



Adult Omnibus Survey 2019

Attendance by artform



Cyngor Celfyddydau Cymru
Arts Council of Wales



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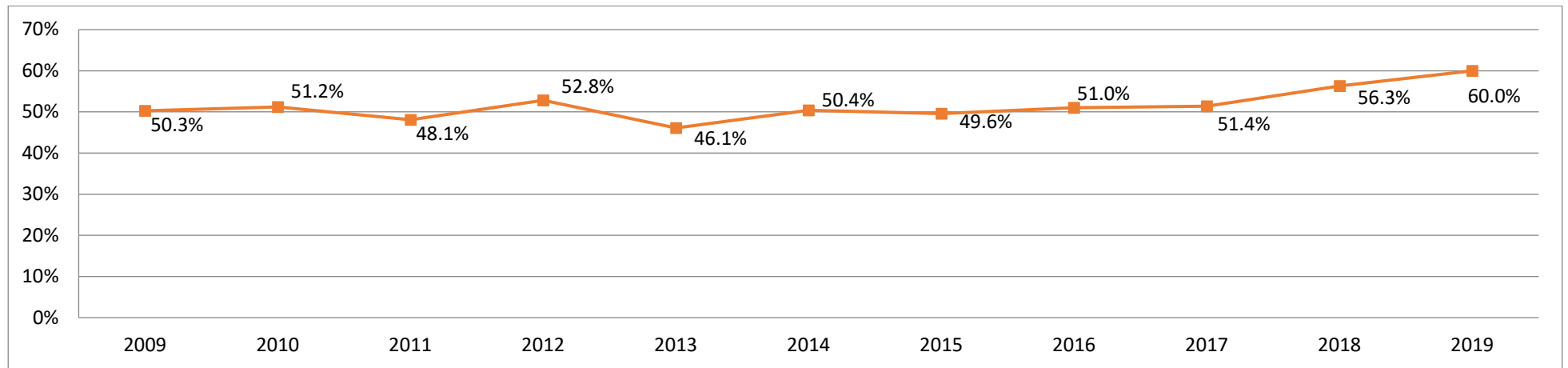
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Attendance to Cinema

Levels of attendance to cinema during 2019 rose by 3.7 percentage points from 56.3% in 2018 to 60% of adults attending once a year or more. This continues an upward trend for this artform since 2016 when 51% of adults attended cinema at least once a year.

Attendance to cinema screenings between 2009 and 2019 (% attending once a year or more)



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

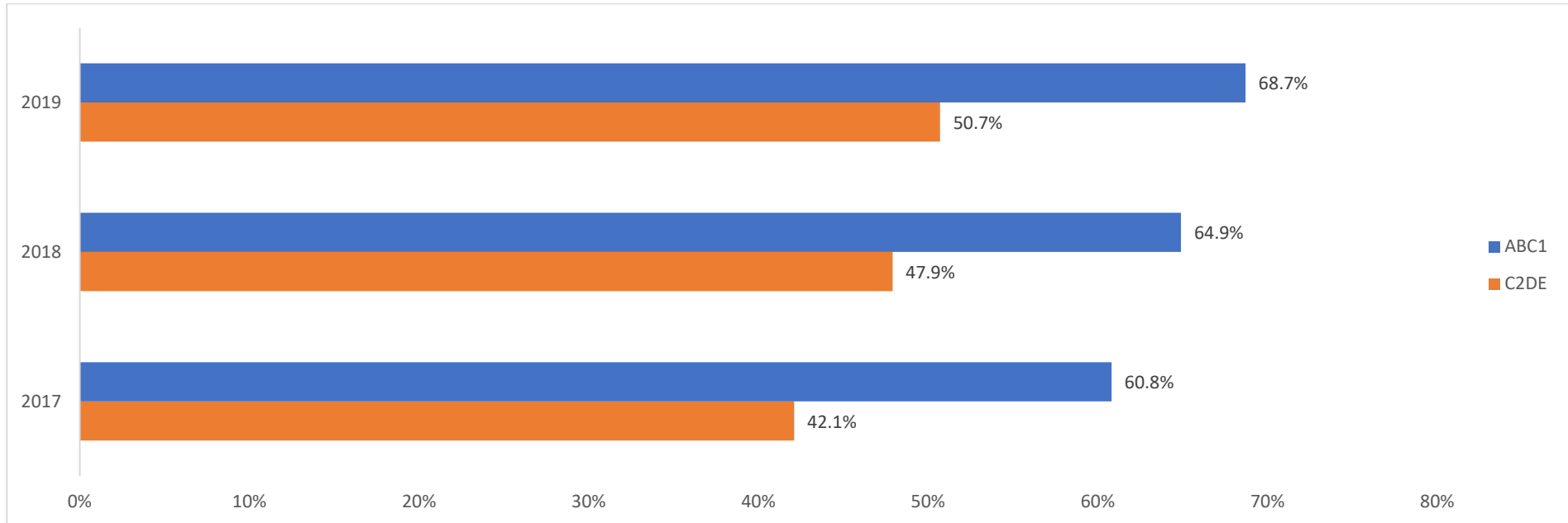
Attendance to Cinema by Gender

More women, 62%, than men, 58%, attended the cinema at least once a year during 2019. While there have been continually higher attendance levels among women since 2017, there has actually been an increase in women's attendance of almost 10 percentage points since 2017 when 52.7% attended. Men's attendance has increased by 8 percentage points over the same period of time, from 50% in 2017 to 58% in 2019.

Attendance to Cinema by Social Grade

Higher levels of attendance to cinema can be found among the higher socio economic groups in 2019 with 68.7% of those in the ABC1 group attending cinema once a year or more compared to 50.7% of those in the C2DE group, a gap of 18 percentage points.

Attendance to cinema by socio economic group (% attending once a year or more)



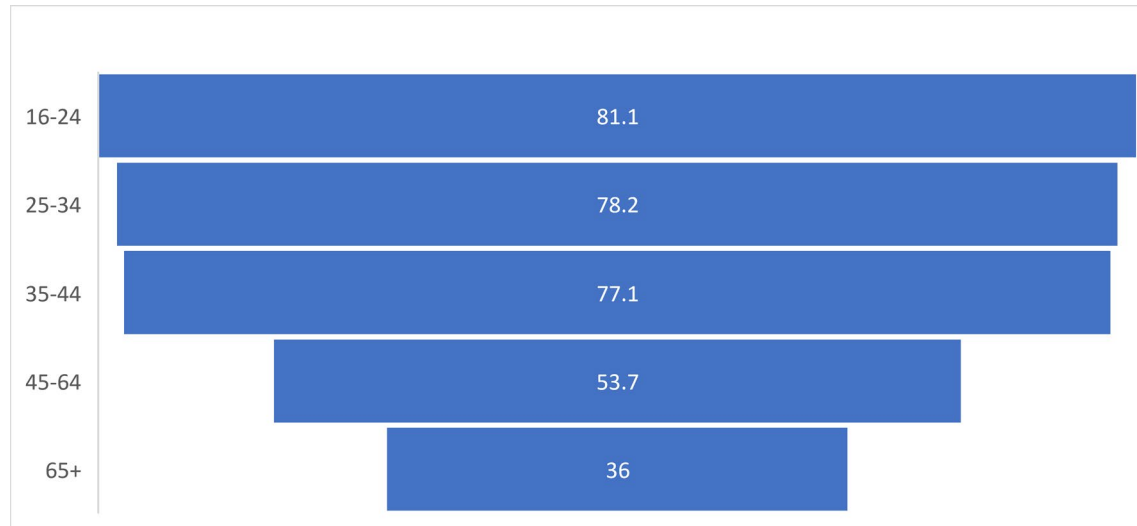
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Cinema by Age

There is a correlation between levels of attendance to the cinema and age group with younger people having higher frequency of attendance to cinema than older people in 2019. Just over double the proportion of those aged 16-24, 81.1%, attended once a year or more compared to those aged 65+, 36%. This continues the pattern from the previous year when 70.4% of those aged 16-24 attended once a year compared to 34% of those aged over 65.

Attendance to Cinema by age group in 2019 (% attending once a year or more)



Base: All adults (2019:1,002)

Source Wales Omnibus Survey 2019

Attendance to Cinema by Region

Regional analysis shows highest levels of attendance to cinema were found in the South East and South Central regions during 2019, with 63% of adults in both areas attending once a year or more. Lowest levels were in the North Wales region with just over half, 55.4% attending once a year or more.

Table 1: Attendance to cinema by Arts Council of Wales region (% attending once a year or more)

	2019	2018	2017
North Wales	55.4%	53.7%	51.4%
South West	57.6%	54.7%	50.8%
South Central	63.5%	59.9%	52.1%
South East	63.8%	56.4%	51.1%

Attendance to Cinema by Welsh Language

Welsh speakers had an above average attendance to the arts in 2019, with 65.1% attending at least once a year compared to 58.5% of non Welsh speakers. This was a similar pattern of attendance to the previous two years.

Further breakdown of Welsh language

The table below outlines in more detail the frequency of attendance to cinemas by language.

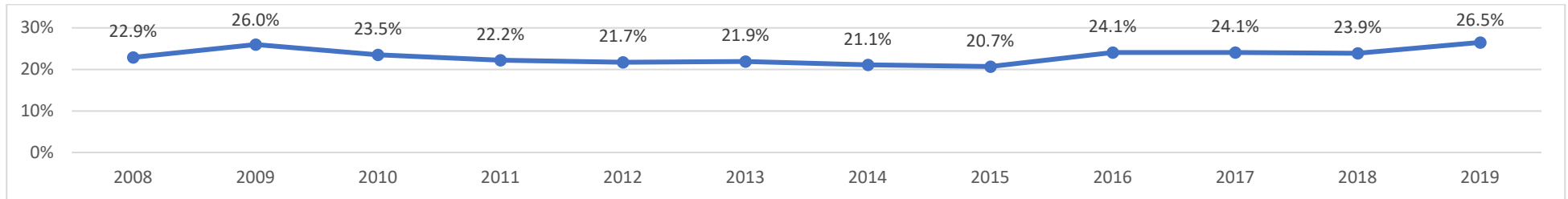
Table 2: Attendance to Cinema by Welsh language (% attending once a year or more)

	2019	2018	2017
<i>Fluent Welsh speaker</i>	59.4%	64.7%	53.3%
<i>Non-fluent</i>	70.8%	60.5%	62.8%
<i>Non-Welsh speakers</i>	58.5%	54.5%	48.9%
<i>Welsh Speaker (total)</i>	65.1%	62.5%	58.9%
<i>Total</i>	60.0%	56.3%	51.4%

Attendance to Musicals

Just over a quarter of adults in Wales, 26.5%, attended musicals in 2019, an increase of 2.6 percentage points from the previous year and the highest levels since 2009.

Attendance to Musicals between 2009 and 2019 (% attending once a year or more)



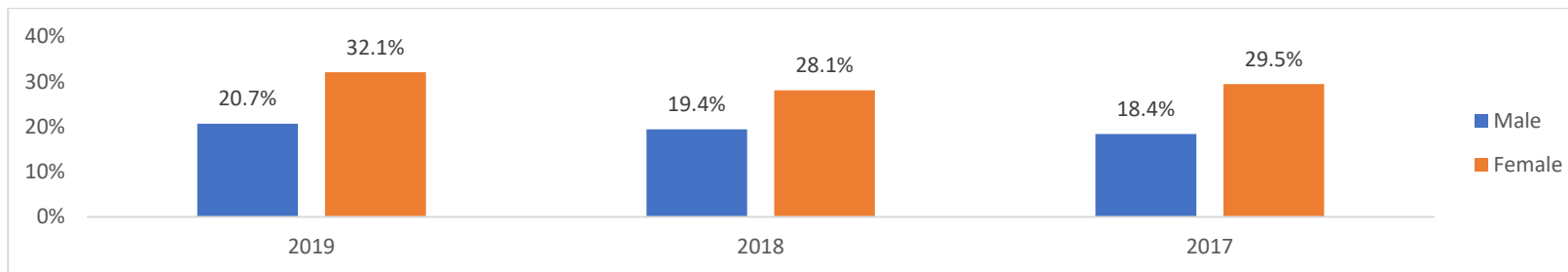
Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Musicals by Gender

Over the last three years more women than men have attended performances of musicals, with just over a ten percentage point difference each year between the two groups. In 2019, 32.1% of women attended musicals at least once a year compared to 20.7% of men.

Attendance to musicals by gender (% attending once a year or more)



Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Musicals by Social Grade

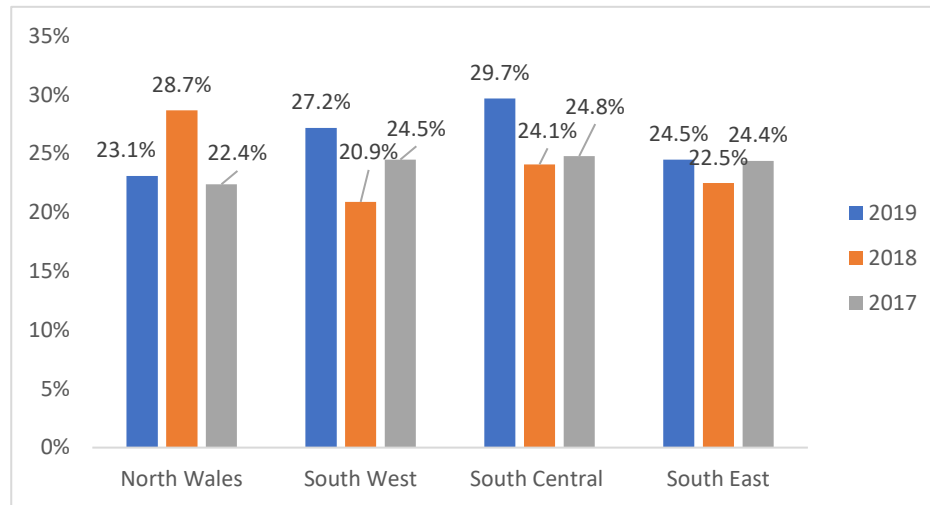
There was a gap of 12.3 percentage points between the highest and lowest socio economic groups and their levels of attendance to musicals during 2019. While 32.5% of the ABC1 group attended, 20.2% of those in the C2DE group attended. The gap between the two groups has remained around the same level over the last three years with the higher socio economic groups attending more frequently in all three years.

Table 3: Attendance to Musicals by socio economic group

	2019	2018	2017
ABC1	32.5%	29.4%	30.6%
C2DE	20.2%	18.7%	17.6%

Attendance to Musicals by Region

Attendance to Musicals by Region (% attending once a year or more)



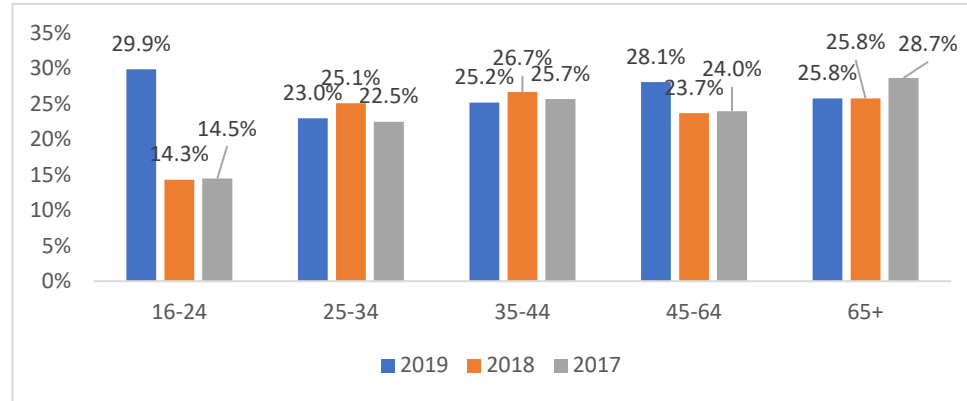
Regional attendance to musicals varied between 23% and 29% across the regions. The South Central region had the highest levels of attendance at 29.7% closely followed by the South West region with 27.2%. Lowest levels were found in the North Wales region with just under a quarter, 23.1% attending at least once a year. In the previous year North Wales had the highest levels of attendance at 28.7%, so there has been a decrease of 5.6 percentage points in that area over the course of the year.

Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Musicals by Age

Attendance to musicals by Age (% attending once a year or more)



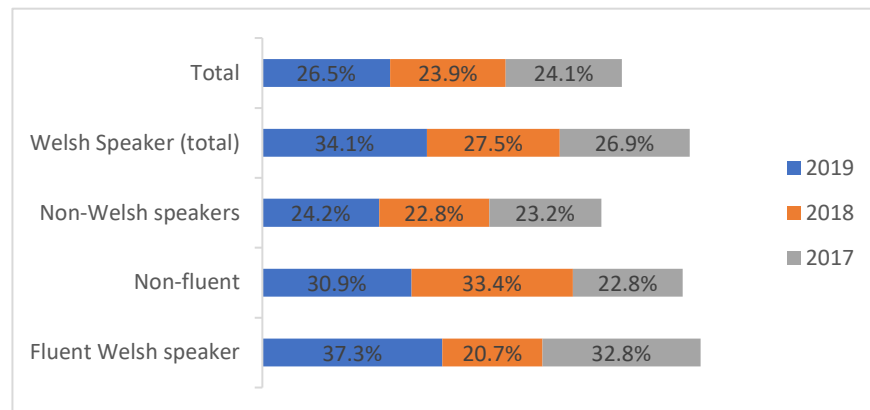
Almost 3 in 10, (29.9%) 16-24 year olds attended musicals once a year or more during 2019, an increase of just over 15 percentage points from the previous two years, and the highest attendance across all age groups. In 2018, 14.3% of 16-24 year olds attended musicals. Lowest levels of attendance were among the 25-34 year olds in 2019 with 23% of this age group attending. A quarter of those in the 65+ age group attended at least once a year remaining at the same level from 2018

Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Musicals by Welsh language

Attendance to Musicals by Welsh language (% attending once a year or more)



Higher levels of those with some Welsh language ability attended musicals in 2019, 34.1%, compared to non Welsh speakers, 24.2%. This has followed the same pattern as the previous two years.

The chart shows those who spoke Welsh fluently were more likely to attend musicals than non fluent Welsh speakers during 2019, 37.3% compared to 30.9%. This had switched from the previous year when it was the non fluent Welsh speakers who had a greater propensity to attend musicals, 33.4% compared to 20.7%.

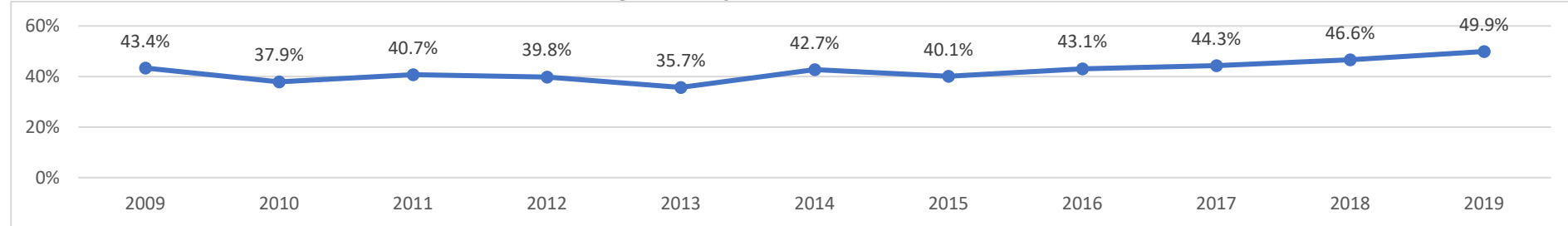
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Other Live Music

Half of adults, 49.9%, attended other live music events during 2019 continuing the steady increase in levels of attendance to these events since 2015, when 40.1% attended. Before 2015, the frequency of attendance to other live music events had fluctuated between 35.7% and 43.4%

Attendance to Other live music events (% attending once a year or more)



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Other Live Music Events and Gender

2019 saw slightly higher levels of attendance among men than women to other live music events, 51.3% compared to 48.6%. In the previous year equal proportions, 46% of men and women attended this artform.

