



Children's Omnibus Survey 2019

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



Cyngor Celfyddydau Cymru
Arts Council of Wales



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Jukebox Collective, Academy Show (image: Sally Nguyen)

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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 2019 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 supplementary reports 'Children's Omnibus 2019: Children's Attendance in the Arts once a year or more by Artform' and 'Children's Omnibus 2019: Children's Participation in the Arts once a year or more by Artform'.

Methodology

Interviews

The Beaufort Research Children's Omnibus Survey is conducted twice times a year: in spring 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 both 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 1,014 interviews were conducted across two waves of fieldwork, in April 2019 and October-November 2019.

Data presentation

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. Definitions of regions and social grades can be found in Appendices 1 and 2 of this report.

Attendance per Artform

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.

Participation per Artform

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

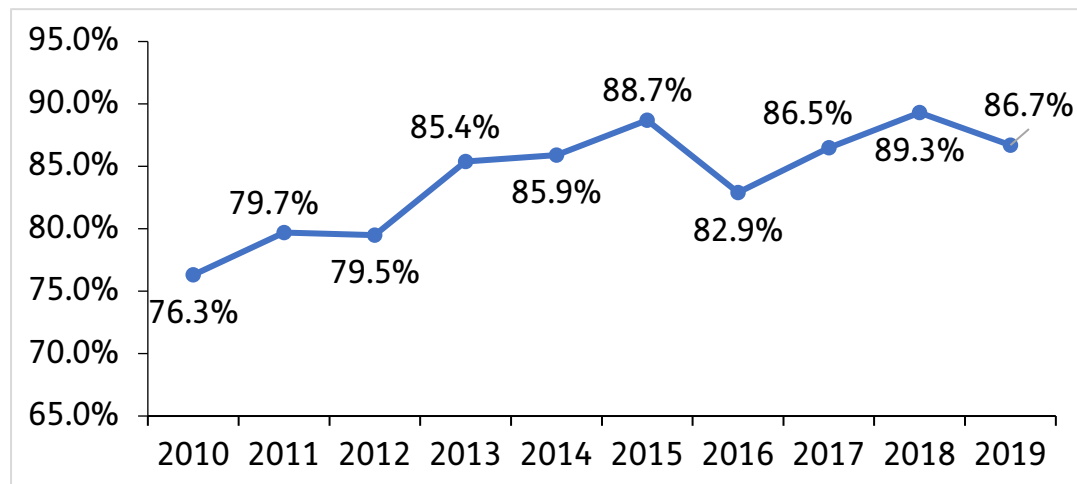
- Musical activities
- Drama or theatrical activity
- Dance activity
- Film and video making or photography
- Visual arts and crafts
- Digital Arts
- Creative Writing

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).

Executive Summary

Attendance



In 2019, 86.6% of children and young people attended any of the 9 artforms at least once a year. This represents a 2.6 percentage points decrease compared to 2018.

Figure 1. Percentage of children and young people attending arts events once a year or more (9 artforms)

Without the inclusion of carnival and street events however, attendance increased by 0.4 percentage points amongst children and young people, with 80.9% attending any of the 8 types of artistic events once a year or more.

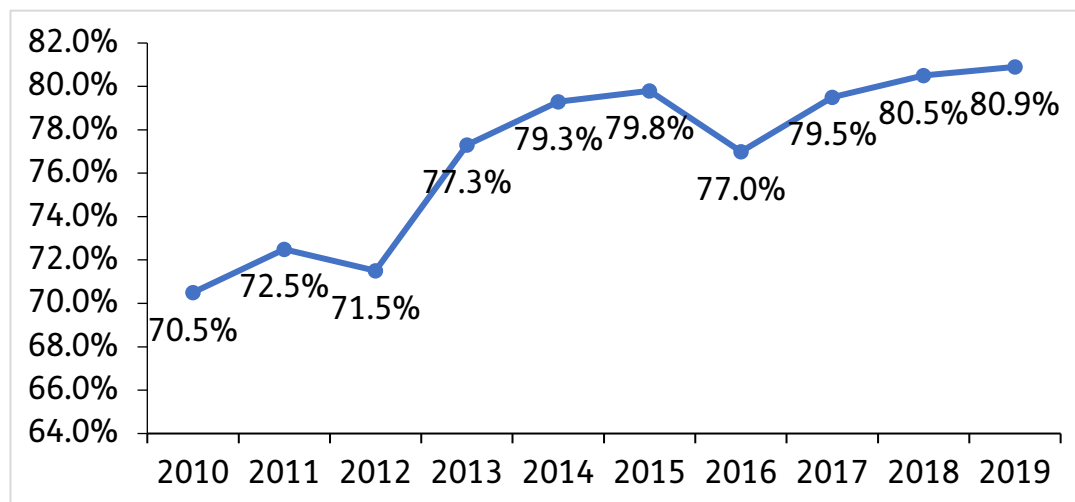


Figure 2. Percentage of children and young people attending arts events once a year or more (8 consistent art forms).

Overview of Arts Attendance by Artform across the last three years

- After an increase in 2018, attendance to Carnival and Street Arts has decreased by 1.1 percentage point to 53.8% in 2019. However, it continues to be the most attended artform within children and young people since 2017.
- The second most attended artform, plays have seen a slight increase in attendance with 48.2% of children and young people attending at least once a year.
- Attendance to Art/Craft Galleries or Exhibitions has decreased by 1 percentage point, with 41.4% of children and young people attending in 2019.
- Attendance to Musicals increased again, with 29.4% of children and young people attending in 2019.
- After experiencing the biggest decrease in attendance in 2018, Classical Music events have seen a resurgence in attendance in 2019: 7% of children and young people attended once a year or more often, which represents a 1.2 percentage points increase.
- Similarly, attendance to Opera has increased back up to 2.1%. It remains the least attended artform by children and young people.
- All other Live Music events continue to show a steady decrease in attendance, with 35.8% of children and young people attending in 2019 (a 3.1 percentage points decrease). This is the largest decrease in attendance in 2019.
- The increase in attendance to Literary Events continues in 2019, with 29.4% of children and young people attending – a 3.2 percentage points increase, it is the largest increase in attendance amongst all artforms in 2019.
- Attendance to Dance events has decreased back to 2017 levels, with 19.9% of children and young people attending in 2019.

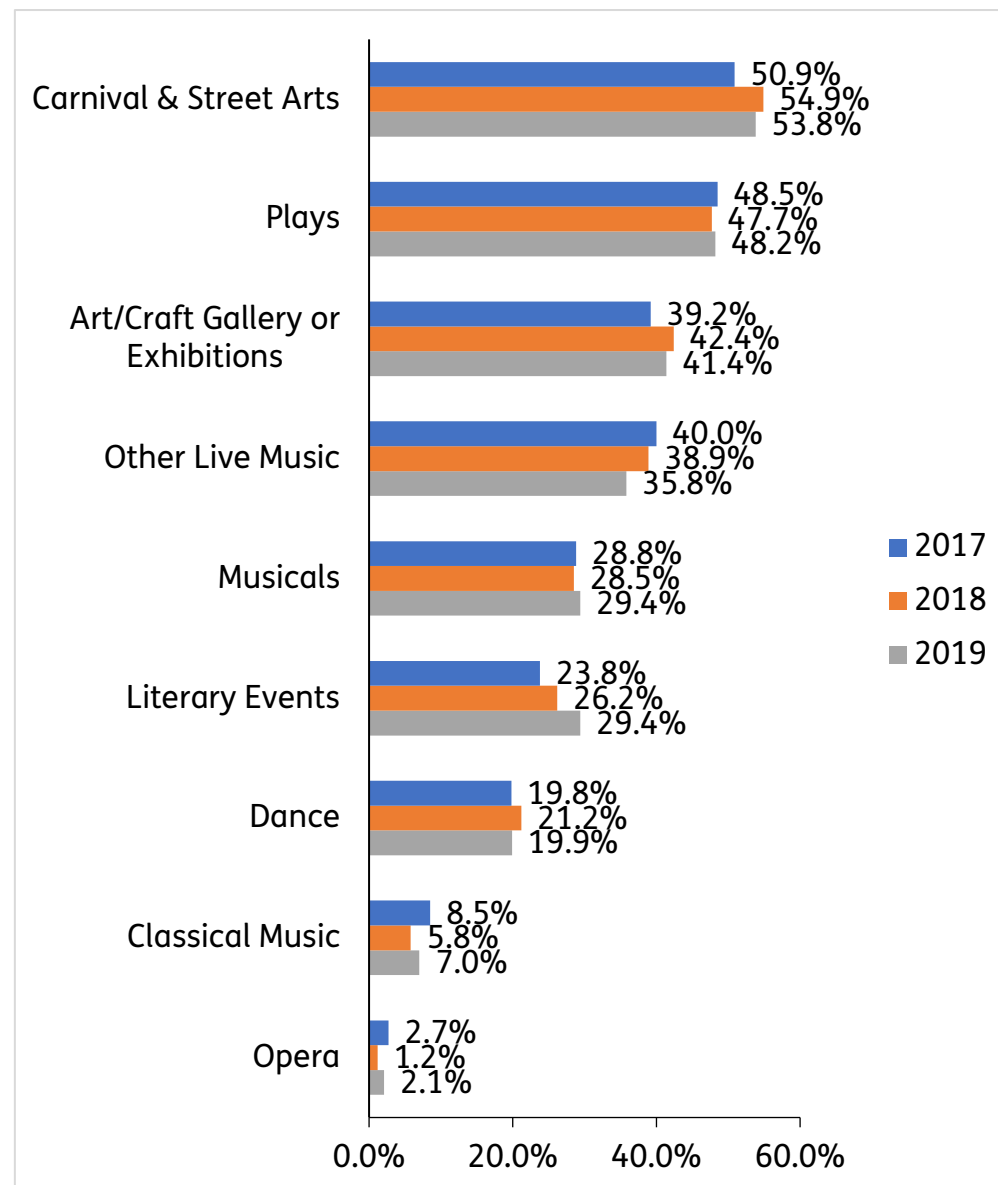


Figure 3. Percentage of children and young people attending arts events once a year or more by artform.

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.

How and When are Activities attended?

