arts council
of Northern Ireland

Arts and Culture in Northern Ireland 2004 Baseline Survey

ARTS AND CULTURE IN NORTHERN IRELAND

2004 Baseline Survey

Findings from an Omnibus Survey carried out on behalf of the Arts Council Northern Ireland by Central Survey Unit looking at attendance at, participation in and attitudes towards Arts and Culture in Northern Ireland.

Analysis by

Graeme Stevenson
Policy and Research Officer

1. Foreword

Arts and Culture in Northern Ireland represents the first dedicated survey of attendance at, participation in and attitudes towards arts and culture in Northern Ireland since the early 1990's. The report, which represents a baseline of activity, will enable us to compare trends in the arts in subsequent years.

The research shows that the proportion of adults attending at least one arts or cultural event in the last year was 73%, a figure comparable with the findings of similar surveys commissioned by the Arts Councils in England, Scotland and Wales. Young people aged between 16 and 24 were particularly likely to attend with 90% indicating they had attended an event within this period. Other findings indicate strong support for public funding of the arts with 78% of people agreeing that 'it is right that there should be public funding of arts and culture projects.'

The value of the survey findings lie primarily in the use the data is put to. This publication will provide information on the characteristics of attenders and participants, assisting the work of arts organisations in audience development, for example, relating to increasing the involvement of under represented groups. Findings have been used extensively in other areas of the Council's research programme, underpinning research into the barriers to publicly funded arts and assisting in establishing a disability baseline.

The success of this project is down to the support and efforts of a number of parties. I would like to thank the Central Survey Unit within NISRA and the Policy, Evaluation and Research Unit within DCAL for their advice in the design, implementation and general analysis of the survey findings and a special thanks to those members of the public who participated in the survey and without whom this project would not have been possible.

Nick Livingston,
Director, Strategic Development

2. Introduction

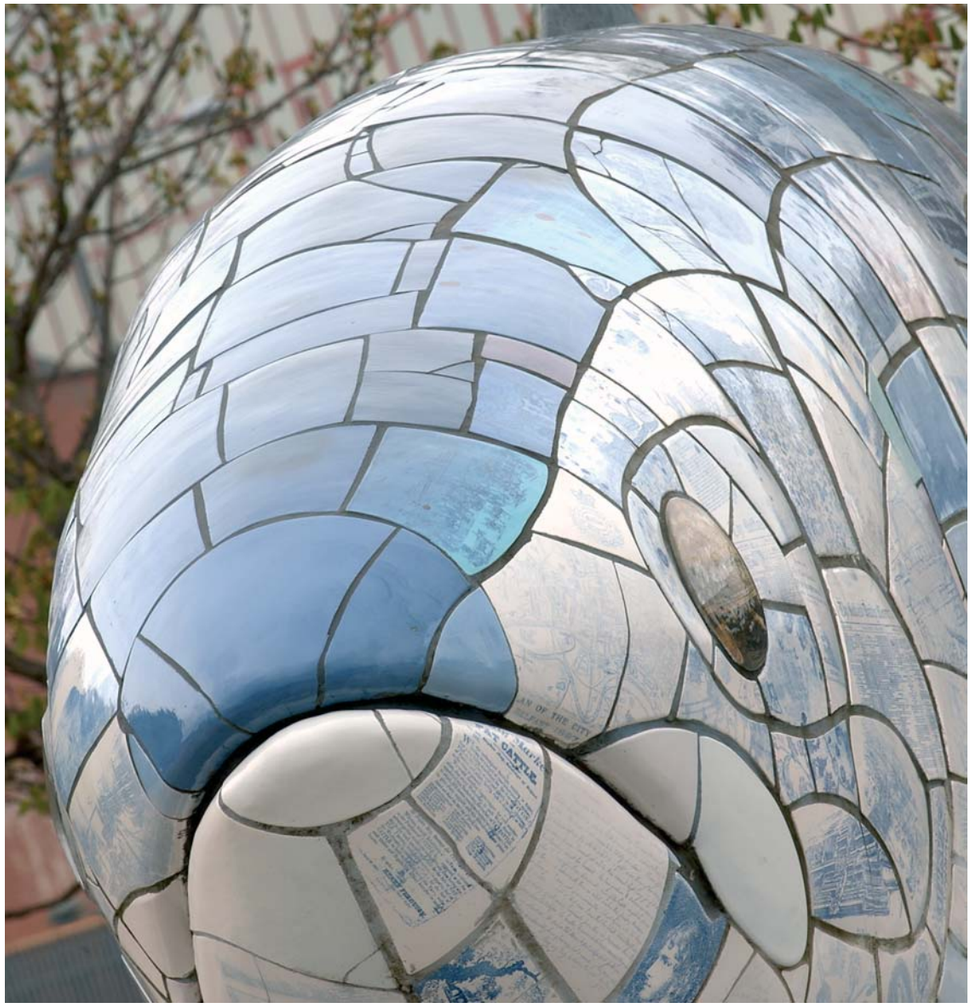
This report provides analysis of the first large scale survey carried out in Northern Ireland on peoples attendance at, participation in and attitudes towards arts and culture. The fieldwork for the survey was undertaken by Central Survey Unit, part of Northern Ireland Statistical research Agency (NISRA) on behalf on the Arts Council during September and October 2004.

The results from the survey, will be used to inform current research being undertaken into disability and barriers to publicly funded art and will assist in the creation of an evidence base on which policy initiatives can be built and progress against strategic objectives measured. It is expected that the survey will be repeated every two years to provide a comparison against this baseline survey

The completion of the survey means that the Arts Councils of Northern Ireland, England, Scotland and Wales now undertake surveys into trends of pubic engagement with the arts. This will enable benchmarks to be made at a national level.

The report is comprised of four sections. The first examines attendance at arts events and includes consideration of the reasons for attendance, their characteristics and the methods they use to identify what's on. The second section looks at levels of participation and assesses the profile of people accessing the arts through a range of media. The final section considers the attitudes of those attenders and non attenders to the arts.

ARTS AND CULTURE IN NORTHERN IRELAND - 2004 BASELINE SURVEY



3. Methodology

The survey was carried out between 20th September and 22nd October 2004 using a random sample of 1938 adults aged 16 and over.

The sample used was drawn from 2177 private household addresses used by the Valuation and Lands Agency. Interviews took place face-to-face in respondent's homes, with the Arts Council of Northern Ireland module of questions lasting approximately between 15-20 minutes.

The response rate was 1293 (67%), meaning that results are accurate to +/- 1.9% at a 95% level of confidence. The survey sample was representative of the adult population for Northern Ireland in terms of age and gender when compared against the 2001 Census of Population and the Continuous Household Survey.

Notation

Percentages shown in this report have been rounded to the nearest number. As a result, totals do not always equal 100%. Figures less than 0.5% are indicated as '0'.

