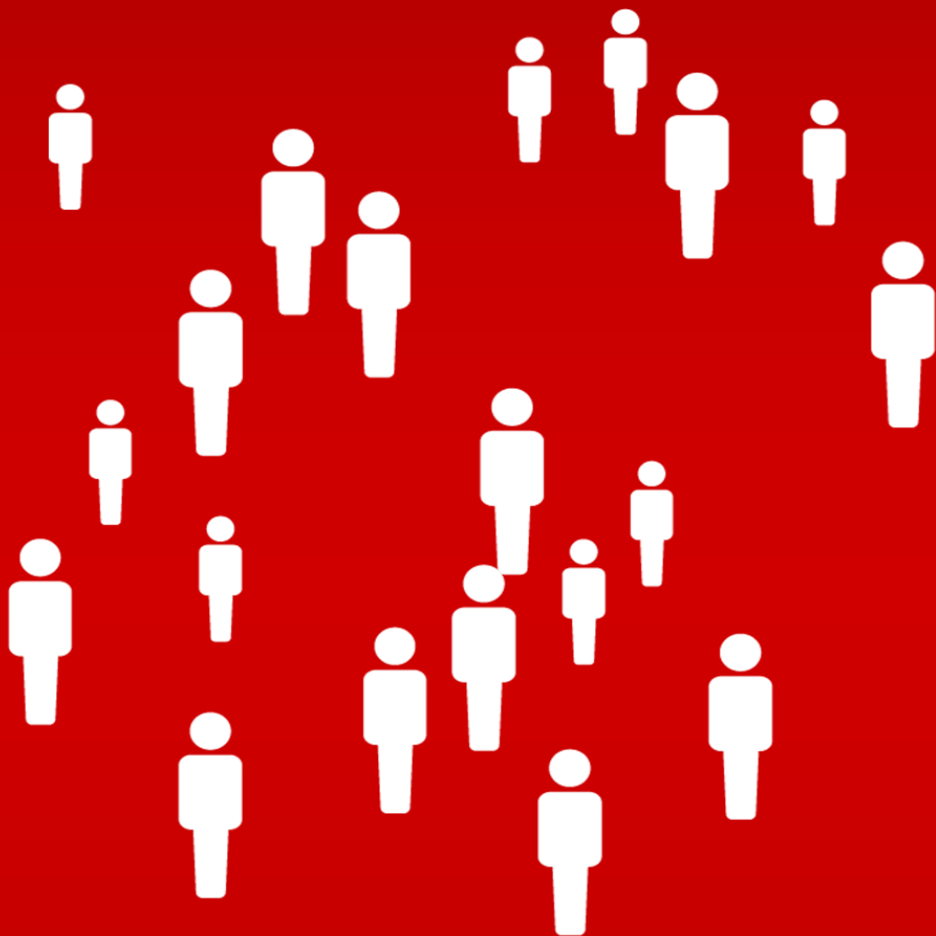




# 2011 National Population Survey on the Arts



# HIGHLIGHTS

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## More are attending arts activities.

There has been a steady increase in the attendance<sup>1</sup> of arts and culture activities since this survey was first commissioned nearly a decade ago. Most recently, the proportion of Singaporeans<sup>2</sup> who attended at least 1 arts and cultural activity in the last 12 months has increased from 1 in 3 in 2002 to about 1 in 2 in 2011. This is an 8% increase from 2009.

In general, audience numbers have increased across all art forms in 2011, with theatre and dance having the largest increases, while theatre and music remained the two most popular art forms among the respondents. It is not surprising that more mainstream activities and performances with a strong element of entertainment, such as variety shows, musicals, street dance, pop/rock/indie music and reading registered relatively high audience numbers. However, it is notable that there were also increases in audience numbers for plays and traditional theatre performances, as well as visits to art fairs and art exhibitions.

## Arts audiences are more evenly distributed across demographic and income groups.

Based on the survey findings over the last decade, although those aged below 40 still form the majority of arts audiences, the numbers have become more evenly distributed across the demographic groups. For example, arts audiences<sup>3</sup> above 40 had increased from 34% in 2002 to 42% in 2011. However, the proportion of arts audiences aged 25-39 had fallen by 3% compared to a decade ago, while the proportion of the population in this age group had increased from 38% to 45%.

There is also more even distribution of arts audiences across the different income and education levels. The proportion of arts audiences with a maximum education of Primary school increased from 4% in 2002 to 13% in 2011, whilst the proportion of arts audiences who were from the lower income group (lowest 30<sup>th</sup> percentile) increased from 15% in 2002 to 26% in 2011. This could have arisen from the survey's inclusion of respondents aged above 65.

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<sup>1</sup> For definitions of attendance of arts/cultural activities, refer to page 10.

<sup>2</sup> Refers to Singapore citizens and Permanent Residents (PRs).

<sup>3</sup> The term audiences is defined broadly to respondents who had attended arts/cultural activities including performing arts performances, visual arts exhibitions, or had read literary works.

## Arts participation remains at 19%

Active participation<sup>4</sup> in the arts remained at 19%<sup>5</sup>, identical to 2009.

Among respondents who were personally actively involved in the arts, most did so by having an arts or culture-related hobby or as a leisure activity. Participation levels were relatively stable across the arts forms, with the exception of theatre which saw a slight dip of 4%. Most popular was the playing of a musical instrument or personal involvement in a music-related activity.

## More say they are interested in the arts

The proportion of respondents who say they are interested in the arts has increased from 31% in 2009 to 36% in 2011. More significantly, the percentage of respondents who expressed a negative attitude towards the arts has decreased from 35% in 2009 to 27% in 2011.

Among respondents who were already involved in the arts, whether as an audience and/or participant, “attrition” was low. 98% of those engaged indicated that they were likely to continue or even increase their involvement in the arts. Those having some involvement in the arts and culture are also more likely to lead active lifestyles – such as taking up a sporting activity, or visiting parks and other recreational venues.

Among those who were not involved in the arts in the past 12 months, 13% expressed interest while 37% were neutral about the arts and were willing to consider some form of involvement in future.

These findings suggest that arts and cultural engagement is a desirable habit and life-long lifestyle choice, and more Singaporeans may be receptive to the arts and culture in the future.

## Arts seen as having personal benefits

Regardless of their involvement, majority of respondents showed a strong appreciation of the value of the arts. In particular, the personal benefits of the arts and culture were felt keenly. Close to 70% believe that the arts:

- *gives them a better understanding of people of different backgrounds and cultures*
- *helps them to express their thoughts, feelings and ideas*
- *inspires and helps them to be more creative in their studies and/or work improves the quality of life for everyone*

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<sup>4</sup> For definitions of participation, refer to page 34

<sup>5</sup> In 2011, the definition was revised to exclude the reading of arts-related publications or magazines.

In comparison, only 50% of respondents agreed that the arts has an impact on fostering a sense of belonging to Singapore and shaping our national identity. Most respondents felt drawn to the arts for entertainment and as a good way to relax and spend time with their friends and family.

## Looking beyond arts venues

This 2011 survey also sought to understand respondents' habits in attending or participating in arts and cultural activities. While arts venues remained the natural place of engagement, there were respondents who cited libraries, community centres, museums and even places of worship. These alternative venues were more popular among those aged 65 and above, and those married with children.

The arts is also part of many respondents' social activities. Friends and family members played the most important role as companions when attending arts and cultural activities.

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## ABOUT NAC'S BIENNIAL POPULATION SURVEY

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The National Arts Council (NAC)'s mission is to nurture the arts and make it an integral part of the lives of the people of Singapore.

The National Population Survey on the Arts is conducted to track and understand how Singaporeans perceive the arts and how involved Singaporeans are in arts and cultural activities. In 2009, a commitment was made to conduct the survey biennially.

This seventh edition of the survey adopts a broad definition of arts and cultural activities in Singapore, ranging from the activities relating to the fine arts, classical and traditional arts, to more mainstream or vernacular forms of expressions such as street dance, pop/indie/rock music. The survey has taken this inclusive approach recognizing that there is a diversity of lifestyles, cultures, and communities that make up Singapore's population. This inclusive approach also allows for a more comprehensive picture of the current level of interest, attitudes and perceptions towards to the arts and cultural activities, as well as the habits and factors which influence this.

This is the first time that this report is being published in full, as part of NAC's ongoing efforts to provide further insight for arts practitioners, researchers and administrators to the demands and expectations of Singaporeans toward the arts and cultural offerings in Singapore.

## RESEARCH APPROACH

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A total of 2,038 interviews were conducted with Singaporeans and Permanent Residents between October and December 2011.

A door-to-door interviewing method was used. The sampling frame was obtained from the Singapore Department of Statistics. The selection of sampling points was done at random with strict adherence to ensure representation of the population against the 2010 Census in terms of:

- Gender
- Age (15 years old and above)
- Ethnicity
- Household income
- Geographical spread

This methodology was kept consistent with previous years to ensure that the results are comparable.



# PART 1: INVOLVEMENT

---

Involvement is defined and measured in the context of **attendance** and **participation**.

# 1.1 ARTS ATTENDANCE

# 1.1.1 OVERALL ARTS ATTENDANCE

---

## DEFINITION OF ARTS ATTENDANCE

In this Survey, **Arts attendance** is defined as:

(a) At least 1 physical attendance in the last 12 months at either ticketed or non-ticketed performances, exhibitions and other events relating to:

- The Performing Arts, chiefly theatre, music and dance performances
- The Visual Arts
- The Literary Arts
- Craft
- Other arts and cultural events, such as community cultural shows, heritage exhibitions etc.

(b) Reading for leisure works of creative writing, fiction and poetry, in the last 12 months

## ATTENDANCE OF ARTS/CULTURE ACTIVITIES

The number of respondents who attended at least 1 arts and cultural activity in the last 12 months (and/or read a literary work for leisure) had increased steadily over the years to 48% in 2011. This represents almost one in two respondents.

While this is an encouraging development, this report seeks to provide further analysis of how this is broken down in terms of art forms and genres, and across different population segments. In addition, the report's findings should also be seen against other data on the arts, including attendance numbers and ticket sales<sup>6</sup>.

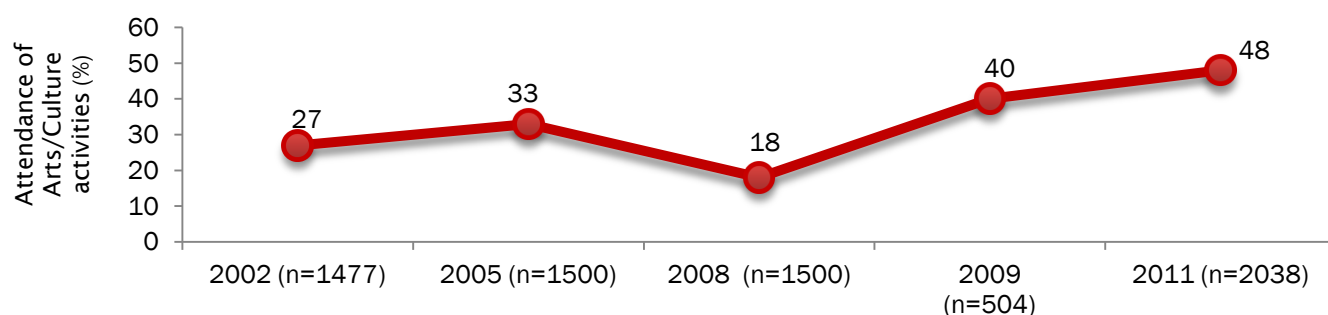


FIGURE 1: ARTS ATTENDANCE

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<sup>6</sup> Annual data on ticketed and non-ticketed attendances, as well as ticket sales are reported in the 2011 Singapore Cultural Statistics published by the Ministry of Information, Communications and the Arts (MICA). In 2011, the total ticketed attendance of performing arts events increased from 971,600 in 2003 to 2.14m. Total tickets sold for performing arts events increased from 652,400 in 2004 to 1.31m in 2011. Correspondingly, total gross takings increased from \$32.79m to \$109.92m in 2011.

## PROFILE OF ARTS AUDIENCES

In general, there was an increase in the number of respondents who attended arts/cultural activities across the different population profiles. Youths were the most prominent group of arts audiences followed by the Professionals/Managers/Executives/Businessmen (PMEBs). The latter saw the highest increase from 46% in 2009 to 56% in 2011.

Arts attendance among respondents who were married with children at 44% was slightly lower than the national average by 5%. This was followed by senior citizens with the lowest attendance rate of 26%.

Part 3 of this report contains detailed analysis of arts attendance patterns by age, education levels, household income, and by the population profile identified below.

	2009 <sup>+</sup> (%)	2011* (%)	% Change
<b>Total*</b>	40	48	↑ 8
<b>Youths (15-24)</b>	56	61	↑ 5
<b>PMEBs</b>	46	56	↑ 10
<b>Married with Children</b>	40	43	↑ 3
<b>Seniors Citizens (65+)</b>	N/A <sup>7</sup>	26	N/A

TABLE 1: SEGMENT PROFILE OF ARTS AUDIENCES

\*Base: All respondents in 2011, N=2038

<sup>+</sup>Base: All respondents in 2009, N=504

## REASONS FOR ATTENDANCE

Those who attended arts events and activities at least once in the last 12 months said that they did so for reasons of personal and social benefits. More than half of the arts audiences said that they attended arts events because it was entertaining and helped them relax, or felt that it was a good way of spending time with their friends, family or colleagues. A significant number also said that the arts broadens their minds and helps them become more receptive to new things.

Respondents who constituted arts audiences in the last 12 months typically identified more than 1 reason in the survey.

<sup>7</sup> Information is not available as seniors above the age of 65 were not surveyed in 2009.

These dominant reasons and the multiple personal benefits that arts audiences cited are in line with the attitudes and perceptions of respondents towards the arts, as described in Part 2 of this report.

<b>Reasons for attending arts events and activities</b>	<b>(%)</b>
Entertaining and they help me relax	56
A good way of spending time with my friends/family/colleagues	55
Helps broaden my mind and become more accepting of new things	52
I heard positive reviews from friends/colleagues/relatives/media	48
Helps me think more creatively	46

**TABLE 2: REASONS FOR ATTENDING ARTS EVENTS AND ACTIVITIES**

Base: All Arts Audiences, N=972

Among those who did not attend arts events and activities in the last 12 months, more than one third felt that the arts and cultural activities were not relevant to their lives.

<b>Reasons for not attending arts events and activities</b>	<b>(%)</b>
Arts and cultural events/activities are not relevant to my life	36
I am not familiar with the artists/performers	23
I have family commitments that make it difficult for me to attend these events/activities	20
I do not think the events/activities are worth the amount/price of the ticket	15
I don't know which events/activities will interest me	11

**TABLE 3: REASONS FOR NOT ATTENDING ARTS EVENTS AND ACTIVITIES**

Base: All Non-attendees, N=1066

## 1.1.2 ATTENDANCE OF ARTS EVENTS AND ACTIVITIES BY ART FORM

---

In this 2011 Survey, some reclassifications were made from previous surveys to provide a more detailed breakdown of art forms and genres<sup>8</sup>. For the first time, craft is being tracked as an individual art form to include all types of craft events and activities.

Respondents who attended arts events and activities in the last 12 months typically identified more than 1 art form in the survey.

