

Research Report 34  
December 2003

# Focus on cultural diversity: the arts in England

attendance, participation  
and attitudes

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# **Focus on cultural diversity: the arts in England**

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and attitudes

Findings of a study carried out by the Office for National Statistics

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# Conventions

The following conventions have been used within tables:

- n/a category not applicable
- .. data not available
- nil
- \* less than 0.5%

Base refers to the number of people in each group who answered the question.

The row or column percentages may add to 99% or 101% because of rounding. Unless otherwise stated, differences mentioned in the text are statistically significant at the 95% level.

A percentage may be quoted in the text for a single category that is identifiable in the tables only by adding two or more component percentages. To avoid rounding errors, the percentage has been recalculated for the single percentage and so may differ by one percentage point from the sum of the percentages derived from tables.

# Introduction

Welcome to *Focus on cultural diversity: the arts in England*.

The importance of cultural diversity to the vitality of the arts and culture cannot be overstated. Engaging fully with the range of different cultures, communities and complex identities that make up the face of contemporary England is imperative for everyone, for social, moral and business reasons. The 2001 Census showed just how much England is changing. As cultural facilitators, we need to be responsive to these changes and proactive in building bridges of understanding and awareness between communities.

At Arts Council England, we have articulated our commitment to cultural diversity in our current manifesto *Ambitions for the arts*. The information from this research will be invaluable in helping us to place cultural diversity as a 'central value... running through all of our programmes and relationships'. We hope our partners, clients and colleagues in other agencies and government departments will find the information helpful in formulating, reinterpreting and implementing their own policies and positive action measures.

Some of the findings in this research are striking. Policy-makers and service providers alike will be intrigued by the extent of attendance and participation in cultural activity among all ethnic groups. The information on attendance at culturally specific artforms will aid programmers and audience development agencies in refining their activities. Likewise, the findings on how levels of participation vary by gender in certain ethnic groups can be a valuable tool for re-imagining how we engage with different communities. The striking differences in how various ethnic groups support the arts can provide us all with valuable opportunities for developing new partnerships and new ways of engaging with our culturally diverse population.

This research project owes its success to the efforts of several people, especially in Arts Council England, Resource (the Council for Museums, Archives and Libraries) and the UK Film Council. Particular thanks are due to the members of the Steering Group who oversaw the project: Sue Howley and Simon Matty from Resource; Jim Barratt from the UK Film Council; Ben Jeffries from Arts

Council England, London; Mary Wright from Arts Council England, Yorkshire; and Ann Bridgwood, Phil Cave, Clare Fenn and Adrienne Skelton from the national office of the Arts Council. Valuable administrative assistance was provided by Caroline Scott and Luisa Bondi.

Most importantly, I would like to thank those members of the public who willingly gave their time and effort to make the research a success. The biggest way we can repay those efforts is by making the most meaningful use of the information. I am certain that significant progress will have been made in those aspects of cultural diversity identified here when we carry out future surveys.

**Tony Panayiotou**  
**Director of Diversity, Arts Council England**

# Executive summary

## Introduction

The results of the most recent Census provide evidence of the diversity of England's population. In 2001, Black and minority ethnic groups represented 9.1% of the total population in England. Asian or British Asian residents formed the largest group (4.6%), followed by 'Black or British Black' (2.3%) and 'mixed' (1.3%), with the smallest group being 'Chinese', at 0.9%. The Black and minority ethnic population is younger than the white population. It is also characterised by great diversity of education, income and religion. The mixed ethnicity group, one of the youngest and most rapidly growing ethnic groups, is particularly diverse, comprising people from a wide range of backgrounds.

The three partners in this research, Arts Council England, Resource (the Council for Museums, Archives and Libraries) and the UK Film Council, all place cultural diversity at the heart of their work. Arts Council England's *Ambitions for the arts 2003–2006* lists cultural diversity as one of its five priorities. In 2002, the Arts Council earmarked £29 million from the lottery-funded Arts Capital Programme for Black, Asian and Chinese-led organisations.

Other current initiatives to improve funding and opportunities for Black, Asian and Chinese artists and arts organisations include the **decibel** project, the development of work resulting from the 2001 Eclipse conference for theatre managers and Board members and the diversity strand of the New Audiences Programme. The UK Film Council launched its cultural diversity strategy in autumn 2003. Resource stresses that museums, archives and libraries have an important role to play in promoting the knowledge, understanding and value of diverse cultures, faiths and histories.

This research provides us with the first national information on how our culturally diverse population engages with the arts and culture. Policy-makers, practitioners, venue managers, programmers, curators and those working in arts marketing, audience development, arts and cultural education and lifelong learning all need reliable, up-to-date information if they are to engage with diverse audiences in a strategic and targeted

way. However, although there have been local or small-scale studies of Black and minority ethnic attendance and participation, there has never previously been a large-scale, national study.

To start to address this gap, in 2002, the three research partners commissioned the Office for National Statistics (ONS) to carry out a survey of attendance, participation and attitudes to the arts and culture among Black and minority ethnic adults in England. The results of this survey were combined with those from a previous study carried out in 2001 (Skelton et al, 2002) to present a picture of cultural engagement across all the largest ethnic groups, including white people, in England. In total, 7,667 people were interviewed.

## The report

The report presents information on attendance at a wide range of arts events and cultural venues in the 12 months before interview, participation in cultural activities and attitudes towards the arts and culture, including views on public funding. It also provides information on how people access the arts through broadcast and recorded media. People taking part in the survey were asked to which ethnic group they thought they belonged, using the Census 2001 classifications. As mentioned, the Black and minority ethnic population is a diverse one, with the mixed ethnicity group being particularly diverse; readers should bear this in mind when interpreting the results in this report.

## Support for the arts and culture

The results of the survey show that, although there were some differences between individual ethnic groups, there were very high levels of engagement with and support for the arts and other cultural activities. For example, when asked whether, 'Arts and cultural projects should receive public funding', the following proportions agreed:

- 90% of the Black or British Black sample
- 85% of people of mixed ethnicity
- 79% of Asian or British Asians
- 75% of Chinese and other ethnic groups
- 74% of white respondents

Similarly, very high proportions agreed that, 'The arts play a valuable role in the life of the country.' This was true of:

- 86% of the Black or British Black sample
- 82% of people of mixed ethnicity
- 78% of Chinese and other ethnic groups
- 75% of Asian or British Asians
- 73% of white respondents

## Attendance

Those taking part in the survey were shown a list of events or cultural venues and asked if they had been to any of them in the 12 months before interview. Attendance was high in all ethnic groups. The proportion who had attended at least one arts event in the last year ranged from 91% of the mixed ethnicity group to 77% of those describing themselves as Asian or British Asian.

Going to see a film at a cinema or other venue was the most widespread activity. The following had all been to a film in the last year:

- 82% of people of mixed ethnicity
- 66% of Asian or British Asians
- 63% of the Black or British Black sample
- 60% of Chinese and other ethnic groups
- 56% of white respondents

Other interesting findings include:

- Asian or British Asian respondents were most likely to have attended a culturally specific festival (32%). This was particularly true of those identifying themselves as Indian, 41% of whom reported doing this
- just over one-third of interviewees had visited a museum or art gallery. People of mixed ethnicity (44%), white (36%) and Black or British Black (32%) respondents were more likely to have visited than Asian or British Asian respondents (25%)
- the highest proportions of those visiting or using libraries in the last year were found among Black African, and Pakistani and Bangladeshi respondents (60% and 58% respectively), and the lowest among Black Caribbean people (41%) and people of mixed ethnicity (42%)

- although the mixed ethnicity group had one of the lowest levels of attendance at a public library, this group was the most likely to have attended events connected with books or writing

There appeared to be a relationship between ethnic group and attendance at culturally specific dance events. For example, attendance at African dance was highest among the Black African sample (8%), while attendance at South Asian dance was most widespread (again, at 8%) among Indian respondents.

### **Age and gender**

Attendance at arts events is strongly age-related. However, there were clear differences between respondents from different ethnic groups that were not attributable to age. For example:

- among people of mixed ethnicity, 96% of those aged 16–44 and 80% of those aged 45 and over had attended at least one event
- among Asian or British Asian respondents, the corresponding proportions were 83% and 60%

Levels of attendance also varied by gender. For example:

- among Black African respondents, more men than women (88% compared with 72%) had attended arts events in the previous year
- 88% of women in the Indian sample had attended at least one event, compared with 77% of the men

### **Reasons for and barriers to attending arts and cultural events**

People were asked about their reasons for attending events and whether they would like to go to more.

- Wanting to see a 'specific performer or event' was mentioned by 28% of people of mixed ethnicity, 27% of Black or British Black respondents, 13% of Asian or British Asian respondents and 10% of Chinese and other ethnic groups
- Those identifying themselves as Pakistani or Bangladeshi were the most likely to say that one of their reasons for attending was as part of a social event; 35% gave this as a reason

The majority of respondents in all ethnic groups said that they would be interested in attending more – either more events, or more frequently.

The proportions saying this were:

- 85% of Black or British Black respondents
- 82% of the mixed ethnicity group
- 71% of those from Chinese and other ethnic groups
- 70% of Asian or British Asian respondents
- and 62% of the white sample

People were also asked what prevented them from attending (more).

The most common reason was 'lack of time', mentioned by, for example, 65% of people of mixed ethnicity and 61% of Asian or British Asians.

- People of mixed ethnicity (45%) and Chinese and other ethnic groups (42%) were most likely to cite cost as a barrier
- Respondents who described themselves as Black African (10%) or Pakistani or Bangladeshi (8%) were the most likely to say that concerns about feeling 'uncomfortable or out of place' prevented them attending

## Participation

People interviewed for the survey were asked whether they took part themselves, as opposed to seeing performances or work by other people, in a wide range of artistic and cultural activities. The results showed high levels of participation in the last year, ranging from 95% of people of mixed ethnicity to 80% of the Asian or British Asian sample.

### **Age and gender**

As with attendance, there were age differences in participation.

- Among the Chinese and other ethnic groups, 93% of those aged 16–44 had participated in at least one arts activity, compared with 75% of those aged 45 or over
- A similar pattern was seen among those who described themselves as Asian or British Asian: 85% of 16–44 year olds compared with 68% of those aged 45 or over reported doing one or more activities

Among white, Black or British Black and Asian or British Asian respondents, women were more likely than men to have taken part in at least one activity.

## Participation in specific activities

- Black or British Black respondents were most likely to have sung to an audience or rehearsed for a musical performance in the last 12 months (14% had done so, compared with 6% of both the mixed ethnicity group and Chinese and other ethnic groups, 4% of white respondents and 3% of Asians or British Asians)
- Among those who had sung, performed or played a musical instrument, more than two in five (44%) Black Caribbeans and almost one in four (24%) Black Africans had sung or performed choral music
- Black or British Black respondents were most likely to belong to choirs or vocal groups – 15% of Black Africans and 11% of Black Caribbeans mentioned this
- Black or British Black respondents were more likely than other ethnic groups to have done African, South Asian or Chinese, jazz or street dance in the last 12 months (22%). Black Africans (29%) were more likely than Black Caribbeans (16%) to have done this kind of dancing
- A higher proportion of younger people had created original works of art or animation using a computer. In particular, 19% of Black or British Black and 18% of Asian or British Asian respondents aged 16–44 had done this, compared with 5% of older people from both groups
- Craft activities were more common among women than men. For example, the proportions of women doing textile crafts ranged from 26% of the mixed ethnicity group to 12% of the Black or British Black groups. Only 1% of men from each ethnic group, however, reported engaging in textile crafts

## Accessing the arts through audio-visual media

More than 90% of all ethnic groups had accessed the arts through a variety of audio-visual media – CD, mini disc, tape or record; television, video or DVD; or radio – in the last four weeks or on the internet in the last 12 months.

- Among white, mixed ethnicity, Black or British Black respondents, and Chinese and other ethnic groups, the most common medium – mentioned by more than 80% – was CD, mini disc, tape or record. Among Asian or British Asian people, however, the highest proportion (87%) had listened to the arts on radio

- Rock or pop music was the most commonly viewed or heard genre on CD, radio and television. This was true for all groups, with the exception of Asian or British Asian respondents, who were more likely to have listened to Asian radio stations than rock or pop on other radio stations (53% compared with 46%). Some may, of course, have listened to rock or pop on these Asian stations
- The proportion of respondents listening to jazz and classical music on CD, mini disc, tape or record, or on the radio during the four weeks before interview was generally higher than the proportion experiencing the same music at a live venue during the last 12 months
- More than one in five people of mixed ethnicity and from Chinese and other ethnic groups had used the internet to buy tickets or find out about arts events in the last year

## Attitudes towards the arts and libraries

We have already seen that there were high levels of support for the arts among all ethnic groups. There was also widespread recognition of the value of the arts and libraries.

- 87% of Black or British Black and 84% of mixed ethnicity respondents thought that 'Arts from different cultures contribute a lot to this country', as did 71% of white respondents and Chinese and other ethnic groups

When asked whether 'All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities', the following proportions agreed:

- 99% of people of mixed ethnicity
- 98% of white respondents
- 97% of Black or British Black people
- 91% of Asian or British Asian respondents
- 90% of Chinese and other ethnic groups

There was also strong support for libraries.

- Nine out of ten respondents, apart from Chinese and other ethnic groups (85% of whom thought this), agreed or strongly agreed that libraries provide a valuable service to their local community

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# 1 Introduction and background

## 1.1 Background

This report presents the results of a survey of cultural engagement among different ethnic groups in England; specifically, Black or British Black, Asian or British Asian, mixed ethnicity, Chinese and other ethnic groups, referred to collectively as Black and minority ethnic people. It also presents data for white people. The survey, jointly commissioned by Arts Council England, Resource (the Council for Museums, Libraries and Archives) and the UK Film Council, was carried out by the Office for National Statistics (ONS).

This chapter describes the policy context for the survey. It also discusses some of the previous research which has contributed to our knowledge and understanding of Black and minority ethnic attendance at, participation in and attitudes towards the arts. It does not offer a comprehensive review of all the available research but highlights some of the most relevant and useful findings over the past decade or so. A more detailed review of existing research can be found in the Arts Council report, *Arts – what's in a word? ethnic minorities and the arts* by Helen Jermyn and Philly Desai (2000).

## 1.2 Cultural diversity: the policy context

The 2001 Census reported that the Black and minority ethnic population represented 9.1% of the total population in England. This breaks down as:

- Asian or Asian British 4.6%
- Black or Black British 2.3%
- Mixed 1.3%
- Chinese 0.9%

There is a huge amount of diversity within the Black and minority ethnic population. For example:

- Chinese people, Indians, Black Africans and other Asians are more likely than white people to have a degree (or equivalent); Black Caribbeans, Pakistanis and Bangladeshis are less likely to have a degree (Hinckley, 2003)

- Asian people tend to socialise in large family groups within their own communities, whereas Black African and Black Caribbean people socialise more in friendship groups based on peer group lifestyle (Harris Research Centre, 1993)

The three partners in this research, Arts Council England, Resource and the UK Film Council (see the glossary in appendix 3 for information about these organisations), all place cultural diversity at the heart of their work. Although the exact definitions of diversity differ between the organisations, all share a common commitment to diversifying audiences; increasing employment opportunities for Black and minority ethnic people in the cultural sector; funding, profiling and celebrating culturally diverse work; and using art and culture to promote inter-cultural understanding and community cohesion. This report focuses specifically on the first of those aims: increasing the diversity of audiences and participants.

The Arts Council's manifesto for the arts, *Ambitions for the arts* (2003–2006), states that: 'We can achieve much in cultural diversity through persuasion, illustration and by identifying and sharing good practice.' It goes on to say, however, that: 'We also need to take positive action if we are to share our riches and achieve greater equality of opportunity.'

This statement is based on a view of cultural diversity and the arts which has evolved over several years, through periods of consultation, action and review. The process has taken place in an ever-changing political landscape and alongside government-led initiatives to develop more effective approaches to eradicating racism in Britain.

Each of the partners in this research has a proactive approach to developing cultural diversity. The UK Film Council launched its diversity strategy in autumn 2003. The strategy focuses on identifying and removing the barriers and factors which lead to exclusion, isolation, lack of opportunity and choice facing people who are seeking to enter and advance in the film industry. It also aims to enable all sectors of the community to participate in and enjoy film culture as audiences and learners.

For Resource, the term 'cultural diversity' is taken to mean diversity based around ethnicity and race. Resource recognises that broader concepts of cultural diversity exist and contribute to this wider agenda of access, equalities, equal opportunities, social inclusion and community cohesion.

Resource stresses that museums, archives and libraries have an important role to play in promoting the knowledge, understanding and value of diverse cultures, faiths and histories.

In 1998, the then Arts Council of England<sup>1</sup> (1998) published its five-year *Cultural Diversity Action Plan* which highlighted four strategic areas for change:

- diversity
- access
- advocacy
- development

The plan was reviewed in 2002 in *Towards a greater diversity*. The author, Naseem Khan (2002), concluded that progress had been made in all four areas. She noted that the 'spread of funded activities' has increased; for example, through the lottery-funded Arts for Everyone scheme, and its successor, the Regional Arts Lottery Programme. The lottery-funded Arts Capital Programme earmarked £29 million for Black, Asian and Chinese-led organisations in its first round of funding in 2001; it has awarded grants to 23 Black, Asian and Chinese projects. Other current initiatives to improve funding and opportunities for Black, Asian and Chinese artists and arts organisations include the £5 million **decibel** project and the development of work resulting from the 2001 Eclipse conference for theatre managers and Board members (see glossary). The resulting *Eclipse report* (2001) contained 31 recommendations for funders and theatres on combating racism in English theatre and developing the cultural diversity of its programmes and audiences.

Of the four strategic areas, 'access' has particular relevance for this study. 'Access' includes access 'to work that addresses the tastes, needs and circumstances of Black, Asian and Chinese audiences'. Developments in this area include the Black Regional Initiative in Theatre (BRIT) which has established a network of venues to develop Black and Asian work and audiences.

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<sup>1</sup> On 1 April 2002 the Arts Council of England and the 10 Regional Arts Boards joined together to form a single development organisation for the arts.

Measuring access is not straightforward, but it is central to the task of seeing that public money is spent responsibly (Khan, 2002). The Race Relations (Amendment) Act (2000) reinforces the need to address this, requiring public bodies to show that their policies and actions do not discriminate in terms of race.

In 2000, Jermyn and Desai reported that 'national figures on levels of attendance at arts events by ethnic minorities are not available'. This survey begins to address this information gap by providing the first national data on Black and minority ethnic engagement with the arts and culture. It explores the attitudes of Black and minority ethnic people to the arts and their attendance at and participation in arts and cultural activity. This information will help us to develop and sustain the involvement of culturally diverse communities in the arts.

### **Developing Black, Asian and Chinese audiences**

One aspiration for arts providers is to increase the involvement in mainstream arts activity of those who may be attenders of or participants in Black, Asian or Chinese arts. Khan (2002) noted that, 'Black, Asian and Chinese communities – too rarely featuring in audience profiles – need to be tempted over the gap between grassroots activity and the provision of the mainstream.'

Jermyn and Desai (2000) conducted a series of focus groups to explore attitudes to the arts among minority ethnic people. Participants in their study frequently commented that, although they may enjoy a mainstream arts event, 'they felt a deeper sense of satisfaction when the event related more closely to their own personal background and experience'. The researchers noted that older people, and those who spoke little or no English, were more likely to feel this. They concluded that: 'The widespread attendance and active involvement in Black, Asian and Chinese arts demonstrates that minority ethnic people are not "alienated from the arts" generically, but many were less likely to attend mainstream arts since they believed these did not relate to their experience, lives and artistic traditions.' The researchers recommended the development and support of sustainable partnerships between mainstream arts organisations and Black, Asian and Chinese communities.

Recognising this need, the second phase of Arts Council England's £20 million New Audiences Programme in 2000–3 ([www.newaudiences.org.uk](http://www.newaudiences.org.uk)) included diversity as one of five major strands of work. The diversity strand supported the development of audiences for culturally diverse work and fostered the development of culturally diverse audiences. Its focus was on enabling local communities to become involved in mainstream arts provision, primarily through partnerships between community-based and arts organisations. These projects have been documented and evaluated, and there is a strong commitment to disseminating information about this work.

### 1.3 The need for more information

In 1998, Mel Jennings reviewed the research on Black and Asian audiences. She identified a lack of relevant market information, noting that, 'Although there is a good body of experiential research into achieved Black and Asian audiences, there is little or no publicly available information on the size of the Black and Asian arts-going market or its demographics.' As part of the same study, Jennings interviewed arts professionals from a range of organisations about their perceptions and understanding of Black and Asian audiences. Seven promoters were interviewed and identified a need for more market intelligence, including basic quantitative research into arts attendance by Black and Asian people, and the perceived and actual barriers to attendance (Jennings, 1998).

Since 1998, there has been some research attempting to address this gap, but there is still a lack of information. In March 2001, Sally Collier found a 'lack of knowledge about diverse communities' among 59 mainstream arts organisations in the then Southern Arts region<sup>2</sup> (Collier, 2001). The venues wanted to know 'how to "connect" with [their diverse communities] without patronage and discrimination'. Clearly responding to this need, several guides to marketing to diverse communities have been developed. For example, Audiences Yorkshire produced *Marketing to South Asian audiences* in 2002. Some of the guides are specific to geographical areas or cities and highlight the importance of responding to the specific cultural needs of Black and minority ethnic communities in different parts of England.

