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Arts in Wales 2005 – visual arts and crafts: attendance and participation

Executive summary

A survey of attendance at arts events and participation in arts activities in Wales was carried out for the Arts Council of Wales by Beaufort Research Ltd in 2005. This report concentrates on visual arts – which covers attending 'art galleries or exhibitions' and participating in 'visual arts and crafts' and 'film and video-making'.

Attendance at art galleries and exhibitions

- Thirty two per cent of adults in Wales ever attend art galleries and exhibitions. Attendance was higher in the north of the country, at 39% compared with 33% in the mid/west regions and 27% in the south
- 26% of adults go to art galleries and exhibitions once a year or more
- Mid-aged/older adults and those in social grades ABC1 were more likely to go to art galleries and exhibitions than younger adults or those in social grades C2DE
- 38% of art gallery attenders had most recently been to a local gallery or exhibition. Almost a fifth (19%) had most recently been to a regional location and around a quarter had visited a gallery somewhere else in the UK.

Reasons for and barriers to attendance

- The main reason for attending arts events was for enjoyment and pleasure. People who go to visual arts and crafts events were also likely to give this as their main reason, but were also more likely than average to say the reasons they attended were that they 'liked going to that type of event' and to see a specific performer, artist or company
- The main barriers to attendance were a lack of interest, a lack of time, nothing available close by to go to, cost and family commitments/childcare. Visual arts and crafts attenders were considerably less likely than non-attenders of arts events to suggest 'lack of interest' as a deterrent to going to more events, and were more likely to mention practical difficulties such as lack of time, nothing available close by and family commitments/childcare.

Participation in visual arts

Visual Arts and Crafts

- Ten per cent of adults in Wales ever take part in visual arts and crafts themselves, with the same proportion participating once a year or more
- Over eight-in-ten participants take part in arts and crafts activities either in their neighbourhood (63%) or locally (23%)
- Women (11%) and those in social grades ABC1 (12%) were more likely than men (8%) and those in C2DE (7%) to take part in arts and crafts at least once a year.

Film and Video-making

- Four per cent of adults in Wales ever take part in film and video-making themselves, with 3% participating once a year or more
- Most take part in arts and crafts activities either in their neighbourhood (38%) or locally (31%)
- Men (5%), 16-24s (6%) and those in social grades ABC1 (4%) were more likely than women (2%), older adults and those in C2DE (2%) to take part in film and video-making on a yearly plus basis.

Reasons for and barriers to participation

- Enjoyment and pleasure was the most commonly mentioned reason for taking part in arts activities, followed by learning new skills, because friends take part, to get out of the house and to improve health or well-being. Visual arts and crafts participants did not differ significantly from all arts participants in their reasons for taking part, other than being more likely to mention learning new skills
- Lack of interest and lack of time were the main reasons for not taking part in arts activities (more often) in general, along with a perceived lack of talent. Those who took part in visual arts and crafts activities were particularly likely to mention a lack of time and that there was nothing close by to go to as deterrents. They were much less likely to be deterred by a lack of interest of a perceived lack of talent.

1 Introduction and background

This report presents the findings of a survey of attendance, participation and attitudes to the arts in Wales, which was carried out on behalf of the Arts Council of Wales by Beaufort Research Ltd. This report is concerned specifically with the data on visual arts and crafts attendance and participation, which for the purposes of the report, is taken to cover attendance at 'art galleries or exhibitions' and participation in 'visual arts and crafts' and 'film and video-making'.

Comprehensive, up-to-date information on engagement with the arts is vital to the Arts Council to inform our policy and planning. The report will also be invaluable in helping arts organisations and arts marketing agencies to target key audiences in an informed and strategic way. This report is one of a series of reports produced from the Arts Council of Wales survey; other reports in the series can be downloaded from www.artswales.org.uk

The aims of the survey were to collect information on:

- patterns of attendance at visual arts and crafts events
- participation in visual arts and crafts activities
- motivations and barriers to arts attendance or participation
- accessing visual arts on audio-visual media including the Internet
- demographic and geographic variations in engagement with visual arts

2 Levels of interest in the arts and culture

People taking part in the survey were asked: 'Overall, how interested are you in arts and cultural events generally? By arts and cultural events, we mean activities such as theatre, dance, drama, film, arts and crafts and festivals'. In total, over half (56%) the adults in Wales said they were interested in the arts:

- 16% said they were 'very interested'
- 39% said they were 'quite interested'
- 8% were 'neither interested nor uninterested'
- 19% were 'not very interested', and
- 17% were 'not at all interested' in arts and cultural events

People who attend arts events showed much higher levels of interest than the population as a whole; 66% of arts attenders said they were interested in arts and cultural events, and those who go to art galleries or exhibitions were even more interested, with 84% saying they were 'very' or 'quite' interested.

