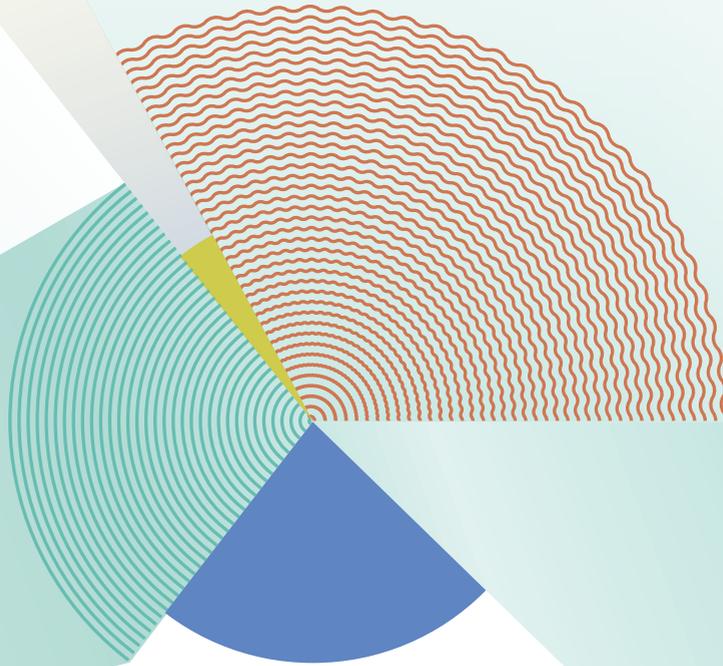


# 了解藝文參與狀況 思考觀眾拓展方向

## Examine Arts Participation Reflect on Audience Development Direction



為了解市民觀賞／參與藝文活動<sup>1</sup>的特徵及情況，藝發局委託調查公司進行「觀賞藝文節目及消費調查」，於 2015 年 4 月先進行四次座談會，了解受訪者於過去一年內入場觀看／參與不同藝文活動的原因，並藉以設計問卷，於同年 8 月至 10 月期間在全港 18 區透過街頭訪問進行抽樣問卷調查，共訪問三千多名 15-74 歲市民。

To examine the characteristics of audience and their participation in arts and cultural activities<sup>1</sup>, HKADC commissioned a research company to conduct the "Arts Consumption and Participation Survey". Four focus groups were held in April 2015 to understand the reasons of attending/participating in different arts and cultural activities over the previous year, and to facilitate questionnaire design for street interviews which were conducted between August and October 2015 in the 18 districts of Hong Kong. A random sample of more than 3,000 citizens aged 15-74 were successfully interviewed.

<sup>1</sup> 本文所指的藝文活動為舞蹈、戲劇、戲曲、音樂、跨媒體藝術、綜藝及流行表演、電影節／獨立放映、視覺藝術展覽、文學活動。綜藝和流行節目包括才藝表演、各種藝術比賽及頒獎典禮、獨立樂隊及流行歌星音樂會等節目。文學活動包括文學講座、於書店／圖書館內閱讀文學書籍。

Arts and cultural activities referred to in this article are dance, drama, *xiqu*, music, multi-arts, variety and pop performances, film festival/independent screenings, visual arts exhibitions and literary activities. Variety and pop performances include talent shows, arts competitions programmes and awards presentation ceremonies, independent bands and pop singers' concerts. Literary activities include literary talks and reading literary books in bookshops or libraries.

## 藝文活動觀眾或參與者

Audience/participants of arts and cultural activities

調查集中了解入場觀賞表演節目、電影節／獨立放映、視覺藝術展覽、參與文學活動的人士，而文學活動包括了文學講座、於書店或圖書館內閱讀文學書籍。入場參與以上活動的地點可以是演藝設施的音樂廳、露天劇場、公園、商場、圖書館、書店等地方。至於觀看及收聽電台／電視台／網上藝文節目並不屬於是次調查的範圍。

The survey focuses on audience who have attended performances, film festival/independent screenings, visual arts exhibition and participants of literary activities. Literary activities include literary talks and reading literary books in bookshops or libraries. Venues for attending programmes or participating in literary activities can be places such as concert halls of arts facilities, amphitheatres, parks, shopping malls, libraries and bookshops. However, watching or listening to radio / television / online arts and cultural programmes is not counted in this survey.