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<sup>2</sup> On 1 April 2002 the Arts Council of England and the 10 Regional Arts Boards joined together to form a single development organisation for the arts. The former Southern and Southeast regions are now known as Arts Council England, South East.

## 1.4 Findings from previous research

This current survey asks people about their attendance at, participation in and attitudes towards the arts. There have been only a limited number of research studies in these areas. However, the findings have been broadly similar, as we see in a discussion of those findings below.

### **Attitudes to the arts**

Francis (1990) conducted a study of attitudes among Britain's Black minority and ethnic community towards attendance at arts, cultural and entertainment events. She conducted 10 group discussions, each group comprising between eight and 12 people from Black and minority ethnic groups. The study identified a perception that the arts are 'socially and culturally irrelevant'. Many respondents thought the arts were 'old-fashioned, reflecting the attitudes and aspirations of past generations, unconnected to contemporary experience in terms of their own lives, heritage and culture'. Francis noted that 'the arts are generally perceived as an activity for the middle and upper classes which many Afro-Caribbean and Asian respondents feel they do not belong to and cannot identify with'. Members of visible minorities 'tend to feel unwelcome at arts activities that do not have a cultural bias, aware that they will be a minority among audiences for such activities'.

The Harris Research Centre (1993) conducted group discussions on Black and Asian attitudes to the arts for Birmingham Arts Marketing (BAM). The numbers involved in the study were small, with just three groups – one Asian female, one Asian male and one mixed-gender African and Caribbean – and the findings should therefore be treated with caution, as they may not be representative of the total populations. All participants had attended an arts or cultural activity or event in the few weeks prior to recruitment. The findings reflected those of Francis (1990), with mainstream arts provision generally considered to be 'white arts' which did not engage with ethnic cultural heritage.

### **Attendance**

The Harris Centre research for BAM found that going to the cinema was a popular activity for both Asian and Black people, with both being attracted to culturally-specific films. For example, Asian films were shown at cinema

venues hired for this purpose by community leaders and private companies. A 'thriving market' in culturally-specific home videos was also identified among the Asian community. Asian participants were more likely to attend the theatre than those from the African and Caribbean communities, while the latter were particularly attracted to live music events. The researchers felt that this was because live music provided an opportunity for active participation, which was identified by people from these backgrounds as an important factor when deciding whether to attend events. Classical music emerged as having 'very little interest' for the majority of participants from each group, although exact figures are not given. Museums and galleries were generally perceived as having both cultural and educational relevance. They were popular with Asian women in particular who expressed a preference for activities in which the whole family could be involved.

Gender has been shown to be a factor in arts attendance among Asian communities. The research conducted for BAM showed that the Asian females were 'usually the dominant factor' in deciding what the family should do, and the men appeared less likely to attend an arts event without a female partner. The women were also the main decision-makers in determining the children's activities.

A Research Services of Great Britain (RSGB) survey, conducted for the then Arts Council of Great Britain in 1991, recorded data on adult attendance at arts and cultural events. It showed that ethnic minorities' attendance at musical events was generally in line with the national average, but that it was below average for drama, dance and museums and galleries. However, as Jermyn and Desai (2000) noted, 'The ethnic minority sample was small and contained above average representation of people who had taken their full-time education beyond the age of 19.'

In 1998, the Museums and Galleries Commission (now Resource) commissioned research to explore why people from minority ethnic groups were under-represented among visitors to UK museums (Desai and Thomas, 1998). The evidence of under-representation is interesting in the light of the 1993 BAM report, which found that museums and galleries were popular with Black and minority ethnic people. However, this research questioned current arts attenders, and it may be that they had more positive attitudes.

Information for the Museums and Galleries Commission research was collected through focus groups. Half the focus group participants had not visited a museum in the previous 12 months; half were museum visitors. All the participants had children of school age. Several recurring attitudes emerged. Art galleries and museums were seen as having an elitist image and the art was considered difficult to understand. Reasons for non-attendance included 'class', which was cited by Black women and men in particular and 'lack of education', which was cited most by Bangladeshi women. Galleries and museums were seen as 'white people's territory', particularly by Black and Bangladeshi respondents; less so by Indian and Chinese people.

### **Non-attendance**

The reasons given for non-attendance in the Desai and Thomas study for the Museums and Galleries Commission were complex. They differed between minority ethnic groups and according to the age and gender of the respondents. They included:

- lack of time
- cost (especially for Bangladeshi and Chinese respondents)
- lack of interest
- fear of not understanding
- the effort involved

The researchers noted that many of the reasons cited for non-attendance were clearly the same for Black and minority ethnic people as for the white population. Francis (1990) suggested that 'members of visible minorities tend to reflect the values and lifestyles of particular socio-economic groupings as much as cultural attachments'. Jermyn and Desai (2000) commented that, 'A high correlation between arts attendance and social class has been established by both the RSGB and Target Group Index (TGI) data (see glossary).' Skelton et al (2001) also reported a clear association between socio-economic status and the likelihood of attendance at arts and cultural events. In this study, the most commonly cited reasons for not attending arts events more often were lack of time and cost.

The Black and minority ethnic groups in the Jermyn and Desai (2000) study, included 'arts enthusiasts', 'arts experimenters' and 'arts avoiders'. Many of the same barriers to attending mainstream arts were given:

- lack of time and money – not wanting to ‘waste’ money on something they perceived they would not enjoy
- availability or location
- lack of information, which especially affected people who socialised only in their own community or who spoke little or no English
- language, which was a barrier for those who spoke little or no English
- social barriers, which were especially important for younger people and women. Pakistani women in particular could experience, and were concerned about, community disapproval
- feeling out of place, which was a particular concern for many young people, those from working class backgrounds and Black people
- lack of understanding: people felt they would need specialist knowledge to understand and appreciate the arts
- irrelevance, which related particularly to classical music, opera, ballet and much theatre
- the audience experience: social interaction and participation were felt to be missing

Desai and Thomas (1998) identified similar barriers to attendance at museums and galleries for Black and minority ethnic people, but found that the following were also factors:

- patterns of social activity. For example, Chinese and Bangladeshi women in particular socialised primarily in their families and immediate community. This was especially true of the older generations
- lack of material relating to participants’ cultural and religious identities. This referred to both programme content and publicity material
- the interpretation of culture and history in museums and galleries

The Harris Research Centre (1993) reported that the main barrier to attendance by Black and minority ethnic groups seemed to be the perception that arts activities are ‘culturally and socially irrelevant’. Jermyn and Desai (2000) concluded that when the arts were related to people’s own cultural heritage, they were more interested in them. Older respondents especially had a strong commitment to passing on their cultural heritage to their children and involvement in the arts was a way of doing this. They also pointed out that some people’s experience of mainstream arts events had reinforced their negative feelings, but that there were examples of positive experiences among those who were not regular mainstream arts attenders.

## Participation

There is clearly a need for more, and up-to-date, information about the participation of Black and minority ethnic people in arts activities, which the present study begins to address. The message from Jermyn and Desai's study is that mainstream arts need to create opportunities for active participation and engagement if they are to attract Black, Asian and Chinese audiences, particularly young people. Their report includes a number of recommendations for developing Black and minority ethnic audiences.

### 1.5 What to look for in this report

Jermyn and Desai (2000) noted that, 'Many people from ethnic minorities are watching or participating in arts activities that they do not necessarily define first and foremost as "arts" or do not feel society more generally would define as such.' Taking note of what they and other researchers have shown, the present survey embraced a broad definition of the arts. For example, there were questions about respondents' attendance at 'community events' and 'culturally specific festivals', as well as the inclusion of world music and culturally-specific types of dance in a breakdown of artforms.

The little we know from research into arts attendance and participation of Black and minority ethnic people and their attitudes towards the arts generates some questions we may want to ask as we read and interpret the findings in this report.

- How do Black, Asian and Chinese people view the role of the arts in the cultural life of their communities? (Chapter 5)
- How do Black and minority ethnic people view the contribution of arts from different cultures to cultural life in England? (Chapter 5)
- Are some Black and minority ethnic groups more likely to attend the arts than others? (Chapter 2)
- Do different types of arts events or artforms appeal to different Black and minority ethnic people? (Chapter 2)
- Would Black and minority ethnic people like to attend more? What are the barriers? Are they specific to Black and minority ethnic groups? (Chapter 2)
- Is gender a factor in attendance, participation or attitudes? (Chapters 2, 3, 5)
- Is age important? (Chapters 2–5)

## 1.6 Methodology

Data for the survey were drawn from a number of sources:

- questions on attendance, participation and attitudes to the arts were included in the Office for National Statistics (ONS) Omnibus Survey in July–November 2001. In total, 6,042 adults aged 16 and over, from all ethnic groups, were interviewed. The response rate was 64%. All the findings in this report relating to white respondents are drawn from this 2001 survey. Full details of the sample design are given in Skelton et al (2002)
- a slightly modified version of the questionnaire was included in the ONS Omnibus Survey in November 2002 and February 2003. Adults aged 16 and over from Black and minority ethnic groups were selected for interview. This yielded 161 interviews, with a response rate of 69% in November 2002 and 67% in February 2003
- this modified questionnaire was also asked of a specially designed sample of Black and minority ethnic respondents aged 16 and over. In total, 1,545 adults were interviewed between November 2002 and February 2003, with a response rate of 61%

Some interviewees declined to give their ethnic group, leaving 7,667 interviews available for analysis. All respondents were interviewed face-to-face in their homes, using computer-assisted interviewing. Further information about the sample design and the conduct of the survey is included in Appendix 2.

## 1.7 Characteristics of the sample

Appendix 2 gives details of the characteristics of the sample. This section briefly describes the main features.

### **Ethnic group**

In its 1998 *Cultural Diversity Action Plan*, the then Arts Council of England defined cultural diversity with reference to the major minority ethnic communities in England, focussing particularly on 'African, Caribbean, Asian and Chinese arts' (Arts Council of England, 1998), usually referred to as 'Black, Asian and Chinese' (Khan, 2002). Survey respondents were asked to which ethnic group they thought they belonged, using the categories developed for the 2001 Census. The number of respondents in each group is shown in Table 1.1.

**Table 1.1: Responding sample, by detailed ethnic group**

Ethnic group	Number	Percentage
White		
White British	5,365	69.2
Any other white background	254	3.3
Asian or British Asian		
Indian	444	5.7
Pakistani	277	3.6
Bangladeshi	117	1.5
Any other Asian	120	1.5
Black or British Black		
Black Caribbean	346	4.5
Black African	310	4.0
Any other Black	50	0.6
Mixed ethnicity		
White and Black Caribbean	53	0.7
White and Black African	29	0.4
White and Asian	53	0.7
Any other mixed ethnicity	57	0.7
Chinese and other ethnic groups		
Chinese	79	1.0
Other ethnic groups	113	1.5
No information	81	1.0
<b>Total sample</b>	<b>7,748</b>	<b>100</b>

When analysing the data, the aim was to present information for as many separate ethnic groups as possible. However, this had to be balanced with the requirements of statistical robustness; the sample sizes in some ethnic groups were too small to allow separate analysis.

Based on guidelines from the Ethnicity and Identity Division of ONS, the sample was grouped to yield sufficiently large sample sizes for analysis.

Data were analysed for five broad groupings: white, mixed ethnicity, Asian or British Asian, Black or British Black, and Chinese and other ethnic groups. The chapter mentioned earlier that there is huge diversity within the Black and minority ethnic population. The mixed ethnicity sample in this survey was particularly diverse, comprising respondents who described themselves as white and Black Caribbean, white and Black African, white and Asian and any other mixed ethnic group, but the number of respondents in each of the categories making up this group was too small to analyse separately; readers should bear this diversity in mind when interpreting the results.

Within the five broad groupings, sample sizes were sufficiently large to allow separate analysis of those describing themselves as Indian or British Indian, Black Caribbean and Black African. The Pakistani and Bangladeshi groups were too small to analyse separately, so were combined into one group, in line with ONS practice. All tables in the report show data both for the five broad groupings and for smaller groups within them. The Asian or British Asian category, for example, includes data for those describing themselves as Indian, Pakistani and Bangladeshi (which are also shown separately) and for the 'Any other Asian' group, which is not shown separately, as the sample size is too small (Table 1.2).

**Table 1.2: Responding sample, by broad ethnic group**

Ethnic group	Number	Percentage
White	5,619	73.3
Asian or British Asian <sup>+</sup>	958	12.5
Indian	444	5.8
Pakistani or Bangladeshi	394	5.1
Black or British Black <sup>**</sup>	706	9.2
Black Caribbean	346	4.5
Black African	310	4.0
Mixed ethnicity	192	2.5
Chinese and other ethnic groups	192	2.5
<b>Total sample available for analysis</b>	<b>7,667</b>	<b>100.0</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

## Age

There were significant differences in the age distribution of the different ethnic groups. Over half of people of mixed ethnicity, Asians or British Asians, or from the Chinese and other ethnic groups category were aged 16–34, compared with just over two in five of the Black or British Black groups and one in four white respondents. Extending the age range upwards, we find that over 70% of all groups, except whites, were under the age of 45. At the other end of the age range, whereas 27% of whites were aged 65 and over, only 4% of people of mixed ethnicity, 6% of Asians or British Asians, 7% of Chinese and other ethnic groups and 8% of Black or British Black respondents belonged to this age group. As there is a strong association between age and engagement in the arts, the age differences between ethnic groups should be taken into account when analysing the data. Where appropriate, data have been broken down by age to allow for this.

## 1.8 The report

Chapter 2 presents data on attendance at arts and cultural events and venues. Chapter 3 discusses participation in a wide range of artistic and cultural activities. Information on accessing the arts through a range of audio-visual media can be found in Chapter 4. Chapter 5 looks at attitudes towards the arts and culture, including public funding.

# 2 Attendance at artistic and cultural events

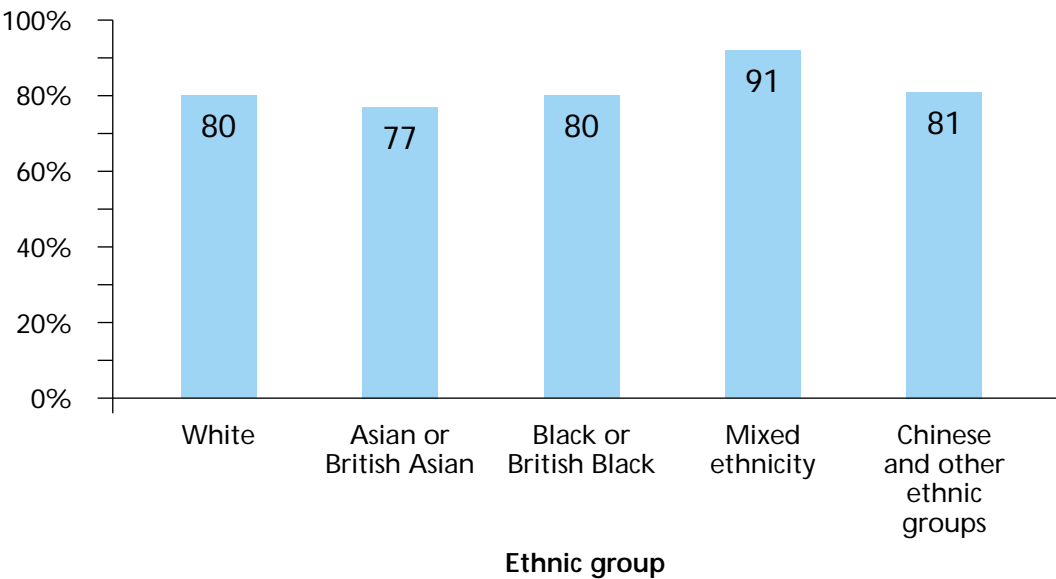
This chapter explores attendance at a range of arts and cultural events by different ethnic groups. It looks at the proportions and characteristics of respondents attending different events and their reasons for attending, and identifies barriers to increased attendance.

## 2.1 Patterns of attendance at arts events

### Attendance at any arts event

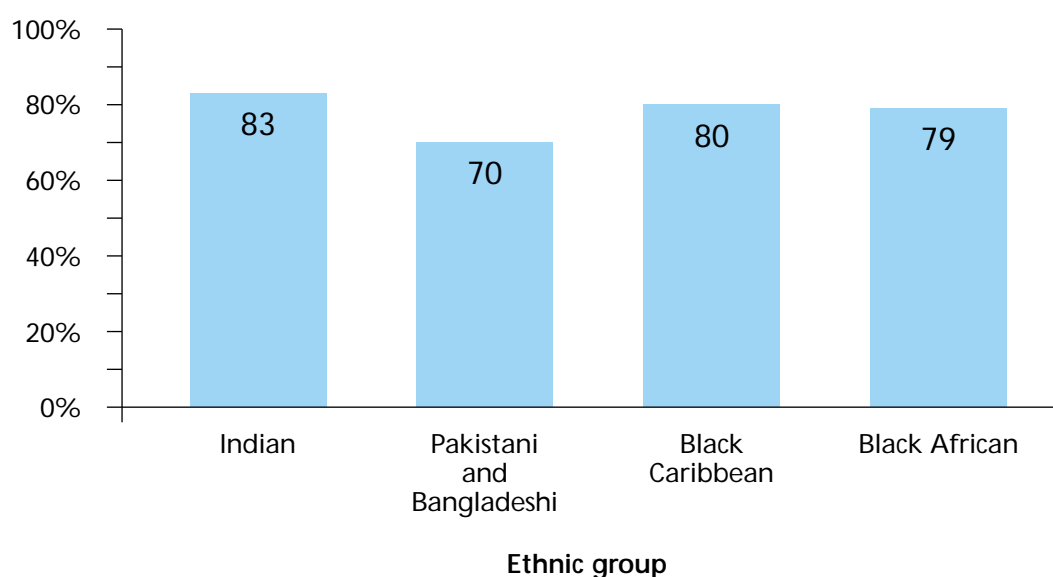
Respondents were asked which, if any, of a range of events they had been to in the last 12 months. Attendance was high in all ethnic groups, with proportions of those who had attended an arts event in the last year ranging from 91% of the mixed ethnicity group to 77% of those describing themselves as Asian or British Asian (Figure 2.1). A list of the arts events included in this category is included in the glossary in Appendix 3. The mixed ethnicity sample was a very diverse one, made up of four different sub-groups, and readers should bear this in mind when interpreting the findings. More detail on the sample can be found in Appendix 2.

**Figure 2.1: Percentage attending at least one event in the last 12 months, by ethnic group**



Within the five broad ethnic groups (white, mixed ethnicity, Asian or British Asian, Black or British Black, and Chinese and other ethnic groups), further analysis of the Asian or British Asian and Black or British Black groups is possible, as shown in Figure 2.2. Looking again at overall levels of arts attendance it is clear that, among the Asian or British Asian group, those identifying themselves as Indian were considerably more likely (at 83%) to have attended the arts in the last year than the Pakistani and Bangladeshi sample (70%). No significant difference in attendance was found between those identifying themselves as Black Caribbean (80%) and Black African (79%). The sample sizes were too small to allow further analysis of the 'other Asian' and 'other Black' respondents.

**Figure 2.2: Percentage of Indian, Pakistani and Bangladeshi, Black Caribbean, and Black African respondents attending at least one arts event in the last 12 months**



### **Attendance at any arts event by ethnic group and gender**

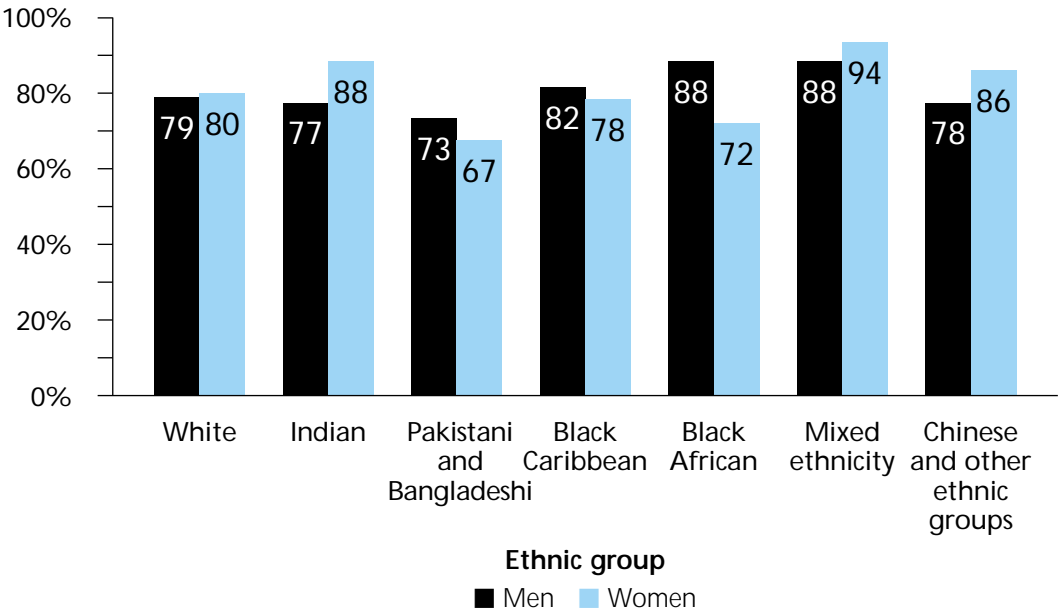
Levels of attendance also varied by gender. Among the Black African sample, more men than women (88% compared with 72%) had attended arts events in the previous year (Figure 2.3). Conversely, 88% of women in the Indian sample had attended, compared with 77% of the men. No significant differences were identified between the genders of other ethnic groups.