4. Key Findings

4.1 Attendance

- Seventy three per cent of those interviewed had been to one or more event within the last 12 months.
- The most popular event attended was film (at a cinema, arts centre or festival) with 53% attending in the last 12 months
- Fifty six per cent of attenders at arts or cultural events were women, compared to 44% of men
- Ninety per cent of 16-24 year olds had been to an event as a member of the audience or as a visitor in the last 12 months
- With the exception of community festivals, those interviewed living in the more deprived wards were less likely to attend an event
- Women were more likely than men to attend a film, a play or drama, a pantomime and a craft exhibition
- There was very little difference in levels of attendance by community background with 74 per cent of Catholics attending and event within the last 12 months compared to 72 per cent of Protestants.
- Ninety-three per cent of interviewees educated to tertiary level had been to an event within the last 12 months. This compared to 85 % of those education to secondary level and 48 %of those educated to primary level.
- A social outing was the main reason identified by attenders for going to a particular event as a member of the audience or visitor
- Average attendance levels decreased by age with 82% of 16 to 24 year olds attending an event compared to 42 % of those aged 65 and over.
- A newspaper was the most widespread method used by those interviewed to find out what was going on. This was followed by word of mouth and television and radio

4.2 Participation

- One in 4 of respondents indicated that they had taken part in an arts or cultural event within the last 12 months.
- Women were more likely then men to participate in an event (14% compared to 9%)
- Levels of participation were the same regardless of social class with the exception of photography and filmmaking and singing or playing a musical instrument which showed greater participation levels within the professional and management classes.
- There were higher levels of participation in arts or cultural activities amongst respondents living in less deprived wards
- The main reasons identified by respondents for participating were, for enjoyment or pleasure (79%), to learn a new skill (26%) and for self expression (17%).
- The two main personal attributes that respondents noted an improvement in through their participation were self confidence (41%) and creativity (42%). These changes were particularly evident in the age range 16-24.
- One in 4 respondents were prepared to travel between 1 and 2 hours to attend an arts or cultural event. To participate, 1 in 5 respondents were prepared to travel the same distance.

4.3 Characteristics of viewers and listeners

- Eighty three per cent of participants had accessed the arts through the audio visual media specified within the previous 4 weeks.
- Rock and pop music was the most popular category accessed (32%) followed by folk and traditional music (13%) and classical music (10%).
- An average of 93% of respondents aged 16-24 had accessed the arts through the audio-visual media, falling away to 48% aged 65 and over.
- Visual media (TV, video, DVD and the Internet) was used most to access the arts by respondents living wards receiving the highest multiple deprivation score.

4.4 Use of Internet

- Seventy five per cent of respondents had used the internet to book ticket for an event (25% male and 24% female)
- Use of the internet to book tickets was most evident between the ages 16-49 (35%), falling away to 2% of respondents aged 65 and over.
- Eighty one per cent of respondents earning over £50,000 reported using the internet to book tickets, this fell to 15% of respondents with an income under £6,239.

4.5 Barriers to Participation and Attendance

- The most widely mentioned barrier to participation and attendance concerned a difficulty in finding time (27%). Other popular categories included a lack of interest in the arts (26%) and a preference to spending spare time in other ways (18%).
- Sixteen per cent of Unskilled Manual Workers identified ‘difficulty in finding time’ as a barrier to participation, this rose to 51% for those respondents classed as Professionals.

4.6 Attitudes towards arts and cultural activities

- Ninety nine per cent of respondents agree that all school children should have the opportunity to learn to play a musical instrument or participate in other arts activities
- Eighty four per cent of respondents agree that arts and cultural activity helps to bring visitors and tourists to Northern Ireland
- Eighty per cent of respondents agree that arts from different cultures contributes a lot to society
- Seventy nine per cent of respondents agree that Arts and cultural activity helps to enrich the quality of our lives
- Seventy eight per cent of respondents agree that there should be public funding of arts and cultural projects
- Eighty four per cent of attenders felt there should be public funding of the arts compared to 59% of non-attenders
- Sixteen per cent of attenders ‘would feel out of place in an art gallery, museum or theater’ compared to 42% of non attenders
- Seventy per cent of attenders would support their local authority in spending money on the arts compared to 51% of non attenders.

4.7 Perceptions of Northern Ireland Arts Council

- The proportion of women who had heard of the Arts Council was slightly higher than men (74% compared to 73%)
- Those aged between 16 and 24 showed the least knowledge of the Arts Council (53%). Respondents in the age band 35-49 showed the greatest knowledge (83%).
- Ninety seven per cent of Professionals had knowledge of the Arts Council, falling to 51% of Unskilled Manual Workers.

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5. Attendance at an Arts or Cultural Event

5.1 Patterns of attendance

Respondents were asked which, if any, of a range of events they have been to, either as a member of the audience or as a visitor within the last 12 months and within the last 4 months (Table 1). Overall, nearly three quarters (73%) had attended an arts or cultural event within the last 12 months with 59% attending within the last 4 months.

The percentage of respondents attending individual events over the last 12 month and 4 month periods followed a similar pattern. Film was by far the most popular event, attended by 54% of respondents over the last 12 months and 55% over the last 4 months. This was followed by drama (23% and 12%), a rock or pop music concert (21% and 11%) and museums (17% and 10%).

Table 1: Percentage attending events in the last 12 months and four months

Event	Last 12 months	Last 4 months
Film (cinema, arts centre, festival)	54	55
A carnival or circus	7	4
An arts festival	6	3
A community festival	14	9
A ballet	3	*
A contemporary dance performance	2	1
An Irish dance performance	5	3
A play or drama	23	12
A pantomime	10	1
Poetry reading/ story telling	4	3
Other live dance event	9	6
A classical music concert or recital	7	3
A rock or pop music concert	21	11
A jazz concert	2	1
An opera	2	1
A folk, traditional or world music performance	8	6
Other live music event	13	7
A craft exhibition	13	6
A museum	17	10
An exhibition of art, photography or sculpture	12	9
None	27	20
Base	**1,293**	**948**

Percentages may add up to over 100% due to multiple responses

Excluding cinema as an event reduces significantly the levels of attendance. Over the 12 month period, this falls to 28%, with the level at 25% for the last 4 months.

5.2 Characteristics of attenders

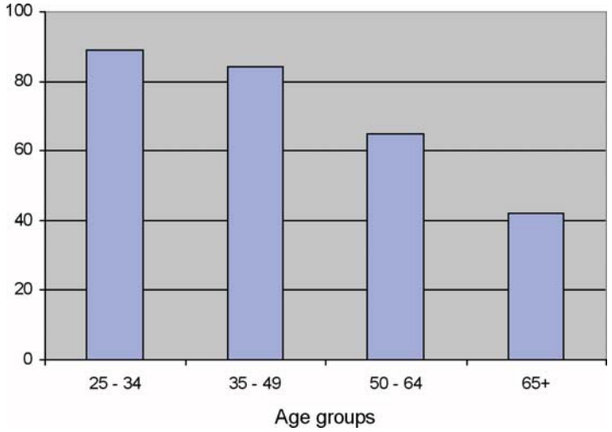
There was a slight variance in attendance levels at events in the last 12 months between men (72%) and women (75%). For some types of events this variance was more apparent; Women were more likely to attend:

- Film (55% compared to 51%)
- A play or drama (25% compared to 19%)
- A pantomime (13% compared to 7%)
- A craft exhibition (16% compared to 8%)

Attendance at particular arts event in the last 12 months was closely related to the age of the interviewee. Eighty two per cent of 16-24 year olds had been to see a film, falling to 14% of those aged over 65. On average, young people were more likely to attend a rock or pop music concert and a carnival or circus, with older respondents more likely to attend a craft exhibition or museum.

Attendance levels at a community festival, a play or drama and an exhibition of art were relatively consistent, regardless of age.