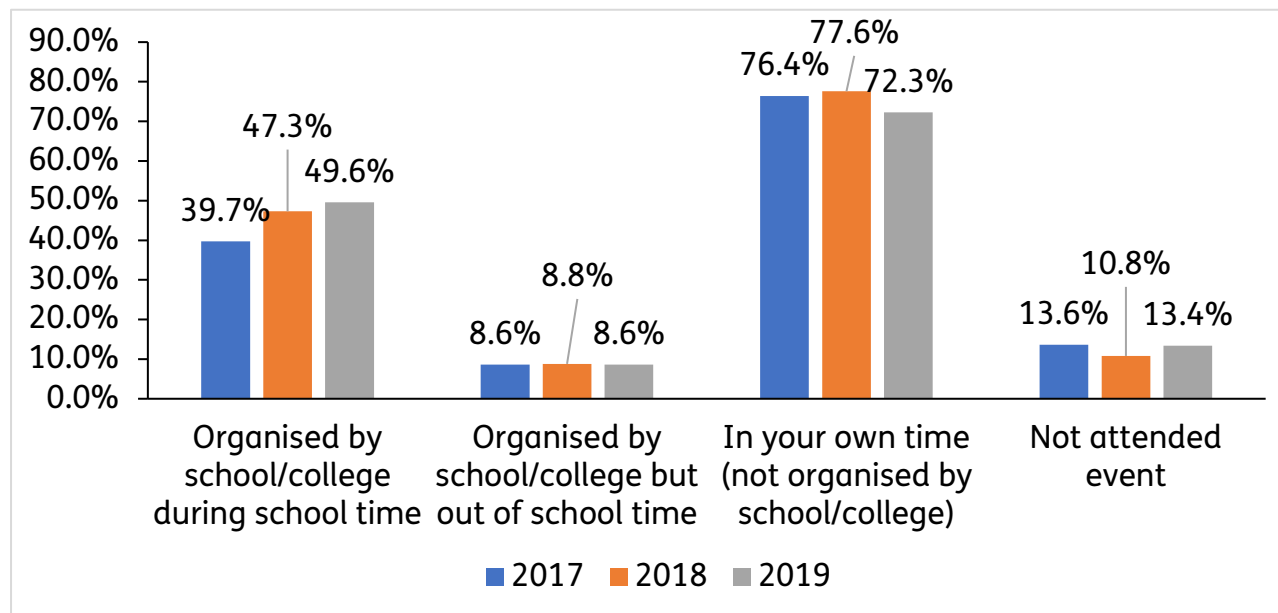


Figure 4. Percentage of children and young people attending art events (% of all children and young people).

The percentage of children and young people not attending any artistic events has increased back to levels similar to 2017, with 13.4% not attending events in 2019.

There was an increase in the numbers of attended events organised by schools/colleges during school time, to 49.6% of events.

The number of attended events organised by schools/colleges outside of school time remains stable at 8.6% in 2019.

The majority of artistic events continues to be attended in children and young people's own time. However, this number has decreased by 5.3 percentage points in 2019 to 72.3%.

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.

Participation

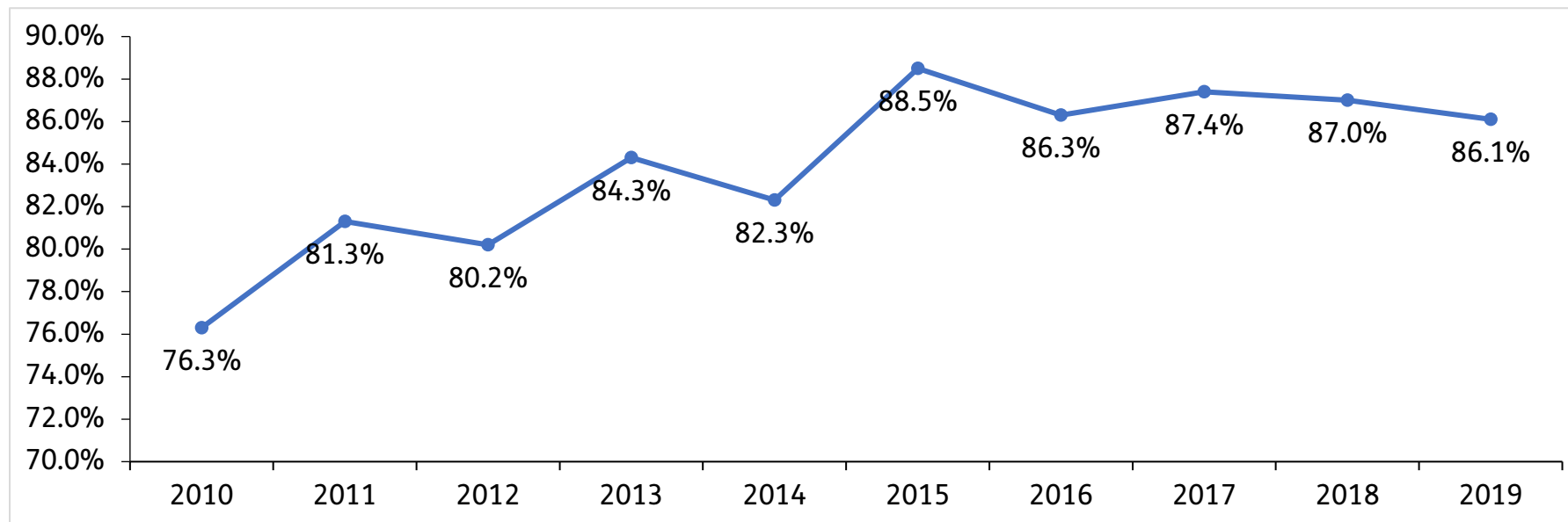


Figure 5. Percentage of children and young people taking part in arts activities once a year or more (7 consistent artforms).

Participation in artistic activities continues to fall, reaching levels similar to 2016: 86.1% of children and young people took part in in at least one of the 7 artforms once a year or more in 2019.

Overview of Arts Participations by Artform across the last three years

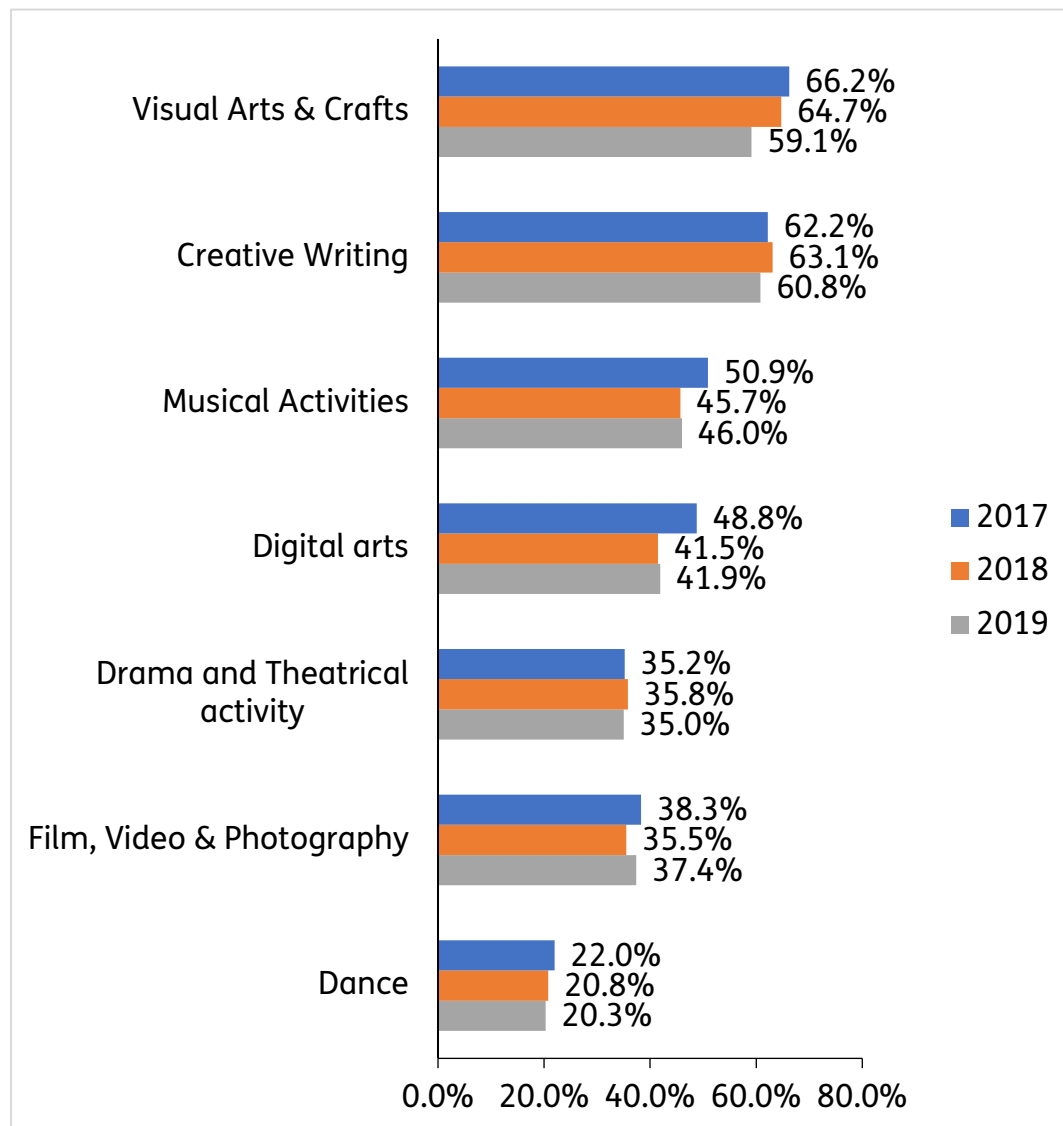


Figure 6. Percentage of children and young people taking part in arts activities once or more a year by artform.

Visual Arts & Crafts participation has seen the biggest decrease (5.6 percentage points) in participation in the last three years, and amongst all artforms this year, with 59.1% of children and young people taking part at least once in 2019. It is no longer the most participated in artform.

Creative Writing participation has decreased by 2.3 percentage points to 60.8% this year, however it is now the artform with the highest participation.

Participation in Musical Activities, Digital Arts and Dance has remained relatively stable since 2018 (respectively 46%, 41.9% and 20.3%), after a decrease between 2017 and 2018.