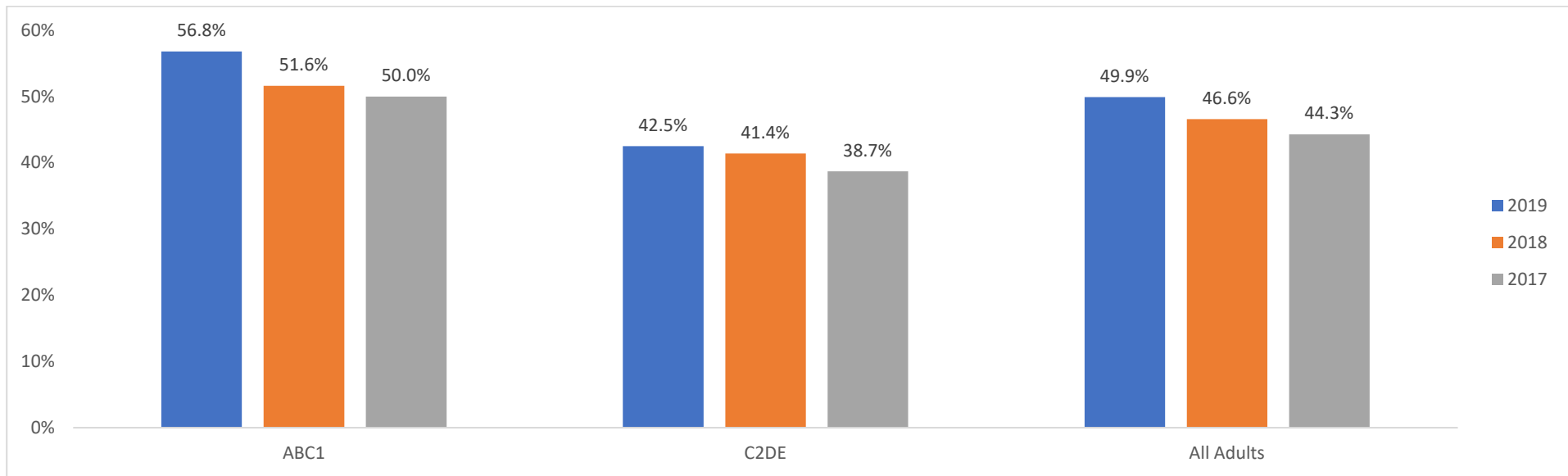
Table 4: Attendance to Other live music events by gender (% attending once a year or more).

	2019	2018	2017
Male	51.3%	46.9%	42.5%
Female	48.6%	46.3%	46.0%

Attendance to Other Live Music Events and Social Grade

Over half of those in the higher ABC1 social grades, 56.8%, attended other live music events during 2019, this is a slight increase on the previous two years and above the average attendance levels for this artform. Attendance levels by those in the lower groups, C2DE have remained just under the average at 42.5% attending once a year or more. The gap between the two groups has increased from 10.2 percentage points to 14.3 percentage points.

Attendance to Other live music events by socio economic grade (% attending once a year or more)

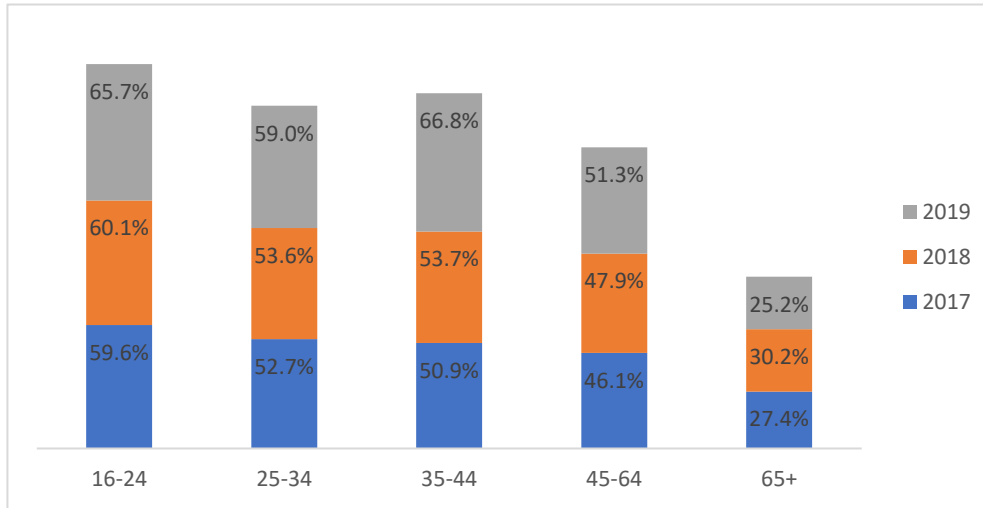


Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Other Live Music Events by Age

Attendance to other live music events by age (% attending once a year or more)



Highest levels of attendance to other live music events in 2019 was among the 35-44 year olds, 66.8%, closely followed by 16-24 year olds, 65.7%. There has been a rise in attendance levels among the 35-44 year olds from the previous year of, 13.1 percentage points.

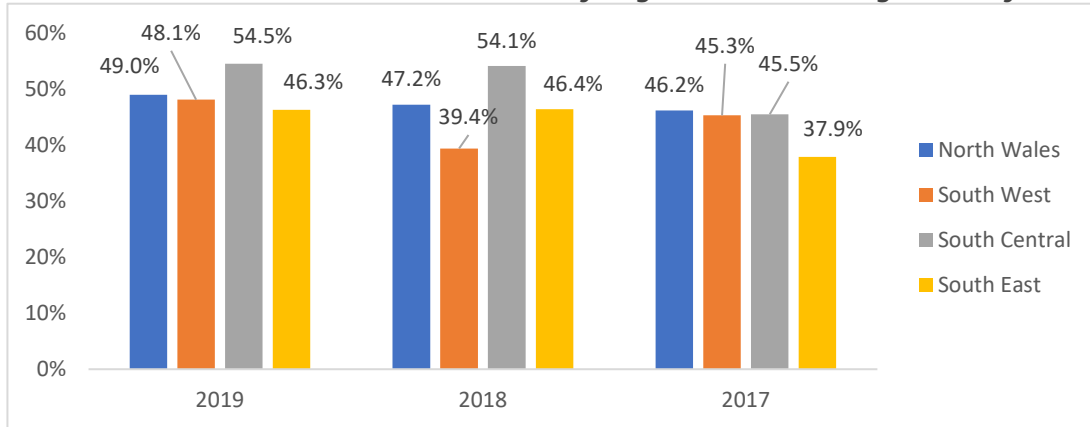
Lowest levels continued to be among the 65+ group, with a quarter, 25.2%, attending in 2019, a decrease of 5 percentage points from 2018.

Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Other live Music events by Region

Attendance to other live music events by region (% attending once a year or more)



Highest levels of attendance to other live music events were found in the South Central region in 2019, 54.5%, followed by the North Wales region at 49%. Lowest levels were in the South East Wales region at 46.3%. This follows the same pattern as the previous year except lowest levels were in the South West region in 2018.

Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Other Live Music Events by Welsh Language

Attendance to other live music events by Welsh language ability shows a higher level of attendance among Welsh speakers with nearly 6 in 10, 59.4%, attending once a year or more compared to 47.0% of non Welsh speakers in 2019. This follows a similar trend to previous years though the gap in attendance levels between the two has increased from 3.1 percentage points to 12.4 percentage points.

Further breakdown of Welsh Language

Focusing on the more detailed breakdown of Welsh language ability it shows while there was higher attendance among Welsh speakers in 2019, it was the non fluent Welsh speakers that had greater attendance levels, 64.5% compared to 54.3%.

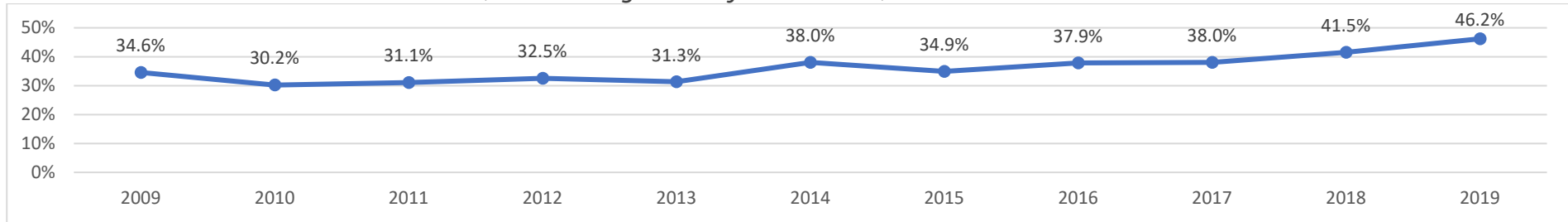
Table 5: Further breakdown of attendance by Welsh language (% attending once a year)

	<i>2019</i>	<i>2018</i>	<i>2017</i>
<i>Fluent Welsh speaker</i>	54.3%	47.4%	47.3%
<i>Non-fluent</i>	64.5%	50.4%	54.0%
<i>Non-Welsh speakers</i>	47.0%	49.0%	42.0%
<i>Welsh Speaker (total)</i>	59.4%	46.0%	51.2%
<i>Total</i>	49.9%	49.0%	51.2%

Attendance to Carnivals and Street Art

In 2019 levels of attendance to carnivals and street art were the highest they had been over the last ten years, with 46.2% attending once a year or more. In 2019 levels were 11 percentage points higher than they were in 2009.

Attendance to carnivals and street arts (% attending once a year or more)



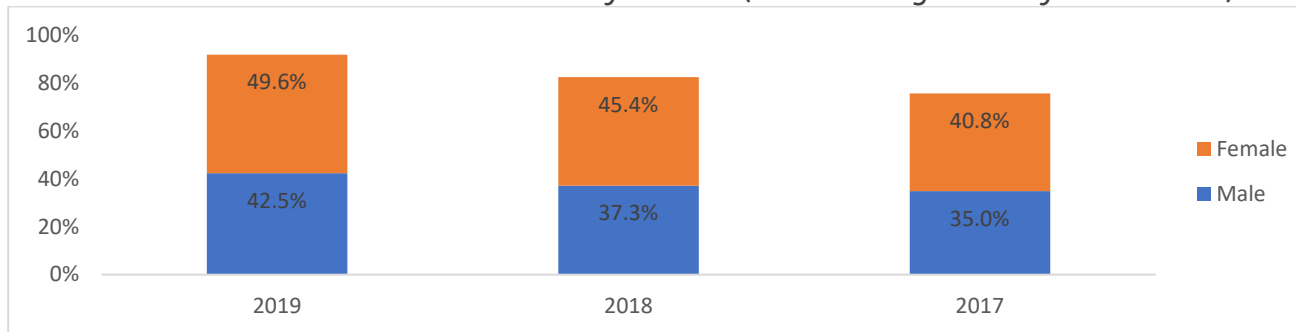
Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Carnivals and street Arts by Gender

Half of women attended Carnivals and street arts during 2019, 49.6%, compared to 4 in 10 men, 42.5%

Attendance to Carnivals and Street Arts by Gender (% attending once a year or more)



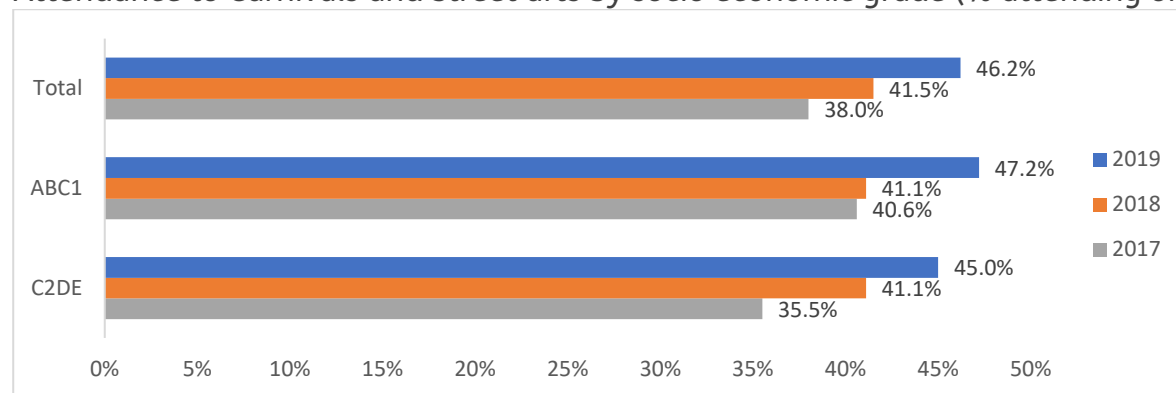
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Carnivals and Street Arts by Social Grade

Over 40% of both higher and lower social grades attended carnivals and street arts during 2019, with slightly higher levels of attendance among the ABC1s, 47.2%, compared to 45% in the C2DE group.

Attendance to Carnivals and Street arts by socio economic grade (% attending once a year or more)



Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance at Carnivals and Street Arts by Age

Highest levels of attendance to carnivals and street arts during 2019 were among the 35-44 year age group with almost 6 in 10, 58.5%, attending this artform once a year or more. The 25-34 and 45-64 year olds both had just over half attending, 53.3% and 51.8%. Lowest levels of attendance continued to be among the 65+ age group with 30.9% attending in 2019, an increase of 5.1 percentage points from 2018.

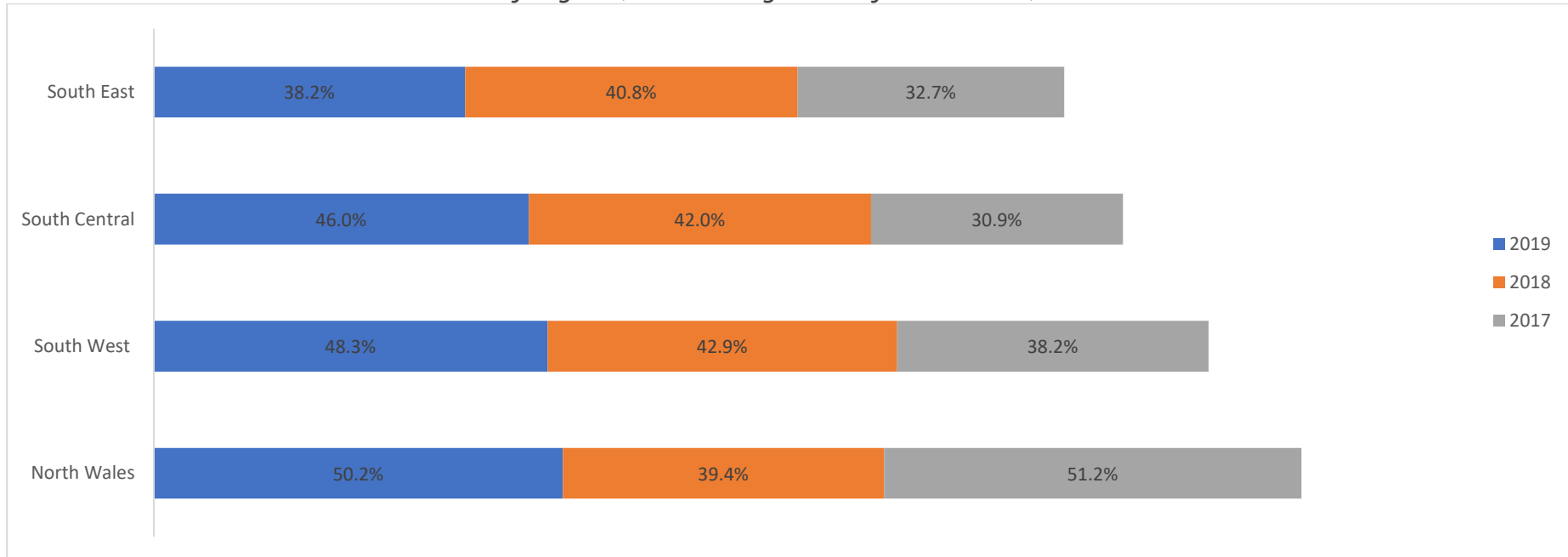
Table 6: Attendance to Carnivals and Street arts by age group (% attending once a year or more)

	2019	2018	2017
16-24	41.8%	47.2%	44.6%
25-34	53.3%	52.4%	40.4%
35-44	58.5%	49.9%	52.1%
45-64	51.8%	42.4%	38.7%
65+	30.9%	25.8%	25.7%

Attendance to Carnivals and Street Arts by Region

The North Wales region had the highest levels of attendance during 2019, with half of adults, 51.2% attending once a year or more. This has switched from the South West and South Central areas in the previous year, both at 42%.

Attendance to Carnivals and Street arts by region (% attending once a year or more)



Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

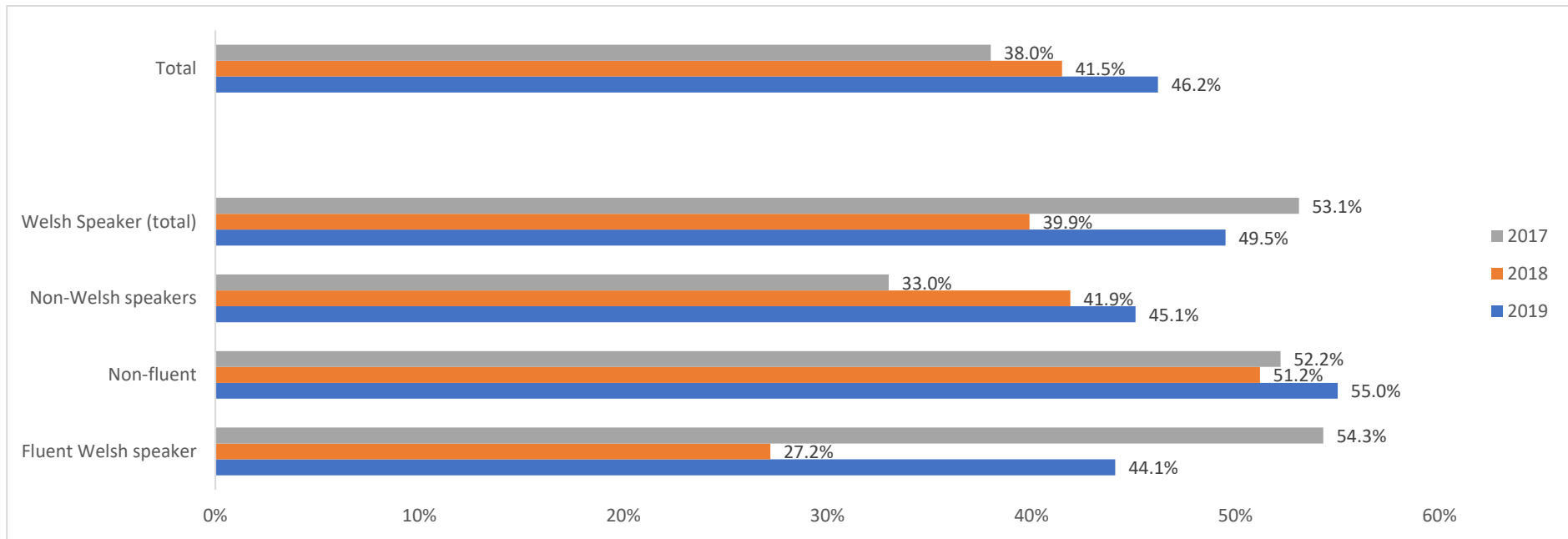
Attendance to Carnivals and Street Arts by Welsh language

Adults who had some Welsh language ability tended to have a slightly higher level of attendance to carnivals and street arts compared to those with no Welsh language ability, 49.5% compared to 45.1% in 2019. This is a switch from the previous year when there was a smaller gap in attendance levels between Welsh and non Welsh speakers with slightly more non Welsh speakers attending, 41.9% compared to 39.9%

Further breakdown of Welsh language

Those who were not fluent in Welsh had greater levels of attendance to carnivals and street arts in 2019 compared to those fluent in Welsh, 44.1% compared to 55%. This is the same trend as 2018 although the gap between the two has narrowed from 23.9 percentage points to 10.9 percentage points in 2019.

