



Arts Council of Northern Ireland
**ARTS AND CULTURE IN
NORTHERN IRELAND 2007**

*FINDINGS FROM THE GENERAL
POPULATION SURVEY*



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PREFACE

Arts and Culture in Northern Ireland 2007 is the second dedicated study undertaken in recent times to collect and analyse information on consumption, behaviour and public attitudes towards the arts. The previous study carried out in 2004 established a survey baseline and the most recent fieldwork updates that information and facilitates comparison with the 2004 research.

The fieldwork for this project was carried out under contract by Central Survey Unit within NISRA; the analysis of the survey findings was completed in-house with general advice from the Research & Statistics Branch of DCAL. I would acknowledge and thank Dr. Michael Willis of Research & Statistics Branch and his colleagues who provided expert advice.

The existence of this data provides a contemporary picture of a new landscape in which the Arts Council operates, reflecting changes within a generation of how the arts are produced and consumed, overlaid with changing social and economic patterns.

The value of the survey findings lies primarily in the use to which the data is put. The findings will be used to underpin other research activities by updating our information on barriers to attendance, for use by the Council in identifying future actions and interventions, for advocacy purposes and for reporting against the Council's objectives. We also hope that this updated report highlighting the characteristics of attenders and participants will assist the work of the arts organisations we fund.

Nick Livingston

Director, Strategic Development

1. INTRODUCTION

This report provides an analysis of the 2007 General Population Survey, designed to establish the levels of attendance at, participation in and attitudes towards arts and culture in Northern Ireland. The survey builds on the previous survey '*Arts and Culture in Northern Ireland – Baseline Survey*', providing an opportunity to compare attendance and participation levels between the two years.

The report considers levels of attendance at and participation in the arts at a general population level and within a number of key demographics including age, gender, religion and disability. The tables in Annex 1 provide a more detailed breakdown of engagement patterns by demographic.

It is hoped that evidence gleaned from the survey will inform planning by policy-makers and practitioners alike, constituting a valuable resource which will be updated every two to three years.

The report comprises five main sections. Following a look at the methodology used in undertaking the survey, together with a summary of the main findings, Section 4 considers attendance at the arts by a number of the key variables including age, disability and deprivation. Section 5 looks at levels of participation in the arts within the last 12 months and also considering reasons for participation. Sections 6 and 7 examine the characteristics of viewers & listeners and the perceived barriers to attendance and participation respectively. Finally Section 8 provides a breakdown of responses to a number of statements reflecting general attitudes towards arts and culture.

2. METHODOLOGY

This report is based on the analysis of a module of questions designed in collaboration between the Arts Council of Northern Ireland and the Central Survey Unit of the Northern Ireland Statistical Research Agency. A copy of the questionnaire is attached in Annex 2.

The module of questions was run in the February 2007 Omnibus Survey and involved a systematic random sample of addresses drawn from the Valuation and Lands Agency list of private addresses. A total of 1,211 interviews were completed, representing 61% of the original addresses selected for interview.

The interviews were undertaken on a face-to-face basis, in people's homes and generally lasted for 15-20 minutes. At each interview, attendance patterns are determined using a list of recognised arts events/activities. This method ensures

that definitions are interpreted consistently, avoiding possible errors that may result through self-definition.

Based on the number of interviews undertaken (1,211), the confidence level is within +/- 3%. This infers that, if 100 independent samples were chosen from the same population, 95 of them would be expected to be within +/- 3%, at this confidence level.

3. KEY FINDINGS

3.1. Attendance

- 76% of adults in Northern Ireland (aged 16 and over) had attended an arts or cultural event in the previous 12 months, an increase of 3% since 2004.
- The proportion of women attending an arts and cultural event was 78%, an increase of 4% compared to 2004. The proportion of men attending stayed constant at 72%.
- There was little change in attendance by age band when compared with 2004 with the exception of interviewees aged between 50 and 64. Attendance within this group increased by 9% from 65% to 74%.
- There was no change in the percentage of disabled people attending an arts or cultural event compared to 2004, remaining at 54%.
- 76% of Catholics and 75% of Protestants had attended an arts or cultural event within the last 12 months. Considerable variation in attendance was apparent at an individual event level.
- 66% of respondents living within the 'most deprived' areas of Northern Ireland attended an arts or cultural event, falling by 2% compared with 2004.
- There was little change in the location of events attended compared to 2004. Cinema was the most popular location identified (23%), followed by Concert Hall (20%) and Theatre (12%).
- A 'social event' was the most popular reason for attending an event (33%), followed by 'like going to that event' (29%) and 'wanted to see performer' (22%).

- Overall, 'the local newspaper' was the most popular method used by those interviewed to find out what's on (48%), followed by word of mouth (33%) and television (21%).

3.2. Participation

- 22% of the general population had taken part in an arts related activity within the previous 12 months. 'Singing or playing a musical instrument' was the most popular pursuit (7%), with young women participating most often.
- The majority of individuals participating in arts and cultural events did so 'for enjoyment or pleasure' (78%). 30% of the sample indicated that they had participated in order 'to learn new skills'.
- Individuals reported improvements in the personal attribute of 'Creativity' (53%) and self-confidence (50%) as a consequence of participating in an arts activity. Comparison with the 2004 surveys reveal an overall increase in recognition of the benefits associated with participation in the arts.

3.3. Characteristics of Viewers and Listeners and Barriers to Engagement

- Radio was the most popular method used (75%) to access the arts, followed by TV/ Video/DVD (71%), MP3 player (45%) and the Internet (23%).
- Participants in the survey were asked which barriers prevented them from either going to or participating in an event. Over 50% of respondents identified two barriers 'difficulty in finding time' (30%) and 'I'm not really interested' (22%). 'It costs too much' was identified by 17% of the sample.
- A comparison of individual barriers to engagement identified similar results to the 2004 survey, with the exception of 'I'm not really interested' which fell from 26% to 22%.

3.4. Attitudes towards Arts and Cultural Activities

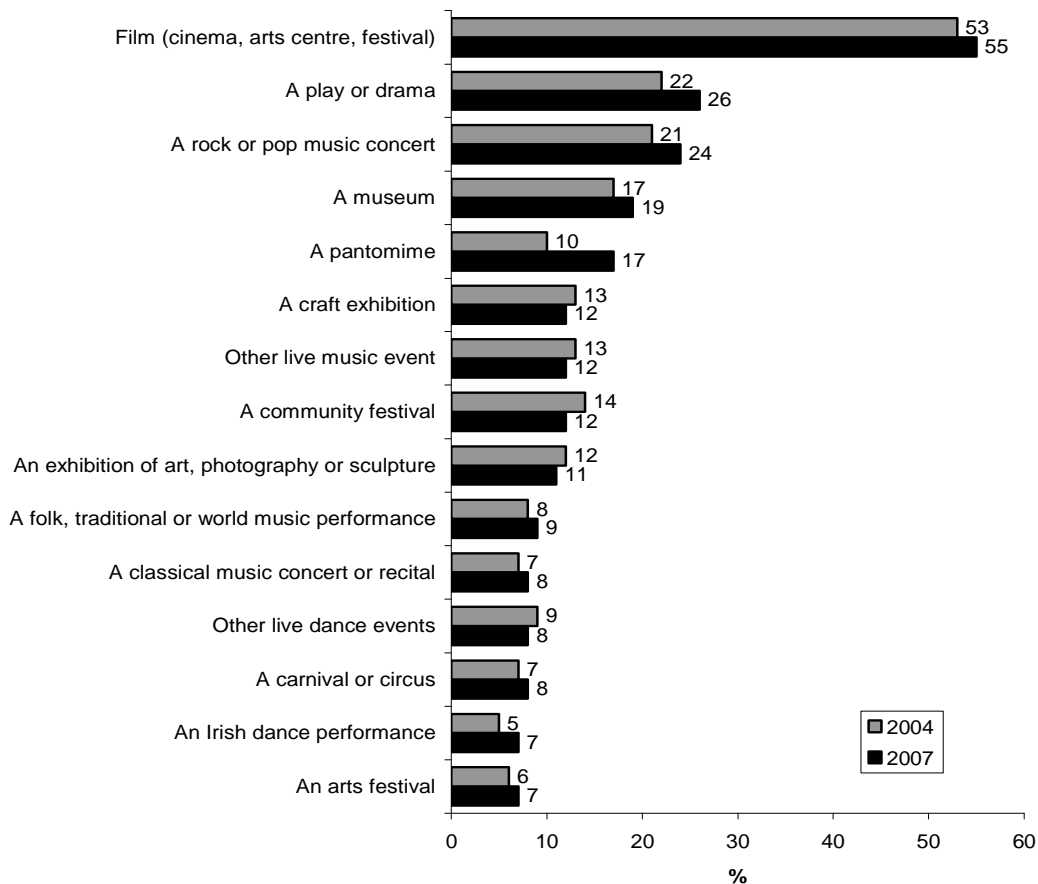
- Attitudes show a strong level of public support for the role of arts and culture within Northern Ireland society:
 - 96% of respondents agreed that school children should have the opportunity to learn to play a musical instrument or participate in other arts activities.