## 過半市民接觸藝文活動

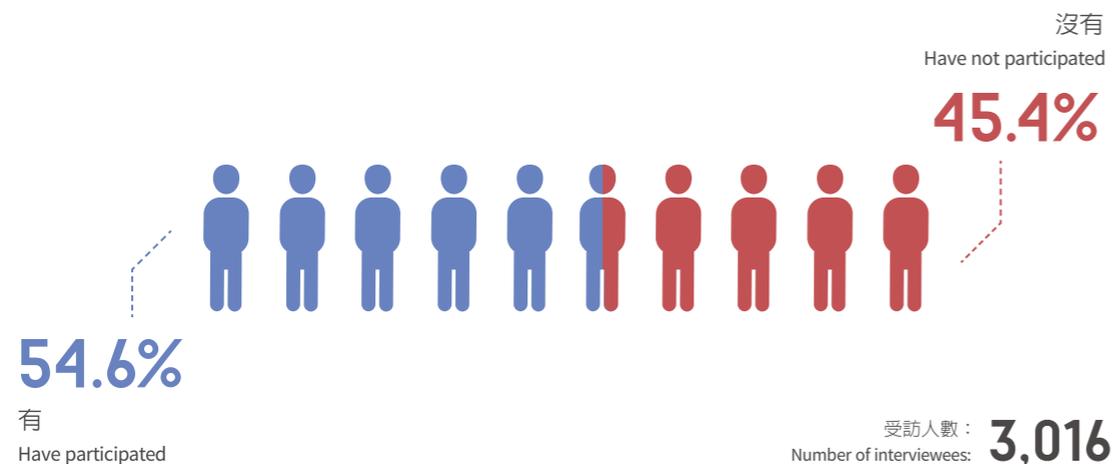
More than half of Hong Kong citizens participated in arts and cultural activities

調查公司按2014年全港18區的人口分布，在街頭訪問了3,016名15-74歲市民，約有54.6%受訪者曾於過去一年在本地觀賞表演節目（舞蹈、戲劇、戲曲、音樂、跨媒體藝術、綜藝及流行表演）、電影節／獨立放映，又或參觀視覺藝術展覽、參與文學活動。據政府統計處資料顯示，2014年全港15-74歲人口約5,878,000人<sup>2</sup>，故推算上述的藝文活動人口約為321萬人。

The research company interviewed 3,016 citizens aged 15-74 through street interviews according to the population distribution of the 18 districts of Hong Kong in 2014. Around 54.6% interviewees have attended performances (dance, drama, *xiqu*, music, multi-arts, variety and pop performances), film festival/independent screenings, or visited visual arts exhibitions, or participated in literary activities over the past year in Hong Kong. According to the data of the Census and Statistics Department, the population of Hong Kong citizens aged 15-74 was around 5,878,000 in 2014<sup>2</sup>, hence it is estimated that the population participated in the arts and cultural activities mentioned above is around 3.21 million.

## 接觸藝文活動的百分比

Percentage of the participation in arts and cultural activities



<sup>2</sup> 資料來源：政府統計處《香港統計年刊》。  
Source: Hong Kong Annual Digest of Statistics, the Census and Statistics Department

## 過去一年接觸多少類藝文活動？

Types of arts and cultural activities participated in the past year

調查公司向3,016名受訪者查詢2014年10月至2015年9月內曾觀賞／參與十種藝文活動的情況，發現有1,634名受訪者曾觀賞／接觸至少一種藝文活動，並按這組參與群的調查結果分為四個組別：

The research company enquired 3,016 interviewees on their participation in ten different types of arts and cultural activities between October 2014 and September 2015. A total of 1,634 interviewees have participated in at least one type of arts and cultural activities. These interviewees are further categorised into four groups:

### 1 接觸多種藝文活動的群眾

People who have participated in multi-type of arts and cultural activities

曾於過去一年內觀賞／接觸超過兩種藝文活動，例如參觀攝影展覽、觀看流行演唱會、戲劇或電影節／獨立放映，有較多方面的興趣，佔參與群的32.8%。這群組主要屬年輕一代，以學生及學歷程度較高的單身在職人士居多。若根據全港15-74歲人口推算，這群組約有1,053,000人。

32.8% of the participants have attended / participated in more than two types of arts and cultural activities, such as visiting photography exhibitions, attending pop concerts, drama or film festival / independent screenings. This group is mainly comprised of the young generation, among which students and working singles who received higher level of education are the largest audience. It is estimated that 1.053 million people belong to this group according to the population of Hong Kong citizens aged 15-74.

