



Population Survey on the Arts 2009

Highlights



NATIONAL ARTS COUNCIL
SINGAPORE

BACKGROUND OF ARTS POPULATION SURVEY

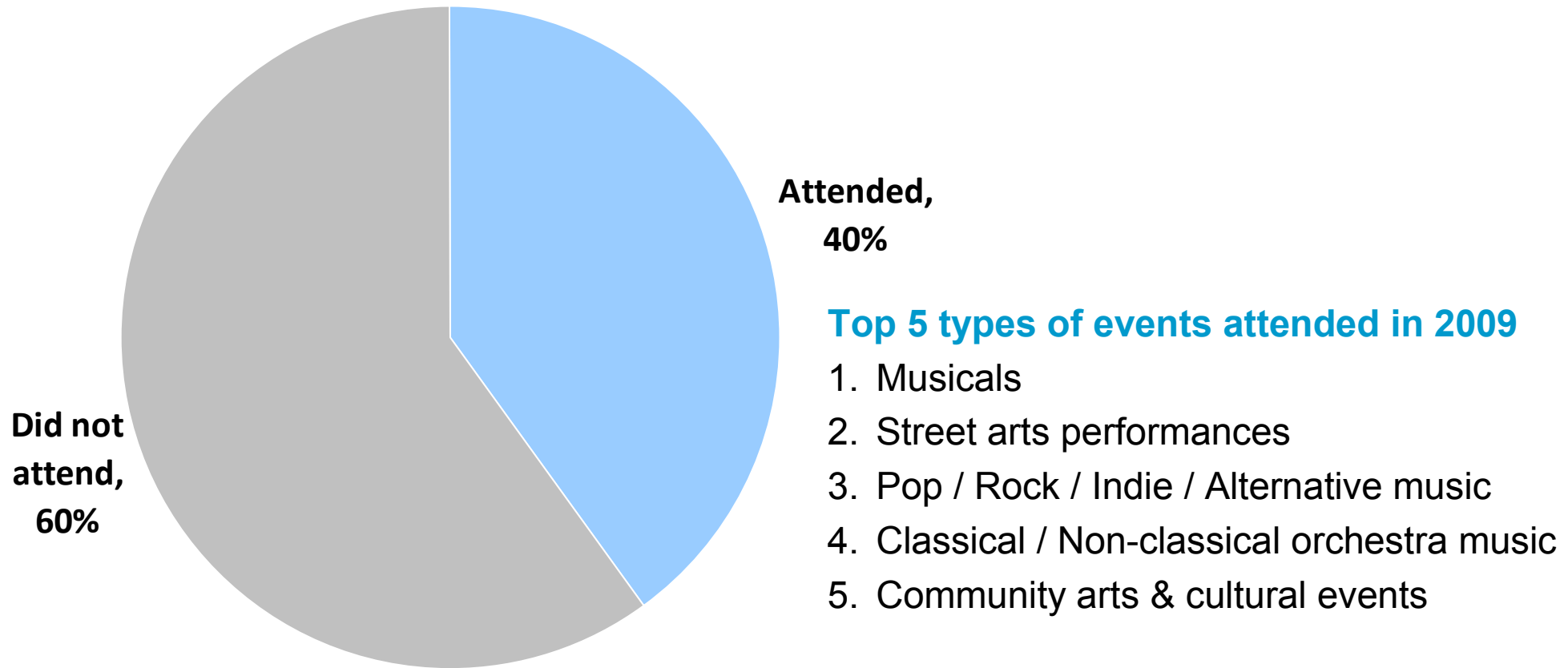
- **Aim of Survey:**
 - The population survey is conducted to understand Singapore residents' :
 - Attitudes towards Arts
 - Attendance at arts events and participation in arts activities
- **Research Approach:**
 - Door-to-door, face-to-face interviews
 - Random household sampling using Department of Statistics listing
 - Individuals were then selected for interviewing using the Kish Grid approach
 - Interviews were conducted in either English, Mandarin, Malay or Tamil
- **Respondent Criteria:**
 - Singapore Citizen or Singapore Permanent Resident
 - Aged 15 – 64 years old

HIGHLIGHTS

- Attendance
 - Current level
 - Frequency
 - Profile
 - Change in arts attendance in the past year
- Attitudes
 - Interest in the arts
 - Future involvement
 - Benefits of the arts
- Audience Segmentation

