



Adult Omnibus Survey 2019

Participation by Artform



Cyngor Celfyddydau Cymru  
Arts Council of Wales



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Cover: Wales Millennium Centre's Community Banquet (image: Dan Green)

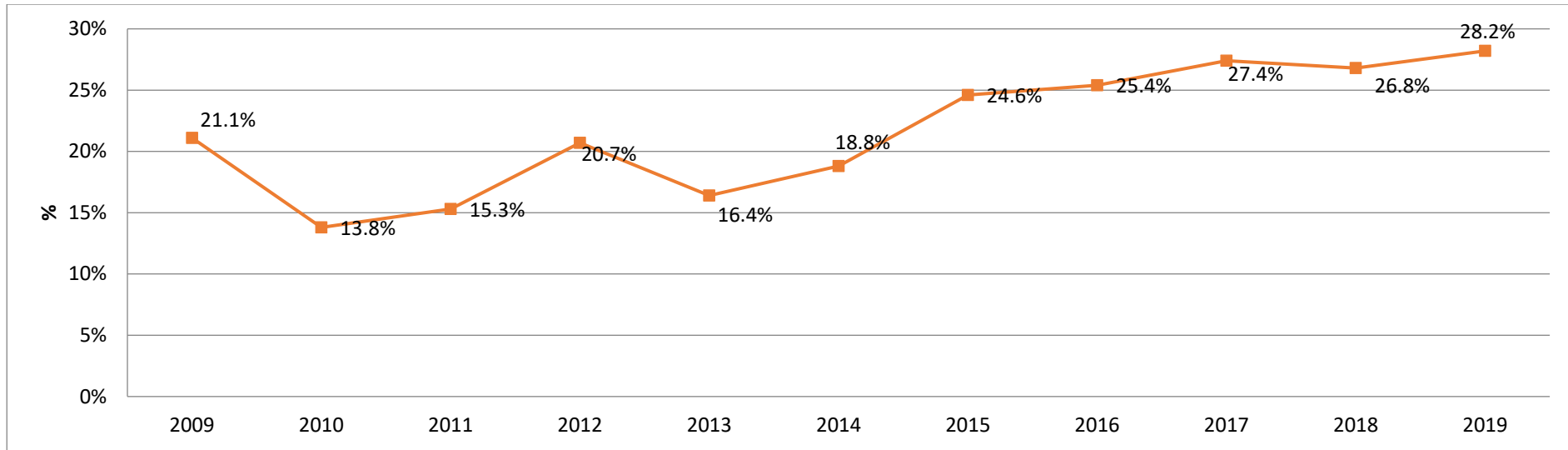
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## Participation in Visual Arts and Crafts

As well as being the most frequently participated activity in 2019, participation in visual arts and crafts has continued to increase, and since 2014 has increased by 10 percentage points from 18.8% to 28.2% in 2019.

### Participation in Visual Arts & Crafts (% participating once a year or more)



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

Source: Wales Omnibus survey 2009-2019

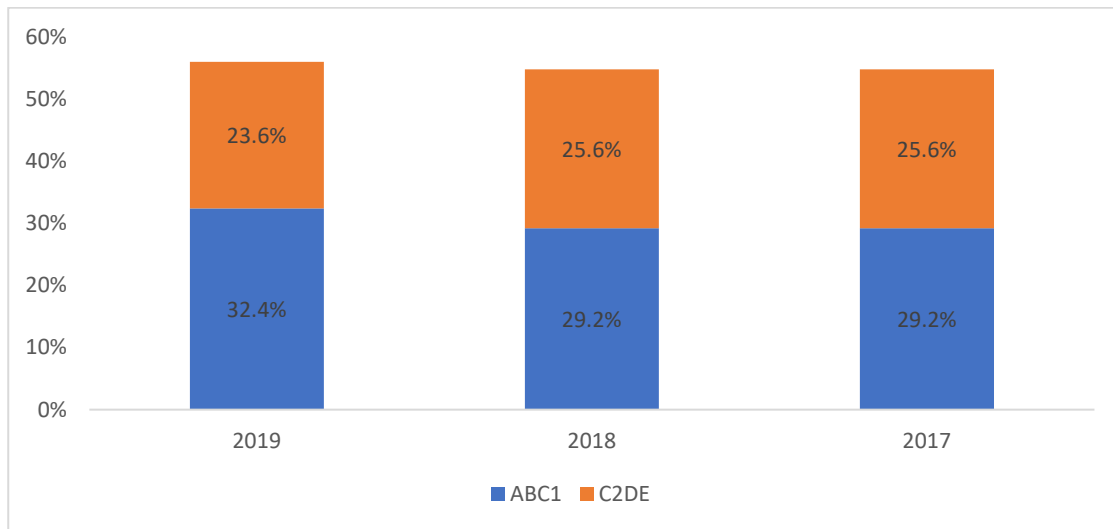
## Participation in Visual Arts by Gender

There was a 16.3 percentage point difference in levels of participation between men and women in 2019 in visual arts and crafts activities, with higher levels consistently among women over the three years. 36.1% of women took part in visual arts and crafts at least once a year compared to 19.8% of men.

## Participation in Visual Arts and Crafts by Social Grade

Over the three-year period levels among both groups have remained stable with higher levels of activity among the higher socio economic groups in all three years. Around 30% of the ABC1 group took part each year between 2017 and 2019 compared to a quarter of those in the C2DE group.

Participation in visual arts and crafts by social grade (% taking part once a year or more)



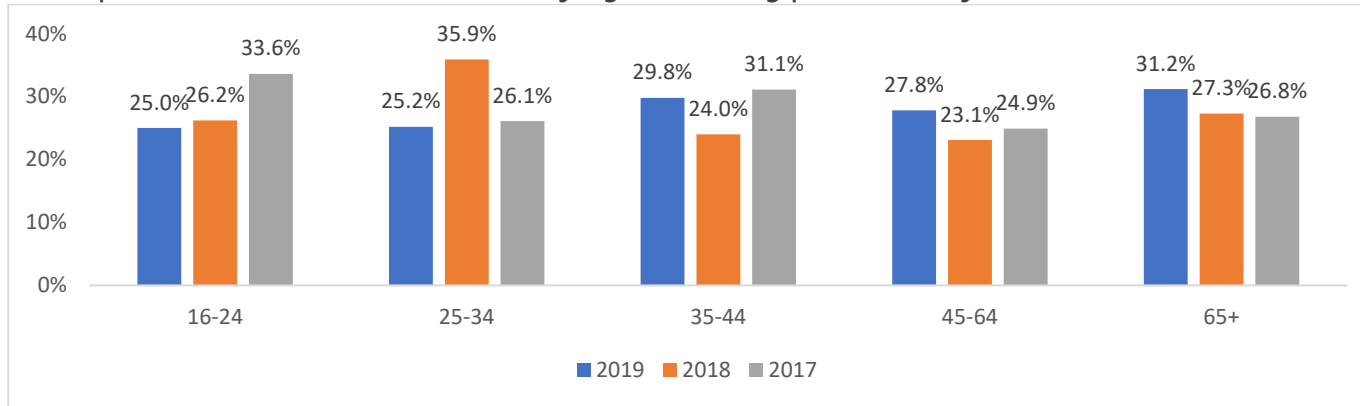
Base: All adults (2017:1,021, 2018&2019:1,002 )

Source Wales Omnibus Survey 2017-2019

## Participation in Visual Arts and Crafts by Age

In 2019 participation in visual arts and crafts increased with people's age. While a quarter of those in the 16-24 and 25-34 year age group took part once a year or more, this increased to 29.8% for the 35-44 year olds and 31.2% for the 65+. In the previous two years there was more of a fluctuation between age groups.

### Participation in visual arts and crafts by age (% taking part once a year or more)



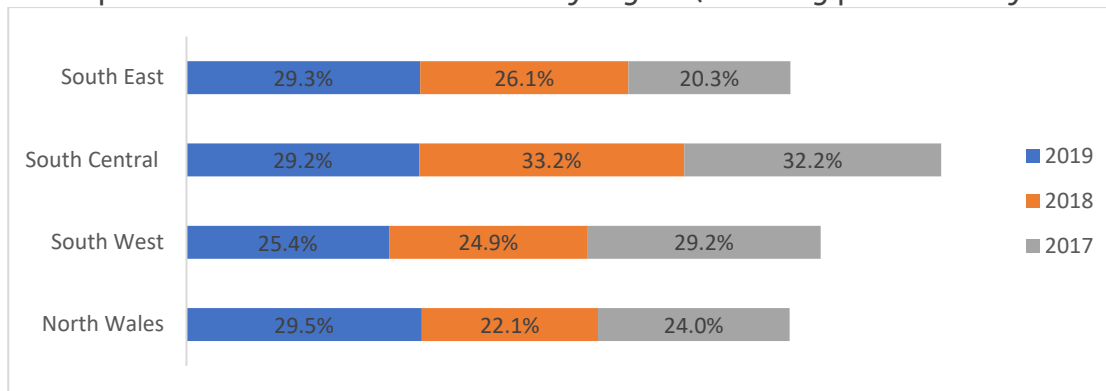
Base: All adults (2017:1,021, 2018&2019:1,002 )

Source Wales Omnibus Survey 2017-2019

### Participation in Visual Arts and Crafts by Region

Levels of participation in visual arts and crafts activities in 2019 were fairly evenly spread across Wales, with highest levels of activities among the North Wales region, 29.5%, the South East region 29.3%, and the South Central region, 29.2%. A quarter of visual arts and crafts activities took place in the South West region, 25.4%. This is a different pattern to the previous two years when there was more disparity between regions.

### Participation in Visual Arts and Crafts by region (% taking part once a year or more)



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

Source Wales Omnibus Survey 2017-2019

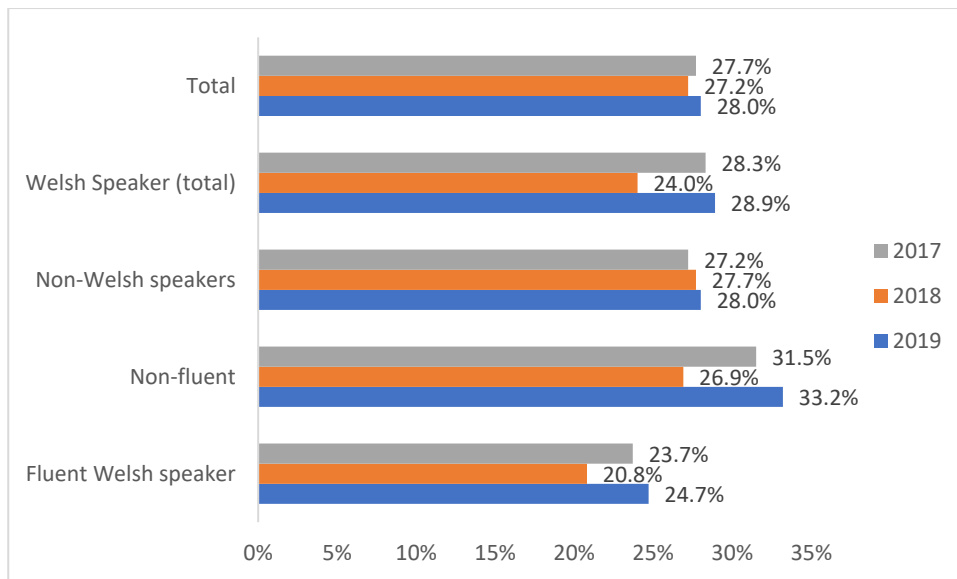
## Participation in Visual Arts and Crafts by Welsh Language

There was little difference in participation in visual arts and crafts by those who did or did not speak Welsh in 2019, with 28.9% of Welsh speakers taking part at least once a year compared to 28.0% of non Welsh speakers.

