

A photograph of a busy book fair or library event. In the foreground, a long table is covered with numerous stacks of colorful books. Several people, mostly young adults, are seen from the side, wearing face masks and looking at the books. In the background, more people are browsing, and there are signs for a 'Cashier' and various book displays. The overall atmosphere is one of active participation in a literary activity.

# HKADC Behavioural Study on Arts Participants - Individual Art Form (Literary Activities)



# Contents – Literary Activities

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## Notes to readers

- For simplicity, “2018-2019” denotes the 2 years before the outbreak of COVID-19 and “2020” denotes the period during the pandemic from Jan 2020 to Jan 2021 (the time of survey fieldwork in stage 1 study).
- Expenditure on arts participation through alternative modes was only tracked in 2022’s study, and as a result, comparisons versus previous waves are not available.
- Since the 2014/15 study was on physical arts participation only, only incidence in physical mode was counted in the stage 3 study whenever comparisons are made between the two studies. In the 2014/15 study, Literary Reading and Literary Activities were grouped together as Literary Arts. However, in the 2014/15 study, book fairs were not included as Literary Activities, and Literary Reading only covered literary books read in libraries, book stores and cafes. In the stage 3 study, the scope of both Literary Activities and Literary Reading expanded. While Literary Activities included also book fair, Literary Reading covered literary books read anywhere.
- Reported results were weighted to ensure the sample is representative of the Hong Kong population.
- Due to rounding, the percentages might not add up to total.

### Sub-categories included in Literary Activities

- Literary lectures, Book clubs / Poetry clubs, Literary Workshops / Creative Writing Workshops, Literary New Book launches, and Book Fairs




### Notation

# denotes small base ( $n < 30$ )

## denotes very small base ( $n < 10$ )

- denotes a figure of 0%

\* denotes a figure that is larger than 0% but less than 0.5%

  green/ red boxes highlight figures that were notably different from other subgroups’/other categories’ results  
 black dotted boxes highlight figures that were notably different from past waves’ results

# Literary Activities

## 26% Literary Activities participation

26%, or a projected population of 1.5 million aged 15-74, participated in Literary Activities during Jul'21-Jul'22, which had grown slightly since 2020 (+2%). In particular, Book Fairs (16%) were the top attended Literary Activity by far.

## 15% in physical mode

15%, or a projected population of 914 thousand aged 15-74, reported participating in Literary Activities through physical mode during Jul'21-Jul'22, which represented a substantial jump in attendance since 2020 (+12%).

## 16% in alternative modes

16%, or a projected population of 947 thousand aged 15-74, reported viewing Literary Activities through alternative modes during Jul'21-Jul'22, which represented a large drop in viewership since 2020 (-6%).



# Overview of incidence, projected population and expenditure – Literary Activities

- Although participation in Literary Activities dropped in both physical and alternative modes compared to that during 2018-19, physical mode participation rebounded compared to that in 2020.
- Given that Book Fairs were the most popular type of Literary Activity, the rebound in physical mode participation might have been due to the relaxation of COVID-19 restrictions that enabled more public events.

## 26%

Participated in Literary Activities from Jul'21 to Jul'22

- Book Fair: 16%
- Book Clubs/ Poetry Clubs: 5%
- Literary Lectures: 4%
- Literary Workshops / Creative Writing Workshops: 4%
- Literary New Book Launch: 3%

## 1.5M

Projected population of Literary Activity participants

- **Physical mode: 15% (914k)**
  - 2020: 3% (+12%)
  - 2018-2019: 22% (-6%)
- **Alternative modes: 16% (947k)**
  - 2020: 22% (-6%)
  - 2018-2019: 21% (-5%)

## \$484M

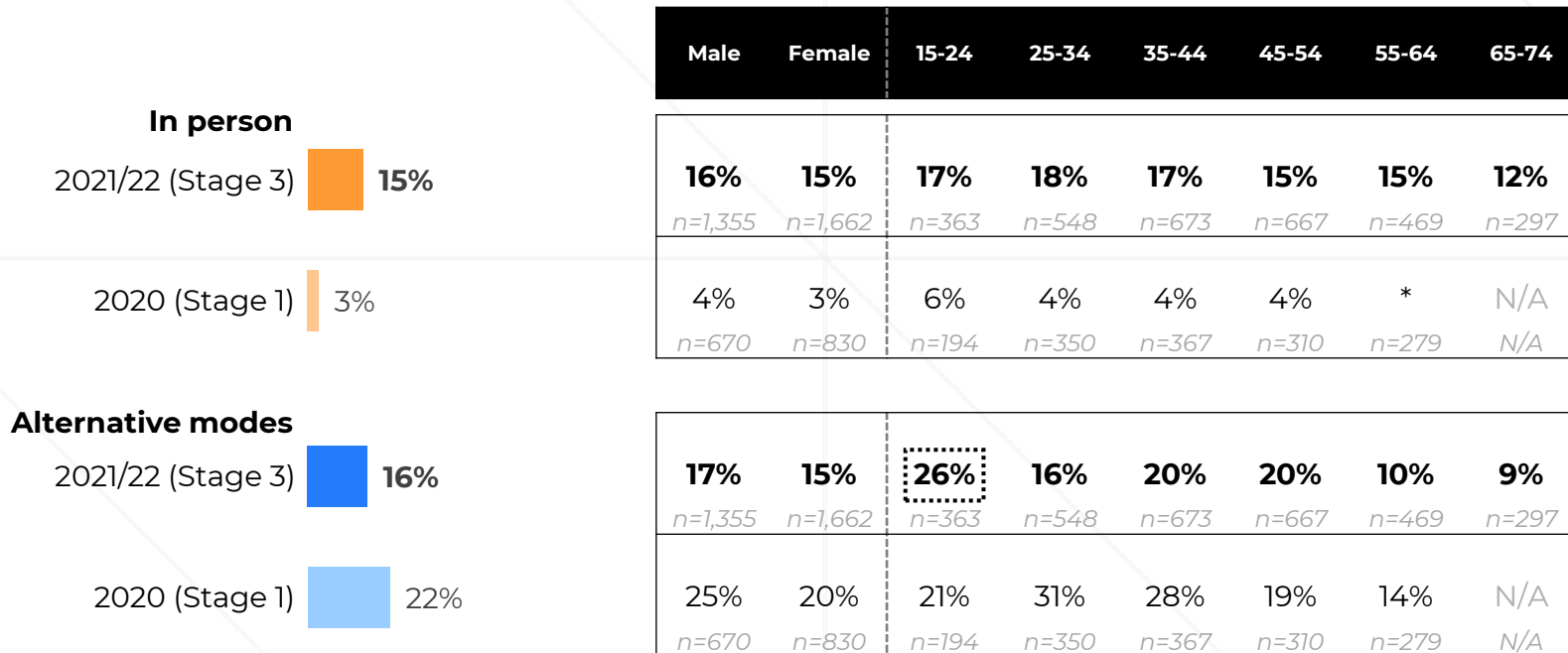
Expenditure in Literary Activities

- Physical mode: \$194M
- Alternative modes: \$290M
  - 60% of total expenditure

# Participation mode of Literary Activity participants – by gender and age

(among all respondents)

- Although overall participation through alternative modes dropped since 2020, an increased number of younger consumers aged 15-24 had participated in Literary Activities through both physical and alternative modes during Jul'21-Jul'22.



▣ black dotted boxes highlight figures that were notably different to past waves' results

Source: Q110a

Base: All respondents (n=3,017)

Note: In stage 1 survey, the respondents were HK residents aged 15-64. Results of 2020 only include those aged 16-64.

Remark: 2014/15's Literary Activities results are not suitable for comparisons due to different question settings as explained on slide 3.

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# Participation mode of Literary Activity participants – by life segment

(among all respondents)

- More Students and Married persons without children participated in Literary Activities through alternative modes in 2021/22, whereas participation dropped among the rest.
- For physical mode, all segments' participation increased in 2021/22 possibly due to easing restriction of COVID-19.

	Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/aged 65+
<b>In person</b>							
2021/22 (Stage 3)	18% <i>n=181</i>	19% <i>n=649</i>	19% <i>n=183</i>	13% <i>n=289</i>	18% <i>n=543</i>	14% <i>n=940</i>	11% <i>n=204</i>
2020 (Stage 1)	7% <i>n=121</i>	4% <i>n=473</i>	1% <i>n=316</i>	3% <i>n=176</i>	2% <i>n=288</i>	2% <i>n=76</i>	- <i>n=26#</i>
<b>Alternative modes</b>							
2021/22 (Stage 3)	20% <i>n=181</i>	15% <i>n=649</i>	18% <i>n=183</i>	21% <i>n=289</i>	23% <i>n=543</i>	14% <i>n=940</i>	8% <i>n=204</i>
2020 (Stage 1)	16% <i>n=121</i>	22% <i>n=473</i>	11% <i>n=316</i>	35% <i>n=176</i>	30% <i>n=288</i>	27% <i>n=76</i>	20% <i>n=26#</i>

Source: Q110a

Base: All respondents (n=3,017)

# denotes small base (n<30)

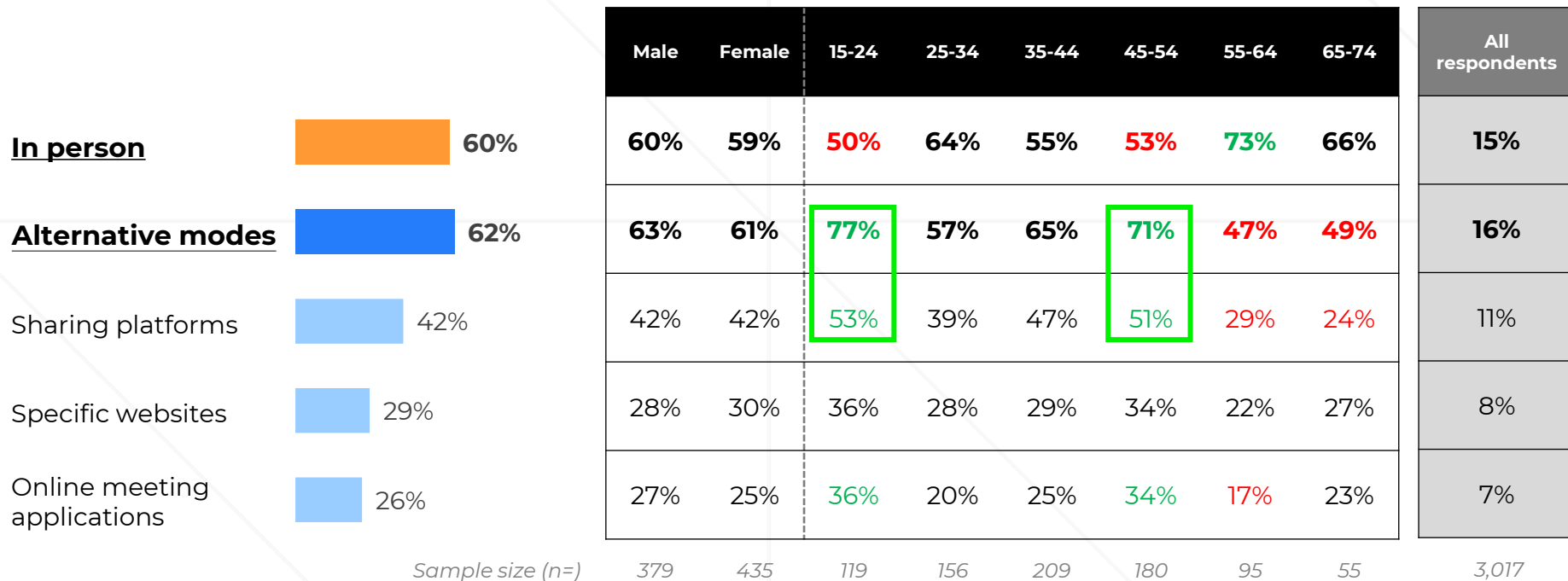
Remark: 2014/15's Literary Activities results are not suitable for comparisons due to different question settings as explained on slide 3.

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⊠ black dotted boxes highlight figures that were notably different to past waves' results

## Participation mode among Literary Activity participants – by gender and age

- Relatively more younger consumers aged 15-24 and older consumers aged 45-54 had participated in Literary Activities through sharing platforms, whereas those aged 55-64 were more likely to attend in person.



Source: Q110a

Base: Literary activity participants (n=814)

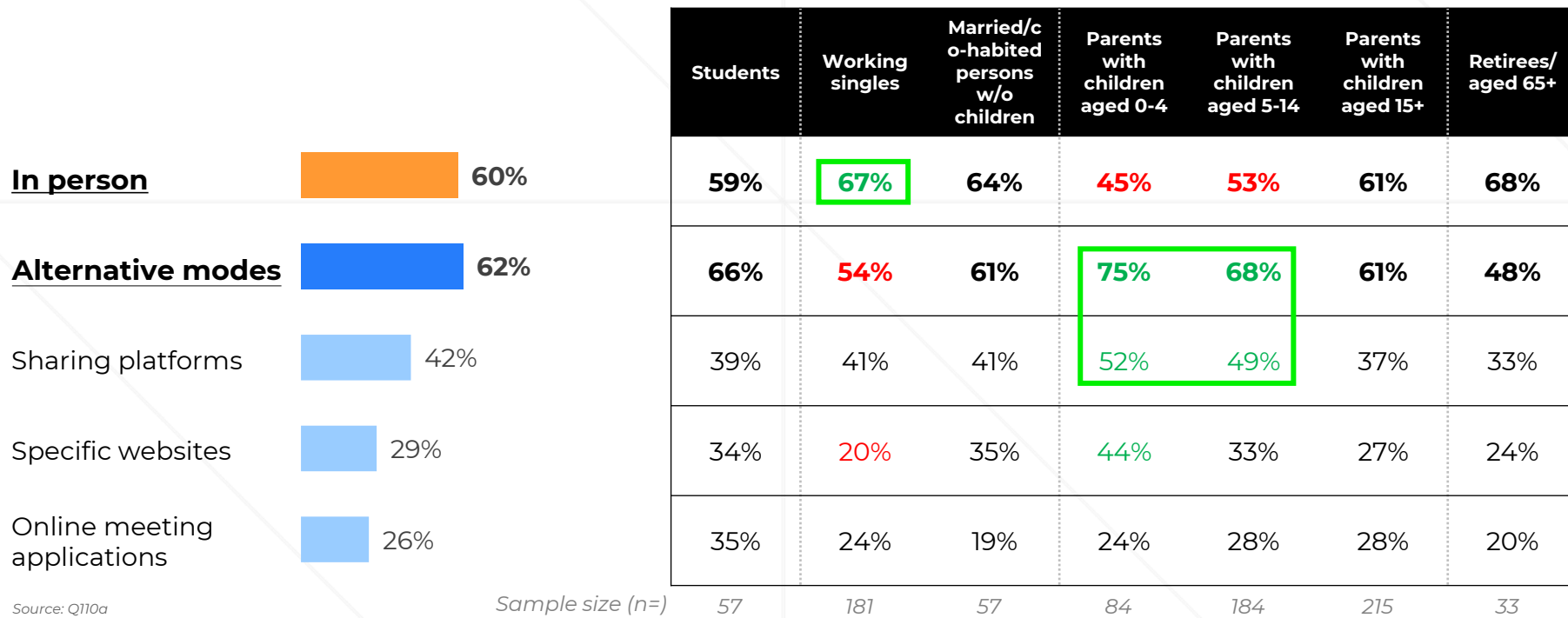
Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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## Participation mode among Literary Activity participants – by life segment

- Participation in Literary Activities was similar between physical and alternative modes. Working singles were more likely to attend in person, while Parents with children aged 0-14 were more likely to attend through alternative modes, particularly through sharing platforms.



