

School Briefing #1

Cultural Engagement Findings

The Born in Bradford Age of Wonder research study surveyed over 8,400 secondary school pupils aged 12–15 across Bradford, to explore how young people engage with arts and culture. Your school's participation made this important research possible. This research findings is based on data collected over 2023/2024 academic year.

Key Findings

- 1 The majority of teens are culturally active**, 86% of teenagers participated in at least one cultural activity in the past month, and 90% attended at least one cultural event.
- 2 Digital creativity is the most popular activity**, 51% of young people created their own digital content in the past month, alongside creating artwork (50%) and reading for enjoyment (48%).
- 3 Shared interests exist** in religious attendance (51% for both genders) and museum visits (~34% across both gender and ethnicity).
- 4 Gender inequalities** appear mainly around creative arts (higher for girls) and sports/gaming (higher for boys).
- 5 Ethnic inequalities** show that Pakistani British teenagers are more engaged in religious services and library use, but less involved in creative arts and live music compared to White British teenagers.

Why this matters

Schools are important access points for arts and cultural participation. These data highlight activities and events that may be of equal interest to varying demographics, as well as activities and events where there may be barriers to participation among certain groups.



Next steps for schools

- 1 Share the findings with staff**
Use this brief to discuss what the findings mean for your school context
- 2 Inform your schools arts/cultural engagement programme**
Identify activities/events that may be under accessed by your population, or those that will appeal equally across it

“Dancing is like therapy. It gets all my problems out my head. Just makes me feel really happy.” – Female, White British, 13, living in the most deprived decile of neighbourhoods

Contact us

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Thank you to the schools and students for their ongoing participation!