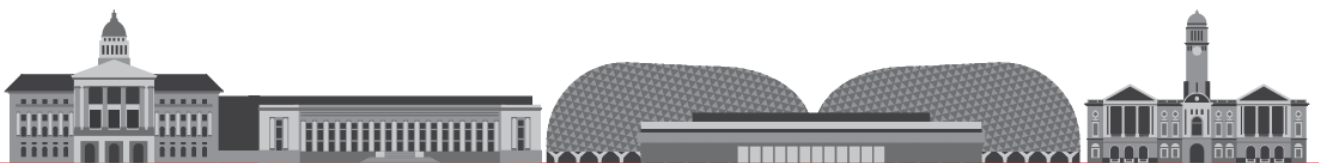




NATIONAL ARTS COUNCIL  
SINGAPORE

# POPULATION SURVEY ON THE ARTS 2015

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MRC

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## About the Population Survey on the Arts

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

As part of NAC's on-going effort to monitor the state of the arts in Singapore, the 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 (herein after will be referred to arts) activities.

This ninth edition of the survey adopts a broad definition of arts. The arts cover a wide spectrum of activities in Singapore ranging from those related to the Fine Arts, Classical and Traditional Arts, to Street Dance and Pop, Rock, Indie, Alternative Music. The survey has taken such an inclusive approach since 2011, recognising that there is a diversity of lifestyles, cultures, and communities that make up Singapore's population. This inclusive approach also allows NAC to garner a comprehensive picture of the current level of interest, attitudes and perceptions towards arts activities, as well as the habits and factors which influence them.

This report aims 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

### Methodology

A total of 2,041 door-to-door interviews were conducted with Singaporeans and Permanent Residents from January 2016 to March 2016.

A sampling frame which ensures the random selection of sampling points and a well-distributed sample across Singapore geographically was obtained from the Singapore Department of Statistics.

The sample collected is representative of the population distribution based on the 2015 Yearbook of Statistics in terms of:

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

### Questionnaire

The main questionnaire has largely remained unchanged since 2011. However, selected questions have been restructured to aid recollection by the respondents. Minor adjustments were also made to reflect newly available and / or new classifications of arts events and activities provided to the public in 2015.

In addition, the category of "film" was separated into two sub categories in 2015 - movies shown at the cinema and art films shown at cinemas and other specific arts venues.

## Glossary

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

<b>Attendee</b>	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.
<b>Attendance Rate</b>	The proportion of the sample who has <b>attended</b> at least one arts and culture event or activity in the past 12 months in Singapore, expressed in percentages.
<b>Participant</b>	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.
<b>Participation Rate</b>	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.
<b>Audience</b>	A respondent who has either attended or participated in any arts and culture event or activity in the past 12 months in Singapore.
<b>Frequent Attendee</b>	A respondent who has attended arts and culture events and activities at least once a month in the past 12 months in Singapore.
<b>Frequent Participant</b>	A respondent who has actively participated in arts and culture activities at least once a month in the past 12 months in Singapore.
<b>Event</b>	For information on the list of arts and culture events covered, please refer to Appendix A.
<b>Singaporeans</b>	Refers to Singapore Citizens and Singapore Permanent Residents.
<b>Digital Consumption</b>	Accessing arts and culture content via electronic and digital media (e.g. TV, DVD, radio, Internet and portable media devices).
<b>Student</b>	A respondent who is aged 15 to 24 years’ old and currently schooling.
<b>PMEB</b>	A respondent whose occupation can be classified under the Singapore Standard Occupational Classification categories of Professionals, Managers, Executives or Businessmen.
<b>Married with Children (MWC)</b>	A respondent who is married with at least one child.
<b>Senior</b>	A respondent who is aged 65 years’ old and above.
<b>VWO</b>	Voluntary Welfare Organisation - A non-profit organisation that provides welfare services and / or services that benefit the community at large.
<b>NGO</b>	Non-Governmental Organisation - 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.



## Preamble

There are different ways to study the role and impact of the arts in our society. We can look at the works themselves, engage with the artists involved in the creative process and examine the stories of individual lives transformed by the arts.

In addition, the National Arts Council hopes to contribute to our larger understanding of the relationship between the arts and the Singapore public by conducting a biennial survey which offers quantitative data at the national level to complement the qualitative information available. We believe this will be of interest to everyone from policy-makers to funders and donors, academics and researchers to the arts groups themselves.

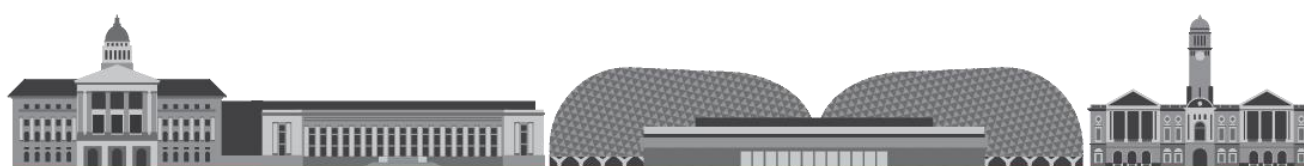
What is encouraging this year is that the general upward trajectory of arts attendance across the last decade is not only maintained but we see a significant spike in 2015. There are many possible reasons for this such as the excitement and flurry of activity surrounding our country's 50<sup>th</sup> anniversary celebrations and the opening of a major arts institution like The National Gallery. While it is unlikely that we can maintain such a high level of audience engagement in the years immediately following, we can certainly be cautiously optimistic that there is a momentum which the arts and culture sector can build on. This is especially so considering the positive shift in attitudes towards the arts, notably in terms of the increased conviction in the value of the arts for individual, community and national development. When change occurs in hearts and minds, we believe that is when the change is more likely to endure.

Drawing on closer analysis of specific art-form and audience profile information, the National Arts Council will continue to work with artists and arts groups to develop strategies to even more fully engage Singapore audiences, especially in terms of growing paying audiences. Digital consumption of the arts continues to be high, for example, offering us new opportunities for outreach. We believe that more can continue to be done in terms of public advocacy and education, family-friendly activities and inclusive programming.

Through these efforts, we hope to achieve our mission of making the arts a truly integral part of all of our lives.

Strategic Planning Department  
National Arts Council

# KEY HIGHLIGHTS



## Key Highlights

2015 was a good year for the arts with substantial improvement in Singaporeans' attitudes towards and engagement in the arts.

### **1. Almost all Singaporeans recognise the value of the arts**

Singaporeans' appreciation of the role of the arts in their lives strengthened significantly in 2015. Almost all Singaporeans recognised the benefits and value of engaging in arts with 8 in 10 Singaporeans (compared to 6 in 10 in 2013) acknowledging the individual, community and national benefits of the arts.

On an individual level, more than three quarters of the population believed that the arts improved their quality of life (73%), facilitated self-expression (84%) and sparked creativity (80%). There was an increase of 11 percentage points on average from 2013.

Similarly, roughly three quarters of the population agreed that the arts benefitted the community and the nation by enhancing inter-cultural (88%) and inter-generational (78%) understanding, articulating national identity (78%) and being a source of pride (74%). On the whole, community- and national-level indicators had gone up by an average of 15 percentage points from 2013.

Among the demographic segments, appreciation of the value of the arts was highest among the Married with Children segment (an average of 78% perceived arts positively) and lowest among the Seniors (72%).

### **2. Increased recognition of the progress made in Singapore's arts landscape**

Mirroring the positive sentiments about the contribution of the arts to their lives, 8 in 10 Singaporeans also agreed that the Singapore's arts scene had become more vibrant over the last five years. The extent of agreement saw a 15 percentage point jump from 2013.

This increased arts vibrancy was thus both the cause and effect underpinning Singaporeans' increased openness to diverse arts forms (from 65% in 2013 to 78% in 2015), increased appreciation of arts in their lives (from 62% to 71%) and increased interest in the development of arts (from 59% to 70%).

### **3. Interest in arts and culture is at a decade-high**

In 2015, the proportion of Singaporeans who were interested in the arts peaked at 41% and was almost double those who were not (22%). Almost everyone who expressed interest in the arts had attended at least one arts event in the past 12 months.

Among the population segments, Students registered the largest rise in interest levels (26% points) from 2013. Similarly sharp increases in interest levels were also notched by the PMEBS (11% points), Married with Children (14% points) and Seniors (17% points).

#### **4. Engagement in the arts spiked despite slower economic growth in 2015**

Besides understanding the value of and being interested in the arts, Singaporeans took action to engage in the arts. Arts attendance surged from 40% in 2013 to 78% of the population in 2015; participation also rose from 13% in 2013 to 28% in 2015.

The rise in attendance from 2013 was observed across all population segments with the sharpest increases for Seniors (46% points) and Married with Children (43% points). Attendance rates for the respective segments ranged from 75% (among the Seniors) to 87% (among the Students). This implies that there are sufficiently diverse events and activities to cater to Singaporeans at different life stages. It also shows that the arts are inclusive.

Participation correspondingly rose across all segments, albeit lower than attendance. The sharpest increase in participation was in the Students segment (20% points), which is testimony to the success of efforts to increase their awareness and appreciation of the arts.

#### **5. Personal enjoyment and socialising also drove arts attendance**

The top two reasons motivating Singaporeans to attend the arts were personal enjoyment (54% of arts attendees) and spending time with friends and family (48%). Among respondents who had paid for at least one arts event, the third most common motivation was that arts helped to broaden minds. It is encouraging to note that arts attendees who had expressed passion for the arts as a reason for attendance had more than doubled from 8% in 2013 to 17% in 2015.

The main barriers to arts attendance was the lack of interest (34% of non-arts attendees) and family commitments (26%). The proportions of respondents who did not attend the arts because they found the arts “irrelevant” (13%) or “difficult to understand” (11%) declined from 2013 to 2015.

#### **6. Heritage activities remain the most popular culture pursuit**

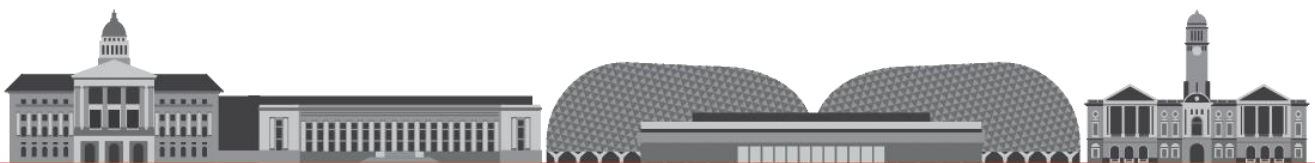
Attendance at all the art genres rose, with Heritage events enjoying the highest attendance rate (attended by two thirds of Singaporeans in 2015). This was an increase of more than 40 percentage points from 2013. Among people who had attended Heritage events and activities, visiting historic districts was the most common activity (42% of population). Such visits were particularly popular with those Married with Children, and PMEBS.

Theatre and Music events were the next most popular, accounting for 37% and 35% of the population respectively. These rates were more than double the attendance rates in 2013 (17% and 11%).

## **7. Making the arts accessible in the heartlands can boost attendance among Seniors and Married With Children segments**

In 2015, people attended arts events at a range of venues - dedicated arts venues (35%), shopping malls (32%), community clubs (27%), open spaces near their homes (25%) and parks (25%). In contrast, dedicated arts venues (45%), city centre venues (36%) and open spaces near homes (21%) were the three most popular locations for arts attendance in 2013. In particular, among the segments, Seniors were most likely to attend events at community clubs (43% of Seniors) and around their neighbourhood (37%). These two venues were also popular with the Married with Children segment. Another frequently-cited venue by this parent segment was shopping malls (36% of MWCs). All these indicate that outreach efforts such as holding arts events in the heartlands and community-centric venues have been effective in boosting attendance among those who may not want to travel to dedicated arts venues or the city centre to engage in the arts.

# PERCEPTIONS OF ARTS AND CULTURE



## 1.1 Perception of arts and culture

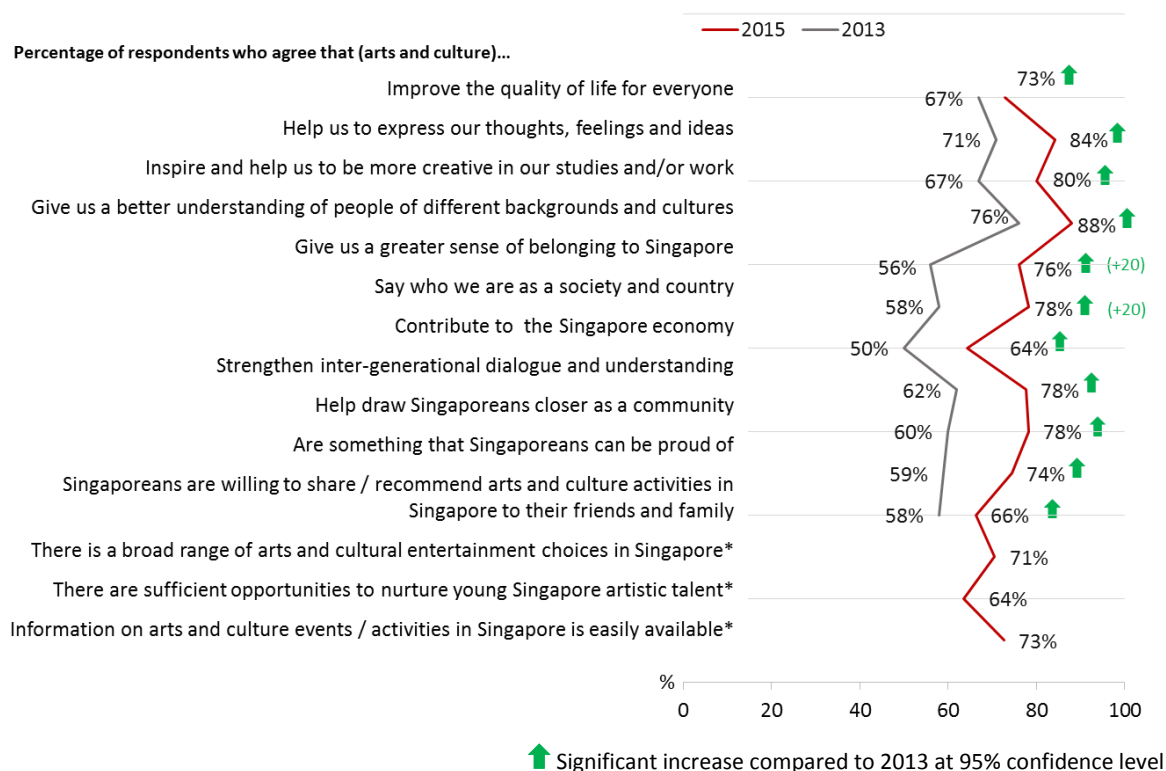
### Three quarters of Singapore residents recognise the benefits and value of engaging in the arts

There is pervasive understanding of the value of arts with almost all Singaporeans recognising the numerous benefits that the arts bring. In general, three quarters or more of the population agreed that the arts benefited them as individuals (quality of life, self-expression, creativity), as a community (inter-cultural and inter-generational understanding) as well as a nation (articulates our identity, and is a source of pride).

The percentage of people who agreed that the arts contribute to the economy has also risen a significant 14 percentage points from 50% in 2013 to 64% in 2015.

In 2015, three new statements were introduced to capture other aspects of the current arts scene. More than 7 in 10 Singaporeans agreed on the availability of a wide variety of arts entertainment choices as well as ease of accessibility of arts information. A slightly lower percentage (64%) thought there were sufficient upgrading opportunities for the next generation of home-grown arts talent.

Figure 1: Perceptions towards the arts



Top 2 boxes (rated "Agree" and "Strongly Agree" on a 5-point scale) are shown

\*New statements in 2015

Base:

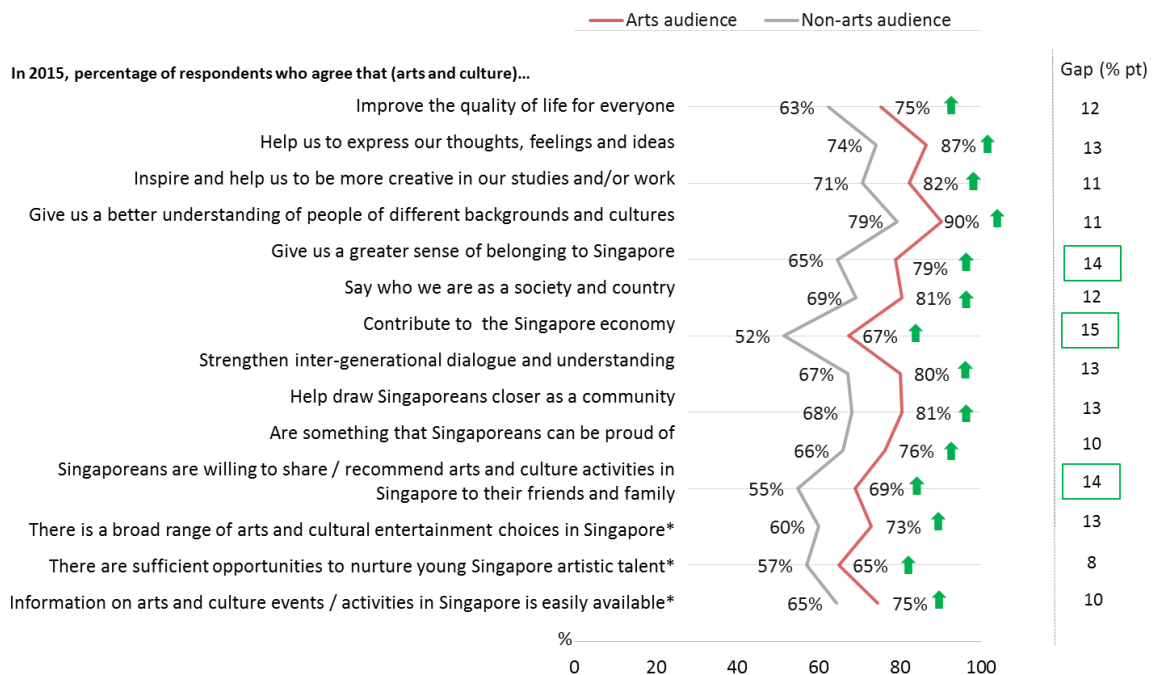
2013 Total, n=2015

2015 Total, n=2041

## Appreciation of arts' value is more prevalent among arts audiences

As expected, a higher proportion of arts audiences recognised the value and importance of the arts compared to non-arts audiences. The largest gaps were observed in the two groups' perception of the arts' contribution to the economy (15% points), sense of belonging (14% points) as well as Singaporeans' willingness to recommend arts' activities within their social networks.

Figure 2: Perceptions towards the arts (by audience)



↑ Significantly higher than non-arts audience at 95% confidence level

Top 2 boxes (rated "Agree" and "Strongly Agree" on a 5-point scale) are shown

\*New statements in 2015

Base:

Arts audience, n=1644

Non-arts audience, n=397



## 1.2 Perception of arts and culture development

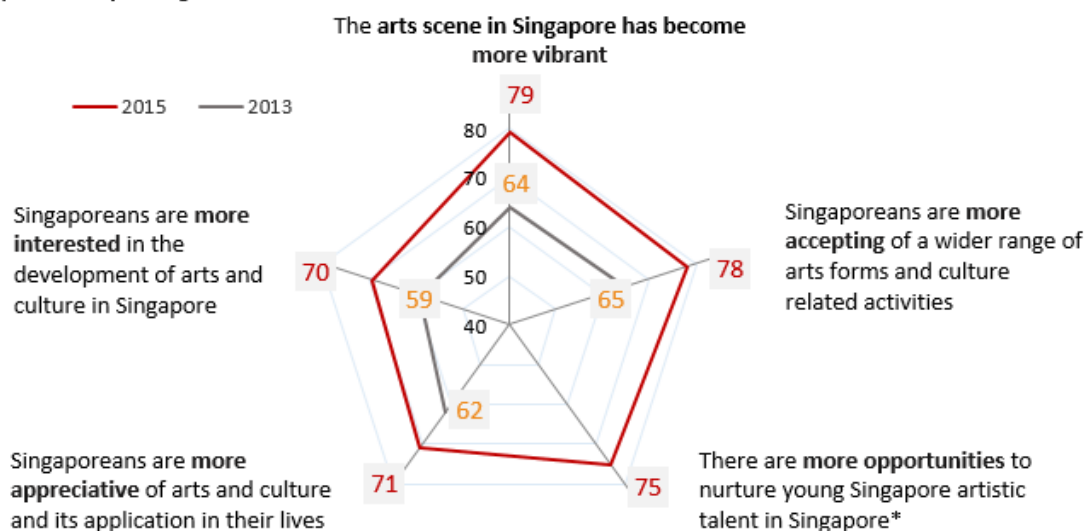
### More Singaporeans recognise the substantial progress made in Singapore’s arts and culture landscape in the past five years

8 out of 10 respondents agreed that over the last five years, the arts scene has become more vibrant. As both cause and effect of this greater vibrancy, Singaporeans has become more accepting of diverse art forms, more appreciative of having arts in their lives, as well as more interested in the development of arts.

In 2015, a new statement was introduced to understand the public’s perception of arts capability upgrading opportunities in the arts scene. Three quarters of the respondents agreed that there were more opportunities to nurture young Singapore artistic talent in Singapore compared to five years ago.

Figure 3: Perceived changes in the arts scene

Compared to 5 years ago....



Significant increase for all statements at 95% confidence level

Top 2 boxes (rated “Agree” and “Strongly Agree” on a 5-point scale) are shown

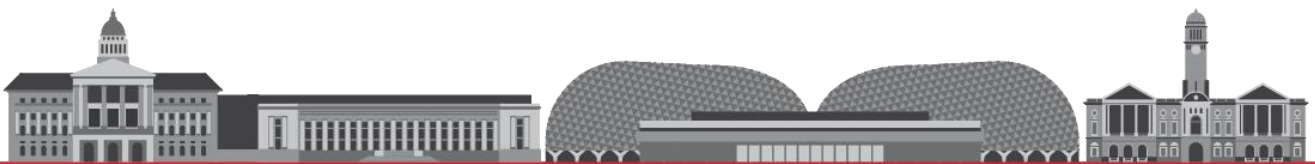
\*New statements in 2015 and exclusion of some statements in 2013

Base:

2013 Total, n=2015

2015 Total, n=2041

# ENGAGEMENT IN ARTS AND CULTURE



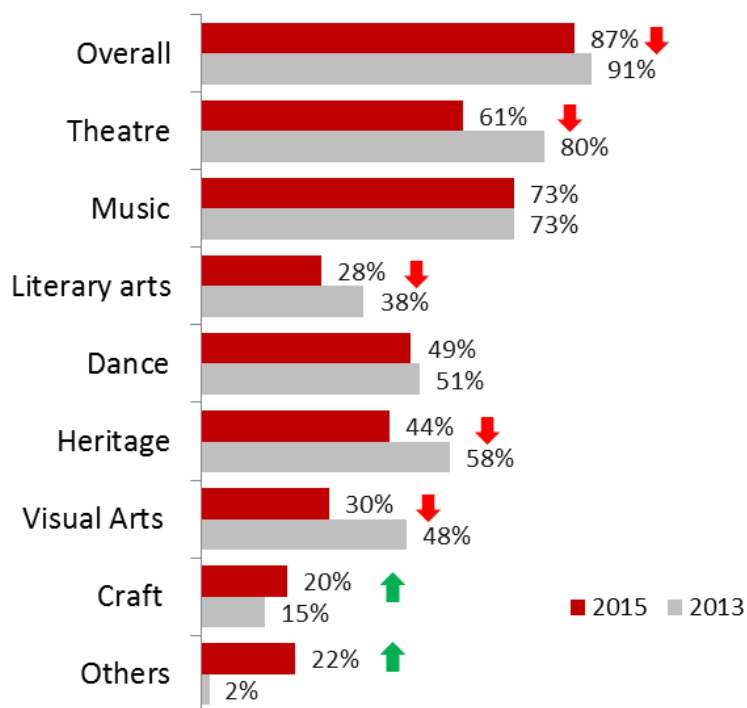
## 2.1 New channels for arts and culture engagement

### Digital engagement in the arts remains high

Online media consumption in Singapore is amongst the highest in the world given the high smartphone and broadband penetration<sup>1</sup>. In this context, overall consumption of the arts via digital means - online or electronic gadgets - remained high with 9 in 10 Singaporeans consuming arts digitally. The slight dip from 2013 (-4% points) may have been due to the prevalence of free arts events and activities made available to the public in 2015 as part of the SG50 celebrations.

Art-form wise, there were declines in the proportion of people viewing Theatre Performances, visiting Heritage or Heritage-related websites, and reading literary books via electronic and / or digital media. Music consumption was stable and the highest among all.

Figure 4: Consumption of arts via digital media



↑ ↓ Significant increase / decrease as compared to 2013 at 95% confidence level

Base:  
2013 Total, n=2015  
2015 Total, n=2041

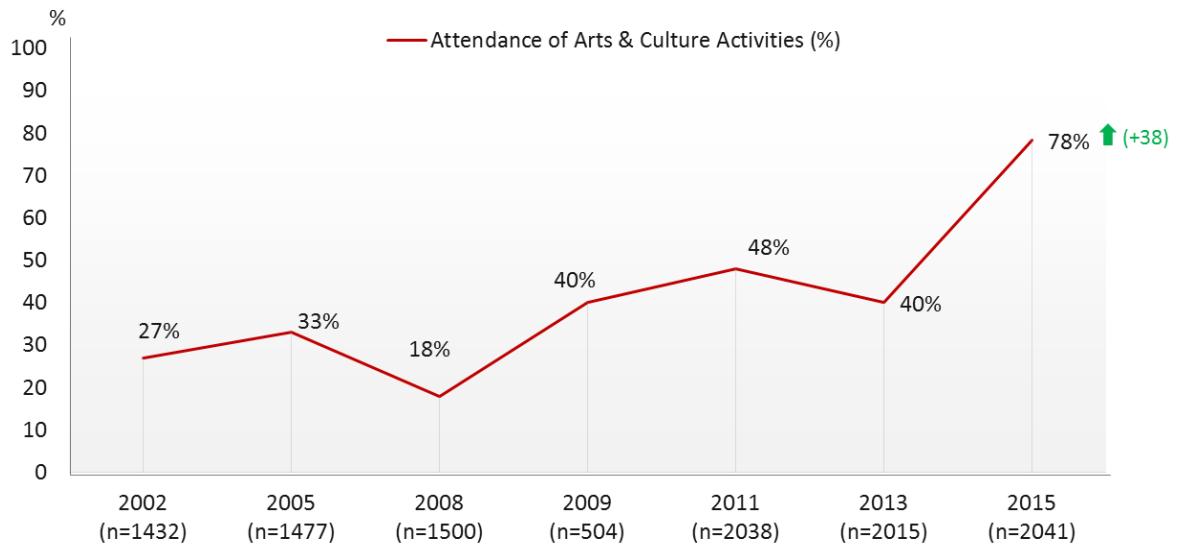
<sup>1</sup> How digital advertising in Singapore can benefit from growth in online media consumption - See more at: <http://sbr.com.sg/media-marketing/commentary/how-digital-advertising-in-singapore-can-benefit-growth-in-online-media-c#sthash.nlPKGHvy.dpuf> (4<sup>th</sup> February 2015)

## 2.2 Overall arts and culture attendance

### Attendance spiked in 2015

In 2015, 78% of Singaporeans attended at least one arts event in the past 12 months, almost doubling from 40% in 2013. This jump occurred against the backdrop of slower economic growth.

Figure 5: Attendance of arts activities



↑ Significant increase as compared to 2013 at 95% confidence level

## Type of events attended

Singaporeans attended more free (non-ticketed) than paid (ticketed) events. While 51% of arts attendees attended at least one paid (ticketed) event, 49% of them attended only free (non-ticketed) events. Attendees of at least one paid event are likely to be PMEBS and those who are more affluent whilst attendees of only free events are likely to be Seniors or the less affluent.

