

# Arts Council England: Older people and arts and culture

## METHODOLOGY NOTE

ComRes interviewed 700 adults aged 65+ in England by telephone between 4th and 11th November 2015. Data were weighted to be representative of all adults aged 65+ in England ComRes is a member of the British Polling Council and abides by its rules.

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## Arts and Older People Survey

### CATI Fieldwork: 4th - 11th November 2015

Absolutes/col percents

Table 4

**Q1. Compared to when you were younger, how easy or difficult do you find it to attend or take part in arts and cultural events and activities?**

**Base: All respondents**

	Gender			Age			Social Grade					Region							Live Alone		
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humb- erside (l)	East Mid- lands (m)	West Mid- lands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
NET: Very/ Fairly easy	404 58%	194 63%B	210 54%	254 69%DE	119 50%E	31 32%	155 68%gl	76 58%i	34 58%	129 49%	20 56%	55 56%	44 63%R	38 61%r	45 58%	45 54%	48 69%koR	72 60%R	38 45%	218 53%	181 67%S
Very easy (4)	140 20%	74 24%B	66 17%	96 26%DE	35 15%	9 9%	63 27%l	28 22%i	10 17%	37 14%	8 24%	19 19%	17 24%n	12 19%	10 13%	21 25%n	17 24%n	20 17%	16 19%	76 18%	61 22%
Fairly easy (3)	264 38%	121 39%	144 37%	158 43%DE	84 36%E	23 23%	93 40%	48 37%	24 41%	92 35%	11 32%	36 36%	27 39%r	27 42%oR	34 45%OR	24 29%	31 44%OR	52 43%OR	22 26%	142 34%	121 44%S
Fairly difficult (2)	115 16%	52 17%	63 16%	51 14%	45 19% <i>c</i>	18 19%	34 15%	29 22%fi	8 14%	39 15%	5 15%	16 17%	14 20%mp	6 9%	14 18%	19 23%MP	7 10%	18 15%	16 19%	65 16%	48 18%
Very difficult (1)	154 22%	47 15%	107 27%A	47 13%	64 27% <i>C</i>	43 44%CD	30 13%	23 18%	14 24%F	83 32%FG	9 26%	24 25%	10 14%	19 29%Lnp	13 17%	19 23%	12 17%	24 20%	24 29%Lnp	116 28%T	34 13%
NET: Very/Fairly difficult	269 38%	99 32%	170 43%A	98 27%	110 47% <i>C</i>	61 63%CD	65 28%	52 40%F	22 38%	121 46%F	14 41%	40 41% <i>p</i>	24 34%	25 39%	27 35%	38 45%P	19 27%	42 36%	40 48%IPq	181 44%T	82 30%
Don't know	26 4%	14 5%	12 3%	15 4%	7 3%	4 5%	9 4%	2 2%	2 3%	12 5%	1 3%	3 3%	2 3%	- -	5 6%Mo	1 1%	3 4% <i>m</i>	5 4%	6 7%Mo	15 4%	8 3%
Mean	2.58	2.75B	2.44	2.86DE	2.39E	1.97	2.85GHI	2.63I	2.53	2.33	2.55	2.52	2.75R	2.50	2.58	2.57	2.79R	2.59	2.38	2.45	2.79S
Standard deviation	1.06	1.01	1.08	0.97	1.05	1.04	0.99	1.02	1.06	1.09	1.15	1.08	1.00	1.11	0.95	1.11	1.02	1.01	1.13	1.10	0.94
Standard error	0.04	0.06	0.05	0.05	0.07	0.11	0.07	0.09	0.14	0.07	0.20	0.11	0.12	0.14	0.11	0.12	0.13	0.10	0.13	0.06	0.06

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**  
 \* small base

## Arts and Older People Survey

### CATI Fieldwork: 4th - 11th November 2015

Absolutes/col percents

Table 5

**Q2. Which, if any, of the following would make you more likely to attend or take part in arts and cultural events and activities? Code up to three answers.**

