



Date: 14^h March 2019

2018 Wales Omnibus Survey – Adult engagement in the Arts

Introduction

The Arts Council of Wales has conducted an annual population survey into arts attendance and participation since 1993. Information is collected on attendance to arts events and participation in artistic activities via a series of questions asked on the Beaufort Research Ltd Wales Omnibus survey in November. At least 1,000 interviews are conducted each year with a sample designed to be representative of the adult population resident in Wales aged 16 and over.

This paper summarises the latest data on overall arts attendance and participation levels among adults and by key demographic groups.

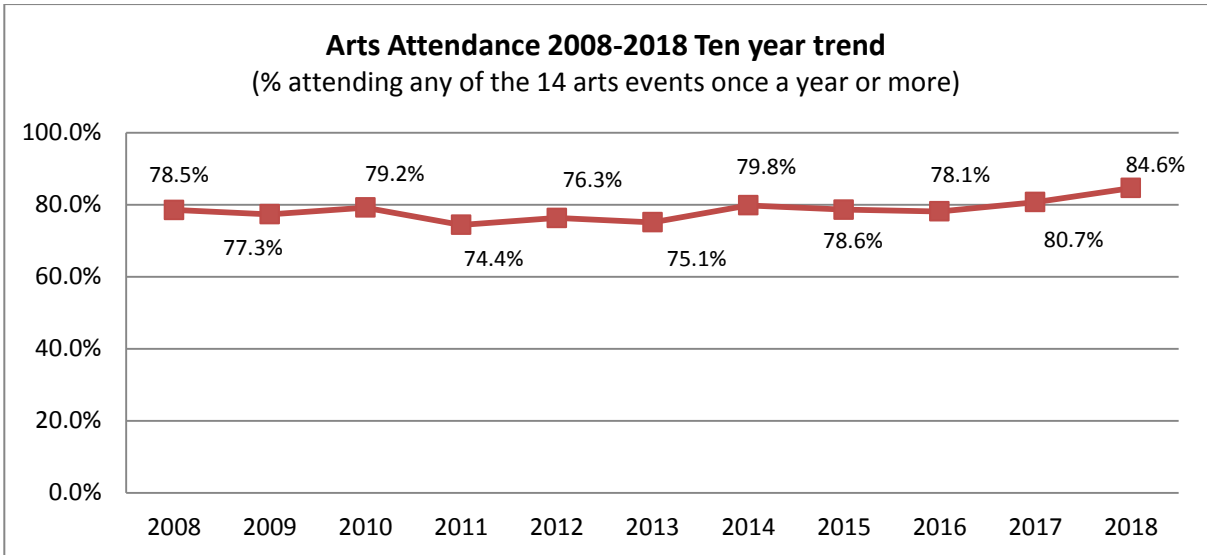
Key Results

Attendance at Arts Events

Since 2006 survey respondents have been questioned about their attendance to a consistent list of 14 artforms¹. The graph overleaf shows the proportion of adults living in Wales attending at least one of these 14 artforms at least once a year over the last twelve years.

- 84.6% of adults surveyed in 2018 said that they attend at least one arts event a year. This latest data is an increase of 3.9 percentage points in attendance levels from the previous year.

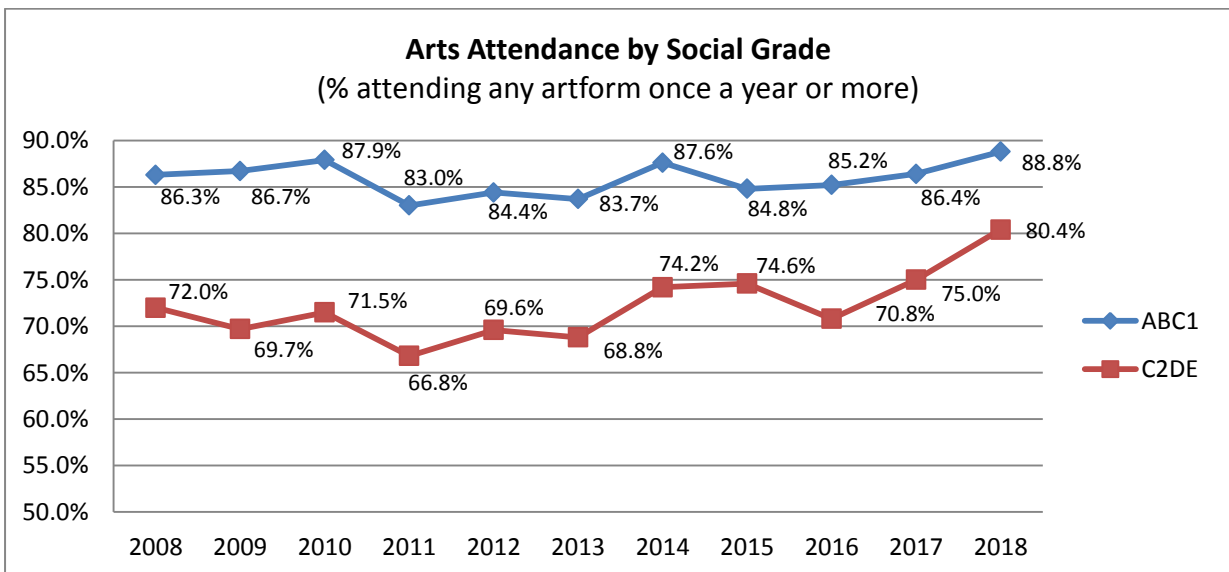
¹ Fourteen artform categories: Cinema, Musical (not opera), Opera, Ballet, Contemporary dance, Plays, Classical music (concert/recital), Jazz (concert/performance), Folk/Traditional/World Music, Other live music, Art/Craft galleries or Exhibitions, Readings/Storytellings and other Literary Events, Carnivals and Street Arts, Arts Festivals (e.g. Music, Dance, Drama, Literature).