Attendance to carnivals and street arts by Welsh language ability (% attending once a year or more)



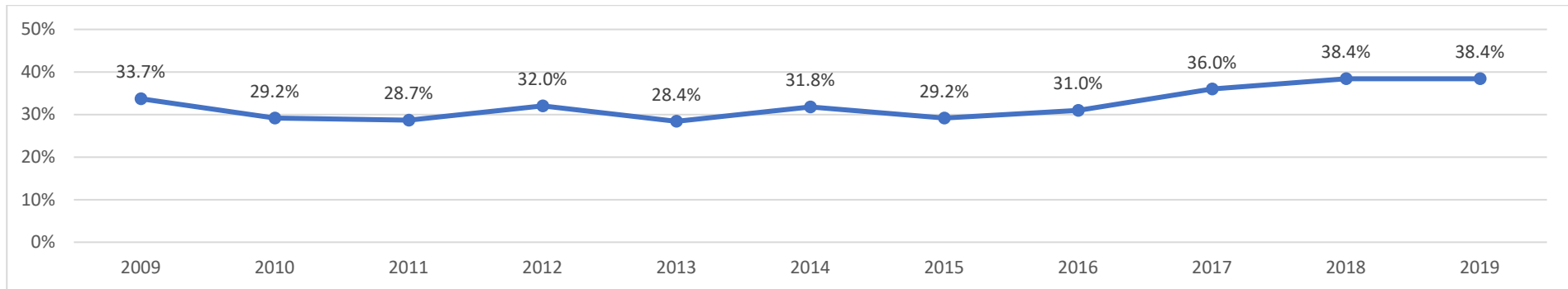
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Exhibitions of Arts and/or Craft

Levels of attendance to exhibitions of arts and craft have remained the same between 2018 and 2019 with 38.4% attending in both years. This is the highest levels of attendance over the ten year period.

Attendance to arts and crafts exhibitions (% attending once a year or more)



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Exhibitions of Arts and/or Craft by Gender

Table 7: Attendance to exhibitions of art and/or craft by gender

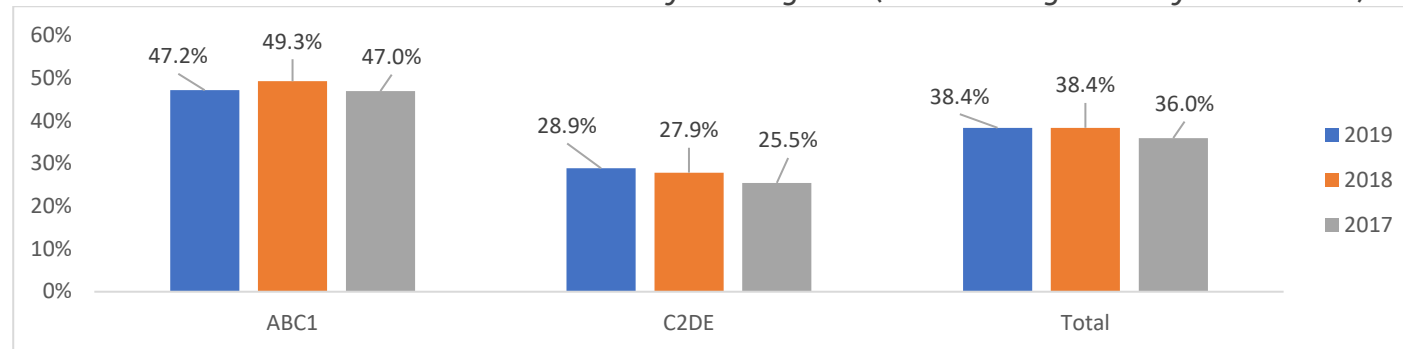
	2019	2018	2017
Male	34.3	35.5	32.2
Female	42.3	41.0	39.5

Levels of attendance to exhibitions of art and/or craft remained stable across both men and women, with women's attendance higher than men's. In 2019, 42.3% of women attended exhibitions compared to 34.3% of men. While this trend has been similar over the three years the gap between the two groups has increased from 5.5 percentage points in 2018 to 8 percentage points in 2019.

Attendance to Exhibitions of Arts and/or Crafts by Social Grade

There were above average attendance levels to exhibitions by those adults in the ABC1 group, 47.2%, compared to those in the C2DE group, 28.9%. This follows the trend of the previous two years.

Attendance to exhibitions of arts and crafts by social grade (% attending once a year or more)



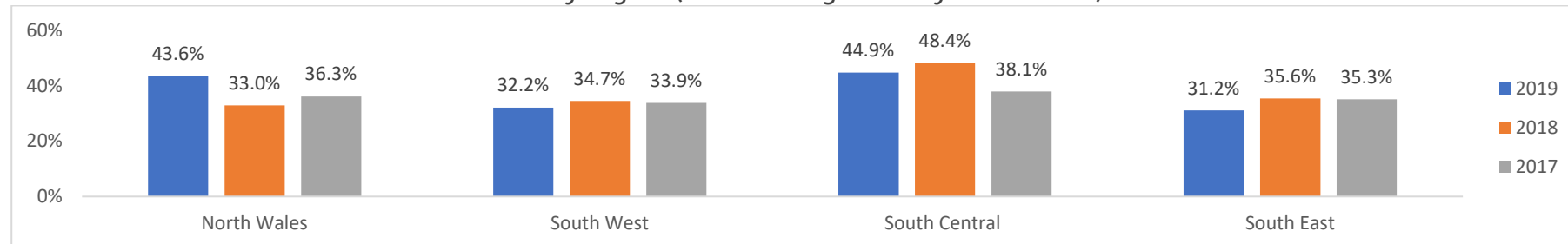
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Exhibitions of Arts and/or Crafts by Region

The South Central region had the highest levels of attendance in 2019 as it did in the previous two years with 44.9% attending once a year or more. The North Wales region was the second highest area in 2019, increasing by 10 percentage points to 43.6% in 2019. Lowest levels of attendance have switched from the South West region in 2017 and 2018 to the South East region in 2019 which had 31.2% of adults attending this artform.

Attendance to exhibitions of arts and craft by region (% attending once a year or more)



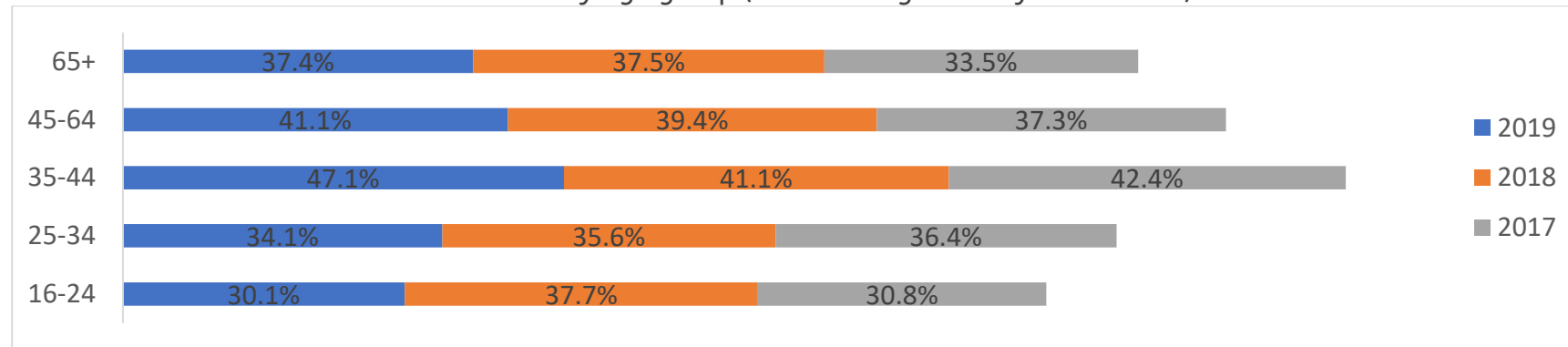
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Exhibitions of Arts and/or Crafts by Age

Those aged 35-44 and 45-64 were more frequent attenders of art and craft exhibitions in 2019, with 47.1% and 41.1% attending respectively. Lowest levels fell in the youngest age groups with 30.1% of 16-24 year olds and 34.1% of 25-34 year olds attending.

Attendance to exhibitions of art and craft by age group (% attending once a year or more)



Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Exhibitions of Art and/or Craft Exhibitions by Welsh Language

Welsh speakers had a higher than average attendance to exhibitions, with 42.6% attending in 2019 compared to 37.1% of non Welsh speakers. Levels of attendance among non Welsh speakers increased over the three year period from 32.2% in 2017, however they decreased among Welsh speakers from 47.4% in 2017.

Further breakdown of Welsh Language

The table below provides a further breakdown of Welsh language ability, showing non fluent Welsh speakers had slightly higher levels of attendance to exhibitions of art and/or craft in 2019 with 43.6% attending compared to 41.6% of fluent Welsh speakers.

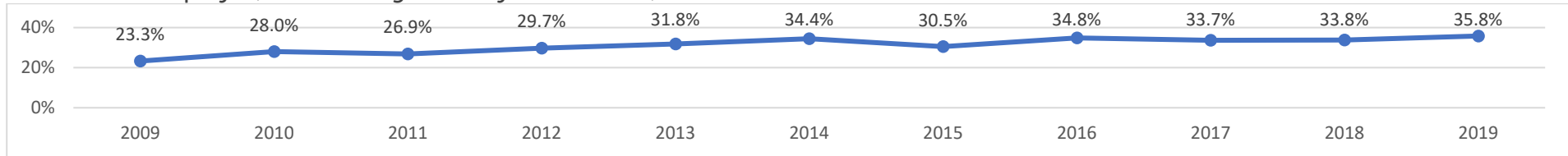
Table 8: Attendance to exhibitions of arts and crafts by Welsh language (% attending once a year or more)

	2019	2018	2017
<i>Fluent Welsh speaker</i>	41.6%	35.7%	48.5%
<i>Non-fluent</i>	43.6%	41.6%	46.6%
<i>Non-Welsh speakers</i>	37.1%	38.2%	32.2%
<i>Welsh Speaker (total)</i>	42.6%	38.8%	47.4%
<i>Total</i>	38.4%	38.4%	36.0%

Attendance to Plays

In 2019 just over a third, 35.8%, of adults in Wales attended a play once a year or more. Attendance levels fluctuated between 33% and 35% since 2016. Looking at the ten year trend levels have increased by 12.5 percentage points.

Attendance to plays (% attending once a year or more)



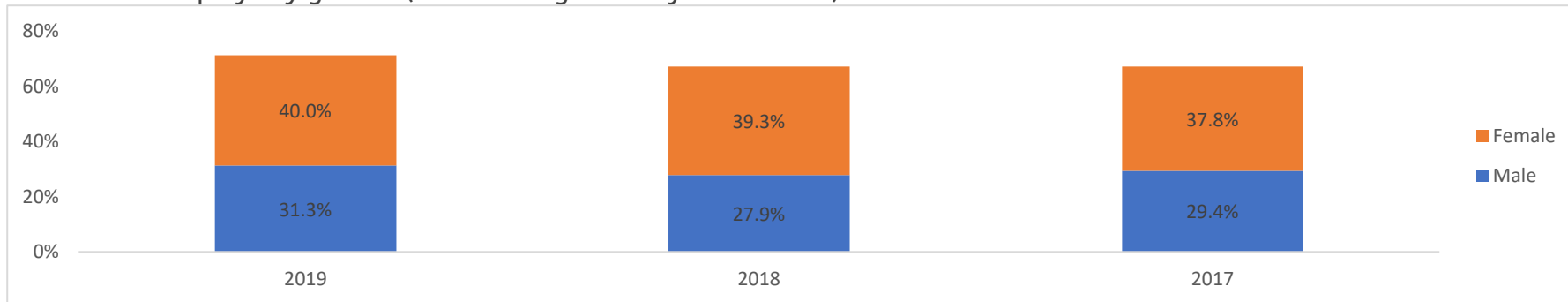
Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Plays by Gender

There was a higher frequency of attendance to plays by women compared to men during 2019, and this follows the same trend as the previous two years. While 4 in 10, women attended at least once a year, just under a third of men attended, 31.3%.

Attendance to plays by gender (% attending once a year or more)



Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Plays by Social Grade

Attendance to plays was higher among the higher socio economic groups, 41.8% of the ABC1 group attended once a year compared to 29.4% of the C2DEs.

Table 9: Attendance to plays by socio economic group

	2019	2018	2017
ABC1	41.8%	41.5%	40.3%
C2DE	29.4%	26.1%	27.6%

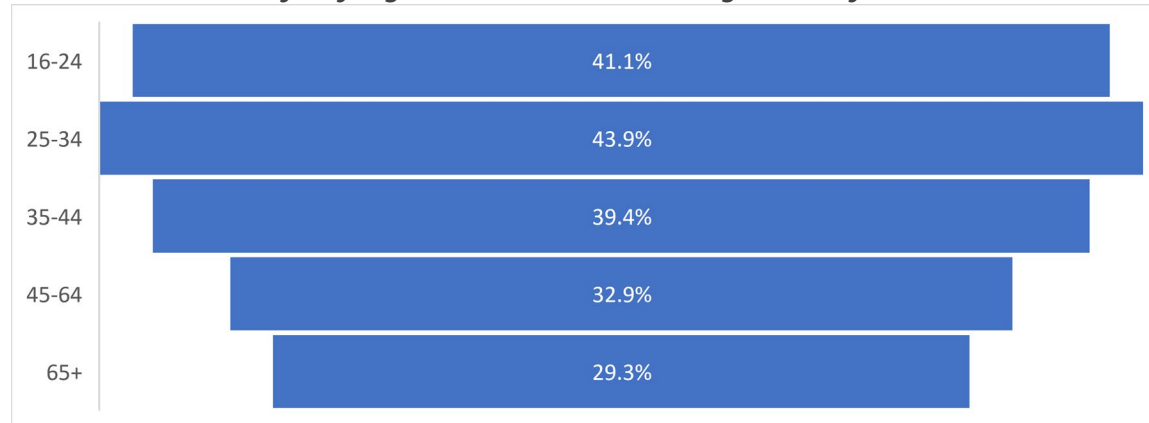
Attendance to Plays by Age

Those in the younger age groups had higher levels of attendance to plays in 2019, with 43.9% of those in the 25-34 age group attending once a year or more followed by 41.1% of those in the 16-24 age group. Lowest levels were among the 65+, with 29.3% attending this art form.

Table 10: Attendance to plays by age

	2019	2018	2017
16-24	41.1%	33.1%	35.0%
25-34	43.9%	34.8%	38.8%
35-44	39.4%	36.2%	42.2%
45-64	32.9%	35.2%	31.4%
65+	29.3%	30.0%	28.6%

Attendance to Plays by Age in 2019 (9% attending once a year or more)



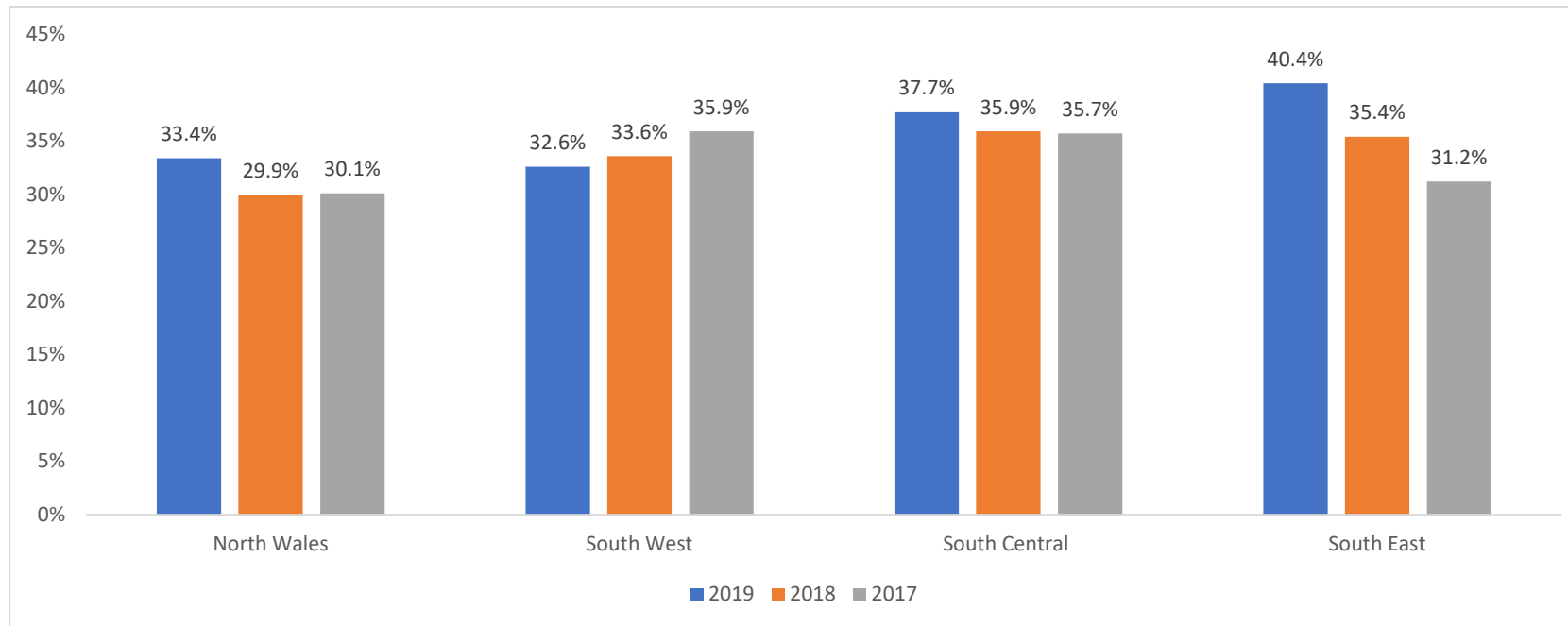
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Plays by Region

Attendance to plays was fairly evenly spread across the four regions in 2019 with the highest levels in the South East region at 40.4% of adults and the three other regions having between 33% and 38% of adults attending this artform. Attendance in the South East region increased by 9.2 percentage points since 2017.

Attendance to plays by region (% attending once a year or more)



Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Plays by Welsh

Welsh speakers tended to have higher levels of attendance to plays than non Welsh speakers during 2019, 42.3% compared to 33.8% and this follows the same trend as previous years.

