

Chapter 7: Arts Opportunities

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7.1 Introduction

This chapter examines two elements of engaging with the arts. The first is attendance at arts events and the second is participation in arts activities.

Chapter structure

- Arts Attendance (section 7.2) examines the prevalence and frequency of attendance, and reports on variations within population sub-groups. It presents the main reason for attendance (levers) and non-attendance (barriers), as well as the factors that would encourage more frequent attendance. Finally, the relationship between recent attendance and attendance as a child is explored.
- Arts Participation (section 7.3) examines the prevalence and frequency of participation, and reports on variations within population sub-groups. It presents the main reason for participation (levers) and non-participation (barriers), as well as the factors that would encourage more frequent participation. The relationship between recent participation and participation as a child is also explored.
- Other engagement (section 7.4) covers volunteering and online access.

7.2 Arts Attendance

Unless otherwise stated, attendance is defined as a physical visit to at least one type of arts event during the past twelve months.¹⁶

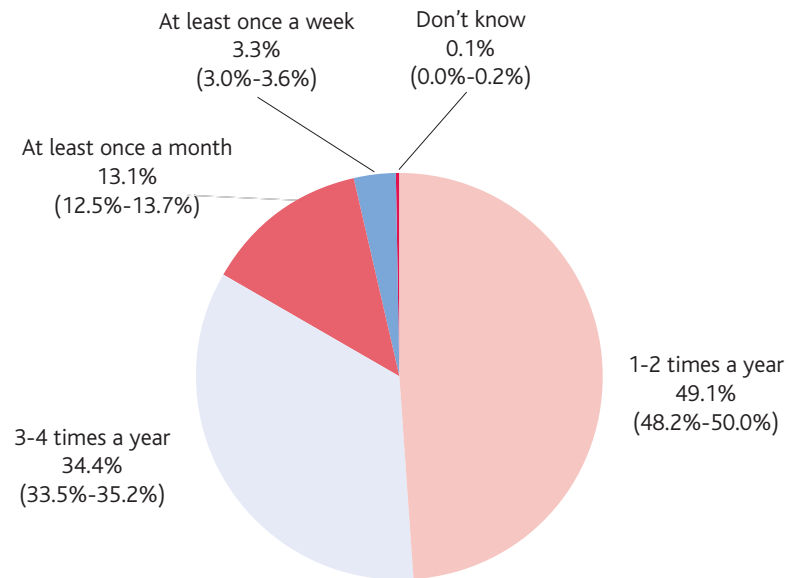
Levels of engagement and frequency

The data show that 67¹⁷ per cent of all adults had attended an arts event; equivalent to approximately 26.4 million adults.

The highest proportion of visitors had attended once or twice during the past twelve months (49%) (Figure 7.2.1).

¹⁶ See Glossary for the list of events included.

¹⁷ This is different from the PSA3 estimate. For more information see http://www.culture.gov.uk/Reference_library/publications/archive_2005/psa_tech_note.htm

Figure 7.2.1: Frequency of attendance

Of all adults, the most common type of arts event attended during the past twelve months was theatre performances (excluding plays or drama), followed by live music events (excluding jazz or classical), (26% and 24% respectively) (Table 7.2.2).

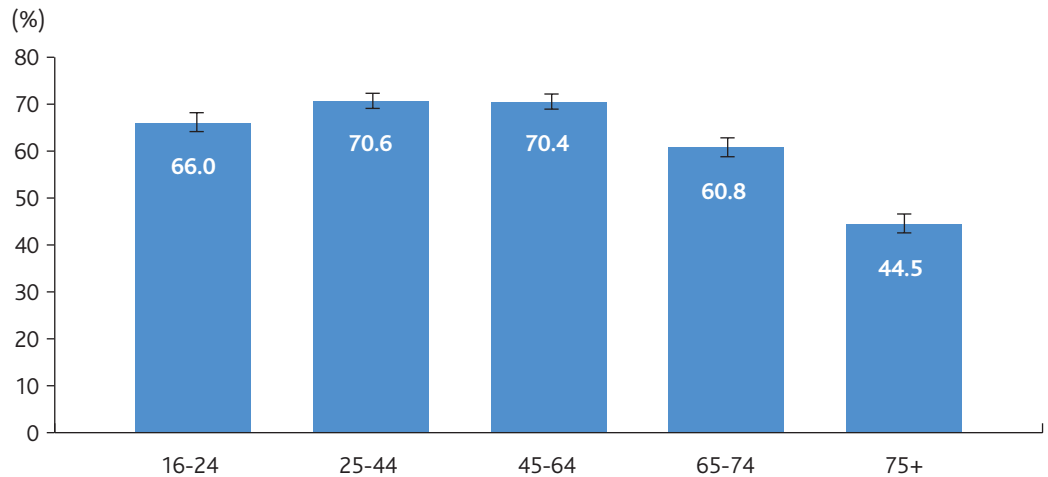
Table 7.2.2: Types of arts events

	Percentage	Range (%)
Theatre performance (excluding plays or drama)	25.5	24.9-26.1
Live music event (excluding jazz or classical)	24.4	23.8-25.1
Play or drama	22.7	22.1-23.3
Exhibition of art, photography or sculpture	21.8	21.2-22.3
Carnival	17.3	16.8-17.8
Craft exhibition	15.4	14.9-16.0
Street arts	13.7	13.2-14.2
Classical music performance	8.3	7.9-8.7
Culturally specific festival	5.6	5.3-5.9
Jazz performance	5.6	5.2-5.9
Event connected with books or writing	4.9	4.6-5.2
Opera or operetta	4.4	4.1-4.7
Video or electronic art event	4.1	3.9-4.4
Ballet	3.9	3.6-4.2
Other live dance event	3.8	3.6-4.1
African people's dance or South Asian and Chinese dance	2.5	2.3-2.7
Contemporary dance	2.2	2.0-2.4

Demographic variations

AGE (Figure 7.2.3):

- Adults in the oldest age group had significantly lower rates of attendance than all other age groups.
- Adults aged 65-74 had significantly lower rates of attendance than all other age groups, except for those aged 75+.
- Adults in the youngest age group had significantly lower rates of attendance than both those aged 25-44 and 45-64.

Figure 7.2.3: Attendance by age group

GENDER (Table 7.2.4):

- Females had significantly higher rates of attendance than males.

Table 7.2.4: Attendance by gender

	Percentage	Range (%)
Male	64.5	63.5-65.5
Female	68.4	67.5-69.3

DISABILITY/ILLNESS (Table 7.2.5):

- Adults with a limiting disability/illness had significantly lower rates of attendance than both those with a non-limiting and no disability/illness.
- Adults with a non-limiting disability/illness had significantly higher rates of attendance than those with no disability/illness.

