



TEA Break

Talking evidence and audiences

November 2022:

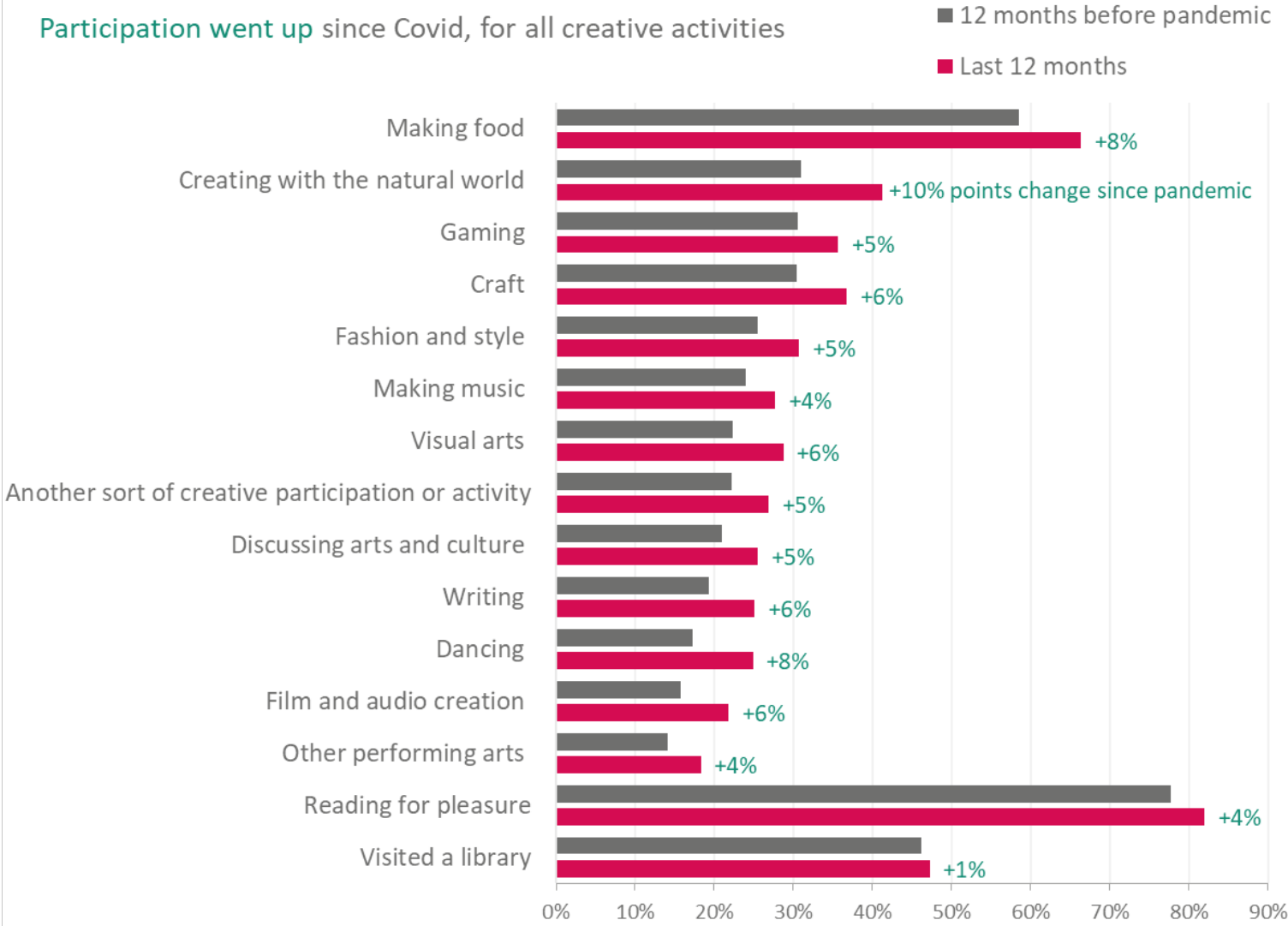
Everyday Creativity

Welcome

'Everyday Participation':
Independent Creative Activities
Insights from the Culture Participation Monitor

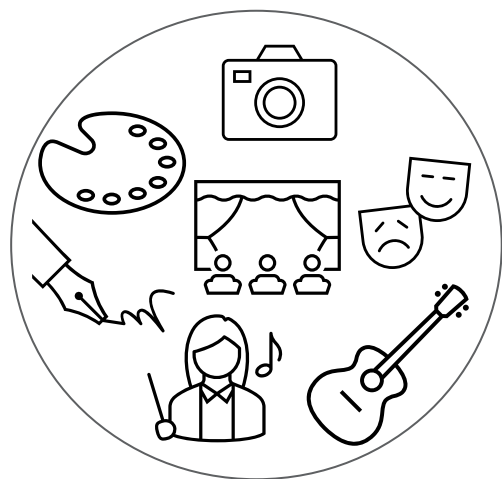
More doing more...

Everyday Creativity



Everyday Creativity

Wave 6
Any creative activity (excl. reading) since start of the pandemic: **45%**