Participation in Drama and Theatrical activities has remained stable since 2017, with 35% of children and young people taking part in 2019.

There has been 1.5 percentage point increase in participation in Film, Video & Photography, with 37.4% of children and young people taking part at least once a year in 2019, almost reaching 2017 levels again.

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.

How and When are Arts Activities participated in?

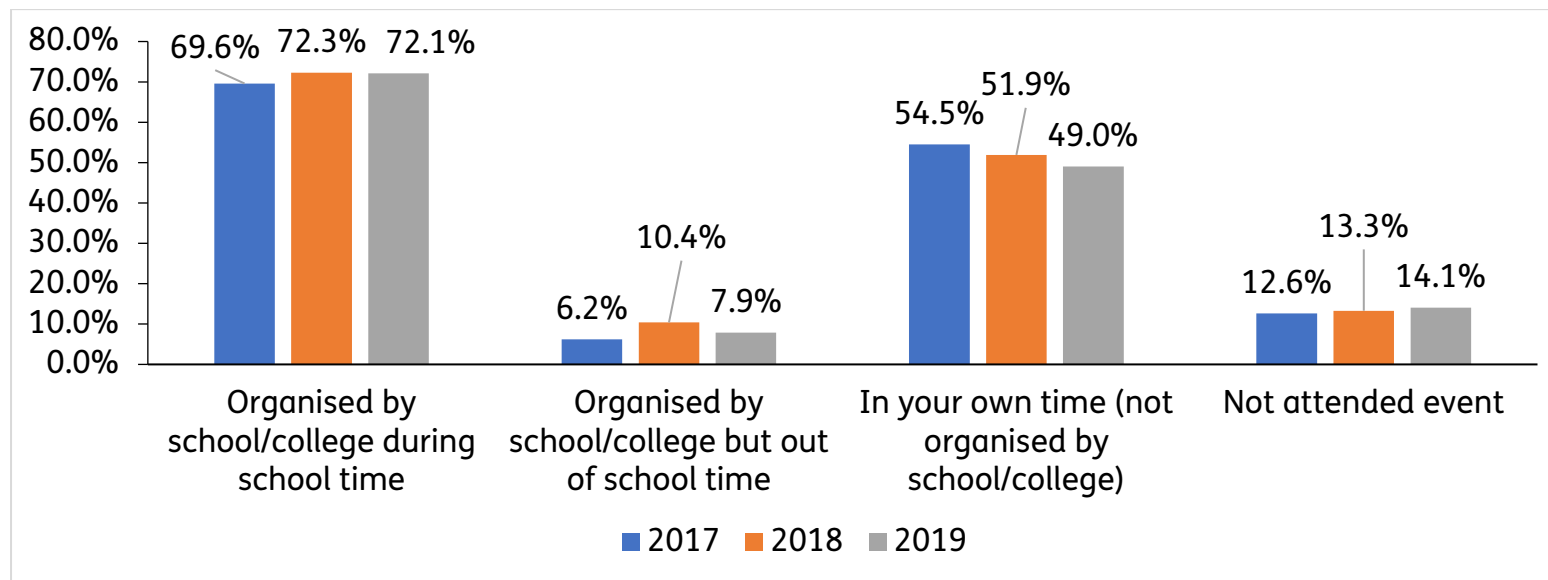


Figure 7. Percentage of children and young people taking part in arts activities by setting.

The percentage of children and young people not taking part in any artistic activities continues to slowly rise, with 14.1% participating in any artforms in 2019.

Contrary to attendance, the majority of participation to artistic activities occurs during school time. These levels have remained stable since 2018, with 72.1% of children and young people taking part during school time in 2019.

Participation in activities organised by schools out of school time has dropped to 7.9%, a 2.5 percentage points decrease.

Participation in children and young people's own time continues decreasing, with 49% taking part in their own time in 2019.

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.

Social Grade: Attendance

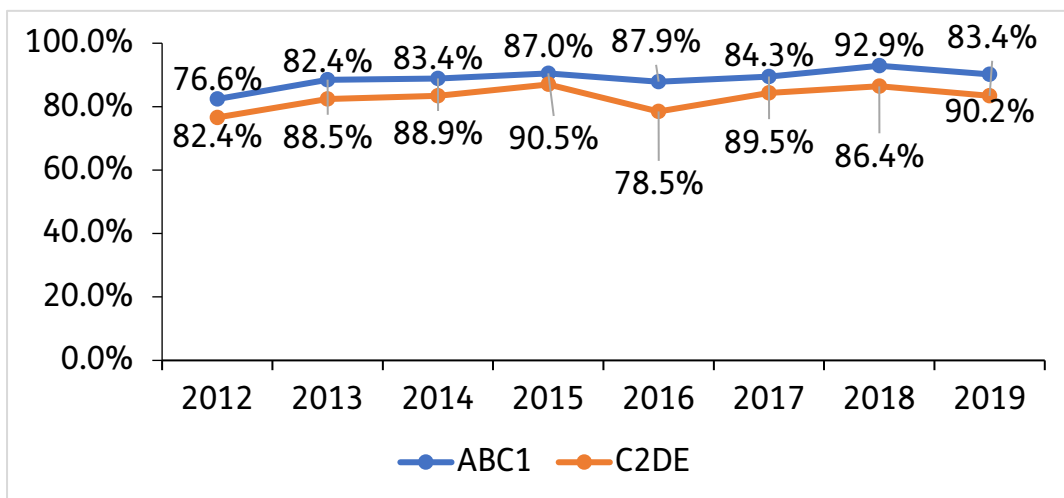


Figure 8. Percentage of children and young people attending any arts events once a year or more often by social grade.

Children and young people from higher social grades continue to attend artistic events more often (90.2% for ABC1s and 83.4% with C2DEs). However, attendance has decreased for both groups, by 2.7 percentage points for ABC1s and by 3 percentage points for C2DEs.

The difference in attendance between ABC1 and C2DE households remains stable, at 6.8 percentage points in 2019.

Social Grade: Participation

Children and young people from ABC1 households continue to be more likely to take part in artistic activities than those from C2DE households (87.5% of ABC1s for 84.7% of C2DEs).

The overall participation in ABC1 households has decreased by 2.6 percentage points however, whilst participation in C2DE households remains stable with just a 0.2 percentage point increase.

The difference between the two social grades groups has decreased from 5.6 percentage points in 2018 to 2.8 percentage points in 2019.

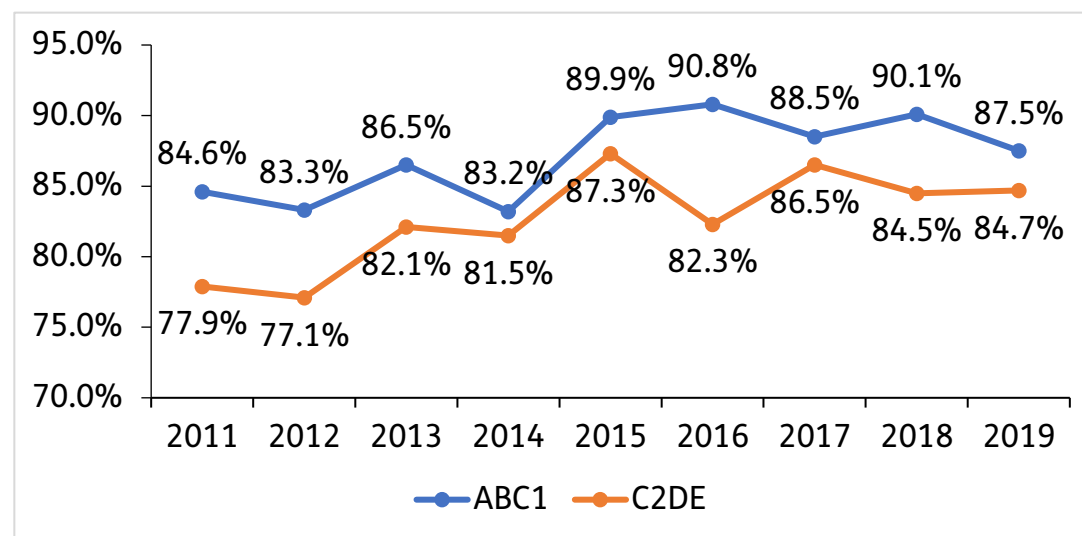


Figure 9. Percentage of children and young people taking part in any artistic activity once a year or more often by social grade.

Gender: Attendance

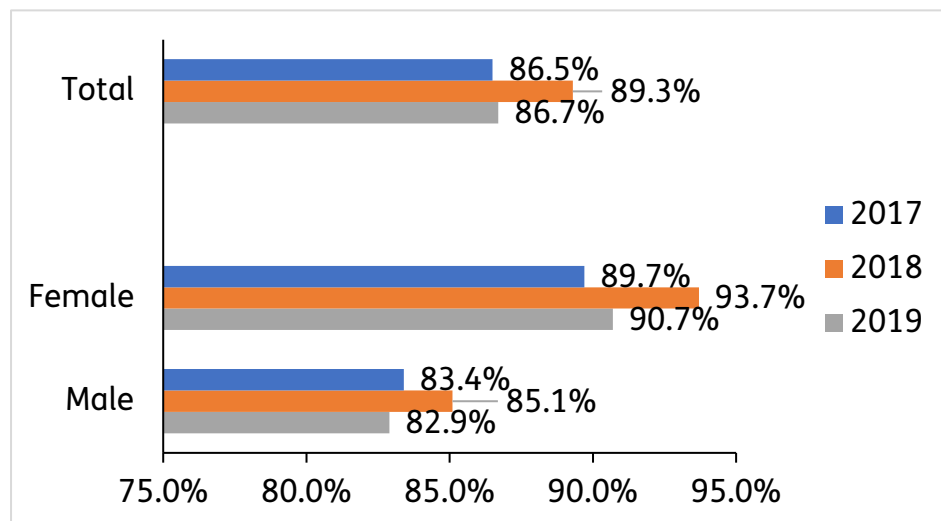


Figure 10. Percentage of children and young people attending any arts events once a year or more by gender.

Attendance to arts events continues to be higher among girls (89.7%) than boys (83.4%) in 2019. However, it has decreased for both: by 2.2 percentage points for boys and by 3 percentage points for girls.