- 84% of respondents agreed that arts and cultural activities help to bring visitors and tourists to Northern Ireland
- 83% of respondents believe that arts and culture is open to everyone in Northern Ireland regardless of differences in religion, ethnic origin or social class
- 78% of respondents agreed that arts from different cultures contribute a lot to society
- 78% of respondents agreed that there should be public funding of arts and cultural projects.

4. ATTENDANCE

As Figure 1 shows, levels of attendance at an arts or cultural event either as a member of the audience or as a visitor in 2007 remains high, with 76% of individuals interviewed attending at least one event within the last 12 month. This is a higher proportion of the population than recorded in the 2004 survey (73%). A full breakdown of attendance by demographic is provided in Annex 1 (Table 1).

Figure 1: Percentage attendance at selected arts and cultural events



Note: Figures based on 1,211 responses

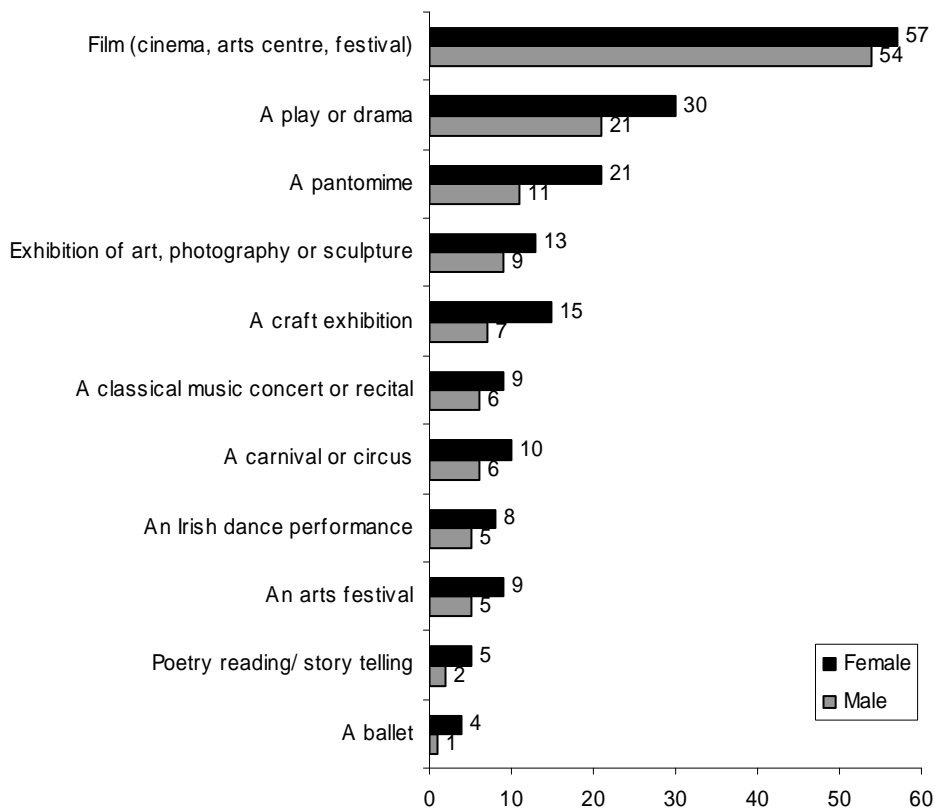
This upward trend was reflected at an individual artform level. Pantomime showed the greatest increase in attendance, moving from 10% to 17%, with ‘a play or drama’ also showing a marked increase from 22% to 26%.

Where there were decreases in attendance at an artform level, these were marginal, with the greatest being for ‘a community festival’, down from 14% to 12%.

4.1.1. Gender

The proportion of women who had attended an arts or cultural event within the last 12 months was 78%; the proportion of men was 72%. A comparison with the 2004 survey shows that the proportion of women attending increased by 4%, while the proportion of men remained constant at 72%.

Figure 2: Percentage attendance at selected arts and cultural events by gender



Note: Figures based on 1,211 responses

As Figure 2 shows, for some events there was a variation in attendance depending on gender. Women were more likely to attend a film (57% compared to 54%); a play or drama (30% compared with 21%) and a pantomime (21% compared with

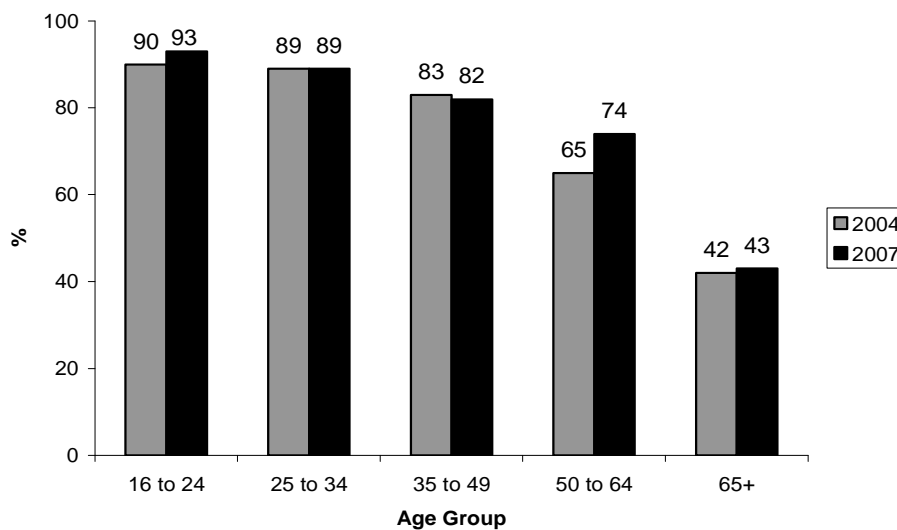
11%). Men were more likely to attend a community festival (13% compared to 11%), 'other live music event' (9% compared to 7%) and a museum (20% compared to 18%).

4.1.2. Age

As shown in Figure 3, in the 2007 survey, 93% of individuals aged between 16-24 had been to an event as a member of the audience or as a visitor in the last 12 months. There was a gradual decline in attendance between the ages 25-64, falling from 89% to 74%. Only 43% of respondents aged 65 or over had attended arts and cultural events.

Overall, there was little variation in attendance levels by age in comparison to the 2004 survey, with the most significant difference being within the age group 50 to 64. Here, there was a 9% increase in attendance compared to the 2004 survey.

