



Educational Project - Oriol Myrddin Gallery

ARTS IN WALES 2010

Volume 2 Art Form Profiles

July 2010

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1 Background

The Arts Council of Wales is responsible for funding and developing the arts in Wales and has been accountable to the National Assembly for Wales since 1999. Central to the work of Arts Council of Wales are its core beliefs, which relate to the power of the arts to change lives and communities, the importance of access for all to quality art forms and experiences - both to enjoy and participate in and the need to support those involved in the arts to develop.

In 2009, Arts Council of Wales commissioned a major survey of the Welsh adult population entitled Arts in Wales 2010. The objectives of this study were as follows:

- assess public perceptions of arts and cultural activity;
- explore the market for the arts in Wales;
- identify current levels and frequency of participation in the arts by art form sector;
- explore trends in attendance and participation, including any impact of the current economic climate;
- provide a social and geo-demographic profile of arts audiences (both in terms of attendance and participation);
- profile non-attendees/participants and explore barriers to the arts;
- assess current levels of arts engagement amongst under-represented groups such as Community First area residents, disabled people, ethnic minority groups and those in the DE social groups;
- assess lifestyle and cultural issues that affect perceptions and engagement with the arts;
- produce detailed segmentation/cluster analysis of distinct types of arts audiences;
- investigate public attitudes to the funding of the arts and awareness of the role of Arts Council of Wales in distributing such funding;
- examine any variations/trends from previous Arts Council of Wales studies;
- consider the competitive set of leisure interests to arts and culture.

The study involved over 7,000 interviews with fieldwork undertaken in three waves between July 2009 and January 2010. It followed a similar survey undertaken during 2004/5, allowing comparisons between these periods and the identification of trends. A full report of the results and further details of the survey methods are provided in the Arts in Wales main report volume 1¹.

The Arts in Wales survey asked questions about attendance at 16 different types of arts event and participation in 7 different art forms as follows:

Art forms attended	Art forms participated in
<ul style="list-style-type: none"> • Cinema to see a film • Musical (not an opera) • Opera • Ballet • Contemporary dance performances • Plays • Classical music concerts or recitals • Jazz concerts or performances • Folk, traditional or world music • Other live music • Art or craft galleries or exhibitions • Readings, storytelling and other literary events • Carnivals and street arts • Circus (not involving animals) • An arts festival (e.g. music, literature, drama, dance or an Eistedfodd) • Pantomime 	<ul style="list-style-type: none"> • Music of any kind including playing an instrument, singing, helping out in a choir, operatic society, brass band, orchestra, folk, rock or jazz group • Drama or theatrical activity of any kind • Dance activity of any kind • Film and video making including digital media or photography other than family, holiday or party snaps • Visual arts and crafts, for example, painting, sculpting, computer graphics, pottery, wood-turning, jewellery making, weaving or textiles • Creative writing, for example, poetry or stories • Circus skills, street arts or other physical theatre activity

¹ Arts in Wales Main Report volume 1, July 2010, Arts Council of Wales

Given the large number of people interviewed, it is possible to undertake analysis on the basis of the respondents who attended and participated in each art form to gain a better understanding of their demographic profile, motivations and also a number of other topics such as attitudes to the arts and other art forms undertaken.

This report provides a series of detailed profiles covering each of the 16 categories of events attended and 6 of the participatory art forms. Attendance at the various categories of events and art forms are covered in Section 2 while participation in the various art forms are examined in Section 3. Please note that due to the small sample size of 94 respondents, a profile is not provided for participants in circus skills.

Separate analysis has been undertaken for a number of key groups of interest to Arts Council of Wales including - members of the black and minority ethnic population, residents of Communities First areas, disabled people and people with a long-term illness, members of DE socio-economic groups, Welsh language speakers, people with no educational qualifications, people aged 16 to 24 and people aged 65 and over. Some analysis of art forms by groups of interest is included within this report, but further detailed information can be found in the separate Groups of Interest report².

² Groups of Interest Report volume 3, July 2010, Arts Council of Wales

2 Attendance

2.1 Overview

2.1.1 Attendance levels

Table 2-1 overleaf illustrates attendance by art form amongst the Welsh adult population as a whole. The art forms most likely to have been attended during the last twelve months were the cinema, live music and art or craft galleries or exhibitions (62%, 51% and 39% respectively). Table 2-1 also illustrates the proportions attending each art form 2-3 times a year or more. It is interesting to note the variations in the difference between the proportion attending once a year or more and those attending at least twice. The largest differences were recorded in the proportions attending carnivals or street arts (37% once a year or more, 11% at least twice) and pantomimes (28% and 3% respectively).

Table 2-1 Attendance by art form (%)

Base = All respondents (7,083)

Art form	Ever 'these days'	Once a year or more	2-3 times a year or more
Attend any art form	91	86	76
Cinema	71	62	55
Live music (exc. folk, trad, world, jazz)	59	51	36
Art/craft galleries/exhibitions	48	39	24
Carnivals/street arts	46	37	11
Plays	42	32	18
Musical (not an opera)	41	30	15
Pantomime	39	28	3
Arts festival	44	25	8
Classical music concert/recital	21	15	8
Folk/traditional/world music	19	14	7
Jazz concert/performance	16	10	5
Readings/storytelling/other literary	14	10	6
Circus (not involving animals)	20	9	1
Contemporary dance performance	13	8	4
Opera	13	7	3
Ballet	10	6	2
Attended none/don't know	9	14	24

2.1.2 Reasons for attendance by art form

As illustrated in Table 2-2 overleaf, notable variations in the motivations for attendance included a larger proportion of live music attendees going to this type of event for '*a social night out*' (46%), larger proportions of musical and opera attendees going because they '*wanted to see a specific show*' (36% and 32% respectively) and a larger proportion of circus and pantomime attendees going to '*accompany children*' (59% and 60% respectively).

Table 2-2 Reasons for attending by art form (row %)

Art form attended	Entertainment/ enjoyment	Social evening/ night out	To see a specific show/event	Like going to that type of event	Accompanying children	To see a specific performer/artist/company
Cinema	56	29	31	13	21	3
Musical	56	34	36	22	9	12
Opera	59	29	32	25	3	17
Ballet	46	31	25	15	10	19
Contemporary dance performance	51	18	16	20	16	14
Plays	49	25	23	21	19	12
Classical music concert/recital	55	27	26	34	3	23
Jazz concert/performance	49	23	17	32	8	10
Folk/traditional/world music	57	32	24	35	4	27
Live music (exc. folk,trad,world,jazz)	53	46	18	24	3	26
Art/craft galleries/exhibitions	43	5	17	29	9	10
Readings/storytelling/ literary	39	13	13	18	34	10
Carnivals/street arts	55	16	10	19	24	2
Circus (not involving animals)	52	16	14	11	59	4
Arts festival	59	24	19	40	15	18
Pantomime	52	20	17	14	60	9

2.1.3 Location of attendance by art form

Those who had attended each art form were asked where this attendance had taken place, as illustrated in Table 2-3 below.

Table 2-3 Location of most recent attendance – by art form (row %)

Art form	Local neighbourhood	Elsewhere in Local Authority	Elsewhere in region	Other Wales	Other UK	Abroad
Cinema	30	34	24	4	7	1
Musical (not an opera)	13	13	23	7	38	1
Opera	9	18	30	10	23	5
Ballet	14	15	28	10	25	5
Contemporary dance performance	24	21	24	7	15	2
Plays	28	23	23	5	16	1
Classical music concert/recital	19	22	25	9	18	2
Jazz concert/performance	19	18	24	11	17	4
Folk/traditional/world music	25	16	23	10	16	5
Live music (exc. folk, trad., world, jazz)	29	16	23	9	20	2
Art/craft galleries/exhibitions	19	19	21	8	25	4
Readings/storytelling/other literary	39	21	17	7	9	1
Carnivals/street arts	47	20	14	3	11	3
Circus (not involving animals)	27	27	21	5	13	3
Arts festival	17	17	31	17	14	1
Pantomime	29	26	30	4	9	*

Note: * = less than 0.5%

Carnivals and street art events were the activity most likely to have been undertaken within a person's own local neighbourhood, followed by reading, storytelling and literary events and the cinema (47% and 39% respectively undertaken in local neighbourhood). Two in three people who attended the cinema did so within their own Local Authority area (64% overall) while those activities more likely to be undertaken within Wales but outside of the respondent's Local Authority area included arts festivals (48%) and the opera (30%).

Larger proportions of those attending musicals, operas and ballets and taking visits to galleries and exhibitions travelled to venues outside of Wales (39%, 28%, 30% and 29% respectively).

2.1.4 Levels of attendance by art form – Arts Council of Wales Region

As illustrated below, there were some variations in levels of attendance of each art form in different regions of Wales, which are likely to be influenced by the current levels of provision in each region. Most notably, residents of North Wales were more likely to attend a festival (32% at least once a year), residents of Mid/West Wales were more likely to attend a carnival or street art performance (43%) or plays (35%) and residents of South Wales were more likely to go to other live music (54%).

Table 2-4 Art forms attended at least once a year by region (%)

	North Wales	Mid/West Wales	South Wales
Cinema	61	60	64
Other live music	43	51	54
Carnival or street art performance	30	43	37
Art/craft gallery or exhibition	39	41	38
Musical	23	35	32
Plays	29	35	30
Pantomime	29	28	28
Festival	32	26	22
Classical music concert	15	18	13
Folk, traditional, world music	14	17	12
Reading, storytelling, other literary event	8	13	10
Jazz concert or performance	9	12	10
Contemporary dance	7	9	8
Opera	6	8	7
Circus (not involving animals)	11	7	10
Ballet	4	6	6

2.1.5 Comparison of attendance by art form – 2005 and 2010 surveys

Between 2005 and 2010, the proportion of adults living in Wales attending any art form has increased from 76% to 86%. The largest increase in attendance between 2005 and 2010 related to visits to art and craft galleries and exhibitions, with 26% visiting at least once a

year in 2005 compared to 39% in 2010. A similar level of increase was recorded for live music (excluding folk, traditional, world or jazz music) with 39% attending at least once a year in the 2005 survey compared to 51% of those interviewed in 2010. There was no change between 2005 and 2010 in the proportion attending a jazz performance or an opera.

Table 2-5 Comparison of attendance at least once a year – 2005 and 2010 surveys (%)

Base: All respondents – 2005 (6,851); 2010 (7,083)

Art form	2005	2010	Difference 2005-10
Attend any art form	76	86	10
<i>Attend any art form excluding cinema</i>	<i>67</i>	<i>81</i>	<i>14</i>
Art/craft galleries/exhibitions ³	26	39	13
Live music (exc. folk, trad., world, jazz)	39	51	12
Cinema	54	62	8
Musical (not an opera)	23	30	7
Plays	27	32	5
Readings/storytelling/other literary	5	10	5
Carnivals/street arts	33	37	4
Folk/traditional/world music	11	14	3
Classical music concert/recital	13	15	2
Contemporary dance performance	7	8	1
Ballet	5	6	1
Jazz concert/performance	10	10	0
Opera	7	7	0
Attended no art forms/don't know	24	14	-10

³ 'Crafts' not included in art form description in 2005 survey – included as 'Art galleries or exhibitions'

2.2 Demographic profile

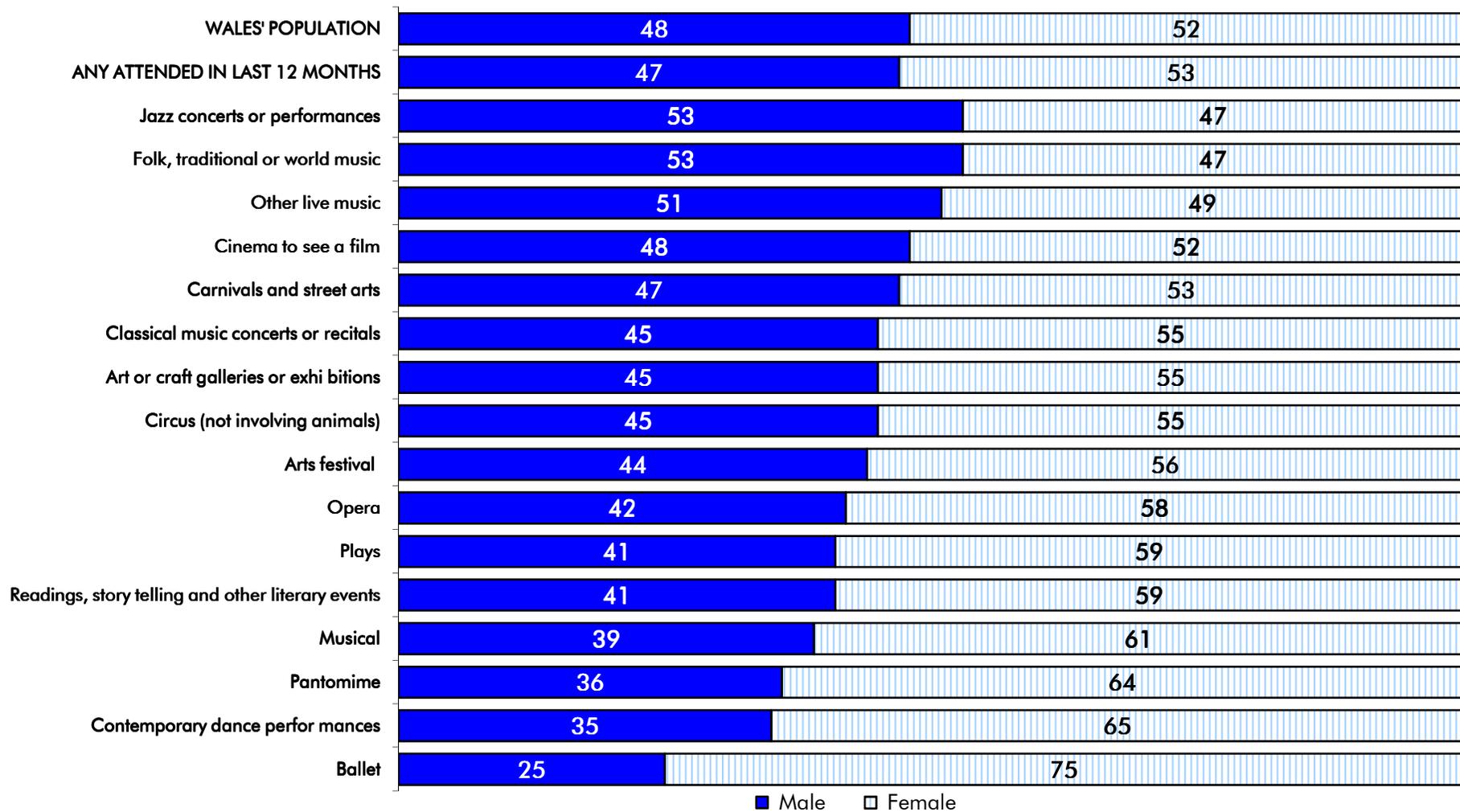
2.2.1 Gender

As illustrated in Figure 2-1 overleaf, while the population of Wales consists of a broadly even split of males and females (48% and 52% respectively) and the profile of those who had attended any arts activities at least once a year was also fairly evenly distributed (47% male, 53% female), the distribution was not even amongst attendees of the various art forms.