The difference in attendance between genders has also dropped, going from 8.6 percentage points in 2018 to 6.3 percentage points in 2019.

Gender: Participation

Participation levels also continue to be higher amongst girls (87.2%) than boys (85.1%).

There was a drop in participation among girls to 87.2% (a 2.4 percentage points decrease). Participation in boys increased slightly however, to 85.1% (by 0.6 percentage points).

The difference in participation between girls and boys diminished, from 5.1 percentage points in 2018 to 2.1 percentage points in 2019.

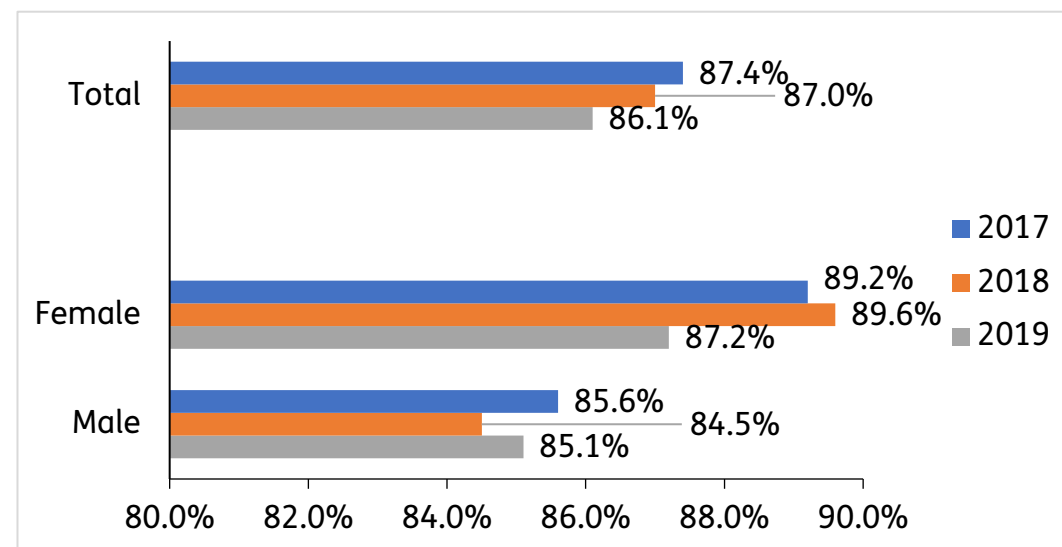


Figure 11. Percentage of children and young people taking part in arts activities once a year or more by gender.

Age: Attendance

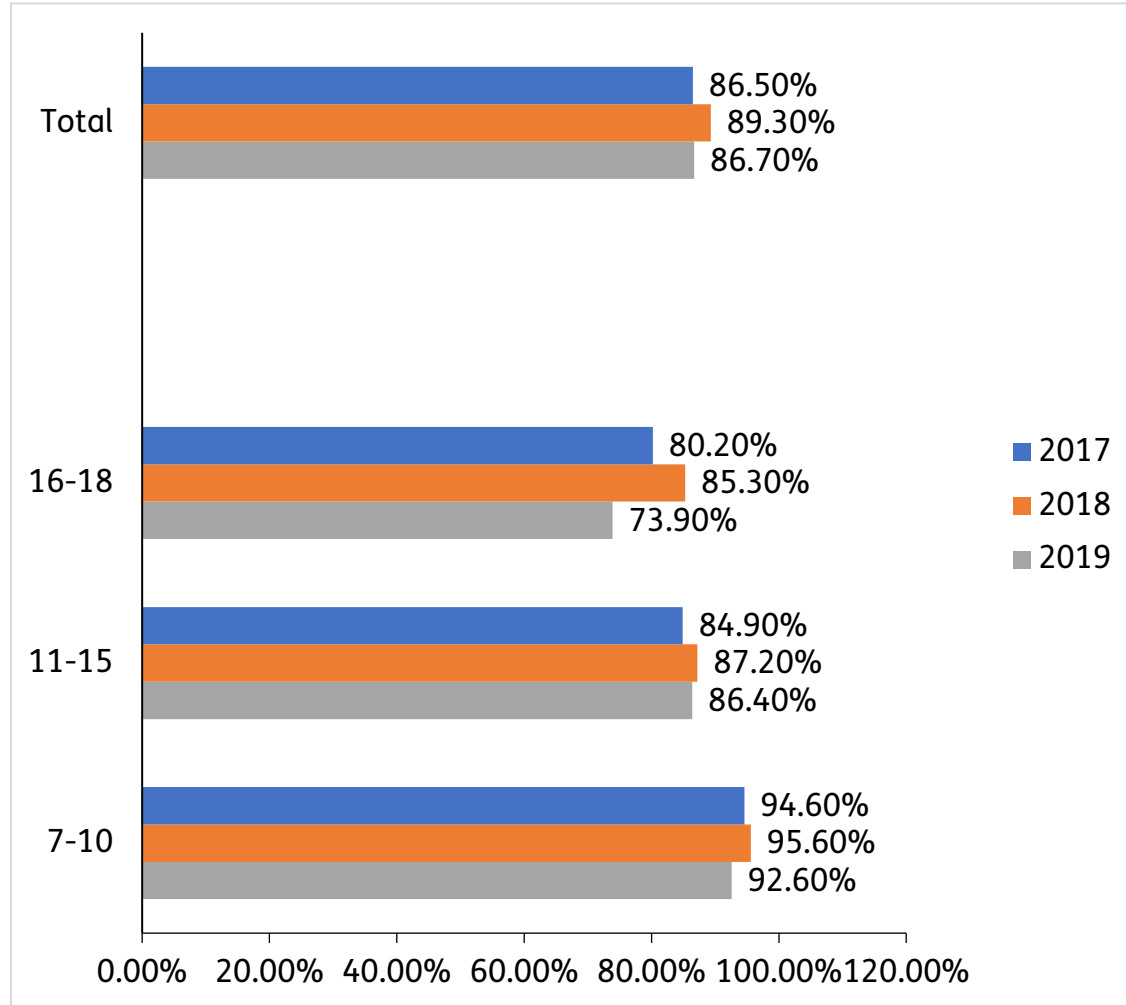


Figure 12. Percentage of children and young people attending arts events by age group.

Attendance in 7-10 year olds has dropped by 3 percentage points to 92.6%. This is still the strongest attendance level amongst all age groups.

It remains higher than attendance in 11-15 year olds by 6.20 percentage points.

The lowest attendance levels are still found in 16 to 18 year old, with 73.9% attending artistic events at least once a year, 12.9 percentage points behind average attendance levels. A 11.4 percentage point decrease from 2018, this is the sharpest drop in attendance amongst all ages.

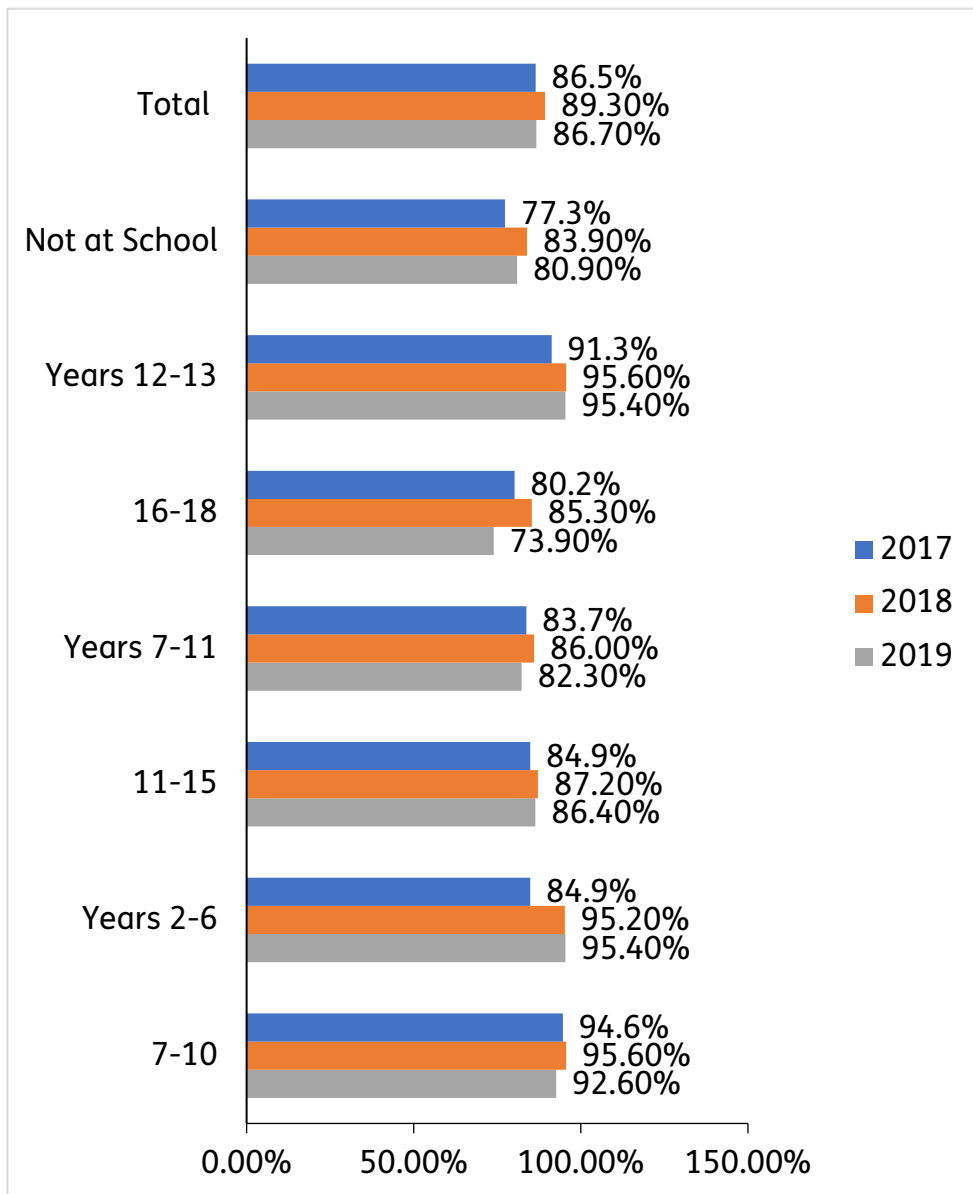


Figure 13. Comparison of arts attendance by age and school year group (percentage of children and young people attending any artform once a year or more).