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

Source: Wales Omnibus survey 2008-2018

- When Cinema is excluded from the analysis, four out of five (79.6%) adults surveyed say they attended an arts event. This is a small increase on the previous year's attendance of 75.9%.
- Arts attendance in 2018 continues to correlate with social grade, with those in the higher ABC1 group (the professional, qualified and non-manual workers) showing a greater propensity to attend the arts than those in the lower C2DE groups (the skilled, semi-skilled and unskilled manual workers and non-working people). 88.8% and 80.4% respectively attended arts events in 2018.
- While attendance by those adults in the ABC1 group increased by 2.4 percentage points from 2017, there was a slightly higher increase of 5.4 percentage points among adults in the C2DE group.



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

Source: Wales Omnibus survey 2008-2018

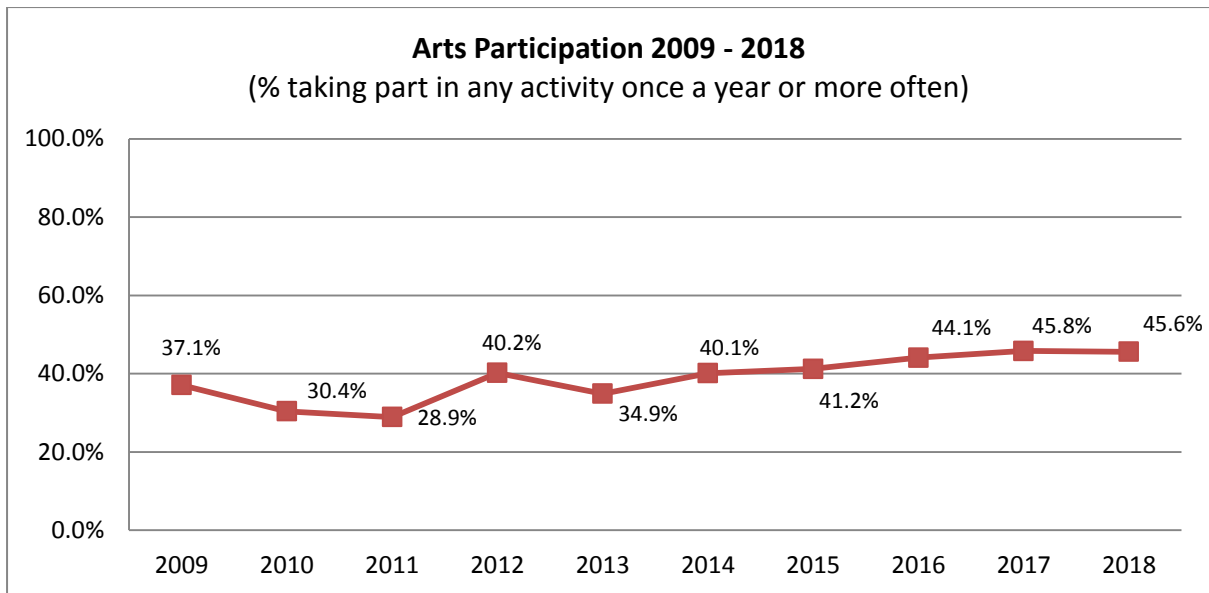
- Adults in the youngest age group, 16- 24 year olds, are more likely to attend the arts in 2018 than any other age group, with 92.7% attending once a year or more. This compares to 70.5% of those aged 65+ . The age group to have experienced the greatest increase since 2017 is the 45-64 year olds increasing by 6.9 percentage points to 87.8%
- 2018 shows a small increase in the gap in attendance levels by gender. An increase of 3.4 percentage points in arts attendance amongst women to 85.7%, and a decrease in male attendance (4.6 percentage points) to 78.9%, means there is now a gap of 3.4 percentage points. This compares to 2.2 percentage points in the previous year.
- A decrease in attendance levels among Welsh speakers in 2018 means the gap between Welsh speakers and non Welsh speakers has narrowed. In 2018, 86.9% of Welsh speakers attend the arts, a decrease of 3.7 percentage points from 2017 when 90.6% attended. Non-Welsh speakers have experienced an increase in attendance levels, from 77.4% in 2017 to 84.0% in 2018. The gap between the two groups has therefore decreased from a 13.2 percentage point gap in 2017 to 2.9 percentage point gap in 2018.
- Just over half (56.3%) of all adults surveyed went to the cinema in 2018 making it once again the most popular artform to attend. As with previous years, the next most popular artform was 'Other' Live Music (46.6%), followed by Carnival/Street Art (41.5%) and attendance at art or craft galleries and exhibitions (34.8%).