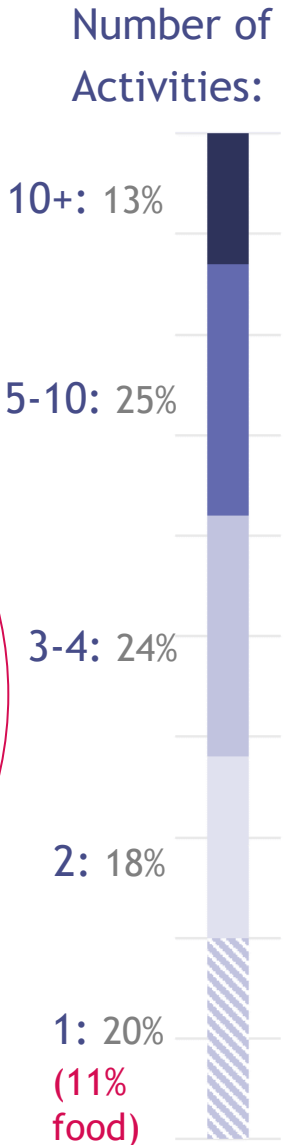
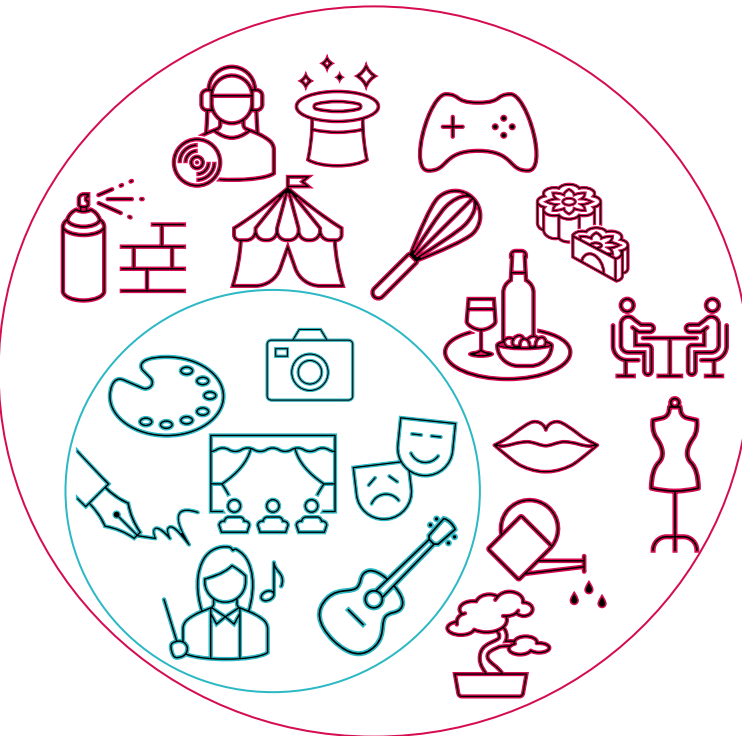
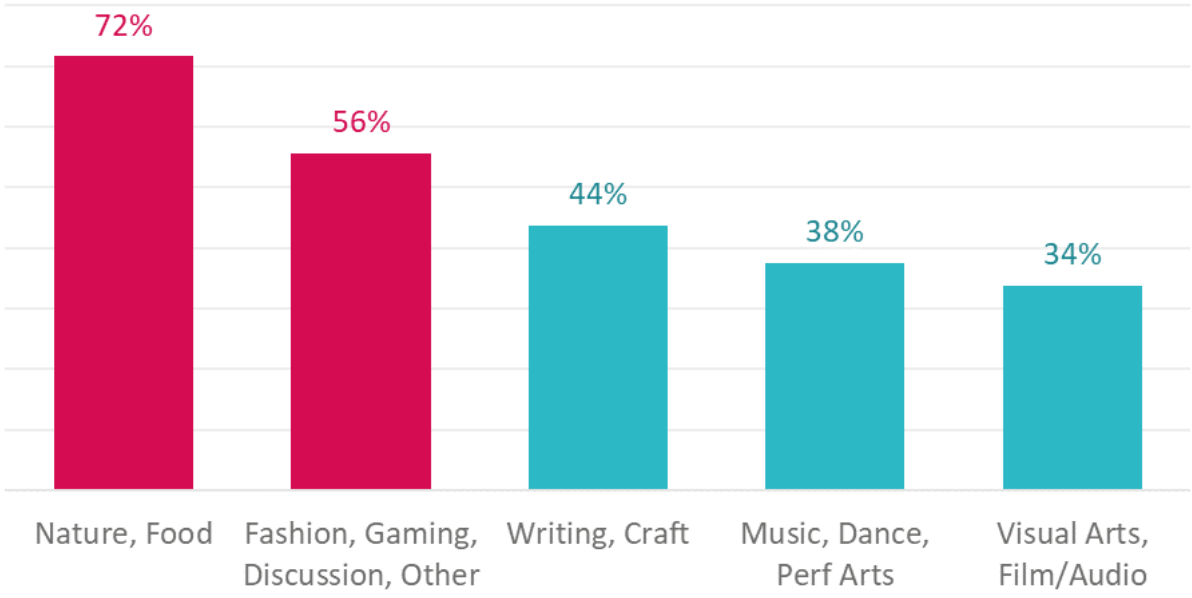


