

National
population
survey
on the arts
2013



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About NAC's biennial population survey

As part of an on-going effort to monitor the state of the arts in Singapore over time, the National Population Survey on the Arts has been conducted on a biennial basis since 2009 to track and understand how Singaporeans perceive the arts, and how involved Singaporeans are in arts and culture activities.

This eighth edition of the survey adopts a broad definition of arts and culture activities in Singapore, ranging from activities related to the fine arts, classical and traditional arts, to street dance and pop, rock, indie, alternative music. The survey has taken this inclusive approach since 2011, recognising that there is a diversity of lifestyles, cultures, and communities that make up the Singapore population. This inclusive approach also allows for a comprehensive picture of the current level of interest, attitudes and perceptions towards arts and culture activities, as well as the habits and factors which influence these.

This report is part of NAC's on-going efforts to provide arts practitioners, researchers and administrators with insights on the preferences and needs of Singaporeans with regard to arts and culture offerings in Singapore.

Research approach

A total of 2,015 interviews were conducted with Singaporeans and Permanent Residents from December 2013 to March 2014.

A door-to-door interviewing method was adopted, using a sampling frame obtained from the Singapore Department of Statistics, which ensures the random selection of sampling points and that the sample was well distributed across Singapore geographically.

In addition, the sample collected was closely monitored to be representative of the population distribution based on the 2012 Yearbook of Statistics in terms of:

- Gender
- Age (15 years old and above)
- Citizenship
- Ethnicity
- Dwelling type
- Geographical spread

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

Glossary

For ease of reference, the following **terms** will be used in this document.

Attendee	A respondent who has attended at least one arts and culture event or activity in the past 12 months in Singapore. Attendance must be at a “live” event or activity, i.e. not via electronic media or the Internet. For information on the list of arts and culture events covered, please refer to Appendix A.
Attendance rate	The proportion of the sample who has attended at least one arts and culture event or activity in the past 12 months in Singapore, expressed in percentages.
Participant	A respondent who has been actively involved (beyond attendance) in arts and culture activities at least once in the past 12 months in Singapore. Participation examples include taking lessons, practicing, performing, and maintaining a hobby. It excludes activities done for paid work or academic purposes.
Participation rate	The proportion of the sample who has participated in arts and culture activities at least once in the past 12 months in Singapore, expressed in percentages.
Audience	A respondent who has either attended or participated in any arts and culture event or activity in the past 12 months in Singapore.
Frequent attendee	A respondent who has attended arts and culture events and activities at least once a month in the past 12 months in Singapore.
Frequent participant	A respondent who has actively participated in arts and culture activities at least once a month in the past 12 months in Singapore.
Event	For information on the list of arts and culture events covered, please refer to Appendix A.
Singaporeans	Refers to Singaporeans and Singapore Permanent Residents.
Digital consumption	Accessing arts and culture content via electronic and digital media (e.g. TV, DVD, radio, Internet and portable media devices).
Students	Refers to respondents aged 15-24 years old and are currently schooling.
Single/ Married without children (SMNC)	Refers to respondents who are not married, or are married but do not have any children. Excludes Students.
PMEB	Refers to respondents whose occupation can be classified under the categories of Professional, Manager, Executive or Businessman.

Married with young children (MYC)	Refers to respondents who are married and have at least one child below 12 years of age.
Homemaker	Refers to full time homemakers.
Seniors	Refers to respondents aged 65 years old and above.
VWO	Voluntary Welfare Organisations – A non-profit organisation that provides welfare services and/or services that benefit the community at large.
NGO	Non-Governmental Organisations – A non-profit, citizen-based association that operates independently of the government, usually to deliver resources or serve some political or social purpose, such as promoting a cause.



> Key Highlights

Key highlights

1. Greater recognition of the value of engaging in arts and culture

Appreciation for the role of the arts continued to strengthen in 2013, with significant improvements observed across a number of personal as well as national benefits.

More than two-thirds of Singaporeans believed that the arts helped them express their thoughts, feelings and ideas (71%), enabled them to be more creative (67%) and improved the quality of life for everyone (67%). All these had risen by 4% points on average from their levels in 2011.

Beyond individual benefits, there were also more Singaporeans who understood that the arts could build a more cohesive society and national identity. More than three-quarters of Singaporeans said that the arts gave them a better understanding of people of different backgrounds and cultures (76%), while more than half said that the arts enhanced their sense of identity (58%) as well as sense of belonging (56%). All these indicators of the national value of arts engagement had increased by an average of 8% points from 2011.

Recognition of the benefits of the arts was more prevalent among arts audiences compared to non-audiences. Considering the demographic segments, the most appreciative of the arts' ability to help express thoughts, feelings and ideas were Students (79%) while those who were Married with young children (61%) and Homemakers (60%) were most appreciative of how the arts foster a sense of belonging to Singapore.

2. New channels for arts and culture consumption

Given the growing pervasiveness of digital and electronic media, more Singaporeans were engaging in the arts via these media. Overall, 9 in 10 Singaporeans had read, viewed or listened to some form of arts content via digital and electronic media in the last 12 months. This has grown from 8 in 10 Singaporeans in 2011. The increase in digital consumption was particularly sharp for the Literary Arts, Dance and Visual Arts genres.

3. Arts attendance reverted to trend after 2011 peak

After peaking at 48% in 2011, live arts attendance rate declined to 40% in 2013, the same attendance level as 2009. A number of factors could have contributed to this:

- a. The slower economic growth in 2012 and 2013 compared to the buoyant conditions of 2010 may have caused Singaporeans to reduce their spending on the arts.
- b. There were fewer ticketed arts activities in 2013, thus narrowing the choices available to arts consumers.
- c. The need to fulfil family commitments was an increasingly significant barrier to attending arts activities.

This drop in attendance was consistent across all demographic profiles except for Students, Homemakers and Seniors.

4. The arts have become more accessible to Singaporeans of all income levels

In 2013, the income distribution among arts audiences mirrored that of the general population. The gap between the percentage of arts audiences with low income (monthly household income <SGD 2,000) and the corresponding segment of the general population narrowed from 9% points in 2011 to 4% points in 2013. This indicates that more among the lower income group are attending or participating in the arts, which also suggests that the arts are becoming increasingly accessible to all Singaporeans regardless of income levels.

5. Heritage was popular with Singaporeans

Among the various art forms, Heritage events and activities enjoyed the highest attendance rate. Attendance for Literary Arts also increased in 2013. However, attendance dropped for all other art forms.

6. More are accessing arts and culture in the heartlands

Dedicated arts venues remained the most common choice for arts engagement, with 1 in 3 arts attendees attending events or activities in the city centre in 2013. 1 in 4 also attended events within the immediate neighbourhood where they lived. This is evidence that increasingly, arts activities are available both in the city centre where the arts venues are located as well as in the suburban areas. For Homemakers and Seniors, there was a strong and distinct preference for arts engagement locations which were easy to access and nearer to their homes.

7. Early engagement in arts and culture sets the foundation for life-long engagement

Among residents who had engaged in arts and culture during their childhood, 49% were current arts attendees and 16% were actively participating in the arts. In contrast, among residents who had not been exposed to arts and culture activities in their growing years, arts attendance and participation levels were significantly lower at 16% and 5% respectively.



Perceptions of Arts and Culture

1.1. How were the arts perceived?

Greater recognition of the myriad benefits of arts and culture

Singaporeans increasingly recognised the value of the arts at the national, community as well as personal levels. Compared to 2011, there were increased numbers of Singaporeans who agreed that the arts can help define our social and national identity, enhance inter-cultural understanding and improve the quality of life.

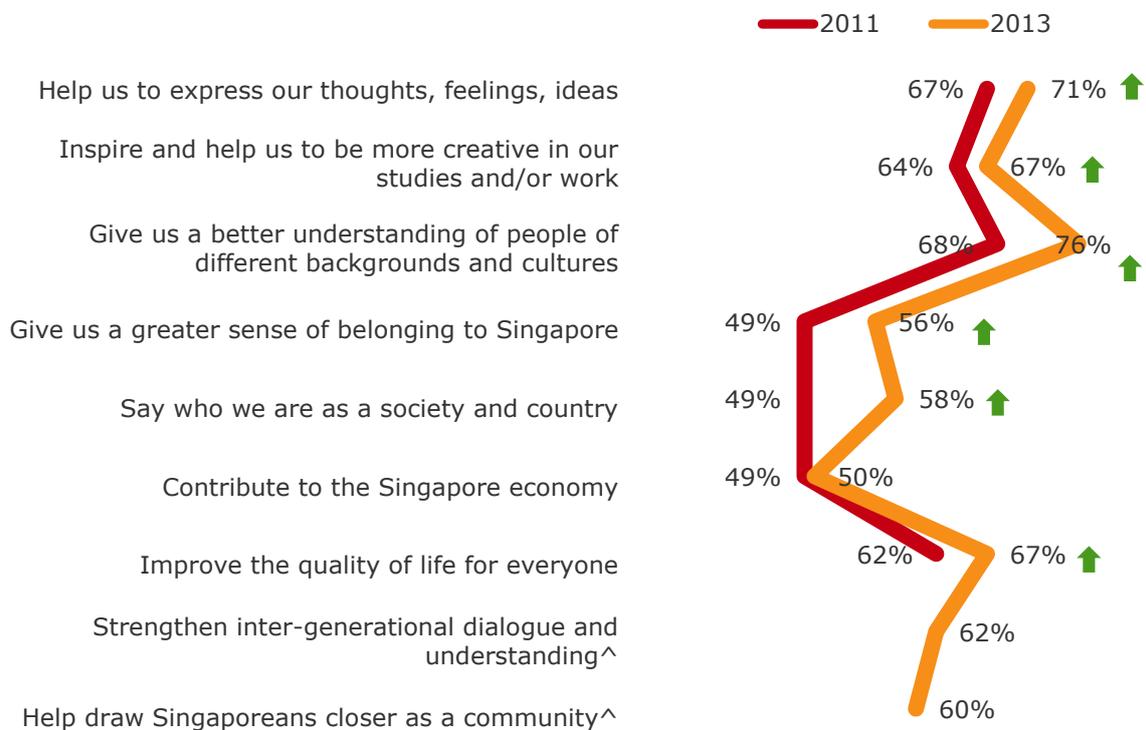
Specifically, 76% said that the arts gave them a better understanding of people of different backgrounds and cultures, up from 68% in 2011. Those who agreed that the arts say who we are as a society and country rose to 58% (from 49% in 2011).

Awareness of the arts' various benefits to the individual was also widespread, although this had increased less than the awareness of the arts' social and national values. More than two-thirds of Singaporeans agreed that the arts help them express their thoughts, feelings and ideas (71%), improve quality of life (67%) as well as spark greater creativity (67%).

In addition, more than 60% of respondents agreed that the arts strengthen inter-generational dialogue and understanding, and facilitate community bonding¹.

¹ The 2013 survey included additional statements to capture the attitudes towards the value of arts and culture

Figure 1 - Perceptions towards the arts*



*% of respondents who selected Agree or Strongly Agree to each of these statements
 ^Statement not included in 2011

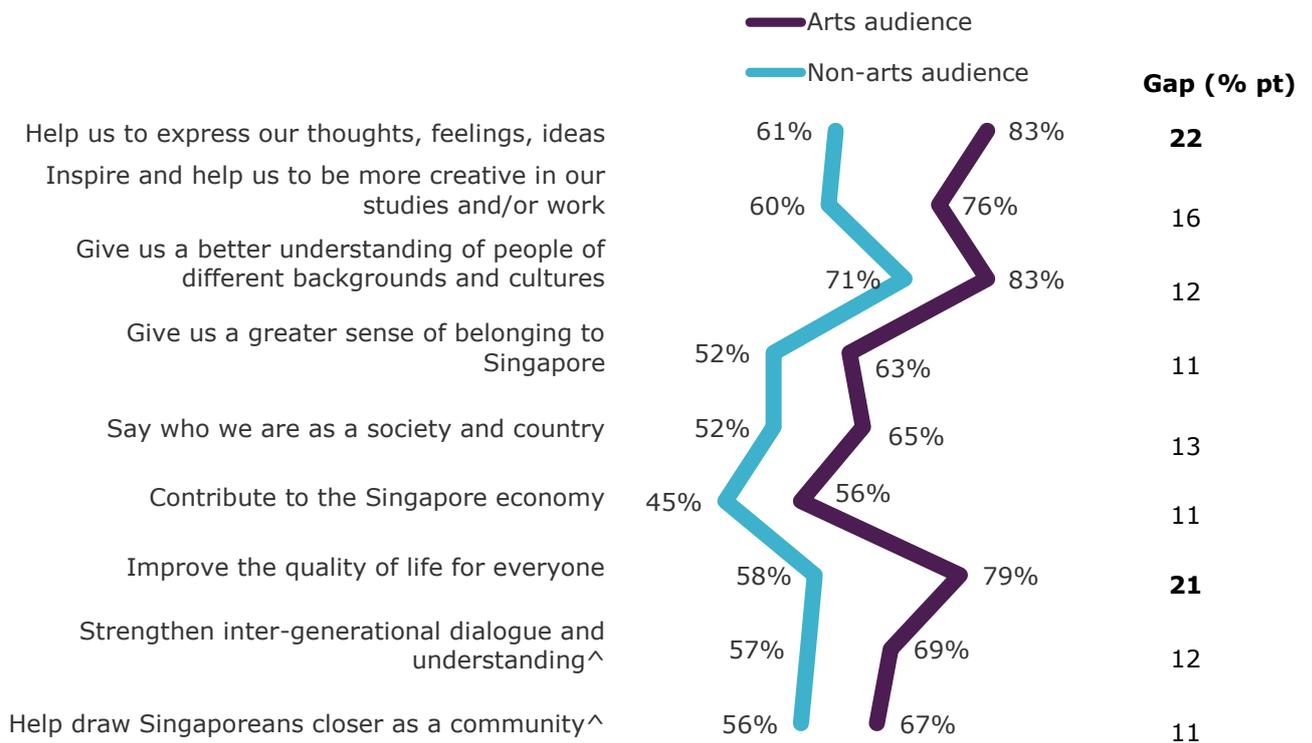
Base:
 2011 Total, n=2038
 2013 Total, n=2015

↑ ↓ Significant increase / decrease

Awareness of the arts' value and pride in Singapore arts are more pervasive among arts audiences

Not surprisingly, a significantly higher proportion of arts audiences recognised the value of the arts compared to non-audiences. The gaps were largest in the perception of the arts' contribution to self-expression (22% points) and improving the quality of life (21% points).

Figure 2 - Perceptions towards the arts* (by arts audience)



*% of respondents who selected Agree or Strongly Agree to each of these statements

^Statement not included in 2011

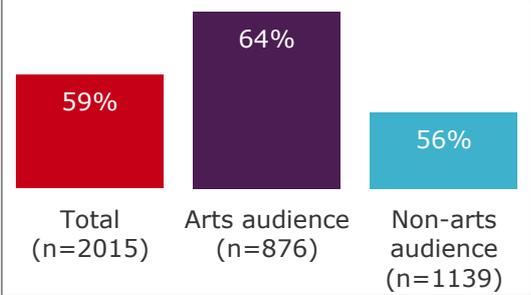
Base:

Arts audience, n=876

Non-arts audience, n=1139

The sense of pride in Singapore arts was also more pervasive among arts audiences. This contrast suggests that engagement and exposure to the arts is a crucial step to changing perceptions.

Figure 3 - Sense of pride in Singapore arts



Percentage of respondents who agreed that **“The arts and culture in Singapore is something Singaporeans can be proud of”*** in 2013

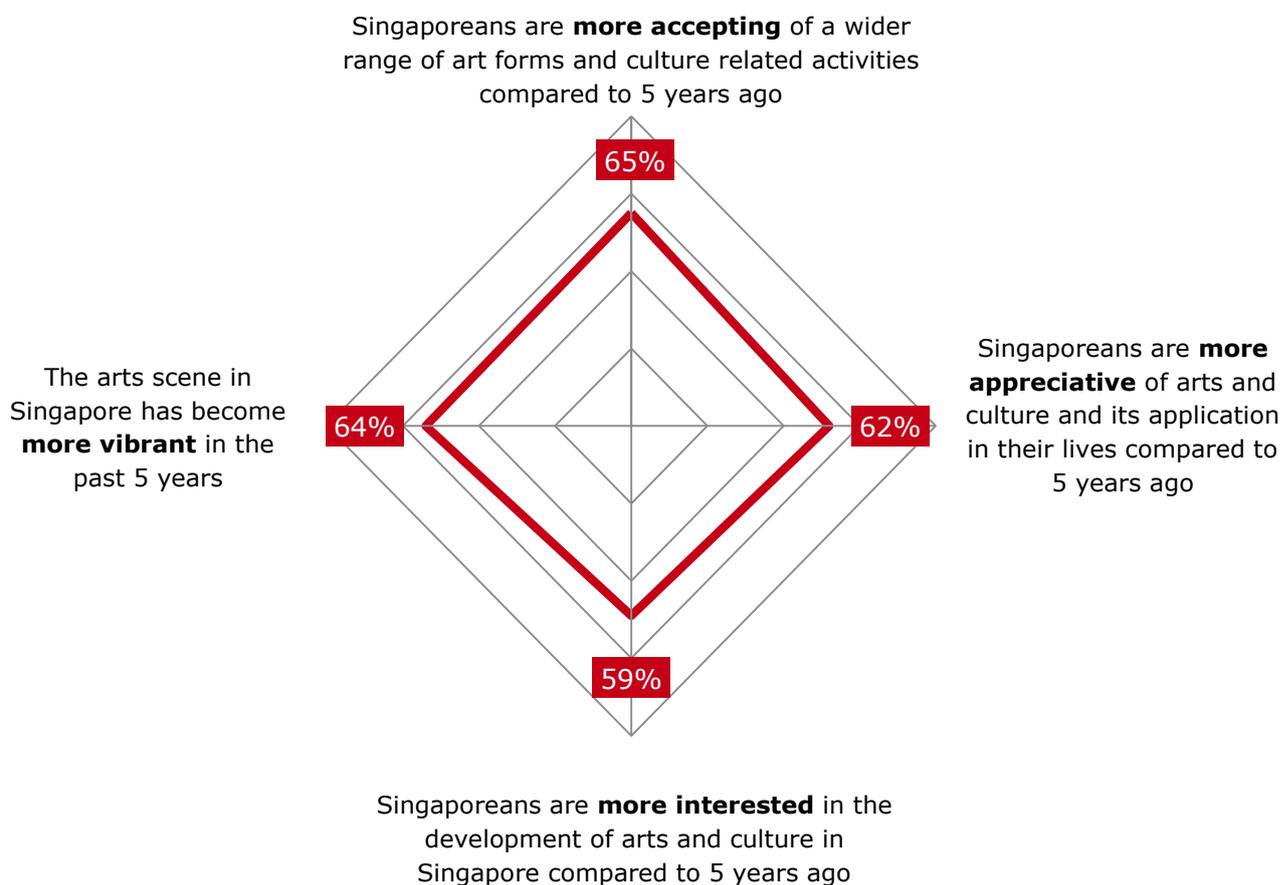
* % of respondents who selected Agree or Strongly Agree to this statement

1.2. Perceived changes in the arts and culture scene

Recognition of progress

In general, Singaporeans recognised the substantial progress made in Singapore's arts and culture landscape in the past 5 years.² 64% agreed that the arts scene has become more vibrant. In addition, similar proportions of respondents perceived that Singaporeans have become more open towards various art forms and activities (65%), are more appreciative of the arts in their lives (62%), and are more interested in the development of arts and culture in Singapore (59%).

Figure 4 - Perceived changes in the arts scene



*% of respondents who selected Agree or Strongly Agree to each of these statements
Base: Total, n=2015

² In 2013, there was a new question on Singaporeans' perception of the evolution of the arts scene.



Engagement in Arts and Culture

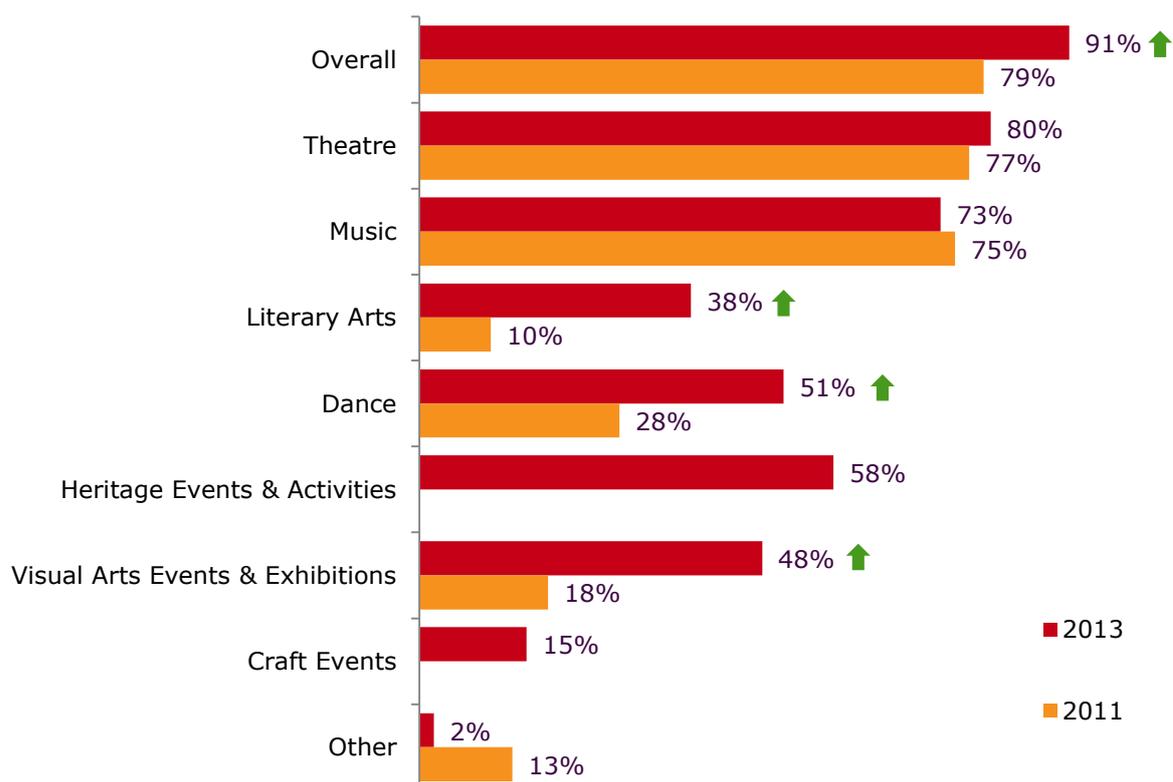
2.1. New channels for arts and culture engagement

Digital engagement in the arts is rising

Digital and electronic media³ is a ubiquitous feature of the 21st century. In particular, for the arts, digital and electronic media provides easy, cost- and time-effective access to content. Many Singaporeans are increasingly turning to digital channels for arts engagement. In 2013, 9 in 10 Singaporeans read, viewed or listened to some form of arts content via electronic and digital media in the last 12 months.

Across art forms, Theatre and Music were the most popular genres consumed digitally. However, the sharpest increases in digital consumption were observed for the Literary Arts, Dance and Visual Arts.

Figure 5 – Consumption of arts via digital media



Base:
2011 Total, n=2038
2013 Total, n=636

↑ ↓ Significant increase / decrease

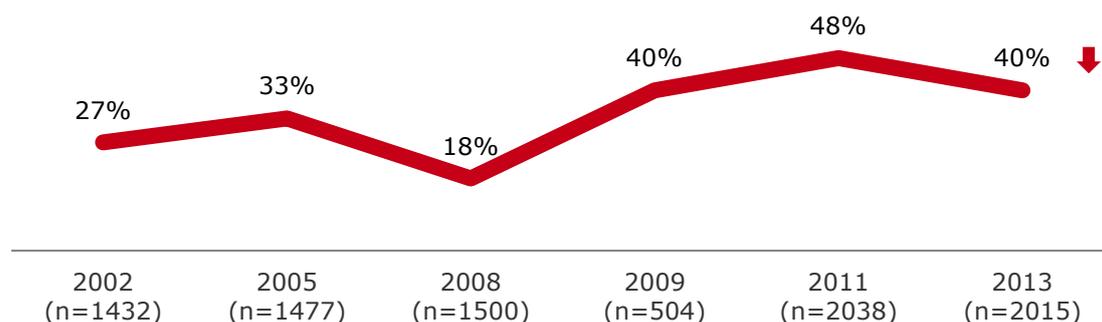
³ This refers to TV, DVD, radio, the Internet and portable media devices such as mobile phones and media players.

2.2. Overall arts and culture attendance

Live arts attendance reverts to trend

Despite improved recognition of the value of the arts, attendance levels have reverted to trend after hitting a peak in 2011. In 2013, live attendance at arts events dropped to the 2009 level of 40% from 48% in 2011.

Figure 6 – Attendance of arts activities



↑ ↓ Significant increase / decrease

Dip in the number of arts events available

Arts offerings hit a peak in 2011 and 2012 with the opening of the Integrated Resorts (IRs) in 2011. The immense publicity generated by the IRs, as well as the blockbuster musicals they brought to the shores of Singapore, boosted both the number of arts activities as well as attendance numbers. The number of arts offerings available however dropped in 2013. With the reduced supply of arts events in 2013, Singaporeans had fewer options available, leading to a corresponding drop in attendance levels.

Table 1 - No. of arts events available

Events Available	2011	2012	2013
No. of ticketed events	3,416	3,497	3,006
No. of non-ticketed events	4,311	4,863	4,944

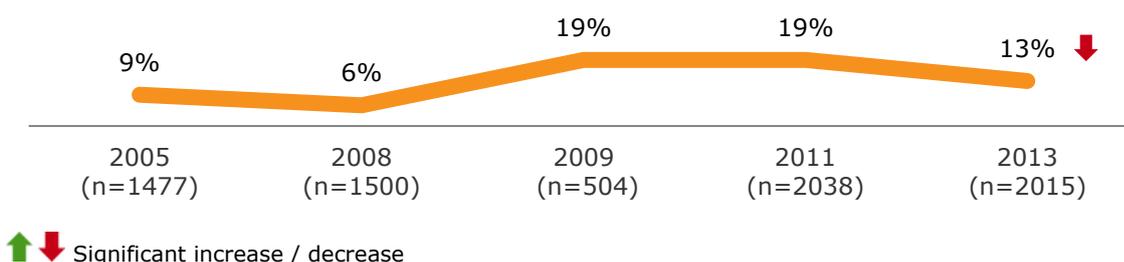
Source: Cultural Statistics 2014

2.3. Overall arts and culture participation

Overall arts participation

Mirroring the drop in attendance in 2013, participation in the arts also declined from 19% in 2011 to 13% in 2013.

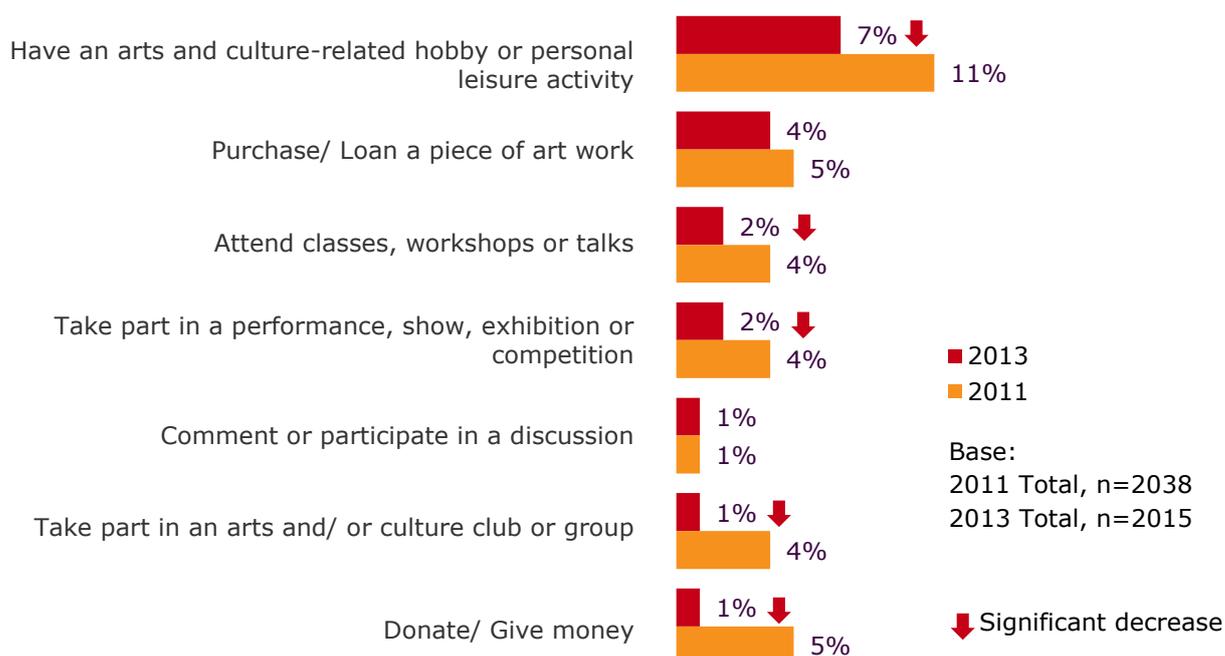
Figure 7 – Participation in arts activities



Having an arts hobby and purchasing art are the most common means of participation

Having an arts-related hobby remained the most common means of participation, although the percentage had fallen from 11% to 7% of the population, a fall of 4% points. The proportion of the population purchasing art was sustained at 4% although the economic conditions in Singapore were not as favourable as those in 2011.

Figure 8 – Participation by types of activity



2.4. Attendance and participation by demographics

Attendees tend to be younger, single and more affluent

Arts attendance and participation rates were higher among younger Singaporeans (15-24 years old), those who were single and those with higher incomes (monthly household income >SGD 8000).

Sharp declines in attendance were noted for those who were Married without children (-13% points) and those with a monthly income above SGD 8000 (-14% points). Sharp declines in participation were noted for those above 65 years old (-11% points) and Married with older children (-11% points).

Table 2 - Attendance and participation by demographics

	Attendance rate			Participation rate		
	2011	2013	Change	2011	2013	Change
By Age	%	%	% points	%	%	% points
15-24	61	58	-3	33	24	-10↓
25-34	57	50	-7	19	15	-5
35-44	51	42	-8↓	21	14	-7↓
45-59	41	33	-8↓	21	11	-10↓
60-64	37	27	-10↓	12	5	-7↓
> 65	26	29	+3	16	5	-11↓
By Marital Status	%	%	% points	%	%	% points
Single	58	52	-6↓	29	20	-9↓
Married, without children	53	40	-13↓	9	6	-3
Married, at least one child < 12 y.o	51	42	-9↓	19	15	-4
Married, all children > 12 y.o	38	31	-7↓	19	8	-11↓
By Monthly Household Income	%	%	% points	%	%	% points
<SGD 2,000	34	30	-4	17	7	-10↓
SGD 2-4,000	38	33	-5↓	15	9	-6↓
SGD 4-8,000	48	42	-6↓	25	16	-9↓
>SGD 8,000	64	50	-14↓	27	19	-8↓
By Segments	%	%	% points	%	%	% points
Student (15-24 years)	62	65	+3	33	27	-5
Single/ Married without children	56	44	-12↓	25	14	-11↓
PMEB	61	49	-12↓	19	15	-4
Married with young children	51	42	-9↓	19	15	-4
Homemaker	30	32	+2	12	12	-
Seniors (65 years and above)	26	29	+3	14	5	-9↓

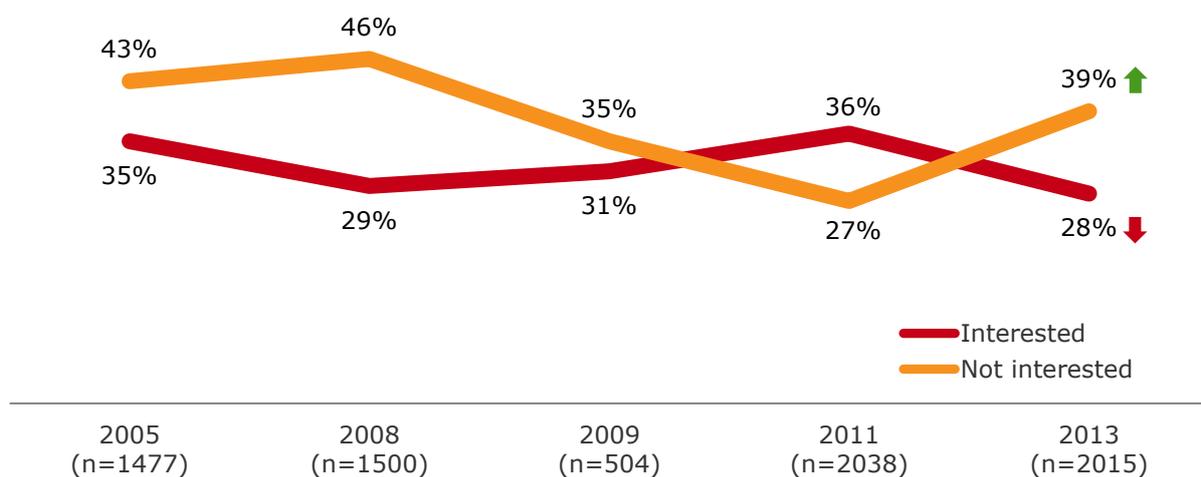
↓ Significant decrease

2.5. Interest in arts and culture

More than a quarter of Singaporeans are interested in the arts

Despite more pervasive recognition of the value of the arts, the proportion of respondents who said they were “interested” or “very interested” in the arts declined from 36% in 2011 to 28% in 2013. Taking a longer term perspective, it is clear that this is a reversion to a pre-2011 trend where the proportion of those who were not interested in the arts typically outstripped those who were.

