

**A.N.D**

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# **Young Londoners' Survey**

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# About this document

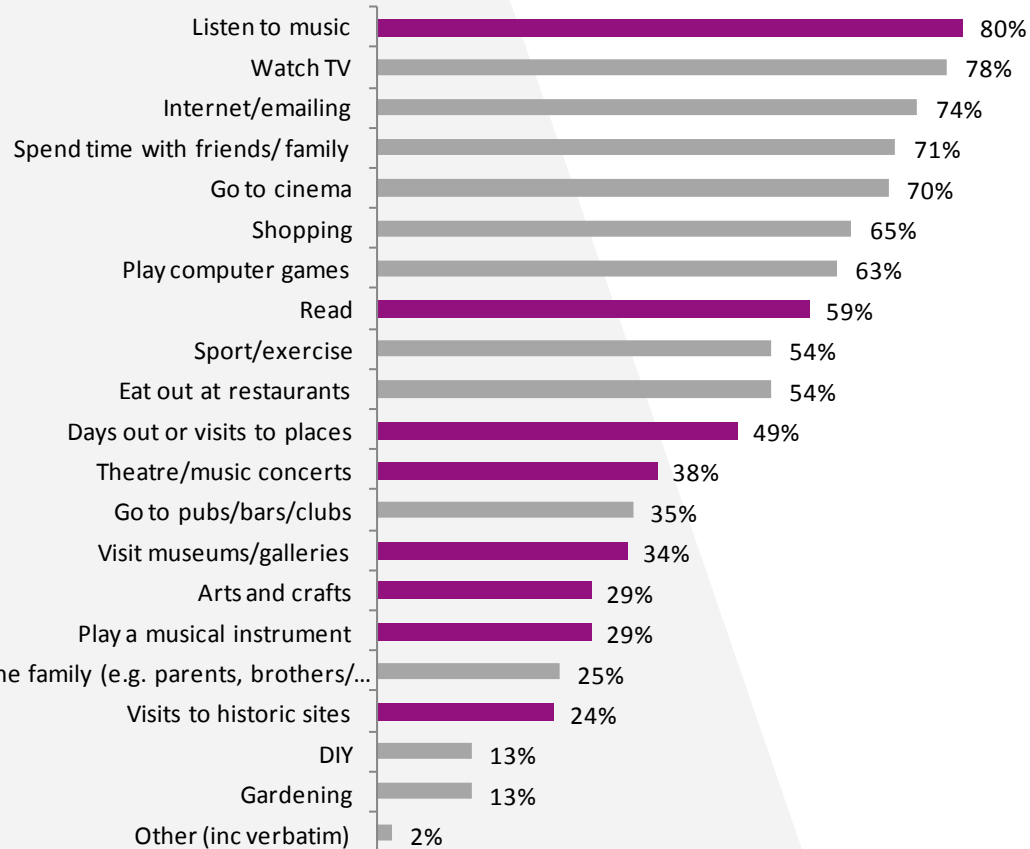
- The following slides include results from A New Direction's survey into Young Londoners' patterns of engagement with arts and culture
- The charts illustrate headline results for each question included in the survey plus any interesting additional breaks by gender, age, social grade and education or employment status
- For a full analysis of the data take a look at our recently released report 'Cultural Engagement by Young Londoners: An Introduction to Key Trends, Drivers and Challenges'
- If you have any questions on the data please get in touch with Caterina Violi ([caterina.violi@anewdirection.org.uk](mailto:caterina.violi@anewdirection.org.uk))

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# Engagement with art and culture

## What young people do in their free time



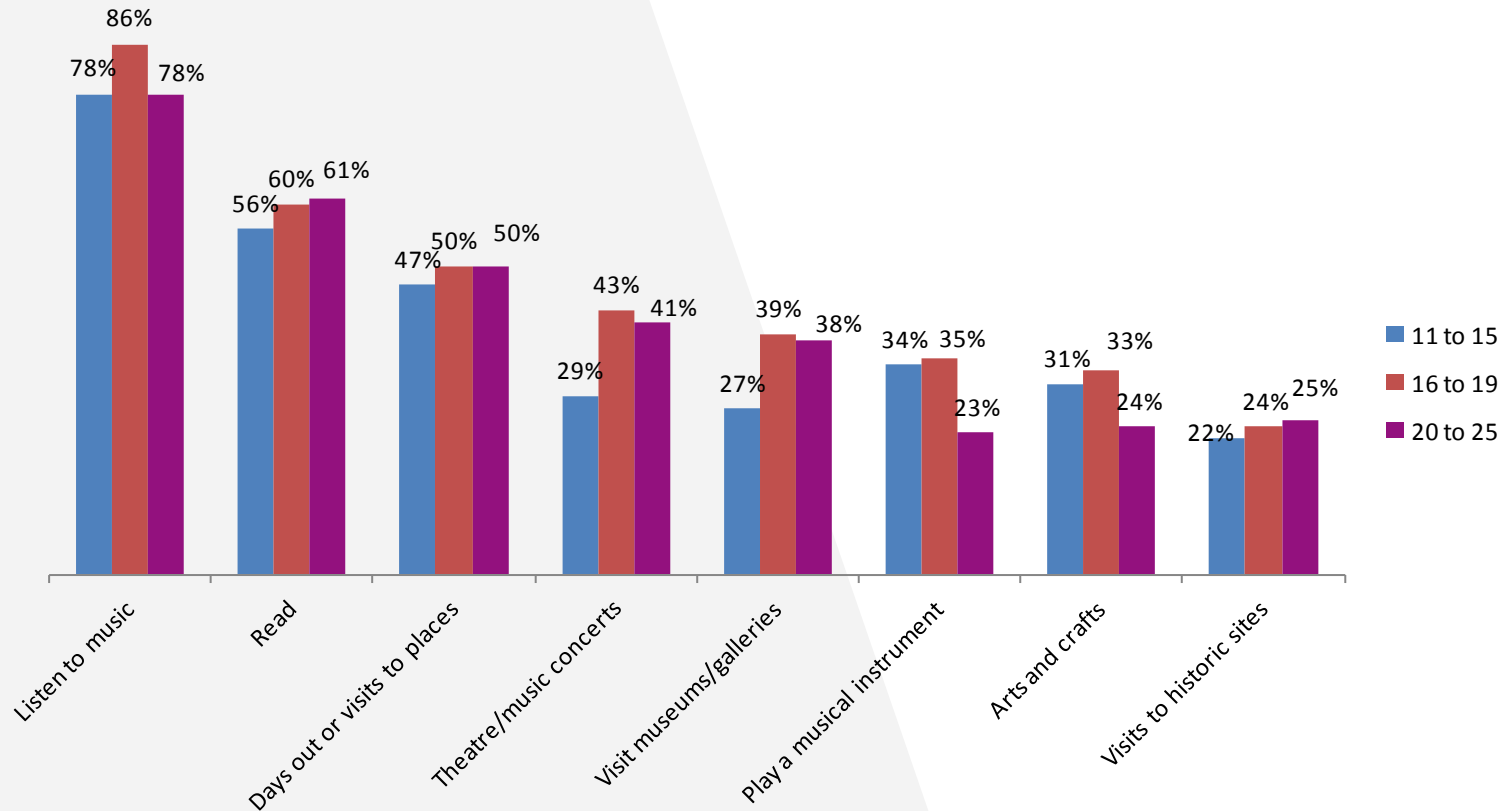
Q: "Which of the following things do you do in your free time - that is when you are not studying or working?" (PROMPTED)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## What young people do in their free time

Cultural activities by age group



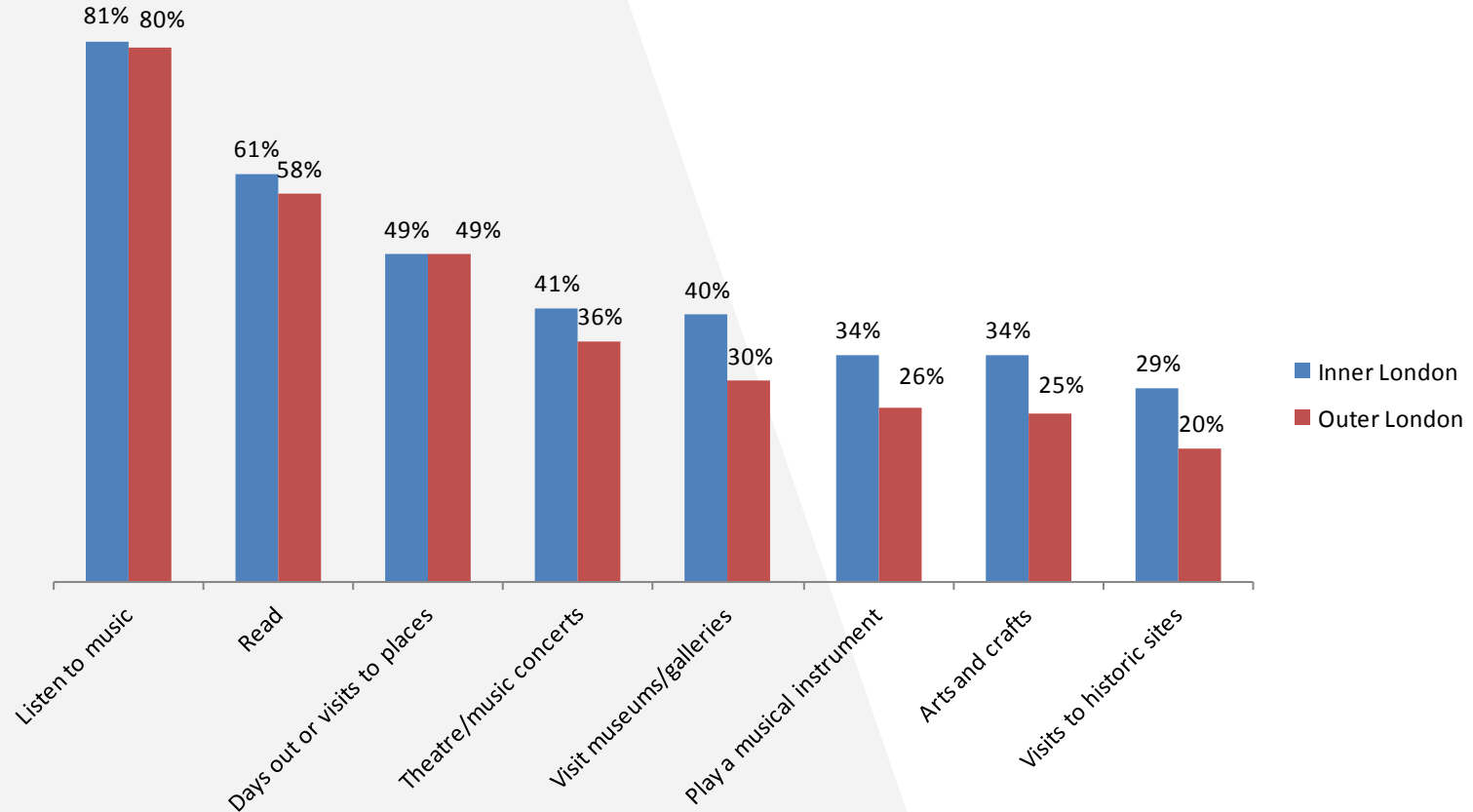
Q: "Which of the following things do you do in your free time - that is when you are not studying or working?" (PROMPTED)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## What young people do in their free time

