



## Children's Omnibus 2018

General Attendance and Participation  
in the Arts once a year or more



Cyngor Celfyddydau Cymru  
Arts Council of Wales



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Arad Goch (image: Keith Morris)

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## Introduction

### Background

Since 2007 Arts Council of Wales has conducted an annual attendance and participation survey among children and young people. Information on attendance to arts events and participation in artistic activities is collected via a series of questions asked on the Beaufort Research Children's Omnibus Survey each year. A copy of the questionnaire used to collect the information is appended to this report.

This report summarises the findings from the 2018 survey, examining overall levels of attendance at and participation in the arts by children and young people. Demographic and regional variations are explored, a comparison of art-forms is provided, and individual art-form trends are provided in Appendices 1 and 2 to this report.

### Methodology

The Beaufort Research Children's Omnibus Survey is conducted three times a year; in spring, summer and autumn. Each wave of the survey involves interviews with approximately 500 children and young people aged 7 to 18 years. Arts Council of Wales sponsors question modules on the April and October questionnaires. Each year of data discussed within the report is an amalgamation of the April and October datasets, representing a combined annual sample size of approximately 1,000 interviewees. In order to achieve a representative sample of 7 to 18 year olds across Wales, quotas are set on the interviews conducted by region, age, gender and Welsh speaking ability, reflective of Census 2011 proportions. The resulting data are also weighted to correct any minor imbalances in the sample, ensuring that it is representative of the Welsh population aged 7 to 18.

Interviews are conducted face to face in the homes of respondents utilising CAPI (Computer Aided Personal Interviewing) technology by Beaufort's team of experienced interviewers. All fieldwork was undertaken in accordance with the MRS Code of Conduct, and, specifically, following the Guidelines for Conducting Research with Children and Young People.

A total of 1,009 interviews were conducted across two waves of fieldwork in April 2018 and October – November 2018.

The data are presented in a series of line and bar charts, which show the percentage of children and young people who have attended or taken part in each of the activities asked about in the survey. The results are split out by key demographic grouping and region. Where frequency of attendance and participation is presented it refers to a rate of once a year or more often.

It is also worth noting that the regional definitions referred to throughout the report are Arts Council of Wales' definitions of regions. These can be seen below:

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

## Frequency of Attending Arts Events – Methodology

Respondents were asked to indicate how often they attend each of the following nine artforms:

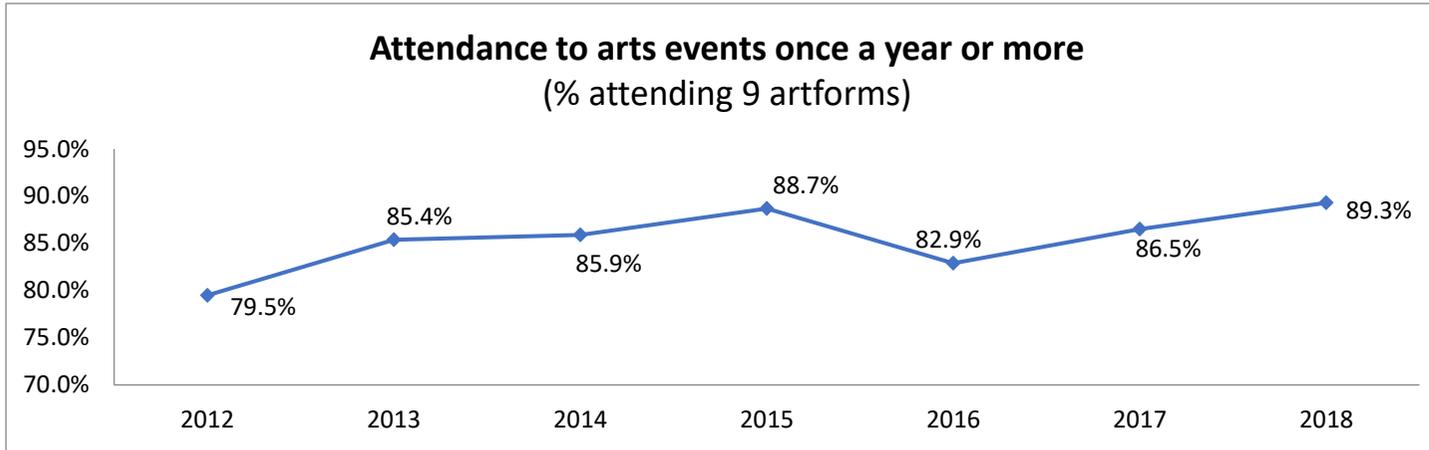
- Plays
- Musicals
- Classical Music
- Opera
- Other Live Music
- Dance Performances
- Art or Craft Galleries or Exhibitions
- Readings, Storytellings and other Literature Events
- Carnivals and Street Arts\*

\*Artform added in 2010

Attendance to Arts Events summarises overall attendance to arts events, measured by attendance to any art form. Demographic and regional variations in overall attendance will be examined to help understand which children and young people are more likely to attend the arts in Wales once a year or more.

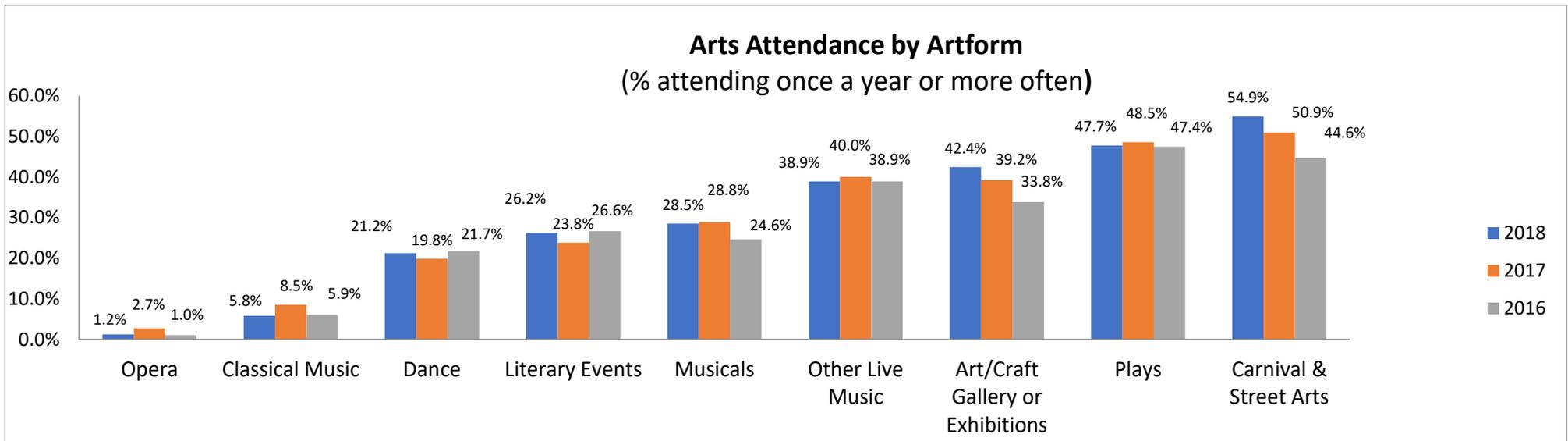
When considering the overall attendance figures, it should be noted that Carnivals and Street Arts was added to the list of artforms in 2010. Overall arts attendance will therefore be examined based on attendance at any of the eight artforms over the last ten years, but also based on all nine artforms over the last six years. When examining demographic trends, comparisons will be based on the full nine artforms over the last three years.

## Executive Summary

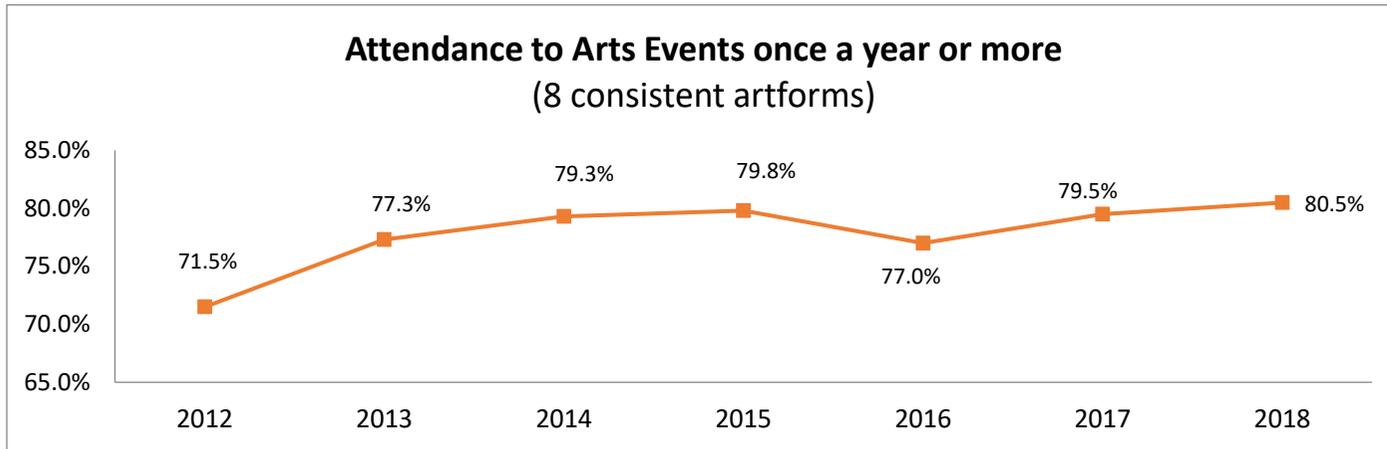


Attendance to arts events once a year or more among children and young people has increased by 2.8 percentage points with 89.3% attending any of the 9 artforms in 2018. This is the highest level of attendance since before 2012.