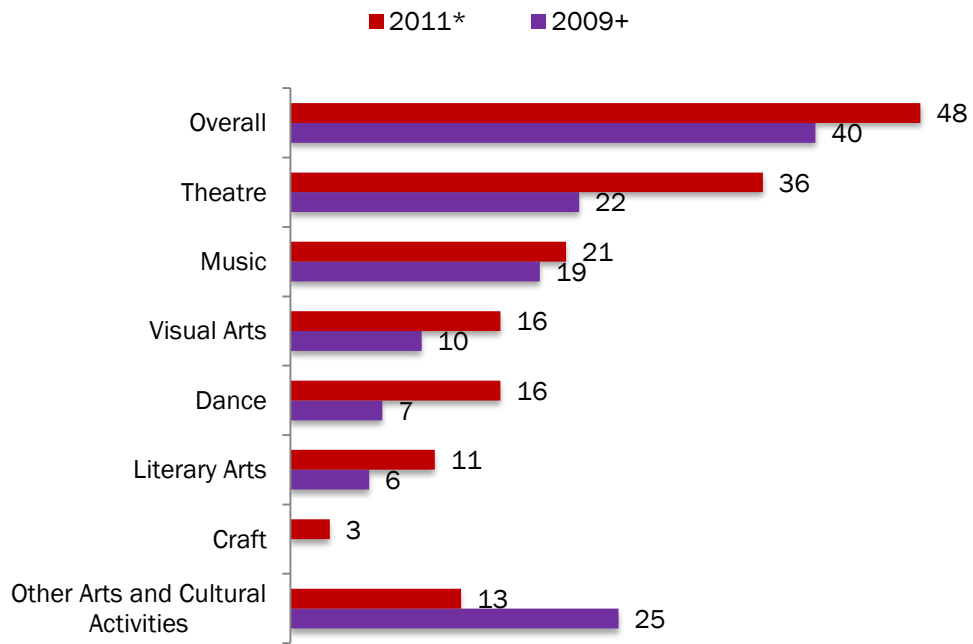
The increase between 2009 and 2011 was strongest in the category of “Theatre”, which was broadly defined to encompass not only stage plays, musicals, and traditional theatre, but also live theatrical performances, such as variety shows and stand-up comedy acts, acrobatic street and circus performances. However, this increase in the category of theatre should be viewed in context of the inclusion of the sub-category of acrobatic street & circus performances, previously classified under “Other Arts and Cultural Activities” category, which experienced a concurrent fall between 2009 and 2011.

The category of “Dance” showed the next highest level of increase between 2009 and 2011. Similar to theatre, the increase can be attributed to a more inclusive approach where newer popular forms such as street dance were included for the first time.

While it is not surprising that mainstream genres such as variety shows, musicals, street dance, and pop/rock/indie music enjoyed a relatively high attendance, it is notable that there were also increases between 2009 and 2011 across most other genres, such as stage plays, traditional theatre, ballet, contemporary dance, folk/traditional dance, and jazz/blues.

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<sup>8</sup> Please refer to Annex A for a detailed breakdown of the art form classifications.



**FIGURE 2: ATTENDANCE BY ART FORM**

\*Base: All respondents in 2011, N=2038

\*Base: All respondents in 2009, N=504

## 1.1.2.1 THEATRE









Theatre was the most popular art form among the arts audiences. In this survey, theatre broadly encompasses the traditional theatre performances such as plays and opera as well as the newer, more popular forms of live theatrical performances such as variety shows including stand-up comedy acts as well as street & circus performances.

Broadly, 36% of all arts audiences watched a theatre performance. It is not surprising that the popular art forms like variety shows, street and circus performances and musicals were the most widely attended.

Interestingly, the proportion of respondents who attended musicals saw a dip from the 2009 Survey, whilst that of the traditional forms of theatre performances all saw a marginal increase in attendance.



<b>Variety Shows</b>			
2011:	<b>20%</b>	2009:	Not available <sup>9</sup>
		<b>Key Audience:</b>	<ul style="list-style-type: none"> <li>• Youths</li> <li>• PMEBS</li> </ul>
			
		©The Hossan Leong Show	
<b>Street &amp; Circus</b>			
2011:	<b>14%</b>	2009:	6% <sup>10</sup>
		<b>Key Audience:</b>	<ul style="list-style-type: none"> <li>• Youths</li> <li>• PMEBS</li> </ul>
			
		© Chingay 2012	
<b>Musicals</b>			
2011:	<b>13%</b>	2009:	17%
		<b>Key Audience:</b>	<ul style="list-style-type: none"> <li>• Youths</li> <li>• PMEBS</li> </ul>
			
		©WICKED the Musical- Singapore	
<b>Plays</b>			
2011:	<b>9%</b>	2009:	7%
		<b>Key Audience:</b>	<ul style="list-style-type: none"> <li>• PMEBS</li> <li>• Married with children</li> </ul>
			
		Courtesy of The Finger Players	
<b>Traditional Theatre</b>			
2011:	<b>7%</b>	2009:	5%
		<b>Key Audience:</b>	<ul style="list-style-type: none"> <li>• Seniors</li> </ul>
			
		Courtesy of Chinese Theatre Circle	
<b>Western Opera</b>			
2011:	<b>2%</b>	2009:	1%
		<b>Key Audience:</b>	<ul style="list-style-type: none"> <li>• PMEBS</li> <li>• Married with children</li> </ul>
			
		© Singapore Lyric Opera	

<sup>9</sup> This art form was not clearly defined in the 2009 edition of the survey but has now become increasingly popular and would be tracked on its own. The 2011 data will serve as a baseline for future editions of the survey.

<sup>10</sup> This art form was previously classified as 'Carnivals' under other arts & cultural events.







## 1.1.2.2 MUSIC



Music was the next most popular art form among arts audiences, increasing marginally from 19% in 2009 to 21% in 2011. It included genres ranging from 'Pop, Rock, Indie, Alternative' to the more traditional 'Western Classical' and 'Traditional Ethnic' music.

The attendance patterns for music events were similar to that of theatre. The more popular genre 'Pop, Rock, Indie and Alternative' enjoyed the highest attendance levels.

Music genres such as traditional ethnic music appealed more to the seniors whilst the other genres were more popular with the youths and the PMEBS.

<b>Pop, Rock, Indie, Alternative</b>		
2011:	2009:	© Baybeats 2012- The Trees and the Wild
<b>10%</b>	9%	
	Key Audience:	
	<ul style="list-style-type: none"> <li>• Youths</li> <li>• PMEBS</li> </ul>	
<b>Western Classical</b>		
2011:	2009:	©Singapore Symphony Orchestra
<b>7%</b>	9% <sup>11</sup>	
	Key Audience:	
	<ul style="list-style-type: none"> <li>• Youths</li> <li>• PMEBS</li> </ul>	
<b>Traditional Ethnic</b>		
2011:	2009:	© Singapore Indian Fine Arts Society
<b>5%</b>	Not available <sup>12</sup>	
	Key Audience:	
	<ul style="list-style-type: none"> <li>• Seniors</li> </ul>	
<b>Jazz and Blues</b>		
2011:	2009:	© Jeremy Monteiro
<b>5%</b>	3%	
	Key Audience:	
	<ul style="list-style-type: none"> <li>• Youths</li> <li>• PMEBS</li> </ul>	
<b>Vocal Music</b>		
2011:	2009:	© Singapore Symphony Choir
<b>4%</b>	4%	
	Key Audience:	
	<ul style="list-style-type: none"> <li>• Youths</li> <li>• PMEBS</li> </ul>	
<b>Folk, Ethnic and World</b>		
2011:	2009:	©Gamelan Asmaradana
<b>2%</b>	2%	
	Key Audience:	
	<ul style="list-style-type: none"> <li>• Youths</li> <li>• PMEBS</li> </ul>	

<sup>11</sup> In 2009, this art form was classified broadly under classical music.

<sup>12</sup> This art form was not clearly defined in the 2009 edition of the survey but has now become increasingly popular and would be tracked on its own. The 2011 data will serve as a baseline for future editions of the survey.

### 1.1.2.3 VISUAL ARTS



Visual arts was the third most popular art form among art audiences. It included a myriad of activities such as art fairs, exhibitions, auctions and performance art events.

There was a sharp increase in the attendance of these activities from 10% in 2009 to 16% in the 2011 Survey. These visual arts activities were attended mainly by the PMEBS and those married with children.

The activities that were the most popular were art fairs as well as drawing & painting exhibitions.

### Drawing & Painting Exhibitions

2011:

**7%**

2009:

5%<sup>13</sup>

Key Audience:

- PMEBS
- Married with Children



© Singapore Art Museum

### Photography Exhibitions

2011:

**6%**

2009:

5%

Key Audience:

- PMEBS



Courtesy of Singapore International Photography Festival 2010

### 3D Art Exhibitions

2011:

**3%**

2009:

5%

Key Audience:

- Youths
- PMEBS



Singapore Biennale 2011

### Performance Art Events

2011:

**2%**

2009:

5%

Key Audience:

- Youths
- PMEBS



Jason Lim, Kawai Siu, Yuzuru Maeda, Kai lam FO17. Photo by Nel Lim

<sup>13</sup> In the 2009 edition, this art form was classified under painting/printmaking/drawing/photography/sculpture/calligraphy/ceramics/art installation/performance art activities

### Art Fairs

2011:

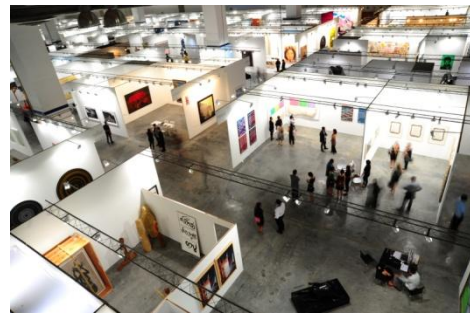
**8%**

2009:

5%

Key Audience:

- PMEBS
- Married with Children



Courtesy of Art Stage Singapore

### Graffiti, Mural, Tile Mosaic Exhibitions

2011:

**2%**

2009:

3%

Key Audience:

- Youths
- PMEBS



Courtesy of Social Creatives

### New Media Art Exhibitions

2011:

**3%**

2009:

2%

Key Audience:

- PMEBS



Courtesy of Ikkan Art Gallery

### Art Auctions

2011:

**2%**

2009:

2%

Key Audience:

- PMEBS
- Married with Children
- Seniors



Courtesy of Larasati Auctioneers






## 1.1.2.4 DANCE



Similar to theatre, the audience numbers for dance performances saw a sharp increase. This can be attributed to the broadened definition that included street dance which has become increasingly popular.

Overall, the audience numbers of all genres of dance performances had increased. This applied not only to the popular forms such as ballroom and line dance but also to the traditional folk and ethnic dances. This affirms the overall increase in popularity of dance forms among the arts audiences.

In general, dance had greater appeal with the youths and PMEBs compared to the other population segments.

<b>Street Dance</b>		
2011:	2009:	Courtesy of NUS Centre of the Arts
<b>7%</b>	Not available <sup>14</sup>	
Key Audience: <ul style="list-style-type: none"> <li>• Youths</li> <li>• PMEBS</li> </ul>		
<b>Folk, Traditional and Ethnic Dance</b>		
2011:	2009:	Chinese Dance Month 2011
<b>5%</b>	3%	
Key Audience: <ul style="list-style-type: none"> <li>• PMEBS</li> <li>• Married with Children</li> <li>• Seniors</li> </ul>		
<b>Ballet</b>		
2011:	2009:	Courtesy of Singapore Dance Theatre, photo by Dennis Lim
<b>4%</b>	2%	
Key Audience: <ul style="list-style-type: none"> <li>• Youths</li> <li>• PMEBS</li> </ul>		
<b>Contemporary Dance</b>		
2011:	2009:	©Frontier Danceland
<b>4%</b>	2%	
Key Audience: <ul style="list-style-type: none"> <li>• Youths</li> <li>• PMEBS</li> </ul>		
<b>Ballroom, Latin, Line Dance</b>		
2011:	2009:	Singapore Arts Festival 2010
<b>4%</b>	1%	
Key Audience: <ul style="list-style-type: none"> <li>• PMEBS</li> <li>• Married with Children</li> </ul>		

<sup>14</sup> This art form was not clearly defined in the 2009 edition of the survey but has become increasingly popular and would be tracked on its own. The 2011 data will serve as a baseline for future editions of the survey.



## 1.1.2.5 LITERARY ARTS



Similar to theatre and dance, a more inclusive approach was taken to include reading of stories, poetry or novels. The level of attendance for events related to books or writing remained fairly constant.

This art form appealed particularly to the PMEBs who engaged in more reading and attending of literary arts works and events compared to other population segments.

### Reading Stories, Poetry or Novels

2011:

**10%**

2009:

Not available<sup>15</sup>

Key Audience:

- PMEBS



©National Museum of Singapore- Children's Season 2012

### Events Related to Books or Writing

2011:

**5%**

2009:

6%

Key Audience:

- PMEBS



Singapore Writers Festival 2011

<sup>15</sup> This art form was not clearly defined in the 2009 edition of the survey but has become increasingly popular and would be tracked on its own. The 2011 data will serve as a baseline for future editions of the survey.

## 1.1.2.6 OTHER ARTS & CULTURAL EVENTS



Besides the arts activities and events mentioned, there were other types of arts & cultural events that arts audiences attended such as community arts and cultural events as well as historical and cultural exhibitions.

Previously this category also included street arts performances and carnivals which have now been reclassified as street & circus performances in theatre.

The proportion of arts audiences who attended these other arts and cultural events did not differ significantly from 2009.

### Community Arts and Cultural Events

2011:

**7%**

2009:

7%

Key Audience:

- Youths
- PMEBS



Celebration of Drums 2011

### Historical and Cultural Exhibitions

2011:

**7%**

2009:

6%

Key Audience:

- PMEBS
- Married with Children
- Seniors



Modern Calligraphy Exhibition 2011

### Guided Arts & Cultural Tours

2011:

**3%**

2009:

Not available<sup>16</sup>

Key Audience:

- PMEBS
- Married with Children
- Seniors



GAC Open House 2011

<sup>16</sup> This art form was not clearly defined in the 2009 edition of the survey but has become increasingly popular and would be tracked on its own. The 2011 data will serve as a baseline for future editions of the survey.