Figure 3: Percentage comparison in attendance by age group



4.1.3. Disability

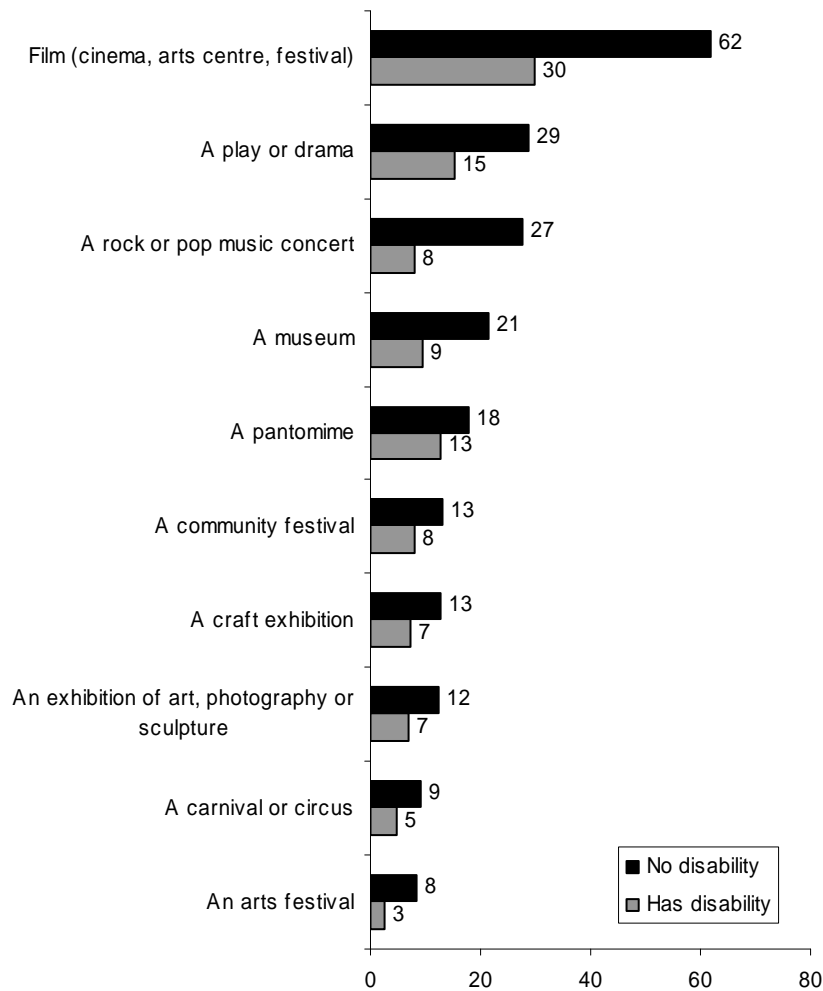
Overall, 1 in 5 adults interviewed reported having a disability. Within this sample, 54% had attended an arts or cultural event within the last 12 months¹.

The variation in attendance between those of the sample who had a disability and those who did not, is evident at an artform level (Figure 4), with the greatest variations being within film (30% compared to 62%), a play or drama (15% compared to 29%) and a rock or pop music concert (8% compared to 27%).

¹ The definition of disability used in this survey is a long standing illness, disability or infirmity that limits activity in any way.

There were no changes in overall attendance levels when compared with 2004.

Figure 4: Comparison in attendance at an arts and cultural event by disability



Figures based on 1,211 responses

4.1.4. Community Background

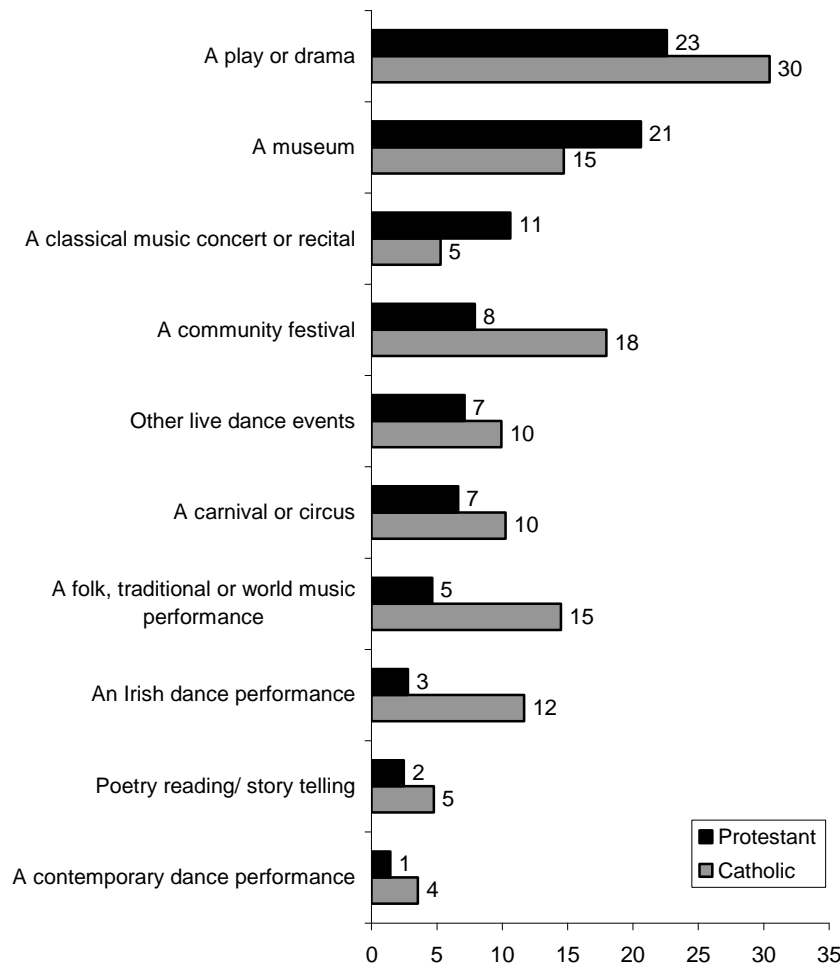
There was little variation in overall attendance by community background (Figure 5). 76% of Catholics and 75% of Protestants had attended an arts or cultural event within the last 12 months.²

Variation in attendance by community background was particularly evident for a number of events. Catholics were the most likely to have attended a community

² The sample size for 'other' religion was too small to undertake any meaningful comparative analysis

festival (18% compared to 8%), an Irish dance performance (12% compared to 3%) and a play (30% compared to 23%). Conversely, Protestants were more likely to have attended a folk, traditional or world music performance (15% compared to 5%) and a museum (15% compared to 21%).

Figure 5: Attendance at an arts and cultural event by community background



Figures based on 759 responses

Attendance at an arts and cultural event by the two main religions had increased by 3% compared to 2004.

4.1.5. Socio-economic Classification

Attendance has been analysed using the NS-SEC (National Statistics Socio-economic Classification) which is based on occupation. This allows engagement with arts and culture to be analysed based on eight general occupation groups³. The most up-to-date version of NS-SEC was issued following the introduction of an updated occupation classification in 2005. However, in order to facilitate a comparison with the 2004 survey the previous classification system was used.

Analysis shows the occupational group 'professional' attended most often, with 98% having attended an arts or cultural event within the last 12 months. 'Unskilled manual' attended least frequently (49%). There was a gradual reduction in attendance levels between these two groups. 98% of 'full-time students' had attended an event within the last 12 months.

Comparison with 2004 shows a 15% increase in attendance by 'professional' occupation group and a 6% decrease in attendance by 'unskilled manual workers'.

4.1.6. Deprivation

Survey respondents were banded into 5 equal groups, ranging from 'most' to 'least' deprived. This enabled attendance at arts and cultural events to be analysed based on level of deprivation⁴. A full breakdown of attendance by deprivation is provided in Annex 1 (Table 5).