Table 1: Number of arts events attended

	2011	2013	2015
<b>No. of Paid (Ticketed) Events Attended</b>	4,355	2,469	3,018
<b>No. of Free (Non-Ticketed) Events Attended</b>	2,798	2,052	4,731

Table 2: Profile of those who attended free (non-ticketed) and paid (ticketed) events

	Free (Non-Ticketed) Events (%)	Paid (Ticketed) Events (%)
<b>Total</b>	<b>49</b>	<b>51</b>
<b>Segments</b>		
Students (15 to 24 years' old)	48	52
PMEBS	39	61 ↑
Married with Children	51	49
Seniors (65 years' old and above)	64 ↑	36
<b>Gender</b>		
Male	52	48
Female	46	54
<b>Monthly Household Income</b>		
No income	65 ↑	35
Up to SGD 2,000	68 ↑	32
SGD 2,001 to 4,000	53	47
SGD 4,001 to 8,000	46	54
Above SGD 8,000	34	66 ↑
<b>Dwelling Type</b>		
HDB 1-3 rooms	64 ↑	36
HDB 4 rooms	51	49
HDB 5 rooms / Executive / Maisonette / HUDC	42	58 ↑
Private Apartment / Condominium	48	52
Landed Property	20	80 ↑

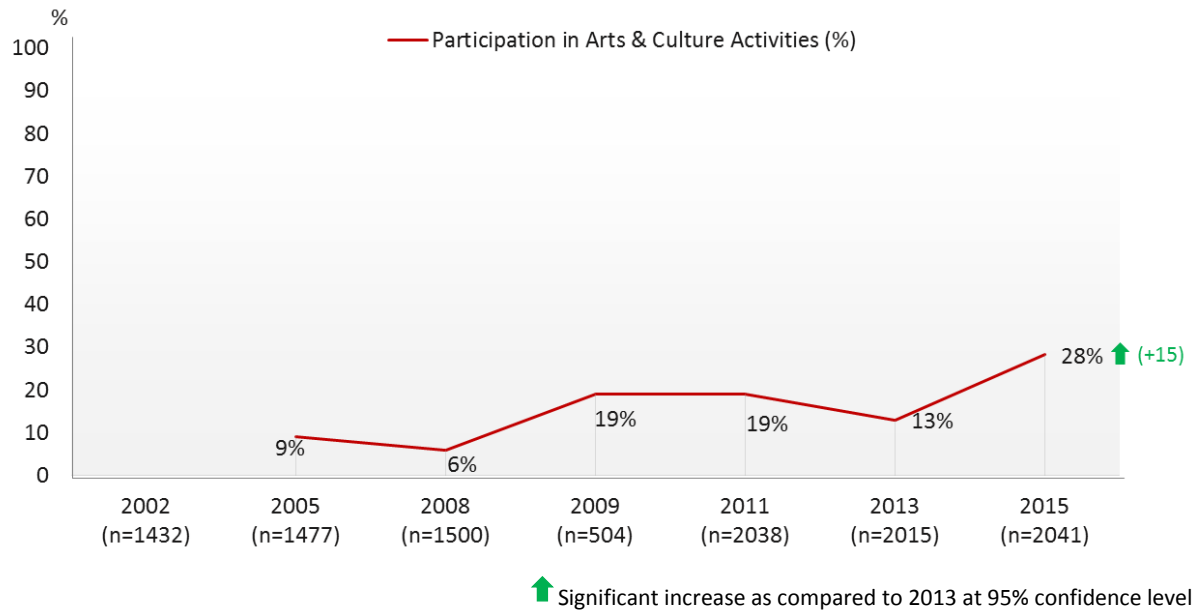
↑ Significant increase as compared to the Total at 95% confidence level

## 2.3 Overall arts and culture participation

### Arts participation more than doubled from 2013 level

Mirroring the rise in the attendance rate, arts participation peaked in 2015 at 28%, the highest in a decade.

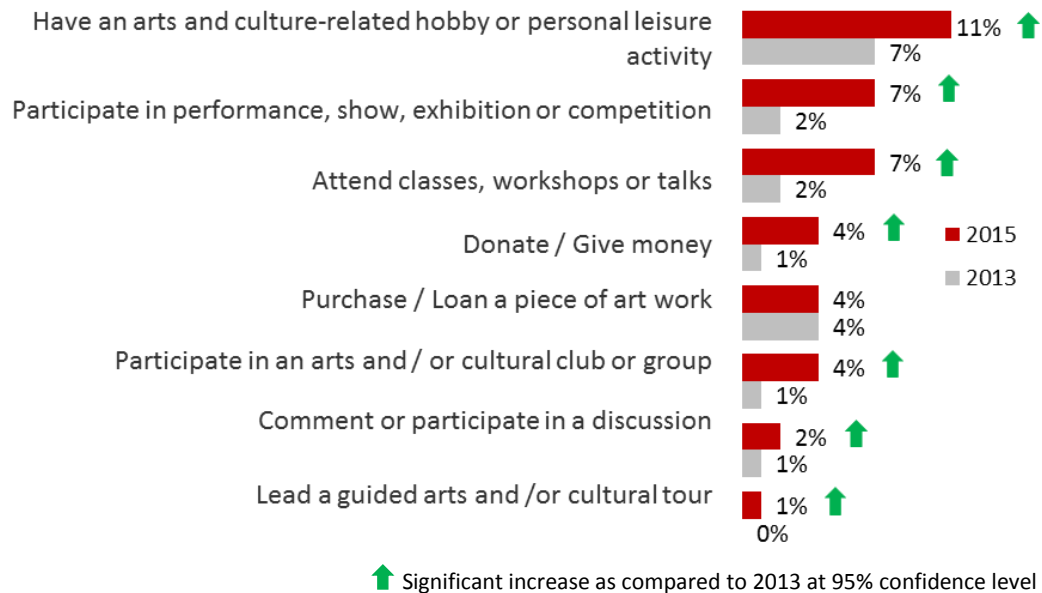
Figure 6: Participation in arts activities



## Enjoying the arts as a hobby remains the most common participation activity

Having an arts hobby continued to be the most common way of arts participation. The largest increase in arts participation activity was participation in performances, shows, exhibitions or competitions as well as attendance at classes, workshops or talks.

Figure 7: Participation by types of activities



Base:  
 2013 Total, n=2015  
 2015 Total, n=2041

## 2.4 Attendance and participation by demographics

The profile of arts attendees is similar to population profile, reflecting that the arts were attended by people from all walks of life.

Table 3: Profile of arts attendees

	Sample Distribution	Arts Attendees	Change (% points)
<b>Gender</b>			
Male	42	40	-2
Female	58	60	+2
<b>Age</b>			
15 to 24 years' old	20	22	+2
25 to 34 years' old	17	17	0
35 to 44 years' old	18	19	+1
45 to 54 years' old	18	18	0
55 to 64 years' old	15	14	-1
65 years' old and above	12	11	-1
<b>Marital Status</b>			
Single	35	36	+1
Married with children	55	55	0
Married without children	6	6	0
<b>Monthly Household Income</b>			
Up to SGD 2,000	10	9	-1
SGD 2,001 to 4,000	20	19	-1
SGD 4,001 to 8,000	23	24	+1
Above SGD 8,000	20	21	+1
<b>Dwelling Type</b>			
HDB 1-3 rooms	26	23	-3
HDB 4 rooms	35	35	0
HDB 5 rooms / Executive / Maisonette / HUDC	25	27	+2
Private Apartment / Condominium	6	7	+1
Landed Property	8	8	0
<b>Education Level</b>			
ITE / O' level and below	53	49	-4 ↓
Diploma / A' level / Pre-University	23	25	+2
Degree & above	24	26	+2
<b>Segments</b>			
Students (15 to 24 years' old)	16	17	+1
PMEBs	29	31	+2
Married with Children	55	55	0
Seniors (65 years' old and above)	12	11	-1

↓ Significant decrease as compared to Sample Distribution at 95% confidence level

Base:  
2015 Total, n=2041



## Arts attendees and participants tend to be younger and more affluent

2015 observed significant increases in attendance and participation rates across all demographics. Arts attendance rates were higher among younger Singaporeans (15 to 24 years' old), those who were married with at least one child (12 years' old and below) and those with higher incomes (monthly household income of more than SGD 8,000).

Table 4: Attendance and participation by demographics

	Attendance Rate			Participation Rate		
	2013 (%)	2015 (%)	Change (% points)	2013 (%)	2015 (%)	Change (% points)
<b>Age</b>						
15 to 24 years' old	58	85	+27 ↑	24	44	+20 ↑
25 to 34 years' old	50	78	+28 ↑	15	30	+15 ↑
35 to 44 years' old	42	80	+38 ↑	14	25	+11 ↑
45 to 59 years' old	33	76	+43 ↑	11	24	+13 ↑
60 to 64 years' old	27	70	+43 ↑	5	21	+16 ↑
65 years' old and above	29	75	+46 ↑	5	19	+14 ↑
<b>Marital Status</b>						
Single	52	80	+28 ↑	20	38	+18 ↑
Married without children	40	78	+38 ↑	6	22	+16 ↑
Married with at least one child 12 years' old and below	42	81	+39 ↑	15	26	+11 ↑
Married with all children above 12 years' old	31	76	+45 ↑	8	22	+14 ↑
<b>Monthly Household Income</b>						
Up to SGD 2,000	30	71	+41 ↑	7	20	+13 ↑
SGD 2,001 to 4,000	33	71	+38 ↑	9	28	+19 ↑
SGD 4,001 to 8,000	42	82	+40 ↑	16	30	+14 ↑
Above SGD 8,000	50	84	+34 ↑	19	35	+16 ↑
<b>Segments</b>						
Students (15 to 24 years' old)	65	87	+22 ↑	27	47	+20 ↑
PMEBs	49	83	+34 ↑	15	30	+15 ↑
Married with Children	35	78	+43 ↑	11	24	+13 ↑
Seniors (65 years' old and above)	29	75	+46 ↑	5	19	+14 ↑

↑ Significant increase as compared to 2013 at 95% confidence level

Base:  
2013 Total, n=2015  
2015 Total, n=2041

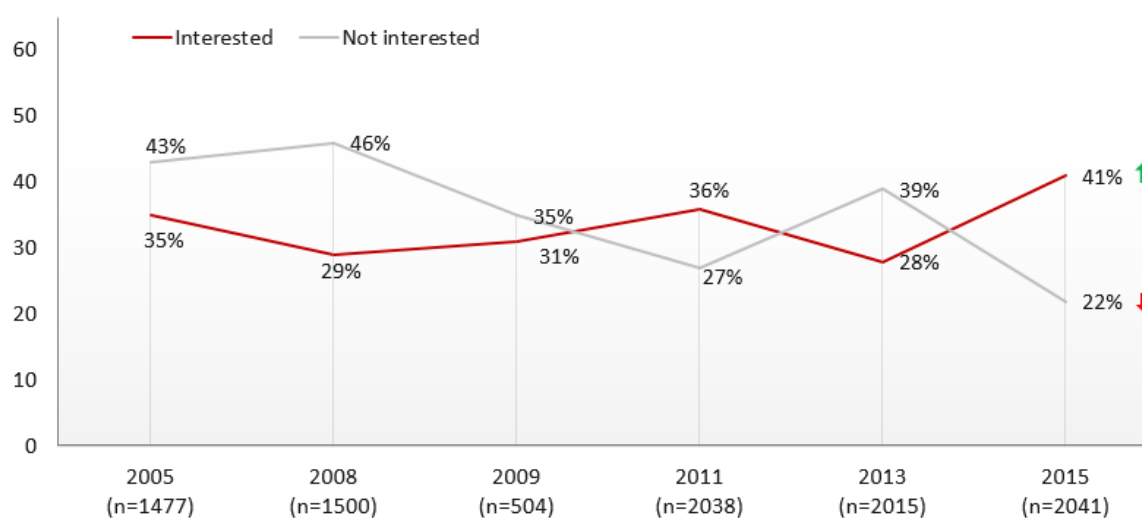
## 2.5 Interest in arts and culture

### Interest in arts is at its highest in a decade

The percentage of Singaporeans who said they were interested in the arts rose to its highest point in the last 10 years. At 41%, it clearly outstripped the percentage of Singaporeans who said they were not interested in the arts (22%).

The percentage of Singaporeans who were neutral to the arts was 37%. This percentage has remained generally stable from 2009.

Figure 8: Interest in the arts



↑ ↓ Significant increase / decrease as compared to 2013 at 95% confidence level

% Interested is based on the Top 2 boxes (rated "Quite Interested" and "Very Interested" on a 5-point scale)

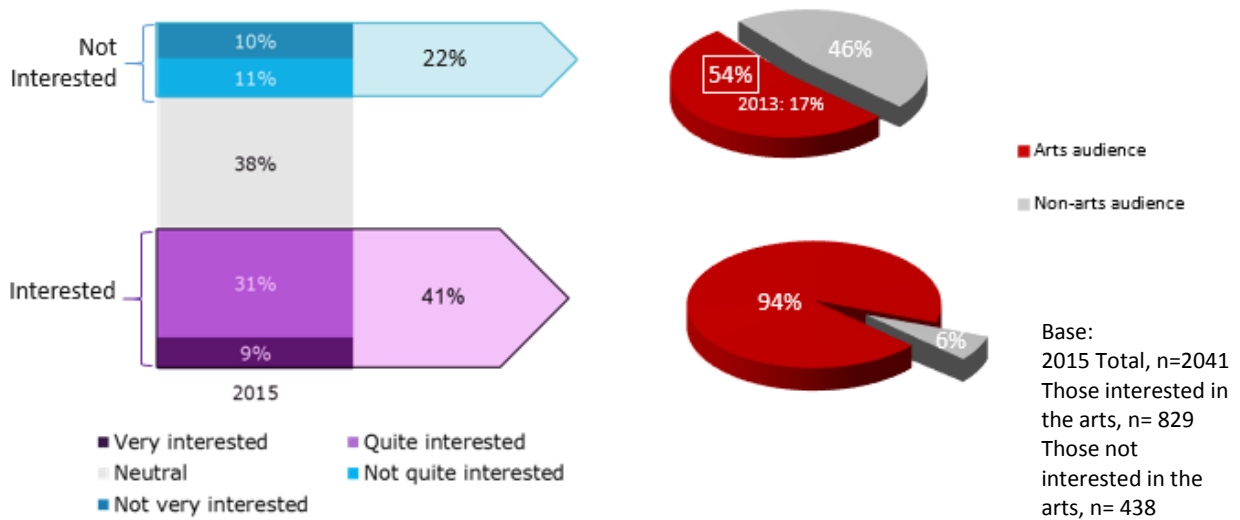
% Not Interested is based on the Bottom 2 boxes (rated "Not Quite Interested" and "Not Very Interested" on a 5-point scale)

## 2.6 Interest in the arts and culture engagement

### Interest in the arts drives arts engagement

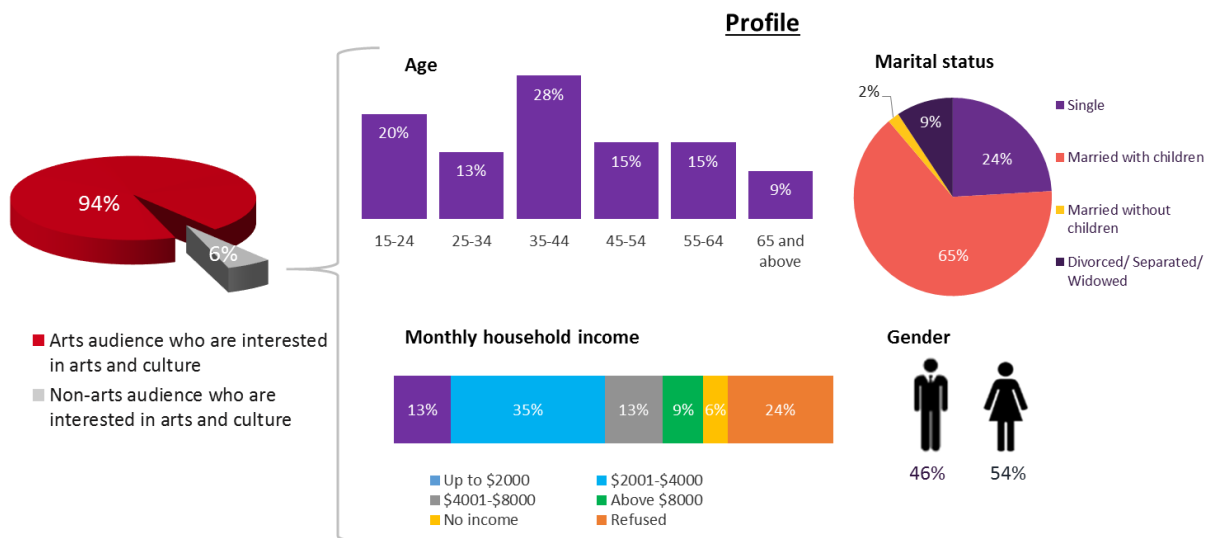
Unsurprisingly, an inherent interest in the arts positively correlated with arts attendance and participation. Almost all (94%) of those who cited interest in the arts had engaged in at least one arts events in the past 12 months; in contrast, only half of those who were not interested in the arts (54%) had engaged in the arts.

Figure 9: Interest in the arts and arts attendance



Compared to the general population, those who were interested in the arts but had neither attended nor participated in any arts activity tended to be men, who were aged 35 to 44 years' old, Married with Children and low-to-mid income earners (monthly household income of up to SGD 4,000).

Figure 10: Profile of those who were interested but did not attend / participate in arts activities



Base: Those who are interested in arts and culture but have not attended / participated in any arts and culture event, n=54

## 2.7 Motivations for arts and culture attendance

### Personal enjoyment and opportunities to socialise and bond drive attendance

Arts attendance in Singapore is driven by both intrinsic and instrumental factors. The two main motivations for attending the arts remained unchanged from 2013 to 2015 - people were driven to attend for personal enjoyment (54% of the arts attendees) and socialising (48% of the arts attendees).

The third most important reason for attendance in 2013 (39%) - arts and culture help to open and broaden one's mind - dropped to fifth position in 2015 (25%). This was because a high (44%) proportion of arts attendees who had attended free events only (49% of arts attendees) happened to pass by free events. Attending the arts because it broadened their minds was the third most important reason for attendees who had gone to at least one ticketed event (28%). It is also heartening to note that people who go to the arts because they are passionate about arts and culture have doubled in proportion (8% in 2013 to 17% in 2015).

Figure 11: Drivers for attendance



↑ ↓ Significant increase / decrease as compared to 2013 at 95% confidence level

Base:

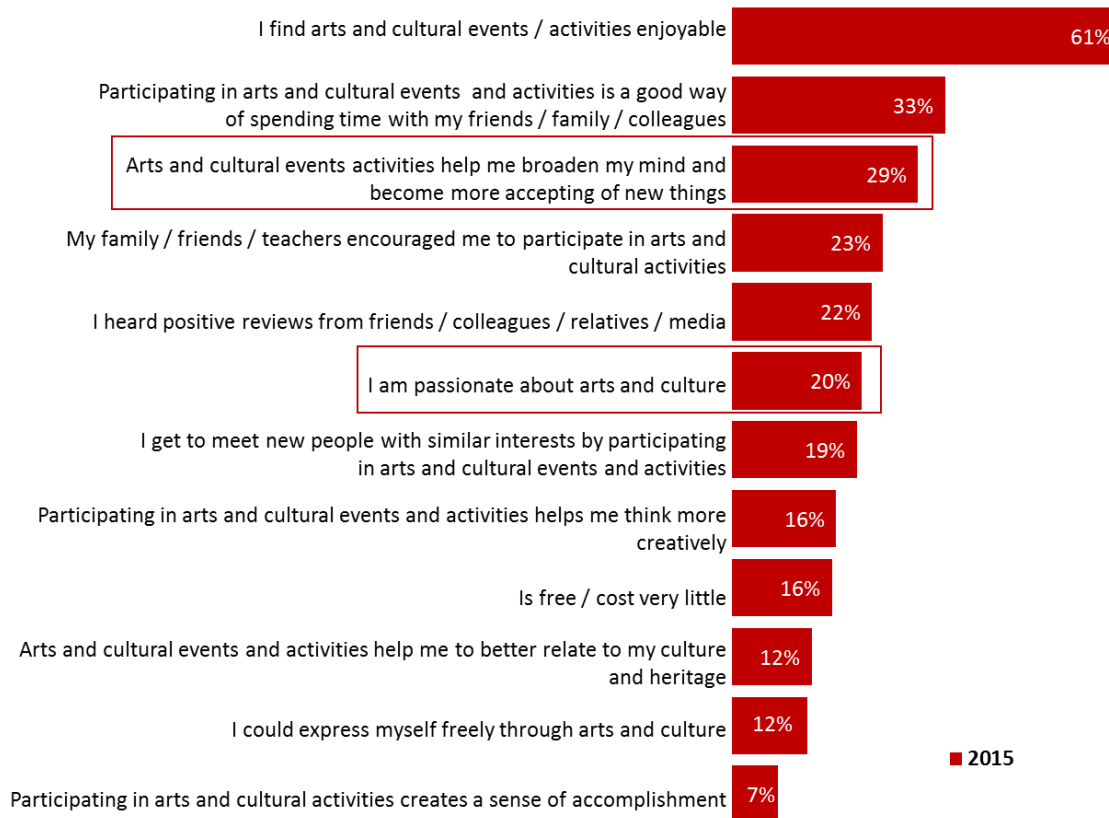
2013 Arts attendees, n=812

2015 Arts attendees, n=1598

## Personal enjoyment drives participation

An intrinsic enjoyment (61%) of the arts was by far the most common motivation underpinning arts participation. The other instrumental reasons were - arts participation enabled socialising (33%) and personal development (29%).

Figure 12: Drivers for arts participation



Base: Arts participants, n=576

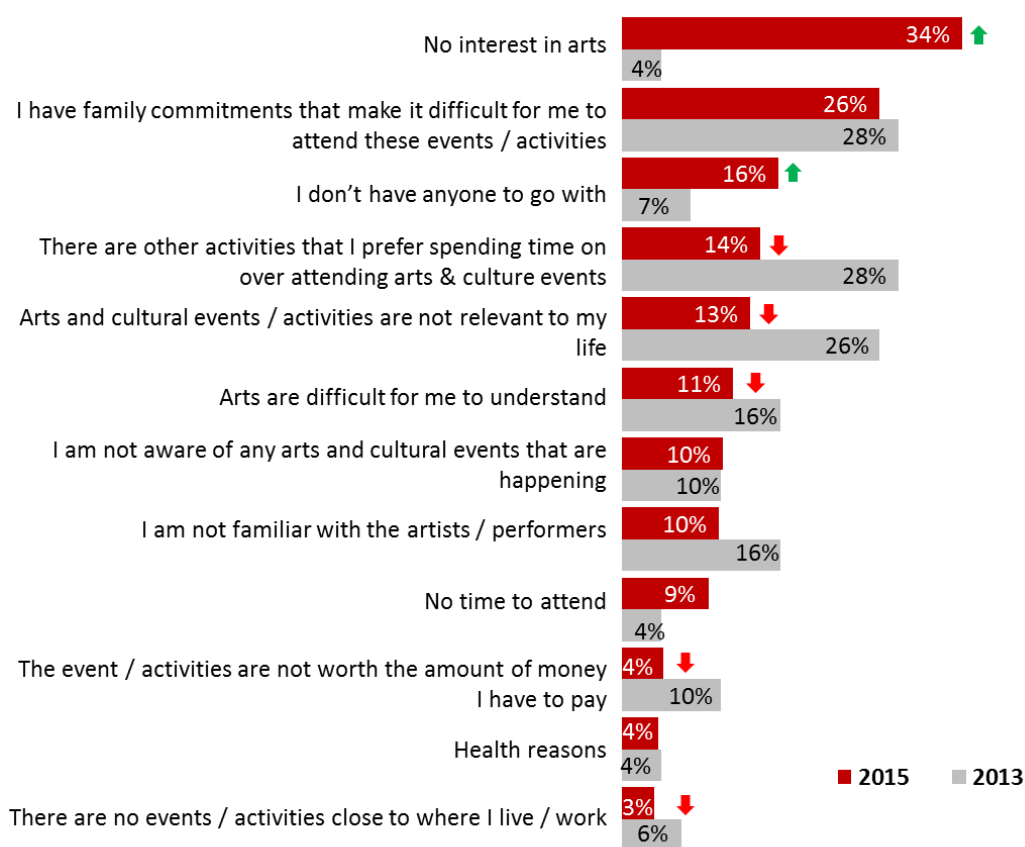
## 2.8 Barriers to arts and culture attendance

### Lack of interest and family commitments hindered attendance

Among those who had not attended any arts event in the past 12 months, the main obstacles were lack of interest in arts (34% of the non-arts attendees) and family commitments (26%).

Very encouragingly, there were declines in the proportion of people who did not attend the arts because they found the arts irrelevant, not worth spending money on, difficult to understand or not easily accessible.

Figure 13: Barriers to arts attendance



↑ ↓ Significant increase / decrease as compared to 2013 at 95% confidence level

Base:  
 2013 Non-arts attendees, n=1063  
 2015 Non-arts attendees, n=215

## 2.9 Barriers to engagement by interest and attendance

### Identical barriers to engagement in the arts

The reasons for not attending the arts were generally similar for both non-attendees who said they were interested in the arts and those who were not interested. The key reasons were family commitments and the lack of companionship.

*Table 5: Barriers among those who were interested but did not attend any arts events*

<b>Top Barriers Among Those Who Were <u>Interested</u> But <u>Did Not Attend</u> Any Events</b>	<b>%</b>
Have family commitments	30%
Lack of companionship to arts events	23%
No time to attend	17%
Arts and cultural events / activities are irrelevant to my life	10%

Base: Non-arts attendees who were interested in arts, n=30

*Table 6: Barriers among those who were not interested and did not attend any arts events*

<b>Top Barriers Among Those Who Were <u>Not Interested</u> And <u>Did Not Attend</u> Any Events</b>	<b>%</b>
Lack of interest in arts	35%
Have family commitments	25%
Lack of companionship to arts events	17%
Arts and cultural events / activities are irrelevant to my life	16%

Base: Non-arts attendees who were not interested in arts, n=124

## 2.10 Attendance and participation by art forms

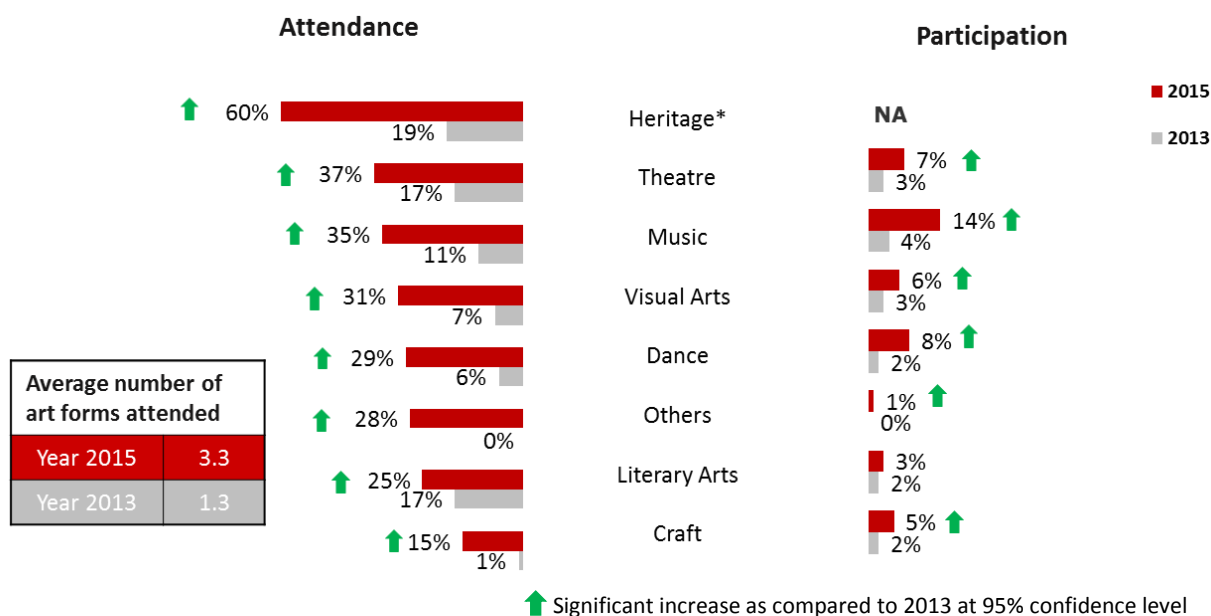
### Heritage events are popular among Singaporeans

There were sharp rises in attendance rates for all art forms. Among the art forms, Heritage events - which included arts events (e.g. exhibitions, festivals) held at heritage institutions - notched the highest attendance rate (60%) and Heritage is also the most common art form attended by arts attendees who attended only free events or attended at least one paid event. Heritage events saw the highest increase in attendance from 2013 (41% points).

Singaporeans also attended multiple arts forms events; the number of different art form events rose from an average of 1.3 in 2013 to 3.3 in 2015. In fact, only about 4% attended solely Heritage events. Attendance rates also increased across all art forms. As a result, besides Heritage, attendance rates increased across all other art forms. After Heritage events, Music Performances and Visual Arts events recorded the second highest increase in attendance (24% points). Attendance at Craft events jumped five-fold.

Participation rates across art forms have generally increased as well. Music continued to have the highest participation rate (14%) and saw the highest jump in participation since 2013 (10% points). This was followed by Dance (8% participation rate) and Theatre (7%).

Figure 14: Attendance and participation by art forms



Base:  
 2013 Total, n=2015  
 2015 Total, n=2041



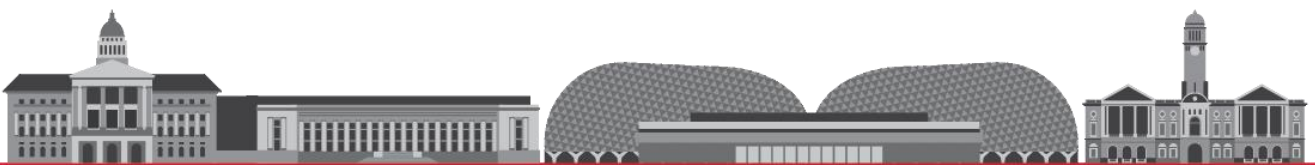
There were a notable difference in art form preferences between attendees who had attended free events only and those who had attended at least one event for which they paid. 6 out of 10 of the latter group had attended Music events compared to only 3 out of 10 of the former group.

*Table 7: Art forms attended by those who attended at least one paid event and those who attended only free events*

<b>Attended At Least One Paid Event (Ticketed)</b>	<b>Attended Only Free Events (Non-Ticketed)</b>
Heritage (78%)	Heritage (75%)
Music (63%)	Theatre (33%)
Theatre (61%)	Visual Arts (30%)
Visual Arts (49%)	Dance (28%)
Dance (45%)	Music (27%)
Literary Arts (41%)	Literary Arts (23%)
Craft (26%)	Craft (12%)

Base:  
 2015 attendees of at least one paid event, n=815  
 2015 attendees of only free events, n=775

# MUSIC



## 2.11 Music

### 2.11.1 Attendance and key audience

Slightly over a third of all arts attendees had experienced a Music Performance. Music also maintained its position as the top art form for participation at 14%. There was an increase in attendance rate across all the Music genres. Popular, Rock, Indie / Alternative Music was the most popular Music genre attended.