### Further Breakdown of Welsh Language

Focusing on those who spoke Welsh in more detail, there was a higher proportion of those who were Welsh speakers but were not fluent taking part in visual arts and crafts, 33.2%, compared to those who were fluent in Welsh, 24.7% in 2019, a difference of 8.5 percentage points.

#### Participation in visual arts and crafts by Welsh Language ability (% taking part once a year or more)



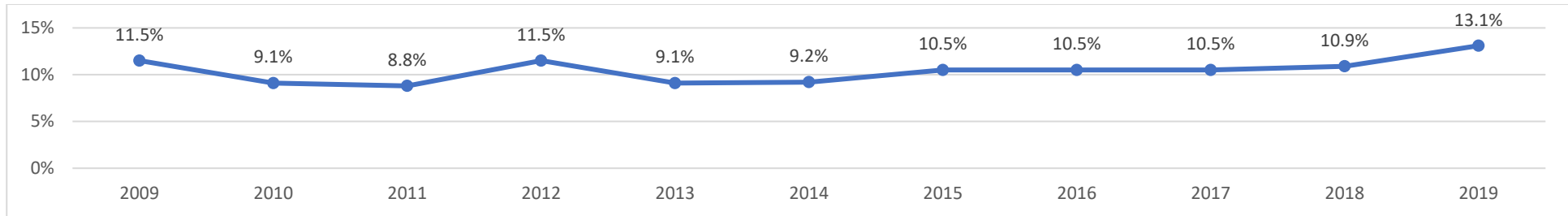
Base: All adults (2017:1,021, 2018&2019:1,002 )

Source Wales Omnibus Survey 2017-2019

## Participation in Digital Arts

Levels of participation in digital arts were the highest they have been over the ten-year period, in 2019 with 13.1% taking part in digital arts at least once a year compared to 11.5% in 2009.

### Participation in Digital Activities (% taking part once a year or more)



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

Source: Wales Omnibus survey 2009-2019

## Participation in Digital Arts by Gender

Over the three-year period there has been slightly higher levels of attendance among men than women, while the gap between the two has remained relatively stable. In 2019 14.8% of men took part in digital arts once a year or more compared to 11.6% of women, a gap of 3.2 percentage points. In 2018 the gap between the two was 3 percentage points and in 2017 it was 4 percentage points.

Table 1: Participation in digital arts by gender (% taking part once a year or more)

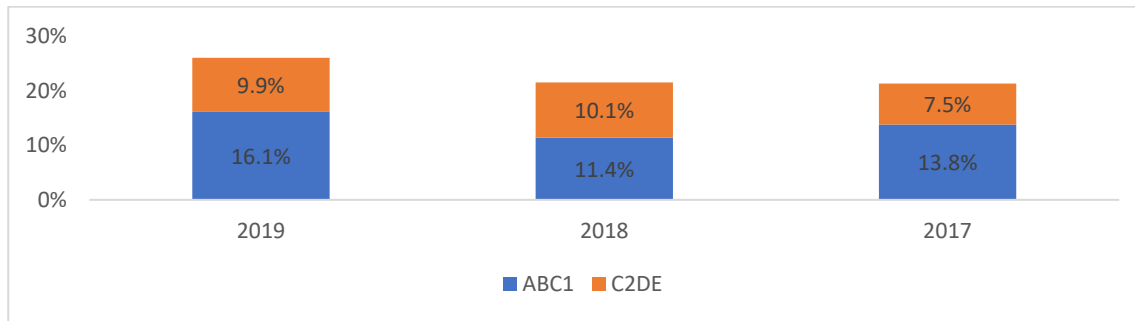
	2019	2018	2017
Male	14.8%	12.4%	12.6%
Female	11.6%	9.4%	8.6%



## Participation in Digital Arts by Social Grade

Higher levels of those in the higher ABC1 socio economic groups took part in digital arts in all three years with 16.1% doing so in 2019 compared to 9.9% of those in the C2DE group, the gap between the two groups was 6.2 percentage points. The gap between the two groups increased from the previous year when it was 1.3 percentage points.

### Participation in Digital Arts by Socio Economic Group (% taking part once a year or more)



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

Source Wales Omnibus Survey 2017-2019

## Participation in Digital Arts by Age

The highest proportion of participation in digital arts in 2019 was among the 25-34 year olds where almost a quarter (24%) took part at least once a year, an increase from 16% in the previous two years. Lowest levels were among the oldest age group of 65+ with 3.6% taking part in this group, this age group had the lowest levels across all three years. There has been a small year on year increase of 2.3 percentage points among the 45-64 year old age group.

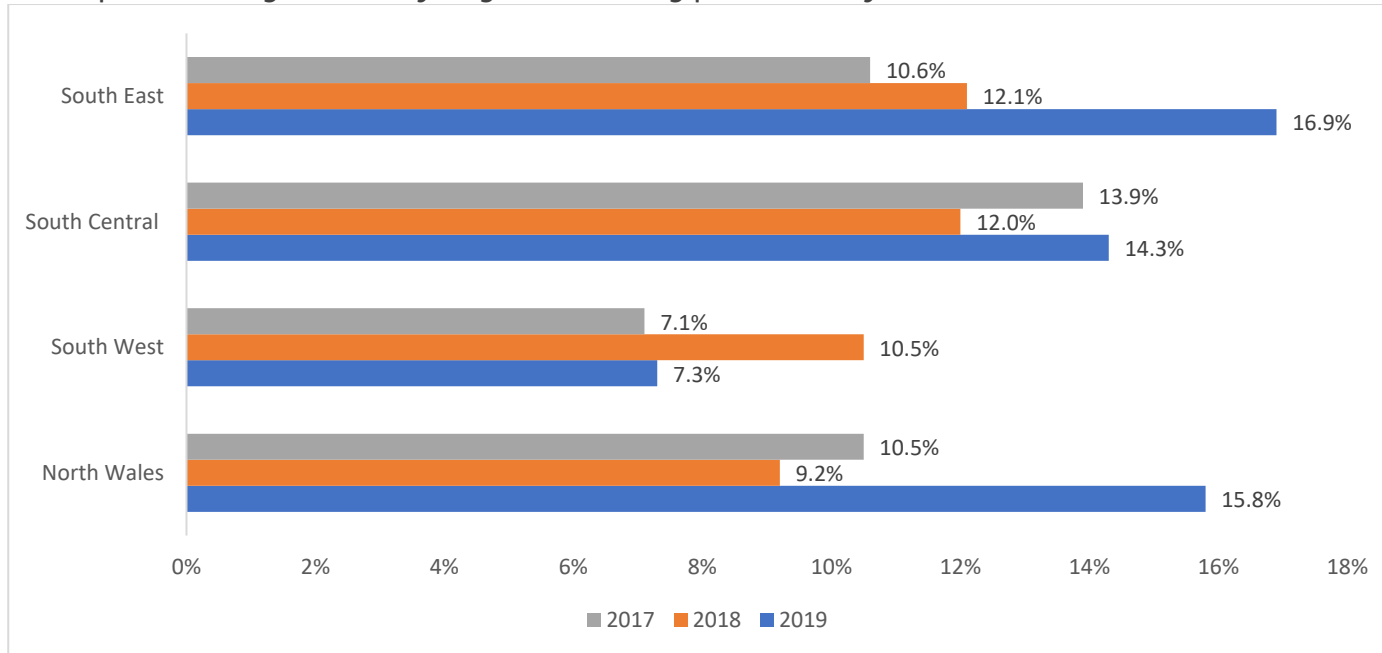
Table 2: Participation in digital arts by age (% taking part once a year or more)

Age:	2019	2018	2017
16-24	19.7%	21.2%	21.9%
25-34	24.0%	16.2%	16.2%
35-44	17.5%	13.2%	14.7%
45-64	10.7%	8.4%	6.1%
65+	3.6%	4.2%	5.0%

## Participation in Digital Arts by Region

Highest levels of participation in digital arts were found in the South East region, 16.9%, though the North Wales region was not far behind with, 15.8% in 2019. Lowest levels of participation were in the South West region at 7.3%.

### Participation in Digital Arts by Region (% taking part once a year or more)



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

Source Wales Omnibus Survey 2017-2019

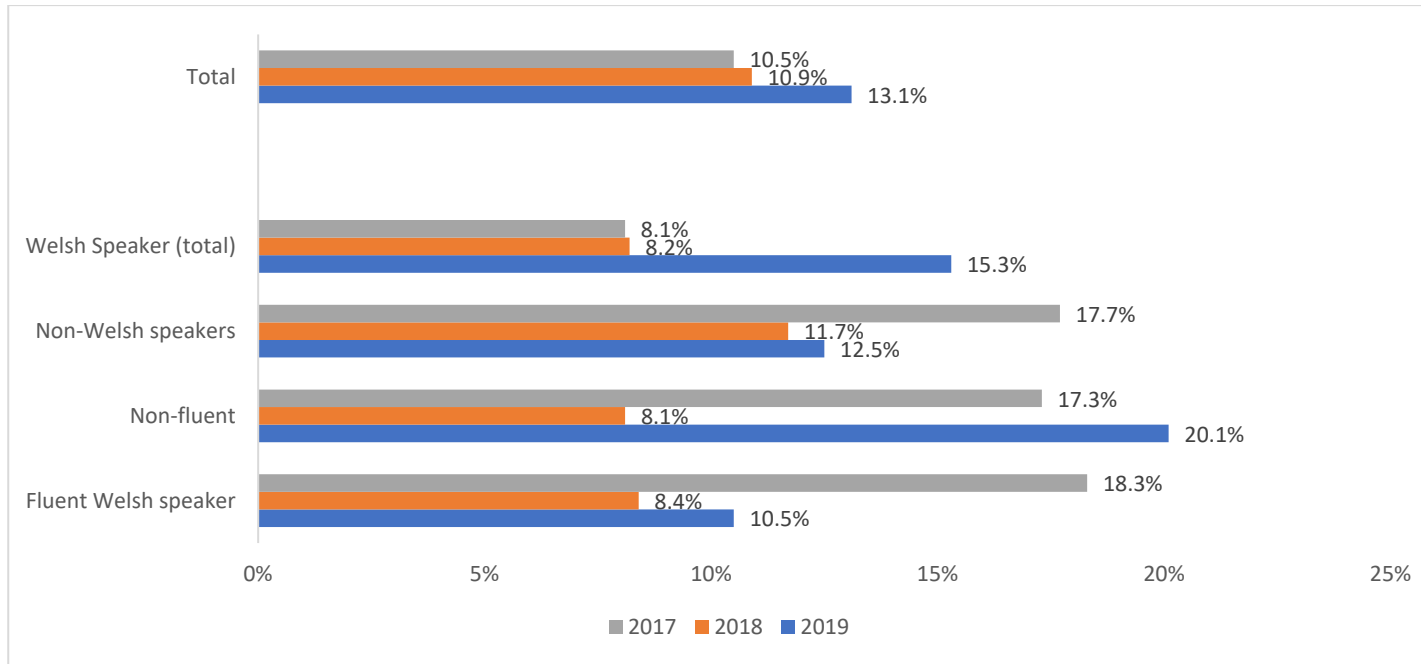
## Participation in Digital Arts by Welsh Language

There was a small difference in levels of participation among those who could and could not speak Welsh in 2019, 15.3% of Welsh speakers took part in this activity at least once a year compared to 12.5% of those who spoke no Welsh. This is the reverse of the previous two years where higher levels of participation were among the non Welsh speakers.