Figure 1: Percentage attending one or more event within the last 12 months



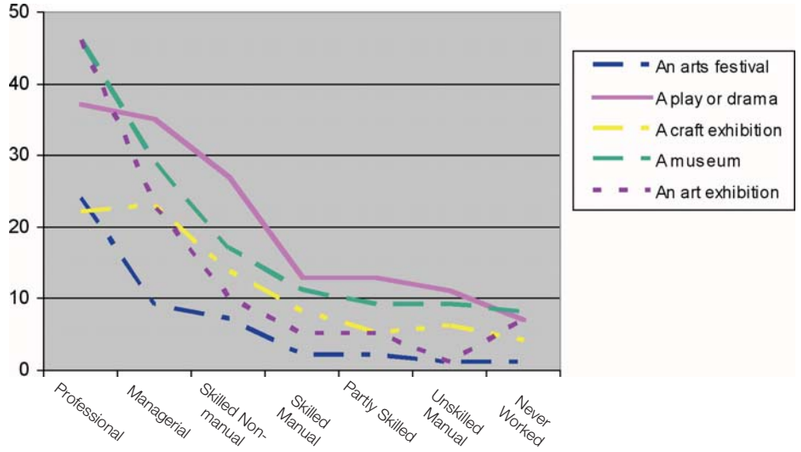
When considering attendance at all events, there was a clear relationship between age and attendance (figure 1), with young people more likely to have attended an event than older people within the last 12 months. Ninety per cent of 16-24 year olds questioned had attended one or more events over the preceding year, compared to 52% aged over 65.

Overall, there is a clear relationship between social class and the likelihood of attendance at arts and cultural events, with the professional and intermediate groups most likely to have attended:

- A museum
- An art exhibition
- A craft exhibition
- A play or drama

Figure 2 shows those events with the strongest relationship between social class and attendance. A similar but less obvious relationship can be seen when comparing attendance at events by multiple deprivation measure scores, with those respondents living in the most deprived wards less likely to attend an art or cultural event then those living in less deprived wards. The only exception to this trend was attendance at community festivals where those living in the most deprived wards (multiple deprivation score >=50) were 11% more likely to attend then those living in the least deprived wards (multiple deprivation score <=9.99).

Figure 2: Percentage attendance at events by social class



Data generated from numbers attending arts and cultural events provides an overall picture of frequency. Half of respondents (50%) attended either one or two events within the preceding 12 months, with the remainder attending three times or more.

Overall, there was very little difference in levels of attendance by community background with 74 per cent of Catholics attending and event within the last 12 months compared to 72 per cent of Protestants. There were variations in attendance when considering individual events; Catholics were three times more likely than Protestants to attend a folk, traditional or world music event (12 per cent v 4 per cent) and nearly twice as likely to attend a community festival (19 per cent v 10 per cent). Conversely, Protestants were slightly more likely to attend a ballet, pantomime or classical music concert.

There was a strong relationship between educational attainment and attendance, with Ninety-three per cent of those educated to tertiary level having been to an event. This compared to 85 per cent of those education to secondary level and 48 per cent of those educated to primary level. This variation was apparent when comparing attendance at individual events. For example, interviewees educated to a tertiary level were over four times more likely to attend a play or drama compared to someone educated to a primary level (39 per cent v 9 per cent). A similar distinction can be seen when comparing visits to a museum, with interviewees educated to a tertiary level nine times more likely to visit a museum compared to someone educated to a primary level (36 per cent v 4 per cent).

5.3 Reasons for attending

Those respondents who said they had attended an arts or cultural event either in the preceding 4 or 12 months were asked what their reason for going was. When considering all events together, the most popular reasons were:

- Like going to that event (92%)
- A social outing (89%)
- Wanted to see a performer (60%)

For men, socialising was the most common reason, identified by 87% of respondents, with all women questioned (100%) identifying 'like going to that event' as a reason for attendance.

By age, socialising was a particularly popular reason cited by attenders in the age brackets 25-34 and 35-49, with a large number of young people (24%) identifying 'related to study' as a reason for attending when compared against all other age bands.

5.4 Location of event

For each event identified by a respondent as having been attended, they were asked where they went to see the most recent of these (Table 2). The results were largely consistent with the popularity of the event itself, with cinema identified by the majority of respondents (72%), followed by concert hall (56%) and open air facility (38%). Those venues least used were leisure centres (6%), universities (5%) and libraries (2%). Repeated venues identified under 'other' included the Odyssey, hotels and pubs.

Table 2 : Percentage location of events attended

Venue	%
Cinema	72
Concert Hall/ Opera House	56
Open Air Facility	38
Theatre	33
Community Centre	17
Museum	15
Town Hall	13
Art Gallery	12
National Trust Property	8
Church	7
School	7
Leisure Centre	6
University	5
Library	2
Other	23
Base	948

Percentages may add up to over 100% due to multiple responses

5.5 Method of finding out what's on

Respondents were asked how they found out about arts and cultural events in general (Table 3). A newspaper was the most popular method used, identified by 59% of those questioned followed by word of mouth (31%) and television and radio (28%). The least used method was ArtsListing.com (3%), although it should be recognised that this was a specific source, where as all other categories were general so direct comparisons would not be fair.

Table 3: Percentage method of finding out what's on

	%
Newspaper (local, daily, Sunday)	59
Word of Mouth	31
Television/ radio	28
Poster/ notice in public area	26
Through the post (flyer/ brochure)	17
Leaflet through my door	15
Internet	9
Newsletter	6
ArtListings.com	3
Other	4
Base	**1293**

Total percentage may add up to over 100% due to multiple response questions

Comparisons by gender showed little variation in the way respondents found out about arts and cultural events. The only notable exceptions being the percentage of females identifying what's on via a poster/notice in public areas (28% compared to 22% of males) and those males who identified using the internet (11% compared to 7% of females).

Table 4 shows the method of finding out what's on by age. Newspapers were the primary source of information for all age groups but especially for older people, peaking at 67% in the age range 35-49. Younger people were more inclined to use television and radio as a source of information, identified by 40% of 16-24 year olds compared to 20% of those aged between 50-64. A similar pattern emerges when considering use of the internet with the largest proportion of users being in the age range 16-24.

Interestingly, despite indicating the lowest level of internet use, those aged 65 and over represented the greatest users of Artslistings.com (4%) although the variation between all categories was marginal.

There were few obvious distinctions when comparing method by social class, with the only notable exception being that 10% of Professionals identified using Artslistings.com, compared to 6% of Full time students and 4% of Skilled Non-manual workers.

Table 4: Percentage method of finding out what's on by age

	16 - 24	25 – 34	35 - 49	50 - 64	65 and over
Poster/ notice in public area	30	35	27	23	14
Leaflet through my door	8	15	14	18	16
Newspaper (local, daily, Sunday)	48	62	67	60	55
Newsletter	5	9	7	7	3
Television/ radio	40	35	27	20	22
Internet	22	13	10	3	1
Word of Mouth	35	38	34	24	27
ArtListings.com	3	2	2	3	4
Through the post (flyer/ brochure)	12	19	18	17	16
Other	3	1	5	4	6
Base	**187**	**230**	**353**	**267**	**257**

Total percentage may add up to over 100% due to multiple response questions

6. Participation

Overall participation was substantially lower than those who indicated attendance at an arts or cultural event with only 1 in 4 indicating they had taken part in an activity over the last 12 months (Table 5).

Women were more likely than men to have undertaken an activity in some form (14% having done so, compared with 9% of men). This variation highlighted by examining individual activities, with women more likely than men to participate in:

- Drama, theatre or dance (4% compared to 2%)
- Crafts (10% compared to 2%)

Men were more likely than women to participate in:

- Singing or playing a musical instrument (7% compared to 6%)
- Photography or film making (5% compared to 3%)

Table 5: Percentage participation in activities within the last 12 months

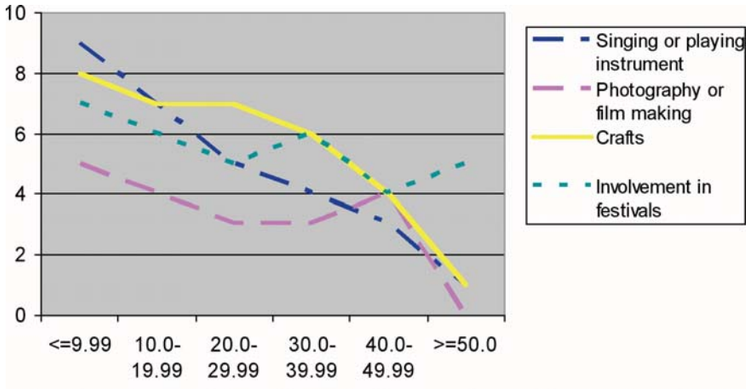
Activity	%
Drama, theatre or dance of any kind	3
Singing or playing a musical instrument	7
Creative writing (poetry or stories)	1
Photography or film making	4
Painting, drawing or sculpture	5
Crafts	7
Help with the organisation or running of a festival or carnival	6
Other arts activity	1
None of these	**77**

Total percentage may add up to over 100% due to multiple response questions

Overall, levels of participation were the same regardless of social class with the exception of photography and filmmaking and singing or playing a musical instrument which showed greater participation levels within the professional and management classes.