**Base: All respondents**

	Gender		Age			Social Grade					Region								Live Alone		
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humbs-erside (l)	East Midlands (m)	West Midlands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
NET: Any	555	243	312	309	174	72	192	105	45	200	28	74	59	50	59	70	58	94	63	328	217
	79%	79%	80%	84%DE	74%	75%	84%l	81%	77%	76%	79%	76%	84%	80%	76%	83%	83%	79%	75%	79%	80%
Venues that are easier to get to - help with transport, or information about local buses/trains	303	132	171	181	91	31	104	55	29	107	15	34	34	30	36	36	33	52	33	178	118
	43%	43%	44%	49%DE	39%	32%	45%	42%	50%	41%	44%	35%	48%k	48%k	46%	43%	47%	44%	39%	43%	44%
Having someone to go with	271	107	164	140	83	47	80	55	23	108	12	39	26	25	26	32	29	50	30	191	76
	39%	35%	42%a	38%	35%	49%cD	35%	43%	40%	41%	35%	40%	38%	40%	34%	38%	41%	42%	36%	46%T	28%
More information about what's on offer/what I can get involved in locally	222	94	127	135	65	23	85	41	14	75	15	30	25	15	26	22	19	46	23	127	92
	32%	31%	33%	37%DE	28%	23%	37%hl	31%	24%	28%	44%Mopr	31%	36%	23%	34%	26%	27%	39%Mo	28%	31%	34%
Activities taking place at times that are more convenient to me	180	77	103	103	60	17	69	44	15	51	9	17	18	15	21	24	24	34	19	96	83
	26%	25%	26%	28%E	25%	18%	30%l	34%l	26%	20%	27%	17%	25%	23%	28%	28%k	34%K	28%k	23%	23%	31%S
"Relaxed performances" where I'm able to leave and return at any point, sneeze and cough, or sit where I feel comfortable	102	53	49	49	31	22	38	13	11	39	3	15	7	7	13	17	13	16	10	69	32
	15%	17%b	12%	13%	13%	22%CD	16%g	10%	19%g	15%	9%	15%	10%	11%	17%	21%l	19%	14%	12%	17%t	12%
More events and experiences available online, so that I can enjoy them from my home	76	40	36	46	20	10	26	17	5	28	5	9	7	10	7	7	11	12	8	37	38
	11%	13%	9%	13%	9%	10%	11%	13%	9%	11%	15%	9%	10%	16%	9%	8%	16%	10%	10%	9%	14%S
Having a say in what types of activities or events are happening	73	35	39	34	24	15	30	12	6	24	1	7	7	8	2	11	8	15	14	39	32
	10%	11%	10%	9%	10%	16%c	13%	9%	10%	9%	3%	7%	10%n	13%N	3%	13%N	11%N	13%N	17%JKN	9%	12%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**

\* small base

**Arts and Older People Survey**  
**CATI Fieldwork: 4th - 11th November 2015**

Absolutes/col percents

Table 5

**Q2. Which, if any, of the following would make you more likely to attend or take part in arts and cultural events and activities? Code up to three answers.**  
**Base: All respondents**

	Gender		Age			Social Grade					Region							Live Alone			
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humb- erside (l)	East Mid- lands (m)	West Mid- lands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
None	145	65	80	58	62	25	37	25	13	63	7	24	11	13	18	14	12	25	21	86	55
	21%	21%	20%	16%	26% <sup>C</sup>	25% <sup>C</sup>	16%	19%	23%	24% <sup>F</sup>	21%	24%	16%	20%	24%	17%	17%	21%	25%	21%	20%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**

\* small base

**Arts and Older People Survey**  
**CATI Fieldwork: 4th - 11th November 2015**

Absolutes/col percents

Table 6  
**Q3. How important is arts and culture to you in ...?**  
**Base: All respondents**  
**Summary table**

		Making you feel healthy	Making you feel happy	Helping you to meet other people	Helping you to feel less alone	Encouraging you to get out and about	Improving your overall quality of life
Unweighted base		700	700	700	700	700	700
Weighted base		700	700	700	700	700	700
NET: Very/ Fairly important		420 60%	529 76%	399 57%	356 51%	419 60%	485 69%
Very important	(4)	237 34%	290 41%	174 25%	165 24%	206 29%	260 37%
Fairly important	(3)	183 26%	239 34%	225 32%	191 27%	214 31%	225 32%
Not very important	(2)	162 23%	91 13%	185 26%	190 27%	156 22%	131 19%
Not at all important	(1)	109 16%	77 11%	111 16%	148 21%	116 17%	81 12%
NET: Not at all/ Not very important		271 39%	168 24%	296 42%	338 48%	272 39%	213 30%
Don't know		8 1%	3 *	5 1%	6 1%	8 1%	2 *
Mean		2.79	3.07	2.66	2.54	2.74	2.95
Standard deviation		1.08	0.99	1.02	1.07	1.06	1.01
Standard error		0.04	0.04	0.04	0.04	0.04	0.04