Attendance levels remain fairly similar between 7-10 year olds and Years 2-6, with 92.6% of the former and 95.4% of the latter attending artistic events at least once a year. This represents a 2.8 percentage points difference however, whilst in 2018 the difference between 7-10 year olds and Year 2-6 was only of 0.40 percentage point.

Attendance levels are also fairly close between 11-15 year olds (86.4%) and Years 7-11 (82.3%). The difference between 11-15 year olds and Years 7-11 has also increased however: in 2018 it was of 1.20 percentage points, whilst in 2019 it is of 4.10 percentage points.

Whilst Years 12-13's attendance remains stable at 95.4%, there is a 3 percentage point drop in attendance amongst young people who are not in school, which might partly explain the sharp drop in attendance among 16 to 18 year olds.

Unlike age groups' attendance, the highest levels of attendance amongst school year groups here are within Years 12-13, whilst Years 7-11 have the lowest attendance rates.

Age: Participation

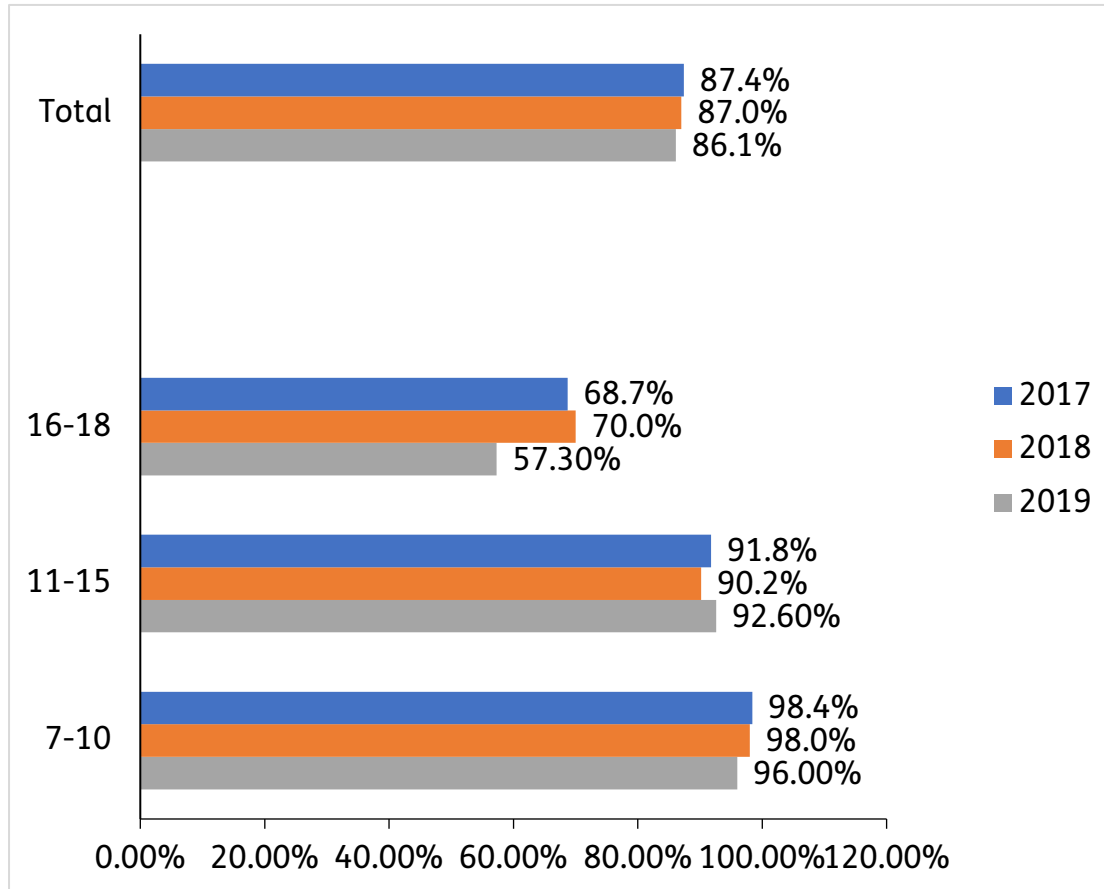
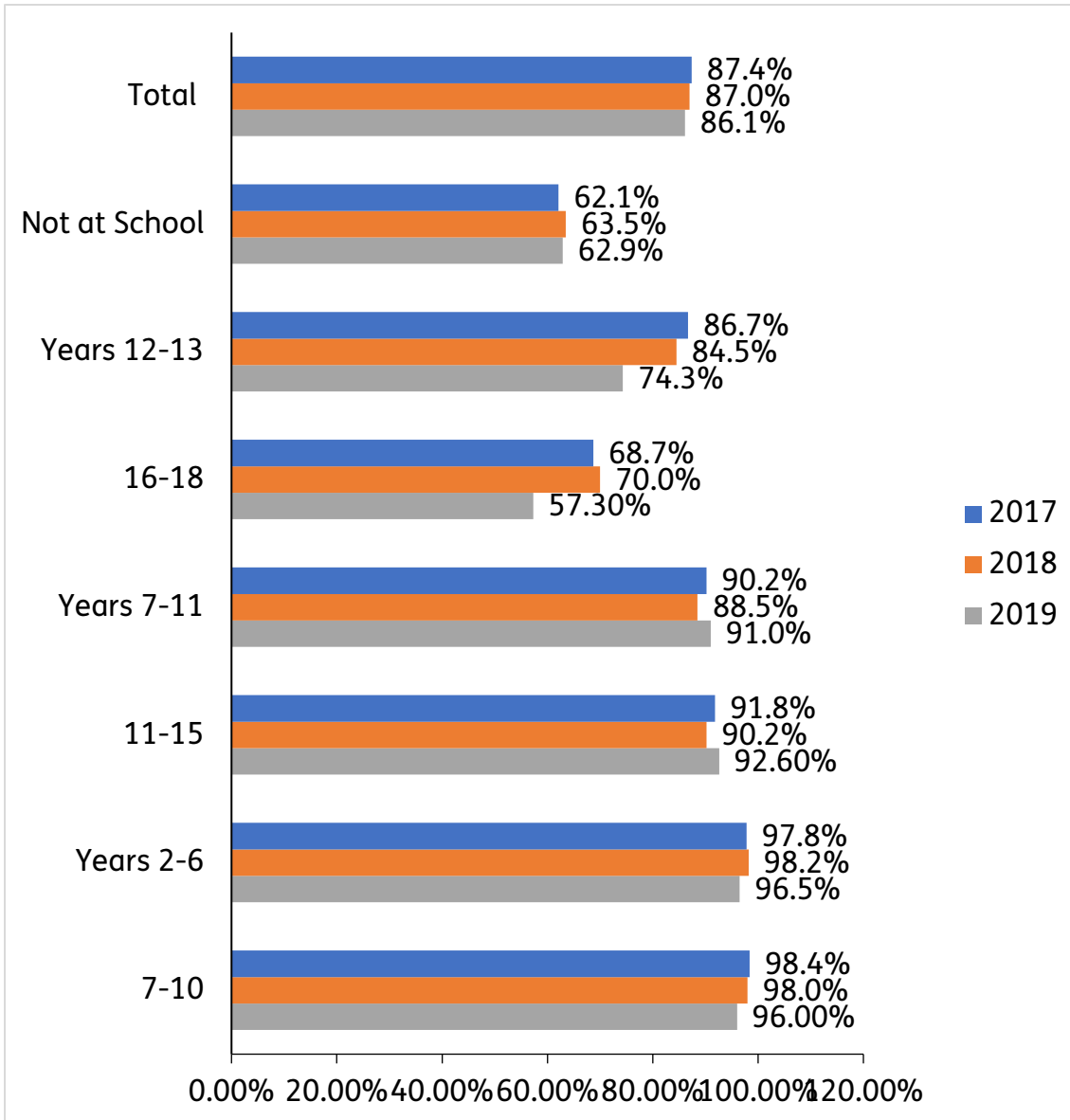


Figure 14. Percentage of children and young people taking part in any arts activities once a year or more by age.

Similarly to attendance, the highest participation levels are found in 7 to 10 year olds, 96% of whom take part in artistic activities at least once a year. This is a 2 percentage points decrease from 2018 however.

Contrary to attendance, participation amongst 11-15 year olds has increased by 2.4 percentage points to 92.6%.

The sharpest drop in participation is among 16 to 18 year olds, with a 12.7 percentage points decrease to 57.3%. They remain the age group least likely to take part in artistic activities at least once a year, 28 percentage points below average participation levels.