Source: Q110a

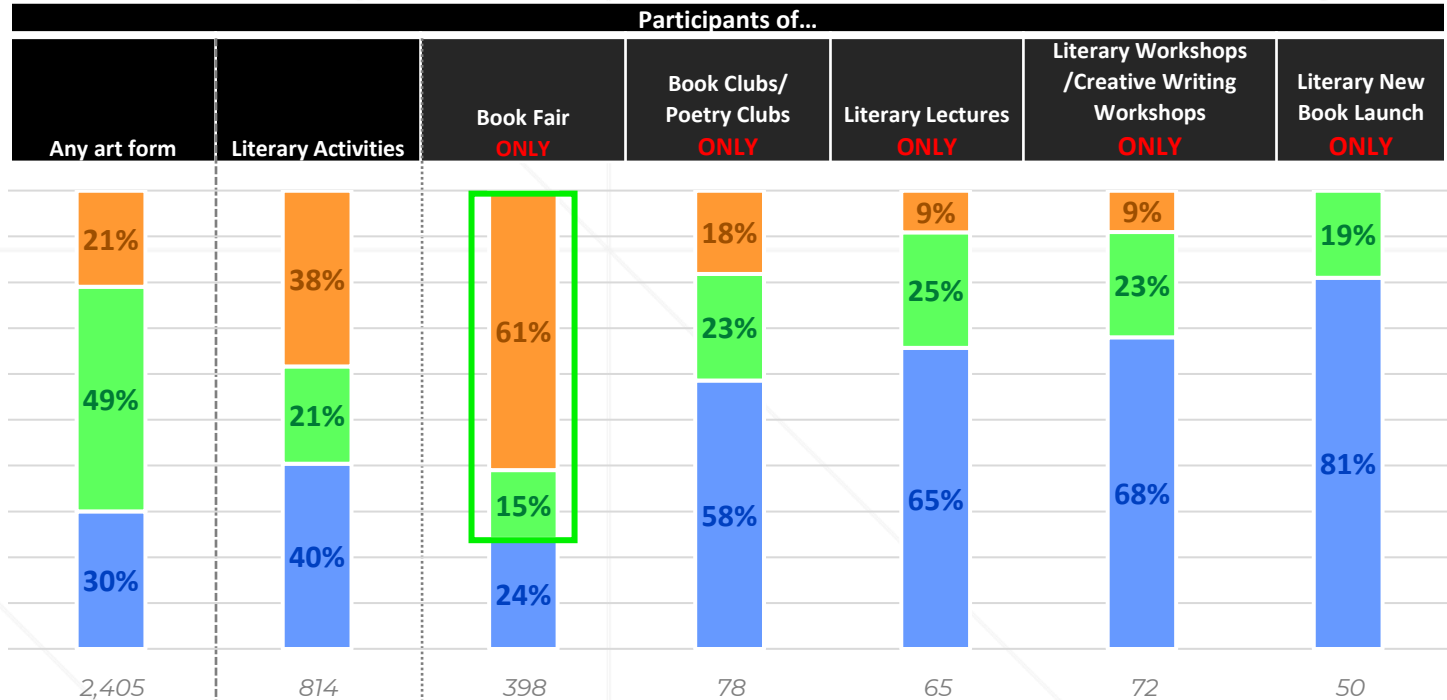
Base: Literary activity participants (n=814)

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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## Participation mode pattern – by type of Literary Activity

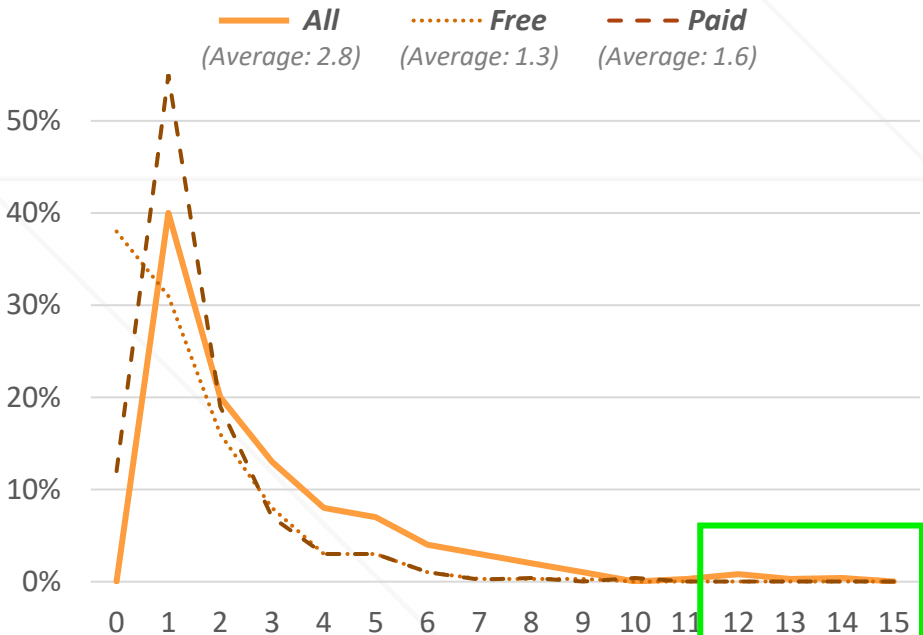
- Apart from Book Fairs, all other types of Literary Activities were predominantly attended through alternative modes.



# Annual participation frequency to Literary Activities from Jul'21 to Jul'22<sup>^</sup>

- Literary Activity participants had attended activities in alternative modes more frequently than through physical mode.
- More specifically, the participation frequency through alternative modes was more concentrated on 1-12 activities, whereas participation frequency through physical mode was clustered between 1-8 activities, with even a small portion that attended between 11-14 activities.

## Physical-mode activities



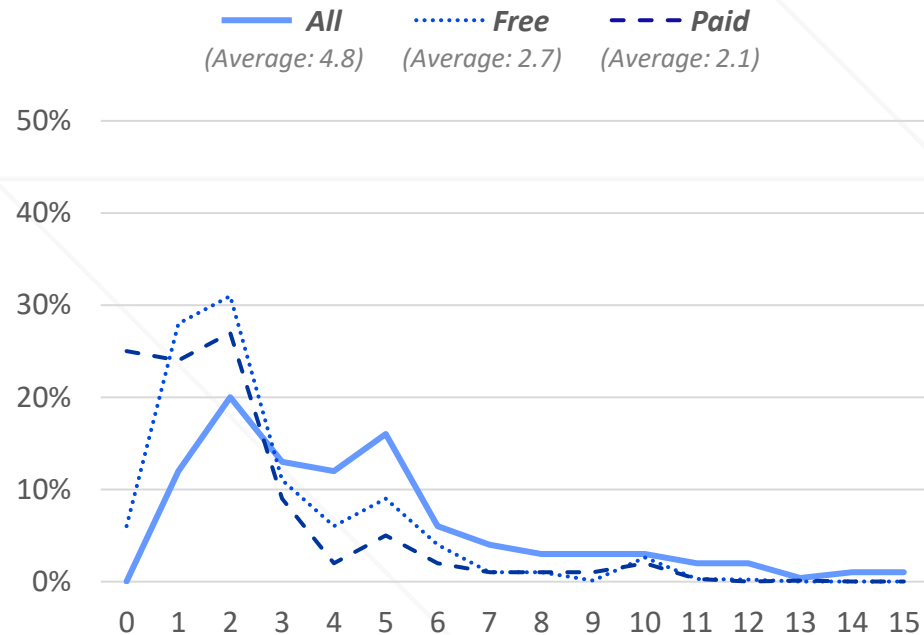
Base: Those who participated in any Literary Activities through physical mode (n=470)

Source: Q110b

<sup>^</sup>denotes mean figures

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## Alternative-mode activities

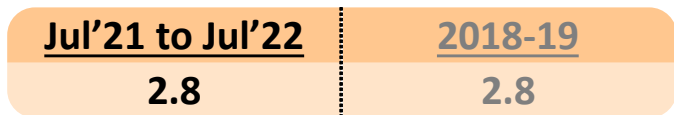


Base: Those who participated in any Literary Activities through alternative modes (n=516)

# Annual participation frequency to Literary Activities from Jul'21 to Jul'22<sup>^</sup>

- Participation frequency through physical mode was similar to that of pre-COVID in 2018-19 and participation frequency via alternative mode has increased since 2020.

## Physical mode



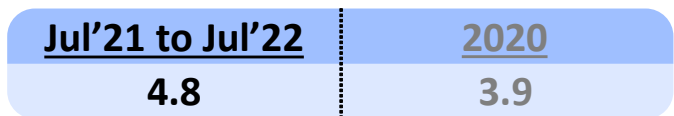
Base: Those who participated in any Literary Activities through physical mode (n=470)

—  
—

Projected annual attendance in

**physical mode: 2.6M**

## Alternative modes



Base: Those who participated in any Literary Activities through alternative modes (n=516)