Wave 7
Any creative activity (excl. reading) in last 12 months: **86%**



Everyday Creativity

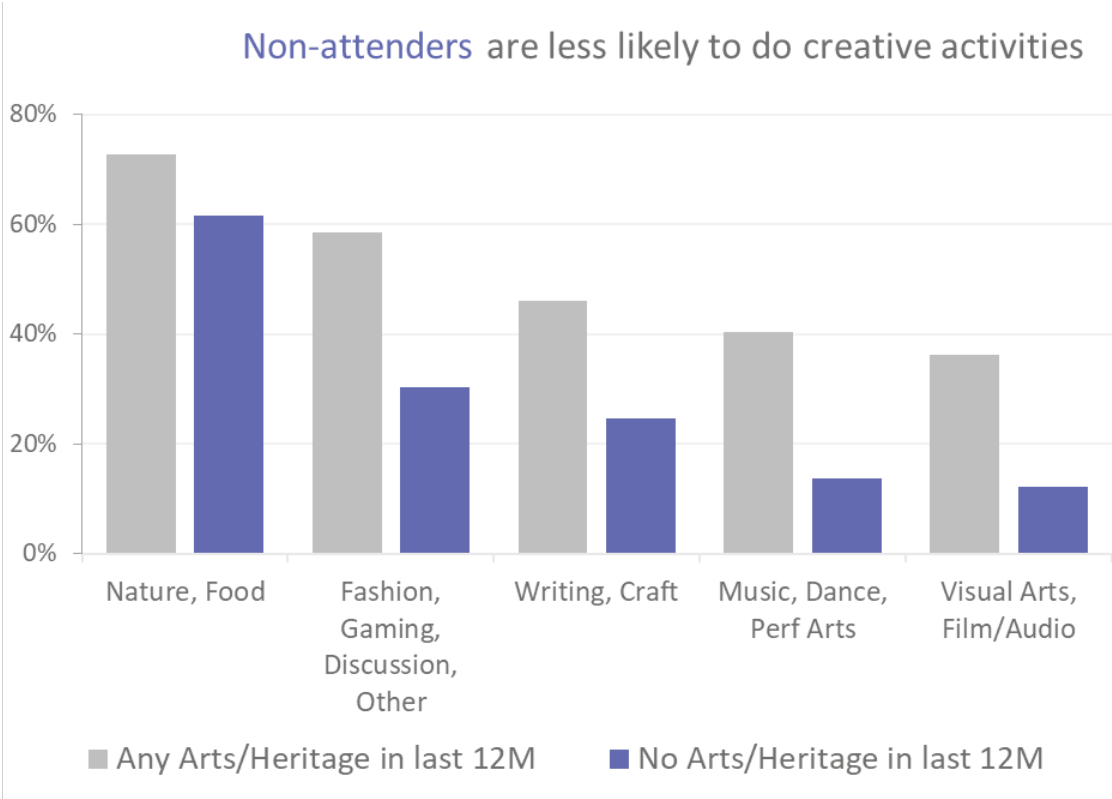
The newly added creative activities were more popular than the 'traditional' categories



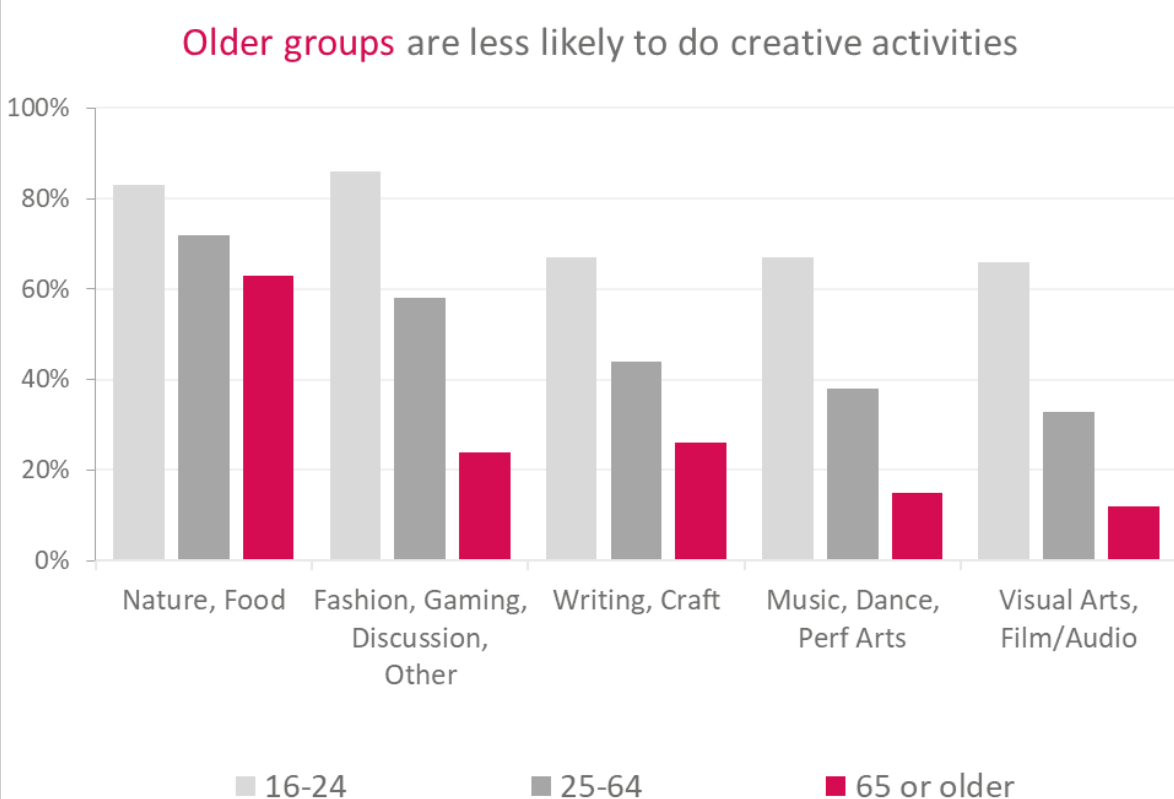
Closing the gap...