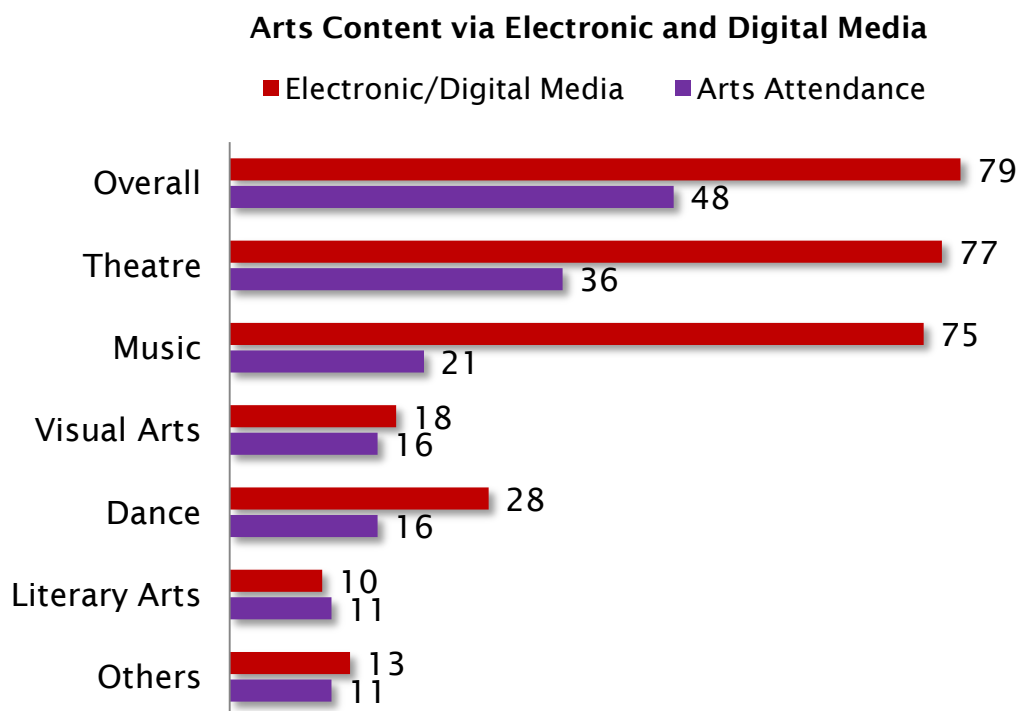
## 1.1.3 THE ARTS VIA DIGITAL AND ELECTRONIC MEDIA

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In this 2011 Survey, arts attendance does not include the reading, viewing of or listening to any arts content via the electronic or digital media. Such media is defined in this survey as TV, DVD, radio, the Internet and portable media devices such as mobile phones and media players.

However, with the increasing popularity and accessibility of such media, for the first time this survey sought to understand the habits of respondents who read, viewed or listened to arts content via electronic and digital media.

Almost 8 in 10 respondents had read, viewed or listened to some form of arts content via electronic and digital media in the last 12 months. As with physical attendance at performances and events, the most popular choices were the categories of “Theatre” and “Music”.



**FIGURE 3: ARTS CONTENT VIA DIGITAL AND ELECTRONIC MEDIA**

Base: All respondents in 2011, N=2038

## 1.2 ARTS PARTICIPATION

## 1.2.2 OVERALL PARTICIPATION IN THE ARTS

---

### DEFINITION OF PARTICIPATION

Other than attending an arts performance or event, more Singaporeans are also demonstrating more active, personal participation in the arts. This ranges from practising an art form as a hobby, furthering one's interest by taking part in classes, workshops, talks, discussions or arts groups, to giving of one's time or money to support Singapore's arts and culture.

In this 2011 Survey, **Participation** is defined as having taken part in at least 1 arts activity in the last 12 months. The survey also refined the definition of participation to include only activities that demonstrated a more personal and active involvement by respondents such as:

- Having an arts and culture related hobby or personal leisure activity
- Attending classes, workshops or talks on arts and culture
- Taking part in an arts and/or cultural group
- Taking part in an arts and/or cultural performance, exhibition, show or competition
- Leading a guided arts and/or cultural tour
- Commenting or participating in a discussion on an arts and cultural event/activity
- Purchasing/loaning a piece of art work
- Donating/giving money to support arts or culture

### OVERALL ARTS PARTICIPATION LEVELS

19% or 1 in 5 respondents said that they took part in at least 1 of the activities in the last 12 months. This is identical to the 2009 finding.

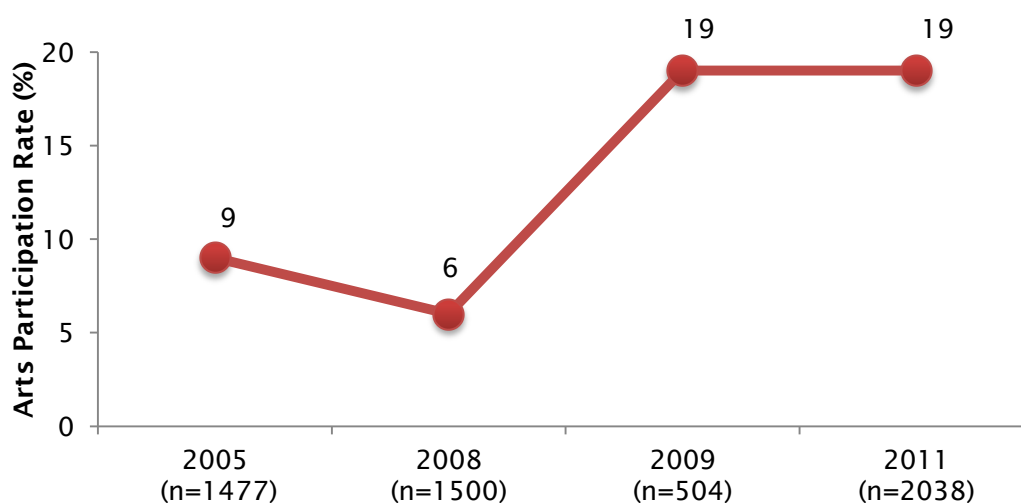


FIGURE 4: OVERALL ART PARTICIPATION LEVELS

## PARTICIPATION BY TYPE OF ACTIVITY

Among respondents who said they participated in the arts, the most common activity was having an art and culture-related hobby or a personal leisure activity.

Types of Arts Activities Participated	(%)
<b>Overall Participation</b>	<b>19</b>
Have an arts and culture-related hobby or personal leisure activity	11
Purchase/Loan a piece of art work	5
Donate/Give money to support the arts and/or culture	5
Attend classes, workshops or talks on arts and culture	4
Take part in an arts and/or cultural club or group	4
Take part in an arts and cultural performance, show, exhibition or competition	3
Comment/participate in a discussion on an arts & cultural event and activity	1
Lead a guided arts and/or cultural tour	0.3

**TABLE 4: TYPE OF ACTIVITIES PARTICIPATED**

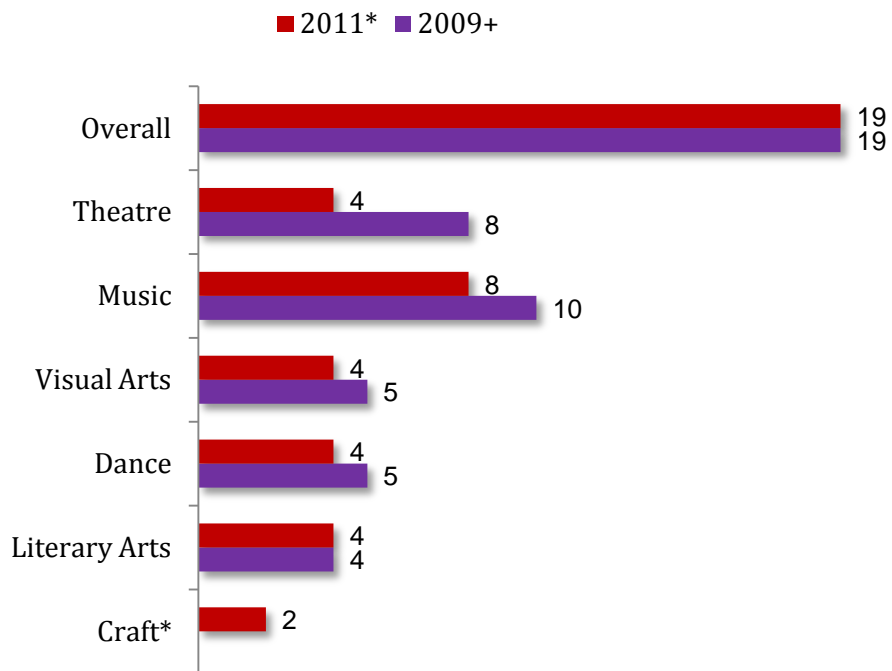
Base: All respondents in 2011, N=2038



## 1.2.3 PARTICIPATION BY ART FORM

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Between 2009 and 2011, there was a slight drop in participation rates across most art forms with participation in theatre activities decreasing by two fold from 8% in 2009 to 4% in 2011. Music remains the most popular art form that respondents participated in.



**FIGURE 5: PARTICIPATION BY ART FORM**

\*Base: All respondents in 2011, N=2038

\*Base: All respondents in 2009, N=504

## 1.2.4 SEGMENT PROFILE OF ARTS PARTICIPANTS

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The participation level of youths is higher compared to the other segment profiles, and is above the overall participation rate of 19%. However the participation level of 28% among youths is significantly lower than the 40% in 2009.

The data collected in this survey does not allow us to make any conclusions on the reason or determine the factors that caused this decline in participation level among youths. A contributing factor could be that the definition of participation was more specifically defined for the 2011 Survey.

Segment Profile	2009 <sup>+</sup> (%)	2011* (%)	Change (%)
<b>Total</b>	19	19	0
<b>Youth (15-24)</b>	40	28	↓ 12
<b>PMEBs</b>	20	19	1
<b>Married with Children</b>	14	17	3
<b>Senior Citizens (65+)</b>	N/A <sup>5</sup>	14	N/A

TABLE 5: SEGMENT PROFILE OF ARTS PARTICIPANTS

\*Base: All respondents in 2011, N=2038

<sup>5</sup>Base: All respondents in 2009, N=504

## **PART 2: PERCEPTIONS OF THE ARTS**

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## 2.1 INTEREST IN THE ARTS

Overall, there has been an increase in the proportion of respondents who say that they are “somewhat interested” and “very interested” in the arts over the last 3 years, although the level at 36% in 2011 is similar to 2005’s 35%.

More significant is the 16% decline since 2005 in the proportion of respondents who say that they are “not interested” and “not interested at all” in the arts, of which half or 8% of the decline took place recently between 2009 and 2011.

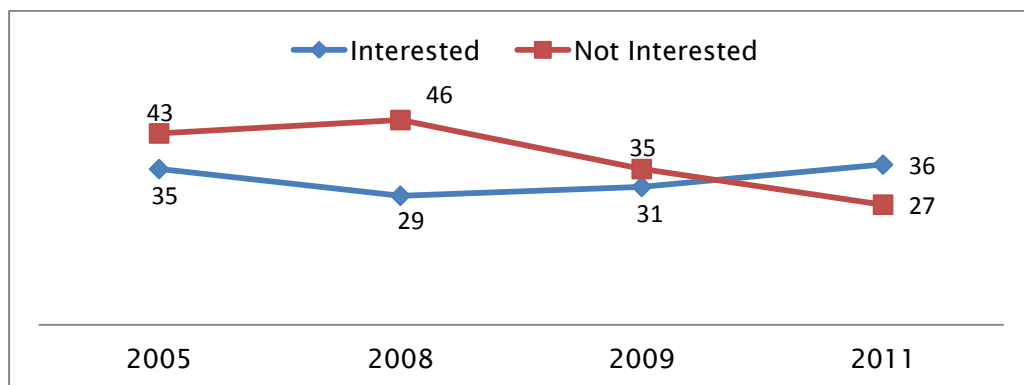
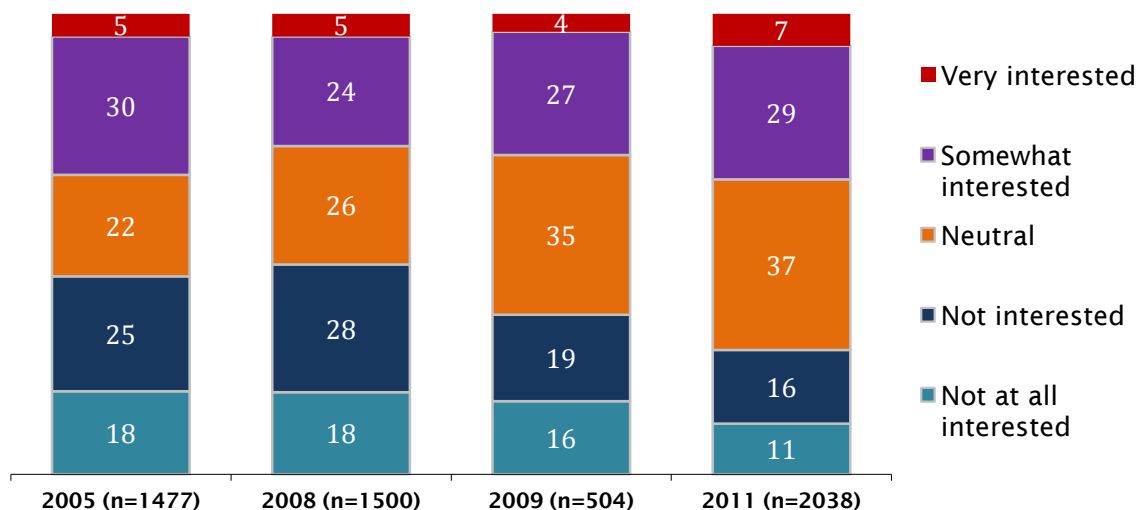


FIGURE 6: INTEREST IN THE ARTS

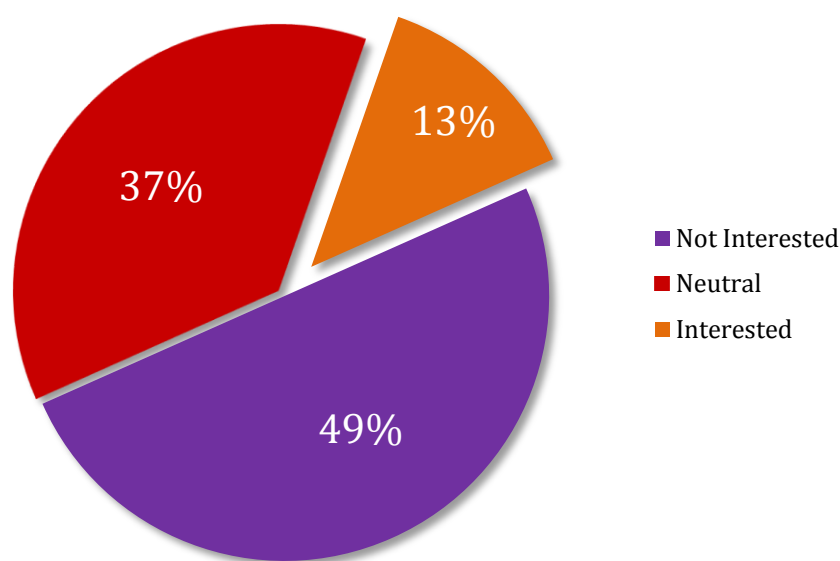


## 2.1.2 INTEREST AMONG THOSE NOT INVOLVED IN THE ARTS

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Among respondents who did not currently attend or participate in any arts or cultural activities and events (i.e. non-attendees and non-participants), 13% expressed an interest while 37% were neutral. This suggests a strong potential for a further increase in arts involvement through more public outreach and education programmes in the future.

However, this also meant that it would be more challenging to reach out to the 1 in 2 non-attendees and/or non-participants who said that they were simply “not interested”. This corroborates with the finding (see page 13, Table 3) that the 36% of non-attendees said that the reason for their not attending any arts and cultural activity or event in the last 12 months was that they did not see such activities as relevant to their lives.