## Further breakdown of Welsh Language

Of those who spoke Welsh, double the proportion who were not fluent took part in digital arts in 2019, 20.1%, compared to the fluent Welsh speakers, 10.5%. In the previous two years there was little difference between the two groups.

### Participation in Digital Arts by Welsh Language (% taking part once a year)



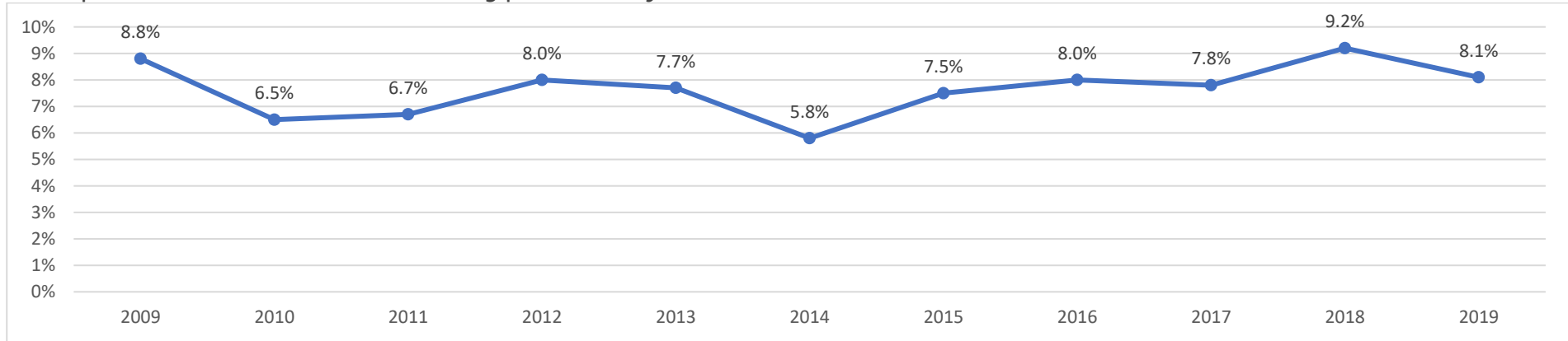
Base: All adults (2017:1,021, 2018&2019:1,002 )

Source Wales Omnibus Survey 2017-2019

## Participation in Dance

After a peak in activity levels in 2018 of 9.2% there has been a slight decrease in participation levels in dance to 8.1% in 2019.

Participation in Dance activities (% taking part once a year or more)



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

Source: Wales Omnibus survey 2009-2019

## Participation in Dance by Gender

Dance participation has been higher among women than men over the three years, in 2019, 1 in 10 women were taking part (10.6%). After a small increase in activity among men between 2017 and 2018 from 4.1% to 7.9%, there has been a decrease in 2019 to 5.5%.

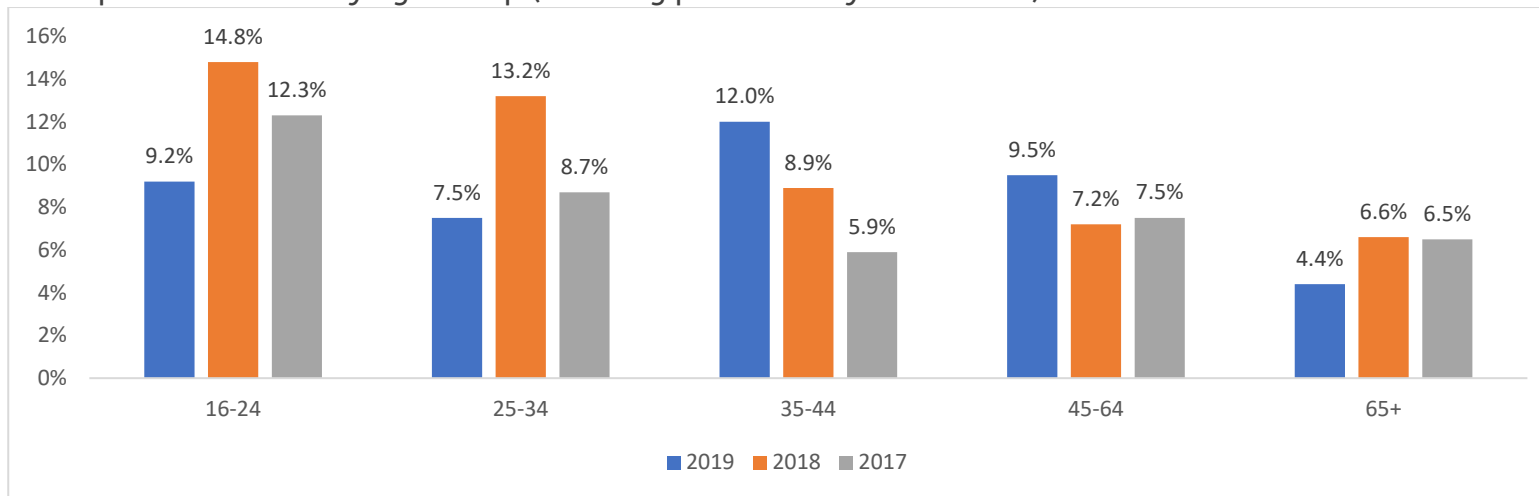
Table 3: Participation in Dance by gender (% taking part once a year or more)

	2019	2018	2017
Male	5.5%	7.9%	4.1%
Female	10.6%	10.5%	11.3%

## Participation in Dance by Age

The 35-44 year age group had the highest levels of participation in dance activities during 2019, 12%. This group has had a year on year increase from 2017 when 5.9% of adults were taking part at least once a year. There has been a decrease among the youngest age group of 16-24 year olds of 5.2 percentage points from 2018, from 14.8% to 9.2%. While the 25-34 year olds have decreased in 2019, with 7.5% taking part at least once a year, this follows an increase in 2018, when 13.2% took part. Lowest levels of activity continue to be among the 65+ age group, with 4.4% taking part in 2019.

### Participation in Dance by age Group (% taking part once a year or more)



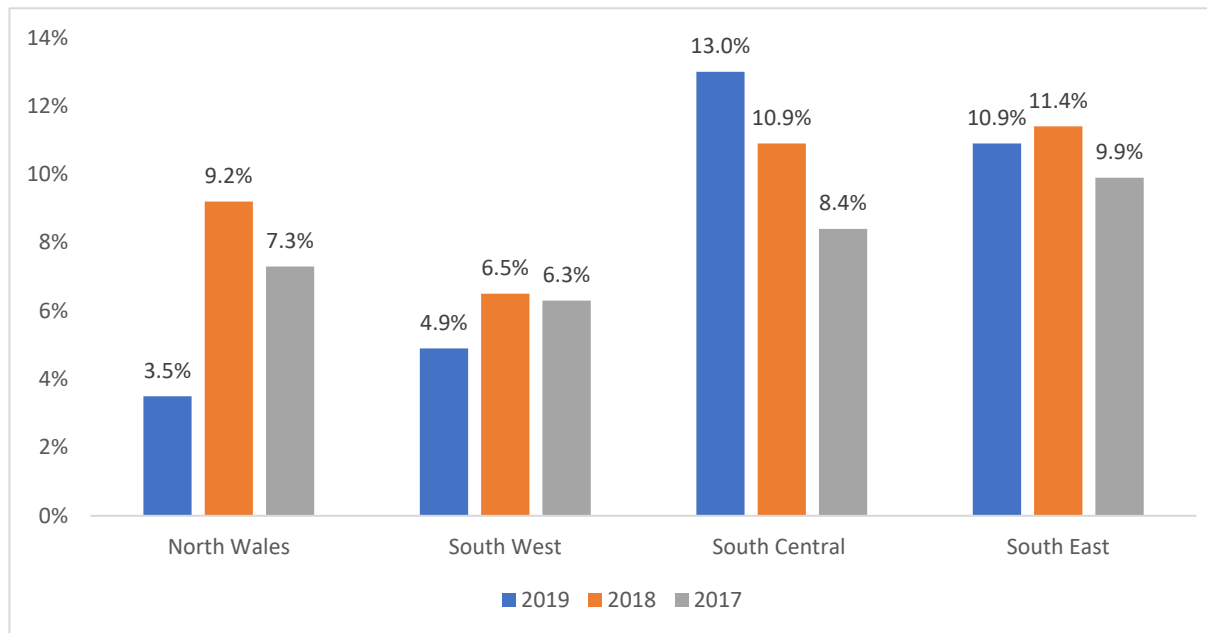
Base: All adults (2017:1,021, 2018&2019:1,002 )

Source Wales Omnibus Survey 2017-2019

## Participation in Dance by Region

Highest levels of participation in dance were in the South Central region, 13% took part from this region in 2019, which is a switch from the previous two years when highest levels were in the South East region. The North Wales and South West regions both had below average levels of participation in 2019, 3.5% and 4.9% respectively.