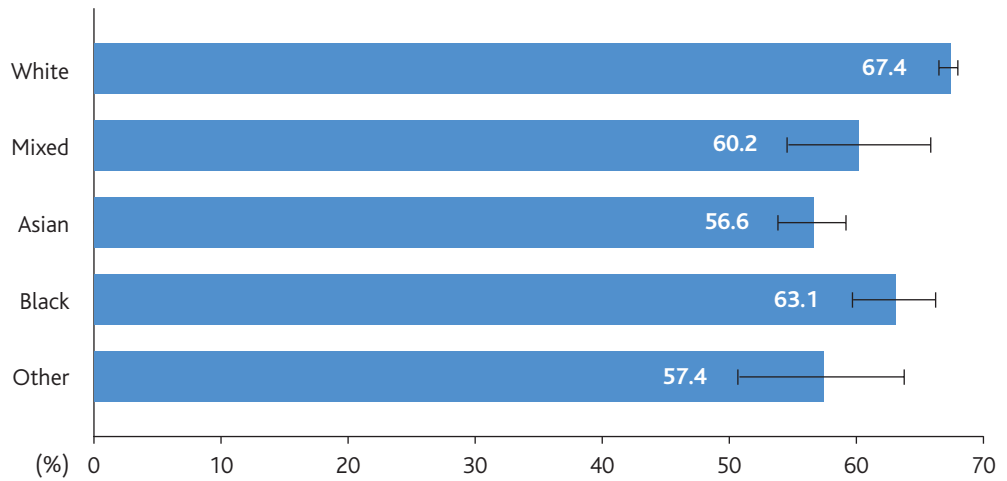
Table 7.2.5: Attendance by disability/illness

	Percentage	Range (%)
Limiting disability/illness	54.2	52.7-55.6
Non-limiting disability/illness	72.5	70.1-74.9
No disability/illness	69.7	68.9-70.5

ETHNICITY (Figure 7.2.6):

- Adults from White ethnic backgrounds had significantly higher rates of attendance than all of the remaining ethnic groups.
- Adults from Asian ethnic backgrounds had significantly lower rates of attendance than those from Black ethnic backgrounds.

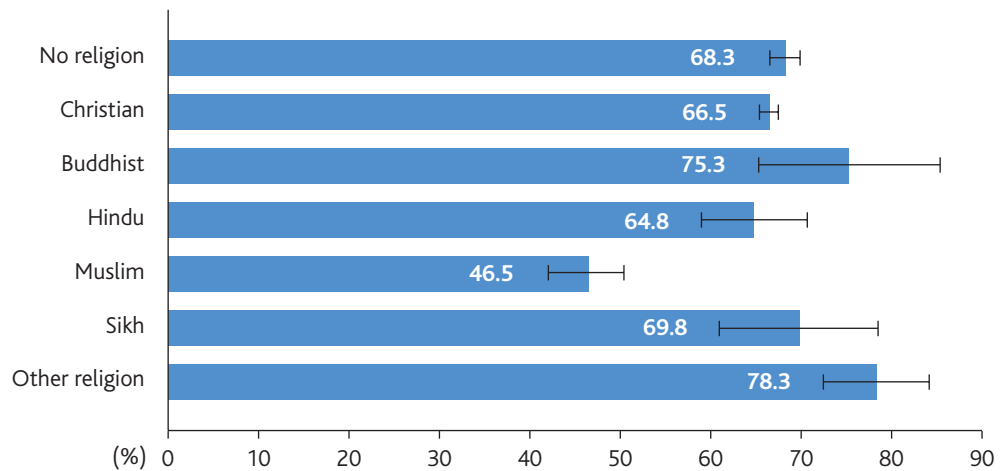
Figure 7.2.6: Attendance by ethnicity



RELIGION (Figure 7.2.7):

- Adults who reported their religion as Muslim had significantly lower rates of attendance than all of the remaining groups.
- Adults who reported their religion as Other had significantly higher rates of attendance than those who reported their religion as Christian or Hindu, or reported to have no religion.

Figure 7.2.7: Attendance by religion

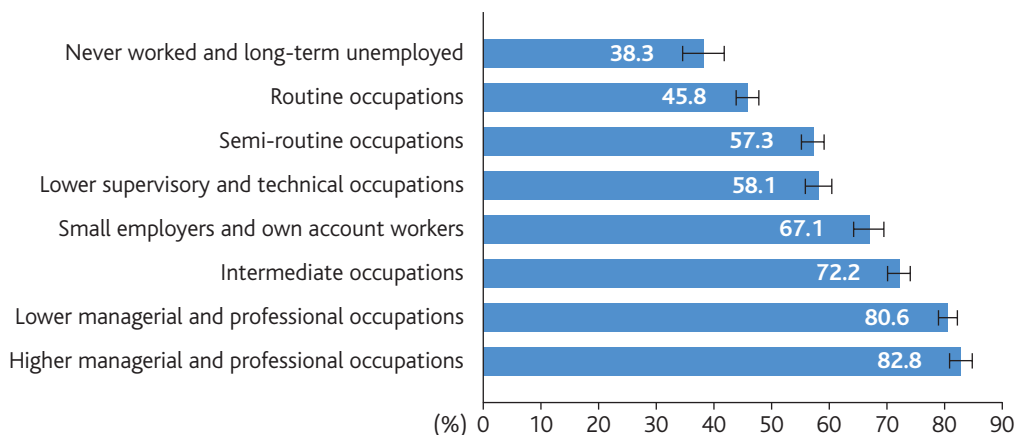


SOCIO-ECONOMIC GROUP (Figure 7.2.8):

- Adults from higher and lower managerial and professional occupations had significantly higher rates of attendance than all other groups.
- Adults who have never worked or are long-term unemployed had significantly lower rates of attendance than all other groups.
- Adults from intermediate occupations had significantly higher rates of attendance than all others groups, except for those from higher and lower managerial and professional occupations.
- Adults from routine occupations had significantly lower rates of attendance than those from semi-routine and lower supervisory and technical occupations and those from small employers.

- Adults from small employers had significantly higher rates of attendance than those from semi-routine and lower supervisory and technical occupations.

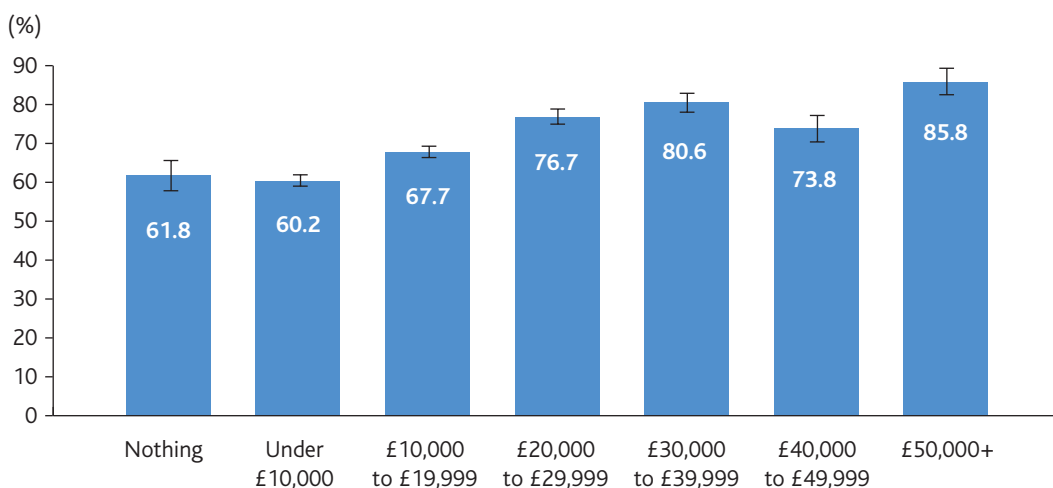
Figure 7.2.8: Attendance by socio-economic group



PERSONAL INCOME (Figure 7.2.9):

- Adults earning £50,000 or more had significantly higher rates of attendance than all other groups.
- Adults who earn nothing and those earning under £10,000 had significantly lower rates of attendance than all other groups.
- Adults earning between £10,000 and £19,999 had significantly lower rates of attendance than those in all higher income groups.
- Adults earning between £30,000 and £39,999 had significantly higher rates of attendance than both those who earn between £20,000 and £29,999 and between £40,000 and £49,999.