### 2 接觸一種藝術活動的群眾

People who have participated in one type of arts activities

於過去一年內只觀賞／接觸一種藝術活動（只涉及舞蹈、戲劇、戲曲、音樂、跨媒體藝術表演、電影節／獨立放映、視覺藝術展覽、文學活動，並不包括綜藝及流行表演），佔參與群的31%，推算約有996,000名市民。

31% of the participants have attended / participated in one type of arts activities (which only include dance, drama, *xiqu*, music and multi-arts performance, film festival / independent screenings, visual arts exhibitions and literary activities, but not variety and pop performances). It is estimated that 996,000 people belong to this group.

當中約四成人士只參與文學活動，另有三成人士只觀賞戲曲節目，較多屬於50歲以上人士，主要透過藝術活動陶冶性情、追求個人修養／內涵，或促進與家人的關係。至於未有接觸其他藝術活動的原因，超過四成半人士感覺其他節目嚴肅，亦有超過三成半人士認為沉悶、不切實際並對自己沒有幫助。

Around 40% of the group have only participated in literary activities, and 30% have only attended *xiqu* programmes, who are mostly people aged 50 or above. The motivations are mainly to bring good temperament, to enhance self-cultivation / inner quality, or to enhance family bonding. As for the reason for not participating in other arts activities, more than 45% of the group thought other arts activities are too serious, and more than 35% thought other arts activities are boring, unpractical and provide no personal benefits.

### 3 只接觸綜藝及流行節目的群眾 People who only attended variety and pop programmes

於過去一年內未有接觸任何藝術活動<sup>3</sup>，只觀賞綜藝及流行節目佔參與群的19.6%，推算約有630,000人。

當中超過五成受訪者（推算約有329,000人）對藝術活動感興趣，以電影／媒體藝術最多。有64%人士認同參與藝術活動能夠提升個人氣質；另外亦有超過五成人認為，假如懂得欣賞便會考慮接觸藝術活動；亦有接近五成人認為若有朋友對藝術活動感興趣將會考慮接觸。可見這群組對觀賞藝術節目及參與相關活動持開放態度，是藝術教育及推廣的對象。

People who have only attended variety and pop programmes but have not participated in any arts activities<sup>3</sup> over the past year comprise 19.6% of the participants, an estimate of 630,000 people.

More than 50% of the interviewees in this group (an estimate of 329,000 people), are interested in arts activities, mostly in film/ media arts. 64% of the group agreed that participating in arts activities can enhance personal temperament. Moreover, more than 50% of this group responded that they will consider participating in arts activities if they know how to appreciate the arts; while around 50% thought they will consider participating if their friends are interested in arts activities. This group is the target of arts education and promotion because of their openness to arts programmes and activities.