Focusing on the 8 artforms asked since the survey began in 2007 (excluding carnivals and street arts), in 2018 the proportion of 7-18 year olds attending at least once a year or more has increased by 1 percentage point to 80.5%. This is the highest level of attendance since before 2012.

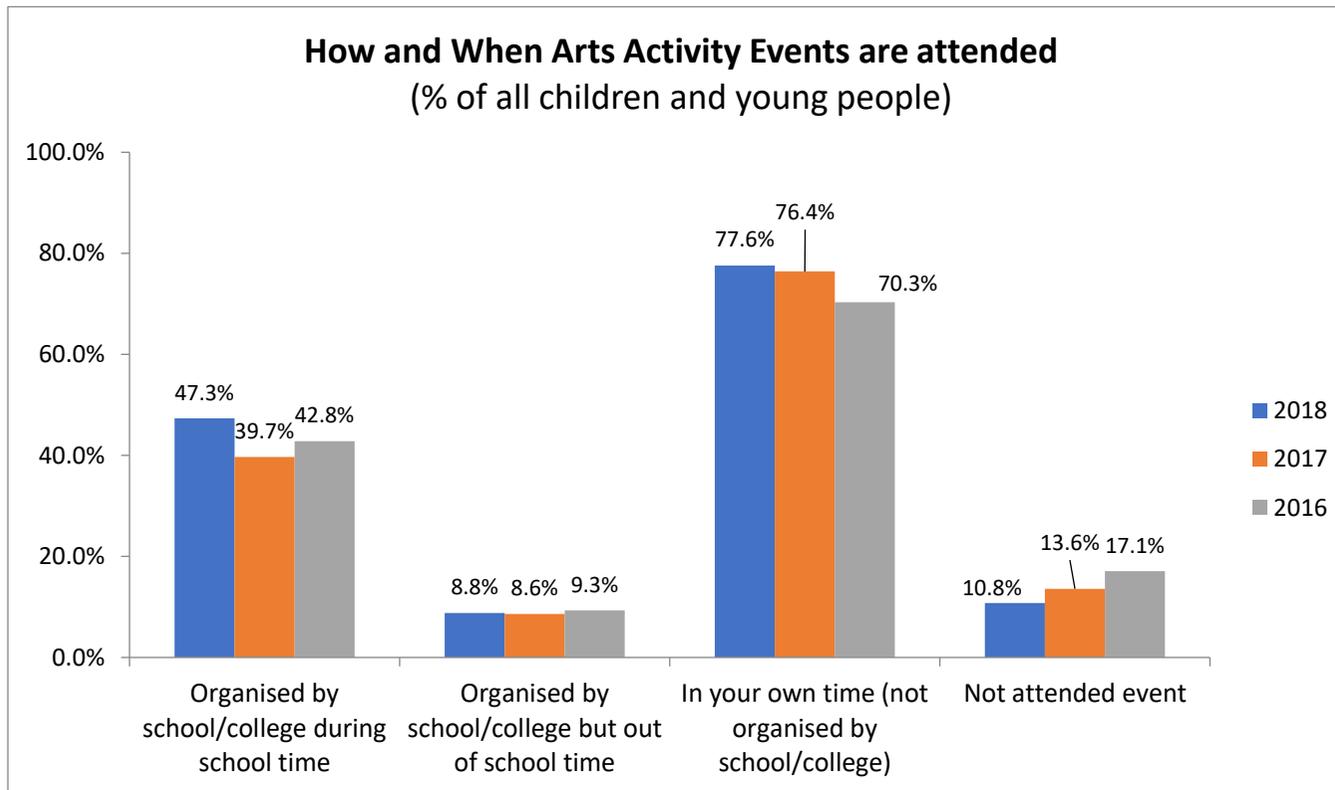


## Overview of Arts Attendance by Artform Across the last three years



- Attendance to Carnival & Street Arts has increased 4 percentage points since 2017 and continues to be the most popular artform for children and young people to attend, with over half (54.9%) doing so once a year or more.
- Plays continue to be the second most popular artform to attend once a year or more with 47.7% of children and young people doing so in 2018.
- Attendance to Arts/Craft Galleries or Exhibitions is at its highest over the three years with 42.4% of children and young people attending once a year or more.
- Opera continues to be the least frequently attended artform with 1.2% of children and young people attending once a year or more.
- Classical Music experienced the biggest decrease in attendance of 2.7 percentage points since 2017, with 5.8% of children and young people attending once a year in 2018.
- Over a quarter of children and young people attended literary events once a year or more. Attendance to Literary events has increased by 2.4 percentage points since 2017 to 26.2% in 2018.
- Attendance levels to Musicals has remained relatively stable at around the 28% mark since 2017.
- Children and young people's attendance to Other Live Music events once a year or more has decreased 1.1 percentage points, returning to the same attendance level as 2016.
- Children and young people's attendance to Dance events once a year or more has increased by 1.4 percentage points since 2017 to 26.2%.

## How and When the Arts Activities are attended?



The percentage of children and young people not attending an arts activity has fallen by 2.8 percentage points since 2017, to 10.8%.

The number of children and young people attending an arts event during their own time (not organised by school/college) has increased 1.2 percentage points since 2017 to 77.6%.

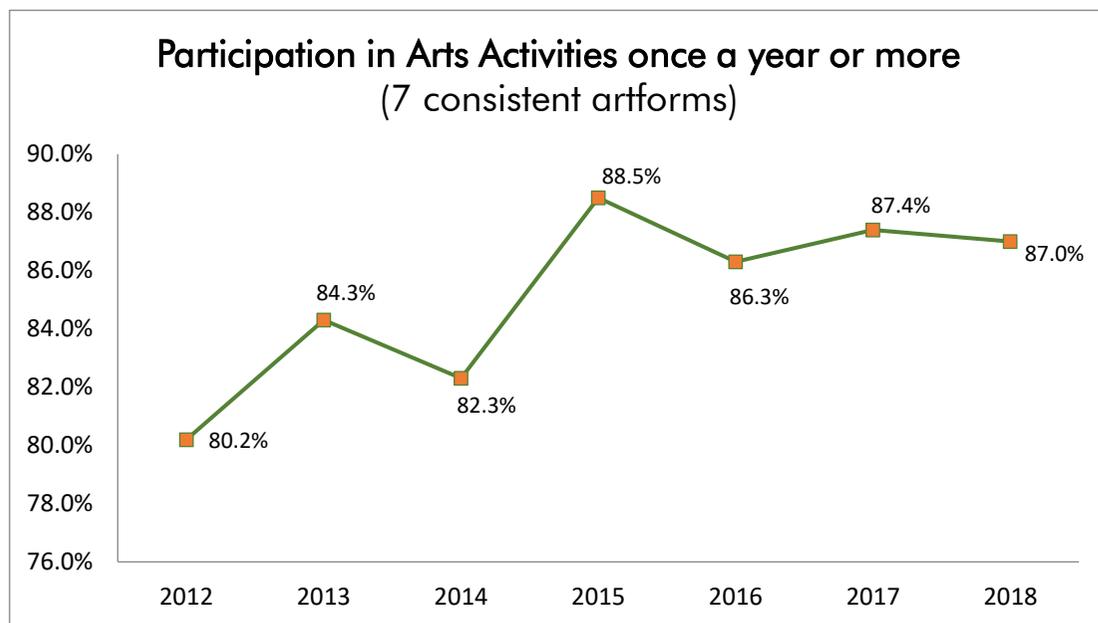
47.3% of children and young people attended an arts activity organised by school/college during school time, and a further 8.8% attended an event that was organised by school/college but out of school time. These figures do not add up to 100% as the sample is children and young people who could have attended more than one art-form in more than one way.