More men than women attended music performances (53% at jazz music events, 53% at folk, traditional or world music events and 51% at other live music events) while more women attended musicals, pantomimes, contemporary dance performances and the ballet (61%, 64%, 65% and 75% respectively).

Figure 2-1 Gender (%)

Base = All respondents (7,083)

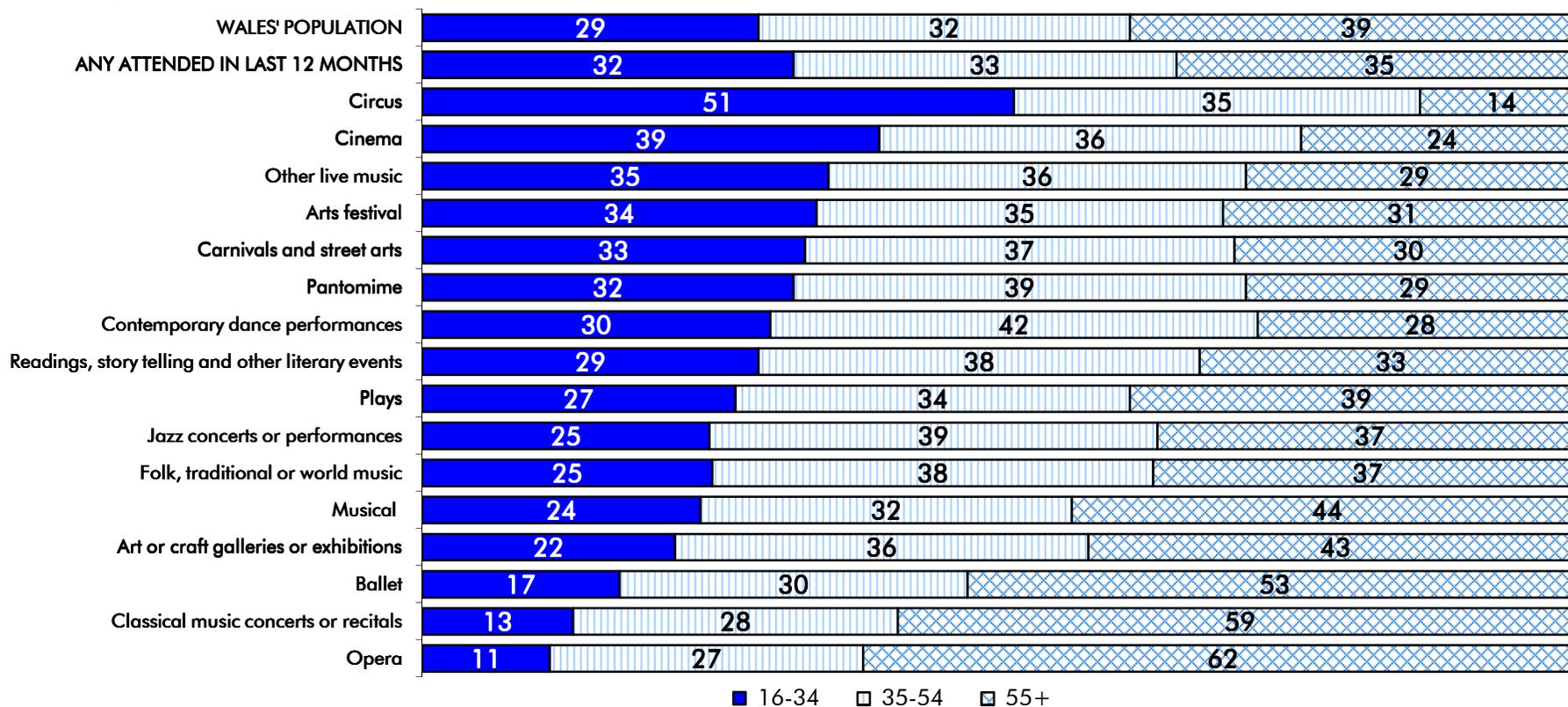


2.2.2 Age

In terms of the age of attendees, as illustrated in Figure 2-2 below, the largest proportion of attendees aged between 16 and 34 were recorded for the circus and cinema (51% and 39% respectively) while those attending contemporary dance performances and pantomimes were more likely to be aged between 35 and 54 (42% and 39% respectively). The oldest age profile was found amongst ballet, classical music and opera attendees – over half of each of these groups were aged 55 or over (53%, 59% and 62% respectively).

Figure 2-2 Age (%)

Base = All respondents (7,083)

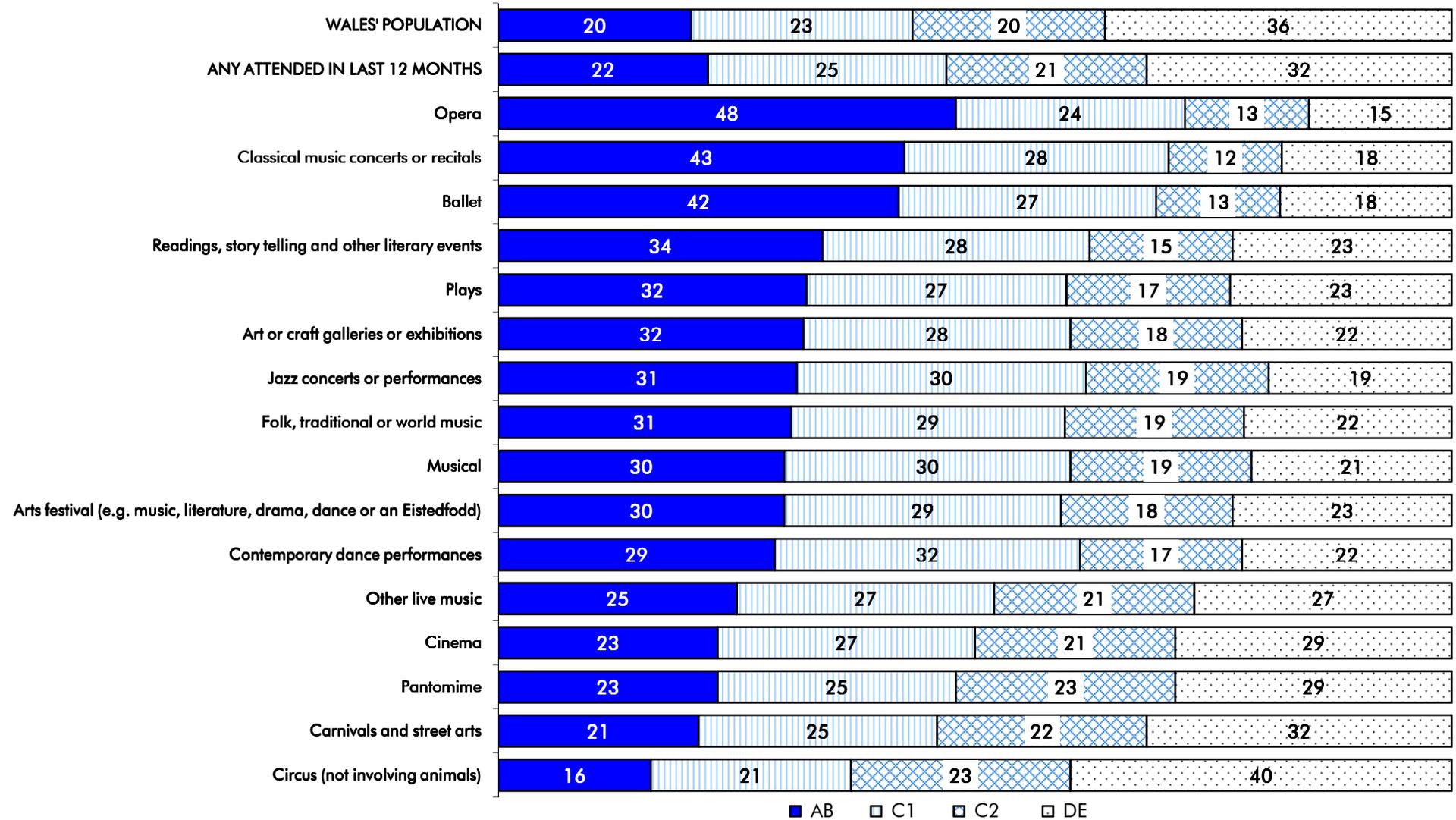


2.2.3 Socio-economic profile

Socio-economic profile also varied between the art forms attended as shown in Figure 2-3 overleaf. More than two-fifths of attendees at opera, classical music and ballet events were in the AB socio-economic groups (48%, 43% and 42% respectively), attendees at contemporary dance performances and jazz music events were more likely to be C1s (32% and 30%) while the largest proportions of DEs were found amongst those who attended the circus (40%). A definition of the Social Grades can be found in Appendix 1.

Figure 2-3 Socio-economic group (%)

Base = All respondents (7,083)

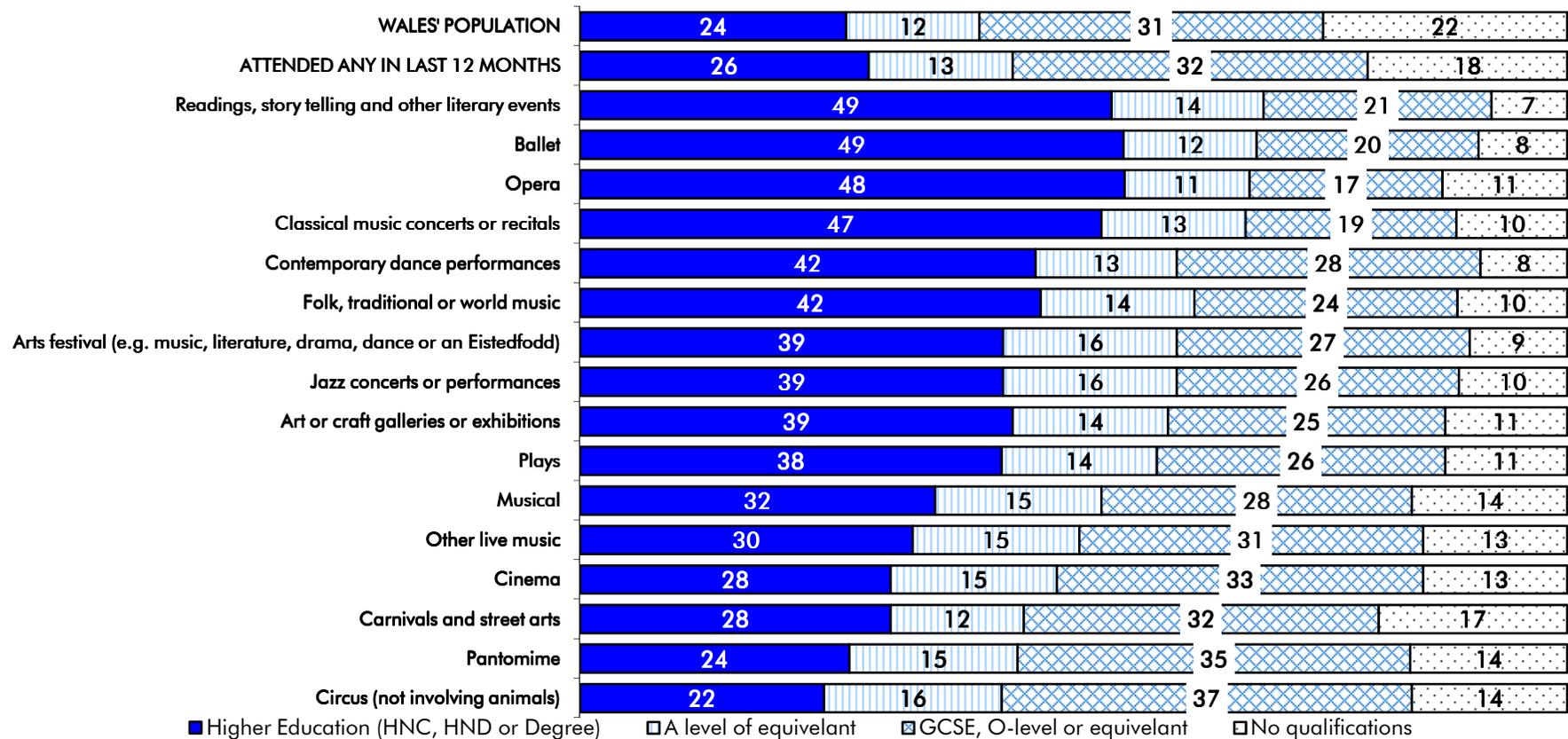


2.2.4 Educational qualifications

The profile of attendees also varied by level of educational qualification. Most notably, around half of attendees at literary events, ballet and opera have a higher education qualification (49%, 49%, and 48% respectively) while a larger proportion of those attending pantomimes and circuses have a GCSE level qualification or no educational qualifications.

Figure 2-4 Highest level of educational qualification (%)

Base = All respondents (7,083)



2.2.5 Employment status

Reflecting the older age profiles, attendees of opera, classical music and ballet were more likely to be retired respondents (51%, 49%, and 42% respectively) than those attending other art forms. By comparison, those attending cinema, contemporary dance, jazz performances and folk/traditional music were more likely to work full time (43%, 44%, 43% and 42% respectively).

2.2.6 Ethnicity

While 2% of the Welsh adult population were members of Black and Minority Ethnic populations, the proportion was slightly higher amongst those attending contemporary dance (4%) and reading, storytelling and literary events (4%).

2.2.7 Disability and long term illness

Reflecting age profiles, audiences at some art forms did contain slightly higher proportions of disabled respondents/people with long term illness than others. These included classical music (18%), opera (17%) and musicals (17%).

2.2.8 Welsh language

Audiences containing the highest proportions of respondents with Welsh language ability included those at arts festivals (12%), folk/traditional music events (12%), and classical music events (11%). By comparison, the art forms containing the highest proportion of respondents with no Welsh language ability were cinema (65%) and jazz concerts (65%).