### 4 接觸兩種藝文活動的群眾 People who participated in duo type of arts and cultural activities

曾於過去一年內觀看／參與兩種不同藝文活動（例如及流行節目及文學活動）佔參與群的16.5%，推算約有531,000名人士，以單身在職人士較多。

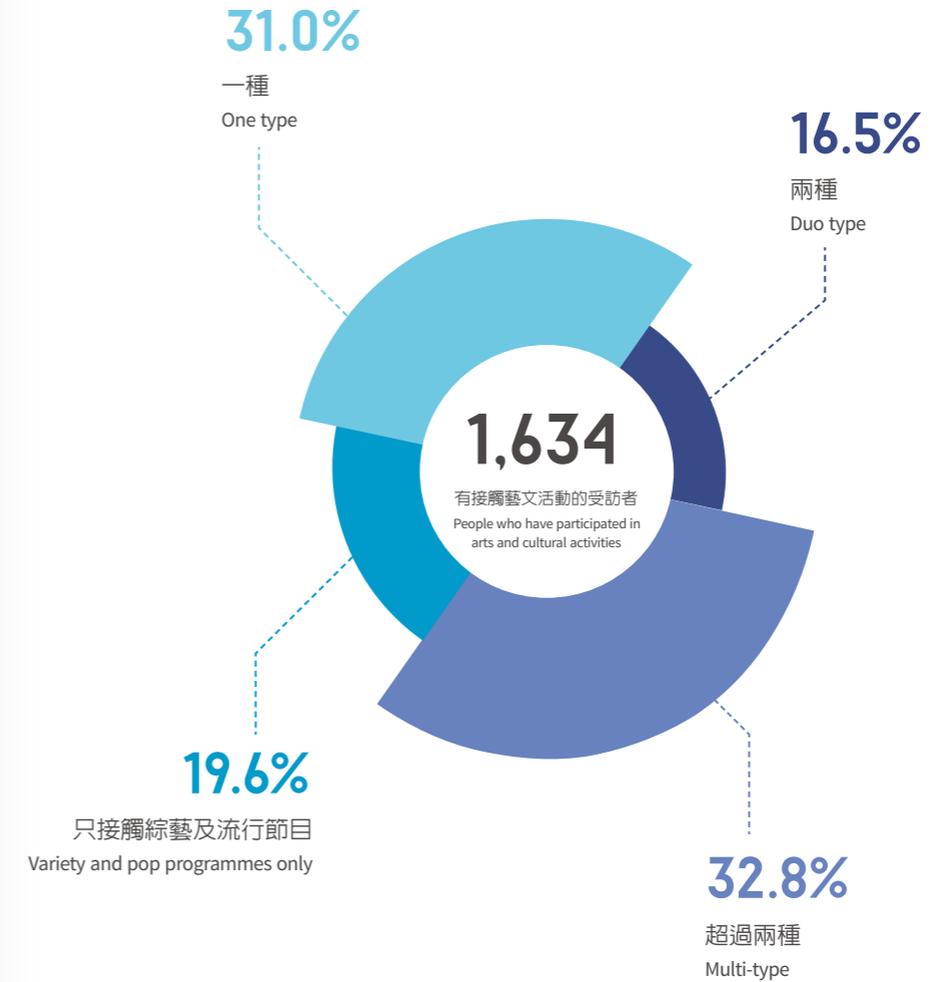
當中有五成半人士參與文學活動，傾向追求刺激思維的活動。另外亦有五成受訪者觀賞／參與一種藝術活動外，同時觀賞綜藝或流行節目。他們傾向追求娛樂、感官刺激等元素，並較易因偶像、著名演員等參演而購票看藝術節目。

Interviewees who have attended or participated in two types of arts and cultural activities (such as pop performances and literary activities) comprise 16.5%. It is estimated that there are around 531,000 citizens, who are mainly single earners.

55% of this group have participated in literary activities, and tend to pursue activities that stimulate intellectual thinking. Another 55% have attended both one type of arts activities and variety or pop programmes. They favour the pursuit of entertainment and sensual stimulation, and have a higher tendency to pay for arts programmes if idols or famous actors were on stage.

<sup>3</sup> 本文所指的藝術活動只涉及：舞蹈、戲劇、戲曲、音樂、跨媒體藝術表演、電影節／獨立放映、視覺藝術展覽及文學活動。  
Arts activities referred to in this article are dance, drama, xiqu, music and multi-arts performances, film festival / independent screenings, visual arts exhibitions and literary activities.

### 接觸多少藝文活動種類 Types of arts and cultural activities participated



以上四個群組的比例會隨着時間浮動。有訪談對象表示曾受朋友邀請、或在觀賞某類節目時看到場刊內附有其他藝術節目的宣傳單張，而接觸以往較少觀賞的藝術節目；亦有訪談對象表示年輕時經常觀看流行表演及話劇，但隨着年紀漸長轉為集中觀看戲曲節目。

The ratios of the above four groups vary over time. Some focus groups respondents mentioned that they have attended other arts programmes that seldom participated before because of friend's invitation or promotional leaflets attached to house programmes of the arts programmes they attended. Some respondents also remarked that they often attended pop performances and drama when they were young, but they turn to attending xiqu programmes as they grow older.

## 於過去一年內沒有接觸藝文活動的受訪者

### Interviewees who have not participated in arts and cultural activities in the past year

是次抽樣調查的 3,016 名受訪者中，於過去一年內沒有接觸任何藝文活動的人士佔 45.5%。調查亦根據受訪者的回應將這批非參與群分為以下三組：

#### 1 對藝術活動最感興趣 Most interested in arts activities

有 28.8% 人士對個別藝術活動感興趣，推算約有 768,000 名市民。這群組的女士較多對戲曲（主要為 55 歲以上）、舞蹈有興趣，男士則較多對電影／媒體藝術、音樂有興趣。未來觀眾拓展策略的目標，可包括吸引這群組成為參與群。