3 Attendance at visual arts and crafts events

The interviewers read out a list of events and asked respondents how often they attended each one 'nowadays'. The visual arts and crafts event covered by the survey was defined as 'art galleries or exhibitions'.

3.1 Frequency of attendance at visual arts and crafts events

Across Wales as a whole just under a third of adults (32%) ever go to art galleries and exhibitions. Attendance was higher in the north of the country, at 39% compared with 33% in the mid/west regions and 27% in the south.

Most people in Wales who go to art galleries do so fairly frequently; over half of attenders go more than once a year, with the most common frequency being '2-3 times a year'. Few go on a monthly basis – only around one-in-ten attenders. In total over 80% of people who ever go to art galleries, go to them at least once a year or more often (26% of all adults).

Over four-in-ten (43%) attenders had been to an event in the last four months. Recent attendance was slightly higher in Mid/West (47%) and North Wales (45%) than South Wales (38%)

Table 1: Frequency of attendance at visual arts and crafts events by genre and region

Event	At least once a month	Every 2-3 months	2-3 times a year	Once a year	Less than once a year	ONCE A YEAR OR MORE	EVER ATTENDS	Last 4 months*	*Sample size*
	Percentage								
Art Galleries or Exhibitions									
All Wales	*3*	*4*	*10*	*9*	*6*	*26*	*32*	*43*	*6851*
North Wales	4	5	13	10	7	32	39	45	*1832*
Mid and West Wales	3	4	11	10	5	28	33	47	*1864*
South Wales	2	3	8	9	5	22	27	38	*3155*

Rows add to less than 100% because never attend, don't know, and not answered are not shown in the table

* Attended in the last 4 months is based on Attenders only. Sample size: 1059, All Wales

3.2 Location of visual arts and crafts events

People who had attended art galleries or exhibitions were asked where the most recent one they had visited had been located - locally, regionally, elsewhere in Wales, the rest of the UK or abroad.

38% had most recently been to a local art gallery/exhibition. It seems that Mid/West Wales is slightly better served for art galleries; 44% in this region had most recently been to a local gallery, compared with 35% in South Wales and 37% in North Wales.

As would then be expected, fewer people in the Mid/West regions had most recently been to a regional gallery (16%) than in the South (19%) or the North (21%) – on average across Wales 19% had most recently attended a regional gallery.

On average, around a quarter of attenders had most recently been to a gallery outside of Wales, somewhere else in the UK. Those in the South were most likely to have done so at 26%, and those in the mid/west regions were least likely at 18%.

4% had most recently been to an art gallery or exhibition abroad.

Table 2: Location of attendance at visual arts and crafts events by genre and region: attenders

Event	Wales					
	Locally	Regionally	Elsewhere in Wales	Rest of the UK	Abroad	*Sample size*
	Percentage					
Art Galleries and Exhibitions						
All Wales	*38*	*19*	*9*	*23*	*4*	*2186*
North Wales	37	21	8	25	4	*746*
Mid and West Wales	44	16	12	18	4	*620*
South Wales	35	19	8	26	5	*820*

Rows add to less than 100% because don't know and not answered are not shown in the table

'Locally' is defined as 'the town or area you live in', 'regionally' as 'somewhere in the region of Wales where you live'

3.3 Characteristics of visual arts and crafts attenders

Table 3 gives details of the characteristics of people in Wales who attend art galleries or exhibitions once a year or more. Mid-aged/older adults and those in the socio-economic group ABC1 (professional and non-manual employment) were more likely than younger adults and those in the C2DE group (manual, skilled, unskilled and non working groups) to attend art galleries. Gender was not a major determinant of attendance.

