



ANNEX B - KEY FINDINGS OF 2021 POPULATION SURVEY ON THE ARTS

i. Increased local pride for Singapore's arts scene with dip in some perceptions possibly with reduced visibility and interaction with the arts due to safe management measures

- More than one third intentionally consumed local arts content, citing an interest in the content and having a desire to support local artists.
- In 2021, more Singaporeans felt that arts and culture is something that they can be proud of (up by 2-percentage points from 2019) and can contribute to Singapore's economy as a creative industry (up by 4-percentage points from 2019)
- 69% of Singaporeans also felt that there are sufficient opportunities to nurture young Singaporeans artistic talent (up by 4-percentage points from 2019).
- Fewer perceived the local arts scene as vibrant (down by 6-percentage points from 2019)
- Personal appreciation for arts and culture declined where fewer acknowledged the arts' role in fostering better understanding of others (down by 4-percentage points from 2019), encouraging self-expressions (down by 5-percentage points from 2019) and inspiring creativity (down by 6-percentage points from 2019).

ii. Anticipated rise in physical attendance for arts and culture events

- Overall arts attendance, be it at physical or digital arts events was 79% in 2021 (a decrease by 8-percentage points from 2019) given the impact of COVID-19.
- 60% intended to attend more or at least maintain their current arts attendance levels.
- 59% preferred attending in-person events compared to livestreaming.
- Motivations for engaging with the arts and culture continue to point towards personal benefits like relaxation and enjoyability.
 - 35% of arts attenders cited that being at these arts and culture events helped them to relax (up by 10-percentage points from 2019)
 - Arts and culture activities were also deemed to be enjoyable by 51% of participants in 2021 (up by 7-percentage points from 44% in 2019)
- 28% of non-arts attenders indicated that family commitments were the main barrier to arts engagement (up by 12-percentage points from 2019), followed by lack of familiarity (20%) and preference for other activities (18%).

iii. Sustained consumption of digital content



- Digital arts consumption measured at 71%, with more than 4 in 5 digital arts consumers would continue with digital consumption of arts content in the next 12 months.
- Being able to enjoy from home (71%) and avoid crowds (48%) continued to be motivators for digital arts consumption, especially among Seniors.
- Top barriers to digital arts consumption included a preference for in-person experiences, and priority towards work and life commitments.
- 48% of digital arts consumers expected online arts events to deliver the same level of experience as in-person ones.
- Viewing online presentations (12%) and reading e-books (8%) were common ways of engaging with arts and culture online.
- Music is the more popular art form for online arts engagement (15%)
- 2 in 5 digital arts consumers paid for content, with PMEBS and Youths being more likely to have spent higher amounts.

iv. *Increased interest in the arts, with the potential to broaden Singaporeans' understanding of the arts and their relevance in everyday lives.*

- Interest levels in the arts increased from 29% to 31% in 2021, while 34% expressed little to no interest in the arts (up by 2-percentage points from 2019).
- 11% overall improved interest in the arts, when respondents read a preamble on the different ways arts and culture and creative works can be presented.
- Calls for improving access to the arts were focused on the heartland precincts and promotion of digital arts content.
 - 47% indicated desire for more arts events and activities to be organised around the heartlands
 - 39% called for increased promotion of the availability of digital arts content

v. *Potential effect of early exposure to the arts*

- Almost 4 in 5 Singaporeans (78%) recalled having an experience with the arts in their childhood
- Singaporeans who were exposed to arts since childhood had:
 - Higher physical attendance (49%) compared to those who did not experience the arts (23%)
 - Higher digital arts consumption (77%) compared to those who did not experience the arts (55%)
 - Higher participation levels (26%) compared to those who did not experience the arts (7%)



- Higher interest in the arts (36%) compared to those who did not experience the arts (17%)
- Those exposed to the arts during their childhood were more likely to recognise the personal value and benefits of the arts than those who were not, especially in encouraging cross-cultural understanding (88% compared to 74%) and self-expression (85% compared to 71%)
- Those with early exposure to the arts were more likely to appreciate how the arts contributed to social cohesion (81% compared to 68%) and national unity (83% compared to 71%), particularly in fostering cross-generational understanding (82% compared to 64%).
- Those with early exposure to the arts tended to perceive their social circles as engaged with the arts (54% compared to 37%), and were more willing to donate to the arts and cultural sector (51% compared to 35%)

KEY HIGHLIGHTS BY SEGMENT PROFILES

- All segments saw an increase in interest in the arts from 2019.
- In terms of art forms, Singaporeans were most interested in Music and Film.
- Students, Youths and PMEBS were more likely to have attended events across most art forms.
- Engagement in the arts was mainly driven by personal benefits for all audiences. Nonetheless, social benefits remained important for adults and the older segments, including spending time with loved ones.
- While most segments would continue with digital arts consumption, Seniors were less likely to do so. Students, Youths and PMEBS were more likely to have spent money on digital arts events and activities, while those Married with Children and Seniors were less likely to do so.
- Majority intended to keep to their current levels of arts participation, while Students, Youths and PMEBS were more likely to increase participation, compared to Married with Children and Seniors who were less keen on doing so.

