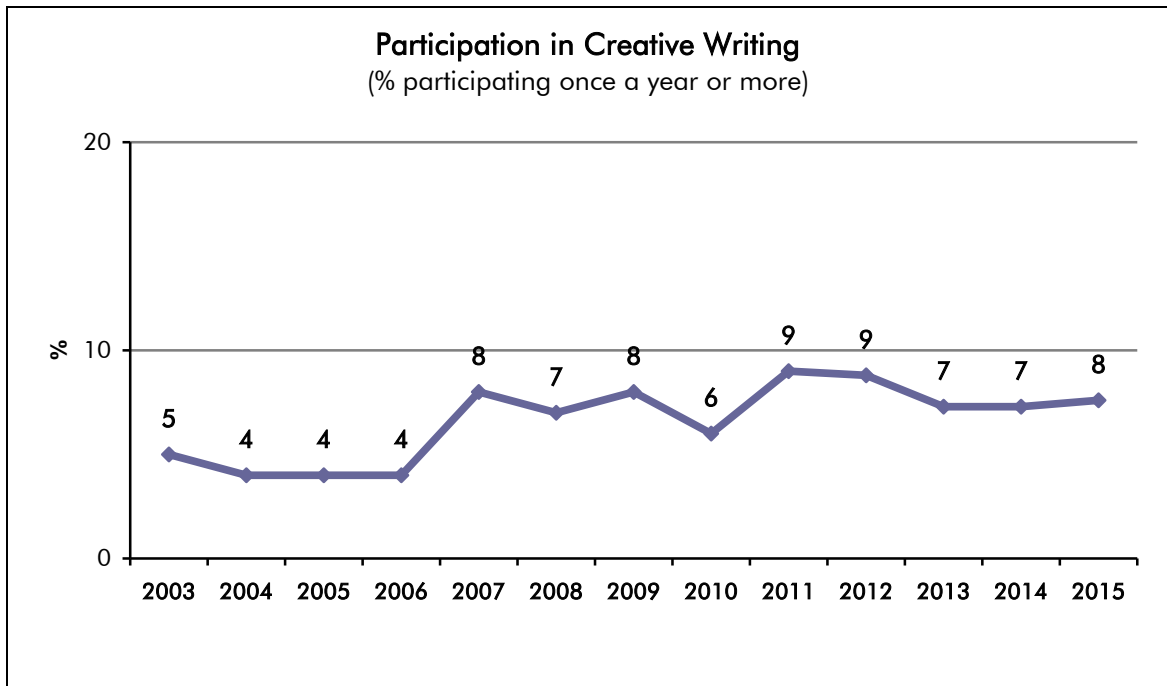
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