These different levels of engagement may in part be due to the economic profile of these groups. Respondents were asked about their economic and

employment status as part of the survey and there was an association between attending arts events and economic activity. Among those who were in employment, 88% had attended an arts event in the previous 12 months. This compared with 78% of unemployed respondents and 67% of economically inactive respondents. The economically inactive group includes those who are retired and other older respondents who are also less likely to attend arts events.

In the UK as a whole, a much higher proportion of Indian women are economically active (62%), compared with those from the Bangladeshi and Pakistani population (26%), which may partly account for their different levels of attendance (Office for National Statistics, 2003a).

**Figure 2.3: Percentage attending at least one arts event in the last 12 months, by ethnic group and gender**



## 2.2 Attendance at specific events

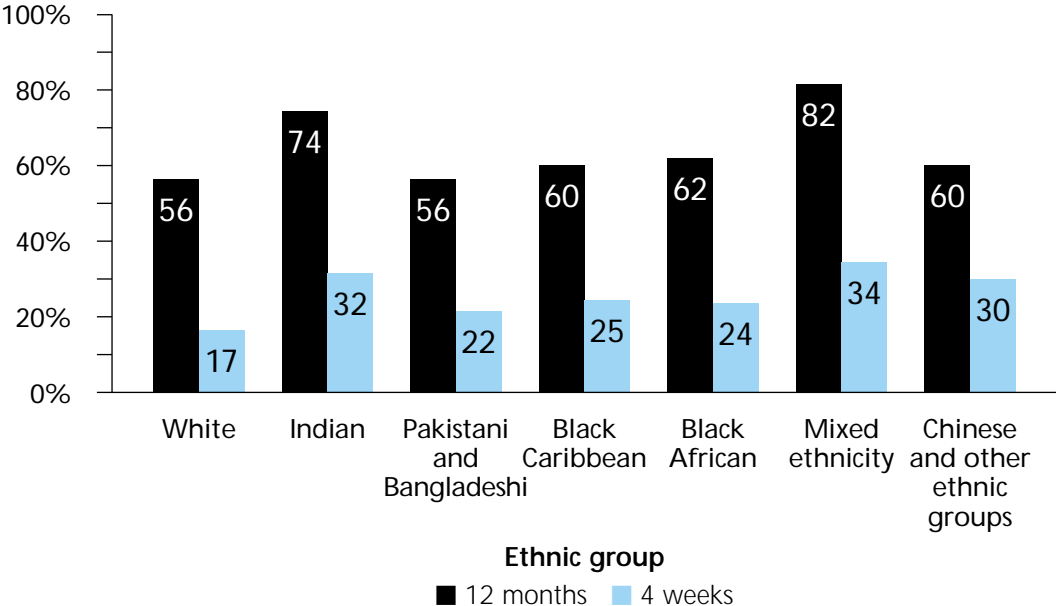
### Film

As shown in Table 2.1, going to see a film at a cinema or other venue was the most widespread activity; 58% of respondents had done this in the 12 months before the interview. A higher proportion (82%) of mixed ethnicity respondents had seen a film than those in any other group. This compared with 66% of the Asian or British Asian sample, 63% of the Black or British

Black sample, 60% of the Chinese and other ethnic group respondents and 56% of the white sample. Within the Asian or British Asian group, 74% of the Indian sample and 56% of the Pakistani and Bangladeshi sample had been to see a film (Table 2.1).

Respondents were also asked about their attendance at cultural events in the four weeks before the interview. As one would expect, the proportions of people attending in the last four weeks were lower than those attending in the last 12 months. The sample sizes were too small to allow a robust analysis of attendance at individual arts events in the last four weeks by ethnic group. The large proportions of people attending film, however, make analysis of this particular activity possible. Figure 2.4 shows that the pattern of attendance by the different ethnic groups in the last four weeks was very similar to attendance in the last 12 months, with proportions ranging from 34% of the mixed ethnicity sample who had watched a film in the last four weeks to 17% of white respondents.

**Figure 2.4: Percentage attending film in the last 12 months and four weeks, by ethnic group**



## **Arts events**

The mixed ethnicity sample had higher levels, and the Pakistani and Bangladeshi sample lower levels of attendance at many different types of arts event.

There were significant differences between levels of attendance at specific types of arts event by different groups (Table 2.1).

- A higher proportion of the mixed ethnicity group (43%) had attended a carnival, street arts and circus than respondents identifying themselves as Asian or British Asian (20%), white (23%) or Black or British Black (28%) in the 12 months before the survey
- Asian or British Asian respondents were more likely than others to have attended a cultural festival (32%). This was particularly true of those identifying themselves as Indian (41%)
- Twenty seven per cent of mixed ethnicity respondents and 22% of respondents from Chinese and other ethnic groups had attended an exhibition of art, photography or sculpture in the last year. There were lower levels of attendance by the Asian or British Asian sample at exhibitions (12%) than by any other group.
- There were higher levels of attendance at craft exhibitions by the white sample (18%) than any other group
- Among the mixed ethnicity sample, 22% had attended an event connected with books or writing in the last year. This compared with 8% of white respondents and 7% of Asian or British Asian respondents

**Table 2.1: Percentage attending various arts events in the last 12 months, by ethnic group**

Event	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All+	Black Caribbean	Black African	Black All**					
							Percentage				
A film at a cinema or other venue	56	74	56	66	60	62	63	82	60	58	
Play or drama	28	19	11	16	29	16	24	36	21	26	
Carnival, street arts and circus (not animals)	23	24	14	20	30	27	28	43	28	23	
Exhibition or collection of art, photography or sculpture	19	14	10	12	17	17	18	27	22	19	
Craft exhibition	18	8	4	7	8	8	8	11	8	15	
Cultural festival	9	41	25	32	17	11	14	14	21	13	
Pantomime	14	6	2	4	10	11	10	15	5	12	
Event connected with books or writing	8	8	5	7	11	13	13	22	7	8	
Event including video or electronic art	7	9	5	7	9	8	9	12	10	7	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

\*Including other Asian groups not shown separately

\*\*Including other Black groups not shown separately

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

## **Music**

As shown in Table 2.2, attendance at music events was widespread, with overall attendance levels varying between 41% of people of mixed ethnicity and 9% of the Pakistani and Bangladeshi group.

The proportions of people attending specific types of music event also varied by ethnic group. Looking at different types of music, attendance at musicals and rock and pop concerts was the most widespread. Twenty eight per cent of mixed ethnicity respondents, 26% of Chinese and other ethnic group respondents and 25% of the white sample had seen musicals in the last year. Levels of attendance at music events were lowest among the Pakistani and Bangladeshi sample, with 7% attending musicals in the 12 months before interview. Levels of attendance at rock or pop concerts were higher among those from the white and mixed ethnicity groups (both 19%) than those identifying themselves as Black or British Black (8%) or Asian or British Asian (7%).

Nine per cent of respondents had been to a classical music concert in the last year. Levels of attendance were highest among the Chinese and other ethnic groups category and the white group (both 10%), compared with 6% of Black or British Black and 4% of Asian or British Asian respondents.

Respondents were asked for the first time in 2002 whether they had attended a world music event (data are not available on white respondents as this genre was not included in the 2001 survey). Seven per cent of the mixed ethnicity and Indian groups had attended a world music event in the 12 months before interview, as had 6% of those from Chinese and other ethnic groups, 5% of the Asian or British Asian sample and 4% of those identifying themselves as Black or British Black.

**Table 2.2: Percentage attending music events in the last 12 months, by ethnic group**

Event	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
							Percentage				
Musical	25	7	14	20	22	21	28	26	23		
Rock or pop	19	4	7	8	5	8	19	11	16		
Classical music concert	10	*	4	6	7	6	7	10	9		
Opera/opera	6	*	1	2	6	4	7	8	5		
Jazz concert	6	1	3	9	6	7	8	3	5		
Folk or country	3	*	1	1	*	1	1	4	2		
World music <sup>++</sup>	..	4	5	4	5	4	7	6	..		
Other music	8	5	8	15	7	10	12	4	8		
Any live music event	37	9	19	32	25	29	41	25	33		
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>		

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

<sup>++</sup>An 'all' percentage for those attending world music events is not possible as it was not asked of 2001 respondents

Respondents could mention more than one event

## **Dance**

Respondents were also asked about their attendance at dance events. Overall, 13% had attended at least one live dance performance in the 12 months before interview. As shown in Table 2.3, levels of overall attendance were highest among the mixed ethnicity sample, 28% of whom had attended a dance event in the last year. This compared with just 8% of Pakistani and Bangladeshi respondents.

The proportions of respondents attending specific types of dance were small, but the following characteristics were identified:

- there appeared to be a relationship between ethnic group and attendance at culturally specific dance events. For example, attendance at African dance was highest among the Black African sample (8%) and attendance at South Asian dance was most widespread (again, 8%) among the Indian sample
- conversely, lower proportions of white respondents (less than 0.5%) had attended culturally specific dance events
- levels of attendance at contemporary dance were highest, at 9%, among people of mixed ethnicity. This compared with 2% of the Asian or British Asian group

**Table 2.3: Percentage attending dance events in the last 12 months, by ethnic group**

Event	White		Asian or British Asian		Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>				
Percentage										
Contemporary dance	3	2	2	4	4	4	4	9	5	3
Ballet	2	1	*	1	*	1	1	2	1	2
African dance	*	-	*	4	4	8	6	4	-	1
Jazz dance	..	1	-	4	4	2	3	2	-	..
South Asian dance <sup>++</sup>	..	8	3	*	-	*	*	2	1	1
Any other live dance performance	7	7	3	7	7	7	8	11	8	7
All types of live dance performance	12	19	8	18	18	18	19	28	14	13
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>192</b>	<b>7,667</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

<sup>++</sup>An 'all' percentage for those attending South Asian dance events is not possible as it was not asked of 2001 respondents

Respondents could mention more than one event.

## **Attendance and age**

There is a clear association between attending arts events and age. Skelton et al (2002) found that 93% of 16–24 year-olds had attended at least one arts event in the year before interview, compared with 46% of those aged 75 or over.

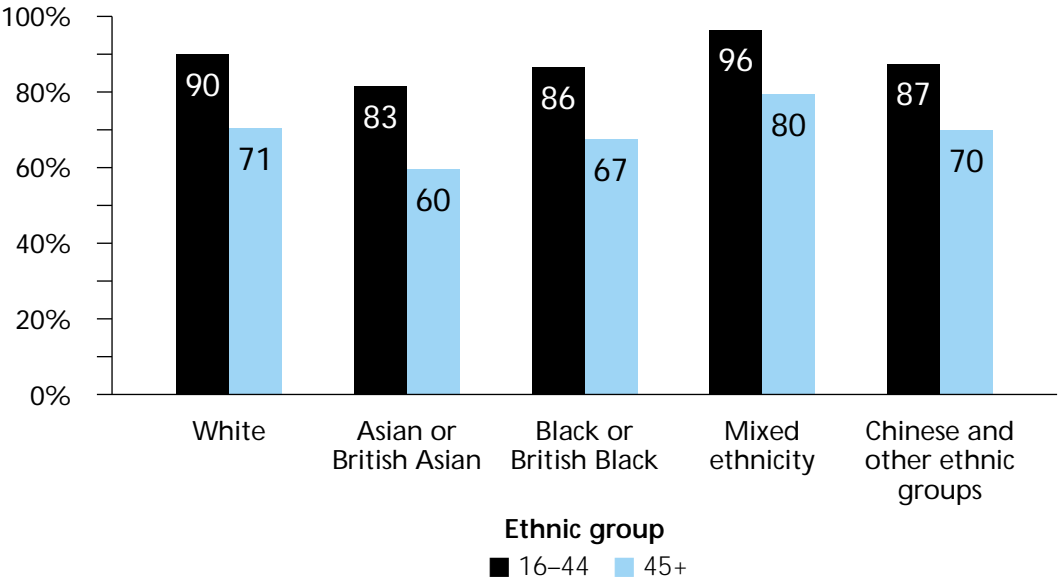
The Black and minority ethnic population of the UK is younger than the population as a whole. The mixed ethnicity population has the youngest age structure, with 55% of this population aged under 16 in 2001/2. The Pakistani and Bangladeshi, and Black African groups also had comparatively high proportions of people aged under 16. In contrast, a much lower proportion (19%) of the white population was aged under 16. This latter group also had the highest proportion of people aged 65 and over: 16%, compared with just 2% of the Black African group, 2% of those in the mixed ethnicity group and 3% of the Bangladeshi population (Office for National Statistics, 2003b).

Although this survey is concerned with adults aged 16 and over, a higher proportion of respondents to this survey from the mixed ethnicity, Asian or British Asian, Black or British Black, and Chinese and other ethnic groups were aged under 45, compared with the white sample (see Appendix 2).

It is therefore important to consider whether the differences in levels of arts attendance between ethnic groups were due to age. Figure 2.5 shows levels of overall arts attendance by each ethnic group for respondents aged under 45 and those aged 45 and over. The sample sizes were too small to allow a more detailed analysis of arts attendance by age.

Figure 2.5 shows that the proportions of people who had been to an arts event in the last year were indeed lower among those aged 45 and over, regardless of ethnicity. However, looking at patterns of engagement among those aged 45 or over only, it is striking that levels of attendance follow a similar pattern to those of younger respondents. Therefore, attendance was highest among people of mixed ethnicity (96% of those aged 16–44; 80% of those aged 45 and over) and lowest among Asian or British Asian respondents (83% and 60%). There are clear differences between the proportions of respondents of different ethnic origin attending arts events which are not attributable to age.

**Figure 2.5: Percentage attending at least one arts event in the last 12 months, by age and ethnic group**



### 2.3 Attendance at non-arts cultural venues

Information on attendance at cultural and heritage venues, including libraries, museums and parks was also collected.

#### Libraries, museums and galleries

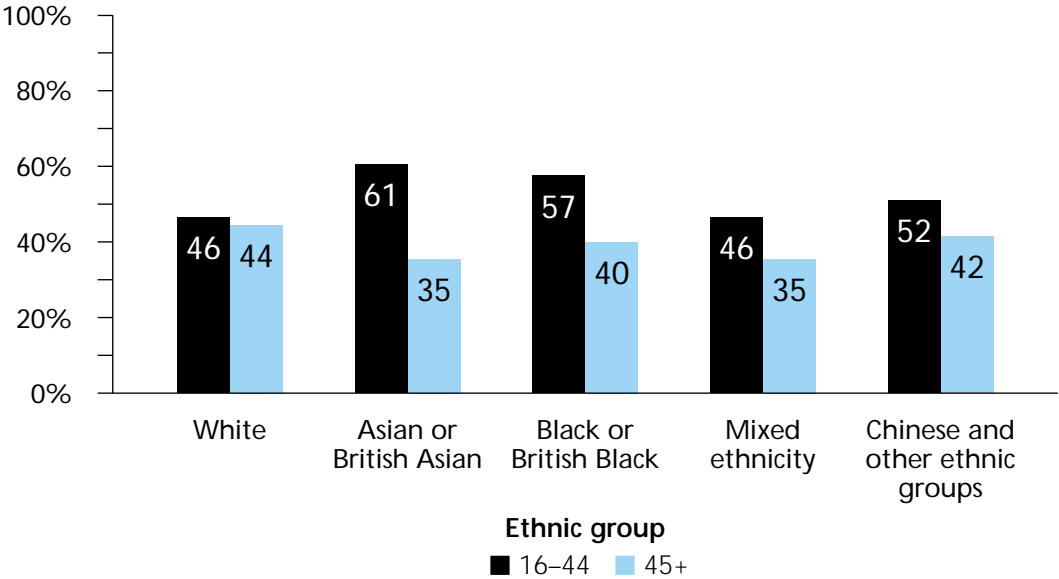
Attendance at libraries, museums and galleries was widespread among all ethnic groups.

As shown in Table 2.4, the highest proportions of those visiting or using libraries in the last year were found among Black African, and Pakistani and Bangladeshi respondents (60% and 58% respectively), and the lowest among the Black Caribbean sample (41%) and people of mixed ethnicity (42%). Although the mixed ethnicity group had one of the lowest levels of attendance at a public library, this group was the most likely to attend events connected with books or writing, as previously shown (Table 2.1).

Just over a third of respondents had visited a museum or art gallery. Mixed ethnicity (44%), white (36%) and Black or British Black (32%) respondents were more likely to have visited than Asian or British Asian respondents (25%).

Attendance at libraries, museums and galleries was fairly widespread across the two broad age groups. As shown in Figure 2.6, Asian or British Asian and Black or British Black respondents aged under 45 were more likely to have visited a library in the previous year than those aged 45 and over. Sixty one per cent of younger Asian or British Asian respondents, for example, had visited a library compared with 35% of those aged 45 and over.

**Figure 2.6: Percentage visiting a library in the last 12 months, by age and ethnic group**



Only one significant age difference for visits to a museum or gallery was found: 28% of Asian or British Asian respondents aged under 45 had visited a museum or gallery. This compared with 18% of those aged 45 and over.

Similar proportions of men and women in each ethnic group attended museums, galleries and libraries. The only significant difference was in visits to a library by the white sample. In this group, women (49%) were more likely than men (40%) to have visited in the last year.

### **Other cultural venues**

As shown in Table 2.4, visiting well known parks and gardens was widespread; half of all respondents had made at least one visit in the last year. The proportion of those visiting was lower among the Black or British Black sample (39%) than among other groups. For example, 62% of people of mixed ethnicity and 51% of the white sample had visited a well known park or garden in the last year.

A third of respondents had visited a stately home, castle or park in the 12 months before interview. The proportion of the white sample who had visited was higher than for other groups, at 38%. This compared with 15% of Asian or British Asian respondents and 14% of the Black or British Black sample visiting a historic attraction in the year before interview.

**Table 2.4: Percentage visiting cultural and heritage venues, by ethnic group**

Event	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
							Percentage				
Well known park or gardens	51	44	45	39	38	39	62	53	50		
Public library	45	58	54	41	60	52	42	49	47		
Museum/art gallery	36	21	25	32	32	32	44	32	34		
Stately home/castle/park	38	9	15	15	12	14	29	24	33		
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>		

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

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

## 2.4 Reasons for attending

Respondents who said that they had attended at least one of a selected group of arts and entertainment events were asked to specify the last event they had attended and to select their reasons for doing so from a list.

The reasons most commonly given for attending were (Table 2.5):

- like going to specific type of event (35%)
- to see specific performer or event (19%)
- as a social event (19%)

Some differences were observed between different ethnic groups.

- Mixed ethnicity (28%) and Black or British Black (27%) respondents were more likely to say that they were motivated by the desire to see a 'specific performer or event' than those from the Asian or British Asian group (13%) and from Chinese and other ethnic groups (10%)
- Respondents identifying themselves as Pakistani and Bangladeshi were the most likely to say that one of their reasons for attending was as part of a social event, special occasion or celebration. Over a third (35%) of respondents from this group said that they attended as part of a social event, compared with 19% of both Black Caribbean and Black African respondents, 18% of the white sample and 17% of respondents from Chinese and other ethnic groups
- Black or British Black respondents were less likely than other groups to cite 'happened to be passing by' as their motivation for attending (1% compared with 5% of the white sample)

All respondents mentioning at least one reason for attending their last arts event were asked to consider which of these was their main reason. (Table not shown.)

- Black Caribbean respondents were more likely than other groups to say that their main reason for attending their last arts event was because they were invited to go. Fifteen per cent of respondents in this group gave this as their main reason, compared with 3% of the Pakistani and Bangladeshi sample and 7% of white respondents
- As above, Pakistani and Bangladeshi respondents were more likely than others to say that their main reason for attending was as part of a social event. Twenty seven per cent of this group gave this as their main reason, compared with 15% of Indian respondents, 13% of Black African and white respondents and 11% of the Black Caribbean group

**Table 2.5: Reasons for attending last event, by ethnic group**

Event	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
							Percentage				
Like going to that type of event	35	29	31	40	41	39	28	39	35		
See specific performer or event	19	14	13	31	24	27	28	10	19		
Social event	18	35	26	19	19	19	23	17	19		
Invited to go	10	6	9	22	10	18	14	16	11		
Special occasion or celebration	8	18	22	8	10	10	11	9	10		
Accompanying children	10	12	10	10	10	11	6	9	10		
Recommended by a friend or relative/word of mouth	6	8	8	14	8	11	11	10	7		
Happened to be passing by	5	3	3	1	1	1	3	5	4		
Other	13	10	11	13	10	11	11	10	12		
<b>Base</b>	<b>3,526</b>	<b>189</b>	<b>571</b>	<b>234</b>	<b>184</b>	<b>450</b>	<b>145</b>	<b>127</b>	<b>4,819</b>		

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

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

## **Perceived barriers to increasing attendance**

Respondents were asked if they were interested in attending or visiting more arts and cultural events than currently. This question was asked of all respondents, regardless of whether they had attended an arts event in the last year.

The majority of respondents in all ethnic groups said that they would be interested in attending more – either more events, or more frequently. Eighty five per cent of Black or British Black respondents expressed an interest in increasing their attendance, 82% of the mixed ethnicity group, 71% of those from Chinese and other ethnic groups, 70% of Asian or British Asian respondents and 62% of white respondents.

All respondents were then shown a list of possible reasons that could prevent people visiting or attending events, and asked which applied to them. As shown in Table 2.6, the most frequently cited reasons for not attending more events were common to all ethnic groups: difficulty in finding time (between 48%–65%) and cost (25%–45%).