26% across Wales attend art galleries/exhibitions yearly or more often:

- 27% of women attend once a year or more, compared with 25% of men
- In terms of age, those aged 45-64 were the most likely to attend with 32% attending yearly or more often, compared with 20% of 16-24s
- The biggest differences were by social grade with 36% of ABC1s going to galleries once a year or more compared with 18% of C2DEs.

Table 3: Attendance at visual arts and crafts events by demographic characteristics

Event	Wales											
	Men	Women	16-24	25-34	35-44	45-54	55-64	65-74	75 and over	ABC1	C2DE	All
	Percentage attending once a year or more											
Art galleries	25	27	20	22	27	32	32	25	19	36	18	26
Sample size	*3,072*	*3,779*	*995*	*1,054*	*1,212*	*1,043*	*1,140*	*836*	*570*	*3,079*	*3,772*	*6,851*

3.4 Reasons for attending artistic events

People who had attended at least one artistic event were asked why they had gone to the most recent event. It should be noted that this question referred to all artforms, not just to visual arts and crafts events.

The five most common reasons for attendance were:

- for entertainment or enjoyment – mentioned by 40%
- to see a specific show or event: 38%
- for a social event or a night out: 34%
- because they liked going to that type of event, and to see a specific performer, artist or company: both 23%

We looked at the reasons given by people who attend visual arts and crafts events to see if they differed to those given by all attenders or between different genres (Table 4). It should be noted that visual arts and crafts attenders were not necessarily referring to a visual arts event; the most recent event attended by an art gallery attender might have been a jazz concert or a play. The results should therefore be treated carefully, although some interesting patterns are evident.

People who go to visual arts and crafts events were more likely than average to mention all of the top five reasons, particularly 'I like going to that type of event' (33% compared with 23% of all art form attenders), and to see a specific performer, arts or company (30% compared with 23% of all attenders).

People who gave more than one reason for attending the last event were asked to say what the *main* reason was (Table 5).

Respondents again chose the same five reasons, although in a slightly different order; wishing to see a specific show or event ranked first (20%), followed by entertainment and enjoyment (19%), a social event or night out (14%) and wanting to see a specific artist or performer (11%). Those who went to visual arts events were slightly more likely than average to say they liked going to that type of event (12% compared with 8%) and slightly less likely to say 'a social event or night out (10% compared with 14%).

Table 4: Reasons for attending most recent arts event: attenders 1 + a year

Reason	Art Gallery Attenders°	All Attenders*
	Percentage	
Entertainment or enjoyment	45	40
See specific show or event	43	38
Social event or night out	33	34
Like going to that type of event	33	23
To see specific performer, artist or company	30	23
Special occasion or celebration	14	11
Accompanying children	11	10
Relative or friend involved in event	12	10
Recommended by a friend or relative	11	8
Invited to go	12	9
Happened to be passing by	4	2
Connected with work or studies	4	2
Sample size	*1,798*	*5,547*

Column Percentages add to more than 100% because respondents could give more than one reason

° This is not the reason why people attended an art gallery; rather it is the reason why art gallery attenders attended the most recent art event they went to

* Includes people who did not attend a visual arts event

Table 5: Main reason for attending most recent arts event: attenders 1 year +

Reason	Art Galleries°	All attenders*
	Percentage	
Entertainment or enjoyment	18	19
See specific show or event	18	20
Social event or night out	10	14
Like going to that type of event	12	8
To see specific performer, artist or company	14	11
Special occasion or celebration	4	3
Accompanying children	4	5
Relative or friend involved in event	4	4
Recommended by a friend or relative	1	2
Invited to go	3	2
Happened to be passing by	2	1
Connected with work or studies	2	1
Sample size	*1,797*	*5,547*

° This is not the reason why people attended an art gallery; rather it is the reason why art gallery attenders attended the most recent art event they went to

* Includes people who did not attend a visual arts event

3.5 Perceived barriers to attendance

Everyone was shown a list of possible reasons that could prevent people visiting or attending (more) art galleries or art exhibitions and were asked which applied to them. The most commonly mentioned reasons were 'not really interested', mentioned by 44%, 'difficult to find the time' (22%), and 'nothing available close by, too far to travel' (11%). (Table 6).