## Participation in Dance by Region (% taking part once a year or more)



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

Source Wales Omnibus Survey 2017-2019

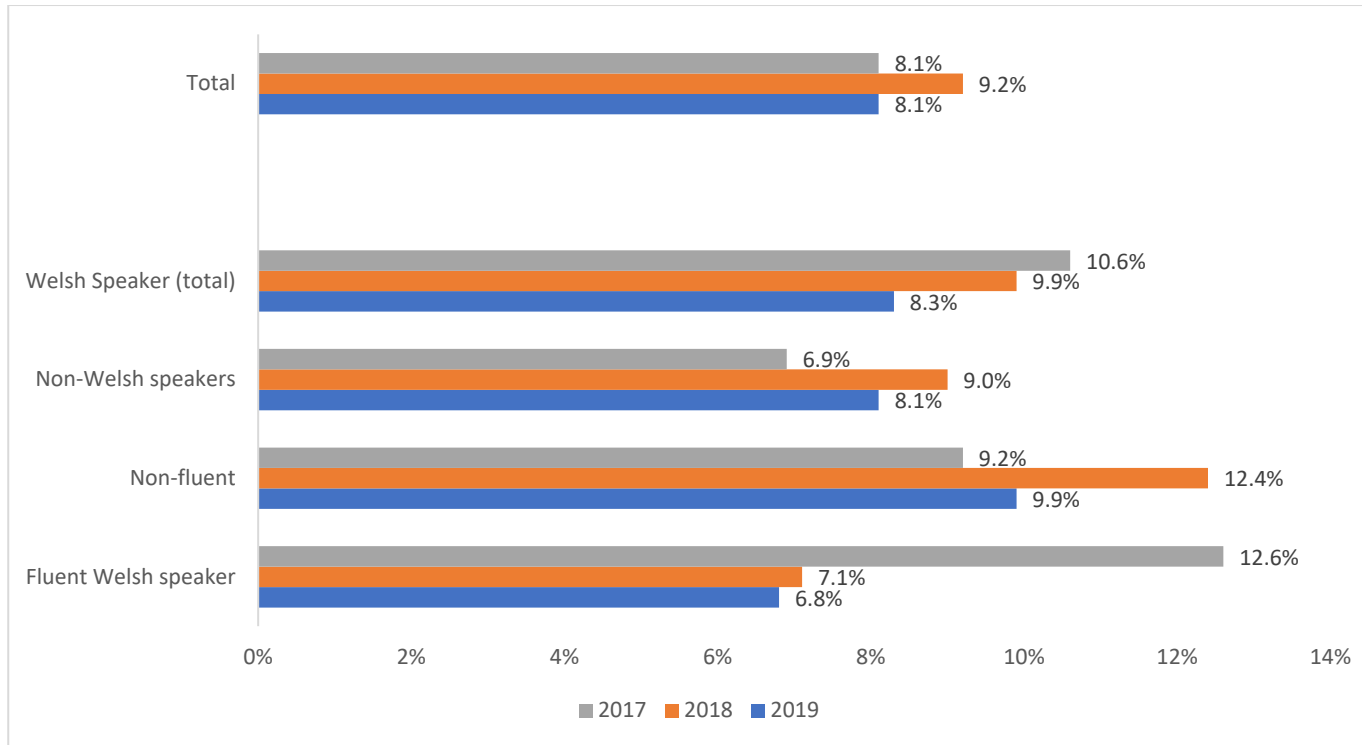
## Participation in Dance by Welsh Language

There is no difference in levels of participation in dance by Welsh language ability in 2019, as was the case for 2018. 8% of adults in both groups took part in dance activities during the year.

## Further breakdown of Welsh Language

Focusing on those who have some Welsh language ability there were slightly higher levels of participation in dance among fluent Welsh speakers compared to non fluent Welsh speakers, 9.9% compared to 6.8%

### Participation in Dance by Welsh language (% taking part once a year or more)



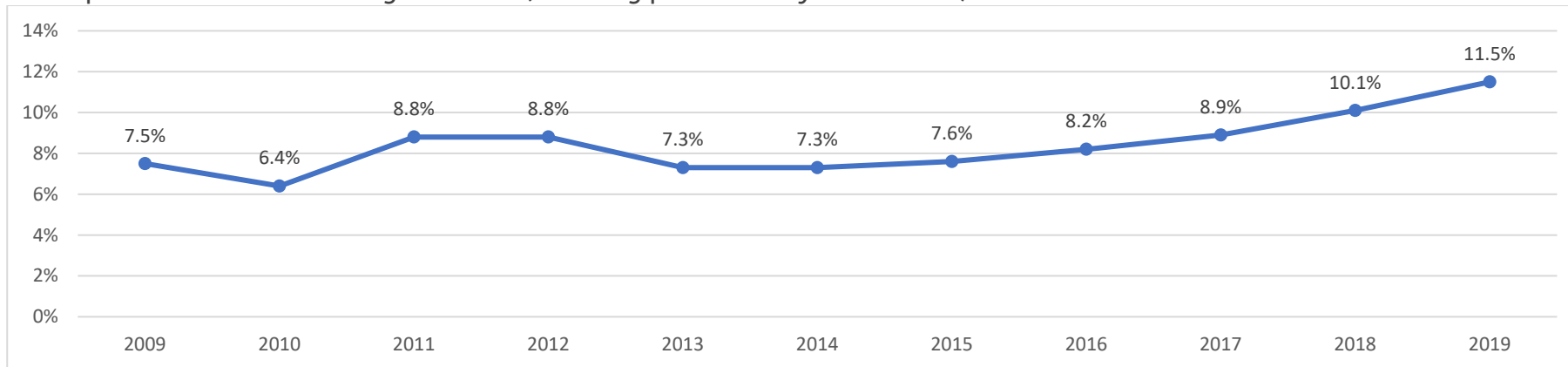
Base: All adults (2017:1,021, 2018&2019:1,002 )

Source Wales Omnibus Survey 2017-2019

## Participation in Creative Writing

Levels of participation in creative writing activities have steadily increased since 2013 when 7.3% took part once a year or more rising to 11.5% in 2019. This is the highest level of participation in this artform over the ten years.

Participation in creative writing activities (% taking part once a year or more)



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

Source: Wales Omnibus survey 2009-2019

## Participation in Creative Writing by Gender

There were a slightly higher proportion of women, 12.4%, taking part in creative writing during 2019 than men, 10.5%. Men's level of participation has not changed from the previous year.

Table 4: Participation in Creative writing by gender (% taking part once a year or more)

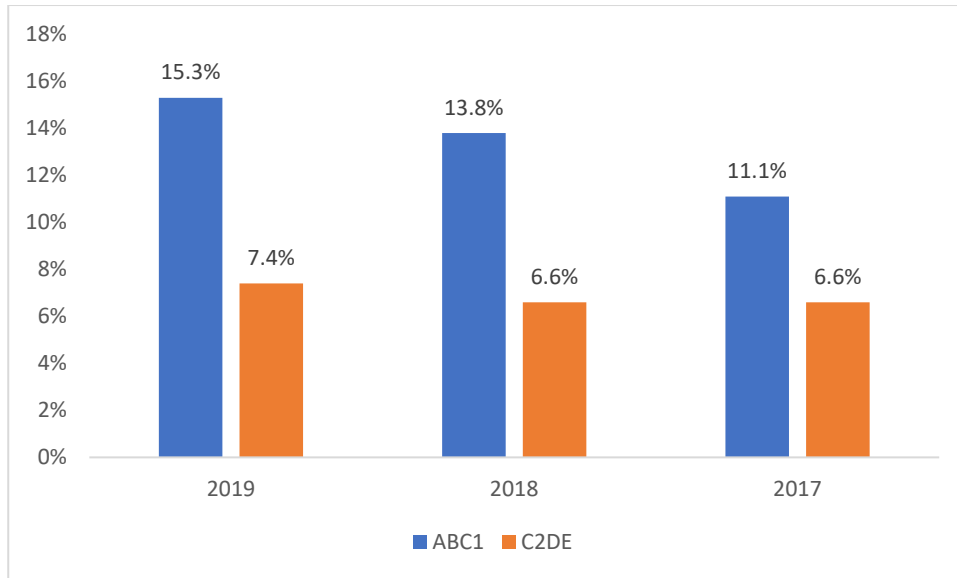
	2019	2018	2017
Male	10.5%	10.9%	7.7%
Female	12.4%	9.2%	10.1%



## Participation in Creative Writing by Social Grade

Just over double the proportion of those in the higher socio economic groups took part in creative writing in 2019, 15.3% of those in the ABC1 group compared to 7.4% of those in the C2DE group, a gap of 7.9 percentage points.

Participation in creative writing by socio economic group (% taking part once a year or more)



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

Source Wales Omnibus Survey 2017-2019

## Participation in Creative Writing by Age

Both the 16-24 and 35-44 age groups had the highest level of participation in creative writing, 15% of adults in both groups. Lowest levels were among the older age groups, both the 45-64 and 65+ age groups had 9% of adults taking part at least once during the year. Levels of participation among the 25-34 year olds increased by 6.5 percentage points between 2017 and 2018, 7.4% increasing to 13.9% and this increase has been maintained into 2019 when levels were at 13.8%.

### Participation in creative writing by age in 2019 (% taking part once a year or more)

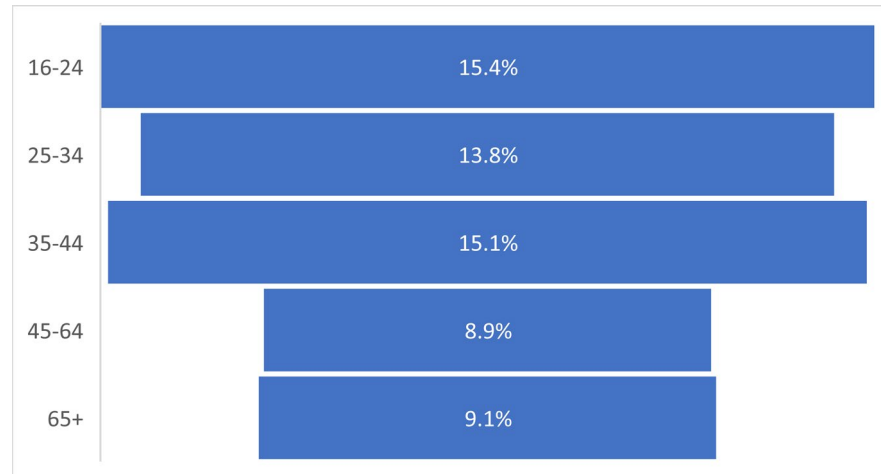


Table 5: Participation in creative writing by age (% taking part once a year or more)

	2019	2018	2017
16-24	15.4%	11.8%	18.0%
25-34	13.8%	13.9%	7.4%
35-44	15.1%	8.0%	12.7%
45-64	8.9%	9.2%	7.5%
65+	9.1%	8.9%	5.8%

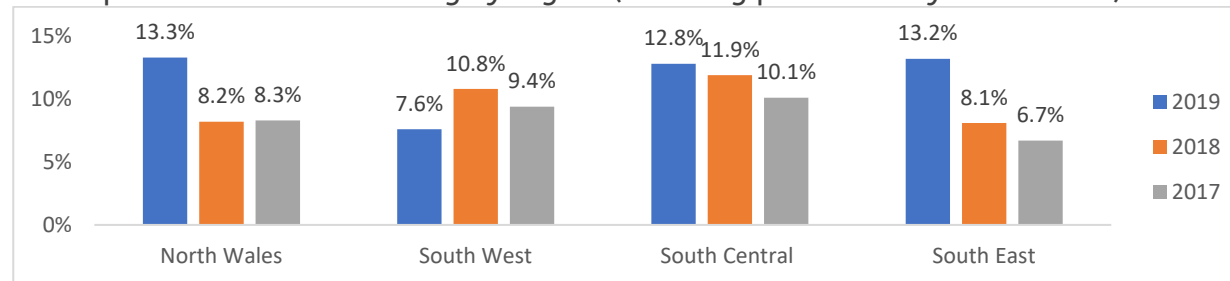
Base: All adults (2017:1,021, 2018&2019:1,002 )

Source Wales Omnibus Survey 2017-2019

### Participation in Creative Writing by Region

Both the North Wales and South East regions had the highest levels of participation in creative writing in 2019, with 13% of adults taking part in both. This is a switch from the previous year when highest levels of activity were in the South Central region. Lowest levels of participation in 2019 were in the South West region at 7.6%, this is a change from the previous two years when lowest levels were in the South East region.