Some differences in the perceived barriers to increased attendance were noted between different ethnic groups. These included:

- the mixed ethnicity and Asian or British Asian groups were more likely than others to say that lack of time was a barrier to attendance. Sixty five per cent of mixed ethnicity and 61% of Asian or British Asian respondents believed that this prevented them from attending more, compared with 48% of the white sample
- people of mixed ethnicity or from the Chinese and other ethnic group were the most likely to cite cost as a barrier. Forty five per cent of the mixed ethnicity group and 42% of those from the Chinese and other ethnic group mentioned this, compared with 25% of the Pakistani and Bangladeshi sample
- Pakistani and Bangladeshi, and Black African respondents were the most likely to say that concerns about feeling 'uncomfortable or out of place' prevented them attending (8% and 10% respectively mentioned this). Only 3% of white respondents cited this as a reason. Asian or British Asian respondents were also more likely than others to agree with the statement that they would feel out of place in a museum or art gallery. Further analysis of the relationship between attitudes of respondents and attendance levels is included in Chapter 5

**Table 2.6: Reasons for not attending more events, by ethnic group**

Event	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
Percentage											
It's difficult to find time	48	64	59	61	57	57	55	65	57	51	
It costs too much	38	40	25	34	33	37	35	45	42	37	
I'm not really interested	17	14	20	17	8	9	9	12	15	16	
Lack of transport	12	14	16	15	14	14	15	19	13	13	
I don't have anyone to go with	7	11	6	9	16	10	14	10	9	8	
My health is not good enough	9	9	9	9	8	6	7	4	5	8	
Family pressures <sup>++</sup>	..	15	15	15	11	20	16	12	11	..	
I might feel uncomfortable or out of place	3	4	8	6	4	10	7	3	6	3	
Other	9	6	5	6	8	6	7	5	6	8	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

<sup>++</sup>An 'all' percentage for those mentioning 'family pressures' as a reason for not attending arts events is not possible as it was not asked of 2001 respondents

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

## 3 Participation in artistic and cultural activities

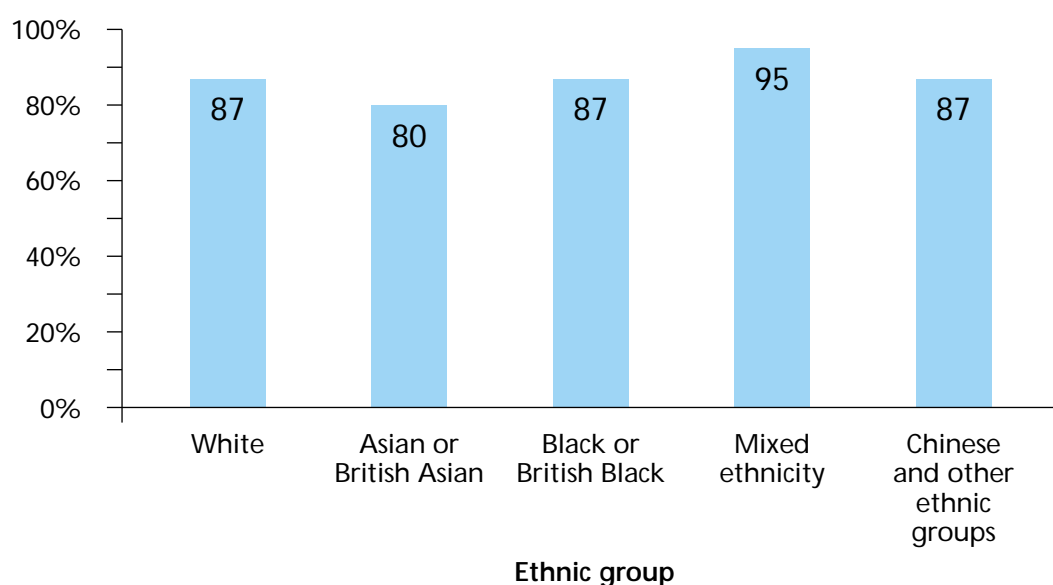
This chapter explores participation in arts and cultural activities, including the proportions and characteristics of respondents participating and participation in classes, lessons and groups.

### 3.1 Patterns of participation

#### Participation in any arts activity

Respondents were shown a list of activities and asked which, if any, they had taken part in themselves (as opposed to seeing performances or work by other people) during the last 12 months. Overall, a high percentage of respondents had participated in at least one of the activities in the last year, ranging from 95% of people of mixed ethnicity to 80% of Asian or British Asian groups (Figure 3.1). A list of the arts activities included in this category is included in the glossary of terms in Appendix 3. The mixed ethnicity sample was a very diverse one, made up of four different sub-groups, and readers should bear this in mind when interpreting the findings. More detail on the sample can be found in Appendix 2.

**Figure 3.1: Percentage participating in at least one arts activity in the last 12 months, by ethnic group**

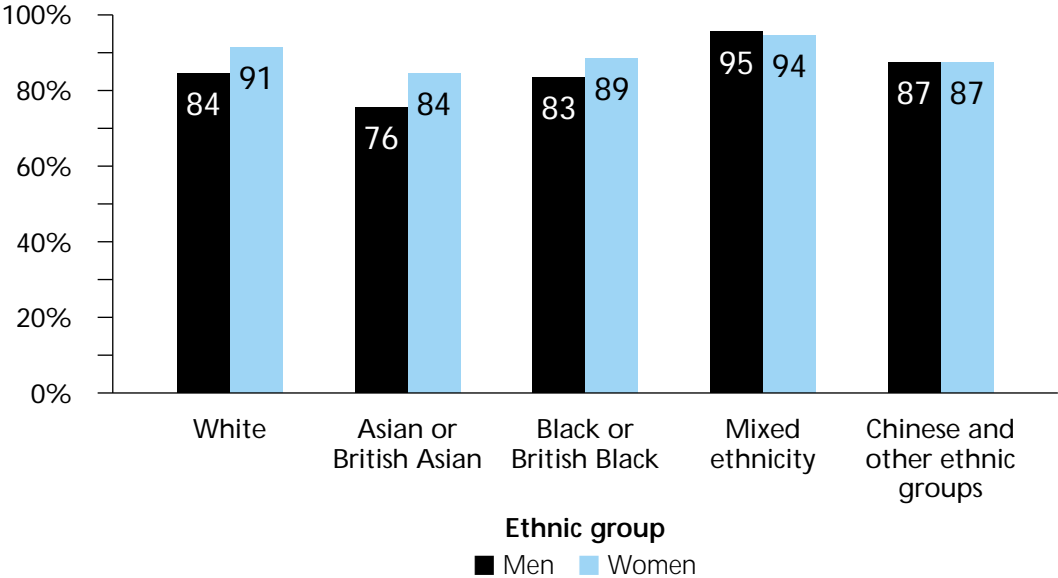


There was considerable crossover between those attending and those participating in the arts, with 84% of participants also attending an arts activity in the last year. Just 7% of respondents surveyed had neither attended nor participated in the arts in the 12 months before the interview.

**Participation in any arts activity by ethnic group and gender**

Levels of participation varied by gender in some ethnic groups. Among the white sample, for example, women reported higher levels of participation (91% compared with 84% of men). A similar pattern was seen among respondents who identified themselves as Black or British Black (89% of women compared with 83% of men), or Asian or British Asian (84% of women compared with 76% of men). The proportions of men and women participating in at least one arts activity from Chinese and other ethnic groups were the same (87%). Although it appears that more men (95%) than women (94%) had participated from the mixed ethnicity group, this difference was not statistically significant (Figure 3.2).

**Figure 3.2: Percentage participating in at least one arts activity in the last 12 months, by ethnic group and gender**



Within the Black or British Black sample, Black Caribbean women were more likely to have participated in at least one arts activity (89% of women, compared with 75% of men). There were also significant differences in participation levels by gender within the Asian or British Asian group. Ninety one per cent of Indian women, compared with 80% of men and, among Pakistanis and Bangladeshis, 82% of women and 70% of men, had participated in at least one arts activity in the last 12 months. The sample sizes were too small to allow further analysis in 'other Asian' and 'other Black' groups. (Table not shown.)

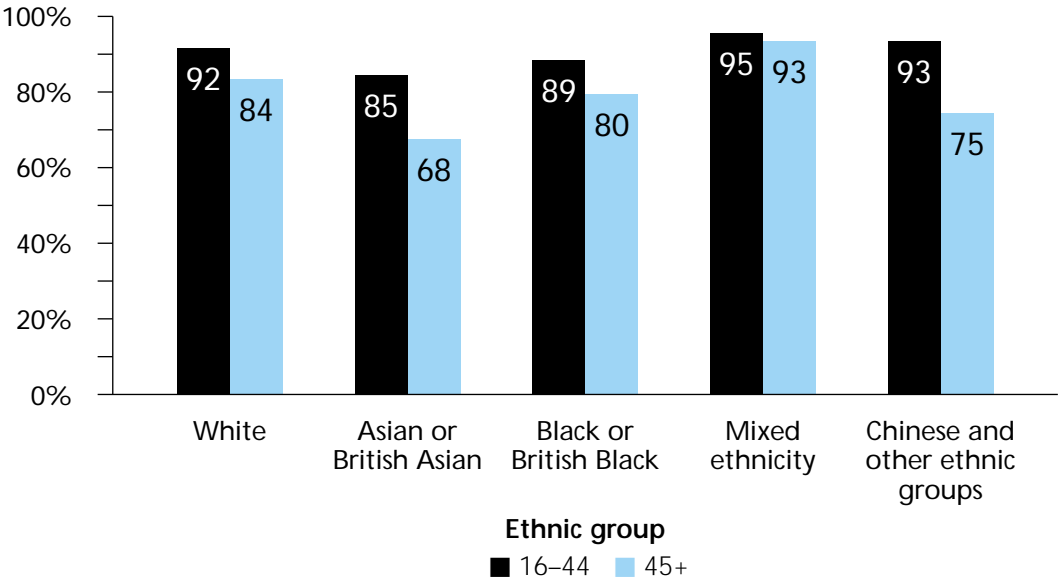
### **Participation in any arts activity by ethnic group and age**

There is a clear association between participating in arts activities and age. Skelton et al (2002) found that 93% of 16–24 year olds had participated in at least one arts activity in the year before interview compared with 74% of those aged 75 or over.

It is therefore important to consider whether the differences in levels of arts participation between ethnic groups were due to age. Figure 3.3 shows levels of overall arts participation by each ethnic group for those aged under 45 and those aged 45 and over. The figure shows that proportions of people who had participated in an arts activity in the last year were indeed lower among those aged 45 and over in some ethnic groups (see also Section 3.2).

Among the Chinese and other ethnic groups category, respondents aged 16–44 were more likely to have participated in at least one arts activity than older respondents (93% had done so, compared with 75% of those aged 45 or over). A similar pattern was seen among respondents who described themselves as Asian or British Asian (85% of 16–44 year olds compared with 68% of those aged 45 or over) and from the white group (92% of 16–44 year olds compared with 84% of those aged 45 or over). There were no significant differences in participation between age groups in other ethnic groups (Figure 3.3). However, there were still differences between different ethnic groups that are not attributable to age.

**Figure 3.3: Percentage participating in at least one arts activity in the last 12 months, by ethnic group and age**



### 3.2 Participation in specific activities

#### Reading and other literary activities

Activities to do with literature were the most commonly reported. Reading for pleasure was the most widespread activity, with just over seven out of 10 (72%) of all respondents doing this in the preceding 12 months (Table 3.1). The proportions of respondents reading for pleasure ranged from 77% of the mixed ethnicity group to 55% of the Pakistani and Bangladeshi group. Almost half (48%) of all respondents interviewed had bought a novel, work of fiction, a play or poetry for themselves in the last year. The proportions of those doing so ranged from 50% of both the mixed ethnicity and white groups to 30% of the Pakistani and Bangladeshi sample. Only 4% of all respondents had written stories or plays, or had written poetry during the same period; there were no significant differences between the ethnic groups.

Respondents were asked for the first time in 2002 whether they had written any lyrics in the last 12 months before interview (data are not available on white respondents as this genre was not included in the 2001 survey). Although the proportions of respondents who had written lyrics ranged from 6% of both mixed ethnicity and Black Caribbean respondents to 0.4% of respondents from Chinese and other ethnic groups, these differences were not statistically significant.

Asian or British Asian respondents were less likely than other ethnic groups to have read for pleasure (61% had done so, compared with 77% of the mixed ethnicity group), bought a novel (34%, compared with 50% of both white and mixed ethnicity groups) or written any stories (3%, compared with 10% of the mixed ethnicity group) in the last 12 months.

Those who had read for pleasure in the last 12 months were most likely to have read works of fiction (76%), followed by non-fiction or factual works (53%), biographies (32%) and poetry (11%) (Table 3.2).

There were also differences between ethnic groups in the types of literature they had read. For example, the proportion of readers who had read works of fiction ranged from 80% of white and 79% of mixed ethnicity respondents to 61% of both Asian or British Asian and Black or British Black respondents. Across ethnic groups, the proportions reading non-fiction or factual works ranged from 56% of mixed ethnicity respondents to 49% of Pakistani and Bangladeshi respondents, although the differences between ethnic groups were not significant. However, there was a marked difference within the Asian or British Asian sample, with 61% of Indians reading non-fiction or factual works, compared with only 49% of Pakistani and Bangladeshi respondents.

Those who had read biographies ranged from 35% of white respondents to 19% of Asian or British Asian respondents. There was a significant difference within the Black or British Black sample, with 36% of Black Africans reading biographies for pleasure, compared with 23% of Black Caribbean respondents. The proportions of readers who had read poetry were not significantly different across the five broad groups, ranging from 14% of Black or British Black respondents to 9% of mixed ethnicity respondents.

**Table 3.1: Percentage participating in literary activities in last 12 months, by ethnic group**

Activity	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
							Percentage				
Read for pleasure	74	66	55	61	72	69	72	77	76	72	
Buy a novel, fiction, play or poetry for yourself	50	36	30	34	43	49	47	50	47	48	
Write any stories or plays	3	4	2	3	7	7	7	10	1	4	
Write any poetry	3	3	7	5	8	6	8	9	3	4	
Write any lyrics <sup>++</sup>	..	1	1	1	6	4	5	6	*	..	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

<sup>++</sup>Respondents were asked for the first time in 2002 whether they had engaged in writing lyrics in the last 12 months before interview, therefore data is not available on white or 'all' respondents as this genre was not included in the 2001 survey

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

**Table 3.2: Percentage reading different genres, by ethnic group**

Activity	White		Asian or British Asian		Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
		Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>			
								Percentage		
Work of fiction, play, novel or story	80	60	59	61	62	58	61	79	73	76
Non-fiction or factual	52	61	49	54	55	53	55	56	54	53
Biography	35	20	17	19	23	36	29	27	22	32
Poetry	11	11	13	12	11	13	14	9	10	11
Other	4	9	12	11	12	17	15	13	4	6
<b>Base</b>	<b>4,149</b>	<b>444</b>	<b>226</b>	<b>584</b>	<b>237</b>	<b>215</b>	<b>490</b>	<b>139</b>	<b>132</b>	<b>5,494</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

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

## **Dance**

Clubbing was the most commonly mentioned of the dance activities, with just over a quarter (26%) of all respondents mentioning this. Respondents from the mixed ethnicity group were much more likely than other ethnic groups to have gone clubbing (57%, compared with 35% of the Black or British Black sample). Black or British Black respondents were more likely than other ethnic groups to have done African, South Asian or Chinese, jazz or street dance in the last 12 months (22%). Within this group, Black Africans (29%) were more likely than Black Caribbean respondents (16%) to have done this kind of dancing (Table 3.3).

## **Music**

The proportions of people from different ethnic groups participating in music and drama activities were broadly the same, with few significant differences. Respondents from the mixed ethnicity sample were more likely than other groups to have played a musical instrument for pleasure (21%, compared with 9% of both white and Chinese and other ethnic groups). Respondents from the Black or British Black sample were more likely than other ethnic groups to have sung to an audience or rehearsed for a performance in the last 12 months (14% had done so, compared with 6% of both mixed ethnicity and Chinese and other ethnic groups, 4% of whites and 3% of Asians or British Asians) (Table 3.4).

The proportions of respondents taking part in specific types of music were small, but the following characteristics were identified. Among those who had sung to an audience or played a musical instrument either for their own pleasure or for an audience:

- 40% had played or sung pop or rock music, followed by 'other' music (31%) and classical music (including South Asian classical music), mentioned by 30%
- people of mixed ethnicity were more likely than other ethnic groups to have sung, performed or played rock or pop music (74% had done so, compared with 20% of respondents from Chinese and other ethnic groups)

- more than two in five (44%) Black Caribbeans and almost one in four (24%) Black Africans, who had sung, performed or played a musical instrument in the last 12 months, had engaged in choral music. This compared with only 2% of Asian or British Asian respondents (Table 3.5). The high levels of engagement in this activity by the Black or British Black group could be attributed to their high levels of engagement in religious and cultural activities. For example, Jermyn and Desai (2000) found that, 'often arts activities were part of larger social, religious or cultural occasions such as festivals, religious occasions or weddings', in their study of the arts in Black, Asian and Chinese communities

### **Visual arts and crafts**

As with other artforms, broadly similar proportions of people participated in visual arts activities, with few significant differences between different ethnic groups. People of mixed ethnicity were more likely than other ethnic groups to have painted, drawn, done printmaking or sculpture in the last 12 months (30%, compared with 16% of the Black or British Black group, 15% of respondents from Chinese and other ethnic groups, 14% of white respondents and 13% of Asians or British Asians). Respondents from the white sample were less likely than other ethnic groups to have used a computer to create original works of art in the last 12 months (4% had done so, compared with 16% of both mixed ethnicity and Chinese and other ethnic groups) (Table 3.6).

The proportion of Black or British Black respondents who had done textile crafts (8%) was less than both the Asian or British Asian and white groups (both 14%). However, respondents from Black or British Black groups were more likely than Asian or British Asian respondents to have bought original handmade crafts in the last 12 months (17%, compared with 12%) (Table 3.7).

**Table 3.3: Percentage participating in dance activities in the last 12 months, by ethnic group**

Activity	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>	Percentage				
Clubbing	25	29	11	20	37	31	35	57	26	26	
Dance for fitness, such as aerobics	12	15	16	15	20	18	20	20	13	13	
African, South Asian or Chinese, jazz or street dance, other dance <sup>++</sup>	8	6	2	5	16	29	22	13	11	9	
Ballet	1	*	-	*	1	-	1	3	1	1	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

<sup>++</sup>Respondents were asked for the first time in 2002 whether they had engaged in jazz or street dance in the last 12 months before interview.

Data is not directly comparable to the findings of this question, found in the 2001 survey

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

**Table 3.4: Percentage participating in music and drama activities in the last 12 months, by ethnic group**

Activity	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
		Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>				
								Percentage			
Play a musical instrument for own pleasure	9	7	2	5	6	5	6	21	9	9	
Sing to an audience (or rehearse)	4	4	1	3	13	16	14	6	6	5	
Play a musical instrument to an audience (or rehearse)	3	3	1	2	3	4	4	4	3	3	
Write or compose a piece of music	2	1	1	1	6	3	5	4	1	2	
Perform or rehearse in a play or drama	2	2	1	2	3	6	5	6	*	2	
Perform in opera or operatta	*	-	-	-	-	1	1	-	-	*	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

Respondents could mention more than one music or drama activity

**Table 3.5: Type of music sung, played or performed, by ethnic group**

Activity	White		Asian or British Asian		Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>				
							Percentage			
Rock/pop	43	28	40	29	15	29	22	74	20	40
Classical including South Asian classical music	35	29	15	27	10	16	12	17	32	30
Choral	16	3	-	2	44	24	32	16	13	17
Jazz	13	9	-	6	10	13	11	11	13	12
World music <sup>++</sup>	..	10	17	15	7	10	8	3	10	..
Other	30	37	38	40	37	32	37	23	37	31
<b>Base</b>	<b>627</b>	<b>51</b>	<b>16</b>	<b>84</b>	<b>61</b>	<b>63</b>	<b>135</b>	<b>36</b>	<b>27</b>	<b>909</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

<sup>++</sup>Respondents were asked for the first time in 2002 whether they had engaged in world music in the last 12 months before interview, therefore data is not available on white or 'all' respondents as this genre was not included in the 2001 survey

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

**Table 3.6: Percentage participating in visual arts activities in the last 12 months, by ethnic group**

Activity	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
							Percentage				
Painting, drawing, printmaking or sculpture	14	16	10	13	15	14	16	30	15	15	
Photography as an artistic activity	7	4	7	6	6	5	6	10	13	7	
Create original artworks or animation using computer	4	12	17	15	14	11	15	16	16	7	
Buy any original works of art	7	5	1	3	6	10	8	12	9	6	
Make films or videos as artistic activity	1	2	3	3	2	3	3	4	5	2	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

Respondents could mention more than one visual arts activity

**Table 3.7: Percentage participating in crafts and other activities in the last 12 months, by ethnic group**

Activity	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
							Percentage				
Textiles crafts such as embroidery, sewing, etc	14	13	17	14	9	8	8	13	10	13	
Buy any original handmade crafts	13	13	10	12	15	19	17	20	12	13	
Wood crafts	6	5	1	3	5	2	3	7	2	5	
Other crafts such as calligraphy, pottery or jewellery making	4	3	2	3	2	3	3	6	3	4	
Help with running of an arts or cultural event or arts organisation	3	7	5	6	4	10	8	6	1	4	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

Respondents could mention more than one crafts activity

### 3.3 Participation in specific activities by gender and age

#### Participation and gender

There were sufficient numbers of respondents from the five broad ethnic groups to be able to analyse the participation data by gender (Table 3.8). However, the sample sizes were too small to allow a more detailed analysis of arts participation by gender and ethnic group. Detailed below are instances of significant differences in levels of participation by men and women from the different ethnic groups.