Figure 9 - Interest in the arts



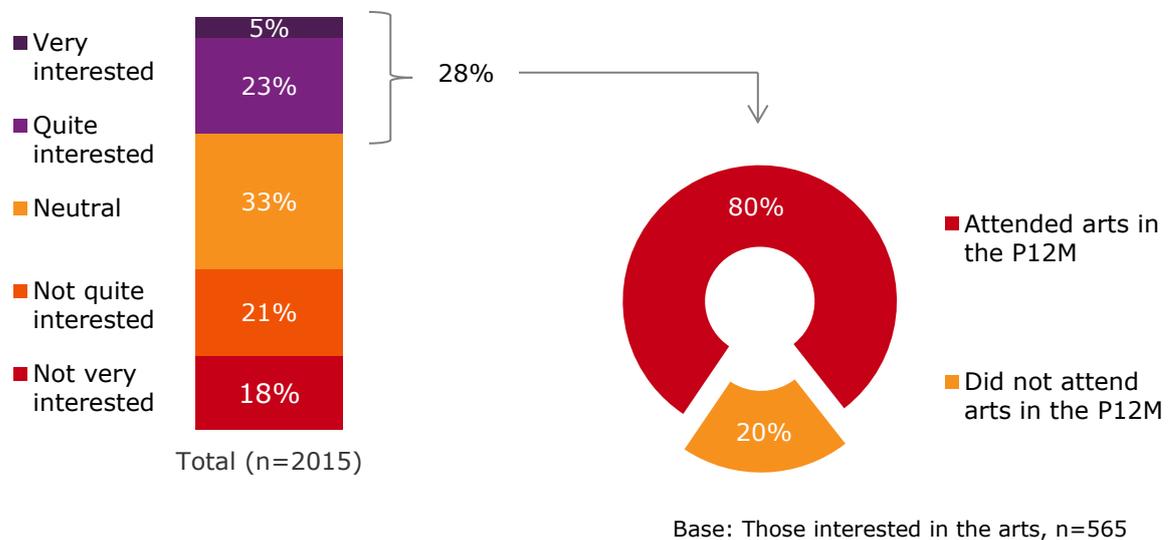
↑ ↓ Significant increase / decrease

2.6. Interest in the arts and arts attendance

Interest in the arts drives attendance

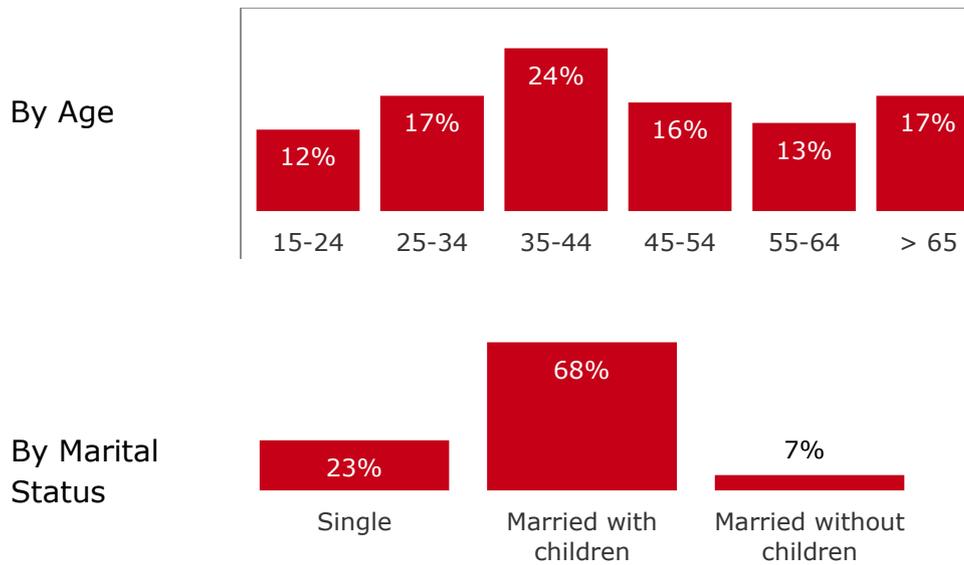
Not surprisingly, interest in the arts was closely related to arts attendance. 4 out of every 5 who professed an interest in the arts had attended an arts-related event in the past 12 months; in contrast, only 17% of those who were not interested in the arts had attended an arts event or activity.

Figure 10 - Interest in the arts and arts attendance



Among respondents who were interested in the arts but had neither attended nor participated in any activity in the past 12 months, more than two-thirds were Married with children.

Figure 11 – Profile of those interested but did not attend/participate in arts and culture activities



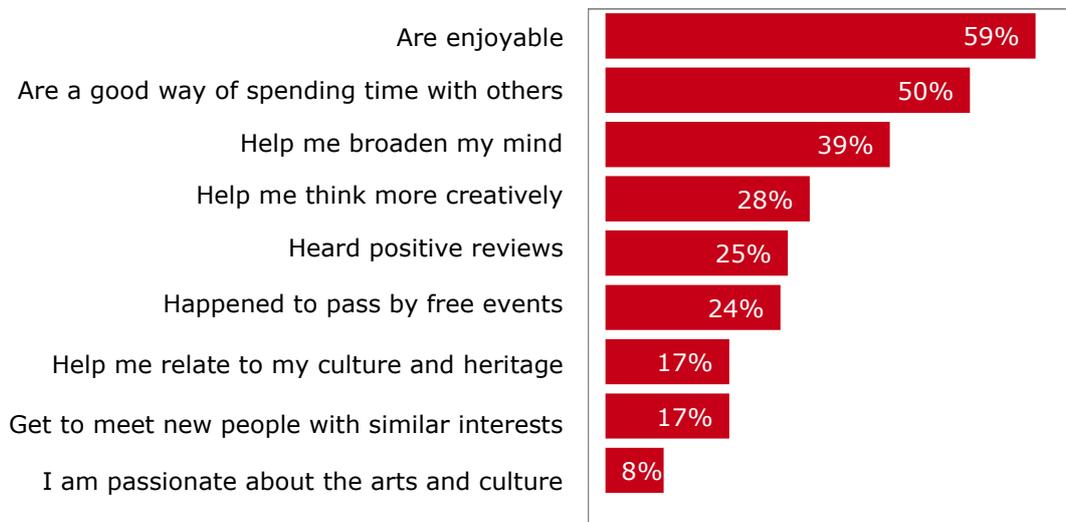
Base: Interested but non-arts attendees, n=113

2.7. Reasons for engagement

Enjoyment, socialising and learning drives attendance

Arts attendees were most motivated by the personal enjoyment of the arts (59%), spending time with family and friends (50%) and learning opportunities (39%) to attend arts events.

Figure 12 – Drivers for attendance

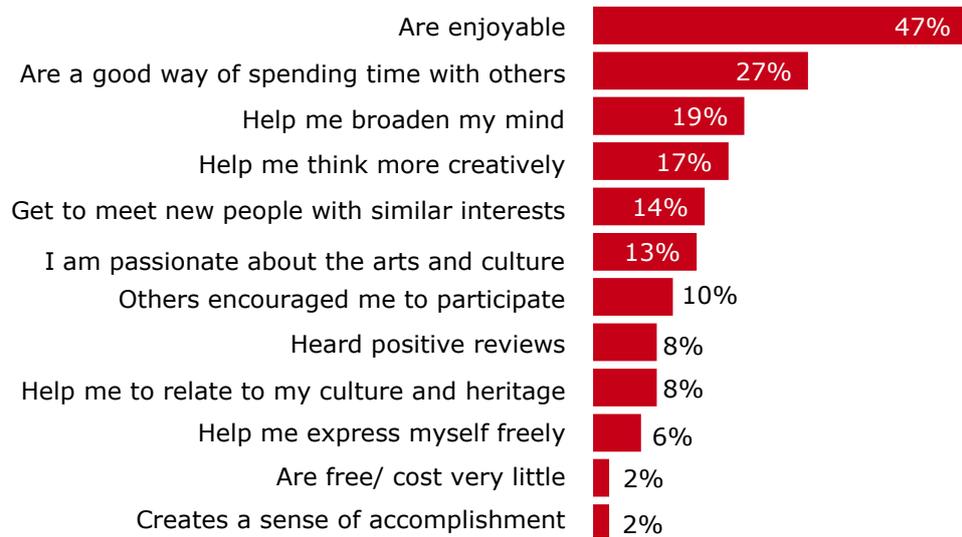


Base: Arts attendees, n=812

Personal enjoyment drives participation

Personal enjoyment (47%) and spending time with family and friends (27%) were again the most popular reasons why people participated in arts activities.

Figure 13 – Drivers for arts participation



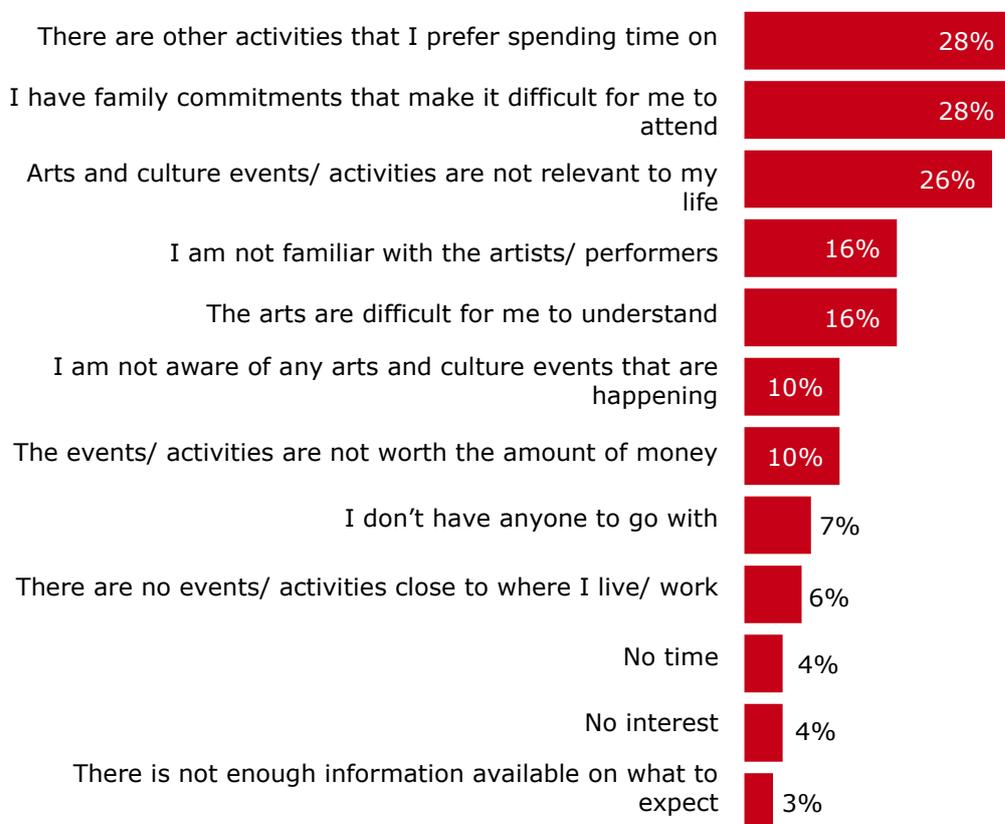
Base: Arts participants, n=263

2.8. Barriers to engagement

Other activities, family commitments and perceived irrelevance of the arts caused non-attendance

Those who did not attend arts events were kept away by their personal preferences for other activities (28%), family commitments (28%) and the perceived irrelevance of the arts to their lives (26%).

Figure 14 – Barriers to arts attendance



Base: Non-arts attendees, n=1063

2.9. Barriers to engagement by interest and attendance

Different barriers for non-attendees with interest in the arts

Almost half (43%) of those who were **interested** in the arts but **did not attend** found it difficult to balance the demands of their family and personal interests. This was not surprising as two-thirds of the respondents in this group were Married with children. Since spending time with family and friends is a key driver of arts attendance, a strategy to reach out to those who have to juggle family commitments is to create opportunities for families to bond using the arts as a platform.

Table 3 - Barriers among those who were interested but did not attend any arts events

Top 3 barriers among those who were interested but did not attend any events	%
Have family commitments	43%
Prefer other activities	11%
No events close by	11%
No time	10%

Base: Those who are interested in arts and culture but did not attend/participate in any arts and culture events, n=111

Among respondents who were **not interested** and **did not attend** any arts events, there continue to be people who felt that the arts were not relevant to their lives (36%) and that they could not understand the arts (21%).

Table 4 - Barriers among those who were not interested and did not attend any arts events

Top 3 barriers among those who were not interested and did not attend any events	%
The arts are not relevant to my life	36%
Prefer other activities	33%
Have family commitments	25%
The arts are difficult to understand	21%

Base: Those who are not interested in arts and culture and did not attend/participate in any arts and culture events, n=655

2.10. Attendance and participation by art forms

Heritage is popular with Singaporeans

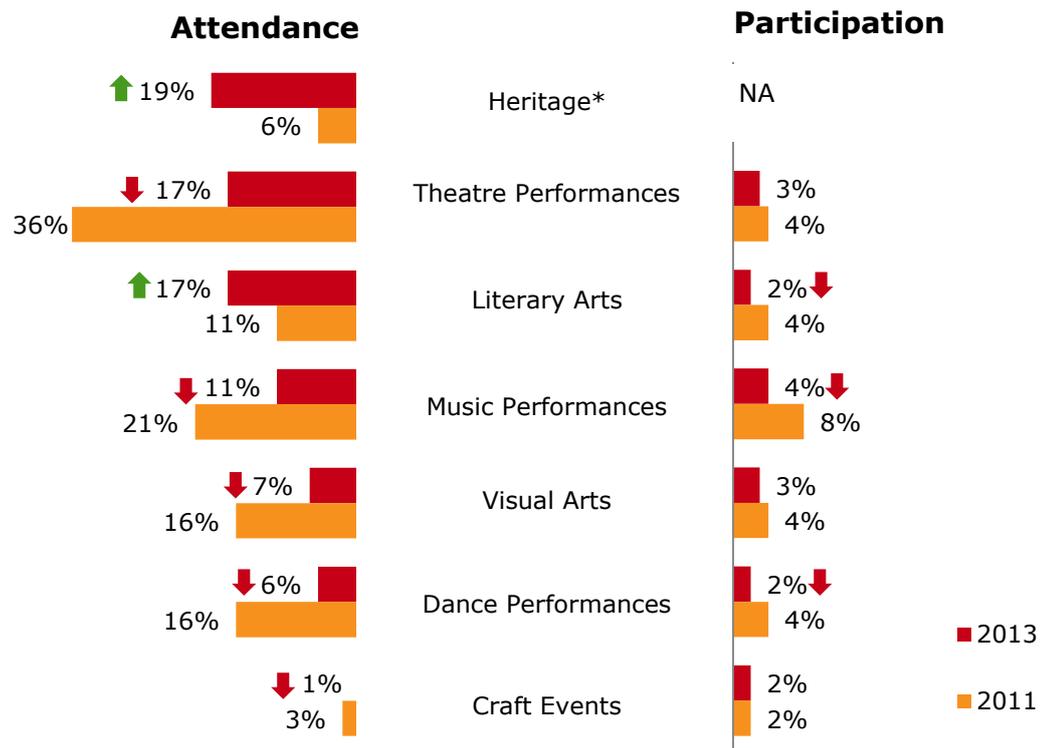
Across the various art forms, Heritage events enjoyed the highest attendance rate (19%), as well as the largest increase from 2011 (+13% points).

Attendance for Literary Arts (17%) also increased. Attendance however dropped for all other art forms, particularly for Theatre performances (-19% points).

Participation rates across art forms generally held steady or dipped. Music continued to have the highest participation rates (4%), followed by Theatre (3%) and Visual Arts (3%) activities.

Respondents who attended arts events generally attended more than one art form; however the average number of different art forms attended dropped from 2.3 to 1.3.

Figure 15 - Attendance and participation by art forms



Base:
2011 Total, n=2038
2013 Total, n=2015

↑ ↓ Significant increase / decrease

2.11. Music

Though the popularity of Music has fallen among arts attendees, it maintained its position as the top art form for participation. Among the Music genres, popular, rock, indie, alternative music and western classical music were the two most popular genres for arts attendees.

Music typically appeals to Students and PMEBS.

Table 5 - Attendance and key audience by Music genres

In 2013				
Total Attendance Rate	11%	Total Participation Rate	4%	Forms of Participation <ul style="list-style-type: none"> • Personal hobby (44%) • Performance (12%) • Classes/ talks (11%)
Attendance by Music genres				
Genres	Attendance in 2011	Attendance in 2013	Key audiences in 2013	
 Popular, rock, indie, alternative music	10%	5%	Students, PMEBS	
 Western classical music	7%	4%	Students, PMEBS	
 Traditional ethnic music	5%	2%	Students	
 Vocal music	4%	2%	Students, PMEBS	
 Folk, ethnic, world music	2%	1%	-	
 Jazz and blues	5%	1%	PMEBS	

Base:
2011 Total, n=2038
2013 Total, n=2015

2.12. Dance

Similar to Music, arts attendance for Dance performances saw a sharp drop in 2013.

While Students were more attracted to street and contemporary dance, those Married with children took a greater interest in folk, traditional, ethnic and ballroom dance while PMEBs were the key audience for ballet performances.

Table 6 - Attendance and key audience by Dance genres

In 2013				
Total Attendance Rate	6%	Total Participation Rate	2%	Forms of Participation <ul style="list-style-type: none"> • Personal hobby (41%) • Classes/ talks (17%) • Performance (14%)
Attendance by Dance genres				
Genres	Attendance in 2011	Attendance in 2013	Key audiences in 2013	
 Contemporary dance	4%	2%	Students	
 Folk, traditional, ethnic dance	5%	2%	Married with children	
 Street dance	7%	2%	Students	
 Ballet	4%	1%	PMEBs	
 Ballroom, tap, line dance, Latin dance	4%	0%	NA	

Base:
 2011 Total, n=2038
 2013 Total, n=2015

2.13. Theatre

After Heritage, Theatre was the next most popular art form among respondents. Among the specific Theatre genres, musicals was the most popular. Variety shows faced the sharpest decline (-13% points) in audience share. Although it appealed to a niche audience, western opera sustained its share of audiences.

Table 7 - Attendance and key audience by Theatre genres

In 2013				
Total Attendance Rate	17%	Total Participation Rate	3%	Forms of Participation <ul style="list-style-type: none"> • Personal hobby (37%) • Performance (12%)
Attendance by Theatre genres				
Genres	Attendance in 2011	Attendance in 2013	Key audiences in 2013	
 Musicals	13%	8%	Students, PMEBS	
 Variety shows	20%	7%	Married with children, Seniors	
 Street and circus performances	14%	5%	Students, PMEBS, Seniors	
 Plays	9%	4%	Students, PMEBS	
 Traditional theatre	7%	2%	Seniors	
 Western opera	2%	1%	-	

Base:
2011 Total, n=2038
2013 Total, n=2015

2.14. Visual Arts

Attendance for Visual Arts dropped from 16% to 7%. Art fairs and drawing and painting exhibitions continued to be the more popular genres within Visual Arts.

In general, Visual Arts had a greater appeal among Students. In particular, art fairs attracted an older group, namely PMEBS and Seniors.

Table 8 - Attendance and key audience by Visual Arts genres

In 2013				
Total Attendance Rate	7%	Total Participation Rate	3%	Forms of Participation <ul style="list-style-type: none"> • Personal hobby (42%) • Classes/ talks (15%)
Attendance by Visual Arts genres				
Genres	Attendance in 2011	Attendance in 2013	Key audiences in 2013	
 Art fairs	8%	3%	PMEBs, Seniors	
 Drawing and painting exhibitions	7%	3%	-	
 3D arts exhibitions	3%	2%	Students, PMEBS	
 Photography exhibitions	6%	2%	Students, PMEBS	
 Performance art exhibitions	2%	1%	Students	
 New media art	3%	1%	Students	
 Graffiti art, mural art, tile mosaic art exhibitions	2%	0%	NA	

Base:
2011 Total, n=2038
2013 Total, n=2015

2.15. Literary Arts

Attendance for Literary Arts increased in 2013, driven by an increase in the number of respondents who took up reading as a personal hobby.

An interesting shift noted is that while in 2011 Literary Arts appealed mainly to PMEBS, the key audience in 2013 were those Married with children. Given the increased pressure on those Married with children to balance family commitments with attending arts events, picking up a book may have been an easier and more flexible way of engaging in the arts. Consequently, the number of people who read literary works jumped from 10% to 16% of the population.

Table 9 - Attendance and key audience by Literary Arts genres

In 2013				
Total Attendance Rate	17%	Total Participation Rate	2%	Forms of Participation <ul style="list-style-type: none"> • Personal hobby (33%) • Discussion (11%) • Join club/ group (11%)
Attendance by Literary Arts genres				
Genres	Attendance in 2011	Attendance in 2013	Key audiences in 2013	
 Reading stories, poetry and graphic novels	10%	16%	Married with children	
 Events related to books and/ or writing	5%	3%	Married with children	

Base:

2011 Total, n=2038

2013 Total, n=2015

2.16. Heritage

In 2013, Heritage⁴ replaced Theatre as the most popular genre among arts attendees. Among the different Heritage activities, visiting historic districts (e.g. Chinatown, Little India, Kampong Glam) was the most popular, particularly among those Married with children and Seniors.

Table 10 - Attendance and key audience by Heritage genres

In 2013				
Total Attendance	19%	Total Participation	NA	
Attendance by Heritage genres				
Genres	Attendance in 2011	Attendance in 2013	Key audiences in 2013	
 Historic districts	NA	12%	Married with children, Seniors	
 Heritage buildings and monuments	NA	9%	Married with children, Seniors	
 Exhibitions on culture, history, heritage	7%	5%	PMEBs	
 Heritage Festivals	NA	5%	PMEBs	
 Guided arts/ heritage/ cultural tours and trails	3%	1%	Seniors	

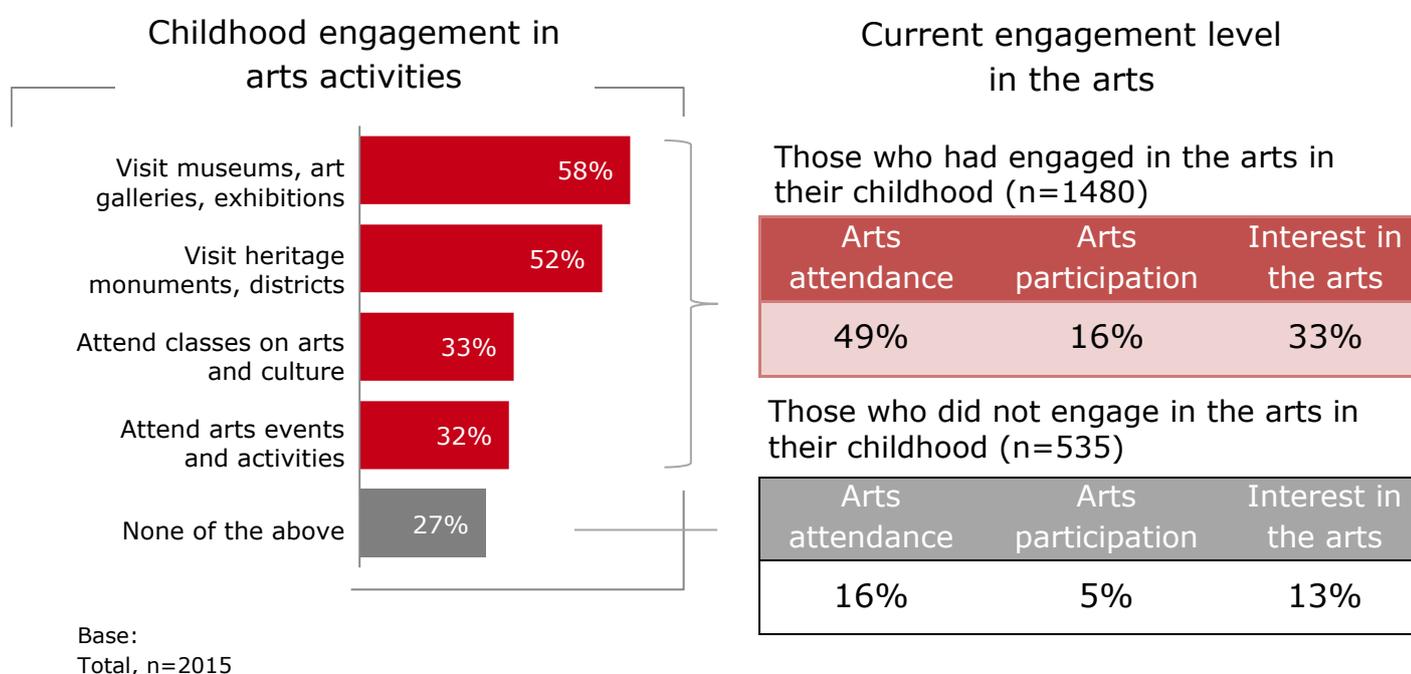
Base:
2011 Total, n=2038
2013 Total, n=2015

⁴ For the 2013 survey, the definition of Heritage activities was expanded to include historic districts, buildings, monuments and festivals organised by heritage-related institutions.

2.17. Impact of childhood exposure⁵ on arts and culture engagement

Three-quarters of respondents had attended at least one arts-related activity during their growing up years. Arts attendance, participation and interest were about 3 times higher among those who had arts engagement in their childhood compared to those who had not. This difference suggests that encouraging arts engagement in children could help lay the foundation for building life-long interest and engagement in the arts.

Figure 16 - Childhood arts engagement and current attendance, participation and interest levels



⁵ In the 2013 survey, a new question was included in order to explore the impact that exposure to arts and culture during childhood may have in shaping an individual's interest towards and eventual engagement in the arts. Respondents were asked if they remembered attending classes on arts and culture, visiting museums, heritage buildings or other arts and culture activities.

2.18. Future interest in arts and culture

The majority of respondents were likely to maintain the same level of engagement in the arts in both attendance and participation.

Respondents who had been frequently attending arts events and activities were slightly more likely to increase their engagement levels.

Figure 17 - Future arts attendance

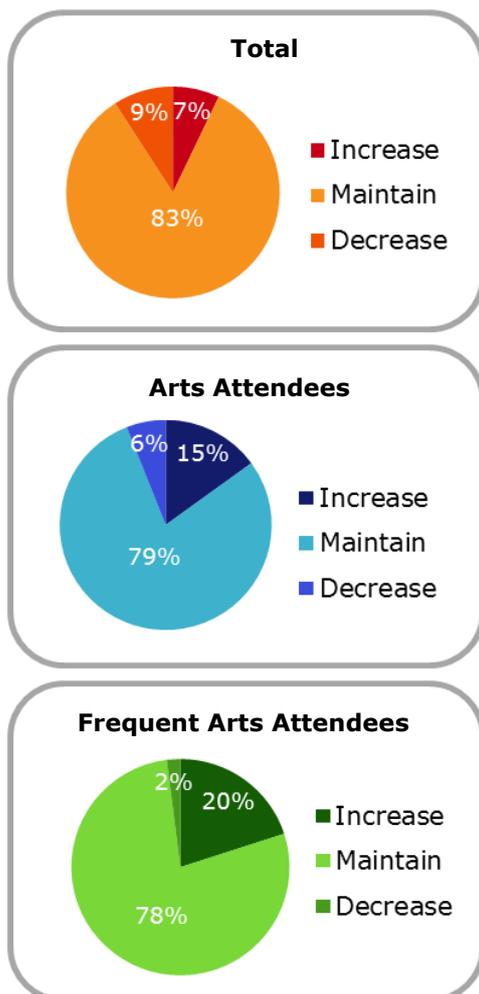
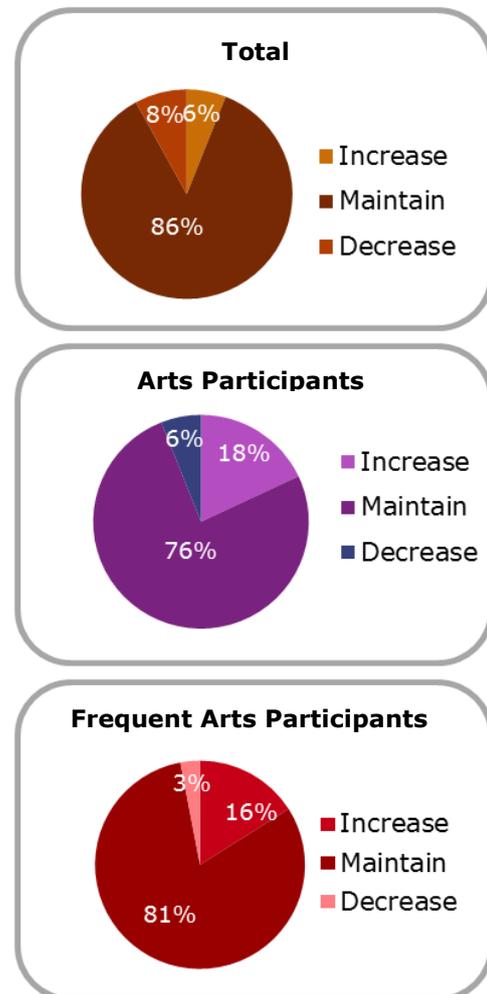


Figure 18 - Future arts participation



Base:
 Total, n=2015
 Arts attendees, n=812
 Arts participants, n=263
 Frequent arts attendees, n=193
 Frequent arts participants, n=119



> Profiling Arts Audiences

3.1. Overall audience demographics

Technical Note:

To identify specific demographic skews within arts audiences, comparisons were made between the percentage proportion of each demographic group within the arts audience, and their percentage proportion within the total sample. The difference, or gap, indicates how much each demographic group was over or under-represented within arts audiences in general. A positive gap will mean the demographic group is over-represented among arts audiences; conversely a negative gap means the demographic group is under-represented.

A widening or narrowing of this gap from 2011 to 2013 reflects how much the level of attendance or participation in the arts has increased or decreased for each demographic group compared to other demographic groups.

Narrowing of the gap(s) across all demographic groups will indicate that the profile of arts audiences was moving towards being in line with population proportions.

3.1.1 Arts audiences by age group

Compared to the total population, arts audiences in Singapore tend to be dominated by those below the age of 35.

In particular, youths aged between 15-24 years old maintained their 22% share of total arts audiences, larger than their 16% share of the population. Similarly, 25-34 year olds accounted for 18% of total arts audiences, larger than their 15% share of the population.

The older age groups continued to be under-represented among arts audiences. Singaporeans aged 45-59 years accounted for 28% of the population but 25% of arts audiences, while Singaporeans aged 60 and above accounted for 21% of the population but just 14% of total arts audiences.

Table 11 - Arts audiences by age group

Age	2011			2013		
	Total (n=2038)	Arts audience (n=1092)	Gap % points	Total (n=2015)	Arts audience (n=876)	Gap % points
15-24 years old	17%	22%	+4	16%	22%	+6
25-34 years old	17%	20%	+3	15%	18%	+3
35-44 years old	21%	22%	+1	20%	21%	+1
45-59 years old	27%	24%	-2	28%	25%	-3
60-64 years old	9%	7%	-2	7%	4%	-3
Above 65 years old	9%	5%	-3	14%	10%	-4

3.1.2 Arts audiences by education level

The distribution of arts audiences by education level remained consistent from 2011 to 2013. Compared to the total population, arts audiences tended to be better educated. 56% of arts audiences had at least a post-secondary education, and almost 1 in 3 had a tertiary education.

Table 12 - Arts audiences by education level

Education	2011			2013		
	Total (n=2038)	Arts audience (n=1092)	Gap % points	Total (n=2015)	Arts audience (n=876)	Gap % points
None/ Primary	22%	14%	-8	23%	14%	-9
"O" Levels/ ITE/ NEC	34%	31%	-3	35%	31%	-4
Pre-U/ "A" Levels/ Diploma	23%	27%	+4	21%	26%	+5
Degree and above	21%	29%	+8	22%	30%	+8

3.1.3 Arts audiences by income

In 2011, arts audiences tended to be more affluent than the total population. However, in 2013, the income distribution among arts audiences was quite similar to that of the total population. This is an indication that arts engagement has become more accessible to all Singaporeans, regardless of income levels.

Table 13 - Arts audiences by monthly personal income

Monthly Personal Income	2011			2013		
	Total (n=2038)	Arts audience (n=1092)	Gap % points	Total (n=2015)	Arts audience (n=876)	Gap % points
No income	32%	26%	-6	41%	39%	-2
<SGD 2,000	27%	24%	-3	22%	20%	-2
SGD 2-4,000	23%	25%	+2	21%	21%	0
SGD 4-8,000	12%	15%	+3	11%	13%	+2
>SGD 8,000	6%	9%	+3	5%	6%	+1

Table 14 - Arts audiences by monthly household income

Monthly Household Income	2011			2013		
	Total (n=2038)	Arts audience (n=1092)	Gap % points	Total (n=2015)	Arts audience (n=876)	Gap % points
No income	1%	1%	0	6%	7%	+1
<SGD 2,000	22%	16%	-6	12%	9%	-3
SGD 2-4,000	21%	17%	-4	29%	23%	-6
SGD 4-8,000	25%	26%	+1	28%	30%	+2
>SGD 8,000	31%	41%	+10	24%	30%	+6

3.1.4 Arts audiences by marital status

Compared to the total population, arts audiences tend to be single. This is understandable since they are likely to have more leisure time compared to those with families.

While the proportion of families with young children who engaged in the arts was on par with their proportion of the total population, families with older children continued to be under represented among arts audiences.