Figure 7.2.9: Attendance by personal income



TENURE (Table 7.2.10):

- Adults who are owner occupiers had significantly higher rates of attendance than both those who rent from the social and private sectors.
- Adults who rent from the social sector had significantly lower rates of attendance than those who rent from the private sector.

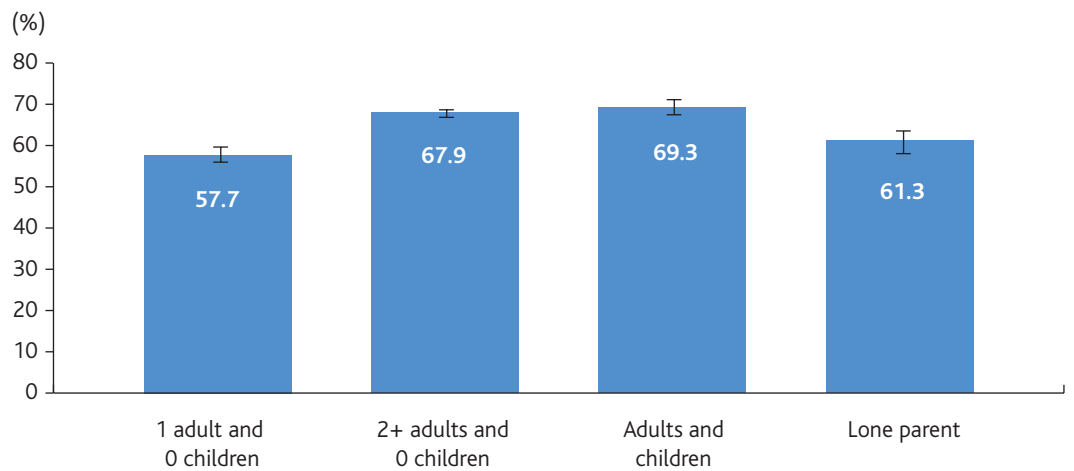
Table 7.2.10: Attendance by tenure

	Percentage	Range (%)
Owners	71.0	70.2-71.8
Social rented sector	46.4	44.7-48.0
Private rented sector	67.2	65.2-69.1

HOUSEHOLD STRUCTURE (Figure 7.2.11):

- Adults living in single adult households (1 adult and 0 children) had significantly lower rates of attendance than all other groups.
- Adults living in lone parent households had significantly lower rates of attendance than those living in households with more than one adult (adults and children and 2+ adults and 0 children households).

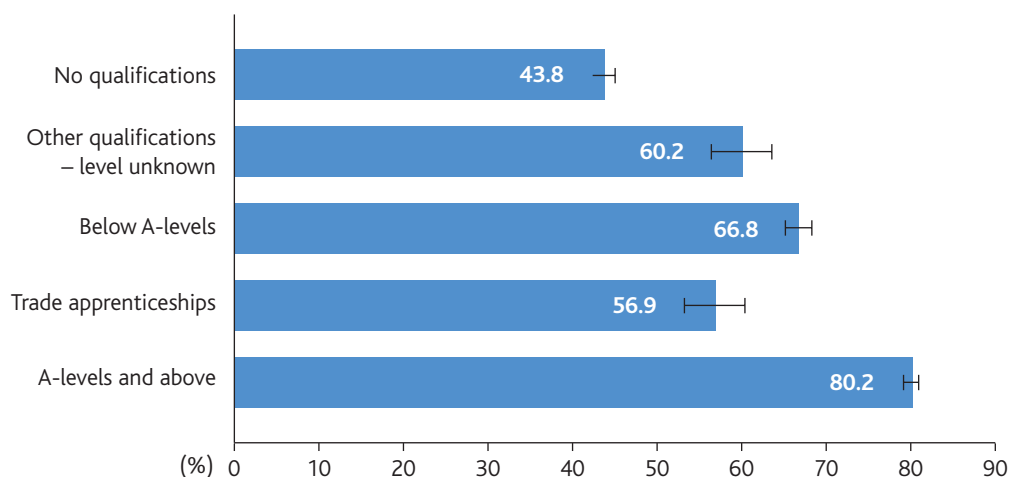
Figure 7.2.11: Attendance by household structure



QUALIFICATIONS (Figure 7.2.12):

- Adults with A-levels or above had significantly higher rates of attendance than all other groups.
- Adults with no formal qualifications had significantly lower rates of attendance than those with some form of qualification.
- Adults with below A-level qualifications had significantly higher rates of attendance than both those with trade apprenticeships or some form of other qualification (the level of which is unknown).

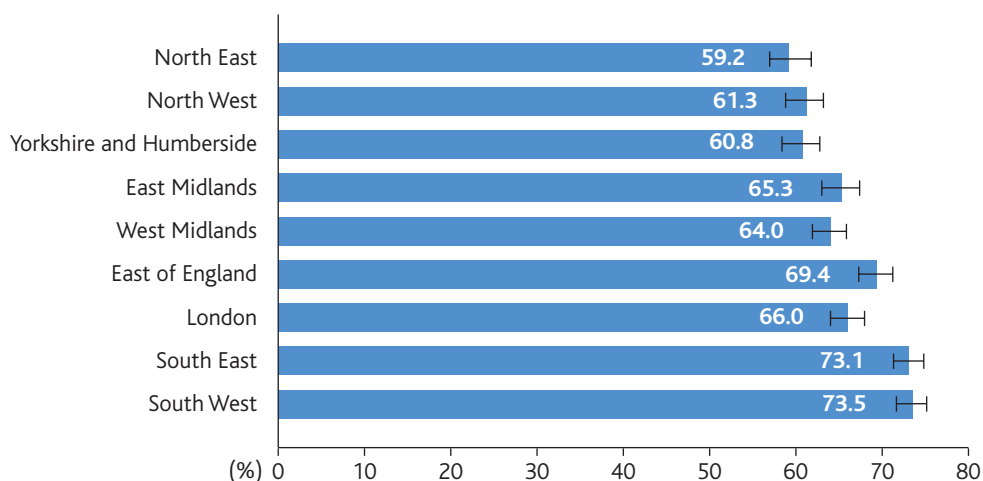
Figure 7.2.12: Attendance by qualifications



GOVERNMENT OFFICE REGION (Figure 7.2.13):

- Adults living in the North East and Yorkshire and Humberside had significantly lower rates of attendance than those living in all other English regions, except for those living in the North West.
- Adults living in the South East and the South West had significantly higher rates of attendance than those living in the East of England and London.
- Adults living in the North West had significantly lower rates of attendance than those living in the East Midlands, East of England, London, the South East and the South West.
- Adults living in the East Midlands and the West Midlands had significantly lower rates of attendance than those living in the East of England, the South East and the South West.
- Adults living in the East of England had significantly higher rates of attendance than those living in London.

Figure 7.2.13: Attendance by Government Office region



AREA TYPE (Table 7.2.14):

- Adults living in rural areas had significantly higher rates of attendance than those living in urban areas.

