

## PRESS RELEASE

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### Under-30s visit museums and galleries to 'de-stress', Art Fund research shows

- *Art Fund launches new Under 30 National Art Pass, giving free entry to over 240 museums, galleries and historic homes and 50% off major exhibitions, across the UK*
- *Annual pass created in response to Art Fund commissioned research showing under-30s twice as likely to visit a museum or gallery on a monthly basis to de-stress*
- *Financially squeezed 'millennial' age group cites cost of travel and tickets as some of the top barriers to visiting more regularly*

Art Fund, the national fundraising charity for art, has released a new annual art pass to help reduce the cost of visiting museum, galleries and historic sites for under-30s.

The Under 30 National Art Pass is available to anyone aged 30 or younger and offers free entry to over 240 museums, galleries and historic homes across the UK as well as 50% off major exhibitions such as the V&A's forthcoming Christian Dior exhibition and Tate Liverpool's Keith Haring retrospective. It is a specially discounted £45 version of its popular National Art Pass (from £70).

Previously, Art Fund has offered an Under 26 National Art Pass; however, following research carried out at the end of 2018, the charity recognised a need to broaden its offer to the under-30 age group.

Art Fund's research, recently published in a report titled *Calm and Collected – Museums and galleries: the UK's untapped wellbeing resource?*, investigated whether regularly engaging with museums and galleries could contribute to an individual's sense of wellbeing, particularly focussing on the under 30 age group who are well-documented as being one of the most stressed generations.

The study of 2,500 UK adults found that visiting museums and galleries as a way to 'de-stress' was consistent across all age groups, with 63% of UK adults having visited at some point to cope with anxiety or stress. Comparatively, of those who visit regularly, under-30s are twice as likely to visit monthly to de-stress (13%) than all UK adults (6%), suggesting the age group recognises the benefit of visiting museums and galleries on their wellbeing.

Overall, Art Fund's survey found that 65% of people under 30 felt some level of anxiety

yesterday (a figure that is significantly higher than the national average 53%). Top sources of this anxiety stemmed from worry over debt and finances (49%), feeling lonely (48%) and anxiety linked to social media (32%).

Further research by YouGov identified the top barriers to visiting museums, exhibitions and galleries cited by under-30s, with almost a third noting travel is too costly and time consuming (32%) and lack of free time (32%) as reasons preventing them from visiting more regularly. 25% said that museums, exhibitions and galleries are too expensive.

Stephen Deuchar, Director of Art Fund, said: 'There is clearly an appetite by under-30s to visit and engage with UK museums and galleries, which they see has a demonstrable positive impact on their sense of wellbeing. We hope by offering the new Under 30 National Art Pass, we can help remove some of the potential barriers around cost to enable more people in this age group to see more art.'

The Under 30 National Art Pass is now available at <https://www.artfund.org/national-art-pass> for £45.

Art Fund's research report *Calm and Collected – Museums and galleries: the UK's untapped wellbeing resource?* is available to read at <https://www.artfund.org/national-art-pass/wellbeing-national-art-pass>

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## Notes to Editors:

### Art Fund

Art Fund is the national fundraising charity for art. In the past five years alone Art Fund has given £34 million to help museums and galleries acquire works of art for their collections. It also helps museums share their collections with wider audiences by supporting a range of tours and exhibitions, and makes additional grants to support the training and professional development of curators. Art Fund is independently funded, with the core of its income provided by 139,000 members who receive the National Art Pass and enjoy free entry to over 240 museums, galleries and historic places across the UK, as well as 50% off entry to major exhibitions and subscription to Art Quarterly magazine. In addition to grant-giving, Art Fund's support for museums includes Art Fund Museum of the Year (won by Tate St Ives in 2018) and a range of digital platforms.

Find out more about Art Fund and the National Art Pass at [www.artfund.org](http://www.artfund.org)

### Delineate

All data are taken from the Art Fund National Wellbeing Study, conducted online by Delineate in August 2018. In total a nationally representative sample of 2,500 UK adults were surveyed, among which n=724 were people aged 18-29.

### YouGov

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4319 adults, of which 369 were 18-29 year olds. Fieldwork was undertaken between 13th - 15th November 2018. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).