Others mentioned family commitments/childcare, cost and poor health. Only 1% were deterred from going to events because they might feel uncomfortable or out of place.

When we compared the answers given by people who go to art galleries and exhibitions with those given by people who neither attend arts events nor take part in artistic activities ("non-attenders"), some interesting differences emerged. Perhaps not surprisingly, the proportion who said they were deterred from attending more events due to a lack of interest was much lower among art gallery attenders than all adults or non arts attenders; over six-in-ten (63%) non-attenders[1] mentioned this, compared with four-in-ten (44%) of all adults and just over one-in-ten art gallery attenders (11%)

Art gallery attenders were also much less likely than non-attenders to mention their health as a reason for not attending: 14% of non attenders compared with just 4% of those who go to art galleries mentioned poor health. This may partly be a function of age, as older people tend to be less likely to attend events and are more likely to have a longstanding illness (Arts Council of Wales, 2005).

Attenders were much more likely than non-attenders to mention difficulties in finding time (33% attenders, 12% non-attenders) and nothing being available close by (19% and 6%) as deterrents to attending more events. Attenders were also more likely to say they hadn't got round to going or didn't know what was on - 7%, compared with 2% of non-attenders, or that they had family commitments or childcare issues (9% and 5%).

Barriers to attendance are clearly different for attenders and non-attenders, with the former being more likely to mention practical difficulties and the latter being more likely to be just not very interested.

[1] Includes non-participants

Table 6: Reasons for not attending (more) art galleries or exhibitions

Reason	Art Gallery Attenders (1+ a year)	All Adults*	Non attenders/participators +
	Percentage		
Not really interested	11	44	63
Difficult to find time	33	22	12
It costs too much	6	6	4
Nothing available close by, too far to travel	19	11	6
Family commitments, childcare	9	7	5
Lack of transport	6	5	4
My health is not good enough	4	6	14
Never know what's going on	7	4	2
Haven't got around to it	7	5	2
I don't have anyone to go with	2	2	2
Lack of facilities for disabled people	1	1	2
I might feel uncomfortable or out of place	0	1	0
Sample size	*1,798*	*6,851*	*1,504*

Column Percentages add to more than 100% as respondents could give more than one reason
* Includes people who did not attend any events, including an art gallery event
+ Non attenders /non participators at any type of event

4 Participation in visual arts and crafts

Interviewees were asked whether they ever took part in any visual arts and crafts activities themselves, how often they took part and where they did so. This report covers participation in the genres 'visual arts and crafts' and 'film and video-making'.

4.1 Frequency of visual arts participation

Visual Arts and Crafts

Ten per cent of adults in Wales said they ever took part in visual arts and crafts, with the same proportion taking part once a year or more. Adults in North Wales were slightly more likely to take part, with 12% doing so yearly or more often compared with 10% in Mid/West Wales and 8% in the South. (Table 7).

Most participants took part monthly or more often, with around seven-in-ten participants in each area doing so (equivalent to 7% of all adults across Wales). Over three-quarters of participants (77%) had taken part in the last four months.

Film and Video Making

Four per cent of adults in Wales said they ever took part in film and video making, with 3% taking part once a year or more. There was relatively little difference between the regions in participation apart from in North Wales where yearly plus participation was slightly higher than elsewhere at 5% (Table 7).

Again, participants were most likely to take part on at least a monthly basis, with around half of participants doing so (2% of all adults). Nearly three-quarters (73%) of participants said they had taken part in the last four months. Last four month participation rates seemed to vary by region, with higher rates reported in the South and lower rates in the North. However, the sample sizes for regional participation in film and video making were fairly low, so care should be taken in the interpretation of these findings.

4.2 Location of visual arts and crafts activities

Those who took part in visual arts and crafts activities were asked where they took place. (Table 8).

Visual Arts and Crafts

Participation in arts and crafts was overwhelmingly local, with over eight-in-ten saying that they did their activities either in their neighbourhood (63%) or locally (23%).