## Arts Participation – Methodology

Respondents were asked to indicate how often they took part in each of the following seven artforms:

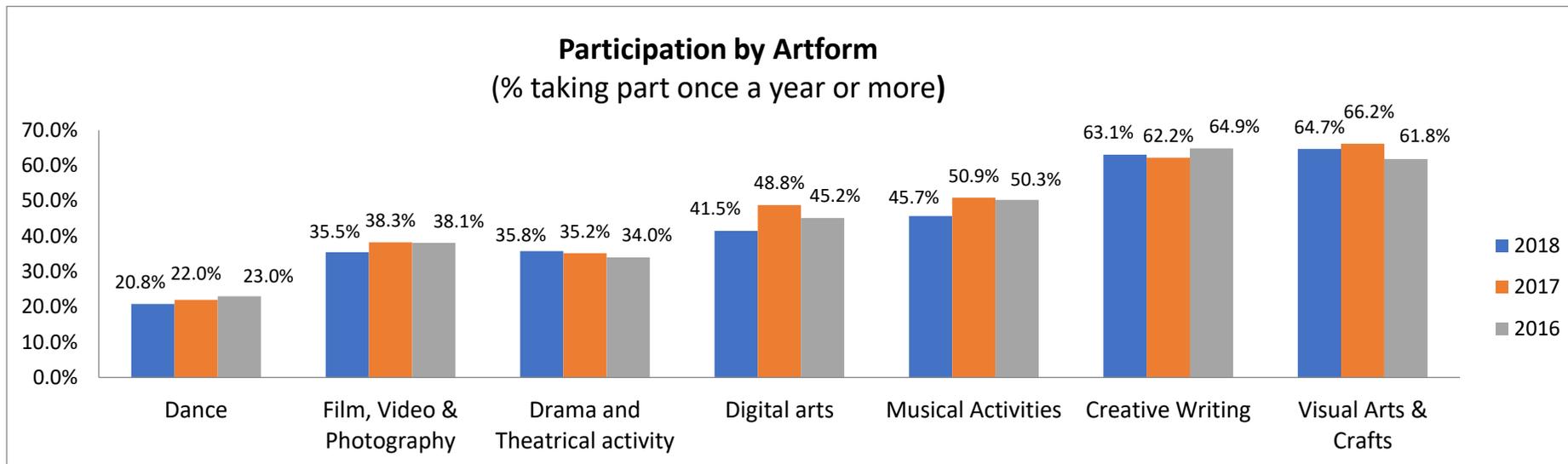
- Music activities
- Drama or theatrical activity
- Dance activity
- Film and video making or photography
- Visual arts and crafts
- Digital arts
- Creative Writing

Participation in arts events summarises overall participation once a year or more, measured by, amongst other factors, demographic group, region and Welsh language speaking ability.



It should be noted that up until 2009, the survey asked about ‘media arts’ as opposed to ‘digital arts,’ which was introduced in 2010. Whilst broadly examining a similar type of activity, media arts was defined as website design and working with your PC, whereas digital arts are more clearly defined as follows: creating and making arts using digital technology e.g. uploading, creating or remixing arts-related content (e.g. on Youtube, Flickr, etc).

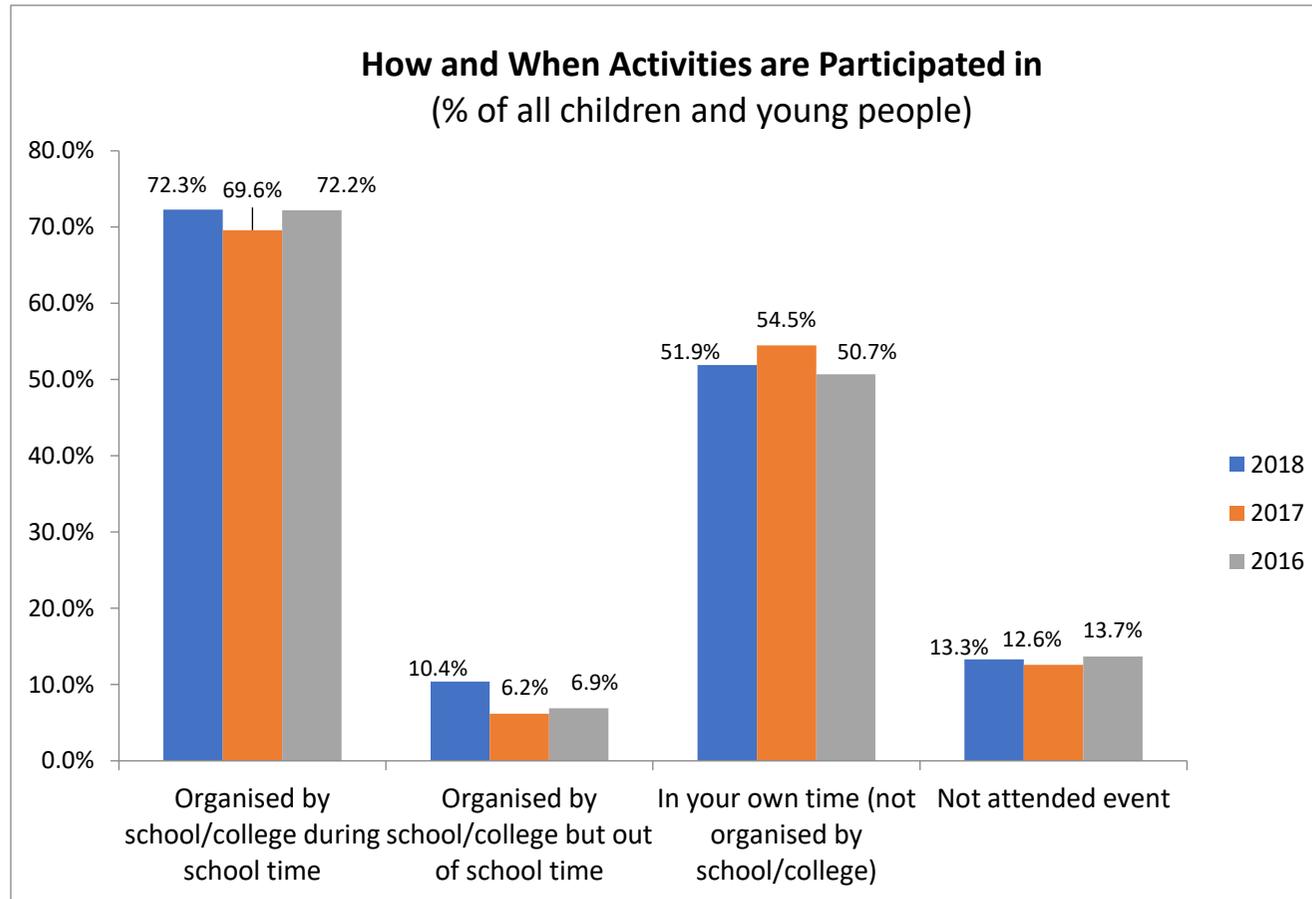
- In 2018, 87% of children and young people took part in arts activities once a year or more; a slight decrease of 0.4 percentage points from the previous year.
- Since 2012, participation rates have fluctuated, with the highest levels of participation amongst children and young people in 2015 at 88.5%.



## Overview of Arts Participation by Artform Across the last three years

- The artform with the highest participation levels in 2018 was Visual Arts & Crafts, with 64.7% of children and young people taking part once a year or more.
- Creative Writing was the second most popular artform with 63.1% of children and young people taking part in 2018 once a year or more. This has increased since 2017 by 0.9 percentage points.
- Dance experienced a decrease in participation rates of 1.2 percentage points from 2017 and continues to be the least participated category for children and young, with one in five participating once a year or more in 2018 (20.8%).
- Digital Arts saw the biggest decrease in participation amongst children and young people- falling 7.3 percentage points in 2017 (48.8%) to 41.5% in 2018.
- Participation rates for children and young people in Musical Activities has decreased by 5.2 percentage points since 2017 to 45.7%.
- Children and young people's participation levels once a year or more in Drama and Theatrical activity has remained relatively stable - around 35% since 2017.
- Film, Video & Photography saw a 2.8 percentage point decrease in participation amongst children and young people once a year or more since 2017 from 38.3% to 35.5%.

## How and When activities are participated in?



In 2018, in contrast to arts attendance at arts events, most participation occurs as a result of an activity organised through school/college time, with 72.3% taking part in the arts this way. Over half of children and young people (51.9%) took part in activity in their own time and not organised by school/college once a year or more. The percentage of children and young people not participating in any event has increased 0.7 percentage points since 2017 to 13.3%.