Arts Participation

A consistent list of seven participatory artforms² has been included in the Omnibus survey since 2009. The graph below shows the level of arts participation, in at least one of these activities, over these last nine years.

- More than two fifths of adults (45.6%) surveyed in 2018 say they participate in arts activities once a year or more. This has remained relatively stable from the previous year, with just a small decrease of 0.2 percentage points from the previous year.

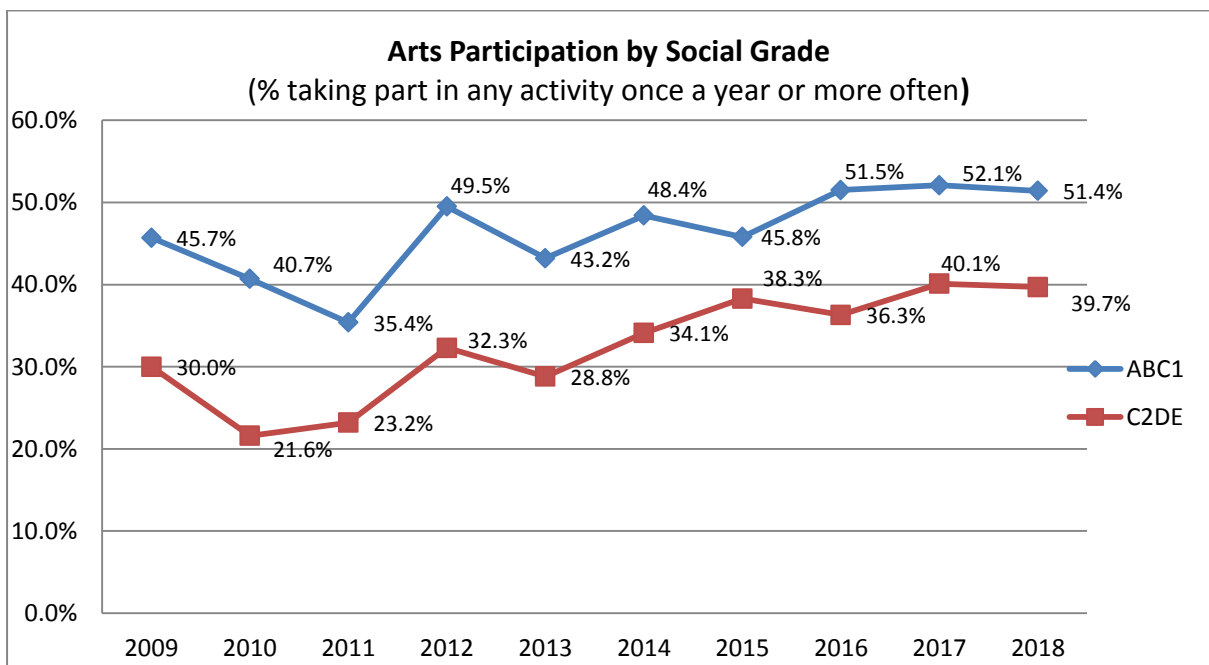
² Seven artforms including Music, Drama or Theatrical Activity, Dance, Film Video or Photography, Visual Arts and Crafts, Creative Writing, and Digital Arts.



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

Source: Wales Omnibus survey 2009-2018

- As with arts attendance, participation in the arts also correlates with social grade. In 2018, 51.4% of ABC1 adults participated in the arts compared with 39.7% of C2DEs. There has been little change in the gap between the two social groups in 2018 from the previous year. In 2017 there was a gap of 12.0 percentage points and this decreased slightly to 11.7 percentage points in 2018.



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

Source: Wales Omnibus survey 2009-2018

- Just over half (57.2%) of respondents aged 16-24 indicated that they participated in an arts event at least once a year or more. This group had the

highest levels of participation of all age groups. However, the 25-34 age group had the greatest decrease from the previous year, with a 9.4 percentage point decrease. As in 2017 the lowest levels of activity were among the 45-64 year age group, with 40.5% taking part once a year or more.

- As in previous years, a greater proportion of women than men participated in the arts in 2018 – 49.7% and 41.2% respectively. The gap between men and women has narrowed slightly from 2017 by half a percentage point.
- Of the seven participatory artforms, Visual Arts and Crafts is the most popular with just over a quarter (26.8%) of adults participating at least once a year. Music (17.1%), Digital Arts (10.9%), Film and Video making (10.5%) and creative writing (10.1%) were the next most popular participatory art forms.

Frequency

The Arts Council of Wales includes questions on the Beaufort Research Adult Omnibus in November each year. A full report on the dataset will be published in April 2019.

Terms and Definitions

Attendance is experiencing the arts as an audience member.

Participation is active involvement in the arts, such as attending workshops, classes or rehearsals.

Further Information

If you have any comments or queries on this data release or if you would like to be added to our regular users list then please contact our research team. Research@arts.wales

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Next Update

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