2.3 Profile of cinema attendees

Younger people, likely to be working with an even division across social grades.

- Overall, 62% of the population attended the cinema at least once a year and 71% ever attended 'these days'. The total sample attending at least once a year was 4,409, providing a very robust base for separate analysis.
- Analysing by frequency of attendance revealed that 54% of respondents attended the cinema 2-3 times a year or more, with 33% attending once every 2-3 months.
- In comparison to 2005, the proportion attending the cinema at least once a year increased from 52% to 62%.

Demographic profile

- While the gender distribution of cinema attendees was fairly even (48% male, 52% female), the age profile for this art form was younger than for any other with 39% of attendees aged between 16 and 34 (compared to 29% of the population).
- While half of attendees were in the ABC1 socio-economic groups (50%), a larger proportion than across the population as a whole (43%), the socio-economic profile was more varied than for most other art forms.
- Cinema attendees were more likely than other members of the population to be employed full or part time (59% compared to 48% of adult population), to have children in their household (38% compared to 30%) or to have any

educational qualifications (77% compared to 66%) but less likely to be disabled/have a long-term illness (12% compared to 21% of population).

Other art forms attended or participated in

- The majority of people who attended the cinema had also been to a live music performance at least once a year (63%) and 46% had visited an art gallery or exhibition. 44% had participated in one or more art forms during this period (compared to 39% of adult population)

Location of attendance

- In comparison to most other art forms, cinema attendance was more likely to take place in the attendee's local area. Three in ten of the most recent visits to the cinema were within the local neighbourhood (30%), while just over a third attended elsewhere within their own Local Authority area (34%).

Reasons for attendance

- In common with most other art forms, the majority of those attending the cinema stated that entertainment or enjoyment was their reason for attending (56%). Notably, compared to most other art forms, cinema attendees were

more likely to state that they attended to accompany children (21%).

Future interest in attending the cinema

- 11% of the population did not normally attend the cinema but would like to in the future.
- The population groups most likely to state that they were interested in attending the cinema in future included those aged 65 and over (15% had not attended but would like to), disabled people/people with a long term illness (14%), people with no educational qualifications (14%) and people who had not attended any art forms in the last year (20%).
- A third of those who had not attended the cinema but would like to stated that a lack of time had prevented them (33%), 22% stated that it cost too much, 21% mentioned family commitments and 11% mentioned poor health as an issue.

Variations in attendance levels by demographic

- Analysing cinema attendance by group of interest reveals a few variations in levels of cinema attendance. Most notably, those aged 16 to 24 were significantly more likely than older respondents to attend at least once a year (91%).
- By comparison those particularly less likely to have attended the cinema at least once a year included those

aged 65 and over (29%), disabled respondents and respondents with long term illness (37%) and those with no qualifications (42%).

Attendance by Arts Council region

- Levels of attendance at a regional level were fairly similar with a slightly higher proportion attending cinema at least once a year in the South (64%) compared to the North (61%) and Mid/West (60%).
- At a local authority level, cinema attendance (once of a year or more) was highest in Wrexham (68%), Newport (67%) and Cardiff (67%) and lowest in the Isle of Anglesey (53%) and Merthyr Tydfil (54%).

Attitude statements

- Respondents attending the cinema were generally less likely to strongly agree with the statement, *'if my area lost its arts and cultural activities, the people living here would lose something of value.'*

2.4 Profile of musical (non-opera) attendees

An older group, more likely to be female and in the ABC1 social grades.

- Overall, 30% of respondents had attended a musical at least once a year and 41% ever attended 'these days'. The total sample attending at least once a year was 2,101 respondents, providing a very robust base for separate analysis.
- Analysing by frequency of attendance reveals that 15% of respondents attended a musical 2 or more times a year but only 3% attended regularly, that is, once every 2-3 months.
- In comparison to 2005, the proportion of the population attending musicals at least once a year increased from 23% to 30%.

Demographic profile

- Around six in ten musical attendees were female (61%), a higher proportion than amongst the population as a whole (48%). This art form attracted an older age profile, with 44% of musical attendees aged 55 and over compared to 39% of the population.
- Six in ten musical attendees were in the ABC1 social grades (60%), a larger proportion than amongst the population generally (43%).
- Musical attendees were more likely than other members of the population to be in full or part-time employment (53% compared to 48% of the population), to have any

educational qualifications (75% compared to 66%) and to have some Welsh language ability (37% compared to 33%) but were less likely to be disabled/have a long-term illness (17% compared to 21%).

Other art forms attended or participated in

- 69% of musical attendees had also been to a live music performance at least once a year. Also half participated in one or more art form at least once a year (50% compared to 39% of the population).

Location of attendance

- In comparison to most other art forms, attendance at musicals was less likely to take place close to home with almost two-fifths of attendances being at venues within the UK but outside of Wales (38%).

Reasons for attendance

- In common with most other art forms, the majority of those attending musicals stated that entertainment or enjoyment was their reason for attending (56%). Musical attendees were more likely than those attending most other events to mention a social event or night out (34%) and/or the desire to see a specific show (36%) as motivations.

Future interest in attending a musical

- 14% of the population had not attended a musical but would like to attend in the future.
- The population groups most likely to state that they were interested in attending a musical in future included those with children (18% had not attended but would like to) and those who had participated in any art form at least once a year (17%).
- Two-fifths of those who had not attended a musical indicated that a lack of time was a barrier (40%), three in ten cited cost as being prohibitive (30%) and 18% mentioned family commitments as preventing them from attending this art form.

Variations in attendance levels by demographic

- Analysing musical attendance by group of interest reveals a few variations in levels of attendance. Respondents aged 55 to 64 and over were slightly more likely to attend at least once a year (36%) as were female respondents (36%).

- By comparison those particularly less likely to have attended a musical at least once a year included unemployed respondents (13%), DE respondents (18%), and Black & Minority Ethnic respondents (19%).

Attendance by Arts Council region

- Levels of musical attendance at a regional level were highest in the Mid/West (34%) and South (32%) but lower in the North (23%).
- At a local authority level, attendance was highest in Bridgend and Swansea (39% each), and lowest in the Isle of Anglesey (15%).

Attitude statements

- Respondents attending a musical were most likely to strongly agree that *'all children should have the opportunity to learn to play a musical instrument or participate in arts activities at school'* (67%).

2.5 Profile of opera attendees

An older group, likely to be retired, female and in the AB social grades.

- Overall, 7% of the population attended the opera once a year or more and 13% had ever attended. The total sample attending at once a year or more was 487, providing a robust base for separate analysis.
- Analysing by frequency of attendance reveals that only 3% of respondents attended opera 2 times a year or more.
- In comparison to 2005, the proportion attending operas at least once a year stayed the same (7%).

Demographic profile

- This art form attracted a higher proportion of female attendees than was found amongst the Welsh adult population as a whole (58% and 52% respectively). The age profile for this art form was older than for the majority of other art forms with 62% aged 55 and over compared to 39% of the population as a whole.
- Almost half of opera attendees were in the AB socio-economic groups (48%), a higher proportion than amongst the population overall (20%) and also for most other art forms.
- Opera attendees were more likely than other members of the population to be retired (51% compared to 40%), to have any educational qualifications (77% compared to 66%) and to have some Welsh language ability (44%

compared to 33%) but were less likely to have children in their household (17% compared to 30% of population) and to live in a Communities First area (31% compared to 36%).

Other art forms attended or participated in

- Around four-fifths of those who attended the opera had also been to an art or craft gallery or exhibition at least once a year (81%) and 73% attended plays at least once a year. 56% had participated in one or more art forms compared to 39% of the adult population.

Location of attendance

- Three in ten of the most recent visits to the opera were taken within an attendee's own region of Wales but outside of their Local Authority area (30%). 5% of opera visits were to venues outside of the UK.

Reasons for attendance

- In common with most other art forms, the majority of those attending the opera stated that entertainment or enjoyment was their reason for attending (59%). Wanting to see a specific show was also an important motivation, mentioned by 32% of attendees.

Future interest in attending the opera

- 13% of the population had not attended an opera but would like to attend in the future.
- The groups in the population most likely to state that they were interested in attending included those in the AB social grades (18%) and those who could speak, read or write in Welsh (17%).
- A third of those who had not attended the opera but expressed an interest in doing so stated that a lack of time was an issue (33%), while 28% mentioned cost, 18% mentioned family commitments and 11% cited poor health.

Variations in attendance levels by demographic

- Analysing opera attendance by group of interest reveals a few variations in levels of attendance. Respondents in the AB socio-economic group (17%) and those aged 55 or over (11%) were more likely to attend opera once a year or more,
- By comparison those least likely to attend included those aged 16 to 34 (3%), unemployed respondents (2%), DE respondents (3%), and those with children (4%).

Attendance by Arts Council region

- At a regional level levels of opera attendance were similar across all of the regions - Mid/West (8%), South (7%) and North (6%).
- At a local authority level, attendance was highest in Powys (11%) and Ceredigion (11%).

Attitude Statements

- Respondents attending an opera were more likely than non attendees to strongly agree that '*that there should be public funding for arts and cultural activities*' (48%).

2.6 Profile of ballet attendees

An older group, most likely to be female and in the AB social grades.

- Overall, 6% of the population had been to the ballet at least once a year and one in ten ever attended 'these days' (10%). The total sample attending at least once a year was 368, providing a robust base for separate analysis.
- Analysing by frequency of attendance reveals that only 1% of respondents attended a ballet 2 to 3 times a year or more.
- In comparison to 2005, the proportion of the population attending the ballet at least once a year increased slightly from 6% to 7%.

Demographic profile

- Three-quarters of ballet attendees were female (75%), a higher proportion than for all of the other art forms. The age profile was also older than the population as a whole as well as for the profile of a number of other art forms, with 53% aged 55 and over (39% amongst the overall population).
- Ballet was also one of the art forms with the highest proportion of ABs attending, with 42% of ballet attendees in these social grades compared to 20% of the overall Welsh adult population.

- Ballet attendees were also more likely than other members of the population to have any educational qualifications (81% compared to 66%) and to have some Welsh language ability (40% compared to 33%) but were less likely to be disabled/have a long-term illness (16% compared to 21%) or to have children in their household (24% compared to 30% of the population).

Other art forms attended or participated in

- The majority of those who attended the ballet had also been to arts and craft galleries or exhibitions (76%) and/or plays (72%) at least once a year and 59% had participated in one or more art forms during this period (compared to 39% of the adult population).

Location of attendance

- Over a quarter of visits to the ballet were taken within the attendee's region of Wales but outside of their Local Authority area (28%), while a quarter of visits were to venues within the UK but outside of Wales (25%).

Reasons for attendance

- In common with most other art forms, the largest proportion of those attending the ballet cited entertainment or enjoyment as their reason for doing so (46%). Also 31% attended for a social evening/night out, 25% wanted to see a specific show and 19% mentioned seeing a specific performer, artist or company as their motivation.

Future interest in attending the ballet

- 11% of the population who had not attended the ballet expressed an interest in doing so in the future.
- The population groups most likely to state that they were interested in attending the ballet in future included those in the AB socio-economic groups (18% had not attended but would like to) and women (16%).
- The primary reasons for not attending amongst those who would like to were a lack of time (mentioned by 35% of these respondents) and cost (mentioned by 31%).

Variations in attendance levels by demographic

- Overall, ballet was more likely to be attended by those in the AB social classes (12%), those aged 55 or over (7%) and female respondents (8%).
- By comparison, those least likely to attend included males, 16 to 34s and DE respondents (3%).

Attendance by Arts Council region

- By region, levels of ballet attendance were slightly lower in the North (4%) than in other areas (6%).
- Base sizes are too low to provide variations at a local authority level.

Attitude Statements

- Respondents attending a ballet were more likely than attendees at other art forms to strongly agree that '*I believe it is right that there should be public funding of arts and cultural projects*' (49%).

2.7 Profile of contemporary dance attendees

A more middle aged and family lifestage group. More likely to be female, ABC1s, with children and in full-time employment.

- Overall, 8% of the population had attended a contemporary dance performance at least once a year and 13% ever attended 'these days'. The total sample attending at least once a year was 554, providing a robust base for separate analysis.
- In comparison to 2005, attendance at contemporary dance remained at a fairly similar level (7% in 2005).

Demographic profile

- This art form had one of the highest proportions of female attendees (65% compared to 52% of population). 42% of attendees were between the ages of 35 and 54 compared to 32% of the population overall.
- 61% of contemporary dance attendees were in the ABC1 socio-economic groupings, compared to 43% amongst the population as a whole.
- Contemporary dance attendees were more likely than other members of the population to have any educational qualifications (83% compared to 66% of the adult population), to be in full-time employment (44% compared to 35% of the adult population), to have children (39% compared to 30%) and to have some Welsh language ability (43% compared to 33%) but were less likely to be disabled/have a long-term illness (14% v 21%).

Other art forms attended or participated in

- The majority of people who attended a contemporary dance performance had also been to a live music performance (75%). 61% had participated in one or more art forms during this period (compared to 39% of the total adult population).

Location of attendance

- Just over two-thirds of contemporary dance attendees went to this type of performance within the region of Wales in which they live (69%). 24% did so within their local neighbourhood, while 21% did so elsewhere within their Local Authority area.

Reasons for attendance

- Around half of contemporary dance attendees stated that entertainment or enjoyment was their reason for attending (51%). Other frequently provided reasons included enjoying going to that type of event (20%) and a social evening/night out (18%).

Future interest in attending contemporary dance events

- 7% of the population had not attended a contemporary dance performance but expressed an interest in doing so in the future.
- Women were more likely to state that they were interested in attending a contemporary dance performance in future (9%).
- The most frequently given reasons for not attending was a lack of time (42%), cost (23%) and family commitments (23%).

Variations in attendance levels by demographic

- Overall, contemporary dance was more likely to be attended by Black and Minority Ethnic respondents (18%), respondents in ABC1 socio-economic groups (11%), and those aged 35 to 54 (11%).
- By comparison, those least likely to attend included people aged 65 and over (4%), and members of the DE socio-economic groups (5%).

Attendance by Arts Council region

- Levels of contemporary dance attendance were similar across all regions.

Attitude Statements

- Respondents attending this art form were more likely to strongly agree that *"Taking part in arts and cultural activity helps people to build their confidence"*.

2.8 Profile of play attendees

A more varied group in terms of age and socio-economic status but more likely to be female.

