



Population Survey on the Arts 2023

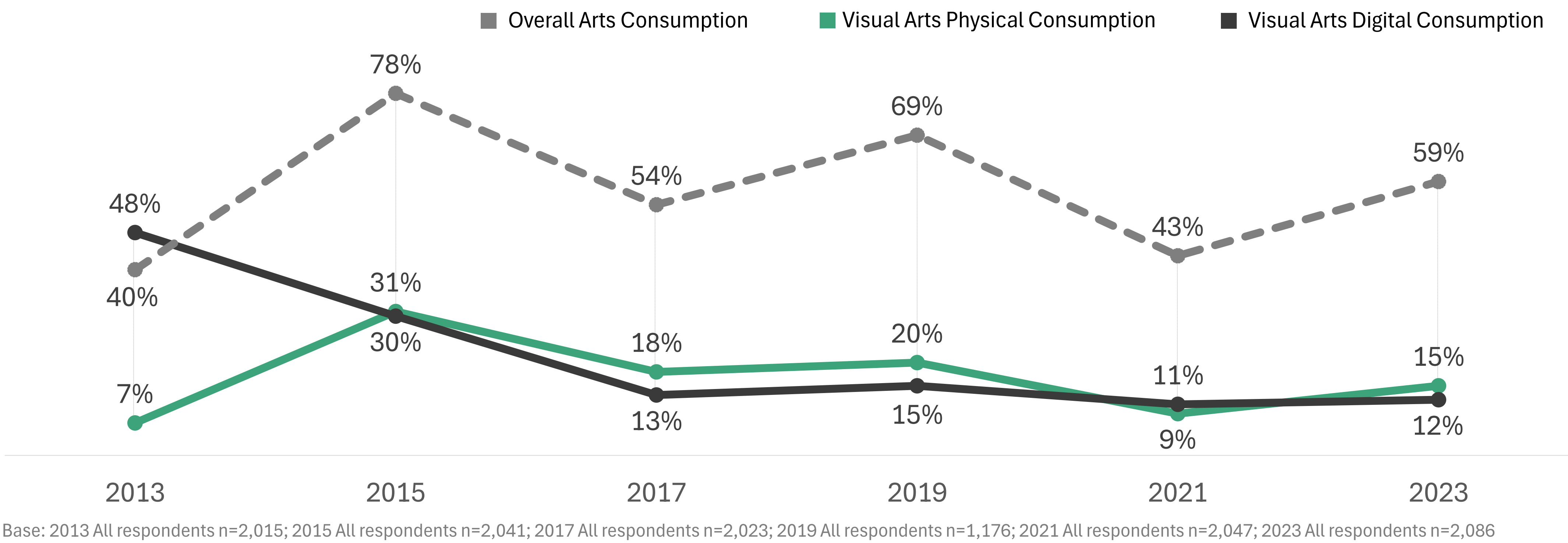
– Visual Arts



Visual Arts include a wide range of artistic practices, including drawing, painting, sculpture, installation, video, animation and photography.

Overall Engagement with Visual Arts

Visual Arts Physical Consumption increased slightly in 2023 to 15%.



The top 3 most commonly cited Visual Arts sub-genres were...

Physical Consumption	Digital Consumption
Drawing and Painting Exhibitions	Drawing and Painting Exhibitions
Photography Exhibitions	New Media Art (e.g. video art, sound art, web-based art exhibitions)
Art Fairs	Photography Exhibitions

Base: 2023 Total, n=2,086

Profile of Visual Arts (Physical & Digital) Consumers

Visual Arts (Physical & Digital) Consumers tended to be from these Life Stages...

	Students	Youths	PMEBs*	MWC (S/D/W)**	Seniors
Physical Consumption	16%	43%	48%	49%	10%
Digital Consumption	18%	48%	46%	47%	9%

*PMEBs refers to Professionals, Managers, Executives, Business Owners and Senior Officials;
**MWC (S/D/W) refers to Married with Children (Single, Divorced, Widowed);
Base: 2023 Students n=199; 2023 PMEBS n=666; 2023 MWC (S/D/W) n=1,275; 2023 Seniors n=426; 2023 Youths n=606

Motivators and Barriers Faced by Visual Arts Consumers

In the past 12 months, Visual Arts Consumers reported the following top 3 drivers for engagement.

Visual Arts Physical Consumers	Visual Arts Digital Consumers
<ul style="list-style-type: none">Someone invited me (41%)Quality of live experience / art form is best when experienced live / in person (35%)Attending physically gives a more immersive experience (30%)	<ul style="list-style-type: none">I can enjoy it from the comfort of my home (60%)I don’t have to pay for them (38%)Avoid crowds / crowded places (38%)

*Note: These are multi-select questions, so percentages will not add up to 100%
Base: 2023 Visual Arts Physical Consumers n=320; 2023 Visual Arts Digital Consumers n=339

In general, Visual Arts Consumers commonly cited these 3 barriers to their engagement.

Visual Arts Physical Consumers	Visual Arts Digital Consumers
<ul style="list-style-type: none">Family commitments (44%)Unfamiliar with the artist (31%)Unaware of arts and culture events happening (25%)	<ul style="list-style-type: none">Family commitments (39%)Unfamiliar with the artist (35%)No one to go with (28%)

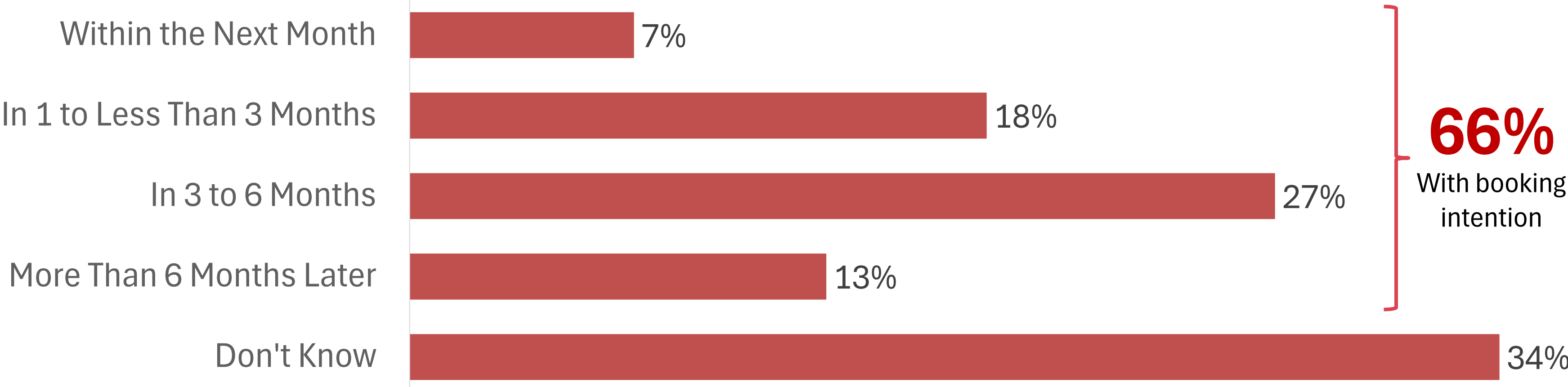
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Base: 2023 Visual Arts Physical Consumers n=320; 2023 Visual Arts Digital Consumers n=339

Future Outlook of Visual Arts Consumers

Most Visual Arts Physical and Digital Consumers would maintain their current levels of attendance.



About 3 in 5 Visual Arts Physical Consumers would make a booking to attend an arts and cultural event in the next year.



Note: Percentages may not add up to 100% due to rounding.
Base: 2023 Visual Arts Physical Consumers n=320