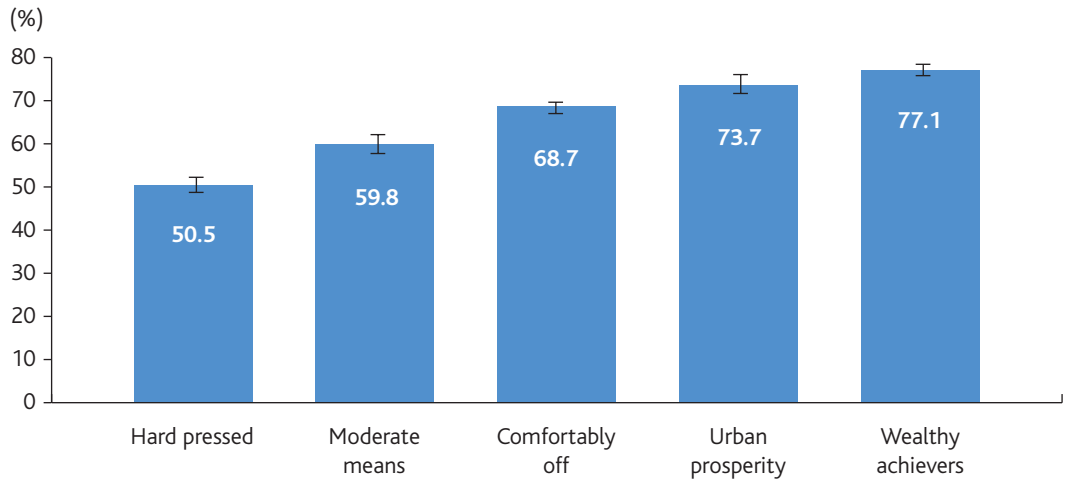
Table 7.2.14: Attendance by area type

	Percentage	Range (%)
Urban	64.9	64.2-65.7
Rural	73.0	71.6-74.4

ACORN CATEGORY (Figure 7.2.15):

- Adults living in 'wealthy achievers' neighbourhoods had significantly higher rates of attendance than those living in all other neighbourhood types.
- Adults living in 'hard pressed' neighbourhoods had significantly lower rates of attendance than those living in all other neighbourhood types.
- Adults living in 'urban prosperity' neighbourhoods had significantly higher rates of attendance than those living in 'comfortably off' and 'moderate means'.
- Adults living in 'comfortably off' neighbourhoods had significantly higher rates of attendance than those living in 'moderate means'.

Figure 7.2.15: Attendance by ACORN category



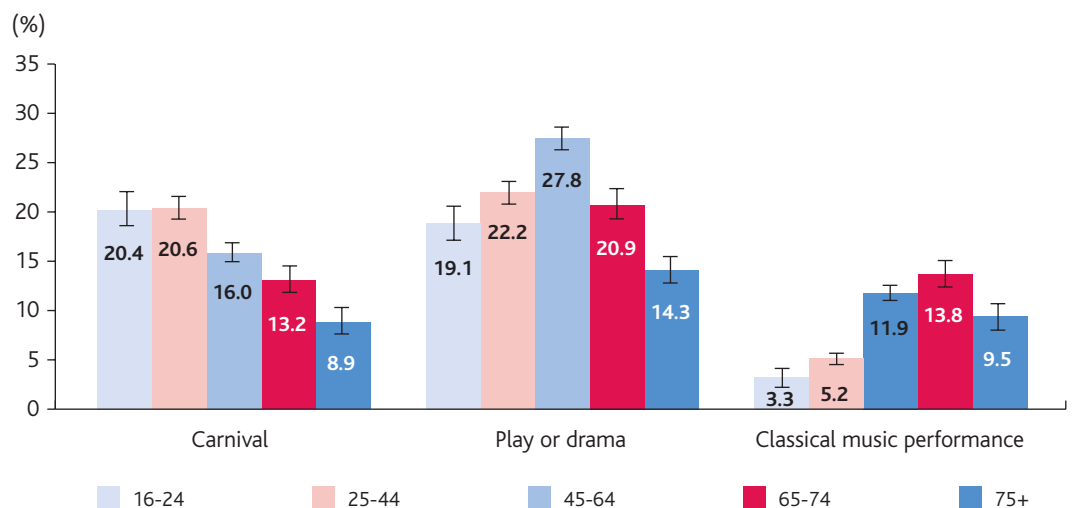
VARIATIONS IN ARTS EVENTS BY AGE GROUP (Figure 7.2.16):

The previous section gave an overview of attendance at arts events by various sub-groups of the population, including age group. However, the detailed picture is more complex; arts attendance encompasses a whole range of different events, each attracting different audiences and varying numbers of people.

To illustrate the variation in attendance, three arts events (carnival, play or drama and classical music performance) have been investigated further by examining the prevalence rates of each activity within the different age groups.

The data show how different arts events appeal to different age groups. Attendance at carnivals is most popular with those in the younger age groups, whilst attendance at plays or dramas and classical music performances is most popular with those in the older age groups.

Figure 7.2.16 Attendance at different arts events by age group



Levers and Barriers

This section looks at the main reasons given for non-attendance and attendance at arts events during the past twelve months, and presents the factors that would encourage more frequent attendance in the future.

Reasons for non-attendance

Of those who had not attended an arts event during the past twelve months, 'not really interested' was the main reason for non-attendance followed by 'difficulty in finding the time' (31% and 29% respectively) (Table 7.2.17).

Table 7.2.17: Main reason for non-attendance

	Percentage	Range (%)
Not really interested	30.9	29.6-32.2
It's difficult to find the time	28.7	27.4-29.9
Health isn't good enough	15.5	14.5-16.5

In addition to the reasons presented above, 6 per cent of non-attendees stated that the main barrier to visiting an arts event was 'cost', whilst 4 per cent stated that it simply 'never occurred' to them.

Reasons for attendance

Of those who attended an arts event at least once during the past twelve months, 'I like going to that type of event' was the main reason for attendance followed by 'to see a specific performer or event' (29% and 28% respectively) (Table 7.2.18).

Table 7.2.18: Main reason for attendance

	Percentage	Range (%)
I like going to that type of event	28.7	27.8-29.6
To see a specific performer or event	27.9	27.0-28.8
To spend time with friends/family	13.2	12.5-13.9

Other reasons for attendance included 'accompanying children' (5%) and 'happened to be passing by' (4%).

Factors that would encourage more frequent attendance

Having 'more free time' was the main factor that would encourage more frequent attendance by those who already visit 1 to 4 times a year and said that they would like to go more often, followed by 'more performances and events closer to where I live' (30% and 19% respectively) (Table 7.2.19).

Table 7.2.19: Main factor that would encourage those who already attend 1-4 times a year to go more often

	Percentage	Range (%)
If I had more free time	30.1	29.0-31.2
More performances and events closer to where I live	18.9	18.0-19.8
Cheaper admission prices	18.0	17.1-18.9

Other factors that would encourage more frequent attendance included 'more performances/events about subjects I'm interested in' (10%) and 'better information on what is available' (5%).

Socialisation

This section explores the relationship between recent attendance at arts events and attendance as a child.

Just under half (48%) of all adults were taken to the theatre or to see a dance or classical music performance as a child. Of which, a similar proportion (46%) attended once or twice a year (Table 7.2.20).

Table 7.2.20: Frequency of attendance as a child

	Percentage	Range (%)
Less often than once a year	28.1	26.7-29.5
1-2 times a year	45.7	44.2-47.2
3-4 times a year	18.0	16.9-19.2
At least once a month	7.6	6.8-8.4
Don't know	0.6	0.3-0.8

Combining the data for recent attendance and attendance as a child shows that those who were taken to the theatre or to see a dance or classical music performance as a child had significantly higher recent attendance rates than those who were not taken as a child (78% and 59% respectively).