顧問公司根據問卷調查結果及聚焦小組的訪談，發現部分非參與者對某藝術範疇表示感興趣，但因沒有得悉相關活動資訊而沒有參與該範疇的活動，建議政府和藝文活動主辦單位應集中向這類非參與群增加活動宣傳。

#### 2 對綜藝及流行節目最感興趣 Most interested in variety and pop programmes

有 29.2% 人士表示對觀看綜藝及流行節目最感興趣，推算約有 779,000 名市民。這群組與上述只接觸綜藝及流行節目的觀眾有共通之處，均對現場觀賞舞台演出感興趣，而 47% 人士認為若有朋友對藝術節目感興趣將會考慮參與。這群組對觀賞／接觸藝術節目亦持開放態度，從拓展觀眾角度而言，不排除部分人先接觸綜藝及流行節目，日後繼而接觸藝術節目作為娛樂消遣。故這群組亦應視為潛在的藝文活動人口，推算約有 366,000 名市民。

Among the random sample of 3,016 interviewees, 45.5% have not participated in any arts and cultural activities in the past year. These interviewees are further categorised into three groups according to their responses:

28.8% of the non-participants are most interested in some arts activities, an estimate of around 768,000 people. Females in this group are more interested in xiqu (mainly aged 55 above) and dance, while males are more interested in film/ media arts and music. The goals for future audience development strategies can include attracting this group to become participants.

Based on the questionnaire survey results and focus group interviews, the consultant found that some non-participants are interested in certain art forms but did not participate in those activities due to lacking of information on the activities. The consultant advises the Government and organisers of arts and cultural activities to target this group of non-participants for promotion of activities.

29.2% are most interested in attending variety and pop programmes, an estimate of around 779,000 people. This group has some commonalities with the group who has only attended variety and pop programmes, such as showing interest in stage performance. 47% of the group thought if their friends are interested in arts programmes / activities, they will consider participating. This group is open to attending / participating in arts programmes. From the perspective of audience development, it is possible that people in this group will participate in arts activities for entertainment after attending variety and pop programmes. Therefore, this group should also be considered as potential arts and cultural participants, an estimate of around 366,000 people.

#### 3 對藝文活動完全沒有興趣 Completely uninterested in arts and cultural activities

餘下超過四成（42%）對藝術活動、綜藝及流行節目均毫無興趣，是最難進行觀眾群拓展的一組。

The remaining interviewees, comprising more than 40% of the group, are completely uninterested in arts activities or variety and pop programmes. They are the most difficult group for audience development.

42.0%

完全沒有興趣  
Completely uninterested

28.8%

對藝術活動最感興趣  
Most Interested in arts activities



29.2%

對綜藝及  
流行節目最感興趣  
Most interested in variety  
and pop performances

## 各種先入為主的觀感

### Different preconceived impressions

調查亦嘗試了解這群未有接觸藝文活動的受訪者對藝術活動的觀感，發現某些觀感在個別藝術範疇較為突出，可能成為他們不接觸該種藝術活動的主要障礙：（以下是受訪者在多項選擇題中認為「幾同意」和「非常同意」之百分比）

The survey also tries to understand the perceptions of non-participants on arts activities. It discovers that some perceptions are more noticeable in particular arts disciplines which may become major obstacles for them to participate in relevant arts activities: (below is the percentage of interviewees choosing "quite agree" and "totally agree" from multiple response questions)