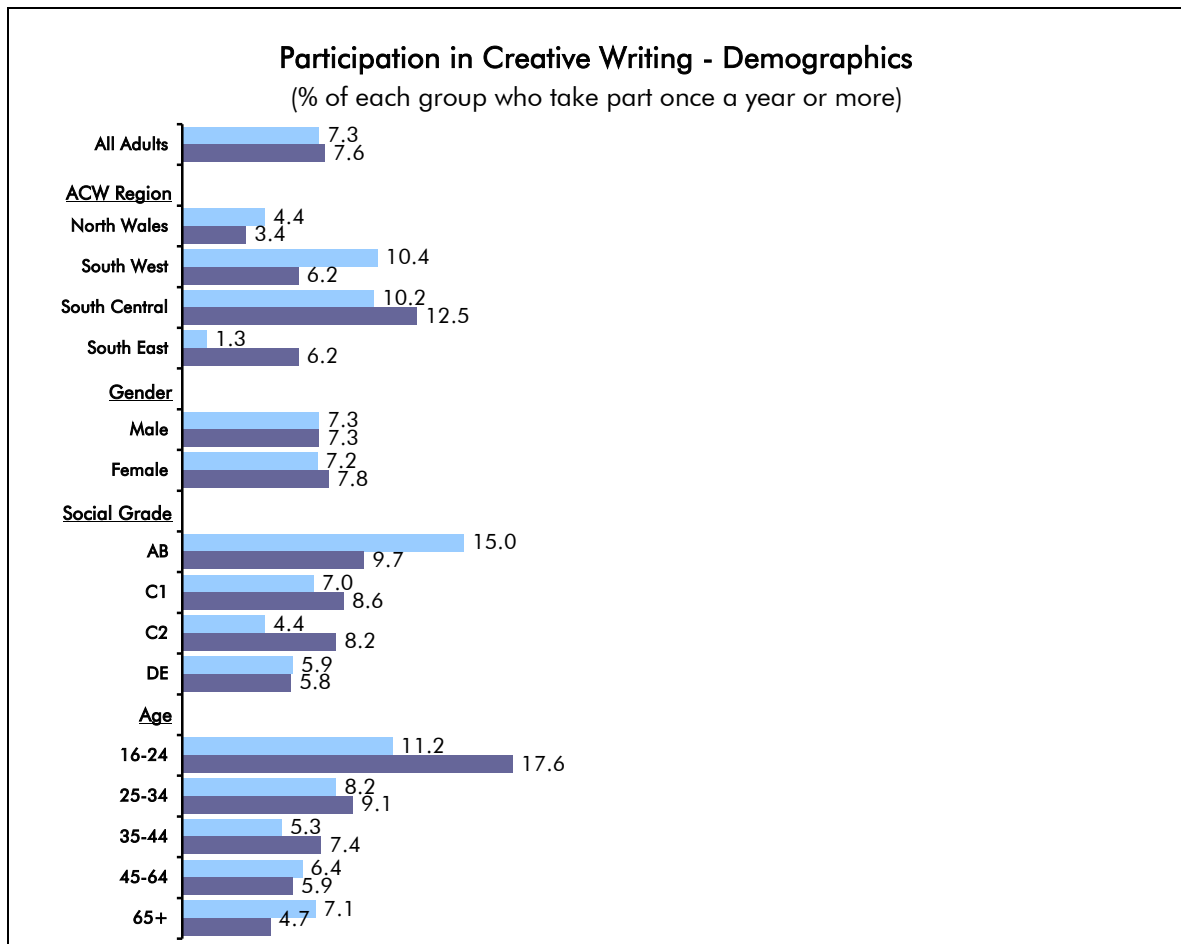
Source: Wales Omnibus survey

5.19 Creative Writing - Participation



Base: All Adults (at least 1,000 per wave)

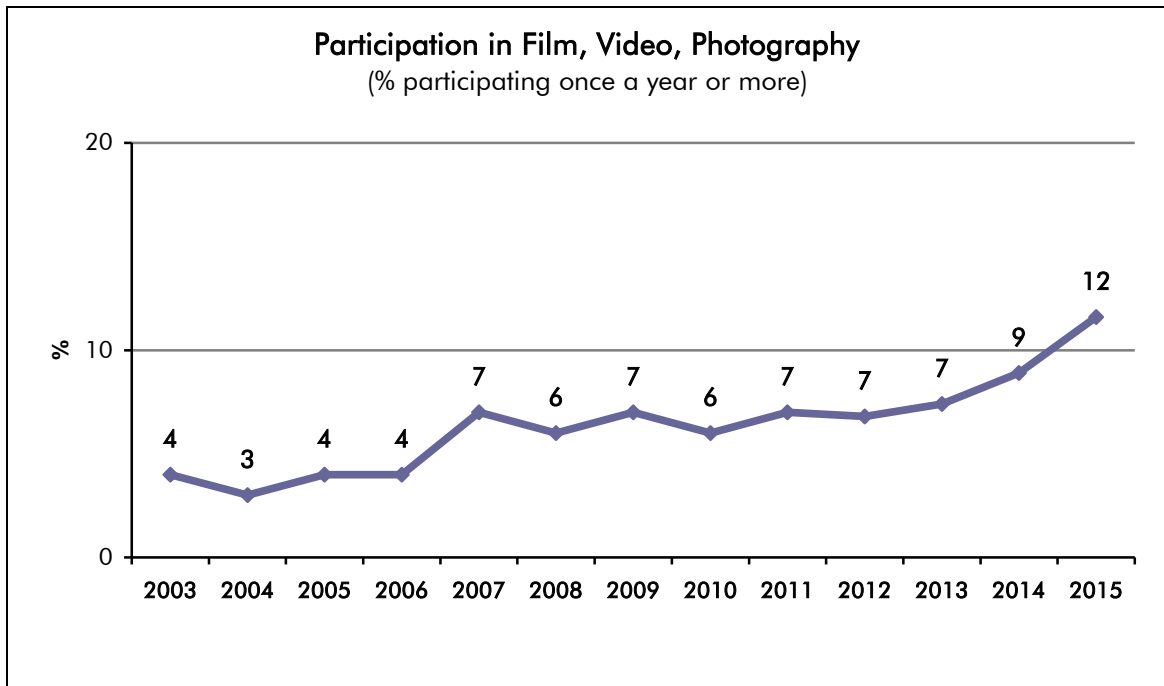
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

