

NATIONAL ARTS COUNCIL  
SINGAPORE

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# POPULATION SURVEY ON THE ARTS 2005 - HIGHLIGHTS

23 May 2006



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# Background of Arts Population Survey

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## Aim of Survey:

- The triennial population survey is conducted to understand trends in:
  - Attitudes towards Arts
  - Attendance at arts events and participation in arts activities

## Previous Surveys:

- 1996, 1999, 2002

## Methodology of 2005 Survey:

- Random door-to-door survey
- Personal interviews of 1,500 Singaporeans and Permanent Residents aged 15 to 64 years old



# Highlights

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- Awareness/Attitude
  - Importance of Arts
  - Interest in Arts
- Attendance
  - Trends
  - Frequency
  - Profile
  - Motivation/Barriers
- Appreciation
  - Audience Segmentation



# Awareness of the Arts

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- Importance of Arts
  - **Six in 10** agree that Arts & Cultural Activities:
    - Enrich the quality of our lives (62%)
    - Broaden the mind and encourage creativity (57%)
  - **About half** feel that arts participation should be compulsory in schools (47%)



# Interest in the Arts

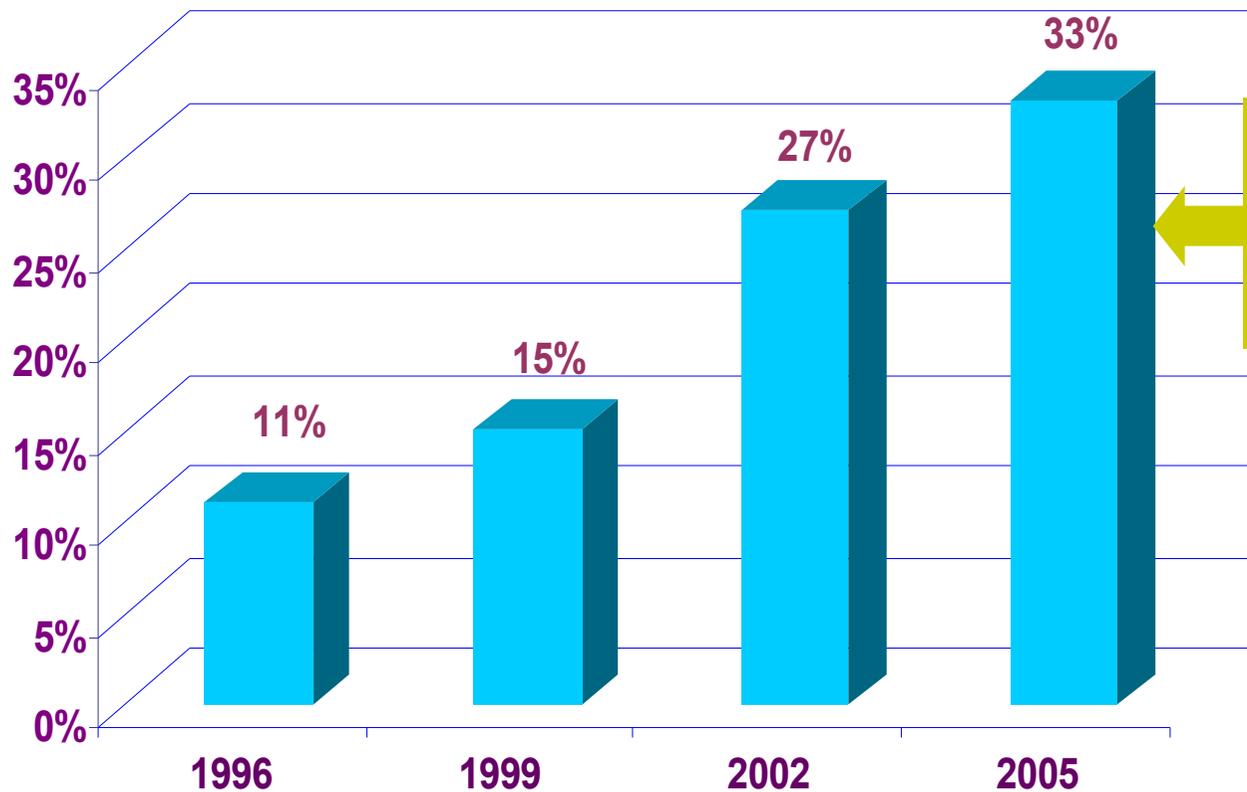
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- Recall
  - Almost all able to name/recognise arts & cultural activities in Singapore (95%)
- Comfort
  - Majority do NOT:
    - Feel out of place in art gallery / museum / exhibition (75%)
    - Think that Arts events are for people of middle and upper classes (78%)
- Interest
  - Four in 10 say they are interested (35%)