—  
—

**alternative modes: 4.5M**

Source: Q110b

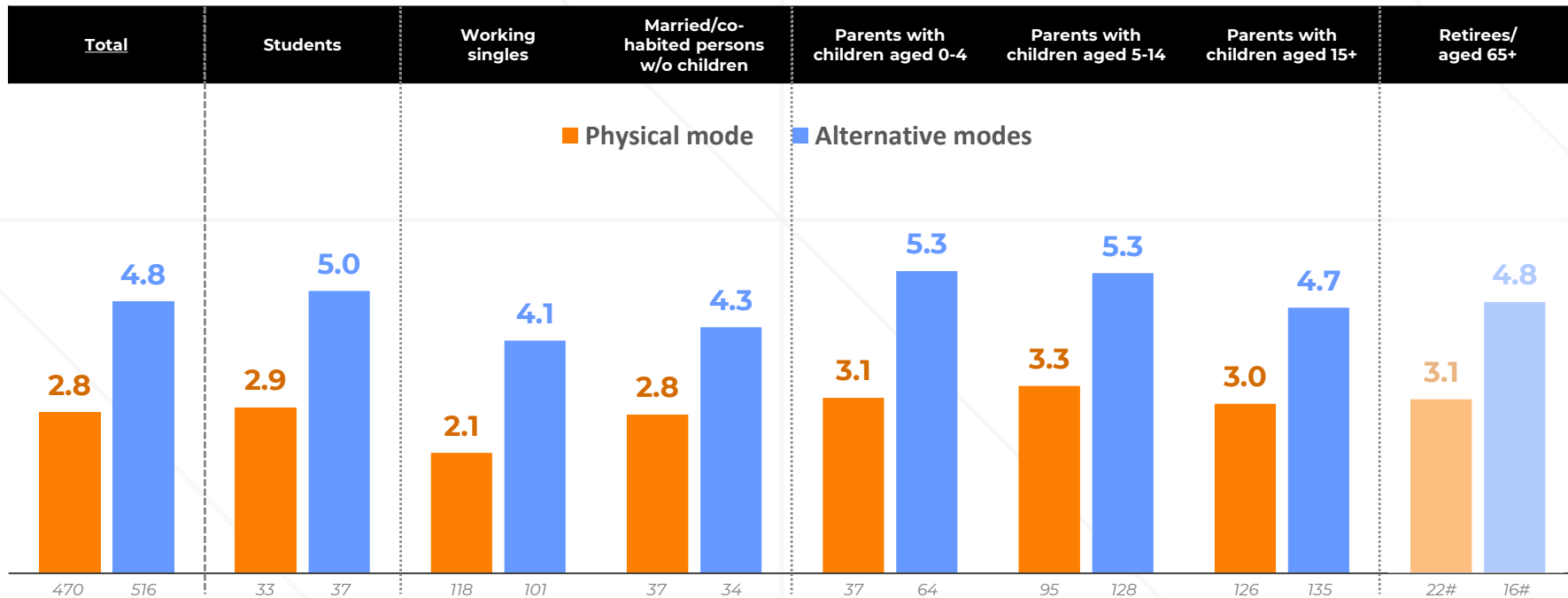
<sup>^</sup>denotes mean figures

Remark: The projected attendance = summary of weighted individual responses.

2014/15's Literary Activities results are not suitable for comparisons due to different question settings as explained on slide 3.

# Annual participation frequency to Literary Activities from Jul'21 to Jul'22 – by life segment<sup>^</sup>

- The participation frequency in Literary Activities through alternative modes was much higher than physical mode across the variety of life segments. Parents with children aged 0-14 have the highest participation frequency in both physical and alternative modes than any other segments.



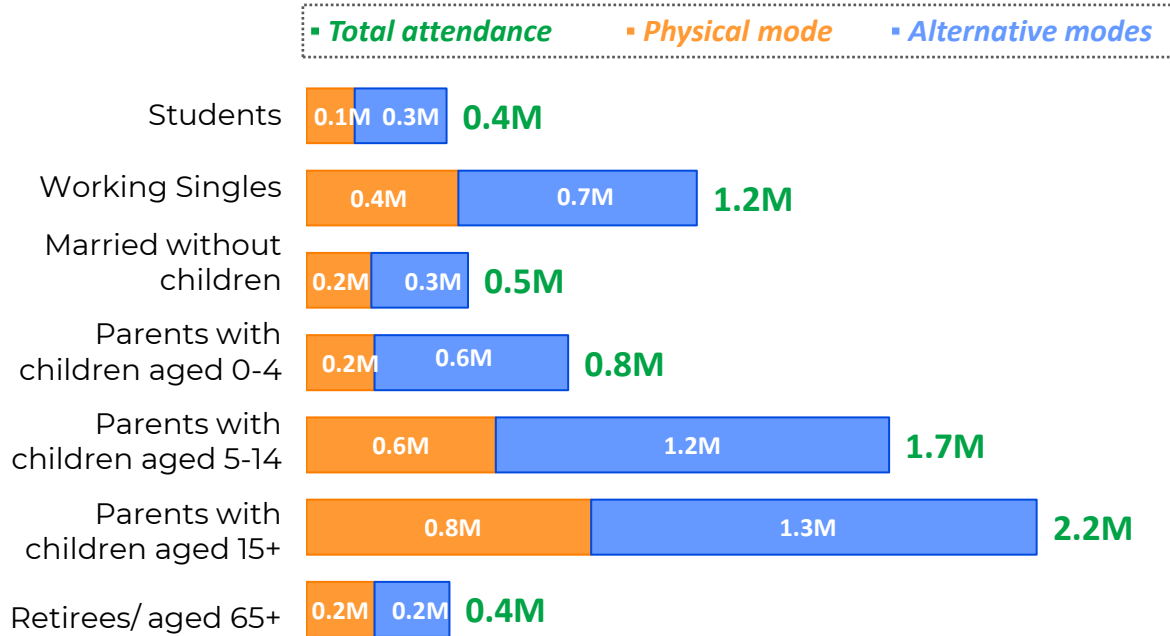
Source: Q110b

Base: Those who participated in any Literary Activities through physical or alternative modes respectively

<sup>^</sup>denotes mean figures

# Projected annual attendance on Literary Activities - by life segment

- The attendance of Parents with children aged 15+ on Literary activities (both physical and alternative modes) was more than that of other life stage segments.

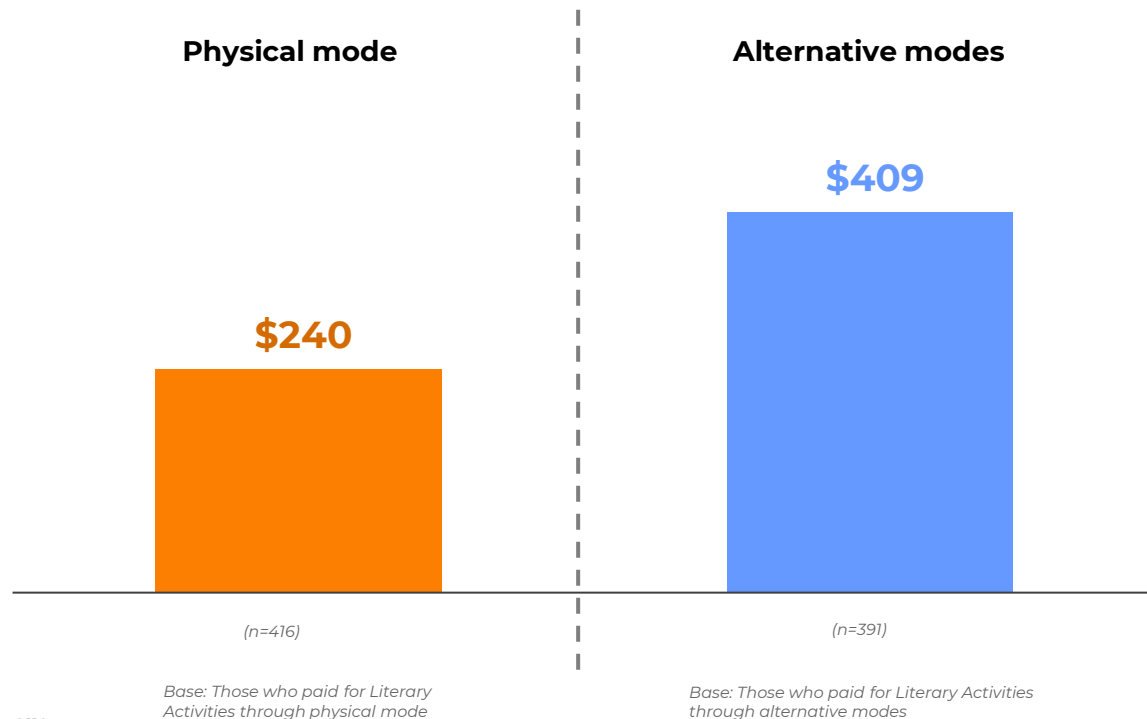


**7.1M** (2.6M+4.5M)  
**Projected annual attendance on Literary Activities participation from Jul'21 to Jul'22.**

Source: Q110c  
 Base: Among those who had participated in Literary Activities (n=814)  
 Remark: The projected attendance = summary of weighted individual responses.

## Annual expenditure on Literary Activities from Jul'21 to Jul'22<sup>^</sup>

- Average spending on Literary Activities was relatively lower than that of other art forms, especially for participation through physical mode.