Everyday Creativity

Non-attenders are less likely to do creative activities

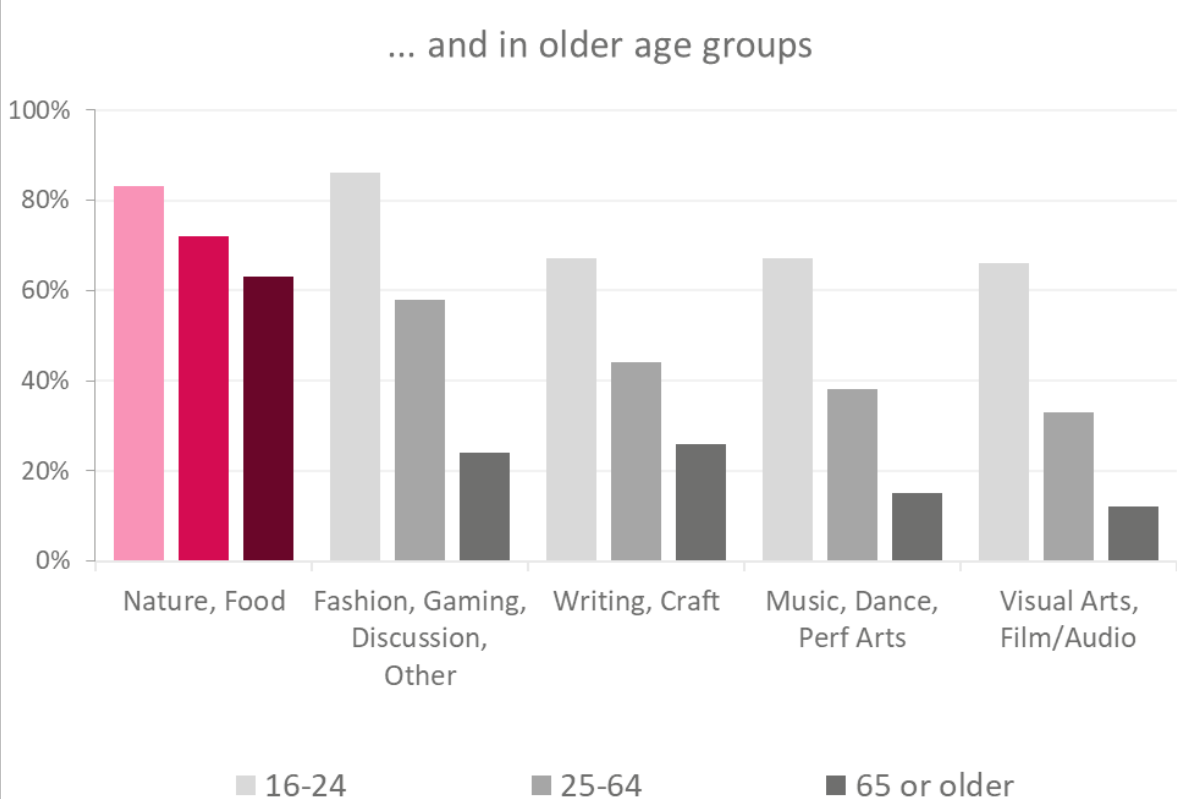
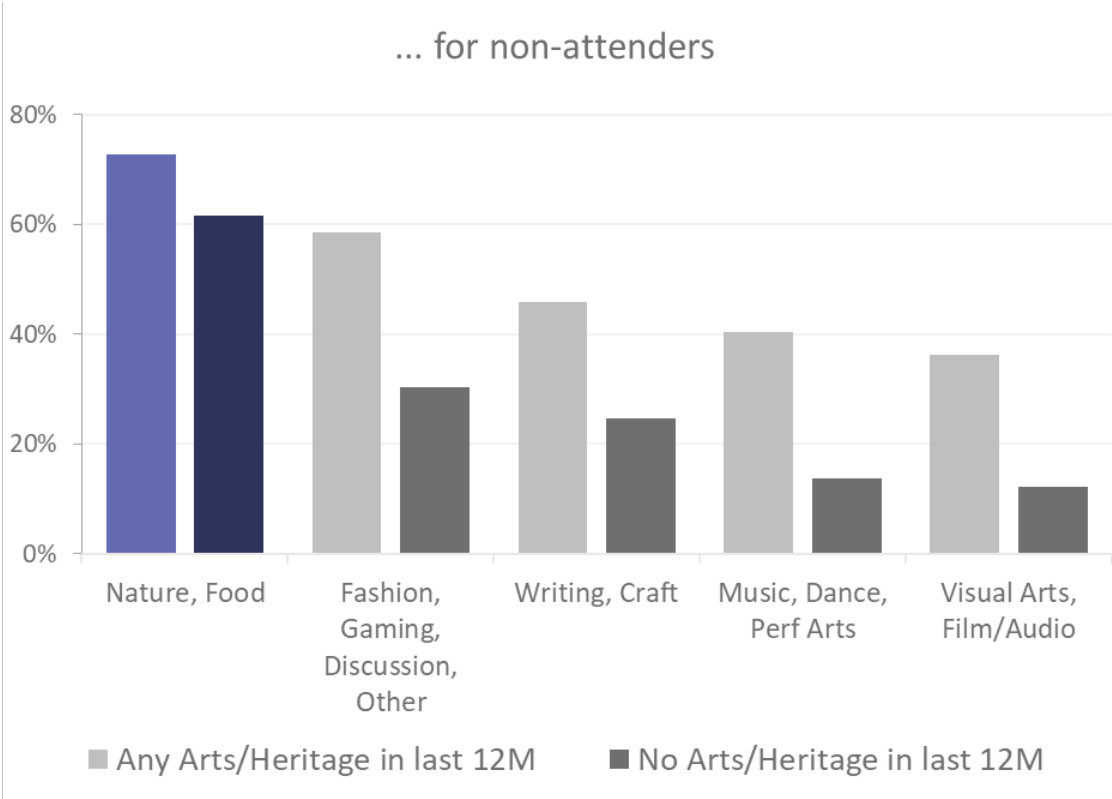