Music generally appealed to Students and PMEBS. Heritage events and Theatre events were also popular with Music attendees.

Table 8: Attendance, participation and key audience by Music genres

2015				
Total Attendance Rate	Other Art Forms Attended by Music Attendees (Top 3)	Total Participation Rate		Forms of Participation
35%	<ul style="list-style-type: none"> <li>Heritage (80%)</li> <li>Theatre (67%)</li> <li>Visual Arts (54%)</li> </ul>	14%		<ul style="list-style-type: none"> <li>Personal Hobby (59%)</li> <li>Join Clubs / groups (55%)</li> <li>Performance (49%)</li> </ul>
		2013	2015	Key Attendees
Music Genres				
Popular, Rock, Indie / Alternative Music		5%	19%	Students, PMEBS
Traditional Ethnic Music		2%	10%	-
Western Classical Music		4%	9%	Students, PMEBS
Vocal Music		2%	6%	Students
Folk / Ethnic / World Music		1%	5%	-
Jazz and Blues		1%	4%	Students, PMEBS

BASE:

All respondents, n=2041

Music attendees, n=722

### 2.11.2 Popular venues frequented by Music attendees

The top three venues for Music attendees were dedicated arts venues, shopping malls and parks.

Table 9: Popular venues frequented by Music attendees

Popular Venues	%
Dedicated Arts Venues (E.g. Theatre, Auditorium, Studio etc.)	49%
Shopping Malls	41%
Parks (E.g. Fort Canning, Botanical Gardens, Gardens by the Bay etc.)	36%
Community Clubs / Centres	34%

BASE:  
Music attendees, n=722

### 2.11.3 Music attendees' preferred sources of information on arts and cultural events and activities

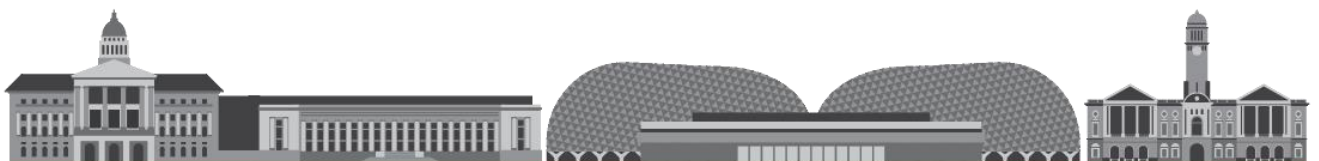
Music attendees' top three sources of information on the arts were the Internet / email, television and word-of-mouth.

Table 10: Preferred sources of information for Music attendees

Preferred Sources of Information	%
Internet / Email	53%
Television	52%
Word-of-mouth	48%
Social Media	47%

BASE:  
Music attendees, n=722

# DANCE



## 2.12 Dance

### 2.12.1 Attendance and key audience

The participation rate for Dance (8%) was the second highest after Music. Notably, this had quadrupled from 2013 (2%) driven by participation in performances and dance clubs / groups.

Street Dance saw the highest attendance rate (a substantial rise in popularity by 15% points since 2013) among the different Dance genres; it was particularly popular among Students. On the contrary, Ballroom / Tap / Line Dance / Latin Dance performances appealed to those who were Married with Children, PMEBS and Seniors.

Besides Heritage events, 7 out of 10 Dance attendees had also attended Theatre and Music performances.

Table 11: Attendance, participation and key audience by Dance genres

2015				
Total Attendance Rate	Other Art Forms Attended by Dance Attendees (Top 3)	Total Participation Rate		Forms of Participation
29%	<ul style="list-style-type: none"> <li>• Heritage (85%)</li> <li>• Theatre (70%)</li> <li>• Music (65%)</li> </ul>	8%		<ul style="list-style-type: none"> <li>• Performance (36%)</li> <li>• Join Clubs / groups (32%)</li> <li>• Personal hobby (31%)</li> </ul>
		2013	2015	Key Attendees
Dance Genres				
Street Dance		2%	17%	Students
Folk / Traditional / Ethnic Dance		2%	9%	-
Contemporary Dance		2%	5%	Students
Ballroom / Tap / Line Dance / Latin Dance		0%	4%	Married with Children, PMEBS, Seniors
Ballet		1%	3%	-

BASE:  
All respondents, n=2041  
Dance attendees, n=582

### 2.12.2 Popular venues frequented by Dance attendees

Popular venues frequented by Dance attendees were primarily neighbourhood locations such as shopping malls, community clubs / centres and near home / immediate neighbourhood.

Table 12: Popular venues frequented by Dance attendees

Popular Venues	%
Shopping Malls	49%
Community Clubs / Centres	43%
Near home / immediate neighbourhood (E.g. open space area etc.)	36%
Parks (E.g. Fort Canning, Botanical Gardens, Gardens by the Bay etc.)	35%

BASE:  
Dance attendees, n=582

### 2.12.3 Dance attendees' preferred sources of information on arts and cultural events and activities

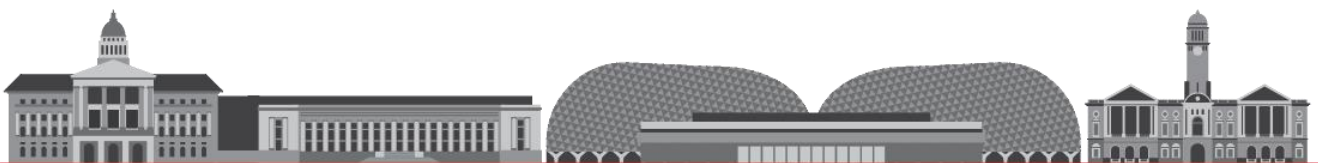
The top three sources of information on arts and cultural events and activities for Dance attendees were the television, word-of-mouth and online media.

Table 13: Preferred sources of information for Dance attendees

Preferred Sources of Information	%
Television	57%
Word-of-mouth	52%
Internet / Email	49%
Social Media	43%

BASE:  
Dance attendees, n=582

# THEATRE





## 2.13 Theatre

### 2.13.1 Attendance and key audience

Theatre Performances saw the second highest number of attendees. Although the participation rate remained below 10%, this was more than double from 2013 (3%).

Street and Circus Performances surpassed Musicals to be the most well-attended Theatre genre. Attendance rates improved for all the other genres except for Western Opera. Musicals particularly appealed to Students, Professionals and those Married with Children. The majority of Theatre attendees also attended Heritage events as well as Music and Dance Performances.

Table 14: Attendance, participation and key audience by Theatre genres

2015				
Total Attendance Rate	Other Art Forms Attended by Theatre Attendees (Top 3)	Total Participation Rate		Forms of Participation
37%	<ul style="list-style-type: none"> <li>• Heritage (82%)</li> <li>• Music (64%)</li> <li>• Dance (54%)</li> </ul>	7%		<ul style="list-style-type: none"> <li>• Watch or read (31%)</li> <li>• Performances (26%)</li> <li>• Join Clubs / groups (25%)</li> </ul>
		2013	2015	Key Attendees
Theatre Performances				
Street and Circus Performances		5%	19%	-
Musicals		8%	13%	Students, PMEBS, Married with Children
Variety Shows		7%	11%	-
Plays (Non-Musical)		4%	7%	Students, PMEBS
Traditional Theatre		2%	6%	Married with Children, Seniors
Western Opera		1%	1%	-

BASE:

All respondents, n=2041

Theatre attendees, n=753

### 2.13.2 Popular venues frequented by Theatre attendees

4 in 10 Theatre attendees went to dedicated arts venues or shopping malls for their arts events; 3 in 10 went to museums and parks.

Table 15: Popular venues frequented by Theatre attendees

Popular Venues	%
Dedicated Arts Venues (E.g. Theatre, Auditorium, Studio etc.)	45%
Shopping Malls	42%
Museums	34%
Parks (E.g. Fort Canning, Botanical Gardens, Gardens by the Bay etc.)	34%

BASE:  
Theatre attendees, n=753

### 2.13.3 Theatre attendees' preferred sources of information on arts and cultural events and activities

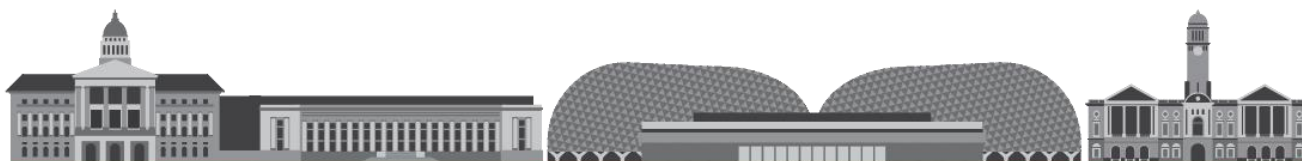
Channels to reach out to theatre attendees are television, Internet / email and word-of-mouth and social media.

Table 16: Preferred sources of information for Theatre attendees

Preferred Sources of Information	%
Television	55%
Internet / Email	51%
Word-of-mouth	50%
Social media	45%

BASE:  
Theatre attendees, n=753

# VISUAL ARTS



## 2.14 Visual Arts

### 2.14.1 Attendance and key audience

Both Visual Arts attendance and participation rates more than doubled from 2013. In 2015, attendance rate was 31% while participation rate was 3%.

Drawing and Painting exhibitions (15%) garnered the highest attendance among the various types of Visual Arts exhibitions. Photography exhibitions (11%) saw a considerable rise in attendance in 2015 (9% points). On the contrary, Performance Art exhibitions and art auctions appealed to only about 2% of the population.

While a dominant audience segment of most Visual Arts genres in 2013 was Students, the key segment across most genres in 2015 was PMEBS.

Table 17: Attendance, participation and key audience by Visual Arts genres

2015				
Total Attendance Rate	Other Art Forms Attended by Visual Arts Attendees (Top 3)	Total Participation Rate		Forms of Participation
31%	<ul style="list-style-type: none"> <li>Heritage (84%)</li> <li>Theatre (64%)</li> <li>Music (62%)</li> </ul>	6%		<ul style="list-style-type: none"> <li>Discussion (30%)</li> <li>Classes / talks (24%)</li> <li>Watch or read (22%)</li> </ul>
		2013	2015	Key Attendees
Visual Arts Events and Exhibitions				
Drawing and Painting Exhibitions		3%	15%	-
Photography Exhibitions		2%	11%	-
Art Fairs		3%	9%	-
3D Art Exhibitions		2%	6%	PMEBS
New Media Art		1%	5%	Students, PMEBS, Married with Children
Graffiti Art, Mural Art, Tile Mosaic Art Exhibitions		0%	4%	Students, PMEBS
Performance Art Exhibitions		1%	3%	PMEBS
Art Auctions		0%	1%	-

BASE:

All respondents, n=2041

Visual Arts attendees, n=635

### 2.14.2 Popular venues frequented by Visual Arts attendees

Popular venues frequented by Visual Arts attendees were museums, dedicated arts venues and shopping malls. Compared to other art forms, more Visual Arts attendees frequented museums for arts events and activities.

Table 18: Popular venues frequented by Visual Arts attendees

Popular Venues	%
Museums	47% ↑
Dedicated Arts Venues (E.g. Theatre, Auditorium, Studio etc.)	45%
Shopping malls	42%
Parks (E.g. Fort Canning, Botanical Gardens, Gardens by the Bay etc.)	37%

↑ Significantly higher as compared to attendees of other art forms at 95% confidence level

BASE:  
Visual Arts attendees, n=635

### 2.14.3 Visual Arts attendees' preferred sources of information on arts and cultural events and activities

Visual Arts attendees' preferred sources of information on the arts were online media (Internet or social media platforms), television and word-of-mouth.

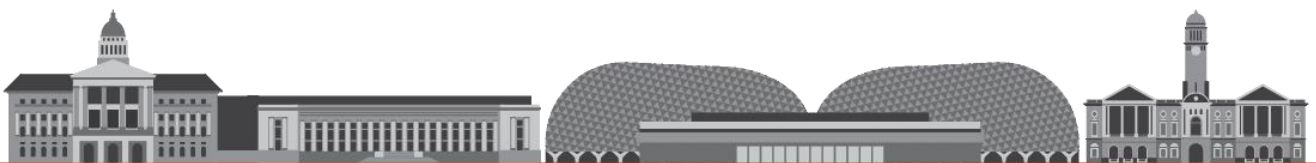
Table 19: Preferred sources of information for Visual Arts attendees

Preferred Sources of Information	%
Internet / Email	54%
Social media	49%
Television	49%
Word-of-mouth	46%

BASE:  
Visual Arts attendees, n=635

# LITERARY ARTS

  
NATIONAL ARTS COUNCIL  
SINGAPORE



**MRC**

Singapore Writers Festival 2015.

## 2.15 Literary Arts

### 2.15.1 Attendance and key audience

While attendance to Literary Arts events saw a significant increase of 8 percentage points; participation in Literary Arts received only a marginal increase of 1 percentage point from 2013.

General Fiction was the most popular Literary Arts genre (64% among those who read for leisure); mainly read by Students, PMEBS and those who were Married with Children. Events related to books and / or writing (10%) had more than tripled in attendance since 2013 (7% points).

Majority of Literary attendees also attended Heritage events followed by Theatre and Music Performances.

Table 20: Attendance, participation and key audience by Literary Arts genres

2015				
Total Attendance Rate	Other Art Forms Attended by Literary Arts Attendees (Top 3)	Total Participation Rate		Forms of Participation
25%	<ul style="list-style-type: none"> <li>• Heritage (84%)</li> <li>• Theatre (64%)</li> <li>• Music (63%)</li> </ul>	3%		<ul style="list-style-type: none"> <li>• Discussion (21%)</li> <li>• Join Clubs / groups (14%)</li> <li>• Watch or read (13%)</li> </ul>
		2013	2015	Key Attendees
Literary Arts Events				
Reading stories, poetry or graphic novels		16%	19%	Students, PMEBS, Married with Children
- General Fiction (e.g. Thriller, Sci-Fi, Fantasy etc.)		-	64%	Students, PMEBS, Married with Children
- Creative Non-Fiction (e.g. Biographies, Travel Writing etc.)		-	53%	PMEBS, Married with Children
- Literature (e.g. Poems, Novel, Short Stories)		-	36%	-
- Young Adult Fiction (e.g. Young Adult / Picture Books)		-	22%	Students
Events related to books and / or writing		3%	10%	-

BASE:

All respondents, n=2041

Literary Arts attendees, n=515

Among those who read for leisure, n=637

### 2.15.2 Popular venues frequented by Literary Arts attendees

Apart from the usual popular venues for attending arts frequented by attendees of other art forms, Literary Arts attendees unsurprisingly frequented libraries.

Table 21: Popular venues frequented by Literary Arts attendees

Popular Venues	%
Shopping Malls	47%
Community Clubs / Centres	40%
Libraries	38%
Parks (E.g. Fort Canning, Botanical Gardens, Gardens by the Bay etc.)	37%

BASE:  
Literary Arts attendees, n=515

### 2.15.3 Literary Arts attendees' preferred sources of information on arts and cultural events and activities

Similar to Theatre attendees in terms of preference and ranking, Literary Arts attendees' top three sources of information on the arts were television followed by Internet / email and word-of-mouth.

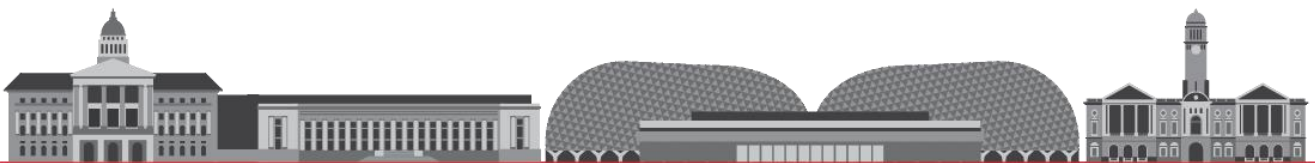
Table 22: Preferred sources of information by Literary Arts attendees

Preferred Sources of Information	%
Television	58%
Internet / Email	50%
Word-of-mouth	50%
Newspaper	47%

BASE:  
Literary Arts attendees, n=515



# HERITAGE



## 2.16 Heritage

### 2.16.1 Attendance and key audience

Among the art forms, Heritage-related events and activities garnered the highest attendance rate (60%). While there was a general rise across all the specific types of events and activities, visiting historic districts (42%) saw a very sharp increase of 30 percentage points, and remained the most popular Heritage activity.

Table 23: Attendance, participation and key audience by Heritage genres

2015				
Total Attendance Rate	Other Art Forms Attended by Heritage Attendees (Top 3)	Total Participation Rate		Forms of Participation
60%	<ul style="list-style-type: none"> <li>• Theatre (50%)</li> <li>• Music (47%)</li> <li>• Visual Arts (44%)</li> </ul>	NA		NA
		2013	2015	Key Attendees
Heritage-Related Events and Activities				
Visiting historic districts		12%	42%	Married with Children, PMEBS
Visiting heritage buildings and monuments		9%	25%	-
Exhibitions on culture, history and heritage		5%	21%	Students, PMEBS
Guided arts / heritage / cultural tours and trails		1%	9%	Students
Heritage festivals and activities		5%	10%	Students, PMEBS

BASE:

All respondents n=2041

Heritage attendees, n=1218

### 2.16.2 Popular venues frequented by Heritage attendees

Heritage attendees frequented a range of venues, from specialised locations such as dedicated arts venues and museums, to neighbourhood places such as shopping malls and community clubs / centres.

Table 24: Popular venues frequented by Heritage attendees

Popular Venues	%
Shopping Malls	37%
Dedicated Arts Venues (E.g. Theatre, Auditorium, Studio etc.)	35%
Museums	31%
Community Clubs / Centres	31%

BASE:  
Heritage attendees, n=1218

### 2.16.3 Heritage attendees' preferred sources of information on arts and cultural events and activities

Similar to Dance attendees, Heritage attendees' top three sources of information on the arts were television, word-of-mouth and Internet / email.

Table 25: Preferred sources of information for Heritage attendees

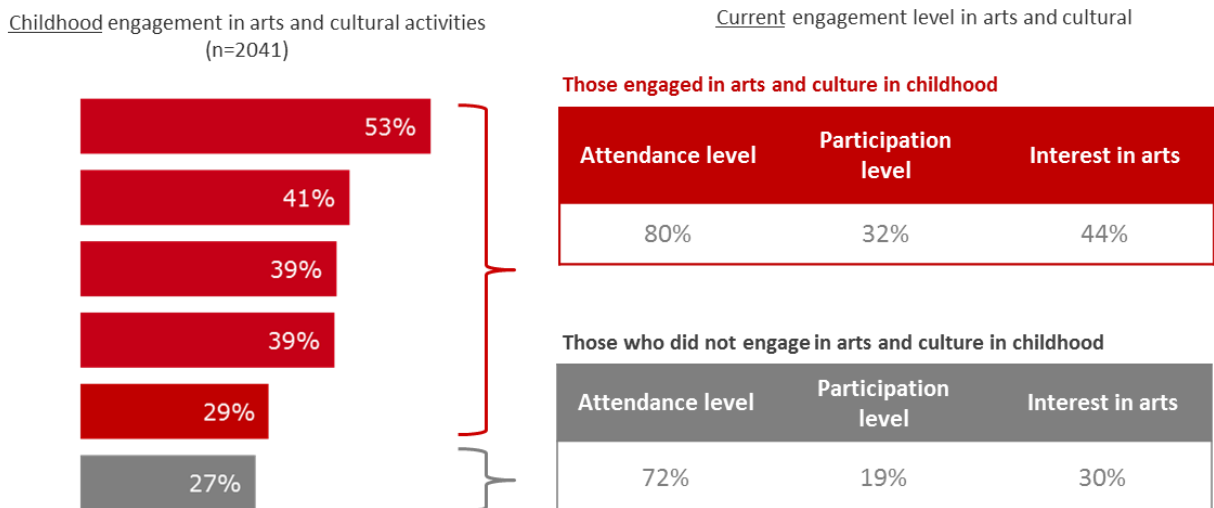
Preferred Sources of Information	%
Television	56%
Word-of-mouth	47%
Internet / Email	46%
Newspaper	43%

BASE:  
Heritage attendees, n=1218

## 2.17 Impact of childhood exposure on arts and culture engagement

There were differences in engagement and interest levels between Singaporeans who had engaged in the arts during their childhood and those who had not. This suggests that encouraging arts engagement in children will lay the foundation for building life-long interest and engagement in arts.

Figure 15: Childhood arts engagement and current attendance, participation and interest levels



Base:

All respondents, n=2041

Those engaged in arts and culture during childhood, n=1497

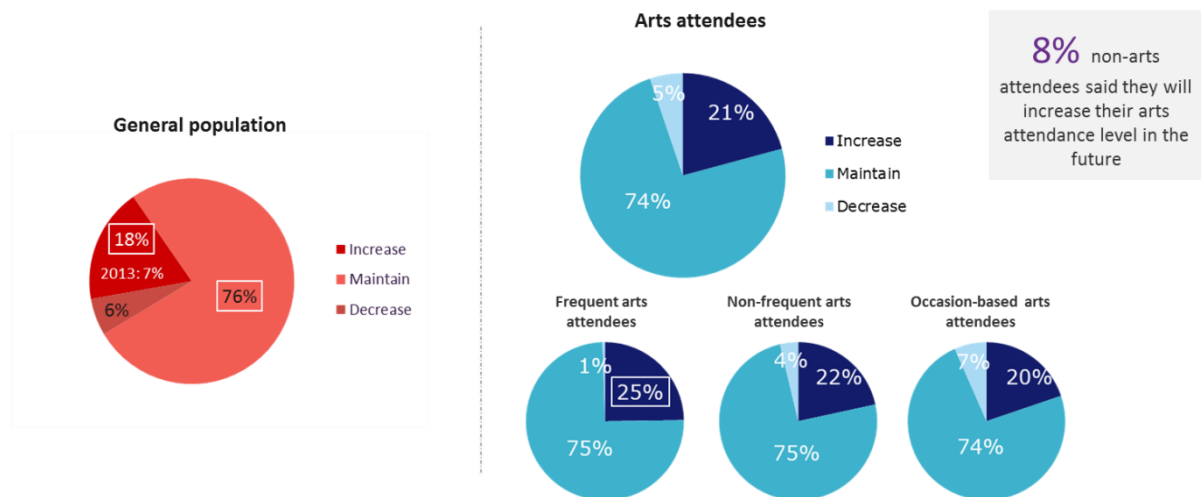
Those who did not engage in arts and culture during childhood, n=544

## 2.18 Future interest in arts and culture

### Future attendance level in art events and activities

More than three-quarters of the respondents said they would maintain their current level of arts attendance. Nearly a fifth said they would increase their future attendance level. In particular, frequent arts attendees were more likely than the occasional arts-goer to increase their arts attendance level in the future.

Figure 16: Future arts attendance



Frequent arts attendees = Daily / Weekly / Monthly  
 Non-frequent attendees = Quarterly to Half-Yearly  
 Occasion-based attendees = Irregular / No Fixed Schedule

Base:

Total, n=2041

Non-arts attendees, n=443

Arts attendees, n=1598

Frequent arts attendees, n=206

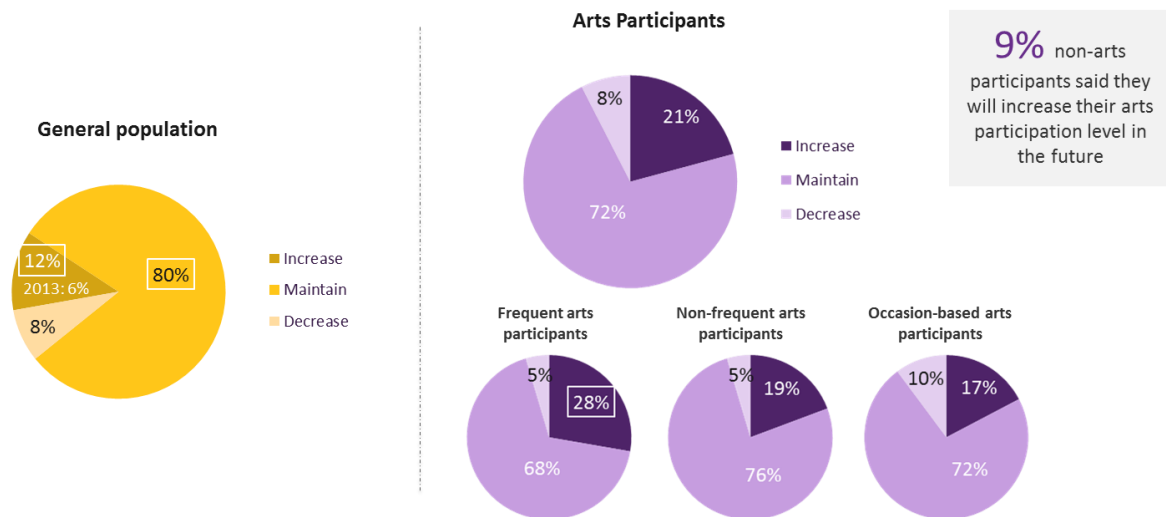
Non-frequent arts attendees, n=352

Occasion-based arts attendees, n=1040

## Future participation level in art events and activities

For arts participation, four fifth of the respondents intended to maintain their current level of arts participation; one fifth of them were likely to increase their future participation.

Figure 17: Future arts participation



Frequent arts participants = Daily / Weekly / Monthly

Non-frequent Participants = Quarterly to Half-Yearly

Occasion-based = Irregular / No Fixed Schedule

Base:

Total, n=2041

Non-arts participants, n=1465

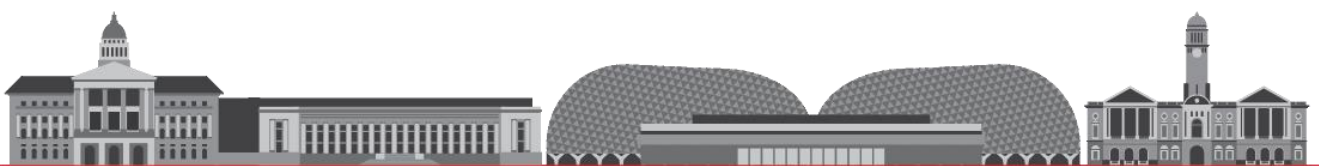
Arts participants, n=576

Frequent arts participants, n=173

Non-frequent arts participants, n=109

Occasion-based arts participants, n=294

# 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 2013 to 2015 reflects how much the level of attendance or participation 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

In 2015, the age profile of arts audiences appeared to be consistent with population proportion. This suggests that Singaporeans of different ages were engaged in the arts.

Table 26: Arts audiences by age group

Age Group	2013			2015		
	Total (n=2015)	Arts Audience (n=876)	Change % Points	Total (n=2041)	Arts Audience (n=1644)	Change % Points
15 to 24 years' old	16%	22%	+6	20%	22%	+2
25 to 34 years' old	15%	18%	+3	17%	17%	0
35 to 44 years' old	20%	21%	+1	18%	19%	+1
45 to 59 years' old	28%	25%	-3	26%	25%	-1
60 to 64 years' old	7%	4%	-3	7%	6%	-1
65 years' old and above	14%	10%	-4	12%	11%	-1

### 3.1.2 Arts audiences by education level

In terms of educational level, arts audiences in 2015 appeared to be more aligned to the population proportion.

Table 27: Arts audiences by education level

Education Level	2013			2015		
	Total (n=2015)	Arts Audience (n=876)	Change % Points	Total (n=2041)	Arts Audience (n=1644)	Change % Points
None / Primary	23%	14%	-9	18%	17%	-1
ITE / "O" Levels and below	35%	31%	-14	35%	32%	-3
Diploma / "A" Levels / Pre-University	21%	26%	+5	23%	25%	+2
Degree and above	22%	30%	+8	24%	26%	+2

### 3.1.3 Arts audiences by income

Gaps for income distribution were found to be narrower in 2015 as compared to 2013 and generally seemed more aligned to total population. Reasons such as, more affordable arts events or activities, willingness to purchase or attend arts and / or more accessible arts events or activities etc. could have attributed to this shift.

Table 28: Arts audiences by monthly personal income

Monthly Personal Income	2013			2015		
	Total (n=2015)	Arts Audience (n=876)	Change % points	Total (n=2041)	Arts Audience (n=1644)	Change % points
<b>No Income</b>	41%	39%	-2	44%	44%	0
<b>Up to SGD 2,000</b>	22%	20%	-2	16%	15%	-1
<b>SGD 2,001 to 4,000</b>	21%	21%	0	20%	20%	0
<b>SGD 4,001 to 8,000</b>	11%	13%	+2	12%	12%	0
<b>Above SGD 8,000</b>	5%	6%	+1	4%	5%	+1

Table 29: Arts audiences by monthly household income

Monthly Household Income	2013			2015		
	Total (n=2015)	Arts Audience (n=876)	Change % points	Total (n=2041)	Arts Audience (n=1644)	Change % points
<b>No Income</b>	6%	7%	+1	6%	5%	-1
<b>Up to SGD 2,000</b>	12%	9%	-3	10%	9%	-1
<b>SGD 2,001 to 4,000</b>	29%	23%	-6	20%	19%	-1
<b>SGD 4,001 to 8,000</b>	28%	30%	+2	23%	24%	+1
<b>Above SGD 8,000</b>	24%	30%	+6	20%	21%	+1

### 3.1.4 Arts audiences by marital status

In 2015, arts audience seemed to be more aligned with the total population in terms of marital status, unlike in 2013.