Table 15 - Arts audiences by marital status

Marital Status	2011			2013		
	Total (n=2038)	Arts audience (n=1092)	Gap % points	Total (n=2015)	Arts audience (n=876)	Gap % points
Single	32%	38%	+6	29%	36%	+7
Married without children	3%	3%	0	5%	5%	0
Married with at least 1 child aged 12 years or below	23%	25%	+2	24%	26%	+2
Married with all children > 12 years old	40%	33%	-7	39%	30%	-9

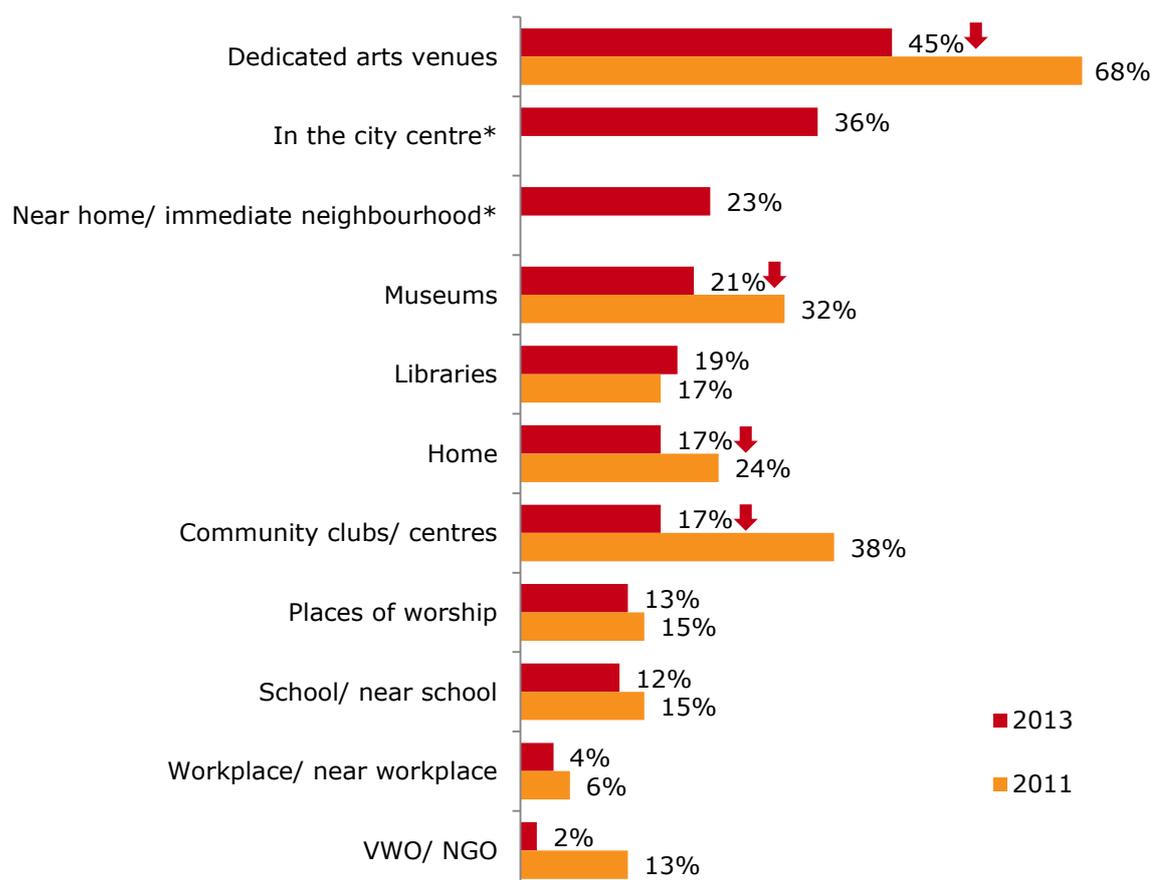
3.2. Patterns of involvement in arts and culture

3.2.1 Venues for arts attendance

Dedicated arts venues like the Esplanade, Marina Bay Sands Theatre and DBS Arts Centre remained the main choice for arts attendance, particularly for Students and PME Bs, followed by other locations in the city centre.

Two new options for venues – “in the city centre” and “near home/ immediate neighbourhood” – were added in 2013, to provide a more accurate overview of popular venues for arts activities, and better reflect the spread of arts events to locations beyond traditional venues.

Figure 19 - Venues for arts attendance



*Option not included in 2011

Base:

2011 Arts attendees, n=972

2013 Arts attendees, n=812

↑ ↓ Significant increase / decrease

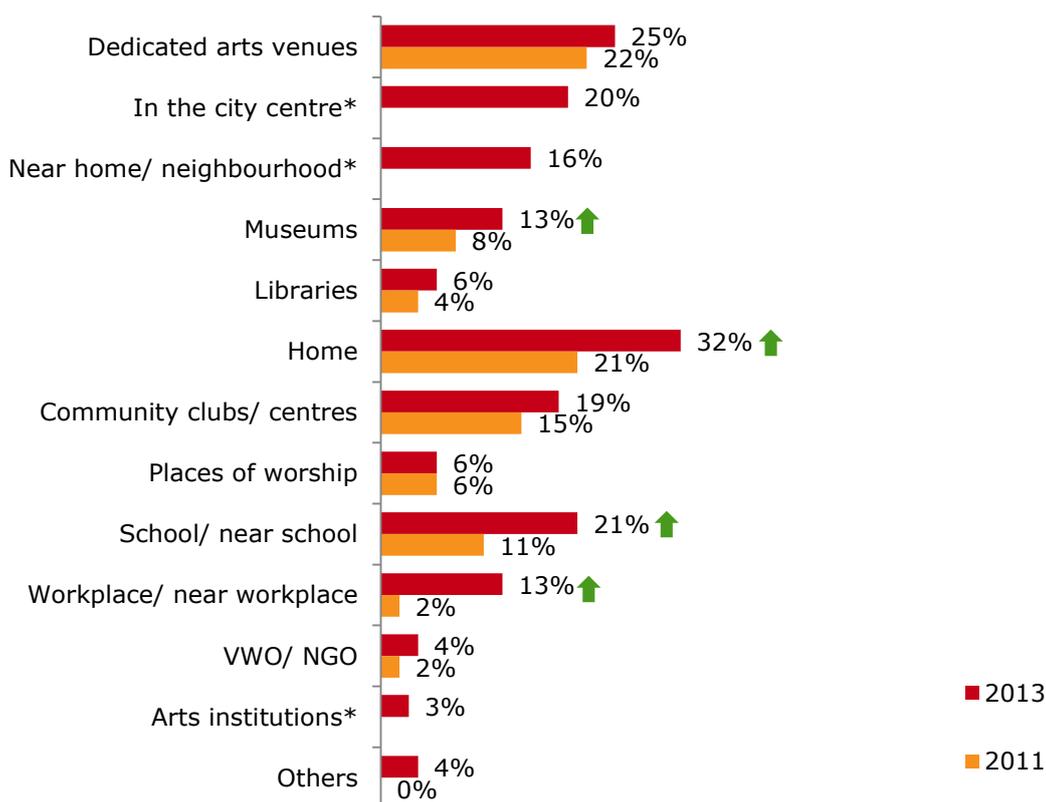
3.2.2 Venues for arts participation

In contrast with arts attendance, although Singaporeans were participating in the arts in the city centre and their own neighbourhoods, the proportion of people participating in dedicated arts venues had also risen compared to 2011. This may indicate that these dedicated arts venues were organising more activities that allowed participants to indulge in a personal hobby.

Arts participation at venues near schools and workplaces increased sharply, suggesting an increased ease of access to the arts wherever participants may be located.

The home was also a more common venue for arts participation in 2013, driven by participants engaging in the arts as a hobby or personal leisure activity. Moreover, the increasing ease of access to online information, classes and tutorials has made it easier for people to participate from the comfort of their homes.

Figure 20 - Venues for arts participation



*Option not included in 2011

Base:
 2011 Arts participants, n=383
 2013 Arts participants, n=263

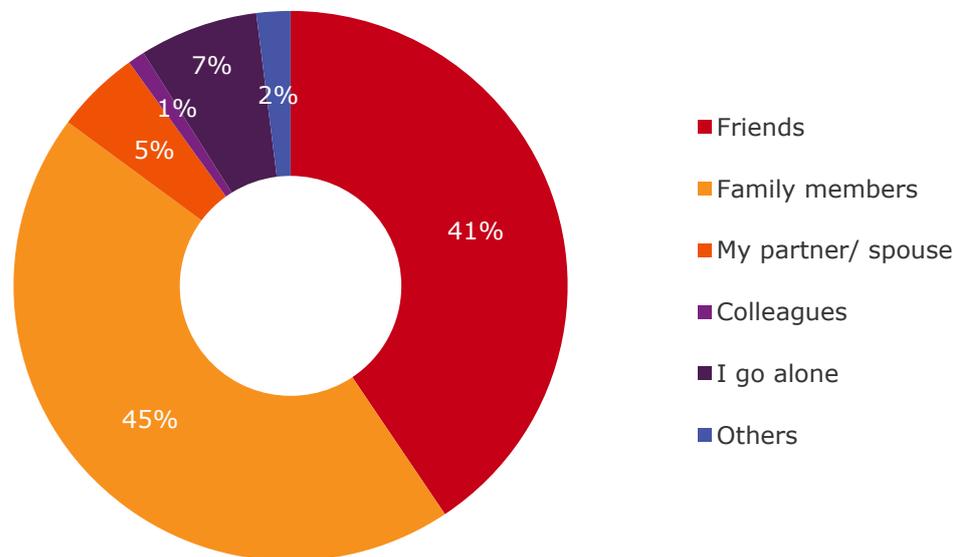
↑ ↓ Significant increase / decrease

3.2.3 Arts and culture as a social activity

Attending arts activities was very much a social activity. In fact, for 50% (Figure 12) of arts attendees, attending arts events as a way to spend time with friends, family and colleagues was a key motivator. Unsurprisingly, 91% of arts attendees attended arts events with friends and family members.

Only 7% attended events on their own. Comparatively, Seniors were more likely than other arts attendees to attend arts events on their own (Table 84).

Figure 21 - Companions for attending arts events and activities



Base: Arts attendees, n=81

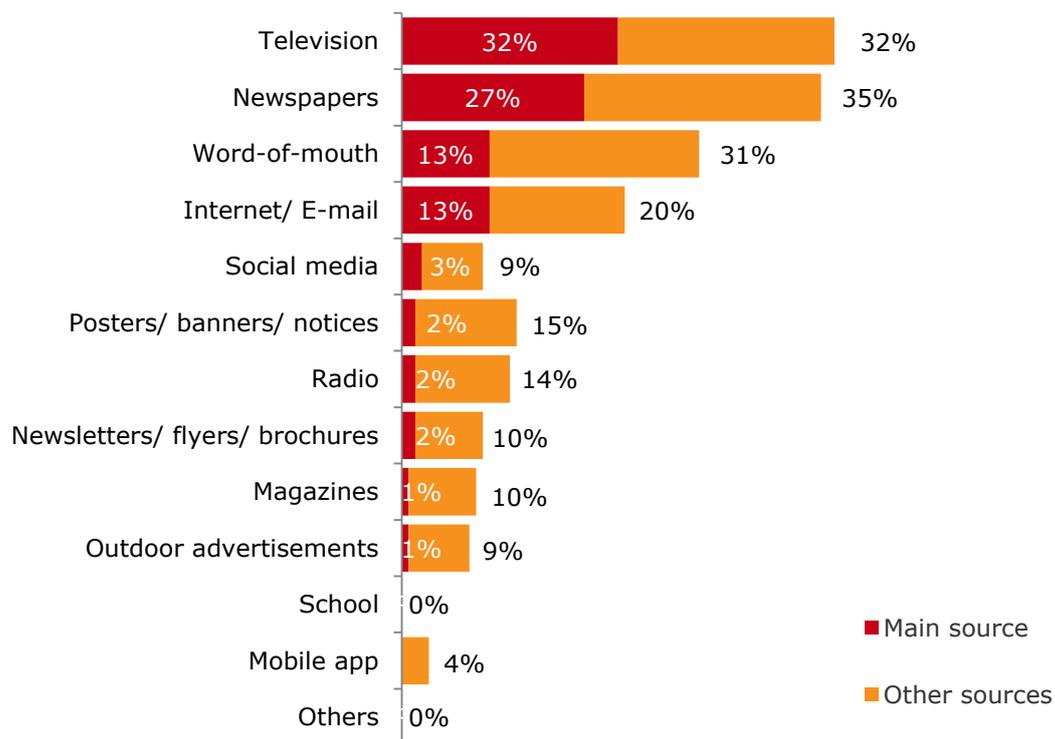
3.2.4 Sources of information

For majority of the respondents, traditional media such as the television and newspapers remained the most-used sources of information about arts events. This was followed by word-of-mouth, which highlighted the influence of peers and family in spreading awareness and interest in the arts.

While online media such as the Internet and social media did not seem to be top-of-mind information sources among the population as yet, this is likely to change in the coming years given Singaporeans' growing familiarity with and access to the Internet. There was an interesting contrast between Students and Seniors. For Students (Figure 29), the Internet was their main source of information; 24% relied on it compared to only 2% of Seniors (Figure 63). Seniors relied much more heavily on television as a main source of information with 43% using it compared to just 20% of Students.

Overall, the variety of information sources mentioned by respondents indicated that people were reached through an increasing mix of channels.

Figure 22 - Sources of information on arts events and activities



Base: Total, n=2015



3.3. Segment Profiles

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



3.3.1. Students

Students like the arts for their ability to provide them with a better understanding of people of different backgrounds and cultures. They are typically arts attendees with a diverse arts appetite. In particular, they like reading or going to Theatre, Music and Heritage events with friends. If they have an arts hobby, it would most probably be in Music. While they are receptive to print media and television, the best way to reach Students audiences would be through digital media.

3.3.1. Students

This segment comprised youths aged 15-24 years who were schooling.

Consistent with previous years, among the different population segments, Students were the most involved in the arts. 65% of Students had attended at least one arts event or activity in the past 12 months. Unlike other segments where family members were the main companions for arts events and activities, Students generally chose to attend in the company of friends (83%).

Among the art forms, in 2013, Students attended a wider range of art forms, spreading across Theatre (46%), Literary Arts (46%), Music (34%) and Heritage (32%), in contrast to 2011 where they had focused on Theatre (73%) and Music (46%) events. This growing openness to different art forms among Students may also reflect more concerted attempts by organisers across art forms to reach out to Students.

While two-thirds of Students were arts attendees, only a quarter participated in the arts, with Music remaining as the most popular art form for participation. On the whole, the most common form of arts participation was taking up a personal hobby (64%).

Not surprisingly, the Internet/ E-mail was the most common source of information among Students, accessed by 61% of Students. However, traditional media such as newspapers, television and word-of-mouth however were still effective for reaching out to Students, with half of the Students accessing each channel for information on the arts.

Compared to 2011, more Students recognised the benefits of the arts in their lives, with the sharpest increase (+10% points) observed for the ability of the arts to provide a better understanding of people of different backgrounds and culture.

3.3.1.1. Perceptions towards arts and culture by Students

Compared to the total population, Students were more receptive to the benefits of engaging in the arts, particularly in the arts' ability to help them express their thoughts, feelings and ideas (8% points above the total population), and in inspiring them to be more creative (7% points above the total population).

Compared to 2011, more Students recognised the benefits of the arts in their lives, especially the social benefits. The sharpest increases were observed for the ability of the arts to provide a better understanding of people of different backgrounds and cultures (+10% points) and to articulate Singapore's identity as a society and country (+7% points).

Table 16 - Perceptions towards the arts by Students

Statements	Total 2013* (n=2015)	Students 2013* (n=224)	Students arts audience 2013* (n=150)	Students 2011* (n=242)
Improve the quality of life for everyone	67%	71%	77%	68%
Help us express our thoughts, feelings and ideas	71%	79%	87%	74%
Inspire and help us to be more creative	67%	75%	81%	74%
Give us a better understanding of people of different backgrounds and cultures	76%	81% ↑	85%	71%
Give us a greater sense of belonging to Singapore	56%	57%	61%	55%
Say who we are as a society and country	58%	59% ↑	65%	52%
Contribute to the Singapore economy	50%	51%	53%	52%
Strengthen inter-generational understanding^	62%	64%	67%	NA
Help draw Singaporeans closer as a community^	60%	65%	67%	NA

% of respondents who selected Agree or Strongly Agree to each of these statements

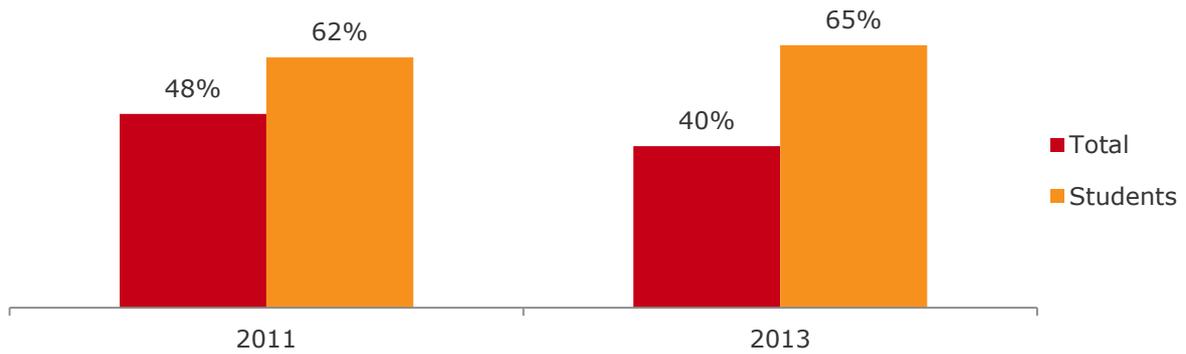
^Statements not included in 2011

↑ ↓ Significant increase / decrease

3.3.1.2. Arts attendance by Students

Consistent with previous years, the average arts attendance by Students was significantly higher than that of the total population.

Figure 23 - Arts attendance by Students



2011 Base:
Total, n=2038
Students, n=242

2013 Base:
Total, n=2015
Students, n=224

3.3.1.3. Art forms attended by Students

While Theatre remained the most popular art form attended by Students, interest in Literary Arts was significantly higher compared to 2011 (+25% points).

Students also showed a greater preference for Music compared to all arts attendees (7% points higher).

With the exception of Heritage and Craft, Students' attendance for each art form was higher than all arts attendees, suggesting that Students were more open to different art forms. Such diversity of arts interest and openness bodes well for the future of the arts in Singapore.

Table 17 - Art forms attended by Students

	All arts attendees 2013	Students arts attendees 2013	Changes from 2011 (% points)
Music	27%	34%	-12
Dance	15%	21%	-20 ↓
Theatre	43%	46%	-27 ↓
Visual Arts	18%	21%	-6
Literary Arts	41%	46%	+25 ↑
Craft	3%	2%	-5
Heritage	46%	32%	NA

Base:

All arts attendees, n=812

Students arts attendees, n=145

↑ ↓ Significant increase / decrease

3.3.1.4. Details of art forms attended by Students

Music

Popular, rock, indie, alternative music and western classical music were the most popular Music genres among Students, similar to the general arts attendee.

Table 18 - Students arts attendance by art forms – Music

Attendance by Music genres	All arts attendees	Students arts attendees
Music overall	27%	34%
Popular, rock, indie, alternative	11%	17%
Western classical music	10%	14%
Traditional ethnic music	6%	9%
Vocal music	5%	7%
Folk, ethnic, world music	3%	3%
Jazz and blues	3%	3%

Base:

All arts attendees, n=812

Students arts attendees, n=145

Dance

The higher attendance of Dance performances by Students was mainly driven by a stronger preference for street dance and contemporary dance compared to all arts attendees.

Table 19 - Students arts attendance by art forms – Dance

Attendance by Dance genres	All arts attendees	Students arts attendees
Dance overall	15%	21%
Street dance	5%	12%
Folk, traditional, ethnic dance	5%	4%
Contemporary dance	5%	12%
Ballet	2%	1%
Ballroom, tap, line dance, Latin dance	1%	1%

Base:

All arts attendees, n=812

Students arts attendees, n=145

Theatre

Among the different genres of Theatre, Students had a stronger preference for musicals, street performances and plays compared to all arts attendees.

Table 20 - Student arts attendance by art forms – Theatre

Attendance by Theatre genres	All arts attendees	Students arts attendees
Theatre overall	43%	46%
Musicals	19%	23%
Variety shows	16%	12%
Street and circus performances	12%	17%
Plays (non-musical)	10%	13%
Traditional theatre	4%	4%
Western opera	2%	2%

Base:

All arts attendees, n=812

Students arts attendees, n=145

Visual Arts

Students' preferences among the Visual Arts genres were largely similar to all arts attendees. However, Students had slightly stronger interest in 3D arts exhibitions and new media art.

Table 21 - Students arts attendance by art forms – Visual Arts

Attendance by Visual Arts genres	All arts attendees	Students arts attendees
Visual Arts overall	18%	21%
Art fairs	8%	6%
Drawing and painting exhibitions	6%	7%
3D arts exhibitions	5%	8%
Photography exhibitions	4%	5%
New media art	3%	6%
Performance art exhibitions	3%	5%
Graffiti art, mural art, tile mosaic art exhibitions	1%	1%
Art auctions	1%	1%

Base:

All arts attendees, n=812

Students arts attendees, n=145

Literary Arts

Reading was the main form of Literary Arts attendance for Students, similar to all arts attendees.

Table 22 - Students arts attendance by art forms – Literary Arts

Attendance by Literary Arts genres	All arts attendees	Students arts attendees
Literary Arts overall	41%	46%
Reading stories, poetry or graphic novels	39%	43%
Events related to books and/or writing	7%	10%

Base:

All arts attendees, n=812

Students arts attendees, n=145

Heritage

Overall Heritage attendance by Students was lower than all arts attendees.

Table 23 - Students arts attendance by art forms – Heritage

Attendance by Heritage genres	All arts attendees	Students arts attendees
Heritage Overall	46%	32%
Historic districts	31%	20%
Heritage buildings and monuments	22%	17%
Exhibitions on culture, history and heritage	12%	10%
Heritage festivals and activities	12%	7%
Guided arts/ heritage/ cultural tours and trails	3%	3%

Base:

All arts attendees, n=812

Students arts attendees, n=145

3.3.1.5. Companions for arts attendance by Students

Consistent with 2011, friends were an important source of influence on Students' attendance at arts activities. 83% of Students attended arts events with their friends, significantly higher than the 41% notched by all arts attendees.

Table 24 - Companions for arts activities by Students

	All arts attendees	Students arts attendees
With family members	45%	10%
With friends	41%	83%
With my partner/ spouse	5%	1%
With colleagues	1%	0%
None (I go alone)	7%	5%
Others	2%	2%

Base:

All arts attendees, n=812

Students arts attendees, n=145

3.3.1.6. Venues for arts attendance by Students

The main venues for arts attendance by Students were dedicated arts venues, followed by venues within the city centre, such as along Orchard Road.

Locations within or near schools were particularly important for Students compared to all arts attendees. Students were much less likely to attend arts events in the neighbourhood that they lived in, or in community clubs.

Table 25 - Venues for arts attendance by Students

	All arts attendees	Students arts attendees
Dedicated arts venues	45%	52%
In the city centre	36%	34%
Near home/ immediate neighbourhood	23%	18%
Museums	21%	19%
Libraries	19%	20%
Home	17%	19%
Community clubs/ centres	17%	9%
School/ near school	12%	41%
Places of worship	13%	1%
Cinema	2%	3%
Workplace/ near workplace	4%	1%
VWO/ NGO	2%	1%

Base:

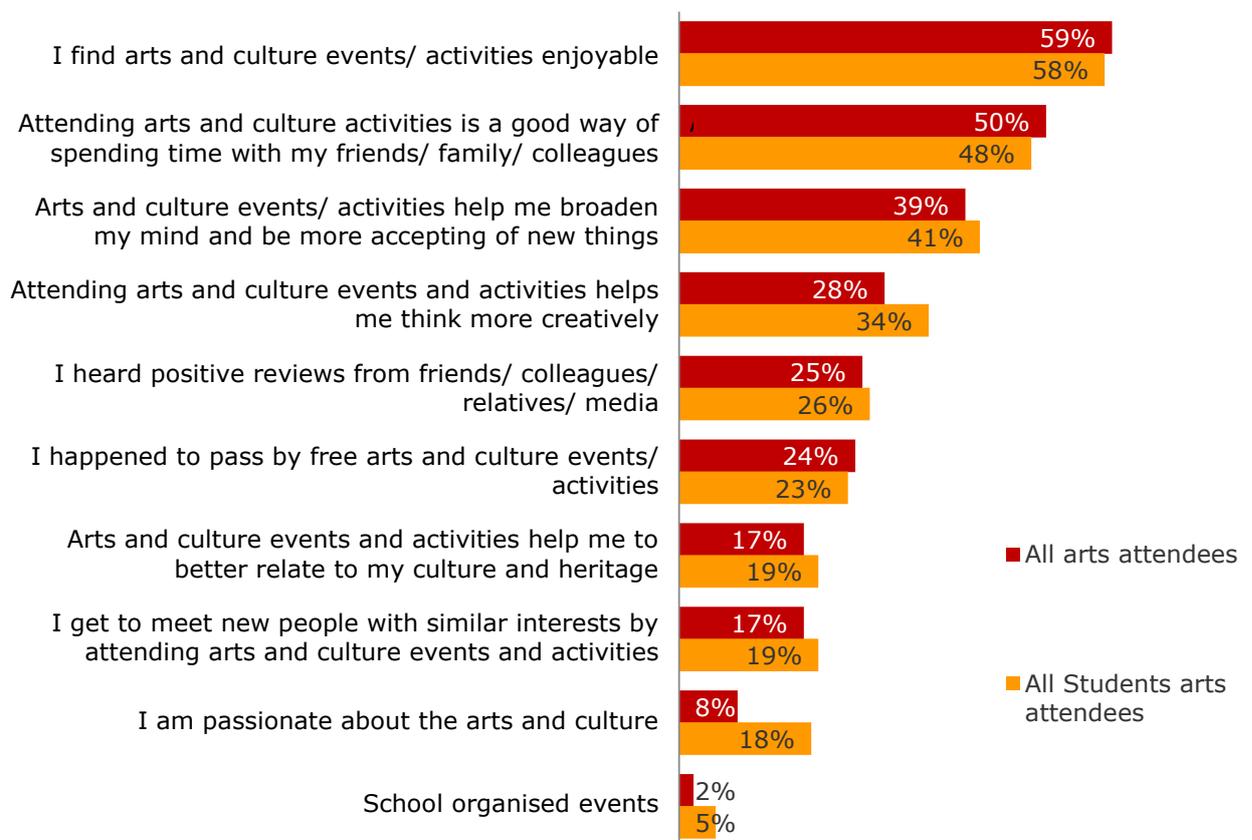
All arts attendees, n=812

Students arts attendees, n=145

3.3.1.7. Reasons for arts attendance by Students

Students generally attended arts events and activities for personal enjoyment, and to spend time with friends and family. Compared to all arts attendees, more Students had cited passion for the arts as their reason for attendance. In addition, Students were also more likely to find that the arts helped them broaden their horizons and think more creatively.

Figure 24 - Reasons for arts attendance by Students

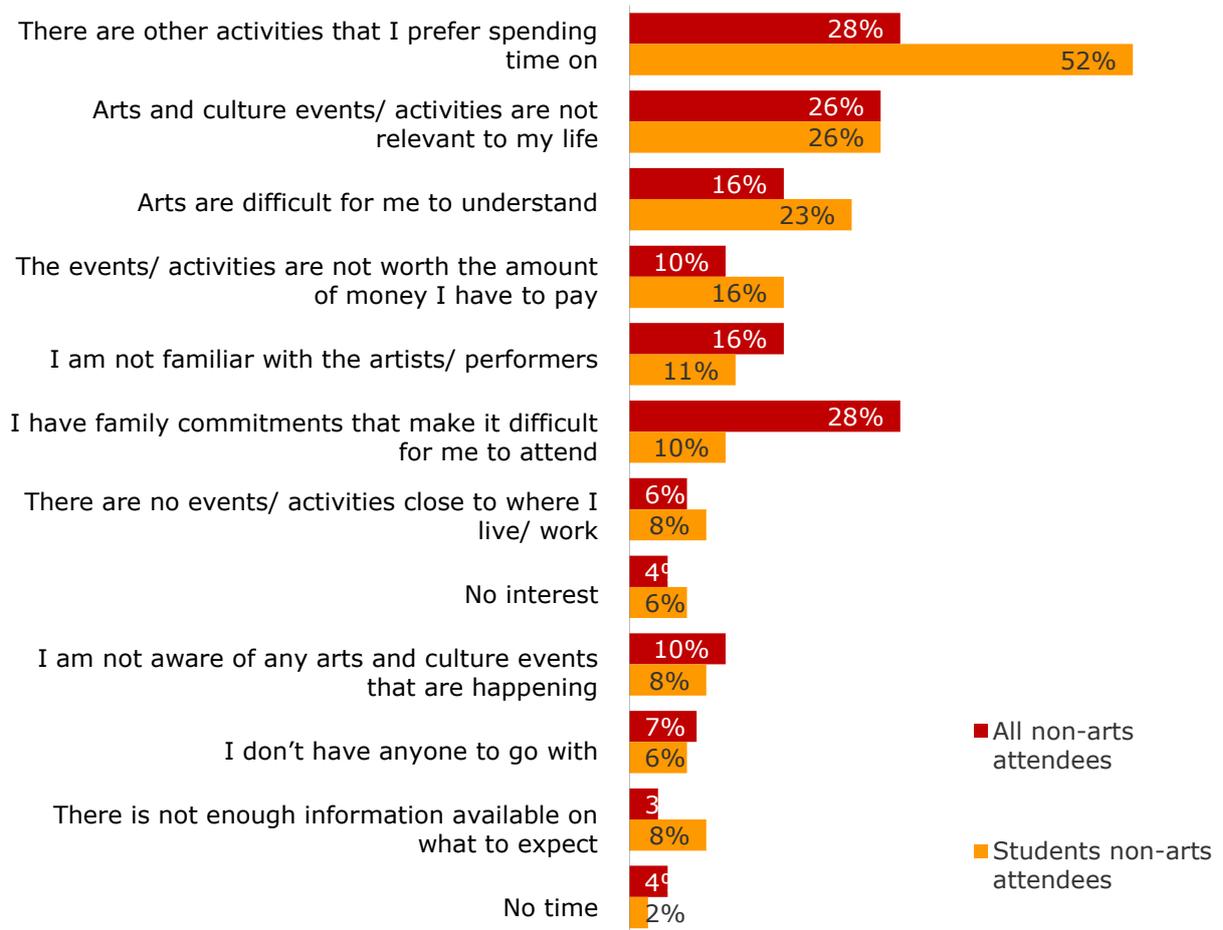


Base:
 All arts attendees, n=812
 Students arts attendees, n=145

3.3.1.8. Barriers to arts attendance by Students

The main barrier to arts attendance for students was their preference for alternative activities. Other barriers were the perceived lack of relevance of the arts to their lives, and their perceived inability to understand the arts.

Figure 25 - Barriers to arts attendance by Students

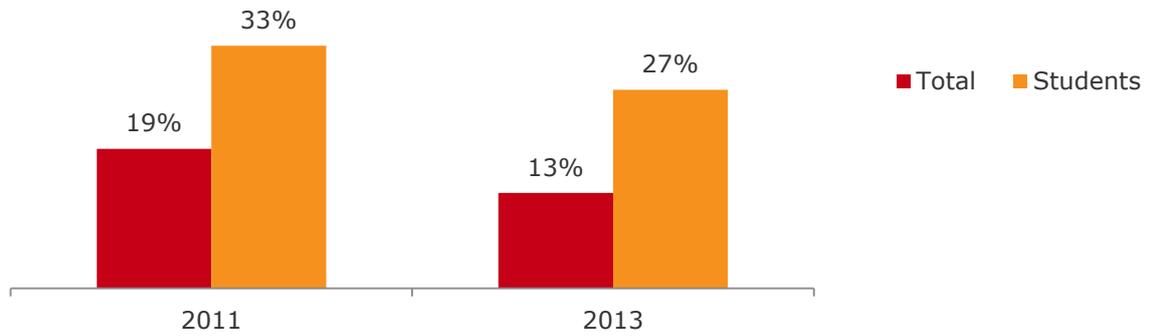


Base:
 All non-arts attendees, n=1203
 Students non-arts attendees, n=79

3.3.1.9. Arts participation by Students

Arts participation by Students dropped slightly compared to 2011, but remained consistently higher (27%) than the total population (13%).

Figure 26 - Arts participation by Students



2011 Base:
Total, n=2038
Students, n=242

2013 Base:
Total, n=2015
Students, n=224

3.3.1.10. Participation by art forms by Students

The most popular art forms for participation by Students were Music and Theatre; with participation in Theatre increased by 3% points from 2011.

Participation in Dance declined significantly, although the proportion of Students involved in Dance was still higher than for all arts participants.

In line with the increased attendance observed for the Literary Arts, participation in the Literary Arts by Students improved by 9% points compared to 2011.