Projected annual expenditure in

**physical** mode: 194M

**alternative** modes: 290M

Source: Q110c

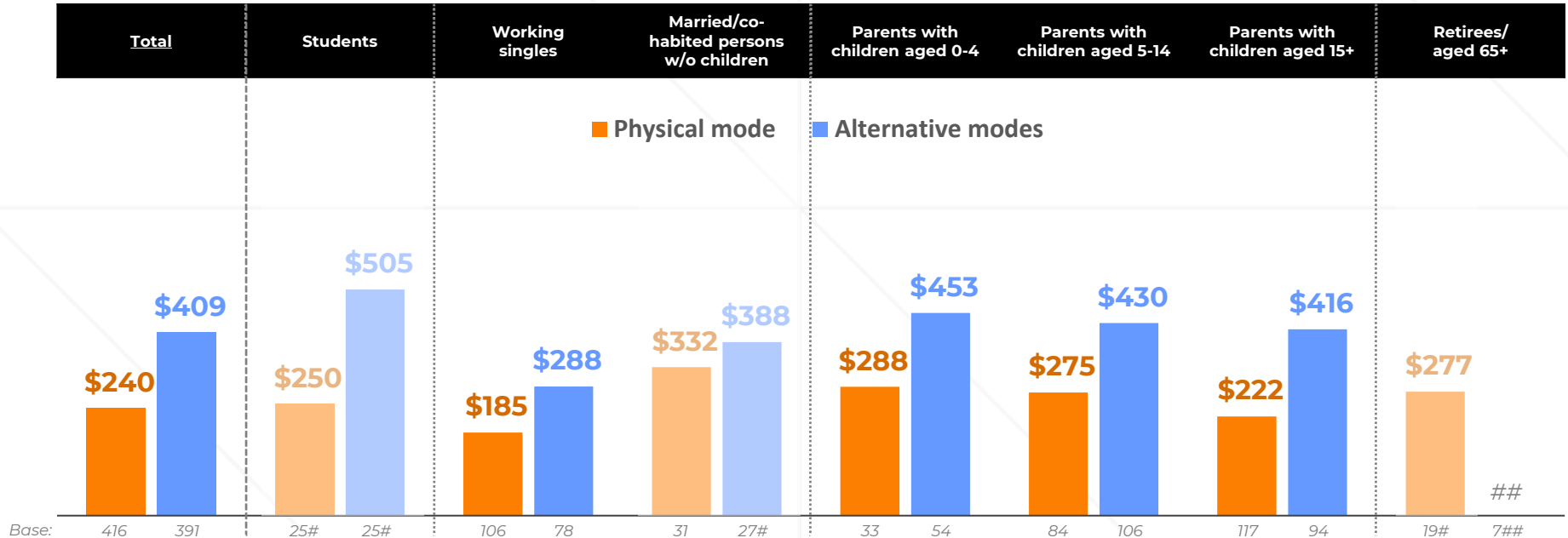
<sup>^</sup>denotes mean figures

Remark: 2014/15's Literary Activities results are not suitable for comparisons due to different question settings as explained on slide 3.

The projected expenditure = summary of weighted individual responses.

# Average annual expenditure on Literary Activities from Jul'21 to Jul'22 – by life segment^

- Spending is significantly higher among alternative modes than physical mode across all segments, particular among Parents with children aged 0-4.



Source: Q110c

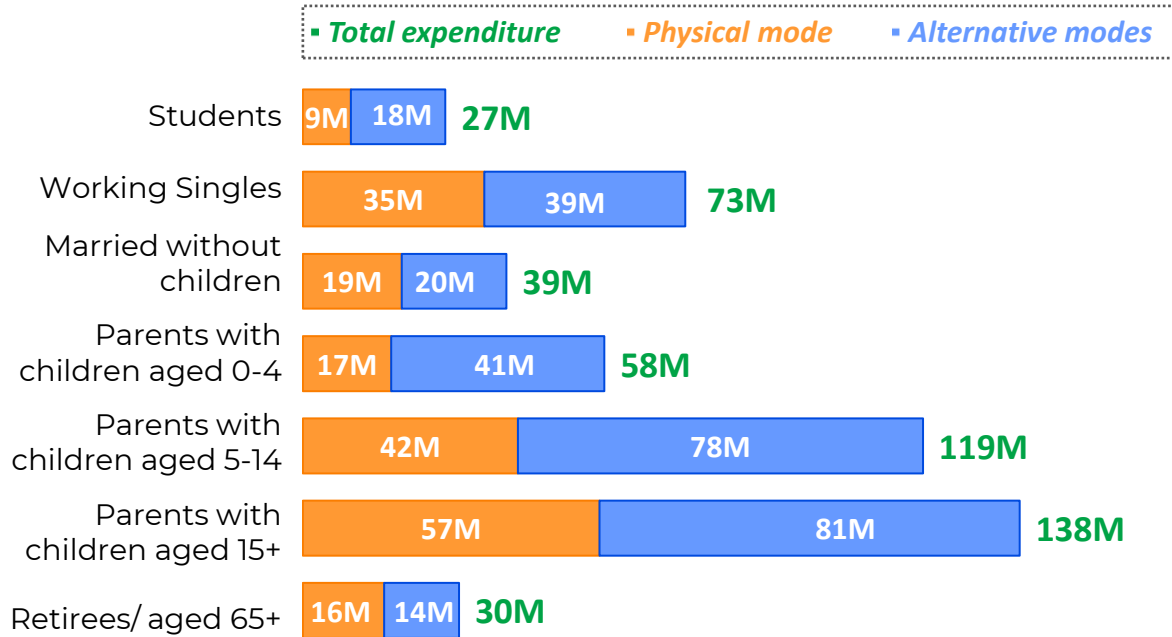
Base: Those who paid for Literary Activities through physical or alternative modes respectively

^denotes mean figures



# Projected annual expenditure on Literary Activities - by life segment

- The projected expenditure of Parents with children aged 15+ on Literary activities (both physical and alternative modes) was more than that of other life stage segments.



**484M**








**(193M+290M)**

**Projected annual expenditure on Literary Activities participation from Jul'21 to Jul'22.**

Source: Q110c  
 Base: Among those who had participated in Literary Activities (n=814)  
 Remark: The projected expenditure = summary of weighted individual responses.

## Participation incidence (any mode) in Literary Activities – by gender and age

- While the majority preferred Book Fairs over other types of Literary Activities, younger consumers aged 15-24 and consumers aged 35-44 were also relatively more intrigued by Book Clubs/ Poetry Clubs, Literary Lectures and Literary/ Creative Writing Workshops.

	Male	Female	15-24	25-34	35-44	45-54	55-64	65-74
<b>Any art form</b>  <b>78%</b>	<b>78%</b>	<b>77%</b>	<b>78%</b>	<b>88%</b>	<b>82%</b>	<b>85%</b>	<b>71%</b>	<b>62%</b>
<b>Literary Activities</b>  <b>26%</b>	<b>27%</b>	<b>25%</b>	<b>33%</b>	<b>28%</b>	<b>31%</b>	<b>28%</b>	<b>20%</b>	<b>18%</b>
Book Fair  16%	17%	16%	18%	19%	19%	14%	16%	12%
Book Clubs/ Poetry Clubs  5%	5%	4%	7%	5%	7%	5%	2%	4%
Literary Lectures  4%	5%	4%	9%	4%	6%	4%	2%	3%
Literary Workshops / Creative Writing Workshops  4%	4%	4%	7%	4%	6%	5%	*	2%
Literary New Book Launch  3%	3%	3%	5%	2%	4%	4%	3%	1%
	1,355	1,662	363	548	673	667	469	297

Sample size (n=)

Source: Q101

Base: All respondents (n=3,017)

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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## Participation incidence (any mode) in Literary Activities – by life segment

- By life segment, Parents with children aged 5-14 were relatively more interested in Literary Activities, mainly Book Fairs, Book Clubs/ Poetry Clubs and Literary/ Creative Writing Workshops than Parents with children in other ages.