There was a marked relationship when comparing participation within a number of categories by Multiple Deprivation Measure Score (Figure 3), with higher levels of participation within the least deprived areas. For those wards Identified as most deprived (>=50.0) participation levels are generally at their lowest with the exception of helping to organise or run a festival or carnival.

Figure 3: Percentage participation by multiple deprivation score



6.1 Reasons for Participation

Seventy nine per cent of individuals who indicated that they had participated in an arts or cultural event within the last 12 months said that they had done so for enjoyment or pleasure (Table 6). Twenty six per cent participated to learn a new skill and 20% indicated that they participated in order to contribute to their community. Of those who said they had participated to contribute to their community, 79% had helped with the organisation or running of a festival. Other notable reasons for participation included self expression (17%), a creativity outlet (13%) and because their friends took part (13%).

There was little variation in the reasons for participation by gender with the only significant difference found when comparing the category 'to learn new skills'. Here, sixteen per cent (18) were male and thirty three per cent (59) were female.

Table 6: Percentage reason for participation

Reason	%
To learn new skills	26
To express myself	17
For enjoyment/ pleasure	79
Improve health/ wellbeing	9
As an outlet for creativity	13
Friend takes part	13
To reduce stress levels	9
To contribute to my community	20
Other	4
Base	**295**

Total percentage may add up to over 100% due to multiple response questions

6.2 Changes in Personal Attributes

Respondents who said that they had participated in an arts or cultural activity within the last 12 months were asked to specify whether they had noticed improvements in a range of personal attributes (Table 7). There were two attributes in particular which respondents identified a particular improvement. These were self confidence (41%) and creativity (42%).

These changes were particularly apparent within the age group 16-24, with sixty per cent citing an improvement in creativity and fifty five per cent self confidences.

Table 7: Percentage changes in personal attributes

Changes in Personal Attributes	%
Self confidence	41
Concentration	19
Creativity	42
Decision making	14
Problem solving	13
Attitude towards learning	19
None of these areas	20
Base	**295**

Total percentage may add up to over 100% due to multiple response questions

6.3 Time prepared to spend traveling to attend / participate in an arts event

Respondents were asked how long they were prepared to travel in order to attend or participate in an arts or cultural activity (Table 8). The most frequently mentioned category for attendance was 'more than one hour but less than two' (31%). Respondents were not willing to travel as far to attend an event as they were to participate.

There was little variation in distance people were prepared to travel to attend or participate by gender, with the only significant difference being that men were more willing to travel between one and two hours to participate in an arts or cultural event than women (23% compared to 17%). This trend is reversed when looking at the category 31 to 60 minutes with women more willing than men to travel in order to participate (27% compared with 14%).

Time people were prepared to travel to an event showed a clear relationship with age. Thirty seven per cent of those aged 16-24 were willing to travel between one and two hours to participate in an event, falling away gradually to 15% of those aged 65 and over.

Table 8: Percentage time prepared to travel

Time	Attend	Participate
Up to 15 minutes	7	8
16-30 minutes	21	20
31-60 minutes	28	24
More than 1 hour but less than 2	31	20
Don't want to participate or attend any arts event	14	28
Don't Know	0	0
Base	**1293**	**1293**

Total percentage may add up to over 100% due to multiple response questions

6.4 Characteristics of viewers and listeners

Eighty three per cent of participants had accessed the arts through media1 within the 4 weeks prior to being interviewed. Consumption was generally equal between men and women with the only significant difference being the percentage listening or viewing folk and traditional music. Rock and pop was the most popular category with 32% having accessed this genre within the last 4 weeks, this was followed by folk and traditional music (13%) and classical music (10%).

There was a strong relationship between audio-visual media usage and age (Table 9). Viewing and listening to the arts was most evident in the age range 16-24, with a gradual decline up to the age bracket 64 and over.

The most popular medium for accessing the arts for younger enthusiasts was radio, identified by 96% of respondents in the age range 16-24, this was followed by CD, mini-disk, MP3 Player, tape or record (94%) and finally TV, video, DVD, Internet (90%). The same order of preference is followed up to the age bracket 50 and over where TV is the most popular category.

Usage audio-visual media drops away quite sharply over the age of 50 and is most marked by a fall in the use of recorded media from 60% to 36%

Table 9: Percentage viewing and listening to the arts by age and medium

Media	16-24	25-34	35-49	50-64	64+
TV, video, DVD, Internet	90	86	78	69	60
Radio	96	95	81	68	49
CD, mini-disk, MP3 Player, tape or record	94	90	78	60	36
Base	**187**	**230**	**353**	**267**	**257**

Total percentage may add up to over 100% due to multiple response questions

Table 10 shows that there was no consistent pattern that emerged when comparing Multiple Deprivation Score (appendix 1) with media used. Those respondents living in wards with the highest scores (>50.0) showed the greatest use of TV, video, DVD and the Internet to access the arts (84%) compared to 77% of respondents living in wards with the lowest score (<=9.9).

Table 10: Percentage viewing and listening to the arts by Multiple Deprivation Score

Media	<=9.9	10.0-19.9	20.0-29.9	30.0-39.9	40.0-49.9	>50.0
TV, video, DVD, Internet	77	77	74	68	71	84
Radio	79	77	75	74	65	71
CD, mini-disk, MP3 Player, tape or record	73	74	68	63	56	66
Base	**411**	**371**	**230**	**123**	**56**	**68**

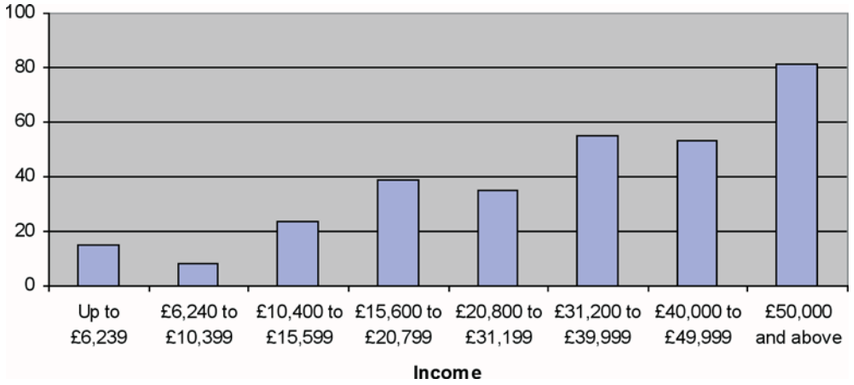
Total percentage may add up to over 100% due to multiple response questions

6.5 Use of Internet to Book Tickets

Twenty five per cent of males and 24% of females indicated that they had used the internet to book tickets for an arts event. There was a strong relationship by age with an average of 35% of respondents within the age ranges 16 to 49 indicating they had used the internet for this purpose. Use of the internet fell away sharply over 50 years of age with 16% and 2% of respondents using the internet in the age ranges 50-64 and 65+ respectfully.