### Cultural activities by location



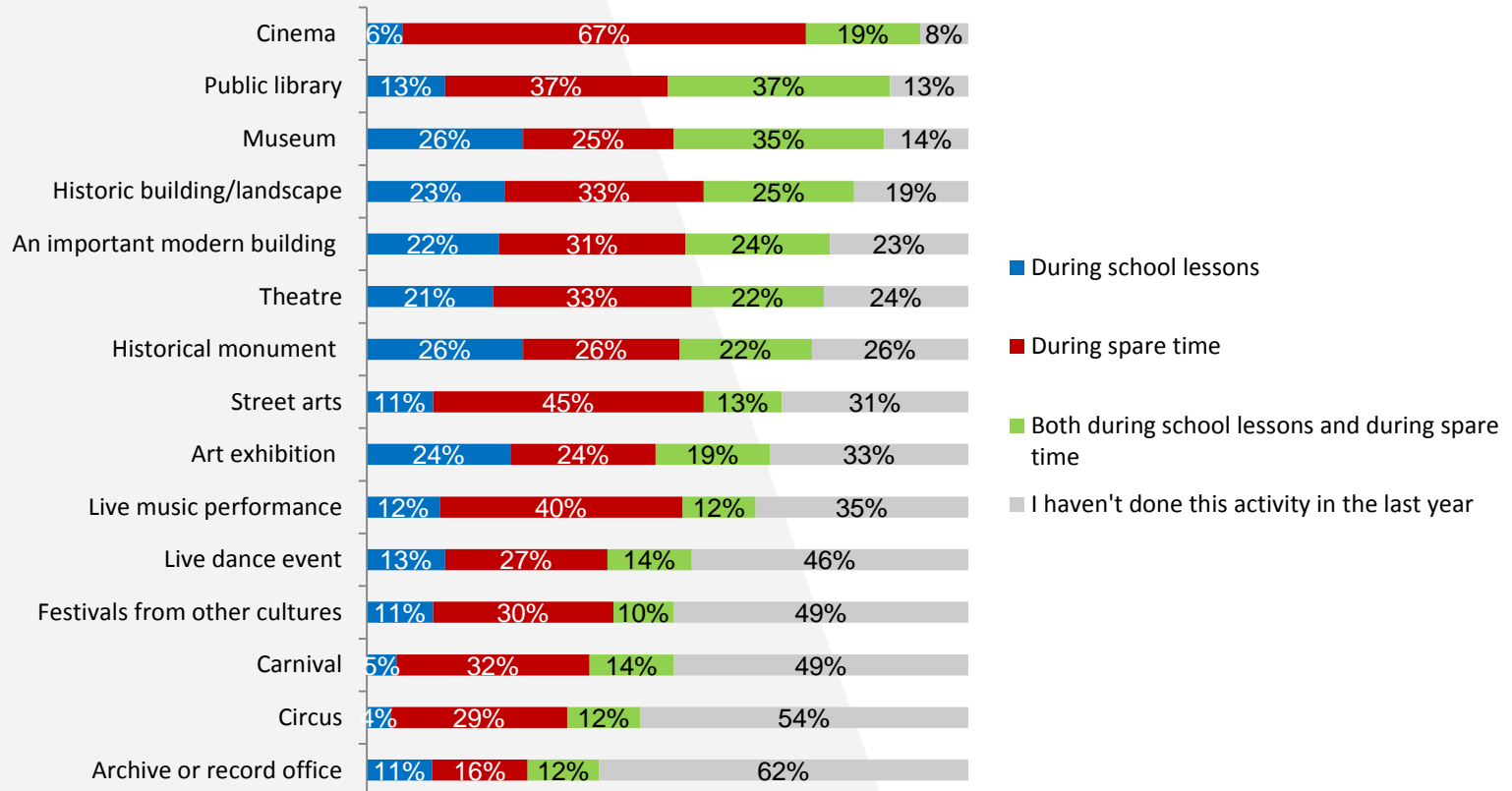
Q: "Which of the following things do you do in your free time - that is when you are not studying or working?" (PROMPTED)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## How young Londoners engage with culture

Young people aged 11-15



Q: "Have you attended or visited any of the following in London over the last year?" This could be for study, for work or in your own spare time (PROMPTED)

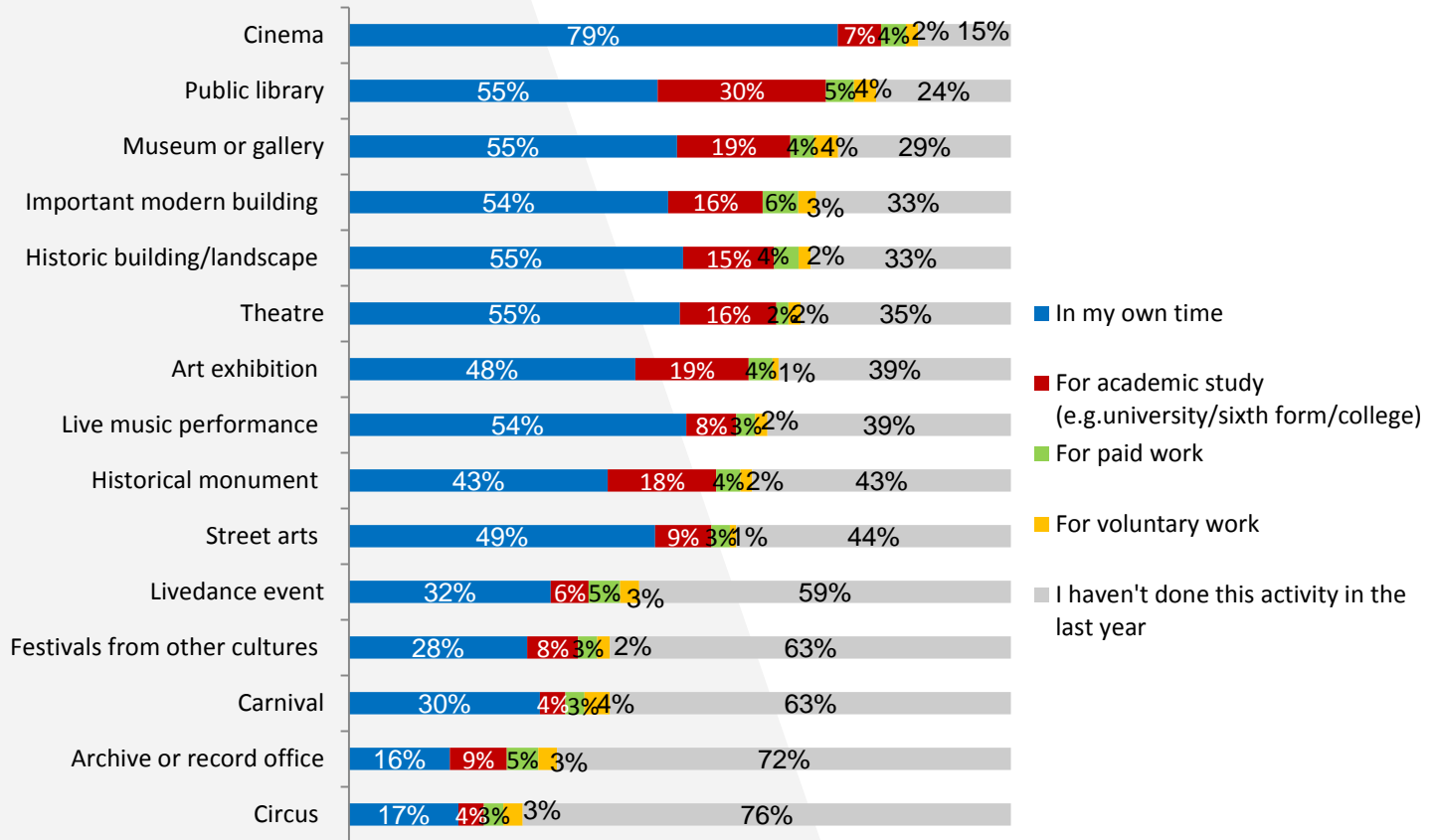
Base: 555 young people living in London aged 11-15; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS



## How young Londoners engage with culture

Young people aged 16-25

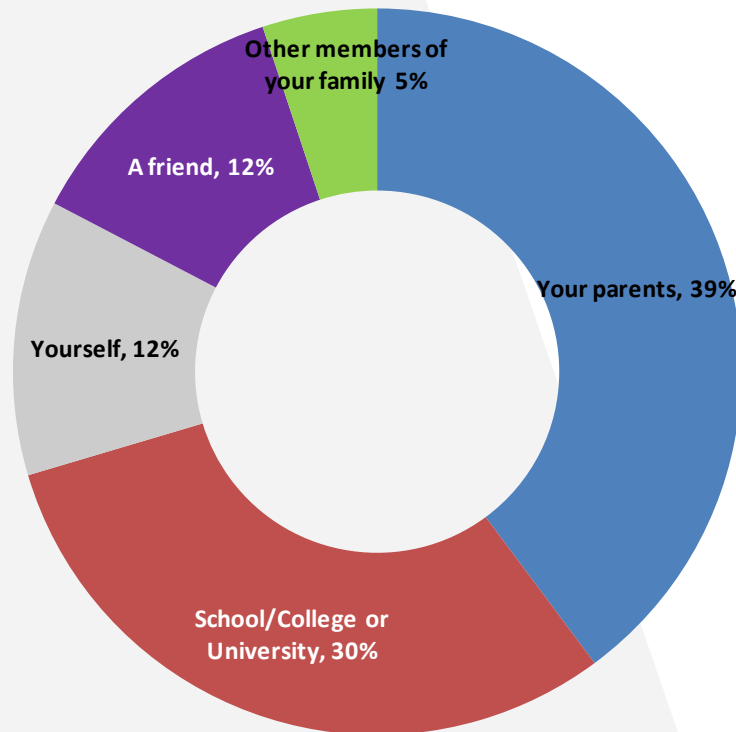


Q: "Have you attended or visited any of the following in London over the last year?" This could be for study, for work or in your own spare time (PROMPTED)

Base: 1109 young people living in London aged 16-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## First memorable experience of cultural trips



- Young people from **higher social groups** are more likely to remember cultural trips organised by their **parents** (ABC1s – 46%, C2DEs – 30%)

- 35% of young people from **lower social groups** (C2DEs) remember their first memorable cultural trip as organised by their **school** compared to 27% of young people from higher social groups

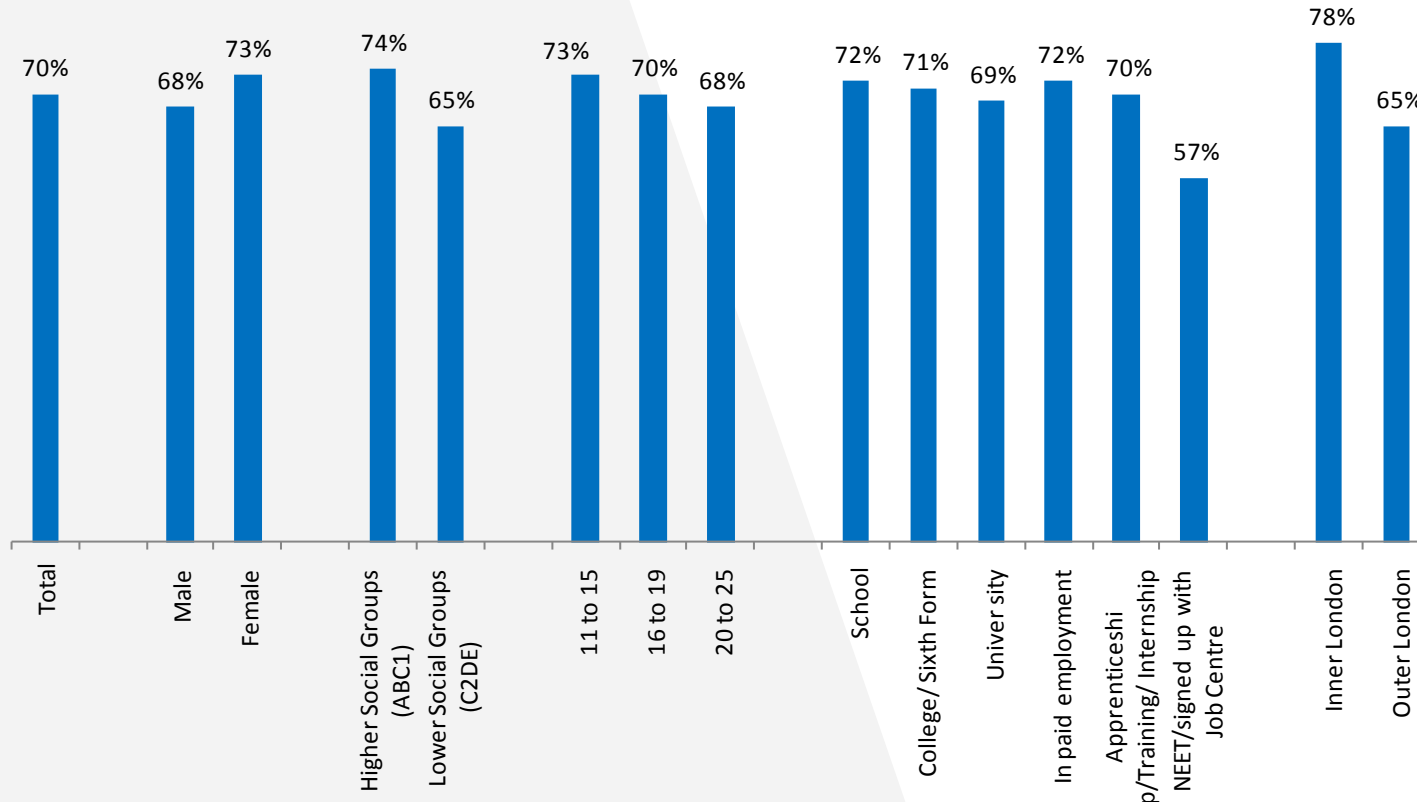
- **Older age groups** (20-25 year olds) tend to remember trips organised by **friends** (15%) or trips **they have organised themselves** (19%)

Q: "Thinking about the first time you went on a trip to a cultural event or place of interest that is memorable to you, who among the following organised it?(PROMPTED)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## “I am interested in arts and cultural activities taking place in London”



