CEFNOGI CREADIGRWYDD
CYNGOR CELFYDDYDAU CYMRU
THE ARTS COUNCIL OF WALES
SUPPORTING CREATIVITY

Noddir gan
Lywodraeth Cynulliad Cymru
Sponsored by
Welsh Assembly Government

Arts in Wales 2005 - music: attendance and participation

Executive summary

This report presents the findings of a survey of attendance at musical events and participation in musical activities in Wales, carried out for the Arts Council of Wales by Beaufort Research Ltd. in 2005. Part of an overall survey into the arts in Wales, this is the largest survey of it's kind ever conducted in Wales.

Classical music

- Sixteen per cent of adults in Wales ever attend classical music concerts, with 13% going once a year or more
- Classical music is most likely to attract people in the middle age ranges, with 15% of 45-54 year-olds, 19% of people aged 55-64 and 18% of those aged 65-74 going to at least one classical music concert a year
- Thirty one per cent had listened to classical music on disc, 28% on the radio and 17% had watched classical music programmes on TV in the last four weeks

Opera

- Eleven per cent of adults in Wales ever go to an opera, with 7% going once a year or more
- When asked where they had seen their most recent opera, almost one in four (24%) opera-goers had travelled out of Wales to elsewhere in the UK, while 6% had seen it abroad
- More people had listened to opera or operetta on disc (12%), and almost as many had listened to it on the radio (9%) or watched it on TV, video or DVD (9%) in the last four weeks as ever go to see it in person (11%)

Folk, world or traditional music

- Fifteen per cent of adults in Wales ever go to concerts of folk, traditional and world music, with 11% going once a year or more
- Attendances at folk concerts are highest among people in the 45-64 age group, with 14-15% going to this type of event
- Jazz, world, traditional or folk music were listened to by 22% on disc, 17% on the radio and 11% on TV in the last four weeks

Jazz

- Thirteen per cent of adults in Wales ever attend jazz music concerts, with 10% going once a year or more
- Jazz has the highest proportion (at 14%), of all the music genres, of people travelling out of their region to somewhere else in Wales to see their most recent jazz concert
- Jazz attracts the widest age range of all the music genres, with between 10-12% of people aged between 16 and 64 going to one or more jazz concerts a year

Other live music

- The most commonly reported musical event was 'other live music': 44% of adults in Wales ever attend other live music events, with 39% going once a year or more
- Over half (52%) of attenders at other live music events went to a local or regional venue for their most recent concert
- Fifty six per cent of the 16-24 age group go to at least one 'other live music' event a year

Reasons for and barriers to attendance

- People who go to music events are more likely than all attenders to mention entertainment or enjoyment, that they like going to that type of event, wanting to see a specific performer, artist or company and a special occasion or celebration as reasons for going to their most recent event
- Music attenders are considerably less likely than non-attenders of arts events to cite 'lack of interest' as a deterrent to going to more events

Participation in musical activities

- Ten per cent of adults in Wales ever take part in musical activities themselves, 9% taking part once a year or more
- More than four out of five participants take part in musical activities either in their neighbourhood (50%) or locally (32%)
- 14% of 16-24 year-olds take part in musical activities once a year or more, compared with 7-8% of older people

Accessing music on the internet

- Fourteen per cent of adults in Wales had listened to pop and rock music on the internet in the last 12 months. Three per cent

had listened to jazz, world, traditional or folk music, and 3% to classical music, while 1% had listened to opera

1 Introduction and background

This report presents the findings of a survey of attendance, participation and attitudes to the arts in Wales. The study was carried out on behalf of the Arts Council of Wales by Beaufort Research Ltd. Comprehensive, up-to-date information on engagement with the arts is vital to the Arts Council to inform our policy and planning. This is a summary report of the data on music and one of a series of reports produced from the Arts Council of Wales survey. Other reports in the series can be downloaded from www.artswales.org.uk. This report will also be invaluable in helping arts organisations and arts marketing agencies to target key music audiences in an informed and strategic way.

The aims of the survey were to collect information on:

- patterns of attendance at music events
- participation in musical activities
- motivations and barriers to arts attendance or participation
- listening to and watching music on audio-visual media
- demographic and geographic variations in engagement with music

2 Levels of interest in the arts and culture

People taking part in our survey were asked: 'Overall, how interested are you in arts and cultural events generally? By arts and cultural events, we mean activities such as music, dance, drama, film, arts and crafts and festivals'. In total, almost three in five (56%) adults in Wales said they were interested.