There was a strong correlation between income and use of the internet to book tickets (Figure 4). Fifteen per cent of the internet had used the internet to book tickets with an income up to £6,239. This increased to 81% for those earning £50,000 and over. The only marked exception to this trend were those using the internet to book tickets with an income between £6,240 and £10,399 with only 8% indicating they had done so.

Figure 4: Percentage booking tickets by internet by income



6.6 Barriers to Participation and Attendance at Arts Events

Respondents were asked which, if any of a range of barriers prevented them from either going to or participating in an event. The most widespread single barrier was 'difficulty in finding time' (27%). A large proportion of respondents also identified 'a lack of interest in the arts' (26%) or 'a preference to spending their spare time in other ways' (18%) as barriers to attendance and participation. Other popular categories included:

- It costs too much (20%)
- Family commitments / childcare (19%) and
- Nothing available close by / too far to travel (10%)

There was a distinction in the barriers identified by gender, with men more likely than women to cite 'a lack of interest' as a reason preventing then from attendance or participation (32% compared to 22%). This trend is repeated for those who 'prefer to spend their time in other ways' with 22% of men and 15% of women identifying this as a reason. Conversely, women were more likely than men to identify cost (21% compared to 22%), family commitments / childcare (22% compared to 15%) and health (12% compared to 6%) as reasons for not attending or participating.

Identified barriers to participation based on a comparison between respondents living in urban and rural areas showed a high level of consistency with the overall trend. The only relevant exceptions were that 11% of those interviewed living in urban areas identified their health as an obstacle to participation, compared to 6% of those living in rural areas. Also, 14% of rural respondents identified 'nothing available close by / too far to travel' as a barrier, compared with 7% of urban respondents.

Poor heath, perhaps unexpectantly, was identified by a progressively larger number of respondents as their ages increased; from 1% in the age range 16-24 through to 25% in the category 65 and over. Conversely, those who 'might feel uncomfortable' were younger in age (7% of 16-24 year olds compared to 2% of those aged 65 and over).

Analysis by social grade shows a gradual increase in the number of respondents identifying a difficulty in finding time as a barrier to participation from 16% for Unskilled Manual Workers to 51% of Professionals. A lack of interest was particularly apparent within the following categories: Skilled Manual (38%); Unskilled Manual (36%) and Professional (29%).

7. Attitudes towards the Arts and Cultural Activities

Respondents were asked whether or not they agreed with a series of statements covering personal attitudes towards arts and cultural activities (Table 11). There were a number of statements that generated a high level of consensus, with participants either strongly agreeing or agreeing. It is interesting to note that the majority of

these statements related to the role of the arts within society. Statements which generated to greatest level of agreement were:

- All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities (99%)
- Arts and cultural activity helps to bring visitors and tourists to Northern Ireland (84%)
- The Arts from different cultures contribute a lot to society (80%)
- Arts and culture is open to everyone in Northern Ireland regardless of differences in religion, ethnicity or social class (80%)

Other statements which met with broad agreement included those relating to the public funding of the arts locally and in general. Just under two thirds of respondents (65%) agreed that money should be spent within their local area on arts and culture; with over three quarters (78%) either strongly agreeing or agreeing that it is right for public funding of arts and cultural projects.

Other interesting associations to note include the responses to negative statements used. Sixty four per cent of respondents either disagreed or disagreed strongly that they would feel out of place in an art gallery, museum or theatre. Just over half (53%) disagreed with the statement that people who don't go to the arts and cultural events aren't missing out on much.

7.1 Agreement with Attitude Statements by Attendance Status

There were a number of interesting findings when comparing attitudes with attenders and non attenders. Overall, the attitudes of attenders were more positive than non-attenders. The greatest difference in attitude related to the statement 'I would feel out of place in an art gallery, museum or theatre. Here, 42% of non attenders and 16% of attenders either agreed strongly or agreed with the statement. Other significant differences included attitudes towards public funding of the arts. Eighty four per cent of attenders agreed with this statement compared with 59% of non-attenders.

The statements that met with the greatest consensus were 'Arts and culture is open to everyone in NI regardless of differences in religion, ethnic origin or social class' (80% attenders and 80% non attenders) and 'All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities' (99% of attenders and 95% of non attenders).

There were no discernable patterns identified when attitudes were compared against gender. The only difference worth mentioning related to the number of men, compared to women who 'would feel out of place in an art gallery, museum or theatre' (27% compared to 19% of women).

Analyses of responses to these statements by age band reveal a number of trends. The highest percentage of respondents who felt most out of place in a gallery, museum or theatre were aged between 16 and 24 (33%),

this was followed by those aged 65 and over (29%). Conversely, the lowest percentage who said they felt out of place were aged between 25 and 34 (18%) followed by 35-49 (17%).

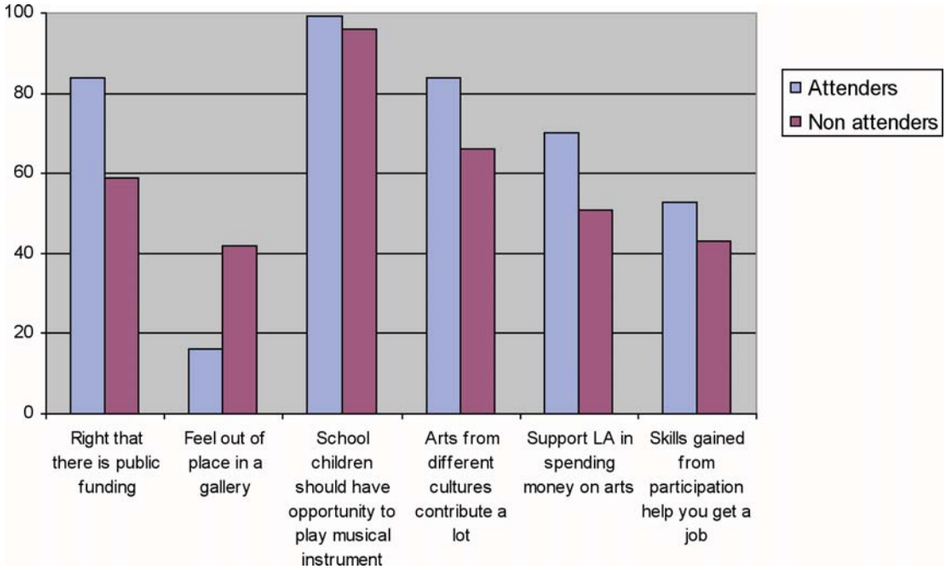
Sixty five per cent of those questioned within the age range 16 to 24 felt that arts and culture helps to enrich the quality of our lives. This is compared with 84% of respondents aged between 50 and 64.

Table 11: Percentage attitudes towards arts and cultural events

Statement	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't Know	Base
I support my local authority in spending money on arts and culture in my area	11	54	17	15	2	1	1293
I believe it is right that there should be public funding of arts and culture projects	20	58	14	6	1	1	1293
I would feel out of place in an art gallery, museum or theatre	4	19	13	42	22	*	1293
All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities	57	42	2	*	*	*	1293
The Arts from different cultures contribute a lot to society	25	55	15	4	*	1	1293
Arts and culture is open to everyone in northern Ireland regardless of differences in religion, ethnicity or social class	18	62	9	8	1	*	1293
Skills gained from participating in arts and cultural events can help you get a job	6	45	30	15	2	3	1293
Arts and cultural activity helps to bring visitors and tourists to Northern Ireland	25	59	10	4	1	2	1293
I would get more enjoyment from listening to CDs or watching TV than going to an art or culture event	10	28	25	32	5	*	1293
Arts and cultural activity helps to enrich the quality of our lives	18	61	16	4	*	1	1293
People who don't go to the arts and cultural events aren't missing out on much	1	17	28	44	9	1	1293

Rows may add up to over 100% due to rounding

Figure 5: Selected attitudes towards arts and cultural activities



7.2 Perceptions of Northern Ireland Arts Council

Respondents were asked whether or not they had heard of the Arts Council of Northern Ireland. Overall, the proportion of women who had heard of the Arts Council was only slightly greater than men (74% compared to 73%). Greater variation was apparent when considering knowledge by age band (Figure 6), with those aged between 16 and 24 displaying the least knowledge (53%). Respondents in the age band 35-49 showed the greatest knowledge (83%).