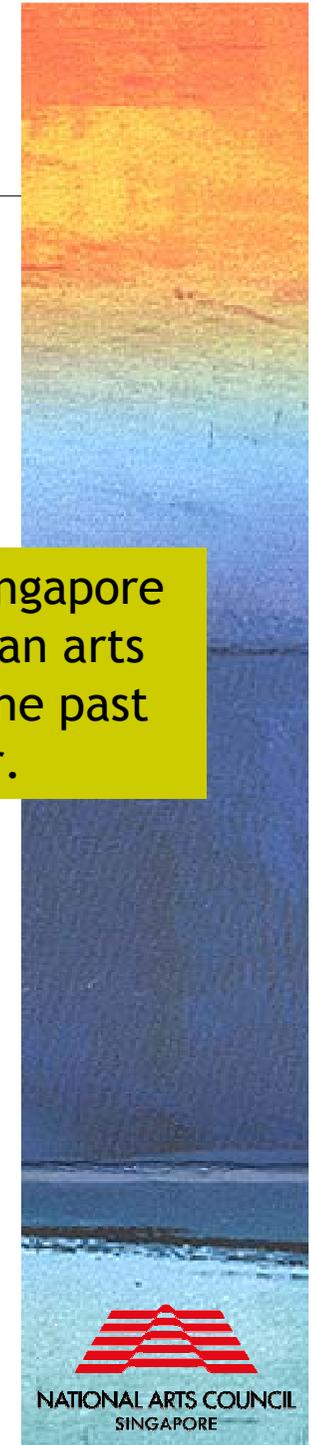
# Attendance of Arts Events

Increasing percentage of population who attended an arts event in the past year



1 in 3 in Singapore attended an arts event in the past year.

Base: All locals (n=1,477)



