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 public 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.
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 an 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

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

Percentages may add up to over 100% due to multiple responses.
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 than 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 than those living in the least deprived wards (multiple deprivation score <=9.99).

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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 educated to secondary level and 48 per cent of those educated to primary level. This variation was apparent when comparing attendance at all 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 attendees 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.
Table 4: Percentage method of finding out what’s on by age

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

**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

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

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

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

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.
6.4 Characteristics of viewers and listeners

Eighty three per cent of participants had accessed the arts through media 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>
<thead>
<tr>
<th>Media</th>
<th>16-24</th>
<th>25-34</th>
<th>35-49</th>
<th>50-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV, video, DVD, Internet</td>
<td>90</td>
<td>86</td>
<td>78</td>
<td>69</td>
<td>60</td>
</tr>
<tr>
<td>Radio</td>
<td>96</td>
<td>95</td>
<td>81</td>
<td>68</td>
<td>49</td>
</tr>
<tr>
<td>CD, mini-disk, MP3 Player, tape or record</td>
<td>94</td>
<td>90</td>
<td>78</td>
<td>60</td>
<td>36</td>
</tr>
<tr>
<td>Base</td>
<td>187</td>
<td>230</td>
<td>353</td>
<td>267</td>
<td>257</td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Time</th>
<th>Attend</th>
<th>Participate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 15 minutes</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>16-30 minutes</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>31-60 minutes</td>
<td>28</td>
<td>24</td>
</tr>
<tr>
<td>More than 1 hour but less than 2</td>
<td>31</td>
<td>20</td>
</tr>
<tr>
<td>Don’t want to participate or attend any arts event</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Base</td>
<td>1293</td>
<td>1293</td>
</tr>
</tbody>
</table>

Total percentage may add up to over 100% due to multiple response questions.
Table 10: Percentage viewing and listening to the arts by Multiple Deprivation Score

<table>
<thead>
<tr>
<th>Media</th>
<th>&lt;=9.9</th>
<th>10.0-19.9</th>
<th>20.0-29.9</th>
<th>30.0-39.9</th>
<th>40.0-49.9</th>
<th>&gt;50.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV, video, DVD, Internet</td>
<td>77</td>
<td>77</td>
<td>74</td>
<td>68</td>
<td>71</td>
<td>84</td>
</tr>
<tr>
<td>Radio</td>
<td>79</td>
<td>77</td>
<td>75</td>
<td>74</td>
<td>65</td>
<td>71</td>
</tr>
<tr>
<td>CD, mini-disk, MP3 Player, tape or record</td>
<td>73</td>
<td>74</td>
<td>68</td>
<td>63</td>
<td>56</td>
<td>66</td>
</tr>
<tr>
<td>Base</td>
<td>411</td>
<td>371</td>
<td>230</td>
<td>123</td>
<td>56</td>
<td>68</td>
</tr>
</tbody>
</table>

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%)
- 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 them 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 health, perhaps unexpectedly, 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 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% of attenders and 80% non-attenders) and ‘All school children should have the opportunity to learn 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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Don’t know</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support my local authority in spending money on arts and cultural activities</td>
<td>11</td>
<td>54</td>
<td>17</td>
<td>15</td>
<td>2</td>
<td>1</td>
<td>1293</td>
</tr>
<tr>
<td>I believe it is right that there should be public funding of arts and culture projects</td>
<td>15</td>
<td>74</td>
<td>16</td>
<td>14</td>
<td>10</td>
<td>1</td>
<td>1293</td>
</tr>
<tr>
<td>I would feel out of place in an art gallery, museum or theatre</td>
<td>11</td>
<td>53</td>
<td>16</td>
<td>14</td>
<td>1</td>
<td>1</td>
<td>1293</td>
</tr>
<tr>
<td>All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities</td>
<td>12</td>
<td>63</td>
<td>15</td>
<td>15</td>
<td>1</td>
<td>1</td>
<td>1293</td>
</tr>
<tr>
<td>The Arts from different cultures contribute a lot to society</td>
<td>22</td>
<td>57</td>
<td>14</td>
<td>14</td>
<td>1</td>
<td>1</td>
<td>1293</td>
</tr>
<tr>
<td>Arts and culture is open to everyone in Northern Ireland regardless of differences in religion, ethnic origin or social class</td>
<td>23</td>
<td>55</td>
<td>16</td>
<td>16</td>
<td>1</td>
<td>1</td>
<td>1293</td>
</tr>
<tr>
<td>Skills gained from participating in arts and cultural events can help you get a job</td>
<td>6</td>
<td>45</td>
<td>15</td>
<td>15</td>
<td>2</td>
<td>3</td>
<td>1293</td>
</tr>
<tr>
<td>Arts and cultural activity helps to bring visitors and tourists to Northern Ireland</td>
<td>22</td>
<td>59</td>
<td>14</td>
<td>14</td>
<td>1</td>
<td>2</td>
<td>1293</td>
</tr>
<tr>
<td>I would get more enjoyment from listening to CDs or watching TV than going to an art or culture event</td>
<td>12</td>
<td>62</td>
<td>15</td>
<td>15</td>
<td>1</td>
<td>1</td>
<td>1293</td>
</tr>
<tr>
<td>Arts and cultural activity helps to enrich the quality of our lives</td>
<td>19</td>
<td>61</td>
<td>13</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td>1293</td>
</tr>
<tr>
<td>People who don’t go to the arts and cultural events aren’t missing out on much</td>
<td>1</td>
<td>17</td>
<td>28</td>
<td>28</td>
<td>1</td>
<td>9</td>
<td>1293</td>
</tr>
</tbody>
</table>