Figure 6: Percentage knowledge of Arts Council by age

A clear relationship can also be seen when comparing knowledge of the Arts Council by social class (Figure 7). Here, 97% of Professional recognised the organisation, falling to 51% of Unskilled Manual Workers and 53% of those respondents who reported never having worked.

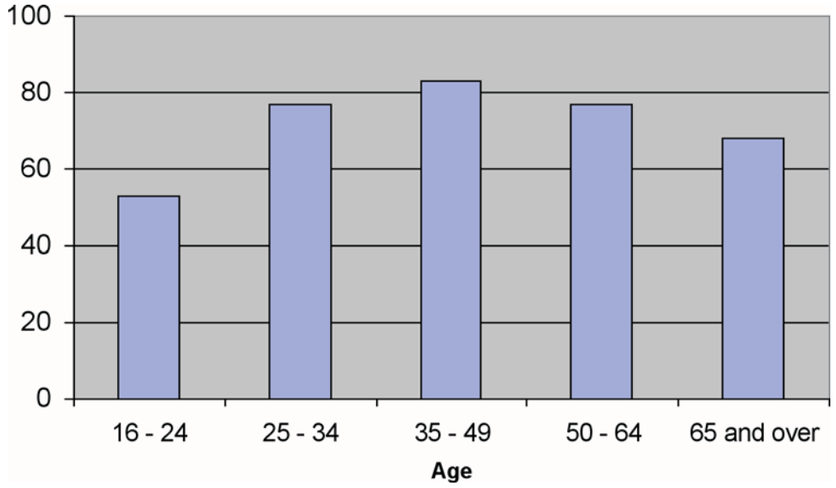
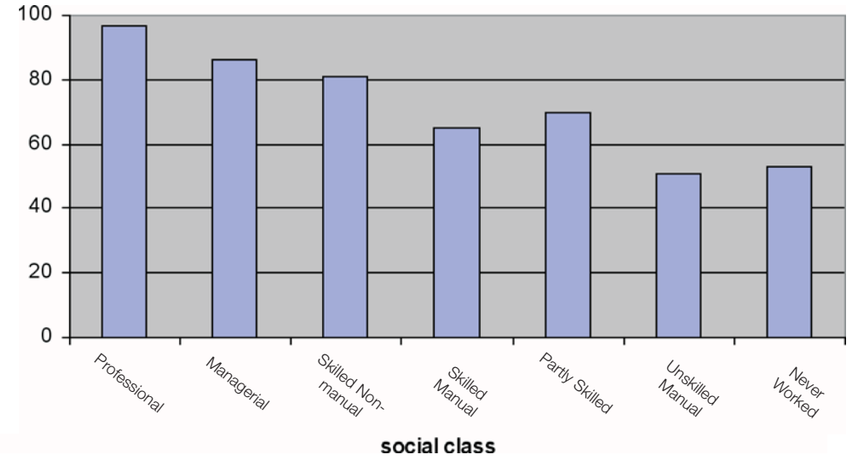


Figure 7: Percentage knowledge of Arts Council by social class

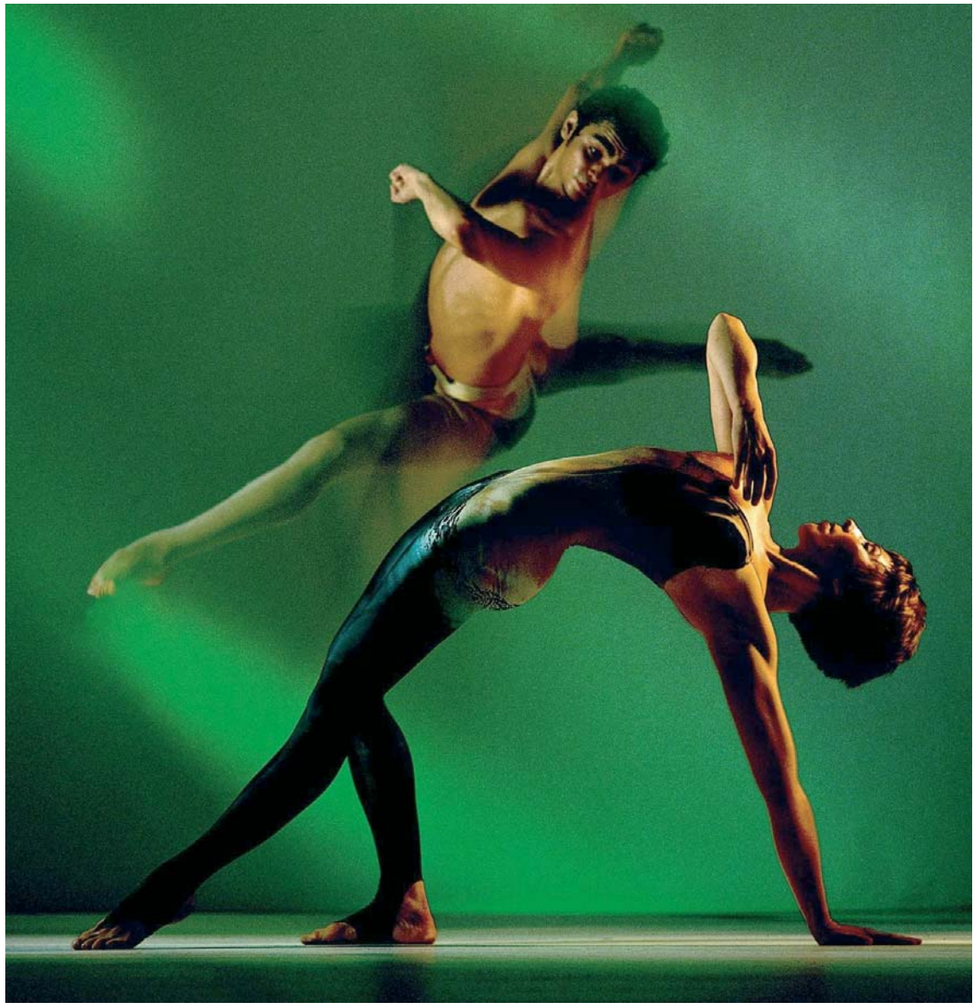


Respondents were asked to select a statement that described the role of the Arts Council. The majority of respondents (79%) recognised the Council as a promoter of arts / culture events. Thirty two per cent of those questioned thought of the Council as a government agency distributing funds and 16% a distributor of National Lottery funds (Table 12). Only 5% of respondents did not offer a response. There was little distinction when considering responses by gender, with the only significant difference being the percentage of men who felt that the Council was best described as a distributor of National Lottery Funds (19% compared to 14% of women.