Students aged 15 to 24 years old

- Students had the highest attendance rate (65%), and expressed the strongest intent to attend more or the same number of arts events in the next 12 months (71%).
- Students remained as the segment with the highest level of participation (43%), with 30% who were likely to attend arts events at schools.
- Students were most interested in music content (44%).
- Students were more likely to attend arts and cultural events to support their family/friends who were performing (29%), and with their friends (72%).



- Students recorded the highest digital consumption (84%), with music (61%) and literary arts (51%) being the most common forms. They were most likely to continue with digital consumption of arts content in the next 12 months (87%).
- Students were most likely to appreciate the arts as a platform for open discussions (69%) and perceive the arts as inclusive (89%).
- Students saw local arts and culture as something that Singaporeans can be proud of (85%).
- Students had the most positive perceptions towards the vibrancy of the local arts scene (77%) and appreciative of the role of arts and culture in giving individuals a better understanding of people of different backgrounds and cultures (91%).
- Students turned to Instagram (65%) and Tiktok (40%) for information on arts events.
- Students were most keen on digitalising the arts experiences (39%).

Youths

- Participation in music (16%), craft (10%) and visual arts (9%) was highest among Youths.
- Youths recorded the least participants of digital arts (36%) online, 34% equal mix of online and in-person).
- Besides online presentations of art work (14%), Youths were more likely to have engaged with online arts content, such as podcasts (13%), arts competitions on social media (8%), e-books (10%) compared to the general population.
- Youths were not likely to attend arts events if they were unfamiliar with the artists (30%).
- Youths were more likely to spend money on digital arts content (53%), with a higher spending amount of \$51-\$300.
- Youths were more likely to spend more time on future arts engagement (17%) compared to the general population.

Professionals, Managers, Executives and Businessmen (PMEBs)

- PMEBs had one of the highest increases in interest levels towards the arts (4%).
- PMEBs were the most willing to donate to the arts sector (58%).
- PMEBs were more likely to spend money on digital arts content (53%), with a higher spending amount of \$51-\$300.
- PMEBs had the highest participation in music (12%) and craft (8%) programmes, and engaged in online theatre content (9%).
- PMEBs attended arts and cultural events largely for personal benefits or to spend time with their friends/family/colleagues (23%).
- PMEBs were more likely to appreciate the immersive appeal of in-person experiences (22%), having the highest preference for in-person attendance at arts events over livestreaming (72%).



- PMEBs were the most appreciative of the arts' role in strengthening national identity (80%).
- PMEBs had the most positive sentiments towards the local art scene in becoming more accepting of wider range of art forms and cultural related activities in the last five years (81%).
- PMEBs were more likely to cite other leisure activities as a barrier to continuing digital arts consumption (21%) and family commitments as a key barrier to attending arts events (39%).

Married with Children (MWC)

- MWC were the most likely to call for tours of artwork roadshows around our heartland precincts (40%), as they mostly attended arts and culture events at/around their homes (54%).
- MWC recorded the most participants of digital arts (51% online, 31% equal mix of online and in-person).
- MWC were least likely to support family/friends who are performing (17%), but find it a good way of spending time with my friends/family/colleagues (23%).
- MWC cited family commitments as top barrier to attending arts events (32%).
- MWC were least likely to increase arts participation (8%) and arts engagement (12%).
- MWC were least likely to digitally consume Literary Arts (22%) and Visual Arts (9%).

Seniors (aged 65 and above)

- 52% of Seniors mostly participated in the arts through digital means, while 35% participated in an equal mix of online and in-person activities.
- Seniors attended arts and cultural events to relax (47%), either at home (64%) or at shopping malls (15%) and places of worship (14%).
- Seniors were the least willing to donate to the arts sector (34%).
- Seniors held comparatively less positive sentiments towards the vibrancy of the arts scene (56%) and the role of art in self-expression (74%).
- Some Seniors did not know where to source for digital arts performances and events (23%), but majority turn to television for information on arts events (78%).
- Seniors cited the arts as difficult to understand (21%) and were hindered by the lack of companions (16%) and poor physical health (19%) as barriers to arts attendance.
- Less Seniors were likely to spend money on digital arts content (21%), but preferred livestreaming over in-person events (62%). As such, being able to enjoy from home (79%) and avoid crowds (66%) continued to be motivators for digital arts consumption.
- Seniors were less likely to have participated in the arts (12%).
- Seniors were most likely to call for arts events around our heartland precincts (53%).
- Seniors were least likely to perceive the arts as a platform for open discussions (52%).