ATTENDANCE OF ARTS EVENTS

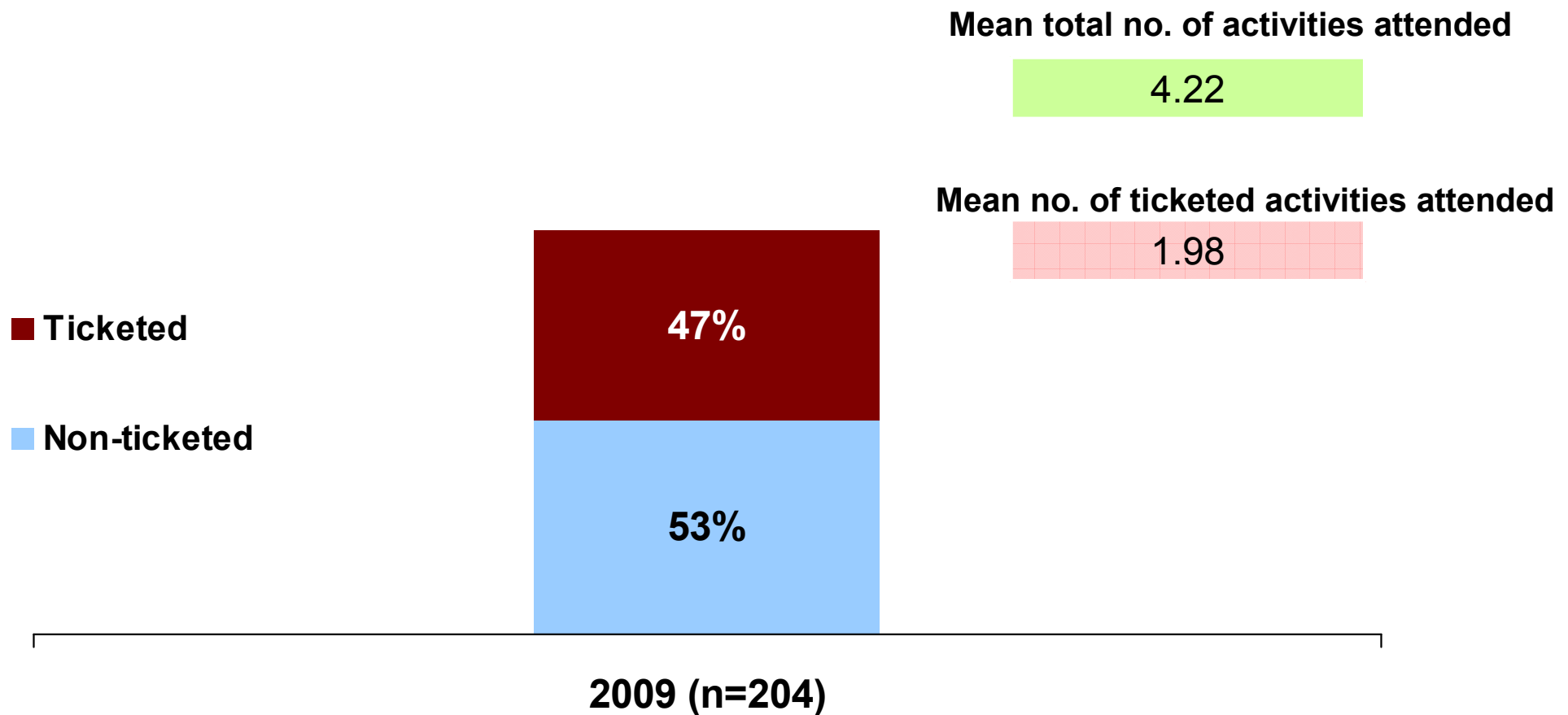
2 in 5 attended at least one arts and cultural event in the past year