Within the white sample, women were significantly more likely than men to engage in certain literary activities:

- 80% of women, compared with 67% of men, had read for pleasure in the last 12 months
- 57% of women, compared with 42% of men, had bought a novel, book of stories, poetry or plays for themselves

Apart from 'dancing for fitness', the only other significant difference within dance activities was clubbing, with men were more likely than women to have gone clubbing in the last 12 months. This difference was most apparent within the Asian or British Asian and Chinese and other ethnic group samples, with 36% of Chinese and other ethnic group men and 25% of Asian or British Asian men reporting this, compared with only 16% of both the Chinese and other ethnic group and Asian or British Asian women.

There was little difference between the proportions of men and women taking part in music and drama activities. However, men were more likely than women to have played a musical instrument for their own pleasure in the last 12 months. For example, within the white population, men (11%) were more likely to have done this than women (8%).

There were interesting differences between the activities of men and women in Chinese and other ethnic groups. Within this group, men were more likely to have participated in visual arts activities that use technology, such as:

- photography as an artistic activity (20% of men, compared with 5% of women)
- making films or videos as an artistic activity (9% of men, but no women)

Craft activities were more common among women than men. For example, women from all ethnic groups were more likely than men to have engaged in textile crafts. The proportions of women doing textile crafts ranged from 26% (mixed ethnicity group) to 12% (Black or British Black group), while only 1% of men from each of the five ethnic groups did these crafts.

### **Participation and age**

There were age differences within the sample according to ethnic group. Over 70% of respondents from mixed ethnicity, Asian or British Asian, Black or British Black or Chinese and other ethnic groups were aged under 45, whereas only 44% of white respondents were in this age group (Appendix 2). In order to assess whether the differences in participation discussed so far are due to ethnic background, it is necessary to consider the effect of age.

The sample sizes for people of mixed ethnicity and Chinese and other ethnic groups were too small to be included in the analysis so participation in specific arts activities by age were explored comparing white, Asian or British Asian and Black or British Black respondents (Table 3.9).

Among the Asian or British Asian sample, respondents aged 16–44 were more likely than those aged 45 or over to have read for pleasure (65%, compared with 49%) and to have bought a novel, book of stories, poetry or play in the last 12 months (37%, compared with 23%). Within the Black or British Black sample, writing poetry was more prevalent in the younger age group, with 10% of 16–44 year-olds doing this, compared with 2% of those aged 45 or over.

Respondents aged 16–44 were more likely than those aged 45 or over to have danced. Perhaps unsurprisingly, a higher proportion of young people from all ethnic groups reported that they had been clubbing. This was also true for 'dancing for fitness'.

With one exception, there were no significant differences between age groups in other music or drama activities. The exception was the white group, where those aged 16–44 (12%) were more likely than those aged 45 or over (6%) to have played a musical instrument for their own pleasure.

Taking part in visual arts activities was more common in the younger group than in the older age group. For example:

- among the white and Asian or British Asian samples, respondents aged between 16–44 were more likely than older people to have painted, drawn or done printmaking or sculpture (19% compared with 10% and 15% compared with 7% respectively)
- creating original works of art or animation using a computer was more common within the younger age group. In particular, Asian or British Asian and Black or British Black respondents aged between 16–44 were more likely than the older age group to have engaged in this activity (18% compared with 5% and 19% compared with 5% respectively)

With one exception, there were no significant differences between age groups in craft activities. In the white sample, those aged 45 or over (17%) were more likely to have engaged in textile crafts such as embroidery or sewing than those aged 16–44 (11%).

**Table 3.8: Participation in selected activities, by ethnic group and gender**

Activity	White		Asian all <sup>+</sup>		Black all <sup>**</sup>		Mixed ethnicity		Chinese and other ethnic groups		All	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	Percentage											
Read for pleasure	67	80	59	63	64	77	78	76	78	74	67	77
Buy a novel, book of stories, poetry or plays for yourself	42	57	30	37	40	51	49	50	50	43	41	53
Clubbing	26	24	25	16	37	34	55	59	36	16	28	24
Play a musical instrument for own pleasure	11	8	7	4	11	3	24	17	11	7	11	7
Photography as an artistic activity	9	4	6	6	8	5	9	12	20	5	9	5
Make films or videos as an artistic activity	2	1	4	1	6	2	5	3	9	-	3	1
Textile crafts such as embroidery, sewing, etc	1	25	1	26	1	12	1	26	1	20	1	24
<b>Base</b>	<b>2,430</b>	<b>3,189</b>	<b>449</b>	<b>509</b>	<b>282</b>	<b>424</b>	<b>84</b>	<b>108</b>	<b>95</b>	<b>97</b>	<b>3,340</b>	<b>4,327</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

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

Table 3.9: Participation in selected activities, by ethnic group and age

Activity	White		Asian all <sup>+</sup>		Black all <sup>**</sup>		All	
	16-44	45+	16-44	45+	16-44	45+	16-44	45+
	Percentage							
Read for pleasure	73	75	65	49	73	68	72	72
Buy a novel, book of stories, poetry or plays for yourself	51	50	37	23	48	43	48	47
Write any poetry	4	3	4	5	10	2	5	3
Clubbing	47	5	27	2	45	8	43	6
Dancing for fitness	18	6	19	4	23	13	19	6
Play a musical instrument for own pleasure	12	6	6	3	6	6	11	6
Painting, drawing, printmaking or sculpture	19	10	15	7	18	13	19	10
Create original artworks or animation using computer	6	3	18	5	19	5	11	3
Textile crafts such as embroidery, sewing, etc	11	17	16	11	6	12	11	16
<b>Base</b>	<b>2,443</b>	<b>3,176</b>	<b>699</b>	<b>259</b>	<b>512</b>	<b>194</b>	<b>3,932</b>	<b>3,735</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

Respondents could mention more than one activity

### 3.4 Participation through classes, lessons and groups

Respondents were asked if they had taken any classes or lessons during the last 12 months in:

- music
- drama
- creative writing
- photography or film-making
- painting, drawing or other visual art
- craft
- any other arts classes or lessons not mentioned above

Participation in arts classes ranged from 17% of mixed ethnicity respondents to 7% of Asian or British Asian groups. Broadly, the proportions of people taking classes in individual artforms in the 12 months prior to interview did not vary significantly by ethnic group (Table 3.10).

Respondents were also asked which, if any, of the following activities they had actively taken part in through club or group membership over the last 12 months:

- a choir or vocal group
- another music-making group
- a drama, theatre or dance group
- a writers' group
- a photography or film-making group
- a painting, drawing or other visual arts group
- other arts group

In total, 9% of respondents reported participating in such arts activities through clubs or groups in the 12 months prior to interview (Table 3.11). Participation in these groups ranged from 23% of respondents from the Black or British Black group to 5% of Asians or British Asians. This high level of engagement in arts groups by Black or British Black respondents can partly be explained by their high levels of participation in choirs or vocal groups – 11% of Black Caribbeans and 15% of Black Africans mentioned this. This was significantly higher than for the other ethnic groups.

**Table 3.10: Percentage taking art classes in the last 12 months, by ethnic group**

Activity	White		Asian or British Asian		Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>				
							Percentage			
Music	2	3	2	2	2	6	5	8	3	3
Drama	3	2	2	2	4	3	4	6	3	3
Painting, drawing or other visual art	2	*	1	1	4	2	2	2	3	2
Craft	2	*	1	1	2	*	1	2	*	2
Creative writing	1	1	1	1	2	2	2	2	*	1
Photography or film-making	1	-	*	*	2	1	1	1	3	1
Other arts classes or lessons	1	1	1	1	1	1	2	2	*	1
Whether participated in any arts classes	9	7	6	7	13	12	13	17	12	9
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

Respondents could mention more than one activity

**Table 3.11: Percentage taking part in art groups in the last 12 months, by ethnic group**

Activity	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
		Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>				
								Percentage			
Choir or vocal group	2	1	*	1	11	15	13	1	2	3	
Other music-making group	2	2	1	1	3	2	4	5	1	2	
Drama, theatre or dance group	2	2	1	1	4	5	5	4	1	2	
Writers' group	*	*	1	1	2	1	3	1	*	1	
Photography or film-making group	1	1	*	1	1	2	2	1	3	1	
Painting, drawing or other visual arts group	1	1	1	1	2	1	2	4	3	1	
Other arts groups	1	1	1	1	1	1	1	1	3	1	
Whether participated in any arts classes	8	5	4	5	19	23	23	11	12	9	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

Respondents could mention more than one activity

## 4 Viewing and listening through audio-visual and online media

Access to technological platforms such as the world wide web, digital broadcasting and DVDs is increasingly widespread. The majority of households now have access to technology which makes it possible to listen to or watch the arts on demand. Figures from the 2001 General Household Survey show that 98% of households in Great Britain had a television and 42% had satellite, cable or digital access. Eighty eight per cent of households had a video recorder and 80% a CD player (Walker et al, 2002). In May 2003, 30% of households in Great Britain owned a DVD player (GfK, 2003). *Internet Access Individuals and Households* (2003) showed that in the first quarter of 2003, 47% of households had access to the internet – up from 43% in the same quarter in 2002.

This chapter looks at the proportions and characteristics of people who had experienced the arts via a medium other than live attendance in the four weeks before interview, and how they compare with live arts attenders. Readers should note that the mixed ethnicity sample was a very diverse one, made up of four different sub-groups, and should bear this in mind when interpreting the findings.

### 4.1 Accessing art through audio-visual media

Levels of accessing the arts via media were high – over 90% of every ethnic group had accessed the arts via at least one of the following audio-visual media in the last four weeks: CD, mini disc, tape or record; television, video or DVD; radio; or via the internet in the last 12 months.

Four of the five broad ethnic groups – white, mixed ethnicity, Black or British Black, Chinese and other ethnic groups – were most likely to have accessed the arts via CD, mini disc, tape or record. However, those from an Asian or British Asian background were more likely to have listened to the arts on radio (87%) rather than to have listened on CD, mini disc, tape or record (78%).

The proportions of people accessing the arts within each of the broad groups also differed according to the various forms of audio-visual media (Table 4.1). For instance, higher proportions of respondents from the mixed ethnicity group listened to or watched the arts on CD, mini disc, tape or record (91%) and television, video or DVD (81%) compared with those from an Asian or British Asian background (78% for CD and 69% for television).

**Table 4.1: Percentage accessing arts via different audio-visual media, by ethnic group**

Media	White		Asian or British Asian		Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>				
							Percentage			
CD, mini disc, tape or record	85	84	72	78	84	86	86	91	83	84
Radio	82	92	82	87	85	83	84	88	77	83
TV, video/DVD	68	70	69	69	69	79	74	81	71	69
Internet	14	31	21	26	21	29	26	33	36	18
At least one of these	96	97	91	94	95	94	94	97	95	95
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>

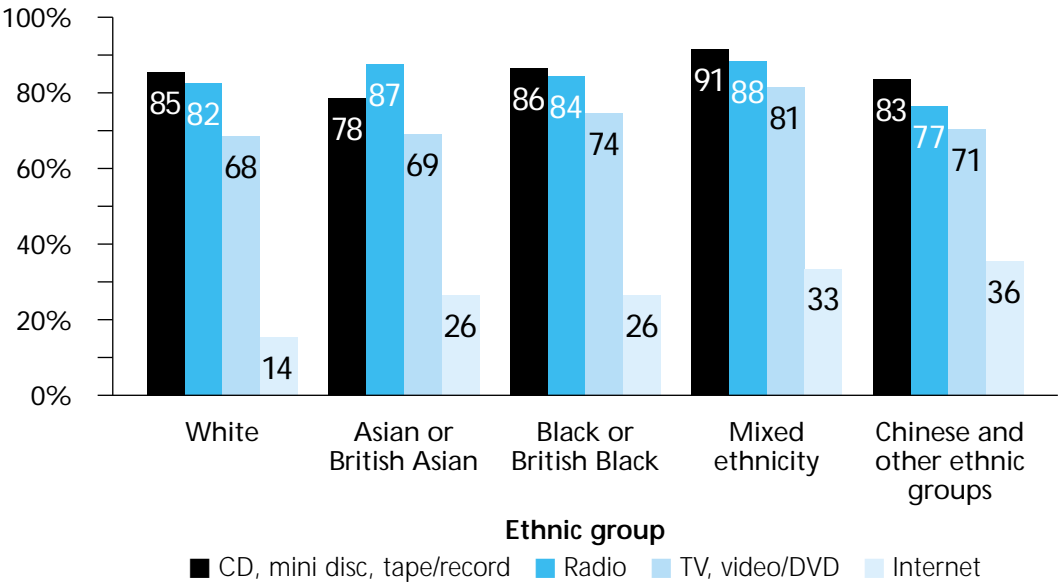
<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

Percentages add to more than 100% because respondents could give more than one answer

Those describing themselves as white were significantly less likely to have accessed the arts on the internet than any other ethnic group. Respondents from Chinese and other ethnic groups (36%) or mixed ethnicity backgrounds (33%) were more than twice as likely to have accessed the arts on the internet in the last 12 months than those from a white background (14%). It should be noted, however, that internet access is increasing rapidly. Therefore, the figures for the white sample, who were interviewed in 2001, may be lower than if they had been interviewed in 2002.

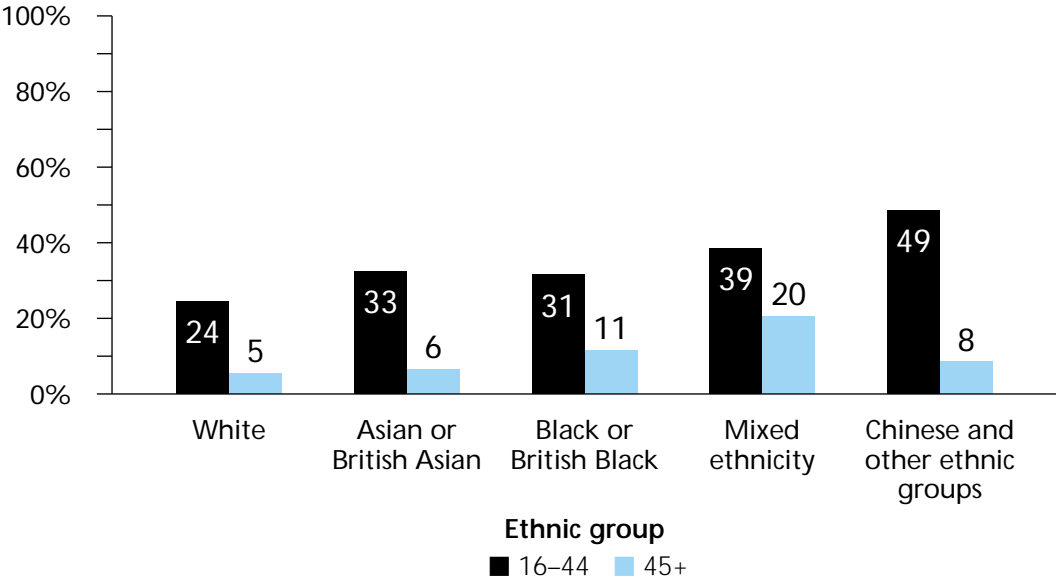
**Figure 4.1: Percentage accessing the arts via audio-visual media**



Age is an important factor when looking at internet usage. Arts in England (2002) showed that 39% of 16–24 year olds had accessed the arts via the internet in the year before interview, compared with 23% of those aged 25–34 and 3% of those aged over 54. As stated in Chapter 2, a higher proportion of respondents from mixed ethnicity, Asian or British Asian, Black or British Black and Chinese and other ethnic groups were under 45, compared with the white sample. This age disparity may be partly responsible for the higher proportions accessing the arts on the internet among these groups. Figure 4.2 shows that internet usage was higher among those aged 16–44 for each of the ethnic groups. Respondents aged 16–44 from mixed ethnicity, Asian or British Asian, Black or British Black and Chinese and other ethnic groups were significantly more likely to have accessed arts on the internet in the last 12 months than respondents aged 16–44 from the white

group. The figure shows that there were differences between ethnic groups that were not attributable to age.

**Figure 4.2: Percentage accessing the arts via the internet, by age**



Rock or pop music was most likely to be viewed or listened to on CD, radio and television: this was true for all five broad ethnic groups, with a few exceptions. Respondents from an Asian or British Asian background were more likely to listen to Asian radio stations than rock or pop on the radio (53% compared with 46%) (Table 4.3). It should be noted, however, that these two categories are not necessarily mutually exclusive; respondents may have listened to rock or pop on Asian radio stations.

On the internet, rock and pop tended to be accessed by the highest proportion of respondents from each group (Table 4.5).

### 4.2 Watching or listening to the arts via audio-visual media compared with live attendance

Higher proportions of respondents from each ethnic group had listened to jazz on CD or the radio in the last four weeks than had attended a live performance in the last 12 months. For example, 26% of those from a mixed ethnicity background had listened to jazz on CD compared with 8% who had attended a live jazz performance in the last 12 months. Similarly, higher proportions of respondents from each ethnic group had listened

to classical music on CD or the radio than had attended a classical music concert – 31% of the Black or British Black group had listened to classical music on the radio in the last four weeks compared with 6% who had attended a classical music concert in the last 12 months.

However, the same or a higher proportion of respondents from each ethnic group had attended a play in the last 12 months as had watched a play on television in the last four weeks.

### 4.3 Listening to the arts on CD, mini disc, tape or record

The proportions of people listening to the arts on CD, mini disc, tape or record were high for each ethnic group (Table 4.2). Ninety one per cent of people of mixed ethnicity had listened to the arts on CD, as had 86% of those from a Black or British Black background, 85% of white respondents, 83% of those from Chinese and other ethnic groups and 78% of people from the Asian or British Asian ethnic group.

As mentioned above, rock and pop was the genre listened to on CD by the highest proportion of respondents from all ethnic groups. The exception to this was those describing themselves as Black or British Black, who were as likely to listen to soul and dance music as to rock and pop (57% compared with 52% – the difference is not statistically significant).

Those from the Black or British Black groups (35%) or with a mixed ethnicity background (26%) were more likely to listen to jazz than those from the Asian or British Asian group (10%). About a third of those from both Indian (35%) and Pakistani and Bangladeshi groups (33%) and those from a Black African background (31%) had listened to world music in the last four weeks. This was significantly higher than the proportions of people listening to world music within the other groups<sup>3</sup>.

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<sup>3</sup> 'World music' was not included in the 2001 survey from which the white sample is drawn.

**Table 4.2: Percentage accessing arts through CD, mini disc, tape or record during the last 4 weeks, by ethnic group**

Artform	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
							Percentage				
Rock/pop	70	52	43	48	49	54	52	74	68	65	
Classical music	42	30	23	28	35	37	35	39	37	39	
Poetry/book reading or performance	21	10	8	9	10	12	11	16	5	18	
Jazz	17	13	7	10	37	34	35	26	18	17	
Opera/operaetta	12	2	1	2	6	7	6	15	10	10	
Soul and dance music <sup>++</sup>	..	35	20	28	58	52	57	47	22	..	
World music <sup>++</sup>	..	35	33	34	20	31	26	16	21	..	
A play	5	3	2	2	5	9	7	3	4	5	
At least one of these	85	84	72	78	84	86	86	91	83	84	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

<sup>++</sup>An 'all' percentage for those accessing soul and dance music and world music through CD, mini disc, tape or record is not possible as it was not asked of 2001 respondents

Percentages can add up to more than 100% because respondents could give more than one answer

## 4.4 Listening to the arts on the radio

Between 77% and 92% of respondents from each ethnic group had listened to arts programmes on the radio (Table 4.3). Rock and pop was listened to by the highest proportion of respondents from each of the groups, except those describing themselves as Indian, or Pakistani and Bangladeshi, who were as likely or more likely to listen to Asian radio stations.

Other types of music listened to on the radio by high proportions of respondents included:

- soul and dance: 49% of those from the Black Caribbean group had listened to soul and dance on the radio as had 38% of those from the Black African group and 36% of those from a mixed ethnicity background, compared with 15% of those from Pakistani and Bangladeshi backgrounds
- classical music: 37% of Chinese and other ethnic group respondents had listened to classical music, as had 36% of those from a mixed ethnicity background and 33% of white respondents. This compared with only 21% of Asian or British Asian respondents

**Table 4.3: Percentage accessing arts through radio during the last 4 weeks, by ethnic group**

Artform	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
							Percentage				
Rock/pop	66	54	40	46	53	49	52	69	62	62	
Classical music	33	25	14	21	29	35	31	36	37	31	
Jazz	13	13	5	10	28	30	29	21	15	14	
World music <sup>++</sup>	..	17	14	16	18	21	19	11	15	..	
Soul and dance <sup>++</sup>	..	28	15	22	49	38	44	36	14	..	
Asian radio stations <sup>++</sup>	..	57	54	53	2	3	2	3	9	..	
A play	12	4	2	3	8	5	7	11	6	10	
Opera/opera	7	2	1	2	3	3	3	6	6	6	
Poetry or book reading or performance	7	2	2	2	6	3	5	3	3	6	
Black radio stations <sup>++</sup>	..	8	5	6	36	29	34	15	2	..	
At least one of these	82	92	82	87	85	83	84	88	77	83	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

<sup>++</sup>An 'all' percentage for those accessing world music, soul and dance and Asian and Black radio stations via radio is not possible as it was not asked of 2001 respondents

Percentages can add up to more than 100% because respondents could give more than one answer

## 4.5 Watching the arts on television, video or DVD

Respondents were asked whether they had watched the arts on television, video or DVD in the last four weeks. The proportions were broadly similar, with over two-thirds of most of the groups having done so. The proportions watching the arts on television, video or DVD were highest among the mixed ethnicity group (81%) and Black African group (79%) (Table 4.4).