### Participation in creative writing by region (% taking part once a year or more)



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

Source Wales Omnibus Survey 2017-2019

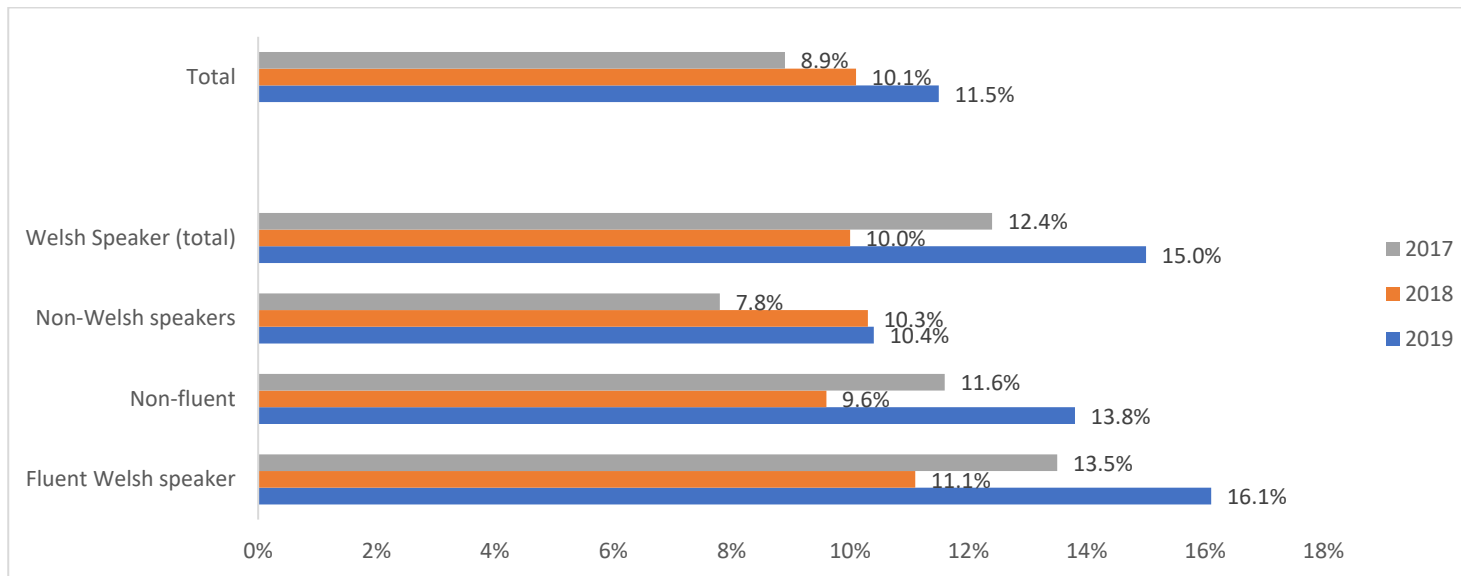
## Participation in Creative Writing by Welsh Language

Welsh speakers had higher levels of participation in creative writing in 2019 with 15% taking part at least once a year compared to 10.4% of non Welsh speakers. In the previous year there was no difference in participation levels between the two groups with 1 in 10 taking part whether they were Welsh speakers or non Welsh speakers.

## Further breakdown of Welsh Language

Those who were fluent in Welsh had a higher frequency of participation in creative writing, 16.1% than those who did not speak Welsh, 13.8% in 2019. In the previous two years there were also slightly higher levels of participation among the fluent Welsh speakers.

### Participation in Creative writing by Welsh language (% participating once a year or more)



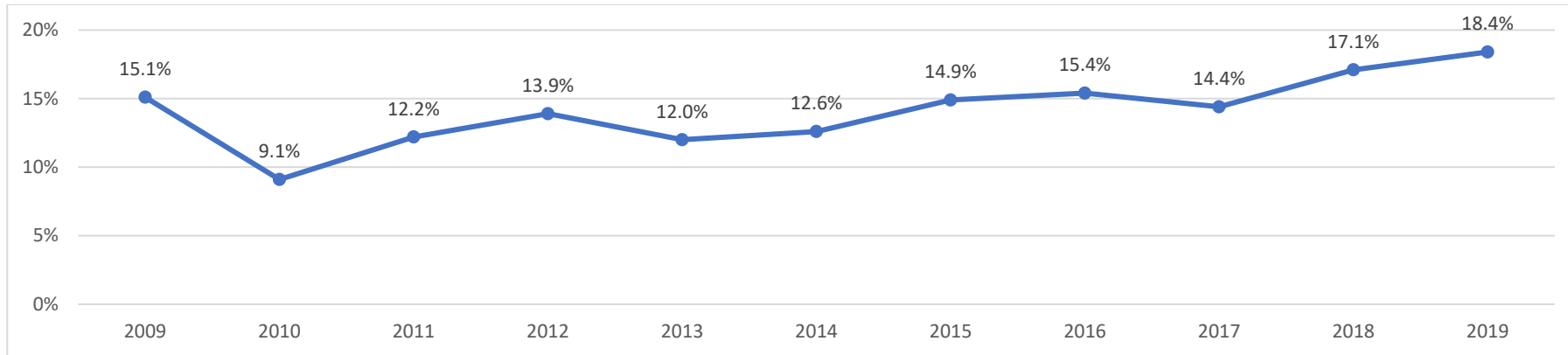
Base: All adults (2017:1,021, 2018&2019:1,002 )

Source Wales Omnibus Survey 2017-2019

## Participation in Music

Levels of participation in musical activities were the highest they had been over the last ten years in 2019, with 18.4% of adults taking part at least once a year. This is double the proportion taking part in 2010 when 9.1% did so once a year or more.

### Participation in music activities (% taking part once a year or more)



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

Source: Wales Omnibus survey 2009-2019

## Participation in Music by Gender

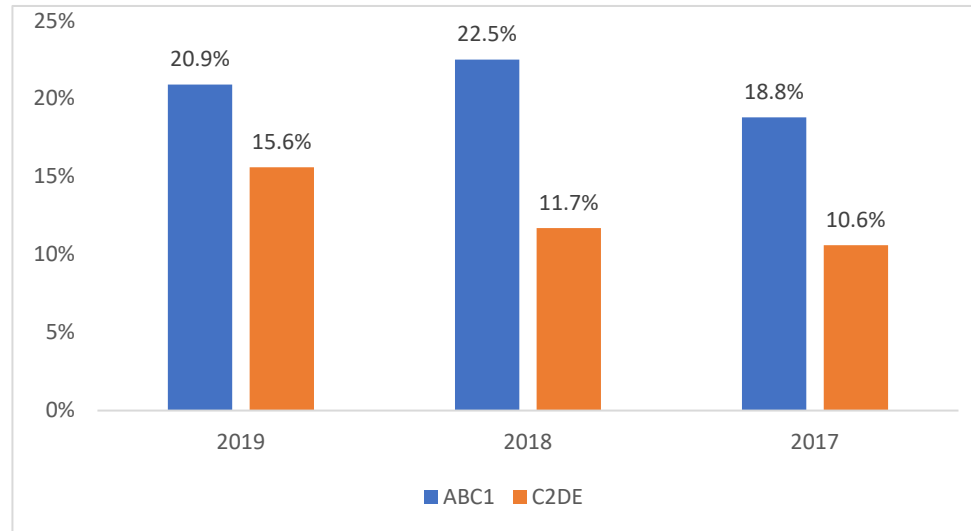
More men, than women took part in music in 2019, with one fifth, 20.5%, doing so once a year or more in both 2019 and 2018. This compares to 16.3% of women in 2019 and 14.2% in 2018. In 2017 there was no difference in participation levels between men and women with 14% doing so in both years.

Table 6: Participation in music by gender (% taking part once a year or more)

	2019	2018	2017
Male	20.5%	20.1%	14.4%
Female	16.3%	14.2%	14.4%

## Participation in Music by Social Grade

Participation in music by Socio Economic group (% taking part once a year or more)



There were higher levels of participation among the higher socio economic groups across all three years, though the gap between the two did narrow between 2018 and 2019. In 2019 20.9% of those in the ABC1 group took part in music at least once a year or more which compares to 15.6% of those in the C2DE group, a gap of 5.3 percentage points. This compares to a gap of 10.8 percentage points in the previous year.

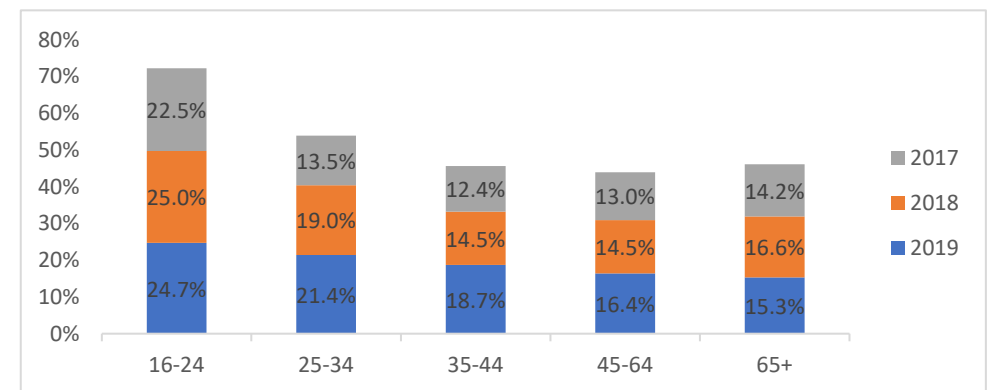
Base: All adults (2017:1,021, 2018&2019:1,002 )  
Source Wales Omnibus Survey 2017-2019

## Participation in Music by Age

A quarter, 24.7%, of participatory activity in music was among the youngest age group of 16-24 year olds in 2019. Levels of participation decreased the older people were with 15.3% of those aged 65+ taking part at least once a year.