Any art form 78%

Literary Activities 26%

Book Fair 16%

Book Clubs/ Poetry Clubs 5%

Literary Lectures 4%

Literary Workshops /  
Creative Writing Workshops 4%

Literary New Book Launch 3%

	Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/ aged 65+
Any art form	68%	73%	76%	87%	90%	79%	58%
Literary Activities	31%	28%	30%	28%	34%	23%	16%
Book Fair	20%	19%	20%	15%	20%	13%	11%
Book Clubs/ Poetry Clubs	7%	4%	5%	5%	7%	4%	3%
Literary Lectures	4%	5%	5%	6%	6%	3%	3%
Literary Workshops / Creative Writing Workshops	4%	5%	5%	4%	7%	2%	2%
Literary New Book Launch	5%	2%	5%	5%	4%	3%	1%

Source: Q101

Base: All respondents (n=3,017)

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Sample size (n=)

181

649

183

289

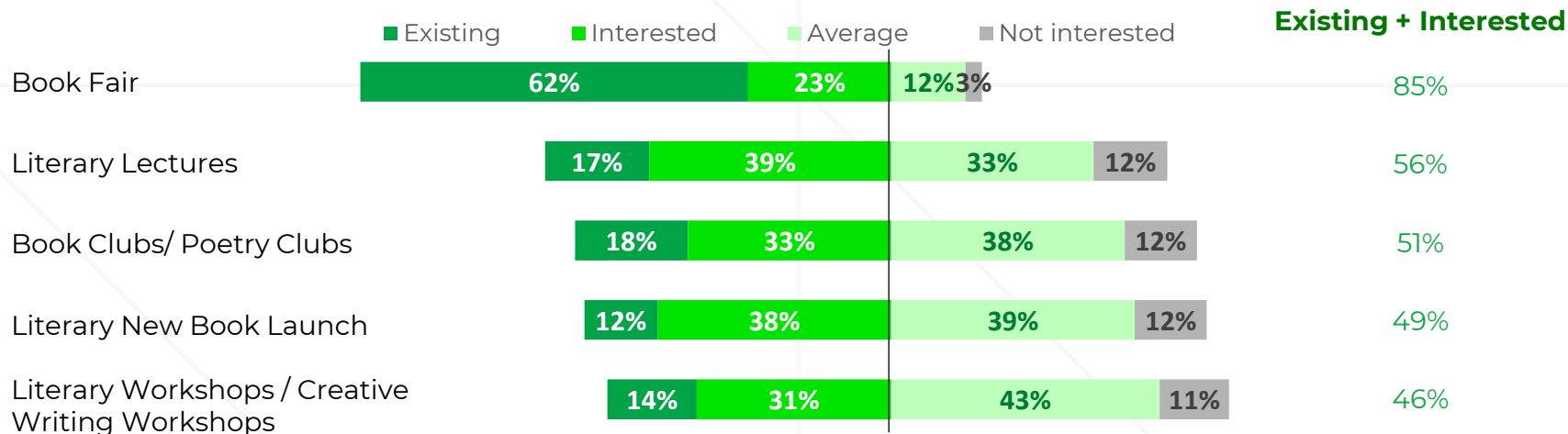
543

940

204

## Distribution of existing and interested genre participants (any mode) among Literary Activity participants

- Book Fairs owned the lion's share of the market, as nearly 9 in 10 participants were interested in it.
- However, there was potential growth for the remaining types of activities as a third or more participants expressed interest in participating in the future.



# Existing and potential participants – by gender and age^

(among Literary Activity participants)


- Younger consumers aged 15-24 were relatively more open to trying all other types of Literary Activities and were especially interested in attending Literary Lectures.
- In contrast, older consumers aged 55-64 were mainly only interested in Book Fairs.


■ Interested ■ Existing

Book Fair  **85%**

Literary Lectures  **56%**

Book Clubs/ Poetry Clubs  **51%**

Literary New Book Launch  **49%**

Literary Workshops / Creative Writing Workshops  **46%**

	Male	Female	15-24	25-34	35-44	45-54	55-64	65-74
Book Fair	86%	84%	82%	83%	85%	78%	95%	93%
Literary Lectures	60%	52%	69%	53%	56%	59%	43%	58%
Book Clubs/ Poetry Clubs	51%	51%	55%	54%	54%	57%	32%	50%
Literary New Book Launch	52%	47%	56%	51%	49%	54%	34%	53%
Literary Workshops / Creative Writing Workshops	44%	47%	54%	46%	51%	48%	29%	45%

Sample size (n=)

814

379

435

119

156

209

180

95

55

Source: Q101, Q110d

Base: Literary activity participants (n=814)

^Figures include both existing participants and those who are interested in participating in the future.

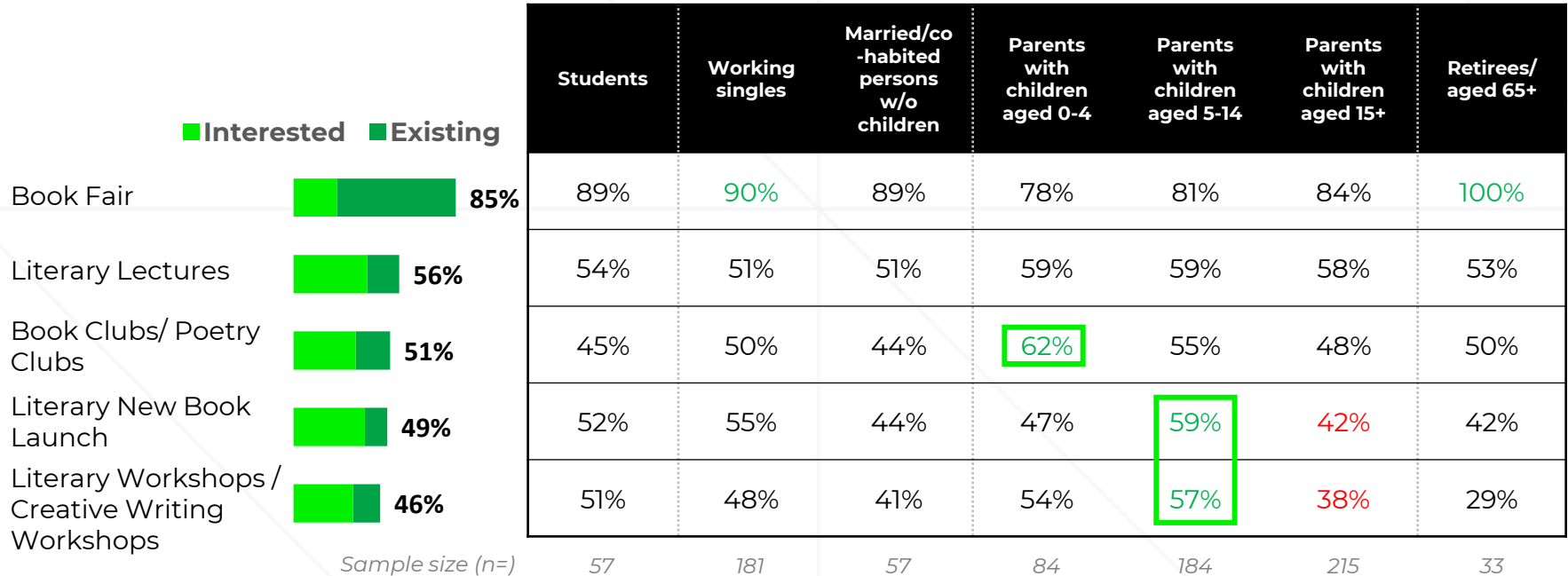
Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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# Existing and potential participants – by life segment^

(among Literary Activity participants)

- Parents with children aged 0-4 preferred Book Clubs/ Poetry Clubs more than Parents with children of other ages, and Parents with children aged 5-14 preferred Literary New Book Launches and Literary/ Creative Writing Workshops than Parents with children of other ages.



Source: Q101, Q110d

Base: Literary activity participants (n=814)

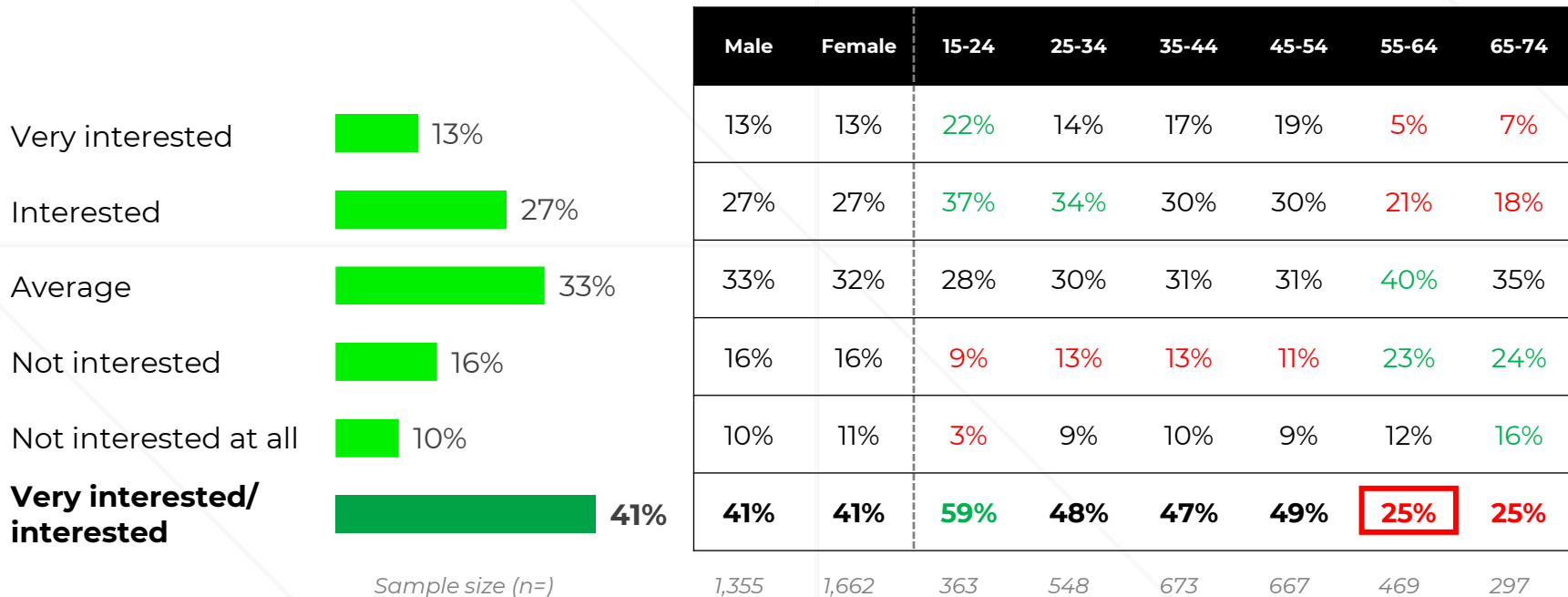
^Figures include both existing participants and those who are interested in participating in the future.

