



ANNEX B - KEY HIGHLIGHTS BY SEGMENT PROFILES

- All segments saw an increase in physical attendance, the second highest since 2015⁵
- PMEBS (50%), Students (55%) and those Married with Children aged 12 and below (51%) were key digital consumers of literary arts.
- Based on overall engagement in 2019, PMEBS and Students topped all segments and were the most likely to attend and participate in arts and culture events in-person. However, looking to the future, they are also the top segments that expect themselves to attend less arts events over the next 12-months.

Students aged 15 to 24 years old

- 79% of students attended an arts event over the past 12-months, up by 13 percentage points from 2017
- 59% of students participated in the arts over the past 12-months, up by 15 percentage points from 2017
- Digital consumption of, music, theatre, dance and literary arts was highest among Students
- Students were the most positive towards the vibrancy of Singapore's arts scene in the past five years (84%)
- Students agreed that their circle of family and friends attend arts and culture events at least once a year (66%)
- Students were more likely to attend to support loved ones (41%), and to see a particular artist/performer's work (20%)

Professionals, Managers, Executives and Businessmen (PMEBs)

- 79% of PMEBS attended an arts event over the past 12-months, up by 11 percentage points from 2017
- 40% of PMEBS participated in the arts over the past 12-months, up by 16 percentage points from 2017
- PMEBS have consumed more films and literary arts via digital/online media

⁵ 2015 saw a surge in arts events to celebrate Singapore's Golden Jubilee (SG50).



- PMEBs are the most likely to see the arts as representative of our society and country (87%)

Married with Children (MWC) aged 12 and below

- 74% of those MWC aged 12 and below physically attended an arts and culture event over the past 12-months, increasing by 18 percentage points from 2017
- 37% of those MWC aged 12 and below participated in an arts event over the past 12-months, increasing by 11 percentage points from 2017
- Those MWC aged 12 and below saw arts and culture events as platforms for spending time with their family (35%)
- Out of all the family segments, those MWC aged 12 and below consumed literary arts the most on digital/online media (51%)

Seniors (aged 65 and above)

- Physical attendance among seniors over the past 12-months almost doubled (60%) compared to 2017
- Participation among seniors is the lowest across all segments (14%), but increased by 2 percentage points more than 2017
- Seniors were the least positive towards the vibrancy of Singapore's arts scene in the past five years (68%)