7.3 Arts Participation

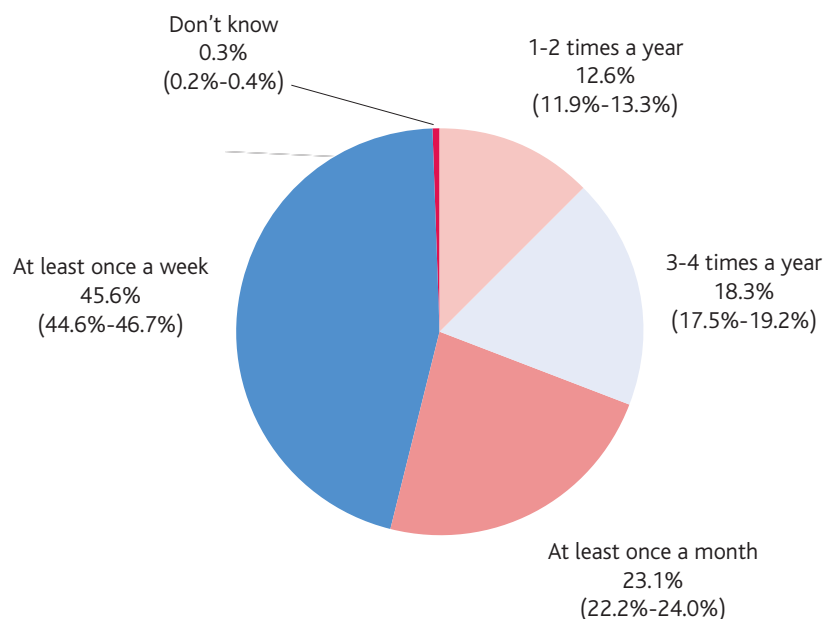
Unless otherwise stated, participation is defined as physical engagement in at least one type of arts activity during the past twelve months.¹⁸

Levels of engagement and frequency

The data show that 53¹⁹ per cent of all adults had participated in an arts activity; equivalent to approximately 21.2 million adults.

The highest proportion of participants engaged at least once a week during the past twelve months (46%) (Figure 7.3.1).

Figure 7.3.1: Frequency of participation



¹⁸ See Glossary for the list of activities included.

¹⁹ See footnote 17.

Of all adults, the most common type of arts activity participated in during the past twelve months was buying original/handmade crafts, followed by painting, drawing, printmaking or sculpture (16% and 13% respectively) (Table 7.3.2).

Table 7.3.2: Types of arts activities

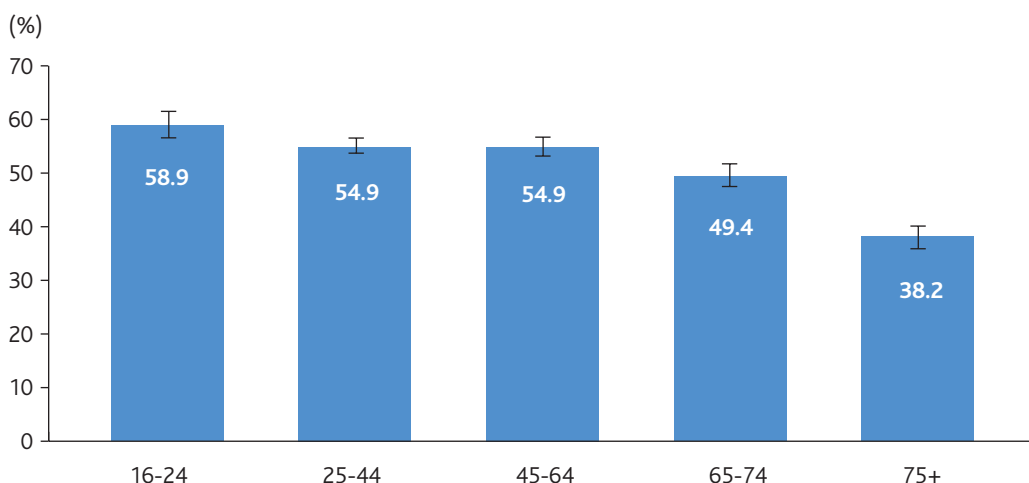
	Percentage	Range (%)
Buying original/handmade crafts	16.0	15.5-16.5
Painting, drawing, printmaking, sculpture	13.3	12.8-13.8
Textile crafts	13.0	12.5-13.5
Creating original artworks using a computer	11.6	11.1-12.0
Playing a musical instrument for pleasure	11.5	11.0-11.9
Photography as an artistic activity	9.2	8.8-9.6
Dance (not for fitness) (excluding ballet)	8.4	8.0-8.8
Buying original art	7.3	6.9-7.6
Wood crafts	4.8	4.5-5.1
Crafts (excluding textile and wood crafts)	4.7	4.4-5.0
Writing poetry	4.3	4.0-4.6
Singing to an audience	4.2	3.9-4.5
Writing stories or plays	3.5	3.2-3.7
Playing a musical instrument to an audience	3.4	3.1-3.6
Writing music	2.6	2.4-2.8
Making films or videos as an artistic activity	2.2	1.9-2.4
Rehearsing or performing in a play or drama	2.1	1.9-2.3
Ballet	0.5	0.4-0.6
Rehearsing or performing in an opera	0.5	0.4-0.6

Demographic variations

AGE (Figure 7.3.3):

- Adults in the youngest age group had significantly higher rates of participation than all other age groups.
- Adults in the oldest age group had significantly lower rates of participation than all other age groups.
- Adults aged 65-74 had significantly lower rates of participation than those aged 25-44 and 45-64.

Figure 7.3.3: Participation by age group



GENDER (Table 7.3.4):

- Females had significantly higher rates of participation than males.

Table 7.3.4: Participation by gender

	Percentage	Range (%)
Male	48.1	47.0-49.1
Female	58.4	57.5-59.4

DISABILITY/ILLNESS (Table 7.3.5):

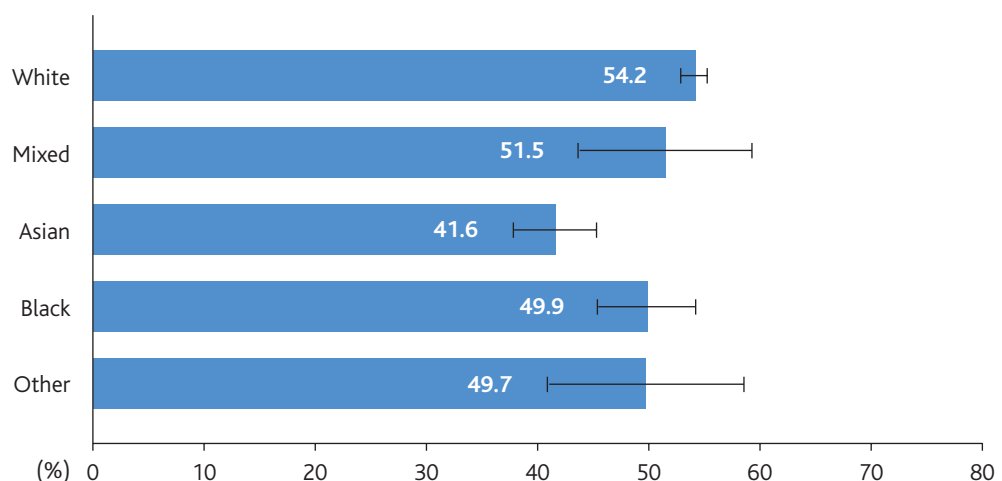
- Adults with a limiting disability/illness had significantly lower rates of participation than both those with a non-limiting and no disability/illness.
- Adults with a non-limiting disability/illness had significantly higher rates of participation than those with no disability/illness.