Table 26 - Participation by art forms by Students

	All arts participants	Students arts participants	Changes from 2011 (% points)
Music	42%	50%	-2
Theatre	30%	30%	+3
Visual Arts	24%	22%	-3
Dance	19%	31%	-7
Craft	19%	11%	-3
Literary Arts	14%	15%	+9

Base:

All arts participants, n=263

Students arts participants, n=61

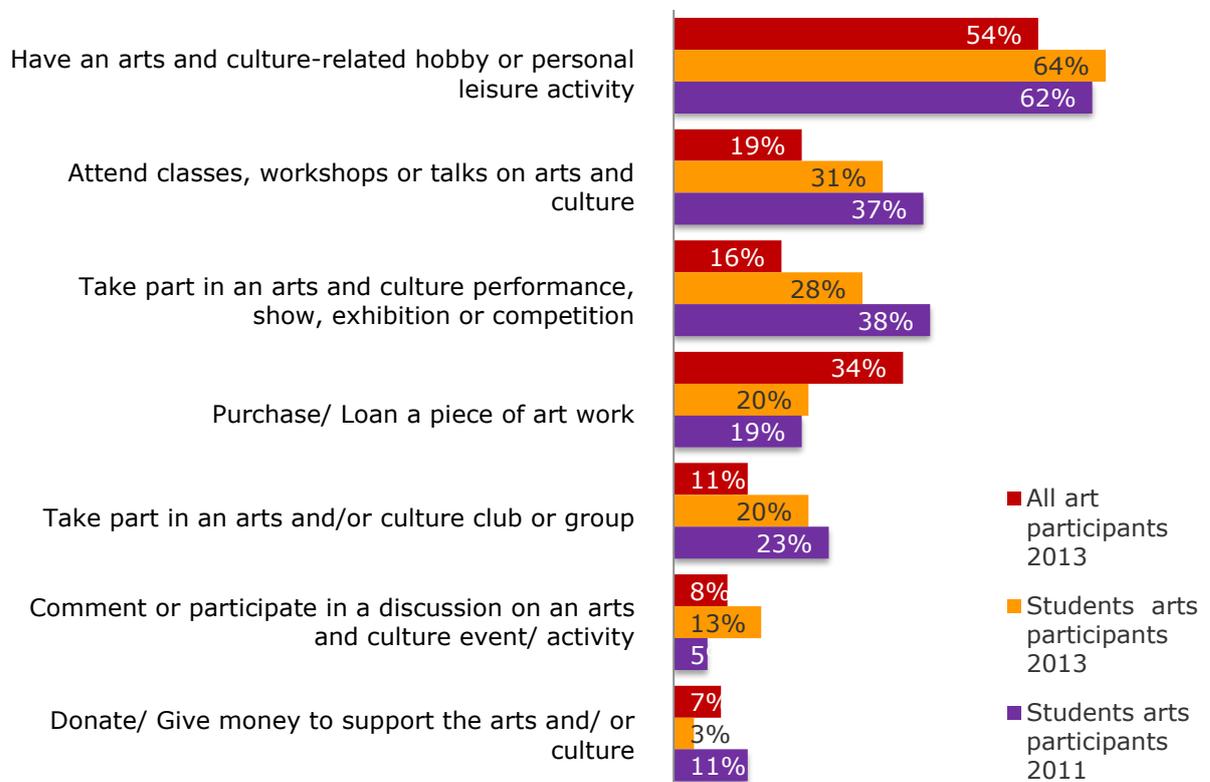
3.3.1.11. Means of arts participation by Students

The most popular means of arts participation by Students was to take up an arts hobby.

Compared to the general arts participants, Students had more diverse means of arts participation. With the exception of purchasing/ loaning a piece of art work, their participation rates outstripped those of all arts participants.

Compared to 2011, fewer Students were attending classes, taking part in performances or exhibitions and donating to support the arts in 2013.

Figure 27 - Means of arts participation by Students



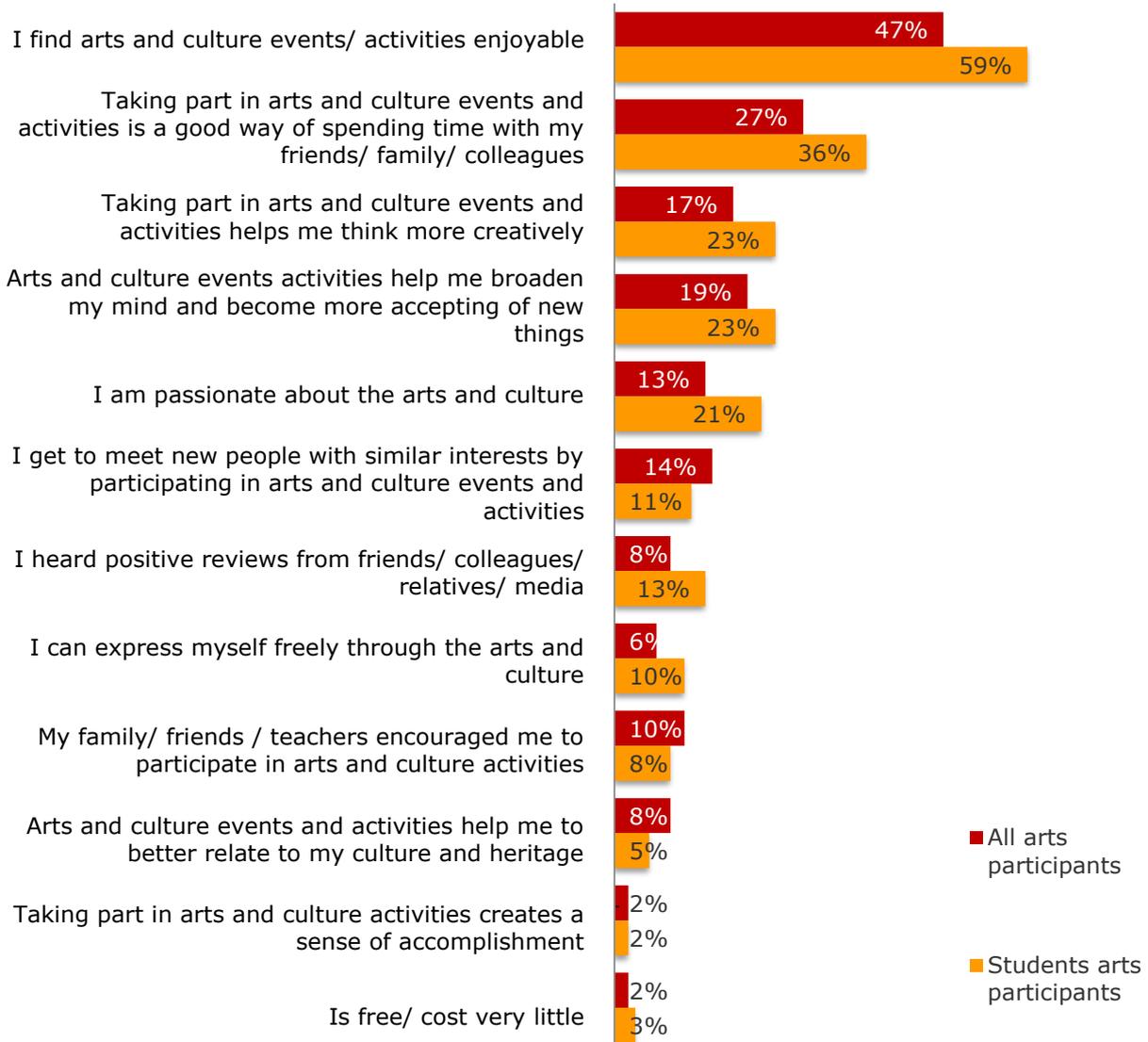
2011 Base:
Students arts participants, n=80

2013 Base:
All arts participants, n=263
Students arts participants, n=61

3.3.1.12. Reasons for arts participation by Students

Students were driven by the intrinsic enjoyment they derived from participating in the arts as well as the company of friends and family.

Figure 28 - Reasons for arts participation by Students



Base:
 All arts participants, n=263
 Students arts participants, n=61

3.3.1.13. Venues for arts participation by Students

Schools, followed by dedicated arts venues were by far the most common place for arts participation by Students.

Compared to all arts participants, fewer Students participated in the arts at home.

Table 27 - Venues for arts participation by Students

	All arts participants	Students arts participants
School/ near school	21%	62%
Dedicated arts venues	25%	33%
Home	32%	18%
In the city centre	20%	11%
Museums	13%	11%
Community clubs/ centres	19%	13%
Near home/ immediate neighbourhood	16%	10%
Libraries	6%	7%
Places of worship	6%	5%
Arts institutions	3%	0%

Base:

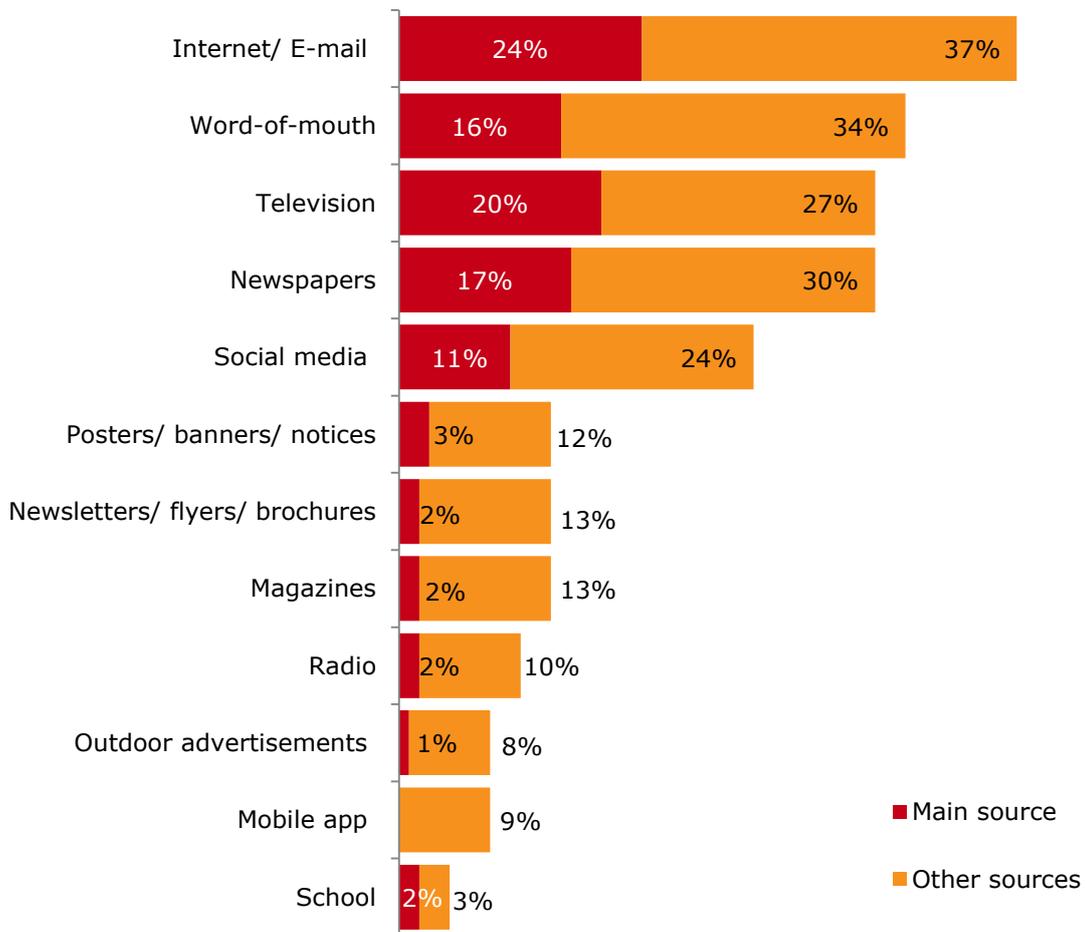
All arts participants, n=263

Students arts participants, n=61

3.3.1.14.Sources of information among Students

The Internet/ E-mail was the most common source of information among Students (61%). However, traditional media such as newspapers, television and word-of-mouth were still effective channels for reaching Students, as half the Students accessed each of these channels for information on the arts.

Figure 29 - Sources of information on the arts among Students



Base:
Students, n=224



3.3.2. Single/ Married without children (SMNC)

Singaporeans who are single or married without children (SMNC) particularly love the arts for their ability to help them express their thoughts and inspire greater creativity. 44% of SMNCs are arts attendees. They generally prefer to attend Theatre and Heritage events with friends rather than family. Participating in the arts is a way for SMNCs to meet new people with similar interests and prefer attending arts events in dedicated arts venues or in the city centre.

3.3.2. Single/ Married without children (SMNC)

This segment comprised Singaporeans who were Single or Married without children, and who were not students. 43% of respondents within this segment were between 20-30 years old; they were thus people who were either just making the transition from student life to working life or were those in the early stages of their career.

Arts attendance for the Single/ Married without children (SMNC) category was slightly higher compared to the total population, but lower compared to Students and PMEBs. Nonetheless, overall arts attendance for this segment registered a 12% point decline from 2011 to 2013 as a result of falling attendance at Theatre, Music and Dance performances. However, attendance for the Literary Arts registered a 9% point increase in 2013.

Similar to Students, SMNCs were more likely to be attending arts events with friends rather than family, and the preference was for arts events at dedicated arts venues and within the city centre.

Participation in the arts among SMNCs declined sharply from 25% in 2011 to 14% in 2013. The main forms of arts participation among SMNCs were having an arts hobby, and purchasing/ loaning a piece of art work

Apart from finding arts activities enjoyable, compared to other segments, more SMNCs were using participation in the arts as a means to meet new people with similar interests. This may be one reason why SMNCs generally preferred venues in the city centre and dedicated arts venues; these would host a greater variety of arts events catering to different tastes.

For SMNCs, traditional channels such as newspapers and television were the main sources of information on arts activities, followed by Internet/ E-mail and word-of-mouth.

3.3.2.1. Perceptions towards arts and culture by SMNCs

Compared to 2011, more SMNCs recognised the role of the arts in fostering creativity, and in building social bonds by enhancing their understanding of people from different backgrounds and cultures.

Table 28 - Perceptions towards the arts by SMNCs

Statements	Total 2013* (n=2015)	SMNCs 2013* (n=407)	SMNCs arts audience 2013* (n=180)	SMNCs 2011* (n=426)
Improve the quality of life for everyone	67%	69%	79%	68%
Help us express our thoughts, feelings and ideas	71%	75%	86%	74%
Inspire and help us to be more creative	67%	72%	83%	68%
Give us a better understanding of people of different backgrounds and cultures	76%	77% 	85%	72%
Give us a greater sense of belonging to Singapore	56%	53%	64%	52%
Say who we are as a society and country	58%	57%	66%	53%
Contribute to the Singapore economy	50%	51%	61%	53%
Strengthen inter-generational understanding^	62%	64%	67%	NA
Help draw Singaporeans closer as a community^	60%	59%	68%	NA

*% of respondents who selected Agree or Strongly Agree to each of these statements

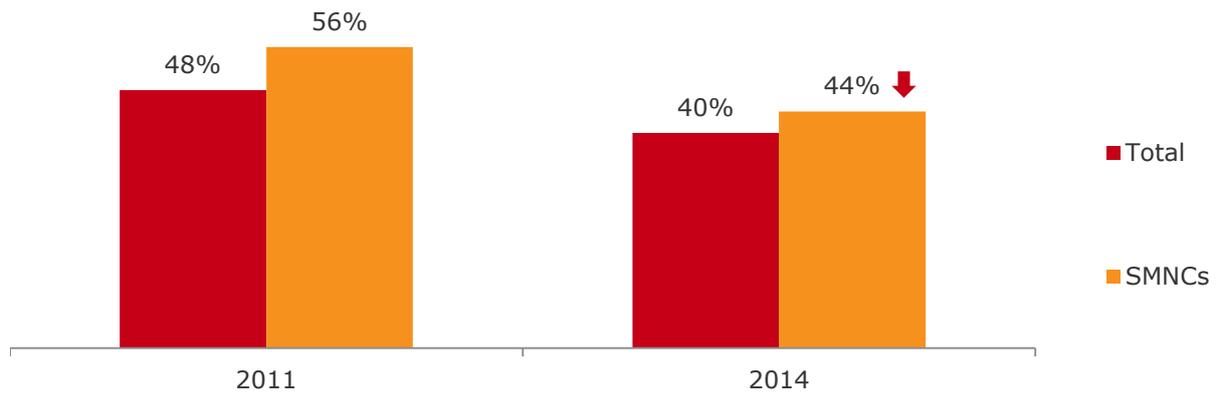
^Statements not included in 2011

  Significant increase / decrease

3.3.2.2. Arts and culture attendance by SMNCs

Overall arts attendance by SMNCs (44%) was higher than that of the total population. However, this fell sharply from 2011 (56%).

Figure 30 - Arts attendance by SMNCs



2011 Base:
Total, n=2038
SMNCs, n=426

2013 Base:
Total, n=2015
SMNCs, n=407

↑ ↓ Significant increase / decrease

3.3.2.3. Art forms attended by SMNCs

Theatre remained the most popular art form among SMNCs, despite a drop in attendance from 2011, followed closely by Heritage activities. Compared to all arts attendees, SMNCs were more likely to go for Theatre, Music and Visual Arts events.

Table 29 - Art forms attended by SMNCs

	All arts attendees	SMNCs arts attendees	Changes from 2011 (% points)
Theatre	43%	51%	-27↓
Literary Arts	41%	38%	+9
Music	27%	34%	-21↓
Heritage	46%	49%	NA
Visual Arts	18%	25%	-14↓
Dance	15%	13%	-21↓
Craft	3%	4%	-3

Base:

All arts attendees, n=812

SMNCs arts attendees, n=180

↑↓ Significant increase / decrease

3.3.2.4. Details of art forms attended by SMNCs

Music

Compared to all arts attendees, SMNCs’ higher attendance at Music events was driven by a preference for popular, rock, indie, alternative music.

Table 30 - SMNCs arts attendance by art forms – Music

Attendance by Music genres	All arts attendees	SMNCs arts attendees
Music overall	27%	34%
Popular, rock, indie, alternative	11%	18%
Western classical music	10%	11%
Traditional ethnic music	6%	8%
Vocal music	5%	7%
Folk, ethnic, world music	3%	3%
Jazz and blues	3%	3%

Base:
 All arts attendees, n=812
 SMNCs arts attendees, n=180

Dance

Dance performances had limited appeal among SMNCs.

Table 31 - SMNCs arts attendance by art forms – Dance

Attendance by Dance genres	All arts attendees	SMNCs arts attendees
Dance overall	15%	13%
Street dance	5%	6%
Folk, traditional, ethnic dance	5%	3%
Contemporary dance	5%	6%
Ballet	2%	2%
Ballroom, tap, line dance, Latin dance	1%	0%

Base:
 All arts attendees, n=812
 SMNCs arts attendees, n=180

Theatre

Within the Theatre genre, the preference was for musicals, street and circus performances and plays.

Table 32 – SMNCs arts attendance by art forms – Theatre

Attendance by Theatre genres	All arts attendees	SMNCs arts attendees
Theatre overall	43%	51%
Musicals	19%	28%
Variety shows	16%	18%
Street and circus performances	12%	17%
Plays (non-musical)	10%	18%
Traditional theatre	4%	4%
Western opera	2%	2%

Base:

All arts attendees, n=812

SMNCs arts attendees, n=180

Visual Arts

Attendance for Visual Arts activities was generally evenly distributed across the different Visual Arts forms.

Table 33 - SMNCs arts attendance by art forms – Visual Arts

Attendance by Visual Arts genres	All arts attendees	SMNCs arts attendees
Visual Arts Overall	18%	25%
Art fairs	8%	11%
Drawing and painting exhibitions	6%	9%
3D arts exhibitions	5%	8%
Photography exhibitions	4%	8%
New media art	3%	6%
Performance art exhibitions	3%	6%
Graffiti art, mural art, tile mosaic art exhibitions	1%	2%
Art auctions	1%	2%

Base:

All arts attendees, n=812

SMNCs arts attendees, n=180

Literary Arts

Art forms attended within the Literary Arts by SMNCs were similar to all arts attendees.

Table 34 - SMNCs arts attendance by art forms – Literary Arts

Attendance by Literary arts genres	All arts attendees	SMNCs arts attendees
Literary Arts overall	41%	38%
Reading stories, poetry or graphic novels	39%	37%
Events related to books and/or writing	7%	5%

Base:

All arts attendees, n=812

SMNCs arts attendees, n=180

Heritage

Compared to all arts attendees, SMNCs had higher attendance rates at Heritage exhibitions and festivals.

Table 35 - SMNCs arts attendance by art forms – Heritage

Attendance by Heritage genres	All arts attendees	SMNCs arts attendees
Heritage overall	46%	49%
Historic districts	31%	28%
Heritage buildings and monuments	22%	23%
Exhibitions on culture, history and heritage	12%	14%
Heritage festivals and activities	12%	19%
Guided arts/ heritage/ cultural tours and trails	3%	4%

Base:

All arts attendees, n=812

SMNCs arts attendees, n=180

3.3.2.5. Companions for arts and culture attendance by SMNCs

Friends were the most important arts companions for SMNCs, particularly among the younger members of this segment. For the older members and those who were married, a larger proportion would attend with family members.

Table 36 - Companions for arts activities by SMNCs

	All arts attendees	SMNCs arts attendees
With family members	45%	24%
With friends	41%	60%
With my partner/ spouse	5%	7%
With colleagues	1%	1%
None (I go alone)	7%	7%
Others	2%	2%

Base:
 All arts attendees, n=812
 SMNCs arts attendees, n=180

3.3.2.6. Venues for arts and culture attendance by SMNCs

Among the SMNCs, arts attendance primarily took place at dedicated arts venues and locations within the city centre.

Table 37 - Venues for arts attendance by SMNCs

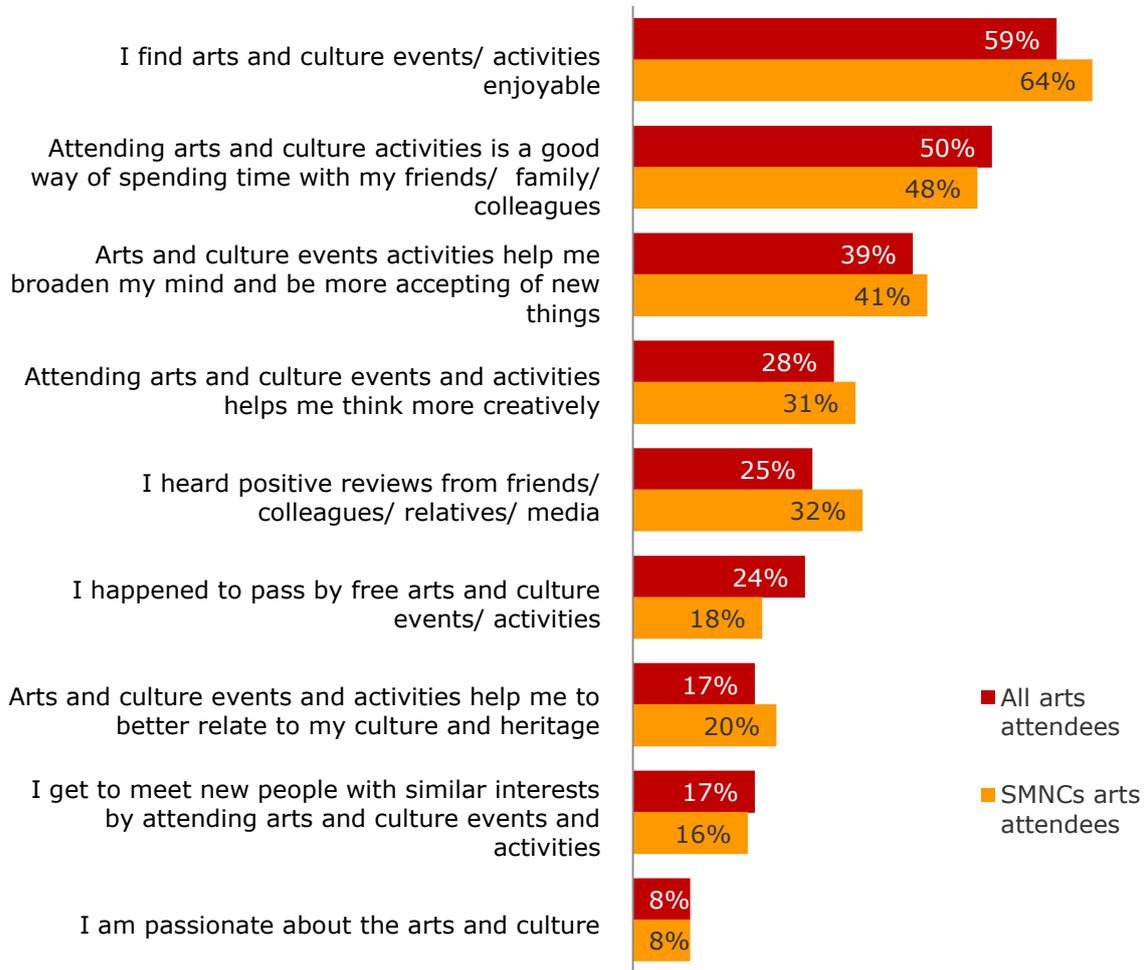
	All arts attendees	SMNCs arts attendees
Dedicated arts venues	45%	52%
In the city centre	36%	51%
Near home/ immediate neighbourhood	23%	18%
Museums	21%	25%
Libraries	19%	18%
Home	17%	13%
Community clubs/ centres	17%	14%
School/ near school	12%	4%
Places of worship	13%	13%
Cinema	2%	1%
Workplace/ near workplace	4%	9%
VWO/ NGO	2%	2%

Base:
 All arts attendees, n=812
 SMNCs arts attendees, n=180

3.3.2.7. Reasons for arts and culture attendance by SMNCs

SMNCs arts attendees were mainly motivated by the personal enjoyment derived from the arts. Positive recommendations from trusted sources were another important attendance driver.

Figure 31 - Reasons for arts attendance by SMNCs

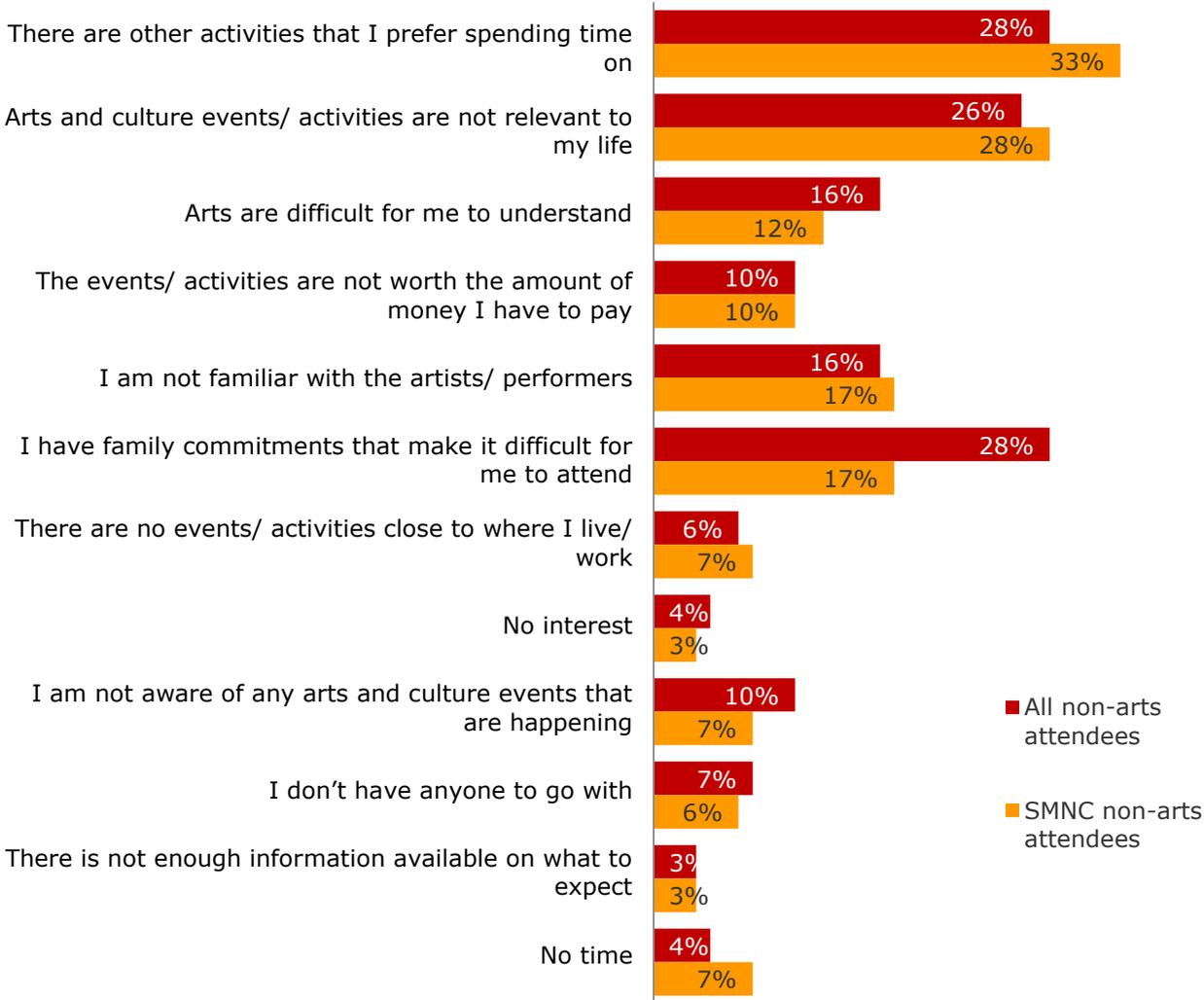


Base:
 All arts attendees, n=812
 SMNCs arts attendees, n=180

3.3.2.8. Barriers to arts and culture attendance by SMNCs

Among non-attendees, engaging in the arts was not a priority, and they generally did not see a need for the arts in their life.

Figure 32 - Barriers to arts attendance by SMNCs

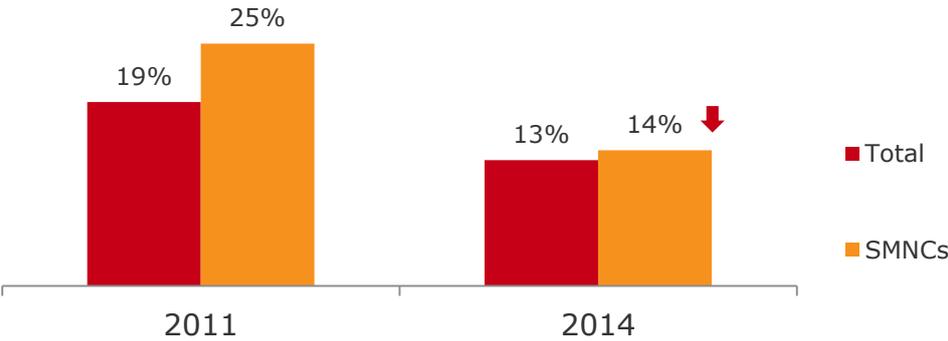


Base:
 All non-arts attendees, n=1203
 SMNCs non-arts attendees, n=227

3.3.2.9. Arts and culture participation by SMNCs

The level of arts participation by SMNCs was on par with the total population, but registered a decline of 11% points from 2011.

Figure 33 - Arts participation by SMNCs



2011 Base:
Total, n=2038
SMNCs, n=426

2013 Base:
Total, n=2015
SMNCs, n=407

↑ ↓ Significant increase / decrease

3.3.2.10. Participation by art forms by SMNCs

Theatre and Music were the two most popular art forms for participation by the SMNCs. The participation rates for both were higher than that of total population.

Table 38 - Participation by art forms by SMNCs

	All arts participants	SMNCs arts participants	Changes from 2011
Music	42%	47%	+1
Theatre	30%	47%	+18 
Visual Arts	24%	26%	-2
Dance	19%	11%	-14 
Craft	19%	19%	-4
Literary Arts	14%	13%	+2

Base:

All arts participants, n=263

SMNCs arts participants, n=55

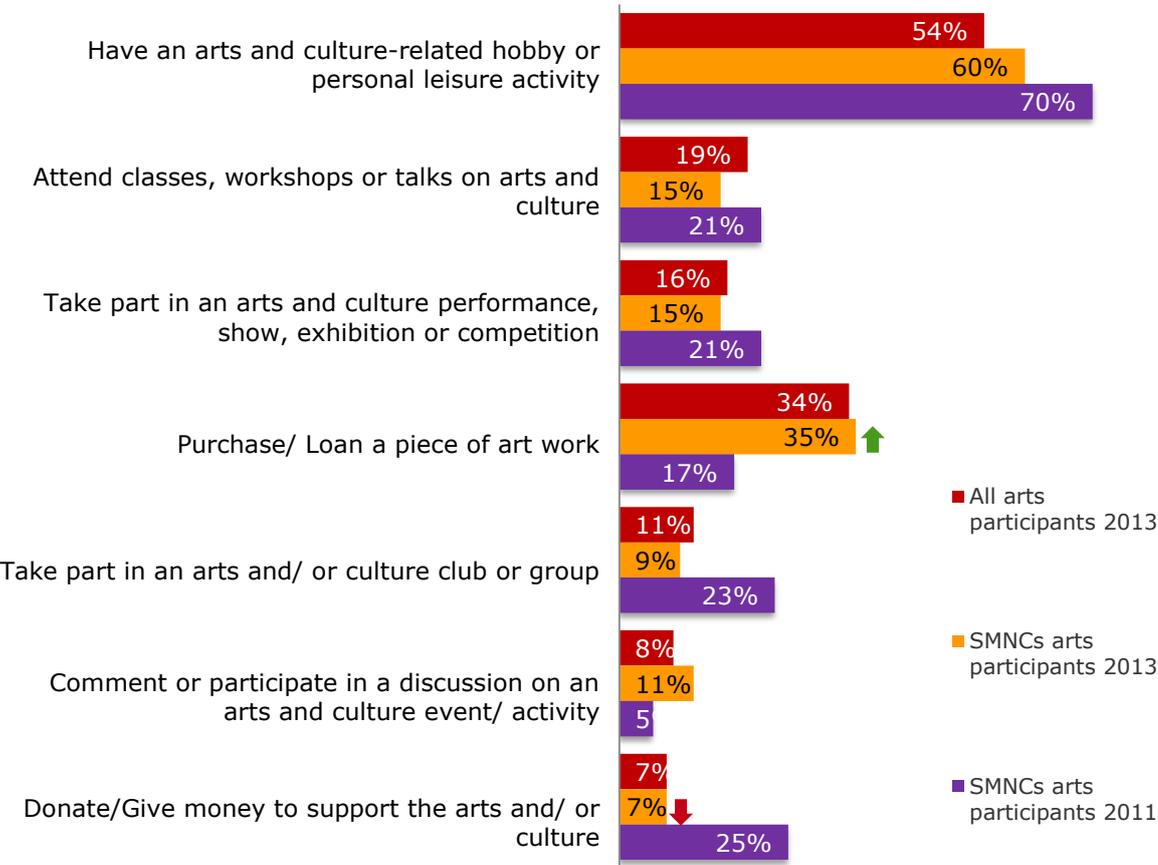
  Significant increase / decrease

3.3.2.11. Means of arts and culture participation by SMNCs

Having an arts hobby remained the most popular way to participate in the arts.