Film and Video Making

Participation in film and video-making , whilst still more locally based, was less so than for arts and crafts; 38% took part in the neighbourhood and 31% took part locally, whilst 10% travelled to elsewhere in the region, 5% went elsewhere in Wales and 7% went somewhere else in the UK.

4.3 Characteristics of visual arts and crafts participants

Table 9 gives details of the characteristics of people who take part in visual arts activities once a year or more, again split by visual arts and crafts, and film and video-making.

Visual Arts and Crafts

Women were generally slightly more likely than men to take part (11% and 8%) and ABC1s were more likely than C2DEs (12% and 7%). There was no clear relationship between age and likelihood of participating in the visual arts and crafts.

Film and Video Making

In terms of film and video-making, men were much more likely than women to take part – 5% of men doing so yearly or more often compared with 2% of women. Age was also a factor, with the youngest age group – 16-24s – being the most likely to take part at 6%. ABC1s were also more likely than C2DEs to participate in this activity (4% and 2%).

Table 7: Frequency of participation in visual arts and crafts activities

Activity	At least once a month	Less than 1/mth, more than 1/yr	Once a year	Less than once a year	ONCE A YEAR OR MORE	EVER TAKES PART	Participants: Taken part in last 4 mths*	*Sample size*
	Percentage							
Visual Arts and Crafts								
All Wales	*7*	*2*	*1*	*1*	*10*	*10*	*77*	*6,851*
North Wales	9	2	1	1	12	13	77	*1,832*
Mid and West Wales	8	1	1	0	10	10	76	*1,864*
South Wales	6	1	1	1	8	9	78	*3,155*
Film and Video Making								
All Wales	*2*	*1*	*0*	*0*	*3*	*4*	*73*	*6,851*
North Wales	3	1	1	1	5	5	60	*1,832*
Mid and West Wales	2	1	0	0	3	4	74	*1,864*
South Wales	1	1	1	0	3	3	84 +	*3,155*

Rows add to less than 100% because never take part, don't know, and not answered are not shown in the table

* Participants only. Sample sizes vary for different artforms

+ Small sample (29)

Table 8: Location of participation in visual arts and crafts activities

Activity	Neighbour hood	Locally	Regionally	Elsewhere in Wales	Rest of the UK	Abroad	*Sample size*
	Percentage						
Visual Arts and Crafts							
All Wales	*63*	*23*	*4*	*3*	*3*	*1*	*759*
North Wales	66	19	3	3	6	1	*257*
Mid and West Wales	64	26	4	1	3	-	*200*
South Wales	59	23	6	5	2	1	*302*
Film and video making							
All Wales	*38*	*31*	*10*	*5*	*7*	*4*	*241*
North Wales	42	22	6	5	9	7	*99*
Mid and West Wales	36	37	12	3	4	2	*63*
South Wales	35	34	12	6	9	2	*79*

Rows add to less than 100% because don't know not answered are not shown in the table

'Neighbourhood' is defined as 'your neighbourhood or community', 'locally' as 'elsewhere in the town or area you live' and 'regionally' as 'somewhere in the region of Wales where you live'

Table 9: Participation in Visual arts and crafts by demographic characteristics

Activity	Men	Women	16-24	25-34	35-44	45-54	55-64	65-74	75 +	ABC1	C2DE	All
	Percentage participating once a year or more											
Visual Arts and Crafts												
All Wales	8	11	10	7	9	9	12	11	7	12	7	10
Sample size	*3,072*	*3,779*	*995*	*1,054*	*1,212*	*1,043*	*1,140*	*836*	*570*	*3,079*	*3,772*	*6,851*
North Wales	11	14	13	12	14	13	14	11	9	17	9	12
Sample size	*797*	*1,035*	*230*	*292*	*326*	*265*	*349*	*215*	*154*	*818*	*1,014*	*1,832*
Mid and West Wales	7	12	11	6	11	9	13	9	6	12	7	10
Sample size	*840*	*1,024*	*281*	*273*	*294*	*321*	*309*	*232*	*154*	*850*	*1,014*	*1,864*
South Wales	8	8	9	5	6	8	11	11	6	10	6	8
Sample size	*1,435*	*1,720*	*484*	*489*	*592*	*457*	*482*	*389*	*262*	*1,411*	*1,744*	*3,155*
Film and Video Making												
All Wales	5	2	6	3	3	3	3	2	1	4	2	3
Sample size	*3,072*	*3,779*	*995*	*1,054*	*1,212*	*1,043*	*1,140*	*836*	*570*	*3,079*	*3,772*	*6,851*
North Wales	7	2	9	5	5	3	5	3	3	6	4	5
Sample size	*797*	*1,035*	*230*	*292*	*326*	*265*	*349*	*215*	*154*	*818*	*1,014*	*1,832*
Mid and West Wales	5	2	5	3	3	3	3	3	1	5	2	3
Sample size	*840*	*1,024*	*281*	*273*	*294*	*321*	*309*	*232*	*154*	*850*	*1,014*	*1,864*
South Wales	4	2	6	2	2	3	2	1	1	3	2	3
Sample size	*1,435*	*1,720*	*484*	*489*	*592*	*457*	*482*	*389*	*262*	*1,411*	*1,744*	*3,155*