Table 12: Respondent perception of Arts Council role

Role	%
Promoter of arts/culture events	80
Government agency distributing funds	32
A charity	10
A distributor of National Lottery funds	16
Don't Know	5
Base	**1293**

Total percentage may add up to over 100% due to multiple response questions



Appendix 1 - Multiple Deprivation Measure

The overall Multiple Deprivation Measure describes the ward by combining information from all seven domains: Income, Employment, Health, Education, Housing, Access and Social Environment. These were combined in two stages; first each domain was ranked and then transformed to an exponential distribution as described above. Then the domains were combined using the explicit domain weights chosen. The overall ward level Multiple Deprivation Measure is ranked in the same way as the Domain Deprivation Measures.

The Multiple Deprivation Measure's score is the combined sum of the weighted, exponentially transformed rank of the domain score. Again, the bigger the Multiple Deprivation Measure score, the more deprived the ward. However, because of the exponential distribution, it is not possible to say, for example, that a ward with a score of 40 is twice as deprived as a ward with a score of 20. In order to make comparisons between wards the ranks should be used. However, it is not possible to say that Ward X with a rank of 100 is twice as deprived as Ward Y with a rank of 200. The most deprived ward according to the Multiple Deprivation Measure is assigned a rank of 1, and the least deprived ward, a rank of 566.

Appendix 2 – The Questionnaire

ARTQ101 - ARTQ120

Which, if any, of the following have you been to, either as a member of the audience or as a visitor within the last 12 months?

1	*film*	Film (cinema, arts centre, festival)
2	*carn*	A carnival or circus
3	*arts*	An arts festival
4	*comm*	A community festival
5	*allet*	A ballet
6	*contemp*	A contemporary dance performance
7	*irish*	An Irish dance performance
8	*drama*	A play or drama
9	*panto*	A pantomime
10	*poetry*	Poetry reading/ story telling
11	*live*	Other live dance event
12	*class*	A classical music concert or recital
13	*rock*	A rock or pop music concert
14	*jazz*	A jazz concert
15	*opera*	An opera
16	*folk*	A folk, traditional or world music performance
17	*otlive*	Other live music event
18	*craft*	A craft exhibition
19	*museum*	A museum
20	*exhibit*	An exhibition of art, photography or sculpture
21	*none*	None of these

ARTQ201 - ARTQ220

And which if any have you been to within the last 4 months?

[Answers same as ARTQ101-ARTQ120]

ARTQ3a01 - ARTQ3a11

What was the reason for going to Film (cinema, arts centre, festival)?

1	*seeperf*	Wanted to see performer
2	*like*	Like going to that event
3	*learn*	Learn more about the artform
4	*special*	Special occasion
5	*social*	Social event

6	*invited*	Was invited along
7	*friend*	Friend or relative involved
8	*recomm*	Recommended
9	*festival*	Religious festival/event
10	*studies*	Related to studies
11	*oth*	Other

ARTQ3ai

Please specify other

String of length 250

ARTQ3b01 - ARTQ3b11

What was the reason for going to a carnival or circus?

[Answers same as ARTQ3a01-ARTQ3a11]

ARTQ3bi

Please specify other

String of length 250

ARTQ3c01 - ARTQ3c11

What was the reason for going to an arts festival?

[Answers same as ARTQ3a01-ARTQ3a11]

ARTQ3ci

Please specify other

String of length 250

ARTQ3d01 - ARTQ3d11

What was the reason for going to a community festival?

[Answers same as ARTQ3a01-ARTQ3a11]

ARTQ3di

Please specify other

String of length 250

ARTQ3e01 - ARTQ3e11	What was the reason for going to a ballet? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3ei	Please specify other *String of length 250*
ARTQ3f01 - ARTQ3f11	What was the reason for going to a contemporary dance performance? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3fi	Please specify other *String of length 250*
ARTQ3g01 - ARTQ3g11	What was the reason for going to an Irish dance performance? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3gi	Please specify other *String of length 250*
ARTQ3h01 - ARTQ3h11	What was the reason for going to a play or drama? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3hi	Please specify other *String of length 250*

ARTQ3i01 - ARTQ3i11	What was the reason for going to a pantomime? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3ii	Please specify other *String of length 250*
ARTQ3j01 - ARTQ3j11	What was the reason for going to poetry reading/ storytelling? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3ji	Please specify other *String of length 250*
ARTQ3k01 - ARTQ3k11	What was the reason for going to other live dance event? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3ki	Please specify other *String of length 250*
ARTQ3l01 - ARTQ3l11	What was the reason for going to a classical music concert or recital? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3li	Please specify other *String of length 250*

ARTQ3m01 - ARTQ3m11	What was the reason for going to a rock or pop music concert? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3mi	Please specify other *String of length 250*
ARTQ3n01 - ARTQ3n11	What was the reason for going to a jazz concert? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3ni	Please specify other *String of length 250*
ARTQ3o01 - ARTQ3o11	What was the reason for going to an opera? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3oi	Please specify other *String of length 250*
ARTQ3p01 - ARTQ3p11	What was the reason for going to a folk, traditional or world music performance? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3pi	Please specify other *String of length 250*

ARTQ3q01 - ARTQ3q11	What was the reason for going to other live music event? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3qi	Please specify other *String of length 250*
ARTQ3r01 - ARTQ3r11	What was the reason for going to a craft exhibition? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3ri	Please specify other *String of length 250*
ARTQ3s01 - ARTQ3s11	What was the reason for going to a museum? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3si	Please specify other *String of length 250*
ARTQ3t01 - ARTQ3t11	What was the reason for going to an exhibition of art, photography or sculpture? *[Answers same as ARTQ3a01-ARTQ3a11]*
ARTQ3ti	Please specify other *String of length 250*

ARTQ4a did — Thinking about the most recent time you went to a film (cinema, arts centre, festival) where you go?

1	*Cinema*	
2	*Church*	
3	*uni*	University
4	*hall*	Concert Hall/ Opera House
5	*School*	
6	*thall*	Town Hall
7	*artgall*	Art Gallery
8	*Theatre*	
9	*Lib*	Library
10	*openair*	Open Air Facility
11	*leisure*	Leisure Centre
12	*commcent*	Community Centre
13	*nation*	National Trust Property
14	*Other*	

ARTQ4ai — Please specify other

String of length 250

ARTQ4b — Thinking about the most recent time you went to a carnival or circus where did you go?

[Answers same as ARTQ4a]

ARTQ4bi — Please specify other

String of length 250

ARTQ4c — Thinking about the most recent time you went to an arts festival where did you go?

[Answers same as ARTQ4a]

ARTQ4ci — Please specify other

String of length 250

ARTQ4d — Thinking about the most recent time you went to a community festival where did you go?

[Answers same as ARTQ4a]

ARTQ4di — Please specify other

String of length 250

ARTQ4e — Thinking about the most recent time you went to a ballet where did you go?

[Answers same as ARTQ4a]

ARTQ4ei — Please specify other

String of length 250

ARTQ4f did — Thinking about the most recent time you went to a contemporary dance performance where you go?

[Answers same as ARTQ4a]

ARTQ4fi — Please specify other

String of length 250

ARTQ4g — Thinking about the most recent time you went to an irish dance performance where did you go?

[Answers same as ARTQ4a]

ARTQ4gi Please specify other

String of length 250

ARTQ4h Thinking about the most recent time you went to a play or drama where did you go?

[Answers same as ARTQ4a]

ARTQ4hi Please specify other

String of length 250

ARTQ4i Thinking about the most recent time you went to a pantomime where did you go?

[Answers same as ARTQ4a]

ARTQ4ii Please specify other

String for length 250

ARTQ4j Thinking about the most recent time you went to poetry reading/ storytelling where did you go?

[Answers same as ARTQ4a]

ARTQ4ji Please specify other

String of length 250

ARTQ4k Thinking about the most recent time you went to other live dance event where did you go?