- Overall, 32% of the adult population attended plays at least once a year and 46% ever attended 'these days'. The total sample attending at least once a year was 2,191, providing a very robust base for separate analysis.
- 18% of respondents had attended plays twice a year or more often.
- In comparison to 2005, attendance at plays (at least once a year) increased from 27% to 32%.
- Play attendees were more likely than other members of the population to be in paid employment (53% compared to 48% of the total adult population), to have children (34% compared to 30%), to have any educational qualifications (78% compared to 66%) and to have some Welsh language ability (38% compared to 33%) but were less likely to be disabled/ have a long-term illness (14% compared to 21%).

Demographic profile

- The proportion of women was higher amongst play attendees than amongst the population as a whole (59% and 52% respectively). However this art form had a more even age distribution than a number of the other art forms, with slightly higher proportions of 35 to 44 year olds and 55 to 64 year olds than amongst the population overall (18% compared to 16% of population and 19% compared to 17% respectively).
- As with the majority of art forms, the proportion of ABC1s was higher amongst play attendees than the population as a whole (59% compared to 43%). However, the socio-economic distribution was more varied than for many of the other art forms.

Other art forms attended or participated in

- 65% of people who attended a play had also been to an art gallery or exhibition. 53% had participated in one or more art forms during this period, compared to 39% of the adult population.

Location of attendance

- The largest proportion of play attendees went to this type of event within their local neighbourhood (28%). However, plays were more likely than the other art forms to have been attended elsewhere within the attendee's Local Authority area (23%).

Reasons for attendance

- While entertainment or enjoyment was the most commonly cited reason for attending a play (49%), a quarter attended for a social evening or night out (25%) and a similar proportion attended to see a specific show (23%).

Future interest in attending plays

- 12% of the population had not attended a play at least once a year but would like to attend in the future.
- People between the ages of 55 and 64 were the most likely to state that they would like to attend a play in the future (15% had not attended but would like to).
- 41% of those who had not attended a play but would like to indicated that a lack of time was a barrier to attendance while 24% mentioned cost as an issue.

Variations in attendance levels by demographic

- Overall, plays were more likely to be attended by ABs (51%), people with qualifications (37%), females (36%), and respondents aged 35 to 44 (36%).
- By comparison, those least likely to attend included males (27%), 16 to 24s (25%), DE respondents (20%), and disabled respondents/respondents with long term illness (22%).

Attendance by Arts Council region

- Attendance of plays was higher in the Mid/West (35%) and lowest in the North regions (29%).

- Higher proportions of respondents had attended plays in Powys (42%), Monmouth (37%) and Cardiff (37%).

Attitude Statements

- Respondents attending a play were most likely to strongly agree that *'all children should have the opportunity to learn to play a musical instrument or participate in arts activities at school'* (67%).

2.9 Profile of classical music attendees

An older group, more likely to be retired and in the ABC1 social grades.

- Overall, 15% of the population had attended classical music events at least once a year and 21% ever attended 'these days'. The total sample attending at least once a year was 1,005, providing a robust base for separate analysis.
- 8% attended 2 or more times a year.
- In comparison to 2005, attendance at classical music events (at least once a year) increased slightly from 13% to 15%.

Demographic profile

- Just over half of those attending classical music were female (55% compared to 52% of the population). The age profile for this art form was older than for a number of the other art forms, with 59% of classical music attendees aged 55 or over compared to 39% of the total population.
- 71% of classical music attendees were in the ABC1 social grades, with this art form having a higher proportion of ABs than recorded for most of the other art forms (42%). By comparison, 43% of the total population are in the ABC1 social grades (20% are ABs).
- Classical music attendees were more likely than other members of the population to have any educational qualifications (79% compared to 66% of the adult

population), to be retired (49% compared to 40%) or to have some Welsh language ability (43% compared to 33%) but were less likely to have children (19% compared to 30%), reflecting their age profile.

Other art forms attended or participated in

- The majority of people who attended a classical music event had also been to an art or craft gallery or exhibition at least once a year (75%) and 68% had attended another live music event. 57% had participated in one or more art forms during this period (compared to 39% of the adult population).

Location of attendance

- Around two-fifths of classical music events or performances were within the attendee's own Local Authority area or local neighbourhood (41%) while a quarter of visits to these events were outside the local area but within the attendee's region of Wales (25%).

Reasons for attendance

- As with most other art forms, over half of classical music attendees mentioned entertainment or enjoyment as a reason for attending their most recent event (55%). A third

mentioned liking that type of event (34%), a higher proportion than for most other art forms.

Future interest in attending classical music events

- 9% of the population had not been to a classical music event but would like to attend in the future.
- The population groups most likely to state that they were interested in attending a classical music event included those in the AB social grades (12% had not attended but would like to) and those living in Mid and West Wales (11%).
- The predominant reason given for not attending was a lack of time (42%) while two in ten cited cost as a barrier (20%).

Variations in attendance levels by demographic

- Overall, classical music events were more likely to be attended by respondents aged 55 and over (22%), AB respondents (32%), Welsh language speakers (21%), and respondents with any qualifications (18%).
- By comparison, those least likely to attend a classical music event included those aged 16 to 24 (6%), DE socio-economic groups (7%), and unemployed people (6%).

Attendance by Arts Council region

- Attendance of classical music events was slightly higher in the Mid/West (18%) compared to North (15%) and South (13%).

- Higher proportions of respondents in Powys and Cardiff had attended classical music events (23% and 20% respectively).

Attitude Statements

- Respondents attending classical music events were more likely than respondents attending many of the other art forms to strongly agree that *“if my area lost its arts and cultural activities, the people here would lose something of value”*.

2.10 Profile of jazz music attendees

More likely than other art forms to be attended by men, aged between 45 and 64, ABC1s and in full-time employment.

- Overall, 10% of the population attended jazz music events at least once a year and 16% ever attended 'these days'. The total sample attending at least once a year was 720, providing a robust base for separate analysis.
- 4% of respondents attended 2 times a year or more.
- In comparison to 2005, the proportion attending jazz music events at least once a year stayed the same (10%).

Demographic profile

- This was one of a small number of art forms where the majority of attendees were men (53%).
- 61% of jazz attendees were in the ABC1 socio-economic groups, a similar proportion to a number of other art forms but higher than amongst the population as a whole (43%).
- Jazz music attendees were more likely than other members of the population to have any educational qualifications (81% compared to 66% of the population overall) and to be employed full time (43% compared to 35%) but were less likely to be disabled/ have a long-term illness (14% compared to 21%).

Other art forms attended or participated in

- The majority of people who attended a jazz music event had also been to another live music performance at least once a

year (79%). 59% had participated in one or more art forms during this period (compared to 39% of the adult population).

Location of attendance

- The largest proportion of jazz music attendees had been to this type of event within their region, but outside of their Local Authority area (24%) while 11% had travelled further afield within Wales to attend an event.

Reasons for attendance

- In common with most other art forms, around half of jazz music attendees mentioned entertainment or enjoyment as a reason for their last attendance (49%). Also a third stated that they liked to go to this type of event (32%) as a motivation – a higher proportion than for most other art forms.

Future interest in attending a jazz music event

- One in ten of the population had not attended a jazz music event but would like to in the future (10%).
- The population groups most likely to state that they were interested in attending a jazz music event in future included

those in the AB social grades (15% had not attended but would like to) and those in part-time employment (14%).

- As with the majority of other art forms, a lack of time was considered to be the major barrier to attending jazz music events (41%). Around a fifth mentioned cost as having prohibited their attendance (21%).

Variations by group of interest

- Overall jazz music events were more likely to be attended by respondents aged 45 to 54 (14%), AB respondents (16%), and respondents with any qualifications (13%).
- By comparison, those least likely to attend a jazz music event included DE respondents (5%), disabled people/people with long term illness (7%), and respondents without qualifications (6%).

Attendance by Arts Council region

- Attendance levels at jazz music events were similar across the three main regions with 12% in the Mid/West, 10% in the South and 9% in the North.
- Slightly higher proportions of respondents living in Powys, Swansea and Vale of Glamorgan attended jazz events (18%, 15% and 14% respectively).

2.11 Profile of folk/traditional/world music attendees

More likely than the average to be male, across a range of ages and in full-time employment.

- Overall, 14% of the population attended folk, traditional or world music events or performances at least once a year and 19% ever attended 'these days'. The total sample attending at least once a year was 963, providing a robust base for separate analysis.
- 7% had attended folk, traditional or world music events or performances 2 times a year or more.
- In comparison to 2005, attendance at folk, traditional or world music events or performances slightly increased from 11% to 14%.

Demographic profile

- While the gender distribution of attendees at this type of event was fairly even, the proportion of male attendees (53%) was higher than the average amongst the total population (48%) and higher than for most other art forms.
- The age profile for this art form was fairly evenly distributed and similar to that of the overall population. In terms of socio-economic groups, 31% of attendees were in the AB groups, a higher proportion than amongst the population as a whole (20%).
- Folk, traditional and world music attendees were more likely than other members of the population to have any educational qualifications (80% compared to 66% of the

total population), to have some Welsh language ability (46% and 33% respectively) or to be working full-time (42% and 35%) but less likely to be disabled/ have a long-term illness (15% and 21%).

Other art forms attended or participated in

- 71% of those who attended a folk, traditional or world music event had also been to an art or craft gallery or exhibition and 62% had participated in one or more art forms during this period (compared to 39% of the adult population).

Location of attendance

- A quarter of folk, traditional and world music attendances took place within the attendee's local neighbourhood (25%). A similar proportion indicated that their attendance was within their region but outside of their Local Authority area (23%).

Reasons for attendance

- In common with most other art forms, over half of folk, traditional or world music attendees mentioned entertainment or enjoyment as a reason for their last attendance (57%). Attendees of this art form were also

likely to state that they liked going to this type of event (35%), for a social evening or night out (32%) or to see a specific performer (27%). The last of these reasons was more frequently provided for folk, traditional and world music events than for any other art form.

Future interest in attending folk, traditional or other world music

- 8% of the population had not attended a folk, traditional or other world music event but would like to attend in the future.
- The population groups most likely to state that they were interested in attending included those in part-time employment (14% had not attended but would like to), those aged 55-64 (13%) and those with some Welsh language ability (11%).
- 39% of those who had not attended a folk, traditional or world music event but would like to stated that a lack of time was a barrier, while two in ten cited cost (20%) and 15% mentioned family commitments.

Variations in attendance levels by demographic

- Overall folk, traditional or world music events were more likely to be attended by respondents aged 45 to 54 (18%) and 55 to 64 (17%), respondents in AB and C1 socio-economic groups (21% and 17% respectively) Welsh

speaking respondents (21%) and respondents with any qualifications (17%).

Attendance by Arts Council region

- Attendance levels were slightly higher in the Mid/West (17%) compared to 14% in the North and 12% in the South.
- Slightly higher proportions of respondents attended in Gwynedd (25%), Ceredigion (24%) and Powys (21%).

2.12 Profile of other live music attendees

Most likely to be attended by those aged 16-54 and in full-time employment. A broader distribution of socio-economic groups than most art forms.

- Overall, 51% of the population had attended live music events at least once a year and 59% ever attended 'these days'. The total sample attending at least once a year was 3,477, providing a very robust base for separate analysis.
- 37% had attended a live music event 2-3 times a year or more.
- In comparison to 2005, attendance at live music events or performances at least once a year had increased from 39% to 51%.

Demographic profile

- This art form had a relatively even gender distribution (51% male, 49% female). Live music attendees were more likely than the population as a whole to be between the ages of 16 and 54 (71% v 61%).
- While the largest proportion of live music attendees were in the ABC1 social grades (52% compared to 43% amongst the total population), the proportion of C2s was higher than for a number of the other art forms.
- Live music attendees were more likely than other members of the population to have any educational qualifications (77% compared to 66% of the adult population), to be in full-time employment (43% v 35%) and to have some Welsh language

ability (36% v 33%) but less likely to be disabled/ have a long-term illness (14% v 21%).

Other art forms attended or participated in

- 50% who attended a live music event had also been to an art gallery or exhibition. Also, 50% had participated in one or more art forms during this period (compared to 39% of the adult population).

Location of attendance

- Almost three in ten live music attendees had most recently been to this type of event within their own local neighbourhood (29%) while 23% attended within their region but outside of their Local Authority area.

Reasons for attendance

- Live music event attendees were more likely than those attending any other art forms to state that their motivation was 'a social event or night out' (46%).

Future interest in attending live music events

- 12% of the population had not attended a live music event but would like to attend in the future.

- The population groups most likely to state that they were interested in attending in the future included those with children (15% had not attended but would like to).
- 41% of those who had not attended a live music event but would like to stated that a lack of time was a barrier, followed by 32% who cited cost and 21% mentioned family commitments.

Variations in attendance levels by demographic

- Overall, live music events were more likely to be attended by respondents aged 16 to 24 (65%) and 25 to 44 (58%) or those in full time employment (64%) and/or the AB social grades (63%).
- By comparison, those least likely to attend included respondents with no qualifications (35%), disabled respondents/people with long term illness (33%), those aged 65 and over (29%), and DE respondents (37%).

Attendance by Arts Council region

- Attendance levels were slightly higher in the South (54%) than in the Mid/West (51%) and North (43%).
- Slightly higher proportions of respondents attended in Cardiff, Swansea and Vale of Glamorgan.

2.13 Profile of art and craft gallery and exhibition visitors

An older age profile than most art forms but a fairly even gender distribution

- Overall, 39% of the population went to art or craft galleries or exhibitions at least once a year and 48% ever attended 'these days'. The total sample attending at least once a year was 2,744, providing a very robust base for separate analysis.
- Just under a quarter of respondents attended twice a year or more (24%).
- In comparison to 2005, attendance at an art and craft gallery or exhibition (at least once a year) increased from 26% to 39%.⁴

Demographic profile

- 55% of attendees were female, a slightly higher proportion than across the population as a whole (52%). Also over two-fifths of attendees were aged 55 and over (43%), a higher proportion than for most of the other art forms attended and amongst the population as a whole (39%).
- Six in ten of those who had been to a gallery or exhibition were in the ABC1 socio-economic groups (59%) compared to 43% of the total population.
- Gallery and exhibition attendees were more likely than other members of the population to have any educational qualifications (78% compared to 66% of the total population), to be in full-time employment (39% compared to 35%) or to have any Welsh

language ability (36% compared to 33%) but were less likely to live in a Communities First area (33% compared to 36%) or to be disabled/ have long-term illness (16% compared to 21%).

