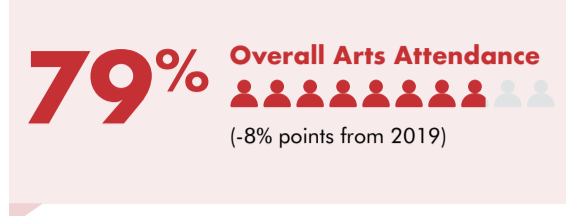
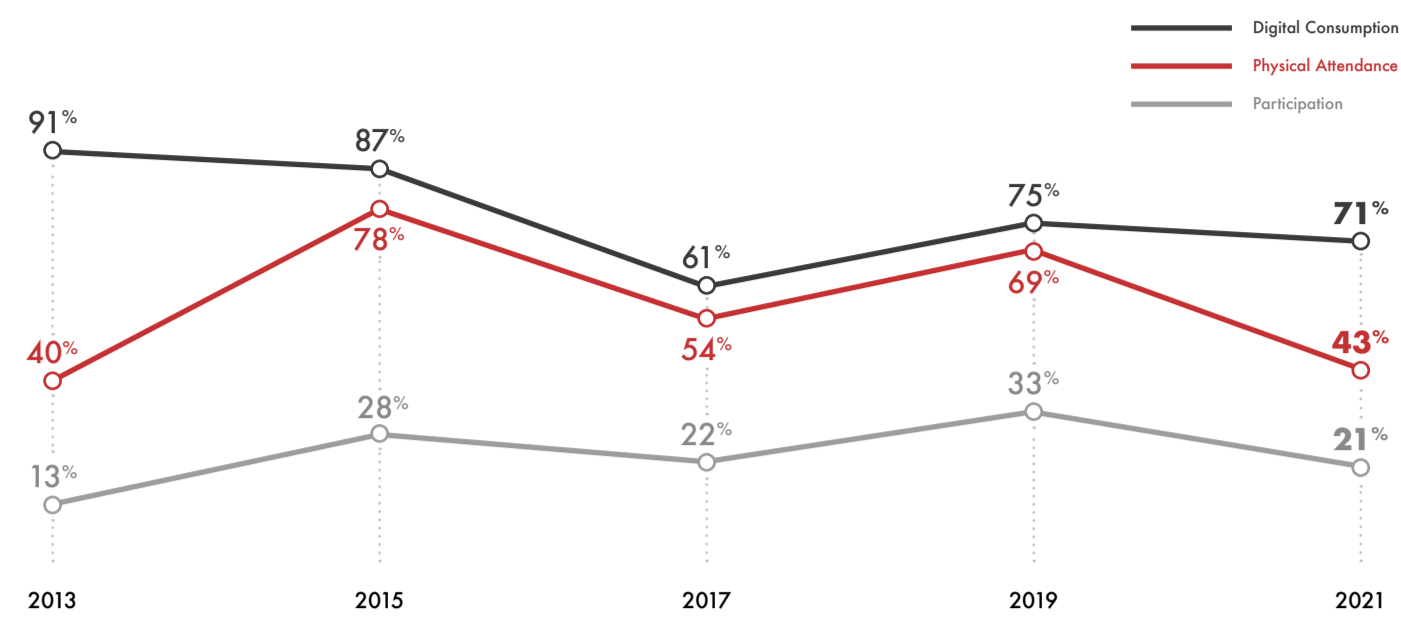


The Population Survey on the Arts is part of on-going efforts by the National Arts Council to monitor the state of the arts in Singapore. The current edition of the survey covers the year of 2021 when COVID-19 pandemic conditions were still evolving. This infographic seeks to show how the pandemic has influenced sentiments towards the arts and current levels of engagement with it.

## Overall Attendance and Participation in the Arts



Overall arts attendance (either physically or digitally) was 79% in 2021. Among the different types of arts engagement, physical attendance experienced the largest decline followed by participation, while digital consumption dropped by a much smaller extent from 2019.



Demographic	Digital Consumption	Physical Attendance	Participation
Students	84% (87%)	65% (79%)	43% (59%)
PMEBs	76% (82%)	51% (79%)	25% (40%)
Married with Children (S/D/W)*	68% (69%)	38% (64%)	16% (25%)
Seniors	66% (60%)	28% (60%)	12% (14%)
Youths	80% (85%)	57% (79%)	35% (52%)

Digital consumption refers to those who have watched or listened via digital / online channels at least 1 event relating to Theatre performances, Music performances, Dance performances, Visual arts, Literary arts (including reading e-books or listening to audiobooks), Craft events, Heritage activities and Other arts and cultural events (e.g. Art Films).  
\*S/D/W includes single, divorced, widowed  
(%): percentage figures from 2019

Base: 2013 All respondents n=2,015; 2015 All respondents n=2,041; 2017 All respondents n=2,023; 2019 All respondents n=1,176; 2021 All respondents n=2,047; 2019 Students n=130; 2019 PMEBS n=353; 2019 Married with Children n=734; 2019 Seniors n=200; 2019 Youths n=365; 2021 Students n=215; 2021 PMEBS n=729; 2021 Married with Children n=1,297; 2021 Seniors n=388; 2021 Youths n=603

## Key Perceptions of the Arts

More Singaporeans expressed pride in Singapore's arts scene and appreciated its contributions towards Singapore's economy.