## Arts and Older People Survey

### CATI Fieldwork: 4th - 11th November 2015

Absolutes/col percents

Table 7  
**Q3. How important is arts and culture to you in ...?**  
**Base: All respondents**  
**Making you feel healthy**

	Gender		Age			Social Grade					Region							Live Alone			
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humber-side (l)	East Midlands (m)	West Midlands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
NET: Very/ Fairly important	420 60%	170 55%	251 64%A	216 59%	145 61%	60 62%	145 63%G	61 47%	30 52%	168 64%Gh	21 59%	63 64%	45 65%	35 56%	43 55%	53 63%	41 58%	73 61%	47 56%	259 62%	153 56%
Very important	(4) 237 34%	82 27%	155 40%A	115 31%	85 36%	38 39%	72 31%	36 28%	21 36%	99 38%g	12 35%	32 33%n	28 39%MN	15 23%	16 21%	31 37%mn	31 44%MN	45 38%MN	28 33%n	152 37%t	82 30%
Fairly important	(3) 183 26%	87 28%	96 24%	100 27%	60 25%	23 23%	73 32%GH	25 19%	9 16%	69 26%h	8 23%	31 32%P	18 25%	21 33%P	26 34%P	22 26%p	10 15%	28 24%	19 23%	107 26%	71 26%
Not very important	(2) 162 23%	84 27%B	78 20%	90 25%	53 23%	18 19%	55 24%	43 33%fl	16 27%	48 18%	9 27%	20 21%	15 21%	21 33%kq	17 22%	21 25%	17 25%	24 20%	18 21%	83 20%	76 28%S
Not at all important	(1) 109 16%	50 16%	59 15%	58 16%	35 15%	16 17%	27 12%	26 20%F	11 19%	42 16%	5 15%	15 15%	8 12%	7 11%	17 22%lmo	9 11%	10 14%	20 17%	18 21%mo	66 16%	41 15%
NET: Not at all/ Not very important	271 39%	134 44%B	137 35%	149 41%	88 37%	35 36%	82 36%	69 53%Fl	27 46%i	90 34%	14 41%	35 36%	23 33%	28 44%	34 45%	30 36%	27 39%	44 37%	36 43%	150 36%	117 43%S
Don't know	8 1%	4 1%	4 1%	3 1%	3 1%	2 2%	2 1%	- -	1 2%	5 2%	- -	- -	2 3%k	- -	- -	1 1%	2 3%k	2 2%	1 1%	6 1%	2 1%
Mean	2.79	2.66	2.89A	2.75	2.84	2.86	2.84G	2.55	2.70	2.87G	2.79	2.82n	2.95N	2.68	2.54	2.90N	2.90n	2.84n	2.69	2.84	2.72
Standard deviation	1.08	1.05	1.10	1.07	1.08	1.13	1.01	1.10	1.16	1.10	1.10	1.06	1.05	0.96	1.06	1.03	1.14	1.12	1.16	1.10	1.06
Standard error	0.04	0.06	0.06	0.06	0.07	0.12	0.07	0.10	0.15	0.07	0.19	0.11	0.13	0.12	0.12	0.11	0.14	0.10	0.13	0.05	0.06

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**  
**\* small base**

## Arts and Older People Survey

### CATI Fieldwork: 4th - 11th November 2015

Absolutes/col percents

Table 8  
**Q3. How important is arts and culture to you in ...?**  
**Base: All respondents**  
**Making you feel happy**