Further Breakdown of Welsh Language

There were slightly higher proportions of those who were fluent Welsh speakers attending plays, 44.6%, compared to non fluent, 40% in 2019. This has changed from the previous year when 37.2% of non fluent speakers attended compared to 30.6% of fluent Welsh speakers.

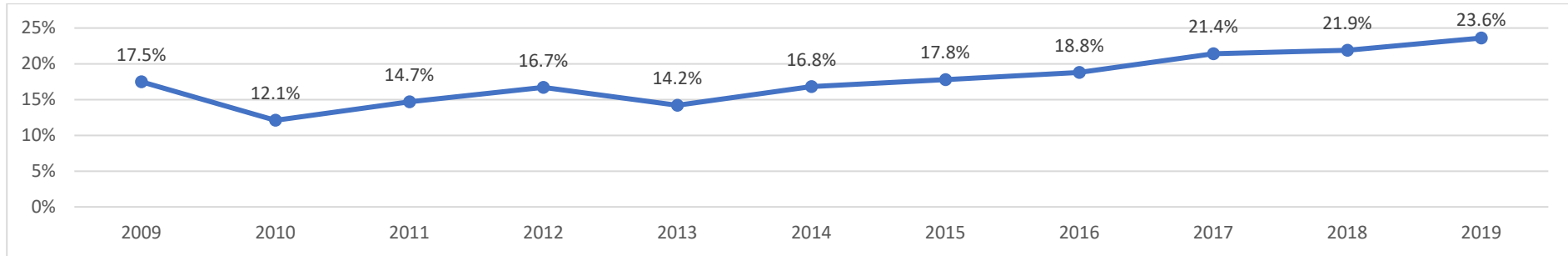
Table 11: Attendance to plays by Welsh language (% attending once a year or more)

	2019	2018	2017
<i>Fluent Welsh speaker</i>	44.6%	30.6%	48.2%
<i>Non-fluent</i>	40.0%	37.2%	41.2%
<i>Non-Welsh speakers</i>	33.8%	33.7%	30.3%
<i>Welsh Speaker (total)</i>	42.3%	34.1%	44.1%
<i>Total</i>	35.8%	33.8%	33.7%

Attendance to Arts Festivals

Levels of attendance to arts festivals in 2019 were just under a quarter at 23.6%, continuing the gradual increase in attendance levels since 2013 when 14.2% of adults attended once a year or more.

Attendance to Arts Festivals (% attending once a year or more)



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Arts Festivals by Gender

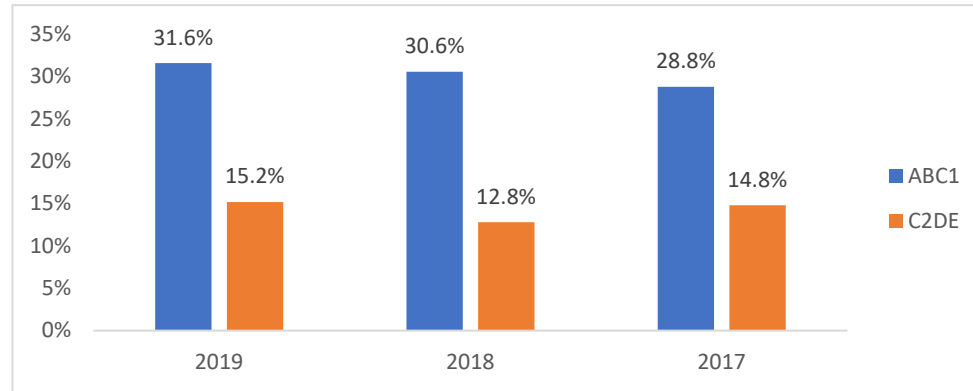
There was no difference in attendance levels to festivals between men and women in 2019 with 23% attending at least once a year. This has increased slightly from the previous years.

Table 12: Attendance to arts festivals by gender (% attending once a year or more)

	2019	2018	2017
Male	23.6%	21.3%	21.9%
Female	23.7%	22.5%	21.0%

Attendance to Arts Festivals by Social Grade

Attendance to arts festivals by socio economic group (% attending once a year or more)



Focusing on attendance to arts festivals by socio economic group there is a pattern of much higher levels of attendance among the higher socio economic grades. The graph shows that double the proportion of those in the ABC1 group attended, 31.6% compared to 15.2% of those in the C2DE group. This follows a similar pattern to the previous two years.

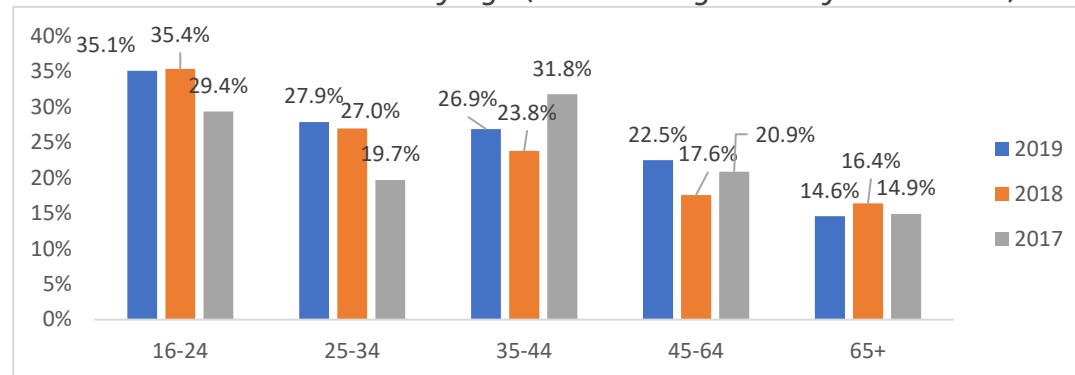
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Arts Festivals by Age

Highest levels of attendance to festivals continue to be among the 16-24 year age group, 35.1%, as was the case in 2018. This follows a change from 2017 when the 35-44 year olds had the highest levels. Across all three years lowest levels were among the oldest age group of 65+ with 14.6% attending in 2019.

Attendance to arts festivals by age (% attending once a year or more)

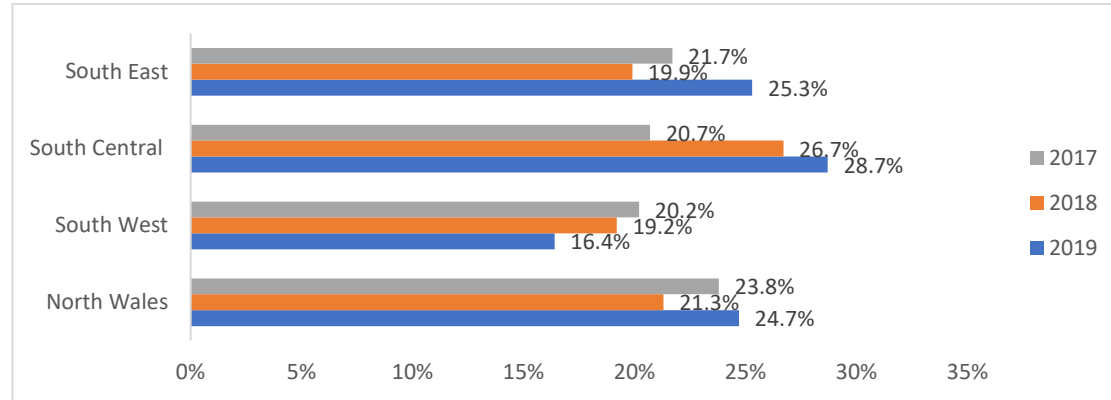


Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Arts Festivals by Region

Attendance to Arts Festivals by region (% attending once a year or more)



Those living in the South Central region had the greatest levels of attendance to arts festivals in 2019, with 28.7% doing so at least once a year. Around a quarter attended from both the South East and North Wales regions. Lowest levels were in the South West regions with 16.4% attending. Highest levels of attendance were also found in the South Central region in 2018 having switched from the North Wales region in 2017.

Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

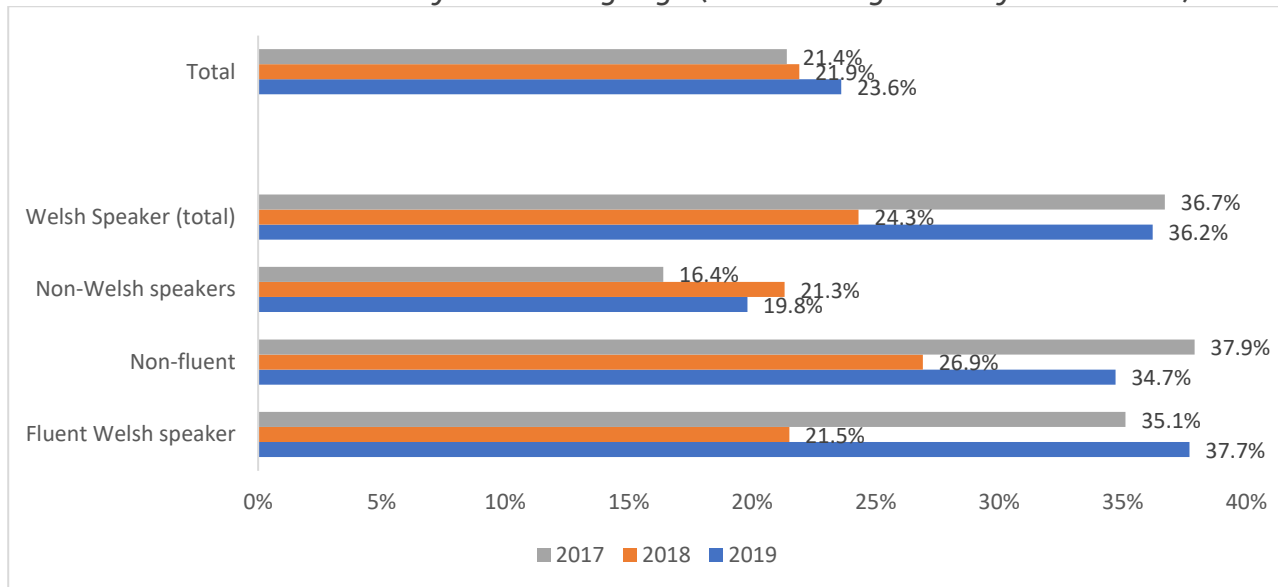
Attendance to Arts Festivals by Welsh Language

Welsh speakers had a higher level of attendance to arts festivals in 2019, with 36.2% attending compared to 19.8% of non Welsh speakers attending, a difference of 16.4 percentage points. The gap between the two groups has increased from the previous year when it was 3.0 percentage points.

Further breakdown of Welsh Language

There was a slight difference in attendance by fluency of Welsh, with 37.7% of those fluent in Welsh attending in 2019 compared to 34.7% of non fluent speakers, in the previous two years there were slightly higher attendance levels among the non fluent Welsh speakers.

Attendance to arts festivals by Welsh language (% attending once a year or more)



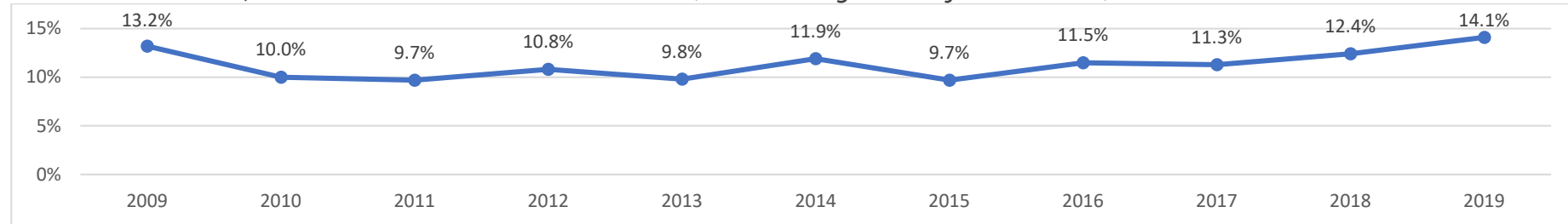
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Folk, World and Traditional Music Events

14.1% of adults attended folk, world or traditional music events in 2019 and this continues the gradual increase in levels since 2017, when 11.3% attended.

Attendance to Folk, traditional and world music events (% attending once a year or more)



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance at Folk, World and Traditional Music Events by Gender

There were slightly higher levels of attendance by men in 2019, 14.8%, compared to women, 13.5%, to performances of folk, world and traditional music events. This follows the same pattern as the previous two years.

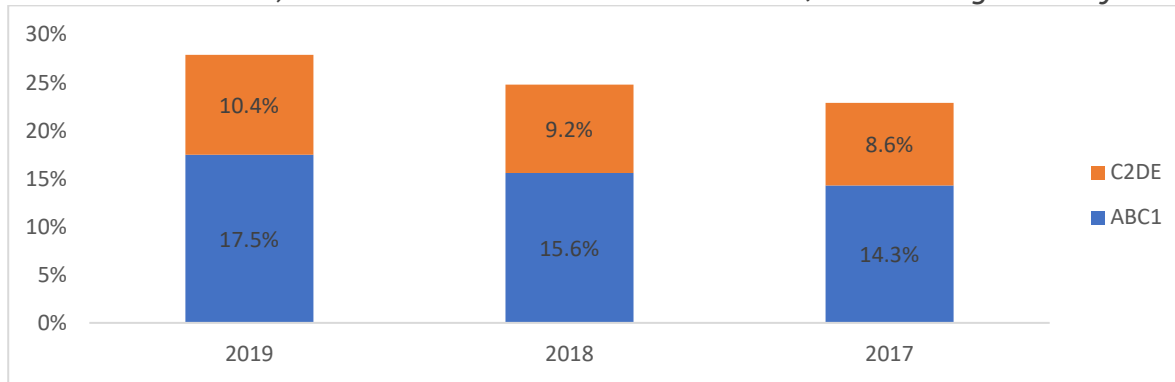
Table 13: Attendance to folk, world and traditional music events (% attending once a year or more)

	<i>2019</i>	<i>2018</i>	<i>2017</i>
<i>Male</i>	14.8%	14.4%	11.8%
<i>Female</i>	13.5%	10.6%	10.8%

Attendance to Folk, World and Traditional Music Events by Social Grade

There are higher rates of attendance among the higher socio economic grades with 17.5% of those in the ABC1 group attending compared to 10.4% of those in the C2DE group, this is a similar trend to the previous year.

Attendance to folk, traditional and world music events (% attending once a year or more)

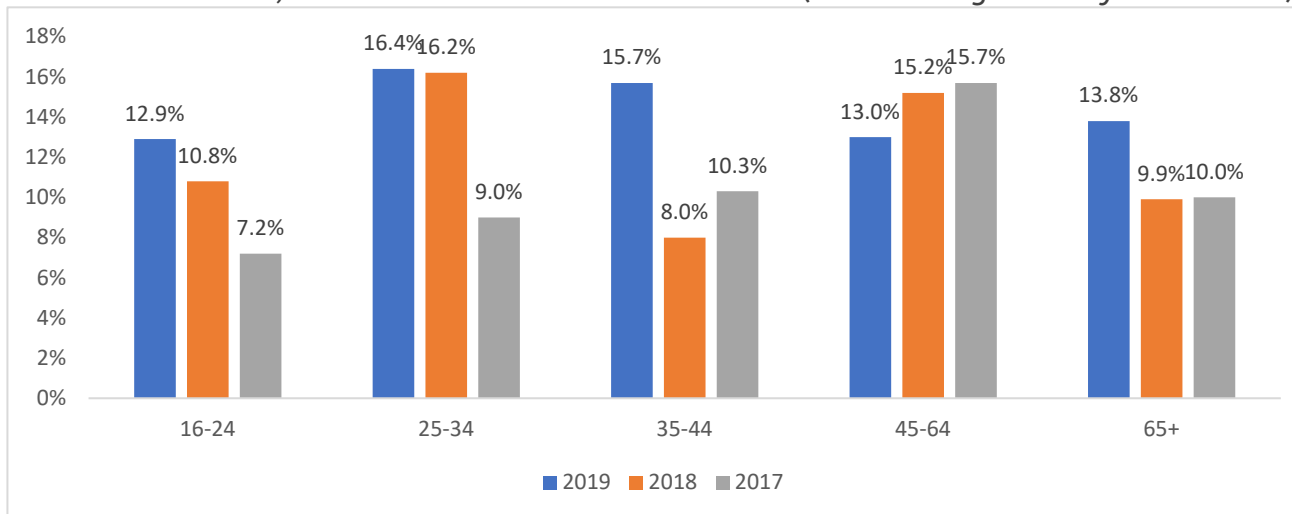


Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Folk, World and Traditional Music Events by Age Group

Attendance to folk, traditional and world music events (% attending once a year or more)



Base: All adults (2017:1,021, 2018&2019:1,002)

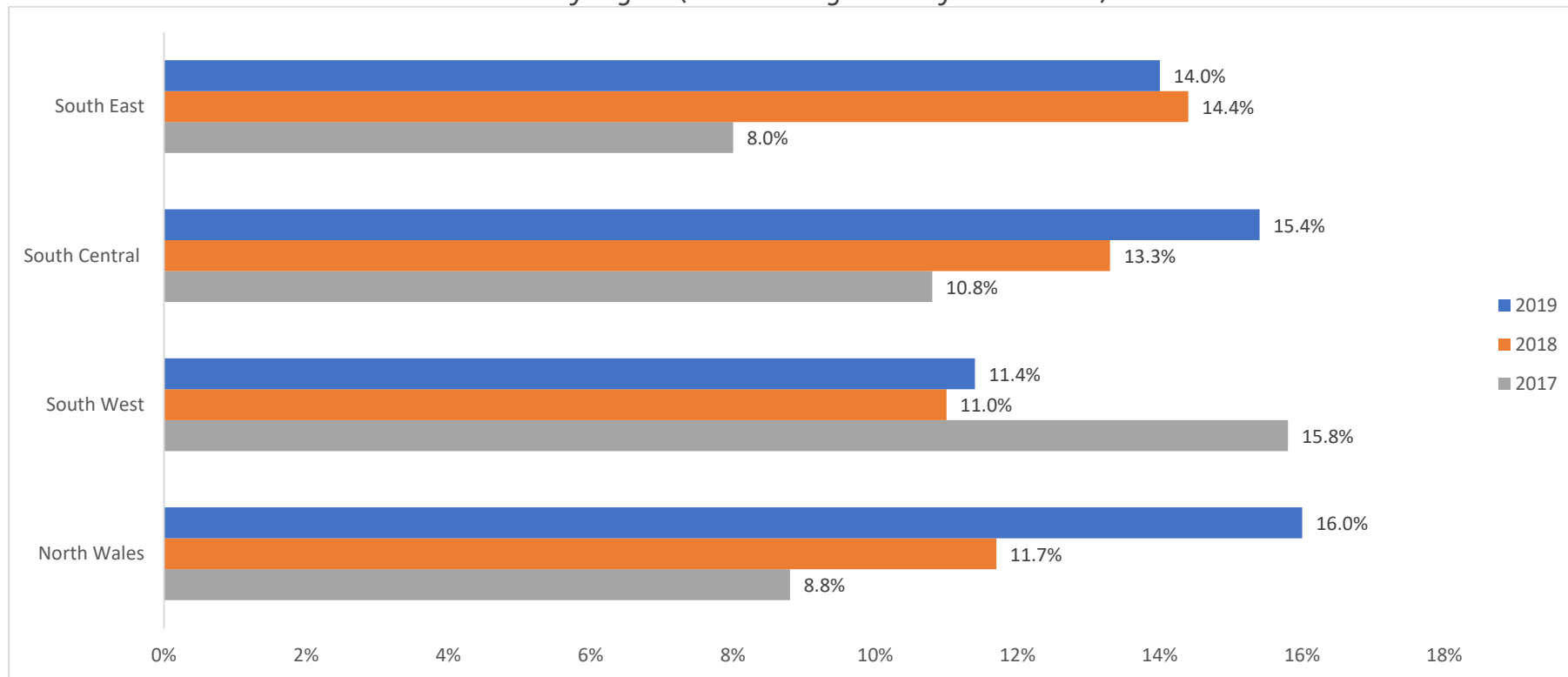
Source Wales Omnibus Survey 2017-2019

Highest levels of attendance to folk, world and traditional music events were to be found among the 25 to 44 year age group in 2019. 16.4% of those aged 25-34 attended once a year or more, followed by 15.7% of those in the 35-44 age group in 2019. In the previous year highest levels were also among the 25-34 age group at 16.2% but followed by the 45-64 year olds, 15.2%. Lowest levels in 2019 were among the youngest age group with 12.9% of the 16-24 year olds attending once a year or more.