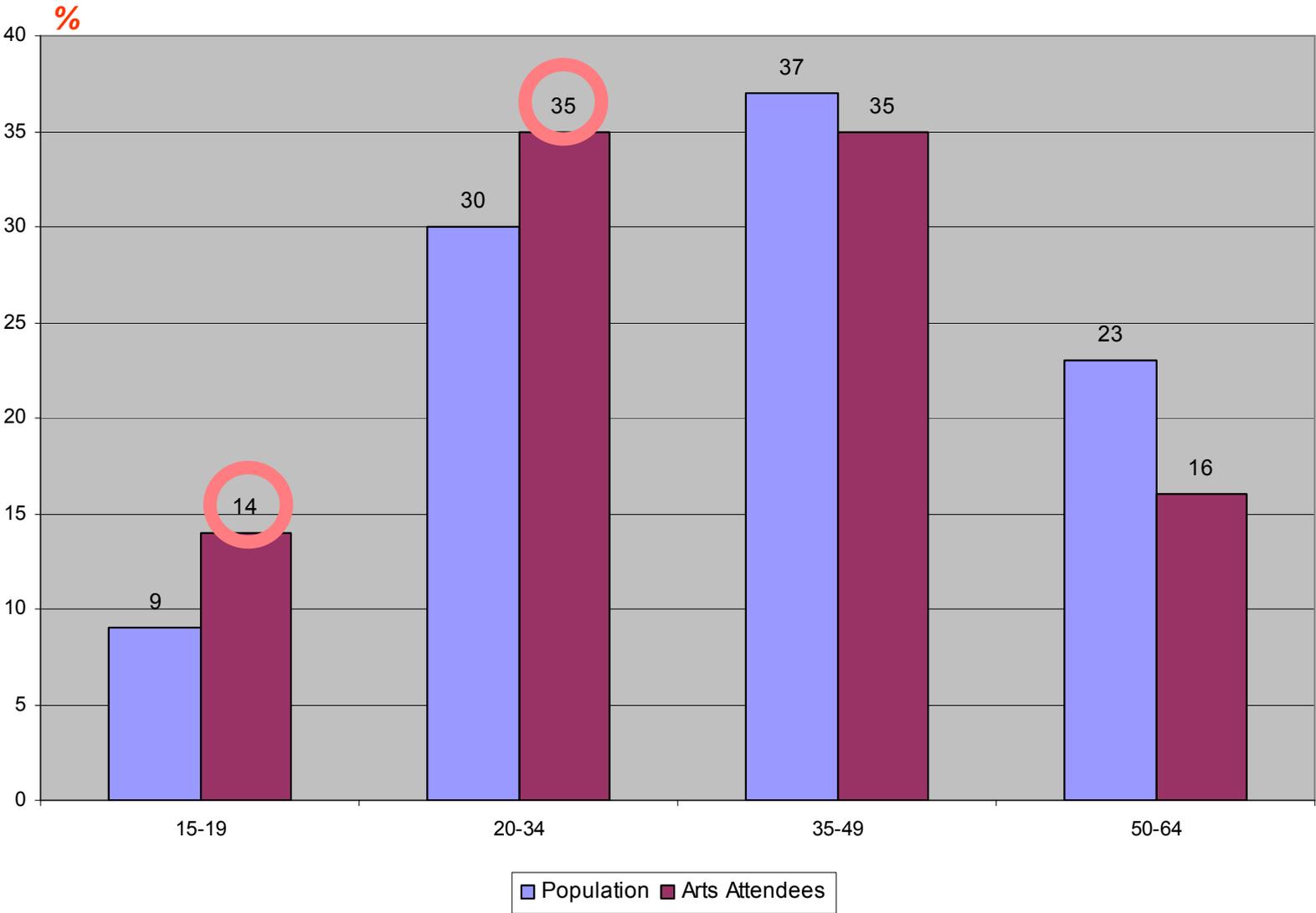
# Arts Attendance - Trends

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- 33% have attended at least one arts event in the past year (up from 11% in 1996).
  - Most popular – Musicals, Live pop concerts, Classical music
    - In 2002 – Musicals, Drama/plays, Orchestral music
- 55% have attended at least one arts event in the past.
- Average number of arts events/activities attended – 3
  - Sustained from 2002