戲曲是老年人玩意 *Xiqu* is for the elderly

66%

電影和媒體藝術是年輕人的玩意 *Film and media arts* are for young people

59%

對跨媒體藝術缺乏欣賞的知識 *For Multi-arts*, lack of knowledge for appreciation

53.6%

視覺藝術是年輕人的玩意 *Visual arts* are for young people

51.8%

舞蹈是年輕人的玩意 *Dance* is for young people

51.2%

跨媒體藝術是年輕人的玩意 *Multi-arts* are for young people

51.1%

文學是嚴肅 *Literature* is serious

46.7%

音樂是嚴肅 *Music* is serious

46.6%

音樂是有錢人的玩意 *Music* is for the rich

43.9%

文學是沉悶 *Literature* is boring

43.4%

文學是太抽象 / 難以理解 *Literature* is too abstract/hard to understand

41.6%

視覺藝術是太抽象 / 難以理解 *Visual arts* are too abstract/hard to understand

41.3%

戲曲是難以投入 *Xiqu* is hard to relate to

41.2%

舞蹈是不切實際 *Dance* is impractical

38%

從上述可見，認為藝術活動屬年輕人的玩意較為普遍，而戲曲卻給予人陳舊、缺乏活力的觀感，若要吸引更多市民接觸不同藝術活動，便須先改變他們這些先入為主的觀感。

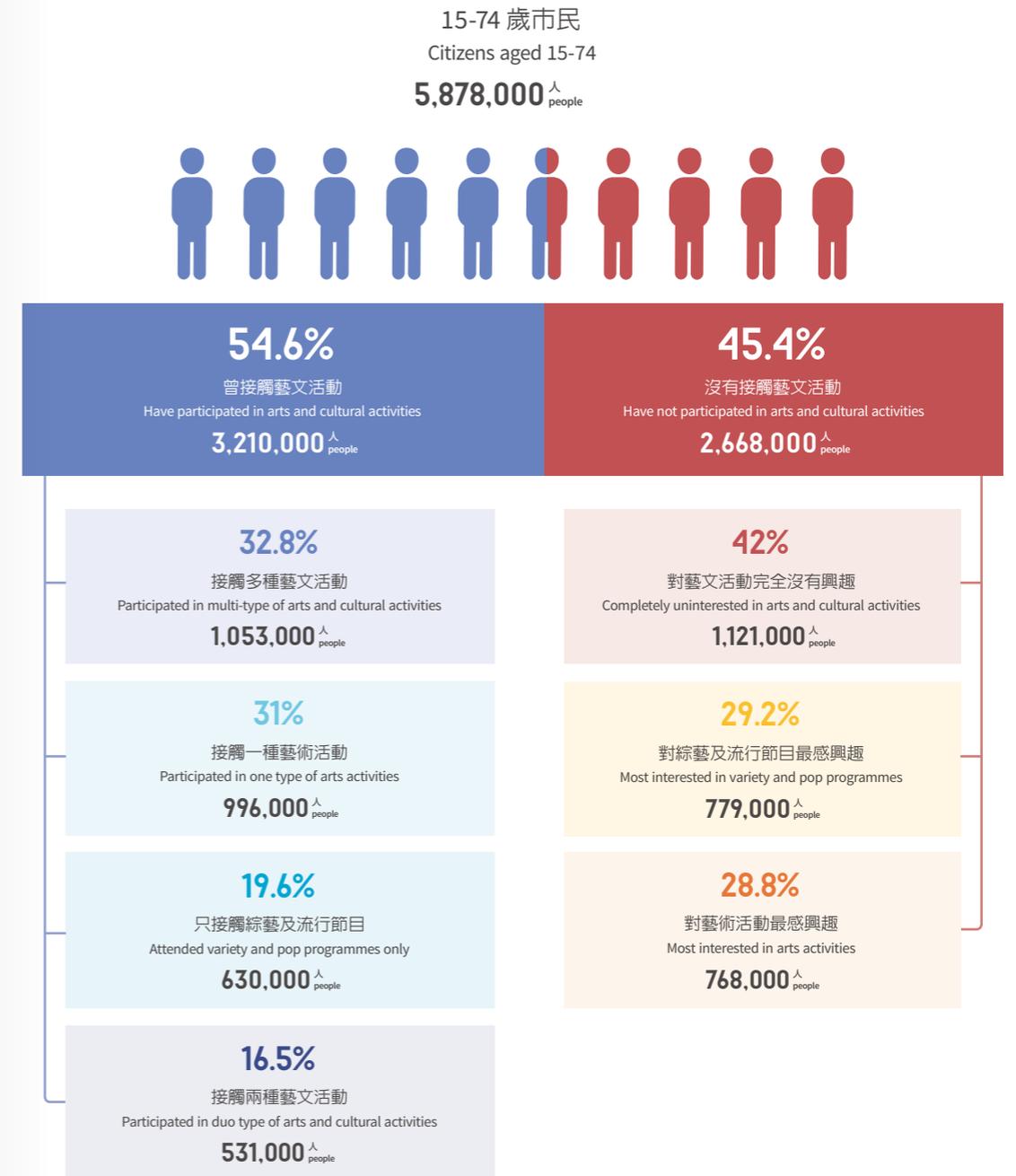
From the above information, it is quite commonly believed that arts activities are for young people; meanwhile, *xiqu* gives the impression of being old-fashioned and lacking liveliness. It is necessary to change these perceptions of non-participants through public art education in order to attract more people to participate in arts activities.