³ Socio-economic classifications: Professional, Managerial and Technical, Skilled Non-manual, Skilled Manual, Partly Skilled; Unskilled Manual, Never Worked, Full-Time Student

⁴ The Northern Ireland Multiple Deprivation Measure 2005 identifies small area concentrations of multiple deprivation across Northern Ireland and is based on the area geography of Super Output Areas (SOAs) which contain on average 1800 people

Figure 6: Comparison in attendance at an arts and cultural event by deprivation

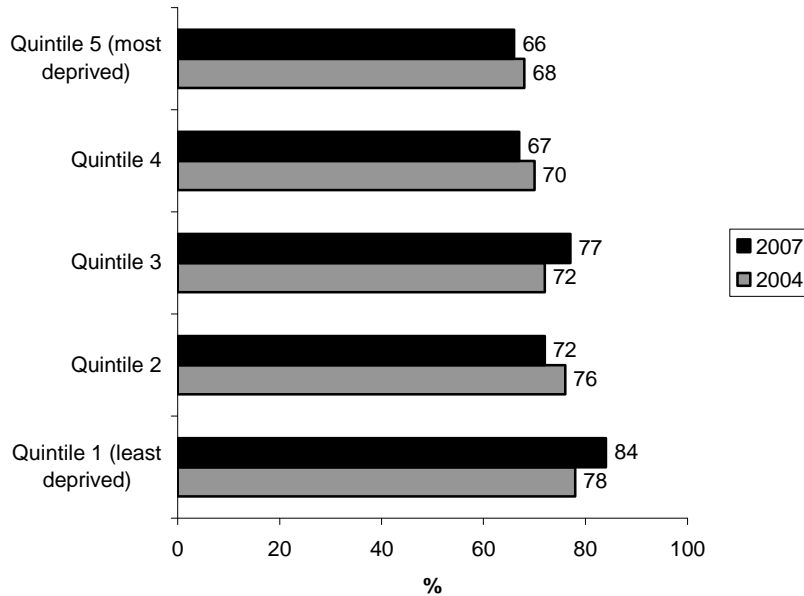


Figure 6 shows that there was some variation on attendance by deprivation between the surveys carried out in 2007 and 2004. There was a slight decrease in attendance in the 5th quintile (most deprived) falling by 2% to 66%. Conversely, there was a slight increase in attendance in the 1st quintile (least deprived) increasing by 6% to 84%

Film had the greatest difference in attendance when comparing the least and most deprived quartiles (66% and 42% respectively), this was followed by ‘a museum’ (29% and 11%) and ‘a classical music concert or recital’ (15% and 3%).

4.2. Location of Event

For each event attended, respondents were asked where they attended an arts or cultural event (Table 1). In the 2007 survey event specific locations were those most frequently attended, with results being broadly consistent with the popularity of the event itself. Cinema was identified by 23% of respondents, followed by Concert Hall (20%) and Theatre (12%). Libraries and Universities were only used as the location for 1% of events

Compared to the 2004 survey, there was little percentage change in event location. The use of a ‘concert hall/opera house’ and ‘theatre’ increased by 2%. Attendance at an ‘Open Air Facility’ fell by 2%

Table 1: Event Location (%)

	2007	2004
Cinema	23	23
Church	2	2
University	1	1
Concert Hall/ Opera House	20	18
School	4	2
Town Hall	4	4
Art Gallery	4	4
Theatre	12	10
Library	1	1
Open Air Facility	10	12
Leisure Centre	1	2
Community Centre	4	5
National Trust Property	3	3
Other	12	12
Base	2,484	2,968

4.3. Reasons for Attendance

For each event attended, respondents were asked the reason for attendance. In 2007, a 'social event' was the most popular reason for attendance (33%), followed by 'like going to that event' (29%) and 'wanted to see performer (22%).

Compared to 2004, the percentage of respondents identifying 'friend or relative involved' increased from 14% to 20% (Table 2). There was also an increase in the number of respondents citing 'was invited along' as a reason, increasing from 9% to 13%.

Table 2: Reasons for Attendance (%)

	2007	2004
Wanted to see performer	22	19
Like going to that event	29	29
Learn more about the artform	5	5
Special occasion	10	7
Social event	33	29
Was invited along	13	9
Friend or relative involved	20	14
Recommended	11	12
Religious festival/event	1	1
Related to studies	3	2
Other	4	6
Base	3,011	2,968

Note: Respondents could cite several reasons for attendance for each event attended

4.4. Methods Used to Find out What's on

Respondents were asked how they found out about arts and cultural events, in general terms. The local newspaper was the most popular method used, identified by 48% of those questioned, followed by 'word of mouth' (33%) and television (21%). These findings are largely consistent with the findings from the 2004 survey. A full breakdown of methods used to find out what's on by demographic is provided in Annex 1 (Table 2).

By gender, men showed a greater propensity to access information through websites (not including the Arts Council website) than women (11% compared to 6%). Similarly, men were more likely to use TV to find out what's on (25% compared to 18%). Conversely, women were more likely to access information 'through the post' in the form of a flyer/brochure (23% compared to 12%) and via local newspapers (51% compared to 45%).

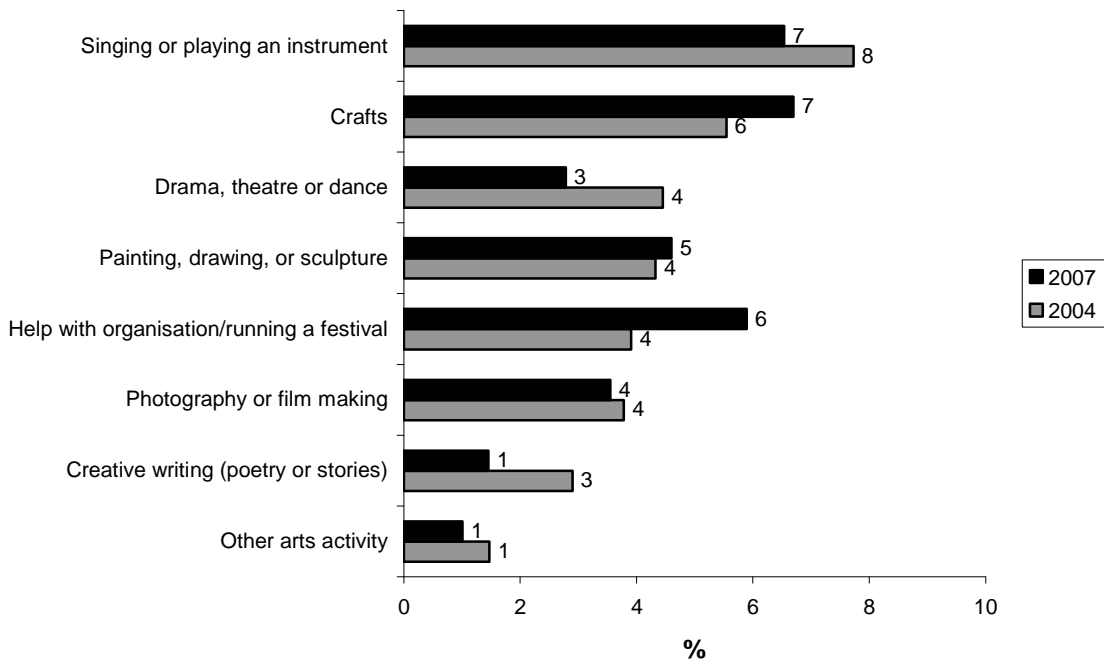
The local newspaper was the most popular method used to find out what's on for all age groups, with the marked exception for those aged 16 to 24. For this group 'word of mouth' was the most popular method used, identified by 50% of interviewees.

5. PARTICIPATION

Respondents were asked which activity they had taken part in as part of their leisure time. This included activity undertaken in their spare time in the home, through classes or membership of clubs or groups. A breakdown of participation by demographics activities can be found in Annex 1 (Table 3).

22% of the population surveyed had taken part in one or more of the activities listed within the last 12 months, with a higher proportion of women than men participating (24% compared to 20%). 'Singing or playing a musical instrument' was the activity most likely to be participated in (8%).

Figure 7: Comparison in participation level between 2004 and 2007



Men were most likely to have taken part in ‘singing or playing a musical instrument’ (8% compared to 7% of women), with women most likely to have participated in ‘crafts’ (8% compared to 2% of men).