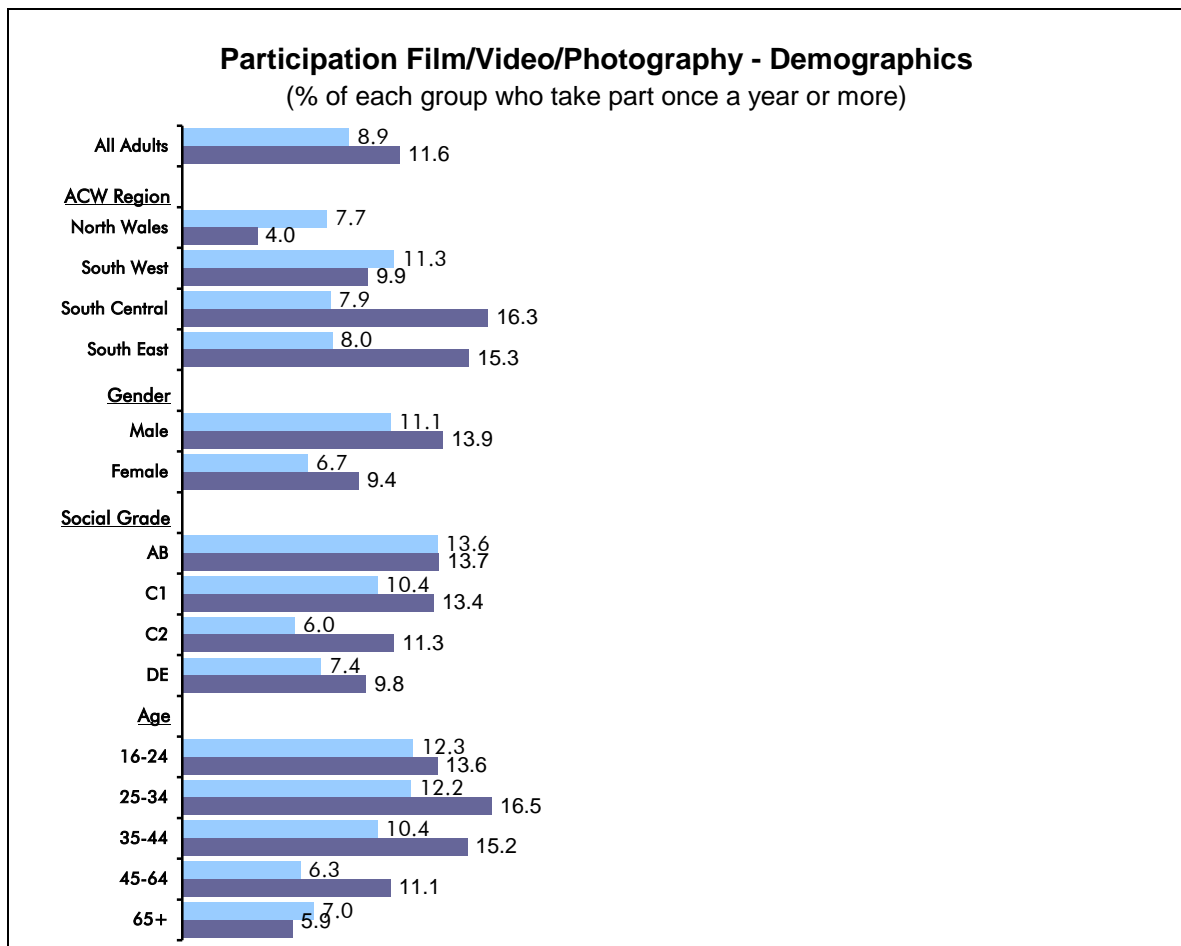
Source: Wales Omnibus survey

5.20 Film, Video and Photography - Participation



Base: All Adults (at least 1,000 per wave)