While fewer SMNCs were physically attending classes, joining clubs or performing, more were purchasing/ loaning art work and participating in discussions on arts activities.

Figure 34 - Means of arts participation by SMNCs



2011 Base:
SMNCs arts participants, n=106

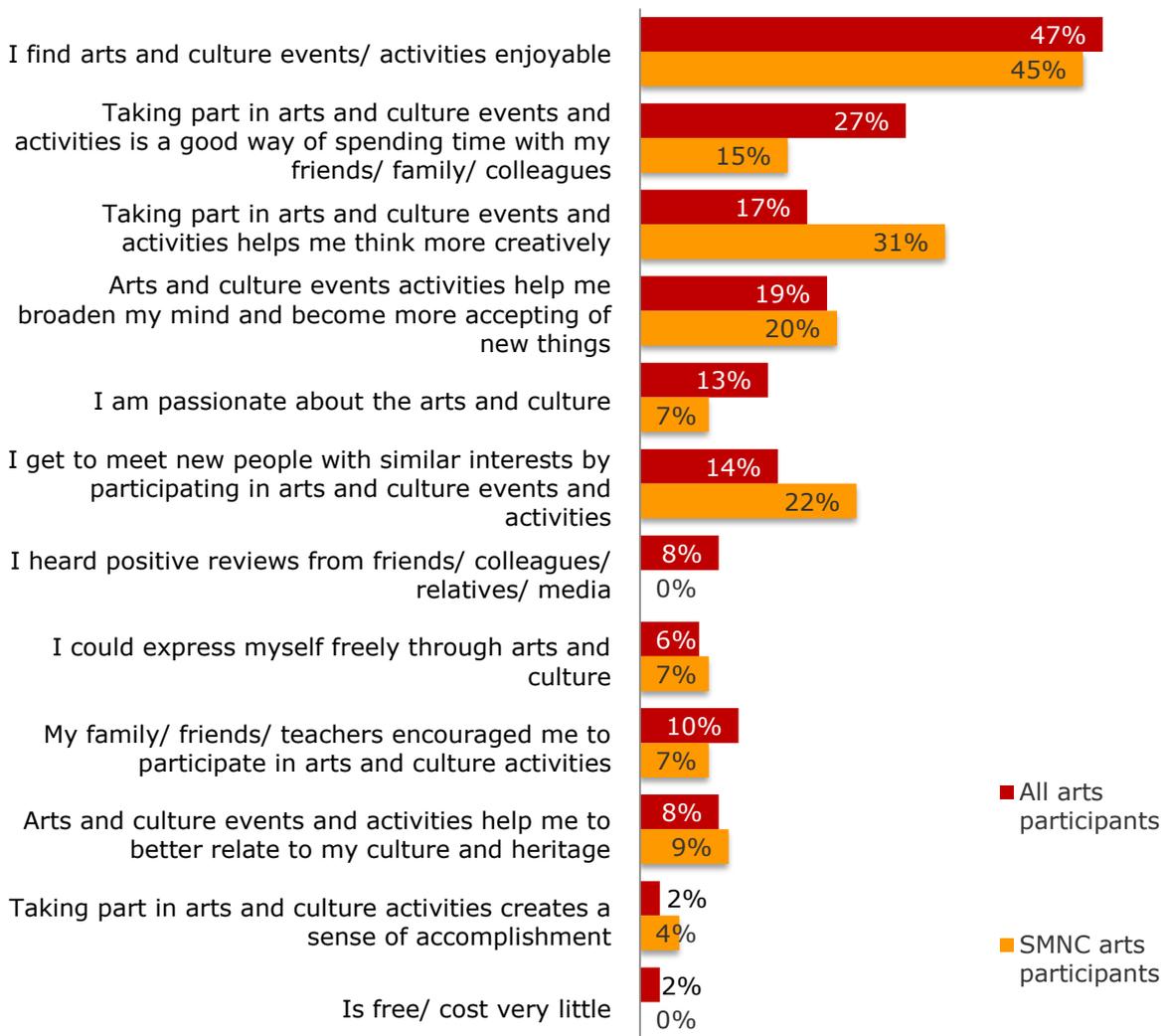
2013 Base:
All arts participants, n=263
SMNCs arts participants, n=55

↑ ↓ Significant increase / decrease

3.3.2.12. Reasons for arts and culture participation by SMNCs

While the majority participated in the arts for personal enjoyment, SMNCs were also drawn by the arts’ ability to help them think more creatively and broaden their social circles, to a greater extent compared to the other segments.

Figure 35 - Reasons for arts participation by SMNCs



Base:
 All arts participants, n=263
 SMNCs arts participants, n=55

3.3.2.13. Venues for arts and culture participation by SMNCs

There were three top arts participation venues for SMNCs – dedicated arts venues, the city centre, and their homes.

Table 39 - Venues for arts participation by SMNCs

	All arts participants	SMNCs arts participants
School/ near school	21%	7%
Dedicated arts venues	25%	33%
Home	32%	25%
In the city centre	20%	40%
Museums	13%	13%
Community clubs/ centres	19%	15%
Near home/ immediate neighbourhood	16%	11%
Workplace/ near workplace	13%	22%
Libraries	6%	11%
Places of worship	6%	2%
VWO/ VGO	4%	7%
Arts institutions	3%	7%

Base:

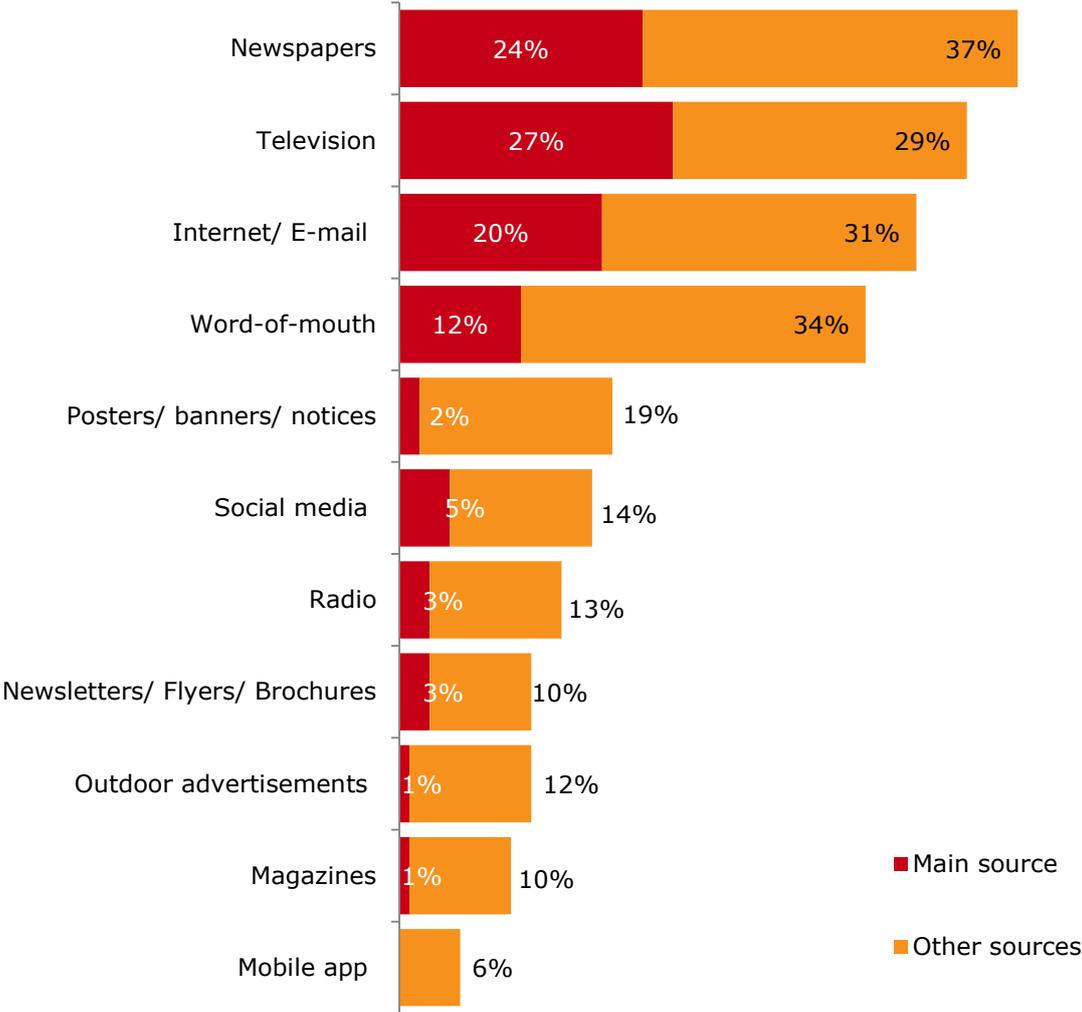
All arts participants, n=263

SMNCs arts participants, n=55

3.3.2.14. Sources of information among SMNCs

SMNCs relied on a mix of mass media (newspapers, television), online and word-of-mouth for information on arts-related activities.

Figure 36 - Sources of information on the arts among SMNCs



Base:
SMNCs, n=407



3.3.3. PMEB (Professionals, Managers, Executives and Businessmen)

Singaporean professionals appreciated the arts for their contribution to improving the quality of their lives, improving their ability to express thoughts and feelings, as well as for sparking greater creativity. Almost half of PMEBs were arts attendees with preferences for Theatre performances and increasingly, Heritage and Literary Arts events. They were happy to attend with either friends and/ or family, and generally at dedicated arts venues, museums and other city centre locations. In contrast to the high rate of attendance, only 15% of professionals participated in arts activities.

3.3.3. PMEB (Professionals, Managers, Executives and Businessmen)

Almost half of PMEBs (49%) attended at least one arts event in the past 12 months. This was higher than the total population of 40%, but was a decline from the 61% recorded in 2011.

While Theatre remained the most popular art form for attendance, 2013 saw significant increases in attendance rates for Heritage and Literary Arts, which drew attendance away from Theatre, Music, Visual Arts and Dance. In 2013, PMEBs attended events at a range of venues beyond dedicated arts venues and museums, such as in the city centre, in their immediate neighbourhood, and at libraries.

The main forms of arts participation among PMEBs were having an arts hobby, and purchasing/ loaning a piece of art work.

For the PMEBs, traditional channels such as newspapers and television were the main sources of information on arts activities, followed by Internet/ E-mail and word-of-mouth.

3.3.3.1. Perceptions towards arts and culture by PMEBS

On the whole, PMEBS were more positively disposed towards the arts compared to the total population. PMEBS acknowledged the arts' role in improving the quality of life, expressing our thoughts, and inspiring us to be more creative, to a greater degree than the total population.

Compared to PMEBS in 2011, their overall perception of the arts' multi-faceted value has improved, in particular, the arts' role in promoting inter-cultural understanding.

Table 40 - Perceptions towards the arts by PMEBS

Statements	Total 2013* (n=2015)	PMEBS 2013* (n=522)	PMEBS arts audience 2013* (n=257)	PMEBS 2011* (n=663)
Improve the quality of life for everyone	67%	72%↑	79%	65%
Help us express our thoughts, feelings and ideas	71%	74%	86%	72%
Inspire, and help us to be more creative	67%	73%↑	81%	67%
Give us a better understanding of people of different backgrounds and cultures	76%	80%↑	88%	69%
Give us a greater sense of belonging to Singapore	56%	58%↑	65%	49%
Say who we are as a society and country	58%	58%↑	69%	49%
Contribute to the Singapore economy	50%	50%	58%	52%
Strengthen inter-generational understanding^	62%	68%	70%	NA
Help draw Singaporeans closer as a community^	60%	61%	68%	NA

*% of respondents who selected Agree or Strongly Agree to each of these statements

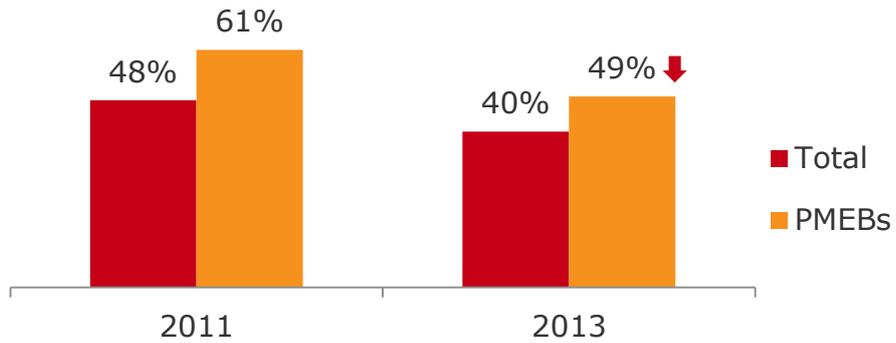
^Statements not included in 2011

↑↓ Significant increase / decrease

3.3.3.2. Arts and culture attendance by PMEBS

Average arts attendance by PMEBS was higher than that of the total population, but declined from 2011.

Figure 37 - Arts attendance by PMEBS



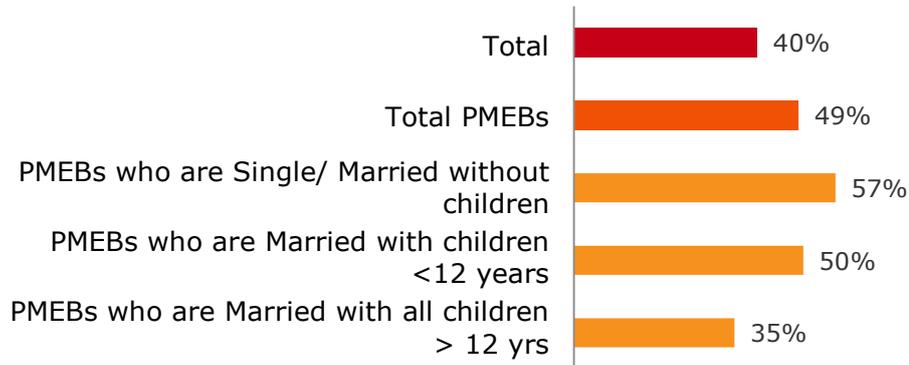
2011 Base:
Total, n=2038
PMEBS, n=603

2013 Base:
Total, n=2015
PMEBS, n=522

↑ ↓ Significant increase / decrease

Within the PMEB segment, the level of arts attendance varied among PMEBs at different life stages. PMEBs who were single or married without children were likely to face less conflicting demands on their time and therefore had higher attendance rates in the arts; attendance started to drop off when they had families. Understanding and catering to the needs of PMEBs with families is important to encourage their continued engagement in the arts.

Figure 38 - Arts attendance by PMEBs by marital status



Base:
Total, n=2015
PMEBs, n=522
PMEBs who are Single/ Married without children, n=185
PMEBs who are Married with children < 12 yrs, n=200
PMEBs who are Married with all children > 12 yrs, n=130

3.3.3.3. Art forms attended by PMEBS

Although Theatre remained the most popular art form attended by PMEBS, attendance in Theatre had declined from 2011. In contrast, Literary Arts attendance increased significantly compared to 2011, suggesting a shifting or broadening of interest among PMEBS.

Table 41 – PMEBS arts attendance by art forms

	All arts attendees	PMEBS arts attendees	Changes from 2011 (% points)
Theatre	43%	54%	-22 ↓
Heritage	46%	49%	NA
Literary Arts	41%	45%	+20 ↑
Music	27%	34%	-16 ↓
Visual Arts	18%	23%	-19 ↓
Dance	15%	15%	-22 ↓
Craft	3%	4%	-4

Base:

All arts attendees, n=812

PMEBS arts attendees, n=257

↑ ↓ Significant increase / decrease

3.3.3.4. Details of art forms attended by PMEBS

Music

PMEBS had a slightly stronger inclination for attending Music performances. Top Music genre preferences were popular, rock, indie, alternative and western classical music.

Table 42 - PMEBS arts attendance by art forms – Music

Attendance by Music genres	All arts attendees	PMEBS arts attendees
Music overall	27%	34%
Popular, rock, indie, alternative	11%	14%
Western classical music	10%	13%
Traditional ethnic music	6%	6%
Vocal music	5%	8%
Folk, ethnic, world music	3%	3%
Jazz and blues	3%	4%

Base:

All arts attendees, n=812

PMEBS arts attendees, n=257

Dance

PMEBs' preferences among the Dance genres were evenly distributed, similar to all arts attendees.

Table 43 - PMEBS arts attendance by art forms – Dance

Attendance by Dance genres	All arts attendees	PMEBs arts attendees
Dance overall	15%	15%
Street dance	5%	6%
Folk, traditional, ethnic dance	5%	5%
Contemporary dance	5%	5%
Ballet	2%	5%
Ballroom, tap, line dance, Latin dance	1%	-

Base:

All arts attendees, n=812

PMEBs arts attendees, n=257

Theatre

Musicals was the most popular Theatre genre attended by PMEBS. PMEBS also showed a preference for plays compared to all arts attendees.

Table 44 - PMEBS arts attendance by art forms – Theatre

Attendance by Theatre genres	All arts attendees	PMEBs arts attendees
Theatre overall	43%	54%
Musicals	19%	30%
Variety shows	16%	19%
Street and circus performances	12%	15%
Plays (non-musical)	10%	16%
Traditional theatre	4%	4%
Western opera	2%	2%

Base:

All arts attendees, n=812

PMEBs arts attendees, n=257

Visual Arts

For Visual Arts, PMEBS' preferences were largely similar to all arts attendees. Art fairs were the top choice for PMEBS, and more of them would attend a photography exhibition compared to all arts attendees.

Table 45 - PMEBS arts attendance by art forms – Visual Arts

Attendance by Visual Arts genres	All arts attendees	PMEBS arts attendees
Visual arts overall	18%	23%
Art fairs	8%	10%
Drawing and painting exhibitions	6%	7%
3D arts exhibitions	5%	6%
Photography exhibitions	4%	7%
New media art	3%	4%
Performance art exhibitions	3%	3%
Graffiti art, mural art, tile mosaic art exhibitions	1%	1%
Art auctions	1%	1%

Base:

All arts attendees, n=812

PMEBS arts attendees, n=257

Literary Arts

PMEBS' Literary Arts preferences were similar to all arts attendees.

Table 46 - PMEBS arts attendance by art forms – Literary Arts

Attendance by Literary arts genres	All arts attendees	PMEBS arts attendees
Literary Arts overall	41%	45%
Reading stories, poetry or graphic novels	39%	44%
Events related to books and/or writing	7%	8%

Base:

All arts attendees, n=812

PMEBS arts attendees, n=257

Heritage

Among the Heritage genres, PMEBS seemed more inclined towards attending Heritage-related exhibitions, festivals and activities compared to all arts attendees.

Table 47 - PMEBS arts attendance by art forms – Heritage

Attendance by Heritage genres	All arts attendees	PMEBS arts attendees
Heritage overall	46%	49%
Historic districts	31%	29%
Heritage buildings and monuments	22%	24%
Exhibitions on culture, history and heritage	12%	16%
Heritage festivals and activities	12%	17%
Guided arts/ heritage/ cultural tours and trails	3%	4%

Base:

All arts attendees, n=812

PMEBS arts attendees, n=257

3.3.3.5. Companions for arts and culture attendance by PMEBS

45% of PMEBS who were single attended arts events with friends, compared to just 11% among PMEBS who were married, reflecting the changing patterns of arts consumption at different life stages.

Table 48 - Companions for arts activities by PMEBS

	All arts attendees	PMEBS arts attendees
With family members	45%	49%
With friends	41%	34%
With my partner/ spouse	5%	10%
With colleagues	1%	1%
None (I go alone)	7%	4%
Others	2%	2%

Base:

All arts attendees, n=812

PMEBS arts attendees, n=257

3.3.3.6. Venues for arts and culture attendance by PMEBS

Dedicated arts venues and city centre locations were the most common arts attendance venues for PMEBS.

Table 49 - Venues for arts attendance by PMEBS

	All arts attendees	PMEBS arts attendees
Dedicated arts venues	45%	58%
In the city centre	36%	44%
Near home/ immediate neighbourhood	23%	22%
Museums	21%	26%
Libraries	19%	21%
Home	17%	11%
Community clubs/ centres	17%	14%
School/ near school	12%	6%
Places of worship	13%	14%
Cinema	2%	3%
Workplace/ near workplace	4%	11%
VGO/NGO	2%	4%

Base:

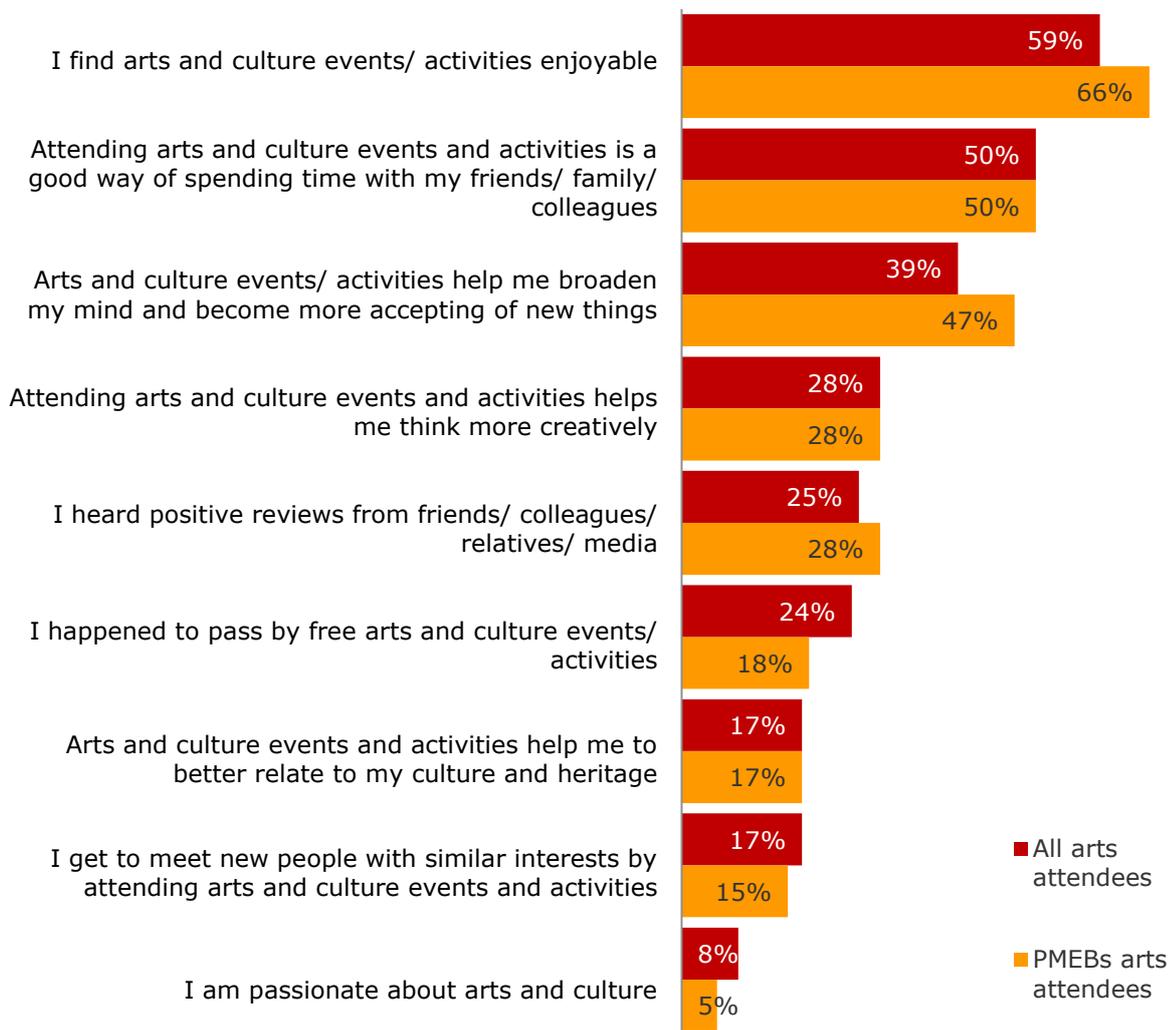
All arts attendees, n=812

PMEBS arts attendees, n=257

3.3.3.7. Reasons for arts and culture attendance by PMEBS

For PMEBS, attending arts events was very much about the enjoyment they derived from the events, and the opportunity to spend time with friends and family.

Figure 39 - Reasons for arts attendance by PMEBS

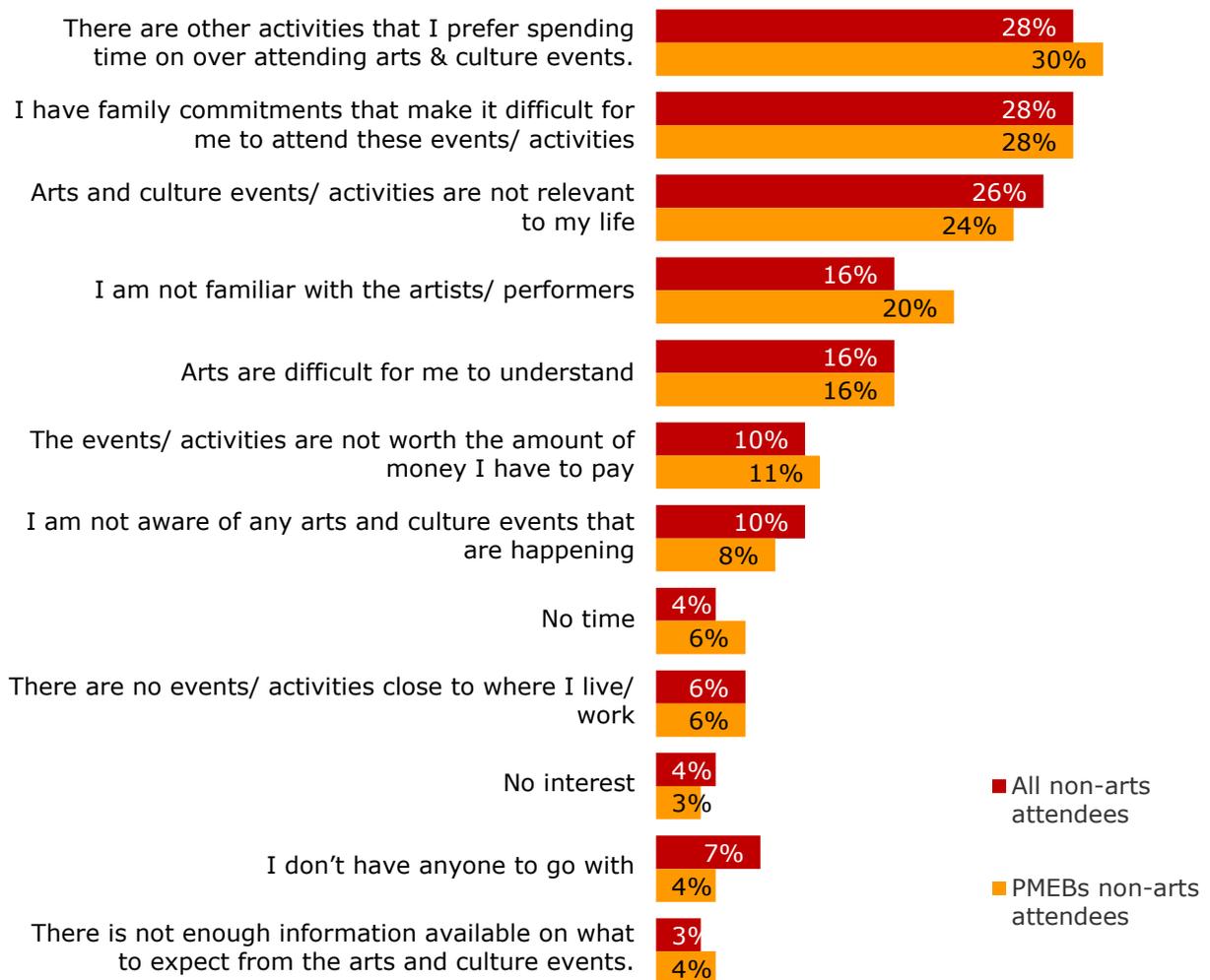


Base:
 All arts attendees, n=812
 PMEBS arts attendees, n=257

3.3.3.8. Barriers to arts and culture attendance by PMEBS

A preference for other activities, family commitments and perceived irrelevance of the arts to their lives were what prevented PMEBS from attending arts events.

Figure 40 - Barriers to arts attendance by PMEBS

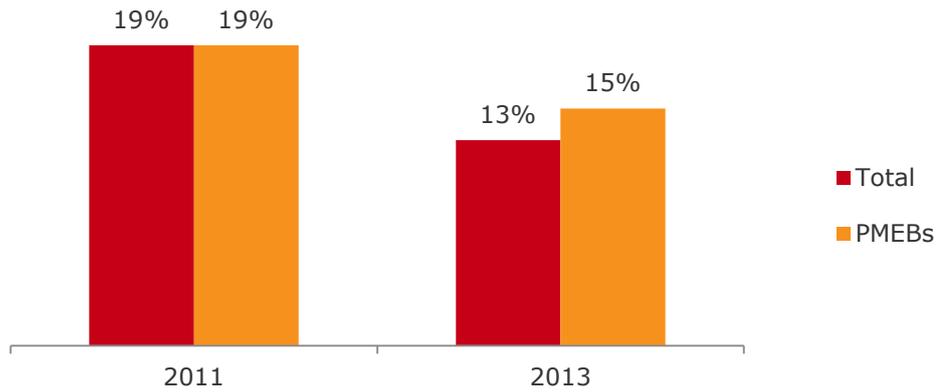


Base:
 All non-arts attendees, n=1203
 PMEBS non-arts attendees, n=216

3.3.3.9. Arts and culture participation by PMEBS

PMEB's arts participation rate has declined from 2011.

Figure 41 - Arts participation by PMEBS



2011 Base:
Total, n=2038
PMEBS, n=603

2013 Base:
Total, n=2015
PMEBS, n=522

3.3.3.10. Participation by art forms by PMEBS

Participation in Theatre saw a significant jump among PMEBS, as PMEBS appeared to be switching from participation in Music and Dance. This surge in participation made Theatre the most popular art form among PMEBS.

Table 50 - Arts participation by art forms by PMEBS

	All arts participants	PMEBS arts participants	Changes from 2011 (% points)
Music	42%	41%	-17↓
Theatre	30%	46%	+20↑
Visual Arts	24%	34%	+1
Dance	19%	15%	-12↓
Craft	19%	20%	-3
Literary Arts	14%	17%	+2

Base:

All arts participants, n=263

PMEBS arts participants, n=80

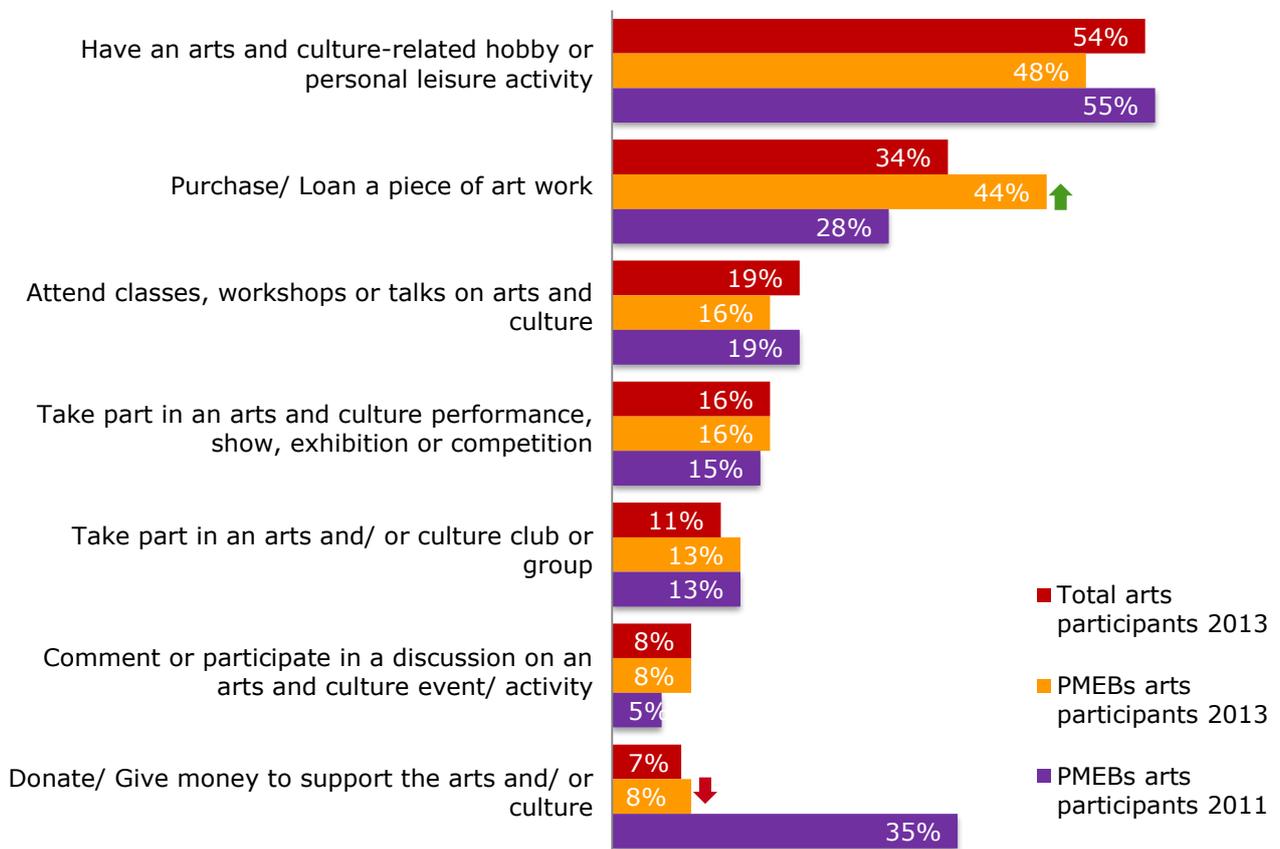
↑↓ Significant increase / decrease

3.3.3.11. Means of arts and culture participation by PMEBS

There was an increase in PMEBS arts participants compared to 2011. PMEBS appeared to be shifting towards buying art, more so compared to all arts participants in 2013.