Older groups are less likely to do creative activities



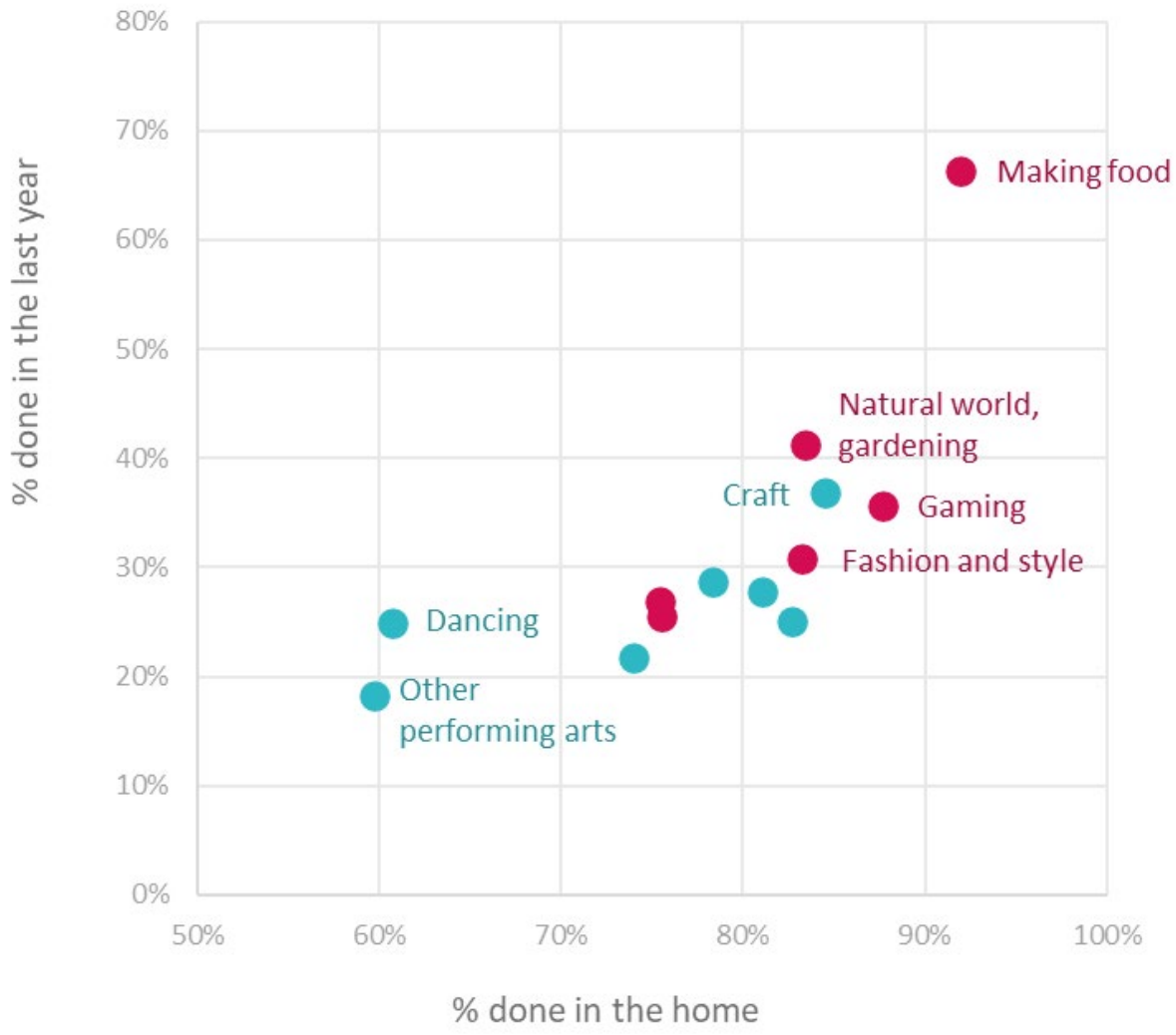
Everyday Creativity

Nature/Food activities narrow the gap in creative engagement...



Everyday Creativity

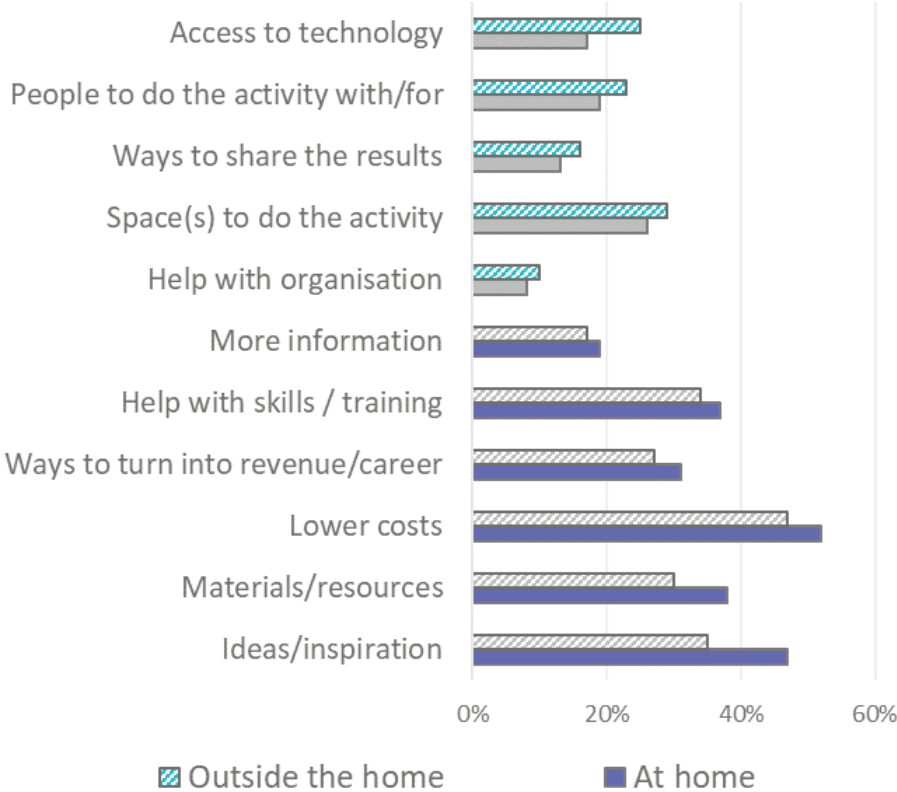
The **new activities**, which tend to be more **popular**, are also more likely to be done **at home**