Other art forms attended or participated in

- 52% of people who visited a gallery or exhibition had also attended a play. 56% had participated in one or more art forms during this period (compared to 39% of the adult population).

Location of attendance

- Galleries and exhibitions were one of the art forms most likely to be attended within the UK but outside of Wales (25% of visits).

Reasons for attendance

- The most frequently provided reasons for visiting a gallery or exhibition were 'entertainment or enjoyment' and because the attendee 'likes going to that type of event' (43% and 29% respectively).

⁴ 'Crafts not included in art form description in 2005 survey – included as 'Art galleries or exhibitions'

Future interest in attending art/craft galleries or exhibitions

- 5% of the population had not been to a gallery or exhibition but would like to attend in the future.
- The population group most likely to state that they were interested in attending were those who had not attended any art forms at least once a year (8%).
- Just over a third of those who had not been to a gallery or exhibition but would like to attend stated that a lack of time had prevented them (35%) while 17% mentioned cost and 15% poor health as barriers to attending this type of art form.

Variations in attendance levels by demographic

- Overall, those most likely to attend arts/craft galleries or exhibitions included respondents aged 55 to 64 (50%), AB respondents (62%), Welsh language speakers (45%) and females (41%).
- By comparison, those least likely to attend included Communities First respondents (35%), respondents with no qualifications (25%), and those aged 16-24 (25%).

Attendance by Arts Council region

- Attendance levels were similar across the North, Mid/West and South regions.
- At a local authority level, slightly higher proportions of respondents in Powys, Ceredigion and Vale of Glamorgan attended arts & craft galleries or exhibitions.

2.14 Profile of reading/storytelling/literary attendees

More likely to be female, in family lifestage and in the ABC1 socio-economic groups.

- Overall 10% of the population attended reading, storytelling or other literary events at least once a year and 20% ever attended 'these days'. The total sample attending at least once a year was 702 respondents, providing a robust base for separate analysis.
- 6% attended literary or storytelling events 2 times a year or more.
- In comparison to 2005, attendance at reading, storytelling or other literary events (at least once a year) increased from 5% to 10%.

Demographic profile

- Just under six in ten of those attending a reading, storytelling or other literary event were female (59%) compared to 52% of the total adult population. The age profile of attendees was fairly evenly distributed.
- 62% of attendees were in the ABC1 socio-economic groups, compared to 43% of the adult population of Wales as a whole.
- Reading, storytelling and other literary event attendees were more likely than other members of the population to have any educational qualifications (83% compared to 66% of the population as a whole), to have children (42% compared to 30%), to have some Welsh language ability

(43% compared to 33%) and to be in part-time employment (17% compared to 13%) but were less likely to be disabled/ have a long-term illness (16% compared to 21%).

Other art forms attended or participated in

- The majority of those who attended a reading, storytelling or other literary event had also been to a gallery or exhibition (74%) at least once a year and 64% had participated in one or more art forms during this period (compared to 39% of the adult population).

Location of attendance

- In comparison to most other art forms, reading, storytelling and other literary events were more likely to be attended close to home. 39% of these attendees had most recently been to this type of event within their local neighbourhood while 21% attended elsewhere within their Local Authority area.

Reasons for attendance

- Compared to most other art forms, reading, storytelling and other literary event attendees were more likely to state that they had attended to accompany children (34%).

Future interest in attending a reading, storytelling or other literary event

- 4% of the population had not attended a reading, storytelling or other literary event but would like to attend in the future.
- Those most likely to state that they were interested in attending in future included those in the AB social grades (7% had not attended but would like to) and those living in Mid/West Wales (6%).
- The predominant reason for not having attended was a lack of time (42%).

Variations in attendance levels by demographic

- Overall, those most likely to attend reading, storytelling or other literary events included those aged 35 to 44 (15%), AB respondents (18%) and families (15%) and Black & Minority Ethnic respondents (18%).
- By comparison, those least likely to attend included respondents with no qualifications (5%), those with no Welsh language ability (4%) and respondents without children (4%).

Attendance by Arts Council region

- Attendance levels were slightly higher in the Mid/West (13%) and lowest in the North (8%).

- At a local authority level, higher proportions had attended readings, storytelling or other literary events in Powys and Swansea.

Attendance Statements

- A higher proportion of respondents in this group strongly agreed that there should be public funding of arts and cultural projects (47%).

2.15 Profile of carnival and street art attendees

More likely to be attended by families and a broader socio-economic spread than most other art forms.

- Overall, 37% of the total population attended carnivals or street art events at least once a year and 46% ever attended 'these days'. The total sample attending at least once a year was 2,645, providing a very robust base for separate analysis.
- Just over one in 10 respondents attended carnival and street art events 2 or more times a year (11%).
- In comparison to 2005, attendance at carnival or street arts events (at least once a year) slightly increased from 33% to 37%.

Demographic profile

- This art form had a higher proportion of female attendees than males (53% and 47% respectively). There was a reasonably even spread in terms of age, however, the highest proportion were in the 35 to 54 age group (37%).
- The social grade profile was closer to that of the overall population than for most other art forms, with 54% of carnival and street art attendees in the C2DE socio-economic groups compared to 56% of the population.
- Carnival and street arts attendees were more likely than other members of the population to have any educational qualifications (72% compared to 66% of the adult population), to be in full-time employment (41% compared

to 35%) and to have children (39% compared to 30%) but were less likely to be disabled/ have a long-term illness (16% compared to 21%).

Other art forms attended or participated in

- The majority of people who attended a carnival or street arts event had been to an art gallery or exhibition (53%). 47% had participated in one or more art forms during this period (compared to 39% of the adult population).

Location of attendance

- Carnivals and street art events were the art form most likely to have been attended within the respondent's own local area. 47% of carnival/street arts attendees went to this type of event within their local neighbourhood, while a further two in ten attended elsewhere within their Local Authority area (20%).

Reasons for attendance

- In common with most other art forms, the majority of attendees stated that entertainment or enjoyment was the reason for doing so (55%). Also, compared to most other art forms, carnival and street arts attendees were more

likely to mention accompanying children as a reason for attending (24%).

Future interest in attending carnivals/street arts

- 5% of the population had not attended a carnival or street art event but would like to attend in the future.
- The age group most likely to state that they were interested in attending carnivals/street arts in future was 25 to 34 year olds (9% had not attended but would like to).
- Four in ten of those who had not attended a carnival or street arts event but would like to stated that a lack of time had prevented them (40%) while 13% mentioned family commitments as a barrier to attendance.

Variations in attendance levels by demographic

- Overall, those most likely to attend carnival and street arts included those in full time work (45%), Black & Minority Ethnic respondents (49%) and respondents in the family lifestage (50%).
- By comparison, those least likely to attend included respondents aged 65 and over (24%), and disabled respondents/respondents with a long term illness (28%).

Attendance by Arts Council region

- Attendance levels were higher in the Mid/West (43%) and South (37%) compared to the North (30%).

- At a local authority level, higher proportions had attended in Pembrokeshire (56%), Monmouthshire (52%) and Carmarthenshire (50%).

2.16 Profile of circus attendees

Likely to be in the family lifecycle and DE socio-economic groups.

- Overall, 9% of the population attended the circus (not featuring animals) at least once a year and 20% ever attended 'these days'. The total sample attending at least once a year was 662, providing a robust base for separate analysis.
- Respondents were unlikely to have attended more than once a year, with only 1% of all respondents having attended a circus 2 or more times a year.
- No comparison with 2005 is available for circus attendance as this was not included in the previous survey.

Demographic profile

- 55% of circus attendees were female. The age profile for this art form was younger than for most of the other art forms, with 51% of circus attendees in the 16 to 34 age group.
- Four in ten circus attendees were in the DE socio-economic groups (40%), a much larger proportion than recorded for any other art form.
- Circus attendees were much more likely than other members of the population to have children (62% compared to 30% of the population).

Other art forms attended or participated in

- A high proportion of people who attended the circus had also attended a live music event (68%).

Location of attendance

- This art form was most likely to be undertaken fairly close to home. Just over half of visits to the circus took place in the attendee's local neighbourhood or within their Local Authority area (54%), while a further 21% took place within the region of Wales in which they lived.

Reasons for attendance

- The majority of those going to the circus did so to accompany children (59%) while 52% stated that entertainment and enjoyment were motivations.

Future interest in visiting the circus

- 8% of the population had not attended the circus but would like to attend in the future.
- The population groups most likely to state that they were interested in attending the circus in future included 16 to 34 years olds (17% had not attended but would like to), full-time students (16%) and those in part-time employment (14%).

- 44% of those who had not attended the circus but would like to stated that a lack of time had prevented them, while 23% mentioned cost as a barrier.

Variations by group of interest

- Overall, those most likely to attend the circus included 25 to 34 year olds (18%), families (20%) and Black and Minority Ethnic respondents (15%).
- By comparison, those least likely to attend included respondents aged 55 and over (3%), those without children (5%), and disabled respondents/ respondents with a long term illness (5%).

Attendance by Arts Council region

- Attendance levels were slightly higher in the North (11%) and South (10%) compared to the Mid/West (7%).
- At a local authority level, higher proportions had attended in Bridgend (16%), Newport (14%), Denbighshire (13%) and Wrexham (12%).

2.17 Profile of art festival attendees

Likely to be in the ABC1 social grades, but a fairly even age and gender distribution.

- Overall, 25% of the population attended arts festivals at least once a year and 44% ever attended 'these days'. The total sample attending at least once a year was 1,772, providing a very robust base for separate analysis.
- 8% of respondents had attended arts festivals 2 or more times a year.
- No comparison with 2005 is available for circus attendance as this was not included in the previous survey.

Demographic profile

- Attendees at arts festivals were slightly more likely than the population average to be female (55% and 52% respectively) but the age distribution was fairly even and in line with that of the overall population.
- A larger proportion of arts festival attendees were in the ABC1 socio-economic groups than amongst the total Welsh adult population (59% and 43% respectively).
- Those attending an arts festival were more likely than other members of the population to have any educational qualifications (81% compared to 66% of the population), to be in full or part-time employment (57% compared to 48%) and to have some Welsh language ability (48% compared to 30%) but were less likely to be disabled/have a long-term illness (13% compared to 21%).

Other art forms attended or participated in

- The majority of people who attended an arts festival had also been to a live music event (72%) and 59% had participated in one or more art forms during this period (compared to 39% of the adult population).

Location of attendance

- In comparison to most other art forms, arts festival attendance was most likely to take place within Wales but outside of their Local Authority area. 31% of visits to an arts festival were elsewhere within the attendee's region of Wales and a further 17% attended elsewhere within Wales.

Reasons for attendance

- In common with most other art forms, the majority of those attending an arts festival stated that entertainment or enjoyment was their reason for doing so (59%). Also, a further 40% stated that they attended because they liked to go to this type of event – a higher proportion than recorded for any other art form.

Future interest in attending an arts festival

- 13% of the population had not attended an arts festival but would like to attend in the future.

- Population groups most likely to state that they were interested in attending an arts festival in the future included those between the ages of 16 and 24 (18% had not attended but would like to) and those with children (17%).
- 45% of those who had not attended an arts festival but would like to do so indicated that a lack of time had prevented them and three in ten stated that cost was a barrier to attending (30%).

Variations in attendance levels by demographic

- Overall, those most likely to attend an arts festival included AB respondents (38%), 16 to 34 year olds (31%), families (35%) and Welsh language speakers (41%).
- By comparison, those least likely to attend included respondents with no qualifications (14%), disabled respondents/respondents with a long term illness and DE respondents (16% of both of these groups attended).

Attendance by Arts Council region

- Attendance levels in the North of Wales were higher (32%) than the Mid/West (26%) or South (22%).
- At a local authority level, higher proportions had attended in Gwynedd (42%) and Carmarthenshire (35%).

2.18 Profile of pantomime attendees

Most likely to be female, with children and between the ages of 35 and 54.

- Overall, 28% of the population attended pantomimes at least once a year and 39% ever attended 'these days'. The total sample attending at least once a year was 2,019, providing a very robust base for separate analysis.
- A much lower proportion of respondents attended pantomime 2 or more times a year or more (3%).
- No comparison with 2005 is available for pantomime attendance as this was not included in the previous survey

Demographic profile

- Pantomime attendees were more likely than the total population and those attending most other art forms to be female (64% compared to 52% of the population). Pantomime attendees were also more likely to be in the 35 to 54 age group (39%).
- The social grade distribution for pantomime attendees was fairly evenly distributed and similar to that of the population as a whole.
- Pantomime attendees were more likely than other members of the population to have children in their household (48% compared to 30% of population).

Other art forms attended or participated in

- The majority of people who attended pantomimes had also been to a live music performance at least once a year (64%) and 48% had participated in one or more art forms during this period (compared to 39% of the adult population).

Location of attendance

- While 29% of pantomimes were attended within the respondent's local neighbourhood, 26% had attended elsewhere in the Local Authority area while 30% were within the same region of Wales.

Reasons for attendance

- Compared to other art forms, pantomime attendees were more likely to mention accompanying children as a reason for attending (60%).

Future interest in attending the pantomime

- 7% of the population had not attended the pantomime but would like to attend in the future.
- Population groups most likely to state that they were interested in attending included those with children (11%

had not attended but would like to) and those aged 16 to 34 (10%).

- 37% of those who had not attended a pantomime but would like to stated that a lack of time had prevented them from doing so. Two in ten cited family commitments as a barrier (20%) and 17% mentioned the cost.

Variations in attendance levels by demographic

- Overall, those most likely to attend pantomimes included those aged 35 to 44 (41%), female respondents (35%) and families (47%).
- By comparison, those least likely to attend included respondents aged 65 and over (20%), males (21%), disabled respondents/respondents with a long term illness (20%) and Black and Minority Ethnic respondents (12%).

Attendance by Arts Council region

- While similar levels of attendance were recorded in each region, at a local authority level, higher proportions had attended in Conwy (33%), Flintshire (33%) and Torfaen (36%).

3 Participation

3.1 Overview

3.1.1 Participation levels

Table 3-1 below illustrates the proportion of respondents who ever participated in each of the arts forms listed 'these days', the proportion who participated at least once a year and those who participate in each art form 2-3 times a year or more. The art forms with the higher levels of participation once a year or more were visual arts and crafts (18%), music (15%) and dance (13%). These art forms were also most likely to be undertaken 2-3 times a year (arts and crafts 17%, music 13% and dance 11%), with only slight decreases on the proportions indicating that they participated once a year or more.