Statement	2021	2019
Something that Singaporeans can be proud of	82%	80%
Singaporeans are willing to share / recommend arts and culture activities in Singapore to their friends and family	72%	65%
Contributes to the Singapore economy	71%	67%
There are sufficient opportunities to nurture young Singapore artistic talent*	69%	65%
Most Singaporeans attend at least one arts and cultural event/activity each year^	53%	52%

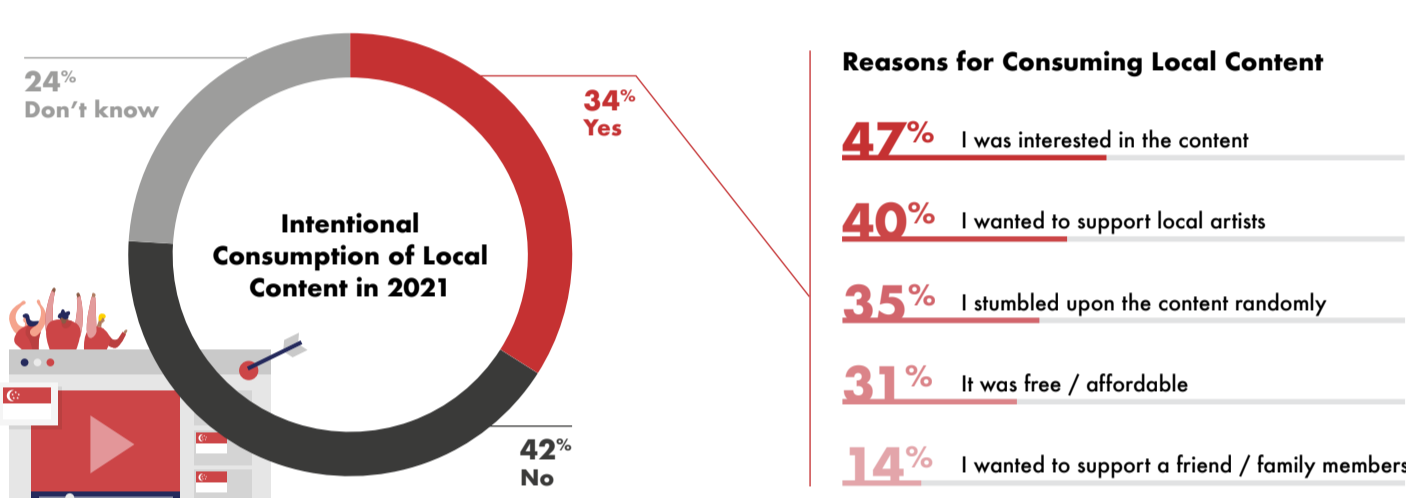
Base: 2013 All respondents n=2,015; 2015 All respondents n=2,041; 2017 All respondents n=2,023; 2019 All respondents n=1,176; 2021 All respondents n=2,047

\*Statement asked from 2015 onwards.

^Statement asked from 2017 onwards.

## Consumption of Local Arts Content

Among those who engaged with the arts in 2021, more than one third intentionally consumed local arts content citing an interest in the content and desire to support local artists.



Base: 2021 Arts Audiences (either physically attended/digitally consumed/participated) n=1,617; 2021 Those who consciously engaged with local content (P12M) n=544

## Key Factors to Arts Attendance & Participation

More Singaporeans valued the arts and culture for enhancing well-being.

Statement	2021	2019
<b>Physical Attendance</b>		
Arts and cultural events help me to relax	35%	25%
I find arts and cultural events/activities enjoyable	35%	26%
I am passionate about arts and culture	16%	16%
I heard positive reviews from friends/colleagues/relatives~	19%	23%
Arts and culture events/activities help me to feel less stressed^	16%	
<b>Participation</b>		
I find participating in arts and culture activities helps me to feel less stressed*	28%	
Participating in arts and cultural events and activities is a good way of spending time with my friends/family/colleagues	22%	27%
I find arts and cultural events/activities enjoyable	51%	44%
Is free/costs very little	24%	29%
I heard positive reviews from friends/colleagues/relatives/media	20%	20%

Base: 2019 Arts attendees n=806; 2021 Arts attendees n=882

~Rephrased statement in 2019 Survey.