4.4 Reasons for participating in the arts

People who had taken part in at least one artistic activity were asked why they had done their most recent activity (Table 10). It should be noted that this referred to all artforms, not just to visual arts and crafts. As with attendance, enjoyment and pleasure came top, with 74% giving this as one of their reasons. Much smaller proportions mentioned other reasons, the most common being:

- to learn new skills (19%)
- because friends took part (18%)
- to get out of the house (14%), and
- to improve my health or wellbeing (11%)

Visual arts and crafts participants did not differ significantly from the whole sample, other than being more likely to mention learning new skills (23%).

Those who gave more than one reason for taking part in artistic activities were asked to say what the *main* reason was. Enjoyment and pleasure was again the most common reason for participating, with 62% giving it as the main reason.

Table 10: Reasons for participating in most recent arts activity: participants – 1+ a year

	Reasons		Main reason	
	Visual arts°	All*	Visual arts°	All*
	Percentage			
For enjoyment or pleasure	78	74	61	62
To learn new skills	24	19	9	7
Friends take part	12	18	3	5
Gets me out of the house	11	14	3	3
Improves my health and, or wellbeing	11	11	2	2
Improves my confidence	9	9	2	1
Connected with work or studies	2	2	2	2
Family taking part	1	1	1	1
Other	12	11	8	7
Sample size	*710*	*1,540*	*710*	*1,540*

Percentages for 'all reasons' add to more than 100% because respondents could mention more than one reason

° This is not the reason why people took part in a visual arts event; rather it is the reason why visual arts participants took part in the most recent arts activity that they participated in

* All participants, including people who did not participate in visual arts

4.5 Perceived barriers to participation

Everyone who took part in the survey was asked what prevented them from taking part in visual arts and crafts activities.

The main reasons for non-participation/less frequent participation were 'not interested' (52%), 'difficulty in finding the time' (17%), and 'not having the ability or talent' (13%). There were some interesting differences between the total sample and those who participated in visual arts and crafts activities and those who neither attended nor participated in any artistic activities themselves, "non-participants".

As was the case for attendance, those who took part in visual arts and crafts activities were considerably less likely to mention lack of interest as a reason for not doing more: only 10% did so, compared with 69% of non-participants[2] and 52% of all adults. They were also less likely to mention poor health as a deterrent (3% of visual arts participants, compared with 12% of non-participants), which again may partly be a function of age.

Lack of talent or ability was only mentioned by 4% of visual arts and crafts participants compared with 9% of non-arts-participants.

Visual arts and crafts participants were markedly more likely to mention difficulty in finding time: 38% saw this as a deterrent, compared with only 9% of non-participants. Similarly, they were over three times as likely to be deterred by there being nothing close by to go to/too far to travel (10% compared with 3% of non-participants). They were also more likely to say they already did enough: 6% of participants said this, compared with no non-participants (Table 11).

[2] Includes non-attenders.