Table 30: Arts audiences by marital status

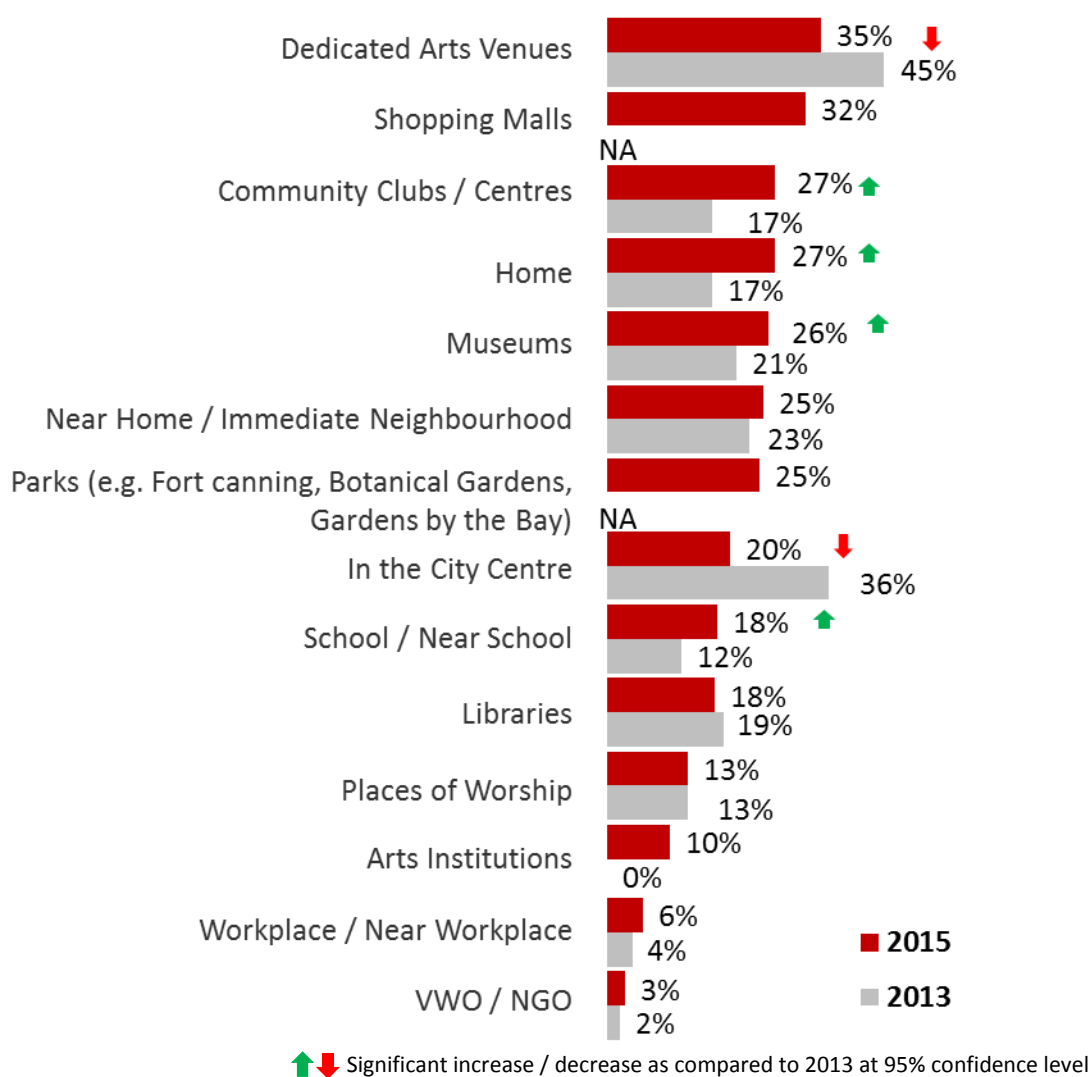
Marital Status	2013			2015		
	Total (n=2015)	Arts Audience (n=876)	Change % points	Total (n=2041)	Arts Audience (n=1644)	Change % points
<b>Single</b>	29%	36%	+7	35%	36%	+1
<b>Married without children</b>	5%	5%	0	6%	6%	0
<b>Married with at least one child aged 12 years' old and below</b>	24%	26%	+2	24%	24%	0
<b>Married with all children aged above 12 years' old</b>	39%	30%	-9	31%	30%	-1

## 3.2 Patterns of involvement in arts and culture

### 3.2.1 Venues for arts attendance

Akin to 2013, dedicated arts venues like the Esplanade, Marina Bay Sands Theatre and DBS Arts Centre remained the main choice for arts attendance. Shopping malls were the next most common venue.<sup>2</sup> In general, attendance appeared to be more evenly distributed among the various venues in 2015 compared to 2013.

Figure 18: Venues for arts attendance



Base:

2013 Art attendees, n=812

2015 Arts attendees, n=1598

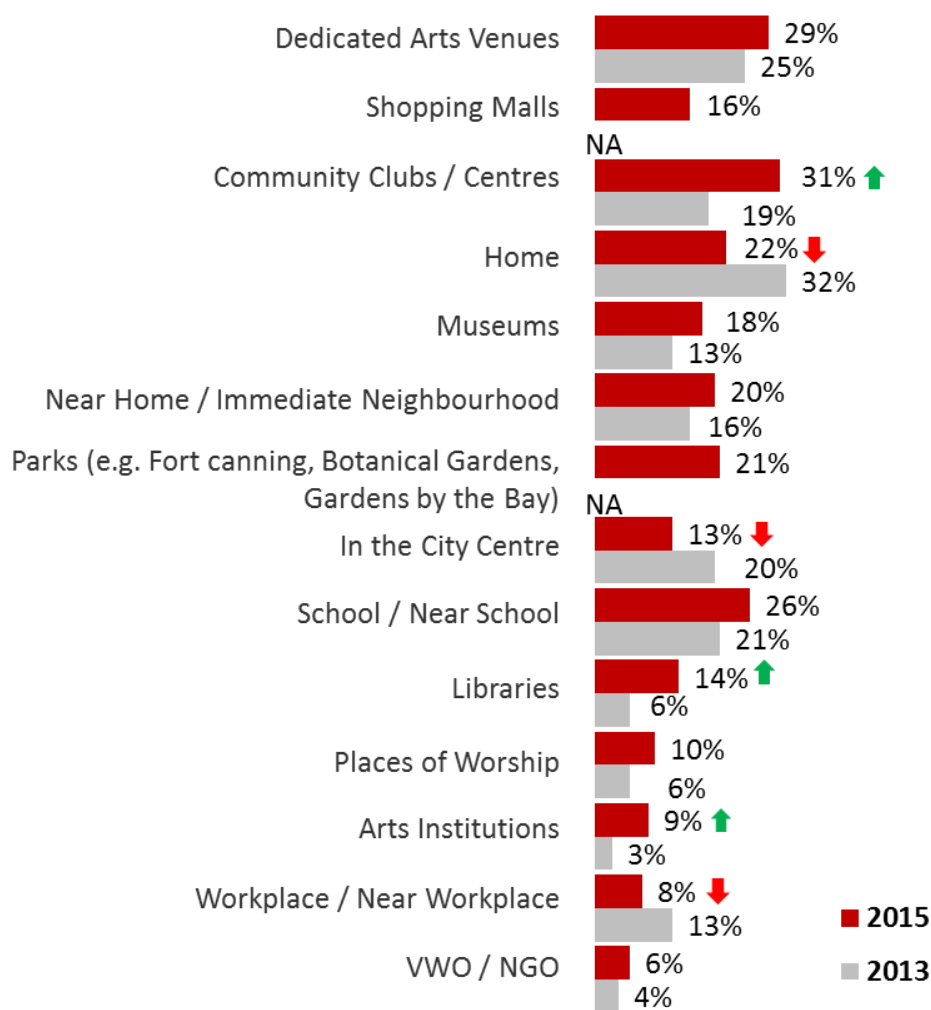
<sup>2</sup> Since improving access to arts is a key area of Singapore’s arts policy, “Parks (e.g. Fort Canning, Botanic Gardens etc.)” and “Shopping Malls” were added in 2015 to provide a more accurate overview of popular venues for arts activities.

### 3.2.2 Venues for arts participation

In contrast to arts attendance, preferences for venues for arts participation were seen to have shifted from places of convenience such as home, workplace / near workplace to specific arts venues.

While home was the most common and popular venue for arts participation in 2013, driven by participants engaging in the arts as a hobby or personal leisure activities, there was a significant decrease in proportion (22%) in 2015. 2015 saw community clubs / centres being the most popular venue for arts participation (31%).

Figure 19: Venues for arts participation



↑ ↓ Significant increase / decrease as compared to 2013 at 95% confidence level

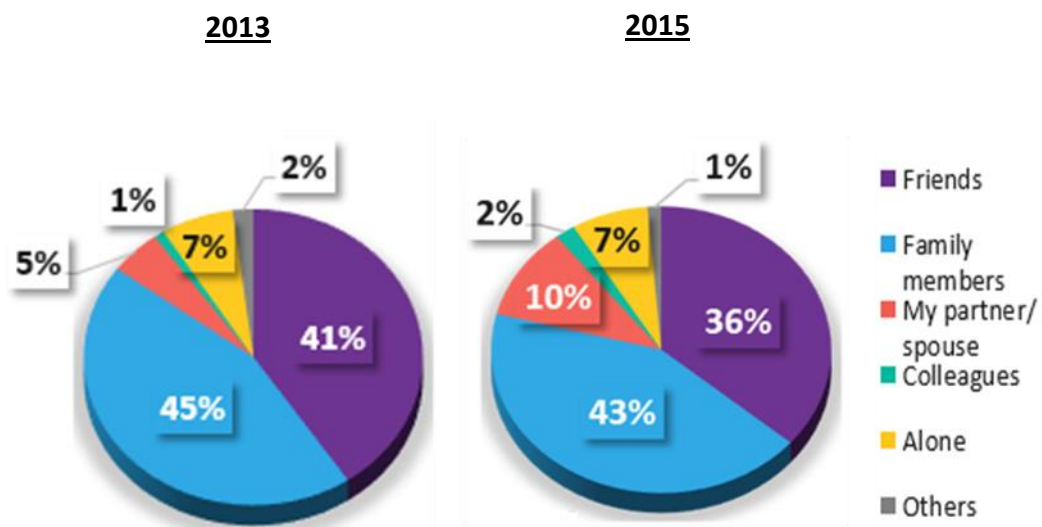
Base:  
 2013 Arts participants, n=263  
 2015 Arts participants, n=576

### 3.2.3 Arts as a social activity

With almost half of arts attendees (48%) citing arts events and activities as a popular avenue to spend quality time with close ones, friends and family continue to be preferred companions to arts events (2013: 91%, 2015: 89%).

However, compared to 2013, the proportion of those attending arts events with friends has shrunk; the segment which has increased is those who attended events with their partner or spouse.

Figure 20: Companions for attending arts events and activities



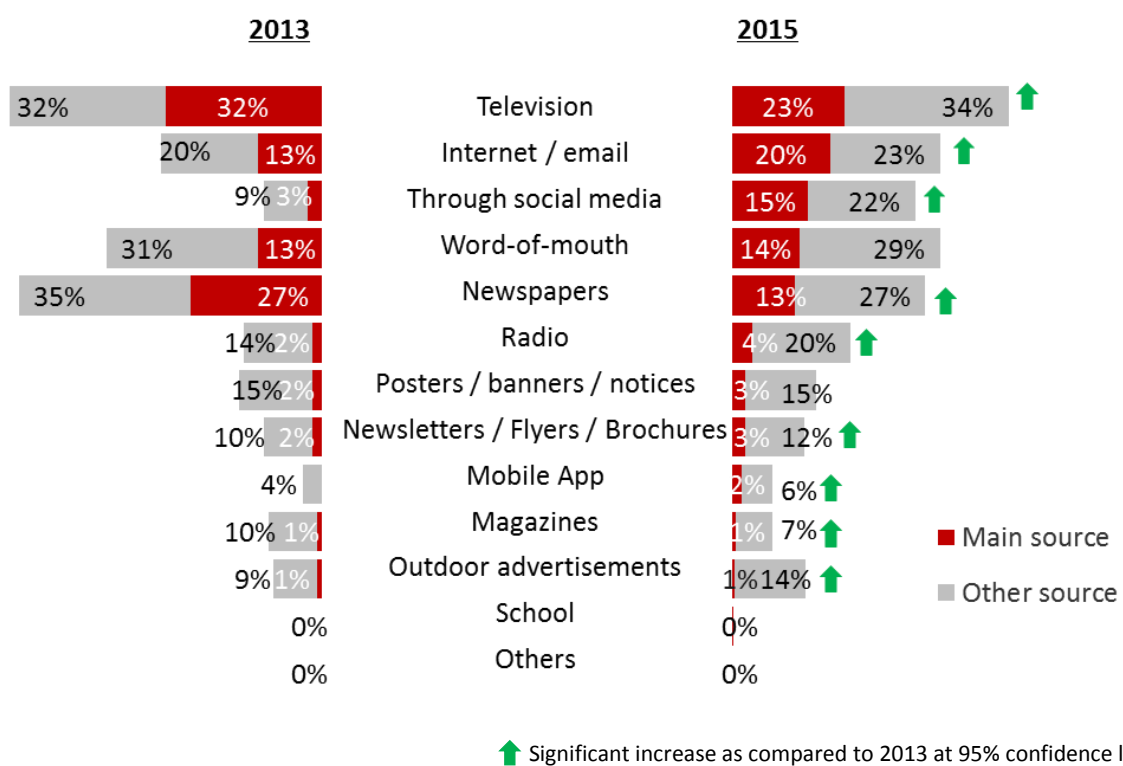
Base:  
2013 Art attendees, n=812  
2015 Arts attendees n=1598

### 3.2.4 Sources of information

Traditional media such as television remained the most common source for information on arts events and activities for Singaporeans, particularly Seniors and the Married with Children. However, other traditional channels such as newspapers were being replaced by digital media such as Internet / email and social media as the main sources of information. Digital media is predominantly used by Students and PMEBS who may be more tech savvy than the rest.

Compared to 2013, more channels were being tapped for information on arts events and activities.

Figure 21: Sources of information on arts events and activities

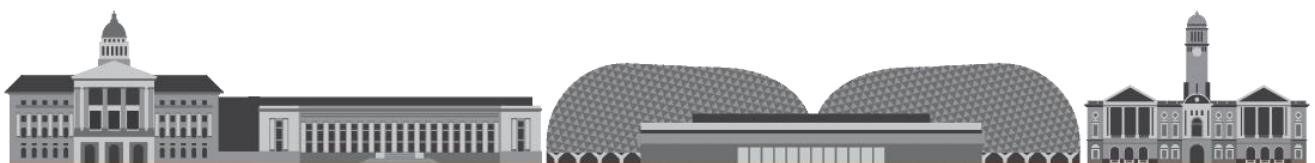


Note that the question is asked by main source and other source in 2015.

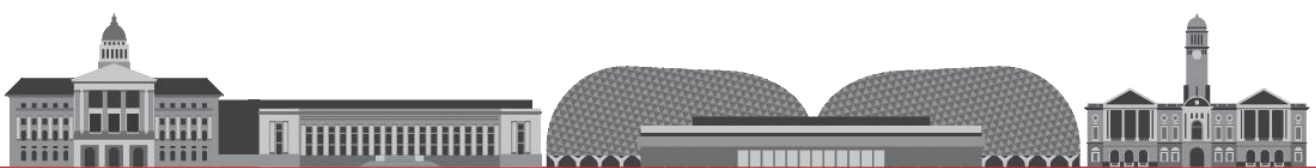
Base:  
 2013 Total, n=2015  
 2015 Total, n=2041



# SEGMENT PROFILES



# 3.3.1 STUDENTS



## 3.3 Segment Profiles

### 3.3.1 Students

Students are youths aged 15 to 24 years' old who are still schooling.

#### ***To draw Students...***

9 out of 10 Students attend arts and cultural events. Besides Heritage, popular art forms with Students are Music (55%), Theatre (54%) and Visual Arts (54%). Typically, Students prefer to attend arts events with friends (73%). However, more are attending with their families (19%). Like general arts attendees, pure enjoyment of arts and cultural events (54%) was the main factor which attracted Students to attend. However, Students are more likely than the general arts attendees to attend because of personal passion for the arts (24%) and the creative stimulus (23%) the arts can give them.

1 out of 2 Students participate in the arts. They either have an arts hobby (43%) or attend classes (42%). They mainly participate because they find the arts enjoyable (61%). However, compared to the average arts attendee, Students are more likely to have been driven to participate because of their passion for the arts (23%), creative stimulation from the arts (20%) and because the arts are a channel for self-expression (19%).

#### ***To reach Students...***

With the growing prevalence of social media, it is not surprising that the latter, together with the Internet / email, was the main source of information for arts and cultural events among Students in 2015. The reach of newspapers declined sharply from 2013.

### 3.3.1.1 Perceptions towards art and culture by Students

Students' and Student arts audience's<sup>3</sup> perceptions towards arts were largely aligned with those of the total population. However, more Students and Student arts audience recognised the contribution that the arts made to the Singapore economy.

Compared to 2013, while fewer Students (69%) agreed that the arts improve the quality of life for everyone, more Students agreed with other statements relating to benefits of the arts in their lives. There were increases in the proportion of Students who believed that the arts provide a better understanding of people of different backgrounds and cultures (90%), enable a greater sense of belonging to Singapore (72%), represent who we are as a society and country (77%) and reinforce community closeness (76%).

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<sup>3</sup> Student arts audience refers to respondents aged 15 to 24 years' old who are currently schooling and have attended and / or participated in the arts.

Table 31: Perceptions towards the arts by Students

Statements	2015			2013
	Total	Students	Student Arts Audience	Students
Improve the quality of life for everyone	73%	69%	71%	71%
Help us express our thoughts, feelings and ideas	84%	84%	85%	79%
Inspire and help us to be more creative	80%	80%	81%	75%
Give us a better understanding of people of different backgrounds and culture	88%	90%	90%	81% ↓
Give us a greater sense of belonging to Singapore	76%	72%	73%	57% ↓
Say who we are as a society and country	78%	77%	78%	59% ↓
Contribute to the Singapore economy	64%	71% ↑	72% ↑	51%
Strengthen inter-generational understanding	78%	76%	77%	64%
Help draw Singaporeans closer as a community	78%	76%	77%	65% ↓
The arts and culture in Singapore is something that Singaporeans can be proud of	74%	77%	77%	NA
Willing to share / recommend arts and culture activities in Singapore to their friends and family	66%	69%	70%	NA
Broad range of arts and cultural entertainment choices in Singapore^	71%	70%	71%	NA
There are sufficient opportunities to nurture young Singapore artistic talent^	64%	62%	63%	NA
Information on arts and culture events / activities in Singapore is easily available^	73%	70%	70%	NA

↑ ↓ Significant increase / decrease (Student arts audience, Students in 2015 as compared to Total and Students in 2013 as compared to Students in 2015) at 95% confidence level

% computed by respondents who selected "Agree" and "Strongly Agree" to each of the statements

'NA' denotes data is not available in 2013 for comparison

^Statements not included in 2013

Base:

2013 Students, n=224

2015 Total, n=2041

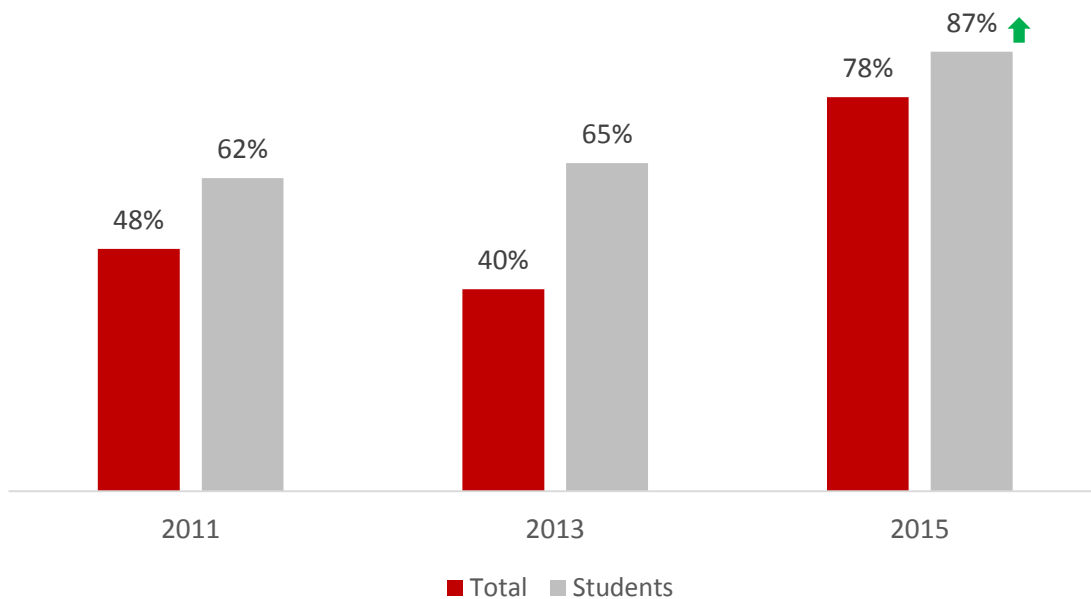
2015 Students, n=317

2015 Student arts audience, n=282

### 3.3.1.2 Arts attendance by Students

The average arts attendance by Students (87%) was found to be significantly higher than that of the total population (consistent with previous years) and when compared to arts attendance by Students in 2013 (65%).

Figure 22: Arts attendance by Students



↑ Significant increase as compared to Total population and Student arts attendees in 2013 at 95% confidence level

Note that Students' participation level may include those who participate as part of their CCA

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

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







2015 Base:  
Total, n=2041  
Students, n=317



### 3.3.1.3 Art forms attended by Students

Heritage and Music were the top two art forms attended by the most Students, replacing Theatre and Literary Arts in 2013.

The percentage of Students attending the performing and visual art forms was higher than the percentage of general arts attendees.

Table 32: Art forms attended by Students

Art Forms	All Arts Attendees	Student Arts Attendees		
	2015	2015	2013	Difference in % points
Music	45%	55%	34%	+21 
Dance	36%	44%	21%	+23 
Theatre	47%	54%	46%	+8
Visual Arts	40%	54%	21%	+33 
Literary Arts	32%	33%	46%	-13 
Craft	19%	18%	2%	+16 
Heritage	76%	76%	32%	+44 

  Significant increase / decrease as compared to Student arts attendees in 2013 at 95% confidence level

Base:

2013 Student arts attendees, n=145

2015 Arts attendees, n=1598

2015 Student arts attendees, n=276

### 3.3.1.4 Details of art forms attended by Students

#### Music

As was true for general arts attendees, Popular, Rock, Indie / Alternative Music was the most popular Music genre among Students.

Table 33: Student arts attendance by art form – Music

	All Arts Attendees	Student Arts Attendees
<b>Music Overall Attendance</b>	<b>35%</b>	<b>55%</b>
Popular, Rock, Indie / Alternative Music	19%	25%
Traditional Ethnic Music	10%	12%
Western Classical Music	9%	20%
Vocal Music	6%	13%
Folk / Ethnic / World Music	5%	4%
Jazz and Blues	4%	6%

Base:  
2015 Arts attendees, n=1598  
2015 Student arts attendees, n=276

#### Dance

Students were more likely to attend Street Dance and Contemporary Dance events than the general arts attendees.

Table 34: Student arts attendance by art form – Dance

	All Arts Attendees	Student Arts Attendees
<b>Dance Overall Attendance</b>	<b>36%</b>	<b>43%</b>
Street Dance	21%	28%
Folk / Traditional / Ethnic Dance	12%	10%
Contemporary Dance	7%	15%
Ballroom / Tap / Line Dance / Latin Dance	5%	1%
Ballet	4%	5%

Base:  
2015 Arts attendees, n=1598  
2015 Student arts attendees, n=276



## Theatre

Among the Theatre art forms, Student arts attendees were more likely than the general arts attendees to attend Musicals and Plays.

Table 35: Student arts attendance by art form – Theatre

	All Arts Attendees	Student Arts Attendees
<b>Theatre Overall Attendance</b>	<b>47%</b>	<b>54%</b>
Street and Circus Performances	23%	19%
Musicals	17%	24%
Variety Shows	14%	14%
Plays (Non-Musical)	9%	18%
Traditional Theatre	8%	6%
Western Opera	1%	3%

Base:

2015 Arts attendees, n=1598

2015 Student arts attendees, n=276

## Visual Arts

Drawing and Painting exhibitions and Art Fairs appealed to Students. In general, Students were more likely to attend a Visual Arts event than the general arts attendees.

Table 36: Student arts attendance by art form – Visual Arts

	All Arts Attendees	Student Arts Attendees
<b>Visual Arts Overall Attendance</b>	<b>40%</b>	<b>54%</b>
Drawing and Painting Exhibitions	19%	25%
Photography Exhibitions	15%	18%
Art Fairs	12%	20%
3D Art Exhibitions	8%	12%
New Media Art	7%	11%
Graffiti Art, Mural Art, Tile Mosaic Art Exhibitions	5%	8%
Performance Art Exhibitions	4%	7%
Art Auctions	2%	2%

Base:

2015 Arts attendees, n=1598

2015 Student arts attendees, n=276

## Literary Arts

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

Table 37: Student arts attendance by art form – Literary Arts

	All Arts Attendees	Student Arts Attendees
<b>Literary Arts Overall Attendance</b>	<b>32%</b>	<b>33%</b>
Reading stories, poetry or graphic novels	25%	26%
Events related to books and / or writing	13%	11%

Base:

2015 Arts attendees, n=1598

2015 Student arts attendees, n=276

## Heritage

Students were more likely than the general arts attendees to attend exhibitions on culture, history and heritage, heritage festivals and guided cultural tours.

Table 38: Student arts attendance by art form – Heritage

	All Arts Attendees	Student Arts Attendees
<b>Heritage Overall Attendance</b>	<b>76%</b>	<b>76%</b>
Visiting historic districts	53%	39%
Visiting heritage buildings and monuments	32%	26%
Exhibitions on culture, history and heritage	27%	40%
Heritage festivals and activities	13%	17%
Guided arts / heritage / cultural tours and trails	11%	17%

Base:

2015 Arts attendees, n=1598

2015 Student arts attendees, n=276

### 3.3.1.5 Companions for arts attendance by Students

Consistent with 2013 findings, friends were the main companions for Student arts attendees to arts events and activities. However, there was an increase in the number of Students (19%) choosing to attend arts events with family members.

Table 39: Companions for arts activities by Students

	All Arts Attendees	Student Arts Attendees	
		2015	2013
Friends	36%	73% ↓	83%
Family members	43%	19% ↑	10%
My partner / spouse	10%	3%	1%
Colleagues	2%	-	-
Alone	7%	4%	5%
Others	1%	2%	2%

↑ ↓ Significant increase / decrease as compared to Student arts attendees in 2013 at 95% confidence level

Base:

2013 Student arts attendees, n=145

2015 All arts attendees, n=1598

2015 Student arts attendees, n=276

### 3.3.1.6 Venues for arts attendance by Students

In 2015, the main location for Student arts attendance was school / near school. This suggests a higher consideration for convenience or the availability of arts events in or around schools.

There was a fall in Student arts attendance at dedicated arts venues (42%) and in the city centre (24%) in 2015 as compared to 2013. In contrast, there was a spike in the percentage of Students visiting the museums (35%).

Table 40: Venues for arts attendance by Students

Venues	All Arts Attendees	Student Arts Attendees	
		2015	2013
Dedicated Arts Venues	35%	42% ↓	52%
Shopping Malls^	32%	27%	NA
Community Clubs / Centres	27%	14%	9%
Home	27%	23%	19%
Museums	26%	35% ↑	19%
Near Home / Immediate Neighbourhood	25%	13%	18%
Parks^	25%	22%	NA
In the City Centre	20%	24% ↓	34%
School / Near School	18%	47%	41%
Libraries	18%	13%	20%
Places of Worship	13%	4%	1%
Arts Institutions^	10%	16%	NA

↑ ↓ Significant increase / decrease as compared to Student arts attendees in 2013 at 95% confidence level

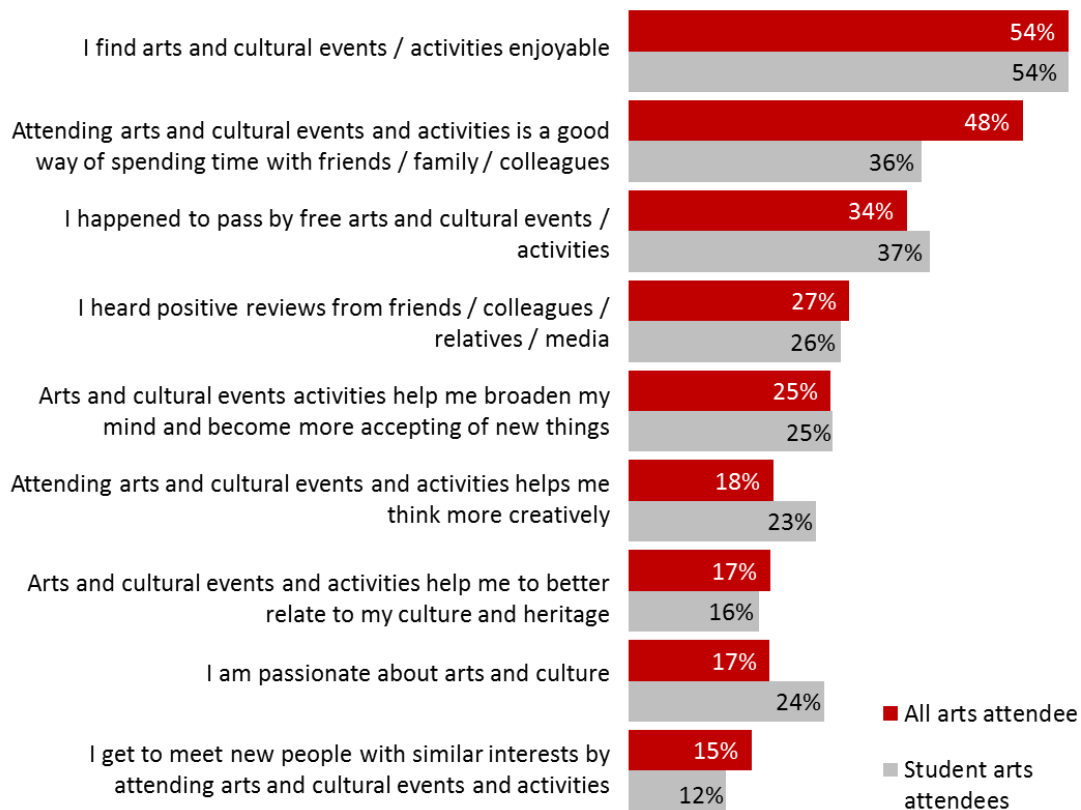
^Newly-added options in 2015  
Only mentions above 3% are shown

Base:  
2013 Student arts attendees, n=145  
2015 All arts attendees, n=1598  
2015 Student arts attendees, n=276

### 3.3.1.7 Reasons for arts attendance by Students

Two main reasons drawing Students to the arts were personal enjoyment and socialising. Positive reviews and learning were other important reasons motivating a quarter of Students to attend arts events.