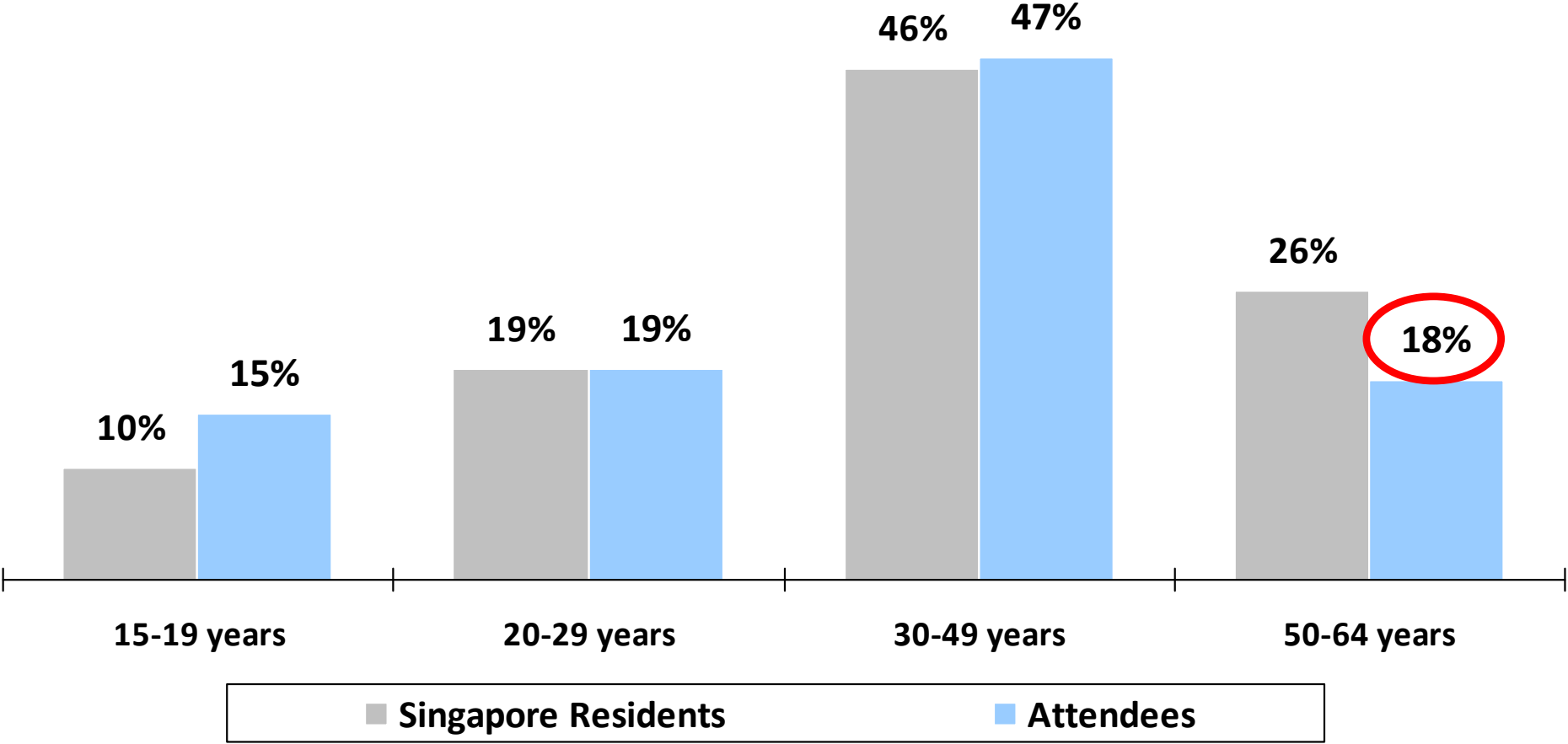
Base: Singapore Citizens and Permanent Residents (n=504)

FREQUENCY OF ARTS ATTENDANCE

- Less than half (47%) of events attended in 2009 were ticketed.
- Overall, average number of activities attended is 4.