- 16% said they were 'very interested'
- 39% said they were 'quite interested'
- 8% were neither interested nor uninterested
- 19% were 'not very interested', and
- 17% were 'not at all interested' in arts and cultural events

People who attend music events show higher levels of interest than the population as a whole. Ninety per cent of those who go to opera or classical music concerts said they were 'very interested' or 'interested' in arts and cultural events, as did 87% of those who go to concerts of

folk, traditional or world music, 84% of attenders at jazz concerts and 73% of people saying they go to other live music events.

3 Attendance at music events

The interviewers read out a list of events and asked respondents how often they attended each one 'nowadays'. Music events included: classical music concerts, folk, traditional or world music events, jazz concerts, opera and other live music.

3.1 Types of music events attended

The most commonly reported musical event was 'other live music', mentioned by 44% of adults in Wales (Table 1). This was followed by:

- classical music concerts: 16%
- folk, traditional or world music: 15%
- jazz concerts: 13%
- opera: 11%

'Other live music' is likely to include pop and rock which, as Section 5 shows, is the genre most commonly listened to on various audio-visual media.

Most people in Wales who go to music events attend each genre a few times a year; only 'other live music' (11%) had a significant proportion attending at least once a month. Another 6% of our interviewees went to other live music events every 2-3 months, 13% went 2-3 times a year, and 9% went once a year. In total, 39% of the people who took part in the survey go to a live music event once a year or more.

Classical music was the next most commonly attended genre, with 16% ever going to a concert, and 13% saying they go once a year or more. People are most likely to go to between one and three concerts a year, with 5% each saying they go once a year and 2-3 times a year. Only 1% go as often as once a month and 2% every 2-3 months.

Concerts of folk, traditional or world music are attended by 15% of the people who took part in our survey, with 11% going once a year or more. The most common frequencies of attendance are 2-3 times a year (4%), once a year (5%) and less than once a year (4%). As was the case with classical music, only 1% see concerts of folk, traditional or world music at least once a month, with an additional 1% going every 2-3 months.

Jazz attracts attendances from 13% of people in Wales, with 10% going to a jazz concert once a year or more. The pattern for jazz is very similar to that for folk, traditional and world music, with 3% going 2-3 times year, 5% once a year and 3% less than once a year. One per cent each said they go at least once a month and every 2-3 months. Opera was the least frequently attended genre, with 11% of people ever attending, and 7% going to an opera once a year or more. Four per cent go once a year and 4% less than once a year. Less than 1% go once a month, 1% every 2-3 months, and 2% 2-3 times a year. Section 3.2 shows that people are more likely to travel outside Wales for opera than for any other genre, so the relative infrequency of attendance may partly be a function of the opportunity to see a performance within easy travelling distance.

Among attenders, the proportion who had been to an event in the last four months ranged from 23% for opera to 54% for other live music.

Table 1: Frequency of attendance at music events by genre and region

Event	At least once a month	Every 2-3 months	2-3 times a year	Once a year	Less than once a year	ONCE A YEAR OR MORE	EVER ATTENDS	Attended in last four months*	*Sample size*
	Percentage								
	Classical music concert								
Mid and West Wales	1	2	5	5	4	13	17	43	*1,864*
North Wales	1	2	5	6	5	15	19	40	*1,832*
South Wales	1	2	4	4	3	11	14	38	*3,115*
All Wales	1	2	5	5	3	13	16	40	*6,851*
	Folk, traditional or world music								
Mid and West Wales	1	2	5	5	4	13	17	37	*1,864*
North Wales	1	1	6	9	5	17	22	30	*1,832*
South Wales	1	0	2	2	3	7	9	31	*3,115*
All Wales	1	1	4	5	4	11	15	32	*6,851*
	Jazz concert								
Mid and West Wales	1	1	3	6	4	11	15	40	*1,864*
North Wales	1	1	3	4	4	10	14	47	*1,832*
South Wales	1	1	2	5	3	9	12	35	*3,115*
All Wales	1	1	3	5	3	10	13	35	*6,851*

Table 1: Frequency of attendance at music events by genre and region (continued)

Event	At least once a month	Every 2-3 months	2-3 times a year	Once a year	Less than once a year	ONCE A YEAR OR MORE	EVER ATTENDS	Attended in last four months*	*Sample size*
	Percentage								
	Opera								
Mid and West Wales	1	0	2	4	5	8	13	18	*1,864*
North Wales	0	1	2	4	5	7	12	26	*1,832*
South Wales	0	1	2	3	4	6	10	26	*3,115*
All Wales	0	1	2	4	4	7	11	23	*6,851*
	Other live music								
Mid and West Wales	9	6	12	10	6	37	43	50	*1,864*
North Wales	8	6	15	11	7	39	46	51	*1,832*
South Wales	13	6	13	8	4	39	43	50	*3,115*
All Wales	11	6	13	9	5	39	44	54	*6,851*