Figure 23: Reasons for arts attendance by Students



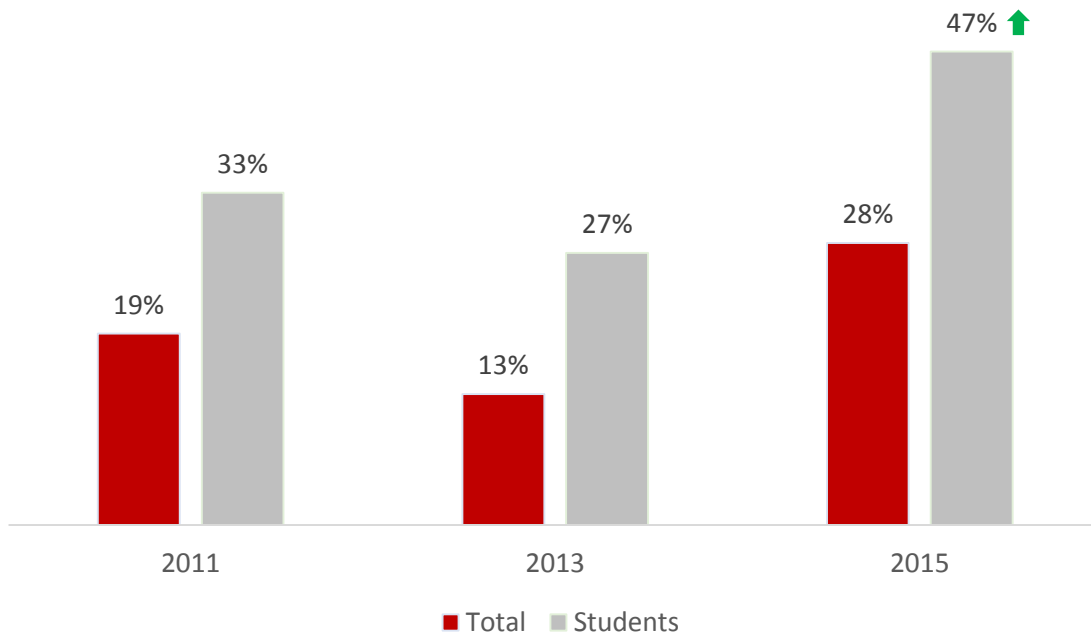
Only mentions above 2% are shown

Base:  
 2015 All arts attendees, n=1598  
 2015 Student arts attendees, n=276

### 3.3.1.8 Arts participation by Students

Students' participation level (47%) registered a 20 percentage point increase from 2013, and is substantially higher than the total population (28%).

Figure 24: Arts participation by Students



↑ Significant increase as compared to Total population and Student arts participants in 2013 at 95% confidence level

Note that Students' participation level may include those who participate as part of their CCA

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

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

2015 Base:  
Total, n=2041  
Students, n=317

### 3.3.1.9 Participation by art forms by Students

No significant differences were noted between Student arts participants in 2013 and 2015.

Table 41: Participation by art forms by Students

Art Forms	All Arts Participants	Student Arts Participants		
	2015	2015	2013	Difference in % points
Music	48%	52%	50%	+2
Dance	28%	33%	31%	+2
Theatre	25%	26%	30%	-4
Visual Arts	20%	27%	22%	+5
Literary Arts	10%	13%	15%	-2
Craft	16%	19%	11%	+8

Base:

2013 Student arts participants, n=61

2015 Arts participants, n=576

2015 Student arts participants, n=150

### 3.3.1.10 Means of arts participation by Students

The proportion of Students having an arts and culture-related hobby or leisure activity was substantially lower in 2015 compared to 2013. There were much larger percentages of students attending arts workshops and participating in shows and competitions in 2015 compared to 2013.

Figure 25: Means of arts participation by Students



↑ ↓ Significant increase / decrease as compared to Student arts participants in 2013 at 95% confidence level

\*New activities included in 2015

<sup>^</sup>Data for 2013 is not available

Note that 'NA' represents % that could be lesser than 4% or not mentioned at all in 2013

Base:

2013 Student arts participants, n=61

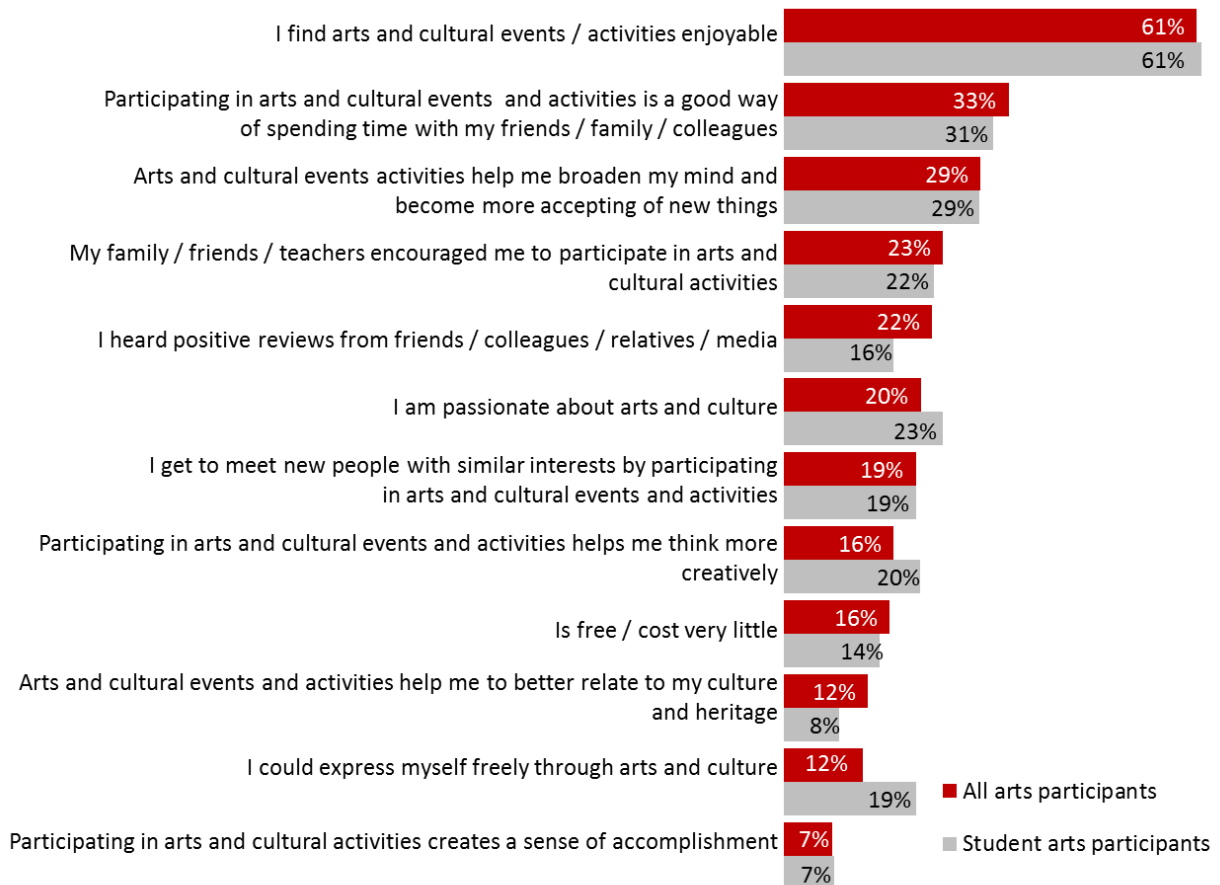
2015 Student arts participants, n=150



### 3.3.1.11 Reasons for arts participation by Students

Students were driven by personal enjoyment and the company of friends and family to participate in the arts. Compared to a general arts participant, a Student was more likely to participate for creativity (20%) and self-expression (19%).

Figure 26: Reasons for arts participation by Students



Only mentions above 1% are shown

Base:

All arts participants, n=576

Student arts participants, n=150

### 3.3.1.12 Venues for arts participation by Students

While community clubs / centres was largely preferred by general arts participants, more Students frequented school / near school and dedicated arts venues for arts participation.

Table 42: Venues for arts participation by Students

Venues	All Arts Participants	Student Arts Participants	
		2015	2013
Community Clubs / Centres	31%	17%	13%
Dedicated Arts Venues	29%	23%	33%
School / Near School	26%	59%	62%
Home	22%	19%	18%
Parks^	21%	10%	NA
Near Home / Immediate Neighbourhood	20%	15%	10%
Museums	18%	19%	11%
Shopping Malls^	16%	7%	NA
Libraries	14%	7%	7%
In the City Centre	13%	14%	11%
Places of Worship	10%	3%	5%
Arts Institutions	9%	12%	0%
Workplace / Near Workplace	8%	2%	NA
VWO / NGO	6%	3%	NA

^Newly-added options in 2015

Only mentions above 1% are shown

'NA' denotes data is not available in 2013 for comparison

Base:

2013 Student arts participants, n=61

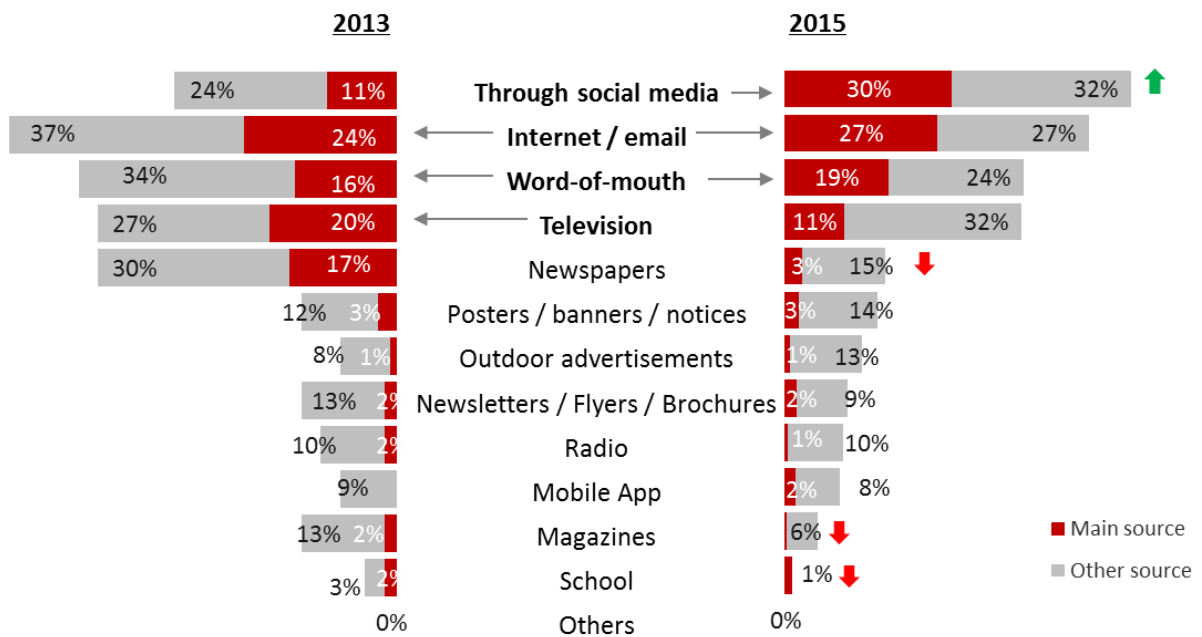
2015 Arts participants, n=576

2015 Student arts participants, n=150

### 3.3.1.13 Sources of information among Students

With the growing prevalence of social media, it is not surprising that this was the main source of information for arts events among the Students in 2015. Internet / email, word-of-mouth and television were other go-to information sources while the reach of newspapers had declined quite noticeably since 2013.

Figure 27: Sources of information on the arts among Students



↑ ↓ Significant increase / decrease as compared to Students in 2013 at 95% confidence level

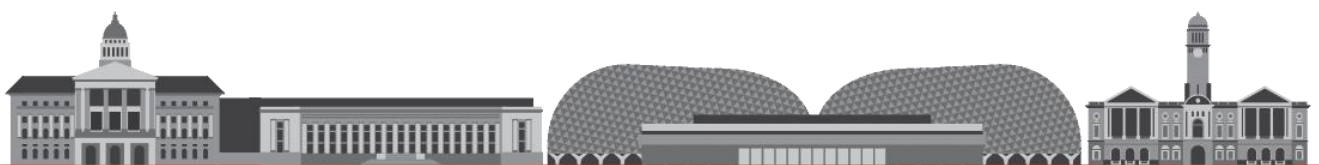
Base:  
 2013 Students, n=224  
 2015 Students, n=317

# 3.3.2 PMEBS

(PROFESSIONALS, MANAGERS,  
EXECUTIVES AND BUSINESSMEN)



NATIONAL ARTS COUNCIL  
SINGAPORE



Matchbox Mayhem: The Social Canvas, which took place as part of The Future of Us exhibition, on 4 December 2015.

### 3.3.2 PMEBS

#### ***To draw PMEBS...***

8 out of 10 PMEBS attend arts and cultural events. Besides Heritage, PMEBS like attending Music (50%) and Theatre (48%) performances. PMEBS typically go to an arts event with family or their partner / spouse. Like general arts attendees, pure enjoyment of arts and cultural events (51%) and socialising (49%) were key reasons drawing PMEBS to attend art and cultural events. PMEBS are more likely than the general arts attendees to attend an event because of positive event reviews from trusted sources (31%) and because the arts broaden their minds (31%).

1 out of 3 PMEBS participate in the arts. They either have an arts hobby (44%) or watch an arts and culture documentary (33%). PMEBS want to participate because of socialising opportunities (32%), personal development (30%) and positive reviews from trusted sources (30%).

#### ***To reach PMEBS...***

The best ways to reach PMEBS with information on arts and cultural events are through the Internet / email, television and social media.

### 3.3.2.1 Perceptions towards arts and culture by PMEBS

PMEBS' and PMEBS arts audience's<sup>4</sup> attitudes towards the arts were essentially in line with that of the general population. However, a lower proportion - compared to the total population - of PMEBS and PMEBS arts audience agreed that there were sufficient opportunities to nurture young Singapore artistic talent.

Comparing PMEBS in 2013 and 2015, there were substantial increases in the understanding of the whole range of the benefits of the arts – from the personal level (self-expression and creativity) to the societal (community bonding, national identity).

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<sup>4</sup> PMEBS arts audience comprises respondents whose occupation can be classified under the categories of Professionals, Managers, Executives or Businessmen and who attended and / or participated in the arts.

Table 43: Perceptions towards the arts by PMEBS

Statements	2015			2013
	Total	PMEBs	PMEB Arts Audience	PMEBs
Improve the quality of life for everyone	73%	71%	74%	72%
Help us express our thoughts, feelings and ideas	84%	86%	89% ↑	74% ↓
Inspire and help us to be more creative	80%	81%	83%	73% ↓
Give us a better understanding of people of different backgrounds and culture	88%	91%	93% ↑	80% ↓
Give us a greater sense of belonging to Singapore	76%	78%	80%	58% ↓
Say who we are as a society and country	78%	78%	80%	58% ↓
Contribute to the Singapore economy	64%	63%	66%	50% ↓
Strengthen inter-generational understanding	78%	80%	83% ↑	68% ↓
Help draw Singaporeans closer as a community	78%	80%	82%	61% ↓
The arts and culture in Singapore is something that Singaporeans can be proud of	74%	71%	73%	60% ↓
Willing to share / recommend arts and culture activities in Singapore to their friends and family	66%	63%	65%	63%
Broad range of arts and cultural entertainment choices in Singapore <sup>^</sup>	71%	70%	72%	NA
There are sufficient opportunities to nurture young Singapore artistic talent <sup>^</sup>	64%	55% ↓	57% ↓	NA
Information on arts and culture events / activities in Singapore is easily available <sup>^</sup>	73%	75%	77% ↑	NA

↑ ↓ Significant increase / decrease (PMEB arts audience, PMEBS in 2015 as compared to Total and PMEBS in 2013 as compared to PMEBS in 2015) at 95% confidence level

% computed by respondents who selected "Agree" and "Strongly Agree" to each of the statements

'NA' denotes data is not available in 2013 for comparison

<sup>^</sup>Statements not included in 2013

Base:

2013 PMEBS, n=522

2015 Total, n=2041

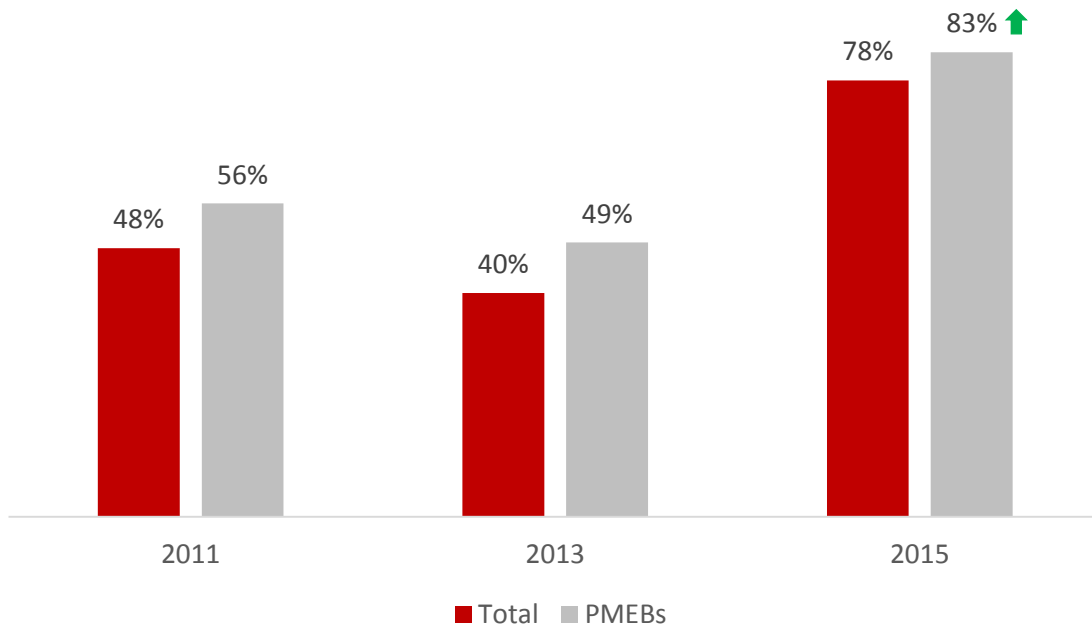
2015 PMEBS, n=587

2015 PMEB arts audience, n=503

### 3.3.2.2 Art and culture attendance by PMEBS

Average arts attendance by PMEBS (83%) was higher than that of the total population (78%). The former is a large 34 percentage point increase over 2013's PMEBS attendance (49%).

Figure 28: Arts attendance by PMEBS



↑ Significant increase as compared to Total population and PMEBS arts attendees in 2013 at 95% confidence level

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

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







2015 Base:  
Total, n=2041  
PMEBS, n=587





### 3.3.2.3 Art forms attended by PMEBS

Among the art forms, Heritage continued to be a favourite with PMEBS (77%). Music and Theatre performances were two other art forms that PMEBS were likely to attend.

Table 44: PMEBS arts attendance by art forms

Art Forms	All Arts Attendees	PMEBS Arts Attendees		
	2015	2015	2013	Difference in % points
Music	45%	50%	34%	+16 
Dance	36%	34%	15%	+19 
Theatre	47%	48%	54%	-6
Visual Arts	40%	43%	23%	+20 
Literary Arts	32%	33%	45%	-12 
Craft	19%	16%	4%	+12 
Heritage	76%	77%	49%	+28 

  Significant increase / decrease as compared to PMEBS arts attendees in 2013 at 95% confidence level

Base:

2013 PMEBS arts attendees, n=257

2015 All arts attendees, n=1598

2015 PMEBS arts attendees, n=488

### 3.3.2.4 Details of art forms attended by PMEBS

#### Music

Popular, Rock, Indie / Alternative Music was the most popular Music genres - attended by 1 in 4 PMEBS arts attendees.

Table 45: PMEBS arts attendance by art form – Music

	All Arts Attendees	PMEBS Arts Attendees
<b>Music Overall Attendance</b>	<b>35%</b>	<b>50%</b>
Popular, Rock, Indie / Alternative Music	19%	26%
Traditional Ethnic Music	10%	12%
Western Classical Music	9%	14%
Vocal Music	6%	7%
Folk / Ethnic / World Music	5%	6%
Jazz and Blues	4%	7%

Base:  
2015 Arts attendees, n=1598  
2015 PMEBS arts attendees, n=488

#### Dance

Fewer PMEBS arts attendees attended Dance performances. PMEBS' presence at Street Dance and Contemporary Dance performances helped sustain Dance attendance by PMEBS.

Table 46: PMEBS arts attendance by art form – Dance

	All Arts Attendees	PMEBS Arts Attendees
<b>Dance Overall Attendance</b>	<b>36%</b>	<b>34%</b>
Street Dance	21%	16%
Folk / Traditional / Ethnic Dance	12%	12%
Contemporary Dance	7%	6%
Ballroom / Tap / Line Dance / Latin Dance	5%	5%
Ballet	4%	5%

Base:  
2015 Arts attendees, n=1598  
2015 PMEBS arts attendees, n=488

## Theatre

Musicals as well as Street Performances were the major draws to Theatre performances for PMEB arts attendees.

Table 47: PMEB arts attendance by art form – Theatre

	All Arts Attendees	PMEB Arts Attendees
<b>Theatre Overall Attendance</b>	<b>47%</b>	<b>48%</b>
Street and Circus Performances	23%	20%
Musicals	17%	22%
Variety Shows	14%	14%
Plays (Non-Musical)	9%	11%
Traditional Theatre	8%	5%
Western Opera	1%	1%

Base:

2015 Arts attendees, n=1598

2015 PMEB arts attendees, n=488

## Visual Arts

PMEB arts attendees' preferences in Visual Arts were generally similar to general arts attendees with Drawing and Painting exhibitions and Photography exhibitions emerging as top events attended.

*Table 48: PMEB arts attendance by art form – Visual Arts*

	All Arts Attendees	PMEB Arts Attendees
<b>Visual Arts Overall Attendance</b>	<b>40%</b>	<b>43%</b>
Drawing and Painting Exhibitions	19%	20%
Photography Exhibitions	15%	17%
Art Fairs	12%	12%
3D Art Exhibitions	8%	9%
New Media Art	7%	9%
Graffiti Art, Mural Art, Tile Mosaic Art Exhibitions	5%	5%
Performance Art Exhibitions	4%	5%
Art Auctions	2%	2%

Base:

2015 Arts attendees, n=1598

2015 PMEB arts attendees, n=488

## Literary Arts

PMEB arts attendees' preferences in Literary Arts were similar to general arts attendees.

Table 49: PMEBA arts attendance by art form – Literary Arts

	All Arts Attendees	PMEB Arts Attendees
<b>Literary Arts Overall Attendance</b>	<b>32%</b>	<b>34%</b>
Reading stories, poetry or graphic novels	25%	26%
Events related to books and / or writing	13%	14%

Base:

2015 Arts attendees, n=1598

2015 PMEBA arts attendees, n=488

## Heritage

PMEB arts attendees were more likely than the general arts attendees to go to a Heritage festival.

Table 50: PMEBA arts attendance by art form – Heritage

	All Arts Attendees	PMEB Arts Attendees
<b>Heritage Overall Attendance</b>	<b>76%</b>	<b>77%</b>
Visiting historic districts	53%	51%
Visiting heritage buildings and monuments	32%	33%
Exhibitions on culture, history and heritage	27%	26%
Heritage festivals and activities	13%	18%
Guided arts / heritage / cultural tours and trails	11%	10%

Base:

2015 Arts attendees, n=1598

2015 PMEBA arts attendees, n=488

### 3.3.2.5 Companions for arts and culture attendance by PMEBS

Compared to general arts attendees, PMEBS were more likely to have been accompanied to arts events by family members or their partner / spouse.

Table 51: Companions for arts activities by PMEBS

	All Arts Attendees	PMEB Arts Attendees	
		2015	2013
Friends	36%	24% ↓	34%
Family members	43%	50%	49%
My Partner / Spouse	10%	15%	10%
Colleagues	2%	4% ↑	1%
Alone	7%	5%	4%
Others	1%	1%	2%

↑ ↓ Significant increase / decrease as compared to PMEB arts attendees in 2013 at 95% confidence level

Base:

2013 PMEB arts attendees, n=257

2015 All arts attendees, n=1598

2015 PMEB arts attendees, n=488

Note that sample excluded n=5 {1%} can't recall

### 3.3.2.6 Venues for arts and culture attendance by PMEBS

Comparing 2015 and 2013, more PMEBS attended arts events at community clubs / centres, and chose to consume arts at home (e.g. through digital consumption). There were declines in those who went to dedicated arts venues and those in the city centre.

Table 52: Venues for arts attendance by PMEBS

Venues	All Arts Attendees	PMEB Arts Attendees	
		2015	2013
Dedicated Arts Venues	35%	41% ↓	58%
Shopping Malls <sup>^</sup>	32%	31%	NA
Community Clubs / Centres	27%	24% ↑	14%
Home	27%	23% ↑	11%
Museums	26%	31%	26%
Near Home / Immediate Neighbourhood	25%	24%	22%
Parks <sup>^</sup>	25%	27%	NA
In the City Centre	20%	22% ↓	44%
School / Near School	18%	14% ↑	6%
Libraries	18%	19%	21%
Places of Worship	13%	15%	14%
Arts Institutions <sup>^</sup>	10%	13%	NA
Workplace / Near Workplace	6%	10%	11%
VWO / NGO	3%	4%	4%

↑↓ Significant increase / decrease as compared to PMEB arts attendees in 2013 at 95% confidence level

<sup>^</sup>Newly-added options in 2015  
Only mentions above 3% are shown

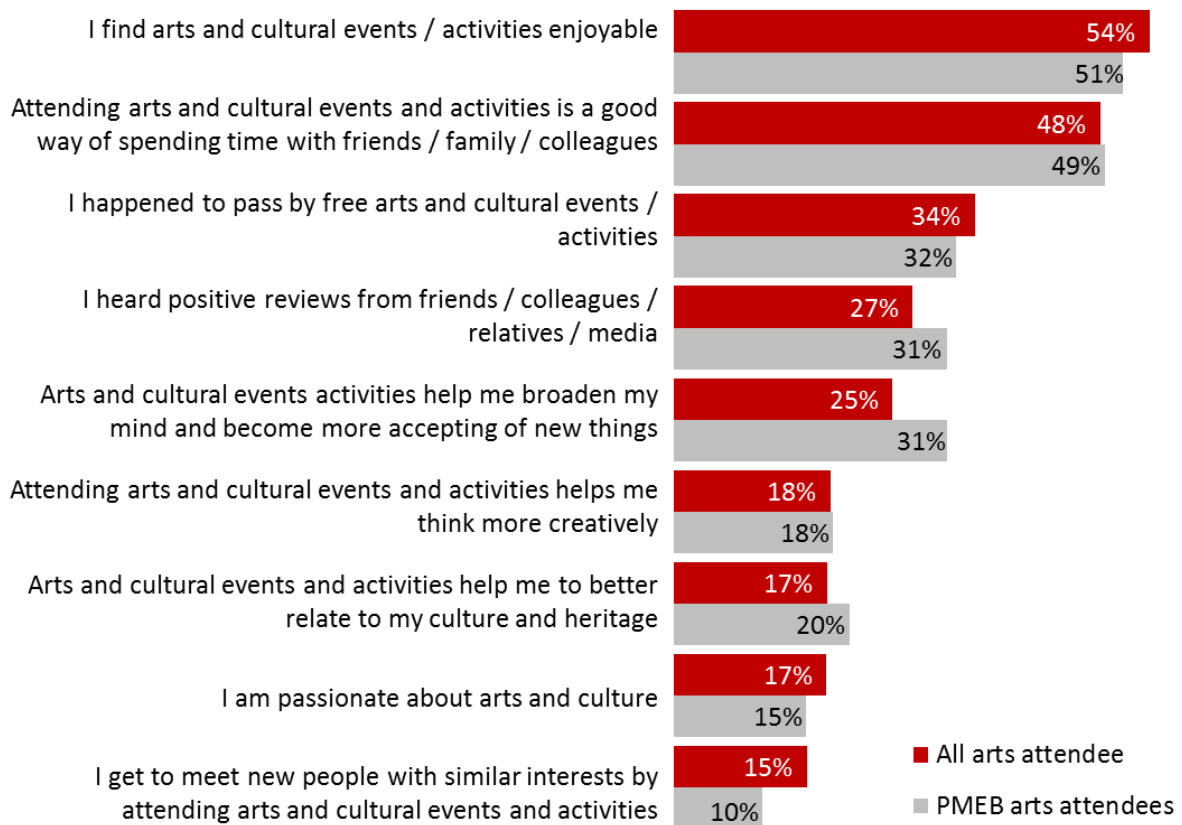
Base:  
2013 PMEB arts attendees, n=257  
2015 Arts attendees, n=1598  
2015 PMEB arts attendees, n=488

### 3.3.2.7 Reasons for arts and culture attendance by PMEBS

Similar to the key motivators for general arts attendees; PMEBS attended the arts because they found arts events enjoyable and a good avenue to spend time with people close to them.