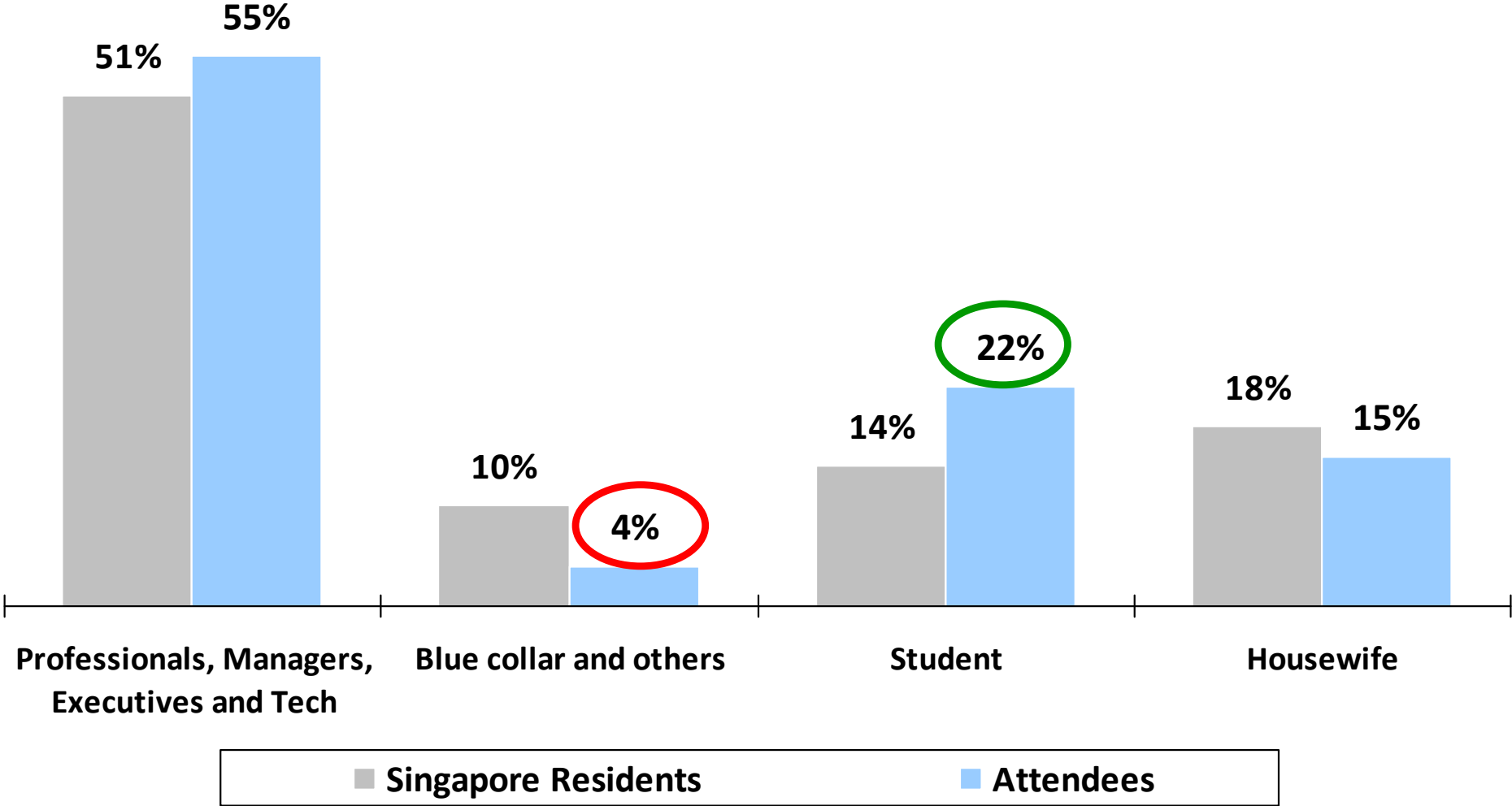


AGE PROFILE OF ARTS ATTENDEES



Base: Singapore Citizens and Permanent Residents (n=504)

OCCUPATIONAL PROFILE OF ARTS ATTENDEES



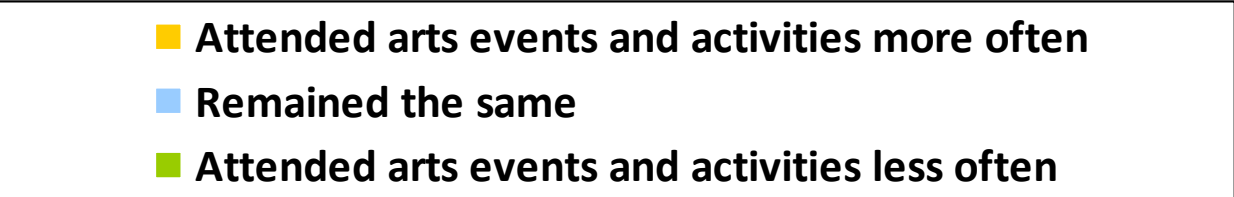
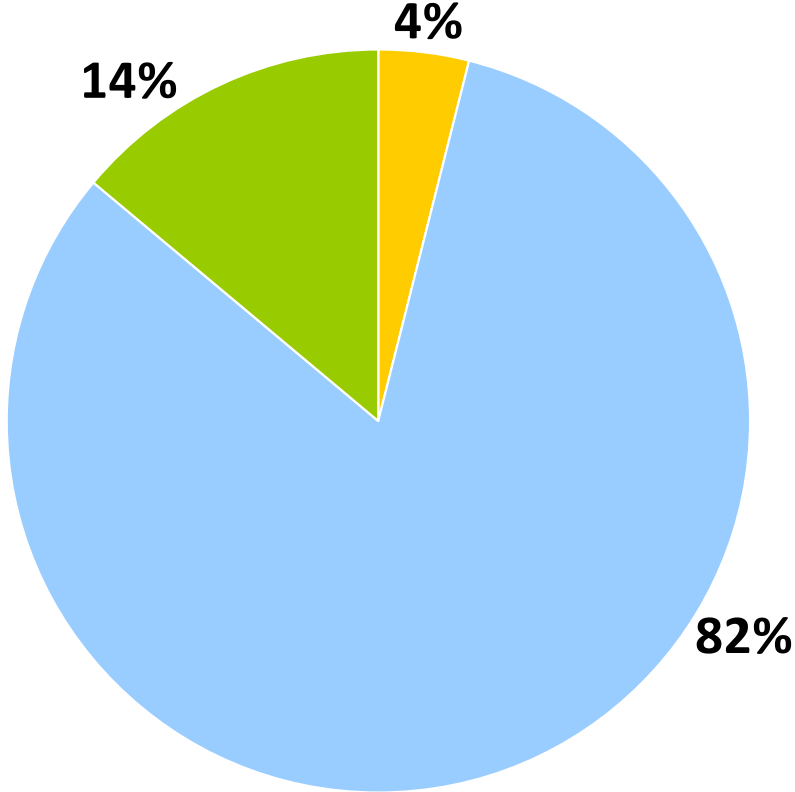
Base: Singapore Citizens and Permanent Residents (n=504)