Table 7.3.5: Participation by disability/illness

	Percentage	Range (%)
Limiting disability/illness	46.6	45.2-48.1
Non-limiting disability/illness	58.0	55.4-60.6
No disability/illness	55.0	54.1-55.8

ETHNICITY (Figure 7.3.6):

- Adults from Asian ethnic backgrounds had significantly lower rates of participation than all of the remaining ethnic groups.
- Adults from White ethnic backgrounds had significantly higher rates of participation than those from Black ethnic backgrounds.

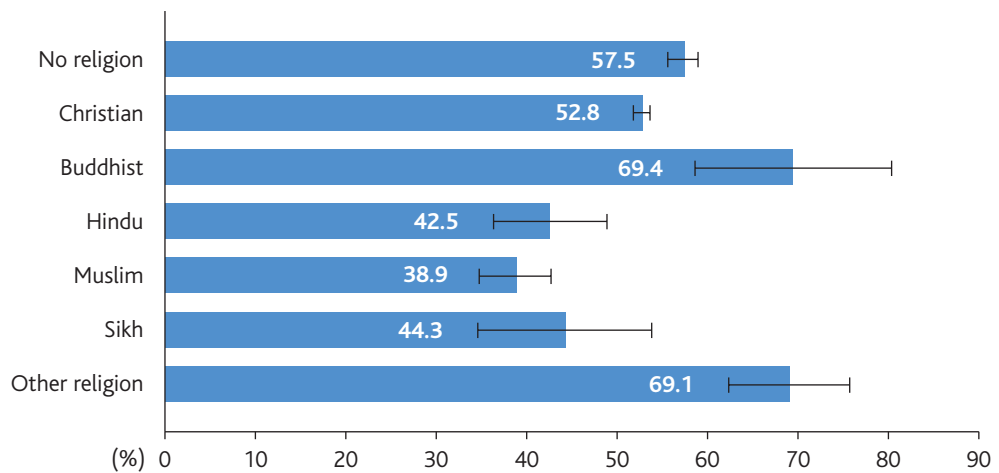
Figure 7.3.6: Participation by ethnicity

RELIGION (Figure 7.3.7):

- Adults who reported their religion as Muslim had significantly lower rates of participation than all of the remaining groups, except for those who reported their religion as Hindu or Sikh.
- Adults who reported their religion as Buddhist had significantly higher rates of participation than all of the remaining groups, except for those who reported their religion as Other.

- Adults who reported their religion as Other had significantly higher rates of participation than all of the remaining groups, except for those who reported their religion as Buddhist.
- Adults who reported to have no religion had significantly higher rates of participation than those who reported their religion as Christian, Hindu or Sikh.
- Adults who reported their religion as Christian had significantly higher rates of participation than those who reported their religion as Hindu.

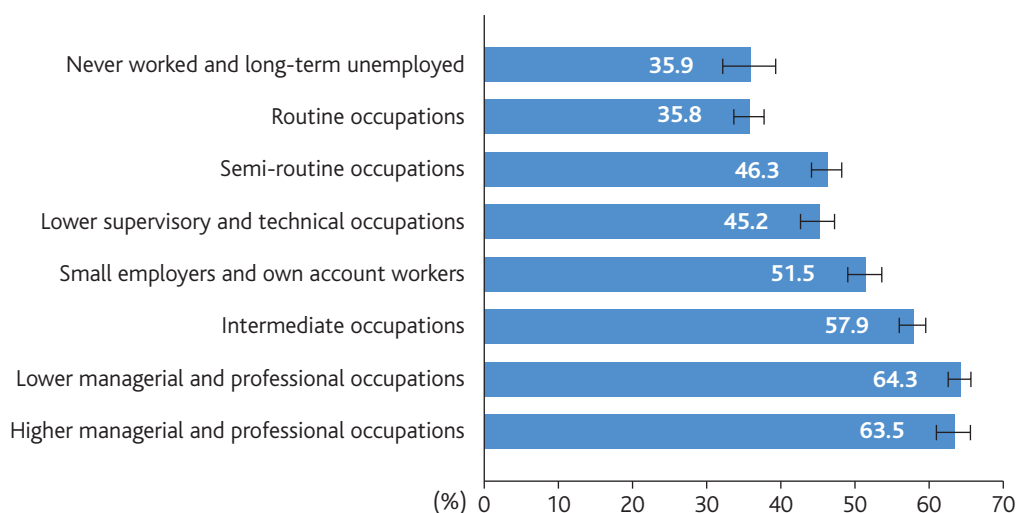
Figure 7.3.7: Participation by religion



SOCIO-ECONOMIC GROUP (Figure 7.3.8):

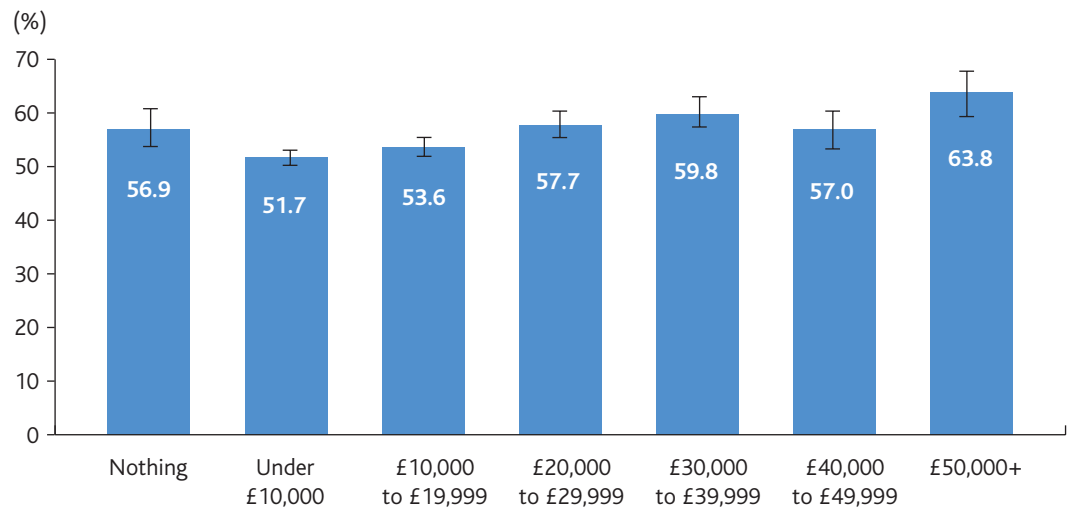
- Adults from higher and lower managerial and professional occupations had significantly higher rates of participation than all other groups.
- Adults from routine occupations and those who have never worked or are long-term unemployed had significantly lower rates of participation than all other groups.
- Adults from intermediate occupations and from small employers had significantly higher rates of participation than both those from lower supervisory and technical and semi-routine occupations.
- Adults from intermediate occupations had significantly higher rates of participation than those from small employers.

Figure 7.3.8: Participation by socio-economic group



PERSONAL INCOME (Figure 7.3.9):

- Adults earning under £10,000 had significantly lower rates of participation than all other groups, except for those who earn between £10,000 and £19,999.
- Adults earning £50,000 or more had significantly higher rates of participation than all other groups, except for those who earn between £30,000 and £39,999.
- Adults earning between £10,000 and £19,999 had significantly lower rates of participation than both those who earn between £20,000 and £29,999 and between £30,000 and £39,999.