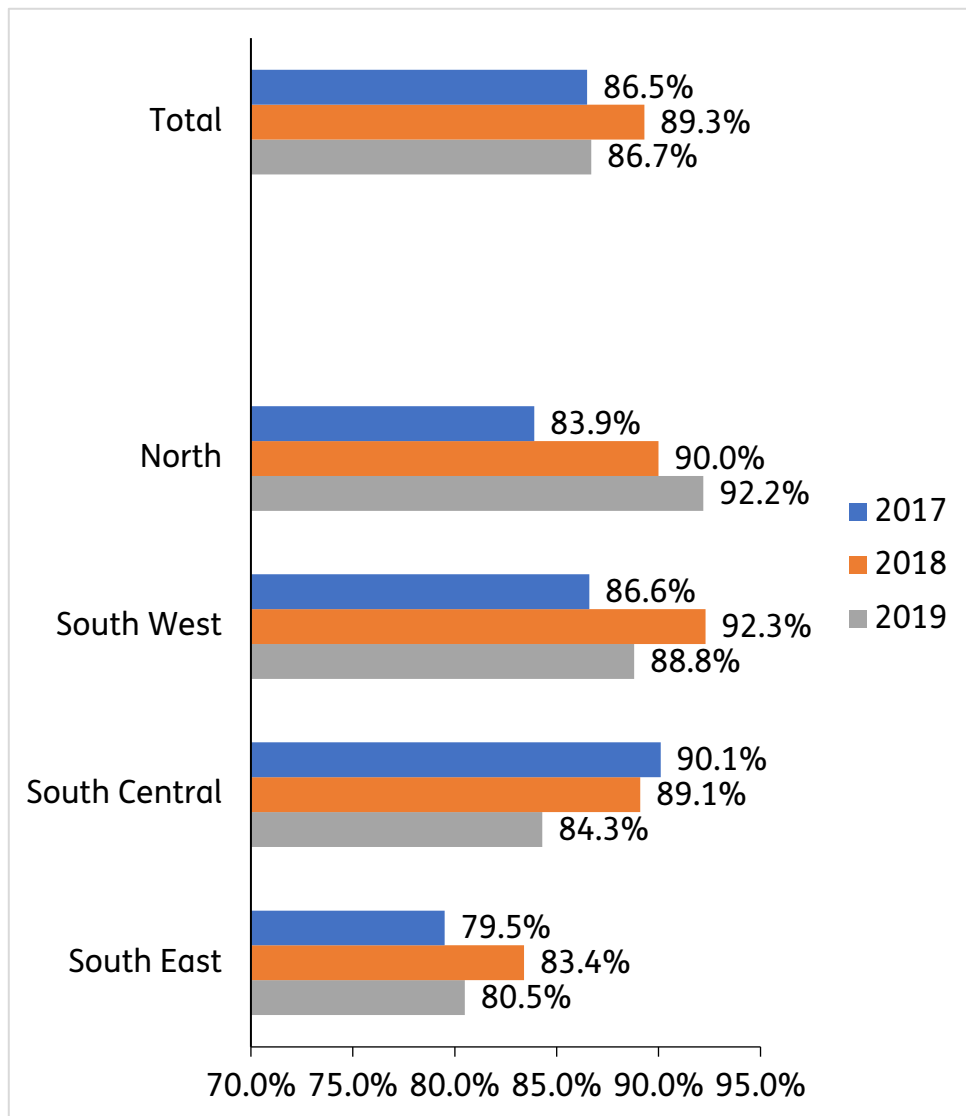
Participation levels remain almost identical between 7-10 year olds and Years 2-6, respectively 96% and 96.5% of whom take part in any artform at least once a year.

11 to 15 year olds and Years 7-11 also participate in artistic activities at almost identical levels (respectively 92.6% and 91%).

Contrary to attendance, the drop in participation in 16 to 18 year olds seems to be related to a sharp 10.2 percentage points drop in attendance amongst Years 12-13, down to 74.3%. Participation levels amongst young people who do not attend school remain stable and are still lower than participation in 16-18 year olds still in school.

Figure 15. Comparison of arts participation by age and school year (percentage of children and young people taking part in any artistic activity once a year or more).

Attendance by Arts Council of Wales Region



Whilst attendance was highest in the South West in 2018, it is highest in the North in 2019, with 92.2% attendance (a 2.2 percentage point increase in the North). It is the only region to experience an increase in attendance in 2019.

Attendance in the south West continues to decrease, with a 3.5 percentage point decrease to 88.8% attendance amongst the young population.

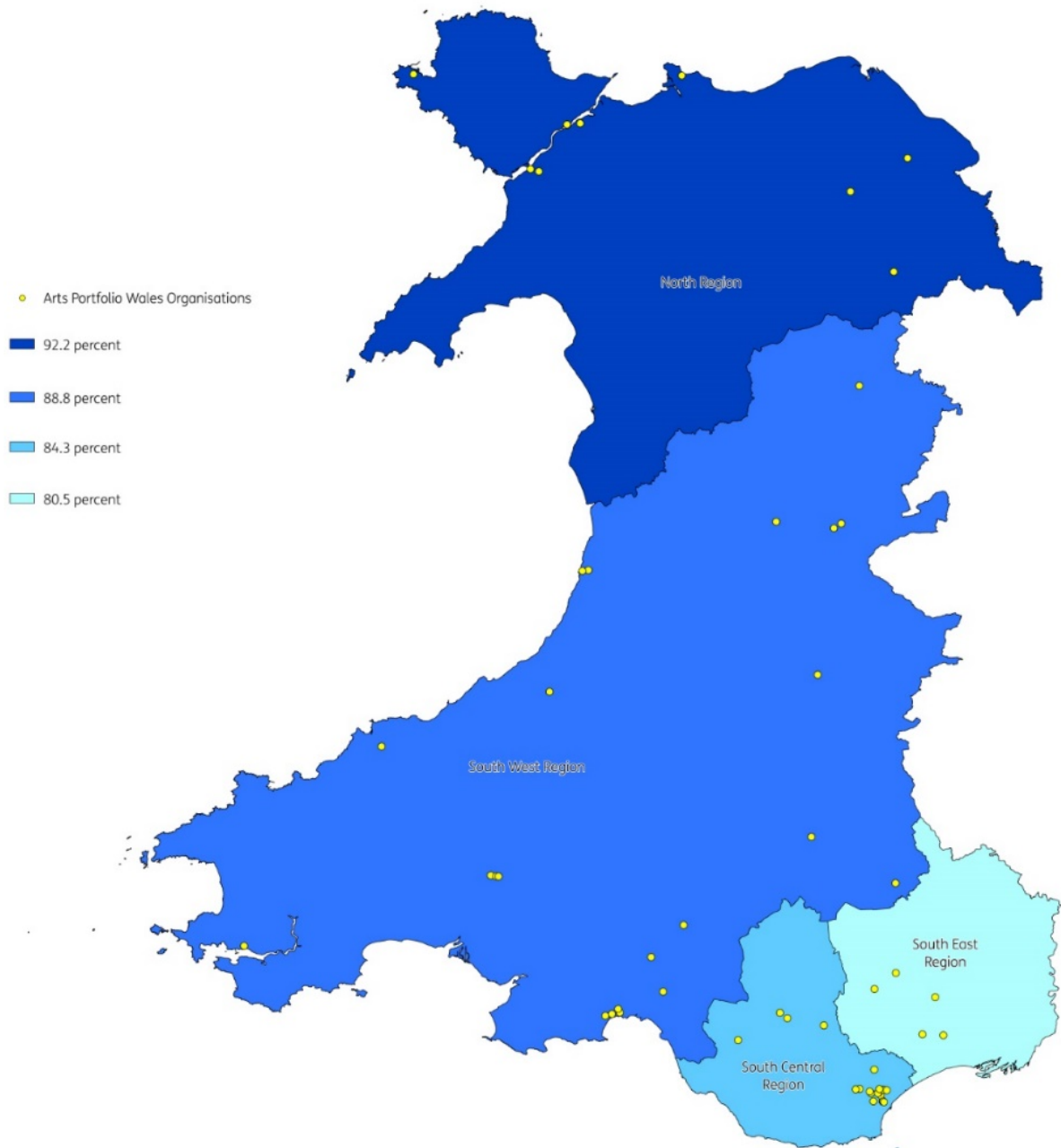
Attendance in the South Central region continues to decrease, reaching below average attendance in 2019 (84.3%). This is the biggest drop in attendance amongst all Welsh regions in 2019.

Attendance in the South East continues to be lower than average, and even decreases by 2.9 percentage points to 80.5%.

Attendances for 2019 are shown on the map below.

Figure 16. Percentage of children and young people attending any arts events once a year or more by Arts Council of Wales Region.

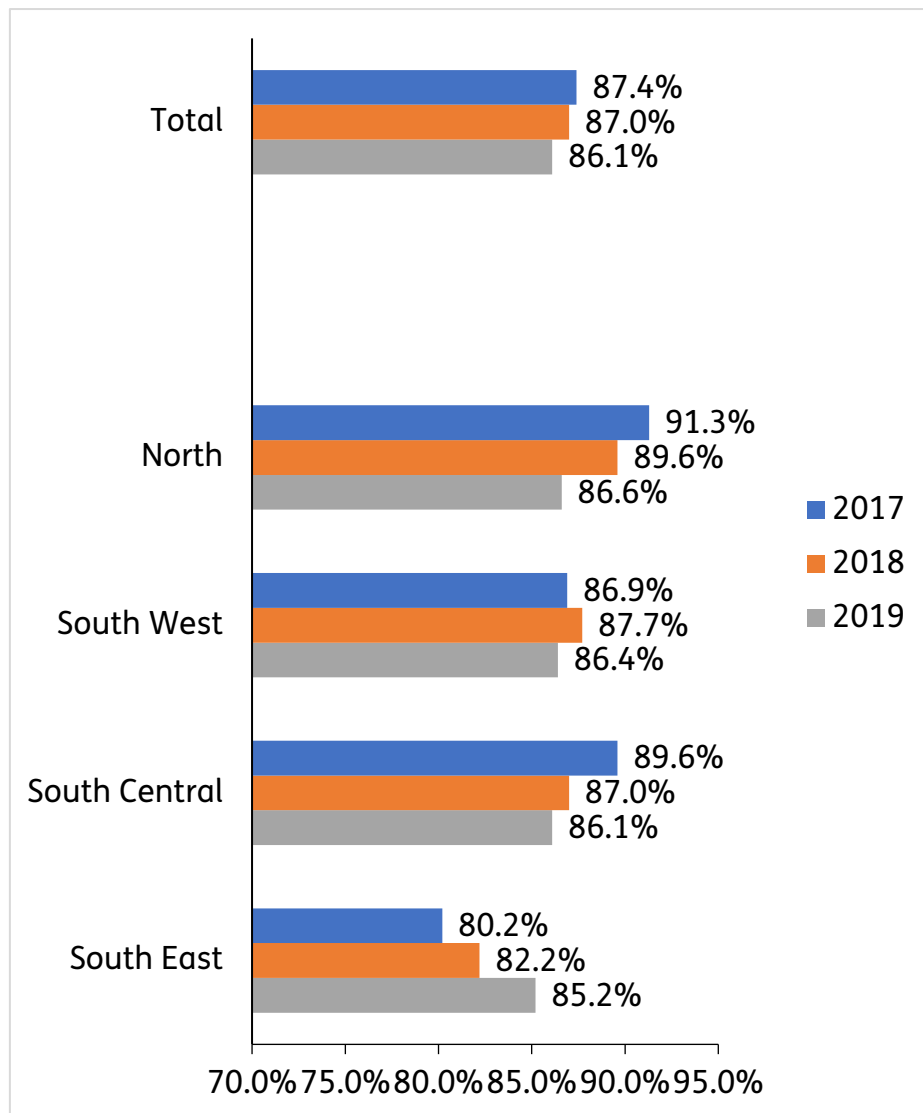
Attendance to Arts Events by Children in 2019
(% attending once a year or more)



Arts Council of Wales, Research Team, September 2020.
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Figure 17. Map of attendance to arts events in 2019 by Arts Council of Wales Region.