Columns may add to more than 100% because respondents could mention more than one event
Rows add to less than 100% because some respondents did not answer the question
* Attenders only. Sample sizes vary for different artforms.
If a – is shown in the table it means no respondents chose this option
If a zero is shown it means that a very small sample chose this option, representing only 0% of the sample to the nearest whole %

3.2 Location of music events

People who had attended music events were asked, for each genre, where the most recent event took place. There were some interesting differences between genres. The proportion who had last seen an event locally ranged from 34% for opera to 52% for other live music.

Other live music was not only the most commonly and frequently attended genre, it also had the highest proportion going to local concerts and events: 52%. Another 20% had been to a concert in their region, while 15% most recently saw such an event elsewhere in the UK. Only 8% had travelled out of their region to elsewhere in Wales.

Among those who had been to a classical music concert, 45% had done so locally and 20% regionally. Just under one in eleven (9%) had travelled elsewhere in Wales to a concert, while 15% had gone elsewhere in the UK. Two per cent had been to their most recent classical music concert abroad.

More than two in five (45%) of those who go concerts of folk, traditional and world music had most recently been to a local performance, while one in five (20%) had been to a venue in their region. Nine per cent said they had gone elsewhere in Wales, while 11% had travelled out of Wales to elsewhere in the UK and 3% abroad.

Jazz had the highest proportion (at 14%) of people travelling out of their region to somewhere else in Wales. The same proportion had last been to such a concert elsewhere in the UK, while 37% had gone to a local venue and 25% to a regional one.

As mentioned in Section 3.1, opera-goers were most likely to travel out of Wales to elsewhere in the UK: almost one in four (24%) had done so. Six per cent had last seen an opera abroad, while 34% had seen their most recent opera at a local venue and 19% at a regional one. Eight per cent had travelled outside their region to elsewhere in Wales (Table 2).

Table 2: Location of attendance at music events by genre and region: attenders

Event	Wales					
	Locally	Regionally	Elsewhere in Wales	Rest of the UK	Abroad	*Sample size*
	Percentage					
	Classical music concert					
Mid and West Wales	46	18	13	11	2	*333*
North Wales	44	21	7	19	2	*375*
South Wales	45	21	7	16	1	*399*
All Wales	45	20	9	15	2	*1,107*
	Folk, traditional or world music					
Mid and West Wales	53	17	11	8	1	*342*
North Wales	44	24	6	14	4	*415*
South Wales	38	20	12	12	6	*273*
All Wales	45	20	9	11	3	*1,030*
	Jazz concert					
Mid and West Wales	36	24	13	16	3	*277*
North Wales	39	24	6	18	4	*257*
South Wales	36	26	19	11	1	*350*
All Wales	37	25	14	14	2	*884*

Table 2: Location of attendance at music events by genre and region: attenders (continued)

Event	Wales					
	Locally	Regionally	Elsewhere in Wales	Rest of the UK	Abroad	*Sample size*
	Percentage					
	Opera					
Mid and West Wales	38	15	10	24	5	*231*
North Wales	24	25	7	28	5	*225*
South Wales	38	19	7	22	7	*283*
All Wales	34	19	8	24	6	*739*
	Other live music					
Mid and West Wales	56	16	11	11	1	*812*
North Wales	43	19	8	24	1	*852*
South Wales	55	22	6	12	1	*1,338*
All Wales	52	20	8	15	1	*3,002*

Columns may add to more than 100% because respondents could mention more than one event
Rows add to less than 100% because some respondents did not answer the question
'Locally' is defined as 'the town or area you live in', 'regionally' as 'somewhere in the region of Wales where you live'
If a – is shown in the table it means no respondents chose this option
If a zero is shown it means that a very small sample chose this option, representing only 0% of the sample to the nearest whole %

3.3 Characteristics of music attenders

Table 3 gives details of the characteristics of people in Wales who attend different kinds of music events once a year or more. Patterns of attendance between men and women, and different age groups vary by music genre, but people belonging to the non-manual classes (ABC1) are more likely than those in the manual groups (C2DE) to attend music events of all genres.