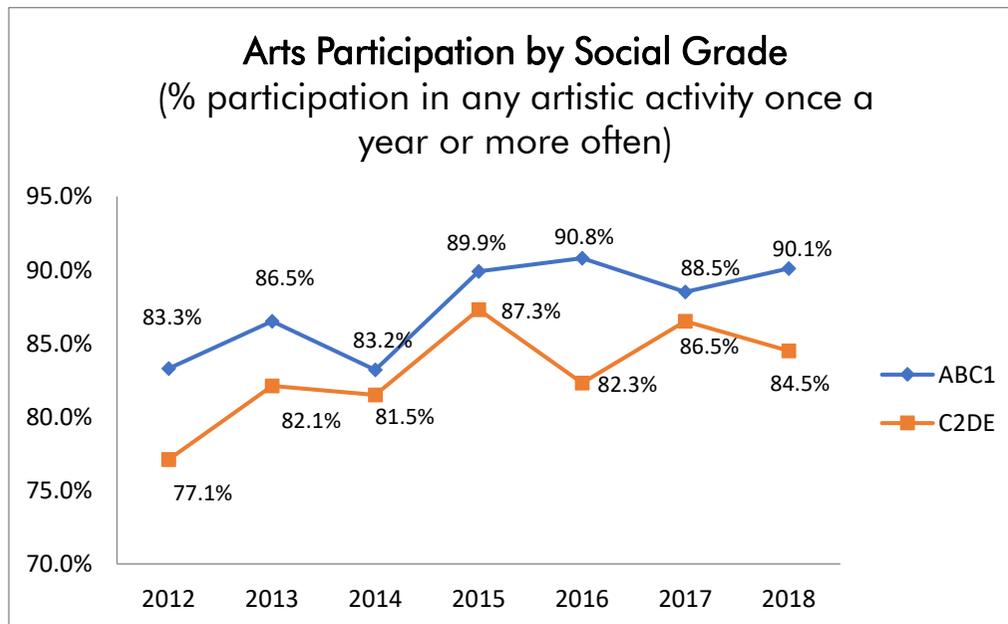
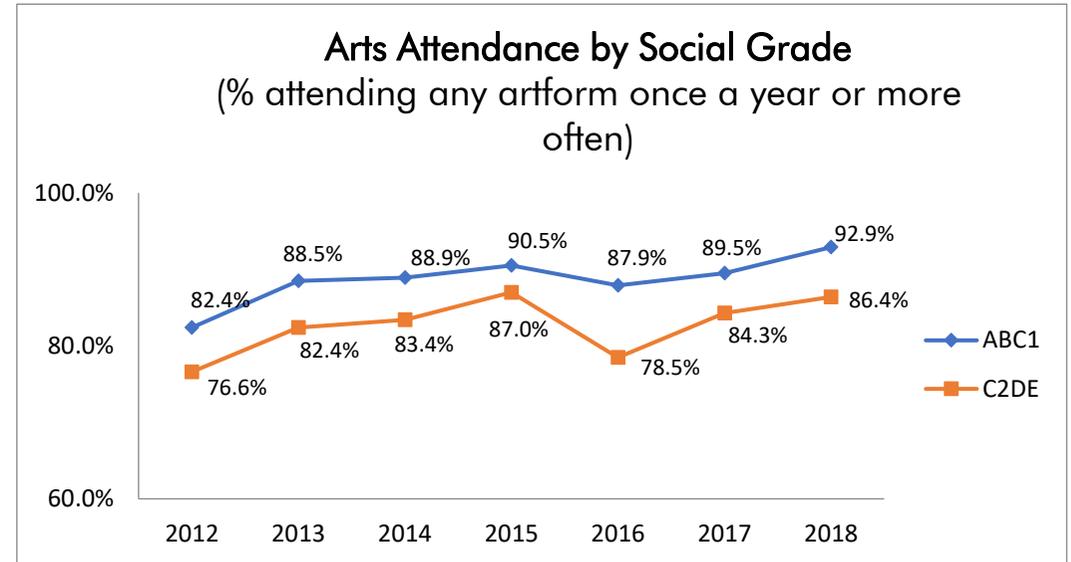
The number of children participating in any event that was organised by school/college during school time has increased by 2.7 percentage points since 2017 to 72.3%.

These figures do not add up to 100% as the base for each bar is all children and young people, who could have participated in more than one art-form in more than one way.

## Social Grade: Attendance

Children and young people from higher social grades continue to show higher levels of arts attendance in 2018, (92.9% of ABC1s compare with 86.4% of C2DEs). Children and young people's attendance to arts activities once a year or more from ABC1 households has increased by 3.4 percentage points since 2017.

The percentage of children and young people from C2DE households attending the arts once a year or more has also increased by 2.1 percentage points. The difference in attendance between ABC1 and C2DE has increased from 5.2 percentage points in 2017 to 6.5 percentage points in 2018.



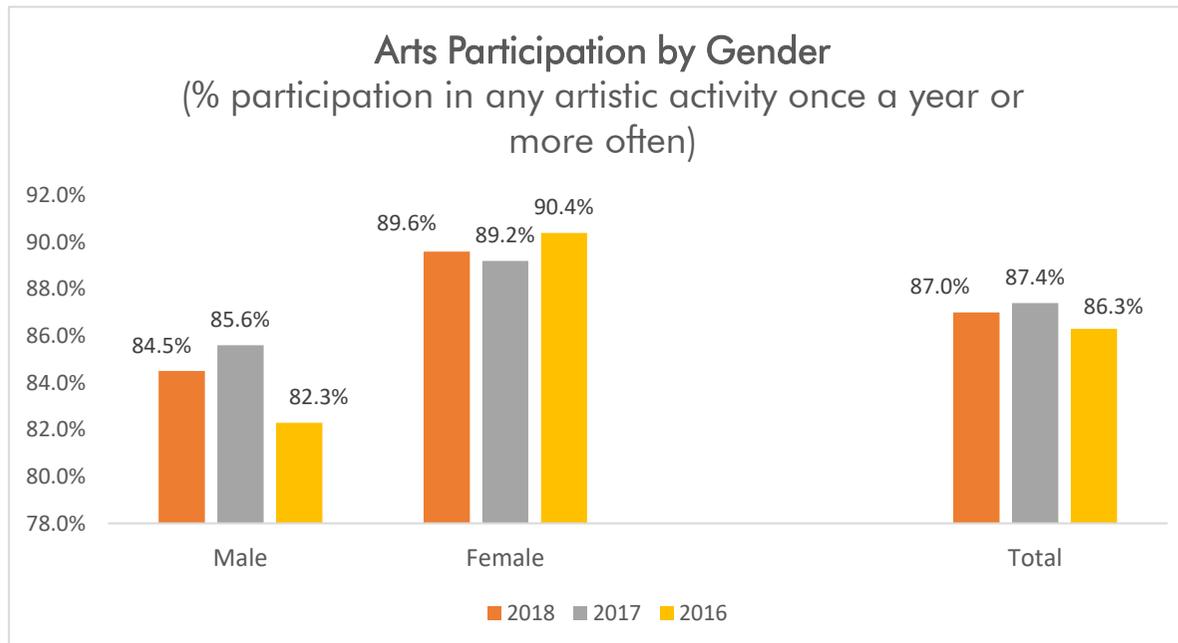
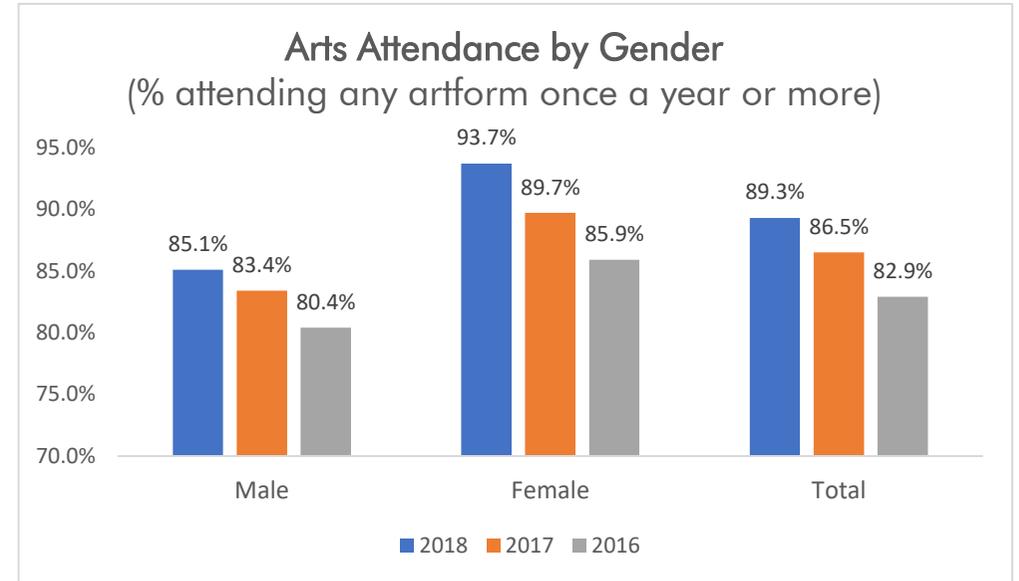
## Social Grade: Participation

More children and young people from ABC1 households participated in the arts in 2018 compared to children and young people from the C2DE households, 90.1% and 84.5%. The levels of children and young people from C2DE households participating in the arts once a year or more has decreased 2 percentage points. The levels of participation of children and young people from ABC1 has increased by 1.6 percentage points. The gap between the two households currently stands at 5.6 percentage points, this means that the gap has increased by 3.6 percentage points since 2017.