Rock and pop was watched by the highest proportion of respondents from each of the groups (between 38%–62% of each group). However, there were variations between ethnic groups in the proportions watching different types of arts activity:

- the proportion watching soul and dance ranged from 38% of Black or British Black respondents to 6% of Chinese and other ethnic groups
- over a quarter of those from the white group watched plays on television, video or DVD (28%) compared with 14% of Chinese and other ethnic groups
- 24% of respondents describing themselves as Asian or British Asian watched world music compared with 6% of those with a mixed ethnicity background
- the proportion watching classical music ranged from 20% of those from a Black African background to 9% of both the Pakistani and Bangladeshi and Black Caribbean groups

**Table 4.4: Percentage accessing arts through television, video or DVD during the last 4 weeks, by ethnic group**

Artform	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All+	Black Caribbean	Black African	Black All**					
							Percentage				
Rock/pop	44	45	38	41	47	59	53	62	60	46	
A play	28	16	15	15	15	26	20	23	14	25	
Classical music	14	11	9	12	9	20	14	13	17	14	
Dance	11	22	16	20	14	23	19	19	16	13	
Soul and dance**	..	24	14	19	37	39	38	35	6	..	
Opera/opera	5	2	2	2	5	9	7	3	7	5	
Jazz	5	5	2	4	12	14	12	5	8	5	
World music**	..	22	24	24	10	22	15	6	10	..	
Poetry/book reading or performance	1	1	3	2	4	4	4	1	4	2	
At least one of these	68	70	69	69	69	79	74	81	71	69	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

\*Including other Asian groups not shown separately

\*\*Including other Black groups not shown separately

\*\*An 'all' percentage for those accessing soul and dance and world music through television, video or DVD during the last 4 weeks is not possible as it was not asked of 2001 respondents

Respondents could mention more than one art form

## 4.6 Accessing the arts on the internet

As stated in section 4.1, respondents from the white group were less likely than any other ethnic group to have accessed the arts online. It should be noted however, that internet access is increasing rapidly so the figures for the white sample, who were interviewed in 2001, may be lower than if these people had been interviewed in 2002.

Those from white, Asian or British Asian and Chinese and other ethnic groups were significantly more likely to have listened to rock and pop than any other genre (Table 4.5).

Let us again look at other genres:

- those from a mixed ethnicity background (15%) were more likely to have viewed works of visual arts on the internet compared with those from the Black or British Black (6%), Asian or British Asian (5%) or white groups (4%)
- respondents from an Indian background (11%) were more likely to have listened to world music on the internet than those from a Black Caribbean background (4%)
- the proportion viewing soul and dance on the internet ranged from 17% of the Black African group to 5% of those from Chinese and other ethnic groups<sup>4</sup>

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<sup>4</sup> 'Soul and dance' was not included in the 2001 survey from which the white sample is drawn.

**Table 4.5: Percentage accessing arts on the internet in the last 12 months, by ethnic group**

Artform	White		Asian or British Asian		Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>				
							Percentage			
Rock/pop	11	19	12	15	9	14	12	20	25	12
Works of visual art	4	4	6	5	5	4	6	15	13	5
Soul and dance <sup>++</sup>	..	11	6	8	12	17	15	13	5	..
Dance	2	4	4	4	4	4	4	5	5	3
Classical music	1	2	1	2	1	3	3	4	6	2
Jazz	1	2	1	2	6	6	6	5	4	2
World music <sup>++</sup>	..	11	7	9	4	8	7	7	10	..
Poetry or book reading	1	3	3	3	2	3	4	3	7	2
A play/theatre	1	1	1	1	3	3	4	1	7	1
Opera/operetta	*	1	*	1	*	*	*	*	1	*
At least one of these	14	31	21	26	21	29	26	33	36	18
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

<sup>++</sup>An 'all' percentage for those accessing soul and dance and world music on the internet in the last 12 months is not possible as it was not asked of 2001 respondents

Respondents could mention more than one art form

As stated in Section 4.1, age is an important factor when looking at internet usage. The proportions of respondents accessing the arts via the internet decreased with age.

## 4.7 Relationship between live attendance and consumption of the arts on audio-visual media

This section looks at the differences between consumption of the arts via audio-visual media for those who had attended arts events and those who did not. The number of non-attenders within the mixed ethnicity group and Chinese and other ethnic groups was too small to analyse.

High proportions (97–8%) of those who had attended at least one live arts event in the last year had also accessed the arts via audio-visual media in the four weeks before interview (Table 4.6). There were no significant differences between the different ethnic groups. In comparison, a lower proportion of 85–8% of people who had not attended a live arts event in the previous 12 months had accessed the arts on audio-visual media in the last four weeks. Again there were no significant differences between the different ethnic groups.

**Table 4.6: Percentage of each ethnic group accessing the arts via audio-visual media, by whether they had attended an arts event in the last 12 months**

Ethnic group		Percentage accessing the arts via media	Base
White	Attender	97	4,333
	Non-attender	86	1,286
Asian or British Asian	Attender	97	740
	Non-attender	85	217
Black or British Black	Attender	98	552
	Non-attender	88	154

Table 4.7 shows that across every type of medium and within each ethnic group, greater proportions of arts attenders than of non-attenders had accessed the arts on audio-visual media. For example, in every group a higher proportion of respondents who had attended an arts event at least once in the last year had listened to the arts on CD, mini disc, tape or record (86%–92%), compared with respondents who had not attended in the last year (47%–65%).

Similarly between 71% and 81% of the different ethnic groups who attended an arts event in the last year had watched the arts on TV, video or DVD, compared with 49%–59% of those who had not attended in the last year.

However, nearly half of non-attenders from each of the different ethnic groups had viewed or listened to the arts on every type of medium, with the exception of the internet. Therefore, whether or not someone goes to arts events is more important than their ethnic background in determining whether or not they access the arts via audio-visual media.

**Table 4.7: Percentage accessing the arts via audio-visual media, by whether attended any arts event in the last 12 months**

Media	White		Asian or British Asian		Black or British Black	
	Attender	Non-attender	Attender	Non-attender	Attender	Non-attender
	Percentage					
CD, mini disc, tape, record	90	60	86	47	92	65
Radio	86	61	90	71	91	64
Television, video, DVD	71	58	75	49	81	59
Internet	14	3	31	3	32	4
<b>Base</b>	<b>4,333</b>	<b>1,284</b>	<b>740</b>	<b>216</b>	<b>552</b>	<b>153</b>

*The numbers of people within the sample from a mixed ethnicity or Chinese and other ethnic groups background who did not attend the arts were too small to be analysed*

## 4.8 Using the internet to book tickets or find out information about arts events

Respondents were asked whether, in the last 12 months, they had used the internet to find out about or order tickets for arts events. Unsurprisingly those groups with high proportions of respondents accessing the internet – people of mixed ethnicity and from Chinese and other ethnic group backgrounds – were more likely than others to have either booked tickets or found information about arts events on the internet (Table 4.8). The proportions doing so ranged from 21% for the mixed ethnicity group and Chinese and other ethnic groups to 5% of those from Pakistani and Bangladeshi backgrounds. This compares with 41% of respondents in the National Statistics *Internet access* study who had bought tickets for any type of event (not just arts events) in the 12 months prior to interview (*Internet access*, 2003). It should be noted that our study combines the categories of looking for information on the arts and buying tickets for arts events.

**Table 4.8: Percentage booking tickets or finding information about arts events on the internet in the last 12 months, by ethnic group**

Ethnic group		Percentage	Base
White		9	5,619
Asian or British Asian	Indian	12	444
	Pakistani, Bangladeshi	5	394
	Asian All <sup>+</sup>	9	958
Black or British Black	Black Caribbean	13	346
	Black African	10	310
	Black All <sup>**</sup>	12	706
Mixed ethnicity		21	192
Chinese and other ethnic groups		21	192
<b>All</b>		<b>10</b>	<b>7,667</b>

<sup>+</sup> Including other Asian groups not shown separately

<sup>\*\*</sup> Including other Black groups not shown separately

## 4.9 Buying or renting films on video or DVD

In 2002 a question was included in the survey on behalf of the UK Film Council. Respondents were asked, 'In the last 12 months, have you bought or rented a film on video or DVD?' Levels of buying and renting varied by ethnic group (Table 4.9).

The proportions of people who had bought a film on video or DVD ranged from 70% of those from a mixed ethnicity background to 45% of those from a Black Caribbean background. Between 47% and 61% of the respondents from the other ethnic groups had bought a film or video in the last 12 months.

The proportions of those renting films on video or DVD ranged from 58% of those from a mixed ethnicity background to 24% of those from Chinese and other ethnic groups. There were generally no significant differences within each ethnic group in the proportions of respondents buying films compared with the proportion renting films. The exception to this was the Chinese and other ethnic group category. This group had the lowest proportion of respondents who had rented a film – only 24% – and yet 61% of people from this group had bought a film in the last 12 months.

Only 16% of those from a mixed ethnicity background had neither bought nor rented a film in the last 12 months. Among the other ethnic groups, the proportions doing neither were higher, ranging from 28% of Pakistani and Bangladeshi respondents to 39% of Black Caribbean respondents (Table 4.9).

**Table 4.9: Percentage who have bought or rented a film on video or DVD in the last 12 months, by ethnic group**

Event	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups
		Percentage	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>		
Bought a film on video or DVD	50	51	53	52	45	47	48	70	61	
Rented a film on video or DVD	40	54	55	53	39	41	41	58	24	
Neither of these	37	30	28	29	39	35	35	16	31	
<b>Base</b>	<b>1,535</b>	<b>382</b>	<b>331</b>	<b>822</b>	<b>284</b>	<b>273</b>	<b>605</b>	<b>144</b>	<b>124</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

Percentages add to more than 100% because respondents could buy and rent films. This question was not asked in the 2001 survey from which the main white sample was drawn. Instead it was asked of a smaller sample of 1,535 white respondents in November 2002

## 5 Attitudes to the arts and cultural activities

### 5.1 Attitudes to the arts and cultural activities

In addition to asking about attendance and participation in the arts, it is also useful to gauge people's attitudes towards the arts and cultural activities. Respondents were shown a series of statements and asked to what extent they agreed or disagreed with them. Some statements generated a high level of consensus (Table 5.1). Almost everyone (96%) agreed that 'all school children should have the opportunity to learn to play a musical instrument or participate in other arts activities'. Seventy five per cent of respondents agreed that, 'The arts play a valuable role in the life of the country' (75%) and, 'If my area lost its arts and cultural activities, the people living here would lose something of value' (62%).

Fewer respondents (40%) agreed that 'the arts play a valuable role in my life'. However, as noted in the previous two chapters, 80% of the sample had attended at least one arts event in the last year and 87% had participated in at least one arts activity in the last year. It seems that this finding is not necessarily indicative of a negative attitude towards the arts. Rather, consideration of whether the arts are 'valuable' in life is relative to what other things are being considered (eg sport and other leisure activities, family life). Lowest levels of agreement were reported for the statement, 'I would feel out of place in an art gallery, museum or theatre' (16%).

Although this report is about ethnic engagement with the arts, it was also of interest to look at attitudes towards culturally diverse arts. Respondents were asked to what extent they agreed or disagreed with the statement, 'Arts from different cultures contribute a lot to this country.' Almost three quarters (74%) agreed or strongly agreed with this statement.

There were some differences between ethnic groups in levels of agreement with attitude statements (Table 5.1). Generally, Black or British Black or mixed ethnicity respondents were most likely to be supportive of the arts. For example, 86% of Black or British Black and 82% of mixed ethnicity respondents agreed that, 'The arts play a valuable role in the life of the country,' compared with 73% of white and 75% of Asian or British Asian

respondents. Similarly, 87% of Black or British Black and 84% of mixed ethnicity respondents agreed that, 'Arts from different cultures contribute a lot to this country,' compared with 71% of both the white and Chinese and other ethnic groups categories. Readers should note that the mixed ethnicity sample was a very diverse one, made up of four different sub-groups, and should bear this in mind when interpreting the findings.

Higher percentages of mixed ethnicity (99%), white (98%) and Black or British Black (97%) respondents agreed with the statement, 'All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities,' compared with Asian or British Asian respondents (91%) and those in Chinese and other ethnic groups (90%). It is important to note, however, that there was a high level of agreement with this statement overall, with at least nine out of 10 respondents from all groups agreeing with it.

People of mixed ethnicity (60%), Black or British Black respondents (58%) and Chinese and other ethnic groups (58%) were also significantly more likely than Asian or British Asian (40%) and white (36%) respondents to agree with the statement, 'The arts play a valuable role in my life.'

In comparison with mixed ethnicity and Black or British Black respondents, Asian or British Asian respondents reported lower levels of agreement with positive statements about the arts and agreed more that they would feel out of place in arts or cultural environments. Almost a quarter (24%) of Asian or British Asian respondents agreed that '[they] would feel out of place in an art gallery, museum or theatre' compared with 12% of mixed ethnicity and 16% of Black or British Black respondents. This difference in attitude towards arts environments seems to be supported by the finding that Asian or British Asian respondents were less likely than other groups to have attended at least one arts event in the past year or to have visited a museum or art gallery (Chapter 2). Although there is an association between feeling out of place in arts or cultural environments and lower levels of attendance at these venues, we are not in a position to say whether feeling out of place prevents people from going, or whether not having attended an arts event makes them think they would feel out of place.

Findings presented earlier in this report suggest that there are differences within the Asian or British Asian sample with respect to attendance and participation in some artforms and this was also true for some attitudes.

Pakistani and Bangladeshi respondents were less likely than Indian respondents to agree with the statements, 'The arts play a valuable role in my life' (32% and 45% respectively) and, 'If my area lost its arts and cultural activities, the people living here would lose something of value' (51% and 65% respectively). Comparatively, different Black groups had similar levels of agreement for these statements.

**Table 5.1: Percentage strongly agreeing or agreeing with statements about the arts by ethnic background**

Statement	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
							Percentage				
All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities	98	94	88	91	98	97	97	99	89	96	
Libraries provide a valuable service to the local community	96	93	90	92	95	96	96	97	85	95	
Arts from different cultures contribute a lot to this country	71	84	78	81	86	90	87	84	71	74	
The arts play a valuable role in the life of the country	73	77	70	75	85	88	86	82	78	75	
If my area lost its arts and cultural activities, the people living here would lose something of value	62	65	51	59	65	67	65	66	66	62	
The arts play a valuable role in my life	36	45	32	40	58	60	58	60	58	40	
I would feel out of place in an art gallery, museum or theatre	14	20	29	24	12	20	16	12	18	16	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

## 5.2 Attitudes to public funding

More than three-quarters of respondents agreed that arts and cultural projects should receive public funding (Table 5.2). Mixed ethnicity (85%), Asian or British Asian (79%), and Black or British Black (90%) respondents were more likely than white (74%) and Chinese and other ethnic groups (75%) to agree or strongly agree that, 'Arts and cultural projects should receive public funding.'

Respondents were also asked about their attitudes to public investment in the arts locally and nationally. While 41% felt the amount of public money spent on arts and cultural events and activities in this country was about right, 21% felt it was too high and 21% thought it too low. Eighteen per cent of respondents had no strong view one way or the other.

Mixed ethnicity (32%) or Black or British Black (27%) respondents were more likely than white (19%) and Asian or British Asian (20%) respondents to agree that, 'The amount of money spent on the arts in this country is too low or much too low.' White respondents were more likely (42%) than Black or British Black (35%) or Chinese and other ethnic groups (31%) to report that 'the amount of public money spent on arts in this country is about right'.

There was an interesting contrast in attitudes towards spending on the arts and culture in general and in respondents' own area; whereas 21% of all respondents felt that the amount of public money spent on the arts nationally was too high, only 9% said this about their own area. Conversely, 31% felt that spending was too low in their area, compared with just 21% who said this about the country as a whole.

Mixed ethnicity (44%), Black or British Black (43%) or Asian or British Asian (37%) respondents were more likely than white (29%) or Chinese and other ethnic groups (22%) to agree that 'the amount of money spent on arts in my area is too low or much too low'. White respondents (41%) were more likely than mixed ethnicity (30%), Asian or British Asian (27%) and Black or British Black (21%) respondents to agree that 'the amount of public money spent on arts in my area is about right'.

**Table 5.2: Responses to statements about public funding of the arts, by ethnic group**

Statement	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All+	Black Caribbean	Black African	Black All**					
	Percentage										
Arts and cultural projects should receive public funding	74	82	75	79	90	90	90	85	75	76	
Neither agree nor disagree	13	11	11	10	8	6	7	5	12	12	
Disagree or strongly disagree	12	4	7	6	2	2	2	9	5	10	
Don't know	2	3	8	6	1	3	2	2	8	3	
Amount of public money spent on the arts in my area is	9	7	8	7	5	7	6	10	4	9	
About right	41	33	21	27	20	23	21	30	34	37	
Too low or much too low	29	35	40	37	48	36	43	44	22	31	
Don't know	21	25	32	29	27	35	31	16	40	23	
Amount of public money spent on the arts in this country is	24	14	18	16	12	10	11	15	14	21	
About right	42	40	41	40	31	38	35	41	31	41	
Too low or much too low	19	23	16	20	33	24	27	32	23	21	
Don't know	15	23	25	25	24	28	27	13	33	18	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

\*Including other Asian groups not shown separately

\*\*Including other Black groups not shown separately

## 5.3 Attitudes by age and gender

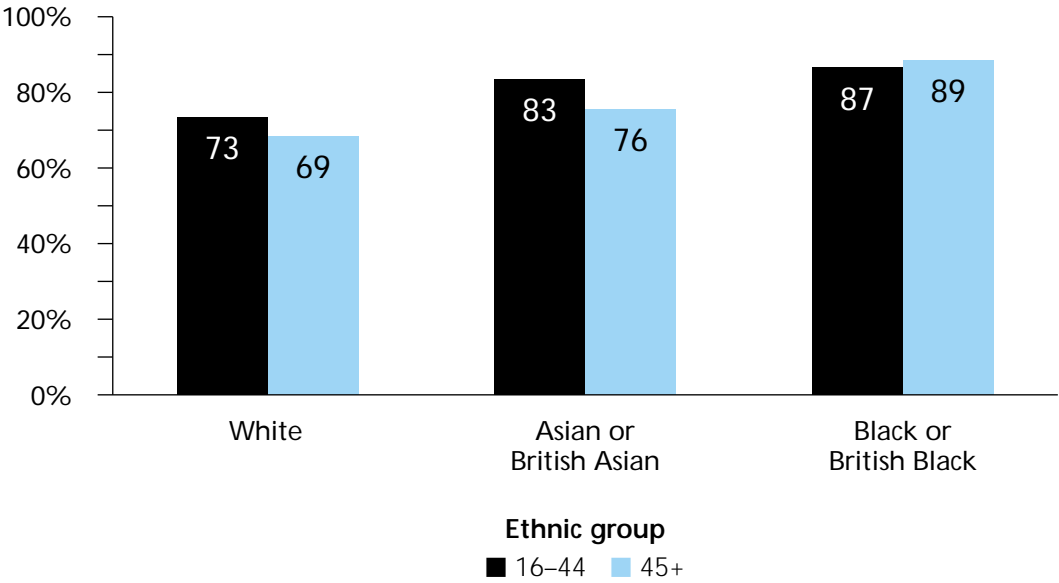
### Age

There were age differences within the sample according to ethnic group. More than 70% of people of mixed ethnicity, Asian or British Asian, Black or British Black and Chinese and other ethnic groups were aged under 45 whereas only 44% of white respondents were in this age group (Appendix 2). In order to assess whether the differences in attitude discussed so far are due to ethnic background, it is necessary to consider the effect of age.

The sample sizes for people of mixed ethnicity and Chinese and other ethnic groups were too small to be included in the analysis. Attitudes to arts statements by age were explored comparing white, Asian or British Asian and Black or British Black respondents (Table 5.3). Within the 16–44 year-old group, there were differences between ethnic groups on almost all statements. For example, Asian or British Asian (83%) and Black or British Black (87%) 16–44 year-olds were more likely to agree that, 'Arts from different cultures contribute a lot to this country,' compared with white respondents in the same age group (73%) (Figure 5.1). A higher proportion of Black or British Black 16–44 year-olds (57%) were likely to agree that, 'The arts play a valuable role in my life,' compared with Asian or British Asian (37%) or white respondents (33%) in the same age group. Black or British Black (85%) and Asian or British Asian (74%) 16–44 year-olds were more likely than white respondents (68%) in this age group to agree that, 'The arts play a valuable role in the life of the country.'

Among those aged 45 and over, there were also differences between ethnic groups for almost all statements. Black or British Black respondents were most likely to agree that, 'Arts from different cultures contribute a lot to this country' (89% of Black or British Black respondents agreed, compared with 76% of Asian or British Asian respondents and 69% of white respondents). Black or British Black respondents (87%) were also most likely to agree that 'The arts play a valuable role in the life of the country' compared with white (77%) and Asian or British Asian (75%) respondents. Black or British Black (60%) and Asian or British Asian (49%) respondents who were 45 or over were more likely than white (39%) respondents in the same age group to agree that, 'The arts play a valuable role in my life.'