Compared to the general arts attendees, PMEBS would be more motivated by positive reviews of an arts event and because the arts enhanced their personal development.

Figure 29: Reasons for arts attendance by PMEBS



Only mentions above 2% are shown

Base:

All arts attendees, n=1598

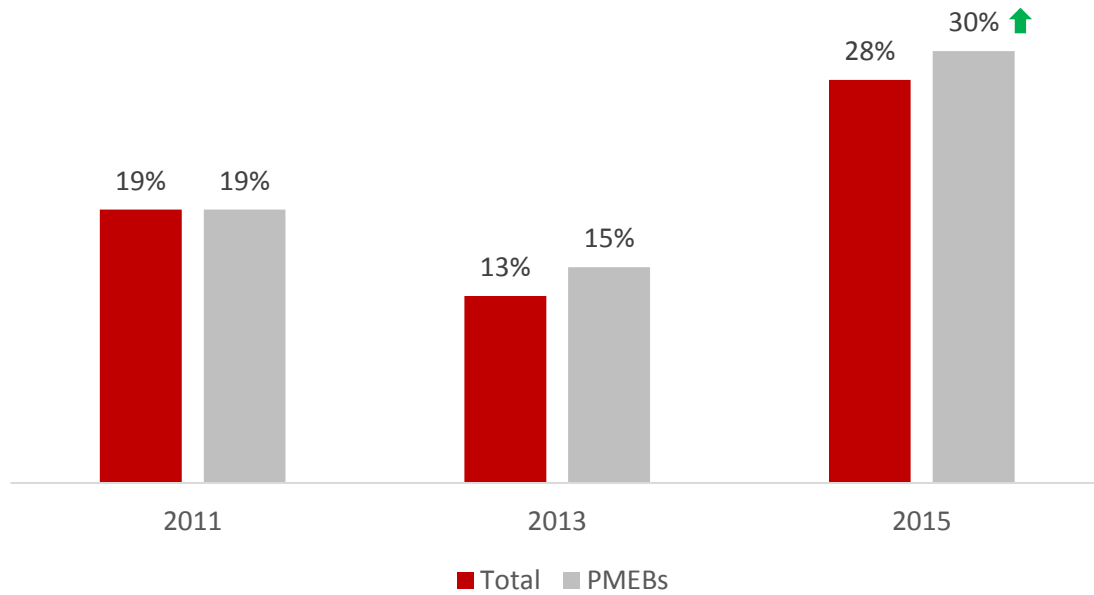
PMEB arts attendees, n=488



### 3.3.2.8 Arts and culture participation by PMEBS

Arts participation among PMEBS (30%) doubled from 2013.

Figure 30: Arts participation by PMEBS



↑ Significant(ly) higher / increase as compared to Total population and PMEBS arts participants in 2013 at 95% confidence level

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

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




2015 Base:  
Total, n=2041  
PMEBS, n=587



### 3.3.2.9 Participation by art forms by PMEBS

Music overtook Theatre as the most popular art form for participation among PMEBS.

Compared to 2013, PMEBS participating in Dance rose (13% points) while fewer PMEBS participated in Theatre (-18% points) and Visual Arts (-14% points).

Table 53: Arts Participation by art forms by PMEBS

Art Forms	All Arts Participants	PMEB Arts Participants		
	2015	2015	2013	Difference in % points
Music	48%	48%	41%	+7
Dance	28%	28%	15%	+13 
Theatre	25%	28%	46%	-18 
Visual Arts	20%	20%	34%	-14 
Literary Arts	10%	10%	17%	-7
Craft	16%	15%	20%	-5

  Significant increase / decrease as compared to PMEB arts participants in 2013 at 95% confidence level

Base:

2013 PMEB arts participants, n=80

2015 Arts participants, n=576

2015 PMEB arts participants, n=178

### 3.3.2.10 Means of arts and culture participation by PMEBS

Having an arts and culture-related hobby remained the top form of participation for PMEBS, followed by watching documentaries.

Figure 31: Means of arts participation by PMEBS



↓ Significant decrease as compared to PMEBS arts participants in 2013 at 95% confidence level

\*New activities included in 2015

Note that 'NA' represents % that could be lesser than 4% or not mentioned at all in 2013

Base:

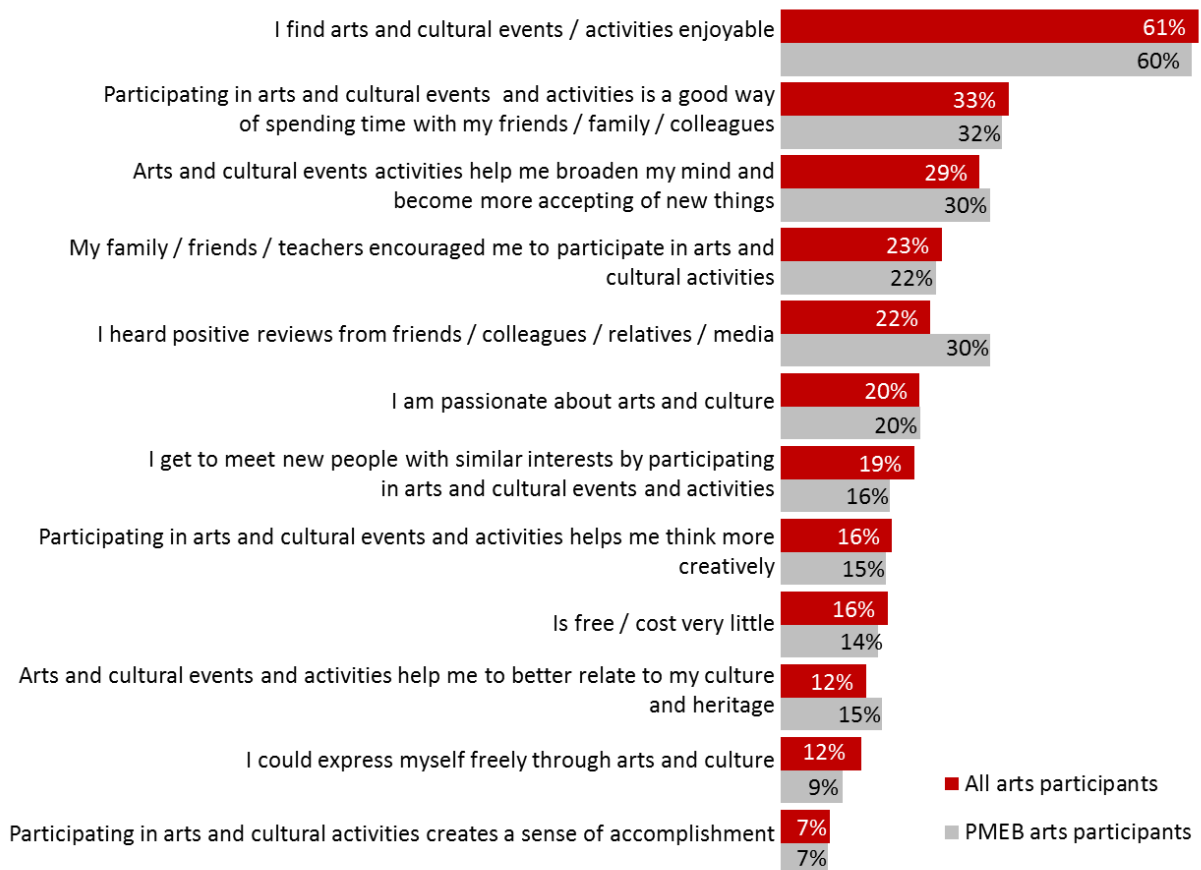
2013 PMEBS arts participants, n=59

2015 PMEBS arts participants, n=178

### 3.3.2.11 Reasons for arts and culture participation by PMEBS

Personal enjoyment in arts participation was the key reason for PMEBS' arts participation. Compared to general arts participants, PMEBS were more likely to participate in the arts because of positive reviews from trusted sources and arts enabled them to relate to their culture and heritage.

Figure 32: Reasons for arts participation by PMEBS



Only mentions above 1% are shown

Base:

All arts participants, n=576

PMEBS arts participants, n=178

### 3.3.2.12 Venues for arts and culture participation by PMEBS

Top venues for arts participation favored by PMEBS in 2015 were dedicated arts venues and community clubs / centres, suggesting that PMEBS constitute a diverse group who participate in a range of arts activities.

Compared to general arts participants, PMEBS were more likely to have participated in the arts at venues near home / immediate neighbourhood, libraries and places of worship.

Table 54: Arts Participation by art forms by PMEBS

Venues	All Arts Participants	PMEB Arts Participants	
		2015	2013
Community Clubs / Centres	31%	31% ↑	16%
Dedicated Arts Venues	29%	34%	31%
School / Near School	26%	13%	8%
Home	22%	21%	34%
Parks^	21%	21%	NA
Near Home / Immediate Neighbourhood	20%	19% ↑	11%
Museums	18%	20%	15%
Shopping Malls^	16%	17%	NA
Libraries	14%	18% ↑	6%
In the City Centre	13%	15%	26%
Places of Worship	10%	15% ↑	5%
Arts Institutions	9%	11%	8%
Workplace / Near Workplace	8%	14% ↓	28%
VWO / NGO	6%	7%	6%

↑↓ Significant increase / decrease as compared to PMEB arts participants in 2013 at 95% confidence level

^Newly-added options in 2015

'NA' denotes data is not available in 2013 for comparison

Only mentions above 1% are shown

Base:

2013 PMEB arts participants, n=80

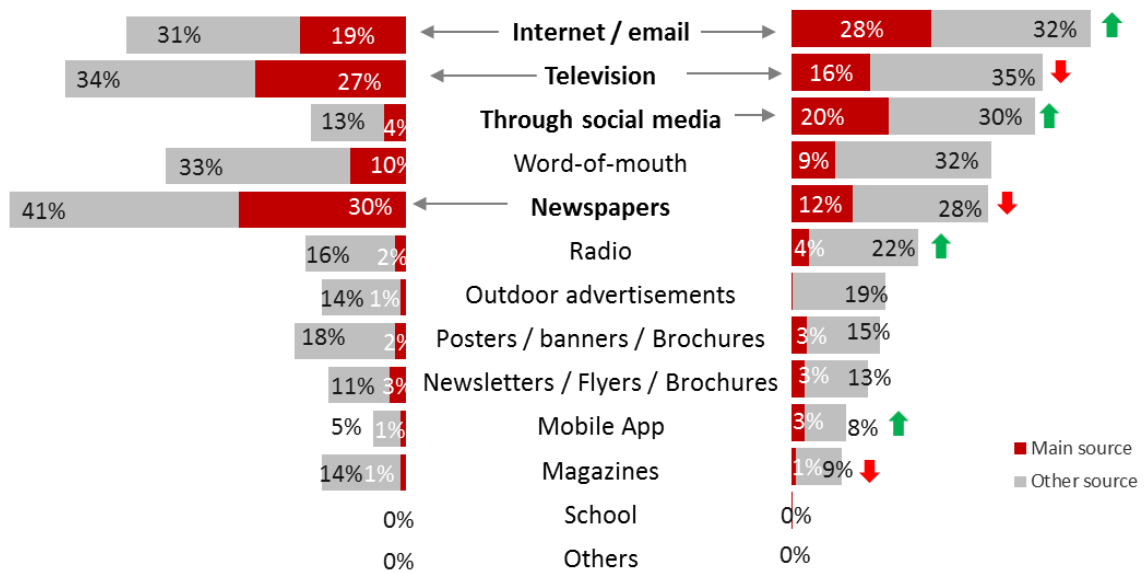
2015 Arts participants, n=576

2015 PMEB arts participants, n=178

### 3.3.2.13 Sources of information by PMEBS

For PMEBS, there was a considerable swing from newspapers to the Internet / email as the most preferred information channel for arts events and activities. Television remained the second top source. Unsurprisingly, social media had grown more important as an information source.

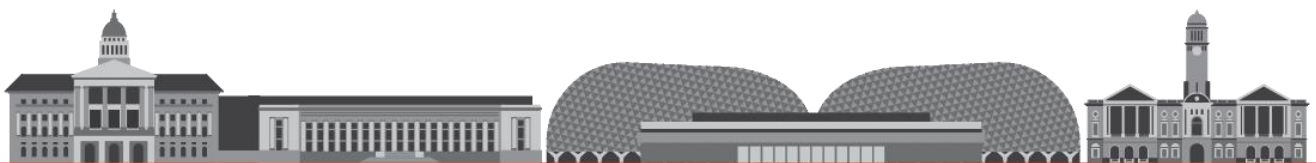
Figure 33: Sources of information on the arts among PMEBS



↑ ↓ Significant increase / decrease as compared to PMEBS in 2013 at 95% confidence level

Base:  
 2013 PMEBS, n=522  
 2015 PMEBS, n=587

# 3.3.3 MARRIED WITH CHILDREN (MWC)



### 3.3.3 Married with Children (MWCs)

MWCs refer to those whose declared marital status is married and who have children.

#### ***To draw MWCs...***

MWCs are very positive about the benefits of the arts. In fact, they are the most appreciative among all the demographic segments. 8 out of 10 MWCs attend arts and cultural events. Besides Heritage, popular art forms with MWCs are Theatre (44%) and Music (43%). MWCs with younger children are very likely to attend arts events with family members, while those with older children would attend with family members (51%), friends (22%) or alone (11%).

1 out of 4 MWCs participate in the arts. They either have an arts hobby (36%) or watch a documentary (31%).

#### ***To reach MWCs...***

Traditional media is still the main source of information on arts events and activities. However the use of social media, along with other digital means (such as Internet / email and mobile app etc.), as a source of information on arts and cultural events is gaining ground at the expense of traditional media.



### 3.3.3.1 Perceptions towards arts and culture by MWCs

Compared to the overall population in 2015, MWCs are more likely to feel that the arts improved the quality of life for everyone and strengthened community ties. MWCs also felt that there were sufficient opportunities to nurture young Singapore artistic talent.

In 2015, more MWCs believed in the value of the arts. The top three increases from 2013 were in the understanding that the arts strengthened community closeness (81%), helped build national identity (80%) and reinforced a sense of belonging (78%).

Table 55: Perception towards the arts by Married with Children

Statements	2015			2013
	Total	Married with Children	Married with Children Arts Audience	Married with Children
Improve the quality of life for everyone	73%	77% ↑	79% ↑	66% ↓
Help us express our thoughts, feelings and ideas	84%	85%	88% ↑	68% ↓
Inspire and help us to be more creative	80%	81%	83%	65% ↓
Give us a better understanding of people of different backgrounds and culture	88%	88%	91%	75% ↓
Give us a greater sense of belonging to Singapore	76%	78%	82% ↑	57% ↓
Say who we are as a society and country	78%	80%	83% ↑	57% ↓
Contribute to the Singapore economy	64%	66%	69% ↑	49% ↓
Strengthen inter-generational understanding	78%	79%	82% ↑	61% ↓
Help draw Singaporeans closer as a community	78%	81% ↑	84% ↑	60% ↓
The arts and culture in Singapore is something that Singaporeans can be proud of	74%	76%	78% ↑	59% ↓
Willing to share / recommend arts and culture activities in Singapore to their friends and family	66%	68%	71% ↑	57% ↓
Broad range of arts and cultural entertainment choices in Singapore^	71%	73%	76% ↑	NA
There are sufficient opportunities to nurture young Singapore artistic talent^	64%	69% ↑	71% ↑	NA
Information on arts and culture events / activities in Singapore is easily available^	73%	76%	78% ↑	NA

↑ ↓ Significant increase / decrease (MWC arts audience, MWCs in 2015 as compared to Total and MWCs in 2013 as compared to MWCs in 2015) at 95% confidence level

% computed by respondents who selected "Agree" and "Strongly Agree" to each of the statements

'NA' denotes data is not available in 2013 for comparison

^Statements not included in 2013

Base:

2013 Married with Children, n=1279

2015 Total, n=2041

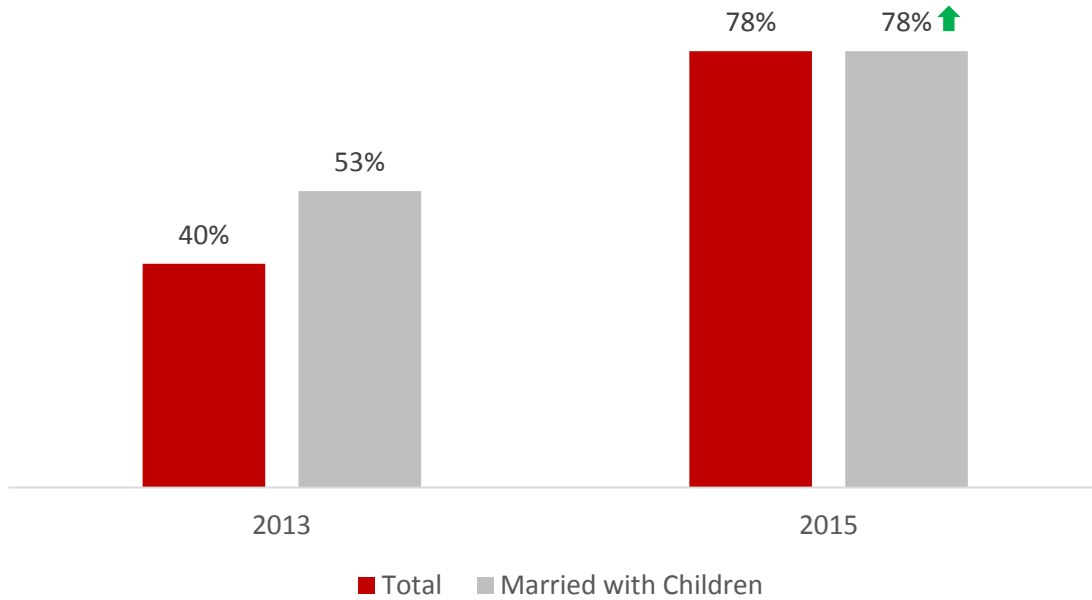
2015 Married with Children, n=1126

2015 Married with Children arts audience, n=897

### 3.3.3.2 Arts and culture attendance by MWCs

Arts attendance among MWCs jumped by 25 percentage points in 2015.

Figure 34: Arts attendance by Married with Children



↑ Significant increase as compared to MWC arts attendees in 2013 at 95% confidence level

2013 Base:  
Total, n=2015  
Married with Children, n=1279

2015 Base:  
Total, n=2041  
Married with Children, n=1126

### 3.3.3.3 Art forms attendance by MWCs

Besides Heritage-related events and activities, Theatre and Music were popular among MWCs.

Table 56: Married with Children arts attendance by art forms

Art Forms	All Arts Attendees	Married with Children Arts Attendees		
	2015	2015	2013	Difference in % points
Music	45%	43%	22%	+21 ↑
Dance	36%	36%	14%	+22 ↑
Theatre	47%	44%	39%	+5
Visual Arts	40%	32%	15%	+17 ↑
Literary Arts	32%	33%	41%	-8 ↓
Craft	19%	20%	4%	+16 ↑
Heritage	76%	77%	50%	+27 ↑

↑ ↓ Significant increase / decrease as compared to MWC arts attendees in 2013 at 95% confidence level

Base:

2013 Married with Children arts attendees, n=449

2015 Arts attendees, n=1598

2015 Married with Children arts attendees, n=876

### 3.3.3.4 Details of art forms attended by MWCs

#### Music

Popular, Rock, Indie / Alternative Music was the most well-attended genre among MWCs. Traditional Ethnic Music attendance outstripped Western Classical Music.

*Table 57: Married with Children arts attendance by art form – Music*

	All Arts Attendees	Married with Children Arts Attendees
<b>Music Overall Attendance</b>	<b>35%</b>	<b>43%</b>
Popular, Rock, Indie / Alternative Music	19%	20%
Traditional Ethnic Music	10%	14%
Western Classical Music	9%	11%
Vocal Music	6%	5%
Folk / Ethnic / World Music	5%	8%
Jazz and Blues	4%	3%

Base:  
 2015 Arts attendees, n=1598  
 2015 Married with Children arts attendees, n=876

## Dance

Largely aligned with the general arts attendees, Street Dance and Folk / Traditional / Ethnic Dance were the main contributors to the overall attendance of Dance performance attendance by MWCs.

Table 58: Married with Children arts attendance by art form – Dance

	All Arts Attendees	Married with Children Arts Attendees
<b>Dance Overall Attendance</b>	<b>36%</b>	<b>36%</b>
Street Dance	21%	18%
Folk / Traditional / Ethnic Dance	12%	15%
Contemporary Dance	7%	5%
Ballroom / Tap / Line Dance / Latin Dance	5%	7%
Ballet	4%	4%

Base:

2015 Arts attendees, n=1598

2015 Married with Children arts attendees, n=876

## Theatre

Compared to the general arts attendees, MWC arts attendees were less likely to attend Musicals and Plays. This could be due to the time and cost involved with taking the entire family to such events.

Table 59: Married with Children arts attendance by art form – Theatre

	All Arts Attendees	Married with Children Arts Attendees
<b>Theatre Overall Attendance</b>	<b>47%</b>	<b>44%</b>
Street and Circus Performances	23%	24%
Musicals	17%	14%
Variety Shows	14%	14%
Plays (Non-Musical)	9%	6%
Traditional Theatre	8%	9%
Western Opera	1%	1%

Base:

2015 Arts attendees, n=1598

2015 Married with Children arts attendees, n=876

## Visual Arts

With the exception of Art Auctions, almost all genres of Visual Arts registered a lower attendance rate from MWC arts attendees.

Table 60: Married with Children arts attendance by art form – Visual Arts

	All Arts Attendees	Married with Children Arts Attendees
<b>Visual Arts Overall Attendance</b>	<b>40%</b>	<b>32%</b>
Drawing and Painting Exhibitions	19%	16%
Photography Exhibitions	15%	12%
Art Fairs	12%	8%
3D Art Exhibitions	8%	6%
New Media Art	7%	4%
Graffiti Art, Mural Art, Tile Mosaic Art Exhibitions	5%	3%
Performance Art Exhibitions	4%	2%
Art Auctions	2%	2%

Base:

2015 Arts attendees, n=1598

2015 Married with Children arts attendees, n=876



## Literary Arts

MWCs' Reading and Literary Arts event attendance rates were similar to that of general arts attendees.

Table 61: Married with Children arts attendance by art form – Literary Arts

	All Arts Attendees	Married with Children Arts Attendees
<b>Literary Arts Overall Attendance</b>	<b>32%</b>	<b>33%</b>
Reading stories, poetry or graphic novels	25%	26%
Events related to books and / or writing	13%	13%

Base:

2015 Arts attendees, n=1598

2015 Married with Children arts attendees, n=876

## Heritage

MWCs are more likely than the general arts attendees to visit historic districts, but less likely to attend Heritage exhibitions and festivals.

Table 62: Married with Children arts attendance by art form – Heritage

	All Arts Attendees	Married with Children Arts Attendees
<b>Heritage Overall Attendance</b>	<b>76%</b>	<b>77%</b>
Visiting historic districts	53%	59%
Visiting heritage buildings and monuments	32%	34%
Exhibitions on culture, history and heritage	27%	23%
Heritage festivals and activities	13%	10%
Guided arts / heritage / cultural tours and trails	11%	9%

Base:

2015 Arts attendees, n=1598

2015 Married with Children arts attendees, n=876

### 3.3.3.5 Companions for arts and culture attendance by MWCs

MWCs typically attend arts events with family members. In particular, there was an increase in those who attend arts events and activities with their partner / spouse (5% points).

Having younger children was a factor influencing MWCs' choice of companion for the arts event. This is likely because parents with young children would attend family-centric events.

Table 63: Companions for arts attendance by Married with Children

	All Arts Attendees	Married with Children Arts Attendees	
		2015	2013
Friends	36%	16%	19%
Family members	43%	62%	65%
My partner / spouse	10%	12% ↑	7%
Colleagues	2%	2%	1%
Alone	7%	7%	7%
Others	1%	-	-

↑ Significant increase as compared to MWC arts attendees in 2013 at 95% confidence level

Note that all arts attendees n=7, Married with Children arts attendees n=5 (Can't recall is not presented in this table)

Base: 2013 Married with Children arts attendees, n=449; 2015 All arts attendees, n=1598; 2015 Married with Children arts attendees, n=876

Table 64: Companions for arts attendance by Married with Children of different age brackets

	All Arts Attendees	Married with Children Arts Attendees	
		With at least a child aged 12 years' old and below	With all children aged above 12 years' old
Friends	36%	9%	22% ↑
Family members	43%	76%	51% ↓
My partner / spouse	10%	10%	13%
Colleagues	2%	2%	1%
Alone	7%	2%	11% ↑
Others	1%	1%	1%

↑↓ Significant increase / decrease as compared to MWCs of different age brackets arts attendees at 95% confidence level

Note that all arts attendees n=7, Married with Children arts attendees n=5 (Can't recall is not presented in this table)

Base: 2015 Married with Children arts attendees with at least a child aged 12 years' old and below, n=394; 2015 Married with Children arts attendees with all children above 12 years' old, n=482

### 3.3.3.6 Venues for arts and culture attendance by MWCs

For possible reasons such as the need for convenience or the increased availability of arts events around the heartlands, more MWC arts attendees attended arts events at community clubs / centres, home and school / near school. On the other hand, dedicated arts venues and the city centre saw fewer MWC arts attendees in 2015.

Table 65: Venues for arts attendance by Married with Children

Venues	All Arts Attendees	Married with Children Arts Attendees	
		2015	2013
Dedicated Arts Venues	35%	28% ↓	40%
Shopping Malls <sup>^</sup>	32%	36%	NA
Community Clubs / Centres	27%	35% ↑	21%
Home	27%	28% ↑	17%
Museums	26%	20%	20%
Near Home / Immediate Neighbourhood	25%	32%	27%
Parks <sup>^</sup>	25%	24%	NA
In the City Centre	20%	16% ↓	32%
School / Near School	18%	14% ↑	7%
Libraries	18%	19%	21%
Places of Worship	13%	16%	15%
Arts Institutions <sup>^</sup>	10%	6%	NA
Workplace / Near Workplace	6%	5%	4%
VWO / NGO	3%	3%	3%

↑↓ Significant increase / decrease as compared to MWC arts attendees in 2013 at 95% confidence level

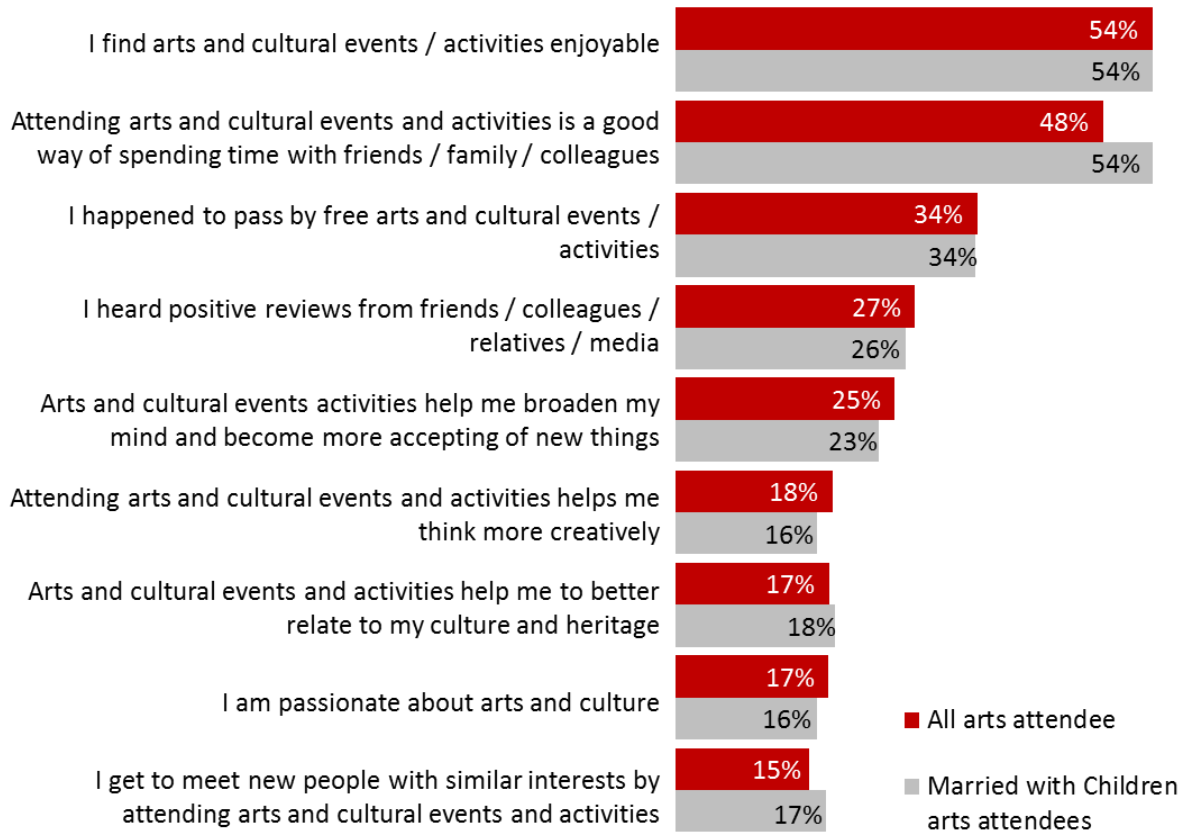
<sup>^</sup>Newly-added options in 2015  
Only mentions above 3% are shown

Base:  
2013 Married with Children arts attendees, n=449  
2015 Arts attendees, n=1598  
2015 Married with Children arts attendees, n=876

### 3.3.3.7 Reasons for arts and culture attendance by MWCs

Key drivers for MWCs arts attendance were similar to that for general arts attendance. Specifically, attending arts as a means of spending time with close friends and family was very important to MWCs.