Table 3-1 Participation by art form (%)

Base = All respondents (7,083)

Art form	Ever	At least once a year	2-3 times a year or more
Participated in any art forms	44	39	37
Visual arts & crafts	21	18	17
Music of any kind	17	15	13
Dance of any kind	16	13	11
Film & video making	10	8	7
Creative writing	9	7	7
Drama/theatrical activity	5	3	2
Circus skills/street arts/other physical theatre	2	1	1
No participation in any art forms/don't know	56	61	63

3.1.2 Reasons for participating by art form

Table 3-2 below illustrates some of the key results regarding reasons for participating in the various art forms (only the most frequently provided reasons are illustrated).

Variations between art forms included higher proportions of music and dance participants taking part because they enjoy it and gain pleasure from the activity (85% and 81%). A higher proportion of visual arts & craft and creative writing participants undertook these activities to develop their creativity and self expression (36%), while more drama and dance participants were influenced by the participation of friends (45%).

Table 3-2 Reasons for participating by art form (row %)

Art form participated in	Enjoyment/ pleasure	Develops my creativity and self expression	Friends take part	Improves my quality of life/well being	To learn new skills	Gets me out of the house
Music	85	29	26	27	21	17
Drama/theatre	62	29	36	16	23	19
Dance	81	12	45	20	13	28
Film or video making	75	31	16	15	28	19
Visual art & crafts	77	39	9	25	28	10
Creative writing	61	40	7	19	22	6

3.1.3 Location of participation by art form

Those who ever participate in each art form 'these days', were asked where they participated, as illustrated in the table below.

Table 3-3 Location of most recent participation – by art form (%)

Art form	Own home	Local neighbourhood	Elsewhere in Local Authority	Elsewhere in region	Other Wales	Other UK	Abroad
Any participation	55	40	17	11	3	7	3
Music	45	33	10	5	1	3	*
Drama/theatre	5	43	21	11	2	11	1
Dance	9	46	21	12	2	6	2
Film & video making	30	28	10	11	4	10	6
Visual arts & crafts	68	15	7	4	1	2	1
Creative writing	69	15	6	3	1	3	1
Circus skills	22	27	20	8	3	9	3

Over two-thirds of those undertaking visual arts and crafts or creative writing did so within their own home (68% and 69% respectively), while 46% of those who had undertaken dance and 43% of those who had undertaken drama or theatre took part in this activity outside of their home but within their local neighbourhood. These art forms were also likely to have been undertaken elsewhere within the participant's own local authority area (21% each) as were circus skills (20%). Film and video making was the art form that participants were most likely to have taken part in outside of their own local authority area (31%).

3.1.4 Participation by Arts Council region

Participation in each of the art forms varied slightly by region as shown below.

Table 3-4 Art forms participated in at least once a year by Arts Council region (%)

	North Wales	Mid/West Wales	South Wales
Any participation	39	43	36
Visual arts and crafts	16	20	19
Music	16	17	13
Dance	12	14	13
Film and video making	8	9	7
Creative writing	7	9	7
Drama	3	4	3
Circus skills	1	2	1

Overall, participation levels were a little higher in Mid/West Wales.

3.1.5 Comparison of participation by art form – 2005 and 2010 surveys

Table 3-5 below, shows the proportions of respondents participating in each art form at least once a year – both for the 2005 and 2010 surveys.

Table 3-5 Comparison of participation at least once a year by art form – 2005 and 2010 surveys (%)

Base: All respondents- 2005 (6,851); 2010 (7083)

Art form	2005	2010	Difference 2005-10
Participated in any art forms	20	39	19
Visual arts & crafts	10	18	8
Dance of any kind	5	13	8
Music of any kind	9	15	6
Film & video making	3	8	5
Creative writing	4	7	3
Drama/theatrical activity	3	3	0
No participation in any art forms/don't know	80	61	-19

The largest increases between the 2005 and 2010 surveys were recorded for visual arts & crafts and dance. One in ten indicated that they participated in visual arts & crafts at least once a year in 2005 (10%) compared to 18% in 2010, while dance was mentioned by 5% of respondents in 2005 compared to 13% in 2010. The only activity for which there was no change in participation between 2005 and 2010 was drama and theatre (3% in both surveys).

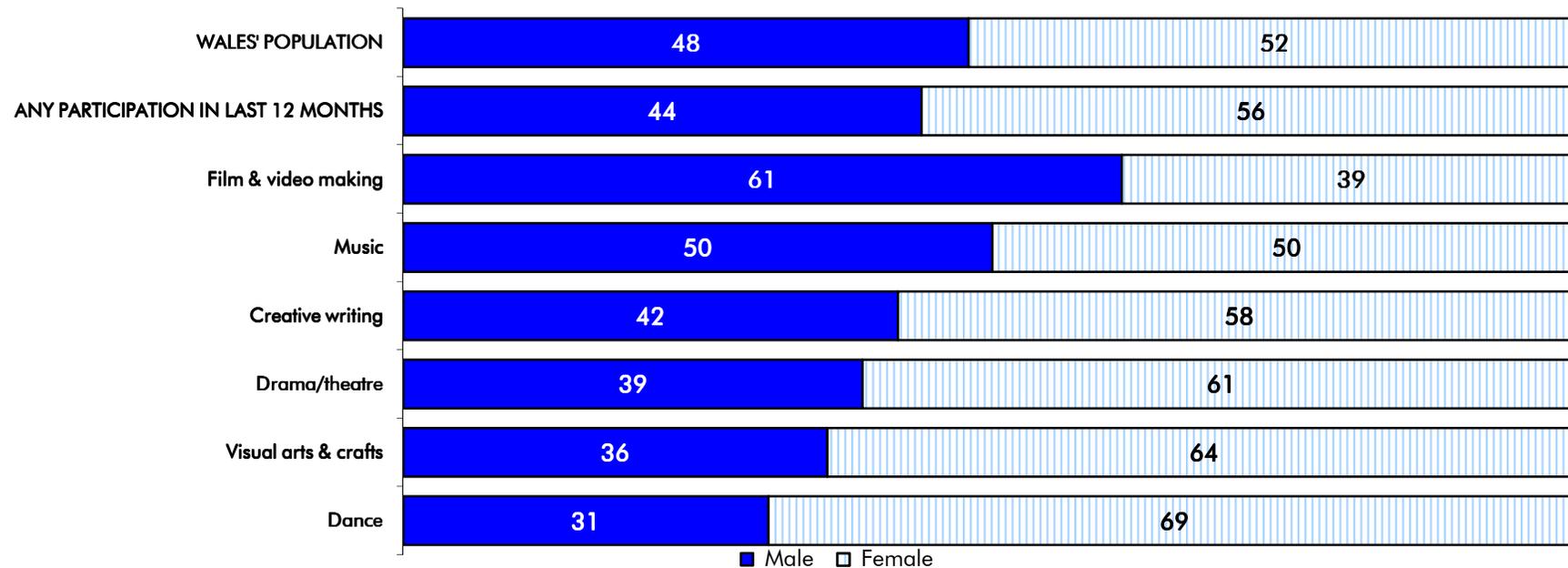
3.2 Demographic profile

3.2.1 Gender

As illustrated in Figure 3-1 below, over half of those participating in any art form at least once a year were female (56%). The proportion of female participants was particularly high amongst those who took part in dance, visual arts and crafts and drama and theatrical performances (69%, 64% and 61% respectively) while film and video making was the only art form participated in by more men than women (61% male). Participation in circus skills is not included in this and subsequent analysis due to the small sample of participants.

Figure 3-1 Gender (%)

Base = All respondents (7,083)

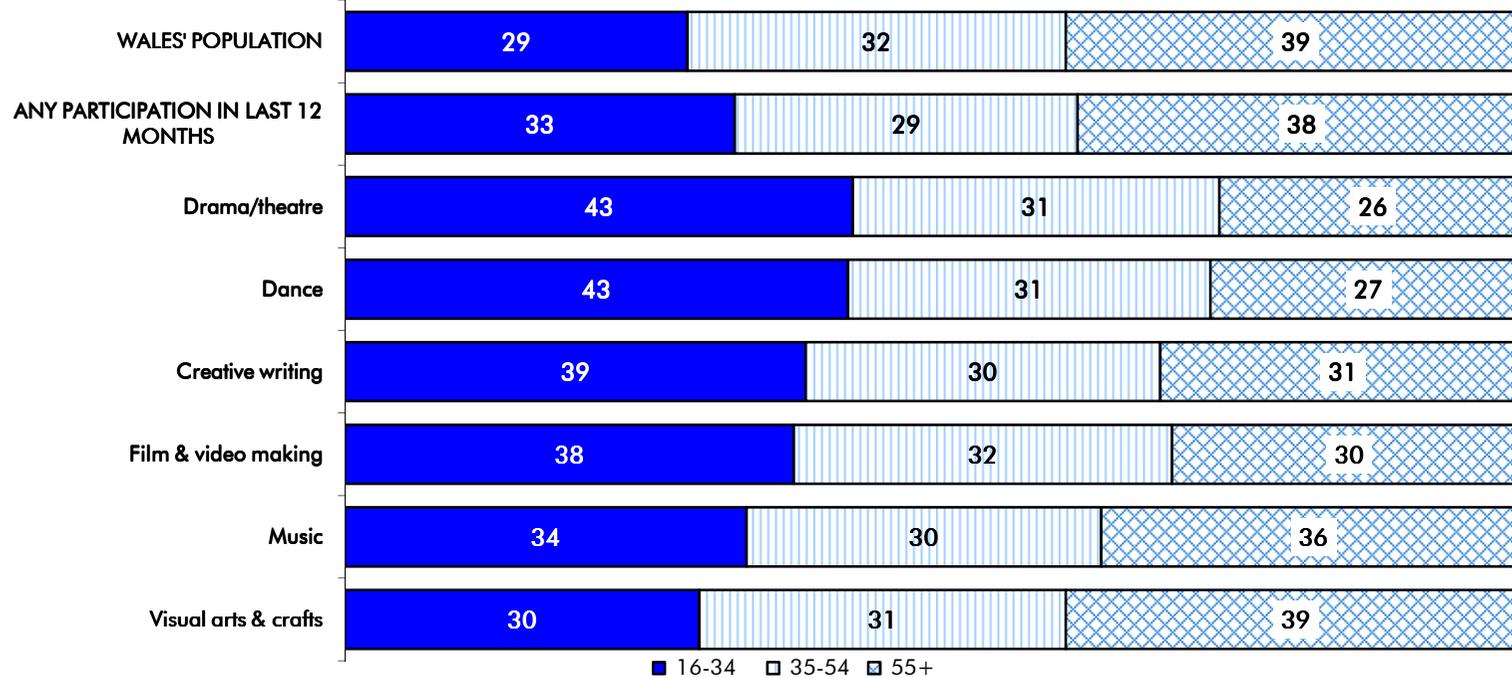


3.2.2 Age

While the age profile of all arts participants is broadly similar to the population of Wales as a whole, there are variations between the art forms. The highest proportion of younger participants (16 to 34) were found amongst those who took part in drama and dance (both 43%) while a larger proportion of those participating in visual arts and crafts were aged 55 or over (39%).

Figure 3-2 Age (%)

Base = All respondents (7,083)

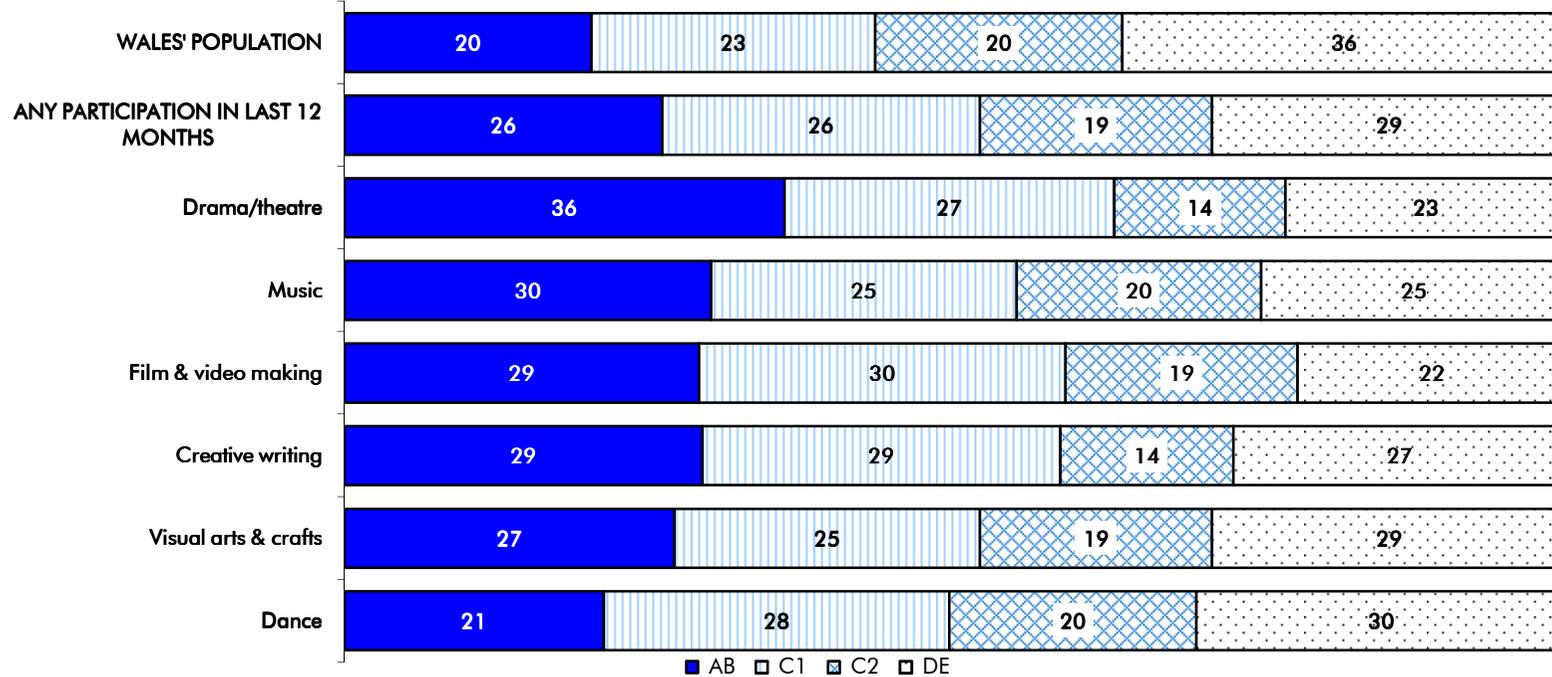


3.2.3 Socio-economic group

Compared to the profile of the population as a whole, people who participated in any art form at least once a year were more likely to be in the AB and C1 socio-economic groups (see Figure 3-3 below). The higher proportion of ABs was particularly notable amongst participants of drama and theatre (36%). However, the socio-economic profile of dance participants was similar to the population as a whole.