**FIGURE 7: INTEREST AMONG THOSE NOT INVOLVED**

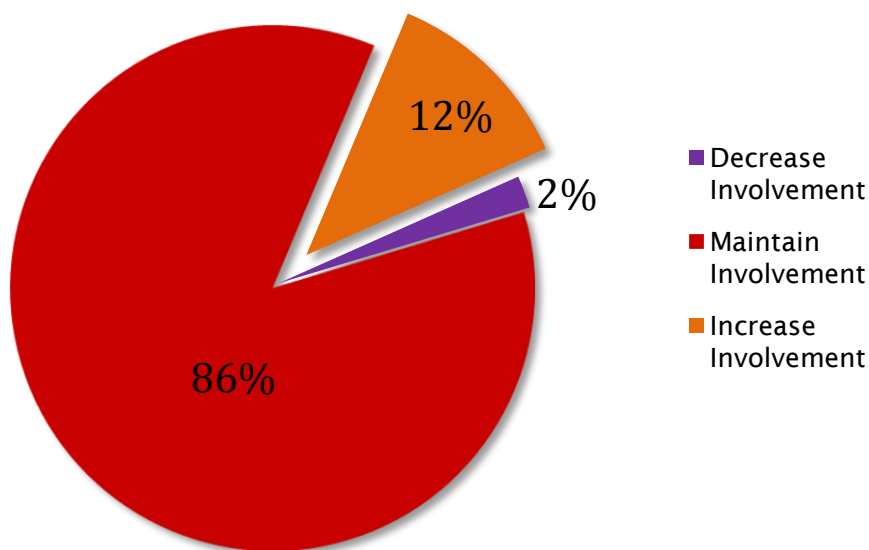
Base: Those who are not involved in the Arts, N=962

## 2.1.3 INTEREST TO CONTINUE INVOLVEMENT

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Among those who were already involved in the arts, the retention rate was high. 98% indicated that they were likely to maintain or increase their involvement in the arts, while only 2% indicated a likely decrease in their involvement in the arts.

This finding suggests that the attraction of being involved in the arts is very strong among those already involved. This is corroborated by the finding that many arts audiences (see Page 13 Table 2) cited more than 1 reason for their involvement in the arts, as well as the positive perceptions of the value and importance of the arts (see page 40 Table 7) by those who have a personal experience of the arts.



**FIGURE 8: CONTINUING INVOLVEMENT IN THE ARTS**

Base: Those who participated in the Arts, N=383

## 2.2 PERCEPTIONS OF THE ARTS

Apart from finding out the interest level of Singaporeans in the arts, this survey also seeks to understand their perceptions of the arts.

### 2.2.2 PERCEIVED VALUE OF THE ARTS

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Regardless of one's involvement in the arts, majority of the respondents were able to identify with the personal and social benefits of the arts.

The personal benefits of the arts attracted the strongest positive response. 68% of respondents agreed that the arts can help build mutual understanding between people of different cultures and backgrounds, while 67% agreed that the arts helps them express themselves. More than 60% also agreed that the arts inspires and enables them to be more creative and articulate their feelings, thoughts and ideas more effectively.

Fewer respondents could relate to the importance of the arts in creating a greater sense of belonging and defining the society and culture as well as the economic contributions of the arts.

Perceived importance of the Arts	Respondents who agreed (%)
Gives us a better understanding of people of different backgrounds and cultures	68
Helps us to express our thoughts, feelings and ideas	67
Inspire and help us to be more creative in our studies and/or work	64
Improves the quality of life for everyone	62
Makes us feel a greater sense of belonging to Singapore	49
Says who we are as a society and country	49
Contributes to a more well-rounded economy	49

TABLE 6: PERCEIVED IMPORTANCE OF THE ARTS

Base: All respondents in 2011, N=2038

## 2.3 UNDERSTANDING THE IMPORTANCE OF THE ARTS

Those who had experienced the arts in the last 12 months, or identified an active personal participation in the arts showed a greater ability to relate to the importance and benefits of the arts than those who were not involved. The variance between these 2 groups was most significant at above 20% in those values of personal benefit and mutual, cultural understanding.

	Involved* % Agree	Not Involved+ % Agree	Difference (%)
Gives better understanding of people of different backgrounds & cultures	73	50	23
Helps express our thoughts, feelings & ideas	77	56	21
Inspires & helps creative in our studies &/or work	75	51	24
Improves quality of life for everyone	75	59	16
Makes us feel greater sense of belonging to Singapore	55	42	13
Says who we are as a society & country	54	43	11
Contributes to a more well-rounded economy	55	43	12

**TABLE 7: DIFFERENCE IN PERCEPTION OF THE ARTS BETWEEN AUDIENCES AND NON-AUDIENCES**

\*Base: Those who are involved in the Arts, N=1076

+Base: Those who are not involved in the Arts, N=962



## **PART 3: DEMOGRAPHICS OF ARTS AUDIENCES**

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## 3.1 OVERALL AUDIENCE DEMOGRAPHICS

### 3.1.2 AUDIENCES BY AGE GROUPS

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Compared to the overall age distribution of the population in Singapore, arts audiences tended to be those aged between 15 and 39. Youths made up 23% of arts audiences though they only make up 9% of the Singapore population.

In comparison to the first survey nearly ten years ago, the proportion of arts audiences aged 40-64 has increased from 34% in 2002 to 42% in 2011. This is comparable to the demographics of the Singapore population. This indicates that the arts is now reaching out to more people in this age group than a decade ago. It could also mean that the audience segment aged 25-39 in 2002 had continued to attend arts activities ten years on, leading to the growth in today's audience segment aged 40-64.

However, developments among 2 demographic groups would need to be examined further in future studies.

Firstly, arts attendance has declined among those aged 25 to 39. Compared to the overall Singapore population, the proportion of arts audiences in this group is now 10% lower. This may be due to shifting priorities as they are likely to be entering their first jobs, mid-career, and/or are settling down and starting families.

Secondly, 2% of the demographic group aged 65 and above were art audiences in the 2011 Survey. As this demographic group was not tracked in earlier surveys, a comparison is not possible. However, arts attendance among this group is under-represented, as this demographic group comprises 9% of Singapore's overall population in 2011. With an aging population, the needs of Singaporeans above 65 years in age and their attendance of arts/culture activities require further examination.

In 2002,

Age group	Percentage of arts audiences who are in this age group <sup>1</sup>	Percentage of the Singaporean population who are of this age group <sup>2</sup>	Difference <sup>3</sup>
15-24	28%	18%	+10%
25-39	38%	38%	0%
40-64	34%	44%	-10%
<b>Total</b>	100%	100%	

<sup>1</sup>Based on 2002 NAC National Population Survey on the Arts

<sup>2</sup>Breakdown based on the 2000 Census Data excluding those below 15 and those 65 and above

In 2011,

Age group	Percentage of arts audiences who are in this age group <sup>1</sup>	Percentage of the Singaporean population who are of this age group <sup>2</sup>	Difference
15-24	23%	9%	+14
25-39	35%	45%	-10%
40-64	42%	46%	+4%
<b>Total</b>	100%	100%	

<sup>1</sup>Based on 2011 NAC National Population Survey on the Arts

<sup>2</sup>Breakdown based on 2010 Census Data excluding those below 15 and those 65 and above

**TABLE 8: ARTS AUDIENCES BY AGE**

Base: All Arts Audiences in 2011, N=972

Base: All Arts Audiences in 2002, N=387

<sup>3</sup>‘+’ and ‘-’ mean that this age group is over- and under-represented among the cohort of arts audiences respectively.

\* The demographic group above the age 65 is not included in the comparison as the 2002 edition of the Population Survey did not include this demographic group.

### 3.1.3 AUDIENCES BY EDUCATION LEVELS

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2011 saw a broader distribution of arts audiences of different education levels. The proportion of arts audiences who had up to primary school qualifications had gone up from 4% in 2002 to 13% in 2011. The proportion of audiences with tertiary qualifications remained consistent at 50%. Although attendance is still largely skewed towards those with tertiary education qualifications, this suggests that more Singaporeans across all education levels are attending arts/culture activities.

In 2002,

Education Level	Percentage of arts audiences who are in this age group <sup>1</sup>	Percentage of the Singaporean population with this education level <sup>2</sup>	Difference <sup>3</sup>
Up to Primary School	4%	47%	-43%
Secondary to Post-Secondary (A/O Levels and NITEC)	46%	31%	+15%
Tertiary (Diploma, University, Post-grad)	50%	22%	+28%
<b>Total</b>	<b>100%</b>	<b>100%</b>	

<sup>1</sup>Based on 2011 NAC National Population Survey on the Arts

<sup>2</sup> Based on 2010 Census Data

In 2011,

Education Level	Percentage of arts audiences with this education level <sup>1</sup>	Percentage of the Singaporean population with this education level <sup>2</sup>	Difference
Up to Primary School	13%	33%	-20%
Secondary to Post-Secondary (A/O Levels and NITEC)	36%	29%	+7%
Tertiary (Diploma, University, Post-grad)	50%	38%	+12%
<b>Total</b>	<b>99%</b>	<b>100%</b>	

<sup>1</sup>Based on 2011 NAC National Population Survey on the Arts

<sup>2</sup> Based on 2010 Census Data

**TABLE 9: ARTS AUDIENCES BY EDUCATION LEVEL**

Base: All Arts Audiences in 2011, N=972

Base: All Arts Audiences in 2002, N=387

### 3.1.4 AUDIENCES BY HOUSEHOLD INCOME LEVELS

The distribution of arts audiences across different income levels was more evenly spread in 2011. There was an increase in proportion of arts audiences from the 1<sup>st</sup> to 30<sup>th</sup> household income percentile from 15% in 2002 to 26% in 2011. Based on the findings of this section, it can be deduced that the arts is becoming increasingly more accessible to all Singaporeans, regardless of income levels.

		Household income by percentile <sup>17</sup>	Percentage of arts audiences in this income bracket in 2001	Percentage of arts audiences in this income bracket in 2011
INCOME LEVEL ↓	LOW	1 <sup>st</sup> to 30 <sup>th</sup> percentile	15%	25%
		31 <sup>st</sup> to 70 <sup>th</sup> percentile	33%	33%
		71 <sup>st</sup> to 100 <sup>th</sup> percentile	52%	42%
	HIGH	TOTAL	100%	100%

TABLE 10: ARTS AUDIENCES BY HOUSEHOLD INCOME

Base: All Arts Audiences in 2011, N=972  
 Base: All Arts Audiences in 2002, N=387

<sup>17</sup> For breakdown of the respective income ranges for the percentiles, refer to Annex B on page 117

## 3.2 PATTERNS OF INVOLVEMENT IN THE ARTS

The study also captured the patterns in which Singaporeans attend and/or participate in the Arts. The questions aimed to provide a deeper understanding of where Singaporeans attend a performance/event/exhibition or develop their personal interest, whom they go with and how they obtained information about such arts activities and events.

## 3.2.2 VENUES FOR ARTS ATTENDANCE

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Most arts audiences attended arts performances and events at arts venues, such as the Esplanade, Drama Centre, and the Singapore Conference Hall. However, alternative venues such as community clubs and centres, museums and places of worship were also relatively popular, especially among those 65 and above and those married with children.

Venues for arts attendance	(%)
Arts venues	68
Community clubs/centres	38
Museums	32
Home	24
Libraries	17
Places of worship	15
School	15
Voluntary Welfare Organisations	13
Workplace	6

**TABLE 11: VENUES FOR ARTS ATTENDANCE**

Base: All Arts Audiences, N=972



### 3.2.3 VENUES FOR ARTS PARTICIPATION

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Arts venues and the home were both common venues for arts participants. This could be as a majority of arts participants cited that they practiced some form of the arts as a hobby or a personal leisure activity, and could include playing a music instrument or taking a music lesson at home.

Venues for arts participation	(%)
Arts venues	22
Home	21
Community clubs/centres	15
School	11
Museums	8
Places of worship	6
Libraries	4
Voluntary Welfare Organisations	2
Workplace	2

**TABLE 12: VENUES FOR ARTS PARTICIPATION**

Base: All Arts Participants, N=383

### 3.2.4 ARTS AS A SOCIAL ACTIVITY

---

Attending arts activities is very much a social activity. Almost half of the arts audiences attended arts activities with their friends or with their family members & spouses. Very few attended arts activities with their colleagues or on their own. However, as corroborated by the analyses of population segments, seniors and retirees are more likely (1 in 3) than the average audience to attend an arts performance/event/activity on their own (see page 104 Table 67).

Companions for arts attendance	(%)
Friends	47
Family members	34
Partner/Spouse	12
Colleagues	2
Myself/Me	5

**TABLE 13: COMPANIONS OF ARTS AUDIENCES**  
Base: All Arts Audiences, N=972

## 3.2.5 SOURCES OF INFORMATION

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For majority of the respondents, traditional mainstream media such as television and newspapers remained the most common sources of information about arts and cultural events (28%), followed by new media such as the internet and email (17%). In comparison, only a small minority obtained information through social media, radio and magazines.

However, as the analysis by population segment later shows, the proportion of youths who access information about the arts via the digital and social media is significantly higher than the average respondent. The internet and email are the most popular source for youth and shows a 16% variance between youths and the average respondent. Traditional mainstream media, such as television and newspapers, were less popular among the youths as compared to the average respondent, with newspapers showing an 11% variance between youths and the average respondent.

Source of Information about Arts and Cultural Activities	(%)
Television	28
Newspapers	28
Internet & email	17
Word-of-mouth	11
Posters & banners	4
Newsletters/Flyers/Brochures	4
Through social media	3
Radio	2
Magazines	1
Others	2

**TABLE 14: SOURCE OF INFORMATION ABOUT ARTS AND CULTURE ACTIVITIES**  
 Base: All Arts Audiences, N=972

## 3.3 SEGMENT PROFILES

A few population segments in the survey showed interesting patterns of arts involvement vis-à-vis the average arts audience or participant. These patterns provide insights for artists and arts organisations seeking to involve these population segments, to develop arts programmes that can better relate to the different needs and interests.

## 3.3.1 YOUTHS

15 to 24 Years Old



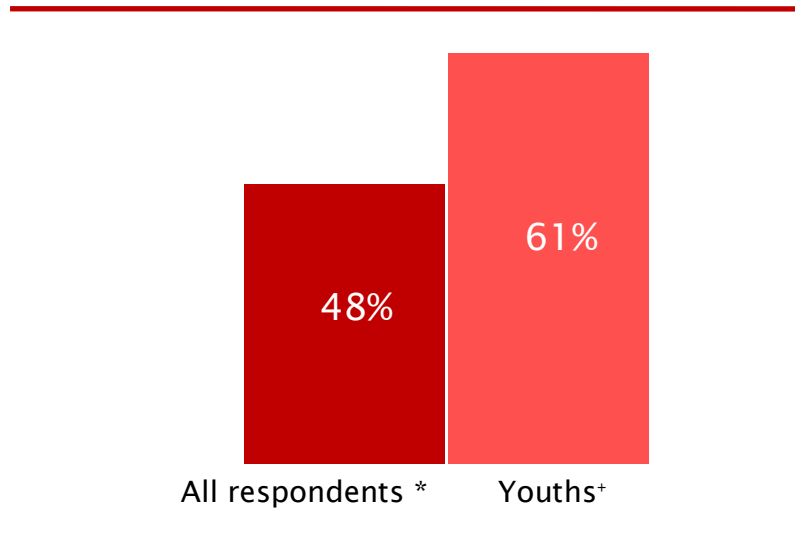
Among the different population segments, **youths** were the most involved in the arts. 61% of youths had attended an arts performance, exhibition or event in the last 12 months. The majority of youths usually attend such activities with their friends. Since most of them are students, schools were a common venue for engagement in the arts.