Looking at classical music:

- equal proportions of men and women (13%) go to a classical music concert once a year or more
- classical music is most likely to attract people in the middle age ranges, with 15% of 45-54 year-olds, 19% of people aged 55-64 and 18% of those aged 65-74 going to at least one classical music concert a year
- whereas 18% of non-manual groups go to a classical music concert once a year or more, only 7% of manual groups do so

Attendances at concerts of folk, traditional or world music:

- are more common among men (12%) than women (10%)
- are highest among people in the 45-64 age group, with 14-15% going to this type of event
- attract 14% of people belonging to non-manual groups and 8% of those from manual groups

Jazz:

- draws a higher proportion of men (12%) than women (8%)
- attracts the widest age range of all the genres, with between 10-12% of people aged between 16 and 64 going to one or more jazz concerts a year
- is attended by 13% of people in the non-manual groups and 7% of manual groups

A higher proportion of women see operas: 8%, compared with 6% of men.

- People aged 55-74 have the highest proportion of opera-goers, with 10-11% seeing an opera once a year or more
- 10% of those classified to non-manual groups ever go to an opera. The corresponding figure for manual groups is 4%

Finally, if we consider other live music events:

- 41% of men and 36% of women go to such events once a year or more
- young people are the most common attenders of other live music events, with 56% of the 16-24 age group and 51% of 25-34 year-olds going at least once a year. Only 10% of adults of 75 and over go to these events
- 45% of non-manual and 33% of manual groups go to other live music events

Table 3: Attendance at music events by demographic characteristics

Event	Wales											
	Men	Women	16-24	25-34	35-44	45-54	55-64	65-74	75 and over	ABC1	C2DE	All
	Percentage attending once a year or more											
Classical music concert	13	13	6	8	9	15	19	18	14	18	7	13
Folk, traditional or world music	12	10	10	9	11	14	15	9	5	14	8	11
Jazz concert	12	8	12	10	12	10	10	8	2	13	7	10
Opera	6	8	3	5	4	8	11	10	8	10	4	7
Other live music	41	36	56	51	47	39	31	19	10	45	33	39
Sample size	*3,072*	*3,779*	*995*	*1,054*	*1,212*	*1,043*	*1,140*	*836*	*570*	*3,079*	*3,772*	*6,851*

3.4 Reasons for attending artistic events

People who had attended at least one artistic event were asked why they had gone to the most recent event. It should be noted that this referred to all artforms, not just to music.

The five most common reasons were:

- for entertainment or enjoyment – mentioned by 40%
- to see a specific show or event: 38%
- for a social event or a night out: 34%
- because they liked going to that type of event, and to see a specific performer, artist or company: both 23%

We looked at the reasons given by people who attend music events to see if they differed from those given by all attenders or between different music genres. It should be noted that music attenders were not necessarily talking about a musical event or about an event of the same genre: the most recent event attended by, for example, an opera-goer might have been a play or a jazz concert. The results should therefore be treated with caution, although some interesting patterns are evident.

People who go to music events of all genres are more likely than all attenders to mention entertainment or enjoyment, that they like going to that type of event, wanting to see a specific performer, artist or company and a special occasion or celebration as reasons for going to their most recent event. Attenders at events for some, but not all genres of music, were more likely than all attenders to mention the wish to see a specific show or event, a social event or night out, or that the event was recommended by a friend or relative (Table 4).

High proportions of opera-goers made mention of wishing to see a specific show or event (53%), entertainment or enjoyment (51%), a social event or night out (42%), and a wish to see a specific performer, artist or company (41%). Given the relative infrequency of opera attendance, each occasion may be more special for those who go than is the case for other genres.

Similar reasons were cited by people who attend classical music concerts, with 51% mentioning entertainment or enjoyment and 46% saying they wished to see a specific show or event. Wanting to see a specific performer, artist or company, a social event or night out and that they like going to that type of event were each mentioned by 37% of classical music concert-goers.

People going to jazz concerts had the highest proportion (15%) who had been recommended by a friend or relative to attend the most recent event, while those who go to folk, traditional or world music events had the lowest proportion (9%) who had been invited to go.

Attenders of other live music events were least likely of all music attenders to cite a number of reasons, including to see a specific show or event (38%), 'like going to that type of event' (27%) and for a special occasion or celebration (13%). Section 3.1 noted that other live music events are more frequently attended than other musical genres: attendance may be seen as a regular rather than a special occurrence.

People who gave more than one reason for attending the last event were asked to say what the main reason was. Our interviewees again chose the same five reasons, although in a slightly different order. Wishing to see a specific show or event ranked first (20%), followed by entertainment and enjoyment (19%), a social event or night out (14%) and wanting a specific artist or performer (11%). The only differences between attenders at music events of different genres were that those who go to other live music events were most likely to cite a social event or night out (17%) and least likely to say that they like going to that type of event (8%) as their main reason for attending the most recent event (Table 5).