	Gender		Age			Social Grade					Region								Live Alone		
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humber-side (l)	East Midlands (m)	West Midlands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
NET: Very/ Fairly important	529 76%	219 71%	310 79%A	284 77%	177 75%	68 70%	187 82%GHI	94 72%	38 66%	193 73%	28 79%	71 72%	59 84%kMo	42 67%	57 74%	60 71%	57 81%m	92 77%	64 76%	310 75%	209 77%
Very important (4)	290 41%	107 35%	183 47%A	151 41%	93 40%	45 47%	100 44%G	40 31%	19 33%	120 46%Gh	17 50%	39 40%	34 49%n	23 36%	27 35%	31 37%	33 47%	53 45%	33 39%	176 42%	107 39%
Fairly important (3)	239 34%	112 36%	127 32%	133 36%E	84 36%E	23 23%	87 38%I	54 42%I	19 33%	72 27%	10 30%	32 33%	25 35%	20 31%	30 39%	29 34%	24 34%	39 33%	31 37%	134 32%	103 38%
Not very important (2)	91 13%	48 15%b	43 11%	47 13%	32 14%	12 12%	28 12%	22 17%i	12 20%I	28 11%	4 12%	16 16%npr	9 13%	15 24%INPQR	6 8%	16 19%NPQR	5 7%	13 11%	7 8%	50 12%	39 14%
Not at all important (1)	77 11%	39 13%	38 10%	35 10%	24 10%	17 18%Cd	12 5%	14 11%f	7 12%f	41 16%F	3 9%	11 11%L	2 3%	6 9%	13 17%Lo	7 8%	8 12%I	14 12%L	12 14%L	53 13%t	22 8%
NET: Not at all/ Not very important	168 24%	87 28%B	81 21%	82 22%	56 24%	29 30%	41 18%	36 28%F	19 33%F	69 26%F	7 21%	27 28%I	11 16%	21 33%Lp	19 25%	23 28%I	13 19%	27 23%	19 23%	103 25%	61 23%
Don't know	3 *	2 1%	1 *	1 *	2 1%	-	1 *	-	1 2%	1 *	-	-	-	-	1 1%	1 1%	-	-	1 1%	2 *	1 *
Mean	3.07	2.94	3.16A	3.09	3.06	2.99	3.21GHI	2.92	2.88	3.04	3.20	3.01	3.30KMN Or	2.93	2.93	3.01	3.16	3.10	3.02	3.05	3.09
Standard deviation	0.99	1.01	0.97	0.96	0.98	1.15	0.86	0.95	1.02	1.10	0.98	1.01	0.81	0.99	1.06	0.96	1.00	1.01	1.04	1.03	0.93
Standard error	0.04	0.06	0.05	0.05	0.06	0.12	0.06	0.08	0.14	0.07	0.17	0.10	0.10	0.12	0.12	0.11	0.12	0.09	0.11	0.05	0.06

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**  
**\* small base**

## Arts and Older People Survey

### CATI Fieldwork: 4th - 11th November 2015

Absolutes/col percents

Table 9

**Q3. How important is arts and culture to you in ...?****Base: All respondents****Helping you to meet other people**

	Gender		Age			Social Grade					Region								Live Alone		
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humber-side (l)	East Midlands (m)	West Midlands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
NET: Very/ Fairly important	399 57%	157 51%	242 62%A	205 56%	145 61%e	50 51%	133 58%	65 50%	29 50%	161 61%G	27 76%K	55 56%	47 67%M	30 48%	40 52%	47 56%	36 51%	71 60%	46 55%	240 58%	150 55%
Very important	(4) 25%	174 59 19%	115 29%A	81 22%	62 26%	31 32%C	56 25%	26 20%	12 21%	73 28%g	9 27%	22 22%	24 35%km	13 20%	13 17%	17 20%	21 30%n	31 26%	23 27%	111 27%	61 22%
Fairly important	(3) 32%	225 98 32%	127 32%	124 34%E	83 35%E	18 19%	77 33%	39 30%	17 29%	88 34%	17 50%I	33 34%p	23 32%	18 28%	27 35%p	30 36%p	15 21%	40 33%p	23 27%	129 31%	90 33%
Not very important	(2) 26%	185 96 31%B	90 23%	101 28%	58 25%	26 27%	61 27%	46 35%fl	17 29%	57 22%	4 12%	27 28%j	17 24%	24 38%Jlqr	21 27%j	23 27%j	21 30%J	29 24%	20 24%	102 25%	81 30%
Not at all important	(1) 16%	111 53 17%	58 15%	57 16%	33 14%	20 21%	34 15%	18 14%	10 17%	44 17%	4 12%	15 16%	6 9%	8 13%	14 18%	14 17%	13 19%l	19 16%	17 20%l	69 17%	38 14%
NET: Not at all/ Not very important	296 42%	149 48%B	147 38%	159 43%	91 39%	46 48%	95 42%	64 49%l	27 47%	101 38%	8 24%	42 43%J	23 33%	32 50%JL	34 45%J	37 44%J	34 49%Jl	48 40%j	37 44%J	171 41%	119 44%
Don't know	5 1%	2 1%	3 1%	4 1%	- -	1 1%	1 *	1 1%	2 4%FI	1 *	- -	1 1%	- -	1 2%	2 3%q	- -	- -	- -	1 1%	3 1%	2 1%
Mean	2.66	2.53	2.77A	2.63	2.74	2.63	2.68	2.56	2.55	2.72	2.91mn	2.63	2.93kMN	2.56	2.53	2.60	2.62	2.70	2.63	2.69	2.64
Standard deviation	1.02	0.99	1.03	1.00	1.00	1.15	1.01	0.97	1.03	1.05	0.94	1.00	0.97	0.96	0.99	1.00	1.11	1.03	1.10	1.04	0.98
Standard error	0.04	0.06	0.05	0.05	0.06	0.12	0.07	0.09	0.14	0.06	0.16	0.10	0.12	0.12	0.12	0.11	0.13	0.09	0.12	0.05	0.06