Attendance to Folk, World and Traditional Music Events by Region

There was no great disparity in levels of attendance across the regions to folk /traditional or world music during 2019. Highest levels were in the North Wales region with 16% attending at least once a year but this was closely followed by the South Central region at 15.4% and then the South East at 14%. Lowest levels were found in the South West region at 11.4%. In 2018 the highest levels of activity were in the South East region at 14% attending at least once a year.

Attendance to Folk/traditional/world music by region (% attending once a year or more)



Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Folk, Traditional and World Music by Welsh

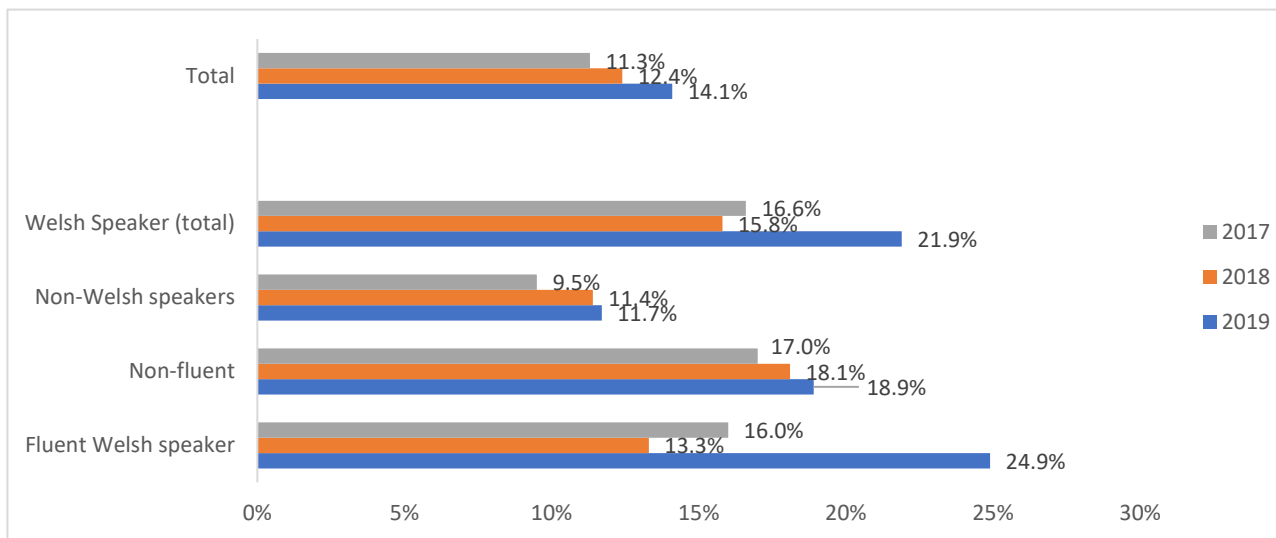
Almost double the proportion of Welsh speakers, 21.9%, attended performances of folk, traditional or world music in 2019 compared to non Welsh speakers, 11.7%. The gap between the two groups has widened to 10.2 percentage points from 4.4 percentage points in the previous year.

Table 14: Attendance to folk, traditional and world music by Welsh language ability (% attending once a year or more)

	2019	2018	2017
Welsh speakers	21.9%	15.8%	16.6%
non Welsh speakers	11.7%	11.4%	9.5%

Further breakdown of Welsh language

Attendance to folk, traditional and world music by Welsh language (% attending once a year or more)



In 2019, a quarter of those who were fluent in Welsh, 24.9%, attended once a year or more, compared to 18.9% of those who had some level of Welsh ability but were not fluent. In the previous two years there were greater levels of attendance among the non fluent Welsh speakers.

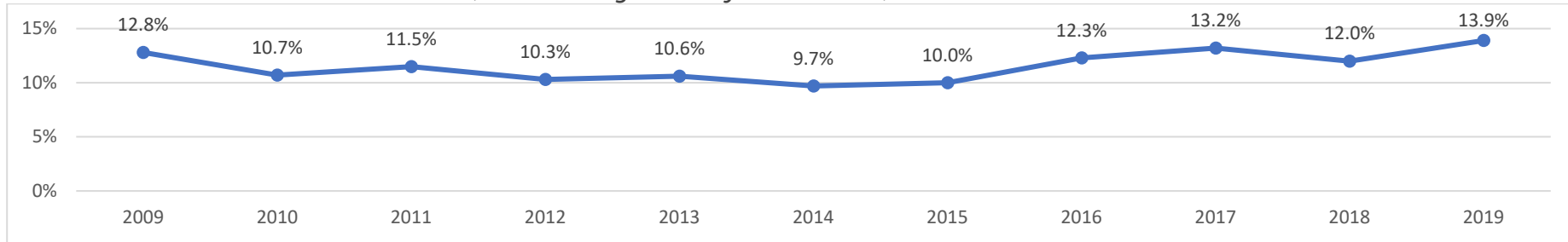
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance at Classical Music Events

13.9%, of adults attended classical music events in 2019, reversing the decrease of the previous year when 12% attended, bringing the artform back up to 2017 levels.

Attendance to classical music events (% attending once a year or more)



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Classical Music Events by Gender

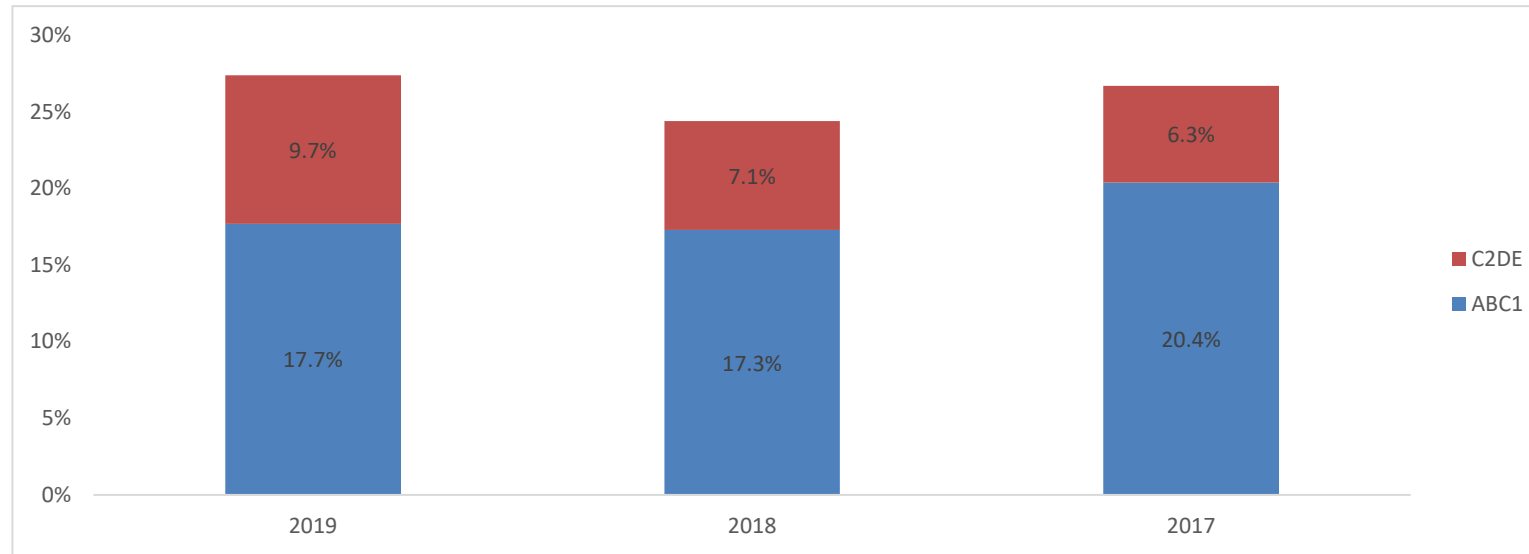
Higher levels of attendance to classical music events were recorded amongst women, 15.8%, than men, 11.8%, in 2019 with the gap between the two widening from the previous two years.

Table 15: Attendance to classical music events (% attending once a year or more)

	<i>2019</i>	<i>2018</i>	<i>2017</i>
<i>Male</i>	11.8%	11.8%	13.5%
<i>Female</i>	15.8%	12.8%	12.9%

Attendance to Classical Music Events by Social Grade

Attendance to classical music events (% attending once a year or more)



Those in the higher socio economic groups had higher levels of attendance, 17.7% in the ABC1 group compared to 9.7% in the C2DE group, meaning the gap between the two has narrowed a little from, 10.2percentage points to 8 percentage points.

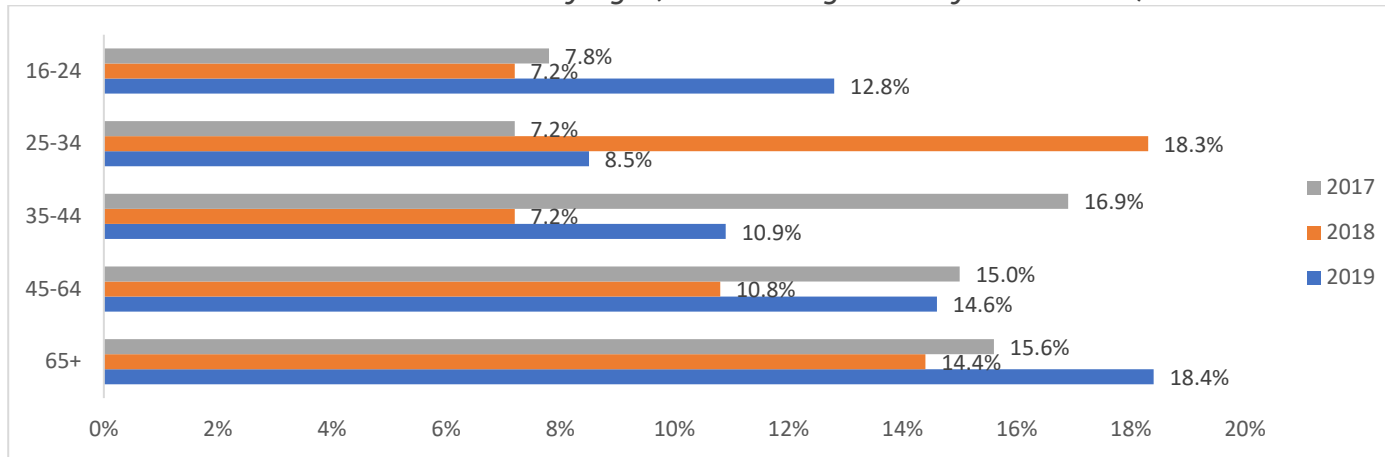
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Classical Music Events by Age

Those in the older age groups were the most frequent attenders of classical music events in 2019, almost 2 in 10, (18.4%) of those aged 65+ and 14.6% of those aged 45-64 attended at least once a year or more. The age group with the most frequent attenders has fluctuated over the last three years with 18.3% among the 25-34 year olds in 2018 and 16.9% among the 35-44 year olds in 2017. The 25-34 year olds in 2019 had the lowest levels of attendance at 8.5%.

Attendance to Classical Music Events by age (% attending once a year or more)

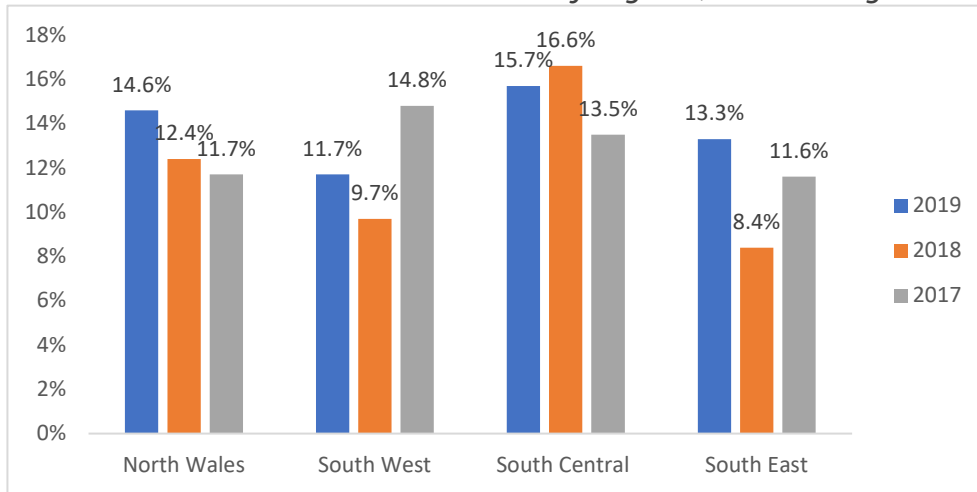


Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Classical Music Events by Region

Attendance to Classical music events by region (% attending once a year or more)



Variations between regions were only slight in 2019 with the highest levels of 15.7% in the South Central region. This was very closely followed by 14.6% in the North Wales region, 13.3% in the South East region and 11.7% in the South West region.

Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

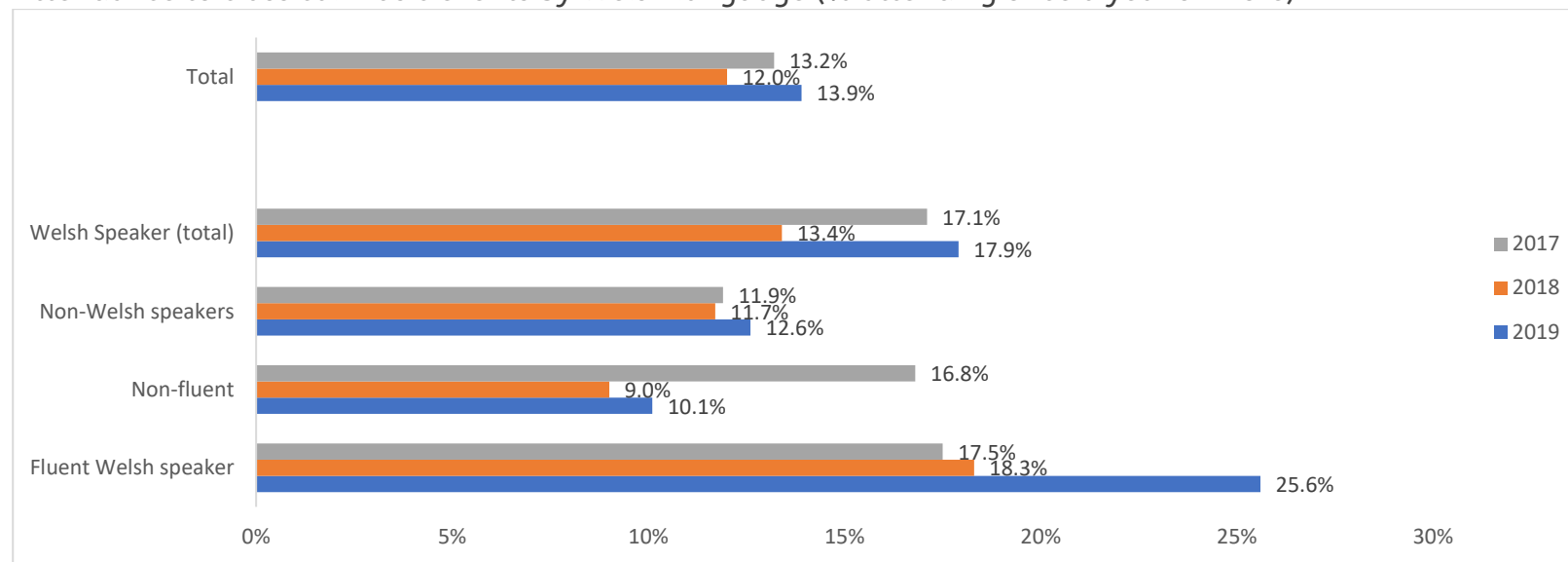
Attendance to Classical Music Events by Welsh Language

There were higher levels of attendance to classical music events in 2019 by those who spoke Welsh, 17.9%, compared to those who did not, 12.6%. This reverts back to the pattern of 2017, when there was a similar gap between the two groups, 17.1% of Welsh speakers compared to 11.9% of non Welsh speakers. In 2018 this gap narrowed with 13.4% of those who could speak Welsh attending classical music events compared to 11.7% of those who spoke no Welsh.

Further breakdown of Welsh Language

Further analysis of Welsh language ability shows those who were fluent Welsh speakers had higher attendance levels to classical music across all three years compared to those who were non fluent speakers. The gap between the two groups widened in 2018 and continued to increase in 2019.

Attendance to classical music events by Welsh language (% attending once a year or more)



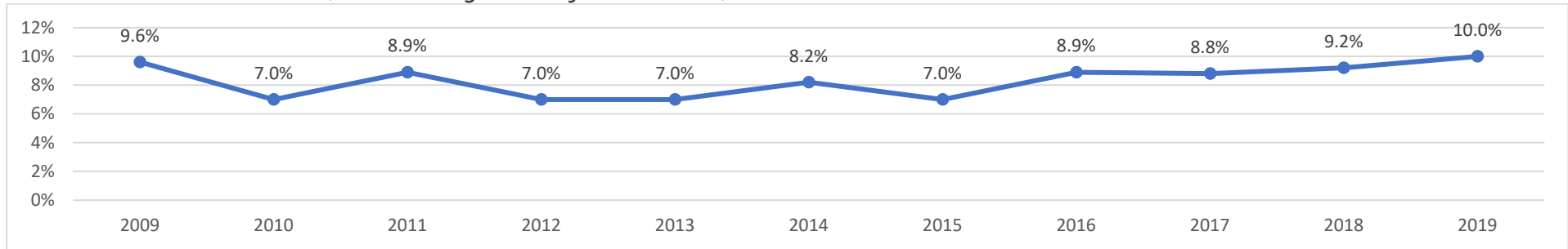
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Jazz Events

One in ten adults attended jazz events in 2019, a gradual increase in attendance levels since 2015 when 7% attended once a year or more.

Attendance to Jazz Events (% attending once a year or more)



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Jazz Events by Gender

There continues to be higher levels of attendance to jazz events by men, 12.5% than women, 7.7% in 2019 and this has been the case since 2017. Levels across the three years have remained stable for both groups.