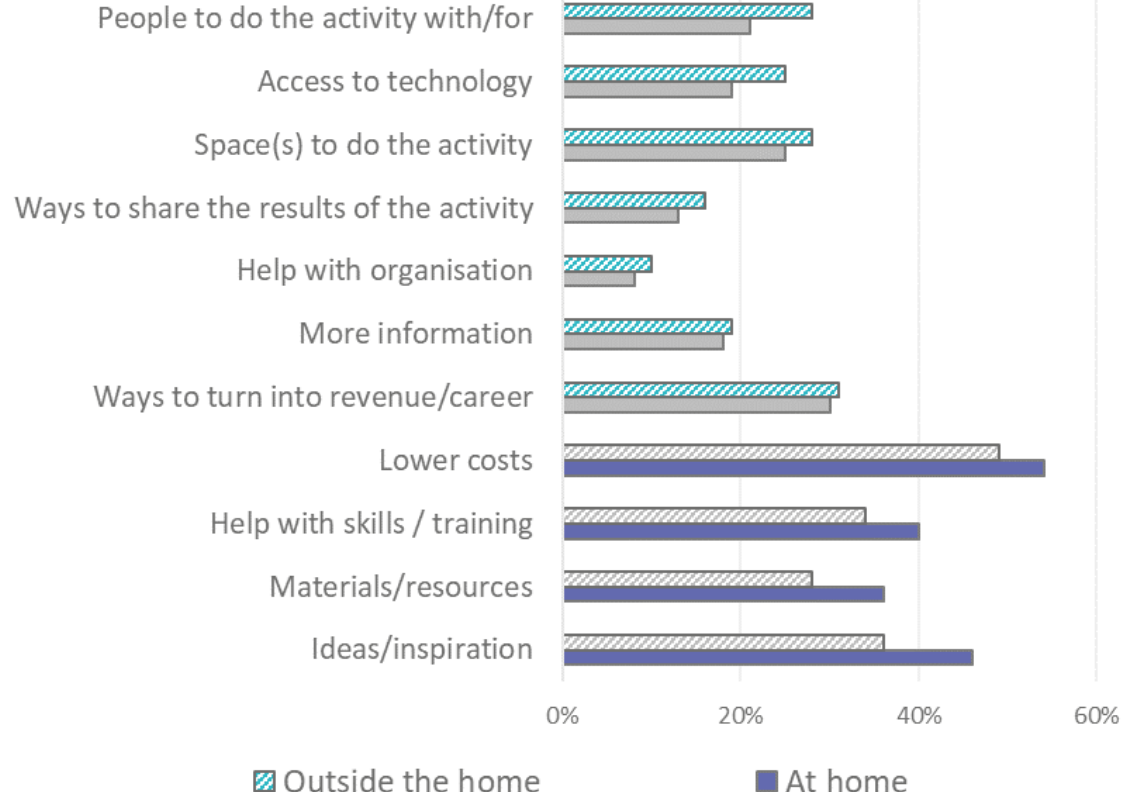
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People doing creative activities **at home** will require different support than those doing it **outside the home**

Crafts



Fashion and style

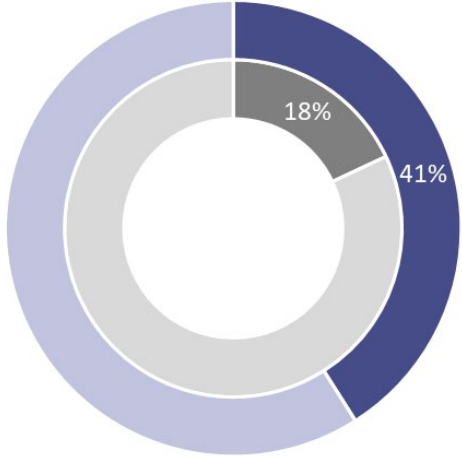


Everyday Creativity

Non-attenders are less likely to want additional support

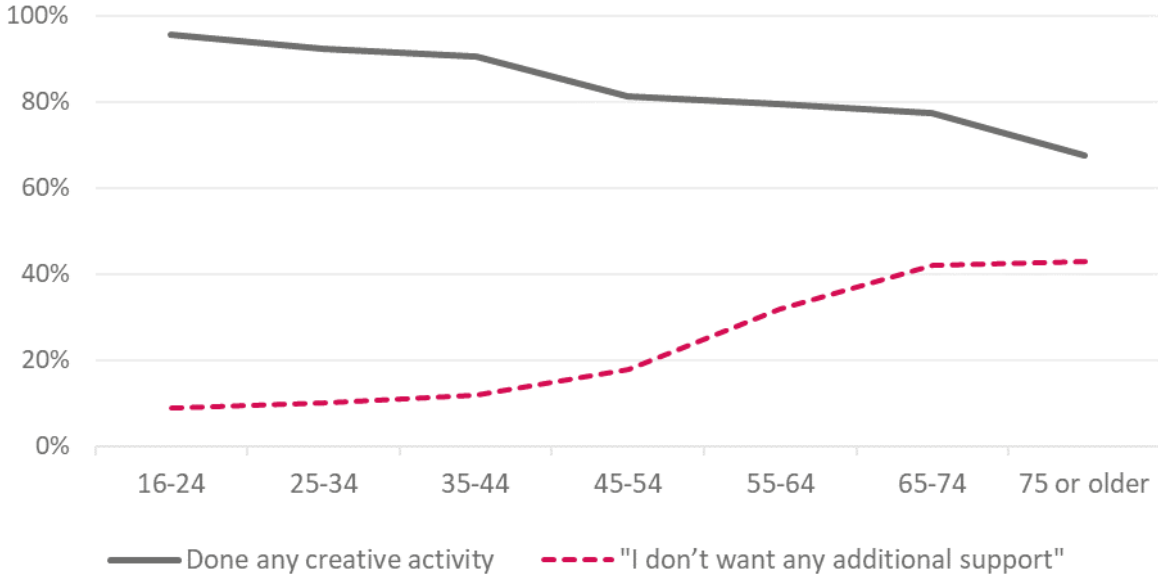
Outer ring:
No Arts/Heritage in last 12M

Inner ring:
Any Arts/Heritage in last 12M



■ "I don't want any additional support"