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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# Future physical participation interest level^ in Literary Activities among all respondents – by gender and age

- Younger consumers aged 15-24 were most interested in participating in Literary Activities in person in the future. In contrast, the future physical participation interest levels of those aged 55-64 was low among all age groups.



Source: Q11  
 Base: All respondents (n=3,017)  
 ^denotes participation interest in physical mode among all respondents in the next 12 months.  
 Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.  
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# Future physical participation interest level^ in Literary Activities among all respondents – by life segment

- There was a large amount of future in-person participation interest among students and Parents with younger children aged 0-14. In contrast, Parents with older children aged 15+ displayed relatively low participation interest as whole. However, since those who showed "average" interest accounted for more than one third of this group, it's worthwhile to enhance the interest of these potential consumers and absorb them as actual participants.

		Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/aged 65+
Very interested	13%	18%	12%	8%	22%	19%	12%	4%
Interested	27%	38%	28%	27%	30%	36%	25%	15%
Average	33%	31%	31%	36%	28%	29%	35%	37%
Not interested	16%	11%	15%	16%	14%	10%	18%	25%
Not interested at all	10%	3%	14%	13%	7%	5%	10%	18%
<b>Very interested/interested</b>	41%	55%	40%	35%	52%	55%	37%	19%
	Sample size (n=)	181	649	183	289	543	940	204

Source: Q111

Base: All respondents (n=3,017)

^denotes participation interest in physical mode among all respondents in the next 12 months.

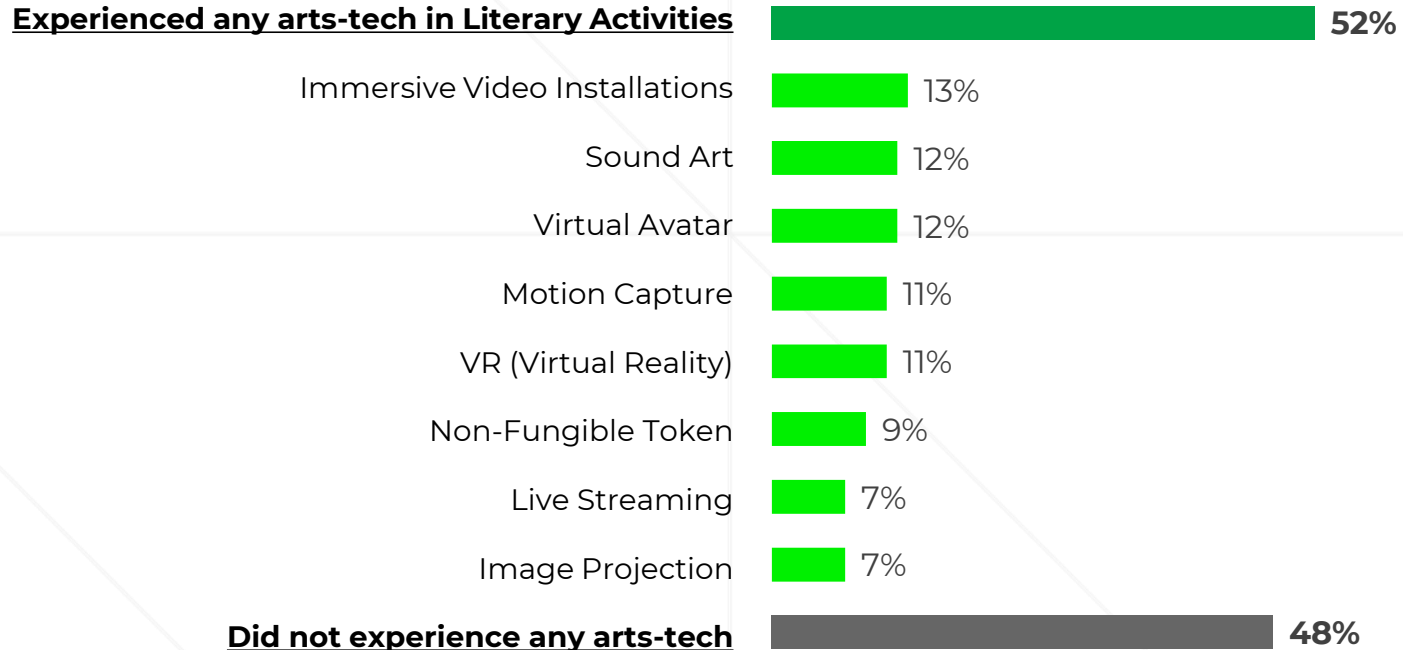
Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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## Claimed incidence of experiencing arts-tech (any mode) in Literary Activities

- Only around half had experienced arts-tech in Literary activities with the most common being immersive video installations, sound art, and virtual avatars.



# Projected population of existing, potential & arts-tech-driven Literary Activity participants

- As such, arts-tech was only able to expand the pool of participants by about 7% and would introduce 243k new participants.
- Instead, the majority of the projected population interested in Literary Activities came from existing participants.

**1,533,949 (47%)**

**Existing participants  
(any mode)  
(from July 2021 to July 2022)**

**1,474,033 (45%)**

**Potential participants@  
(physical mode)  
(in the next 12 months)**

**243,083 (7%)**

**Participants solely  
driven by arts-tech^  
(any mode)**

**3,251,064**

**Projected population interested in  
participating in Literary Activities  
through any mode**

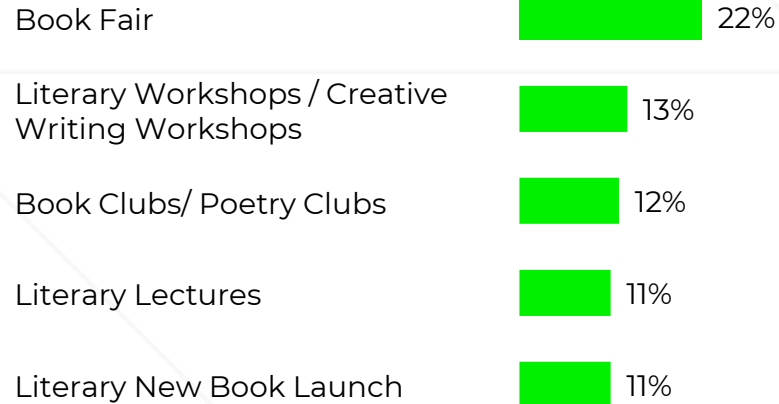
Source: Q101, Q111, Q206, Q207  
Base: All respondents (n=3,017)

@The projected no. of potential participants is based on the proportion of respondents who claimed that they did not participate in any Literary Activities from July 2021 to July 2022, but would be interested in doing so in the 12 months after.

^The projected no. of participants solely driven by arts-tech is based on the proportion of respondents who claimed that they did not participate in any Literary Activities from July 2021 to July 2022, and are not interested in doing so in the 12 months after, but would be interested in participating in them due to arts-tech.

# Incidence of rising participation interest due to arts-tech – by type of Literary Activity

- A large portion of both existing participants and arts-tech-driven participants would enjoy seeing arts-tech incorporated into Book Fairs, whereas interest was only moderate for the remaining types of Literary Activities.



Sample size (n=) 1,376

	Existing participants	Potential participants	Participants solely driven by arts-tech
Book Fair	28%	10%	53%
Literary Workshops / Creative Writing Workshops	17%	7%	22%
Book Clubs/ Poetry Clubs	17%	6%	20%
Literary Lectures	13%	6%	21%
Literary New Book Launch	13%	8%	13%

607

643

126

Source: Q207

Base: Those who would be more driven to participate in Literary Activities due to arts-tech

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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# Attractiveness of different selling points for Literary Activities - by type of participants

(among those interested in participating in Literary Activities)

- Inspirational/ reflective topics appeal mostly to potential participants where participants driven by arts-tech are attracted to classic works.