## Gender: Attendance

Attendance to arts events once a year or more has increased amongst both genders since 2017; (boys, 1.7 percentage points and girls, 4 percentage points) whilst attendance levels continue to be higher among girls, (93.7%), than boys, (85.1%).

The attendance gap between the two genders in 2018 has increased by 2.3 percentage points compared to last year, with a difference of 6.3 percentage points in 2017 and 8.6 percentage points in 2018.

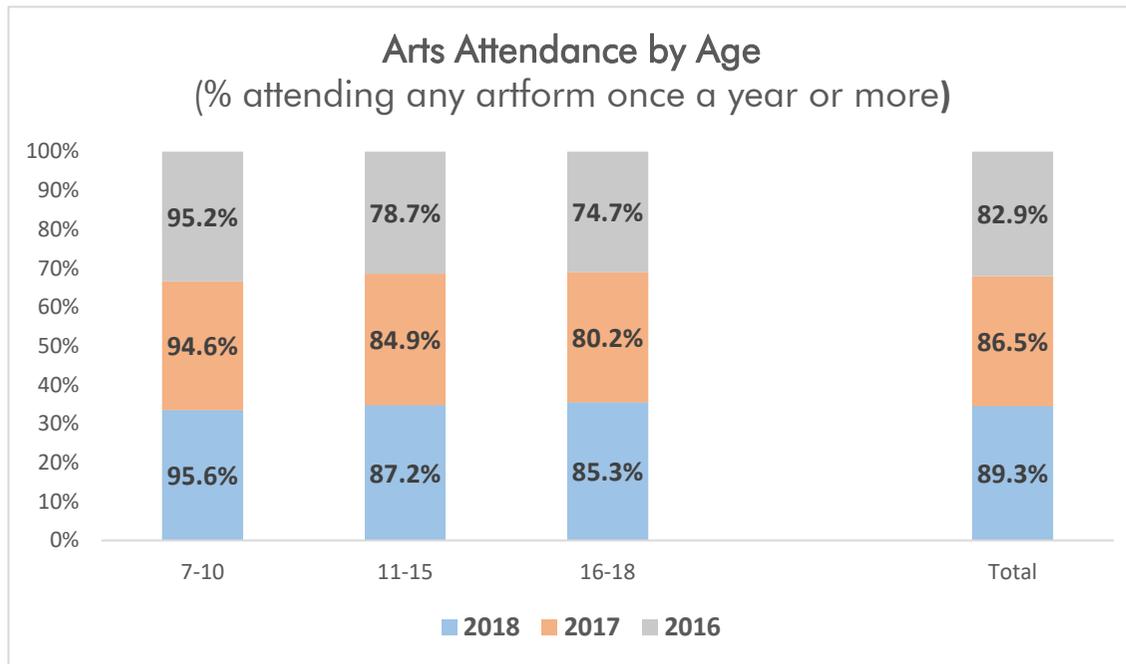


## Gender: Participation

Participation levels continue to be higher among girls, (89.6%) than boys (84.5%).

Participation levels amongst girls have increased by 0.4 percentage points whilst participation levels amongst boys have decreased by 1.1 percentage points. The participation gap between the two genders has increased slightly from the previous year, from 3.6 percentage points in 2017 to 5.1 percentage points in 2018.

## Age Attendance



Younger children are more likely to attend the arts once a year or more than older children and young adults. In 2018, over 9 in 10 (95.6%) of 7-10 year olds attended an arts event once a year or more.

Attendance levels for 7-10 year olds are 8.4 percentage points higher than those for children and young people aged 11-15 year olds (87.2%). Once again, the lowest attendance levels are amongst children and young people aged 16-18 years at 85.3%.

The attendance levels amongst older children have increased year on year but continue to have lower attendance rates than the average; 11-15 year olds' attendance was up by 2.3 percentage points and 16-18 year olds' attendance up by 5.1 percentage points from 2017.

It is evident that there is some attendance correlation between the younger age group and school year group. In 2018, children in school years 2-6 have almost identical levels of attendance as 7-10 year olds; 95.6% and 95.2% respectively.

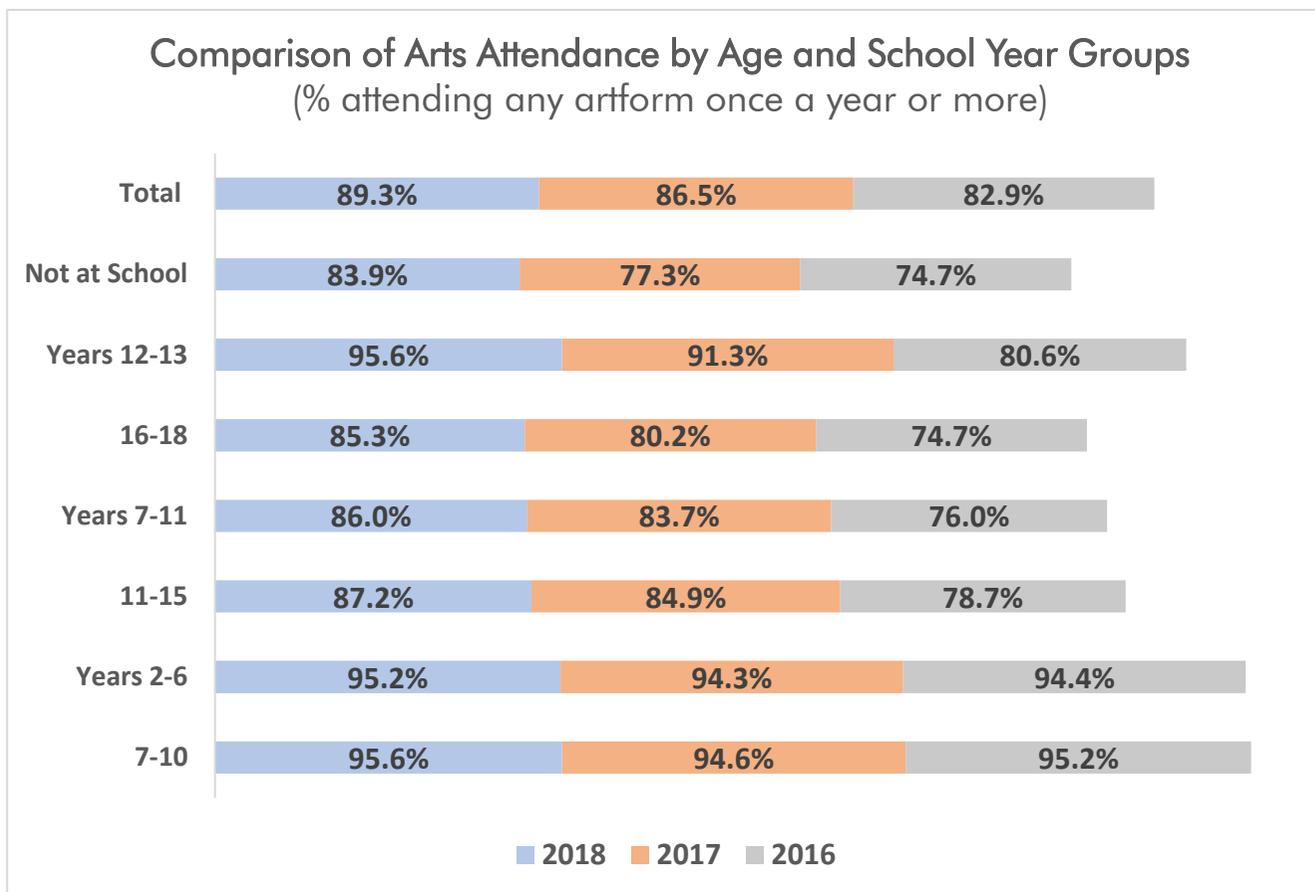
Similarly, the difference in arts attendance between 11-15 year olds and those in school years 7-11, is only 1.2 percentage points.

Arts attendance amongst 16-18 year olds has increased by 5.1 percentage points since 2017.