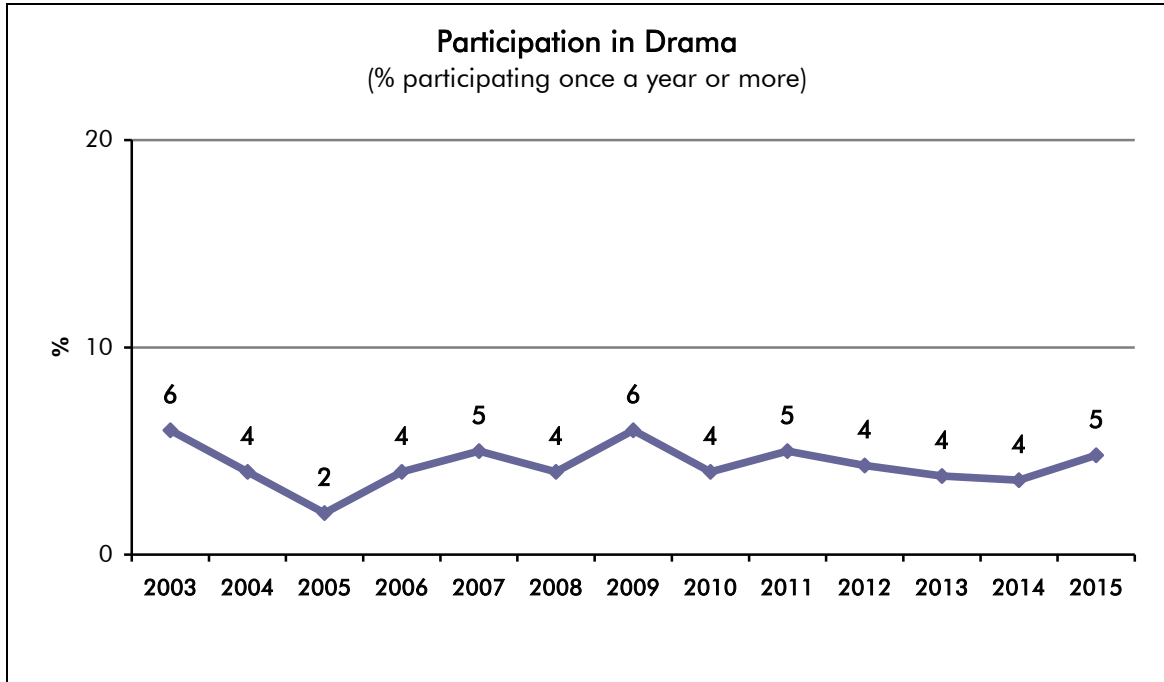
Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