By age group, those aged 16-24 participated more often than any other age group (37%). This was substantially greater than the average of the remaining 4 age groups (20%) and more than double participation rates for those aged 65+ (17%). Popularity of activity fluctuated only slightly by age with those aged over 50 preferring participation in craft.

Compared to the 2004 survey (Figure 7), overall participation rates fell only by 1% from 23% to 22%. Participation by those aged between 16 and 24 showed a slight increase of 4%. Conversely, participation amongst those aged 35 to 49 fell by 3%.

5.1. Reasons for Participation

Table 3 provides a breakdown of reasons participants identified for participating in an arts related activity and compares the result with findings for 2004.

The majority of individuals participating in an arts related activity based on the 2007 survey did so ‘for enjoyment or pleasure’ (78%). 30% of respondents indicated that they had participated in order to ‘learn new skill’ with 23% participating to ‘meet new people’.

In comparison to the 2004 survey, the greatest percentage change by reason for attendance was for those individuals who said ‘friends take part’. This category increased by 9% from 13% to 22%.

Table 3: Percentage reasons for participation

Reason for taking part	2007	2004
For enjoyment/pleasure	78	79
To learn new skills	30	26
To meet new people	23	n/a
Friends take part	22	13
To contribute to my community	21	20
As an outlet for creativity	20	13
To express myself	19	17
To reduce stress levels	14	9
Improve health/well being	8	9
Other	5	4
Base	270	295

5.2. Changes in Personal Attributes

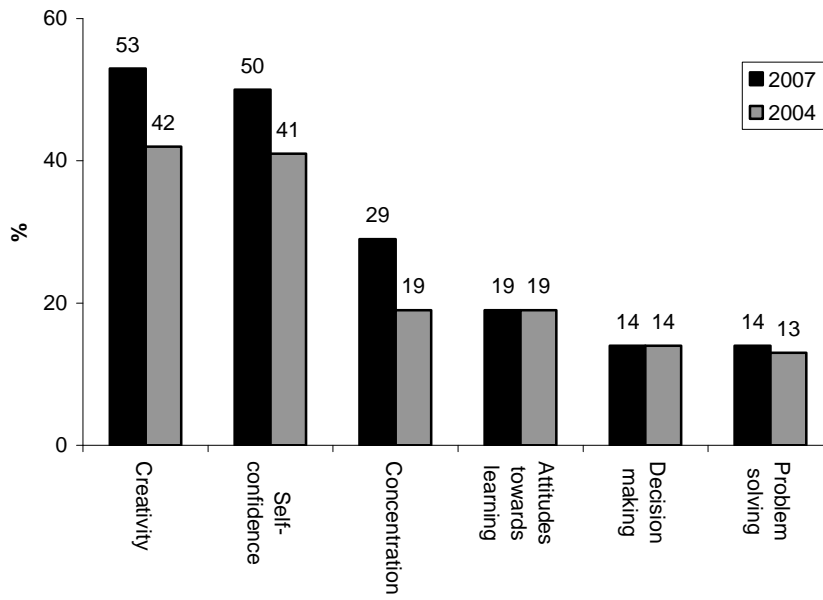
Respondents who said that they had participated in an arts related activity within the last 12 months were asked to specify whether they had noticed improvements in a range of personal attributes (Figure 8).

Improved ‘creativity’ and ‘self-confidence’ were the two attributes participants cited most frequently (53% and 50% respectively). These changes were particularly apparent in the under 25 age group with 68% citing an improvement in self-confidence and 52% an improvement in creativity.

There was little variation in perceived changes in personal attributes between men and women. However, substantially more women did identify ‘improvement in concentration’ (32 % compared to 23% of males) and ‘attitude towards learning’ (21% compared to 15% of males). In comparison, men noticed more of an improvement in ‘decision making’ (16% compared to 12% of females) and ‘problem solving’ (15% compared to 13% of females).

Comparison with the 2004 surveys reveal an increasing recognition of the benefits associated with participating in an arts related activity with the proportion of individuals choosing one of the six related categories increasing by 7%. This increase is reflected at an individual category level, with the proportion of respondents identifying ‘an improvement in concentration’ increasing by 10%.

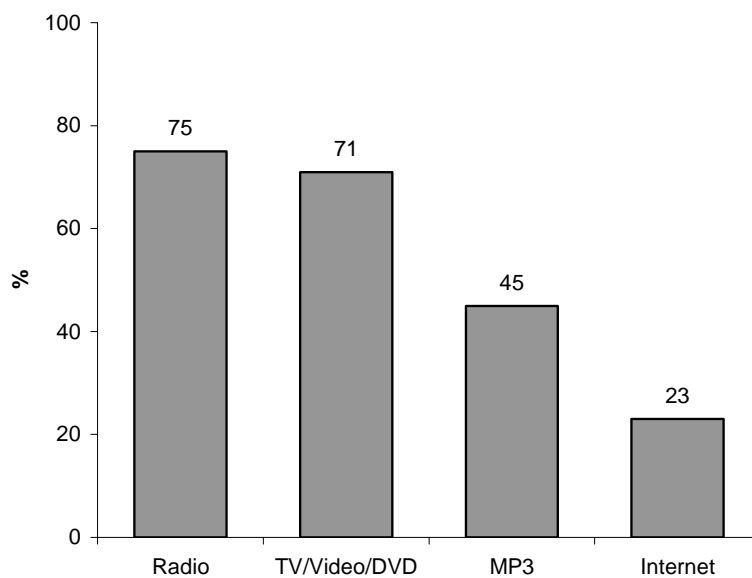
Figure 8: Percentage reported changes in personal attributes



6. CHARACTERISTICS OF VIEWERS AND LISTENERS

Figure 9 compares methods used to access a number of artforms. 53% of respondents had used one or more of the methods stated to access an artform within the last 4 weeks. Radio was the most popular method used (75%), followed by TV/Video/DVD (71%), MP3 player (45%) and the Internet (23%)⁵.

Figure 9: Percentage methods used to access the Arts



Figures based on 1,211 responses

Considering audio visual methods used by gender, women were more likely than men to use 'radio' (77% compared to 72%) and 'TV/Video/DVD' (74% compared to 68%). In comparison, men were more likely than women to use MP3 devices (46% compared to 44%) and the Internet (28% compared to 19%).

The greatest variation in method used by age was seen within the MP3 category. 78% of those interviewed aged between 16 to 24 had used an MP3 player to access the arts within the last 4 weeks. This percentage fell away sharply with increasing age, with only 13% of those ages 65+ using this method.

⁵ A direct comparison between the 2004 and 2007 surveys relating to methods used to access the arts was not possible due to changes in classification

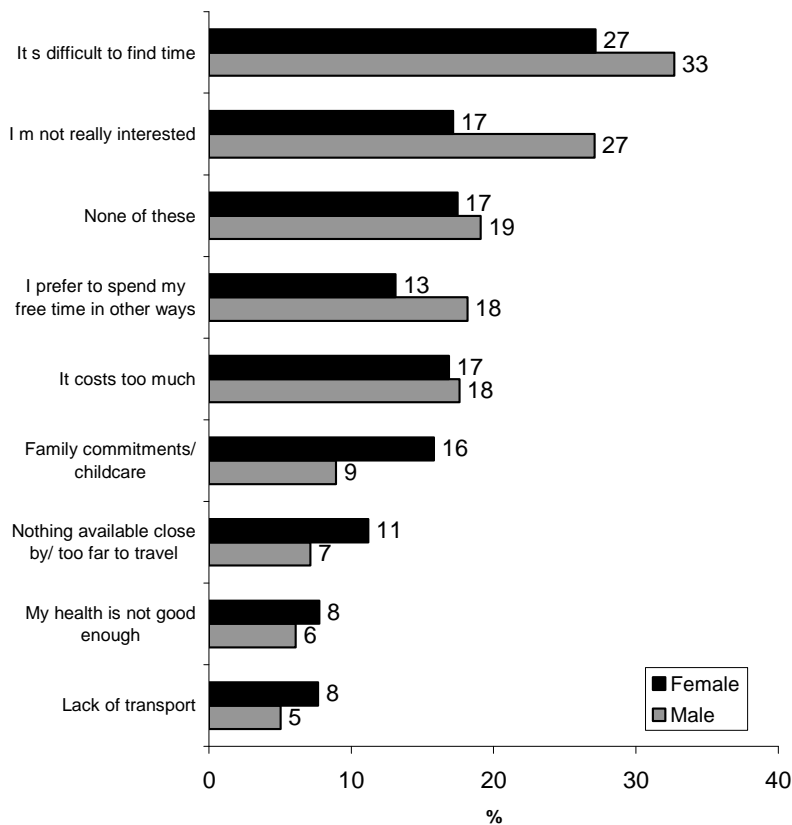
Individuals who defined themselves as having a disability were less likely than those without a disability to use any of the methods stated, with the greatest variation being those using an MP3 Player (30% of disabled individuals compared to 48% without a disability).