	Total	Existing participants	Potential participants	Participants solely driven by arts-tech
Classic works	34%	33%	24%	35%
Inspirational/Reflective Topics	33%	34%	38%	31%
Award-winning/Reenactment Works	30%	34%	25%	33%
Adaptation of works/Secondary creation	29%	32%	31%	33%
Locally renowned creators or performers/groups	27%	29%	32%	24%
Local Original/Novel Works	25%	27%	22%	28%
Sample size (n=)	2,326	755	822	126

Source: Q208

Base: Those who are interested in participating in Literary Activities

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

# Attractiveness of different selling points for Literary Activities - by gender and age

(among those interested in participating in Literary Activities)

- Consumers aged 15-54 mostly considered adaptation of works/secondary creations, while older consumers 55+ on inspirational/reflective topics.
- For classic works, there is more interest among consumers aged 45-54 than other age segments.

	Total	Male	Female	15-24	25-34	35-44	45-54	55-64	65-74
Inspirational/Reflective Topics	34%	34%	34%	28%	26%	26%	27%	51%	50%
Adaptation of works/Secondary creation	33%	32%	34%	36%	34%	37%	37%	29%	23%
Award-winning/Reenactment Works	30%	30%	30%	26%	28%	32%	32%	32%	23%
Locally renowned creators or performers/groups	29%	28%	30%	30%	32%	30%	32%	25%	21%
Classic works	27%	28%	26%	26%	29%	28%	34%	22%	22%
Internationally renowned creators or performers/groups	25%	26%	24%	26%	29%	25%	26%	21%	22%
Local Original/Novel Works	24%	24%	24%	28%	24%	25%	29%	20%	15%
Cross-disciplinary collaborations	19%	18%	19%	25%	24%	22%	21%	13%	6%
Suitable for children to participate in/Family fun program	16%	18%	15%	11%	18%	16%	18%	15%	18%
Programmes/Promotions for Art Festivals or Book Fairs	15%	13%	16%	19%	16%	15%	16%	15%	9%
New Venue/Upgraded Venue Sound Effects, etc.	6%	6%	6%	5%	5%	7%	7%	8%	3%
Audience Interactive Participation	5%	4%	5%	4%	6%	5%	4%	4%	4%
Sample size (n=)	2,326	1045	1281	319	434	531	552	308	182

Source: Q208

Base: Those who are interested in participating in Literary Activities

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

# Attractiveness of different selling points for Literary Activities - by life segment

(among those interested in participating in Literary Activities)

- Parents with children aged 5-14 were attracted to local original/novel works than Parents with children in other age groups, while Parents with children aged 0-4 were attracted to classic works.
- Retirees have their interest mainly in inspirational/reflective topics, while Working singles on adaptation of works/Secondary creation.

	Total	Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/aged 65+
Inspirational/Reflective Topics	34%	31%	39%	32%	20%	25%	35%	58%
Adaptation of works/Secondary creation	33%	29%	39%	39%	31%	36%	31%	22%
Award-winning/Reenactment Works	30%	21%	28%	37%	31%	31%	31%	20%
Locally renowned creators or performers/groups	29%	27%	30%	25%	30%	34%	29%	20%
Classic works	27%	22%	26%	24%	38%	27%	28%	20%
Internationally renowned creators or performers/groups	25%	28%	32%	21%	27%	22%	22%	23%
Local Original/Novel Works	24%	23%	24%	19%	26%	30%	23%	15%
Cross-disciplinary collaborations	19%	22%	20%	17%	22%	24%	16%	6%
Suitable for children to participate in/Family fun program	16%	16%	14%	18%	18%	15%	18%	14%
Programmes/Promotions for Art Festivals or Book Fairs	15%	16%	14%	13%	18%	17%	16%	6%
New Venue/Upgraded Venue Sound Effects, etc.	6%	6%	6%	7%	4%	6%	8%	1%
Audience Interactive Participation	5%	6%	6%	5%	5%	5%	4%	3%
	2,326	158	481	136	235	463	717	119

Source: Q208

Sample size (n=)

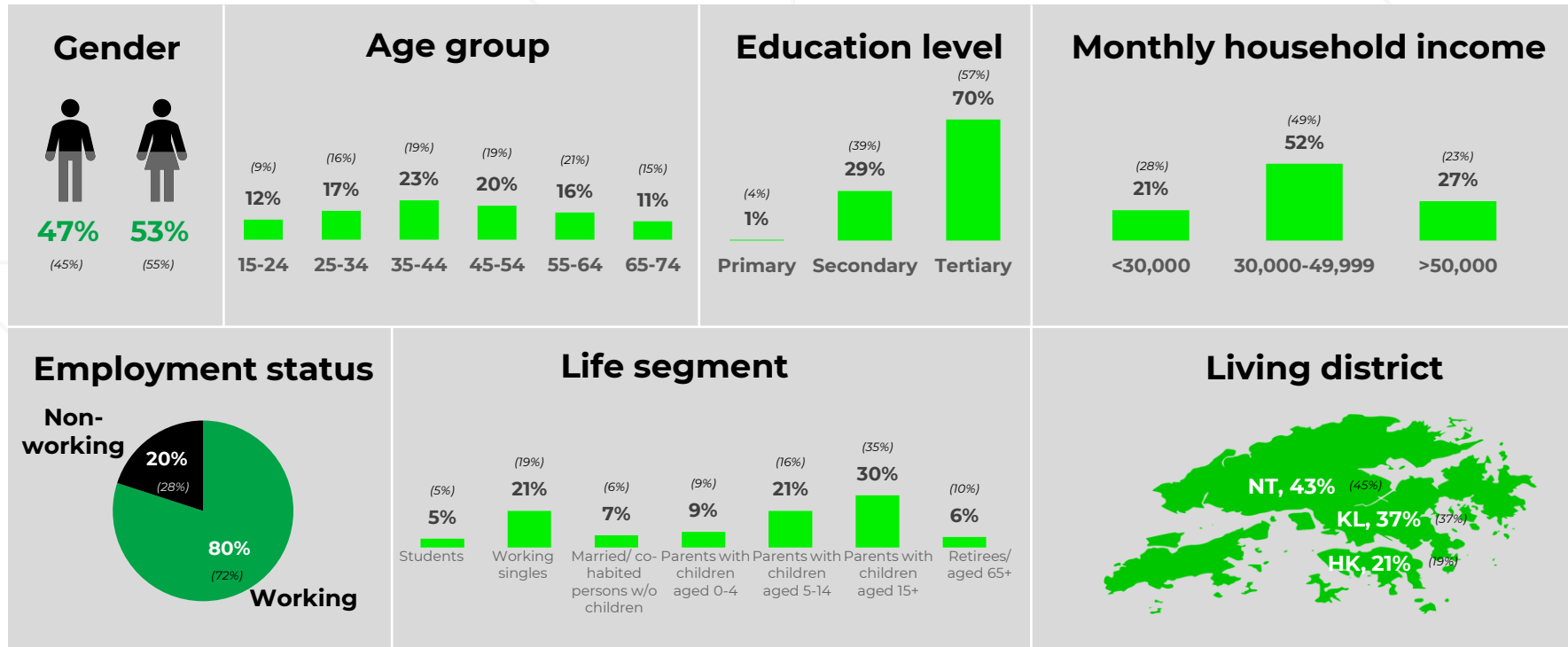
Base: Those who are interested in participating in Literary Activities

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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## Profile of Literary Activity participants

- Compared to the general population, half of Literary activity participants were under the age of 44 and more well-educated. They were also more likely to be Working singles and Parents with children aged 5-14.



Source: Q5, Q6, Q7, Q301, Q302, Q304, Q305, Q306

Base: Literary activity participants (n=814)

() denotes figures for all respondents








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# Appendix



## Life segments by age

		15-24	25-34	35-44	45-54	55-64	65-74
Students	 5%	48%	1%	-	*	-	-
Working singles	 19%	45%	50%	17%	10%	6%	3%
Married/co-habited persons w/o children	 6%	3%	8%	9%	7%	6%	1%
Parents with children aged 0-4	 9%	2%	28%	16%	4%	1%	-
Parents with children aged 5-14	 16%	*	11%	44%	24%	5%	1%
Parents with children aged 15+	 35%	*	1%	14%	55%	79%	32%
Retirees/ aged 65+	 11%	-	-	*	*	2%	64%
	Sample size (n=)	363	548	673	667	469	297

Source: Q304, Q305, Q306

Base: All respondents (n=3,017)

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# THANK YOU!