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**

\* small base



## Arts and Older People Survey

### CATI Fieldwork: 4th - 11th November 2015

Absolutes/col percents

Table 10  
**Q3. How important is arts and culture to you in ...?**  
**Base: All respondents**  
**Helping you to feel less alone**

	Gender			Age			Social Grade				Region							Live Alone			
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humb- erside (l)	East Mid- lands (m)	West Mid- lands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
NET: Very/ Fairly important	356 51%	145 47%	211 54%a	180 49%	123 52%	52 53%	116 51%	64 50%	27 46%	139 53%	18 53%	53 54%	38 55%	30 47%	34 45%	38 45%	42 60%no	61 51%	41 49%	229 55%T	121 45%
Very important	(4) 24%	61 20%	104 26%A	81 22%	55 23%	29 30%	54 24%	26 20%	9 16%	74 28%gh	8 23%	23 23% m	23 32% Mor	8 13%	16 21%	16 19%	23 33% Mor	31 26% M	17 20%	114 28% T	48 18%
Fairly important	(3) 27%	83 27%	107 27%	99 27%	69 29%	23 23%	62 27%	38 29%	18 31%	66 25%	10 29%	30 31%	16 22%	22 34%	18 23%	22 26%	19 27%	30 25%	24 28%	115 28%	73 27%
Not very important	(2) 27%	86 28%	104 26%	103 28%	61 26%	26 27%	66 29%	40 31%	15 26%	64 24%	7 20%	25 25%	23 33% P	20 31% P	19 25%	31 37% jkPq	11 16%	30 25%	24 29% p	105 25%	81 30%
Not at all important	(1) 21%	73 24%	75 19%	83 22%	49 21%	16 17%	44 19%	26 20%	15 26%	57 22%	9 27% l	19 19%	9 13%	14 22%	23 30% LO	14 17%	16 23%	26 22%	18 22%	75 18%	69 26% S
NET: Not at all/ Not very important	338 48%	159 52%	179 46%	186 51%	110 47%	42 43%	111 48%	66 50%	30 52%	120 46%	17 47%	44 45%	32 45%	33 53% p	43 55% P	45 53% p	27 39%	56 47%	42 50%	180 43%	150 55% S
Don't know	6 1%	4 1%	2 1%	1 *	2 1%	3 3% C	2 1%	- -	1 2%	3 1%	- -	1 1%	- -	- -	- -	1 1%	1 1%	2 2%	1 1%	5 1% t	- -
Mean	2.54	2.44	2.61A	2.49	2.55	2.69	2.55	2.50	2.37	2.60	2.49	2.58	2.74MN	2.38	2.35	2.48	2.71mn	2.57	2.48	2.66T	2.37
Standard deviation	1.07	1.07	1.08	1.07	1.07	1.09	1.06	1.03	1.04	1.12	1.14	1.06	1.05	0.97	1.13	0.99	1.17	1.11	1.05	1.07	1.05
Standard error	0.04	0.06	0.05	0.06	0.07	0.12	0.07	0.09	0.14	0.07	0.19	0.11	0.12	0.12	0.13	0.11	0.14	0.10	0.12	0.05	0.06

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**  
**\* small base**

## Arts and Older People Survey

### CATI Fieldwork: 4th - 11th November 2015

Absolutes/col percents

Table 11  
**Q3. How important is arts and culture to you in ...?**  
**Base: All respondents**  
**Encouraging you to get out and about**