CHANGE IN ARTS ATTENDANCE IN THE PAST YEAR

In spite of the economic downturn, 82% reported no change in arts attendance patterns in the past year.

Top 3 reasons for lower attendance

- 1. I have less time. I have other commitments.
- 2. Due to economic recession, I have less time to attend arts events and activities
- 3. Due to economic recession, I do not feel like attending arts events and activities as much as before

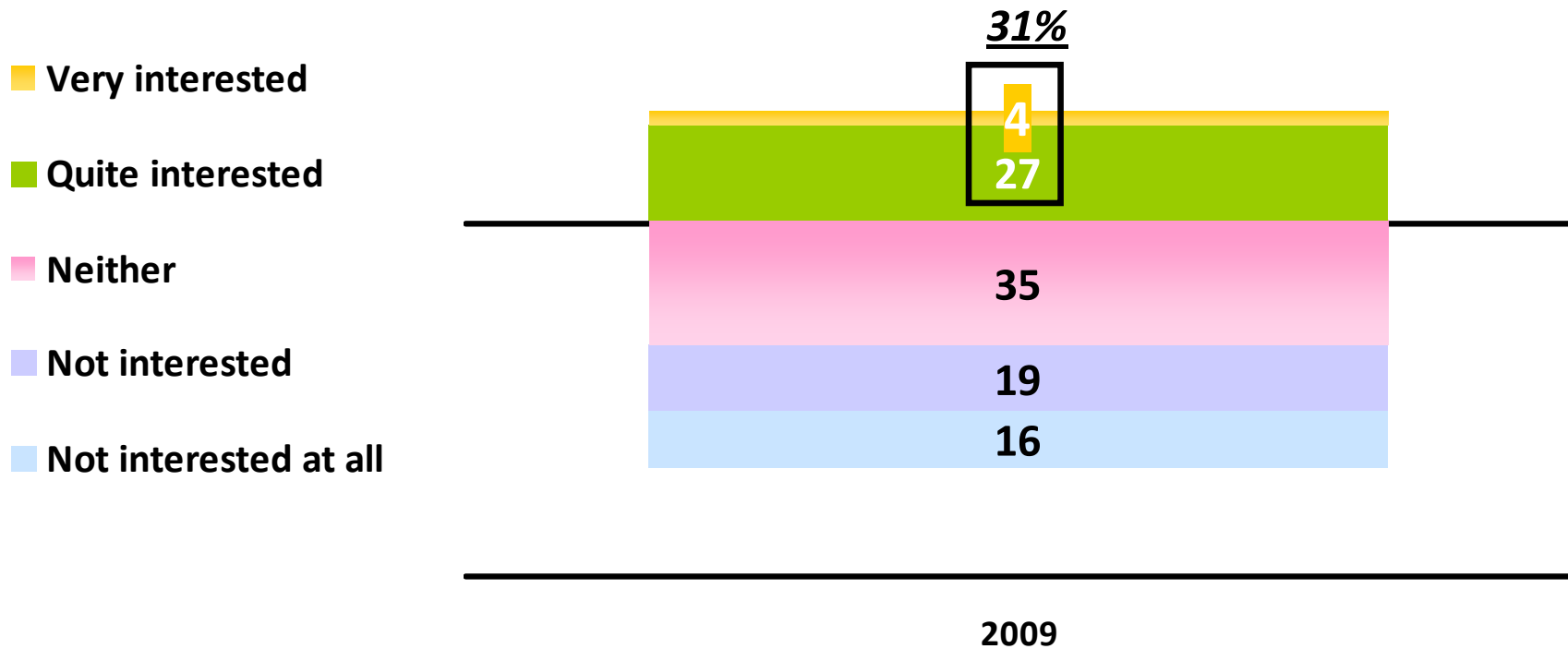


Base: Singapore Citizens and Permanent Residents (n=504)

INTEREST IN THE ARTS

1 in 3 is interested in the arts in general

Interest in Arts and Cultural events/activities generally

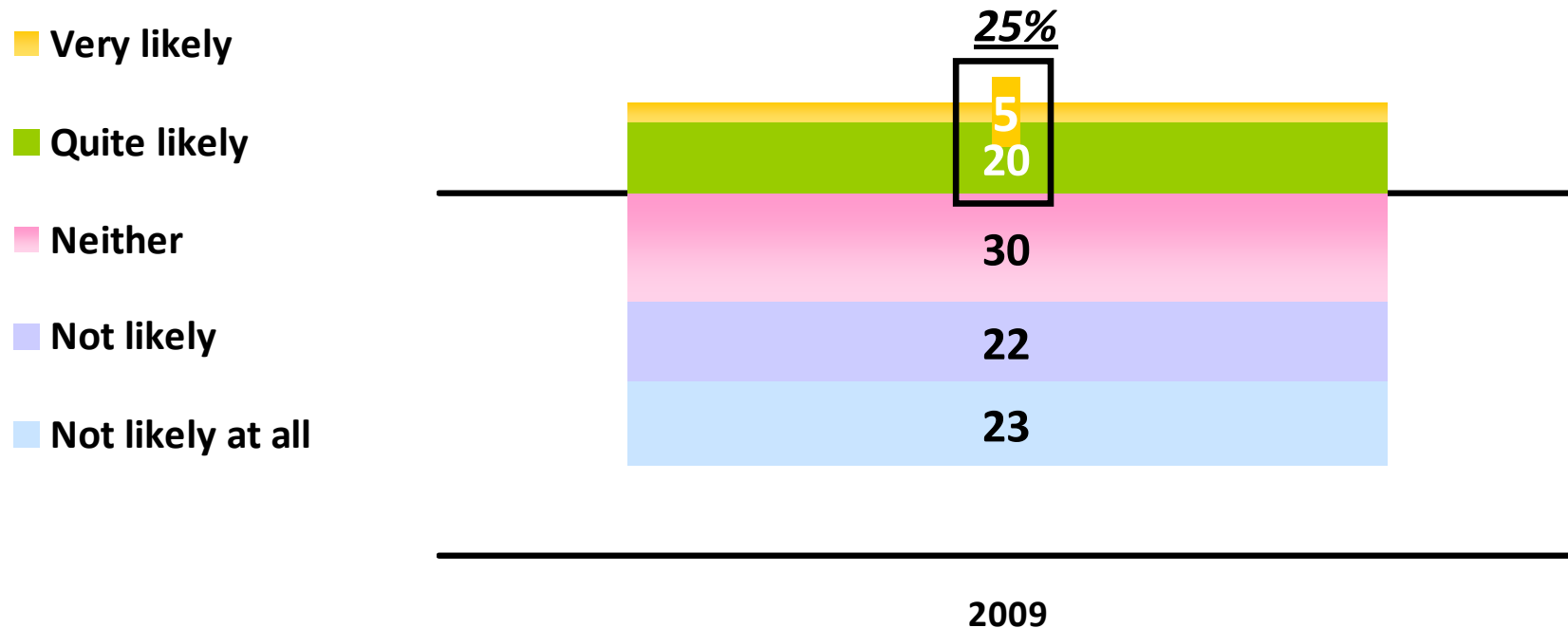


Base: Singapore Citizens and Permanent Residents (n=504)