Only 1 in 4 youths actively participated in the arts, although 3 out of 4 youths felt that the arts helped them express their thoughts, feelings and ideas. This is a decrease from 1 in 3 who participated in 2009, with **music being the most popular art form** in terms of **youths participation**. It is also interesting to note that youths were the most receptive of the notion that the arts and culture broadens one's mind.

Not surprisingly, **online media was the most popular** channel among this segment, with 41% of youths finding out about art events through email, websites or social media. That said, **mainstream media was still a effective way of reaching out to youths** with 22% and 17% of youths still getting information about the arts from the television and newspapers respectively.

### 3.3.1.1 ARTS ATTENDANCE AMONG YOUTHS

The average arts attendance among youths was significantly **higher** than that of the general population.



**FIGURE 9: ARTS ATTENDANCE AMONG YOUTHS**

\*Base: All respondents, N=2038

†Base: All youths who took part in the survey, N=348

### 3.3.1.2 POPULAR ART FORMS AMONG YOUTHS

Although theatre was the most popular art form attended by youths, dance also stood out as it was 6% higher for youths compared to all arts audiences. Youths also showed less interest in visual arts events - only 29% took part in such activities as compared to 33% of all arts audiences.

	All Audiences* (%)	Youths+ (%)
Theatre Performances	75	74
Music Performances	43	48
Dance Performances	34	40
Visual Arts Events & Exhibitions	33	29
Literary Arts Events	23	22
Crafts Events	7	7
Other Arts & Cultural Events	27	25

**TABLE 15: POPULAR ART FORMS AMONG YOUTHS**

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Youths who attended arts/culture activities, N=214

### 3.3.1.3 POPULAR GENRES

#### THEATRE

---

In terms of attendance of the different sub-genres of theatre, youths' preferences did not differ much from the general public.

	All Audiences* (%)	Youths+ (%)
Variety Shows	42	43
Street and Circus Performances	29	32
Musicals	27	28

TABLE 16: POPULAR THEATRE PERFORMANCES AMONG YOUTHS

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Youths who attended arts/culture activities, N=214

#### MUSIC

---

Similar to the average arts audience, popular, rock, indie and alternative music was the most popular genre of music attended by the youths.

	All Audiences* (%)	Youths+ (%)
<b>Popular, Rock, Indie/Alternative Music</b>	<b>20</b>	<b>24</b>
Western Classical Music	15	17
Traditional Ethnic Music	10	11
Jazz and Blues	10	11

TABLE 17: POPULAR MUSIC PERFORMANCES AMONG YOUTHS

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Youths who attended arts/culture activities, N=214



## DANCE

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The attendance of dance performances by youths was generally higher than the other demographic groups and this is mainly driven by the attendance of street dance. 26% of youths attended this sub-genre compared to 15% of all the arts audiences.

	All Audiences* (%)	Youths+ (%)
Street Dance	15	26
Contemporary Dance	9	12
Ballet	8	9

**TABLE 18: POPULAR DANCE PERFORMANCES AMONG YOUTHS**

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Youths who attended arts/culture activities, N=214

## VISUAL ARTS

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Similar to the general arts audiences, art fairs were the most common visual arts events attended by the youths. However, youths showed visibly less interest in drawing and painting exhibitions as compared to the other audiences.

	All Audiences* (%)	Youths+ (%)
Art Fairs	16	15
Photography Exhibition	12	11
Drawing and Painting Exhibitions	15	10

**TABLE 19: POPULAR VISUAL ARTS ACTIVITIES AMONG YOUTHS**

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Youths who attended arts/culture activities, N=214

## LITERARY ARTS

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The attendance of literary arts activities by youths is similar to that of the general arts audience.

	All Audiences* (%)	Youths+ (%)
Reading stories, poetry or graphic novels	10	8

**TABLE 20: POPULAR LITERARY ARTS ACTIVITIES AMONG YOUTHS**

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Youths who attended arts/culture activities, N=214

## OTHERS

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In terms of the other arts activities, youths showed greater interest in historical & cultural exhibitions than the general arts audiences. On the other hand, they seem to be less keen on engaging in community arts & cultural events.

	All Audiences* (%)	Youths+ (%)
<b>Historical/Cultural Exhibitions</b>	<b>15</b>	<b>19</b>
Community Arts & Cultural Events	15	9
Guided Arts & Cultural Tours	7	4

**TABLE 21: OTHER POPULAR ART ACTIVITIES AMONG YOUTHS**

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Youths who attended arts/culture activities, N=214

### 3.3.1.4 COMPANIONS FOR ATTENDANCE AMONG YOUTHS

Friends were a very significant social group in terms of their influence on youths' attendance of arts/culture activities. Almost 90% of youths attended arts and cultural events with their friends. This is significantly higher than the percentage of arts audiences that attend arts and cultural events with their friends.

	All Audiences* (%)	Youths+ (%)
<b>Friends</b>	<b>47</b>	<b>87</b>
Family members	34	10
Partner/Spouse	12	2
Colleagues	2	1
Myself/Me	5	0

**TABLE 22: COMPANIONS FOR ARTS ATTENDANCE AMONG YOUTHS**

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Youths who attended arts/culture activities N=214

### 3.3.1.5 VENUES FOR ARTS ATTENDANCE AMONG YOUTHS

Arts venues were the main venues for arts attendance among youths. Slightly less than half of the youths who attended arts activities do so in school, which is much higher than the percentage of the general arts audiences. This is not surprising as majority of this segment profile is made up of students.

	All Audiences* (%)	Youths+ (%)
<b>Arts venues</b>	<b>68</b>	<b>74</b>
<b>School</b>	<b>15</b>	<b>44</b>
Museums	32	36
Community clubs/centres	38	32
Home	24	20
Libraries	17	19
Voluntary welfare organisations	13	12
Places of worship	15	10
Workplace	6	2

**TABLE 23: VENUES FOR ARTS ATTENDANCE AMONG YOUTHS**

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Youths who attended arts/culture activities, N=214

### 3.3.1.6 REASONS FOR ARTS ATTENDANCE

Most of the youths surveyed attended arts/culture activities for its entertainment value, although a significant number also identified with its personal and social benefits. In general, youths appreciated the benefits of the arts more than the general arts audiences. More than 50% of them agreed that the arts had helped them to broaden their minds, think more creatively and was a good way of spending time with their friends and family.

	All Audiences (%)	Youths <sup>+</sup> (%)
<b>It is entertaining</b>	77	73
Helps me broaden my mind	52	62
A good way of spending time with my friends/family	55	59
Helps me think more creatively	47	51
I heard positive reviews from friends/colleagues/relatives/media	48	48
I get to meet new people with similar interests by attending arts & cultural events	34	36
I happened to pass by free arts and cultural events	32	34
Help me to better relate to my culture and heritage	30	33
Others	2	2

TABLE 24: REASONS FOR ARTS ATTENDANCE AMONG YOUTHS

\*Base: Respondents who attended arts/culture activities, N=972

<sup>+</sup> Base: Youths who attended arts/culture activities, N=214

### 3.3.1.7 REASONS FOR NOT ATTENDING ARTS/CULTURE ACTIVITIES

The main reasons that deterred youths from attending arts/culture activities was that they felt that these activities were not relevant to their lives and unfamiliarity with the artists and performers.

	All Non-Attendees (%)	Youths <sup>+</sup> (%)
Arts and cultural events/activities are not relevant to my life	46	35
I am not familiar with the artists/performers	30	33
I don't know which events/activities would interest me	14	29
I have family commitments that make it difficult for me to attend these activities	25	20
I do not think the events/activities are worth the amount	19	17
I don't have anyone to go with	12	17
There are not enough events/activities close to where I live/work	5	3
There is not enough info available to make a decision	2	3
Others	14	12

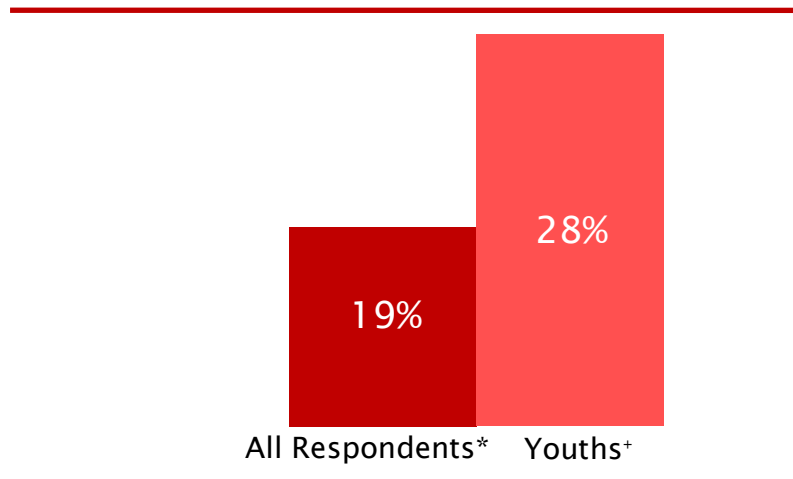
TABLE 25: REASONS FOR NOT ATTENDING ARTS/CULTURE ACTIVITIES AMONG YOUTHS

\*Base: Respondents who did not attend arts events and activities, N=827

\*Base: Youths who did not attend arts events and activities, N=69

### 3.3.1.8 ARTS PARTICIPATION AMONG YOUTHS

The participation rate among youths was much higher than the general population, 28% of youths participated in arts activities as compared to 19% of the general population.



**FIGURE 10: ARTS PARTICIPATION AMONG YOUTHS**

\*Base: All respondents, N=2038

+Base: All youths who took part in the survey, N=348

### 3.3.1.9 POPULAR ART FORMS PARTICIPATED BY YOUTHS

The most popular art forms that youths participated in were **music** and **dance**. The participation rate for dance in particular was significantly higher than that of the general population and this corresponded with the high attendance for dance performances.

	All Participants* (%)	Youths+ (%)
<b>Music</b>	<b>54</b>	<b>57</b>
<b>Dance</b>	<b>29</b>	<b>42</b>
Theatre	28	28
Visual Arts	29	28
Literary Arts	10	6
Craft	25	20
Others	2	2

**TABLE 26: ART FORMS PARTICIPATED BY YOUTHS**

\*Base: Respondents who took part in an arts/cultural activity, N=383

+ Base: Youths who took part in an arts/cultural activity, N=86



### 3.3.1.10 MEANS OF PARTICIPATION AMONG YOUTHS

Most youths participated in the arts by having an arts and culture related hobby or for personal leisure (59%). Compared to the general arts participants, youths attended more classes, workshops and talks on arts and culture, took part in more arts & cultural performances, shows, exhibits and arts and/or cultural clubs or groups.

	All Participants (%)	Youths+ (%)
<b>Have an arts and culture-related hobby or personal leisure</b>	<b>60</b>	<b>59</b>
Attend classes, workshops or talks on arts and culture	20	35
Take part in an arts and cultural performance, show, exhibit	19	33
Take part in an arts and/or cultural club or group	17	28
Purchase/Loan a piece of art work	27	23
Donate/Give money to support the arts and/or culture	26	20
Watch an arts and culture documentary	18	16
Comment or participate in a discussion on an arts and culture	5	6
Lead a guided arts and/or cultural tour	2	1

**TABLE 27: MEANS OF PARTICIPATION AMONG YOUTHS**

\*Base: Respondents who took part in an arts/cultural activity, N=383

+ Base: Youths who took part in an arts/cultural activity, N=97

### 3.3.1.11 VENUES FOR ARTS PARTICIPATION AMONG YOUTHS

Arts venues and schools were the most common places for arts participation among youths. Significantly fewer participated in the arts at home and community clubs/centres as compared to the general arts participants. Based on the findings of where youths engaged in the arts, it is evident that schools are important venues in engaging this population segment.

	All Participants* (%)	Youths+ (%)
Arts venues	22	28
School	11	28
Community Clubs/Centres	15	11
Home	21	9
Museums	8	9
Places of worship	6	5
Libraries	4	3
Voluntary Welfare Organisations	2	3
Workplace	7	2

TABLE 28: VENUES FOR ARTS PARTICIPATION AMONG YOUTHS

\*Base: Respondents who took part in an arts/cultural activity, N=383

+ Base: Youths who took part in an arts/cultural activity, N=97

### 3.3.1.12 MAIN SOURCE OF INFORMATION FOR YOUTHS

**Internet** and **email** were the most effective ways to reach out to youths. On the other hand, traditional media such as **television** and **newspapers** were still important sources of information, although not as effective as the Internet. Interestingly, social media was not a common source for obtaining information.

	All Respondents* (%)	Youths+ (%)
<b>Internet &amp; email</b>	<b>17</b>	<b>32</b>
<b>Television</b>	<b>28</b>	<b>22</b>
<b>Newspapers</b>	<b>28</b>	<b>17</b>
Word-of-mouth	11	9
Through social media	3	9
Newsletters/Flyers/Brochures	4	5
Posters & banners	4	4
Radio	2	1
Magazines	1	1

**TABLE 29: SOURCES OF INFORMATION ABOUT THE ARTS FOR YOUTHS**

\*Base: All respondents, N=2038

+Base: All youths who took part in the survey, N=348

## 3.3.2 PMEBS

Professionals, Managers, Executives and Businessmen



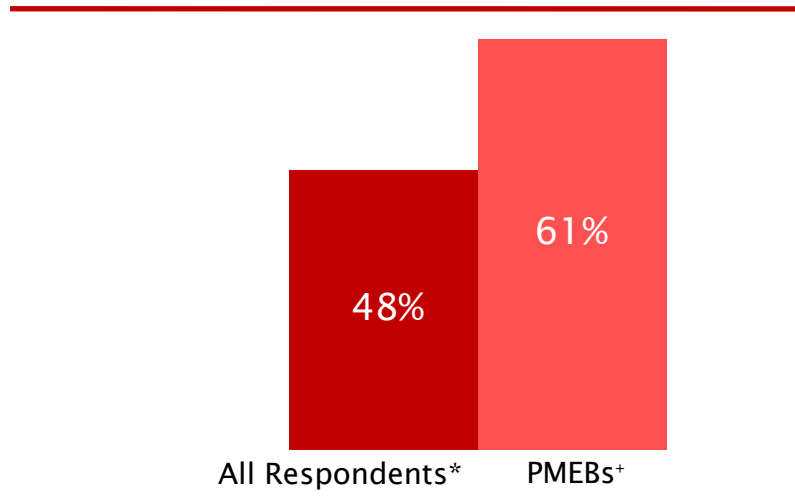
A larger proportion of PMEBS **attended** music performances, visual arts events and exhibitions **as compared to the general arts audience**. 2011 saw more than half of the PMEBS attend at least one arts and cultural event in the past 12 months. This segment was the main group driving growth in genres such as musicals, pop concerts, indie music performances, as well as painting and photography exhibitions. 75% of PMEBS attended such events at arts venues, and often with their friends or family members.

While the majority of PMEBS agreed that arts and culture helped in self expression, **only one in 5 participated actively** in arts and culture. Out of this, more than half had an arts-related hobby, with music being the most popular art form. For those who participated, most did so at arts venues or at home.

In terms of outreach, while online media and television are popular sources of information for PMEBS, newspapers were the dominant source.

### 3.3.2.1 ARTS ATTENDANCE AMONG PMEBS

The level of arts attendance among PMEBS was significantly higher than the general population.