Figure 7.3.9: Participation by personal income

TENURE (Table 7.3.10):

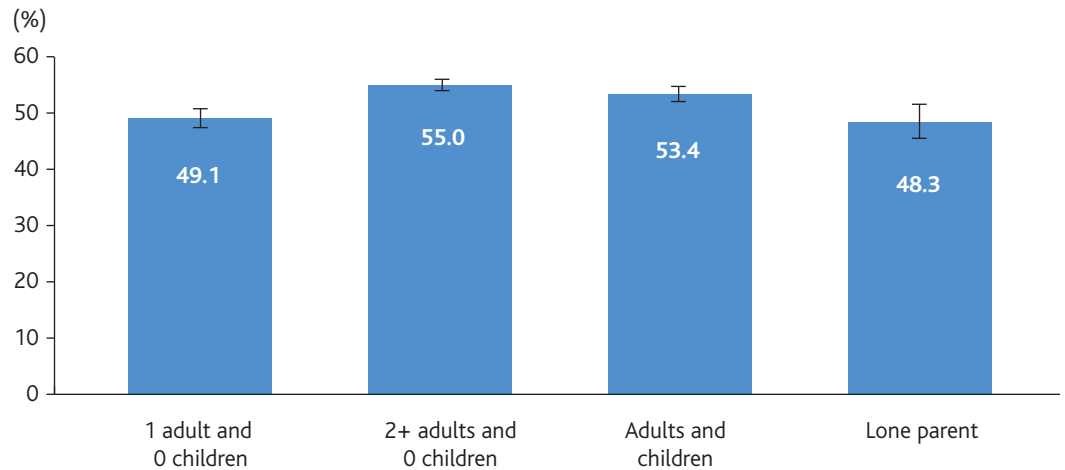
- Adults who rent from the social sector had significantly lower rates of participation than both those who rent from the private sector and owner occupiers.

Table 7.3.10: Participation by tenure

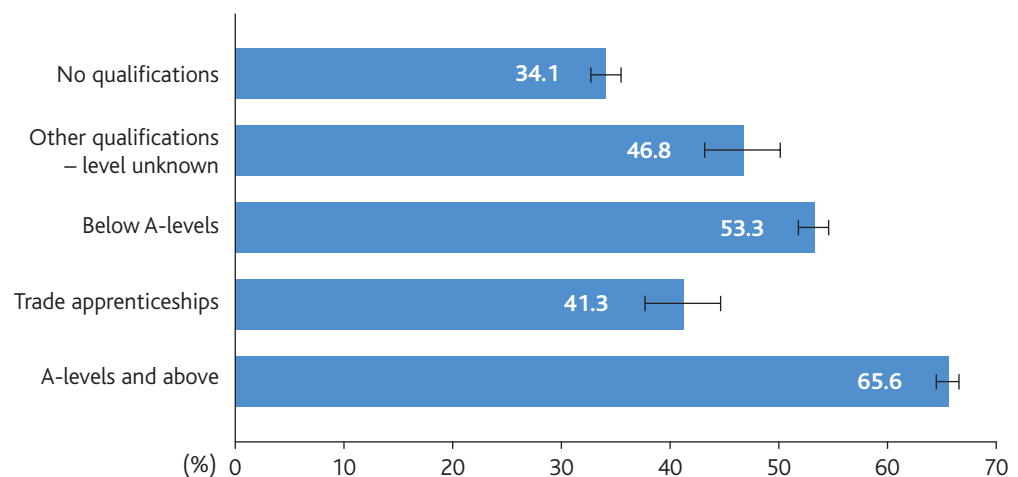
	Percentage	Range (%)
Owners	55.8	54.9-56.6
Social rented sector	40.0	38.4-41.6
Private rented sector	57.1	55.0-59.2

HOUSEHOLD STRUCTURE (Figure 7.3.11):

- Adults living in households where there is more than one adult (2+ adults and 0 children; Adults and children) had significantly higher rates of participation than those living in households with a single adult (1 adult and 0 children; lone parent).

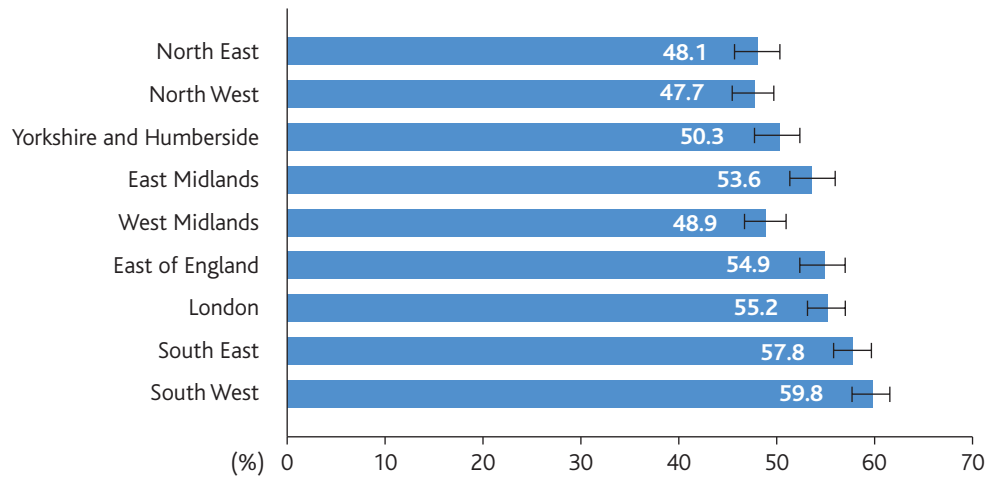
Figure 7.3.11: Participation by household structure**QUALIFICATIONS (Figure 7.3.12):**

- Adults with A-levels or above had significantly higher rates of participation than all other groups.
- Adults with no formal qualifications had significantly lower rates of participation than those with some form of qualification.
- Adults with trade apprenticeships had significantly lower rates of participation than both those with below A-level qualifications and those with some form of other qualification (the level of which is unknown).
- Adults with below A-level qualifications had significantly higher rates of participation than those with some form of other qualification (the level of which is unknown).

Figure 7.3.12: Participation by qualifications**GOVERNMENT OFFICE REGION (Figure 7.3.13):**

- Adults living in the North East, the North West, Yorkshire and Humberside and the West Midlands had significantly lower rates of participation than those living in all other English regions.
- Adults living in the South West had significantly higher rates of participation than those living in all other English regions, except for those living in the South East.
- Adults living in the South East had significantly higher rates of participation than those living in the East Midlands.

Figure 7.3.13: Participation by Government Office region



AREA TYPE (Table 7.3.14):

- Adults living in rural areas had significantly higher rates of participation than those living in urban areas.