Compared to 2011, there was a very sharp decline in the proportion of PMEBS who donated to support the arts. This is an important area to explore as PMEBS are well-placed to support cultural philanthropy.

Figure 42 - Means of arts participation by PMEBS



2011 Base:
PMEBS arts participants, n=125

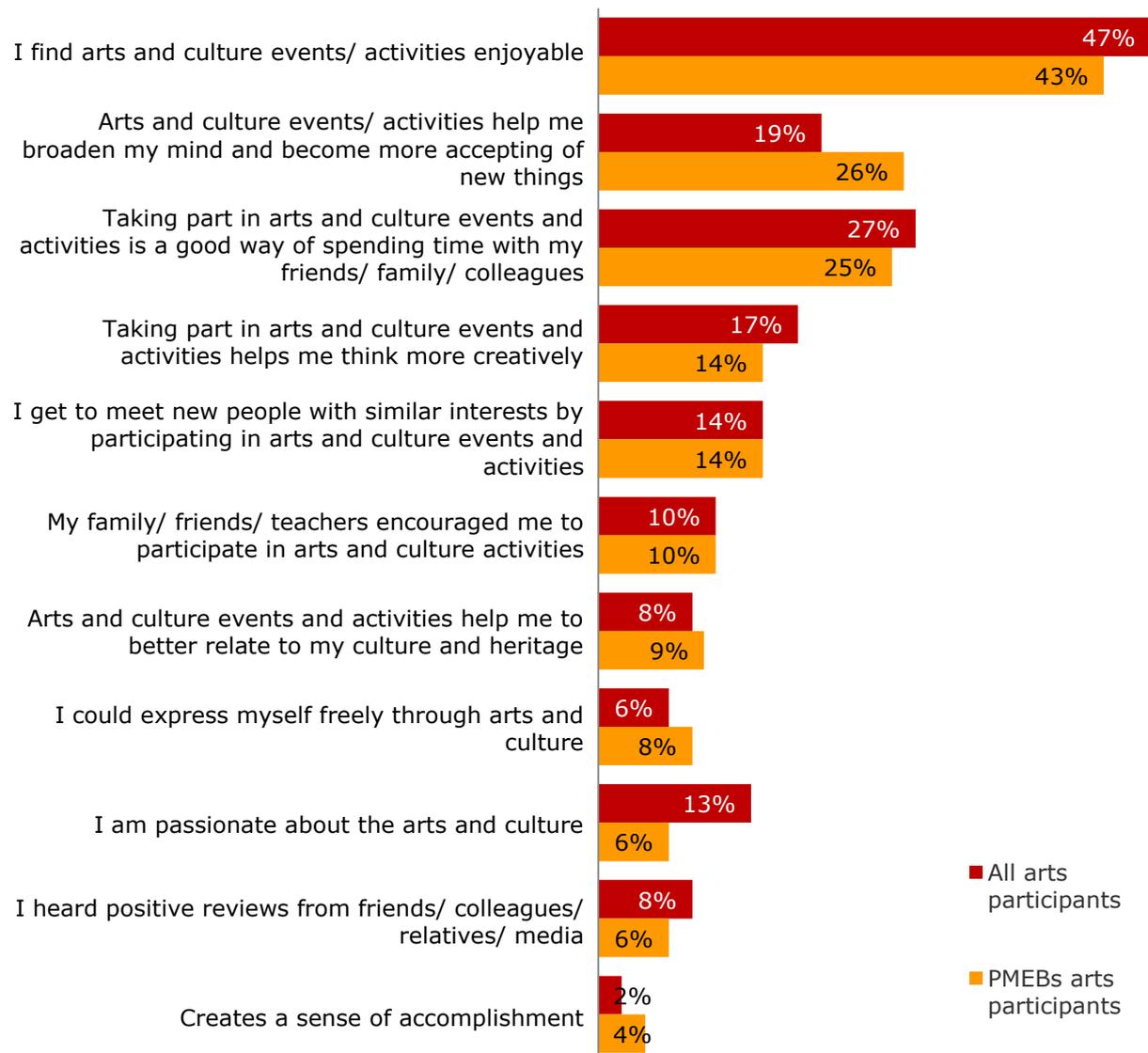
2013 Base:
All arts participants, n=263
PMEBS arts participants, n=80

↑ ↓ Significant increase / decrease

3.3.3.12. Reasons for arts and culture participation by PMEBS

The enjoyment derived from the arts was the main reason for PMEBS' arts participation. Compared to the general arts participants, more PMEBS appreciated the arts as a means to broaden their minds and help them become more accepting of new things.

Figure 43 - Reasons for arts participation by PMEBS



Base:
 All arts participants, n=263
 PMEBS arts participants, n=80

3.3.3.13. Venues for arts and culture participation by PMEBS

Home was the most common venue for arts participation by PMEBS, followed closely by dedicated arts venues. The higher proportion of PMEBS who participated at venues that were at or near their workplace spoke of the importance of bringing the arts to a convenient location for audiences. Participating at venues in the city centre was also more popular among PMEBS compared to all arts participants.

Table 51 - Venues for arts participation by PMEBS

	All arts participants	PMEBS arts participants
Home	32%	34%
Dedicated arts venues	25%	31%
School/ near school	21%	8%
In the city centre	20%	26%
Community clubs/ centres	19%	16%
Near home/ immediate neighbourhood	16%	11%
Workplace/ near workplace	13%	28%
Museums	13%	15%
Libraries	6%	6%
Places of worship	6%	5%
VWO/ VGO	4%	6%
Arts institutions	3%	8%

Base:

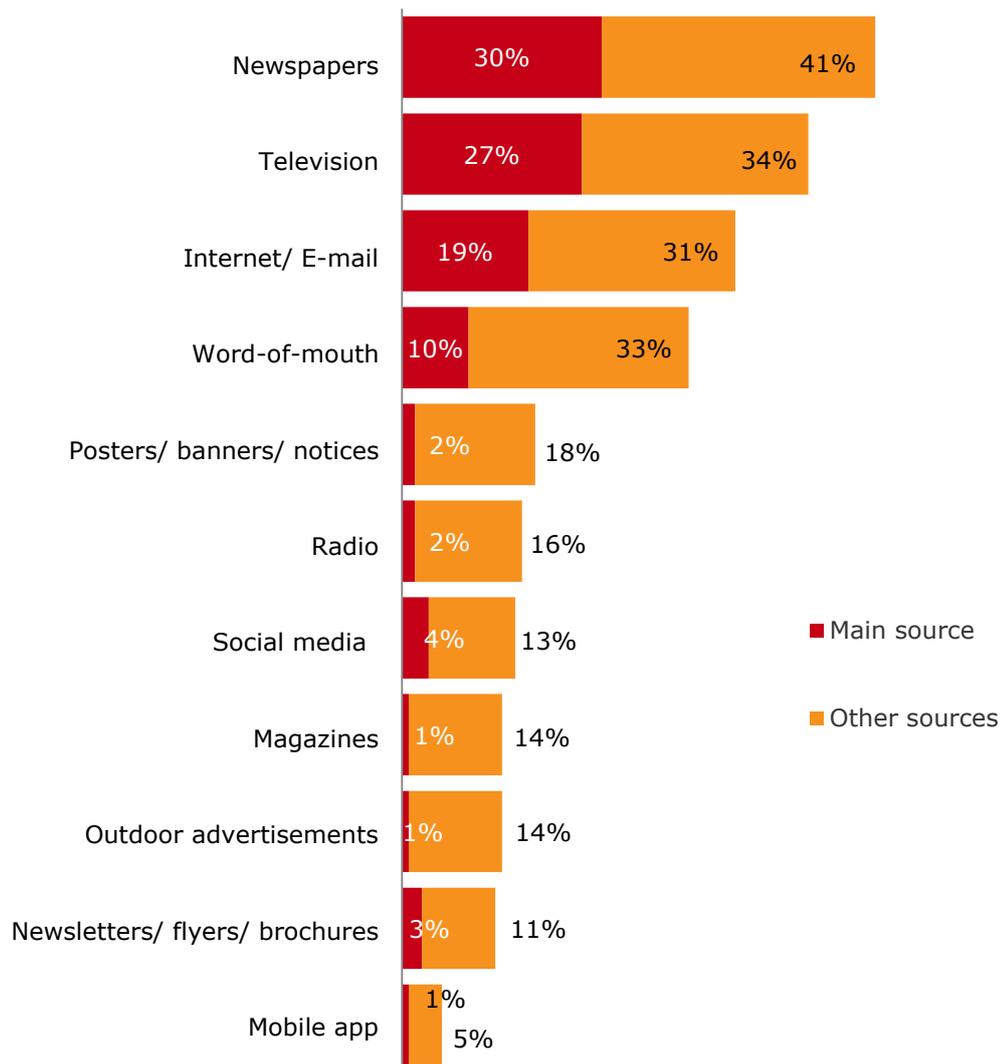
All arts participants, n=263

PMEBS arts participants, n=80

3.3.3.14. Sources of information by PMEBS

Among PMEBS, traditional channels such as newspapers and television were the main sources of information on arts activities, followed by Internet/ E-mail and word-of-mouth.

Figure 44 - Sources of information on the arts among PMEBS



Base:
PMEBS, n=522

3.3.4. Married with young children (MYCs)

This segment comprised individuals married with at least one child < 12 years old.

Arts attendance among MYCs (42%) was slightly higher than the total population (40%), but much higher than those with all children above 12 years (31%). This suggested that a more differentiated approach to planning activities suitable for families with differing demographics was necessary to better address their needs.

Heritage-related activities and Literary Arts were the most popular art forms among MYCs, followed by Theatre, which saw a sharp drop in attendance compare to 2011. Attendance for Literary Arts however registered a 14% points increase in 2013.

The main reason for attending arts activities for MYCs was to spend time with their friends and family; 73% of MYCs would attend arts events with family, the highest among all segments. Conversely, among those who did not attend any arts and culture activities, the main barrier was conflicting family commitments (42%).

Dedicated arts venues and the city centre were popular venues for arts attendances among MYCs. In addition slightly more MYCs were also attending arts events at libraries compared to all arts attendees.

Participation in the arts among MYCs declined slightly from 19% in 2011 to 15% in 2013. The main forms of arts participation among MYCs were having an arts-related hobby, or purchasing a piece of art work.

For MYCs, traditional channels such as newspapers and television were the main sources of information on arts activities.

3.3.4.1. Perceptions towards arts and culture by MYCs

Perceptions of MYCs towards the arts were largely aligned with the total population.

Compared to MYCs in 2011, the overall perception of the arts' multi-faceted value had improved, in particular the arts' role in promoting inter-cultural understanding and national pride.

Table 52 - Perceptions towards the arts by MYCs

Statements	Total 2013* (n=2015)	MYCs 2013* (n=485)	MYCs Arts Audience 2013* (n=205)	MYCs 2013* (n=471)
Improve the quality of life for everyone	67%	69%	79%	65%
Help us express our thoughts, feelings and ideas	71%	74%	85%	68%
Inspire, and help us to be more creative	67%	71%	79%	68%
Give us a better understanding of people of different backgrounds and cultures	76%	79% ↑	86%	72%
Give us a greater sense of belonging to Singapore	56%	61% ↑	68%	49%
Say who we are as a society and country	58%	62% ↑	76%	50%
Contribute to the Singapore economy	50%	53%	59%	54%
Strengthen inter-generational understanding [^]	62%	66%	69%	na
Help draw Singaporeans closer as a community [^]	60%	61%	68%	na

*% of respondents who selected Agree or Strongly Agree to each of these statements

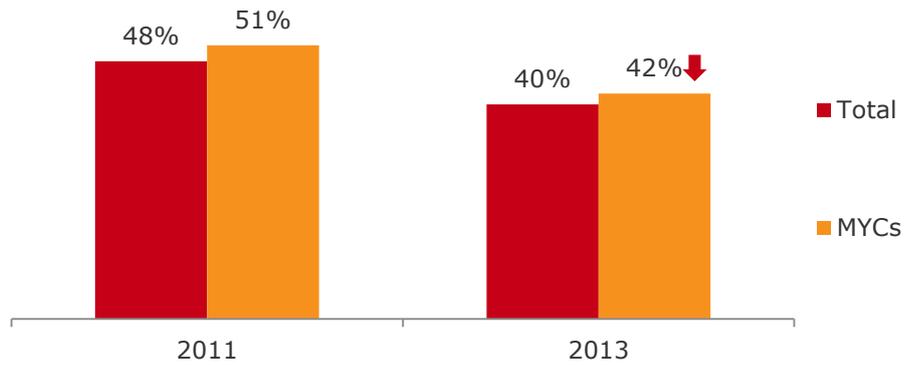
[^]Statements not included in 2011

↑↓ Significant increase / decrease

3.3.4.2. Arts and culture attendance by MYCs

Arts attendance by MYCs declined slightly in 2013.

Figure 45 - Arts attendance by MYCs



2011 Base:
Total, n=2038,
MYCs, n=471

2013 Base:
Total, n=2015
MYCs, n=485

↑↓ Significant increase / decrease

3.3.4.3. Art forms attended by MYCs

Heritage and Literary Arts were the most popular art forms among MYCs. Compared to 2011, there was a significant increase in attendance for the Literary Arts in 2013, while attendance for Theatre dropped sharply.

Table 53 – MYCs arts attendance by art forms

	All arts attendees	MYCs arts attendees	Changes from 2011 (% points)
Theatre	43%	41%	-35 ↓
Heritage	46%	47%	NA
Literary Arts	41%	47%	+14 ↑
Music	27%	24%	-18 ↓
Visual Arts	18%	18%	-20 ↓
Dance	15%	17%	-16 ↓
Craft	3%	4%	-3

Base:

All arts attendees, n=812

MYCs arts attendees, n=205

↑ ↓ Significant increase / decrease

3.3.4.4. Details of art forms attended by MYCs

Music

Western classical and popular, rock, indie, alternative were slightly more popular among the MYCs.

Table 54 - MYCs arts attendance by art forms – Music

Attendance by Music genres	All arts attendees	MYCs arts attendees
Music overall	27%	24%
Popular, rock, indie, alternative	11%	7%
Western classical music	10%	9%
Traditional ethnic music	6%	4%
Vocal music	5%	4%
Folk, ethnic, world music	3%	4%
Jazz and blues	3%	1%

Base:

All arts attendees, n=812

MYCs arts attendees, n=205

Dance

Folk, traditional, ethnic dance had the greatest appeal among the MYCs.

Table 55 - MYCs arts attendance by art forms – Dance

Attendance by Dance genres	All arts attendees	MYCs arts attendees
Dance overall	15%	17%
Street dance	5%	5%
Folk, traditional, ethnic dance	5%	7%
Contemporary dance	5%	3%
Ballet	2%	5%
Ballroom, tap, line dance, Latin dance	1%	1%

Base:

All arts attendees, n=812

MYCs arts attendees, n=205

Theatre

Musicals and variety shows were more popular among the MYCs.

Table 56 - MYCs arts attendance by art forms – Theatre

Attendance by Theatre genres	All arts attendees	MYCs arts attendees
Theatre overall	43%	41%
Musicals	19%	17%
Variety shows	16%	16%
Street and circus performances	12%	10%
Plays (non-musical)	10%	8%
Traditional theatre	4%	2%
Western opera	2%	2%

Base:

All arts attendees, n=812

MYCs arts attendees, n=205

Visual Arts

Among the different Visual Arts genres, art fairs and drawing and painting exhibitions were more popular among the MYCs.

Table 57 - MYCs arts attendance by art forms – Visual Arts

Attendance by Visual Arts genres	All arts attendees	MYCs arts attendees
Visual Arts overall	18%	18%
Art fairs	8%	6%
Drawing and painting exhibitions	6%	9%
3D arts exhibitions	5%	3%
Photography exhibitions	4%	3%
New media art	3%	2%
Performance art exhibitions	3%	1%
Graffiti art, mural art, tile mosaic art exhibitions	1%	0%
Art auctions	1%	0%

Base:

All arts attendees, n=812

MYCs arts attendees, n=205

Literary Arts

MYCs had a stronger preference for reading stories, poetry or graphic novels compared to all arts attendees.

Table 58 - MYCs arts attendance by art forms – Literary Arts

Attendance by Literary arts genres	All arts attendees	MYCs arts attendees
Literary Arts overall	41%	47%
Reading stories, poetry or graphic novels	39%	43%
Events related to books and/or writing	7%	10%

Base:

All arts attendees, n=812

MYCs arts attendees, n=205

Heritage

Visiting historic districts as an avenue for appreciating history and heritage was more popular among the MYCs, similar to all arts attendees.

Table 59 - MYCs arts attendance by art forms – Heritage

Attendance by Heritage genres	All arts attendees	MYCs arts attendees
Heritage overall	46%	47%
Historic districts	31%	28%
Heritage buildings and monuments	22%	20%
Exhibitions on culture, history and heritage	12%	13%
Heritage festivals and activities	12%	10%
Guided arts/ heritage/ cultural tours and trails	3%	3%

Base:

All arts attendees, n=812,

MYCs arts attendees, n=205

3.3.4.5. Companions for arts and culture attendance by MYCs

73% of MYCs attended arts and culture events with family members, higher than the 45% among all arts attendees, reflecting the importance of family.

Table 60 - Companions for arts attendance by MYCs

	All arts attendees	MYCs arts attendees
With family members	45%	73%
With friends	41%	12%
With my partner/ spouse	5%	7%
With colleagues	1%	1%
None (I go alone)	7%	6%
Others	2%	-

Base:

All arts attendees, n=812

MYCs arts attendees, n=205

3.3.4.6. Venues for arts and culture attendance by MYCs

Dedicated arts venues and locations in the city centre were the main venues for arts attendance by MYCs.

Compared to all arts attendees, libraries were more important as a venue for arts attendance by MYCs.

Table 61 - Venues for arts attendance by MYCs

	All arts attendees	MYCs arts attendees
Dedicated arts venues	45%	44%
In the city centre	36%	32%
Near home/ immediate neighbourhood	23%	23%
Museums	21%	20%
Libraries	19%	25%
Home	17%	14%
Community clubs/ centres	17%	18%
School/ near school	12%	11%
Places of worship	13%	14%
Cinema	2%	2%
Workplace/ near workplace	4%	5%
VWO/ NGO	2%	2%

Base:

All arts attendees, n=812

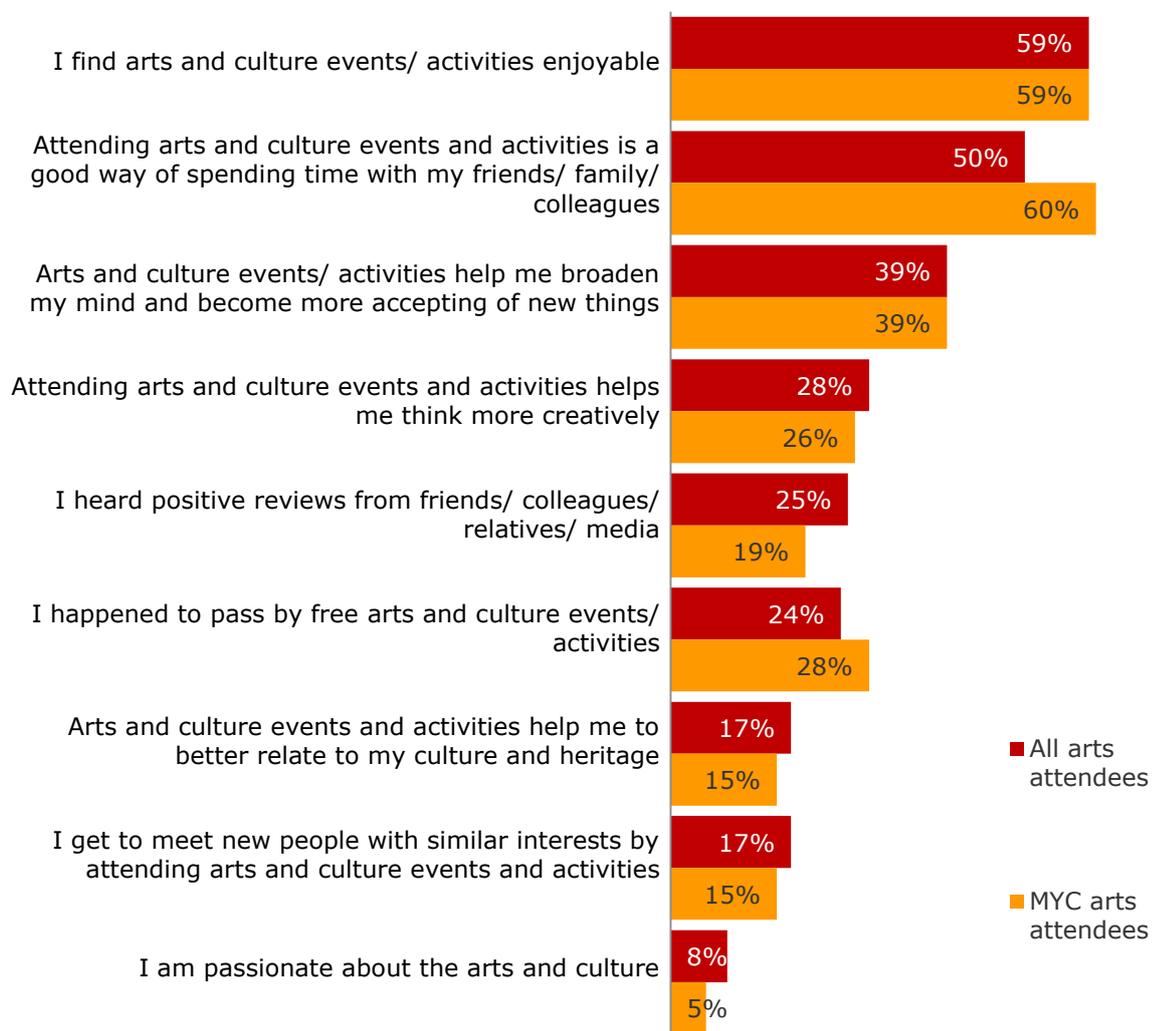
MYCs attendees, n=205

3.3.4.7. Reasons for arts and culture attendance by MYCs

More MYCs attended arts activities to spend time with friends and family.

MYCs were also drawn to free arts events that they happened to pass by, pointing to the need to bring arts events closer to audiences to increase the ease of engagement.

Figure 46 - Reasons for arts attendance by MYCs



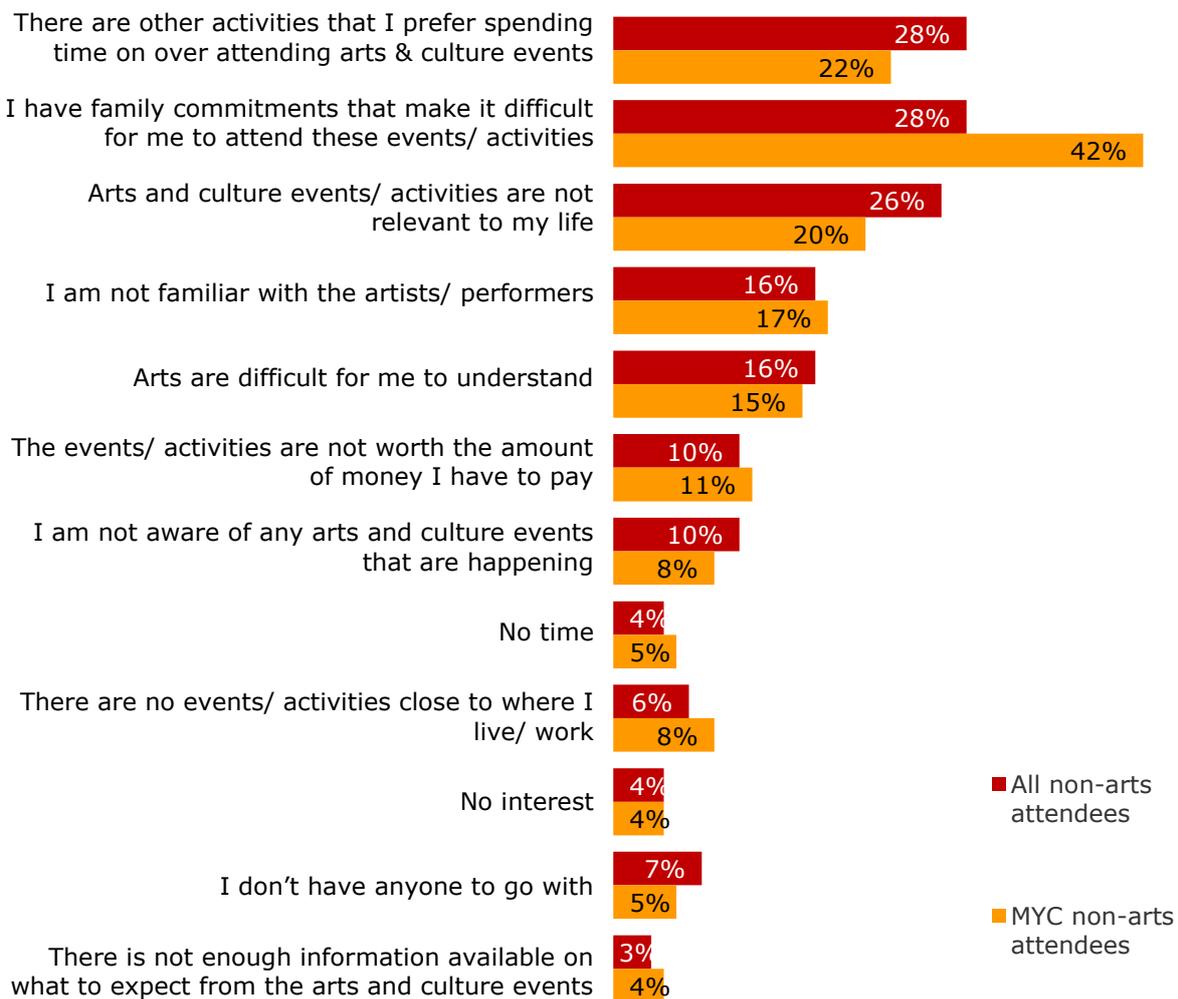
Base:
 All arts attendees, n=812
 MYCs arts attendees, n=205

3.3.4.8. Barriers to arts and culture attendance by MYCs

Not surprisingly, the main barrier to arts attendance among MYCs was family commitments. This was significantly more so compared to all arts attendees.

Other barriers were other activities that MYCs preferred to spend time on over the arts, and the perceived irrelevance of the arts in their lives.

Figure 47 - Barriers to arts attendance by MYCs

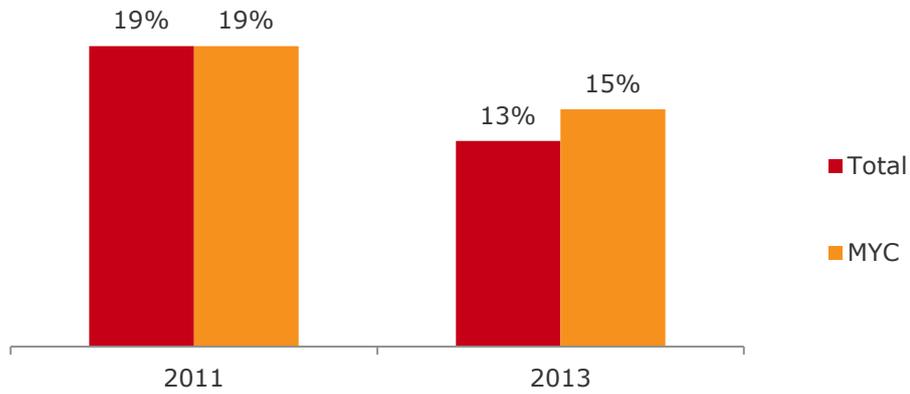


Base:
 All non-arts attendees, n=1203
 MYCs non-arts attendees, n=280

3.3.4.9. Arts and culture participation by MYCs

Arts participation by MYCs dropped slightly, from 19% in 2011 to 15% in 2013.

Figure 48 - Arts participation by MYCs



2011 Base:
Total, n=2038
MYCs, n=471

2013 Base:
Total, n=2015
MYCs, n=485

3.3.4.10. Participation by art forms by MYCs

The most popular art form for participation was Music. Participation in Craft and the Literary Arts were higher among MYCs compared to all arts attendees.

Table 62 - Participation by art forms by MYCs

	All arts participants	MYCs arts participants	Changes from 2011 (% points)
Music	42%	43%	-3
Theatre	30%	26%	+4
Visual Arts	24%	28%	-1
Dance	19%	15%	-1
Craft	19%	28%	+6
Literary Arts	14%	20%	+11 

Base:

All arts participants, n=263

MYCs arts participants, n=72

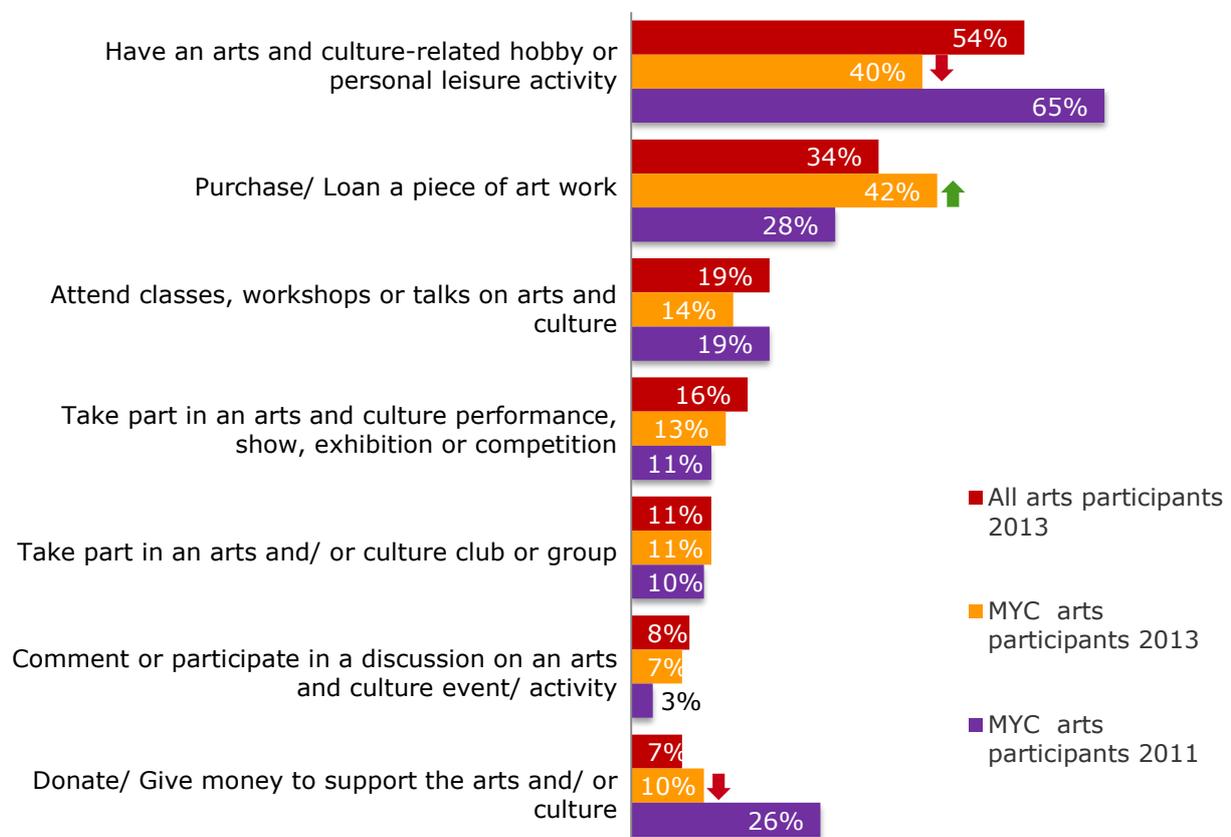
3.3.4.11. Means of arts and culture participation by MYCs

Purchasing/ loaning a piece of art work was the most common way of participation in the arts by MYCs, more so than all arts attendees.

Fewer MYCs were inclined to take up the other forms of arts participation compared to all arts participants.

Donating money to support the arts, in particular, registered a sharp drop compared to 2011.