**Note:** Rows may add up to over 100% due to rounding.
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.
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 percent 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

<table>
<thead>
<tr>
<th>Role</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoter of arts/culture events</td>
<td>80</td>
</tr>
<tr>
<td>Government agency distributing funds</td>
<td>32</td>
</tr>
<tr>
<td>A charity</td>
<td>10</td>
</tr>
<tr>
<td>A distributor of National Lottery funds</td>
<td>16</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>5</td>
</tr>
<tr>
<td>Base</td>
<td>1293</td>
</tr>
</tbody>
</table>

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

ARTQ1 - 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. ballet 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. othe 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

ARTQ2 - And which if any have you been to within the last 4 months?
[Answers same as ARTQ1-ARTQ120]

ARTQ3a - What was the reason for going to Film (cinema, arts centre, festival)?
1. seeperform 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

ARTQ3b - What was the reason for going to a carnival or circus?
[Answers same as ARTQ3a01-ARTQ3a11]

ARTQ3c - What was the reason for going to an arts festival?
[Answers same as ARTQ3a01-ARTQ3a11]

ARTQ3d - What was the reason for going to a community festival?
[Answers same as ARTQ3a01-ARTQ3a11]

ARTQ3e - Please specify other
String of length 250

ARTQ4 - What was the reason for going to a ballet?

ARTQ5 - What was the reason for going to a contemporary dance performance?

ARTQ6 - What was the reason for going to an Irish dance performance?

ARTQ7 - What was the reason for going to a play or drama?

ARTQ8 - What was the reason for going to a pantomime?

ARTQ9 - What was the reason for going to a classical music concert or recital?

ARTQ10 - What was the reason for going to a rock or pop music concert?

ARTQ11 - What was the reason for going to a jazz concert?

ARTQ12 - What was the reason for going to an opera?

ARTQ13 - What was the reason for going to a folk, traditional or world music performance?

ARTQ14 - What was the reason for going to an exhibition of art, photography or sculpture?

ARTQ15 - What was the reason for going to another type of event?
String of length 250
<table>
<thead>
<tr>
<th>ARTQ3e01</th>
<th>What was the reason for going to a ballet?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTQ3e1</td>
<td>Please specify other</td>
</tr>
<tr>
<td>String of length 250</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ARTQ3f01</th>
<th>What was the reason for going to a contemporary dance performance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTQ3f1</td>
<td>Please specify other</td>
</tr>
<tr>
<td>String of length 250</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ARTQ3g01</th>
<th>What was the reason for going to an Irish dance performance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTQ3g1</td>
<td>Please specify other</td>
</tr>
<tr>
<td>String of length 250</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ARTQ3h01</th>
<th>What was the reason for going to a play or drama?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTQ3h1</td>
<td>Please specify other</td>
</tr>
<tr>
<td>String of length 250</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ARTQ3i01</th>
<th>What was the reason for going to a pantomime?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTQ3i1</td>
<td>[Answers same as ARTQ3a01-ARTQ3a11]</td>
</tr>
<tr>
<td>ARTQ3i</td>
<td>Please specify other</td>
</tr>
<tr>
<td>String of length 250</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ARTQ3j01</th>
<th>What was the reason for going to poetry reading/ storytelling?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTQ3j1</td>
<td>[Answers same as ARTQ3a01-ARTQ3a11]</td>
</tr>
<tr>
<td>ARTQ3j</td>
<td>Please specify other</td>
</tr>
<tr>
<td>String of length 250</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ARTQ3k01</th>
<th>What was the reason for going to other live dance event?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTQ3k1</td>
<td>[Answers same as ARTQ3a01-ARTQ3a11]</td>
</tr>
<tr>
<td>ARTQ3k</td>
<td>Please specify other</td>
</tr>
<tr>
<td>String of length 250</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ARTQ3l01</th>
<th>What was the reason for going to a classical music concert or recital?</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTQ3l1</td>
<td>[Answers same as ARTQ3a01-ARTQ3a11]</td>
</tr>
<tr>
<td>ARTQ3l</td>
<td>Please specify other</td>
</tr>
<tr>
<td>String of length 250</td>
<td></td>
</tr>
</tbody>
</table>
ARTQ3q01 - What was the reason for going to other live music event?
     \[\text{Answers same as ARTQ3a01-ARTQ3a11}\]