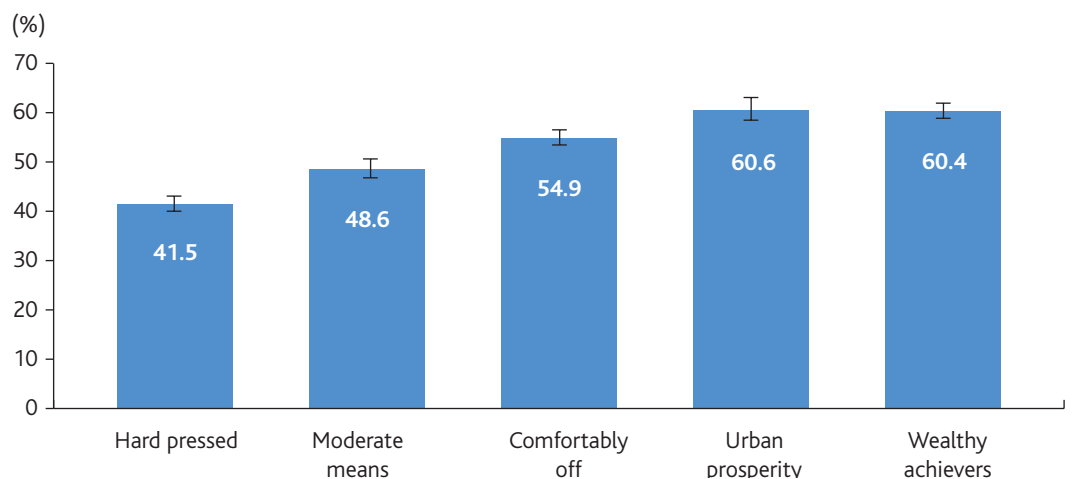
Table 7.3.14: Participation by area type

	Percentage	Range (%)
Urban	52.2	51.4-53.0
Rural	58.4	56.9-60.0

ACORN CATEGORY (Figure 7.3.15):

- Adults living in 'hard pressed' neighbourhoods had significantly lower rates of participation than those living in all other neighbourhood types.
- Adults living in 'moderate means' neighbourhoods had significantly lower rates of participation than those living in all other neighbourhood types, except for those living in 'hard pressed'.
- Adults living in 'comfortably off' neighbourhoods had significantly lower rates of participation than those living in 'wealthy achievers' and 'urban prosperity'.

Figure 7.3.15: Participation by ACORN category



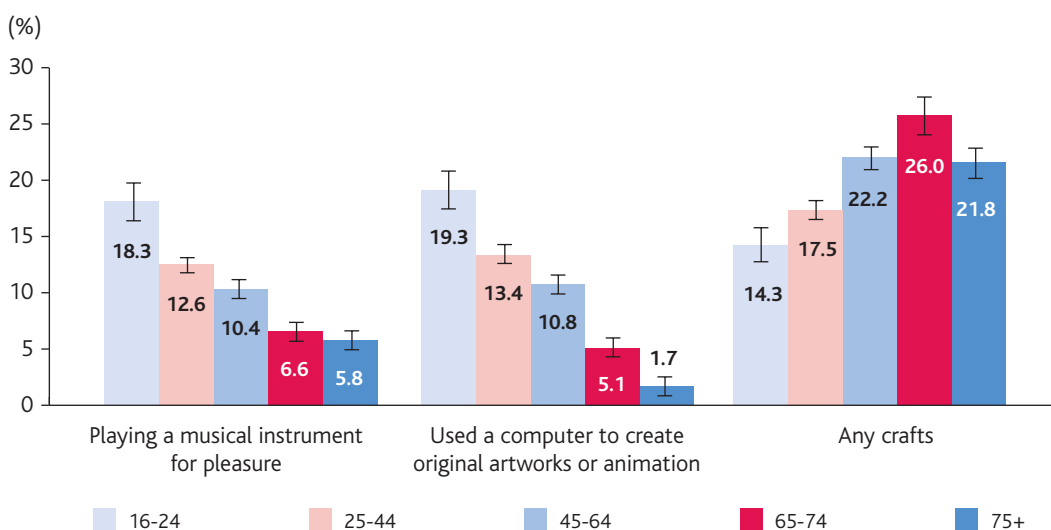
VARIATIONS IN ARTS ACTIVITIES BY AGE GROUP (Figure 7.3.16):

The previous section gave an overview of participation in arts activities by sub-groups of the population, including age group. However, as with arts attendance, the detailed picture is more complex; arts participation encompasses a whole range of different activities, each attracting different participants and varying numbers of people.

To illustrate the variation in participation, three arts activities (playing a musical instrument for pleasure, using a computer to create original artworks or animation and any crafts²⁰) have been investigated further by examining the prevalence rates of each activity within the different age groups.

The data show how different arts activities appeal to different age groups. Both playing a musical instrument for pleasure and using a computer to create original artworks or animation were most popular with those in the younger age groups, whilst participating in crafts was most popular with those in the older age groups.

Figure 7.3.16: Participation in different arts activities by age group



Levers and Barriers

This section looks at the main reasons given for non-participation and participation in arts activities during the past twelve months, and presents the factors that would encourage more frequent participation in the future.

Reasons for non-participation

Of those who had not engaged in an arts activity during the past twelve months, 'not really interested' was the main reason for non-participation followed by 'difficulty in finding the time' (37% and 30% respectively) (Table 7.3.17).

Table 7.3.17: Main reason for non-participation

	Percentage	Range (%)
Not really interested	37.3	36.2-38.4
It's difficult to find the time	30.4	29.4-31.4
Health isn't good enough	14.3	13.5-15.1

²⁰ 'Any crafts' includes textile, wood and other crafts.

In addition to the reasons presented above, 3 per cent of non-participants stated that the main barrier to participating in an arts activity was 'cost', whilst 2 per cent stated that it simply 'never occurred' to them.

Reasons for participation

Of those who participated in an arts activity at least once during the past twelve months, 'enjoyment' was the main reason for participation followed by 'I find it relaxing' (62% and 8% respectively) (Table 7.3.18).

Table 7.3.18: Main reason for participation

	Percentage	Range (%)
I enjoy it	62.2	61.0-63.4
I find it relaxing	8.4	7.7-9.1
To learn/develop skills	7.3	6.7-8.0

Other reasons for participation included 'accompanying children' (4%) and 'to make things for myself and/or gifts for others' (4%).

Factors that would encourage more frequent participation

Having 'more free time' was the main factor that would encourage more frequent participation by those who already engage 1 to 4 times a year and said that they would like to do so more often, followed by 'more facilities closer to where I live' (65% and 6% respectively) (Table 7.3.19).

Table 7.3.19: Main factor that would encourage those who already participate 1-4 times a year to do so more often

	Percentage	Range (%)
If I had more free time	64.9	62.9-67.0
If there were more facilities closer to where I live	6.2	5.2-7.3
If I had other people to do it with	5.0	4.1-6.0

Other factors that would encourage more frequent participation included 'cheaper materials' (4%) and 'better health' (4%).

Socialisation

This section explores the relationship between recent participation in arts activities and participation as a child.

Nine out of ten adults were encouraged to read books that were not required for school or religious studies, to draw or paint, write stories, poems, plays or music or to play a musical instrument, act, sing or dance as a child.

Combining the data for recent participation and participation as a child shows that those who were encouraged to read books that were not required for school or religious studies, to draw or paint, write stories, poems, plays or music or to play a musical instrument, act, sing or dance as a child had significantly higher recent participation rates in the arts than those who were not encouraged as a child (57% and 39% respectively).

7.4 Other engagement

This section examines volunteering within the arts sector and contact with arts through the internet.

During the past twelve months 3 per cent of all adults volunteered in the cultural sector, of which 54 per cent volunteered in the arts sector; equivalent to 2 per cent of all adults.

Around a third of all adults (30%) visited an arts website during the past twelve months. Of which, over nine-tenths (93%) of all visits were to find out about or order tickets for art exhibitions or live performances.

In total, 78 per cent of all adults had engaged with the arts either through accessing a website or by accessing them physically i.e. either through attending an event or participating in an activity. Of which, just over three-fifths (61%) engaged in person only, just under two-fifths (37%) engaged in person and accessed online services, with the remaining small proportion (2%) only using web-based sites (Figure 7.4.1).

Figure 7.4.1: Physical and internet engagement