^Statement asked from 2021 onwards.

Base: 2019 Arts Participants n=390; 2021 Arts Participants n=439

\*Statement asked from 2021 onwards.

## Key Barriers to Arts Engagement

In 2021, more cited family commitments and lack of awareness about on-going arts and cultural events as barriers to arts engagement. Other top barriers included lack of familiarity with the artists and a preference for other activities.

Statement	2021	2019
I have family commitments that make it difficult for me to attend these events/activities	28%	16%
I am not familiar with the artists/performers	20%	26%
There are other activities that I prefer spending time on over attending arts and cultural events	18%	17%
I am not aware of any arts and cultural events that are happening	18%	9%
Arts and cultural events/activities are not relevant to my life	15%	22%

Base: 2019 Non-attendees n=251; 2021 Non-attendees n=438

## Moving forward...

### 1. Continue to improve accessibility to the Arts

Singaporeans' desire for greater access to arts and culture events and activities was reflected in consistent calls to bring the arts to neighbourhoods where they live as well as leverage the digital medium to provide content on demand.

47%	Organise more arts events and activities around heartland precincts
39%	Showcase more artwork in the heartland precincts
39%	Promote the availability of digital / online arts content
36%	Organise touring artwork roadshows around our heartland precincts
30%	Digitalise in-person arts experiences to be easily accessed online

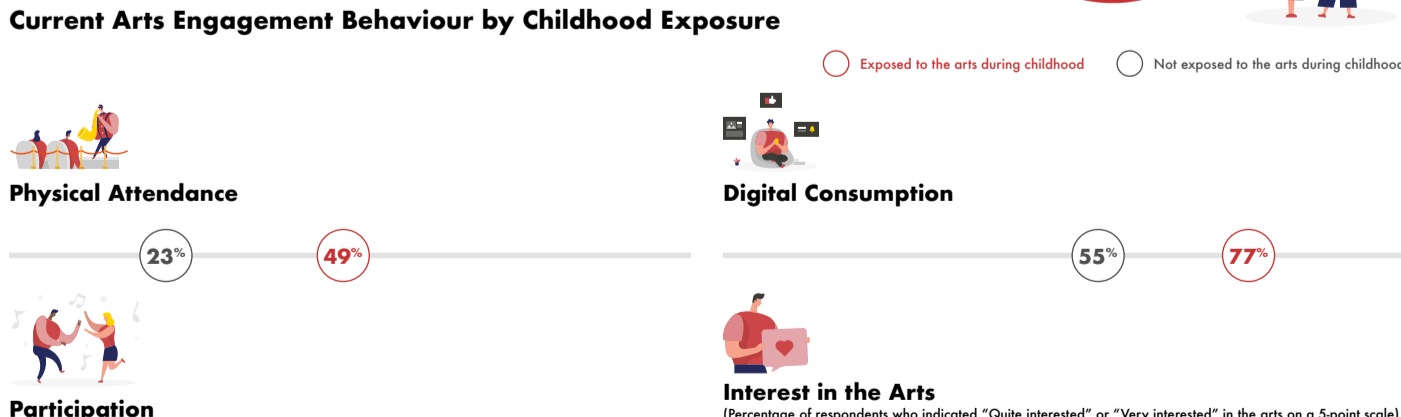
Base: 2021 All respondents n=2,047

### 2. Encourage and enable children to engage with the arts

More among members of the public who had engaged with arts and culture in childhood had continued to engaged with arts and culture as adults. They also expressed greater interest in the arts, and held more positive perceptions towards the arts.



#### Current Arts Engagement Behaviour by Childhood Exposure



#### Perceptions towards the Arts by Childhood Exposure

Statement	Exposed to the arts during childhood	Not exposed to the arts during childhood
The arts and culture give us a better understanding of people of different backgrounds and cultures	74%	88%
The arts and culture help us to express our thoughts, feelings and ideas	71%	85%
The arts and culture in Singapore is something that Singaporeans can be proud of	76%	84%
The arts and culture give us a greater sense of belonging to Singapore	71%	83%
The arts and culture foster dialogue and understanding between different generations~	64%	82%
Engagement in arts and culture helps draw Singaporeans closer as a community	68%	81%
The arts and culture say who we are as a society and country	68%	80%
The arts and culture contribute to the Singapore economy	59%	75%

Base: 2021 All respondents n=2,047; 2021 Exposed to arts during childhood n=1,589; 2021 Not exposed to arts during childhood n=458