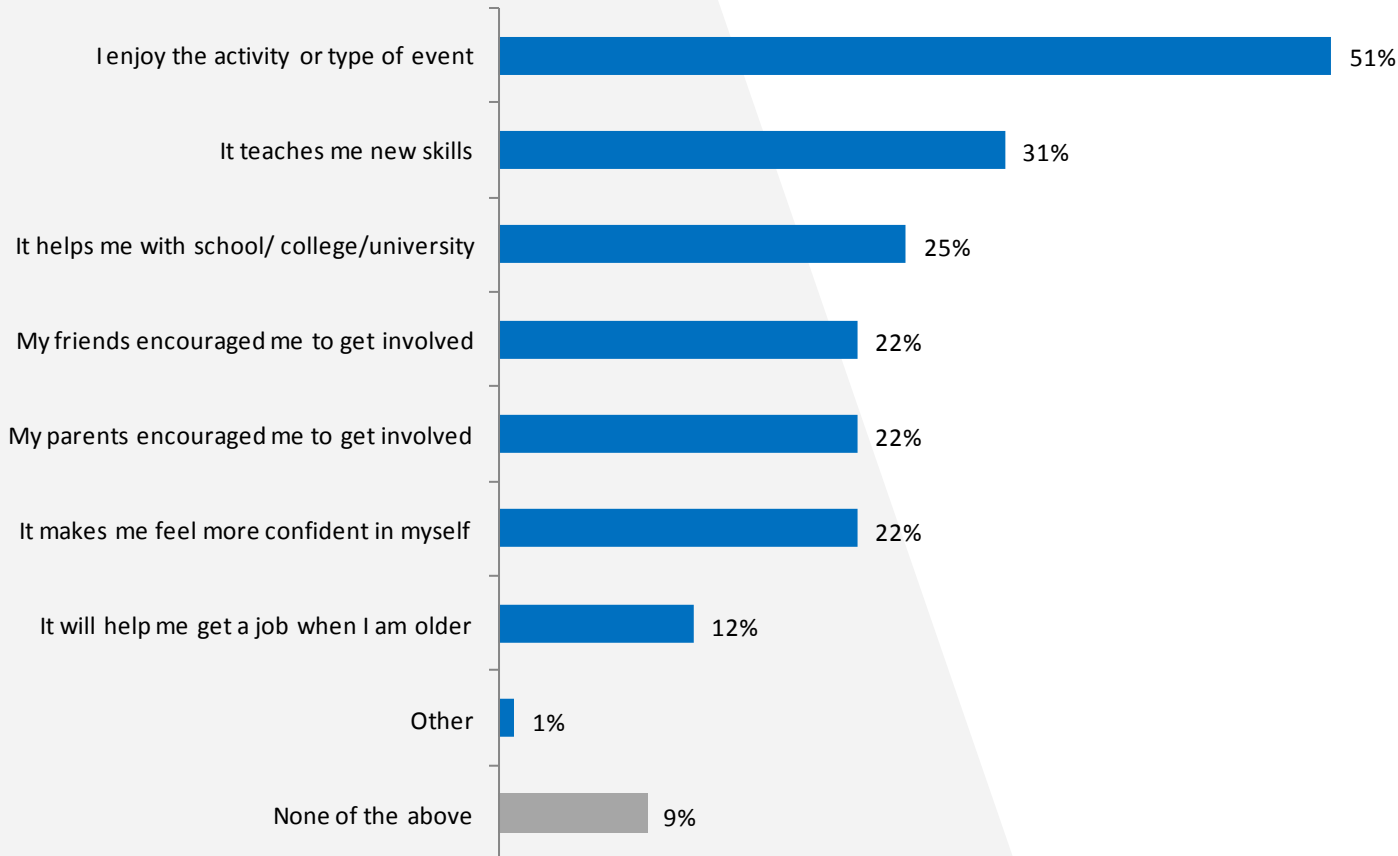
Q: “How much do you agree or disagree with the statements below? - I am interested in arts and cultural activities taking place in London (Agree/Strongly Agree)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

# Barriers and Motivations

## Motivations to engage in cultural activities

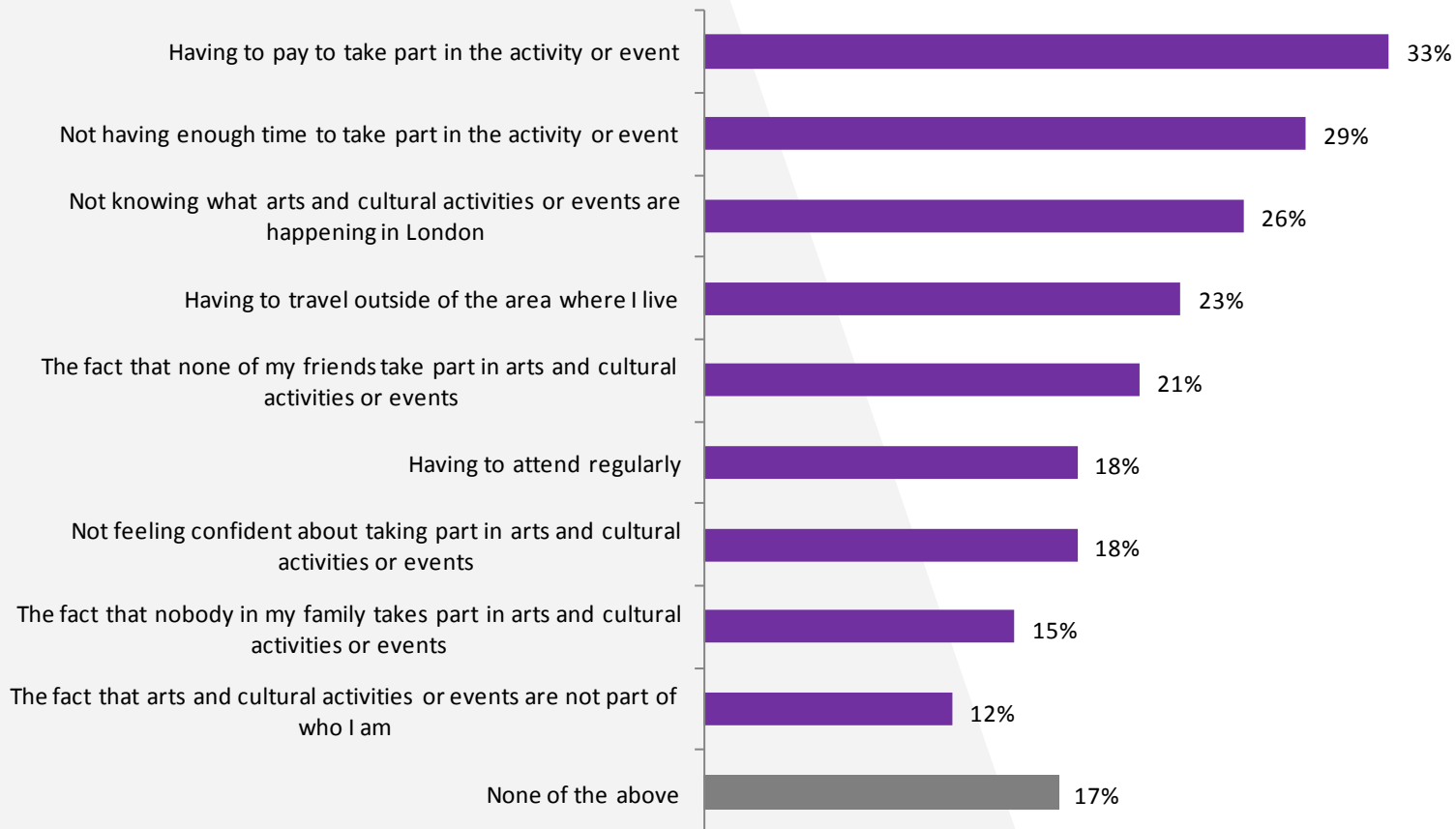


Q: "Thinking about the cultural activities and events you took part in over the past year in London, which of the following best describes why you decided to get involved (PROMPTED)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## Barriers to engaging in cultural activities



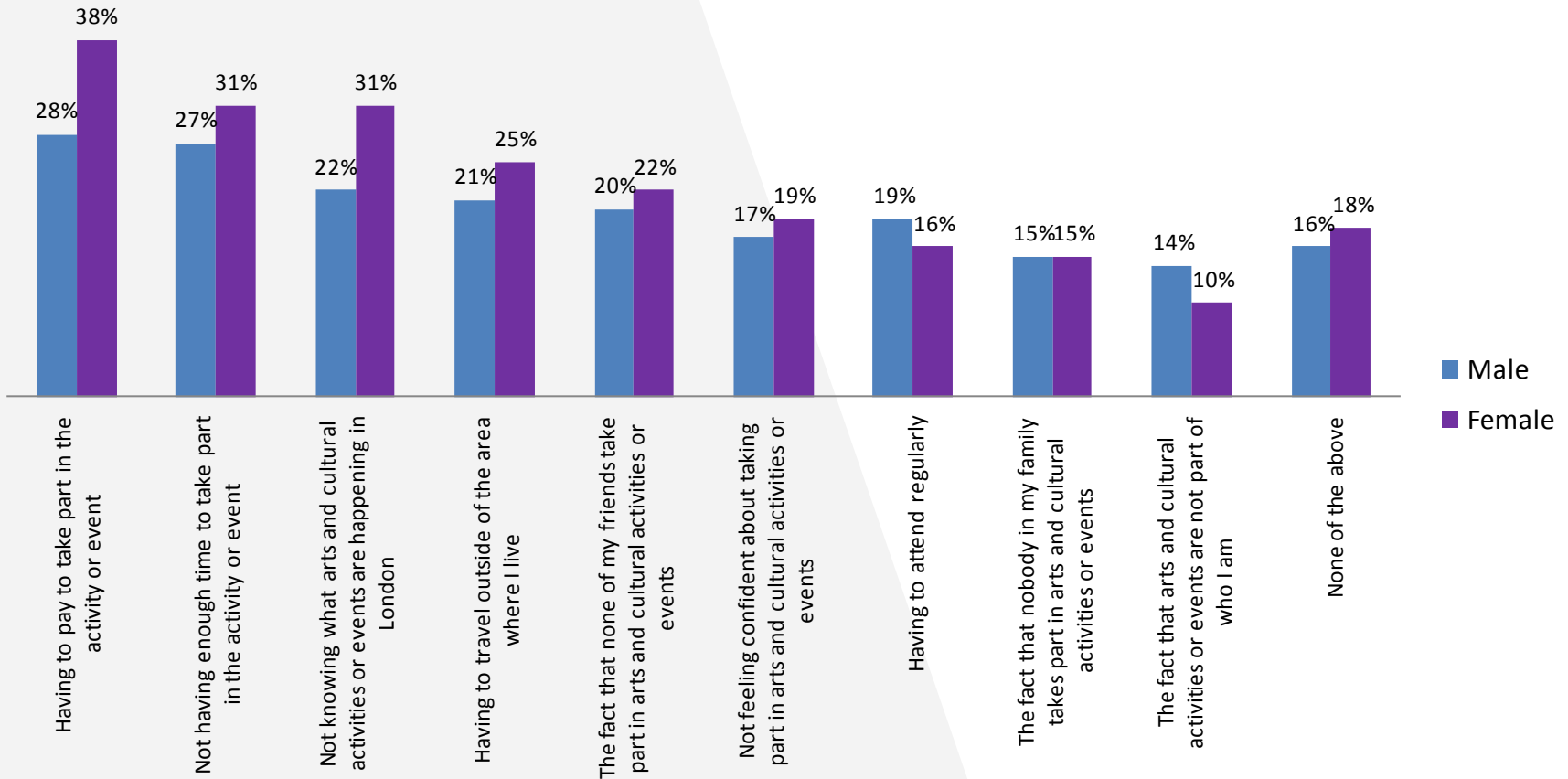
**Q: "Has any of the following put you off from taking part in arts and cultural activities or events in London over the past year?"(PROMPTED)**

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## Barriers to engaging in cultural activities