## 估算本地觀眾數量

### Local audience number projection

調查公司根據上述結果，將本地 15-74 歲人口（5,878,000 人）簡單劃分如下：

According to the above results, the research company makes a simple categorisation of the local population aged 15-74 (5,878,000 people) as below:



\* 藝術活動：舞蹈、戲劇、戲曲、音樂、跨媒體藝術、電影節 / 獨立放映、視覺藝術展覽、文學活動  
Arts activities: dance, drama, *xiqu*, music and multi-arts performances, film festival / independent screenings, visual arts exhibitions and literary activities

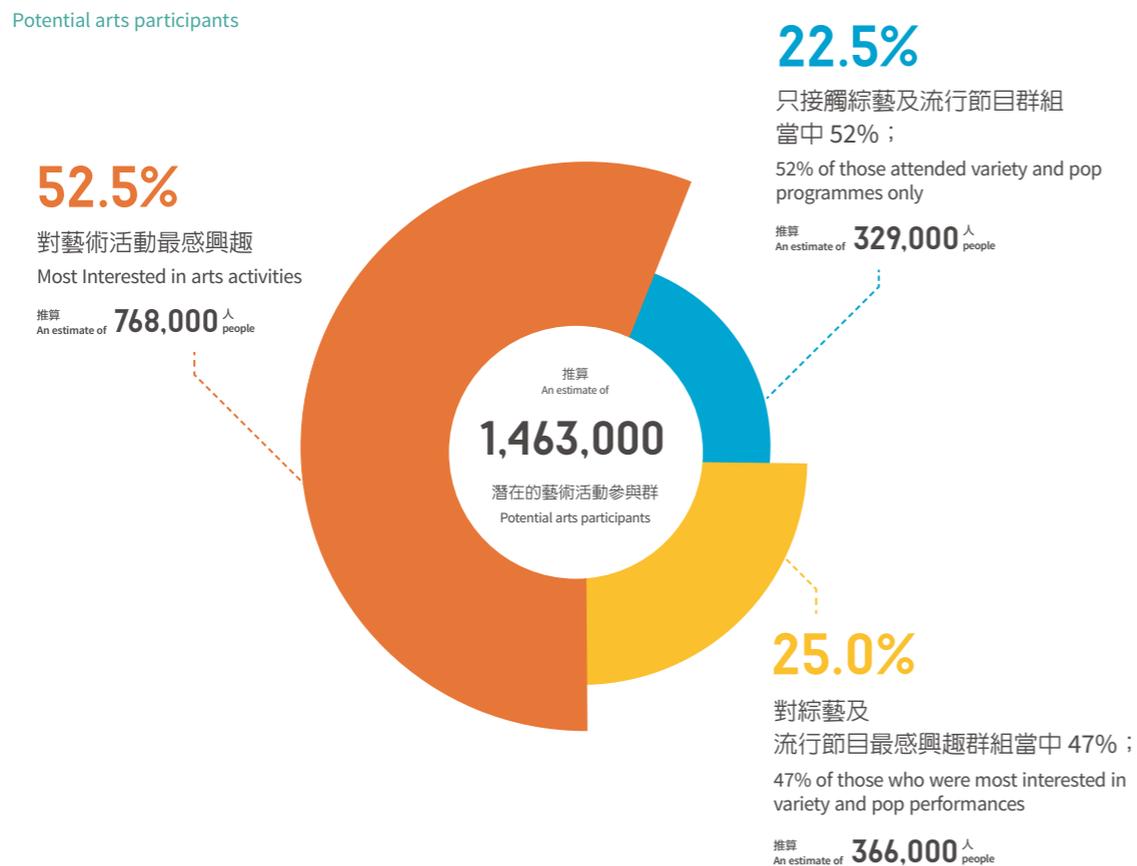
\* 藝文活動：藝術活動、綜藝及流行表演節目  
Arts and cultural activities: arts activities, variety and pop programmes

潛在的藝術活動參與群包括：沒有接觸藝術活動但感興趣的人士、沒有接觸藝術活動但最感興趣觀看綜藝及流行節目的人士，以及目前已有接觸綜藝及流行節目的人士。從調查所得，不論只接觸綜藝及流行節目或對該類節目感興趣的群組中，均有約半數人士對接觸藝術節目／活動持開放態度，都是藝術教育及推廣的對象。上述這三個群組合共約有 146 萬名市民為潛在觀眾。