The biggest difference occurs between 16-18 year olds and those in school years 12-13 where there is a difference of 10.3 percentage points 85.3% of 16-18 year olds report attending an arts event once a year or more often, compared to 95.6% of those in school years 12-13.

Over the last three years, young adults aged 16-18 have lower attendance than the average levels, whilst those in school years 12-13 have higher attendance than average levels.

Of those children and young people not attending school, 83.9% attended the arts once a year or more in 2018, up by 6.6 percentage points from the previous year, but still lower than average attendance levels.

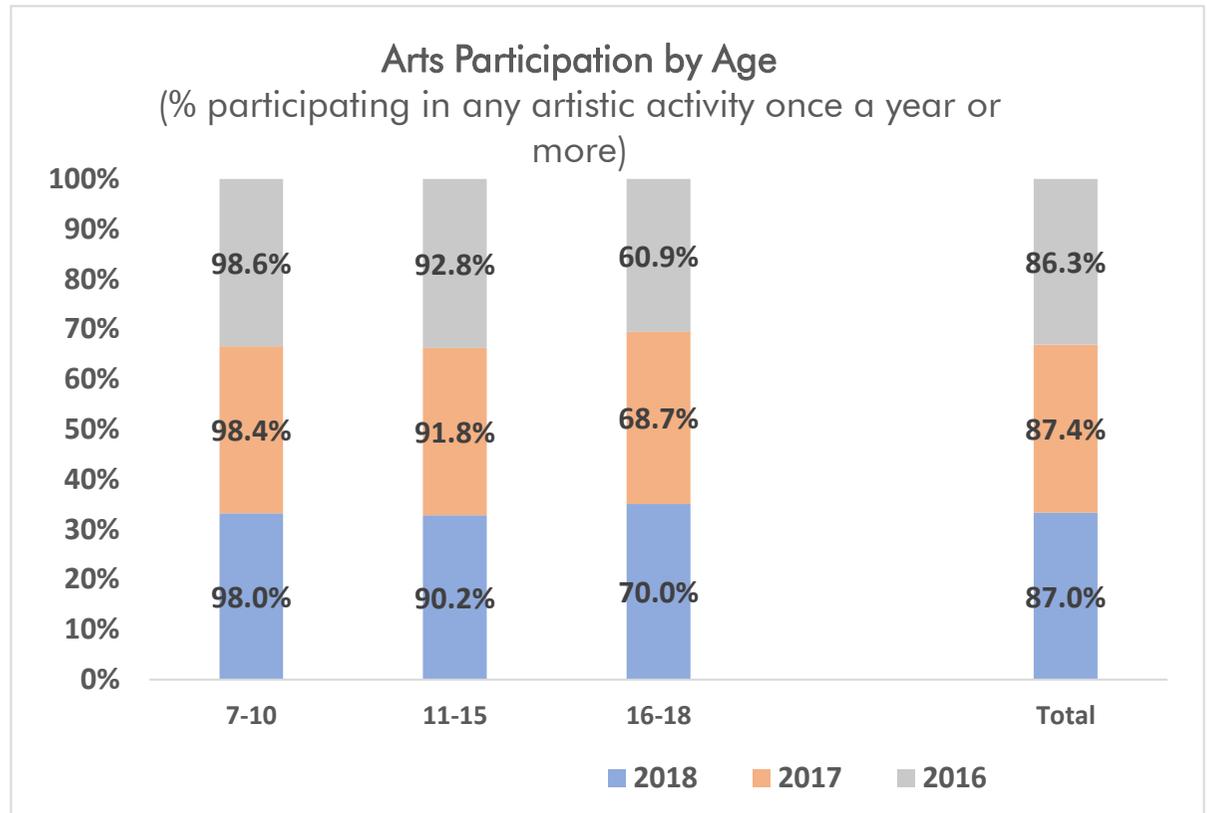


## Age Participation

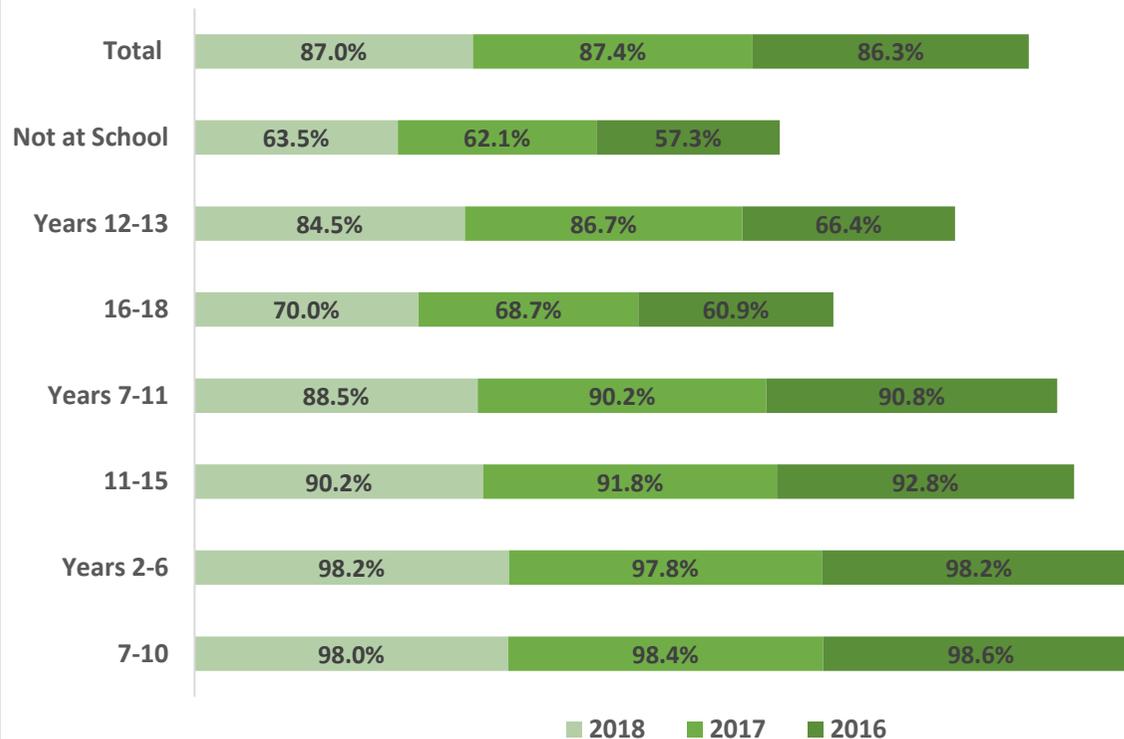
Participation in the arts by age group, once a year or more often, follows a similar pattern to arts attendance. The younger age groups have higher levels of participation than the older age groups; 98% among 7-10 year olds, 90.2% among 11-15 year olds and 70% among 16-18 year olds.

In 2018, the difference between attendance and participation in terms of age becomes more apparent when looking at the 16-18 year olds. Whilst attendance rates see a gradual decline as respondents get older, there is a more marked drop-off in participation between the 16-18 year olds - a difference of 20.2 percentage points between those aged 11-15 and 16-18.

Participation in the arts once a year or more often amongst those aged 16-18 seems to be gradually increasing over the last three years but still has below average participation levels over the last three years.



### Comparison of Arts Participation by Age and School Year Groups (% participating in any artistic activity once a year or more often)



There are almost identical proportions of 7-10 year olds taking part in the arts once a year or more as there are in school years 2-6, with a difference of 0.2 percentage points (98% and 98.2% respectively).

