



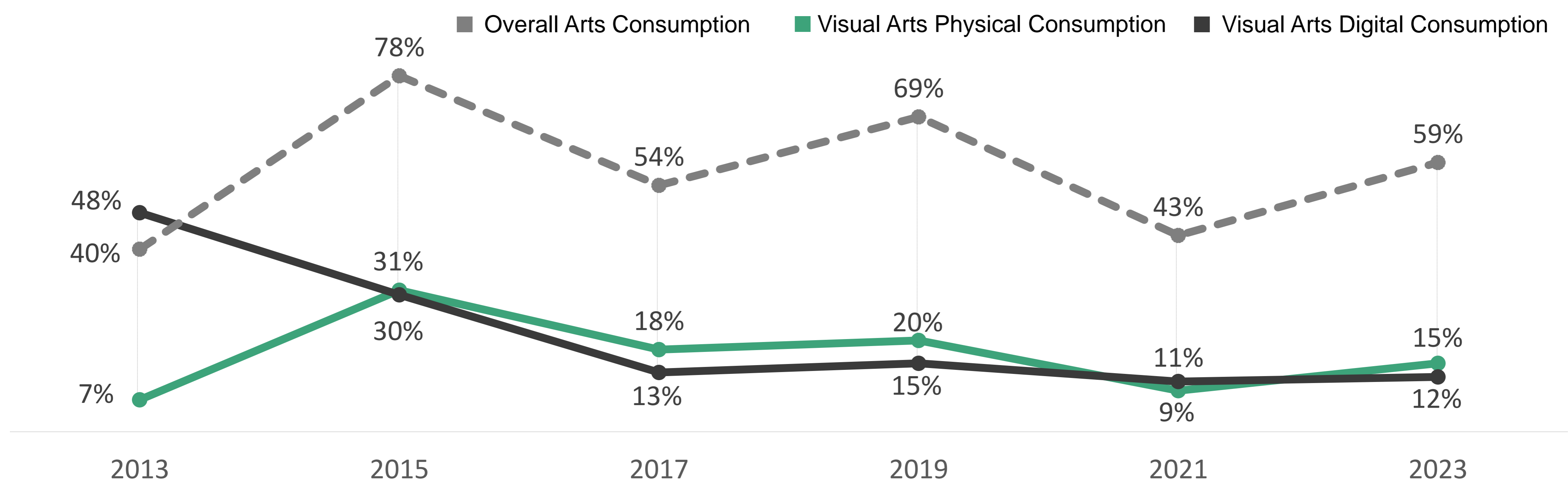
# Population Survey on the Arts 2023

## - Visual Arts

Visual Arts include a wide range of artistic practices, including drawing, painting, sculpture, installation, video, animation and photography.

### Overall Engagement with Visual Arts

Visual Arts physical consumption increased slightly in 2023 to 15%.



Base: 2013 All respondents n=2,015; 2015 All respondents n=2,041; 2017 All respondents n=2,023; 2019 All respondents n=1,176; 2021 All respondents n=2,047; 2023 All respondents n=2,086

#### General increase in physical consumption across most Visual Arts sub-genres.

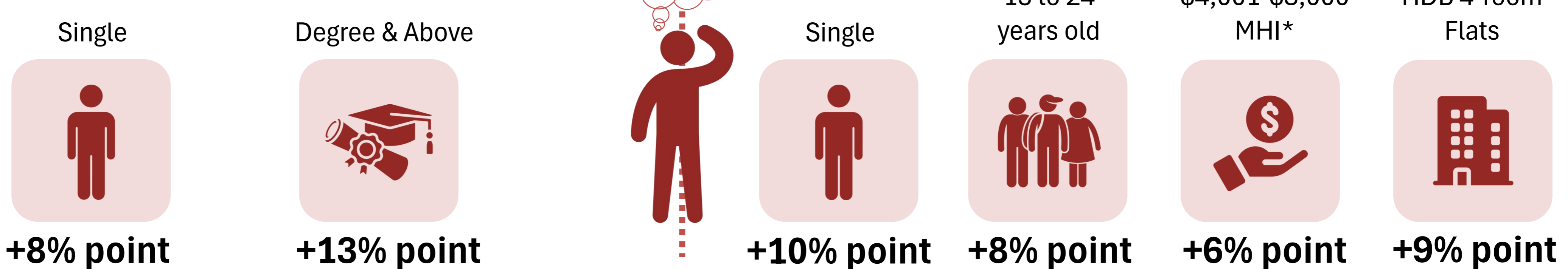
Top 3 Visual Arts Sub-Genres	Physical Consumption	Digital Consumption
	Drawing and Painting Exhibitions (8%)	Drawing and Painting Exhibitions (5%)
	Photography Exhibitions (5%)	New Media Art (5%) (e.g. video art, sound art, web-based art exhibitions)
	Art Fairs (4%)	Photography Exhibitions (4%)