	Gender		Age			Social Grade					Region								Live Alone		
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humber-side (l)	East Midlands (m)	West Midlands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
NET: Very/ Fairly important	419 60%	172 56%	248 63%A	233 64%E	135 57%	51 52%	150 66%h	75 58%	31 53%	154 59%	19 56%	61 62%	50 71%lMqR	32 51%	46 59%	54 64%r	45 64%	69 58%	43 51%	262 63%t	153 56%
Very important	(4) 29%	78 25%	127 33%A	107 29%	70 30%	28 29%	69 30%	34 26%	14 24%	86 33%	11 32%	28 29%	29 42%kMOQ	13 20%	25 33% m	22 26%	21 30%	30 25%	26 31%	142 34%T	61 22%
Fairly important	(3) 31%	93 30%	120 31%	126 34% dE	65 27%	23 23%	81 35%l	41 32%	17 29%	68 26%	8 24%	33 34% R	21 29%	20 31%	20 26%	32 38% R	24 35% R	39 33% r	17 20%	120 29%	92 34%
Not very important	(2) 22%	73 24%	83 21%	80 22%	54 23%	22 22%	51 22%	35 27% i	15 26%	51 19%	8 24%	23 23%	15 21%	16 25%	16 21%	19 23%	11 16%	28 24%	20 24%	80 19%	71 26% S
Not at all important	(1) 17%	59 19%	57 15%	50 14%	46 20% C	19 20%	26 11%	20 15%	11 19%	54 21% F	6 18%	12 12%	5 7%	15 24% kL	13 17% l	11 13%	14 20% L	21 18% l	19 23% kL	67 16%	47 17%
NET: Not at all/ Not very important	272 39%	132 43% b	140 36%	131 36%	101 43% c	41 42%	77 34%	55 42%	26 45%	105 40%	14 41%	35 36%	20 29%	31 49% L	29 38%	30 36%	25 36%	49 41% l	39 46% L	148 36%	118 43% S
Don't know	8 1%	4 1%	4 1%	3 1%	- -	5 6% CD	2 1%	- -	1 2%	4 2%	1 3%	2 2%	- -	- -	2 3%	- -	- -	1 1%	2 2%	5 1%	1 *
Mean	2.74	2.63	2.82A	2.80	2.68	2.65	2.85h	2.68	2.59	2.72	2.72	2.81m	3.06Mno pQR	2.48	2.77	2.77m	2.74	2.66	2.61	2.82T	2.61
Standard deviation	1.06	1.07	1.05	1.02	1.10	1.13	0.99	1.03	1.07	1.13	1.13	1.00	0.97	1.07	1.10	0.99	1.10	1.05	1.16	1.08	1.02
Standard error	0.04	0.06	0.05	0.05	0.07	0.12	0.07	0.09	0.14	0.07	0.20	0.10	0.11	0.13	0.13	0.11	0.13	0.10	0.13	0.05	0.06

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**  
**\* small base**

## Arts and Older People Survey

### CATI Fieldwork: 4th - 11th November 2015

Absolutes/col percents

Table 12  
**Q3. How important is arts and culture to you in ...?**  
**Base: All respondents**  
**Improving your overall quality of life**

	Gender		Age			Social Grade				Region								Live Alone			
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humber-side (l)	East Midlands (m)	West Midlands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
NET: Very/ Fairly important	485 69%	197 64%	288 74%A	273 74%DE	155 66%	57 59%	177 77%GHI	85 65%	31 53%	177 67%H	25 70%	72 73%M	51 73%M	34 55%	53 68% <small>m</small>	57 68%	54 77%M	80 67% <small>m</small>	60 71%M	286 69%	192 71%
Very important	(4) 37%	100 32%	160 41%A	149 41%D	77 33%	33 34%	93 41%H	51 39%H	12 20%	95 36%H	16 47%M	41 41%M	29 42%M	15 23%	23 30%	32 38% <small>m</small>	34 48%MNQr	40 34%	29 35%	155 37%	101 37%
Fairly important	(3) 32%	97 32%	128 33%	123 34%e	78 33%	24 24%	84 37%G	34 26%	19 33%	82 31%	8 24%	31 32%	22 31%	20 31%	29 38%	25 30%	20 29%	40 33%	31 37%	131 32%	92 34%
Not very important	(2) 19%	64 21%	67 17%	59 16%	46 20%	26 27%C	41 18%	27 21%	19 33%Fgl	41 16%	4 12%	20 21%	16 23%r	17 27%jnpR	11 15%	21 25%pR	10 14%	22 19%	10 12%	79 19%	47 17%
Not at all important	(1) 12%	46 15%B	35 9%	33 9%	34 14%C	14 15%	10 5%	18 14%F	8 14%F	43 16%F	6 18%kLo	6 6%	3 5%	12 19%KLOpt	12 16%KLo	6 7%	6 9%	17 14%kL	13 16%KLo	48 12%	31 11%
NET: Not at all/ Not very important	213 30%	110 36%B	103 26%	93 25%	80 34%C	40 41%C	52 23%	45 35%F	27 47%FI	84 32%F	10 30%	26 27%	19 27%	29 45%KLn	23 30%	27 32%	16 23%	39 33%	23 28%	128 31%	78 29%
Don't know	2 *	1 *	1 *	2 1%	-	-	-	-	-	2 1%	-	-	-	-	1 1%	-	-	-	1 1%	1 *	1 *
Mean	2.95	2.82	3.06A	3.06DE	2.84	2.79	3.14GHI	2.91h	2.60	2.88h	3.00m	3.08M	3.10M	2.59	2.84	2.99M	3.17MnQ	2.87m	2.92m	2.95	2.97
Standard deviation	1.01	1.05	0.97	0.97	1.04	1.08	0.87	1.08	0.97	1.08	1.15	0.94	0.91	1.05	1.04	0.96	0.98	1.04	1.05	1.02	1.00
Standard error	0.04	0.06	0.05	0.05	0.07	0.11	0.06	0.09	0.13	0.07	0.20	0.09	0.11	0.13	0.12	0.11	0.12	0.10	0.12	0.05	0.06