FUTURE INVOLVEMENT IN THE ARTS

1 in 4 is likely to engage in future involvement in the arts

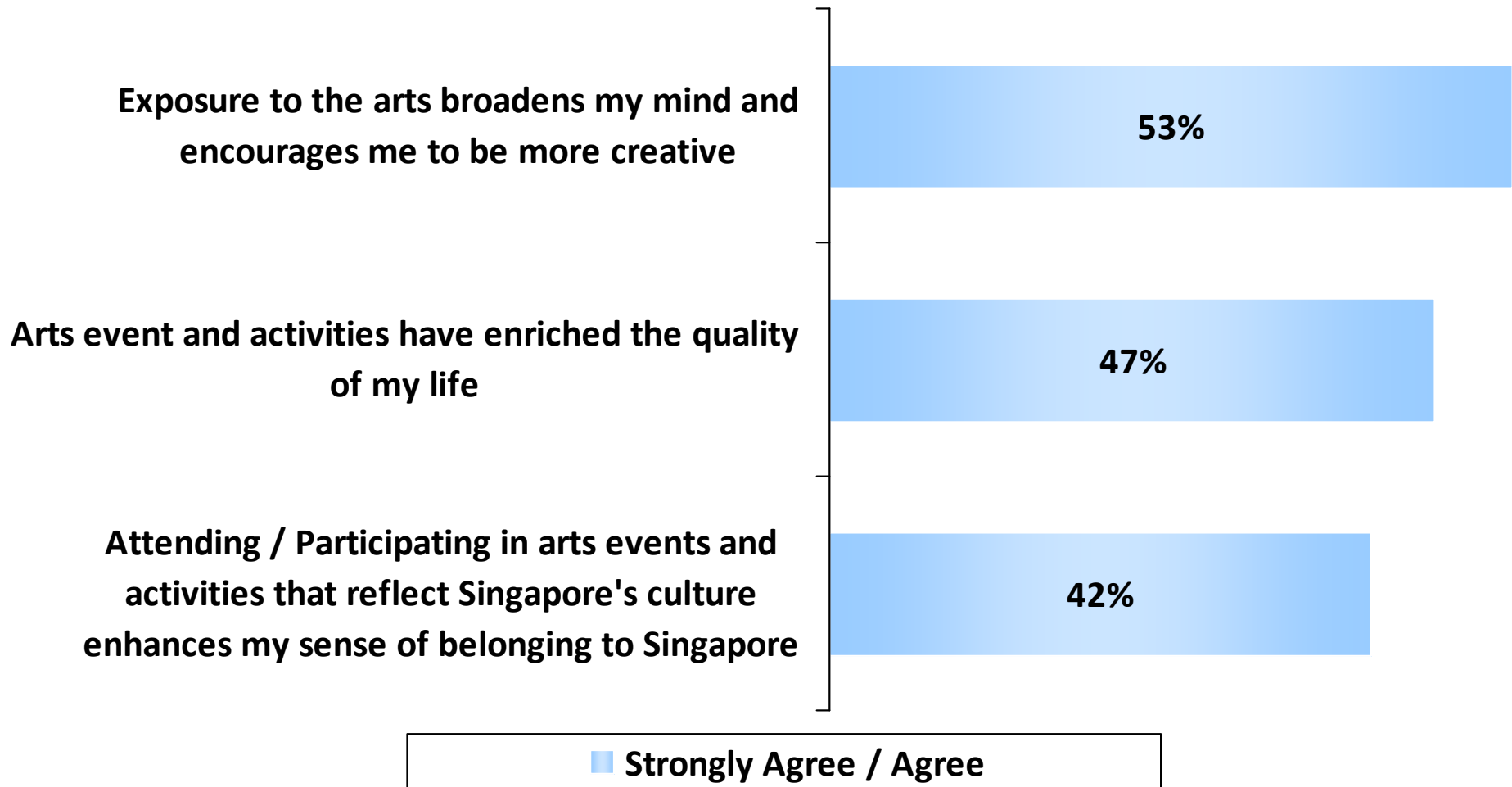
Likelihood of attending or participating in Arts and Cultural events/activities in the next 12 months



Base: Singapore Citizens and Permanent Residents (n=504)