Of those categories that are comparable with the 2004 survey, those using the radio increased marginally by 1% where as those using TV, Video and DVD fell by 5% from 76% to 71%.

7. BARRIERS TO ATTENDANCE AND PARTICIPATION

Participants in the survey were asked which barriers prevented them from either going to or participating in an event. Over 50% of respondents identified two barriers 'difficulty in finding time' (30%) and 'I'm not really interested' (22%). 'It costs too much' was identified by 17% of the sample.

Figure 10: Percentage barriers to attendance and participation by gender



Figures based on 1,211 responses

Figure 10 shows a comparison in barriers by gender. Men were more likely than women to identify time as an inhibiting factor to attendance and participation (33% compared to 27%) as well as no real interest (27% compared to 17%). Women identified 'family commitment / childcare' more frequently than men (16% compared to 9%). Analysis of respondents living in rural and urban areas showed a high level of consistency with the overall findings. The only significant exception was that 15% of rural respondents noted that 'nothing available close by/too far to travel' as an obstacle for participation compared with 5% of urban respondents.

Analysis by age shows a general consistency with the overall trend identified. Notable exceptions to this include those aged 24 to 34 who identified 'difficulty in finding time' (43% compared to 30% of all adults).

Compared to the 2004 survey, the percentage of respondents who identified any barriers fell by 6% from 88% to 82%. A comparison of individual barriers to attendance and participation identified similar results to the 2004 survey, with the exception of 'I'm not really interested' which fell from 26% to 22%.

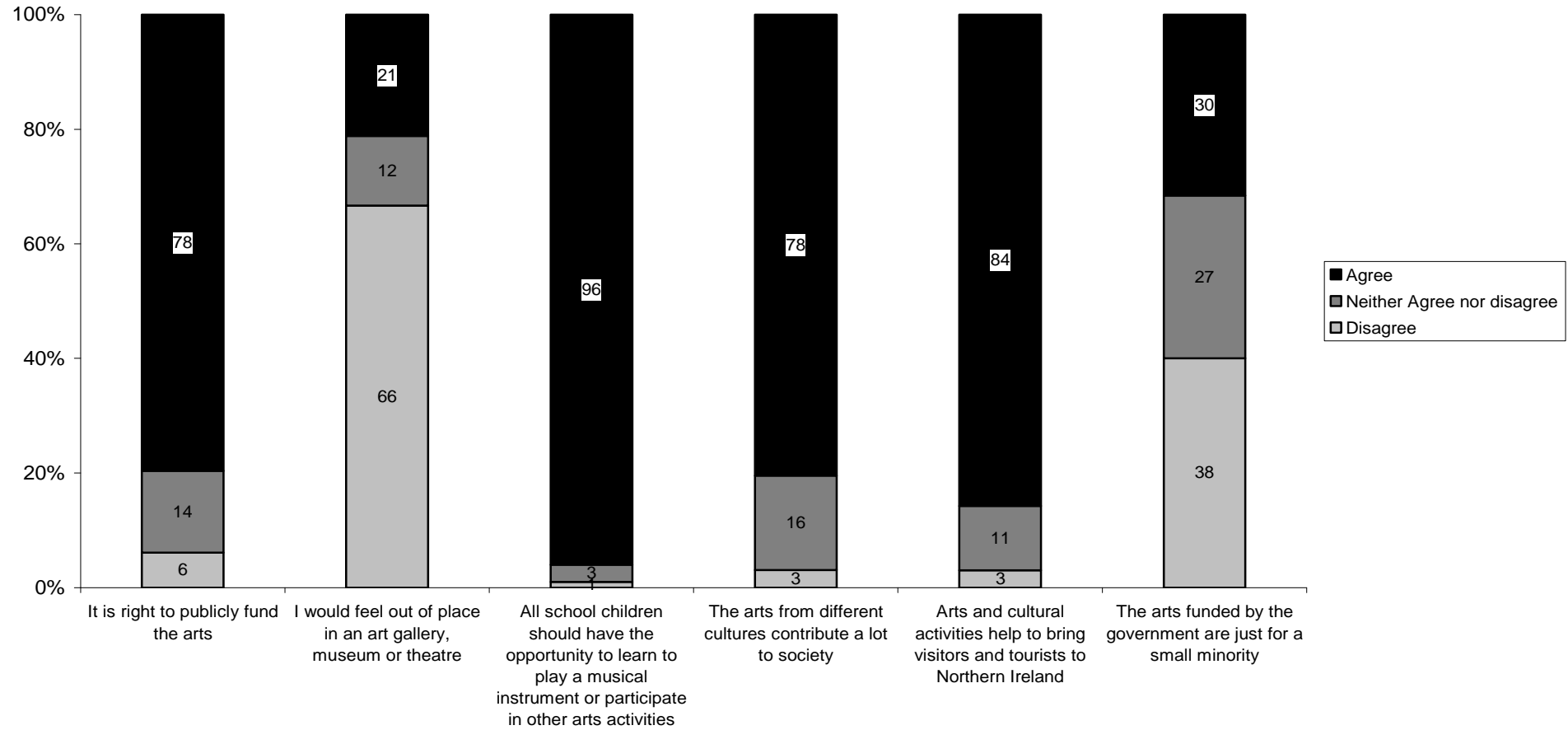
8. ATTITUDES TOWARDS ARTS AND CULTURAL ACTIVITIES

Survey respondents were asked whether or not they agreed with a series of statements covering personal attitudes towards arts and cultural activity (Figures 11 and 12). The results show a continued strong level of support for the role of arts and culture within Northern Ireland society. It can be seen that:

- 96% of respondents agreed that school children should have the opportunity to learn to play a musical instrument or participate in other arts activities.
- 84% of respondents considered arts and cultural activities help to bring visitors and tourists to Northern Ireland
- 83% of respondents believe that arts and culture is open to everyone in Northern Ireland regardless of differences in religion, ethnic origin or social class.
- 78% of respondents agreed that arts from different cultures contribute a lot to society.