Figure 35: Reasons for arts attendance by Married with Children



Only mentions above 2% are shown

Base:

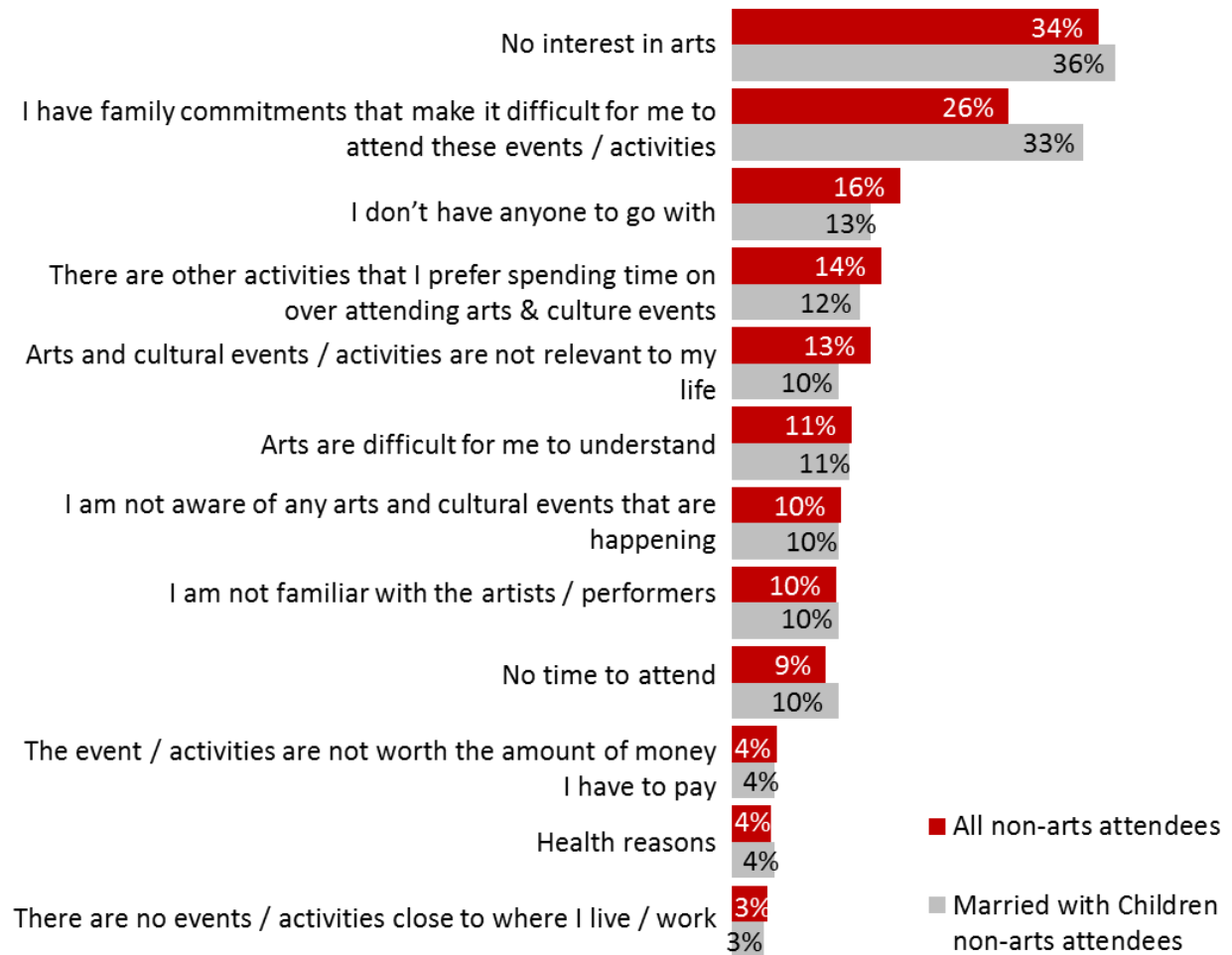
All arts attendees, n=1598

Married with Children arts attendees, n=876

### 3.3.3.8 Barriers to arts and culture attendance by MWCs

Lack of interest in the arts and family commitments were the two biggest obstacles faced by MWCs.

Figure 36: Barriers to arts attendance by Married with Children



Only responses of 1% or more from all non-arts attendees are shown

Base:

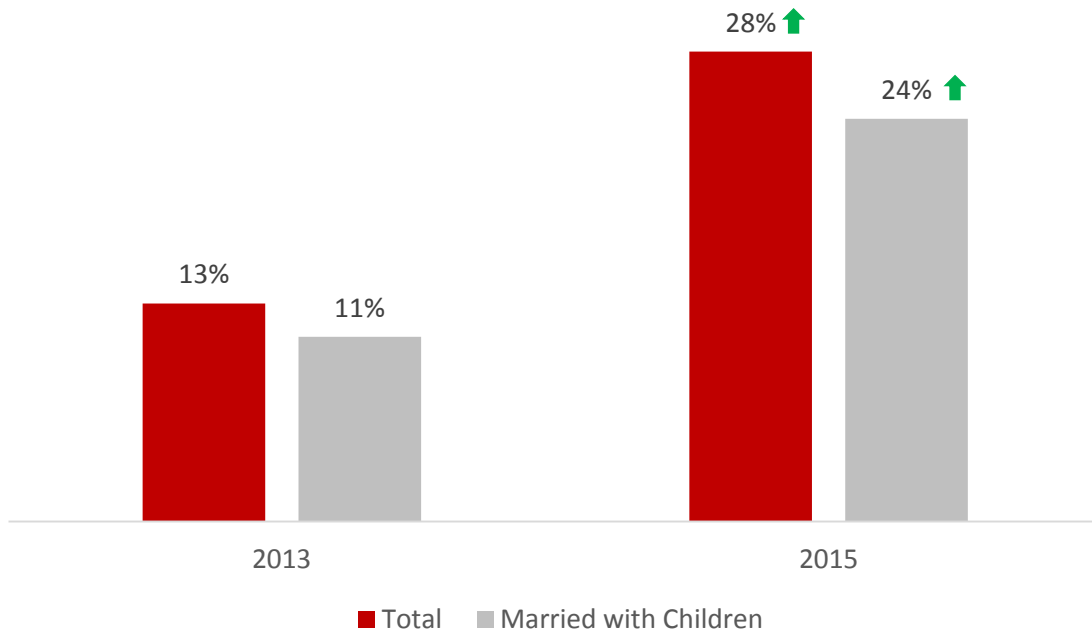
All non-arts attendees, n=215

Married with Children non-arts attendees, n=136

### 3.3.3.9 Arts and culture participation by MWCs

Compared to 2013, arts participation among MWCs had doubled in 2015.

Figure 37: Arts participation by Married with Children



↑ Significant(ly) higher / increase as compared to Total population and MWC arts participants in 2013 at 95% confidence level

2013 Base:  
Total, n=2015  
Married with Children, n=1279

2015 Base:  
Total, n=2041  
Married with Children, n=1126

### 3.3.3.10 Participation by art forms by MWCs

Music was the favoured art form for participation. Participation in Visual Arts, Literary Arts and Craft had declined.

Table 66: Participation by art forms by Married with Children

Art Forms	All Arts Participants	Married with Children Arts Participants		
	2015	2015	2013	Difference in % points
Music	48%	46%	37%	+9
Dance	28%	25%	19%	+6
Theatre	25%	25%	22%	+3
Visual Arts	20%	15%	23%	-8 ↓
Literary Arts	10%	8%	15%	-7 ↓
Craft	16%	16%	24%	-8 ↓

↓ Significant decrease as compared to MWC arts participants in 2013 at 95% confidence level

Base:

2013 Married with Children arts participants, n=136

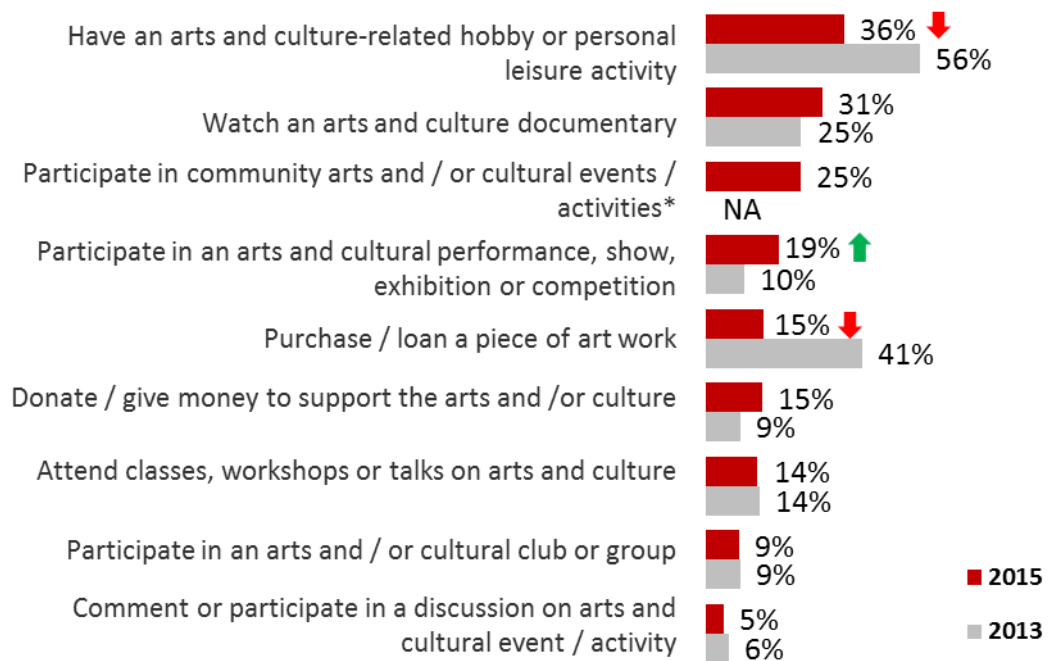
2015 Arts participants, n=576

2015 Married with Children arts participants, n=265

### 3.3.3.11 Means of arts and culture participation by MWCs

Despite a decline in 2015, having an arts and culture-related hobby or personal leisure activity remained the most common mode of participation followed by watching arts and cultural documentaries. The number of arts participants who purchased / loaned art works fell sharply.

Figure 38: Means of arts participation by Married with Children



↑ ↓ Significant increase / decrease as compared to MWC arts participants in 2013 at 95% confidence level

\*New activities included in 2015

Note that 'NA' represents % that could be lesser than 4% or not mentioned at all in 2013

Base:

2013 Married with Children arts participants, n=136

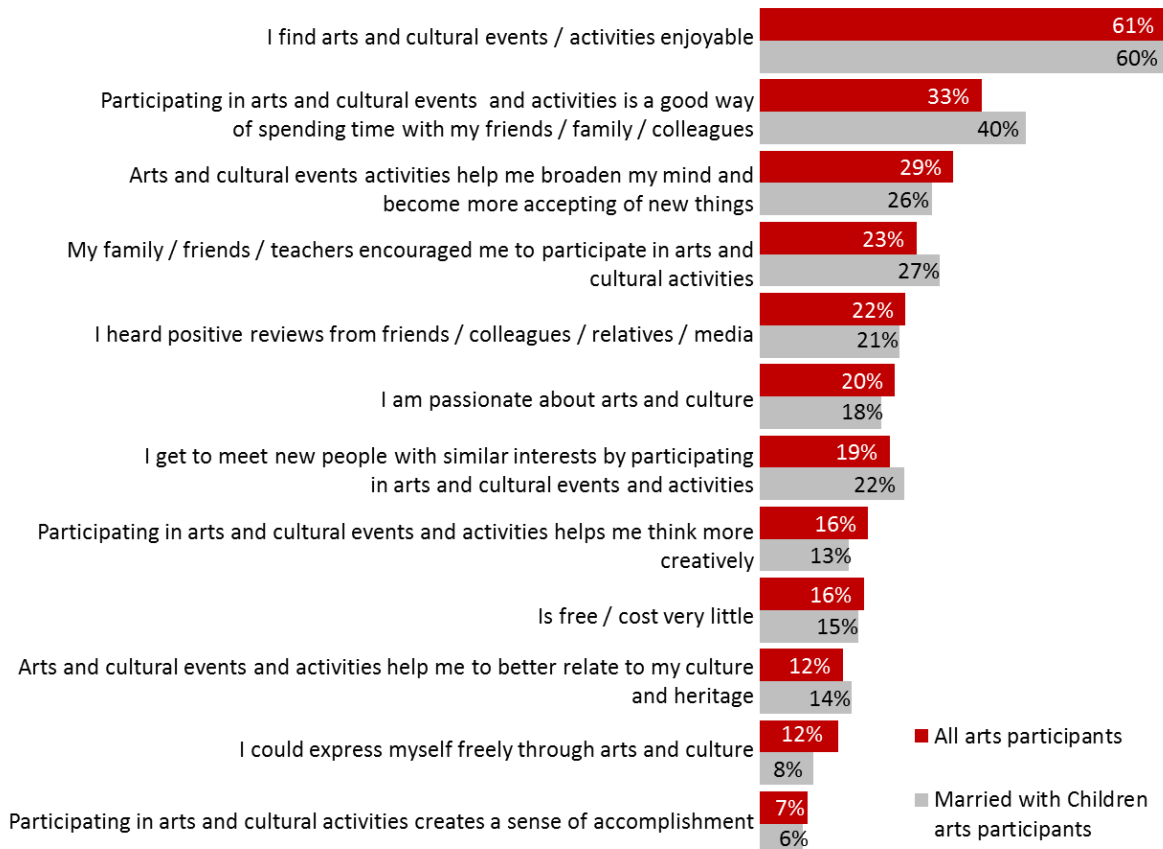
2015 Married with Children arts participants, n=265



### 3.3.3.12 Reasons for arts and culture participation by MWCs

MWCs' participation in the arts was driven by personal enjoyment. Interestingly, relative to the general arts participants, more MWCs were drawn to participate in the arts for social bonding, through encouragement of close ones and because the arts enabled them to better relate to their culture and heritage.

Figure 39: Reasons for arts participation by Married with Children



Only mentions above 1% are shown

Base:

All arts participants, n=576

Married with Children arts participants, n=265

### 3.3.3.13 Venues for arts and culture participation by MWCs

Preference in venues for arts participation for MWCs aligned closely with that for general arts participants, with a higher proportion of MWCs participating at venues near home / immediate neighbourhood, shopping malls and libraries.

Table 67: Venues for arts and culture participation by Married with Children

Venues	All Arts Participants	Married with Children Arts Participants	
		2015	2013
Community Clubs / Centres	31%	43%	NA
Dedicated Arts Venues	29%	28%	NA
School / Near School	26%	15%	NA
Home	22%	22%	NA
Parks <sup>^</sup>	21%	24%	NA
Near Home / Immediate Neighbourhood	20%	25%	NA
Museums	18%	13%	NA
Shopping Malls <sup>^</sup>	16%	22%	NA
Libraries	14%	20%	NA
In the City Centre	13%	9%	NA
Places of Worship	10%	13%	NA
Arts Institutions	9%	5%	NA
Workplace / Near Workplace	8%	9%	NA
VVO / NGO	6%	7%	NA

<sup>^</sup>Newly-added options in 2015

'NA' denotes data is not available in 2013 for comparison

Only mentions above 1% are shown

Base:

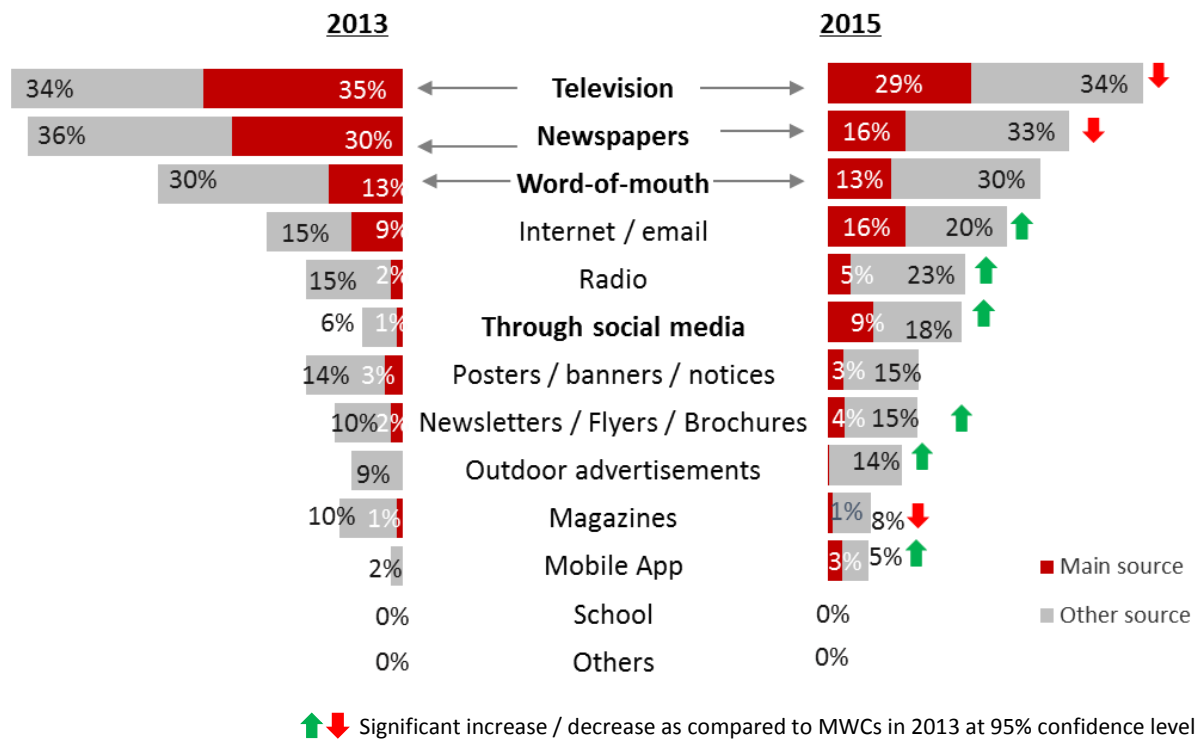
2015 Arts participants, n=576

2015 Married with Children arts participants, n=265

### 3.3.3.14 Sources of information by MWCs

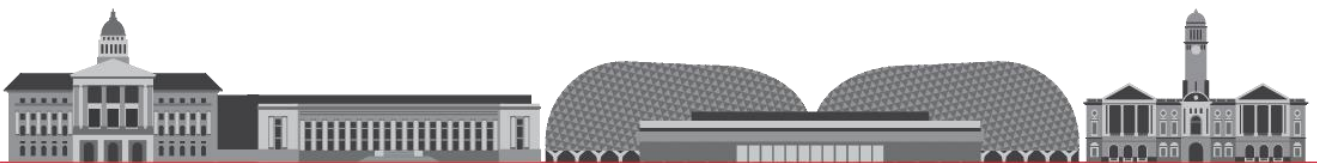
The channels for info used by MWCs are diverse. Traditional media was the main source of information on arts events and activities for MWCs, though the use of online and social media had increased.

Figure 40: Sources of information on the arts among Married with Children



Base:  
 2013 Married with Children, n=1279  
 2015 Married with Children, n=1126

# 3.3.4 SENIORS



### 3.3.4 Seniors (65 years' old and above)

#### ***The Importance of Seniors...***

Due to the ageing population in Singapore, Seniors<sup>5</sup> (aged 65 and above) will constitute a huge segment of Singapore's population in the coming years. It is of utmost importance to understand this segment's preference, perceptions and interest in the arts so it continues to be relevant and appeal to them.

#### ***To draw Seniors...***

Seniors were less concerned with the benefit to personal development that the arts could provide them. However, Seniors are especially appreciative of the social benefits arts bring such as strengthening of inter-generational understanding (71%), instilling belongingness to Singapore (72%) and building community closeness (73%).

3 out of 4 Seniors attend the arts. Attendance in Heritage-related events (79%) continued to appeal to Seniors the most while the most favoured art form for participation was Music (45%). Be it attendance or participation in the arts, community clubs / centres are the most common venue frequented by Senior arts audiences<sup>6</sup>.

Unlike younger arts audiences (Students, PMEBs and MWCs), more Senior arts audiences hoped to form new friendships with others of similar interests.

#### ***To reach Seniors...***

Seniors are still reliant on traditional media such as television and newspapers for information on the arts. However, more Seniors are exploring social media as an option for news and updates on arts and cultural events. The increasing tech savvy-ness of Seniors and their willingness to explore a variety of options available make it easier to engage them.

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<sup>5</sup> Seniors are categorised by respondents who are aged 65 years' old and above

<sup>6</sup> Senior arts audience are categorised by respondents who are aged 65 years' old and above and attended and / or participated in the arts.

#### 3.3.4.1 Perceptions towards arts and culture by Seniors

In 2015, more Seniors appreciated the benefits of engaging in the arts. The largest increase was seen in the perception that the arts built community closeness (73%) and facilitated inter-generational understanding (71%). However, Seniors' extent of agreement on the benefits enjoyed through arts and culture generally lagged behind the total population. Compared to the total population though, Senior arts audiences were still more likely to agree that arts helped to instill a sense of belonging to Singapore (81%) and improved the quality of life for everyone (80%).

Table 68: Perceptions towards the arts by Seniors

Statements	2015			2013
	Total	Seniors	Senior Arts Audience	Seniors
Improve the quality of life for everyone	73%	74%	80%	59% ↓
Help us express our thoughts, feelings and ideas	84%	78% ↓	81%	62% ↓
Inspire and help us to be more creative	80%	72% ↓	77%	55% ↓
Give us a better understanding of people of different backgrounds and culture	88%	79% ↓	82% ↓	70% ↓
Give us a greater sense of belonging to Singapore	76%	72%	81% ↑	53% ↓
Say who we are as a society and country	78%	73%	80%	54% ↓
Contribute to the Singapore economy	64%	58% ↓	65%	44% ↓
Strengthen inter-generational understanding	78%	71% ↓	74%	51% ↓
Help draw Singaporeans closer as a community	78%	73%	79%	52% ↓
The arts and culture in Singapore is something that Singaporeans can be proud of	74%	72%	77%	53% ↓
Willing to share / recommend arts and culture activities in Singapore to their friends and family	66%	64%	68%	53% ↓
Broad range of arts and cultural entertainment choices in Singapore <sup>^</sup>	71%	65%	69%	NA
There are sufficient opportunities to nurture young Singapore artistic talent <sup>^</sup>	64%	68%	71%	NA
Information on arts and culture events / activities in Singapore is easily available <sup>^</sup>	73%	70%	74%	NA

↑ ↓ Significant increase / decrease (Senior arts audience, Seniors in 2015 as compared to Total and Seniors in 2013 as compared to Seniors in 2015) at 95% confidence level

% computed by respondents who selected "Agree" and "Strongly Agree" to each of the statements

'NA' denotes data is not available in 2013 for comparison

<sup>^</sup>Statements not included in 2013

Base:

2013 Seniors, n=286

2015 Total, n=2041

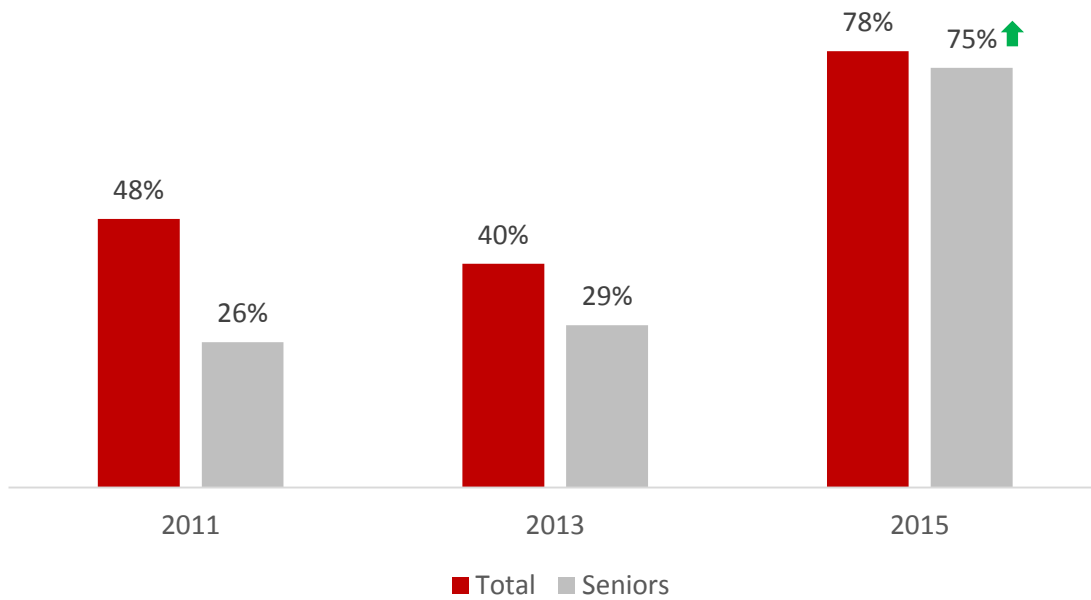
2015 Seniors, n=237

2015 Senior arts audience, n=181

### 3.3.4.2 Arts and culture attendance by Seniors

Seniors' arts attendance (75%) more than doubled in 2015.

Figure 41: Arts attendance by Seniors



↑ Significant increase as compared to Senior arts attendees in 2013 at 95% confidence level

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

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

2015 Base:  
Total, n=2041  
Seniors, n=237



### 3.3.4.3 Art forms attended by Seniors

Heritage events appealed to Seniors the most (79%). Theatre and Music were a distant second and third at 44% and 34% respectively. When compared to Senior arts attendees in 2013, apart from Literary Arts, attendance for each art form by Seniors had risen.

Table 69: Arts attendance by art forms by Seniors

Art Forms	All Arts Attendees	Senior Arts Attendees		
	2015	2015	2013	Difference in % points
Music	45%	34%	20%	+14 ↑
Dance	36%	27%	8%	+19 ↑
Theatre	47%	44%	42%	+2
Visual Arts	40%	29%	13%	+16 ↑
Literary Arts	32%	24%	27%	-3
Craft	19%	13%	2%	+11 ↑
Heritage	76%	79%	53%	+26 ↑

↑ Significant increase as compared to Senior arts attendees in 2013 at 95% confidence level

Base:

2013 Senior arts attendees, n=83

2015 Arts attendees, n=1598

2015 Senior arts attendees, n=177

### 3.3.4.4 Details of art forms attended by Seniors

#### Music

Traditional Ethnic Music was the most popular Music genre among Seniors, and was the only Music sub-genre in which Seniors' attendance surpassed the general arts attendees.

Table 70: Senior arts attendance by art form – Music

	All Arts Attendees	Senior Arts Attendees
<b>Music Overall Attendance</b>	<b>35%</b>	<b>34%</b>
Popular, Rock, Indie / Alternative Music	19%	15%
Traditional Ethnic Music	10%	16%
Western Classical Music	9%	6%
Vocal Music	6%	7%
Folk / Ethnic / World Music	5%	6%
Jazz and Blues	4%	1%

Base:  
2015 Arts attendees, n=1598  
2015 Senior arts attendees, n=177

#### Dance

Dance attendance rates of Seniors lagged behind that of general attendees.

Table 71: Senior arts attendance by art form – Dance

	All Arts Attendees	Senior Arts Attendees
<b>Dance Overall Attendance</b>	<b>36%</b>	<b>27%</b>
Street Dance	21%	15%
Folk / Traditional / Ethnic Dance	12%	11%
Contemporary Dance	7%	3%
Ballroom / Tap / Line Dance / Latin Dance	5%	7%
Ballet	4%	3%

Base:  
2015 Arts attendees, n=1598  
2015 Senior arts attendees, n=177

## Theatre

Street and Circus Performance, Traditional Theatre and Variety Shows most appealed to Senior arts attendees.

Table 72: Senior arts attendance by art form – Theatre

	All Arts Attendees	Senior Arts Attendees
<b>Theatre Overall Attendance</b>	<b>47%</b>	<b>44%</b>
Street and Circus Performances	23%	24%
Musicals	17%	6%
Variety Shows	14%	14%
Plays (Non-Musical)	9%	2%
Traditional Theatre	8%	15%
Western Opera	1%	1%

Base:

2015 Arts attendees, n=1598

2015 Senior arts attendees, n=177

## Visual Arts

In general, Senior arts attendees had lower interest in Visual Arts events and exhibitions as compared to the average arts attendee. However, across the different Visual Arts genres, Seniors had a stronger preference for Drawing and Painting exhibitions as well as Photography exhibitions.