Participation by Arts Council of Wales Region



Participation levels are similar between the North, South West and South central, with respectively 86.6%, 86.4% and 86.1% of children and young people taking parts in artistic activities at least once a year.

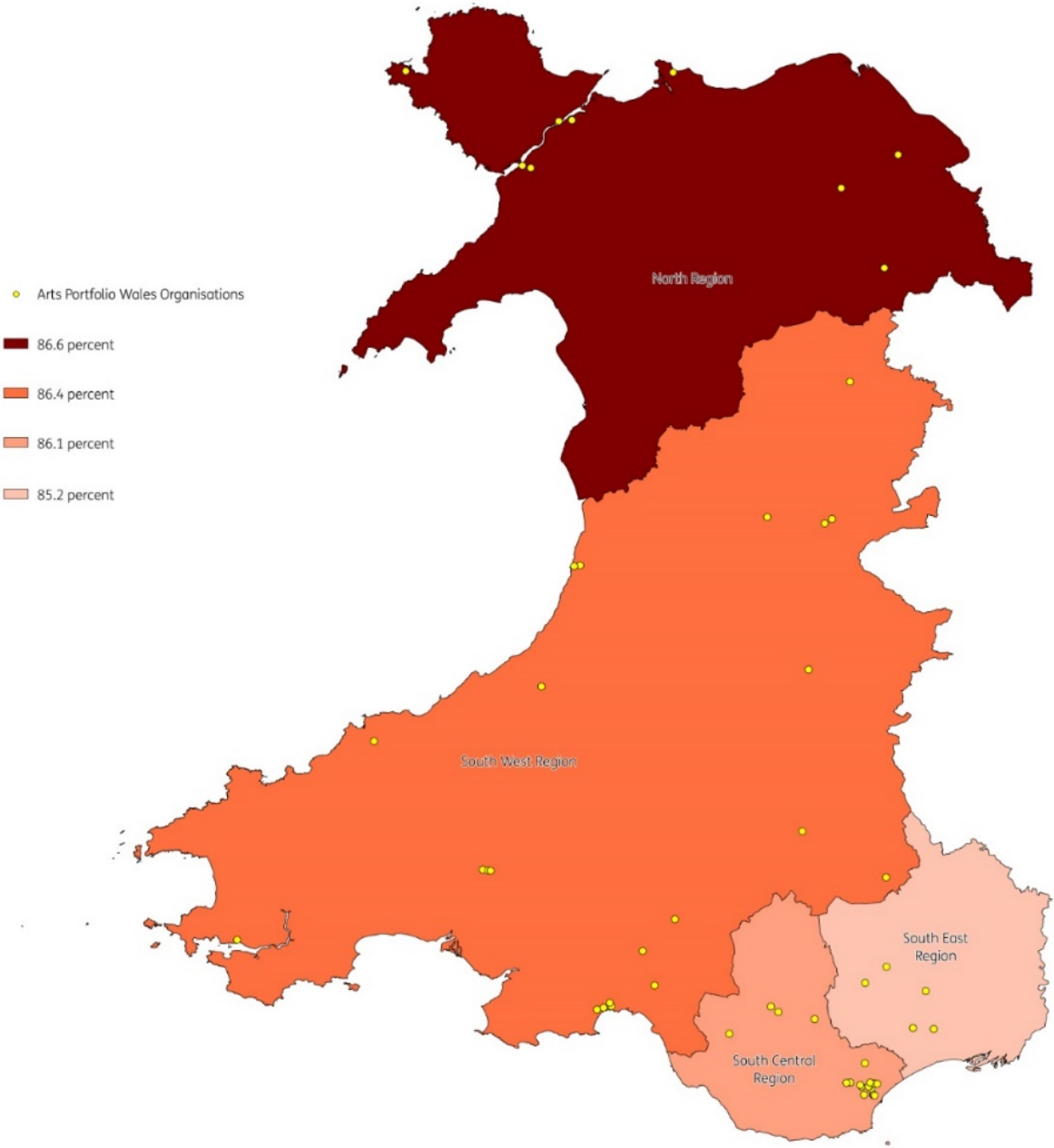
This represents a slight decrease for all three regions however, by 3 percentage points for the North, 1.3 percentage point for the South West and 0.9 percentage points for South Central.

Only the South East seen a continuation of participation increase, almost reaching average levels with 85.2% of children and young people taking part in any artform at least once a year in the region.

Participation levels in 2019 are presented on the map below.

Figure 18. Percentage of children and young people taking part in any artistic activity once a year or more often by Arts Council of Wales Region.

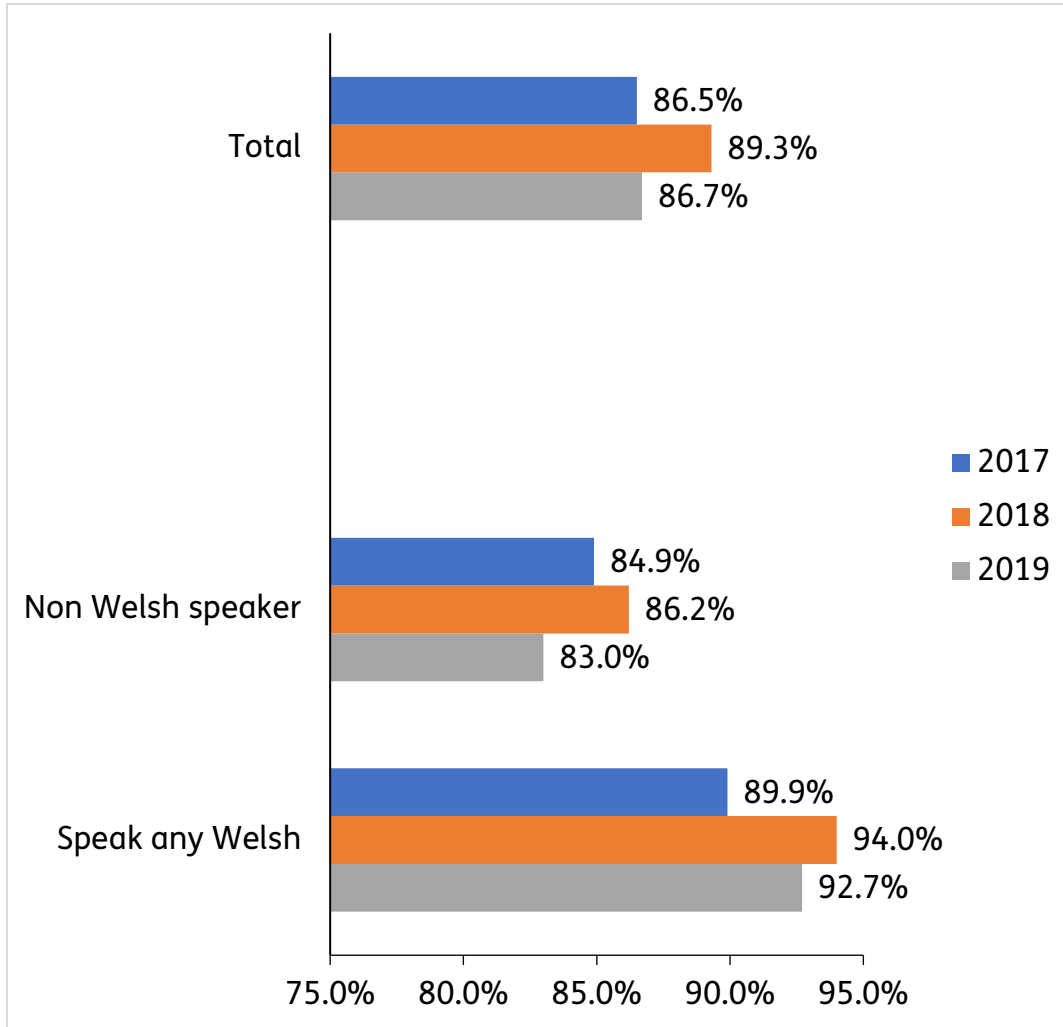
Participation in Arts Activities by Children in 2019
(% participating once a year or more)



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Figure 19. Map of participation in artistic activities in 2019 by Arts Council of Wales Region.