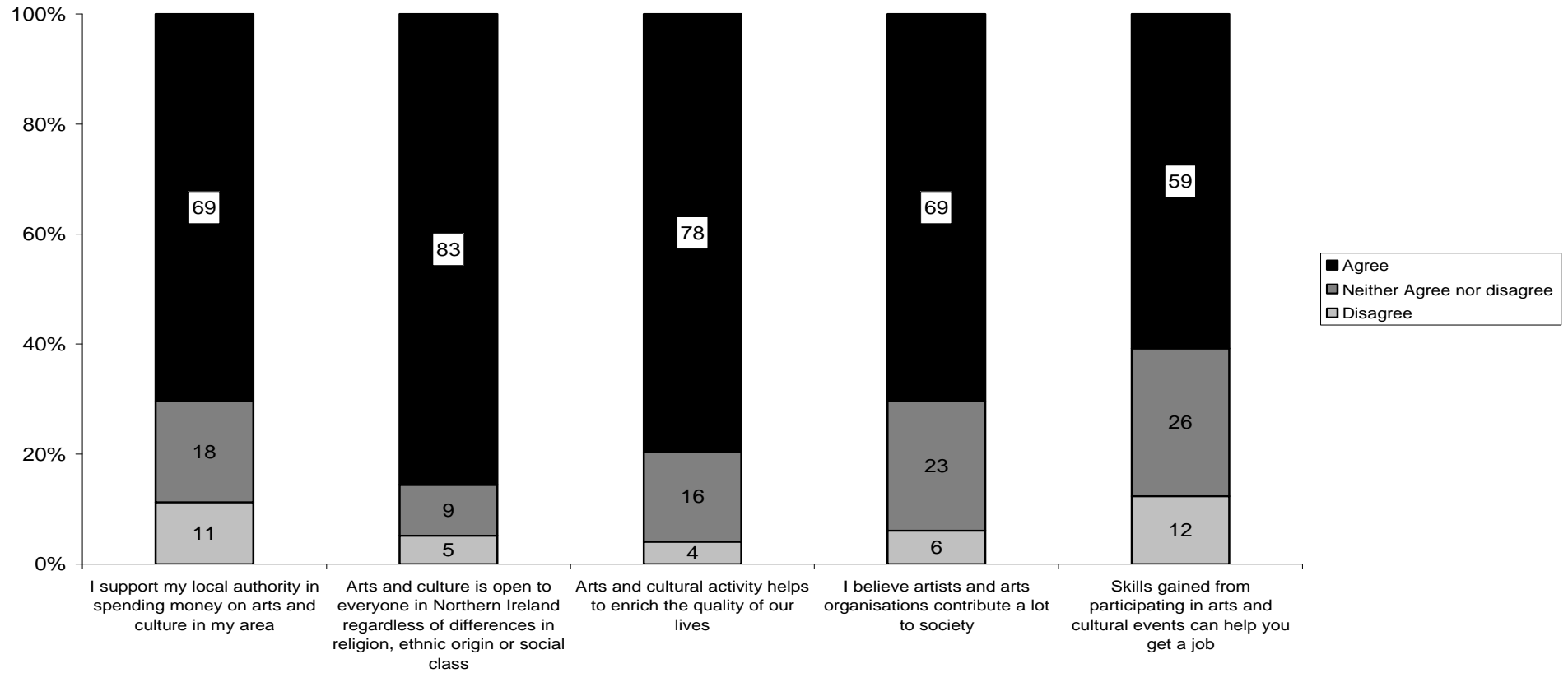
There was also strong support for the continued funding of the arts related activity with 78% of respondents agreeing that there should be public funding of arts and cultural projects and 69% of respondents agreeing with the statement 'I support my local authority in spending money on arts and culture in my area'.

Figure 11: Percentage attitudes towards the arts (a)



Figures based on 1,211 responses

Figure 12: Percentage attitudes towards the arts (b)



Figures based on 1,211 responses

9. CONCLUSIONS

Data from the 2007 General Population Survey has been analysed under the broad headings of attendance and participation, providing an oversight into engagement patterns. The analysis provides an up to date snapshot of current engagement patterns, with the 2004 survey allowing for emerging trends to be identified.

The importance of generating data of this kind has never been more apparent than at the present time given the continued low level of exchequer funding. This sits in marked contrast with increasing levels of public engagement and the clear strength of public support for funding of the arts.

Findings reflect a growing recognition of the value of the arts outside the immediate arts experience at both an individual and community level. At an individual level there is recognition that active participation in the arts builds skills, confidence and self-esteem; benefits which are reflected at a community level through the use of arts in the regeneration of deprived areas. These benefits have a strong resonance with government objectives and are actively promoted through Arts Council programmes such as Art of Regeneration and Re-Imaging.

The strong recognition of the public good associated with the arts, recognised through responses to the attitude statements, creates an opportunity to explore the idea of Cultural Value⁶ in more detail. This concept places greater emphasis on qualitative measures and focus on public perception rather than tracking outcomes against predetermined expectations. Arts Council England has recently completed a similar exercise through its research *'Public value and the arts in England'*.

Continuing low levels of attendance and participation in the arts by older people highlight a need to explore and develop opportunities for this section of society to access the arts. This matter is one of growing significance given the aging population profile in Northern Ireland.

At the other end of the chronological spectrum there is also a need to maintain and enhance the strong levels of engagement by young adults. This survey highlights how, utilising technological advances in communication and consumption, this group can be reached.

The current minority ethnic population of Northern Ireland does not comprise a sufficiently large proportion of the population to be sampled accurately through the NISRA Omnibus Survey. However, the continued growth in immigration will mean an increasing percentage of the population with formative experience of the arts outside Northern Ireland. This trend suggests a need to undertake further research into how our culturally diverse population engages with the arts and culture.

⁶ Holden, John (2004). Capturing Cultural Value. How culture has become a tool of government policy. DEMOS.

ANNEX 1 – TABLES

Table 1: Percentages attending arts events in the last 12 months, by demographic

Arts Event	All adults	Sex		Age Group					Community Background		Has disability	No Disability
		Male	Female	16-24	25-34	35-49	50-64	65+	Catholic	Protestant		
Film (cinema, arts centre, festival)	55	54	57	86	78	65	37	16	55	55	30	62
A carnival or circus	8	6	10	14	13	9	5	1	10	7	5	9
An arts festival	7	5	9	11	8	8	5	4	7	6	3	8
A community festival	12	13	11	13	20	14	9	4	18	8	8	13
A ballet	3	1	4		3	3	4	3	2	3	1	3
A contemporary dance performance	2	1	3	3	2	1	4	2	4	1	3	2
An Irish dance performance	7	5	8	6	9	6	8	5	12	3	7	7
A play or drama	26	21	30	28	26	32	28	13	30	23	15	29
A pantomime	17	11	21	18	17	24	15	6	17	18	13	18
Poetry reading/ story telling	4	2	5	4	1	5	5	2	5	2	2	4
Other live dance events	8	9	7	12	13	7	8	3	10	7	5	9
A classical music concert or recital	8	6	9	3	7	8	8	13	5	11	9	8
A rock or pop music concert	24	23	24	37	41	29	13	1	24	23	8	27
A jazz concert	2	2	2	2	3	2	1	3	2	2	0	3
An opera / opera	3	2	4	3	4	3	2	4	3	4	2	4
A folk, traditional or world music performance	9	9	9	5	7	11	14	3	15	5	6	10
Other live music event	12	11	13	11	13	13	18	5	12	13	9	13
A craft exhibition	12	7	15	7	10	15	15	7	11	13	7	13
A museum	19	20	18	19	24	27	15	8	15	21	9	21
An exhibition of art, photography or sculpture	11	9	13	11	11	16	10	7	11	10	7	12
None of these	23	27	21	7	10	18	25	54	24	24	44	18
Don't Know	1	1	1		1		0	3		1	2	0
Base	1,211	535	676	193	194	342	250	232	501	637	243	968