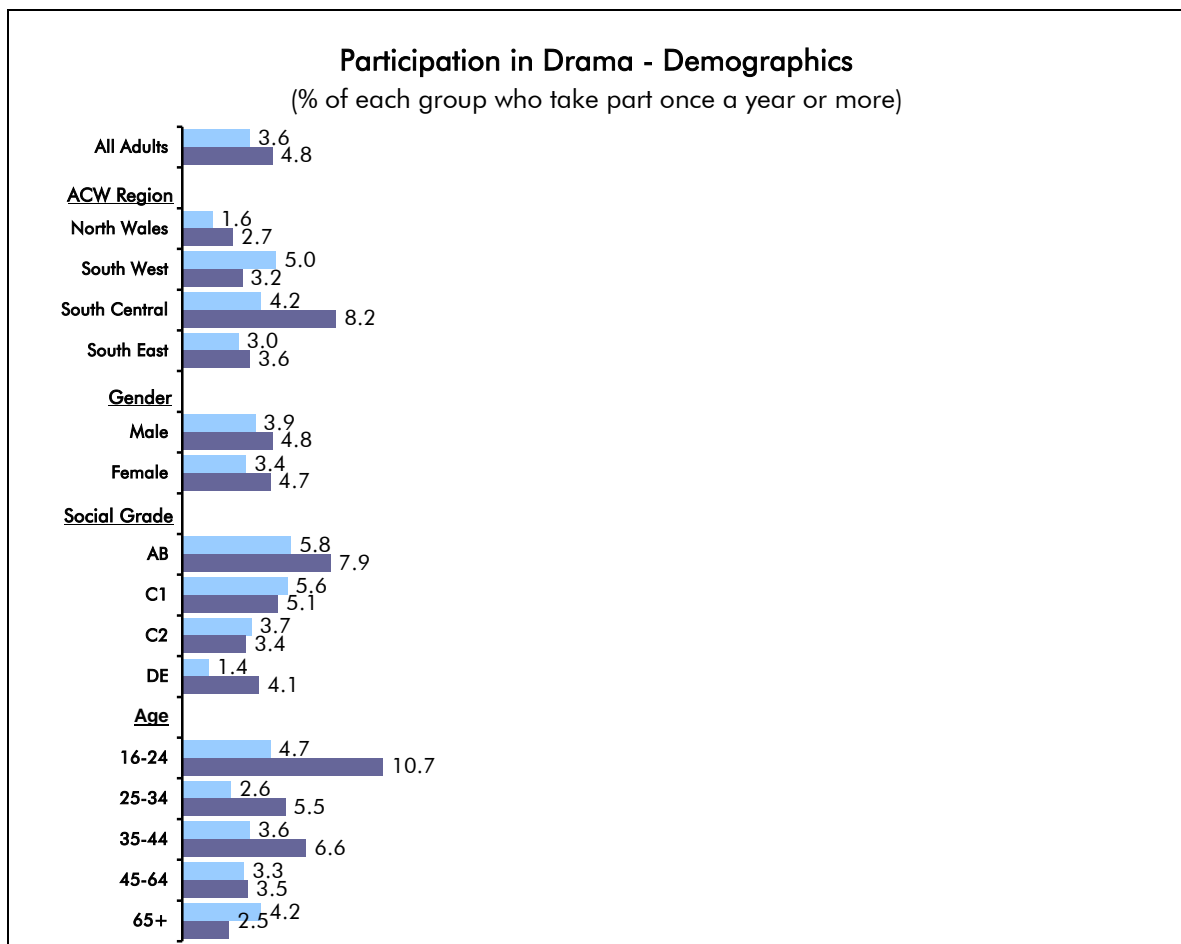
Source: Wales Omnibus survey

5.21 Drama - Participation



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2003-2015



Base: All Adults (2014:1,003 2015:1,000)

Source: Wales Omnibus survey

Appendix 2 – 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	}	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 3 – 2015 Survey Questionnaire

69L2

SHOW CARD A

Q1 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

Question arts1 Q20,2

71L2

SHOW CARD A

Q1 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

Question arts1 Q20,3

73L2

SHOW CARD A

Q1 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

Question arts1 Q20,4

SHOW CARD A

Q1 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 a 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

Question arts1 Q20,5

77L2

SHOW CARD A

Q1 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

Question arts1 Q20,6

79L2

SHOW CARD A

Q1 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

Question arts1 Q20,7

SHOW CARD A

Q1 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

Question arts1 Q20,8

83L2

SHOW CARD A

Q1 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

Question arts1 Q20,9

85L2

SHOW CARD A

Q1 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

Question arts1 Q20,10

SHOW CARD A

Q1 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

Question arts1 Q20,11

89L2

SHOW CARD A

Q1 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

Question arts1 Q20,12

91L2

SHOW CARD A

Q1 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

Question arts1 Q20,13

SHOW CARD A

Q1 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

Question arts1 Q20,14

95L2

SHOW CARD A

Q1 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

Question arts2 Q40,1

98L2

SHOW CARD A AGAIN

Q2 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.

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
- 49 &DK
- 50 &R

Question arts2 Q40,2

100L2

SHOW CARD A AGAIN

Q2 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.

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
- 49 &DK
- 50 &R

Question arts2 Q40,3

102L2

SHOW CARD A AGAIN

Q2 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.

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
- 49 &DK
- 50 &R

Question arts2 Q40,4

104L2

SHOW CARD A AGAIN

Q2 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.

READ OUT

..... d) FILM AND VIDEO MAKING OR PHOTOGRAPHY 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
- 49 &DK
- 50 &R

Question arts2 Q40,5

106L2

SHOW CARD A AGAIN

Q2 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.

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
- 49 &DK
- 50 &R

Question arts2 Q40,6

108L2

SHOW CARD A AGAIN

Q2 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.

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
- 49 &DK
- 50 &R

Question arts2 Q40,7

110L2

SHOW CARD A AGAIN

Q2 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.

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
- 49 &DK
- 50 &R