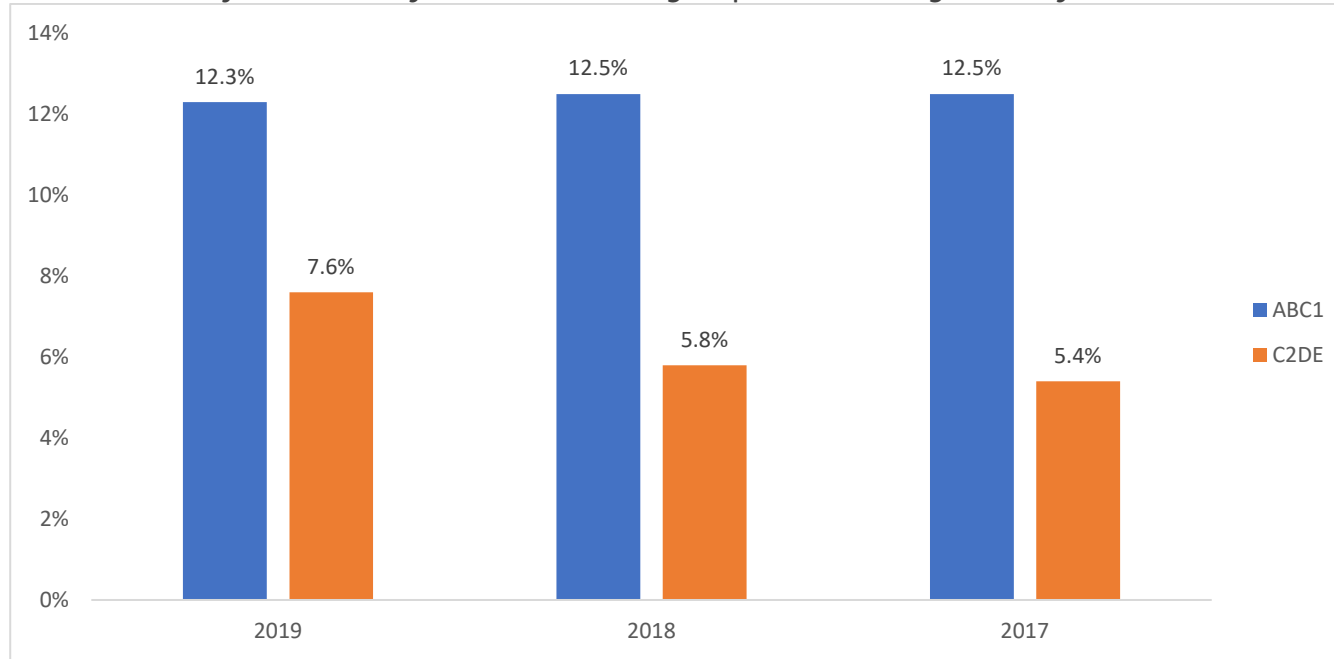
Table 16: Attendance to Jazz events by gender (% attending once a year or more)

	<i>2019</i>	<i>2018</i>	<i>2017</i>
<i>Male</i>	12.5%	11.2%	10.7%
<i>Female</i>	7.7%	7.4%	7.1%

Attendance to Jazz Events by Social Grade

Over the three year period there have been more frequent attendance to jazz events by those in the higher socio economic groups, though the gap between the two has decreased from almost 7 percentage points in 2017 and 2018 to almost 5 percentage points in 2019. In 2019 12.3% of those in the ABC1 group attended jazz events once a year or more compared to 7.6% in the C2DE group.

Attendance to jazz events by socio economic group (% attending once a year or more)



Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Jazz Events by Age

The 2019 data shows that attendance to jazz events declines with age with those in the youngest age group, 16-24 year olds, having the highest levels of attendance at 14.6% and those in the older age groups having the lowest, 7% among the 45-64 year olds and 9.1% among the 65+ age group.

Attendance to jazz events by age (% attending once a year or more)

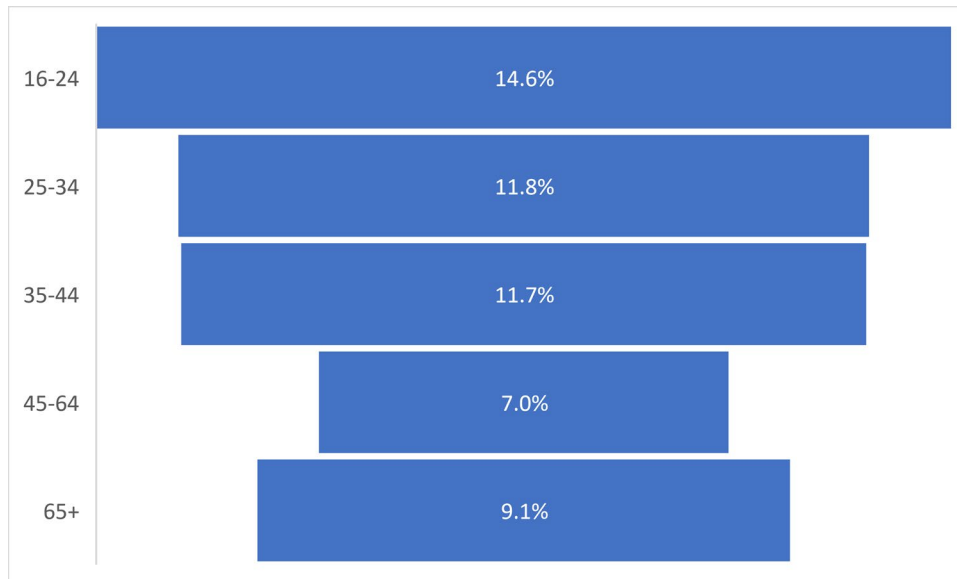


Table 17: Attendance to jazz events by age (% attending once a year or more)

Age:	2019	2018	2017
16-24	14.6%	9.8%	5.9%
25-34	11.8%	8.2%	6.3%
35-44	11.7%	7.9%	10.6%
45-64	7.0%	8.2%	11.1%
65+	9.1%	11.6%	8.3%

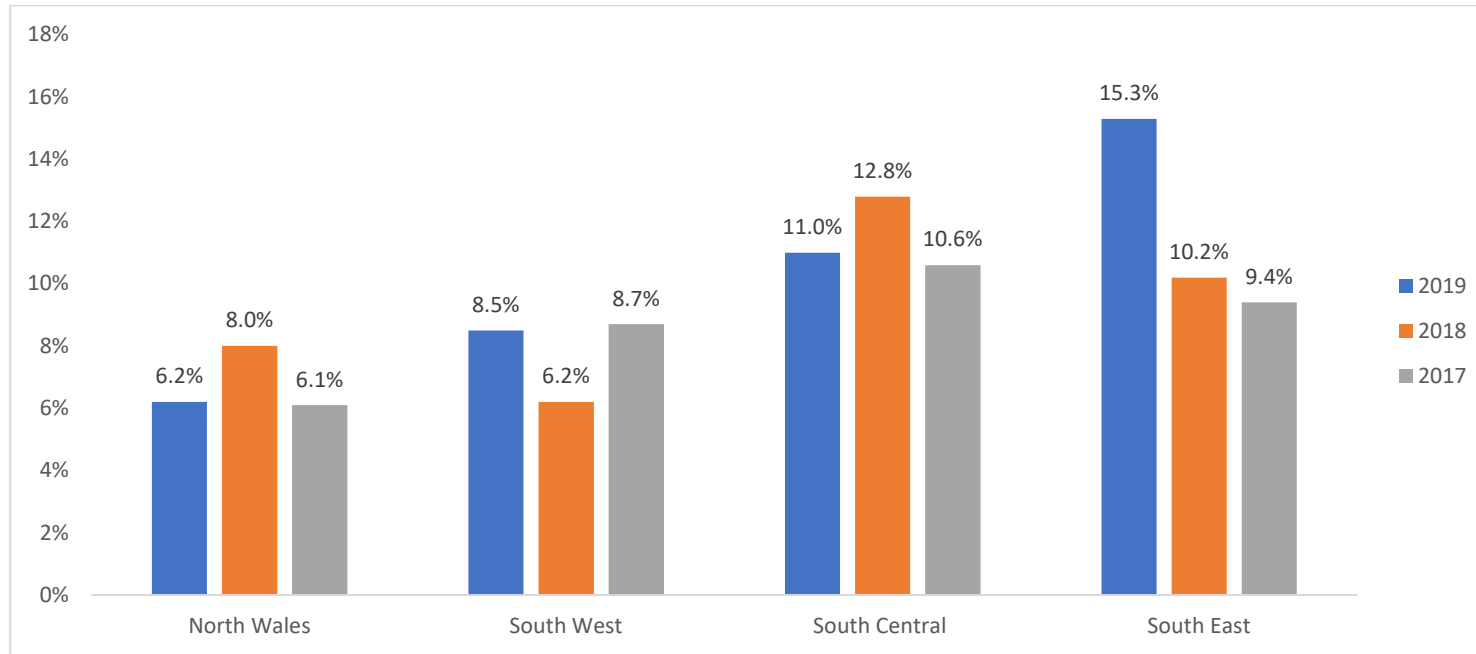
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Jazz Events by Region

The South East region had the highest levels of attendance to jazz in 2019 with 15.3% attending at least once a year compared to the North Wales region with the lowest levels of 6.2%. This is a slightly different pattern to the previous two years when the South Central region had the highest levels of attendance.

Attendance to Jazz events by regions (% attending once a year or more)



Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

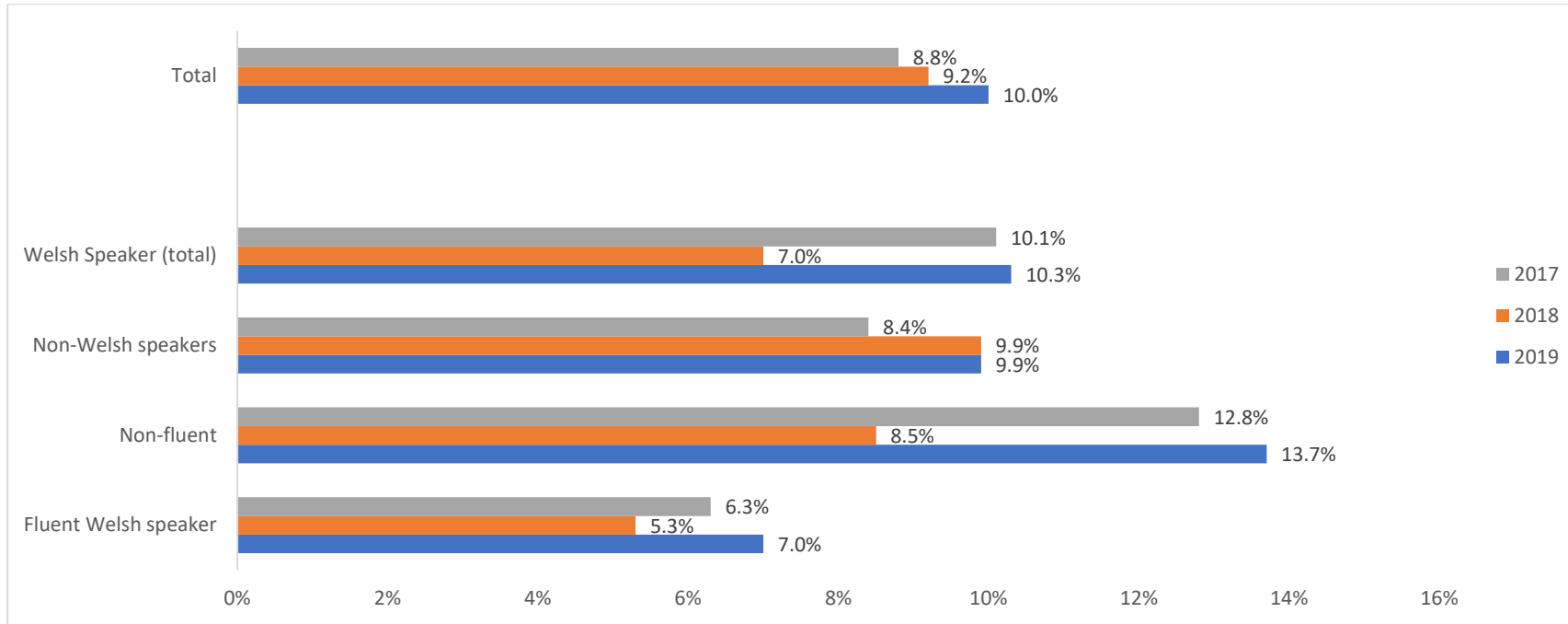
Attendance to Jazz by Welsh language

There was very little difference in levels of attendance among Welsh speakers and non Welsh speakers to jazz events in 2019, with one in ten (10.3% and 9.9% respectively) from both groups attending once a year or more.

Further Breakdown of Welsh Language

The breakdown of Welsh language data shows the non fluent Welsh speakers, 13.7%, had slightly higher levels of attendance to jazz events across the three year period compared to the fluent Welsh speakers, 7.0%.

Attendance to Jazz events by Welsh language (% attending once a year or more)



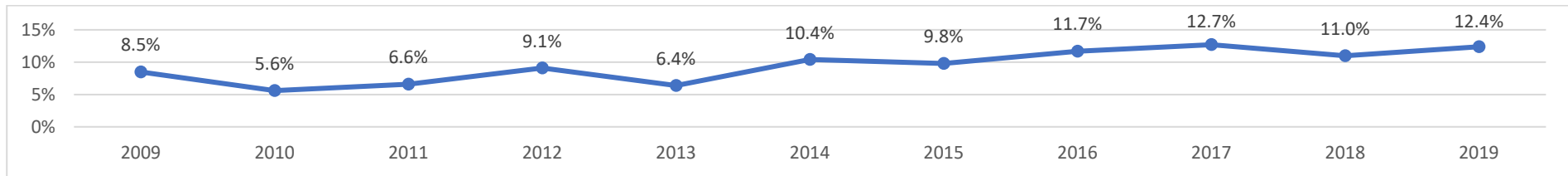
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Literary Events

Attendance to Literary events has steadily increased since 2013 from 6.4% to 12.4% in 2019, an increase of 6 percentage points.

Attendance to literary events (% attending once a year or more)



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Literary Events by Gender

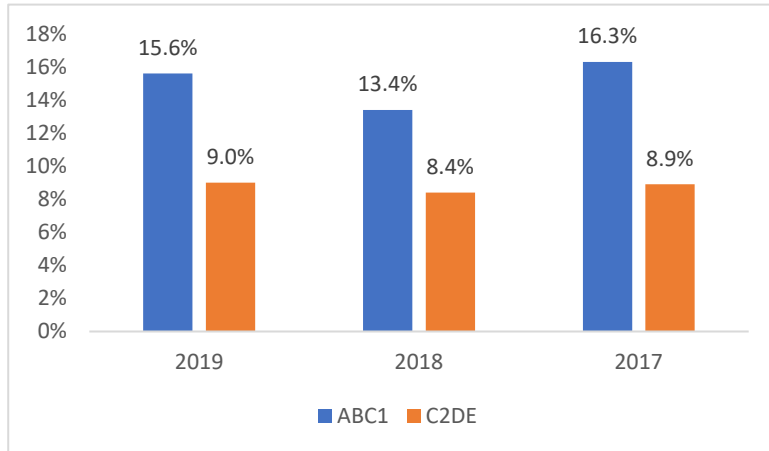
In 2019 there was little difference in attendance to literary events by gender with 12.9% of women attending compared to 11.8% of men. The gap between the two has narrowed from 4.8% in 2017 and 4.9% in 2018.

Table 18: Attendance to literary events (% attending once a year or more)

	2019	2018	2017
Male	11.8%	8.5%	10.2%
Female	12.9%	13.4%	15.0%

Attendance to Literary events by Social Grade

Attendance to literary events by socio economic group (% attending once a year or more)



There are higher levels of attendance to literary events by those in the higher socio economic groups across the three year period. In 2019 15.6% of those in the ABC1 group attended compared to 9.0% of those in the C2DE group.

Base: All adults (2017:1,021, 2018&2019:1,002)
Source Wales Omnibus Survey 2017-2019

Attendance to Literary Events by Age

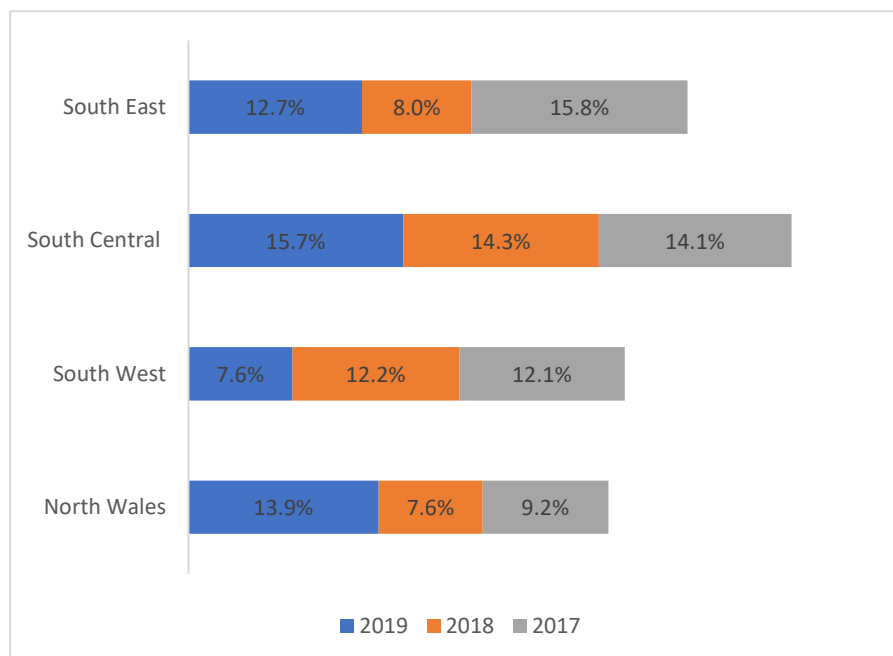
Those in the 35-44 year age group had the highest levels of attendance to literary events during 2019, with one fifth, 20.6%, attending literary events once a year or more. This was closely followed by 17.2% in the 25-34 year age group. Lowest levels of attendance were among the oldest age group of 65+, with 7.5% attending in this group.