**FIGURE 11: LEVEL OF ARTS ATTENDANCE**

\*Base: All respondents, N=2038

+Base: All PMEBS who took part in the survey, N=603

### 3.3.2.2 POPULAR ART FORMS AMONG PMEBS

Theatre performances were the most popular art form attended by PMEBS. PMEBS attended significantly more visual arts events and music performances as compared to the general arts audiences.

	All Audiences* (%)	PMEBS+ (%)
Theatre Performances	75	76
Music Performances	43	50
Visual Arts Events & Exhibitions	33	42
Dance Performances	34	37
Literary Arts Events	23	25
Crafts Events	7	8
Other Arts & Cultural Events	27	30

**TABLE 30: POPULAR ART FORMS AMONG PMEBS**

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: PMEBS who attended arts/culture activities, N=374

### 3.3.2.3 POPULAR GENRES

#### THEATRE

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Similar to the general arts audiences, **variety shows** were the most popular type of theatre performances among PMEBS. They also seem more inclined towards musicals than the general arts audiences.

	All Audiences* (%)	PMEBS+ (%)
Variety Shows	42	44
Street and Circus Performances	29	30
Musicals	27	34

TABLE 31: POPULAR THEATRE PERFORMANCES AMONG PMEBS

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: PMEBS who attended arts/culture activities, N=374

#### MUSIC

---

The PMEBS attended significantly more **popular, rock, indie and alternative music as well as classical music** compared to the general arts audiences.

	All Audiences* (%)	PMEBS+ (%)
Popular, Rock, Indie/Alternative Music	20	27
Western Classical Music	15	19
Jazz and Blues	10	15

TABLE 32: POPULAR MUSIC PERFORMANCES AMONG PMEBS

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: PMEBS who attended arts/culture activities, N=37

## DANCE

Street dance was the most popular form of dance performance among PMEBS and arts audiences alike.

	All Audiences* (%)	PMEBS+ (%)
Street Dance	15	16
Folk/Traditional/Ethnic Dance	11	11
Contemporary Dance	9	11
Ballet	8	11
Ballroom/Tap/Line Dance/Latin Dance	8	11

TABLE 33: POPULAR DANCE PERFORMANCES AMONG PMEBS

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: PMEBS who attended arts/culture activities, N=37

## VISUAL ARTS

PMEBS were the main audiences of visual arts activities especially so for **drawing and painting exhibitions** and **art fairs** which were the most popular visual art forms attended by PMEBS.

	All Audiences* (%)	PMEBS+ (%)
Drawing and Painting Exhibitions	15	21
Art Fairs	16	20
Photography Exhibition	12	18

TABLE 34: POPULAR VISUAL ARTS ACTIVITIES AMONG PMEBS

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: PMEBS who attended arts/culture activities, N=374



## LITERARY ARTS

---

**Reading** was the key literary arts form in which PMEBS engage in.

	All Audiences* (%)	PMEBS+ (%)
Reading stories, poetry or graphic novels	10	14

TABLE 35: LITERARY ARTS ATTENDANCE AMONG PMEBS

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: PMEBS who attended arts/culture activities, N=374

## OTHERS

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Among the other types of art forms, **historical or cultural exhibitions** had the most appeal to PMEBS and this is followed closely behind by **community arts & cultural events**. Their attendance at these events was higher than that of the general arts audiences and showed that PMEBS were more active in community arts events and historical & cultural exhibitions.

	All Audiences* (%)	PMEBS+ (%)
<b>Historical/Cultural Exhibitions</b>	<b>15</b>	<b>19</b>
Community Arts & Cultural Events	15	18
Guided Arts & Cultural Tours	7	12

TABLE 36: OTHER POPULAR TYPES OF ARTS ACTIVITIES AMONG PMEBS

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: PMEBS who attended arts/culture activities, N=374

### 3.3.2.4 COMPANIONS FOR ATTENDANCE AMONG PMEBS

The majority of PMEBS attended arts/culture activities with their friends or family members. This indicates that attendance of arts/culture activities among PMEBS was a form of social activity for them to spend time with their friends or family members.

	All Audiences* (%)	PMEBS+ (%)
<b>Friends</b>	<b>47</b>	<b>40</b>
<b>Family members</b>	<b>34</b>	<b>39</b>
Partner/Spouse	12	15
Colleagues	2	3
Myself/Me	5	5

**TABLE 37: COMPANIONS FOR ARTS ATTENDANCE AMONG PMEBS**

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: PMEBS who attended arts/culture activities, N=374

### 3.3.2.5 VENUES FOR ARTS ATTENDANCE AMONG PMEBS

**Art venues** were the main venues for attending arts/culture activities among PMEBS. Next were, **museums and community centres**, although these were less popular venues with the PMEBS.

	All Audiences* (%)	PMEBS+ (%)
	%	%
<b>Arts venues</b>	<b>68</b>	<b>74</b>
Museums	32	38
Community clubs/centres	38	35
Home	24	22
Libraries	17	18
Voluntary welfare organisations	13	12
Places of worship	15	14
Workplace	6	9
School	15	4

**TABLE 38: VENUES FOR ATTENDING ARTS/CULTURE ACTIVITIES AMONG PMEBS**

\*Base: Respondents who attended arts/culture activities, N=972

\* Base: PMEBS who attended arts/culture activities, N=374

### 3.3.2.6 REASONS FOR ARTS ATTENDANCE

Most PMEBS attended arts/culture activities because of its **entertainment value**, although a significant number also identified with its personal and social benefits. 60% of PMEBS who attended arts/culture activities saw it as a good way to **spend time with friends and family** and this corresponds to the fact that 79% of them attended arts/culture activities with their friends and family members. More than half also agreed that the arts helped them to **broaden their minds** and **to think more creatively**.

	All Audiences* (%)	PMEBS+ (%)
It is entertaining	77	76
A good way of spending time with my friends/family	55	60
Helps me broaden my mind	52	53
Helps me think more creatively	47	50
I heard positive reviews from friends/colleagues/relatives/media	48	47
I get to meet new people with similar interests by attending arts & cultural events	34	35
I happened to pass by free arts and cultural events	32	30
Help me to better relate to my culture and heritage	30	29
Others	2	2

TABLE 39: REASONS FOR ARTS ATTENDANCE AMONG PMEBS

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: PMEBS who attended arts/culture activities, N=374

### 3.3.2.7 REASONS FOR NOT ATTENDING ARTS/CULTURE ACTIVITIES

The most common reason cited by PMEBS for not attending arts/culture activities was that they did not see the **relevance of the arts in their lives**. About a third of the PMEBS who did not attend arts/culture activities cited reasons such as having **family commitments** and **unfamiliarity with the artists**.

	All Audiences* (%)	PMEBS+ (%)
Arts and cultural events/activities are not relevant to my life	46	41
I have family commitments that make it difficult for me to attend these activities	25	33
I am not familiar with the artists/performers	30	27
I do not think the events/activities are worth the amount	19	14
I don't have anyone to go with	12	14
I don't know which events/activities would interest me	14	13
There are not enough events/activities close to where I live/work	5	6
There is not enough info available to make a decision	2	3
Others	14	14

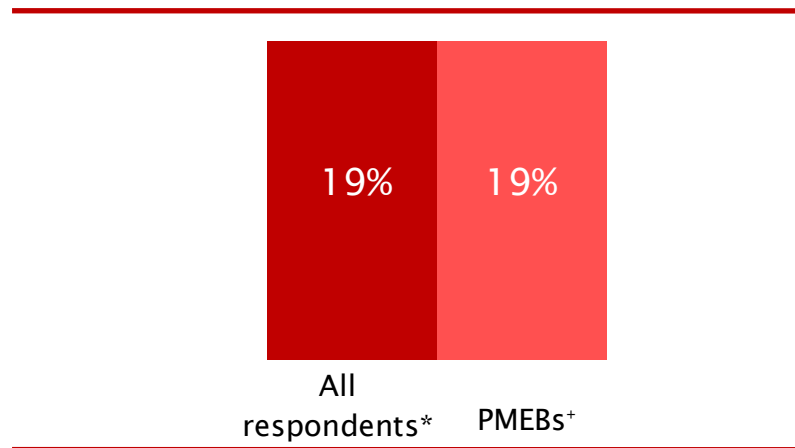
TABLE 40: REASONS FOR NOT ATTENDING ARTS/CULTURE ACTIVITIES AMONG PMEBS

\*Base: Respondents who did not attend arts/culture activities, N=827

+ Base: PMEBS who did not attend arts/culture activities, N=196

### 3.3.2.8 ARTS PARTICIPATION AMONG PMEBS

The participation rate among PMEBS is identical to that of the general population at 19%.



**FIGURE 12: ARTS PARTICIPATION AMONG PMEBS**

\*Base: All respondents, N=2038

<sup>+</sup>Base: All PMEBS who took part in the survey, N=603

### 3.3.2.9 POPULAR ART FORMS PARTICIPATED BY PMEBS

PMEBs participated actively in **music**. They were also more active in **visual arts** and **literary arts** activities as compared to the other arts participants.

	All Participants* (%)	PMEBs+ (%)
<b>Music</b>	<b>54</b>	<b>58</b>
Visual Arts	29	33
Dance	29	27
Theatre	28	26
Craft	25	23
Literary Arts	10	15
Others	2	1

**TABLE 41: ART FORMS PARTICIPATED BY PMEBS**

\*Base: Respondents who took part in an arts/cultural activity, N=383

+ Base: PMEBS who took part in an arts/cultural activity, N=93

### 3.3.2.10 MEANS OF PARTICIPATION AMONG PMEBS

More than half of the PMEBS participated in the arts as a hobby. A larger proportion of PMEBS participated by **donating money to support the arts or watching an arts and culture documentary** compared to the average arts participant.

	All Participants* (%)	PMEBS+ (%)
<b>Have an arts and culture-related hobby or personal leisure</b>	<b>60</b>	<b>55</b>
Donate/Give money to support the arts and/or culture	26	35
Purchase/Loan a piece of art work	27	28
Watch an arts and culture documentary	18	25
Attend classes, workshops or talks on arts and culture	20	19
Take part in an arts and cultural performance, show, exhibit	19	15
Take part in an arts and/or cultural club or group	17	13
Comment or participate in a discussion on an arts and culture	5	5
Lead a guided arts and/or cultural tour	2	3

**TABLE 42: MEANS OF PARTICIPATION AMONG PMEBS**

\*Base: Respondents who took part in an arts/cultural activity, N=383

+ Base: PMEBS who took part in an arts/cultural activity, N=125



### 3.3.2.11 VENUES FOR ARTS PARTICIPATION AMONG PMEBS

Arts venues and the home were the most common places where PMEBS participated in the arts.

	All Participants* (%)	PMEBS+ (%)
Arts venues	22	24
Home	21	22
Community clubs/centres	15	10
Workplace	7	10
School	11	5
Libraries	4	9
Museums	8	8
Places of worship	6	7
Voluntary Welfare Organisations	2	2

TABLE 43: VENUES FOR ARTS PARTICIPATION AMONG PMEBS

\*Base: Respondents who took part in an arts/cultural activity, N=383

+ Base: PMEBS who took part in an arts/cultural activity, N=125

### 3.3.2.12 MAIN SOURCE OF INFORMATION FOR PMEBS

For the PMEBS, **television and newspapers** were key sources of information about the arts. New media such as the Internet and email were also important sources.

	All Respondents* (%)	PMEBS+ (%)
Newspapers	28	31
Television	28	21
Internet & email	17	19
Word-of-mouth	11	10
Newsletters/Flyers/Brochures	4	5
Posters & banners	4	4
Through social media	3	3
Radio	2	2
Magazines	1	2

TABLE 44: SOURCES OF INFORMATION ABOUT THE ARTS FOR PMEBS

\*Base: All respondents, N=2038

\*Base: All PMEBS who took part in the survey, N=603

### 3.3.3 MARRIED WITH CHILDREN

Individuals who are married and have children



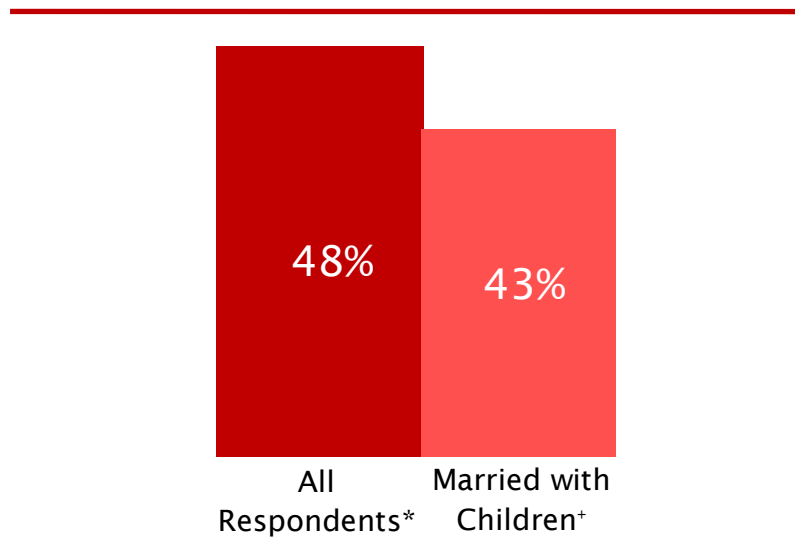
At 43%, arts **attendance** among respondents who were married with children was slightly lower than the national average by 5%. In terms of attendance, **variety shows** were the most popular while **music events** were the least popular. Besides arts venues, community centres/clubs were also popular venues for arts events for this demographic segment.

Among those who participated in the arts, **56% had an arts-related hobby** which they commonly practiced at home or at the community centres. Interestingly, despite the relatively lower attendance for music events, **music was the most popular art form** in terms of **participation**.

The key reasons cited by those married with children who did not attend any arts/culture activities were their **unfamiliarity with the arts** and **family commitments**. Half of them also held the view that the arts and culture was not relevant to their lives. However, regardless whether or not they attend or participate in arts/culture activities, this population segment was **most receptive towards the arts providing a better understanding of people of different backgrounds and cultures**.

### 3.3.3.1 ARTS ATTENDANCE AMONG THOSE MARRIED WITH CHILDREN

At 43%, the level of arts attendance among those married with children was **lower** than that of the **general population**.



**FIGURE 13: ARTS ATTENDANCE AMONG THOSE MARRIED WITH CHILDREN**

\*Base: All respondents, N=2038

+Base: Those married with children who took part in the survey, N=549

### 3.3.3.2 POPULAR ART FORMS AMONG THOSE MARRIED WITH CHILDREN

Theatre performances were the most popular art form attended by those married with children. Music, visual arts and dance events were the next most common art forms attended by this segment profile.

	All Audiences* (%)	Married with Children+ (%)
Theatre Performances	75	74
Music Performances	43	38
Visual Arts Events & Exhibitions	33	33
Dance Performances	34	32
Literary Arts Events	23	22
Crafts Events	7	7
Other Arts & Cultural Events	27	27

TABLE 45: POPULAR ART FORMS AMONG MARRIED WITH CHILDREN

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Those married with children who attended arts/culture activities, N=549

### 3.3.3.3 POPULAR GENRES

#### THEATRE

---

Variety shows were the most popular type of theatre performances among those married with children.