[Answers same as ARTQ4a]

ARTQ4ki	Please specify other *String of length 250*
ARTQ4l did	Thinking about the most recent time you went to a classical music concert or recital where you go? *[Answers same as ARTQ4a]*
ARTQ4li	Please specify other *String of length 250*
ARTQ4m you	Thinking about the most recent time you went to a rock or pop music concert where did go? *[Answers same as ARTQ4a]*
ARTQ4mi	Please specify other *String of length 250*
ARTQ4n	Thinking about the most recent time you went to a jazz concert where did you go? *[Answers same as ARTQ4a]*
ARTQ4ni	Please specify other *String of length 250*
ARTQ4o	Thinking about the most recent time you went to an opera where did you go? *[Answers same as ARTQ4a]*

ARTQ4oi Please specify other

String of length 250

ARTQ4p performance Thinking about the most recent time you went to a folk, traditional or world music where did you go?

[Answers same as ARTQ4a]

ARTQ4pi Please specify other

String of length 250

ARTQ4q Thinking about the most recent time you went to other live music event where did you go?

[Answers same as ARTQ4a]

ARTQ4qi Please specify other

String of length 250

ARTQ4r Thinking about the most recent time you went to a craft exhibition where did you go?

[Answers same as ARTQ4a]

ARTQ4ri Please specify other

String of length 250

ARTQ4s Thinking about the most recent time you went to a museum where did you go?

[Answers same as ARTQ4a]

ARTQ4si Please specify other

String of length 250

ARTQ4t sculpture Thinking about the most recent time you went to an exhibition of art, photography or where did you go?

[Answers same as ARTQ4a]

ARTQ4ti Please specify other

String of length 250

ARTQ501 - ARTQ510 How do you usually find out about arts and cultural events in general?

1	*poster*	Poster/ notice in public area
2	*leaflet*	Leaflet through my door
3	*news*	Newspaper (local, daily, Sunday)
4	*newlett*	Newsletter
5	*tele*	Television/ radio
6	*inter*	Internet
7	*wordof*	Word of Mouth
8	*artlist*	ArtListings.com
9	*postfly*	Through the post (flyer/ brochure)
10	*Other*	

ARTQ5b Please specify other

String of length 250

ARTQ6 Generally, how long would you be prepared to travel to attend an arts event?

1	*fifteen*	Up to 15 minutes
2	*thirty*	16-30 minutes
3	*sixty*	31-60 minutes
4	*morehour*	More than 1 hour but less than 2
5	*dontwant*	Don't want to attend any arts event

ARTQ71 - ARTQ78 In the last 12 months have you taken part in any of the following activities as part of your leisure time? This includes in your free time in the home, through classes or membership of clubs or groups?

1	*drama*	Drama, theatre or dance of any kind
2	*sing*	Singing or playing a musical instrument
3	*create*	Creative writing (poetry or stories)
4	*photo*	Photography or film making
5	*paint*	Painting, drawing or sculpture
6	*Crafts*	
7	*run*	Help with the organisation or running of a festival or carnival
8	*otart*	Other arts activity
9	*none*	None of these

ARTQ81 - ARTQ89 In general, why do you participate?

1	*newskil*	To learn new skills
2	*express*	To express myself
3	*enjoy*	For enjoyment/ pleasure
4	*health*	Improve health/ wellbeing
5	*outlet*	As an outlet for creativity
6	*friend*	Friend takes part
7	*stress*	To reduce stress levels
8	*comm*	To contribute to my community
9	*Other*	

ARTQ8b Please specify other

String of length 250

ARTQ91 - ARTQ96 Since you stated taking part in this activity/ these activities in which, if any, of the following areas have you noticed improvements?

1	*selfconf*	Self confidence
2	*concent*	Concentration
3	*create*	Creativity
4	*decision*	Decision making
5	*solve*	Problem solving
6	*attitud*	Attitude towards learning
7	*none*	None of these areas

ARTQ10 Generally, how long would you be prepared to travel to participate in an arts event?

1	*fifteen*	Up to 15 minutes
2	*thirty*	16-30 minutes
3	*sixty*	31-60 minutes
4	*morehr*	More than 1 hour but less than 2
5	*dontwant*	Dont want to attend any arts event

ARTQ1101 - ARTQ1111 Which of the following have you watched on television, video, DVD or the internet within the last 4 weeks?

1	*rock*	Rock/pop
2	*classic*	Classical music
3	*Opera*	
4	*Musical*	
5	*Jazz*	
6	*folk*	Folk/ traditional music
7	*poetry*	Poetry/ book reading or performance
8	*play*	A play
9	*Dance*	
10	*visarts*	Visual arts and crafts
11	*general*	General art programmes or reviews
12	*none*	None of these

ARTQ1201 - ARTQ1211

Which of the following have you listened to on the radio in the last 4 weeks?

[Answer same as ARTQ1101 – ARTQ1111]

ARTQ1301 - ARTQ1311

Which of the following have you listened to on CD, mini disk, MP3 player, tape or recording in the last 4 weeks?

[Answer same as ARTQ1101 – ARTQ1111]

ARTQ14

Have you ever used the internet to book tickets for an art event?

1 Yes
2 No

ARTQ1501 - ARTQ1514

Which, if any, of the following prevent you from going to or participating in any arts event or activity?

1	*diff*	Its difficult to find time
2	*cost*	It costs too much
3	*notint*	I'm not really interested
4	*noone*	I dont have anyone to go with
5	*uncomf*	I might feel uncomfortable or out of place
6	*never*	Never know whats going on
7	*health*	My health is not good enough
8	*trans*	Lack of transport
9	*commit*	Family commitments/ childcare
10	*toofar*	Nothing available close by/ too far to travel
11	*lackfac*	Lack of facilities for disabled people
12	*othway*	I prefer to spend my free time in other ways
13	*notime*	I don't have the ability/ talent
14	*other*	Other, please specify
15	*None*	None of these

ARTQ15b

Please specify other

String of length 250

ARTQ16a

I believe it is right that there should be public funding of arts and culture projects.

1	*SAGREE*	Strongly agree
2	*AGRE*	Agree
3	*NEI*	Neither agree nor disagree
4	*DIS*	Disagree
5	*SDIS*	Strongly disagree

ARTQ16b

I would feel out of place in an art gallery, museum or theatre.

[Answers same as ARTQ16a]

ARTQ16c

All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities.

[Answers same as ARTQ16a]

ARTQ16d

The Arts from different cultures contribute a lot to society.

[Answers same as ARTQ16a]

ARTQ16e

Arts and cultural activity helps to bring visitors and tourists to Northern Ireland.

[Answers same as ARTQ16a]

ARTQ16f

I would get more enjoyment from listening to CDs or watching TV than going to an art or culture event.

[Answers same as ARTQ16a]

ARTQ16g

I support my local authority in spending money on arts and culture in my area.

[Answers same as ARTQ16a]

ARTQ16h Arts and culture is open to everyone in Northern Ireland regardless of differences in religion, ethnic origin or social class.

[Answers same as ARTQ16a]

ARTQ16i Arts and cultural activity helps to enrich the quality of our lives.

[Answers same as ARTQ16a]

ARTQ16j People who don't go to the arts and cultural events aren't missing out on much.

[Answers same as ARTQ16a]

ARTQ16k Skills gained from participating in arts and cultural events can help you get a job.

[Answers same as ARTQ16a]

ARTQ17 Have you heard of the Arts Council Northern Ireland (ACNI)?

1 Yes
2 No

ARTQ181 - ARTQ184 Which of the following statements describe the role of Arts Council Northern Ireland (ACNI)?

1	*promote*	Promoter of arts/culture events
2	*govt*	Government agency distributing funds
3	*charity*	A charity
4	*distrib*	A distributor of National Lottery funds

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