Table 4: Reasons for attending most recent arts event: attenders

Reason	Classical music	Folk	Jazz	Opera	Other live music	All attenders *
	Percentage					
Entertainment or enjoyment	51	48	48	51	46	40
See specific show or event	46	40	43	53	38	38
Social event or night out	38	35	34	42	42	34
Like going to that type of event	37	35	33	35	27	23
To see specific performer, artist or company	37	31	34	41	30	23
Special occasion or celebration	17	17	20	19	13	11
Accompanying children	8	10	10	6	9	10
Relative or friend involved in event	12	14	14	14	11	10
Recommended by a friend or relative	12	13	15	12	9	8
Invited to go	12	9	14	14	11	9
Happened to be passing by	2	2	2	3	2	2
Connected with work or studies	4	6	4	4	3	2
Other	3	4	4	4	3	2
Sample size	*860*	*781*	*654*	*454*	*2,648*	*5,547*

Percentages add to more than 100% because respondents could give more than one reason
* Includes people who did not attend a music event

Table 5: Main reason for attending most recent arts event: attenders

Reason	Classical music	Folk	Jazz	Opera	Other live music	All attenders *
	Percentage					
Entertainment or enjoyment	23	20	19	21	20	19
See specific show or event	18	16	16	20	16	20
Social event or night out	8	11	10	9	17	14
Like going to that type of event	12	13	11	12	8	8
To see specific performer, artist or company	16	13	15	17	15	11
Special occasion or celebration	3	4	4	3	3	3
Accompanying children	3	4	3	2	4	5
Relative or friend involved in event	4	5	5	4	5	4
Recommended by a friend or relative	1	2	3	1	2	2
Invited to go	3	1	3	2	3	2
Happened to be passing by	0	1	0	0	1	1
Connected with work or studies	1	3	2	2	2	1
Other	2	2	3	2	2	1
Sample size	*860*	*781*	*654*	*454*	*2,648*	*5,547*

* Includes people who did not attend a music event
If a – is shown in the table it means no respondents chose this option
If a zero is shown it means that a very small sample chose this option, representing only 0% of the sample to the nearest whole %

3.5 Perceived barriers to attendance

Everyone was shown a list of possible reasons that could prevent people visiting or attending (more) theatre events, such as a play, opera, concert or dance and asked which applied to them. It should be noted that the answers refer to a wider range of artforms than simply music. The most commonly mentioned reasons were 'not really interested', mentioned by 34%, 'difficult to find the time' (28%), 'it costs too much' (15%) 'nothing being available close by, too far to travel' (13%) and family commitments and childcare (10%) (Table 6). Only 1% were deterred from going to events because they might feel uncomfortable or out of place.

When we compared the answers given by people who had been to music events with those given by people who neither attend arts events nor take part in artistic activities, some interesting differences emerged. Perhaps not surprisingly, the proportion who said they were deterred from attending more events by lack of interest was much lower among music attenders. Whereas almost three in five (59%) of non-attenders[1] mentioned this, only 6% of opera-goers and 8% of those who go to classical music concerts felt this was a deterrent. Music attenders were also less likely than non-attenders to mention their health as a reason for not attending: whereas 15% of the latter did so, this was the case for only 3-7% of those who go to music events. This may partly be a function of age, as older people are less likely to attend events and more likely to have a longstanding illness.

Interestingly, given that they do actually attend events, music attenders were more likely than non-attenders to mention difficulties in finding time, cost, nothing being available close by and family commitments and childcare as deterrents to attending more events. The barriers are clearly different for attenders and non-attenders, with the former citing practical difficulties and the latter just not being very interested.

[1] Includes non-participants.

Table 6: Reasons for not attending (more) performing arts events

Reason	Classical music	Folk	Jazz	Opera	Other live music	Non-attenders & non-participants	All*
	Percentage						
Not really interested	8	13	15	6	25	59	34
Difficult to find time	35	36	38	31	36	14	28
It costs too much	16	16	21	16	17	9	15
Nothing available close by, too far to travel	17	18	16	19	14	8	13
Family commitments, childcare	10	11	9	9	11	5	10
Lack of transport	7	6	6	7	7	6	7
My health is not good enough	5	4	3	6	3	15	7
Never know what's going on	5	6	7	4	6	4	5
Haven't got around to it	5	7	7	4	4	3	4
I don't have anyone to go with	3	2	2	3	2	3	3
Lack of facilities for disabled people	1	1	1	2	1	3	1
I might feel uncomfortable or out of place	1	1	0	1	1	1	1
Other	1	2	0	1	1	1	1
Sample size	*860*	*781*	*654*	*454*	*2,648*	*1,504*	*6,851*

Percentages add to more than 100% as respondents could give more than one reason

- Includes people who did not attend any events, including a music event

If a – is shown in the table it means no respondents chose this option, If a zero is shown it means that a very small sample chose this option, representing only 0% of the sample to the nearest whole %

4 Participation in music

Our interviewees were asked whether they ever did any musical activities themselves. Ten per cent of adults in Wales said they did, with 9% taking part once a year or more. Twelve per cent of people in Mid and West Wales take part once a year, 10% in North Wales and 7% in South Wales.