Table 19: Attendance to literary events by age (% attending once a year or more)

Age:	2019	2018	2017
16-24	10.3%	10.5%	12.8%
25-34	17.2%	23.5%	16.1%
35-44	20.6%	7.6%	27.4%
45-64	11.2%	8.3%	10.4%
65+	7.5%	8.1%	5.8%

Attendance to Literary Events by Region

Attendance to Literary Events by Region (% attending once a year or more)



The South Central region continues to have the highest levels of attendance to literary events in 2019, as it did in the previous two years, with 15.7% attending at least once a year. Lowest levels of attendance switched from North Wales in 2017, 9.2%, and 2018, 7.6%, to the South West region in 2019, with 7.6% attending at least once a year

Base: All adults (2017:1,021, 2018&2019:1,002)
Source Wales Omnibus Survey 2017-2019

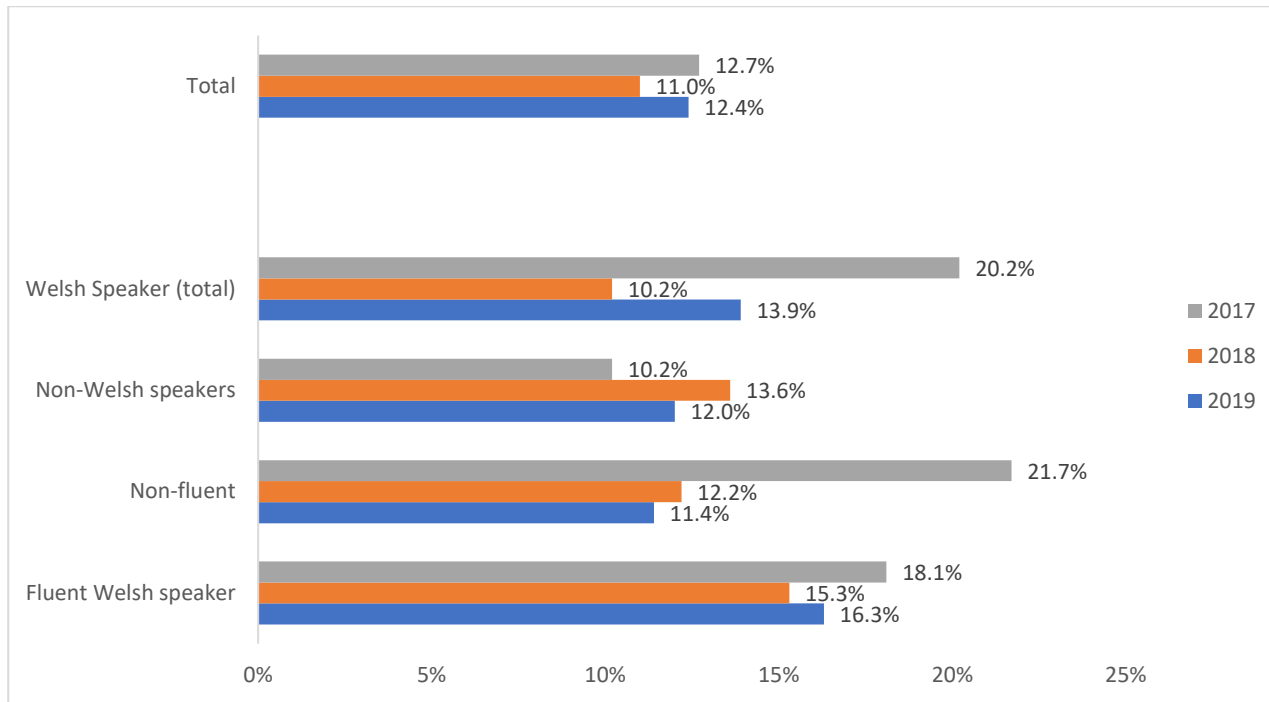
Attendance to Literary events by Welsh Language

There was little difference in attendance levels between Welsh speakers and non Welsh speakers in 2019 with 13.9% of those who speak Welsh attending once a year or more compared to 12% of non Welsh speakers. In the previous year there were slightly more non Welsh speakers attending, 13.6% compared to 10.2% Welsh speakers. Again there was only a small difference between the two of 3.4 percentage points. However in 2017 there was a much bigger difference between the two groups with a gap of 10 percentage points, 20.2% of Welsh speakers attended compared to 10.2% of non Welsh speakers.

Further breakdown of Welsh Language

Higher levels of attendance were experienced among those who were fluent Welsh speakers in 2019, 16.3% compared to non fluent Welsh speakers, 11.4%.

Attendance at literary events by Welsh language (% attending once a year or more)



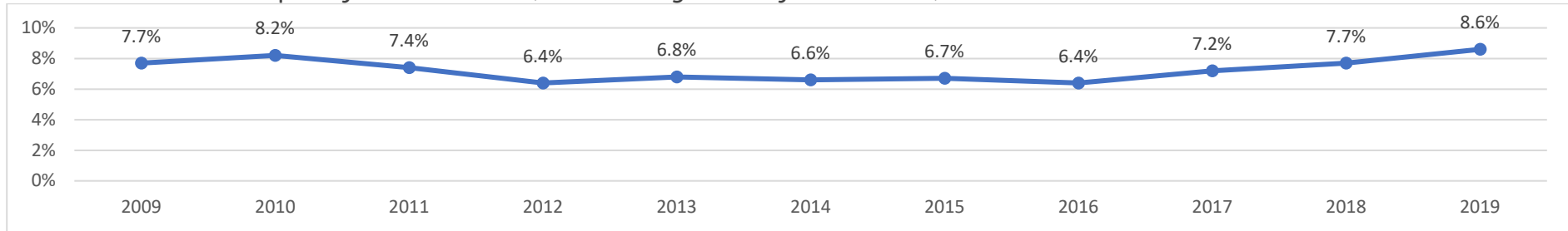
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Contemporary Dance events

8.6% of adults attended contemporary dance events in 2019, an almost one percent increase from the previous year and a steady increase from 2012 when levels were at 6.4%.

Attendance to contemporary dance events (% attending once a year or more)



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Contemporary Dance Events by Gender

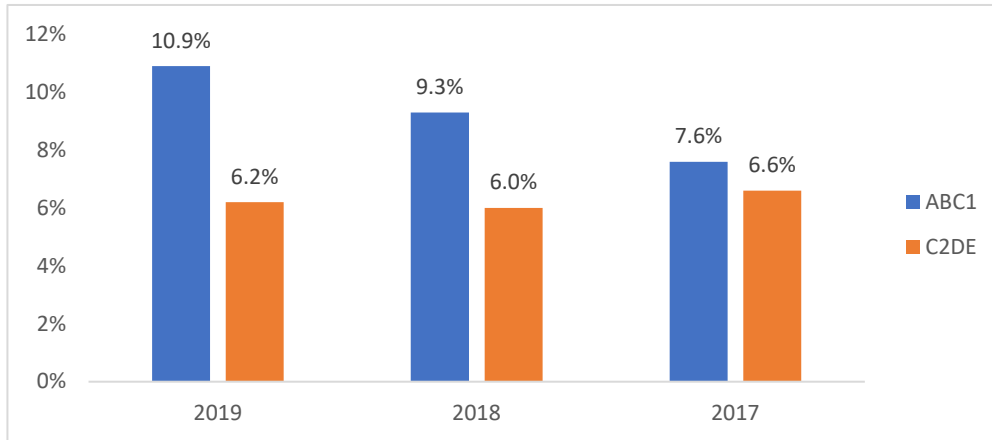
In 2019 one in ten women attended a contemporary dance event in 2019, which was higher than men, with 7.2% attending once year or more. More women than men attended in the previous two years as well.

Table 20: Attendance to contemporary dance events (% attending once a year or more)

	2019	2018	2017
Male	7.2%	7.1%	5.0%
Female	10.0%	8.3%	9.3%

Attendance to Contemporary Dance Events by Social Grade

Attendance to contemporary dance events by socio economic groups (% attending once a year or more)



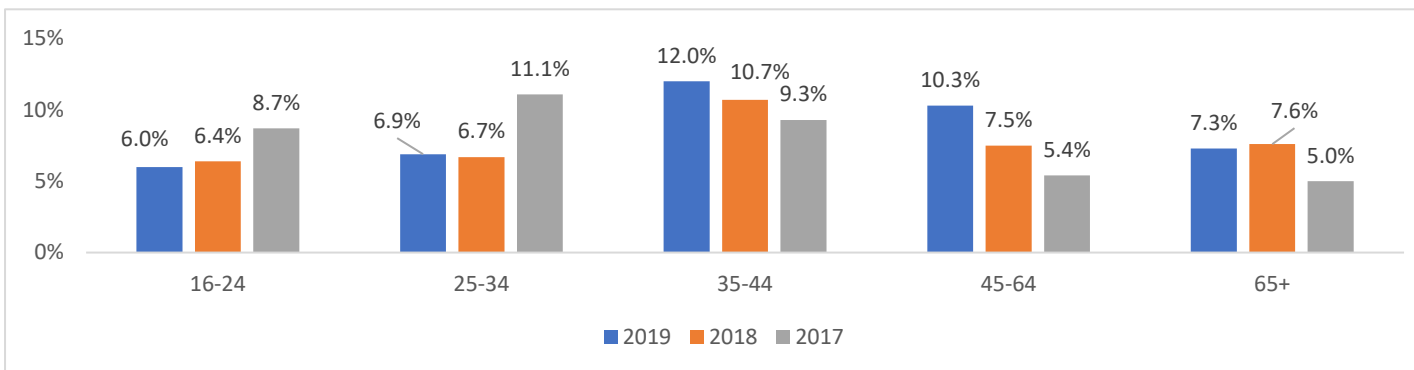
The three year period shows there have been higher levels of attendance to contemporary dance events among the higher socio economic groups, with 10.9% of adults in the ABC1 group attending once a year or more compared to 6.2% of those in the C2DE group. Attendance among the C2DEs remained at 6% in all three years.

Base: All adults (2017:1,021, 2018&2019:1,002)
Wales Omnibus Survey 2017-2019

Source

Attendance to Contemporary Dance by Age

Attendance to contemporary dance events by age (% attending once a year or more)

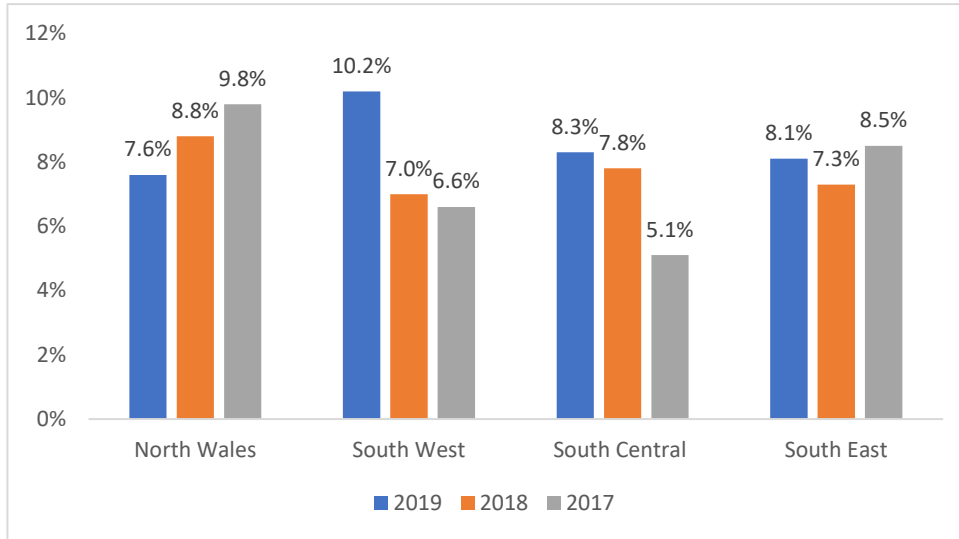


The most frequent attenders to contemporary dance during 2019 were those in the 35-44 age group, 12%, and 45-64 age group, 10.3%.

Base: All adults (2017:1,021,2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Contemporary Dance Events by Region (% attending once a year or more)



The South West region had the highest levels of attendance to contemporary dance events in 2019, 10.2%, while lowest levels of attendance were among those in the North Wales region, 7.6%. In the previous two years, the North Wales region had the highest levels of attendance.

Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

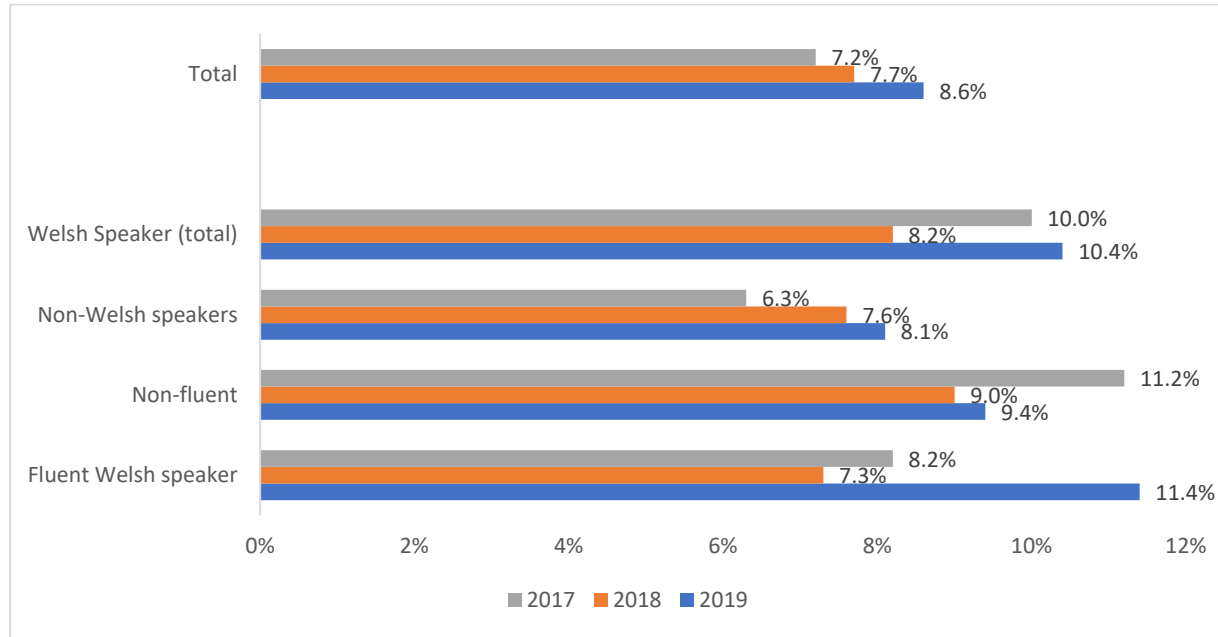
Attendance to Contemporary Dance Events by Welsh Language

A slightly higher proportion of those who spoke Welsh in 2019 attended contemporary dance events, 10.4%, compared to 8.1% of non Welsh speakers.

Further breakdown of Welsh Language

While in 2019 there was slightly higher attendance levels among fluent Welsh speakers, 11.4%, compared to 9.4% of non fluent speakers. This is a switch from the previous two years when there were slightly higher levels among the non fluent Welsh speakers.

Attendance to contemporary dance events by Welsh language (% attending once a year or more)



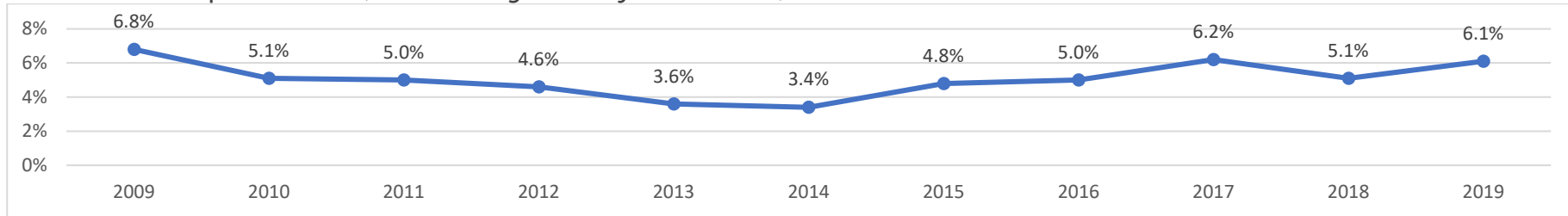
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Opera

Attendance levels to opera have remained fairly steady over the last 5 years fluctuating between 5% and 6% of adults attending once a year or more. In 2019 levels of attendance were at 6.1%

Attendance to opera events (% attending once a year or more)



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Opera by Gender

As with previous years there were slightly higher levels of attendance among women in 2019, 6.9% compared to men, 5.3%.

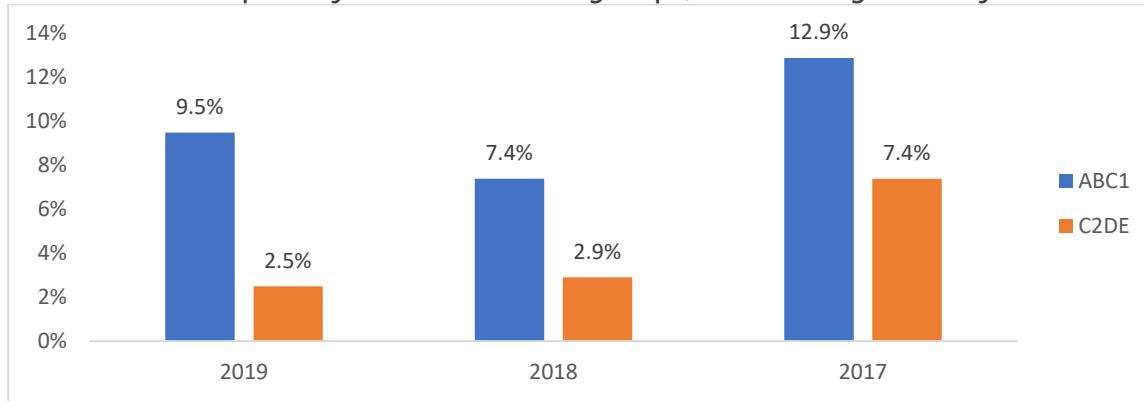
Table 21: Attendance to opera by gender (% attending once a year or more)

	2019	2018	2017
Male	5.3%	4.6%	5.3%
Female	6.9%	5.5%	7.0%

Attendance to Opera by Social Grade

In the three year period 2017 to 2019 there were higher proportions of those in the higher socio economic groups attending opera in 2019, 9.5% of those in ABC1 group attended compared to 2.5% of those in the C2DE group.

Attendance to opera by socio economic group (% attending once a year or more)



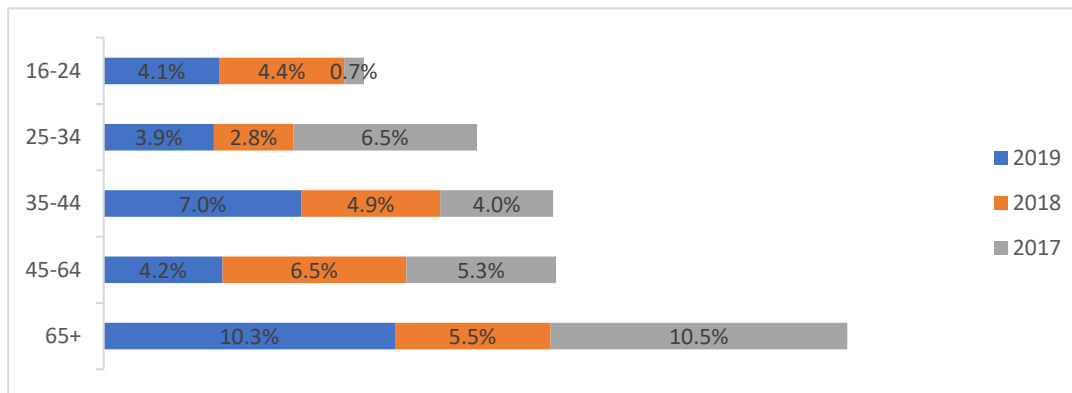
Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Opera by Age

Attendance to opera increased with age during 2019, with 3.9% of those aged 25-34 and 4.1% of those aged 16-24 attending at least once a year or more growing to 7.3% of those aged 35-44 and 10.3% of those aged 65+.