**Figure 5.1: Percentage of respondents agreeing that arts from different cultures contribute a lot to this country, by ethnic group and age**



A lower proportion of Asian or British Asian (58%) respondents aged 45 and over agreed that, 'If my area lost its arts and cultural activities, the people living here would lose something of value,' compared with white (68%) and Black or British Black (72%) respondents aged 45 and over. Similarly, Asian or British Asian (86%) respondents in this age group were also less likely to agree that, 'All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities,' compared with Black or British Black (96%) and white (97%) respondents.

There are therefore clear differences in the responses of different ethnic groups that are not attributable to age.

Table 5.3: Percentage agreeing with statements about public funding of the arts, by ethnic group and age

Statement	White		Asian or British Asian <sup>+</sup>		Black or British Black <sup>**</sup>		All (including mixed ethnicity and Chinese and other ethnic groups)	
	16-44	45+	16-44	45+	16-44	45+	16-44	45+
	Percentage							
Libraries provide a valuable service to the local community	95	98	93	89	96	96	94	97
All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities	98	97	93	86	97	96	96	96
The arts play a valuable role in the life of the country	68	77	74	75	85	87	72	78
There should be funding of arts/cultural projects	77	72	81	73	90	89	79	73
Arts from different cultures contribute a lot to the country	73	69	83	76	87	89	76	71
If no arts in area, people would lose something of value	56	68	59	58	62	72	58	68
The arts play a valuable role in my life	33	39	37	49	57	60	39	41
I would feel out of place in an art gallery, museum or theatre	17	12	23	29	17	15	18	13
<b>Base</b>	<b>2,443</b>	<b>3,176</b>	<b>699</b>	<b>259</b>	<b>512</b>	<b>194</b>	<b>3,932</b>	<b>3,735</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

## Gender

There were very few differences between the attitudes of men and women in different ethnic groups. Most differences in levels of agreement for attitude statements occurred between white women and men (Table 5.4).

More white women than white men agreed with the following statements:

- arts from different cultures contribute a lot to this country (72% compared with 69% of white men)
- the arts play a valuable role in the life of this country (75% compared to 71% of white men)
- the arts play a valuable role in my life (38% compared to 34% of white men)

More white men (64%) than white women (61%) agreed with the statement, 'If my area lost its art and cultural activities, the people living here would lose something of value.' This was the only statement for which there was a significant difference in responses between Black or British Black men (73%) and women (60%). Overall, Asian or British Asian and Black or British Black men and women reported similar levels of agreement for almost all statements.

**Table 5.4: Percentage strongly agreeing or agreeing with statements about the arts, by ethnicity and gender**

Statement	White		Asian or British Asian <sup>+</sup>		Black or British Black <sup>**</sup>		Mixed ethnicity		Chinese and other ethnic groups		All	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
	Percentage											
All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities	97	98	90	92	98	96	100	97	84	93	96	97
Libraries provide something valuable to the local community	96	97	94	90	95	96	98	95	86	83	95	96
There should be public funding of arts/cultural projects	73	75	79	78	87	92	85	85	71	80	75	77
The arts play a valuable role in the life of the country	71	75	75	75	86	86	84	82	72	84	73	76
Arts from different cultures contribute a lot to the country	69	72	84	78	87	88	84	84	70	70	73	74
If no arts in area, people would lose something of value	64	61	58	59	73	60	63	69	60	71	63	61
The arts play a valuable role in my life	34	38	42	39	63	54	61	58	49	67	38	41
I would feel out of place in an art gallery, museum or theatre	17	12	27	22	19	14	11	14	20	16	18	14
<b>Base</b>	<b>2,430</b>	<b>3,189</b>	<b>449</b>	<b>509</b>	<b>282</b>	<b>424</b>	<b>84</b>	<b>108</b>	<b>95</b>	<b>97</b>	<b>3,340</b>	<b>4,327</b>

<sup>+</sup>Including other Asian groups not shown separately

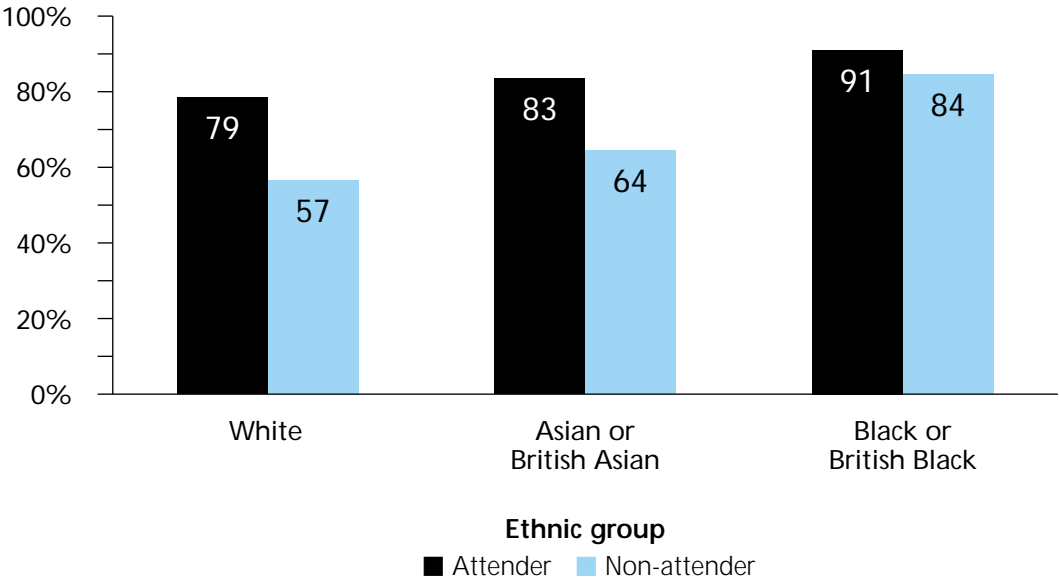
<sup>\*\*</sup>Including other Black groups not shown separately

## 5.4 Relationship between attitudes and attendance

It is interesting to explore whether attitudes differed between attenders and non-attenders at arts events. The sample sizes for mixed ethnicity respondents and Chinese and other ethnic groups were too small to allow such analysis but it was possible to investigate this question for white, Asian or British Asian and Black or British Black groups.

The attitudes of arts attenders and non-attenders differed in many respects according to the ethnic background of the respondents (Table 5.5). White and Asian or British Asian respondents who had attended an arts event in the preceding 12 months were more likely than white and Asian or British Asian non-attenders to agree or strongly agree with a range of statements about the role, value and relevance of the arts. For example, 79% of white and 83% of Asian or British Asian attenders agreed that 'There should be public funding of arts and cultural projects,' compared with 57% of white and 64% of Asian or British Asian non-attenders (Figure 5.2). There were no significant differences in the attitudes of attenders and non-attenders in the Black or British Black group.

**Figure 5.2: Percentage agreeing with the public funding of arts or cultural projects, by ethnic group and attendance status**



Eighty four per cent of Asian or British Asian and 75% of white arts attenders agreed with the statement, 'Arts from different cultures contribute a lot to this country,' compared with 68% of Asian or British Asian and 56% of white non-attenders. Again, there were no significant differences in attitudes for attenders and non-attenders in the Black or British Black group. White (66%) and Asian or British Asian (64%) attenders were also more likely than white (50%) and Asian or British Asian (42%) non-attenders to agree that 'If my area lost its arts and cultural activities, the people living here would lose something of value.'

As we might expect, Asian or British Asian (40%) and white (25%) non-attenders were more likely than Asian or British Asian (20%) and white (11%) arts attenders to agree that they would feel out of place in an art gallery, museum or theatre although this was not the case for Black or British Black respondents. There were no significant differences between Black or British Black arts attenders and Black or British Black non-attenders in levels of agreement for any of the attitude statements. Therefore, attendance status was more strongly associated with attitudes among white and Asian or British Asian respondents than among Black or British Black respondents. It should be noted, however, that the number of Black or British Black non-attenders was small.

**Table 5.5: Percentage strongly agreeing or agreeing with statements about the arts, by ethnicity and attendance status**

Statement	White		Asian or British Asian <sup>+</sup>		Black or British Black <sup>**</sup>		All	
	Arts attender	Non arts attender	Arts attender	Non arts attender	Arts attender	Non arts attender	Arts attender	Non arts attender
	Percentage							
Libraries provide a valuable service to the local community	97	95	94	86	96	97	96	93
All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities	98	95	94	82	97	97	97	92
The arts play a valuable role in the life of the country	76	60	80	58	88	77	78	61
There should be funding of arts/cultural projects	79	57	83	64	91	84	80	60
Arts from different cultures contribute a lot to the country	75	56	84	68	89	82	77	60
If no arts in area, people would lose something of value	66	50	64	42	67	59	66	49
The arts play a valuable role in my life	41	17	46	23	59	54	44	22
I would feel out of place in an art gallery, museum or theatre	11	25	20	40	14	25	13	27
<b>Base</b>	<b>4,333</b>	<b>1,286</b>	<b>740</b>	<b>217</b>	<b>552</b>	<b>154</b>	<b>5,947</b>	<b>1,719</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

## 5.5 Arts and cultural facilities in local communities

Respondents were asked about the availability of facilities in their local area (Table 5.6). Sixty two per cent reported that almost all or some arts facilities or activities (such as theatres, museums, concerts and exhibitions) were available in their local area. A further 21% stated that, while not available locally, they were within easy reach. Sixteen per cent of the sample reported that arts facilities and activities were not within easy reach. While there were no significant differences between the five broad ethnic groups, there was a difference within the Asian or British Asian sample. Twenty five per cent of Pakistanis and Bangladeshis reported that art facilities or activities were not within easy reach in their local area, compared with only 15% of Indian respondents.

White (29%) and mixed ethnicity (24%) respondents were more likely than Asian or British Asian (20%), Black or British Black (20%) and Chinese and other ethnic groups (18%) to report that almost all arts facilities or activities were available for people in their local area.

There was a high level of agreement that libraries provide a valuable service to their local community (Table 5.6). Nine out of 10 respondents in all groups, apart from Chinese and other ethnic groups, agreed or strongly agreed with this statement. Mixed ethnicity (97%), Black or British Black (96%) and white respondents (96%) were more likely to agree with this statement than Asian or British Asian (92%) and Chinese and other ethnic groups (85%), although the latter groups still indicated a high level of agreement with this statement.

**Table 5.6: Response to statements about the availability of arts facilities/activities in the local area, by ethnic group**

Statement	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
Percentage											
Availability of art facilities or activities for local people (such as theatres, museums, concerts and exhibitions)	29	23	17	20	23	17	20	24	18	27	
	36	37	29	34	32	36	33	35	41	35	
	20	24	23	24	24	28	25	27	14	21	
	16	15	25	19	15	15	17	12	23	16	
Libraries provide a valuable service to the local community	*	2	6	4	6	4	5	3	4	1	
	96	93	90	92	95	96	96	97	85	95	
	2	3	4	3	2	3	2	2	6	3	
	1	1	2	1	2	*	1	-	2	1	
<b>Base</b>	5,619	444	394	958	346	310	706	192	192	7,667	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

## Appendix 1: The questionnaire

Q1 I am now going to ask you about some things that you may have done in your leisure time or for entertainment.

I would like you to look at this card and tell me which, if any, of these things you have visited or attended in the last 12 months. Please include things like community events but exclude any events that you have attended as part of your job, or events produced by a school or 6th form college.

CODE ALL THAT APPLY

- (1) A film at a cinema or other venue
- (2) Public library
- (3) Museum/art gallery
- (4) Stately home/castle/garden
- (5) Well-known park or gardens
- (6) Exhibition or collection of art, photography or sculpture
- (7) Craft exhibition (not crafts markets)
- (8) Event including video or electronic art
- (9) Event connected with books or writing
- (10) None of these

Q2 And from this card (which, if any, of these things have you visited or attended in the last 12 months)?

CODE ALL THAT APPLY

- (1) Carnival, street arts and circus (not animals)
- (2) Culturally specific festival
- (3) Musical
- (4) Pantomime
- (5) Play/drama
- (6) Opera/opera
- (7) Classical music concert
- (8) Jazz concert
- (9) Other live music event
- (10) Live dance event
- (11) None of these

### Ask people who have attended a music event

Q3 What sort of music event was it?

CODE ALL THAT APPLY

- (1) Rock/pop
- (2) Folk or country and western
- (3) World music
- (4) Some other music

### Ask people who have attended a live dance performance

Q4 What sort of dance event was it?

CODE ALL THAT APPLY

- (1) African people's dance
- (2) Ballet
- (3) Contemporary dance
- (4) Jazz/street dance
- (5) South Asian and Chinese dance
- (6) Some other dance

### Ask about events listed in Qs 1–4, excluding stately home/castle/ garden, well-known park or gardens

Q5 Thinking about the last 12 months, approximately how many times have you visited or attended this?

Q6 And thinking about the last 4 weeks, have you visited or attended this event?

- (1) Yes
- (2) No

**Ask all those who attended at least one arts event in the last 12 months**

**Q7** May I just check, what was the last event or place that you went to?  
Was it ...

CODE FIRST THAT APPLIES

- (1) The exhibition or collection of art, photography or sculpture?
- (2) The craft exhibition?
- (3) The event connected with books or writing?
- (4) The carnival?
- (5) The culturally specific festival?
- (6) The musical or pantomime?
- (7) The play or drama?
- (8) The opera or operetta?
- (9) The classical music concert?
- (10) The jazz concert?
- (11) The dance?
- (12) The event including video or electronic art?

**Q8** What were your reasons for going to the event at Q7?

CODE ALL THAT APPLY

- (1) See specific performer or event
- (2) Like going to that type of event
- (3) Special occasion/celebration
- (4) Social event
- (5) Invited to go
- (6) Recommended by a friend or relative/word of mouth
- (7) Accompanying children
- (8) Happened to be passing by
- (9) Other

**Ask all those who gave more than one reason at Q8**

Q9 May I just check, what was your main reason for going?

CODE ONE ONLY

- (1) See specific performer or event
- (2) Like going to that type of event
- (3) Special occasion/celebration
- (4) Social event
- (5) Invited to go
- (6) Recommended by a friend or relative/word of mouth
- (7) Accompanying children
- (8) Happened to be passing by
- (9) Other

**Ask all respondents**

Q10 Thinking about the arts and cultural events I've asked you about, if you could attend or visit them as often as you wanted, would you be interested in doing so (more than you do now)?

- (1) Yes
- (2) No

Q11 Here is a list of things which people say prevent them from visiting or attending (more) events. Looking at this card, could you tell me which, if any, apply to you?

CODE ALL THAT APPLY

- (1) It's difficult to find time
- (2) It costs too much
- (3) Family pressures
- (4) I'm not really interested
- (5) I don't have anyone to go with
- (6) I might feel uncomfortable or out of place
- (7) My health is not good enough
- (8) Lack of transport
- (9) Other
- (10) None of these

Q12 I would like you to look at this card and tell me which, if any, of these things you have done in the last 12 months.

Please include things like community events and festivals but exclude anything you have done as part of your job, at school or 6th form college.

CODE ALL THAT APPLY

- (1) Read for pleasure (not newspapers, magazines or comics)
- (2) Buy a novel, or book of stories, poetry or plays for yourself
- (3) Write any stories or plays
- (4) Write any poetry
- (5) Write lyrics
- (6) None of these

### Ask all those who read for pleasure

Q13 Can you tell me what sort of things you have read for pleasure over the last 12 months?

CODE ALL THAT APPLY

- (1) Work of fiction, play, novel or story
- (2) Poetry
- (3) Biography
- (4) Non-fiction/factual
- (5) Other

Q14 And from this card (which, if any, of these things have you done in the last 12 months)?

### Ask all respondents

CODE ALL THAT APPLY

- (1) clubbing
- (2) do ballet
- (3) dance for fitness such as aerobics
- (4) African people's dance, South Asian or Chinese dance, jazz/street dance, other dance

- (5) sing to an audience or rehearse for a performance  
(not karaoke)
- (6) play musical instrument to an audience or rehearse for  
a performance
- (7) play musical instrument for your own pleasure
- (8) write any music
- (9) rehearse or perform in play/drama
- (10) rehearse or perform in opera/opera
- (11) help with running of an arts/cultural event or arts  
company/organisation
- (12) none of these

Q15 And from this card (which, if any, of these things you have done  
in the last 12 months)?

CODE ALL THAT APPLY

- (1) painting, drawing, printmaking or sculpture
- (2) photography to create a piece of art (not family or  
holiday 'snaps')
- (3) make films or videos to create a piece of art (not family  
or holidays)
- (4) use a computer to create original artworks or animation
- (5) textile crafts such as embroidery, crocheting, or knitting
- (6) wood crafts such as wood turning, carving, furniture making
- (7) other crafts such as calligraphy, pottery or jewellery making
- (8) buy any original works of art for yourself
- (9) buy any original/handmade crafts such as pottery or jewellery  
for yourself
- (10) none of these

**Ask about each activity mentioned at Qs 12,13,14–15, except ‘buying art or craft’, ‘clubbing’ and ‘dance for fitness’**

**Q16** How often do you usually do [name of activity]?

- (1) At least once a week
- (2) At least once a month
- (3) Every 2 or 3 months
- (4) 2 or 3 times a year
- (5) Once a year
- (6) Less than once a year

**Ask all those who sang or played a musical instrument to an audience or played a musical instrument for pleasure**

**Q17** What type(s) of music do you sing/perform/play?

CODE ALL THAT APPLY

- (1) Classical including South Asian classical music
- (2) Choral
- (3) Jazz
- (4) Rock/pop
- (5) World music
- (6) Other

**Ask all**

**Q18** Now I’m going to ask you a couple of questions about participating in arts-related activities through classes or membership of clubs and groups.

Have you taken any classes or lessons during the last 12 months in any of the subjects on this card?

Please include private tuition but exclude anything you have done as part of your job, at school or 6th form college or as part of a higher education (degree) course.

CODE ALL THAT APPLY

- (1) Music, singing or playing an instrument
- (2) Drama or dance
- (3) Creative writing
- (4) Photography or film-making
- (5) Painting, drawing or other visual art (not arts appreciation)
- (6) Craft
- (7) Other arts classes or lessons not mentioned above
- (8) None of these

**Q19** In the last 12 months have you actively taken part in any of the following?

CODE ALL THAT APPLY

- (1) Choir or vocal group
- (2) Other music-making group
- (3) Drama, theatre or dance group
- (4) Writers group
- (5) Photography or film-making group
- (6) Painting, drawing, or other visual arts group  
(not arts appreciation)
- (7) Other arts group
- (8) None of these

**Q20** I'm now going to ask you a few questions about watching and listening to arts events through television, radio and recordings such as compact disc or video.

Looking at this card, which, if any, have you listened to on compact disc, mini disc, tape or record during the last 4 weeks?

CODE ALL THAT APPLY

- (1) Rock/pop
- (2) Classical music
- (3) Opera/opera
- (4) Jazz
- (5) World music
- (6) Soul and dance music

- (7) Poetry/book reading or performance
- (8) A play
- (9) None of these

**Q21** Looking at this card, which, if any, have you listened to on the radio during the last 4 weeks?

CODE ALL THAT APPLY

- (1) Rock/pop
- (2) Classical music
- (3) Opera/opera
- (4) Jazz
- (5) World music
- (6) Soul and dance music
- (7) Poetry/book reading or performance
- (8) A play
- (9) Asian radio stations
- (10) Black radio stations
- (11) None of these

**Q22** Looking at this card, which, if any, have you watched on television, video or DVD during the last 4 weeks?

CODE ALL THAT APPLY

- (1) Rock/pop
- (2) Classical music
- (3) Opera/opera
- (4) Jazz
- (5) World music
- (6) Soul and dance music
- (7) Poetry/book reading or performance
- (8) A play
- (9) Dance
- (10) None of these

Q23 During the last 12 months have you used the internet to look at, watch, or listen to any of the things on this card?

CODE ALL THAT APPLY

- (1) Works of visual art
- (2) Rock/pop
- (3) Classical music
- (4) Opera/opera/operetta
- (5) Jazz
- (6) World music
- (7) Soul and dance music
- (8) Poetry/book reading or performance
- (9) A play
- (10) Dance
- (11) None of these

Q24 During the last 12 months have you used the internet to find out about or order tickets for art exhibitions or live performances of music, (not pop/rock) opera/opera/operetta, book/poetry readings, plays or dance?

- (1) Yes
- (2) No

Q25 I would now like to ask you about your opinions about different aspects of the arts and culture.

Looking at this card, which of the statements best describes the availability of facilities and activities such as theatres, museums, concerts and exhibitions to people living in your local area?

- (1) Almost all of these activities/facilities are available locally
- (2) Some of these activities/facilities are available locally
- (3) These activities/facilities are not available locally but I can get to them fairly easily
- (4) These activities/facilities are not within easy reach
- (5) None of the above (SPONTANEOUS ONLY)

**Q26** Do you think the amount of public money spent on arts and cultural events and activities that are within your area is too high, about right or too low?

- (1) Much too high
- (2) Too high
- (3) About right
- (4) Too low
- (5) Much too low
- (6) Don't know

**Q27** Now thinking about the country as a whole, do you think the amount of public money spent on arts and cultural events and activities in this country as a whole is too high, about right or too low?