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**  
**\* small base**

**Arts and Older People Survey**  
**CATI Fieldwork: 4th - 11th November 2015**

Absolutes/col percents

Table 13

**Q4. Thinking about how often you attend or participate in arts and cultural activities now, would you say it is more, less or about the same as when you were in your ...?**

**Base: All respondents**

**Summary table**

	Teenage years	20s and 30s	40s and 50s	In your early 60s
Unweighted base	700	700	700	700
Weighted base	700	700	700	700
More now	196 28%	192 27%	154 22%	104 15%
About the same	134 19%	163 23%	246 35%	348 50%
Less now	367 52%	341 49%	292 42%	243 35%
Don't know	4 1%	4 1%	8 1%	5 1%

## Arts and Older People Survey

### CATI Fieldwork: 4th - 11th November 2015

Absolutes/col percents

Table 14

**Q4. Thinking about how often you attend or participate in arts and cultural activities now, would you say it is more, less or about the same as when you were in your ...?**

**Base: All respondents**

**Teenage years**

	Gender		Age			Social Grade					Region							Live Alone			
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humb- erside (l)	East Mid- lands (m)	West Mid- lands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
More now	196 28%	85 28%	110 28%	125 34% DE	54 23%	16 17%	99 43% GHI	30 23%	9 15%	49 19%	9 27%	28 28%	25 36% MR	13 20%	24 32%	24 29%	24 34% mr	31 26%	17 20%	103 25%	89 33% S
About the same	134 19%	76 25% B	57 15%	82 22% D	36 15%	16 17%	35 15%	27 21%	14 24%	54 21%	7 21%	17 18%	10 14%	18 28% ln	12 16%	14 17%	12 17%	25 21%	18 22%	70 17%	61 22% s
Less now	367 52%	145 47%	222 57% A	157 43%	145 61% C	65 67% C	94 41%	73 56% F	34 59% F	158 60% F	18 53%	52 53%	35 50%	33 52%	41 53%	45 53%	34 48%	61 51%	49 58%	240 58% T	120 44%
Don't know	4 1%	2 1%	2 *	3 1%	1 *	-	1 *	-	1 2%	2 1%	-	1 1%	-	-	-	1 1%	-	2 2%	-	2 *	2 1%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**

**\* small base**

## Arts and Older People Survey

### CATI Fieldwork: 4th - 11th November 2015

Absolutes/col percents

Table 15

**Q4. Thinking about how often you attend or participate in arts and cultural activities now, would you say it is more, less or about the same as when you were in your ...?**