By gender



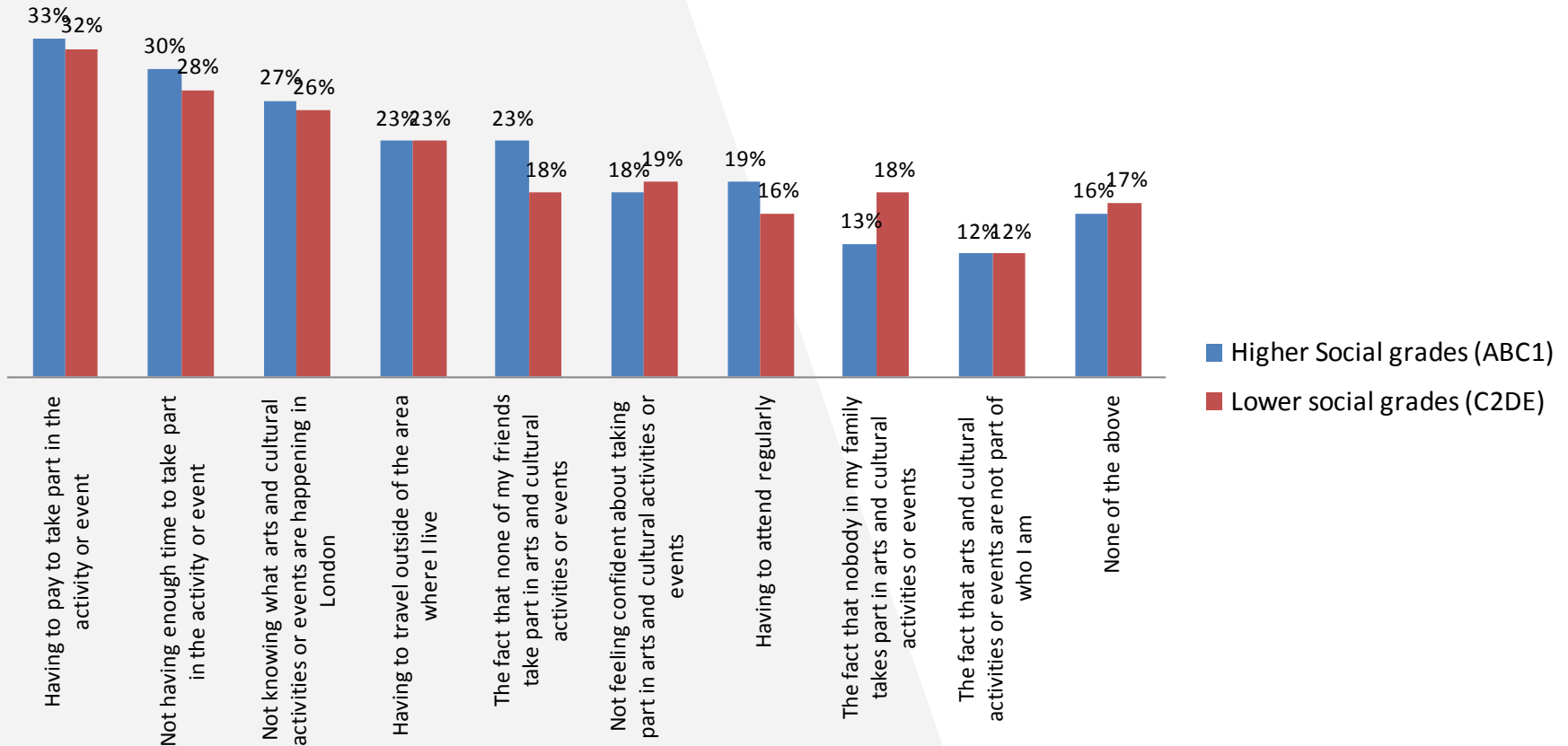
Q: "Has any of the following put you off from taking part in arts and cultural activities or events in London over the past year?"(PROMPTED)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## Barriers to engaging in cultural activities

By social grade



Q: "Has any of the following put you off from taking part in arts and cultural activities or events in London over the past year?"(PROMPTED)

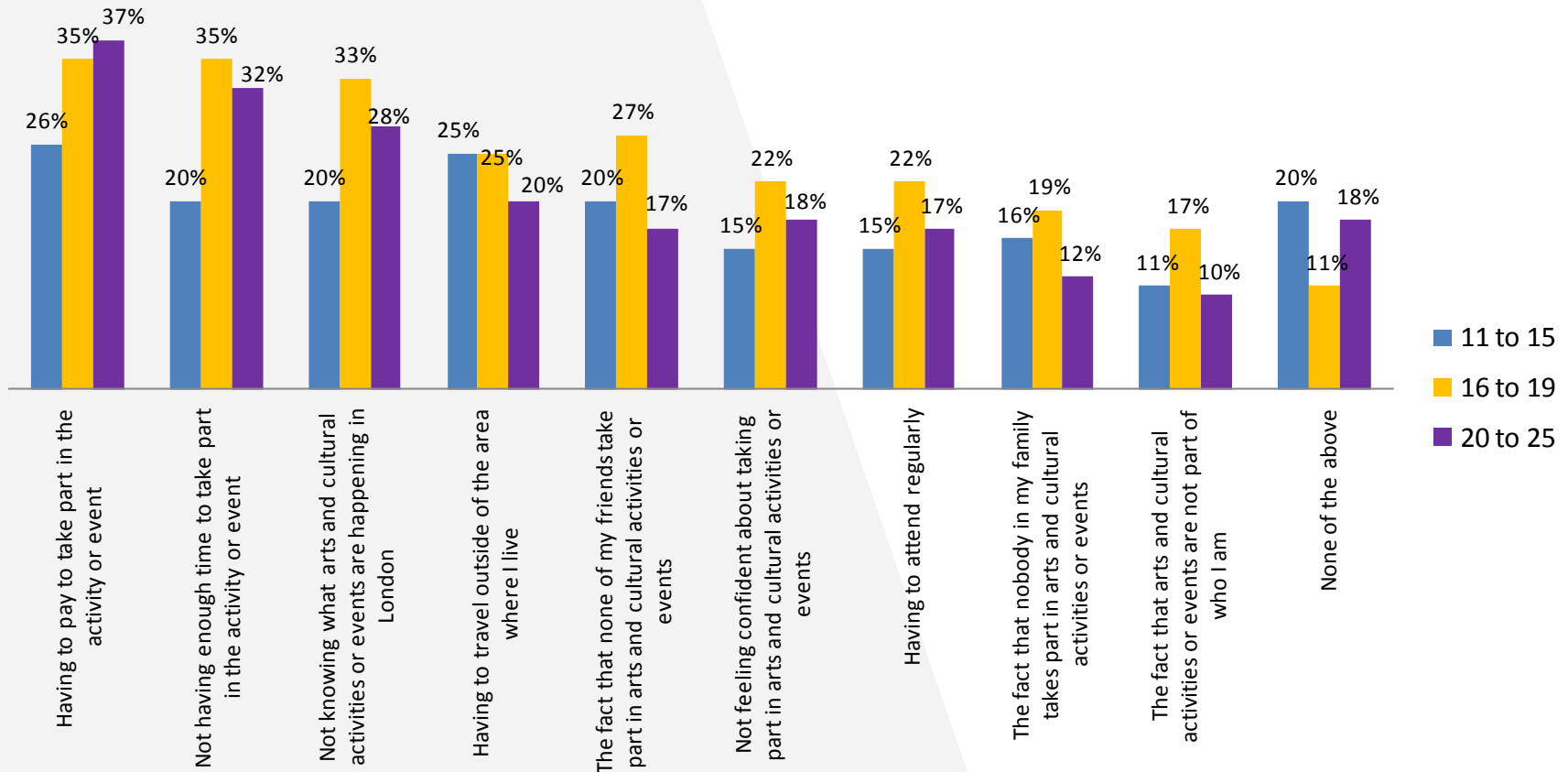
Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS



## Barriers to engaging in cultural activities

By age



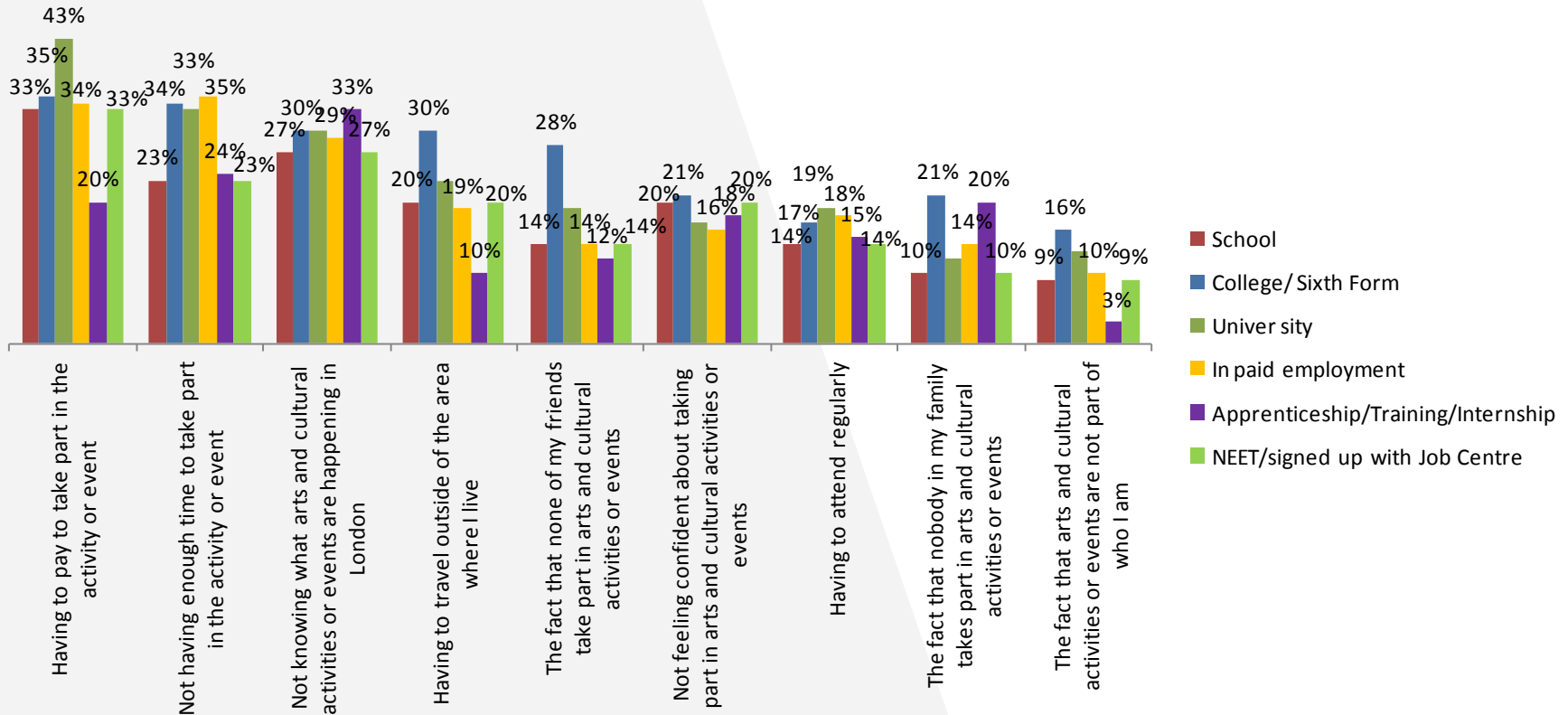
Q: "Has any of the following put you off from taking part in arts and cultural activities or events in London over the past year?"(PROMPTED)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## Barriers to engaging in cultural activities

By education/working status

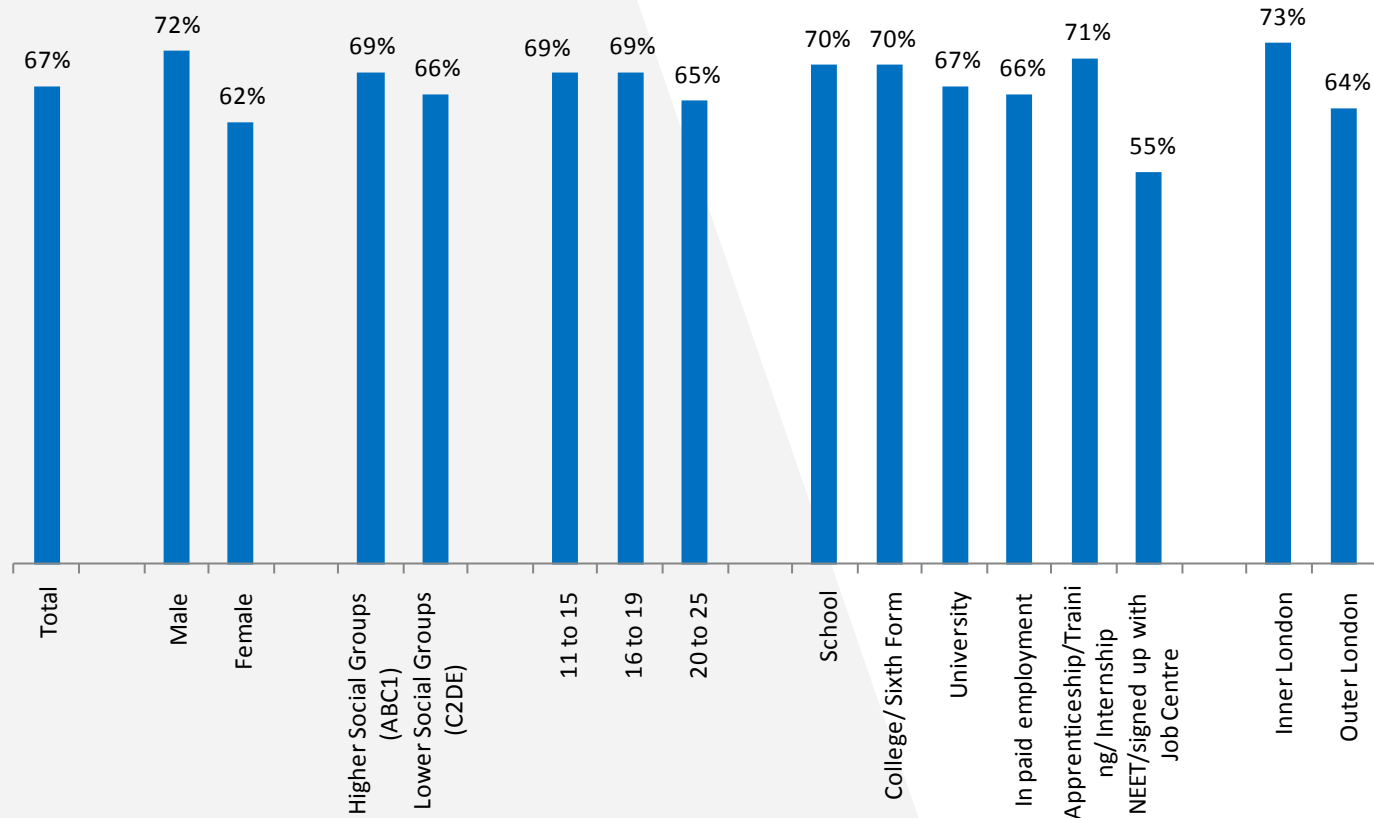


Q: "Has any of the following put you off from taking part in arts and cultural activities or events in London over the past year?"(PROMPTED)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