Attendance by Welsh language ability

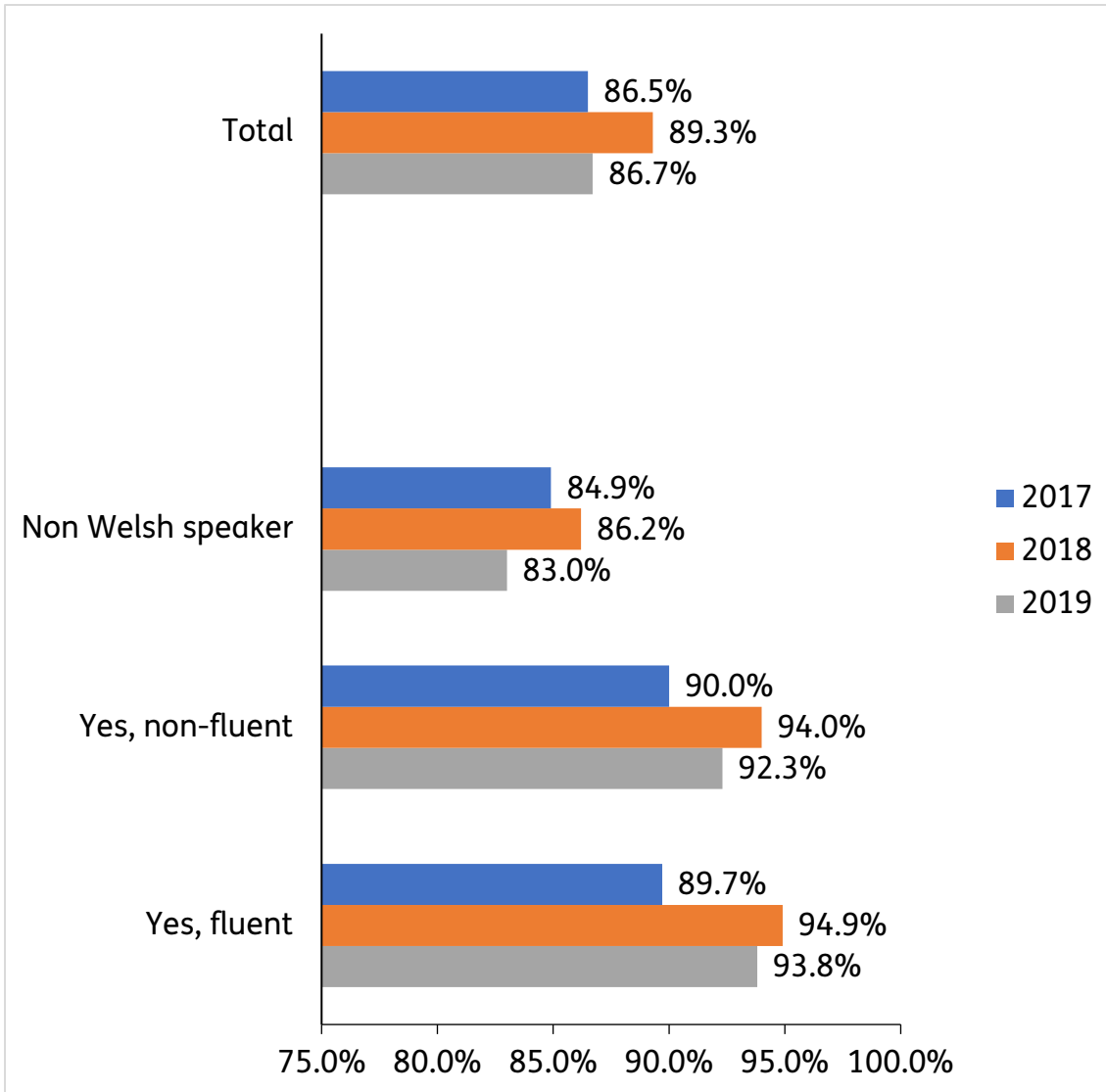


Children and young people's attendance continues to be higher among those who speak Welsh (92.7%) than non-Welsh speakers (83%).

A decrease in attendance is observed for both groups however: by 1.3 percentage points for Welsh speakers, and 3.2 percentage points for non-Welsh speakers.

The difference in attendance between both groups as also increased from 7.8 percentage points in 2018 to 9.7 percentage points in 2019.

Figure 20. Percentage of children and young people attending any artform once a year or more by Welsh speaking ability.



When breaking down Welsh language ability by level of fluency, the attendance levels are fairly similar, with slightly higher attendance amongst fluent speakers, and evolve identically through the years. Attendance levels have decreased slightly for both fluent (93.8%) and non-fluent Welsh speakers (92.3%) in 2019, by 1.1 percentage points and 1.7 percentage points respectively.

The difference between fluent and non-fluent speakers' attendance has increased between 2018 and 2019 however, from 0.9 percentage points to 1.5 percentage points.

Figure 21. Percentage of children and young people attending any artform once a year or more by level of fluency in Welsh.

Participation by Welsh speaking ability

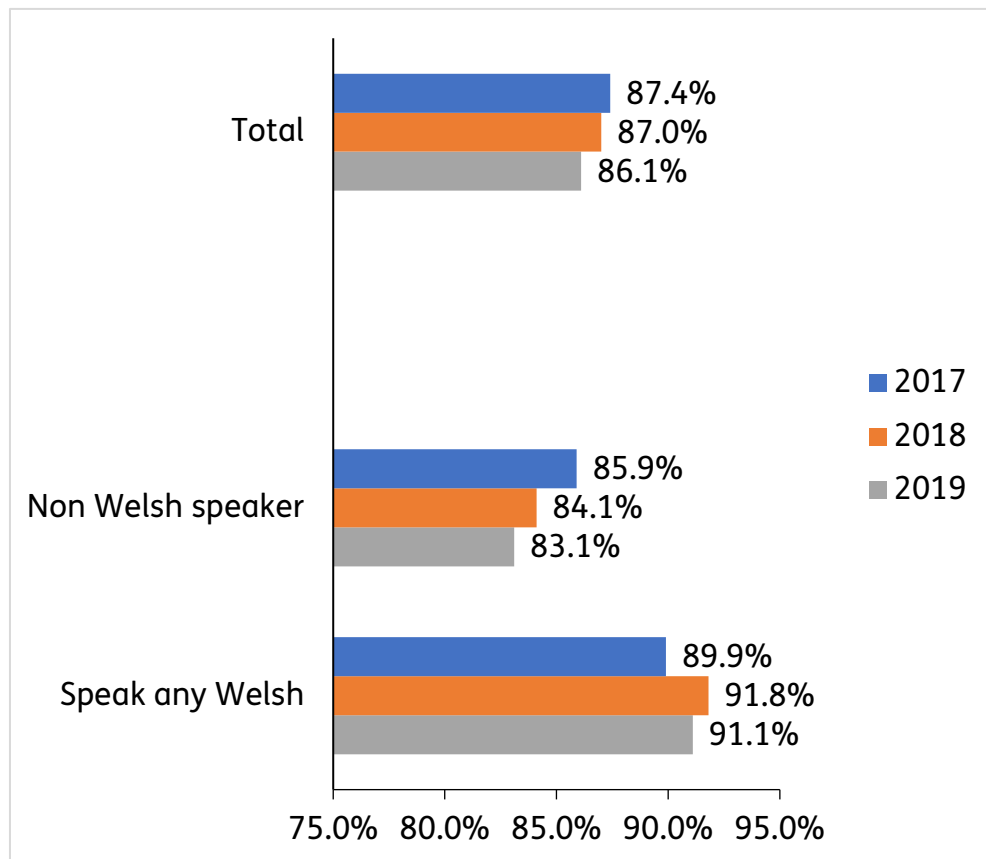
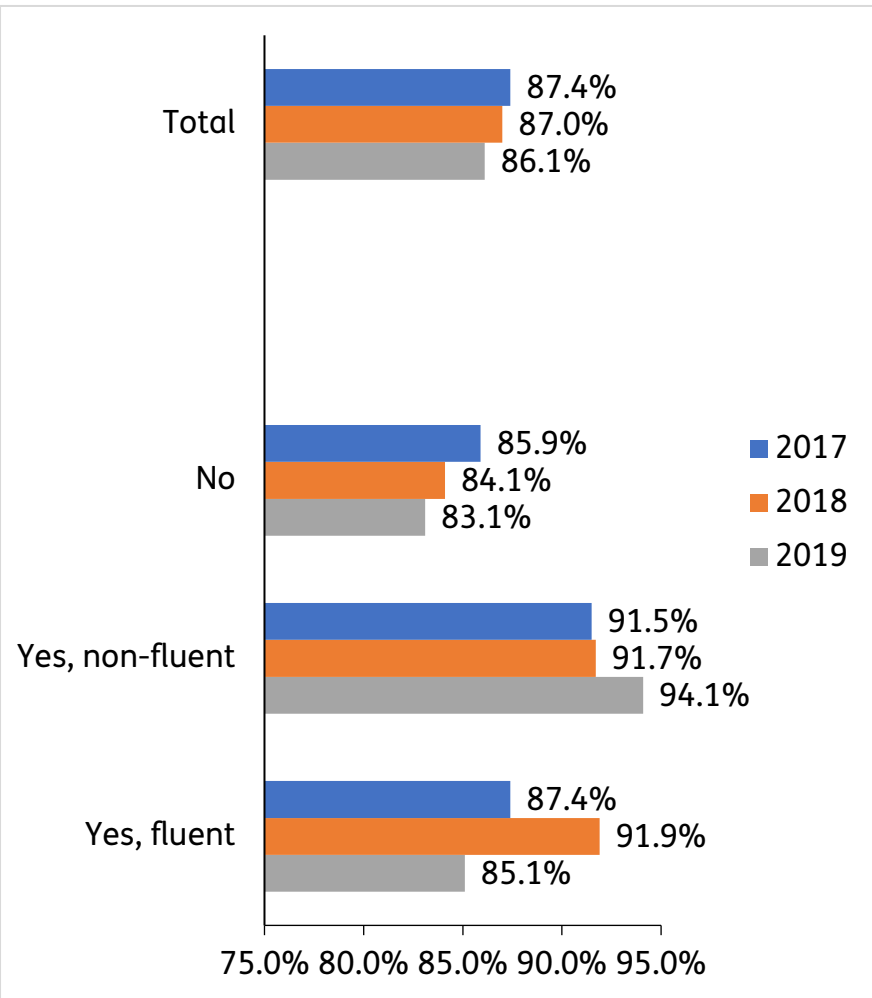


Figure 22. Percentage of children and young people taking part in any artform once a year or more by Welsh speaking ability.

Similarly to attendance, participation is highest amongst children and young people who speak Welsh, with 91.1% taking part in any artform at least once a year.

Participation levels in non-Welsh speakers remains below average and continues to fall, with 83.1% taking part in artistic activities once a year or more.

The difference in attendance between children and young people who speak Welsh and those who don't has increased from 7.7 percentage points in 2018 to 8 percentage points in 2019.



A difference in trend is visible when differentiating between levels of Welsh speaking ability.

In 2018, participation levels were nearly identical between fluent and non-fluent Welsh speakers, with slightly higher levels for fluent speakers. The trend reverses in 2019: whilst participation amongst non-fluent Welsh speakers has increased by 2.4 percentage points to 94.1%, fluent Welsh speakers have seen a sharp drop in participation to 85.1% (a 6.8 percentage points decrease).

The difference in participation levels between fluent and non-fluent Welsh speakers has thus jumped from 0.2 to 9 percentage points.

This is in contrast with attendance levels, which were higher in fluent Welsh speakers than non-fluent speakers.

Figure 23. Percentage of children and young people taking part in any artistic activity once a year or more often by level of fluency in Welsh.

Appendix 1: Social Grades 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, Salesperson, 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 2: Regions

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 |

Appendix 3: 2019 Survey Questionnaire

Arts Council of Wales

Final Questions – 2019 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