	All Audiences (%)	Married with Children <sup>+</sup> (%)
Variety Shows	42	40
Street and Circus Performances	29	28
Musicals	27	25

TABLE 46: POPULAR THEATRE PERFORMANCES AMONG THOSE MARRIED WITH CHILDREN

\*Base: Respondents who attended arts/culture activities, N=972

<sup>+</sup> Base: Those married with children who attended arts/culture activities, N=549

#### MUSIC

---

Popular, rock, indie and alternative music were the types of music which had the highest appeal among those married with children.

	All Audiences* (%)	Married with Children <sup>+</sup> (%)
Popular, Rock, Indie/Alternative Music	20	17
Western Classical Music	15	13
Traditional Ethnic Music	10	10

TABLE 47: POPULAR MUSIC PERFORMANCES AMONG MARRIED WITH CHILDREN

\*Base: Respondents who attended arts/culture activities, N=972

<sup>+</sup> Base: Those married with children who attended arts/culture activities, N=549

## DANCE

Folk/traditional/ethnic dance were the most popular forms of dance performances among those married with children. Street dance had much less appeal to those married with children, compared to the average arts audience,

	All Audiences* (%)	Married with Children+ (%)
Folk/Traditional/Ethnic Dance	11	14
Ballroom/Tap/Line Dance/Latin Dance	8	9
Street Dance	15	8
Contemporary Dance	9	8

TABLE 48: POPULAR DANCE PERFORMANCES AMONG MARRIED WITH CHILDREN

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Those married with children who attended arts/culture activities, N=549

## VISUAL ARTS

Among the visual art forms, art fairs and drawing and painting exhibitions had the most appeal to those married with children.

	All Audiences* (%)	Married with Children+ (%)
Art Fairs	16	17
Drawing and Painting Exhibitions	15	16
Photography Exhibition	12	11

TABLE 49: POPULAR VISUAL ARTS ACTIVITIES AMONG MARRIED WITH CHILDREN

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Those married with children who attended arts/culture activities, N=549

## LITERARY ARTS

---

Reading was the primary form of literary arts that those married with children engaged in.

	All Audiences* (%)	Married with Children+ (%)
Reading stories, poetry or graphic novels	10	9

TABLE 50: LITERARY ARTS ATTENDANCE AMONG THOSE MARRIED WITH CHILDREN

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Those married with children who attended arts/culture activities, N=549

## OTHERS

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Like the general arts audience, **community arts and cultural events** were the most popular type of other arts activities attended by those married with children.

	All Audiences* (%)	Married with Children+ (%)
<b>Community Arts &amp; Cultural Events</b>	<b>15</b>	<b>16</b>
Historical/Cultural Exhibitions	15	13
Guided Arts & Cultural Tours	7	7

TABLE 51: OTHER POPULAR TYPES OF ARTS ACTIVITIES AMONG MARRIED WITH CHILDREN

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Those married with children who attended arts/culture activities, N=549



### 3.3.3.4 COMPANIONS FOR ATTENDANCE AMONG THOSE MARRIED WITH CHILDREN

About half of those who were **married with children** attended arts/culture activities with their **family members**. Compared to the average arts audience, they spent a larger proportion of time attending arts events with their family members rather than their friends.

	All Audiences* (%)	Married with Children* (%)
Family members	34	51
Friends	47	23
Partner/Spouse	12	18
Colleagues	2	3
Myself/Me	5	4

TABLE 52: COMPANIONS FOR ATTENDING ARTS/CULTURE ACTIVITIES AMONG THOSE MARRIED WITH CHILDREN

\*Base: Respondents who attended arts/culture activities, N=972

\*Base: Those married with children who attended arts/culture activities, N=549

### 3.3.3.5 VENUES FOR ARTS ATTENDANCE AMONG THOSE MARRIED WITH CHILDREN

Those **married with children** primarily attended arts/culture activities at **arts venues**. Compared to the general arts audiences, those married with children attended arts/culture activities at **community centres** more frequently.

	All Audiences* (%)	Married with Children+ (%)
Arts venues	68	65
Community clubs/centres	38	44
Museums	32	30
Home	24	24
Libraries	17	17
Places of worship	15	17
Voluntary Welfare Organisations	13	14
School	15	7
Workplace	6	6

**TABLE 53: VENUES FOR ARTS ATTENDANCE AMONG MARRIED WITH CHILDREN**

\*Base: Respondents who attended arts/culture activities, N=972

+Base: Those married with children attended arts/culture activities, N=549

### 3.3.3.6 REASONS FOR ARTS ATTENDANCE

The reasons for those married with children attending arts events did not differ from the general arts audiences. They generally attended arts/culture activities for its **entertainment value**. About half of them also attended arts/culture activities after hearing positive reviews from friends and families. They saw the arts as a good way to **spend time with their friends and family** as well as to **broaden their minds**.

	All Audiences* (%)	Married with Children* (%)
<b>It is entertaining</b>	77	77
A good way of spending time with my friends/family	55	53
Helps me broaden my mind	52	49
I heard positive reviews from friends/colleagues/relatives/media	48	49
Helps me think more creatively	47	46
I get to meet new people with similar interests by attending arts & cultural events	34	33
I happened to pass by free arts and cultural events	32	32
Help me to better relate to my culture and heritage	30	30
Others	2	2

**TABLE 54: REASONS FOR ARTS ATTENDANCE AMONG MARRIED WITH CHILDREN**

\*Base: Respondents who attended arts/culture activities, N=972

\*Base: Those married with children who attended arts/culture activities, N=549

### 3.3.3.7 REASONS FOR NOT ATTENDING ARTS/CULTURE ACTIVITIES

The most common reason cited for not attending arts/culture activities among those married with children was that they felt that the arts is **irrelevant to their lives**. The other important reasons that prevented those married with children from attending arts/culture activities included **unfamiliarity with the artists** and **family commitments**.

	All Audiences* (%)	Married with Children+ (%)
Arts and cultural events/activities are not relevant to my life	46	49
I am not familiar with the artists/performers	30	30
I have family commitments that make it difficult for me to attend these activities	25	27
I do not think the events/activities are worth the amount	19	17
I don't know which events/activities would interest me	14	12
I don't have anyone to go with	12	11
There are not enough events/activities close to where I live/work	5	4
There is not enough info available to make a decision	2	1
Others	14	14

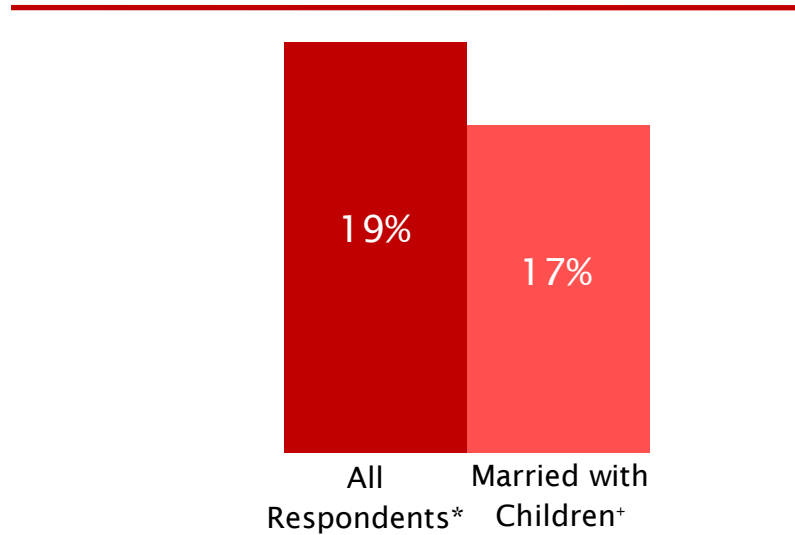
TABLE 55: REASONS FOR NOT ATTENDING ARTS/CULTURE ACTIVITIES AMONG THOSE MARRIED WITH CHILDREN

\*Base: Respondents who did not attend arts/culture activities, N=827

+Base: Those married with children who did not attend arts/culture activities, N=604

### 3.3.3.8 ARTS PARTICIPATION AMONG MARRIED WITH CHILDREN

At 17%, the participation rate among those married with children was comparable to the general population at 19%.



**FIGURE 14: ARTS PARTICIPATION AMONG MARRIED WITH CHILDREN**

\*Base: All respondents, N=2038

+Base: Those married with children who took part in the survey, N=1279

### 3.3.3.9 POPULAR ART FORMS PARTICIPATED BY THOSE MARRIED WITH CHILDREN

The most common art form that those married with children participated in was **music**. In comparison to the average arts participant, the participation level of those married with children in dance and visual arts activities were significantly lower.

	All Participants* (%)	Married with Children* (%)
<b>Music</b>	<b>54</b>	<b>53</b>
Craft	25	26
Visual Arts	29	25
Theatre	28	25
Dance	29	24
Literary Arts	10	11
Others	2	2

**TABLE 56: ART FORMS PARTICIPATED BY MARRIED WITH CHILDREN**

\*Base: Respondents who took part in an arts/cultural activity, N=306

\* Base: Those married with children who took part in an arts/cultural activity, N=160

### 3.3.3.10 MEANS OF PARTICIPATION AMONG THOSE MARRIED WITH CHILDREN

Those married with children appeared to have varying interests in their participation of the arts as compared to the average arts participants. They were more active in purchasing/loaning pieces of art work, donating or giving money to support the arts and watching arts and culture activities. However, they were less active in joining arts or cultural clubs and taking part in arts and cultural performances or events.

	All Participants* (%)	Married with Children* (%)
<b>Have an arts and culture-related hobby or personal leisure</b>	<b>60</b>	<b>56</b>
Purchase/Loan a piece of art work	27	32
Donate/Give money to support the arts and/or culture	26	30
Watch an arts and culture documentary	18	25
Attend classes, workshops or talks on arts and culture	20	16
Take part in an arts and cultural performance, show, exhibit	19	13
Take part in an arts and/or cultural club or group	17	11
Comment or participate in a discussion on an arts and culture	5	4
Lead a guided arts and/or cultural tour	2	2

**TABLE 57: MEANS OF PARTICIPATION**

\*Base: Respondents who took part in an arts/cultural activity, N=383

\*Base: Those married with children who took part in an arts/cultural activity, N=216

### 3.3.3.11 VENUES FOR ARTS PARTICIPATION AMONG MARRIED WITH CHILDREN

Given that many of those married with children participate in the arts as a hobby to spend time with their family, **the home** was their most common venue for arts participation.

	All Participants* (%)	Married with Children* (%)
Home	21	28
Arts venues	22	20
Community Clubs/Centres	15	17
Museums	8	9
Workplace	7	6
Places of worship	6	6
School	11	5
Libraries	4	5
Voluntary Welfare Organisations	2	3

**TABLE 58: VENUES FOR ARTS PARTICIPATION AMONG MARRIED WITH CHILDREN**

\*Base: Respondents who took part in an arts/cultural activity, N=383

\*Base: Those married with children who took part in an arts/cultural activity, N=216



### 3.3.3.12 MAIN SOURCE OF INFORMATION FOR MARRIED WITH CHILDREN

Similar to the general population, **television and newspapers** were the primary channels through which those **married with children** obtained information about the arts. On the other hand, they were less reliant on the internet and email to obtain these information.

	All Respondents* (%)	Married with Children+ (%)
Television	28	32
Newspapers	28	31
Internet & email	17	11
Word-of-mouth	11	11
Newsletters/Flyers/Brochures	4	4
Posters & banners	4	4
Radio	2	3
Through social media	3	1

TABLE 59: SOURCES OF INFORMATION ABOUT THE ARTS FOR MARRIED WITH CHILDREN

\*Base: All respondents, N=2038

+Base: Those married with children who took part in the survey, N=1279

## 3.3.4 SENIORS AND RETIREES

Singaporeans Aged 65 and Above



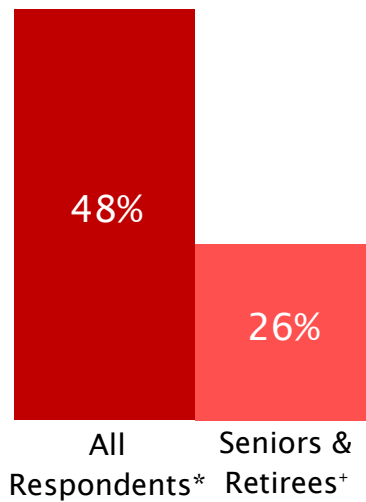
Seniors and retirees were the **least involved** in the arts among all the profile segments, with the lowest attendance and participation rates at 26% and 14% respectively. The main barrier cited was the **lack of familiarity with artists** and the arts scene.

Seniors who attended arts performances **preferred traditional art forms** to contemporary productions. If they were actively participating, they were likely to have a **music-related hobby**. As mobility might be an issue, most senior citizens attended arts events closer to home, such as community centres, and with their families. Interestingly, they were the only segment that showed a **higher** than average level of involvement at **museums** and **places of worship**.

Most seniors obtained information about arts and culture through traditional media such as television and newspaper, but word of mouth at 15% among seniors was highest among all the population segments. In comparison, online media was not as popular among the seniors.

### 3.3.4.1 ARTS ATTENDANCE AMONG SENIORS & RETIREES

Arts attendance among seniors and retirees was generally lower compared to the general population.



**FIGURE 15: LEVEL OF ARTS ATTENDANCE**

\*Base: All respondents, N=2038

+Base: All senior citizens who took part in the survey, N=176

### 3.3.4.2 POPULAR ART FORMS AMONG SENIORS & RETIREES

Theatre performances were the most popular art form attended by seniors and retirees. However, the attendance numbers for music, dance and visual arts events was much lower compared to the average arts audiences.

	All Audiences* (%)	Seniors & Retirees+ (%)
Theatre Performances	75	78
Music Performances	43	24
Dance Performances	34	24
Visual Arts Events & Exhibitions	33	27
Literary Arts Events	23	18
Crafts Events	7	7
Other Arts & Cultural Events	27	33

TABLE 60: POPULAR ART FORMS AMONG SENIORS & RETIREES

\*Base: Respondents who attended arts/culture activities, N=972

+Base: Senior citizens who attended arts/culture activities, N=45

### 3.3.4.3 POPULAR GENRES

#### THEATRE

---

**Variety shows and traditional theatre** were the most popular among seniors and retirees. A significantly higher proportion of seniors and retirees engaged in traditional theatre as compared to the average arts audience. As such, the attendance of traditional theatre performances is probably primarily driven by seniors and retirees.

	All Audiences* (%)	Seniors & Retirees+ (%)
Variety Shows	42	36
Traditional Theatre	14	36
Street and Circus Performances	29	20

TABLE 61: POPULAR THEATRE PERFORMANCES AMONG SENIORS AND RETIREES

\*Base: Respondents who attended arts/culture activities, N=972

+Base: Senior citizens who attended arts/culture activities, N=45

#### MUSIC

---

The attendance of **traditional ethnic music by seniors and retirees** was double the average arts audiences and was also the most popular genre of music among this demographic group. On the other hand, western classical music had less appeal to the seniors and retirees.

	All Audiences* (%)	Seniors & Retirees+ (%)
Traditional Ethnic Music	10	20
Western Classical Music	15	9

TABLE 62: POPULAR MUSIC PERFORMANCES AMONG SENIORS & RETIREES

\*Base: Respondents who attended arts/culture activities, N=972

+Base: Senior citizens who attended arts/culture activities, N=45

## DANCE

---

Seniors and retirees most commonly attended folk/traditional/ethnic dance performances.