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

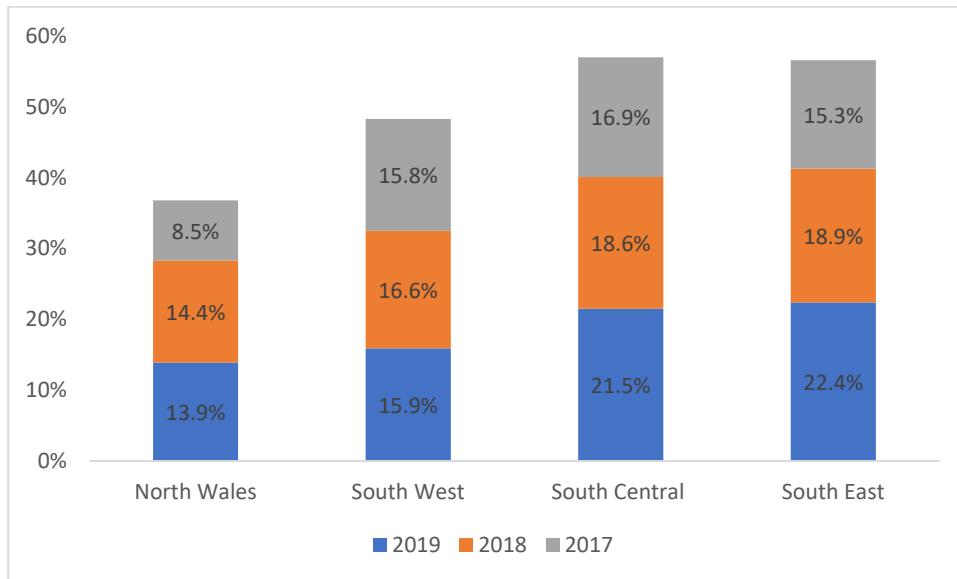
Participation in music by age (% taking part once a year or more)



## Participation in Music by Region

The South East region had the highest level of participatory activity in music by adults in 2019 as it did in 2018, with 22.4% taking part once a year or more. Lowest levels of participation were found in the North Wales region in all three years with 13.9% taking part in this area in 2019.

### Participation in Music by Region (% taking part once a year or more)



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

Source Wales Omnibus Survey 2017-2019

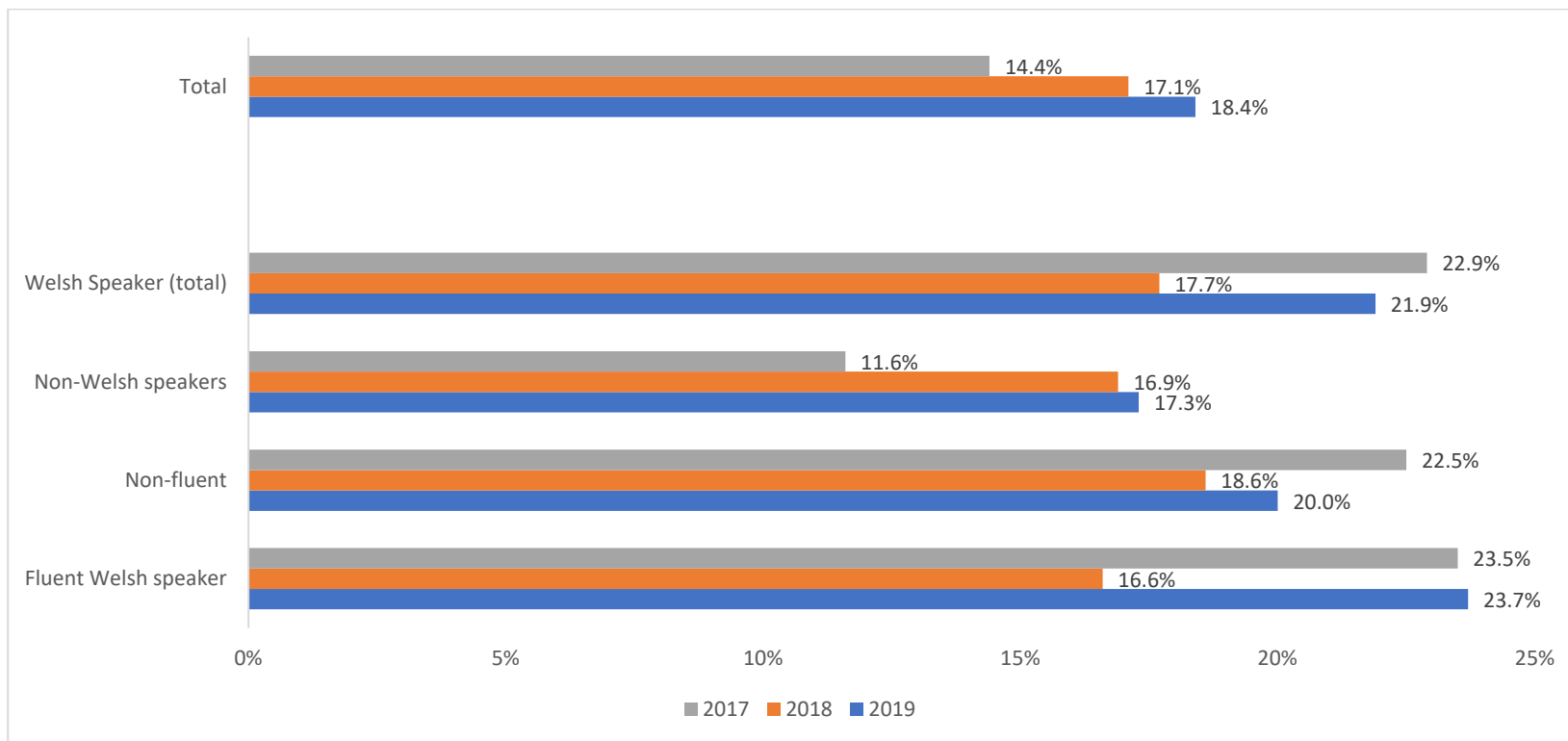
## Participation in Music by Welsh Language

There was a slightly higher proportion of those who spoke Welsh taking part in musical activities once a year or more compared to non Welsh speakers, 21.9% compared to 17.3%. The gap between the two has decreased to 4.6 percentage points compared to 2017 when it was 11.3 percentage points.

## Further breakdown of Welsh Language

There was a small difference in levels of participation among those who were fluent in Welsh compared to those who were not fluent. 23.7% of those who were fluent took part at least once a year in 2019 compared to 20% of non fluent Welsh speakers. This is a switch from 2018 when there were slightly higher proportions of those who were not fluent taking part than those who were fluent, 18.6% compared to 16.6%

### Participation in Music by Welsh Language ability (% taking part once a year or more)



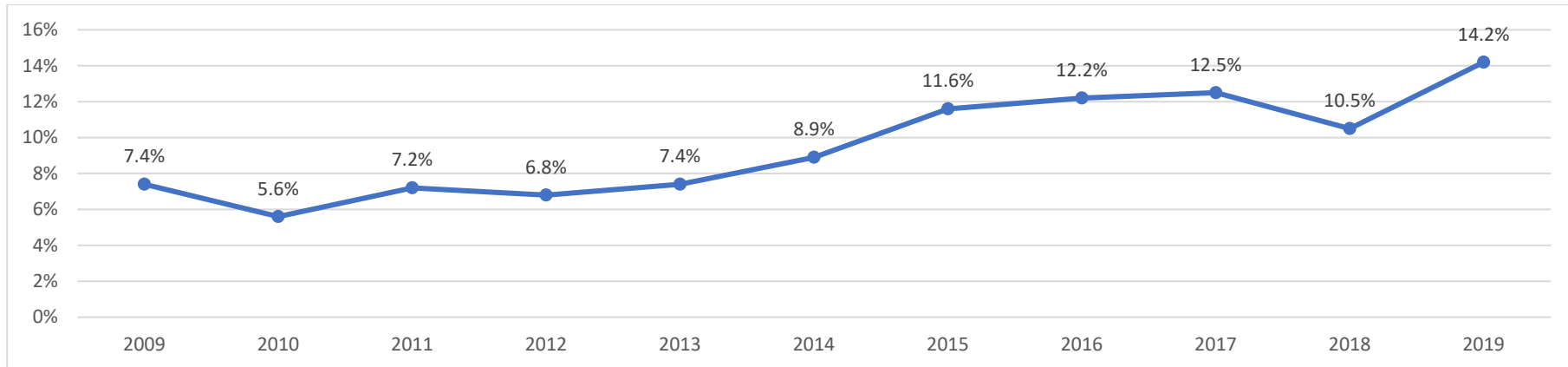
Base: All adults (2017:1,021, 2018&2019:1,002 )

Source Wales Omnibus Survey 2017-2019

## Participation in Film, Video and Photography

Levels of participation in film, video and photography activities, doubled over the course of ten years from 7.4% in 2009 to 14.2% in 2019, an increase of 7.8 percentage points.

Participation in Film, video and photography activities (% taking part once a year or more)



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

Source: Wales Omnibus survey 2009-2019

## Participation in Film, Video and Photography by Gender

More men, 17.3% took part in film, video and photography activities than women, 11.4%. This is the same trend as the previous two years.