Figure 49 - Means of arts participation by MYCs



2011 Base:
MYCs arts participants, n=89

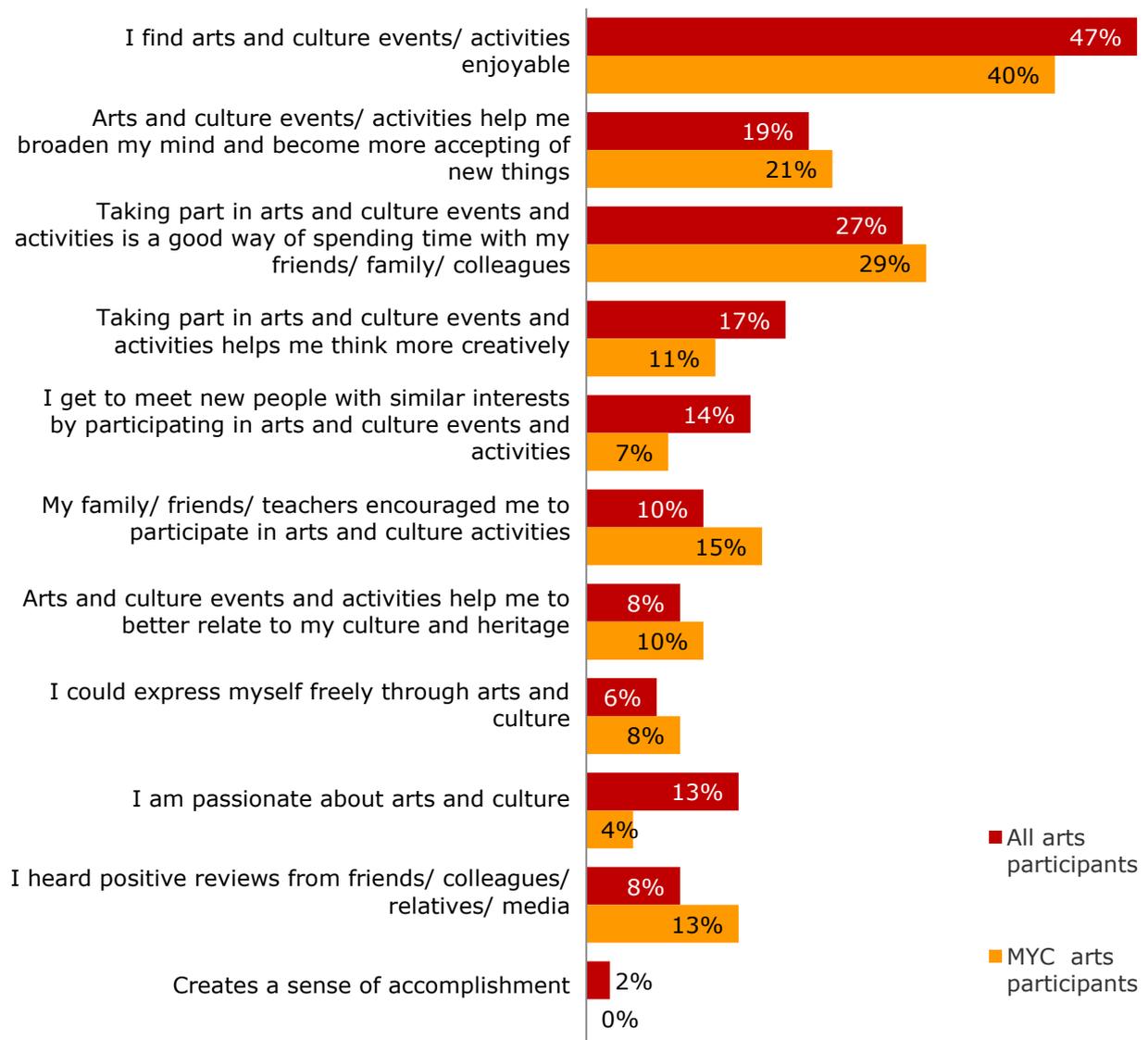
2013 Base:
All arts participants, n=263
MYCs arts participants, n=72

↑ ↓ Significant increase / decrease

3.3.4.12. Reasons for arts and culture participation by MYCs

While the majority participated in the arts for personal enjoyment, MYCs also looked to participation in the arts as a way to spend time with friends and family, and to broaden their minds and become more accepting of new things.

Figure 50 - Reasons for arts participation by MYCs



Base:
 All arts participants, n=263
 MYCs arts participants, n=72

3.3.4.13. Venues for arts and culture participation by MYCs

Given their focus on the family, it was unsurprising that the home was the main venue for arts participation by MYCs.

Table 63 - Venues for arts participation by MYCs

	All arts participants	MYCs arts participants
Home	32%	44%
Dedicated arts venues	25%	15%
School/ near school	21%	14%
In the city centre	20%	15%
Community clubs/ centres	19%	17%
Near home/ immediate neighbourhood	16%	15%
Workplace/ near workplace	13%	18%
Museums	13%	11%
Libraries	6%	4%
Places of worship	6%	10%
VWO/ VGO	4%	4%
Arts institutions	3%	3%

Base:

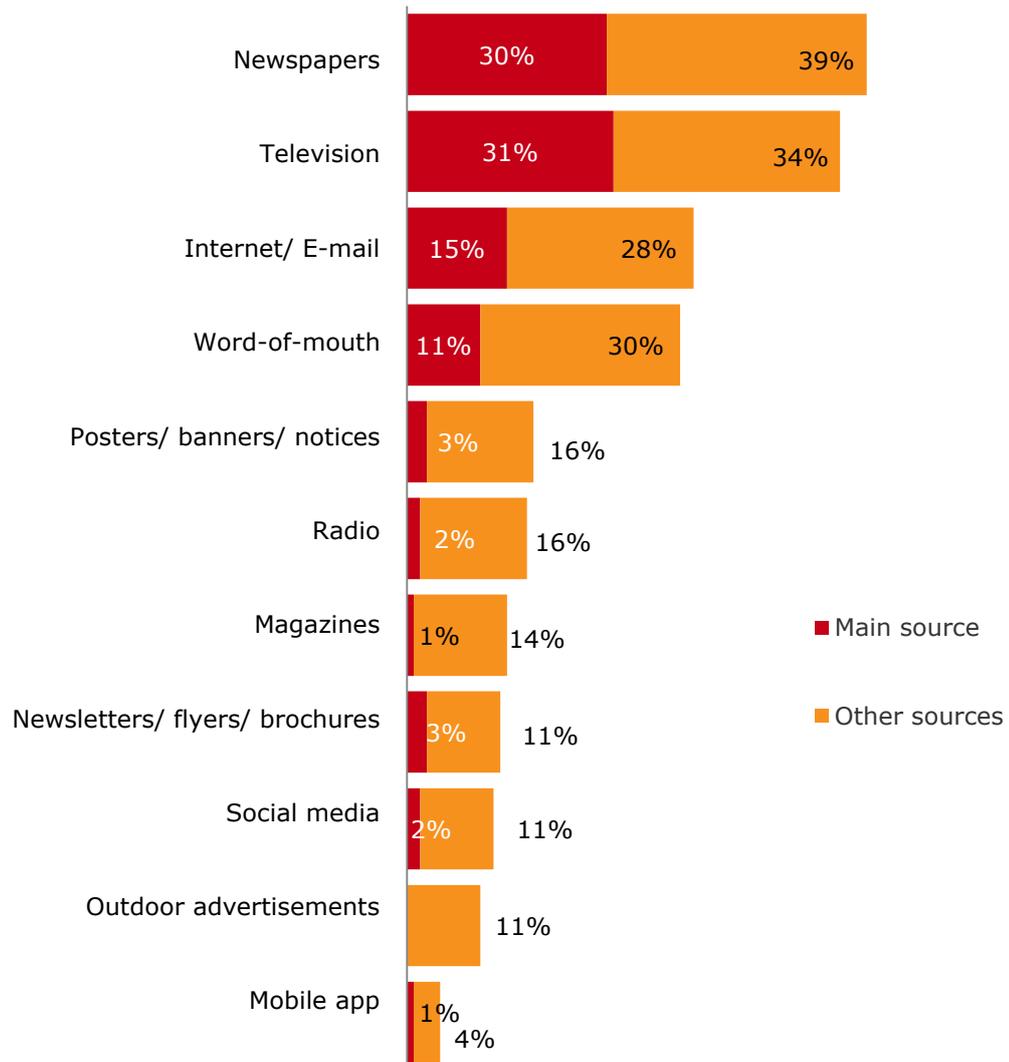
All arts participants, n=263

MYCs arts participants, n=72

3.3.4.14. Sources of information by MYCs

MYCs relied on traditional channels such as newspapers and television for information on arts activities.

Figure 51 - Sources of information on the arts by MYCs



Base:
MYCs, n=485



3.3.5. Homemakers

Homemakers typically believe that the arts improve the quality of life for everyone, facilitate a better understanding of people of different backgrounds and cultures, and can help express thoughts, feelings and ideas. However, family commitments were a key barrier keeping most homemakers from attending the arts. Those who did attend usually went with their family members to events at dedicated arts venues as well as near their home.

3.3.5. Homemakers

This segment comprised full-time homemakers who are not active in the work force.

Homemakers recognised the national as well as individual benefits of the arts in their lives. The extent of recognition of these benefits has risen from 2011 with the sharpest increase (+16% points) observed for the arts' ability to provide a greater sense of belonging to Singapore, followed by improving the quality of life for everyone (+14% points).

Among the different population segments, Homemakers had the second lowest arts attendance level (32%), just slightly higher than Seniors (29%).

Among the art forms, in 2013, Heritage (52%), Literary Arts (38%) and Theatre (35%) were most popular among Homemakers. Compared to 2011, a sharp increase of 25% points was observed for Literary Arts, while attendance for Dance dropped by 16% points.

Homemakers attended events at dedicated arts venues (38%) and in the city centre (25%), as well as at venues near their homes or immediate neighbourhood (26%).

Attending arts events was very much a social activity for Homemakers, and their motivation for attending arts events was to spend time with their family and friends (57%). 69% of Homemakers had attended arts events accompanied by family members, the second highest among the segments. Hence ensuring arts activities are designed around the family is critical to encourage attendance as well as participation by Homemakers.

Arts participation among Homemakers held steady in 2013 at 12%. The most common form of participation was taking up an arts-related hobby (49%), and buying art (41%). The main venues for arts participation among Homemakers were within their homes (55%), within their immediate neighbourhood (29%) and at community clubs (29%).

Traditional media such as television (68%) and the newspapers (58%) were important sources of information on the arts for Homemakers.

3.3.5.1. Perceptions towards arts and culture by Homemakers

There is now wider recognition by Homemakers of the arts' various benefits, especially in the arts' ability to build a greater sense of belonging to Singapore (+16% points), and to improve the quality of life for everyone (+14% points). Not surprisingly, almost all (70%-85%) of the Homemakers arts audiences appreciated these benefits.

Table 64 - Perceptions towards arts by Homemakers

Statements	Total 2013* (n=2015)	Homemakers 2013* (n=414)	Homemakers Arts Audience 2013* (n=133)	Homemakers 2011* (n=293)
Improve the quality of life for everyone	67%	68% ↑	85%	54%
Help us express our thoughts, feelings and ideas	71%	69% ↑	85%	60%
Inspire, and help us to be more creative	67%	64% ↑	75%	53%
Give us a better understanding of people of different backgrounds and cultures	76%	75% ↑	85%	62%
Give us a greater sense of belonging to Singapore	56%	60% ↑	69%	44%
Say who we are as a society and country	58%	57% ↑	69%	45%
Contribute to the Singapore economy	50%	49%	65%	44%
Strengthen inter-generational understanding^	62%	60%	70%	NA
Help draw Singaporeans closer as a community^	60%	59%	73%	NA

*% of respondents who selected Agree or Strongly Agree to each of these statements

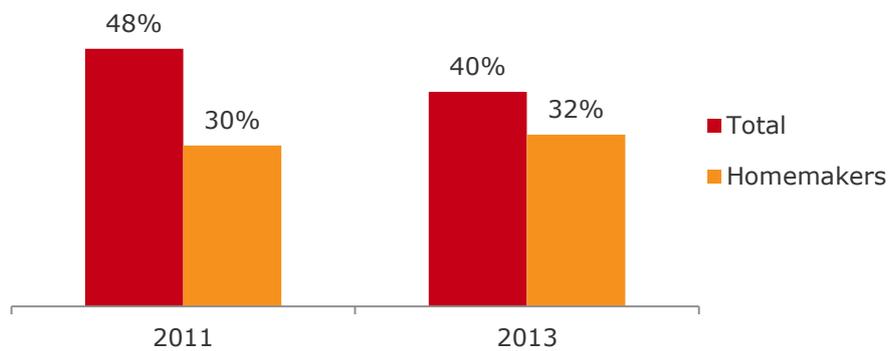
^Statement not included in 2011

↑ ↓ Significant increase / decrease

3.3.5.2. Arts and culture attendance by Homemakers

Consistent with previous years, arts attendance by Homemakers was lower than that of the total population.

Figure 52 - Arts attendance by Homemakers



2011 Base:
Total, n=2038
Homemakers, n=293

2013 Base:
Total, n=2015
Homemakers, n=414

3.3.5.3. Art forms attended by Homemakers

Heritage was the most popular art form attended among Homemakers in 2013, followed by Literary Arts, which saw a significant increase compared to 2011 (+25% points).

With the exception of Heritage, attendance for the other art forms among Homemakers was lower than that of all arts attendees.

Table 65 - Attendance by art forms by Homemakers

	All arts attendees	Homemakers arts attendees	Changes from 2011 (% points)
Theatre	43%	35%	-35 ↓
Heritage	46%	52%	NA
Literary Arts	41%	38%	+25 ↑
Music	27%	21%	-8
Visual Arts	18%	12%	-4
Dance	15%	14%	-16 ↓
Craft	3%	3%	0

Base:

All arts attendees, n=812

Homemakers arts attendees, n=133

↑ ↓ Significant increase / decrease

3.3.5.4. Details of art forms attended by Homemakers

Music

Homemakers' preferences were fairly well spread out among the different Music genres.

Table 66 - Homemakers arts attendance by art forms – Music

Attendance by Music genres	All arts attendees	Homemakers arts attendees
Music overall	27%	21%
Popular, rock, indie, alternative	11%	9%
Western classical music	10%	7%
Traditional ethnic music	6%	4%
Vocal music	5%	4%
Folk, ethnic, world music	3%	3%
Jazz and blues	3%	2%

Base:

All arts attendees, n=812

Homemakers arts attendees, n=133

Dance

Folk, traditional, ethnic dance was the most popular Dance genre among Homemakers.

Table 67 - Homemakers arts attendance by art forms – Dance

Attendance by Dance genres	All arts attendees	Homemakers arts attendees
Dance overall	15%	14%
Street dance	5%	3%
Folk, traditional, ethnic dance	5%	8%
Contemporary dance	5%	2%
Ballet	2%	2%
Ballroom, tap, line dance, Latin dance	1%	2%

Base:

All arts attendees, n=812

Homemakers arts attendees, n=133

Theatre

Among the genres, variety shows attracted the largest share of Homemakers.

Table 68 - Homemakers arts attendance by art forms – Theatre

Attendance by Theatre genres	All arts attendees	Homemakers arts attendees
Theatre overall	43%	35%
Musicals	19%	9%
Variety shows	16%	12%
Street and circus performances	12%	4%
Plays (non-musical)	10%	7%
Traditional theatre	4%	8%
Western opera	2%	1%

Base:

All arts attendees, n=812

Homemakers arts attendees, n=133

Visual Arts

Within Visual Arts, Homemakers' preferences were largely similar to that of all arts attendees.

Table 69 - Homemakers arts attendance by art forms – Visual Arts

Attendance by Visual Arts genres	All arts attendees	Homemakers arts attendees
Visual Arts overall	18%	12%
Art fairs	8%	8%
Drawing and painting exhibitions	6%	3%
3D arts exhibitions	5%	3%
Photography exhibitions	4%	2%
New media art	3%	3%
Performance art exhibitions	3%	1%
Graffiti art, mural art, tile mosaic art exhibitions	1%	0%
Art auctions	1%	1%

Base:

All arts attendees, n=812

Homemakers arts attendees, n=133

Literary Arts

Similar to all arts attendees, attendance for Literary Arts by Homemakers revolved around reading stories, poetry or graphic novels.

Table 70 - Homemakers arts attendance by art forms – Literary Arts

Attendance by Literary arts genres	All arts attendees	Homemakers arts attendees
Literary Arts overall	41%	38%
Reading stories, poetry or graphic novels	39%	34%
Events related to books and/or writing	7%	5%

Base:

All arts attendees, n=812

Homemakers arts attendees, n=133

Heritage

Visiting historic districts and heritage buildings attracted the largest segments of Homemakers arts attendees.

Table 71 - Homemakers arts attendance by art forms – Heritage

Attendance by Heritage genres	All arts attendees	Homemakers arts attendees
Heritage overall	46%	52%
Historic districts	31%	36%
Heritage buildings and monuments	22%	26%
Exhibitions on culture, history and heritage	12%	14%
Heritage festivals and activities	12%	9%
Guided arts/ heritage/ cultural tours and trails	3%	4%

Base:

All arts attendees, n=812

Homemakers arts attendees, n=133

3.3.5.5. Companions for arts and culture attendance by Homemakers

69% of Homemakers attended arts events and activities with family members, higher than the 45% among all arts attendees.

Table 72 - Companions for arts attendance by Homemakers

	All arts attendees	Homemaker arts attendees
With family members	45%	69%
With friends	41%	22%
With my partner/ spouse	5%	1%
With colleagues	1%	0%
None (I go alone)	7%	8%
Others	2%	1%

Base:
 All arts attendees, n=812
 Homemakers arts attendees, n=133

3.3.5.6. Venues for arts and culture attendance by Homemakers

The main venue for arts attendance among Homemakers was dedicated arts venues (38%).

Locations near the home or the immediate neighbourhood were also important.

Table 73 - Venues for arts attendance by Homemakers

	All arts attendees	Homemaker arts attendees
Dedicated arts venues	45%	38%
In the city centre	36%	25%
Near home/ immediate neighbourhood	23%	26%
Museums	21%	17%
Libraries	19%	22%
Home	17%	19%
Community clubs/ centres	17%	21%
School/ near school	12%	9%
Places of worship	13%	19%
Cinema	2%	2%
Workplace/ near workplace	4%	0%
VWO/ NGO	2%	1%

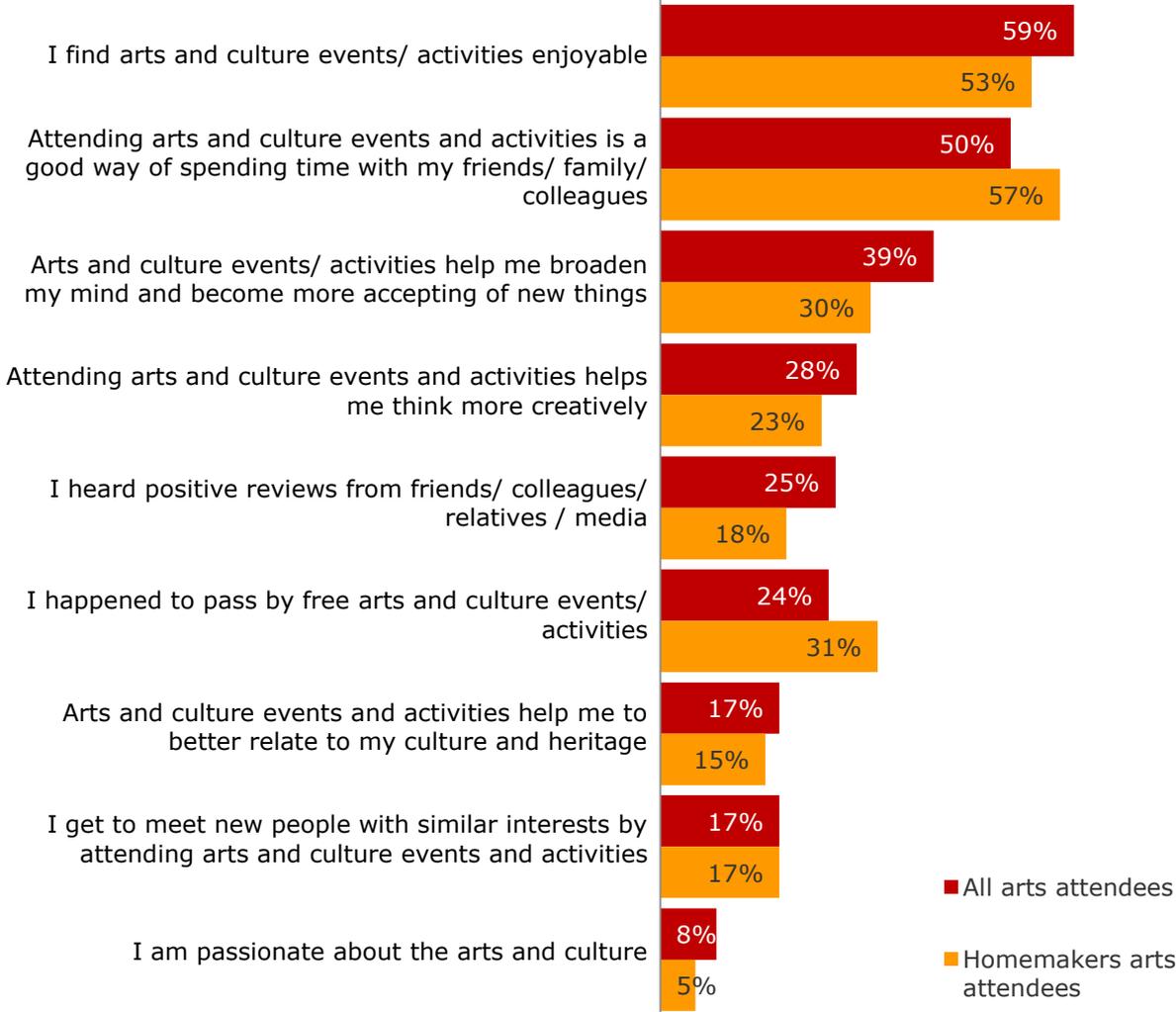
Base:
 All arts attendees, n=812
 Homemakers arts attendees, n=133

3.3.5.7. Reasons for arts and culture attendance by Homemakers

Homemakers generally attended arts events and activities to spend time with their friends and family, and for personal enjoyment.

Compared to all arts attendees, Homemakers were also more likely to be attracted to free events they happened to chance upon.

Figure 53 - Reasons for arts attendance by Homemakers

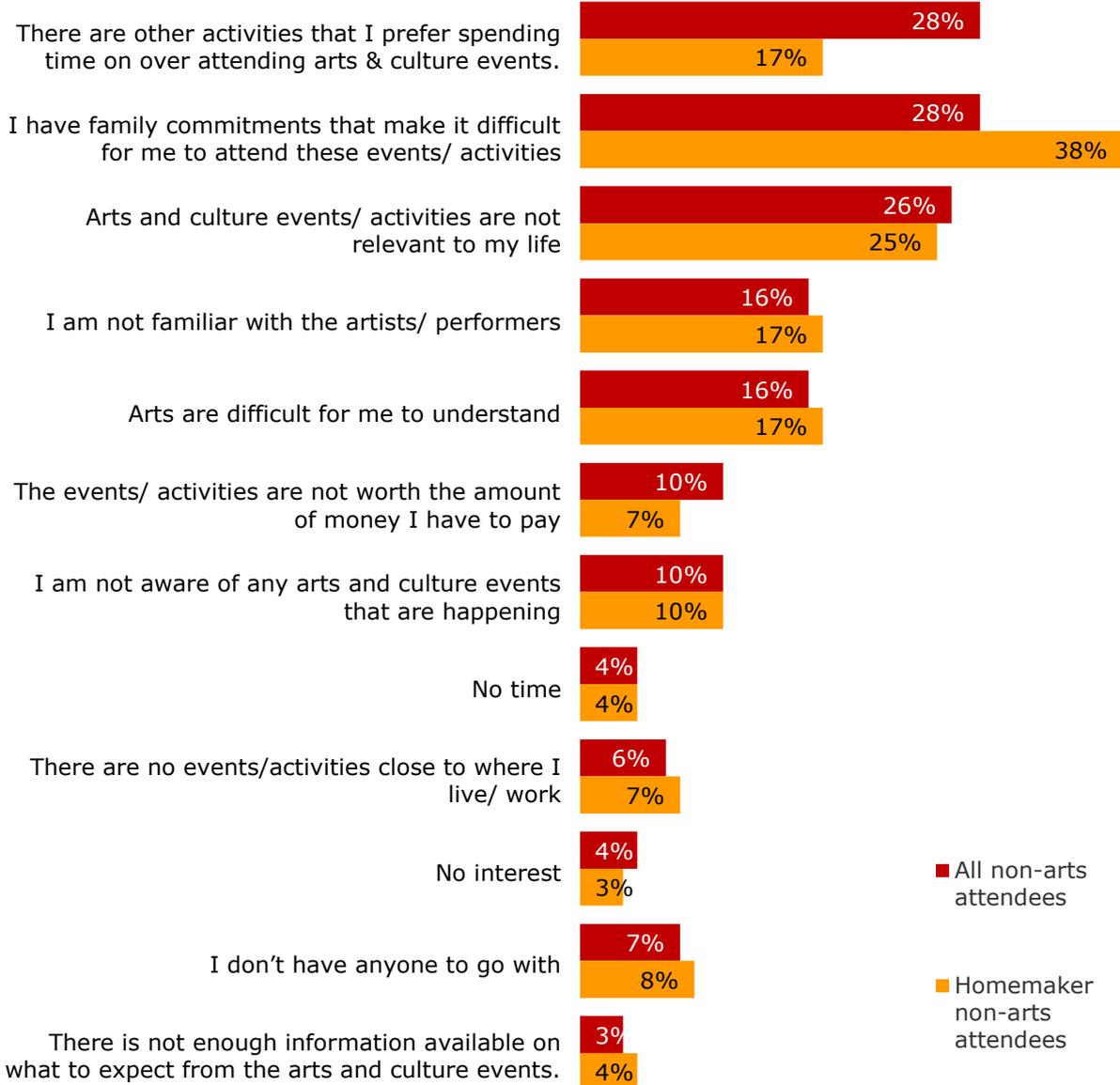


Base:
 All arts attendees, n=812
 Homemakers arts attendees, n=133

3.3.5.8. Barriers to arts and culture attendance by Homemakers

Among Homemakers, the main barrier to arts attendance was family commitments. Other barriers included the perceived lack of relevance of the arts to their lives, and a preference for alternative activities.

Figure 54 - Barriers to arts attendance by Homemakers

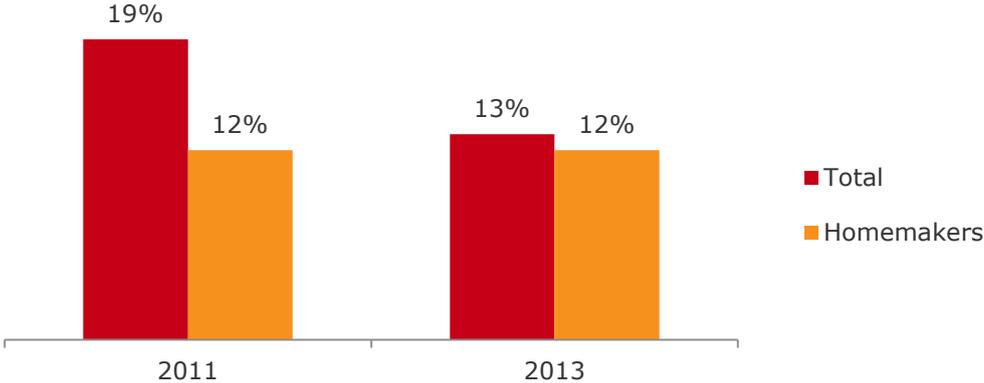


Base:
 All non-arts attendees, n=1203
 Homemakers non-arts attendees, n=281

3.3.5.9. Arts and culture participation by Homemakers

Arts participation held steady from 2011 to 2013 among Homemakers (12%), and was on par with the total population (13%) in 2013.

Figure 55 - Arts participation by Homemakers



2011 Base:
Total, n=2038
Homemakers, n=293

2013 Base:
Total, n=2015
Homemakers, n=414

3.3.5.10. Participation by art forms by Homemakers

The two most popular art forms for arts participation by Homemakers were Music and Craft. Compared to all arts participants, a higher proportion of Homemakers were active in Craft-related activities.

In line with the increased attendance observed for the Literary Arts, participation in Literary Arts by Homemakers had improved by 19% points compared to 2011.

Table 74 - Arts participation by art forms by Homemakers

	All arts participants	Homemaker arts participants	Changes from 2011 (% points)
Music	42%	35%	0
Theatre	30%	13%	-11
Visual Arts	24%	16%	-2
Dance	19%	23%	-1
Craft	19%	32%	+8
Literary Arts	14%	19%	+19 

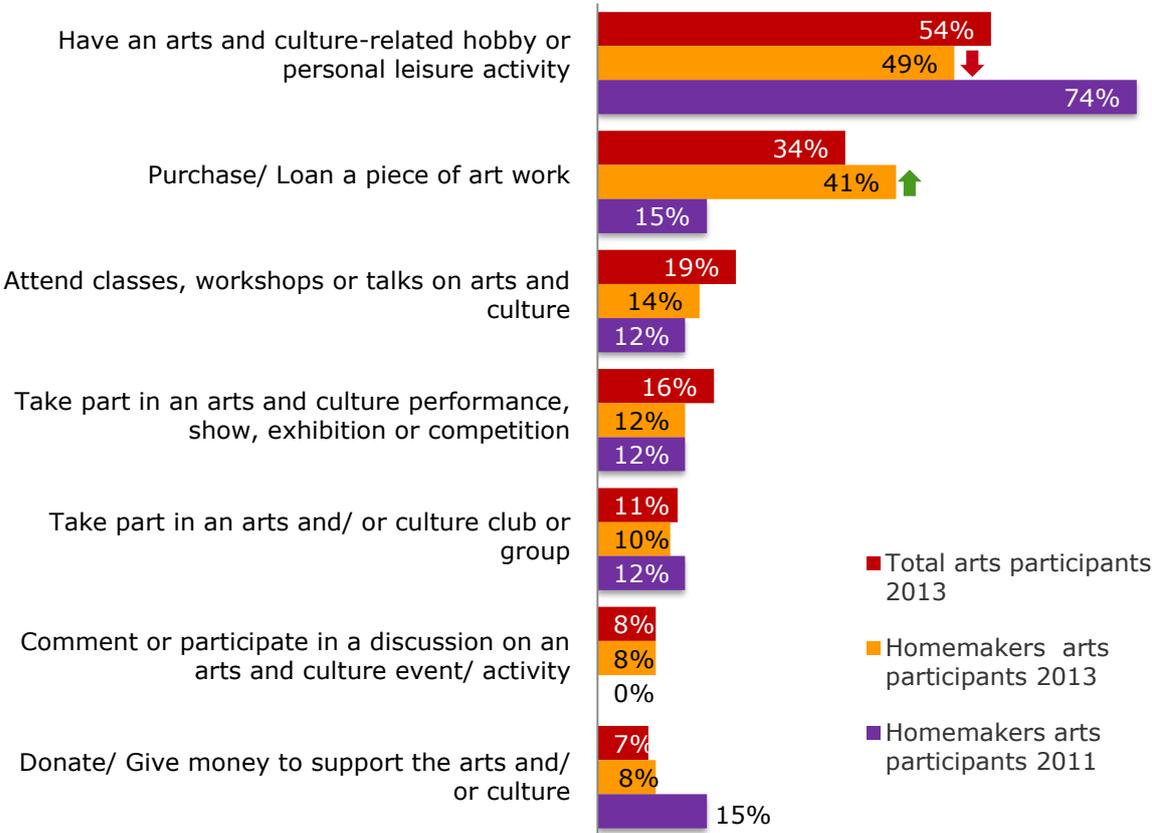
Base:
 All arts participants, n=263
 Homemakers arts participants, n=49
  Significant increase / decrease

3.3.5.11. Means of arts and culture participation by Homemakers

The most popular means of arts participation among Homemakers was to take up an arts-related hobby.

Compared to the general arts participants, more Homemakers were also purchasing a piece of art work.