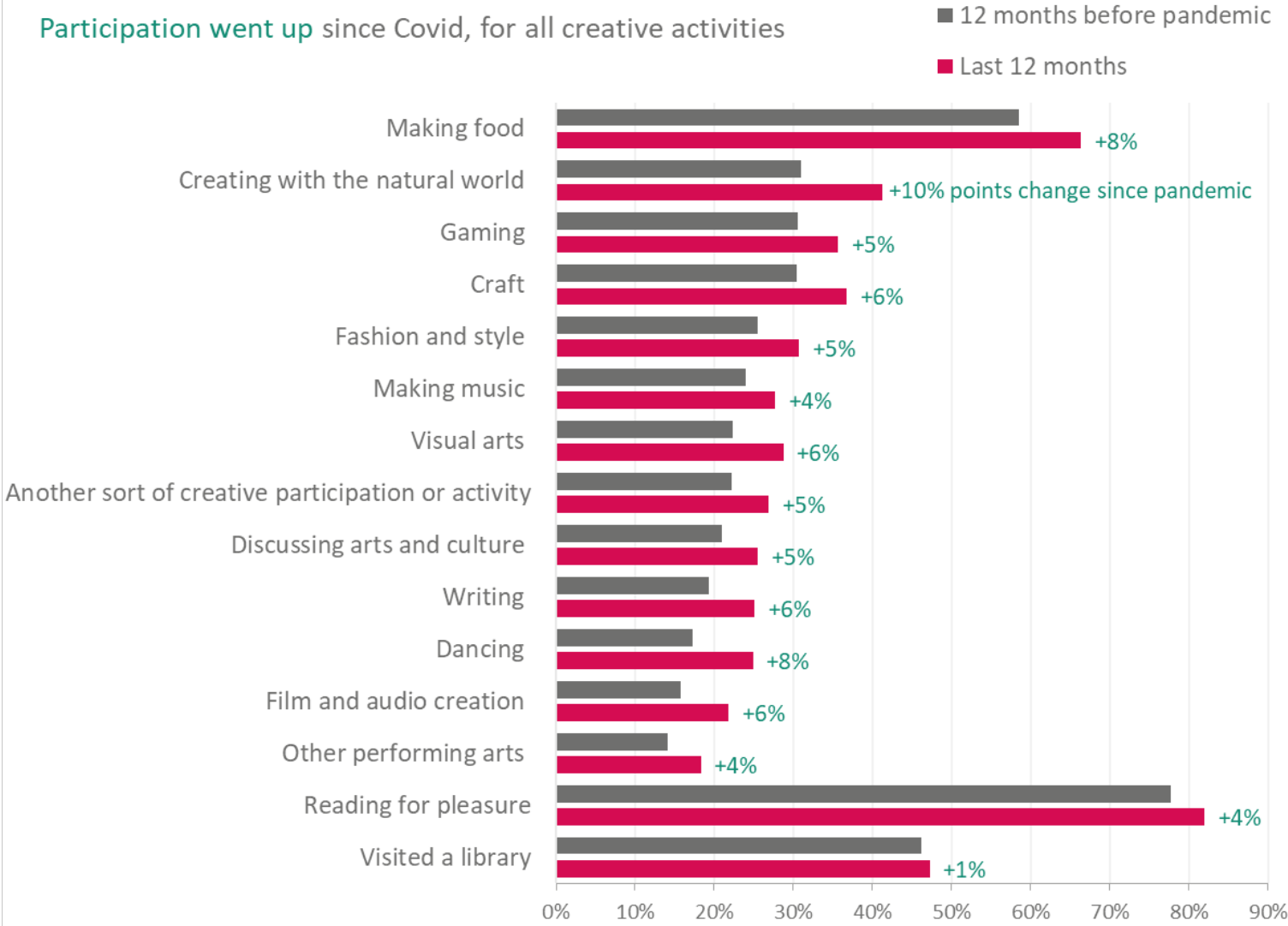
Older people are less likely to take part, and those who do are **less likely to want additional support**



Reflections

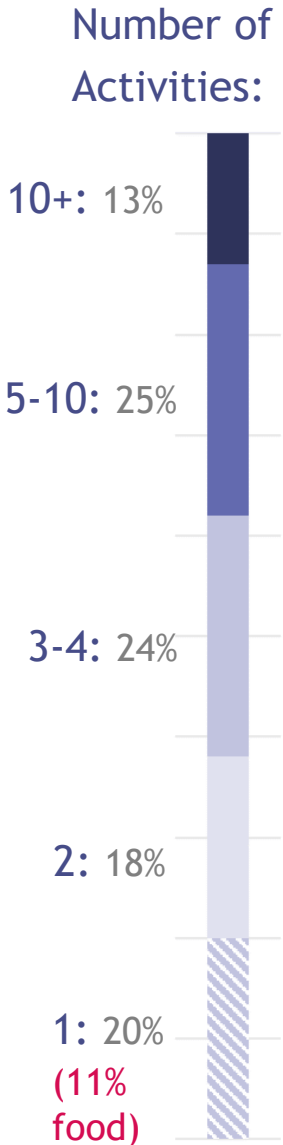
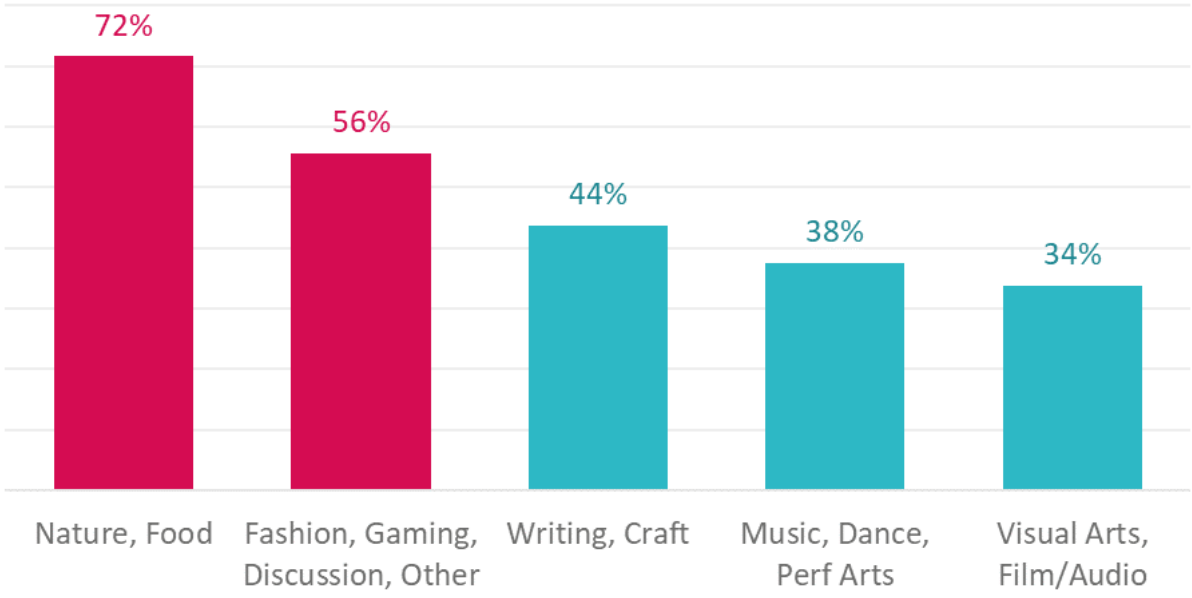
John Wright
University of Leeds