ARTQ3qi   Please specify other
            String of length 250

ARTQ3r01 - What was the reason for going to a craft exhibition?
     \[\text{Answers same as ARTQ3a01-ARTQ3a11}\]

ARTQ3ri   Please specify other
            String of length 250

ARTQ3s01 - What was the reason for going to a museum?
     \[\text{Answers same as ARTQ3a01-ARTQ3a11}\]

ARTQ3si   Please specify other
            String of length 250

ARTQ3t01 - What was the reason for going to an exhibition of art, photography or sculpture?
     \[\text{Answers same as ARTQ3a01-ARTQ3a11}\]

ARTQ3ti   Please specify other
            String of length 250
ARTQ4a Thinking about the most recent time you went to a film (cinema, arts centre, festival) where did you go?

1. Cinema
2. Church
3. uni
4. hall
5. School
6. hall
7. artgall
8. Theatre
9. Lib
10. openair
11. leisure
12. commcent
13. nation
14. Other

ARTQ4a 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]

ARTQ4b 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]
ARTQ4g  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]

ARTQ4i  Please specify other
String of length 250

ARTQ4j  Thinking about the most recent time you went to a pantomime where did you go?
[Answers same as ARTQ4a]

ARTQ4k  Please specify other
String of length 250

ARTQ4l  Thinking about the most recent time you went to poetry reading/ storytelling where did you go?
[Answers same as ARTQ4a]

ARTQ4m  Please specify other
String of length 250

ARTQ4n  Thinking about the most recent time you went to other live dance event where did you go?
[Answers same as ARTQ4a]
Thinking about the most recent time you went to a classical music concert or recital where did you go?

[Answers same as ARTQ4a]

Thinking about the most recent time you went to a rock or pop music concert where did you go?

[Answers same as ARTQ4a]

Thinking about the most recent time you went to a jazz concert where did you go?

[Answers same as ARTQ4a]

Thinking about the most recent time you went to an opera where did you go?

[Answers same as ARTQ4a]
<table>
<thead>
<tr>
<th>Question</th>
<th>Please specify other</th>
<th>String of length 250</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTO4q i</td>
<td>Please specify other</td>
<td>String of length 250</td>
</tr>
<tr>
<td>Thinking about the most recent time you went to a folk, traditional or world music performance where did you go?</td>
<td>[Answers same as ARTO4q a]</td>
<td></td>
</tr>
<tr>
<td>ARTO4p i</td>
<td>Please specify other</td>
<td>String of length 250</td>
</tr>
<tr>
<td>Thinking about the most recent time you went to an exhibition of art, photography or sculpture where did you go?</td>
<td>[Answers same as ARTO4q a]</td>
<td></td>
</tr>
<tr>
<td>ARTO4qi</td>
<td>Please specify other</td>
<td>String of length 250</td>
</tr>
<tr>
<td>Thinking about the most recent time you went to other live music event where did you go?</td>
<td>[Answers same as ARTO4q a]</td>
<td></td>
</tr>
<tr>
<td>ARTO4qj</td>
<td>Please specify other</td>
<td>String of length 250</td>
</tr>
<tr>
<td>Thinking about the most recent time you went to a craft exhibition where did you go?</td>
<td>[Answers same as ARTO4q a]</td>
<td></td>
</tr>
<tr>
<td>ARTO4r</td>
<td>Please specify other</td>
<td>String of length 250</td>
</tr>
<tr>
<td>Thinking about the most recent time you went to a museum where did you go?</td>
<td>[Answers same as ARTO4q a]</td>
<td></td>
</tr>
<tr>
<td>ARTO4s</td>
<td>Please specify other</td>
<td>String of length 250</td>
</tr>
</tbody>
</table>
ARTQ91 - Since you stated taking part in this activity/ these activities in which, if any, of the following areas have you noticed improvements?
1. selfconf
2. concent
3. create
4. decision
5. solve
6. attitud
7. none

ARTQ10 - Generally, how long would you be prepared to travel to attend an arts event?
1. fifteen
2. thirty
3. sixty
4. morehr
5. dontwant

ARTQ11 - Which of the following have you watched on television, video, DVD or the internet within the last 4 weeks?
1. rock
2. classic
3. Opera
4. Musical
5. folk
6. poetry
7. play
8. Dance
9. visual arts
10. books
11. general
12. none

ARTQ6 - Generally, how long would you be prepared to travel to attend an arts event?
1. fifteen
2. thirty
3. sixty
4. morehr
5. dontwant

ARTQ7 - 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
2. sing
3. create
4. photo
5. paint
6. Crafts
7. run
8. start
9. none

ARTQ8 - In general, why do you participate?
1. newskil
2. express
3. enjoy
4. health
5. outlet
6. friend
7. stress
8. comm
9. Other

ARTQ8b - Please specify other
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  gov't  Government agency distributing funds
3  charity  A charity
4  distrb  A distributor of National Lottery funds