Attendance to opera by age (% attending once a year or more)

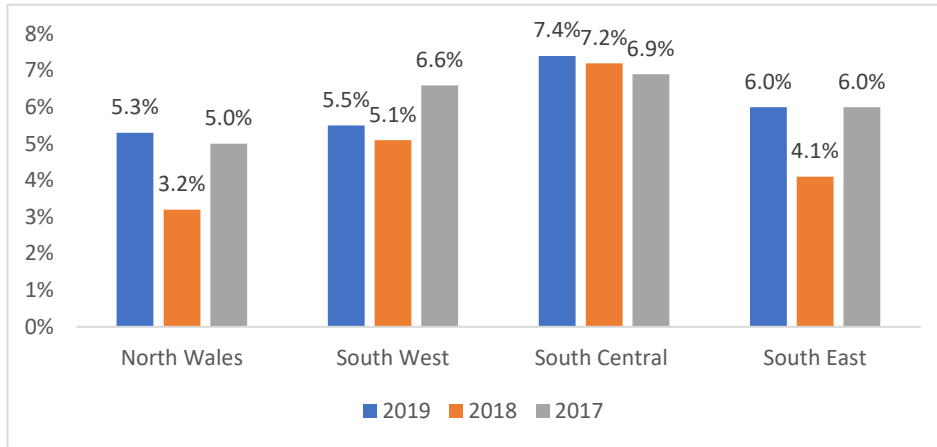


Base: All Adults (2017:1,021, 2018&2019:1,002)

Source: Wales Omnibus survey 2017-2019

Attendance to Opera by Region

Attendance to opera by region (% attending once a year or more)



The spread of attendance to opera across the regions was fairly even in 2019 with higher levels of attendance in the South Central region, 7.4%, followed by the South East region, 6.0% and 5% in both the North and South West regions. Across all three years the highest levels were found in the South Central region.

Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

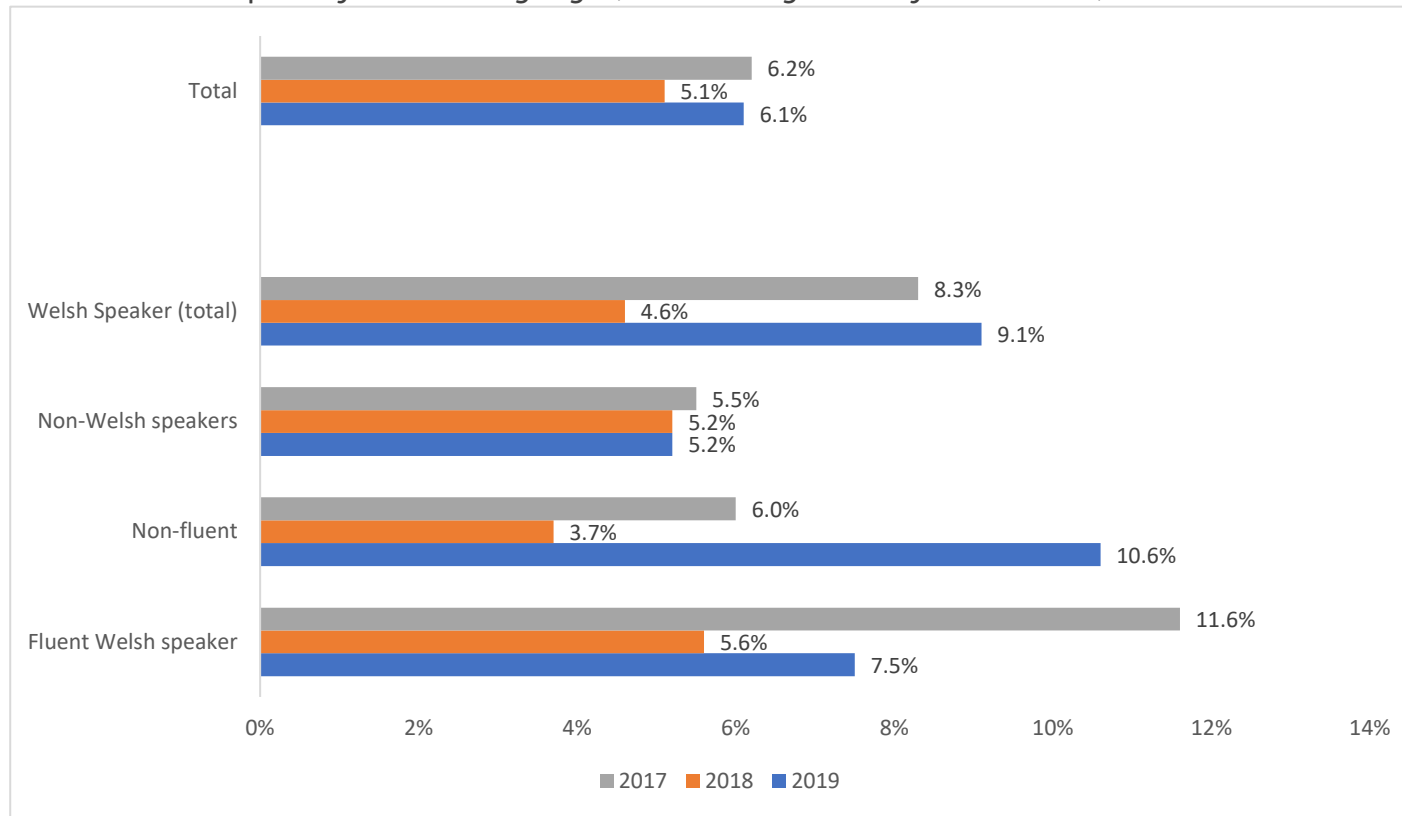
Attendance to Opera by Welsh Language

Higher levels of those who spoke Welsh in 2019 attended opera, 9.1% in 2019 compared to non Welsh speakers, 5.2%.

Further breakdown of Welsh Language

There was a higher frequency among those who were not fluent in Welsh to attend opera in 2019, 10.6% compared to fluent speakers, 7.5%. This is a switch from the previous two years when more frequent attendance was among the fluent Welsh speakers.

Attendance to Opera by Welsh Language (% attending once a year or more)

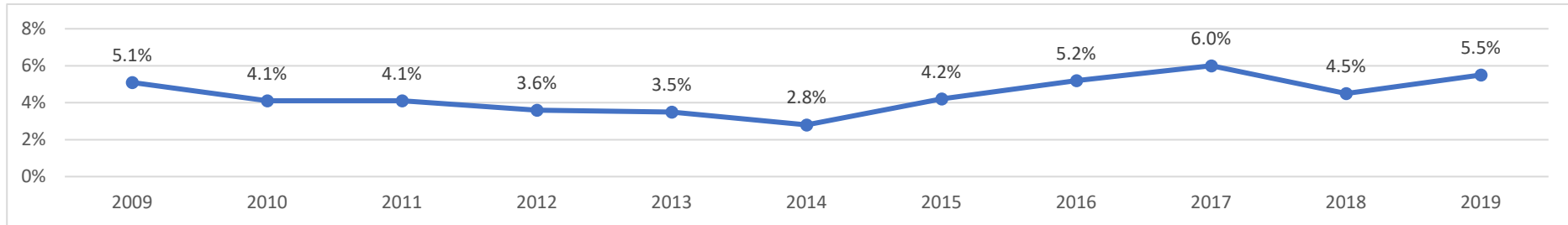


Base: All adults (2017:1,021, 2018&2019:1,002) Source Wales Omnibus Survey 2017-2019

Attendance to Ballet

After attendance levels to ballet reaching 6% in 2017, there was a decrease to 4.5% in 2018 and 2019 saw a slight increase back up to 5.5%.

Attendance to Ballet (% attending once a year or more)



Base: All Adults (at least 1,000 per wave)

Source: Wales Omnibus survey 2009-2019

Attendance to Ballet by Gender

More women, 7.5%, than men, 3.4%, attended ballet in 2019 and this pattern extends across the three years from 2017.

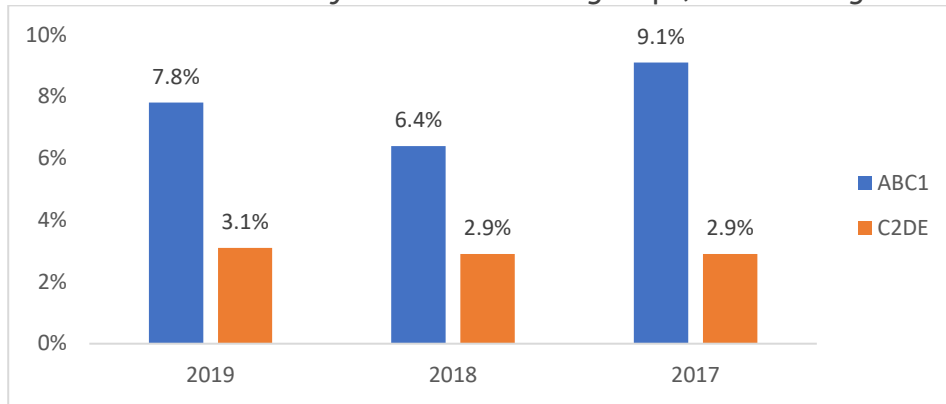
Table 22: Attendance to Ballet by gender (% attending once a year or more)

	2019	2018	2017
Male	3.4%	1.5%	3.6%
Female	7.5%	7.4%	8.2%

Attendance to Ballet by Social Grade

There have been higher levels of attendance to ballet by those in the higher socio economic groups over the three year period. In 2019, 7.8% of those in the ABC1 group attended compared to 3.1% of those in the C2DE group.

Attendance to ballet by socio economic group (% attending once a year or more)

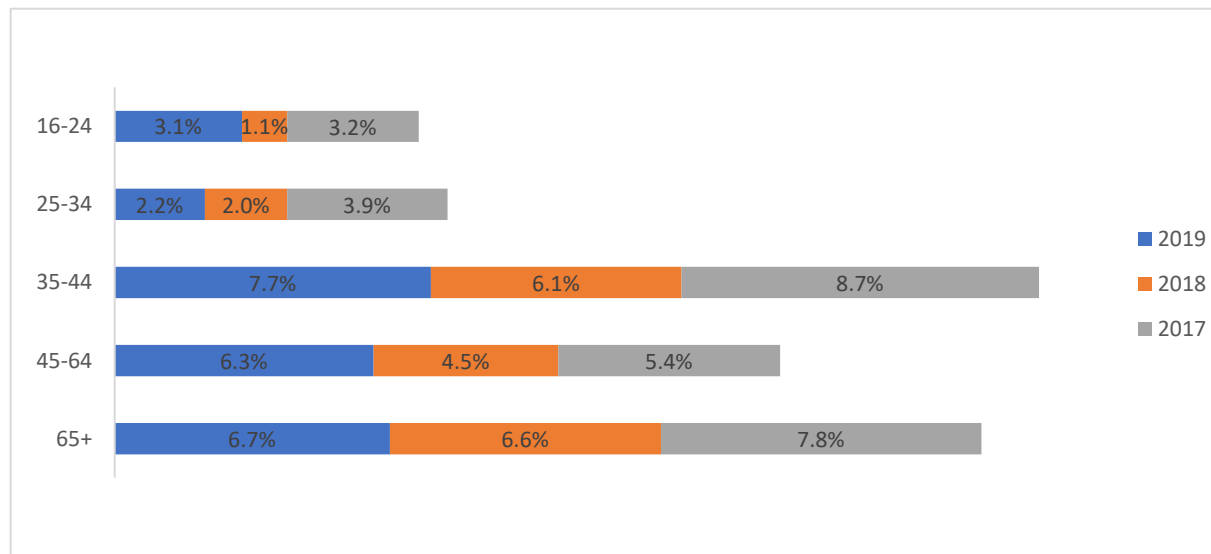


Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Ballet by Age

Attendance to ballet by age (% attending once a year or more)



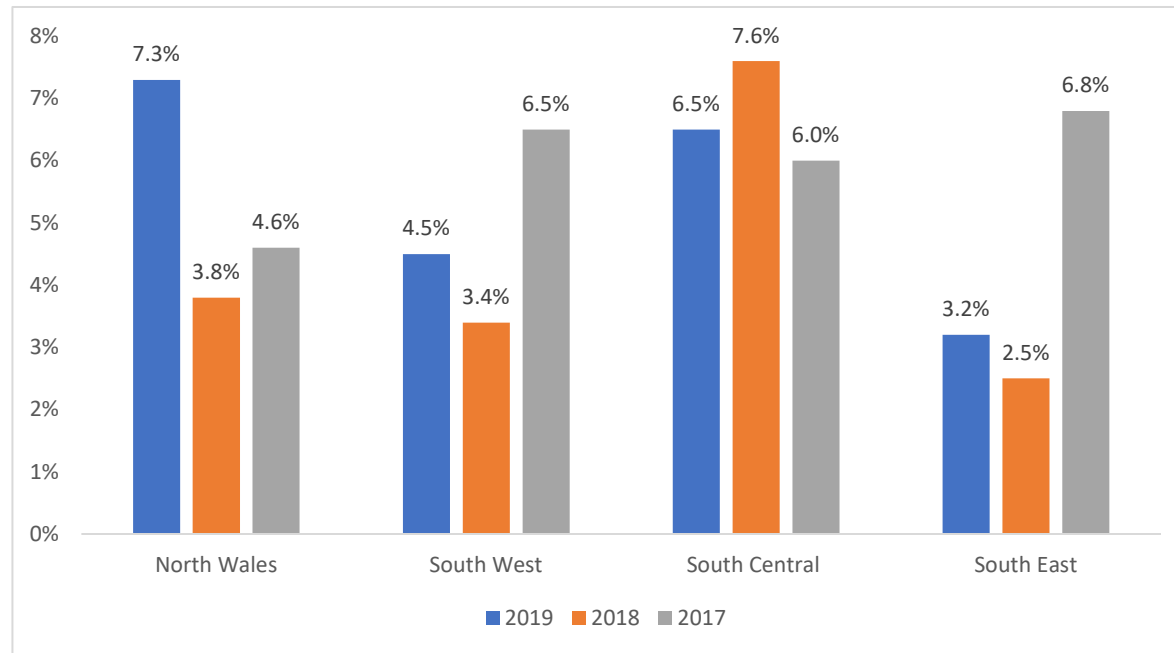
The middle age groups tended to have higher levels of attendance to ballet in 2019, 7.7% of 35-44 year olds attended at least once a year or more compared to 2.2% of 25-34 year olds in 2019.

Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Attendance to Ballet by Region

Attendance to Ballet by region (% attending once a year or more)



In 2019 the North Wales region had the highest levels of attendance at 7.3% and the South East region the lowest at 3.2%. In the previous year it was the South Central region with the highest levels, 7.6% and the South East region with the lowest, 2.5%.

Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

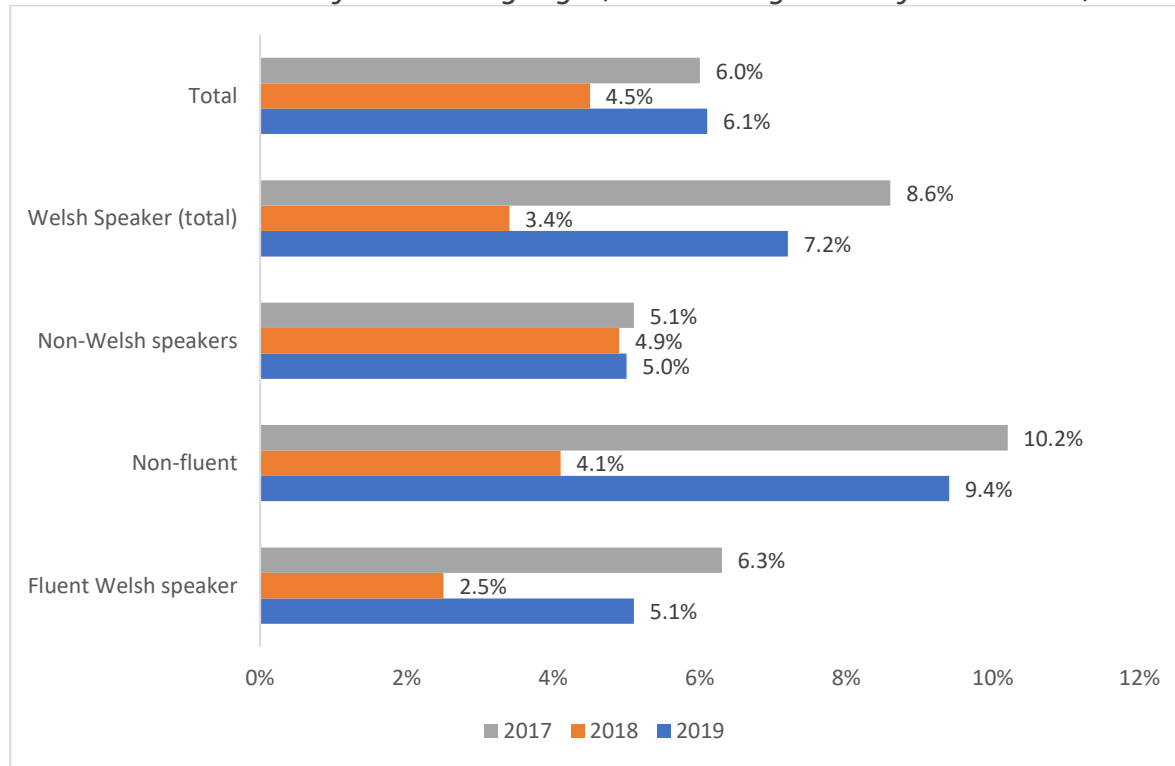
Attendance to Ballet by Welsh Language

A higher proportion of those who can speak Welsh attended ballet in 2019, 7.2% compared to 5.0% of non Welsh speakers. In the previous year there was a more even split between the two groups, 3.4% of Welsh speakers compared to 4.9% of non Welsh speakers.

Further breakdown of Welsh Language

Of those who could speak Welsh in 2019, it was the non fluent Welsh speakers that had the higher levels of attendance, 9.4% compared to 5.1% of fluent Welsh speakers.

Attendance to ballet by Welsh language (% attending once a year or more)



Base: All adults (2017:1,021, 2018&2019:1,002)

Source Wales Omnibus Survey 2017-2019

Appendix 1 - 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 Senior Civil Servant, Doctor, Judge, Barrister, Executive Accountant	} Director, ABC1s – professional, qualified and non-manual occupations
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 Bank Clerk, Sales Person, Student	
C2	“Skilled Working Class” - Skilled manual workers e.g. Electrician, Carpenter, Fire Fighter, Foreman	} C2DEs – skilled, semi-skilled and unskilled manual workers and non-working people
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 pensions. Casual labourers	

Appendix 2 – 2019 Survey Questionnaire

SHOW CARD

Q1 About how often these days do you go to, or do, each of the things I will now read out?

Please use the card to help you answer.

READ OUT

..... Go to a Cinema to see a film?

Once a week or more often

2 \ 3 times a month

Once a month

Once every 2 \ 3 months

2 \ 3 times a year

Once a year

Less often

Never

DK

Repeat for :

Musicals (not 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

Arts Festivals, e.g. music, drama, literature, etc

SHOW CARD A AGAIN

Q2 About how often these days, if at all, do you take part yourself in your leisure time in any of the activities I am going to read out?

By 'take part' I mean in the home, in classes, rehearsals, shows or in workshops, other than as part of your job or full time education.

READ OUT

...Music of any kind including playing an instrument, singing, helping out in a choir, operatic society, brass band, orchestra, folk, rock or jazz group.

Once a week or more often

2 \ 3 times a month

Once a month

Once every 2 \ 3 months

2 \ 3 times a year

Once a year

Less often

Never

DK

Repeat for:

Drama or theatrical activity

Dance activity of any kind

Film and video making or photography other than family, holiday or party snaps.

VISUAL ARTS AND CRAFTS, for example painting, sketching, computer graphics, pottery, wood-turning, jewellery making, weaving, textiles, knitting or sewing.

CREATIVE WRITING, for example poetry or stories.

DIGITAL ARTS: creating and making arts using digital technology e.g. uploading, creating or remixing arts related content (e.g. on YouTube, Flickr, etc.)