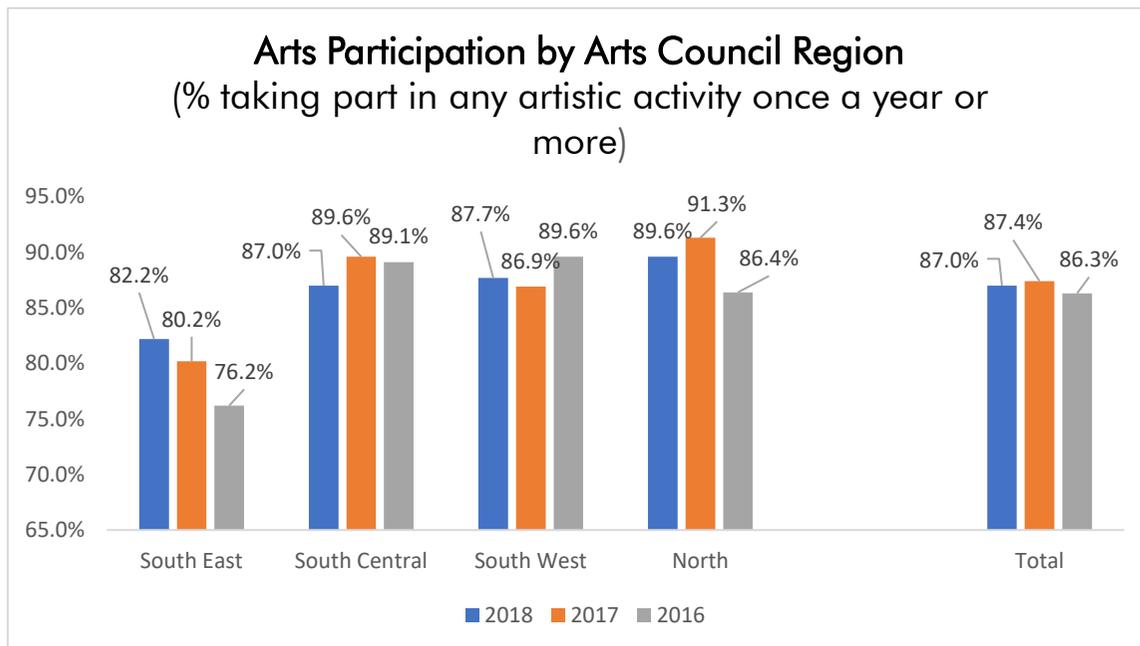
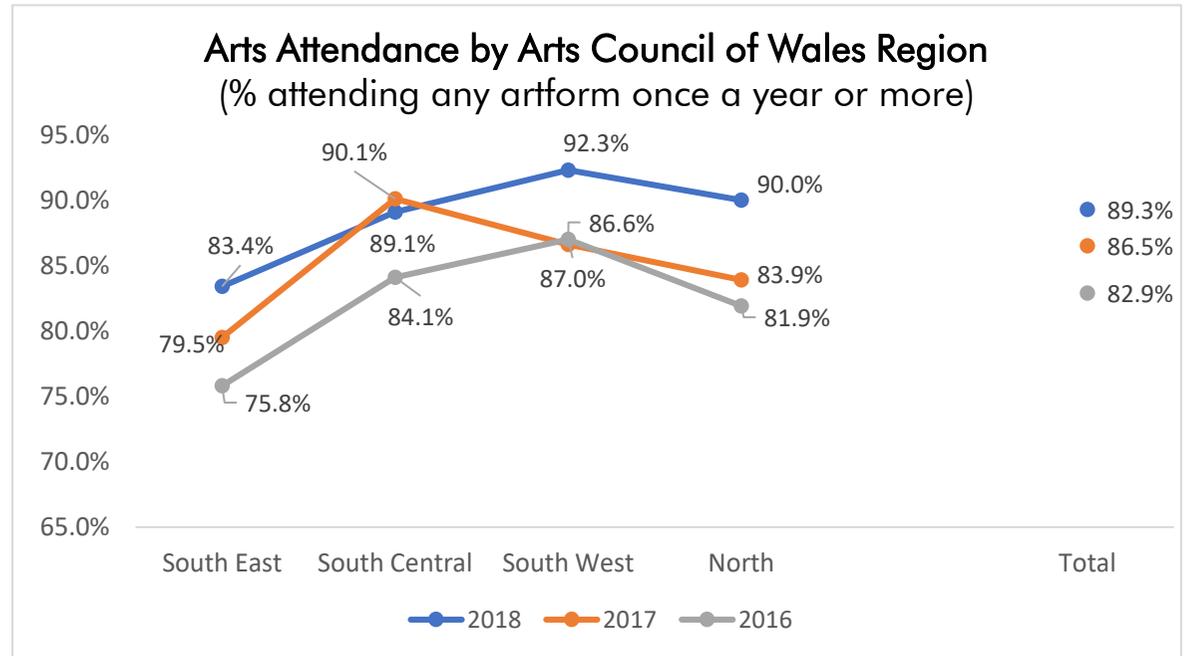
This is also true of 11-15 year olds and those in school years 7-11 with a difference of 1.7 percentage points between the two groups (90.2% and 88.5% respectively).

Some of those in the oldest age group will no longer be in a school year and seem to have lower levels of participation in the arts once a year or more than those who still attend school. 70% of those aged 16-18 years participate in an arts activity once a year or more often compared with 84.5% of those in school years 12-13. This marks a difference of 14.5 percentage points, a decrease from 2017 when there was a difference of 18 percentage points between the two groups.

In 2018, 63.5% of those not in school took part in the arts once a year or more, this is below the average 87% but an increase of 1.4 percentage points compared to 2017.

## Arts Attendance by Region

The region with the highest level of attendance in the arts once a year or more in 2018 is the South West at 92.3%. This differs to 2017 when the South Central region had the highest arts attendance levels at 90.1%. In 2018, attendance levels in the South Central region has fallen 1 percentage point to 89.1%. The South East region continues to have lower than average attendance and the lowest levels of attendance at 83.4%, although this has increased by 3.9 percentage points from 2017. North Wales is the region to experience the highest increase in attendance levels of 6.1 percentage points since 2017.



## Arts Participation by Region

The region with the highest level of participation in the arts once a year or more by children and young people in 2018 is the North at 89.6%, closely followed by South West region at 87.7%. The region with the lowest level of participation is the South East region with 82.2%. Levels of participation in the South Central region have decreased by 2.6 percentage points. The region to see the biggest increase in participation is the South East region, up by 2.0 percentage points since 2017 – but still lower than the average participation levels in 2018.

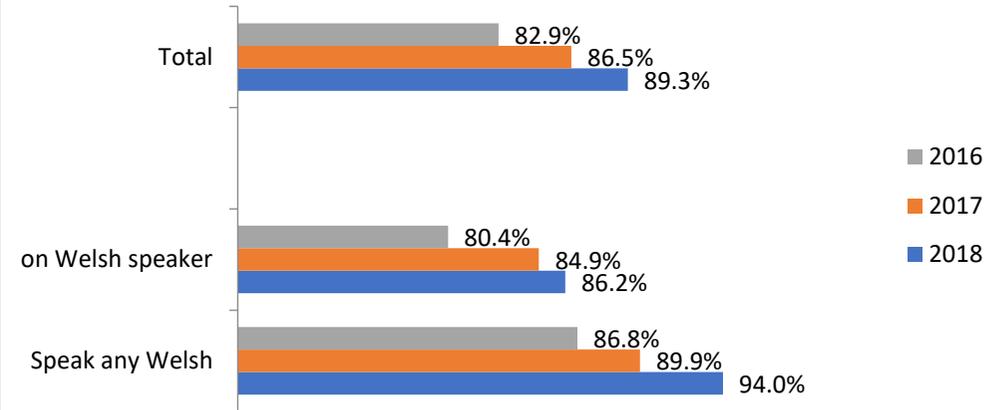
## Arts Attendance by Welsh speaking ability

As in previous years, and in 2018, those who have some level of Welsh language speaking ability attend the arts with a higher frequency than those with no Welsh speaking ability; 94% compared to 86.2%- with non-Welsh speakers remaining below average attendance levels by 3.1 percentage points.

For both groups there has been an increase in attendance in the arts once a year or more. Attendance levels amongst Welsh speakers increased by 4.1 percentage points and attendance levels amongst non-Welsh speakers by 1.3 percentage points.

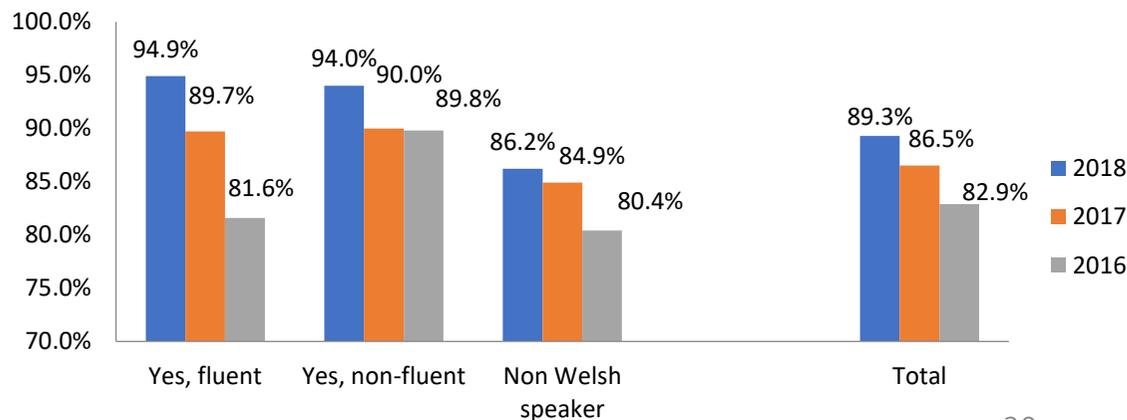
## Arts Attendance by Welsh Language speaking ability

(% attending any artform once a year or more)