“There are enough opportunities for a young person to get involved in arts and cultural activities in”

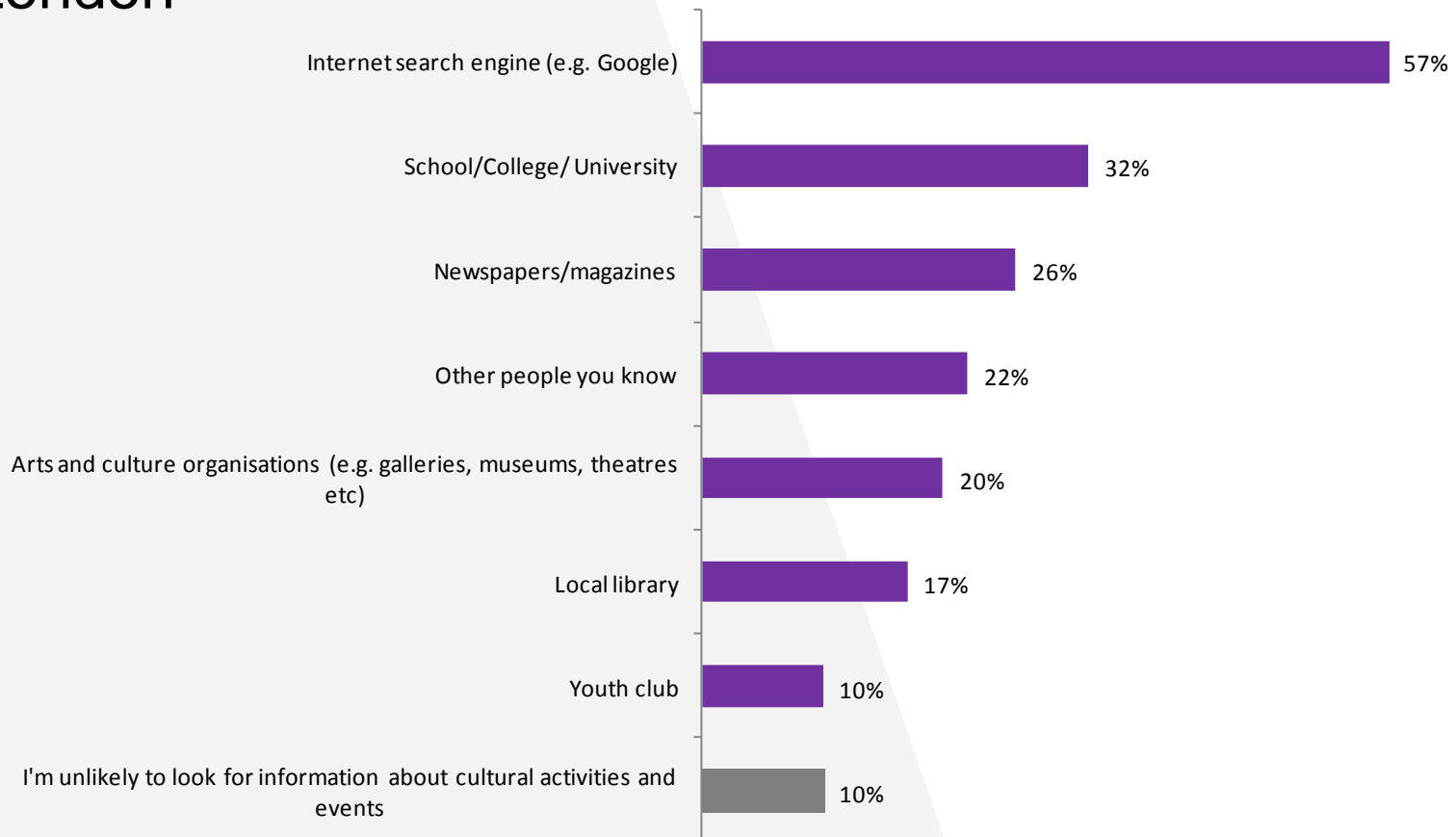


Q: “How much do you agree or disagree with the statements below? - There are enough opportunities for a young person to get involved in arts and cultural activities in” (PROMPTED)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough  
Source: AND/TNS

# Finding out what's on

## How young people find out about art and cultural activities in London



**Q: Where are you most likely to look for information about cultural activities and events in London?**

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## How young people find out about art and cultural activities in London

Channel	Key groups that are most likely to find out in this way
Internet search (57%)	Girls/Young women (60%), ABC1 (61%), Older age groups - 16-19 yr olds (59%) and 20-25 (61%) yr olds
School/college/university (32%)	C2DE (34%), Younger age groups – 11-15 (42%), those at school/college/sixth form (42%)
Newspapers/magazines (26%)	ABC1 (29%), Older age groups – 20-25 yr olds (30%), those in paid employment (35%)
Other people you may know (22%)	16-19 yr olds
Arts and culture organisations (20%)	ABC1 (22%), those at college/sixth form (24%)
Local library (17%)	11-15 yr olds (25%), those at school (25%)
Youth club (10%)	11-15 yr olds (14%), those at school (14%)
Unlikely to look for info (10%)	NEETs/unemployed signed up with JC (17%), 20-25 yr olds (12%)

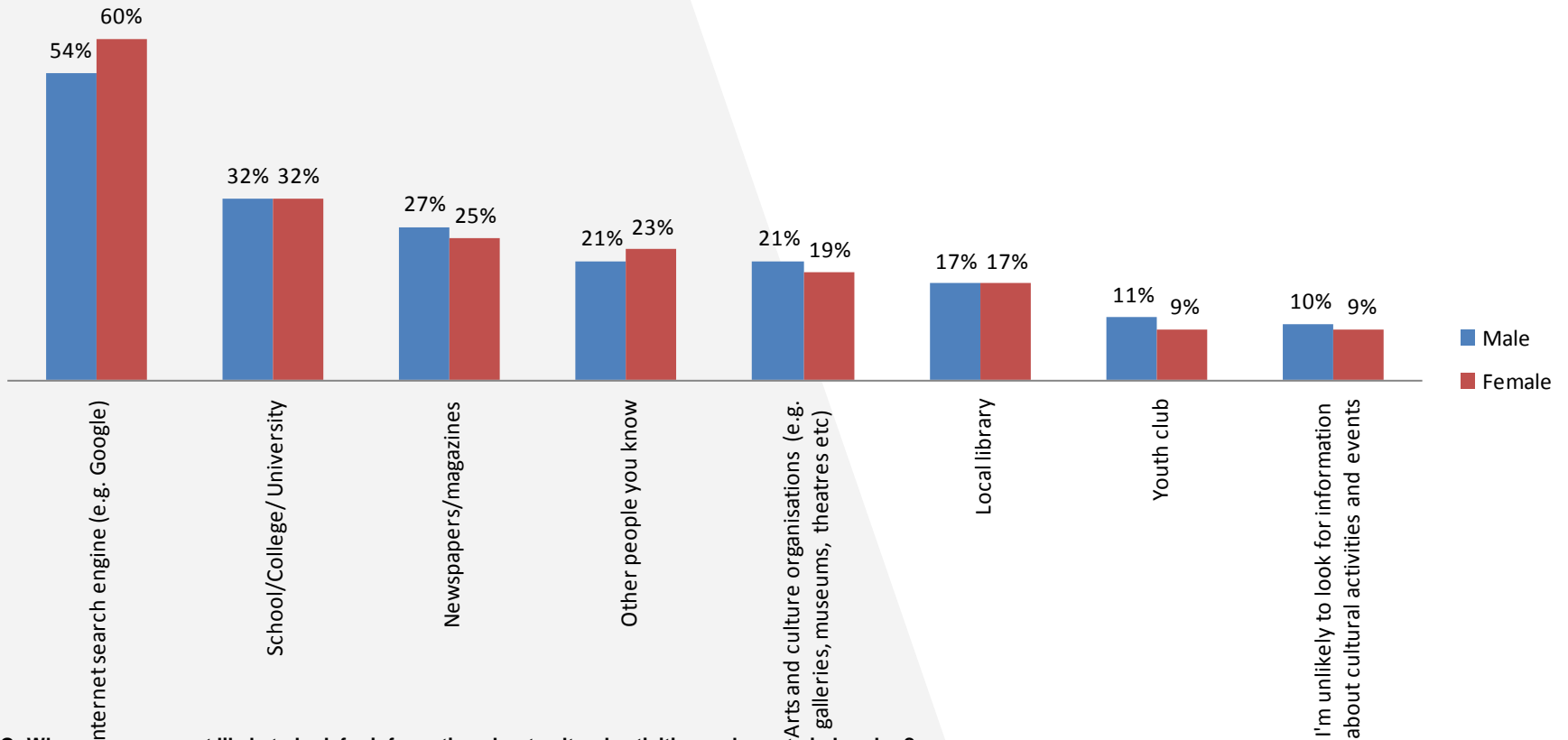
**Q: Where are you most likely to look for information about cultural activities and events in London?**

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## How young people find out about art and cultural activities in London

By gender



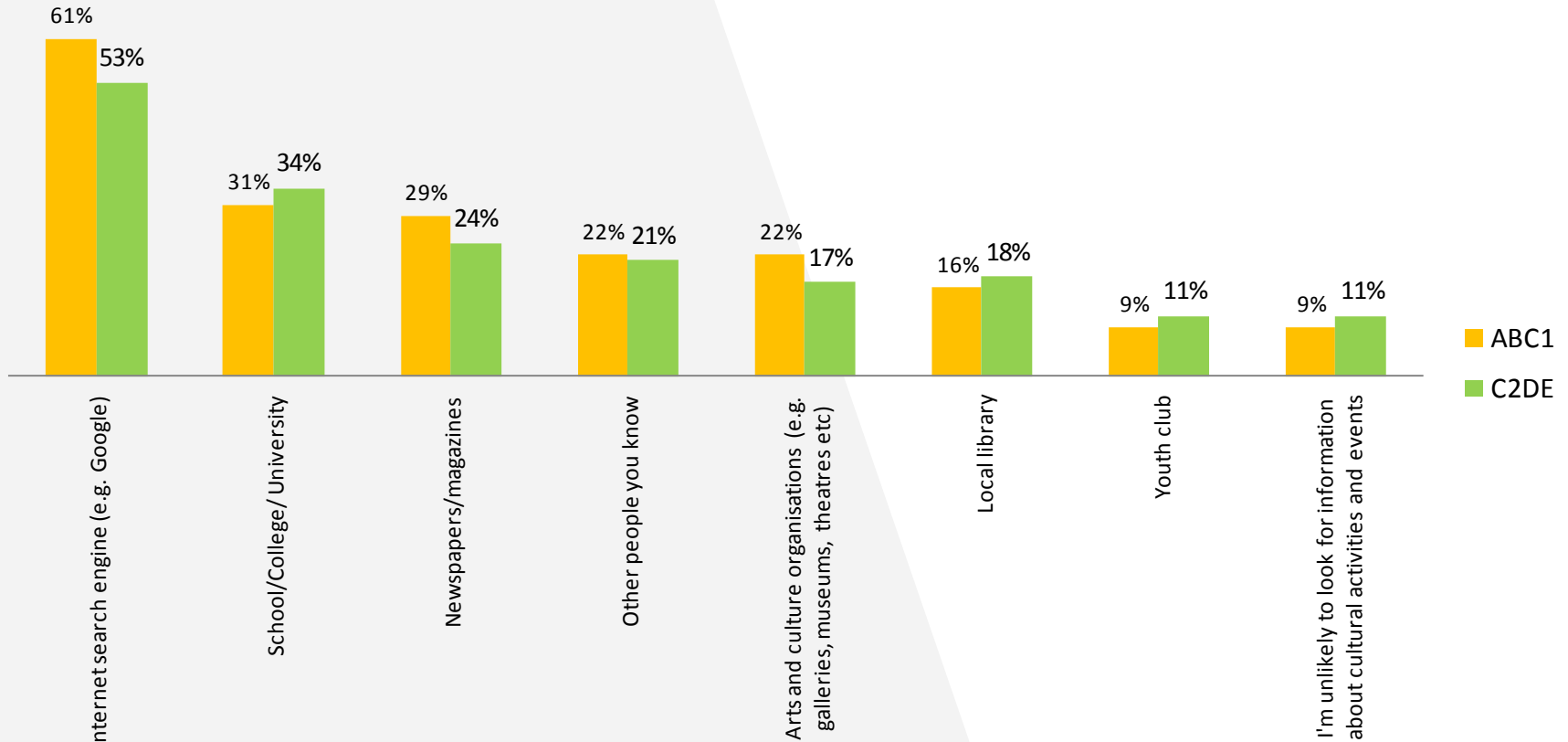
Q: Where are you most likely to look for information about cultural activities and events in London?