4.1 Frequency of musical participation

Unlike attendance, those who take part in musical activities tend to do so frequently rather than infrequently. Seven per cent said that they participate in musical activities at least once a month. Only 1% reported taking part in music less than once a year. Three quarters of participants said they had engaged in musical activity in the last four months (Table 7).

4.2 Location of musical activities

People who said they engaged in musical activities were asked where they took place. Participation, unlike attendance, was overwhelmingly local, with more than four out of five people saying that they did their activities either in their neighbourhood (50%) or locally (32%). Seven per cent did their activities within the region, while 1% had travelled out of their region to elsewhere in Wales, 5% to elsewhere in the UK and 2% abroad (Table 8).

4.3 Characteristics of music participants

Table 9 gives details of the characteristics of Welsh residents who take part in different kinds of musical activities once a year or more. Men are more likely than women to do so: 10% compared with 7%.

Younger people are more likely than older ones to engage in musical activities: 14% of 16-24 year-olds do so, compared with 7-8% of older people. People from the non-manual groups (ABC1) are more likely than those in manual groups (C2DE) to engage in musical activities; whereas 11% of the former report doing this, only 7% of the latter do so.

4.4 Reasons for participating in the arts

People who had taken part in at least one artistic activity were asked why they had done their most recent activity. It should be noted that this referred to all artforms, not just to music. As with attendance, enjoyment and pleasure came top, with 74% giving this as one of their reasons. Much smaller proportions mentioned other reasons, the most common being:

- to learn new skills (19%)
- because friends took part (18%)
- to get out of the house (14%), and
- to improve my health or wellbeing (11%)

Table 7: Frequency of participation in music activities

Activity	At least once a month	Less than once a month, more than once a year	Once a year	Less than once a year	ONCE A YEAR OR MORE	EVER TAKES PART	Taken part in last four months*	*Sample size*
	Percentage							
Mid and West Wales	9	2	1	1	12	13	77	*1,864*
North Wales	8	1	1	1	10	11	72	*1,832*
South Wales	7	1	0	1	7	9	75	*3,155*
All Wales	7	1	1	1	9	10	75	*6,851*

Columns may add to more than 100% because respondents could mention more than one event
Rows add to less than 100% because some respondents did not answer the question

- Participants only. Sample sizes vary for different artforms

If a – is shown in the table it means no respondents chose this option
If a zero is shown it means that a very small sample chose this option, representing only 0% of the sample to the nearest whole %

Table 8: Location of participation in music activities

Activity	Neighbourhood	Locally	Regionally	Elsewhere in Wales	Rest of the UK	Abroad	*Sample size*
	Percentage						
Mid and West Wales	56	32	4	2	3	1	*188*
North Wales	48	32	8	0	7	2	*207*
South Wales	47	32	8	1	6	3	*282*
All Wales	50	32	7	1	5	2	*677*

Columns may add to more than 100% because respondents could mention more than one event
Rows add to less than 100% because some respondents did not answer the question
'Neighbourhood' is defined as 'your neighbourhood or community', 'locally' as 'elsewhere in the town or area you live' and 'regionally' as 'somewhere in the region of Wales where you live'
If a – is shown in the table it means no respondents chose this option
If a zero is shown it means that a very small sample chose this option, representing only 0% of the sample to the nearest whole %

Table 9: Participation in music activities by demographic characteristics

Activity	Men	Women	16-24	25-34	35-44	45-54	55-64	65-74	75 and over	ABC1	C2DE	All
	Percentage participating once a year or more											
Mid and West Wales	11	9	16	5	10	10	9	9	8	13	7	10
Sample size	*840*	*1,024*	*281*	*273*	*294*	*321*	*309*	*232*	*154*	*850*	*1,014*	*1,864*
North Wales	12	8	12	11	11	8	11	7	10	12	8	10
Sample size	*797*	*1,035*	*230*	*292*	*326*	*265*	*349*	*215*	*154*	*818*	*1,014*	*1,832*
South Wales	9	6	13	7	6	6	6	8	5	9	6	7
Sample size	*1,435*	*1,720*	*484*	*489*	*592*	*457*	*482*	*389*	*262*	*1,411*	*1,744*	*3,155*
All Wales	10	7	14	7	8	8	8	8	7	11	7	9
Sample size	*3,072*	*3,779*	*995*	*1,054*	*1,212*	*1,043*	*1,140*	*836*	*570*	*3,079*	*3,772*	*6,851*

Percentages do not add to 100% because respondents could mention more than one activity

The only difference between music attenders and the whole sample was that the former were more likely to mention that their friends took part: 25% did so, compared with 18% of the whole sample.