**Base: All respondents  
20s and 30s**

	Gender		Age			Social Grade					Region							Live Alone			
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humb- erside (l)	East Mid- lands (m)	West Mid- lands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
More now	192 27%	83 27%	109 28%	127 34% DE	47 20%	18 19%	88 39% gHI	38 29% HI	7 12%	51 19%	9 27%	24 24%	23 32% m	11 17%	25 33% M	24 29%	22 32% m	34 29% m	20 24%	100 24%	89 33% S
About the same	163 23%	85 28% B	78 20%	86 23%	58 25%	19 20%	45 20%	29 22%	18 31% f	69 26%	8 24%	24 25%	15 21%	20 31% N	12 16%	17 21%	18 26%	26 22%	23 27% n	91 22%	70 26%
Less now	341 49%	137 45%	203 52% a	153 42%	129 55% C	58 60% C	92 40%	63 49%	32 55% F	143 55% F	17 50%	48 49%	33 47%	33 52%	39 51%	42 50%	30 43%	59 50%	40 48%	221 53% T	111 41%
Don't know	4 1%	2 1%	2 *	2 1%	1 *	1 1%	3 1% i	-	1 2% l	-	-	2 2%	-	-	-	1 1%	-	-	1 1%	3 1%	1 *

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**

\* small base

**Arts and Older People Survey**  
**CATI Fieldwork: 4th - 11th November 2015**

Absolutes/col percents

Table 16

**Q4. Thinking about how often you attend or participate in arts and cultural activities now, would you say it is more, less or about the same as when you were in your ...?**

**Base: All respondents  
40s and 50s**

	Gender		Age			Social Grade				Region							Live Alone				
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humber-side (l)	East Midlands (m)	West Midlands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
More now	154 22%	70 23%	84 22%	90 25%E	51 22%e	13 13%	74 32%GHI	25 19%	7 12%	42 16%	3 9%	25 25%J	18 25%j	12 19%	21 27%Jr	17 20%	19 27%Jr	27 23%j	13 15%	79 19%	73 27%S
About the same	246 35%	129 42%B	117 30%	146 40%E	80 34%E	19 20%	84 37%	48 37%	25 43%	84 32%	12 36%	32 32%	25 35%	28 44%q	24 32%	35 42%q	28 40%	35 29%	27 32%	134 32%	109 40%S
Less now	292 42%	106 34%	186 47%A	128 35%	101 43%C	62 64%CD	68 30%	56 43%F	25 43%F	134 51%F	19 55%kmOP	38 48%	28 40%	24 38%	32 41%	30 36%	23 33%	56 47%op	43 51%kOP	195 47%T	89 33%
Don't know	8 1%	3 1%	5 1%	3 1%	3 1%	2 2%	3 1%	1 1%	1 2%	3 1%	-	4 4%lnp	-	-	-	2 2%	-	1 1%	1 1%	7 2%	1 *

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**

\* small base

**Arts and Older People Survey**  
**CATI Fieldwork: 4th - 11th November 2015**

Absolutes/col percents

Table 17

**Q4. Thinking about how often you attend or participate in arts and cultural activities now, would you say it is more, less or about the same as when you were in your ...?**

**Base: All respondents**

**In your early 60s**

	Gender			Age			Social Grade				Region							Live Alone			
	Total	Male (a)	Female (b)	65-74 (c)	75-84 (d)	85+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	North East (j)	North West (k)	Yorks & Humberside (l)	East Midlands (m)	West Midlands (n)	East Anglia (o)	Greater London (p)	South East (q)	South West (r)	Yes (s)	No (t)
Unweighted base	700	303	397	366	244	90	228	130	58	264	34	98	71	64	76	84	70	119	84	414	272
Weighted base	700	308	392	367	236	97*	229	130	58*	263	35*	98*	70*	63*	77*	84*	70*	119	84*	414	271
More now	104 15%	44 14%	60 15%	53 14%	38 16%	13 13%	33 14%	17 13%	10 17%	37 14%	4 12%	16 16%	10 14%	8 13%	13 17%	11 13%	13 19%	19 16%	10 12%	54 13%	48 18%
About the same	348 50%	173 56%B	175 45%	219 60%DE	104 44%E	25 26%	134 59%HI	72 55%I	25 43%	113 43%	20 56%	45 46%	37 54%	37 59%kq	38 50%	40 48%	34 48%	53 44%	44 52%	182 44%	161 59%S
Less now	243 35%	89 29%	154 39%A	93 25%	93 39%C	57 59%CD	60 26%	41 32%	23 40%F	111 42%FG	11 32%	35 36%	23 33%	18 28%	24 32%	33 39%	23 33%	45 38%	30 36%	175 42%T	63 23%
Don't know	5 1%	2 1%	3 1%	2 1%	1 *	2 2%	2 1%	-	-	2 1%	-	2 2%	-	-	1 1%	-	-	2 2%	-	4 1%t	-

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n/o/p/q/r - s/t**

**\* small base**