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## How young people find out about art and cultural activities in London

By social grade



Q: Where are you most likely to look for information about cultural activities and events in London?

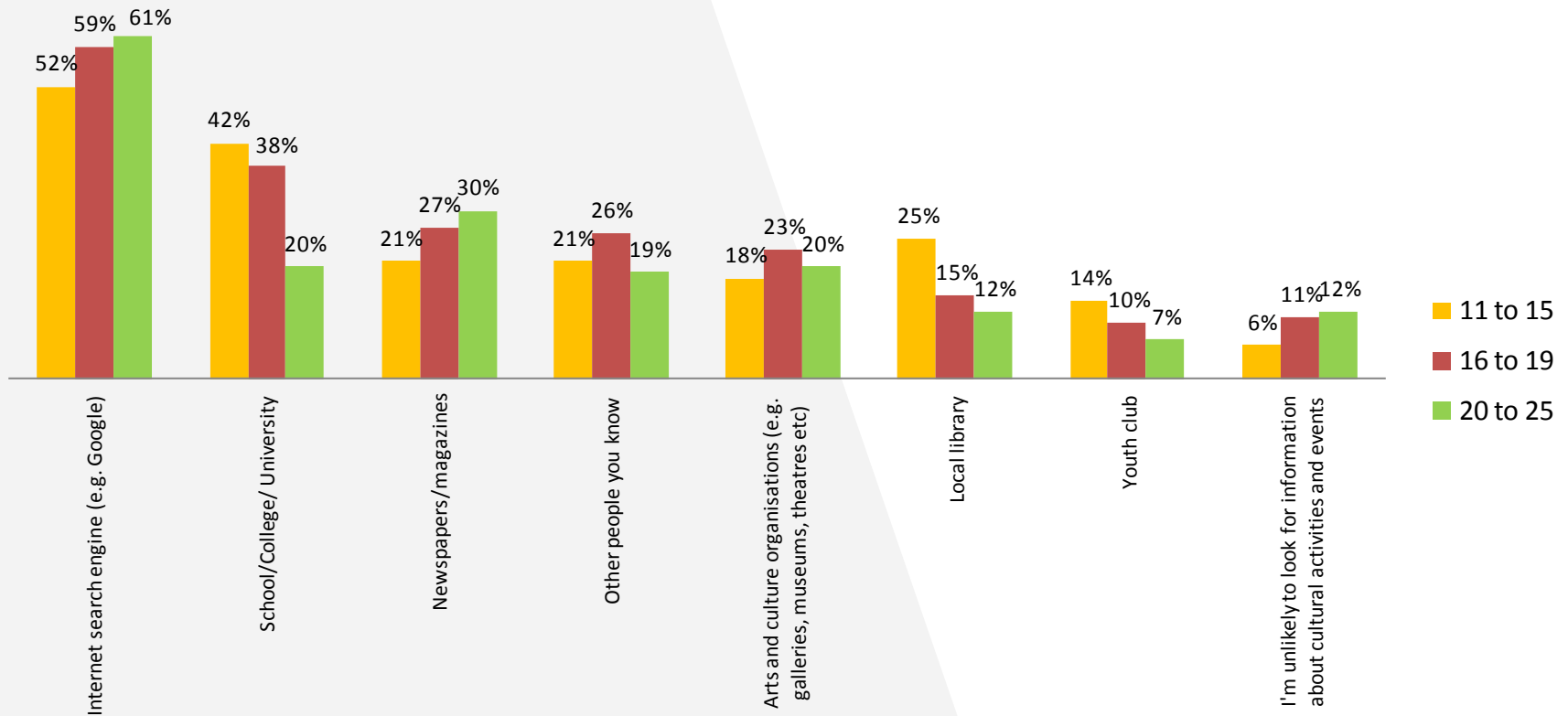
Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS



## How young people find out about art and cultural activities in London

By age



Q: Where are you most likely to look for information about cultural activities and events in London?

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

# Getting around London

## How young people travel around London

Most highly ranked

Means of transport	Key groups that are most likely to travel in this way
Bus	Girls/Young women, C2DE, those at college/sixth form, those in Inner London
Tube	Girls/Young women, 20-25 yr olds, those at university/in paid employment, those in Outer London
On foot	Girls/Young Women, 20-25 yr olds
Train	Girls/Young women, those in Outer London
Car	11-15 yr olds, those at school, those in Outer London
Bicycle	Boys/young men, 11-15 and 16-19 yr olds, those at school/college/sixth form, those in Inner London
Motorbike	Boys/young men, 16-19 yr olds, NEET/unemployed signed up with JC, those at university

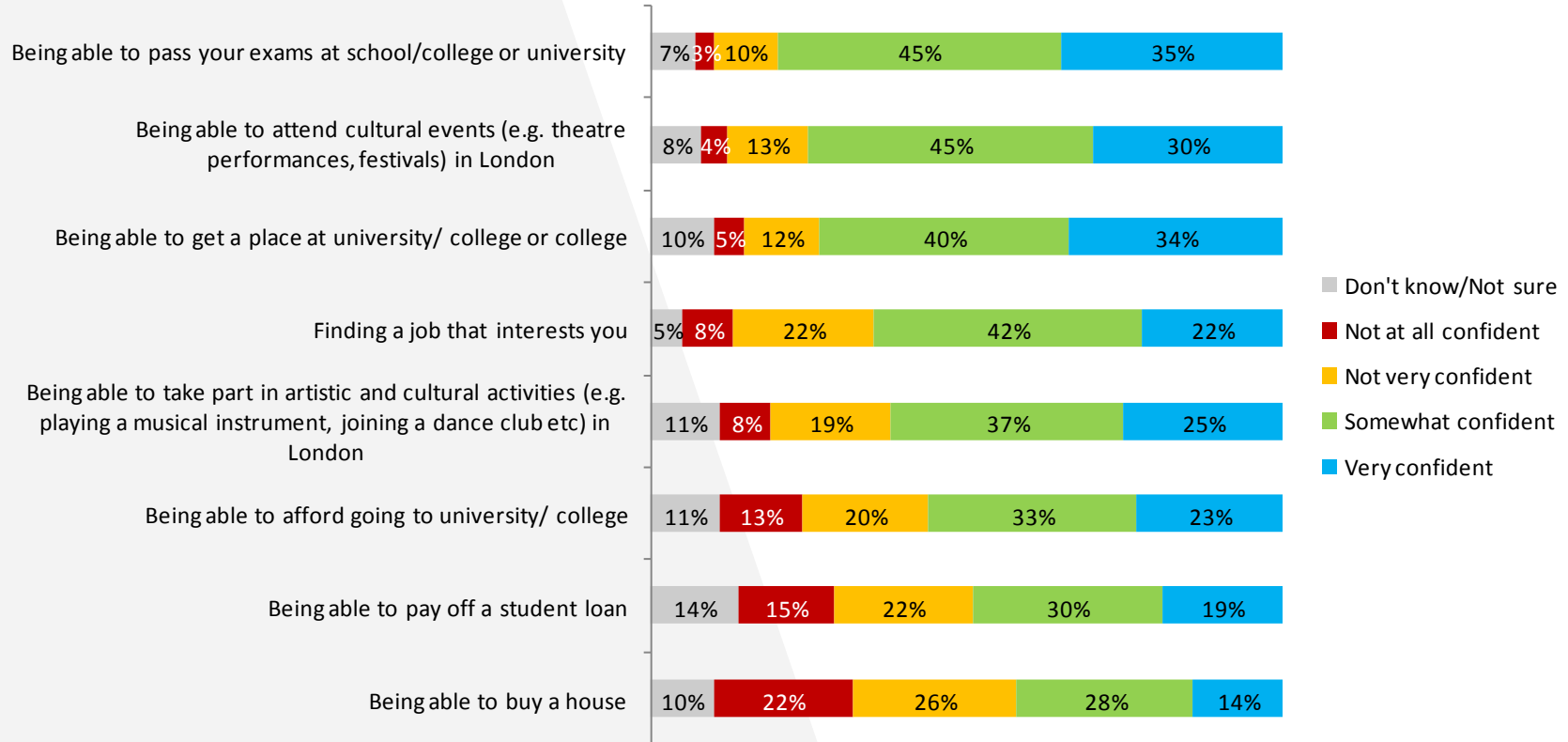
Q: "How likely are you to use the following when travelling around London? Please rank these ways of travelling from the one you are most likely to use to the one you are least likely to use" PROMPTED

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

# Confidence in the future

## Confidence in the future



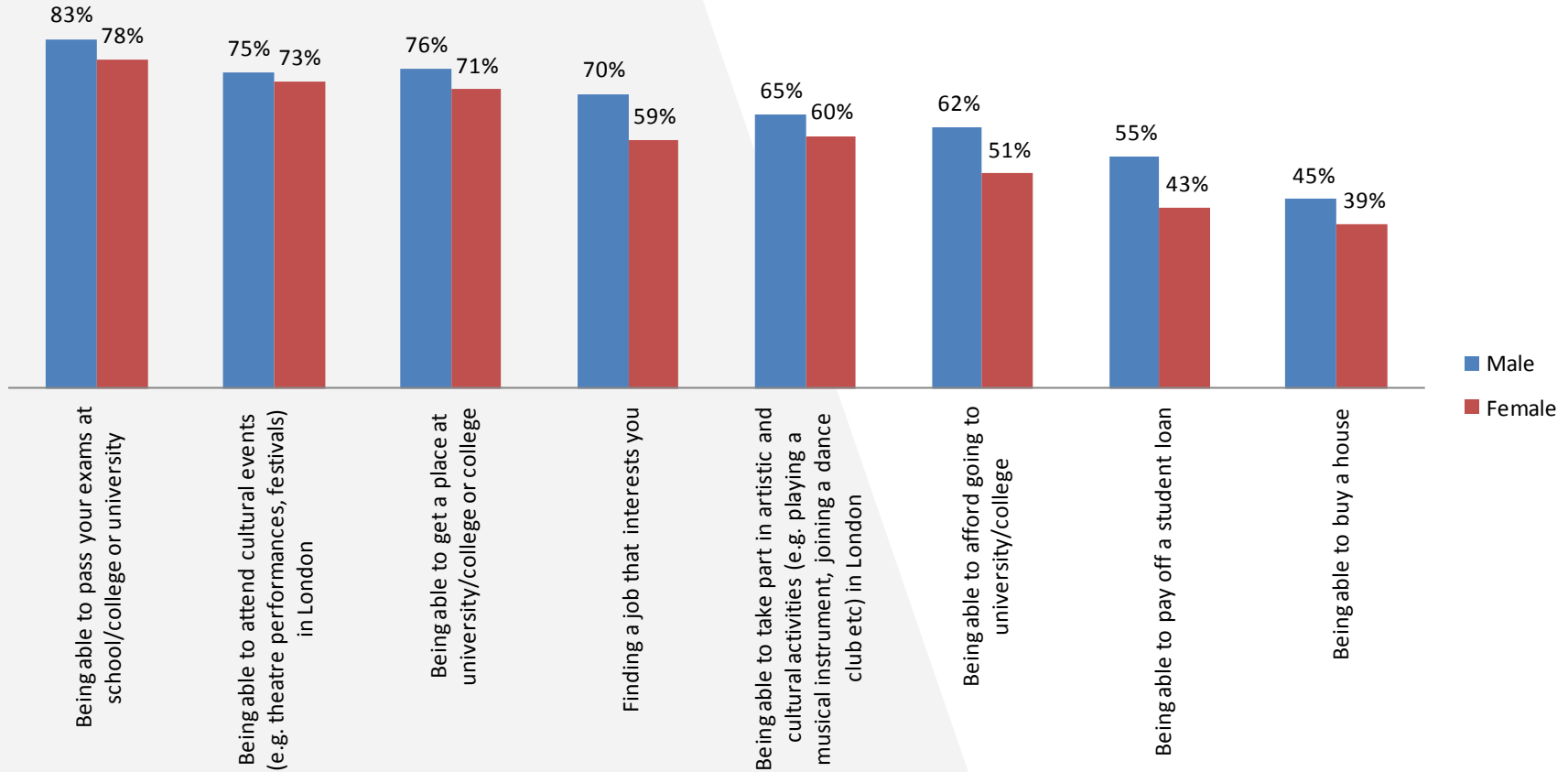
Q: "Thinking about the future, how confident do you feel about the following?"