- (1) Much too high
- (2) Too high
- (3) About right
- (4) Too low
- (5) Much too low
- (6) Don't know

**Q28** I'm going to read out some things people have said about arts and culture and I would like you to tell me how strongly you agree or disagree with each statement, choosing your answer from this card.

I believe it is right that there should be public funding of arts and cultural projects.

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree
- (6) Don't know

Q29 I would feel out of place in an art gallery, museum or theatre.

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree
- (6) Don't know

Q30 All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities.

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree
- (6) Don't know

Q31 Arts from different cultures contribute a lot to this country.

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree
- (6) Don't know

Q32 The arts play a valuable role in my life.

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree
- (6) Don't know

Q33 If my area lost its arts and cultural activities, the people living here would lose something of value.

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree
- (6) Don't know

Q34 The arts play a valuable role in the life of the country.

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree
- (6) Don't know

Q35 Libraries provide a valuable service to their local community.

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree
- (6) Don't know

# Appendix 2: The survey design

## A.2.1 Introduction

As outlined in Chapter 1, Arts Council England, Resource and the UK Film Council, in 2002, commissioned a survey to measure engagement in the arts among the Black and minority ethnic population in England. A survey carried out in 2001 provided comparative data for the white population.

## A.2.2 Sources of data

In total, 7,748 people were interviewed in three stages of data collection:

- questions on attendance, participation and attitudes to the arts were included in the Office for National Statistics (ONS) *Omnibus Survey* in July–November 2001. In total 6,042 adults aged 16 and over, from all ethnic groups, were interviewed. The response rate was 64%. Full details of the sample design are given in Skelton et al (2002)
- a slightly modified version of the questionnaire was included in the ONS Omnibus Survey in November 2002 and February 2003. The Omnibus Survey interviewed adults aged 16 and over from all ethnic groups, but the questions on cultural engagement were only asked of Black and minority ethnic respondents. This yielded 161 interviews, with a response rate of 69% in November 2002 and 67% in February 2003
- this modified questionnaire was also asked of a specially designed sample of Black and minority ethnic respondents aged 16 and over. Fieldwork took place between November 2002 and February 2003: 1,545 adults were interviewed, with a response rate of 61%

All respondents were interviewed face-to-face in their homes, using computer-assisted interviewing.

## A.2.3 Sample design

### **The ONS Omnibus Survey**

The ONS Omnibus Survey uses the Postcode Address File (PAF) of 'small users', which includes all private household addresses, as its sampling frame. The frame is stratified by Government Office Region; the proportion of

households renting from local authorities; and the proportion in which the head of household is in socio-economic group 1–5 or 13 (ie a professional, employer or manager). A new sample of 100 postal sectors in Great Britain is selected each month, with probability proportional to size and, within each sector, 30 addresses (delivery points) are randomly selected. The surveys on cultural engagement covered England only. At addresses with more than one household, the ONS interviewer uses a standard procedure to randomly select just one household. Within households with more than one adult member, just one person aged 16 or over is selected by using random number tables. The interviewers are instructed to interview that person only; no substitutes or proxy informants can be interviewed.

### **The Black and minority ethnic survey**

Results from the 2001 Census show that the proportion of the population belonging to Black and minority ethnic groups is higher in some areas of England than in others. A specially-designed sample, which would both yield sufficient interviews for robust statistical analysis and be cost effective, was selected using a method known as ‘focussed enumeration’. This approach is commonly used for surveys of Black and minority ethnic groups: it is used, for example, for the British Crime Survey (Home Office, 2001).

ONS first selected 120 postcode sectors from the PAF: 60 in areas where Black and minority ethnic groups account for less than 15% of the population, and 60 in areas where they represent 15% or more. The sectors were then stratified by Government Office Region and the proportion of heads of household in socio-economic group 1–5 or 13. Thirty addresses were randomly selected in each area. As with the Omnibus Survey, at eligible addresses with more than one household, one household was randomly selected for the survey.

At each sampled household, the interviewer first established whether any adults in the household belonged to a Black or minority ethnic group, using a list based on the ethnic categories used for the 2001 Census (see Section A.2.3). In households with at least one person aged 16 or over from the eligible groups, one adult belonging to a Black or minority ethnic group was then randomly selected for interview.

Each sampled household formed the basis of the focussed enumeration. Interviewers asked respondents about the three addresses on either side, using a set of rules, to establish whether anyone from a Black or minority ethnic group was resident there. A total of 2,533 addresses were classified as eligible; in 1,545 of these, the sampled individual agreed to be interviewed, a response rate of 61%.

### **Weighting the data**

The sampling procedures outlined above mean that some respondents have a greater chance of being interviewed than others. People living in a single-adult household have more chance of being interviewed than those living in households with more than one adult, and Black and minority ethnic respondents living in areas where these groups comprise 15% or more of the population have more chance of being selected than those living elsewhere.

Weighting factors can be applied to data to correct for this unequal probability of selection. To ensure that the information provided by a single-adult household does not count for more than that collected from a household with more adults, a one-person household taking part in the Omnibus Survey is given a weight of 0.53, while a three-person household is given a weight of 1.58; the answers from the latter therefore count for about three times the former. It should be noted that this weighting corrects for unequal probabilities of being selected; it does not attempt to correct for any non-response bias.

To develop the weights for the Black and minority ethnic focussed enumeration sample, ONS compared the distribution of the sample with that of the population as a whole, using data from the 2001 Census.

Tables throughout the report, except in this appendix, show weighted proportions. The bases (sample sizes), however, are unweighted; that is, they show the actual number of people in each category who responded to the survey. Because half the sample for the Black and minority ethnic survey was drawn from areas where these groups comprise 15% or more of the population, respondents living in these areas had a higher chance of being selected than those living elsewhere. This means that the effective sample size for the focussed enumeration survey is about 44% of the actual number who took part. This should be taken into account when testing for statistical significance.

## A.2.4 Characteristics of the sample

Taking the three sources of data together, the two Omnibus Surveys and the specially designed survey, a total of 7,748 respondents took part in interviews in 2001, 2002 and 2003. In 2001, 6,042 respondents, including 352 who described themselves as belonging to a Black or minority ethnic group, were interviewed in England, although not all interviewees answered all the questions on cultural engagement. In 2002–3, 1,706 Black and minority ethnic respondents were interviewed. Out of the 7,748, 81 declined to assign themselves to an ethnic group and so have been excluded from the analysis for this report.

### **Ethnic group**

In its 1998 *Cultural Diversity Action Plan*, the then Arts Council of England defined cultural diversity by referring to the major minority ethnic communities in England, focussing particularly on 'African, Caribbean, Asian and Chinese arts' (Arts Council of England, 1998).

Table A.2.1 shows the number and proportion of respondents belonging to different ethnic groups. Among Black and minority ethnic groups, those describing themselves as Indian or British Indian comprised the largest group, representing 5.7% of the sample. Black Caribbean and Black African were the next largest groups, comprising 4.5% and 4.0% respectively, followed by those of Pakistani descent (3.6%).

As can be seen from Table A.2.1, the number of responding adults in several ethnic groups was small, ranging from 50 respondents who classified themselves as, 'Any other Black or British Black,' to 120 who described themselves as, 'Any other Asian or British Asian.' Ideally, data would be presented for as many separate groups as possible. However, a balance had to be achieved between the requirements of statistical robustness and the budget available for the survey. The responding sample was therefore grouped to yield sufficiently large sample sizes for analysis, using guidelines from the Ethnicity and Identity Division of ONS.

**Table A.2.1: Responding sample, by detailed ethnic group**

Ethnic group	Number	Percentage
White		
White British	5,365	69.2
Any other white background	254	3.3
Asian or British Asian		
Indian	444	5.7
Pakistani	277	3.6
Bangladeshi	117	1.5
Any other Asian	120	1.5
Black or British Black		
Black Caribbean	346	4.5
Black African	310	4.0
Any other Black	50	0.6
Mixed ethnicity		
White and Black Caribbean	53	0.7
White and Black African	29	0.4
White and Asian	53	0.7
Any other mixed ethnicity	57	0.7
Chinese and other ethnic groups		
Chinese	79	1.0
Other ethnic groups	113	1.5
No information	81	1.0
<b>Total sample</b>	<b>7,748</b>	<b>100</b>

Data were analysed for five broad groupings: white, mixed ethnicity, Asian or British Asian, Black or British Black and Chinese and other ethnic groups. The resulting groups are shown in Table A.2.2. The mixed ethnicity group is particularly diverse, comprising respondents who described themselves as white and Black Caribbean, white and Black African, white and Asian and any other mixed ethnic group, but the number of respondents in each of the separate categories was too small to analyse separately. Readers should bear this in mind when interpreting the results. Within the five broad groupings, sample sizes were sufficiently large to allow separate analysis of those describing themselves as Indian or British Indian, Black Caribbean and Black African. The Pakistani and Bangladeshi groups were too small to analyse separately, so were combined into one group, in line with ONS practice. All tables in the report show data both for the five broad groupings and for smaller groups within them. The Asian or British Asian category, for example, includes data for those describing themselves as Indian, Pakistani and Bangladeshi (which are also shown separately) and for the 'Any other Asian' group, which is not shown separately, as the sample size is too small.

**Table A.2.2: Responding sample, by broad ethnic group**

Ethnic group	Number	Percentage
White	5,619	73.3
Asian or British Asian <sup>+</sup>	958	12.5
Indian	444	5.8
Pakistani or Bangladeshi	394	5.1
Black or British Black <sup>**</sup>	706	9.2
Black Caribbean	346	4.5
Black African	310	4.0
Mixed ethnicity	192	2.5
Chinese and other ethnic groups	192	2.5
<b>Total sample available for analysis</b>	<b>7,667</b>	<b>100.0</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

## **Gender and age**

Of the 7,667 people taking part in the survey, 44% were male and 56% female. There were some variations between the proportion of men and women in different ethnic groups: the percentage of women ranging from 50% in the Chinese and other ethnic groups to 60% among Black or British Black respondents.

There were also significant age differences between ethnic groups. Over half of mixed ethnicity, Asian or British Asian and Chinese and other ethnic group respondents were aged 16–34, compared with just over two in five Black or British Black and one in four white respondents. Extending the age range upwards, we find that over 70% of all groups, except white respondents, were under the age of 45. At the other end of the age range, 27% of whites were aged 65 and over, compared with only 4% of people of mixed ethnicity, 6% of Asians or British Asians, 7% of Chinese and other ethnic groups, and 8% of Black or British Black respondents (Table A.2.3).

## **Region**

As mentioned earlier, the Black and minority ethnic population is not evenly distributed among the different regions of England. Following advice from ONS, the nine Government Office Regions in England were combined into four groups: the North, comprising the North East, North West and Yorkshire and Humberside regions; the Midlands and East Anglia, comprising the East Midlands, West Midlands and East Anglia; London; and the South excluding London, comprising the South East and the South West. Sample sizes among the Black and minority ethnic groups were too small to allow analysis by region.

Table A.2.4 shows significant differences in the regional distribution of different ethnic groups. The proportion living in London ranged from 73% of those describing themselves as Black or British Black (70% of the Black Caribbean and 78% of the Black African groups) to 10% of white respondents. Forty five per cent of those describing themselves as Asian or British Asian, 49% of the mixed ethnicity group and 57% of Chinese and other ethnic groups lived in London. The lowest proportions of Black and minority ethnic respondents were in the North. Only 7% of Black or British Black respondents were resident in the North, compared with 14% of Chinese and other ethnic groups, 15% of mixed ethnicity respondents, 19% of Asian or British Asians and 31% of whites.

### **Socio-economic status**

Respondents' occupational details were used to assign them to a social group in the National Statistics socio-economic classification (NS-SEC). The classification is explained in detail on the National Statistics website at [http://www.statistics.gov.uk/methods\\_quality/ns\\_sec](http://www.statistics.gov.uk/methods_quality/ns_sec). The distribution of the sample is shown in Table A.2.5. There were some differences in the socio-economic make-up of different ethnic groups. The proportion classified as belonging to the managerial and professional group ranged from 19% of those describing themselves as Pakistani or Bangladeshi to 32% of both the Black Caribbean and mixed ethnicity groups, and 34% of white respondents. The lower supervisory and technical group accounted for only 2% of Chinese and other ethnic groups, compared with 8% of Black or British Black respondents and 10% of white respondents. There were noticeable differences in the proportions of full-time students or those who had never worked; these varied from 33% of the Pakistani and Bangladeshi group to only 7% of Black Caribbean and 4% of white respondents. This is likely to be age-related, as both the Black Caribbean and white samples had the lowest proportions of respondents aged 16-24 (Table A.2.5).

Table A.2.3: Distribution of the sample, by gender, age and ethnic group

Gender and age	White		Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>					
							Percentage				
Male	43	46	46	47	39	42	40	44	50	44	
Female	57	54	54	53	61	58	60	56	51	56	
16-24	8	21	27	23	12	17	15	27	23	12	
25-34	17	24	34	28	19	32	26	27	31	19	
35-44	19	22	22	22	34	30	32	20	17	20	
45-54	16	18	9	15	17	12	14	15	17	15	
55-64	14	7	6	7	6	6	6	8	5	12	
65-74	14	7	3	5	9	3	6	3	5	12	
75 and over	13	1	1	1	2	2	2	1	2	10	
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>	

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

**Table A.2.4: Distribution of the sample, by region and ethnic group**

Region	White	Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
		Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>			
Percentage										
The North	31	7	34	19	5	7	7	15	14	27
The Midlands and East Anglia	30	42	25	32	19	7	14	21	17	28
London	10	46	37	45	70	78	73	49	57	22
The South excluding London	29	5	5	5	6	7	6	15	12	23
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

**Table A.2.5: Distribution of the sample, by socio-economic status and ethnic group**

Socio-economic status	White			Asian or British Asian			Black or British Black			Mixed ethnicity	Chinese and other ethnic groups	All
	Indian	Pakistani, Bangladeshi	Asian All <sup>+</sup>	Black Caribbean	Black African	Black All <sup>**</sup>	Percentage					
Managerial and professional occupations	34	25	19	23	32	27	29	32	28	32		
Intermediate occupations	15	11	6	9	13	9	11	9	7	13		
Small employers and own account workers	7	7	7	7	4	5	4	6	8	7		
Lower supervisory and technical occupations	10	8	5	6	9	7	8	4	2	9		
Semi-routine and routine occupations	30	30	31	30	35	25	30	33	26	30		
Full-time students, never worked, not classified	4	19	33	25	7	27	18	16	28	9		
<b>Base</b>	<b>5,619</b>	<b>444</b>	<b>394</b>	<b>958</b>	<b>346</b>	<b>310</b>	<b>706</b>	<b>192</b>	<b>192</b>	<b>7,667</b>		

<sup>+</sup>Including other Asian groups not shown separately

<sup>\*\*</sup>Including other Black groups not shown separately

## A.2.5 Questionnaire design

The aim of the survey was to measure the engagement of culturally diverse audiences with a wide range of artforms. To ensure continuity with previous surveys, the questionnaire used in the 2001 survey of the general population was also used for the 2002–3 survey, with some modifications to include culturally-diverse artforms. For example, the questions asking about attendance were amended to include world music, jazz and street dance. When asked about the types of arts activities in which they engaged, respondents were asked about writing lyrics and about singing or playing world music. The questions on accessing the arts through the media were amended to include world music and soul and dance music. Respondents were also asked whether or not they listened to Black or Asian radio stations. As these categories were not asked about in the 2001 survey, data is not available for the white sample and for those Black and minority ethnic respondents who took part in the 2001 survey. This is indicated on the relevant tables.

### **Language**

To maximise response among those respondents whose first language was not English, interviewers were supplied with a general introduction card and a leaflet explaining the purpose of the survey printed in Urdu, Punjabi, Gujarati, Bengali, Hindi, Chinese, Somali and Arabic. If the adult selected for the survey did not speak English well enough to be interviewed in English, interviewers asked other members of the household to act as interpreters or, where appropriate, used professional interpreters.

# Appendix 3: Glossary

## **Art attenders: list of events**

Art, photography or sculpture exhibition  
Carnival, street arts or circus  
Classical music concert  
Craft exhibition  
Culturally specific festival  
Event connected with books or writing  
Event including video or electronic art  
Film  
Jazz concert  
Live dance event  
Museum or art gallery  
Musical  
Opera or operetta  
Other live music event  
Pantomime  
Play or drama  
Public library  
Stately home, castle or garden  
Well-known park or gardens

## **Cultural diversity policies**

Arts Council England has undertaken to place cultural diversity at the heart of its work. The Arts Council believes that the term 'cultural diversity' can be interpreted in many different ways; Arts Council England will take a broad and inclusive interpretation, as meaning the full range and diversity of the culture of this country. In some cases the focus will be on race and ethnic background and in others on disability, for example.

For Resource, the term 'cultural diversity' is taken to mean diversity based around ethnicity and race. Resource recognises that broader concepts of cultural diversity exist. Resource contributes to this wider agenda of access, equalities, equal opportunities, social inclusion and community cohesion. Museums, archives and libraries have an important role to play in promoting

knowledge, understanding and value of diverse cultures, faiths and histories. Evidence shows that through their engagement with communities they can foster a sense of identity and racial harmony.

In response to the recent race equality legislation which calls for specific initiatives, Resource will work with the regional agencies and other partners to support museums, archives and libraries in meeting the needs of users and non users from Black and minority ethnic communities in a sustainable manner.

Resource will:

- fulfil its obligations under the Race Relations (Amendment) Act 2000
- support museums, archives and libraries in complying with the Act
- promote cultural diversity as part of its aim of ensuring access for all
- provide strategic leadership, advocacy and advice in this area
- incorporate cultural diversity in all its functions, work towards having a more diverse workforce, and provide training on cultural diversity at all levels

The UK Film Council's diversity strategy focuses on identifying and removing the barriers and factors which lead to exclusion, isolation and lack of opportunity and choice facing people seeking to enter and advance in the film industry. The strategy aims to enable all sectors of the community to participate in and enjoy film culture as audiences and learners.

### **decibel**

decibel is a programme of events and projects taking place throughout England, concluding in March 2004. Its purpose is to develop diversity in the arts in England, helping to secure a sustainable base for the support and encouragement of diverse arts. See: [www.decibel.org.uk](http://www.decibel.org.uk)

### **Eclipse**

The Eclipse conference in 2001 acknowledged the need to tackle racism in English theatre and its recommendations have provided the impetus for a programme of training and research.

## **Ethnic groups**

For ethnic group classifications, please see Appendix 2.

## **Media: List of media and artforms**

CD, mini disc, tape/record	Classical music
Internet	Jazz
Radio	Dance
TV, video, DVD	Opera or operetta
	Play, excluding films, TV dramas and comedies
	Poetry or book reading
	Rock or pop music
	Soul and dance music
	Works of visual arts
	World music

## **The Office for National Statistics**

The Office for National Statistics (ONS) is the government agency responsible for compiling, analysing and disseminating many of the United Kingdom's economic, social and demographic statistics, including the retail price index, trade figures and labour market data, as well as the periodic census of population and health statistics. The Director of ONS is also the National Statistician and the Registrar General for England and Wales, and the agency administers the statutory registration of births, marriages and deaths there.

## **Omnibus Survey**

The Omnibus Survey is a multi-purpose survey carried out by the ONS most months on behalf of a range of government departments and other public and non-profit making bodies.

### **Participants: list of activities**

African dance, South Asian or Chinese dance, jazz or street dance, other dance

Buy a novel, fiction, play or poetry for yourself

Buy any original handmade crafts

Buy any original works of art

Clubbing

Dance for fitness, such as aerobics

Do any ballet

Do any other crafts

Do any painting, drawing, print-making or sculpture

Do any photography as an artistic activity (not family snaps etc)

Do any textile crafts such as embroidery, sewing etc

Do any wood crafts

Help with organisation or running of an arts or cultural event

Make any films or videos as an artistic activity (not family etc)

Perform or rehearse in an opera or operetta

Perform or rehearse in a play or drama

Play a musical instrument for own pleasure

Play a musical instrument to an audience (or rehearse)

Read for pleasure

Sing to an audience (or rehearse)

Use computers to create original art works or animation

Write any lyrics

Write any poetry

Write any stories or plays

Write or compose a piece of music

### **Research partners**

**Arts Council England** is the national development agency for the arts.

Between 2003 and 2006 Arts Council England will invest £2 billion of public funds in the arts in England, including funding from the National Lottery.

Arts Council England believes in the transforming power of the arts – power to change the lives of people throughout the country. Our ambition is to place the arts at the heart of national life, reflecting the country's rich and diverse cultural identity as only the arts can. Arts Council England wants people throughout England to experience arts activities of the highest quality. Arts Council England believes that access to the arts goes hand in hand with excellence.

**Resource** is the strategic body working with and for museums, archives and libraries, tapping the potential for collaboration between them. The new organisation replaces the Museums and Galleries Commission (MGC) and the Library and Information Commission, and now includes archives within its portfolio. For further information: see [www.resource.gov.uk](http://www.resource.gov.uk)

**The UK Film Council** is the strategic body responsible for developing the film industry and film culture in the UK. Its overarching objective is to stimulate a competitive, successful and vibrant British film industry and culture, and to promote the widest possible enjoyment and understanding of cinema throughout the nations and regions of the UK. For further information: see [www.ukfilmcouncil.org.uk](http://www.ukfilmcouncil.org.uk)

### **Target Group Index**

The Target Group Index is an annual survey conducted by BMRB International with a sample of around 24,000 adults. It shows the percentage of adults who currently attend arts events. TGI information is only available to organisations funded by Arts Council England.

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