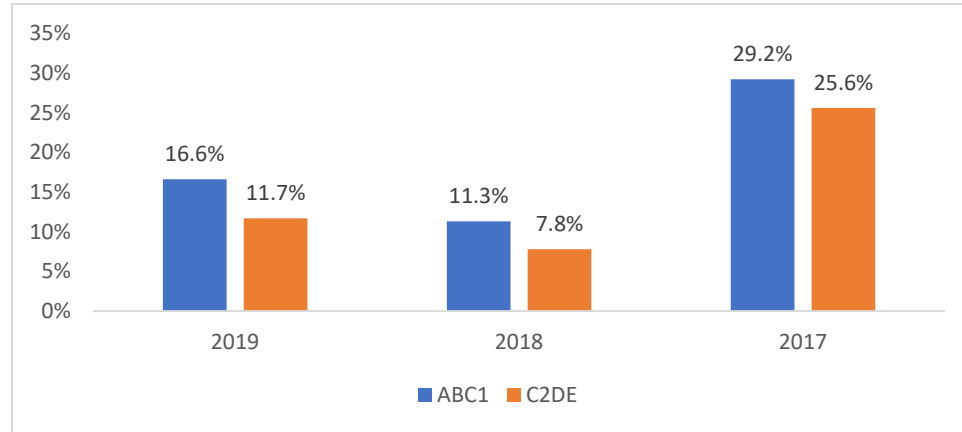
Table 7: Participation in Film, video and photography activities by gender (% taking part once a year or more)

	2019	2018	2017
Male	17.3%	11.8%	15.5%
Female	11.4%	9.4%	9.7%



## Participation in Film, Video and Photography by Social Grade

Participation in Film, Video and Photography by Socio Economic group (% taking part once a year or more)



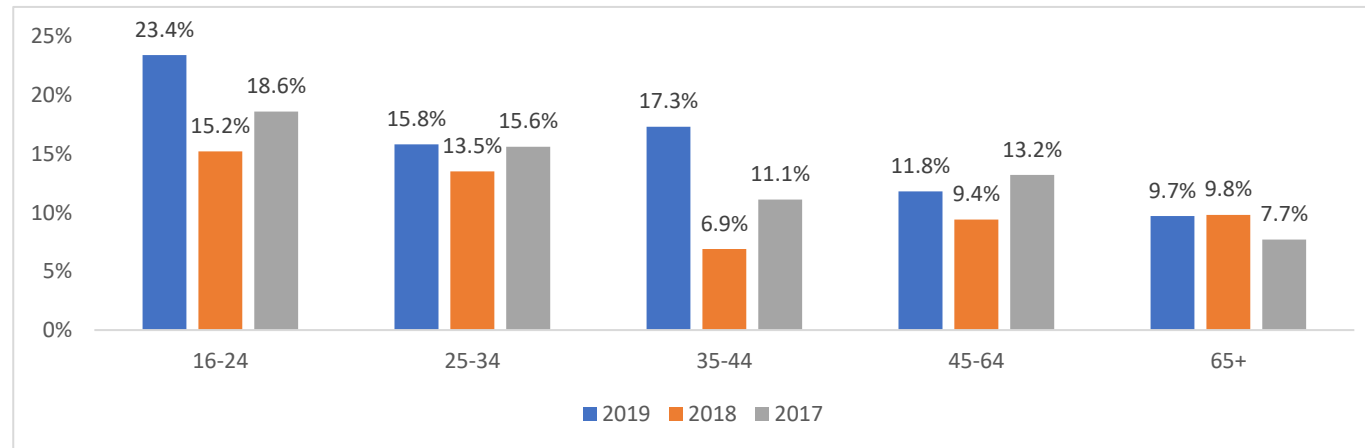
There were higher levels of participation among the ABC1 groups in 2019, 16.6% compared to 11.7% of the C2DE groups, a difference of almost 5 percentage points, this compares to a difference of around 3.5 percentage points in 2018 and 2017.

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

Source Wales Omnibus Survey 2017-2019

## Participation in Music by Age

Participation in Film, Video or Photography by Age (% taking part once a year or more)



Almost a quarter, 23.4% of the youngest age group took part in musical activities in 2019, with the lowest amounts in the oldest age groups of 65+, 9.7%. In the previous year the lowest level of activity fell among the 35-44 year age group, 6.9%.

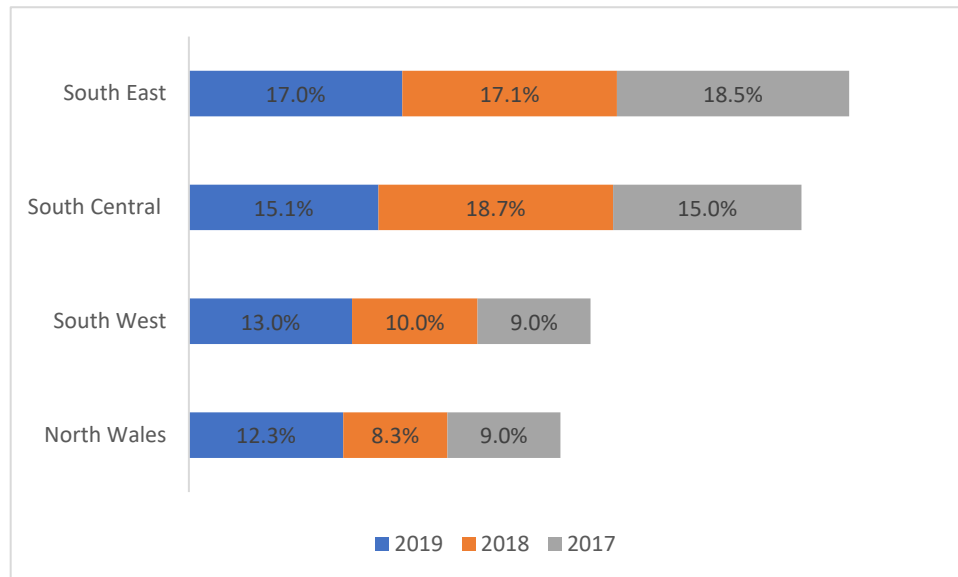
Base: All adults (2017:1,021, 2018&2019:1,002 )

Source Wales Omnibus Survey 2017-2019

## Participation in Film, Video and Photography by Region

Highest levels of participation in film, video and photography in 2019 were to be found in the South East region, with 17% of adults taking part once a year or more, this was closely followed by 15.1% in the South Central region. Lowest levels of activity were in the North Wales region where 12.3% took part, and where lowest levels have occurred across the three year period.

Participation in film, video or photography by region (% taking part once a year or more)



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

Source Wales Omnibus Survey 2017-2019

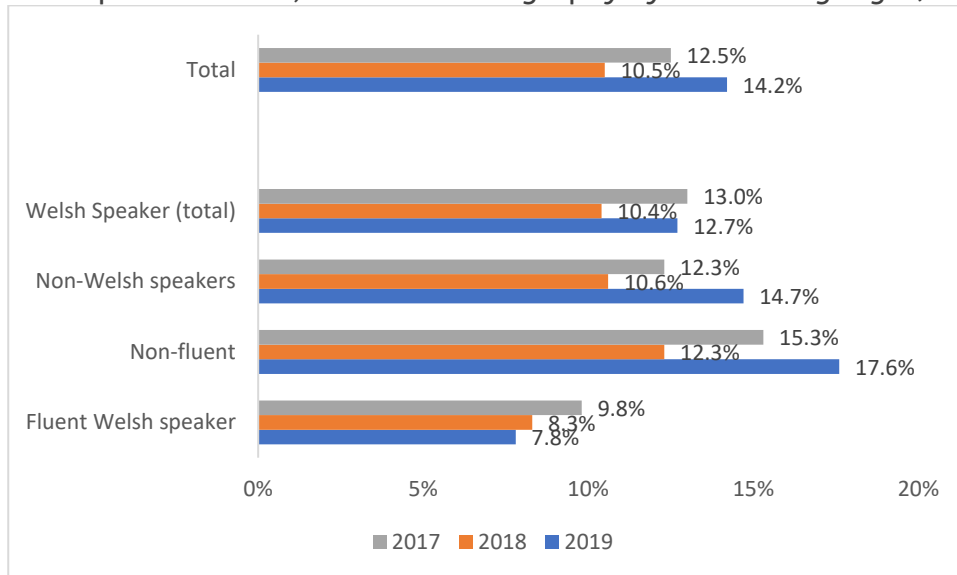
## Participation in Film, Video and Photography by Welsh

There was a small difference in participation levels in film, video and photography, with a slightly higher proportion of non Welsh speakers taking part in film, video and photography activities compared to non Welsh speakers, 14.7% compared to 12.7%, during 2019. There was little difference in participation levels between the two groups in the previous two years.

## Further breakdown of Welsh Language

While there was little difference between those who did and did not speak Welsh in terms of participation in film, video and photography there is a bigger difference between those who are fluent in Welsh and those who are not fluent. Of those who are not fluent, in 2019 17.6% took part in film, video and photography activities at least once a year compared to 7.8% of those who were fluent. This was a similar trend in the previous two years.

Participation in Film, Video or Photography by Welsh language (% taking part once a year or more)



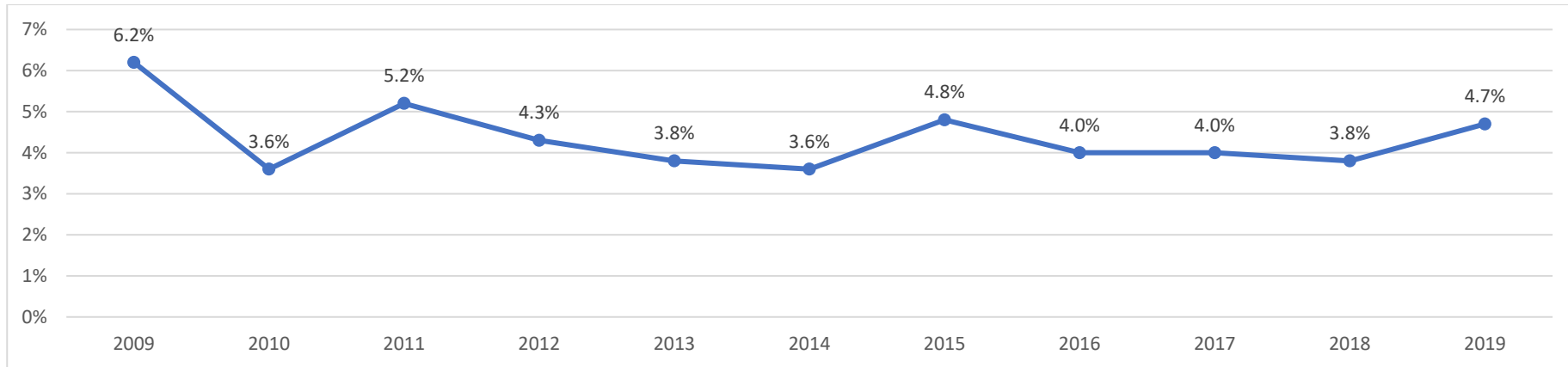
Base: All adults (2017:1,021, 2018&2019:1,002 )

Source Wales Omnibus Survey 2017-2019

## Participation in Drama

In 2019, 4.7% of adults took part in drama activities at least once a year, the level of activity in this artform has not changed much since 2012.