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## Confidence in the future

By gender



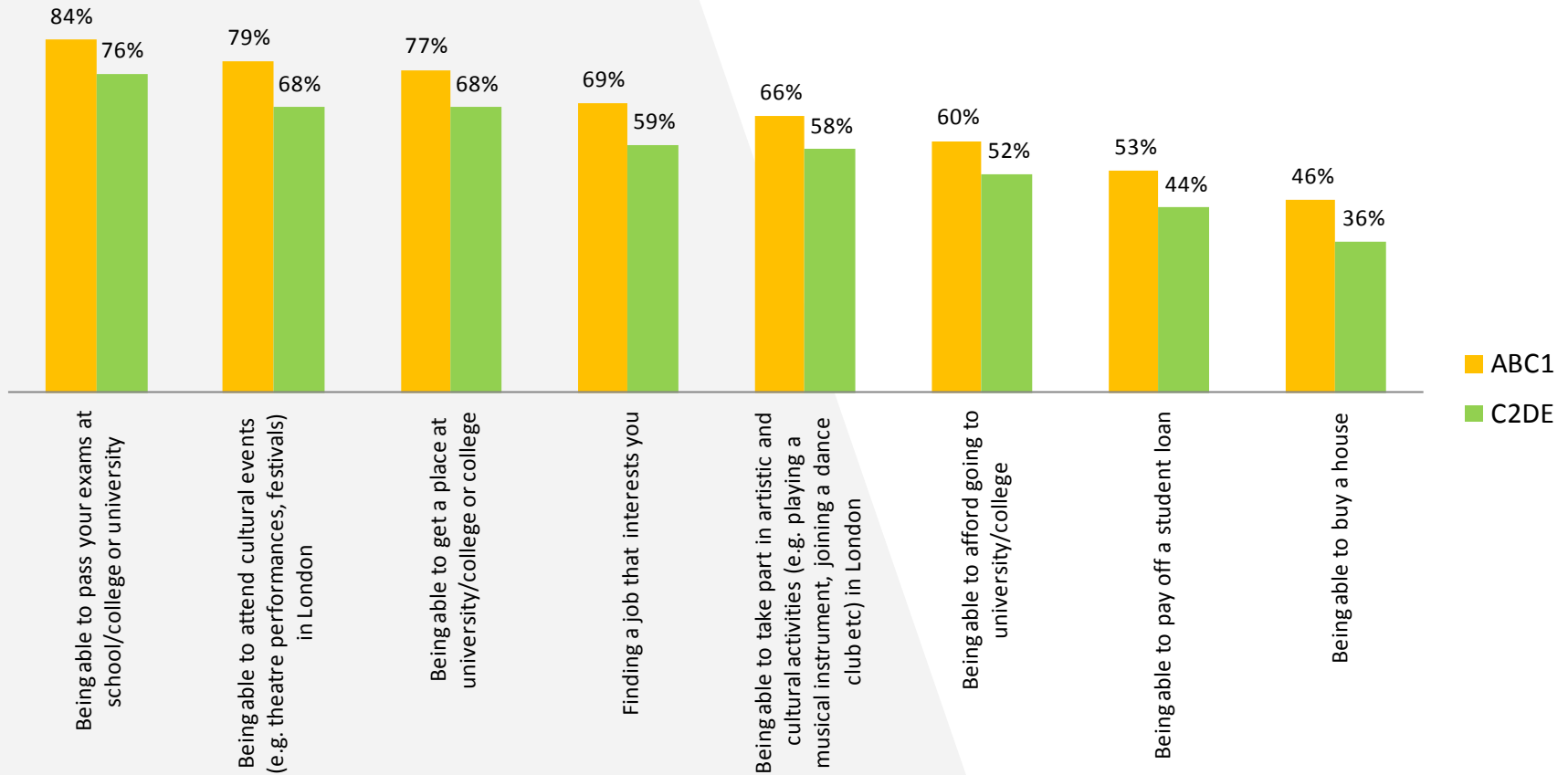
Q: "Thinking about the future, how confident do you feel about the following?" (Very confident/somewhat confident)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## Confidence in the future

By social grade



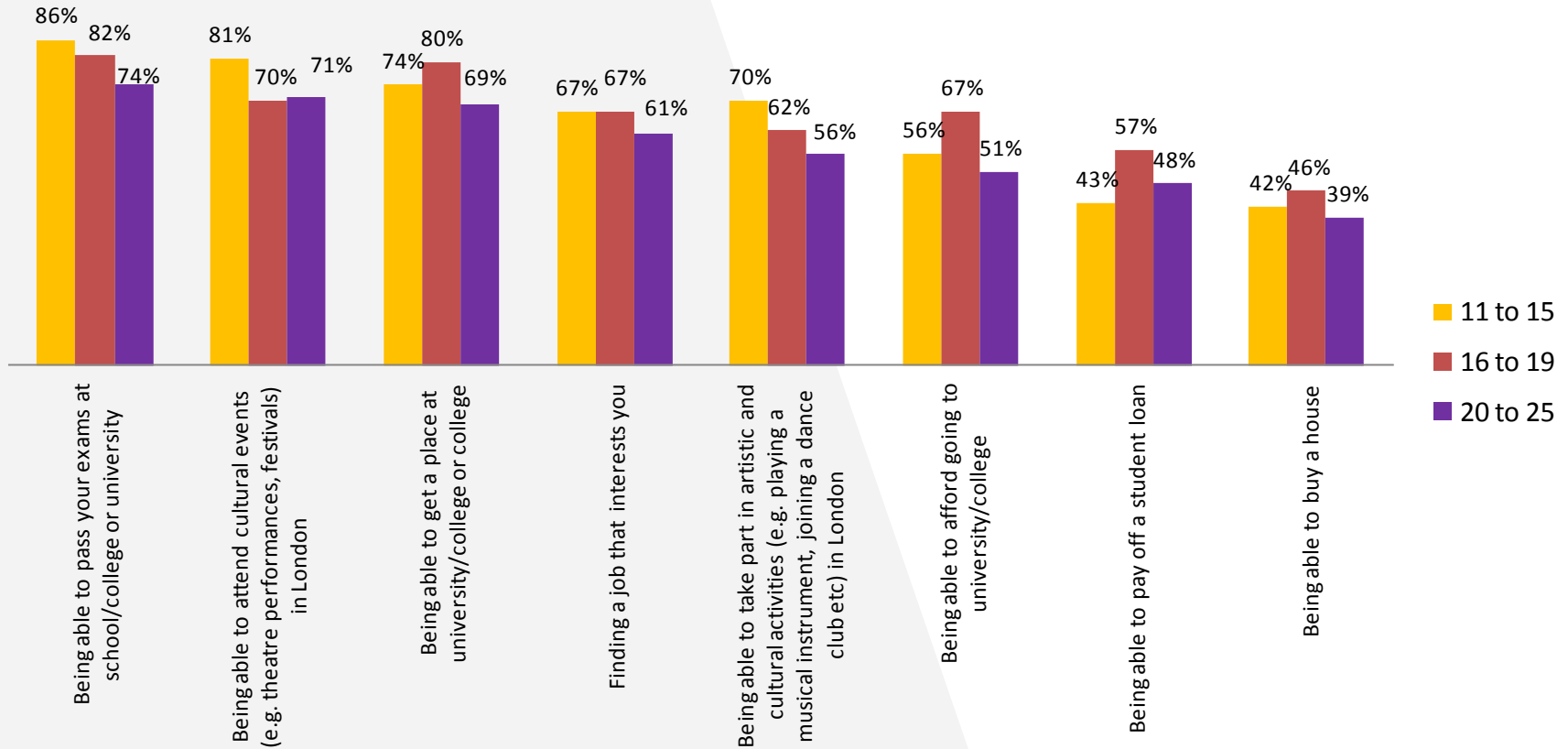
Q: "Thinking about the future, how confident do you feel about the following?" (Very confident/somewhat confident)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## Confidence in the future

By age



Q: "Thinking about the future, how confident do you feel about the following?" (Very confident/somewhat confident)

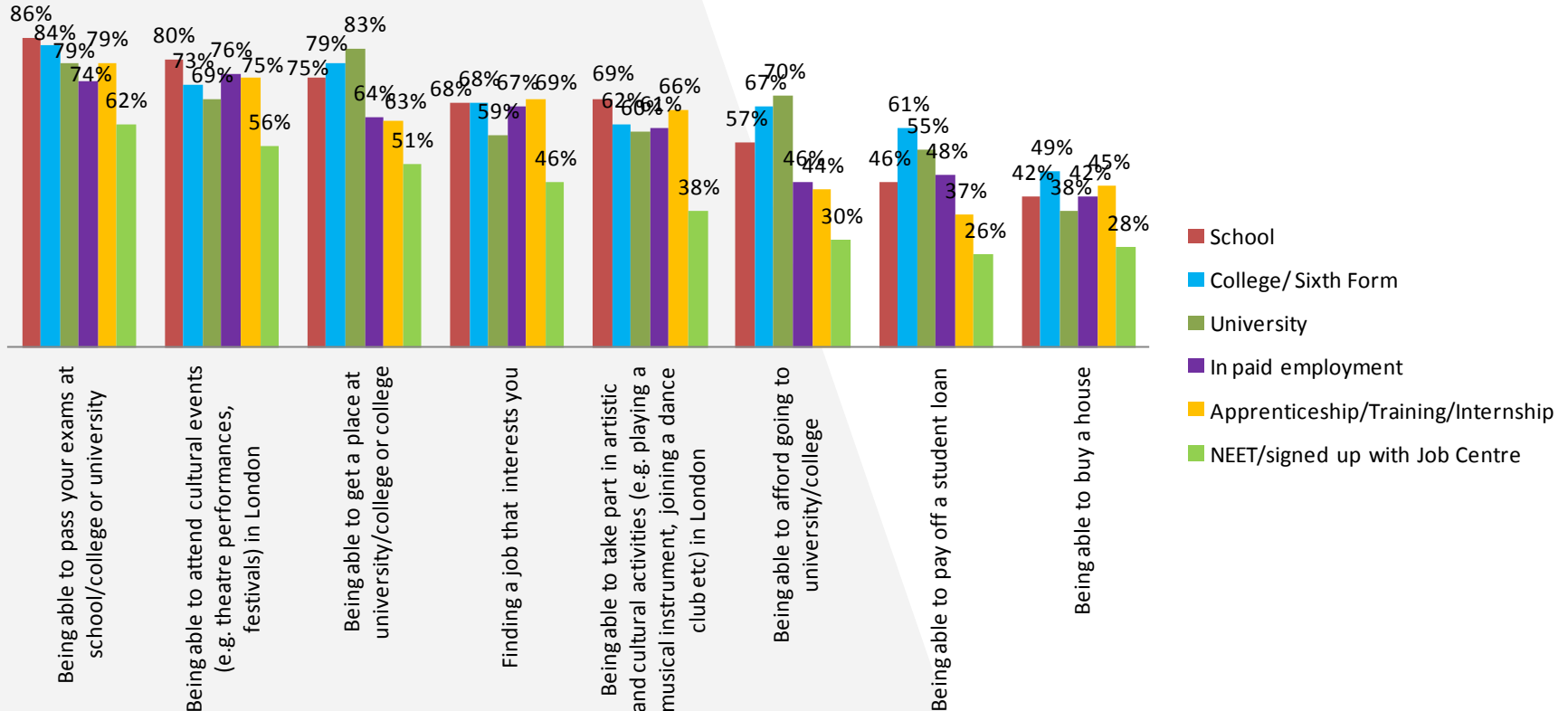
Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS



## Confidence in the future

By education/working status



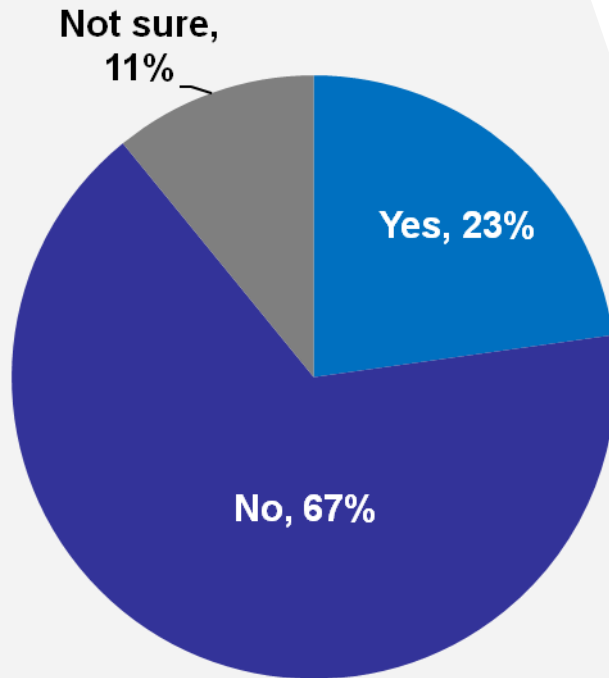
Q: "Thinking about the future, how confident do you feel about the following?" (Very confident/somewhat confident)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