根據受訪者的資料顯示，在過去一年沒有接觸但對藝術活動感興趣的人士較多居住於深水埗（42.9% 表示感興趣）、九龍城（39%）、沙田（37.2%）。這群組是首要的藝術教育及推廣對象。至於只觀看綜藝和流行節目的群組則較多居住於荃灣（28.3%）、元朗（27.8%）及大埔（25.8%）。

### 潛在的藝術活動參與群

Potential arts participants



Potential arts audience include: people who have not attended in arts activities but are interested, people who have not attended in arts activities but are only most interested in variety and pop programmes, and people who have only attended variety and pop programmes. According to the survey, around 50% of the interviewees who have only attended variety and pop programmes or are interested in this type of programmes are open to arts programmes. They are targets of arts education and promotion, an estimate of around 1.46 million potential audience in the above three groups.

According to the interviewees data, people who have not participated in arts activities in the year but are interested mainly live in Sham Shui Po (42.9% interested), Kowloon City (39%) and Shatin (37.2%). This group is the most significant targets of arts education and promotion. As for the group who have only attended variety and pop programmes, they mainly live in Tsuen Wan (28.3%), Yuen Long (27.8%) and Taiipo (25.8%).

### 帶來的有形與無形價值

Tangible and intangible values that arts and cultural activities bring

是次調查亦包括了解受訪者的藝文活動消費情況。三千多名受訪者按全港 18 區人口抽樣，故可推算全港 321 萬名藝文活動人口的全年總直接消費金額（入場門票及購買文學類書籍）約為 30 億元。

此外，調查亦嘗試了解受訪者接觸藝文活動後給予個人的益處。受訪者普遍認為各個藝術範疇均帶來娛樂／消遣的益處。而文學方面，不論提升知性的或內在的涵養均十分突出，例如：可增值自己（57.8%）、陶冶性情（35.1%）、增進個人修養／內涵（34.9%）等。至於其他活動亦有個別較為突出的地方：

The survey also examines on the consumption of arts and cultural activities of the interviewees. A random sample of more than 3,000 interviewees were selected according to the population of the 18 districts of Hong Kong. It is estimated that the total amount of direct consumption (admission tickets and purchase of literary books) among the 3.21 million arts and cultural participants was 300 million dollars.

Moreover, the survey also tries to understand the personal benefits the interviewees gained through participating in arts and cultural activities. Entertainment/relaxation was a commonly perceived benefit across all art forms. In the aspect of literary arts, bringing intellectual or inner-self benefits are very significant. For example: self-improvement (57.8%), bringing good temperament (35.1%), enhancing self-cultivation/inner quality (34.9%). Significant benefits of other activities include:

視覺藝術可增值自己 Visual arts can broaden own horizons

44.1%

音樂可陶冶性情 Music can help bringing good temperament

41.5%

跨媒體藝術可增值自己 Multi-arts can broaden own horizons

38.4%

戲曲可欣賞傳統文化 Xiqu can help the appreciation of traditional culture

37.6%

電影和媒體藝術可促進與朋友的關係 Film and media arts can help enhancing social bonding

28.2%

電影和媒體藝術可促進溝通 Film and media arts can help enhancing communication with others

27.4%

戲曲可促進與家人的關係 Xiqu can help enhancing family bonding

24.8%

視覺藝術能增強欣賞作品／技藝的能力 Visual arts can strengthen works/craft appreciation

24.7%

電影和媒體藝術可得以對某觀點有所反思／吸收到某些訊息 Film and media arts can help gaining self-reflection/message

21.2%

戲劇可得以對某觀點有所反思／吸收到某些訊息 Drama can help gaining self-reflection/message

18.8%

是次調查亦按每個藝術範疇分析受訪者主動及被動參與藝文活動的情況。藝發局期望透過是次調查可從多角度理解藝文活動人口的特徵，包括不同地區潛在的藝文活動參與群、市民在不同人生階段參與藝文活動的情況等，以助日後討論及推出更適切的藝術推廣和教育策略。

是次調查的報告撮要已上載於本局網頁，歡迎查閱。

 [www.hkadc.org.hk](http://www.hkadc.org.hk)

The survey also analyses active and passive participation in each art form. HKADC expects that the characteristics of the arts and cultural participants can be revealed from different perspectives through the survey, including the population of potential arts and cultural participants in different districts and at different life stages, so as to facilitate the discussions and development of arts promotion and education strategies.

The Executive Summary of this survey has been posted on HKADC's website for further reading.