Figure 56 - Means of arts participation by Homemakers



2011 Base:
Homemakers arts participants, n=34

2013 Base:
All arts participants, n=263
Homemakers arts participants, n=49

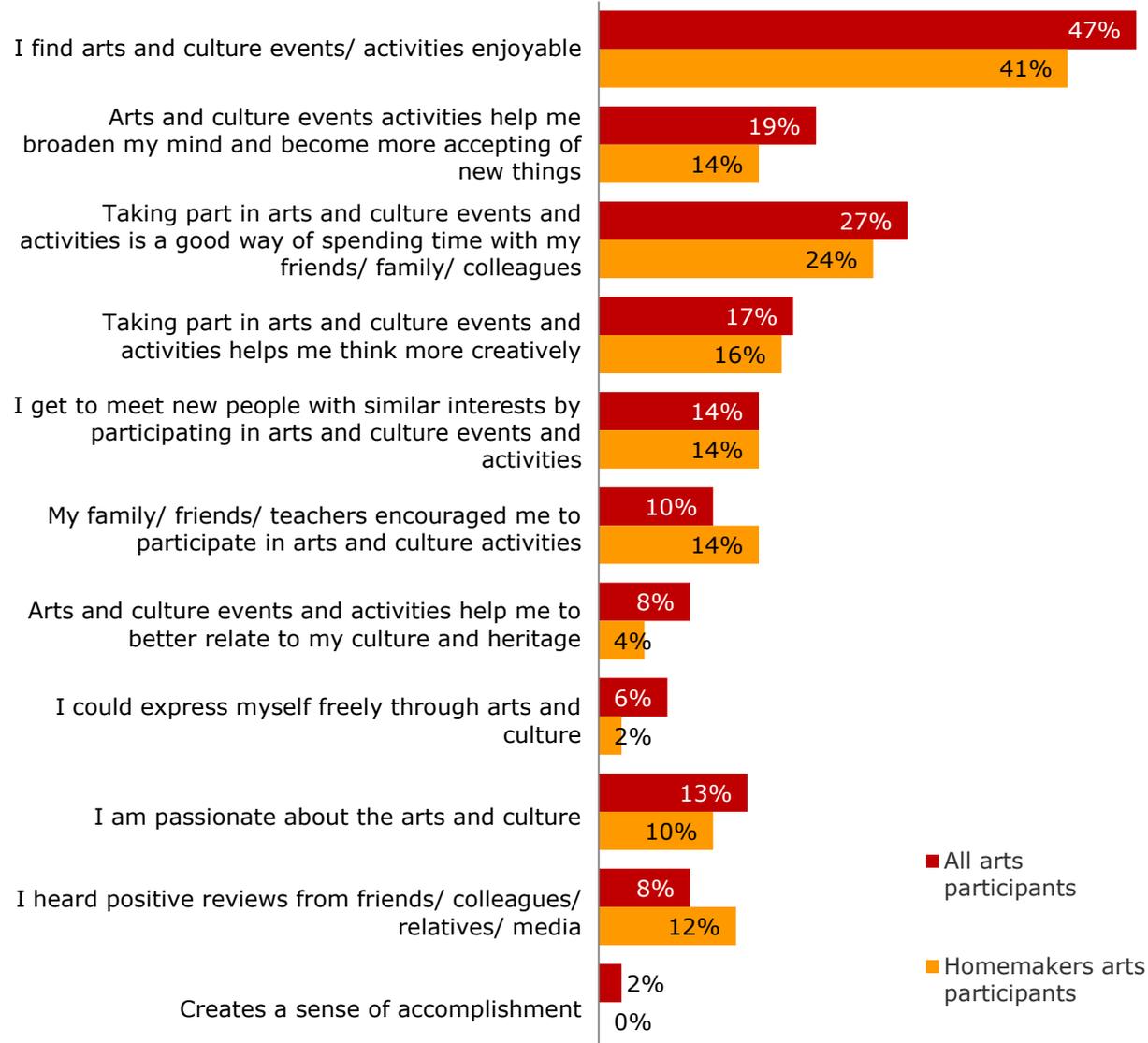
↑ ↓ Significant increase / decrease

3.3.5.12. Reasons for arts and culture participation by Homemakers

Homemakers were driven by the intrinsic enjoyment they derived from participating in the arts as well as the company of friends and family.

Compared to all arts participants, more Homemakers arts participants cited encouragement by their friends and family as the motivation for their participation.

Figure 57 - Reasons for arts participation by Homemakers



Base:
 All arts participants, n=263
 Homemaker arts participants, n=49

3.3.5.13. Venues for arts and culture participation by Homemakers

Compared to all arts participants, arts participation by Homemakers took place within a more limited number of locations. The main venues for arts participation among Homemakers were either within their homes (55%), around their immediate neighbourhood (29%) or at community clubs (29%).

Table 75 - Venues for arts participation by Homemakers

	All arts participants	Homemakers arts participants
Home	32%	55%
Dedicated arts venues	25%	8%
School/ near school	21%	12%
In the city centre	20%	12%
Community clubs/ centres	19%	29%
Near home/ immediate neighbourhood	16%	29%
Workplace/ near workplace	13%	2%
Museums	13%	10%
Libraries	6%	6%
Places of worship	6%	8%
VWO/ NGO	4%	2%
Arts institutions	3%	0%

Base:

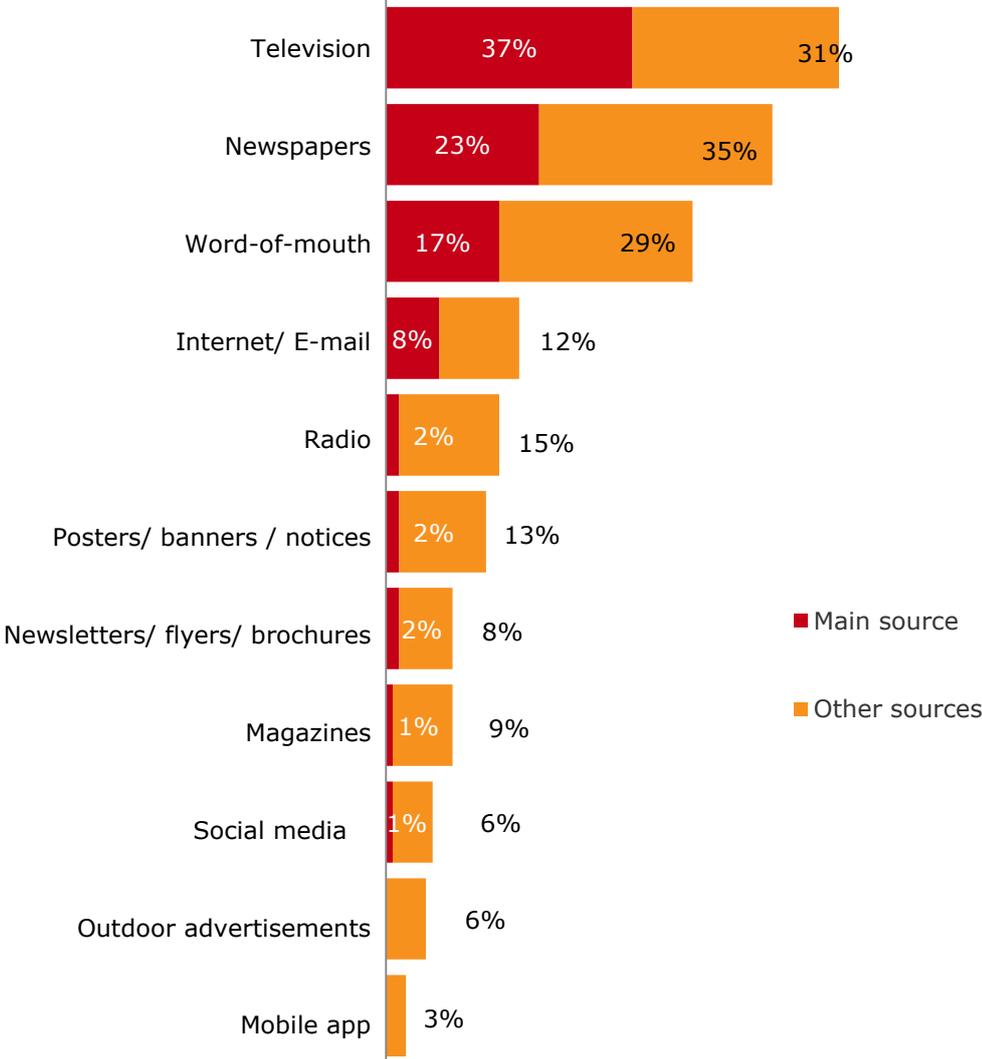
All arts participants, n=263

Homemakers arts participants, n=49

3.3.5.14. Sources of information among Homemakers

Homemakers relied heavily on the mass media, namely television (68%) and newspapers (58%), followed by word-of-mouth (46%). The Internet had little reach within this segment.

Figure 58 - Sources of information on the arts among Homemakers



Base:
Homemakers, n=414



3.3.6. Seniors

Seniors are the least engaged in the arts compared to the other demographic segments. They tend to attend mainly Heritage activities and Theatre performances, relating better to genres such as Traditional Theatre. In general, they attended arts performances at easily-accessible venues such as near home, community clubs and places of worship. Seniors are mainly reliant on traditional media such as television and the newspapers to obtain information on the arts.

3.3.6. Seniors (65 years and above)

This segment comprised Singaporeans aged 65 and above.

Seniors recognised the benefits of the arts in their lives. Specifically, the sharpest improvement in recognition (+16% points) was in terms of the ability of the arts to provide a better understanding of people of different backgrounds and cultures, and to foster a greater sense of belonging to Singapore.

Among the different population segments, Seniors were the least involved in the arts. 29% of Seniors attended at least one arts event or activity in the past 12 months. More Seniors were also attending arts events with their families and friends (+13% points).

Among the art forms, Heritage (53%) was the most popular among Seniors, followed by Theatre (42%) and Literary Arts (27%). For the majority, engagement took place in or around their homes and community clubs, likely due to Seniors' reduced mobility.

Active participation in the arts has dropped among Seniors by 9% points, bringing participation among Seniors to 5% in 2013 from 14% in 2011. The means of participation however had become more varied, with proportionally more Seniors picking up an arts-related hobby (67%), purchasing a piece of art work (40%), or attending classes and workshops (33%). Music remained the most popular art form for arts participation.

Among Seniors non-arts attendees, the main barrier was a perceived lack of relevance of the arts in their life.

Traditional media – television, newspaper, and word-of-mouth – were the most common sources of information on the arts among Seniors. The online media has limited reach within this segment.

3.3.6.1. Perceptions towards arts and culture by Seniors

Compared to 2011, more Seniors recognised the benefits of the arts in their lives, with the sharpest increase (+16% points) observed for the ability of the arts to provide a better understanding of people of different backgrounds and cultures, and to foster a greater sense of belonging to Singapore.

Table 76 - Perceptions towards the arts by Seniors

Statements	Total 2013* (n=2015)	Seniors 2013* (n=286)	Seniors arts audience 2013* (n=83)	Seniors 2011* (n=176)
Improve the quality of life for everyone	67%	59% ↑	86%	48%
Help us express our thoughts, feelings and ideas	71%	62% ↑	84%	51%
Inspire, and help us to be more creative	67%	55% ↑	64%	48%
Give us a better understanding of people of different backgrounds and cultures	76%	70% ↑	89%	54%
Give us a greater sense of belonging to Singapore	56%	53% ↑	66%	37%
Say who we are as a society and country	58%	54% ↑	70%	37%
Contribute to the Singapore economy	50%	44%	61%	38%
Strengthen inter-generational understanding [^]	62%	51%	65%	NA
Help draw Singaporeans closer as a community [^]	60%	52%	63%	NA

*% of respondents who selected Agree or Strongly Agree to each of these statements

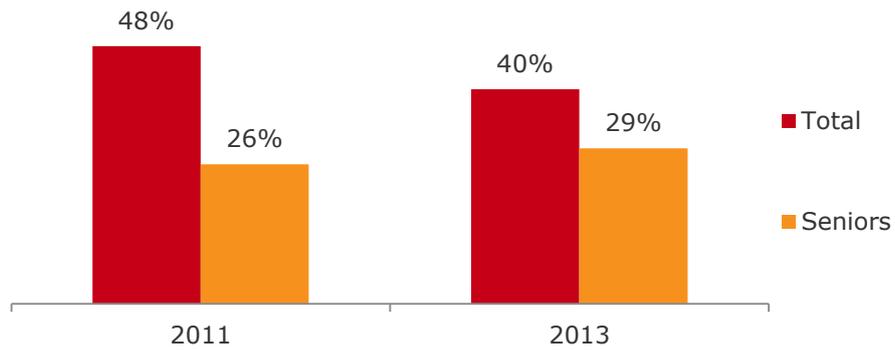
[^]Statements not included in 2011

↑ ↓ Significant increase / decrease

3.3.6.2. Arts and culture attendance by Seniors

Consistent with previous years, the average arts attendance by Seniors was lower than that of the total population, but was maintained at 29% in 2013.

Figure 59 - Arts attendance by Seniors



2011 Base:
Total, n=2038
Seniors, 176

2013 Base:
Total, n=2015
Seniors, n=286

3.3.6.3. Art forms attended by Seniors

Heritage was the most popular art form among Seniors. Theatre was the next most popular art form, but recorded a sharp drop in attendance (-36% points) compared to 2011.

With the exception of Heritage, attendance for each art form by Seniors was lower than all arts attendees.

Table 77 - Arts attendance by art forms by Seniors

	All arts attendees	Seniors arts attendees	Changes from 2011 (% points)
Heritage	46%	53%	NA
Literary Arts	41%	27%	+9
Theatre	43%	42%	-36↓
Music	27%	20%	-4
Visual Arts	18%	13%	-14↓
Dance	15%	8%	-16↓
Craft	3%	2%	-5

Base:

All arts attendees, n=812

Seniors arts attendees, n=83

↑↓ Significant increase / decrease

3.3.6.4. Art forms attended by Seniors

Music

Interest in Music among Seniors was fairly well-spread across the various Music genres.

Table 78 - Seniors arts attendance by art forms – Music

Attendance by Music genres	All arts attendees	Seniors arts attendees
Music overall	27%	20%
Popular, rock, indie, alternative	11%	4%
Western classical music	10%	6%
Traditional ethnic music	6%	4%
Vocal music	5%	2%
Folk, ethnic, world music	3%	4%
Jazz and blues	3%	2%

Base:

All arts attendees, n=812

Seniors arts attendees, n=83

Dance

Folk, traditional, ethnic dance and contemporary dance were more popular compared to the other Dance genres among Seniors.

Table 79 - Seniors arts attendance by art forms – Dance

Attendance by Dance genres	All arts attendees	Seniors arts attendees
Dance overall	15%	8%
Street dance	5%	1%
Folk, traditional, ethnic dance	5%	4%
Contemporary dance	5%	4%
Ballet	2%	1%
Ballroom, tap, line dance, Latin dance	1%	2%

Base:

All arts attendees, n=812

Seniors arts attendees, n=83

Theatre

Within the Theatre genre, Seniors had a stronger preference for variety shows, street and circus performances, and traditional theatre.

Table 80 - Seniors arts attendance by art forms – Theatre

Attendance by Theatre genres	All arts attendees	Seniors arts attendees
Theatre overall	43%	42%
Musicals	19%	10%
Variety shows	16%	18%
Street and circus performances	12%	12%
Plays (non-musical)	10%	1%
Traditional theatre	4%	10%
Western opera	2%	1%

Base:

All arts attendees, n=812

Seniors arts attendees, n=83

Visual Arts

Art fairs and drawing and painting exhibitions were the two Visual Arts genres that resonated more with Seniors.

Table 81 - Seniors arts attendance by art forms – Visual Arts

Attendance by Visual Arts genres	All arts attendees	Seniors arts attendees
Visual Arts overall	18%	13%
Art fairs	8%	7%
Drawing and painting exhibitions	6%	6%
3D arts exhibitions	5%	1%
Photography exhibitions	4%	1%
New media art	3%	1%
Performance art exhibitions	3%	2%
Graffiti art, mural art, tile mosaic art exhibitions	1%	1%
Art auctions	1%	0%

Base:

All arts attendees, n=812

Seniors arts attendees, n=83

Literary Arts

Reading stories, poetry or graphic novels remained the more common form of attendance in the Literary Arts among Seniors.

Table 82 - Seniors arts attendance by art forms – Literary Arts

Attendance by Literary arts genres	All arts attendees	Seniors arts attendees
Literary Arts overall	41%	27%
Reading stories, poetry or graphic novels	39%	25%
Events related to books and/or writing	7%	5%

Base:

All arts attendees, n=812

Seniors arts attendees, n=83

Heritage

Visiting historic districts was the most popular Heritage-related activity among Seniors, with more Seniors attending compared to all arts attendees.

Table 83 - Seniors arts attendance by art forms – Heritage

Attendance by Heritage genres	All arts attendees	Seniors arts attendees
Heritage overall	46%	53%
Historic districts	31%	42%
Heritage buildings and monuments	22%	23%
Exhibitions on culture, history and heritage	12%	8%
Heritage festivals and activities	12%	5%
Guided arts/ heritage/ cultural tours and trails	3%	7%

Base:

All arts attendees, n=812

Seniors arts attendees, n=83

3.3.6.5. Companions for arts and culture attendance by Seniors

48% of Seniors attended arts events accompanied by family members, and 36% attended with friends.

Compared to all arts attendees, at 13%, Seniors had the highest proportion of arts attendees who attended activities and events on their own, though this had dropped by half compared to the 27% of lone Senior art attendees recorded in 2011.

Table 84 - Companions for arts activities by Seniors

	All arts attendees	Seniors arts attendees
With family members	45%	48%
With friends	41%	36%
With my partner/ spouse	5%	0%
With colleagues	1%	0%
None (I go alone)	7%	13%
Others	2%	2%

Base:

All arts attendees, n=812

Seniors arts attendees, n=83

3.3.6.6. Venues for arts and culture attendance by Seniors

While dedicated arts venues remained an important location for arts attendance, compared to all arts attendees, Seniors had a stronger preference for venues that were closer to home and hence more easily accessible. These included attendance at home (27%), at community clubs (27%), within the immediate neighbourhood (27%), and at places of worship (22%).

Table 85 - Venues for arts attendance by Seniors

	All arts attendees	Seniors arts attendees
Dedicated arts venues	45%	37%
In the city centre	36%	18%
Near home/ immediate neighbourhood	23%	27%
Museums	21%	16%
Libraries	19%	8%
Home	17%	27%
Community clubs/ centres	17%	27%
School/ near school	12%	2%
Places of worship	13%	22%
Cinema	2%	0%
Workplace/ near workplace	4%	0%
VWO/ NGO	2%	2%

Base:

All arts attendees, n=812

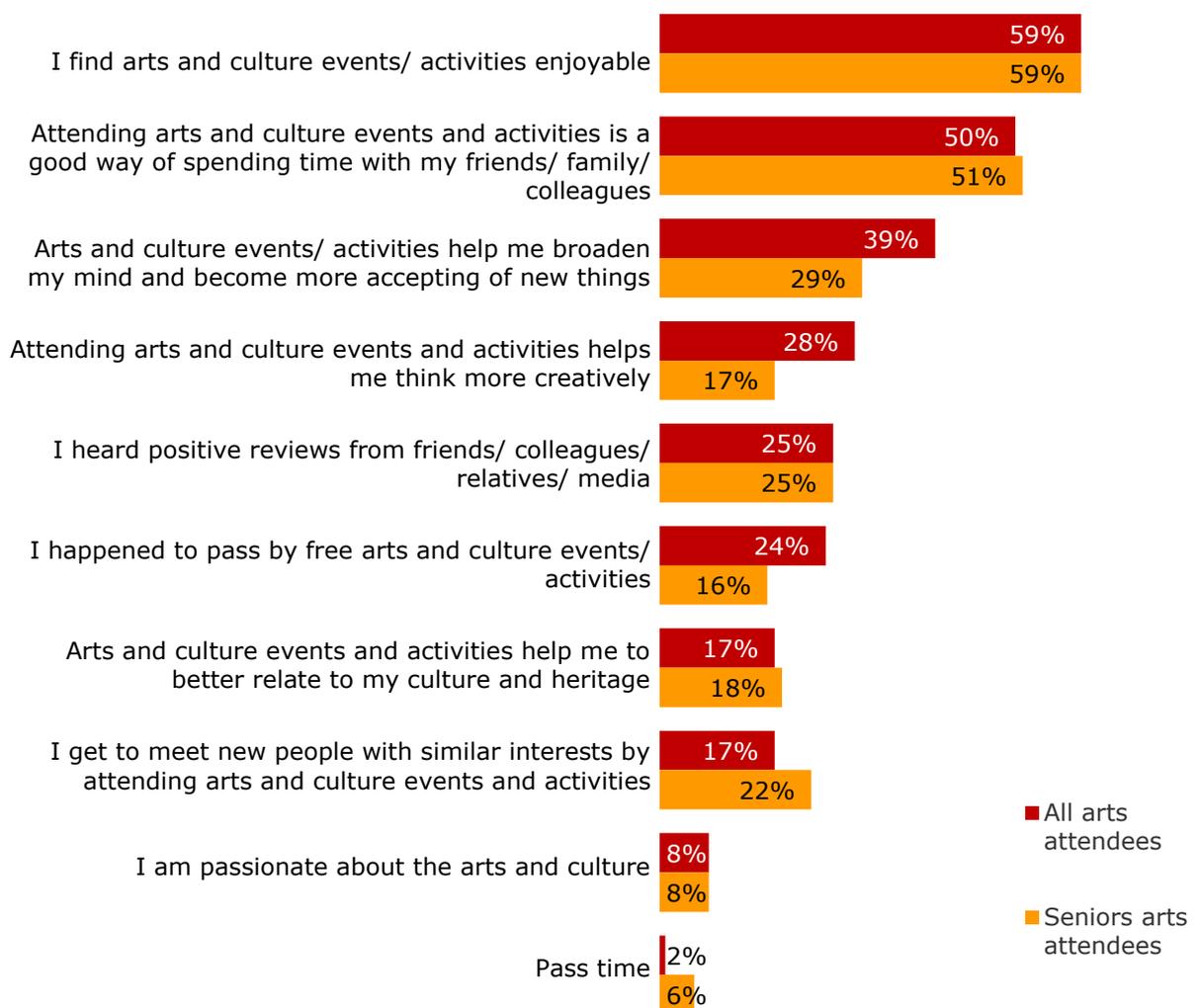
Seniors arts attendees, n=83

3.3.6.7. Reasons for arts and culture attendance by Seniors

Seniors generally attended arts events and activities for personal enjoyment and to spend time with friends and family.

Compared to all arts attendees, the social aspect of arts engagement was relatively more important for Seniors. Apart from using the arts as a platform for bonding with friends and family, slightly more Seniors were also looking to meet new people with similar interests through the arts. Less important as drivers were the arts' contribution to broaden their minds and think more creatively.

Figure 60 - Reasons for arts attendance by Seniors



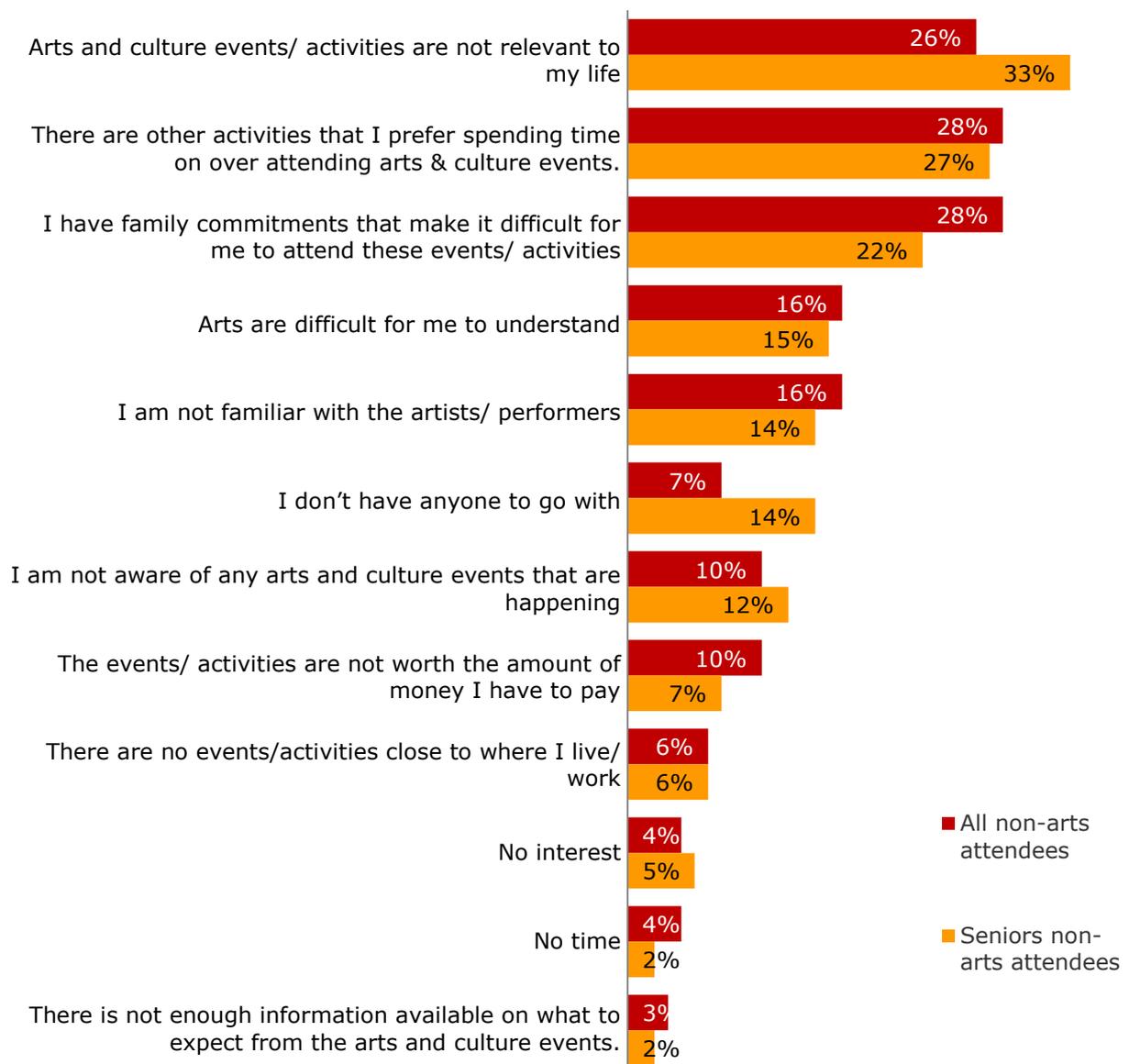
Base:
 All arts attendees, n=812
 Seniors arts attendees, n=83

3.3.6.8. Barriers to arts and culture attendance by Seniors

The main barriers to arts engagement was a perceived lack of relevance of the arts in their lives, and a preference for alternative activities.

Compared to all arts attendees, the lack of companionship as a barrier to arts attendance was more prevalent among Seniors.

Figure 61 - Barriers to arts attendance by Seniors

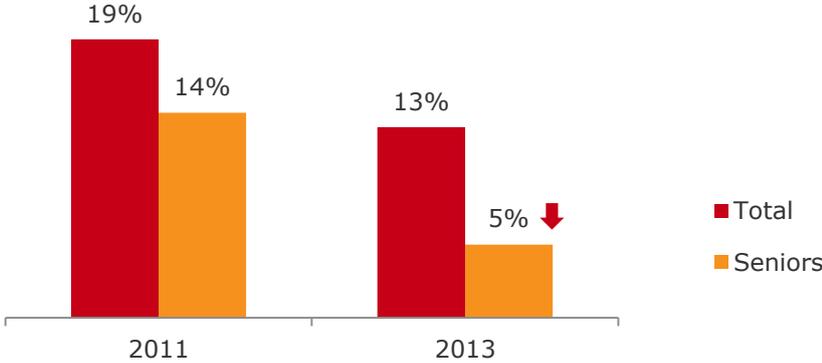


Base:
 All non-arts attendees, n=1203
 Seniors non-arts attendees, n=198

3.3.6.9. Arts and culture participation by Seniors

Arts participation by Seniors had declined by 9% points compared to 2011.

Figure 62 - Arts participation by Seniors



2011 Base:
Total, n=2038
Seniors, n=176

2013 Base:
Total, n=2015
Seniors, n=286

↑ ↓ Significant increase /decrease

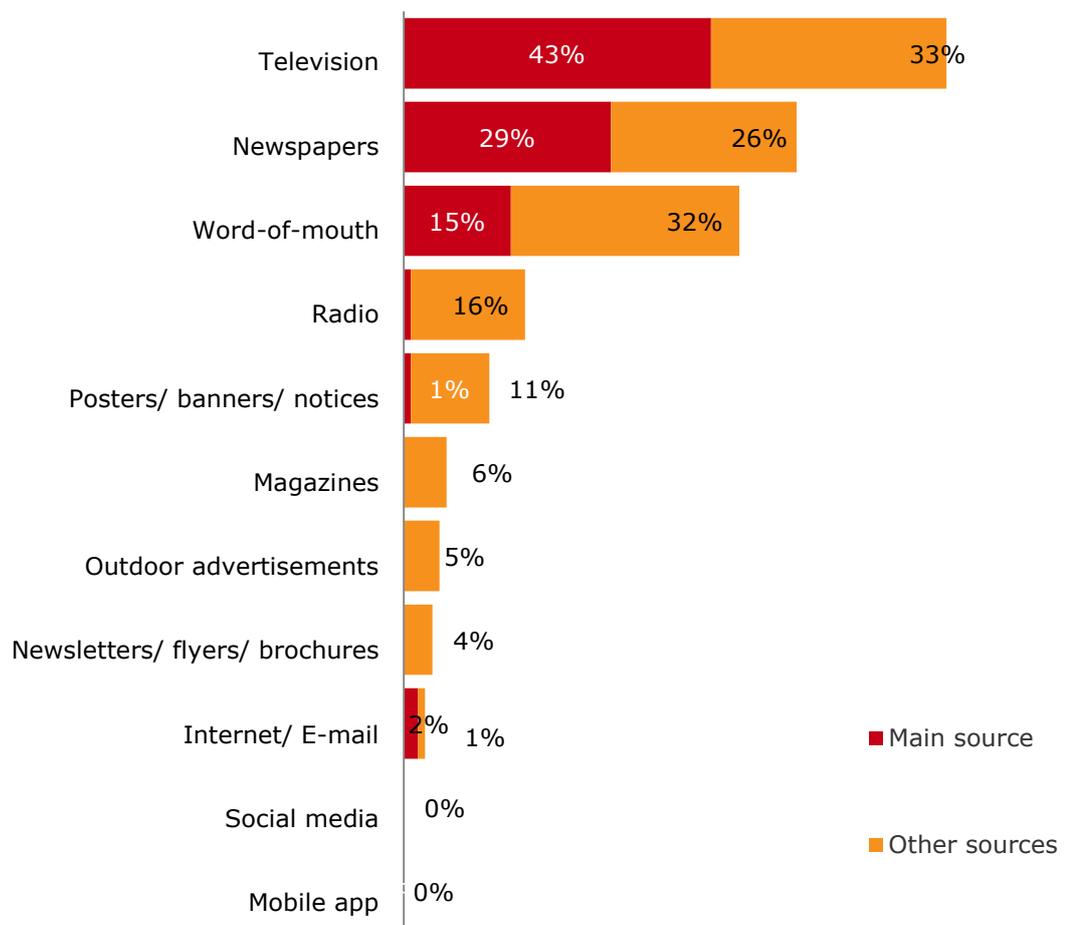
Report Note:
Detailed reporting on the form, means, venues and reasons for participation by Seniors have been removed as the sample size available (n=15) was too small for meaningful analysis.

3.3.6.10. Sources of information among Seniors

Among Seniors, traditional media remained the key source of information on the arts.

The online media had limited reach among Seniors.

Figure 63 - Sources of information on the arts among Seniors



Base:
Seniors: n = 286



Definition of Art Forms

Annex A - Definition of Art Forms

Theatre Performances	Plays (non-Musical)
	Musicals
	Western opera
	Traditional theatre (e.g. Chinese Opera, Bangsawan, Wayang Kulit)
	Variety shows (e.g. Cultural nights, stand-up comedy, magic shows, theatrical blockbusters, getai)
	Street and circus Performances (e.g. Circus, large scale street performances like Chingay)
Music Performances	Western classical music (e.g. Orchestra, chamber, symphony, ensemble, quartet, instrumental recital, opera singing)
	Traditional ethnic music (e.g. Chinese orchestra, angklung, sitar)
	Vocal music (e.g. Choral, acappella)
	Folk, ethnic, world music
	Jazz and blues
	Popular, rock, indie, alternative music
Dance Performances	Ballet
	Contemporary dance
	Ballroom, tap, line dance, Latin dance (e.g. Salsa, flamenco)
	Folk, traditional, ethnic dance
	Street dance (e.g. Hip-hop, breakdance)
Visual Arts Events & Exhibition	Arts fairs
	Arts auctions
	3D arts exhibitions (e.g. Sculpture, ceramics, pottery)
	Drawing and painting exhibitions

	Performance arts exhibitions (e.g. Showcase of artists' physical body)
	Photography exhibition
	New media arts (e.g. video arts, sound arts, web-based arts) exhibitions
	Graffiti arts, mural arts, tile mosaic arts exhibitions
Literary Arts Events & Activities	Reading stories, poetry or graphic novels for leisure (excluding newspapers, magazines, comic strips, technical books, self-help books and text books)
	Events related to books and/ or writing (e.g. storytelling, poetry readings, book launch, book fair, creative writing class)
Craft Events	Events related to crafts (e.g. exhibitions)
Heritage Activities	Exhibitions on culture, history and Heritage
	Guided arts/ heritage/ cultural tours and trails
	Heritage festivals and activities (e.g. Singapore HeritageFest; Night Festival; International Museum Day; Explore Singapore etc)
	Visiting heritage buildings and monuments (e.g. Tanjong Pagar Railway Station, Sri Mariamman Temple, Raffles Hotel, Thian Hock Keng Temple, Sultan Mosque)
	Visiting historic districts (e.g. Chinatown, Little India, Kampong Glam, Civic and cultural district, Joo Chiat)
Others	Multi-disciplinary



Technical Note

Annex B - Technical Note

Defining the Population Segments of Interest

To arrive at the population segments featured, a correlation analysis was done to identify specific demographic characteristics that correlate with differences in attitudes towards the arts, and behaviour in terms of attendance and participation in the arts.

Broadly, the key variables that had an impact on arts attendance and participation can be narrowed down to age and life stage – clear changes in attendance and participation were observed as respondents' age increased, while factoring in their transition from one life stage to another, and the changing priorities and needs that follows. Based on this understanding, the 6 population segments were identified.

Specifically, Single and Married without children segments were grouped together as they showed little differences in their perceptions towards the arts and levels of attendance and participation.

Among the Married with children segment, clear differences were observed between those with younger children and older children. As a result Married with older children were separated from Married with young children so as not to dilute the segment analysis. A large proportion of Married with older children was also found to overlap with Homemakers and Seniors, and did not present any additional value in terms of insights. Hence it was not necessary to include Married with older children as part of the population segment analysis.

Significance Analysis

Significant testing was done to quantify changes observed in the results between 2011 and 2013.

Results were checked for significant differences at a confidence level of 95%.



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