Table 73: Senior arts attendance by art form – Visual Arts

	All Arts Attendees	Senior Arts Attendees
<b>Visual Arts Overall Attendance</b>	<b>40%</b>	<b>29%</b>
Drawing and Painting Exhibitions	19%	17%
Photography Exhibitions	15%	12%
Art Fairs	12%	9%
3D Art Exhibitions	8%	2%
New Media Art	7%	1%
Graffiti Art, Mural Art, Tile Mosaic Art Exhibitions	5%	2%
Performance Art Exhibitions	4%	1%
Art Auctions	2%	1%

Base:

2015 Arts attendees, n=1598

2015 Senior arts attendees, n=177

## Literary Arts

Seniors read less than the average arts attendee.

Table 74: Senior arts attendance by art form – Literary Arts

	All Arts Attendees	Senior Arts Attendees
<b>Literary Arts Overall Attendance</b>	<b>32%</b>	<b>24%</b>
Reading stories, poetry or graphic novels	25%	16%
Events related to books and / or writing	13%	11%

Base:

2015 Arts attendees, n=1598

2015 Senior arts attendees, n=177

## Heritage

Visiting historic districts was the major draw under the Heritage genre for Seniors.

Table 75: Senior arts attendance by art form – Heritage

	All Arts Attendees	Senior Arts Attendees
<b>Heritage Overall Attendance</b>	<b>76%</b>	<b>79%</b>
Visiting historic districts	53%	68%
Visiting heritage buildings and monuments	32%	34%
Exhibitions on culture, history and heritage	27%	18%
Heritage festivals and activities	13%	5%
Guided arts / heritage / cultural tours and trails	11%	14%

Base:

2015 Arts attendees, n=1598

2015 Senior arts attendees, n=177

### 3.3.4.5 Companions for arts and culture attendance by Seniors

The number of Seniors attending arts events with family members declined in 2015.

Table 76: Companions for arts activities by Seniors

	All Arts Attendees	Senior Arts Attendees	
		2015	2013
Friends	36%	40%	36%
Family members	43%	28% ↓	48%
My partner / spouse	10%	10% ↑	-
Colleagues	2%	2%	-
Alone	7%	18%	13%
Others	1%	1%	2%

↑ ↓ Significant increase / decrease as compared to Senior arts attendees in 2013 at 95% confidence level

Base:

2013 Senior arts attendees, n=83

2015 All arts attendees, n=1598

2015 Senior arts attendees, n=177

### 3.3.4.6 Venues for arts and culture attendance by Seniors

Preferred art venues had shifted slightly from dedicated art venues to locations closer to home, in particular, community clubs / centres (43%).

Table 77: Venues for arts attendance by Seniors

Venues	All Arts Attendees	Senior Arts Attendees	
		2015	2013
Dedicated Arts Venues	35%	27%	37%
Shopping Malls <sup>^</sup>	32%	28%	NA
Community Clubs / Centres	27%	43% ↑	27%
Home	27%	31%	27%
Museums	26%	16%	16%
Near Home / Immediate Neighbourhood	25%	37%	27%
Parks <sup>^</sup>	25%	25%	NA
In the City Centre	20%	13%	18%
School / Near School	18%	6%	NA
Libraries	18%	16%	8%
Places of Worship	13%	15%	22%
Arts Institutions <sup>^</sup>	10%	5%	NA

↑ Significant increase as compared to Senior arts attendees in 2013 at 95% confidence level

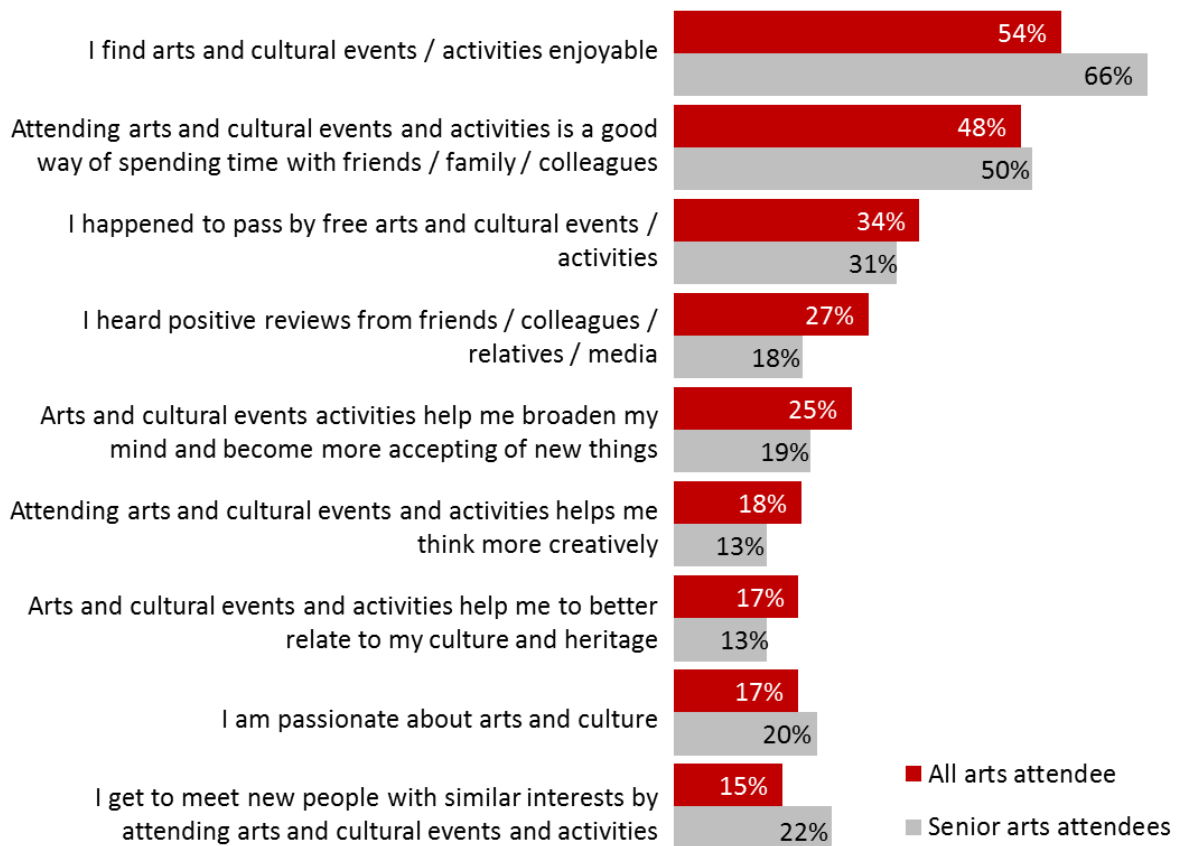
<sup>^</sup>Newly-added options in 2015  
Only mentions above 3% are shown

Base:  
All arts attendees, n=1598  
Senior arts attendees, n=177

### 3.3.4.7 Reasons for arts and culture attendance by Seniors

Apart from the common reasons for arts attendance (entertainment and social bonding), an important reason for 1 out of 5 Seniors was their desire to form new friendships with others with similar interests. It was also noteworthy that 7 out of 10 Seniors attended the arts for pure enjoyment.

Figure 42: Reasons for arts attendance by Seniors



Only mentions above 2% are shown

Base:

All arts attendees, n=1598

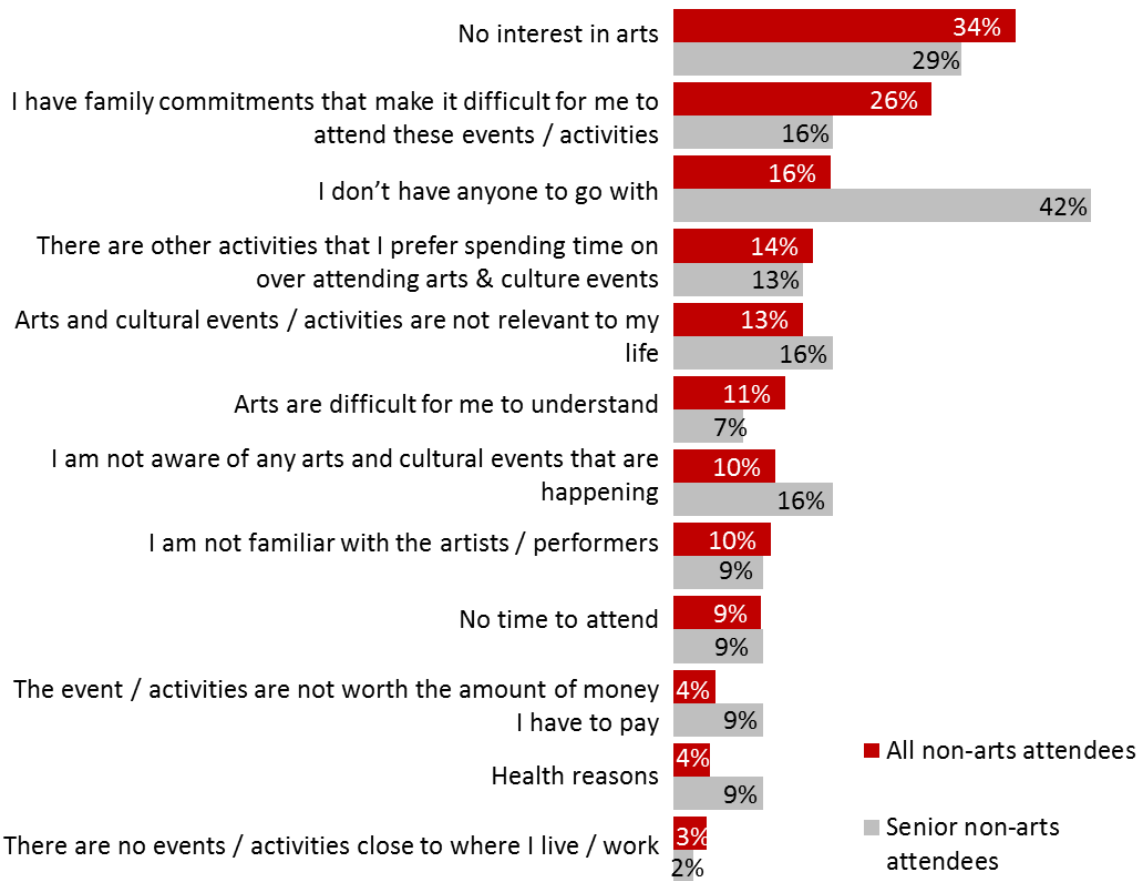
Senior arts attendees, n=177



### 3.3.4.8 Barriers to arts and culture attendance by Seniors

A prominent barrier for Seniors was the lack of companionship.

Figure 43: Barriers to arts attendance by Seniors



Only responses of 1% or more from all non-arts attendees are shown

Base:

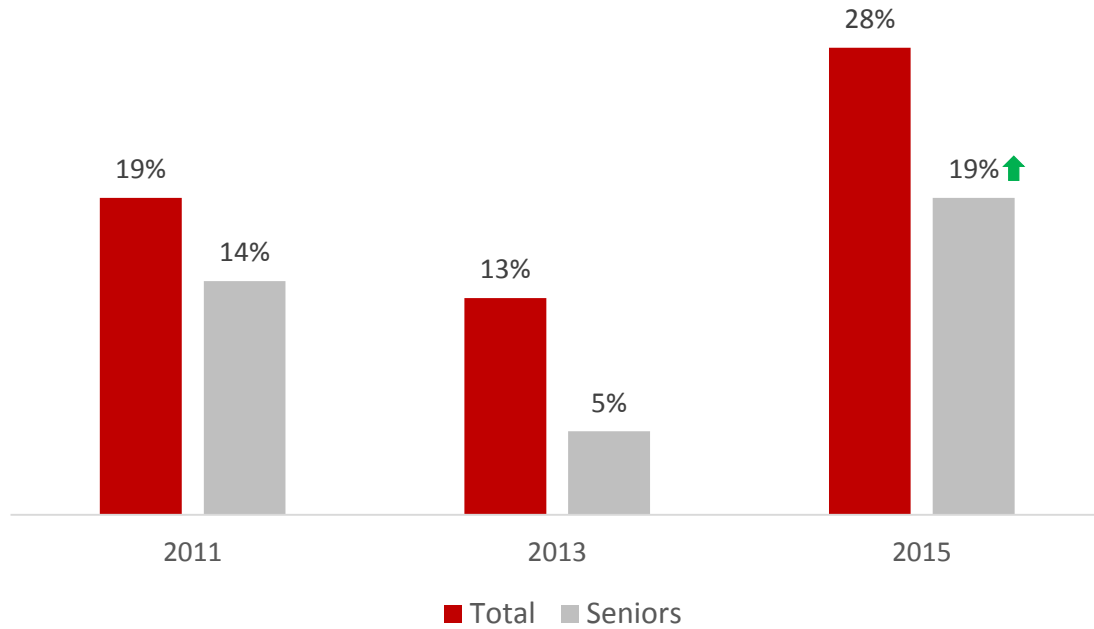
All non-arts attendees, n=215

Senior non-arts attendees, n=45

### 3.3.4.9 Arts and culture participation by Seniors

Similar to the growth in attendance, Seniors' arts participation (19%) in 2015 had more than tripled since 2013.

Figure 44: Arts participation by Seniors



↑ Significant increase as compared to Senior arts participants in 2013 at 95% confidence level

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

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

2015 Base:  
Total, n=2041  
Seniors, n=237

### 3.3.4.10 Participation by art forms by Seniors

The most popular art forms for participation by Seniors were Music and Theatre (which observed an improvement in participation of a substantial 23% points).

Compared to general arts participants and Senior arts participants in 2013, there was lower participation by Seniors in Visual Arts, Craft and Music.

Table 78: Participation by art forms by Seniors

Art Forms	All Arts Participants	Senior Arts Participants		
	2015	2015	2013	Difference in % points
Music	48%	45%	58%	-13
Dance	28%	14%	8%	+6
Theatre	25%	23%	0%	+23 ↑
Visual Arts	20%	16%	25%	-9
Literary Arts	10%	9%	8%	+1
Craft	16%	9%	17%	-8

↑ Significant increase as compared to Senior arts participants in 2013 at 95% confidence level

Base:

2013 Senior arts participants, n=15

2015 Arts participants, n=576

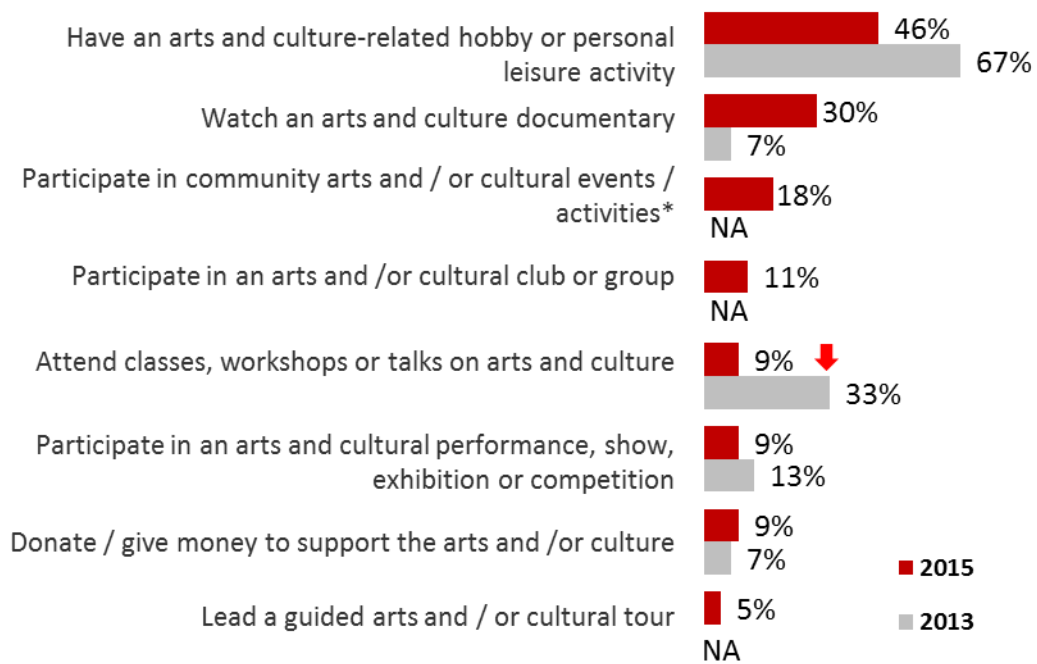
2015 Senior arts participants, n=44

This analysis should be interpreted with caution owing to a small base (<30) in 2013.

### 3.3.4.11 Means of arts and culture participation by Seniors

While the proportion of Seniors having an arts-related hobby or leisure activity had shrunk, it remained the most common way for Seniors to participate in the arts. Likewise, more Seniors in 2015 had chosen to watch arts and culture documentaries instead of attending arts and culture classes, workshops or talks.

Figure 45: Means of arts and culture participation by Seniors



↓ Significant decrease as compared to Senior arts participants in 2013 at 95% confidence level

\*New activities included in 2015

Note that 'NA' represents % that could be lesser than 4% or not mentioned at all in 2013

Base:

2013 Senior arts participants, n=15

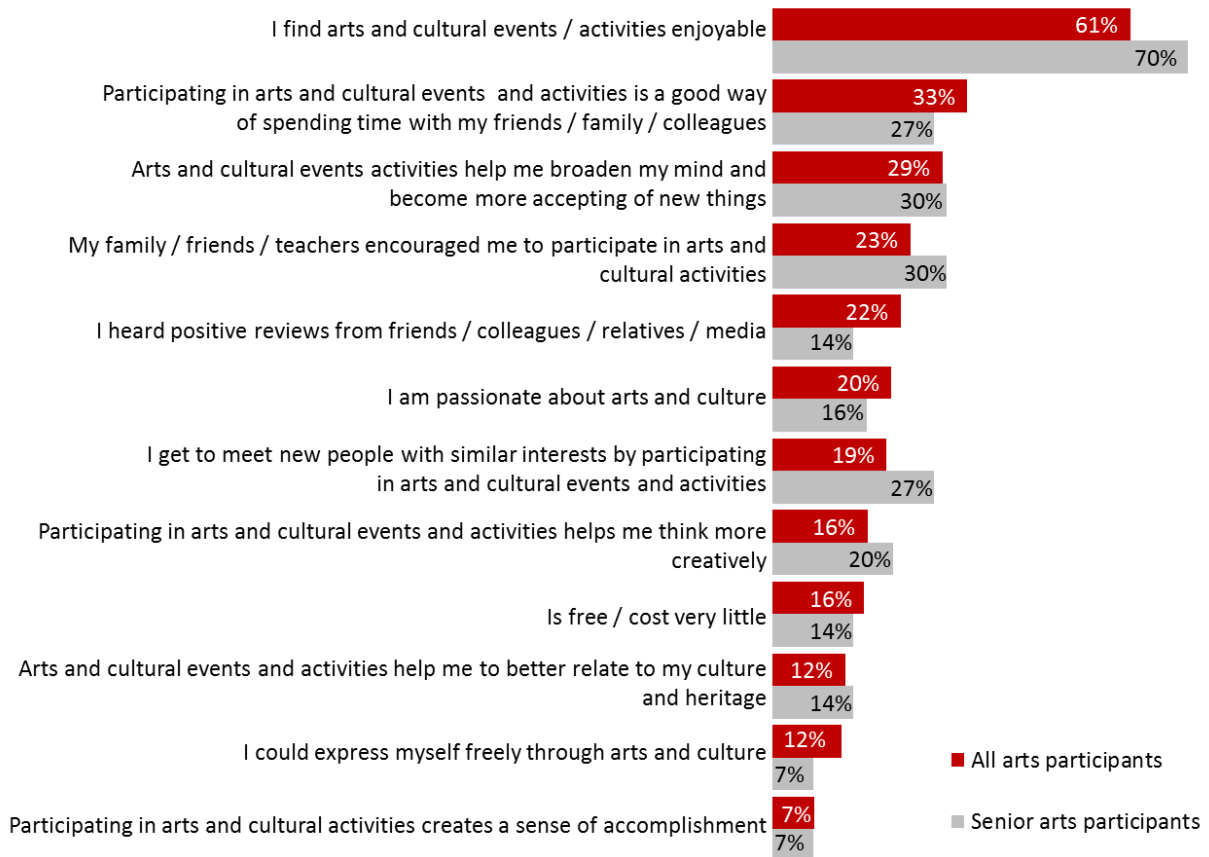
2015 Senior arts participants, n=44

This analysis should be interpreted with caution owing to a small base (<30) in 2013.

### 3.3.4.12 Reasons for arts and culture participation by Seniors

7 in 10 Seniors participated for pure enjoyment. Learning, encouragement of close ones as well as the opportunity to meet new people were also reasons driving their participation.

Figure 46: Reasons for arts participation by Seniors



Only mentions above 1% are shown

Base:

All arts participants, n=576

Senior arts participants, n=44

### 3.3.4.13 Venues for arts and culture participation by Seniors

Community clubs / centres were the most common venue for arts participation by Seniors. However, compared to general arts participants, Seniors were more likely to have participated in the arts at venues near home / immediate neighbourhood.

Table 79: Venues for arts participation by Seniors

Venues	All Arts Participants	Senior Arts Participants	
		2015	2013
Community Clubs / Centres	31%	36%	NA
Dedicated Arts Venues	29%	25%	NA
School / Near School	26%	9%	NA
Home	22%	25%	NA
Parks <sup>^</sup>	21%	27%	NA
Near Home / Immediate Neighbourhood	20%	30%	NA
Museums	18%	11%	NA
Shopping Malls <sup>^</sup>	16%	16%	NA
Libraries	14%	14%	NA
In the City Centre	13%	9%	NA
Places of Worship	10%	9%	NA
Arts Institutions	9%	5%	NA
Workplace / Near Workplace	8%	2%	NA
VWO / NGO	6%	5%	NA

<sup>^</sup>Newly-added options in 2015

'NA' denotes data is not available in 2013 for comparison

Only mentions above 1% are shown

Base:

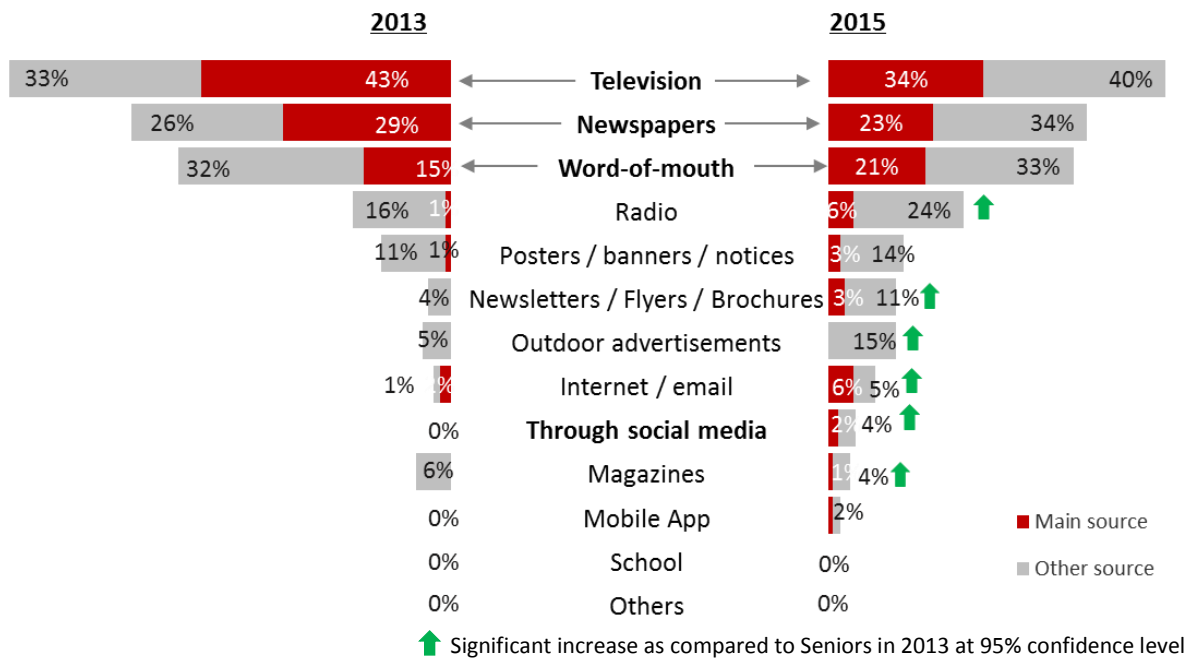
2015 All arts participants, n=576

2015 Senior arts participants, n=44

### 3.3.4.14 Sources of information among Seniors

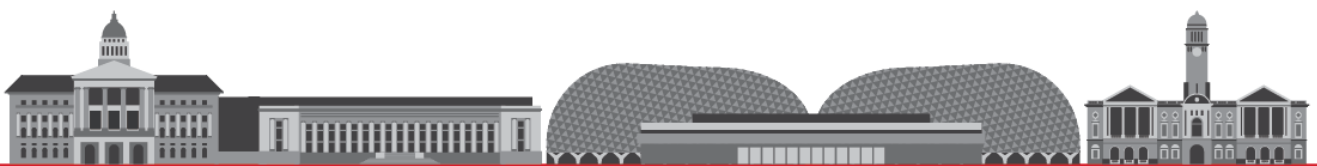
Among Seniors, traditional media such as television and newspapers remained the key sources of information about the arts.

Figure 47: Sources of information on the arts among Seniors



Base:  
 2013 Seniors, n=286  
 2015 Seniors, n=237

# DEFINITION OF ART FORMS



MRC



## Annex A - Definition of Art Forms

Theatre Performances	<ul style="list-style-type: none"> <li>• Plays (Non-Musical)</li> <li>• Musicals</li> <li>• Western Opera</li> <li>• Traditional Theatre (e.g. Chinese Opera, Bangsawan, Wayang Kulit)</li> <li>• Variety Shows (e.g. Cultural Nights, Stand-up Comedy, Magic Shows)</li> <li>• Street and Circus Performances (e.g. Circus, large-scale street performances like Chingay)</li> </ul>
Music Performances	<ul style="list-style-type: none"> <li>• Western Classical Music (e.g. Orchestra, Chamber, Symphony, Ensemble, Quartet, Instrumental Recital)</li> <li>• Traditional Ethnic Music (e.g. Chinese Orchestra, Angklung, Sitar)</li> <li>• Vocal Music (e.g. Choral, Acapella)</li> <li>• Folk / Ethnic / World Music</li> <li>• Jazz and Blues</li> <li>• Popular, Rock, Indie / Alternative Music</li> </ul>
Dance Performances	<ul style="list-style-type: none"> <li>• Ballet</li> <li>• Contemporary Dance</li> <li>• Ballroom / Tap / Line Dance / Latin Dance (e.g. Salsa, Flamenco)</li> <li>• Folk / Traditional / Ethnic Dance</li> <li>• Street Dance (e.g. Hip-hop, Breakdance)</li> </ul>
Visual Arts Events & Exhibitions	<ul style="list-style-type: none"> <li>• Art Fairs</li> <li>• Art Auctions</li> <li>• 3D Art Exhibitions (e.g. Sculpture, Ceramics, Pottery)</li> <li>• Drawing and Painting Exhibitions</li> <li>• Performance Arts Exhibitions (e.g. showcase of artists' physical body)</li> <li>• Photography Exhibitions</li> <li>• New Media Art (e.g. Video Arts, Sound Arts, Web-based Arts) Exhibitions</li> <li>• Graffiti Art, Mural Art, Tile Mosaic Art Exhibitions</li> </ul>

<b>Literary Arts Events &amp; Activities</b>	<ul style="list-style-type: none"> <li>• Reading stories, poetry or graphic novels for leisure (excluding newspapers, magazines, comic strips, technical books, self-help books and text books)</li> <li>• Events related to books and / or writing (e.g. storytelling, poetry readings, book launch, book fair, creative writing class)</li> </ul>
<b>Craft Events</b>	<ul style="list-style-type: none"> <li>• Events related to Crafts (e.g. exhibitions)</li> </ul>
<b>Film</b>	<ul style="list-style-type: none"> <li>• Art Films (e.g. South East Asian, Film Festival, Singapore International Film Festival etc.) shown at cinemas and at other venues (e.g. Singapore Art Museum, The Projector etc.)</li> </ul>
<b>Heritage Activities</b>	<ul style="list-style-type: none"> <li>• Exhibitions on culture, history and language</li> <li>• Guided arts / heritage / cultural tours and trails</li> <li>• Heritage festivals and activities (e.g. Singapore HeritageFest, Night Festival, International Museum Day, Explore Singapore etc.)</li> <li>• Visiting heritage buildings and monuments (e.g. Tanjong Pagar Railway Station, Sri Mariamman Temple, Raffles Hotel, Thian Hock Keng Temple, Sultan Mosque)</li> <li>• Visiting historic districts (e.g. Chinatown, Little India, Kampong Glam, Civic and Cultural District, Joo Chiat)</li> </ul>
<b>Others</b>	<ul style="list-style-type: none"> <li>• Community Arts events / activities in public spaces, community centres, shopping malls etc. (e.g. PAssionArts; Arts in your Neighbourhood; Silver Arts; Arts @ Work etc.)</li> <li>• Multi-Disciplinary / Films (e.g. Art Films shown at cinemas and other venues)</li> </ul>

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