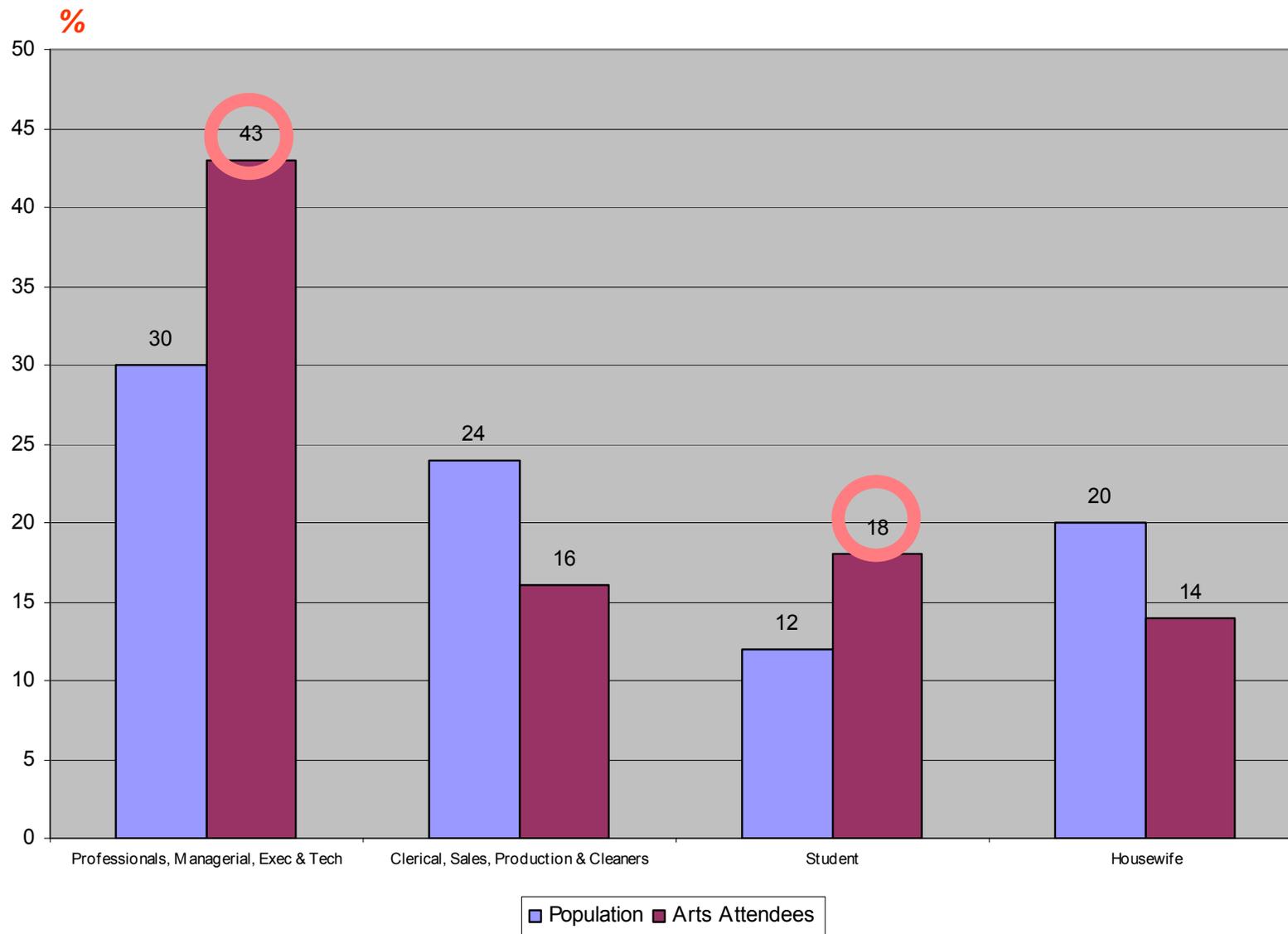
# Age Profile of Attendees



(n=488)