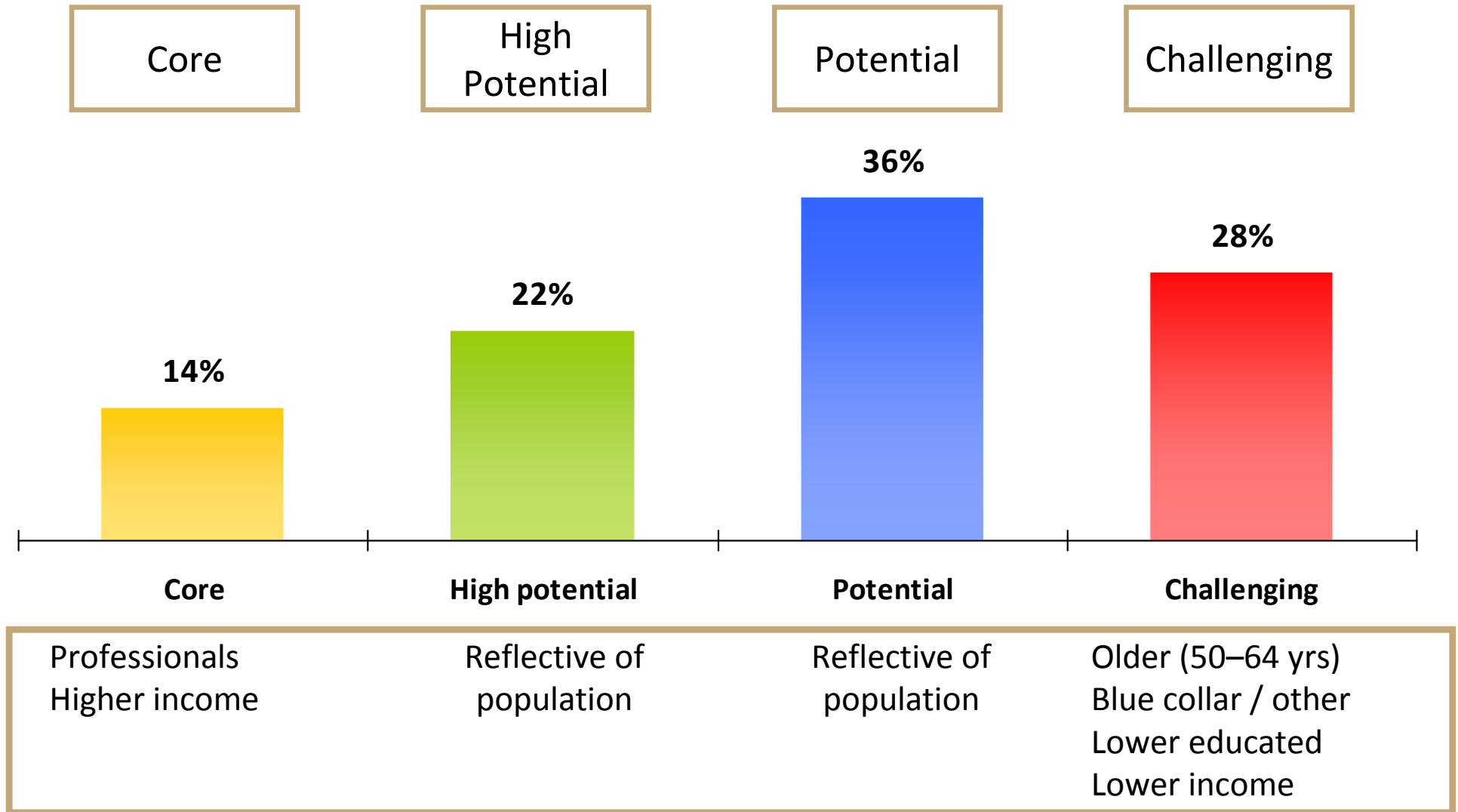
ATTITUDES TOWARDS THE ARTS

Broadly, Singaporeans have a positive attitude towards the arts



Base: Singapore Citizens and Permanent Residents (n=504)

AUDIENCE SEGMENTATION



Base: Singapore Citizens and Permanent Residents (n=504)

SUMMARY

- 2 in 5 Singaporeans have attended at least 1 arts and cultural event / activity in the past year. Attendance is particularly high among students.
- Broadly, Singaporeans have a positive attitude towards the arts.
- However, the majority are still not fully engaged in the arts. There is a need to continue efforts in reaching out to the general population to develop core arts audiences.

ARTS STAT-SHOT

40% Attended at least 1 arts and cultural event or activity in the past year

82% Reported no change in arts attendance patterns in the past year

31% Are interested in the arts in general

25% Are likely to attend or participate in arts and cultural events or activities in the past year

53% Agree that exposure to the arts broadens their mind and encourages them to be more creative

47% Agree that arts event and activities have enriched the quality of their life

42% Agree that attending or participating in arts events and activities that reflect Singapore's culture enhances their sense of belonging to Singapore