Figure 3-3 Socio-economic group (%)

Base = All respondents (7,083)

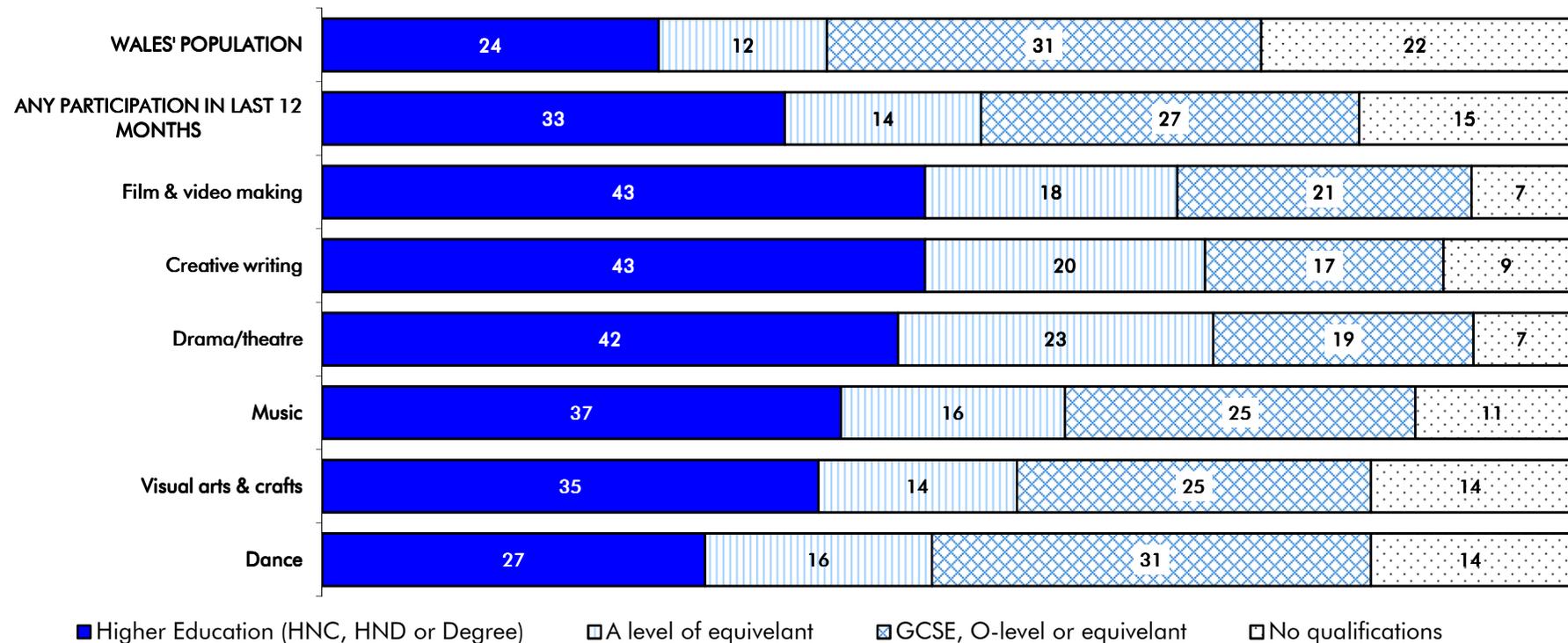


3.2.4 Educational qualifications

People who participated in any arts at least once a year were more likely than members of the Welsh adult population in general to have a higher education (33% compared to 24% of population). Participants in film and video making, creative writing and drama and theatre were particularly likely to have a higher education (43%, 43% and 42% respectively).

Figure 3-4 Highest educational qualification (%)

Base = All respondents (7,083)



3.2.5 Employment status

Film making included the highest proportion of full time working respondents. By comparison, visual arts and crafts included the highest proportion of retired respondents (41%).

3.2.6 Black & Minority Ethnic Respondents

While 2% of the Welsh adult population were members of the black and minority ethnic population, the proportion was higher amongst those who participated in creative writing (4%) and drama (4%).

3.2.7 Disabled people/people with long term illness

The participatory art forms with higher proportions of disabled people/people with long term illness included visual arts (21%) and creative writing (19%). By comparison, art forms with the lowest proportions of disabled people/people with long term illness participating were drama (10%) and dance (13%).

3.2.8 Welsh Language Speakers

Some 10% of those who participated in music were fluent Welsh language speakers, a higher proportion than amongst the population as a whole (8%).

3.3 Profile of music participants

Participants from a broad range of age and socio-economic groups

- Overall, 15% of the population took part in music of any kind at least once a year and 17% ever participated 'these days'. The total sample participating at least once a year was 1,028, providing a robust base for separate analysis.
- A high proportion of those participating in music did so 2-3 times a year or more (14% of all respondents).
- Compared to 2005, participation in music had increased from 9% to 15%.

Demographic profile

- There was an equal split in terms of gender amongst music participants and, when analysed by age, the highest proportions of participants were in the 55 and over or 16-34 age groups (36% and 34% respectively).
- There was also a fairly broad spread of social grades amongst music participants, with 55% classified as ABC1s compared to 43% of the population.
- Music participants were more likely than other members of the population to have any educational qualifications (77% compared to 66% amongst the adult population), to have some Welsh language ability (46% compared to 33%) and to be in full-time education (11% compared to 5%).

Other art forms attended or participated in

- The majority of people who took part in music had also taken part in visual arts and crafts at least once a year (37%) and a higher than average proportion had also taken part in dance during this time period (25% compared to 13%). 96% had attended one or more art forms during this period (compared to 86% of the population).

Location of participation

- Participation in music was most frequently undertaken within or close to the participant's home. 45% of the most recent occasions on which they took part in musical activity were within the participant's own home while a third participated elsewhere within their local neighbourhood (33%).

Reasons for participation

- The vast majority of those participating in music stated that enjoyment or pleasure was their reason for doing so (84%). Also, music participants were more likely than those doing other activities to state that they participated because it improved the quality of their life or well being (27%).

Future interest in participating in music

- 6% of the population had not participated in music but would like to participate in the future.
- The population groups most likely to state that they were interested in participating included those not in paid employment (12% had not participated but would like to), full-time students (11%) and those aged between 16 and 24 (9%).
- Around half of those who had not participated in music but would like to stated that a lack of time had prevented them (52%), 22% mentioned cost and two in ten mentioned family commitments (20%).

Variations in attendance levels by demographic

- Overall, those most likely to participate in music included Welsh language speakers (20%), those aged 16 to 24 years (21%), and members of the AB socio-economic groups (22%).
- By comparison, those least likely to participate in music included DEs (10%), disabled respondents/ respondents with a long term illness (11%), and respondents with no Welsh language ability (12%).

Participation by Arts Council region

- Participation in music was highest in the Mid/West (17%) and the North (16%).
- At a local authority level, higher proportions participated in Gwynedd (24%) and Pembrokeshire (20%).

3.4 Profile of drama/theatre participants

More likely to be female and aged under 35 and in the AB social grades.

- Overall, 3% of the population took part in drama or theatre at least once a year and 5% ever participated 'these days'. The total sample participating at least once a year was 238, providing an adequate base for separate analysis.
- 2% of respondents had participated in drama 2 to 3 times a year or more.
- Compared to 2005, participation in drama had stayed at the same level (3%).

Demographic profile

- Around six in ten drama participants were female (61%). The age profile for this art form was relatively young, with 43% of participants between the ages of 16 and 34 compared to 29% of the population as a whole.
- Drama participants were more likely than most other art forms and the adult population overall to be in the AB social grades (36% compared to 20% of the adult population).
- Drama participants were more likely than other members of the population to have any educational qualifications (84% compared to 66% of the adult population), to have some Welsh language ability (48% compared 33%) and to be in full-time education (17% compared to 5%) but were

less likely to be disabled/have a long-term illness (10% compared to 21%).

Other art forms attended or participated in

- The majority of people who participated in drama had also taken part in music (55%), visual arts and crafts (51%) and/or dance (50%).

Location of participation

- Drama was one of the art forms most likely to be undertaken within the participant's local neighbourhood (43%).

Reasons for participation

- The majority of those participating in drama stated that enjoyment or pleasure was their reason for doing so (62%). Also, drama participants were more likely than those undertaking other art forms to state that they took part because their friends also took part (36%).

Future interest in participating in drama

- 5% of the population had not taken part in drama/theatre but would like to participate in the future.

- The population group most likely to state that they were interested in participating in drama/theatre in future were 16 to 34 year olds (8% had not done so but would like to).
- The most frequently given reason for not participating in drama/theatre was a lack of time, a reason given by 45% of those had not yet, but would like to, take part in this art form in future.

Variations in attendance levels by demographic

- Overall, those slightly more likely to participate in drama included full time students (10%), those aged 16 to 24 (6%) and females (4%).
- By comparison, those least likely to participate in music included C2DE respondents (2%), 55+ (2%) disabled respondents/respondents with a long term illness (2%), and respondents with no qualifications (2%).

Participation by Arts Council region

- Participation in drama was similar across all three regions.
- At a local authority level the samples were too small to provide comparisons.

3.5 Profile of dance participants

Likely to be female and aged under 35

- Overall, 13% of the population took part in dance at least once a year and 16% ever participated 'these days'. The total sample participating at least once a year was 923 respondents, providing a robust base for separate analysis.
- 11% of respondents participated in dance 2 or more times a year.
- Compared to 2005, participation in dance had increased from 5% to 13%.

Demographic profile

- Dance participants were more likely than participants in the other art forms and the adult population as a whole to be female (69% compared to 52% of the adult population). Participants were also more likely to be aged between 16 and 34 (43% compared to 29% of the population).
- However there was a fairly even socio-economic distribution amongst dance participants, similar to that of the population as a whole.
- Dance participants were more likely than other members of the population to have any educational qualifications (74% compared to 66% of the adult population) or to be in part-time employment (20% compared to 13%) but were less likely to be disabled/ have a long-term illness (13% compared to 21%).

Other art forms attended or participated in

- The majority of people who took part in dance had also taken part in visual arts and crafts at least once a year (34%) and 98% had attended one or more art forms during this period (compared to 86% of the population).

Location of participation

- Participation in dance was most frequently undertaken within the participant's local neighbourhood (46% of recent occasions). This art form was one of the most likely to be undertaken in this locality.

Reasons for participation

- In common with most other art forms, the vast majority of those who had taken part in dance stated that enjoyment or pleasure was their reason for doing so (81%). Dance participants were also more likely than participants of any of the other art forms to mention that they took part because of friends taking part (45%) or because it got them out of the house (28%).

Future interest in participating in dance

- 5% of the population had not participated in dance at least once a year but would like to participate in future.

- The population groups most likely to state that they were interested in participating included those not in paid employment (10% had not participated but would like to), those with children (9%), women (8%) and 16 to 34 year olds (8%).
- Around half of those who had not participated in dance but would like to indicated that a lack of time was a barrier to participation (48%) and 27% stated that family commitments had prevented them.

Variations in attendance levels by demographic

- Overall, those most likely to participate in dance included those aged 16 to 24 (22%), Black & Minority Ethnic respondents (19%), 25-34s (18%) and females (18%).
- By comparison, the least likely to participate in dance included respondents with no qualifications (10%), males (9%), disabled respondents/respondents with a long term illness (8%), and those aged 65+ (8%).

Participation by Arts Council region

- Participation in dance was slightly higher in the Mid/West region (14%).
- At a local authority level, participation was slightly higher in Caerphilly (28%) and Vale of Glamorgan (25%).

3.6 Profile of film & video making participants

More likely to be male, aged 16 to 34 and in the ABC1 social grades.

- Overall, 8% of the population had participated in this art form at least once a year and one in ten ever participated 'these days' (10%). The total sample participating at least once a year was 564, providing a robust base for separate analysis.
- Most of these respondents had participated more than once a year with 7% of all respondents having participated in film and video making 2-3 times a year or more.
- Compared to 2005, participation in film and video-making had increased from 3% to 8%.

Demographic profile

- Film and video participants were more likely than participants in the other art forms to be male (64% compared to 48% of population). Film and video participants were also more likely to be between the ages of 16 and 34 (38% compared to 28% of population).
- Almost six in ten film and video participants were in the ABC1 social grades (59%), compared to 43% of the total population.
- Film and video participants were also more likely than other members of the population to have any educational qualifications (82% compared to 66% of the population), to be in full-time employment (43% compared to 35%) or to

have some Welsh language ability (40% compared to 33%) but were less likely to be disabled/ have a long-term illness (15% compared to 21%).

Other art forms attended or participated in

- Almost half of those who had taken part in film and video making at least once a year had also taken part in visual arts and crafts during the same period (48%) and 98% had attended one or more art forms during this period (compared to 86% of the population).

Location of participation

- Three in ten of the occasions on which film and video making were undertaken took place within the participant's own home (30%) and a further 28% took place within their local neighbourhood. Notably, film and video making was one of the art forms most likely to have been undertaken outside of Wales (16%).

Reasons for participation

- In common with most other art forms, the majority of those participating in film and video making stated that enjoyment or pleasure was their reason for doing so (75%). Also, participants were more likely than those undertaking

most other art forms to state that they were motivated by the opportunity to learn new skills (28%).

Future interest in participating in film and video making

- 5% of the population had not participated in film and video making but would like to participate in the future.
- Population groups most likely to state that they were interested in participating included full-time students (16% had not participated but would like to), 16-24 year olds (12%), those with children (9%) and those with some Welsh language ability (7%).
- Half of those who had not participated in film and video but would like to indicated that a lack of time had prevented them (50%) and 27% mentioned cost was a barrier.

Variations in attendance levels by demographic

- Overall, those most likely to participate in film and video making included AB respondents (12%), those aged 16 to 24 (11%) and males (10%)
- By comparison, the least likely to participate in film & video making included respondents with no qualifications (4%), respondents aged 65+ (4%), DE respondents (5%) and disabled respondents/ respondents with a long term illness (6%).

Participation by Arts Council region

- Similar proportions had participated in film and video making across all three regions.
- At a local authority level, participation was slightly higher in the Vale of Glamorgan and Caerphilly (13% for each).