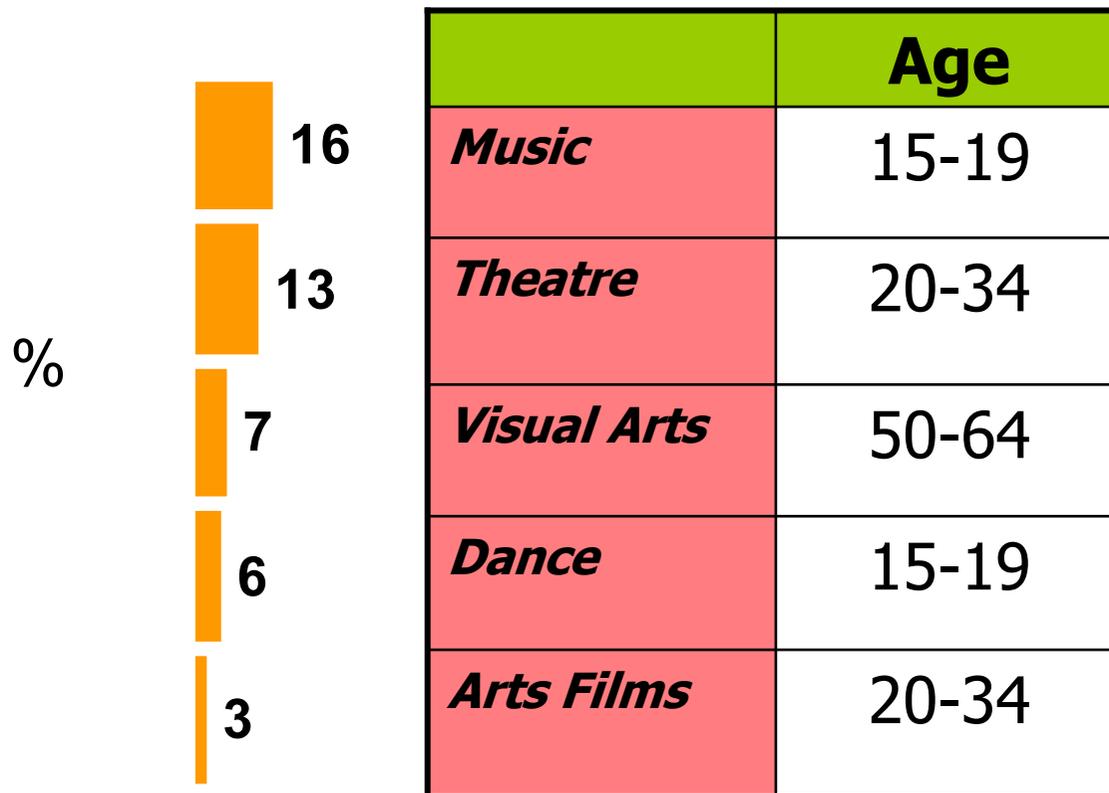
# Occupational Profile of Attendees



(n=488)



# Types of Events Attended

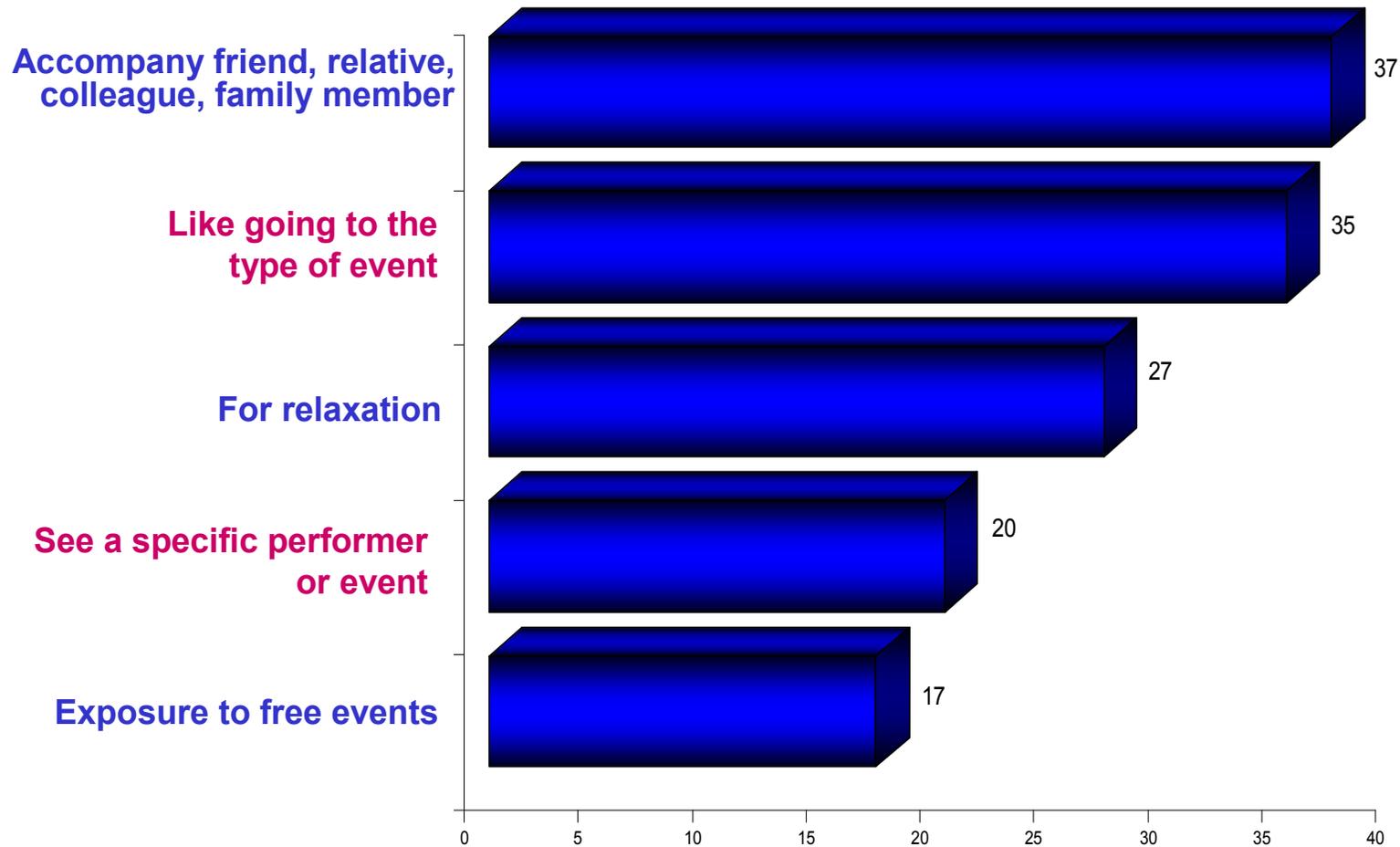


- Music & Dance audiences skewed towards **Teenagers**
- Theatre & Arts film attendees skewed towards **Young Professionals**
- Visual arts attendees skewed towards more **Mature** audience