	All Audiences* (%)	Seniors & Retirees+ (%)
Folk/Traditional/Ethnic Dance	11	11
Contemporary Dance	9	9
Ballroom/Tap/Line Dance/Latin Dance	8	7

TABLE 63: POPULAR DANCE PERFORMANCES AMONG SENIORS & RETIREES

\*Base: Respondents who attended arts/culture activities, N=972

+Base: Senior citizens who attended arts/culture activities, N=45

## VISUAL ARTS

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Among the visual arts events, art fairs were the most popular among the seniors and retirees.

	All Audiences* (%)	Seniors & Retirees+ (%)
Art Fairs	16	13
Drawing and Painting Exhibitions	15	9
Art Auctions	3	7

TABLE 64: POPULAR VISUAL ARTS ACTIVITIES AMONG SENIORS & RETIREES

\*Base: Respondents who attended arts/culture activities, N=972

+Base: Senior citizens who attended arts/culture activities, N=45

## LITERARY ARTS

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**Reading** was the key literary arts activity that senior citizens engaged in.

	All Audiences* (%)	Senior Citizens+ (%)
Reading stories, poetry or graphic novels	10	1

**TABLE 65: LITERARY ARTS ATTENDANCE AMONG SENIOR CITIZENS**

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Senior citizens who attended arts/culture activities, N=45

## OTHERS

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Among other arts and cultural events, **community arts and cultural events** were the most popular with seniors and retirees. Their attendance of such events was much higher than the average arts audiences probably due to their higher engagement in community events.

	All Audiences* (%)	Seniors & Retirees+ (%)
<b>Community Arts &amp; Cultural Events</b>	<b>15</b>	<b>22</b>
Historical/Cultural Exhibitions	15	13
Guided Arts & Cultural Tours	7	7

**TABLE 66: OTHER POPULAR TYPES OF ARTS ACTIVITIES AMONG SENIORS & RETIREES**

\*Base: Respondents who attended arts/culture activities, N=972

+ Base: Senior citizens who attended arts/culture activities, N=45

## COMPANIONS FOR ATTENDANCE AMONG SENIORS & RETIREES

Seniors and retirees usually engaged in the arts with their **family members** and **friends**. There were also a significant number of seniors and retirees who attended arts/culture activities **alone**. This indicated that while attendance of arts/cultural activities could be a **social activity** for seniors, it was also regarded as a **leisure activity** in which they could **engage on their own**.

	All Audiences* (%)	Seniors & Retirees+ (%)
<b>Family members</b>	<b>34</b>	<b>31</b>
Friends	47	29
Myself/Me	5	27
Partner/Spouse	12	13
Colleagues	2	0

TABLE 67: COMPANIONS FOR ARTS ATTENDANCE AMONG SENIORS & RETIREES

\*Base: Respondents who attended arts/culture activities, N=972

+Base: Senior citizens who attended arts/culture activities, N=45



### 3.3.4.4 VENUES FOR ARTS ATTENDANCE AMONG SENIORS & RETIREES

A significantly larger proportion of seniors and retirees attended the arts at community centres and at places of worship as compared to other arts audiences. Conversely, they were generally less keen on attending arts/culture activities at libraries and museums.

	All Audiences* (%)	Seniors & Retirees+ (%)
<b>Arts venues</b>	<b>68</b>	<b>58</b>
Community clubs/centres	38	47
<b>Places of worship</b>	<b>15</b>	<b>33</b>
Home	24	24
Voluntary Welfare Organisations	13	18
<b>Museums</b>	<b>32</b>	<b>16</b>
Libraries	17	7

**TABLE 68: VENUES FOR ARTS ATTENDANCE AMONG SENIOR CITIZENS & RETIREES**

\*Base: Respondents who attended arts/culture activities, N=972

+Base: Senior citizens who attended arts/culture activities, N=45

### 3.3.4.5 REASONS FOR ATTENDING ARTS/CULTURE ACTIVITIES

Majority of seniors and retirees attended arts/culture activities for its entertainment value. About half of them agreed that the arts helped them to broaden their minds and was a good way for them to spend time with friends and family.

	All Audiences* (%)	Seniors & Retirees+ (%)
<b>It is entertaining</b>	<b>77</b>	<b>84</b>
Helps me broaden my mind	52	49
A good way of spending time with my friends/family	55	47
I heard positive reviews from friends/colleagues/relatives/media	48	38
I get to meet new people with similar interests by attending arts & cultural events	34	38
Help me to better relate to my culture and heritage	30	38
Helps me think more creatively	47	36
I happened to pass by free arts and cultural events	32	36
Others	2	2

**TABLE 69: REASONS FOR ARTS ATTENDANCE AMONG SENIOR CITIZENS & RETIREES**

\*Base: Respondents who attended arts/culture activities, N=972

+Base: Senior citizens who attended arts/culture activities, N=45

### 3.3.4.6 REASONS FOR NOT ATTENDING ARTS/CULTURE ACTIVITIES

The most common reason cited by senior citizens for not attending arts/culture activities was their **lack of awareness of how the arts and culture was relevant to their lives**. In comparison to the other respondents who did not attend any arts/cultural activities, a larger proportion of seniors and retirees did not attend arts activities because of the lack of companions.

	All Non-attendees* (%)	Seniors & Retirees+ (%)
Arts and cultural events/activities are not relevant to my life	46	60
I am not familiar with the artists/performers	30	32
I don't have anyone to go with	12	17
I do not think the events/activities are worth the amount	19	16
I have family commitments that make it difficult for me to attend these activities	25	12
I don't know which events/activities would interest me	14	12
There are not enough events/activities close to where I live/work	5	4
Others	14	12

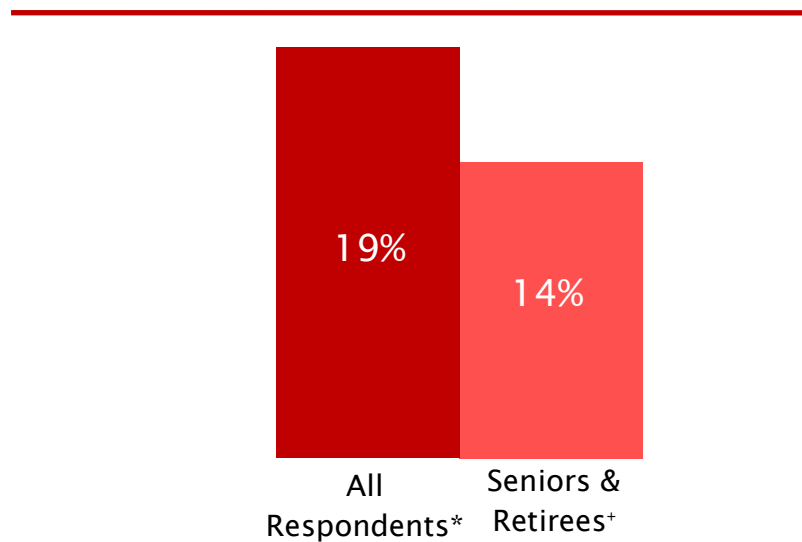
TABLE 70: REASONS FOR NOT ATTENDING ARTS/CULTURE ACTIVITIES AMONG SENIORS & RETIREES

\*Base: Respondents who did not attend arts/culture activities, N=827

+Base: Senior citizens who did not attend arts/culture activities, N=129

### 3.3.4.7 ARTS PARTICIPATION AMONG SENIORS & RETIREES

At 14%, the **participation rate among senior citizens** is lower than that of the average respondents.



**FIGURE 16: ARTS PARTICIPATION AMONG SENIORS & RETIREES**

\*Base: All respondents, N=2038

+Base: All senior citizens who took part in the survey, N=176

### 3.3.4.8 POPULAR ART FORMS PARTICIPATED BY SENIORS & RETIREES

As compared to the other arts participants, music and craft activities were more popular with the seniors and retirees. In contrast, theatre and visual arts activities had significantly less appeal.

	All Participants* (%)	Seniors & Retirees+ (%)
Music	54	65
Craft	25	35
Dance	29	24
Theatre	28	18
Visual Arts	29	6

**TABLE 71: ART FORMS PARTICIPATED BY SENIORS & RETIREES**

\*Base: Respondents who took part in an arts/cultural activity, N=383

+Base: Senior citizens who took part in an arts/cultural activity, N=17

### 3.3.4.9 MEANS OF PARTICIPATION AMONG SENIORS & RETIREES

Most seniors & retirees participated in the arts by having an arts related hobby or as personal leisure. In addition, 1 in 3 senior citizens **purchased or loaned art works or donated money to support the arts**. On the other hand, significantly fewer of them participated in arts and cultural clubs, performances, shows and exhibits.

	All Participants* (%)	Seniors & Retirees+ (%)
Have an arts and culture-related hobby or personal leisure	60	64
Purchase/Loan a piece of art work	27	32
Donate/Give money to support the arts and/or culture	26	30
Watch an arts and culture documentary	18	19
Take part in an arts and/or cultural club or group	17	11
Take part in an arts and cultural performance, show, exhibit	19	8

**TABLE 72: MEANS OF PARTICIPATION AMONG SENIORS & RETIREES**

\*Base: Respondents who took part in an arts/cultural activity, N=383

+Base: Senior citizens who took part in an arts/cultural activity, N=25

### 3.3.4.10 VENUES FOR ARTS PARTICIPATION AMONG SENIORS & RETIREES

Compared to the average arts participant, a significantly higher proportion of seniors **participated in the arts at home** which could be attributed to mobility issues or that a majority of seniors who participated in the arts did so as a hobby. Interestingly, a greater proportion of seniors and retirees participated in the arts at museums and places of worship than the average arts participant.

	All Participants* (%)	Seniors & Retirees+ (%)
Home	21	44
Museums	8	20
Arts venues	22	12
Community clubs/centres	15	12
Places of worship	6	12

TABLE 73: VENUES FOR ARTS PARTICIPATION AMONG SENIORS & RETIREES

\*Base: Respondents who took part in an arts/cultural activity, N=383

+Base: Senior citizens who took part in an arts/cultural activity, N=25

### 3.3.4.11 MAIN SOURCE OF INFORMATION FOR SENIORS & RETIREES

Traditional communication channels such as television and newspapers were the most effective mediums for reaching out to senior citizens as opposed to new media such as the internet and e-mail which only reached out to 1% of this population segment.

	All Respondents* (%)	Seniors & Retirees† (%)
Television	28	43
Newspapers	28	31
Word-of-mouth	11	15
Radio	2	13
Internet & email	17	1
Newsletters/Flyers/Brochures	4	1
Posters & banners	4	1
Magazines	1	1

TABLE 74: SOURCES OF INFORMATION ABOUT THE ARTS FOR SENIORS & RETIREES

\*Base: All respondents, N=2038

†Base: All senior citizens who took part in the survey, N=176



## CONCLUDING NOTE FROM THE NAC

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In this edition of the 2011 Population Survey on the Arts, findings have shown that arts attendance has continued to increase over the years. The reach of the arts has spread more evenly across the different demographic groups, income levels as well as education levels. The proportion of arts audiences who are from the lower income groups and education levels have increased by about 10%.

It was observed that across the different segment profiles, interest in the type of art forms and activities, the places where they engage in the arts and the ways in which they engage in the arts, varied quite significantly.

It is important to be aware of these differences when engaging the different profile groups. For instance, engagement efforts with youths need to take into consideration their interest in music and dance, and to target schools and arts venues where they attend arts events and activities with their friends. And while it is not surprising that online media was most popular among this segment, mainstream media is still a popular way of reaching out to youths.

On the arts participation rate of 19%, NAC aims to grow participation through the implementation of a broad based engagement plan over the next 5 years. This involves reaching out to different segments of our population at different life-stages through tailored arts programmes.

In this survey, findings have shown that negative perceptions of the arts have decreased and that those who are already involved in the arts are likely to maintain their involvement. This suggests potential to reach out to those whose perceptions of the arts have improved and increase their involvement in the arts.

Among those who were not involved, half of them had expressed interest or were neutral, which suggests that there is potential to increase outreach to those currently not involved in the arts.

This survey also showed that those involved in the arts showed a greater ability to relate to its value. It is likely that personal experience of the arts is crucial for developing long-term engagement.

The NAC hopes that these findings and observations would provide a useful snapshot of attitudes and attendance patterns and attitudes of Singaporeans towards the arts.

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# ANNEXES

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## ANNEX A: DEFINITION OF ARTS FORMS

The definition of art forms	
Theatre Performances	Plays (non-musical)
	Musicals
	Western Opera
	Traditional theatre <i>(e.g. Chinese Opera, Bangsawan, Wayang Kulit)</i>
	Variety Shows <i>(e.g. Cultural Nights, Stand-Up Comedy, Magic Shows, Theatrical Blockbusters eg Disney on Ice Performances)</i>
	Street and Circus Performances <i>(e.g. Circus, large scale street performances like Chingay)</i>
Music Performances	Western Classical music <i>(e.g. Orchestra, Chamber, Symphony, Ensemble, quartet, Instrumental Recital, Opera Singing)</i>
	Traditional Ethnic Music <i>(e.g. Chinese Orchestra, Angklung, Sitar)</i>
	Vocal music <i>(e.g. Choral, Acappella)</i>
	Folk/Ethnic/World music
	Jazz and blues
	Popular, Rock, Indie/Alternative music
Dance Performances	Ballet
	Contemporary dance
	Ballroom/Tap/Line dance/Latin dance <i>(e.g. Salsa, Flamenco)</i>
	Folk/Traditional/Ethnic dance
	Street dance <i>(e.g. Hip-hop, Break dance)</i>
Visual Arts Events	Art Fairs
	Art Auctions
	3D Arts exhibitions <i>(e.g. Sculpture, Ceramics, Pottery)</i>
	Drawing and Painting exhibitions
	Performance Art exhibitions <i>(e.g. Showcase of artists' physical body)</i>
	Photography exhibition
	New media art <i>(e.g. video art, sound art, web-based art)</i> exhibitions
	Graffiti art, mural art, tile mosaic art exhibitions

Literary Arts	Reading stories, poetry or graphic novels ( <i>excluding newspapers, magazines, comic strips, technical books, self-help books and textbooks</i> )
	Events related to books and/or writing ( <i>e.g. storytelling, poetry readings, book launch, book fair, creative writing class</i> )
Craft Events	Events related to crafts ( <i>e.g. exhibitions</i> )
Other Arts & Cultural Events	Historical/Cultural Exhibitions
	Guided arts and cultural tours
	Community arts & cultural events ( <i>e.g. District Arts Festival, Explore Singapore, Singapore Heritage Festival, International Museum Day, Istana Art Event, Cultural festivals</i> )

## ANNEX B: TABLE OF INCOME RANGES OF THE DIFFERENT PERCENTILES

Household income by percentile	Income range in this income bracket in 2001	Income range in this income bracket in 2011
1 <sup>st</sup> to 30 <sup>th</sup> percentile	\$1,331-\$3,042	\$1,581-4,421
31 <sup>st</sup> to 70 <sup>th</sup> percentile	\$3,867-\$6,751	\$5,794-\$10,101
71 <sup>st</sup> to 100 <sup>th</sup> percentile	\$8,322-\$17,467	\$12,306-\$27,867

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