3.7 Profile of visual arts & crafts participants

An older group, more likely to be retired and female

- Overall, 18% of the population participated in this art form at least once a year and 21% ever participated 'these days'. The total sample participating at least once a year was 1,287 respondents, providing a very robust base for separate analysis.
- Most have these respondents had participated more than once a year. 17% of all respondents had participated in visual arts and crafts 2-3 times a year or more.
- Compared to 2005, participation in visual arts and crafts had increased from 10% to 18%.

Demographic profile

- 64% of visual arts and crafts participants were female, a higher proportion than amongst the total population (52%) and for most of the other art forms participated in. This art form also had an older age profile, with around two-fifths of participants aged 55 and over (39%).
- Just over a quarter of visual arts and crafts participants were in the AB social grades (27%), compared to 20% of the total population.
- Visual arts and crafts participants were more likely than other members of the population to have any educational qualifications (79% compared to 66% of the adult population) or to work part-time (17% compared to 13%),

although the largest proportion of these participants were retired (41%).

Other art forms attended or participated in

- Nearly a third of people who took part in visual arts and crafts had also taken part in musical activities at least once a year (30%) and 96% had attended one or more art forms during this period (compared to 86% of the population).

Location of participation

- In comparison to most other art forms, participation in visual arts and crafts was more likely to take place within the participant's own home. Just over two-thirds of the most recent occasions on which visual arts and crafts were undertaken were within the participant's own home (68%).

Reasons for participation

- In common with most other art forms, the majority of those participating in visual arts and crafts stated that enjoyment or pleasure was their reason for doing so (77%). However, visual arts and crafts participants were more likely than those undertaking other activities to mention developing creativity and self-expression (39%) as a motivation.

Future interest in participating in visual arts and crafts

- 7% of the population had not participated in visual arts and crafts at least once a year but would like to participate in future.
- The population groups most likely to state that they were interested in participating included those who were unemployed or seeking work (13% had not participated but would like to), those between the ages of 25 and 34 (10%) and those with children (9%).
- The majority of those who had not participated in visual arts and crafts but expressed an interest in doing so cited a lack of time as a barrier to participating (67%).

Variations in participation levels by demographic

- Overall, those most likely to participate in visual arts and crafts included AB respondents (25%), females (23%) and respondents aged 16-24 (20%). Very notably, disabled respondents/respondents with long term illness were also slightly more likely to participate in visual arts and crafts than other respondents (19%).
- By comparison, those least likely to participate in visual arts & crafts included male respondents (14%), respondents with no qualifications (14%) and DE respondents (15%).

Participation by Arts Council region

- Higher proportions had participated in visual arts & crafts in the Mid/West (20%) and South (19%) regions compared to the North (16%).

- At a local authority level, participation was slightly higher in the Vale of Glamorgan (27%), Caerphilly (26%) and Powys (26%).

3.8 Profile of creative writing participants

A younger group, more likely to be female and ABC1s.

- Overall, 7% of the population participated in this art form at least once a year and 9% ever attended 'these days'. The total sample participating at least once a year was 526 respondents, providing a robust base for separate analysis.
- The vast majority of those who had participated in creative writing did so 2-3 times a year or more (7%)⁵.
- Compared to 2005, participation in creative writing had increased from 4% to 7%.

Demographic profile

- The proportion of females was higher amongst creative writing participants than the total adult population (58% and 52% respectively). By age group, the highest proportion of creative writing participants were between the ages of 16 and 34 (39%).
- Over half of creative writing participants were in the ABC1 socio-economic groups (58%), a higher proportion than amongst the adult population as a whole (43%).
- Creative writing participants were more likely than other members of the population to be in full-time education (13% compared to 5%). These participants were also more

likely than the rest of the population to have any educational qualifications (79% compared to 66% of the population) or to have any Welsh language ability (44% compared to 33%).

Other art forms attended or participated in

- The majority of people who had taken part in creative writing had also taken part in visual arts and crafts at least once a year (55%) and 96% had attended one or more art forms during this period.

Location of participation

- In comparison to most other art forms, participation in creative writing was more likely to take place within the participant's own home (69%).

Reasons for participation

- The majority of those participating in creative writing stated that enjoyment or pleasure was their reason for doing so (61%). Also four in ten (40%) mentioned developing creativity and self-expression as a reason for participating, a higher proportion than recorded for most other art forms.

⁵ Percentages for once a year or more and 2-3 times a year or more the same due to rounding – actual percentages 7.41 and 6.56 (525 and 467 respondents respectively)

Future interest in participating in creative writing

- 4% of the population had not participated in creative writing at least once a year but would like to do so in future.
- The population group most likely to state that they were interested in participating was those with children (9%).
- Just over half of those who had not participated in creative writing but would like to indicated that a lack of time had prevented them (54%).

Variations in attendance levels by demographic

- Overall, those most likely to participate in creative writing included those aged 16-24 (11%), AB respondents (11%) and females (8%).
- By comparison, the least likely to participate in creative writing included respondents aged 65+ (5%), and respondents with no qualifications (4%).

Participation by Arts Council region

- A slightly higher proportion had participated in creative writing in the Mid/West region (9%) compared to the North and South (7% for each).
- At a local authority level, participation was slightly higher in Gwynedd, Ceredigion, Pembrokeshire and Vale of Glamorgan (11% participating in each region).

4 Summary

4.1 Summary of attendance

Cinema - A particularly young profile amongst attendees at the cinema, although an interest in future attendance amongst older respondents and people who currently attend the arts infrequently. Cinema attendees were particularly likely to be accompanying children.

Musicals were much more likely to appeal to female attendees, with many doing so to see a specific show. Attendance was more likely to take place further from home than other art forms. Time and costs were the key barriers to attending a musical.

Opera, like musicals also had a larger proportion of female attendees, although the overall proportion of respondents attending was much lower. Attendees at the opera were generally more likely to be older and within AB socio-economic groups. Respondents aged 16 to 24 were amongst the least likely to attend the opera and a low proportion were interested in attending an opera in the future.

Ballet had the lowest levels of attendance amongst all of the art forms. Ballet attendees were generally more likely to be female and in the AB socio-economic group with attendance more likely to be outside of the local authority area. Notably, high proportions of those attending the ballet had attended other arts activities as well.

Contemporary dance performances had one of the highest proportions of female attendees. Those particularly likely to attend included Black and Minority Ethnic respondents. By comparison DE respondents and those aged 65 and over were the least likely to have attended.

Plays were attended by around a third of the respondents. The largest proportions had attended a play in their local neighbourhood or local authority area. Notably, the socio-economic distribution was more varied amongst play attendees than most other art forms. Amongst those who had not attended, respondents aged 55-64 were most interested in future attendance, although time and cost were mentioned as key barriers to doing so.

Classical music had an older profile than most of the other listed art forms, with a higher proportion of retired, AB respondents and those with educational qualifications. Similar to ballet attendees, classical music attendees were also more likely to have attended other art forms. Amongst those least likely to have attended were those aged 16-24 and DE respondents, with common barriers of lack of time and cost being mentioned.

Jazz music was attended by around 1 in 10 respondents with around half of these attending more than once a year. Jazz attendees were more likely to include those aged 35-55 and 55+ and had a higher share of men attending than other art forms. A similar proportion to those currently attending were interested in attending jazz music in the future.

Folk/traditional music had a much more even gender distribution than many other art forms. Respondents were typically more likely to be AB respondents with educational qualifications. Recent attendance was most likely to have been in the local neighbourhood of the respondent. A low proportion of respondents were interested in attending folk/traditional music events in the future, although those aged 55-64 were more likely to indicate an interest in doing so.

Live music Whilst the largest proportions were in the AB socio-economic group, there was a higher proportion of C2s attendees for live music than for a number of other art forms. Live music events were most likely to have been attended within the local neighbourhood or local authority area. Those aged 65+ were amongst the least likely to have attended live music. Notably attendance levels at a regional level were higher in the South than in the North or Mid/West.

Arts and craft galleries had one of the higher proportions of attendees compared to other art forms, with respondents more likely to have attended at least once a year. Attendees at arts and craft galleries were more likely to be aged 55+ and in the AB socio-economic group. Arts & Craft galleries were amongst the art forms most likely to have been attended outside of Wales. Only a small proportion of those who had not visited arts and craft galleries were interested in attending in the future.

Reading/storytelling/literary attendees were most likely to be in ABC1 socio-economic group with a higher proportion of females, although the age profile was more varied. Attendees were more likely to be accompanying children with a higher proportion of families attending reading & storytelling events. Black and minority ethnic respondents were also more likely to have attended this art form.

Carnival & street art was amongst the most likely art forms to have been attended at least once a year. The profile in terms of age and socio-economic group was more evenly distributed than amongst most other art forms. This was the art form most likely to have been attended in the respondent's local area. Respondents more likely to have attended included those aged 25-44, with a higher proportion accompanying children. Black and Minority Ethnic respondents were also more likely to have attended carnival and street art events.

Circus had one of the lower proportions of attendance compared to the other art forms, with most attendees doing so no more than once a year. Circus attendees were more likely to be aged 16-34 and much more likely to be attending with children. Attending a circus was most likely to be undertaken fairly close to home. An analysis by specific respondent groups revealed that Black and Minority Ethnic respondents were amongst the most likely to have attended.

Arts festival attendance was more likely to have been undertaken once a year. Attendees were more likely to have educational qualifications, be in AB socio-economic group and have some Welsh language ability, with a higher proportion having attended other art forms at least once a year compared to the rest of the Welsh population. Attendance was more likely to be outside of the respondent's local authority area. Lack of time was mentioned as the key barrier to attending.

Pantomime Nearly 3 in 10 respondents had attended a pantomime although this was most likely to be no more than once a year. Attendees were more likely to be female, aged 35-54, with a high proportion attending with children. As may be expected, families were amongst the most likely to have attended, whereas, Black & Minority Ethnic respondents were particularly less likely to have done so. Those most interested in future attendance were respondents with children.

4.2 Summary of participation

Music 15% of respondents had participated in music with the majority of these doing so more than once a year. Music participants were more likely to be aged 55+ or 16-34, but gender and socio economic group were more evenly distributed. Music participants were more likely to have taken part in other art forms and were more likely to agree that participation in music improved the quality of their life. Those less likely to have participated included DE respondents and disabled respondents/respondents with a long term illness. For those who had not participated, lack of time was considered to be the main barrier.

Drama A lower proportion (3%) of respondents had participated in drama than in any of the other art forms. Participants were generally more likely to be female, aged 16-34, AB respondents and full time students. In terms of location, drama was most likely to be undertaken in the local neighbourhood.

Dance Around 1 in 10 respondents had participated in dance at least once a year, with the majority of these respondents having participated more frequently. Similar to drama, participants in dance were also more likely to be younger and female, although there was a broader distribution in terms of socio-economic group. Black and minority ethnic respondents were also more likely to take part. Notably, participants in dance were more likely to indicate that they participated because of friends taking part.

Film and video making 8% of respondents had participated in film and video making, with the majority of these respondents doing so more than once a year. Similar to other art forms, a higher proportion of participants were 16-34 with a higher proportion having educational qualifications. However, in contrast to other art forms, participation was higher amongst men. Film and video making was more likely to take place in the participant's own home or local neighbourhood, although it was also the most likely art form to be undertaken outside of Wales. Participants were more likely to mention an opportunity to learn as a reason for participating.

Visual arts & crafts were undertaken by nearly a fifth of respondents at least once a year. Participants were more likely to be older and in the AB socio-economic group. In comparison to other art forms, participation was more likely to be undertaken in the respondent's own home. Of particular interest was the fact that the proportion of disabled respondents/respondents with a long term illness participating was higher than for other art forms and similar to the proportion of other respondents participating. Visual arts & crafts

participants were more likely to mention developing creativity and self expression as a reason for participating. The majority of those who had not participated were most likely to mention a lack of time as the main reason for not doing so.

Creative writing 7% of respondents had taken part in creative writing at least twice a year. Creative writing was more likely to include female participants, ABC1 respondents and those in full time education. Participation was most likely to have been undertaken in the respondent's own home and, similar to visual arts & crafts participants, respondents were more likely to mention creativity and self expression as a reason for taking part. As with other art forms, lack of time was the main barrier for those who had not participated.

Appendix 1 - Social grade definitions (based on chief income earner in household)

- A** - These are professional people, or are very senior in business or commerce, or are top civil servants
 - Retired people, previously grade A. Widows/widowers of people previously grade A.
- B** - Middle management executives in large organisations, with appropriate qualifications
 - Principle officers in local government and civil service
 - Top management or owners of small business concerns, educational and service establishments
 - Retired people, previously grade B. Widows/widowers of people previously grade B.
- C1** - Junior management; owners of small establishments; and all others in non-manual positions
 - Jobs in this group have very varied responsibilities and educational needs
 - Retired people, previously grade C1. Widows/widowers of people previously grade C1.
- C2** - All skilled manual workers and those manual workers with responsibility for other people
 - Retired people previously grade C2, with a pension from their job
 - Widows/widowers, if receiving pensions from their late husband's/wife's job.
- D** - All semi skilled and unskilled manual workers, and apprentices and trainees to skilled workers
 - Retired people, previously grade D, with a pension from their job
 - Widows/widowers, if receiving a pension from their late husband's/wife's job.
- E** - All those entirely dependent on the state long term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding 6 months (otherwise classified on previous occupation)
 - Casual workers and those without a regular income
 - Only households without a chief income earner are coded in this group

Appendix 2 – Art form attendance by those participating once a year or more

	Art form participants - once a year or more (%)					
	Music	Drama/theatre	Dance	Film & video	Visual arts	Creative writing
Art form attended once a year or more						
Cinema	71	83	80	76	69	76
Musical	44	65	43	42	39	41
Opera	15	14	9	9	9	12
Ballet	10	16	10	10	9	10
Contemporary dance	16	29	17	16	14	17
Play	46	69	45	44	46	54
Classical music concert	30	30	18	22	21	27
Jazz concert or performance	21	21	16	23	15	20
Folk, traditional, world music	30	36	21	26	23	30
Other live music	71	73	75	70	60	64
Art/craft gallery or exhibition	59	66	66	66	66	68
Reading, storytelling, other literary event	21	32	19	19	19	33
Carnival or street art performance	46	55	50	50	50	47
Circus (not involving animals)	11	15	14	14	13	14
Festival	49	64	48	48	40	50
Pantomime	36	60	32	32	36	36
<i>Base</i>	<i>1028</i>	<i>238</i>	<i>923</i>	<i>564</i>	<i>1287</i>	<i>526</i>