### Participation in Drama activities (% taking part once a year or more)



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

Source: Wales Omnibus survey 2009-2019

## Participation in Drama by Gender

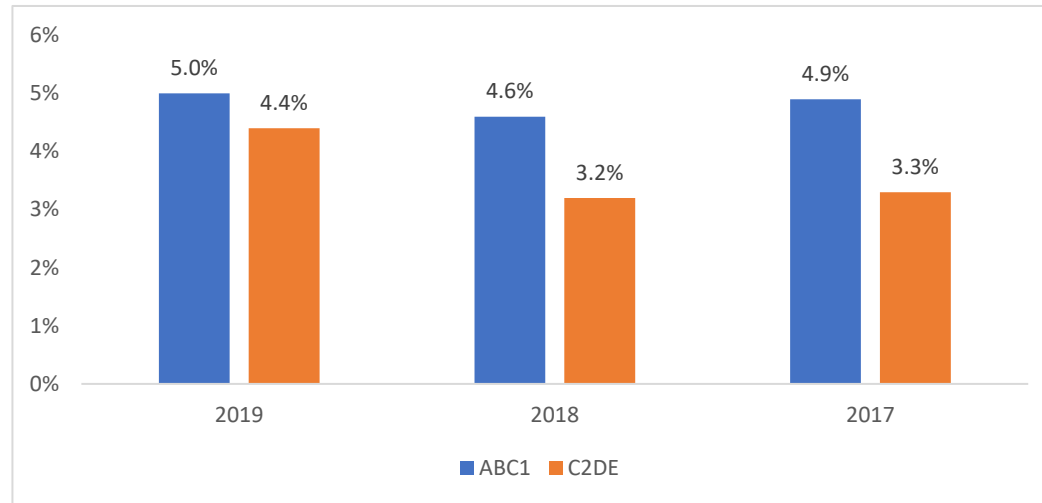
There was little difference in participation levels by gender across the three years with slightly higher levels of activity among women than men. 5.2% of women took part in drama during 2019 compared to 4.2% of men.

Table 8: Participation in Drama activities by gender (% taking part once a year or more)

	2019	2018	2017
Male	4.2%	3.6%	3.0%
Female	5.2%	4.0%	5.0%

## Participation in Drama by Social Grade

Participation in Drama by socio economic grade (% taking part once a year or more)



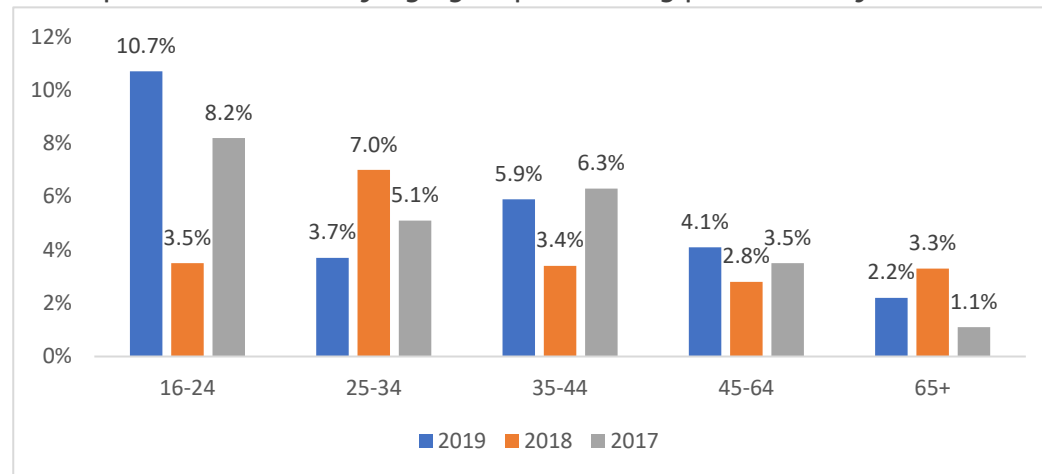
Over the three year period there were slightly higher levels of participation among the higher socio economic groups with 5% of those in the ABC1 group taking part compared to 4.4% of those in the C2DE groups. This follows the same trend as the previous two years.

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

Source Wales Omnibus Survey 2017-2019

## Participation in Drama by Age

Participation in Drama by age group (% taking part once a year or more)



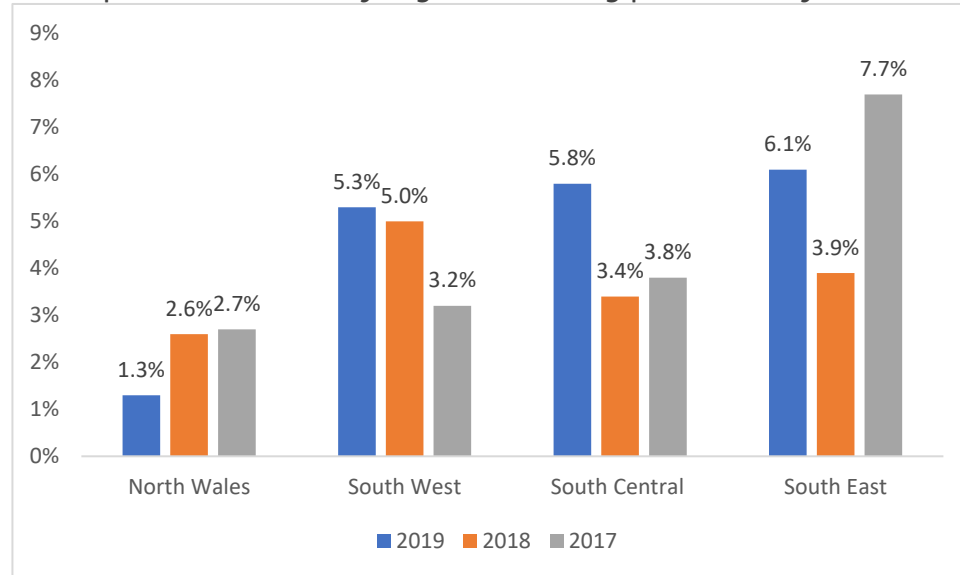
One in ten of those aged 16-24 years took part in drama activity in 2019, 10.7%, this was the age group with the highest level of activity. Lowest levels were among the oldest age group of 65+ at 2.2%, closely followed by the 25-34 year olds at 3.7%. In the previous year it was this age group which had the highest levels of participation with 7% taking part once a year or more.

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

Source Wales Omnibus Survey 2017-2019

## Participation in Drama by Region

Participation in Drama by region (% taking part once a year or more)



The South East region had the highest level of participation in 2019, 6.1%, closely followed by the South Central region, 5.8% and then the South West region, 5.3%, lowest levels were in the North Wales region with 1.3% of adults taking part at least once a year. The North Wales region had the lowest levels of activity across the three-year period.

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

Source Wales Omnibus Survey 2017-2019

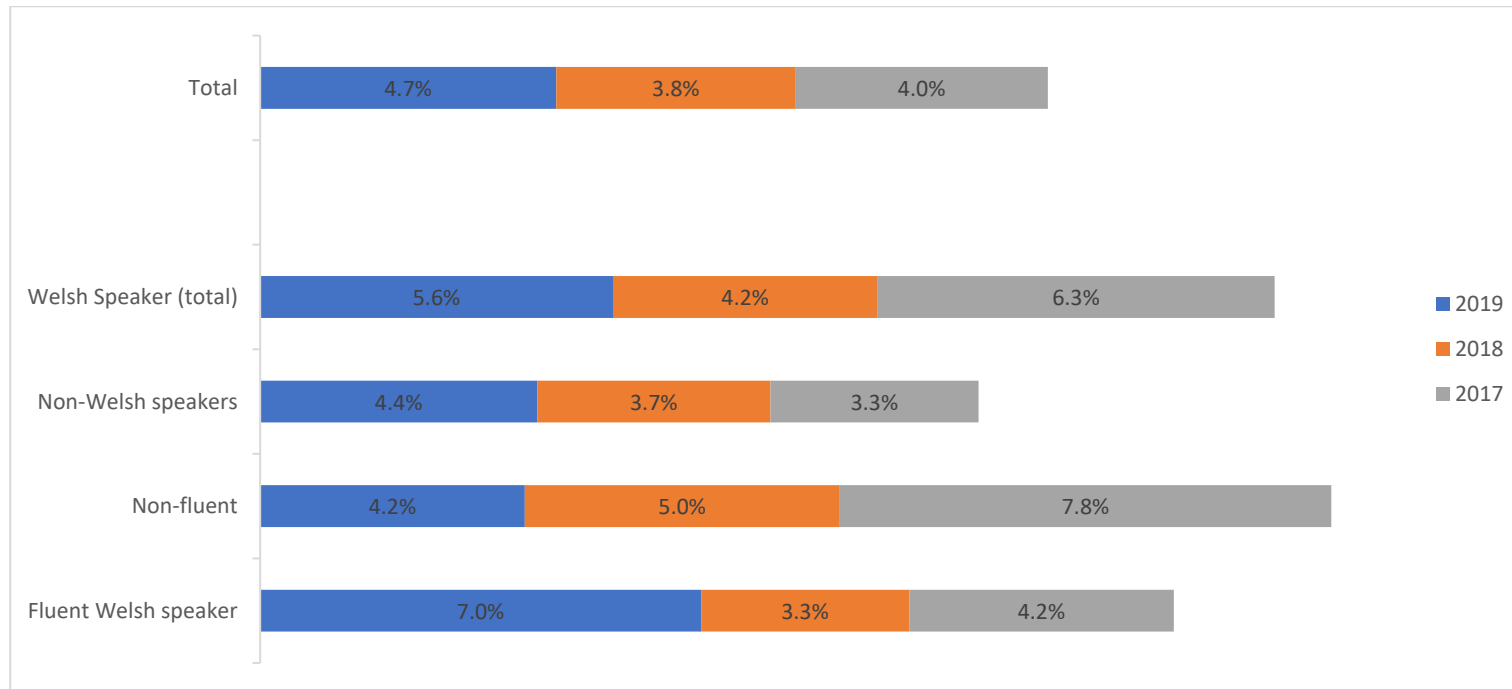
## Participation in Drama by Welsh Language

There was little difference in participation levels between those who can and cannot speak Welsh in 2019, with 5.6% of Welsh speakers taking part in drama compared to 4.4% of non Welsh speakers.

## Further breakdown of Welsh Language

The more detailed breakdown of the Welsh language data shows of those who did speak Welsh there were higher activity levels in drama among the fluent Welsh speakers than the non fluent Welsh speakers, 7% compared to 4.2% in 2019.

## Participation in Drama by Welsh language (% taking part 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 Director, Senior Civil Servant, Doctor, Judge, Barrister, Executive Accountant

**B** "Middle Class" - Senior and intermediate managerial, administrative, professional e.g. Secondary School Teacher, Librarian, Computer Programmer, Probation Officer, Social Worker

**C1** "Lower Middle Class" - Supervisory, clerical, junior managerial e.g. Clerical/Office Workers, Shop Floor Supervisor, Bank Clerk, Sales Person, Student

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

**C2** "Skilled Working Class" - Skilled manual workers e.g. Electrician, Carpenter, Fire Fighter, Foreman

**D** "Working Class" - Semi-skilled and unskilled manual workers e.g. Shop Worker, Assembly Line Worker, Refuse Collector, Messenger, Bar Staff

**E** Those wholly reliant on state benefits including the long-term unemployed and pensioners without private pensions. Casual labourers

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



## Appendix 2 – 2019 Survey Questionnaire

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.)