People who gave more than one reason for taking part in artistic activities were asked to say what the main reason was. Enjoyment and pleasure was again the most common answer, with 62% giving it as the main reason. Music attenders did not differ significantly from the whole sample (Table 10).

Table 10: Reasons for participating in most recent arts activity: participants

	Reasons		Main reason	
	Music participants	All*	Music participants	All*
	Percentage			
For enjoyment or pleasure	78	74	64	62
To learn new skills	21	19	6	7
Friends take part	25	18	6	5
Gets me out of the house	17	14	2	3
Improves my health and, or wellbeing	12	11	2	2
Improves my confidence	12	9	1	1
Connected with work or studies	2	2	2	2
Family taking part	1	1	1	1
Other	10	11	7	7
Sample size	*591*	*1,540*	*591*	*1,540*

Percentages for 'all reasons' add to more than 100% because respondents could mention more than one reason

* All participants, including people who did not participate in music

4.5 Perceived barriers to participation

Everyone who took part in our survey was asked what prevented them from taking part in performing arts activities, such as theatre, dance and music, either at all or more than they currently did. It should be noted that the answers therefore do not refer only to music.

The answers were very similar to those given for not attending (more) events: with 'not being interested', 'difficulty in finding the time' and 'not having the ability or talent' being most commonly mentioned. However, some interesting differences again emerged between those who participated in music activities and people who neither attended arts events nor took part in artistic activities themselves.

As was the case for attendance, those who took part in musical activities were considerably less likely to mention lack of interest as a reason for not doing more: only 14% did so, compared with 70% of non-participants[2]. They were also less likely to mention poor health as a deterrent (5% of music participants, compared with 12% of non-participants), which again may partly be a function of age. A smaller proportion of participants cited lack of talent or ability: 5% did so, compared with 9% of non-participants. They were, however, markedly more likely to mention difficulty in finding time: 34% saw this as a deterrent, compared with only 8% of non-participants. Of the music participants, 7% believed they already do enough (Table 11).

[2] Includes non-attenders.

Table 11: Reasons for not participating in (more) performing arts activities

Reason	Music participants	Non-attenders & non-participants	All Wales*
	Percentage		
Not really interested	14	70	52
Difficult to find time	34	8	16
I don't have the ability or talent	5	9	14
My health is not good enough	5	12	6
Family commitments, childcare	8	4	5
Nothing available close by, too far to travel	6	3	4
Already do enough	7	-	1
Costs too much	3	3	3
Lack of transport	4	3	3
Haven't got around to it	4	2	3
Might feel uncomfortable or out of place	3	1	2
Never know what's going on	4	1	2
Don't have anyone to go with	3	1	1
Lack of facilities for disabled people	1	2	1
Other	2	0	1
Sample size	*591*	*1,504*	*6,851*

Percentages add to more than 100% because respondents could mention more than one reason

- Includes people who did not participate in music

If a – is shown in the table it means no respondents chose this option

If a zero is shown it means that a very small sample chose this option, representing only 0% of the sample to the nearest whole %

5 Accessing music through audio-visual media

Interviewers asked respondents whether they had listened to or watched music on a variety of audio-visual media in the last four weeks.

The most common genre listened to or watched was rock or pop music. This was followed by classical music; jazz, world, traditional or folk music and opera or operetta (Table 13).