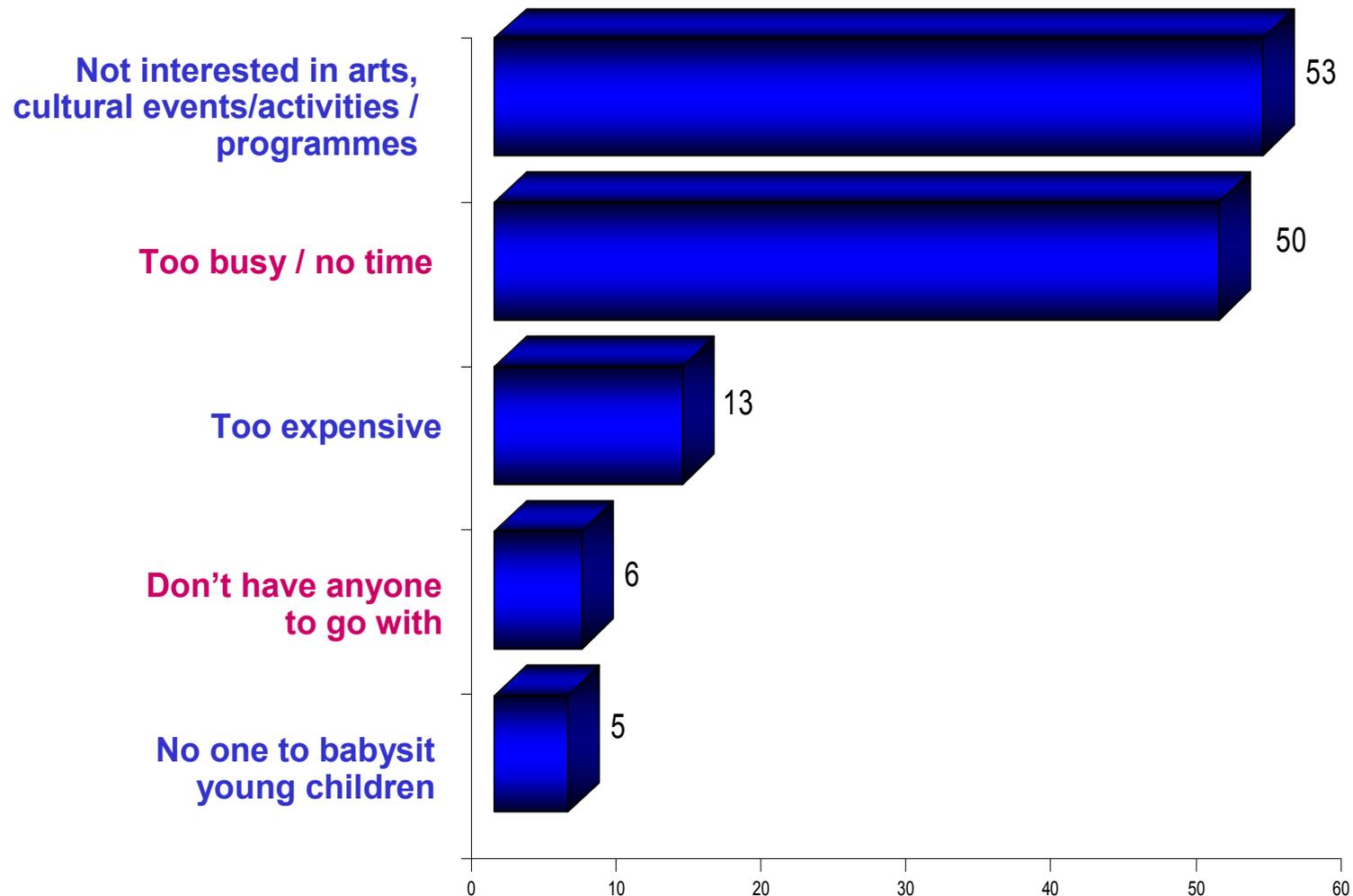
# Motivation

## Top 5 reasons why people attend arts/ cultural events/ activities

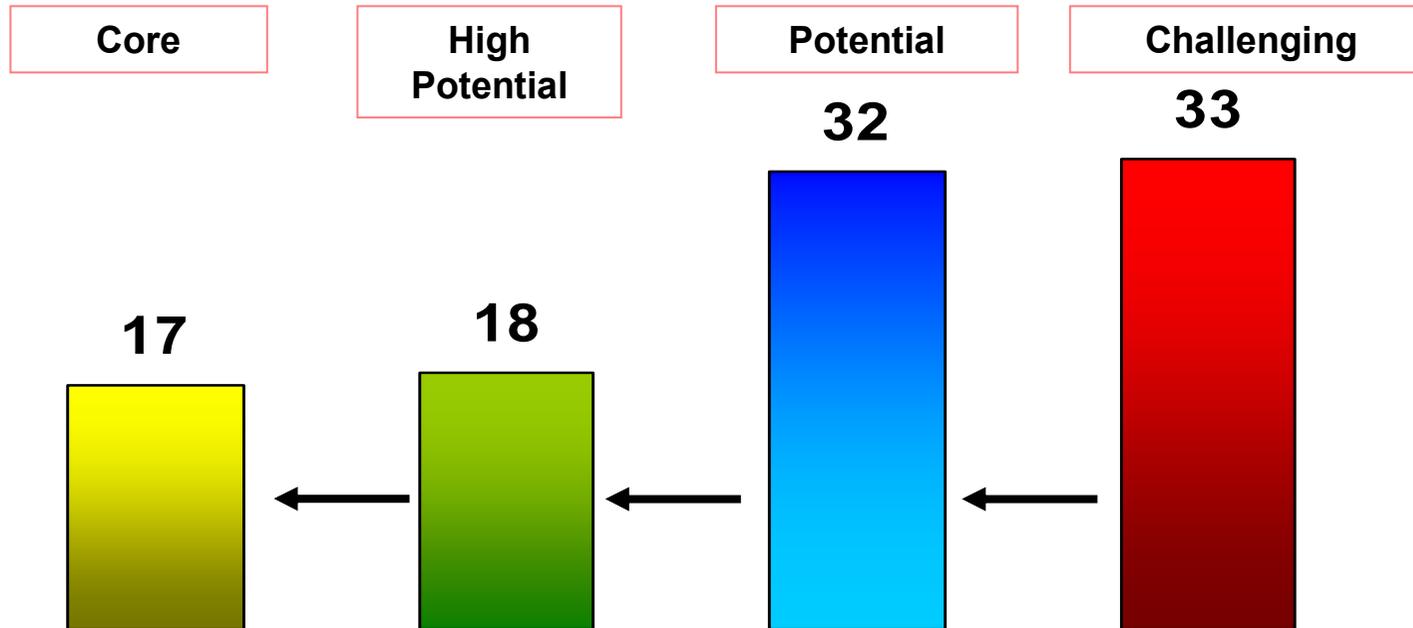


# Barriers

## Top 5 barriers preventing people from attending arts/ cultural events/ activities



# Audience Segmentation



Students Singles Professional Higher education Higher income	Younger (20-34) Females  Higher education Higher income	Reflective of population	Older (50-64) Housewives  Lower education Lower income
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# Summary

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- Singaporeans are **aware of the importance** and benefits of arts
- **Arts attendance** has been rising steadily. In fact, it has **trebled over the last 10 years**.
- Attendance is particularly high among **students** and **young adults**
- However, there is still a significant number to reach out to – need for both broadening & deepening



# Arts Stat-shot

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**33%**

Attended at least 1 arts event  
in the past year

**35%**

Are self-motivated to attend  
the arts

**49%**

Are aged below 35 years

**61%**

Are Professionals, Managers  
and Executives or Students

**62%**

Agree that Arts enrich the  
quality of life

**95%**

Can recall / recognise arts &  
cultural activities



**THE END**

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