Table 11: Reasons for not participating in (more) visual arts and crafts activities

Reason	Visual arts participants 1+ a year	Non-attenders/ non-participants	All Adults*
	Percentage		
Not really interested	10	69	52
Difficult to find time	38	9	17
I don't have the ability or talent	4	9	13
My health is not good enough	3	12	5
Family commitments, childcare	6	4	5
Nothing available close by, too far to travel	10	3	4
Already do enough	6	-	1
Costs too much	8	3	4
Lack of transport	3	3	3
Haven't got around to it	4	2	3
Might feel uncomfortable or out of place	0	1	1
Never know what's going on	3	1	2
Don't have anyone to go with	1	1	1
Lack of facilities for disabled people	1	2	1
Sample size	*710*	*1,504*	*6,851*

Column %s add to more than 100% as respondents could mention more than 1 reason

* Includes people who did not participate in visual arts

5 Accessing the arts through audio-visual media

Respondents were asked whether they had accessed visual arts and crafts on TV, video or DVD in the last four weeks, or on the Internet over the last 12 months (Table 13).

In terms of watching visual arts and crafts on TV, video or DVD, 8% of adults said they had done so in the last month. Those in North Wales were more likely to have done so at 12% than in the Mid/West regions (9%) or the South (5%).

Three percent said they had accessed works of visual art and craft on the Internet in the last year. NB Almost two in five (37%) of the people who took part in the survey said they did not have access to the Internet.

People who had access to the Internet were asked if they had ever used it to book tickets for arts events: 16% said they had. This question covers a range of artforms, not just visual arts.

Table 13: Percentage accessing visual arts and crafts on audio-visual media by genre and region

Medium	All Wales	North Wales	Mid and West Wales	South Wales
Visual arts and crafts				
TV, Video, DVD (last 4 wks)	8	12	9	5
Internet (last 12 mths)	3	4	4	2
No access to the Internet	37	37	38	38
Sample size	*3,106*	*1,020*	*1,009*	*1,077*

6 References

Arts Council of Wales (2005) *Arts in Mid and West Wales 2005: attendance, participation and attitudes*. Cardiff, Arts Council of Wales

Arts Council of Wales (2005) *Arts in North Wales 2005: attendance, participation and attitudes*. Cardiff, Arts Council of Wales

Arts Council of Wales (2005) *Arts in South Wales 2005: attendance, participation and attitudes*. Cardiff, Arts Council of Wales

Beaufort Research Ltd. (2005) *Arts in Wales 2004/5: report of survey findings*. Report for the Arts Council of Wales.

Appendix: Methodology and sample

The sample was selected in two stages. First, a number of electoral wards were chosen at random, the likelihood of being chosen being related to their size. As one aim of the survey was to interview sufficient people to be able to analyse the data in individual local authorities, some authorities were 'over-sampled' to ensure that enough people were interviewed. Second, eligible residents were chosen within the selected wards, with quotas based on age, gender and social grade, using the results of the 2001 Census, to ensure that the sample was representative of the population of Wales. Because people in some local authorities had more chance of being chosen, the results were 'weighted', again so that they were representative of the population.

Two questionnaires were used in the survey. Just over 3,000 people (3,106) in Wales were interviewed for about ten minutes. A further 3,745 people were asked additional questions, making a total interview length of 20 minutes. Interviews were carried out in May and September 2004 and January 2005.

Table A.1 shows the make-up of people taking part the survey in the three regions of Wales.

Table A.1: Characteristics of the sample by region

Characteristic	**All Wales**	North Wales	Mid and West Wales	South Wales
	Percentage			
Male	**48**	48	48	48
Female	**52**	52	52	52
16-24	**15**	13	14	16
25-34	**15**	15	14	15
35-44	**18**	19	16	20
45-54	**17**	16	19	16
55-64	**16**	18	17	14
65-74	**12**	7	13	12
75 or over	**8**	8	8	8
Working full-time	**37**	40	36	36
Working part-time	**13**	13	14	12
Unemployed, seeking work	**6**	5	5	6
Full-time student	**6**	6	7	6
Retired or not working	**38**	37	39	39
Living in rented accommodation	**28**	27	29	27
Living in owner occupied accommodation	**72**	72	70	72
ABC1	**47**	46	46	48
C2DE	**53**	54	54	52
Married or living as a couple	**59**	62	57	59
Single, never married	**22**	20	23	23
Widowed, divorced or separated	**17**	17	18	17
Sample size	***6,851***	*1,832*	*1,864*	*3,155*