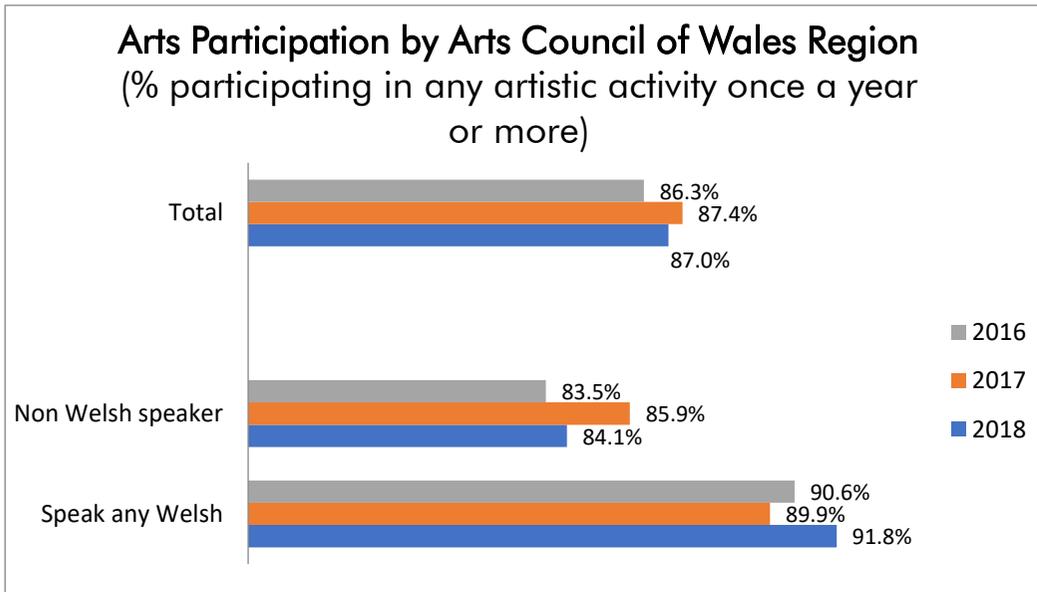
## Further breakdown of Arts Attendance by Welsh Language ability

(% attending any artform once a year or more often)



A closer look at the data shows that those who can speak some level of Welsh, but are not fluent, have above average levels of attendance in the arts once a year or more at 94.0%, as do those who are fluent at 94.9%. The difference between those who don't speak any Welsh and those who speak some Welsh but not fluent has increased since 2017 from 5.1 percentage points to 7.8 percentage points in 2018.

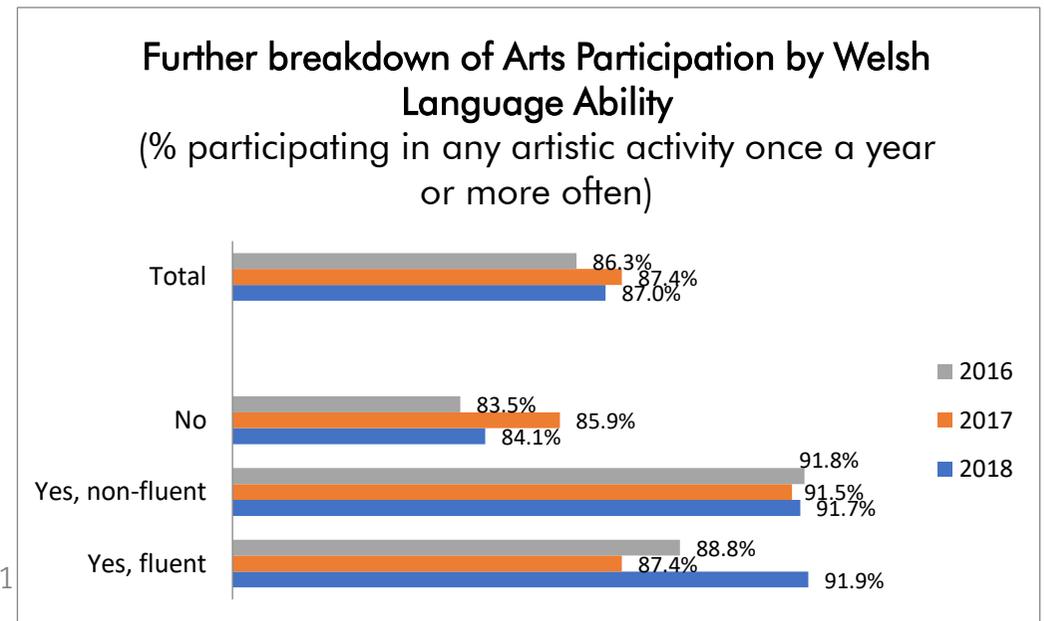
## Arts Participation by Welsh Language ability



Following the same trend as attendance levels, those who can speak some Welsh have higher rates of participation in the arts once a year or more than those who speak no Welsh; 91.8% of Welsh speakers in 2018 compared to 84.1% of non-Welsh speakers.

Arts participation amongst non-Welsh speakers has decreased by 1.8 percentage points since 2017, whilst participation rates amongst Welsh speakers have increased by 1.9 percentage points. Participation levels between the two groups has increased from 4 percentage points in 2017 to 7.7 percentage points in 2018.

Further breakdown of Welsh language ability and arts participation shows that there are higher levels of participation among children and young people who speak some Welsh compared to those who don't speak any. The percentage of those who speak Welsh but are not fluent has remained relatively stable at around 91% over the three year period, whilst participation rates of those who are fluent in Welsh have increased by 4.5 percentage points from 2017 to 91.9% in 2018.



## Appendix 3: Social Grade Definitions

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

- A** “Upper Middle Class” - Higher managerial, administrative, professional e.g. Chief Executive, Company Director, Senior Civil Servant, Doctor, Judge, Barrister, Executive Accountant
- B** “Middle Class” - Senior and intermediate managerial, administrative, professional e.g. Secondary School Teacher, Librarian, Computer Programmer, Probation Officer, Social Worker
- C1** “Lower Middle Class” - Supervisory, clerical, junior managerial e.g. Clerical/Office Workers, Shop Floor Supervisor, Bank Clerk, Sales Person, Student
  
- C2** “Skilled Working Class” - Skilled manual workers e.g. Electrician, Carpenter, Fire Fighter, Foreman
- D** “Working Class” - Semi-skilled and unskilled manual workers e.g. Shop Worker, Assembly Line Worker, Refuse Collector, Messenger, Bar Staff
- E** Those wholly reliant on state benefits including the long-term unemployed and pensioners without private pensions. Casual labourers

**ABC1s** – professional, qualified and non-manual occupations

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

## Appendix 4: 2018 Survey Questionnaire

### Arts Council of Wales Final Questions –2017 Children’s Omnibus

SHOW CARD

Q1 How often do you go to each of the activities that I read out?

So firstly, how often do you

Go to Plays

- .....Several times a week
- .....Once a week
- .....2 or 3 times a month
- .....Once a month
- .....Once every 2 to 3 months
- .....2 or 3 times a year
- .....Once a year
- .....Less often
- .....Never

REPEAT FOR:

- Go to Musicals
- Go to Opera
- Go to Classical Music concerts
- Go to Other Live music
- Go to Dance performances
- Go to Art or Craft galleries or exhibitions

Go to Readings, Storytellings or other Literature events  
Go to Carnivals and Street arts

SHOW CARD

**Q2 When you last went to a play** (ask for each activity attended at least once a year in Q1) **was it:**

organised by school/college during school time  
organised by school/college but out of school time  
in your own time (not organised by school / college)

REPEAT FOR ALL ACTIVITIES ATTENDED ONCE A YEAR OR MORE OFTEN

SHOW CARD

**Q3 And how often do you take part in each of the activities that I read out?**

So firstly, how often do you

Take part in musical activities (such as singing or playing an instrument)

.....Several times a week  
.....Once a week  
.....2 or 3 times a month  
.....Once a month  
.....Once every 2 to 3 months  
.....2 or 3 times a year  
.....Once a year  
.....Less often  
.....Never

REPEAT FOR:

Take part in drama or theatrical activity (e.g. acting, directing, technical work)

Take part in dance activity (not disco/clubbing)

Take part in film and video making or photography

Take part in visual arts or crafts (e.g. painting, textiles)

Take part in digital arts (creating and making arts using digital technology e.g. uploading, creating or remixing arts related content on, for example, YouTube, Flickr, etc.)

Take part in creative writing (e.g. poetry or stories)

SHOW CARD

**Q4 When you last took part in musical activity** (ask for each activity taken part in at least once a year in Q3) **was it:**

in school/college during school time

in school/college but out of school time

in your own time (not in school / college)

REPEAT FOR ALL ACTIVITIES TAKEN PART IN ONCE A YEAR OR MORE OFTEN