Detailed findings for each genre show that:

- 65% of Welsh adults listened to rock and pop on disc, 63% on the radio and 46% on TV in the last four weeks
- 31% had listened to classical music on disc, 28% on the radio and 17% had watched classical music programmes on TV
- jazz, world, traditional or folk music were listened to by 22% on disc, 17% on the radio and 11% on TV
- more people had listened to opera or operetta on disc in the last four weeks (12%), and almost as many had listened to it on the radio (9%) or watched it on TV, video or DVD (9%) as ever go to see it in person (11%)

Looking at the various audio-visual media:

- on disc, 65% had listened to pop or rock, 31% to classical music, 22% to jazz, world, traditional or folk music and 12% to opera or operetta
- 63% had listened to rock and pop on the radio, 28% to classical music, 17% to jazz, world, traditional or folk music and 9% to opera or operetta
- with the exception of opera (9%), smaller percentages had watched music programmes on TV, video or DVDs than on other media. Forty three per cent had watched rock or pop, 17% classical music and 9% jazz, world, traditional or folk music

People were asked about listening to music on the internet in the last year. The likelihood of doing so was much lower than for other audio-visual media, in part because almost two in five (37%) of the people who took part in the survey said they did not have access to the internet. As with other media, pop and rock music were most likely to be listened to: by 14% of respondents. Other genres were listened to on the internet by 1-3% of adults in Wales in the last 12 months.

People who had access to the internet were asked if they had ever used it to book tickets for arts events: 16% said they had. This question covers a range of artforms, not just music.

Table 13: Percentage listening to music on audio-visual media by genre and region

Medium	Mid and West Wales	North Wales	South Wales	All Wales
Rock or pop (last four weeks)				
CD, mini disc, tape or record	64	65	65	65
Radio	61	62	64	63
Television, video or DVD	43	42	49	46
Classical music (last four weeks)				
CD, mini disc, tape or record	38	37	23	31
Radio	35	32	23	28
Television, video or DVD	20	21	13	17
Jazz, world, traditional or folk music (last four weeks)				
CD, mini disc, tape or record	22	27	19	22
Radio	17	23	14	17
Television, video or DVD	12	13	10	11
Opera or operetta (last four weeks)				
CD, mini disc, tape or record	13	13	10	12
Radio	10	11	6	9
Television, video or DVD	9	11	8	9
Internet (last 12 months)				
Rock or pop	13	14	16	14
Classical music	3	3	3	3
Jazz, world, traditional or folk music	3	4	2	3
Opera or operetta	1	1	1	1
No access to the internet	38	37	38	37
Sample size	*1,009*	*1,020*	*1,077*	*3,106*

Percentages add to more than 100% because respondents could mention more than one artform

6 References

Arts Council of Wales (2005) *Arts in Mid and West Wales 2005: attendance, participation and attitudes*. Cardiff, Arts Council of Wales

Arts Council of Wales (2005) *Arts in North Wales 2005: attendance, participation and attitudes*. Cardiff, Arts Council of Wales

Arts Council of Wales (2005) *Arts in South Wales 2005: attendance, participation and attitudes*. Cardiff, Arts Council of Wales

Arts Council of Wales (2005) *Arts in Wales: attendance, participation and attitudes. Report of Survey findings.* Cardiff, Arts Council of Wales

Appendix: Methodology and sample

The sample was selected in two stages. First, a number of electoral wards were chosen at random, the likelihood of being chosen being related to their size. As one aim of the survey was to interview sufficient people to be able to analyse the data in individual local authorities, some authorities were 'over-sampled' to ensure that enough people were interviewed. Second, eligible residents were chosen within the selected wards, with quotas based on age, gender and social grade, using the results of the 2001 Census, to ensure that the sample was representative of the population of Wales. Because people in some local authorities had more chance of being chosen, the results were 'weighted', again so that they were representative of the population.

All population totals shown in this booklet are the true unweighted populations from the core-data. For the reasons already stated, the percentages are based on the weighted populations.

Two questionnaires were used in the survey. Just over 3,000 people (3,106) in Wales were interviewed for about ten minutes. A further 3,745 people were asked additional questions, making a total interview length of 20 minutes. Interviews were carried out in May and September 2004 and January 2005.

Table A.1 shows the make-up of people taking part the survey in the three regions of Wales.

Table A.1: Characteristics of the sample by region

Characteristic	Mid and West Wales	North Wales	South Wales	All Wales
	Percentage			
Male	48	48	48	48
Female	52	52	52	52
16-24	14	13	16	15
25-34	14	15	15	15
35-44	16	19	20	18
45-54	19	16	16	17
55-64	17	18	14	16
65-74	13	7	12	12
75 or over	8	8	8	8
Working full-time	36	40	36	37
Working part-time	14	13	12	13
Unemployed, seeking work	5	5	6	6
Full-time student	7	6	6	6
Retired or not working	39	37	39	38
Living in rented accommodation	29	27	27	28
Living in owner occupied accommodation	70	72	72	72
ABC1	46	46	48	47
C2DE	54	54	52	53
Married or living as a couple	57	62	59	59
Single, never married	23	20	23	22
Widowed, divorced or separated	18	17	17	17
Sample size	*1,864*	*1,832*	*3,155*	*6,851*