Base: 2023 Total, n=2086;

### Profile of Visual Arts (Physical & Digital) Consumers

Compared to general physical arts consumers, **Visual Arts Physical Consumers** were more likely to be...

Compared to general digital arts consumers, **Visual Arts Digital Consumers** were more likely to be...



\*MHI refers to Monthly Household Income;

Base: 2023 Physical Arts Consumers n=1,238; 2023 Digital Arts Consumers n=1,370; 2023 Visual Arts Physical Consumers n=320; 2023 Visual Arts Digital Consumers n=339;

In terms of **Life Stages**, Visual Arts (Physical & Digital) Consumers tended to be...



\*PMEBs refers to Professionals, Managers, Executives, Business Owners and Senior Officials;

\*\*MWC (S/D/W) refers to Married with Children (Single, Divorced, Widowed);

Base: 2023 Students n=199; 2023 PMEBS n=666; 2023 MWC (S/D/W) n=1,275; 2023 Seniors n=426; 2023 Youths n=606;

### Engagement Patterns of Visual Arts Consumers

\*Note: This is a multi-select question, so percentages will not add up to 100%;

	Visual Arts Physical Consumers	Visual Arts Digital Consumers
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#### Top 3 Drivers for Engagement in the Past 12 Months

- Someone invited me (41%)
- Quality of live experience / art form is best when experienced live / in person (35%)
- Attending physically gives a more immersive experience (30%)

- I can enjoy it from the comfort of my home (60%)
- I don't have to pay for them (38%)
- Avoid crowds / crowded places (38%)

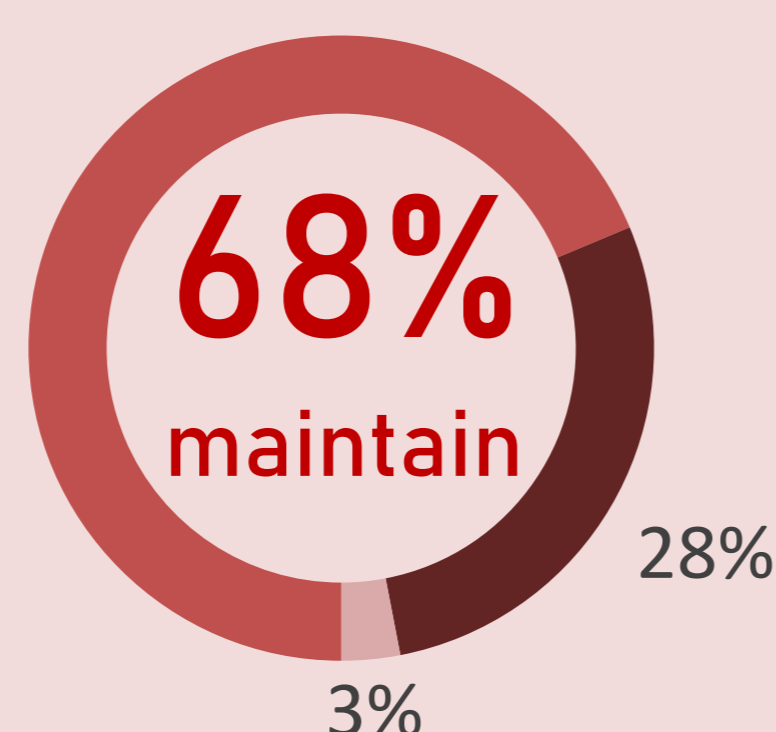
#### Top 3 Generic Barriers to Attendance