# Awareness of and interest in Arts Award

## Awareness of Arts Award



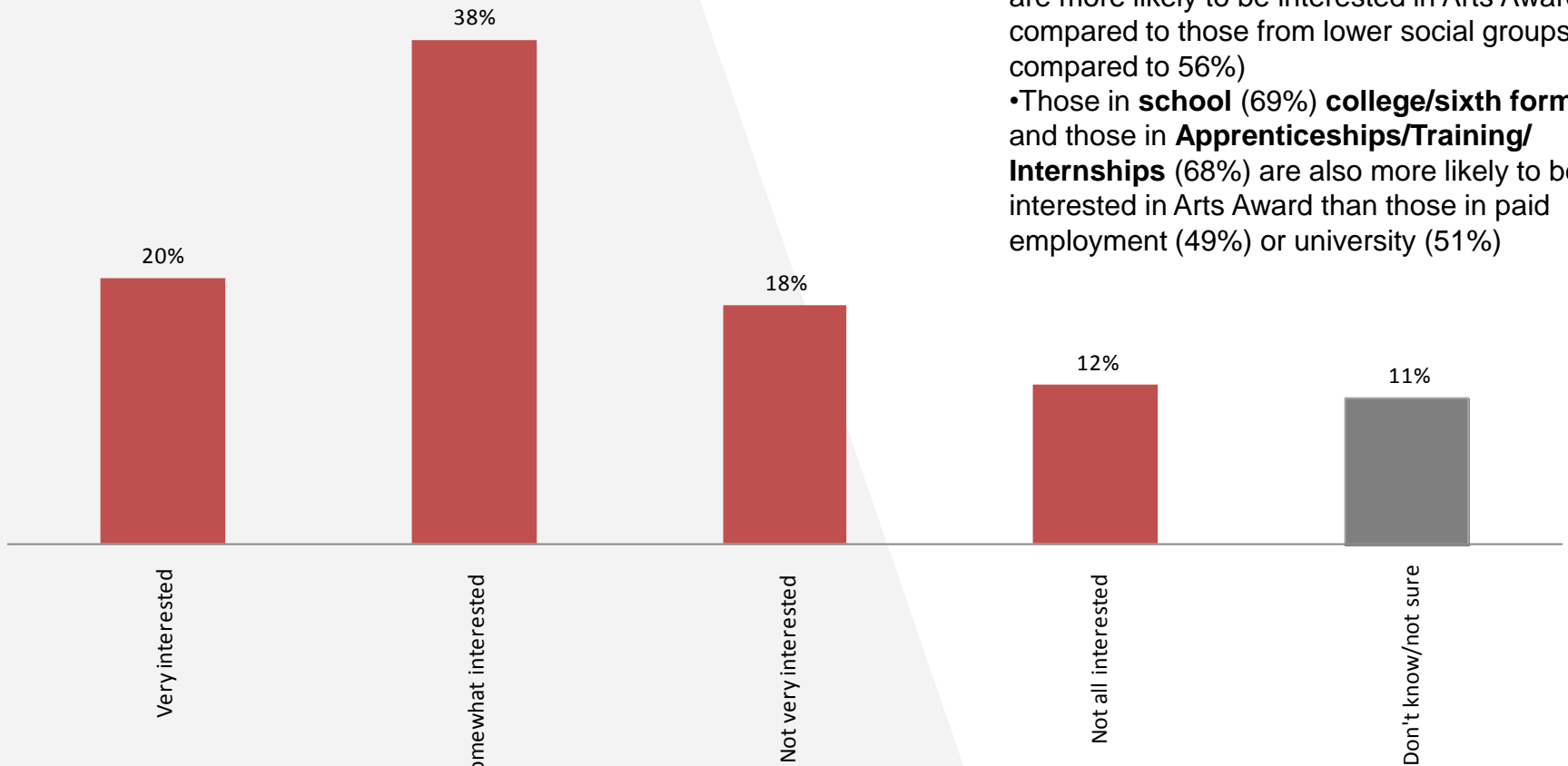
•Those in **school** (27%) and **college/sixth form** (30%) are more likely to have heard of Arts Award than those at university, those who are in paid employment and those who are NEET

Q: "Have you heard of 'Arts Award' a programme which allows you to explore one or more art forms of your choice, create or perform your own work and get yourself a qualification?"

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## Interest in Arts Award



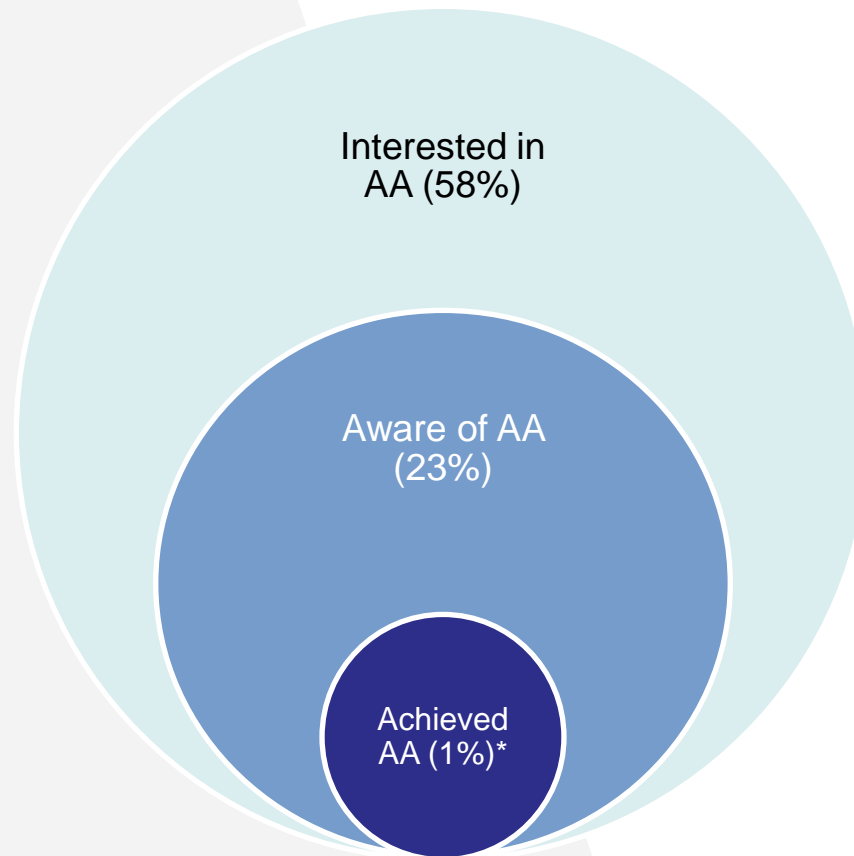
- Young people in **higher social groups** (ABC1) are more likely to be interested in Arts Award compared to those from lower social groups (60% compared to 56%)
- Those in **school** (69%) **college/sixth form** (59%) and those in **Apprenticeships/Training/ Internships** (68%) are also more likely to be interested in Arts Award than those in paid employment (49%) or university (51%)

Q: "How interested would you be in taking part in Arts Award?"

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough

Source: AND/TNS

## Arts Award – Awareness, interest and achievement



\*based on figures from Trinity (Arts Award Development Conference, March 2013)

Base: 1664 young people living in London aged 11-25; nationally representative sample by gender, age, social grade and borough  
Source: AND/TNS

# Appendix – About the survey

## Sample

- A sample of 1,664 young people aged 11-25 living in London
- Representative of the wider population of young people living in London by gender, age, borough and social grade

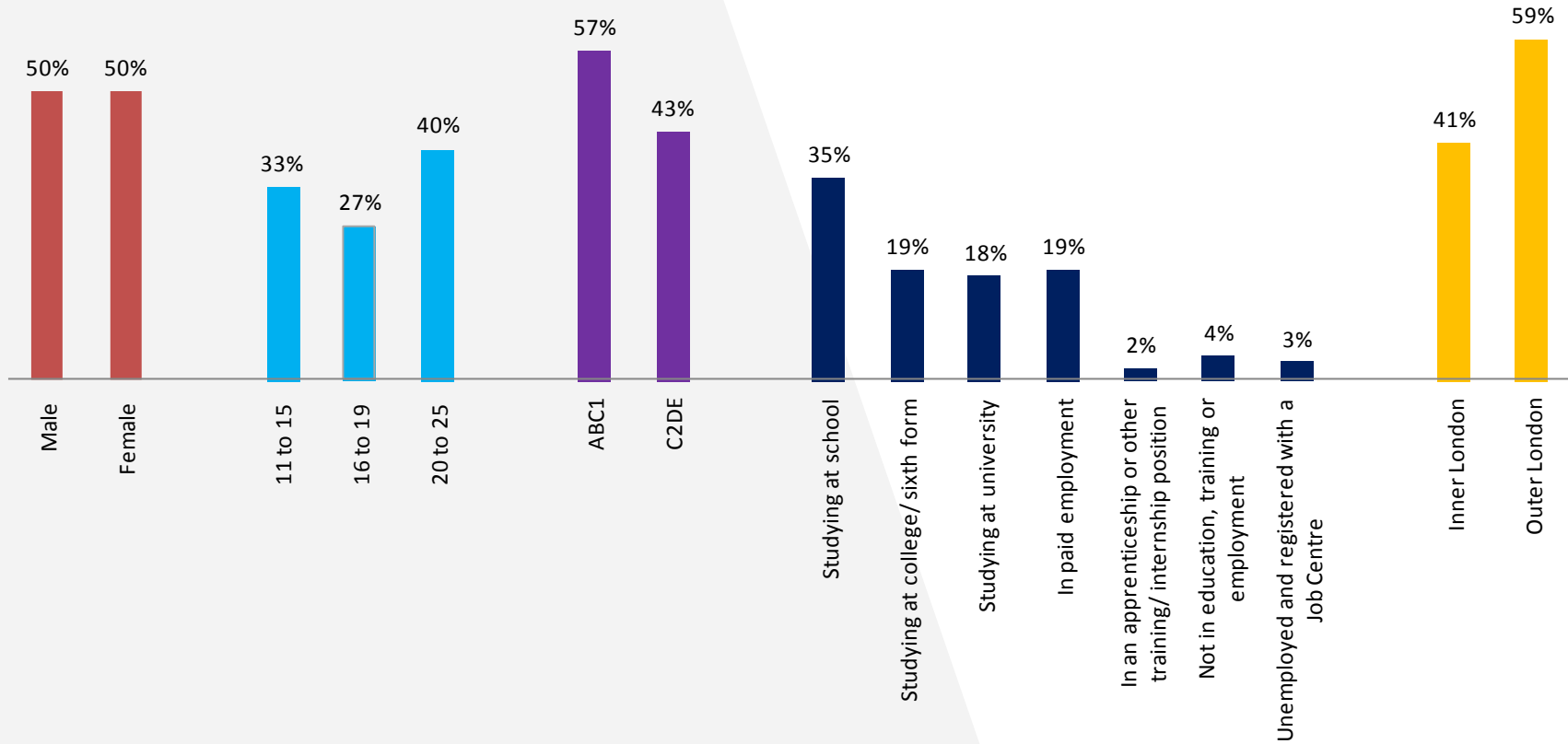
## Methodology

- Online survey conducted between 18<sup>th</sup> Feb – 1<sup>st</sup> Mar 2013

## A note about social grade

- Social grade is a classification system based on occupation and it enables a household and all its members to be classified according to the occupation of the Chief Income Earner (CIE)
- A - High managerial, administrative or professional (4%)
- B- Intermediate managerial, administrative or professional
- C1 – Supervisory, clerical and junior managerial, administrative or professional (23%)
- C2 – Skilled manual workers (21%)
- D – Semi and unskilled manual workers (15%)
- E - State pensioners, casual or lowest grade workers, unemployed with state benefits only (8%)

## Sample demographics



A composite image featuring a blue sky with a white dove, a classical column, and a yellow wall with graffiti. The dove is in flight against the sky, which also contains a white contrail. The classical column is positioned in the lower left, reaching towards the center. The yellow wall, which appears to be part of a structure, is on the right and has several black graffiti marks, including a large 'X' and some illegible characters. A white rectangular box is centered over the image, containing the text 'A.N.D.' in a bold, blue, sans-serif font.

**A.N.D**

Tw. @a\_new\_direction

[anewdirection.org.uk](http://anewdirection.org.uk)