Everyday Creativity



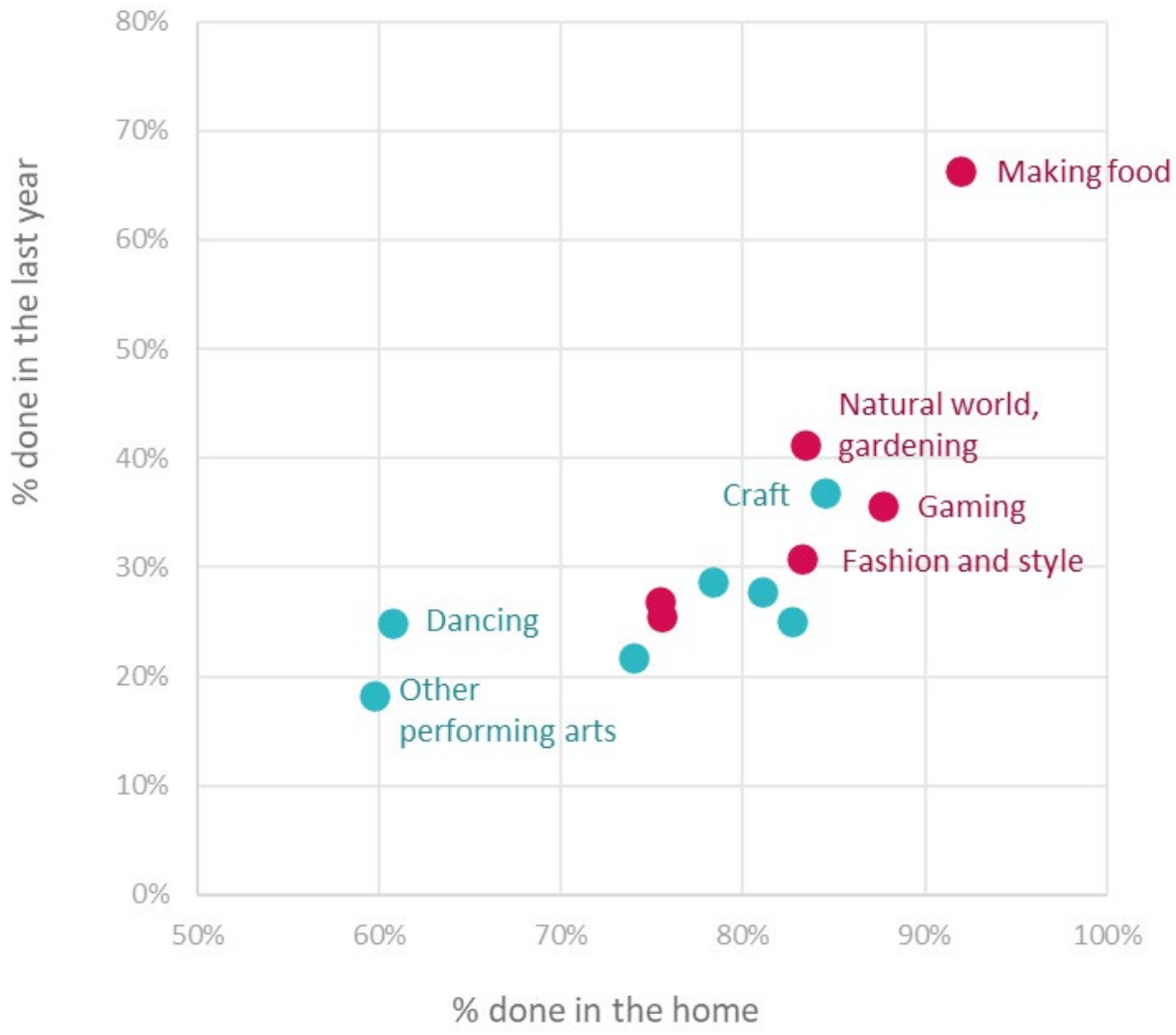
Everyday Creativity

The newly added creative activities were more popular than the 'traditional' categories



Everyday Creativity

The **new activities**, which tend to be more **popular**, are also more likely to be done **at home**





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Talking evidence and audiences

Your Reflections and Q&A

Join us next time

TEA Break:

This session will look at shops and cafes within cultural venues.

Book your place at <https://www.theaudienceagency.org/events/tea-breaks>

Thank you

Please get in touch: theaudienceagency.org
events@theaudienceagency.org

 the audience agency