- Family commitments (44%)
- Unfamiliar with the artist (31%)
- Unaware of arts and culture events happening (25%)

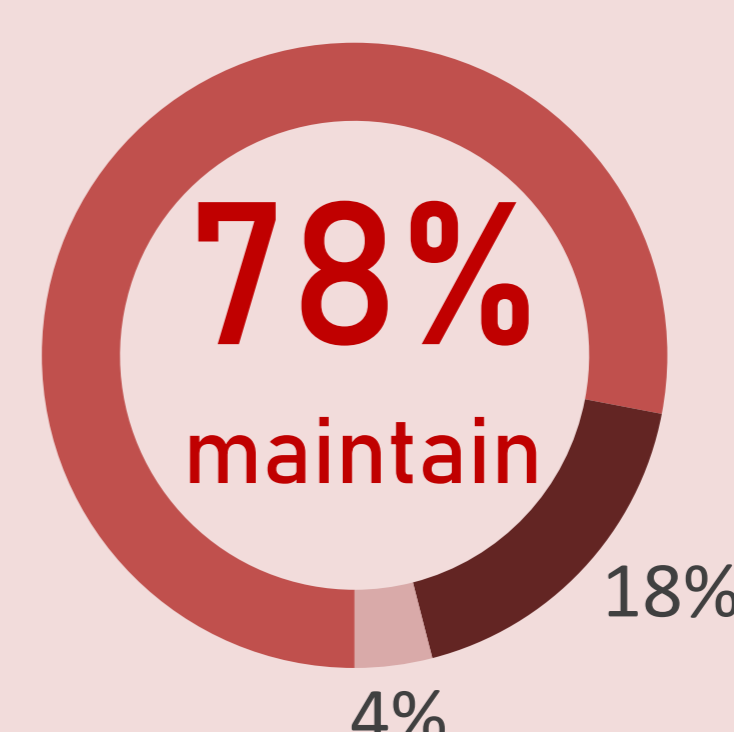
- Family commitments (39%)
- Unfamiliar with the artist (35%)
- No one to go with (28%)

#### Most Visual Arts Physical and Digital Consumers expected to maintain current levels of attendance.

Physical Consumers



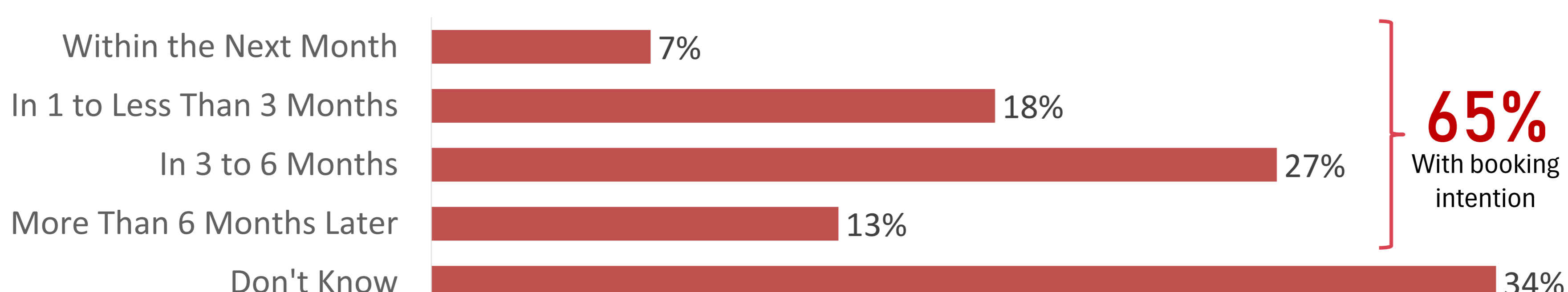
Digital Consumers



■ Maintain  
■ Increase  
■ Decrease

Base: 2023 Visual Arts Physical Consumers n=320; 2023 Visual Arts Digital Consumers n=339;

#### 1 in 4 Visual Arts Physical Consumers would make a booking to attend an arts and cultural event in the next 3 months.



Base: 2023 Visual Arts Physical Consumers n=320;