Table 2: Percentage of methods used to find out what's on, by demographic

	All adults	Sex		Age Group					Religion		Has disability
		Male	Female	16-24	25-34	35-49	50-64	65+	Catholic	Protestant	
Arts Council of Northern Ireland website	4	4	3	3	6	5	3	1	3	4	2
Other website	8	11	6	11	12	12	5	2	8	8	3
Arts Council Annual report	1	0	1	0	2	1	0	0	0	1	0
Arts Council E-Newsletter	1	2	1	0	1	2	1	1	1	2	1
Article	3	3	2	3	3	3	2	2	3	2	1
Arts Listings	5	4	6	2	5	7	5	5	4	6	3
TV	21	25	18	26	26	25	16	14	18	24	19
Local radio (e.g. Radio Foyle)	14	15	14	14	19	18	12	8	15	14	11
Regional / national radio	9	9	8	5	11	8	12	7	8	9	7
National newspaper	9	10	8	7	11	11	8	7	10	7	7
Local newspaper	48	45	51	44	54	55	51	33	51	47	37
Word of mouth	33	32	34	50	38	35	26	21	34	32	26
Through the post (flyer/brochure)	18	12	23	10	20	23	25	10	20	16	17
Poster/billboard	13	13	12	19	17	14	10	4	14	11	9
Other	3	2	4	8	1	1	2	4	3	3	2
Don't find out at all	15	19	13	8	9	11	15	34	16	15	28
Don't Know	0	0	0	0	0	0	0	0	0	0	0
	205	207	204	211	235	231	192	153	208	201	174
Base	1,211	535	676	193	194	342	250	232	501	637	243

Table 3: Percentage of people participating in the arts within the last 12 months, by demographic

	All adults	Sex		Age Band					Religion		Has Disability
		Male	Female	16-24	25-34	35-49	50-64	65+	Catholic	Protestant	
Drama, theatre or dance of any kind	4	3	6	12	4	3	4	2	6	4	4
Singing or playing a musical instrument	8	8	7	18	7	7	4	4	7	9	6
Creative writing (poetry or stories)	3	2	4	10	2	1	1	2	3	2	2
Photography or film making	4	5	3	6	4	4	3	2	2	5	1
Painting, drawing, or sculpture	4	3	5	12	3	3	2	4	4	4	4
Crafts	6	2	8	5	6	4	8	5	5	6	7
Help with the organisation or running of a festival or carnival	4	3	5	9	5	3	2	1	5	3	2
Other arts activity	1	1	2	3		1	2	1	2	1	1
None of these	78	80	76	63	79	80	79	83	79	77	82
Total		108	115	137	111	107	107	103	113	111	108
Base	1211	535	676	193	194	342	250	232	501	637	243

Table 4: Percentage of barriers faced, by demographic

	All adults			Age Band					Religion		Has Disability
		Male	Female	16-24	24-34	35-49	50-64	65+	Catholic	Protestant	
It s difficult to find time	30	33	27	35	43	40	24	4	30	28	11
It costs too much	17	18	17	17	20	19	17	11	16	19	19
I'm not really interested	22	27	17	29	19	19	17	26	22	22	25
I don't have anyone to go with	4	3	5	9	3	1	4	4	4	4	6
I might feel uncomfortable or out of place	3	4	3	4	3	3	4	4	4	4	5
Never know what's going on	4	4	4	9	7	3	2	2	6	3	4
My health is not good enough	7	6	8		2	2	11	19	5	9	26
Lack of transport	7	5	8	13	5	3	6	9	6	6	9
Family commitments/ childcare	13	9	16	6	21	24	9	0	12	13	8
Nothing available close by/ too far to travel	9	7	11	8	9	11	8	11	11	9	9
Lack of facilities for disabled people	1	0	1		0	0	1	3	1	1	3
I prefer to spend my free time in other ways	15	18	13	16	18	17	12	14	13	17	11
I don t have the ability/ talent	13	4	3	2	3	3	3	4	5	3	6
Other, please specify	1	1	2	1	2	1	2	2	1	1	2
None of these	18	19	17	17	13	17	20	23	18	18	14
Don't Know	0		0		1		0			0	0
Base	1,211	535	676	193	194	342	250	232	501	637	243

Table 5: Percentage attending arts by deprivation

	Top 20% least deprived	Next 20%, Quintile 2	Next 20%, Quintile 3	Next 20%, Quintile 4	Top 20% most deprived	Total
Film (cinema, arts centre, festival)	66	54	53	46	42	52
A carnival or circus	6	7	8	8	7	7
An arts festival	7	10	6	7	6	7
A community festival	9	10	14	15	9	11
A ballet	6	5	2	2	1	3
A contemporary dance performance	2	2	2	1	2	2
An Irish dance performance	6	6	7	7	6	6
A play or drama	34	24	29	23	19	26
A pantomime	17	16	18	13	15	16
Poetry reading/ story telling	3	5	2	5	2	3
Other live dance events	6	7	10	8	5	7
A classical music concert or recital	15	8	9	8	3	9
A rock or pop music concert	28	22	24	20	18	22
A jazz concert	3	2	3	2	2	2
An opera / opera	7	5	1	3	1	3
A folk, traditional or world music performance	5	9	8	12	6	8
Other live music event	11	17	12	10	7	12
A craft exhibition	17	15	9	10	7	12
A museum	29	19	19	14	11	18
An exhibition of art, photography or sculpture	16	11	12	7	7	11
None of these	15	27	22	32	34	26
Don't Know	1	1	0	1	0	1
Base	244	238	241	230	258	1,211

ANNEX 2 – OMNIBUS QUESTIONNAIRE

arts1 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	<i>film</i>	Film (cinema, arts centre, festival)
2	<i>carn</i>	A carnival or circus
3	<i>arts</i>	An arts festival
4	<i>comm</i>	A community festival
5	<i>ballet</i>	A ballet
6	<i>contemp</i>	A contemporary dance performance
7	<i>irish</i>	An Irish dance performance
8	<i>drama</i>	A play or drama
9	<i>panto</i>	A pantomime
10	<i>poetry</i>	Poetry reading/ story telling
11	<i>live</i>	Other live dance events
12	<i>class</i>	A classical music concert or recital
13	<i>rock</i>	A rock or pop music concert
14	<i>jazz</i>	A jazz concert
15	<i>opera</i>	An opera / operatta
16	<i>folk</i>	A folk, traditional or world music performance
17	<i>otlive</i>	Other live music event
18	<i>craft</i>	A craft exhibition
19	<i>museum</i>	A museum
20	<i>exhibit</i>	An exhibition of art, photography or sculpture
21	<i>none</i>	None of these

arts2 And which, if any, have you been to within the last 4 months?

1	<i>film</i>	Film (cinema, arts centre, festival)
2	<i>carn</i>	A carnival or circus
3	<i>arts</i>	An arts festival
4	<i>comm</i>	A community festival
5	<i>ballet</i>	A ballet
6	<i>contemp</i>	A contemporary dance performance
7	<i>irish</i>	An Irish dance performance
8	<i>drama</i>	A play or drama
9	<i>panto</i>	A pantomime
10	<i>poetry</i>	Poetry reading/ story telling
11	<i>live</i>	Other live dance events
12	<i>class</i>	A classical music concert or recital
13	<i>rock</i>	A rock or pop music concert
14	<i>jazz</i>	A jazz concert
15	<i>opera</i>	An opera / operatta
16	<i>folk</i>	A folk, traditional or world music performance
17	<i>otlive</i>	Other live music event

- | | | |
|----|----------------|--|
| 18 | <i>craft</i> | A craft exhibition |
| 19 | <i>museum</i> | A museum |
| 20 | <i>exhibit</i> | An exhibition of art, photography or sculpture |
| 21 | <i>none</i> | None of these |

For each option selected at arts1 ask arts3 and arts4.

arts3 Thinking of the last time you attended [insert Activity here]. What were the reasons?

- | | | |
|----|-----------------|------------------------------|
| 1 | <i>seeperf</i> | Wanted to see performer |
| 2 | <i>like</i> | Like going to that event |
| 3 | <i>learn</i> | Learn more about the artform |
| 4 | <i>special</i> | Special occasion |
| 5 | <i>social</i> | Social event |
| 6 | <i>invited</i> | Was invited along |
| 7 | <i>friend</i> | Friend or relative involved |
| 8 | <i>recomm</i> | Recommended |
| 9 | <i>festival</i> | Religious festival/event |
| 10 | <i>studies</i> | Related to studies |
| 11 | <i>oth</i> | Other |

If arts3 = 11 then ask arts3x

Arts3x Please specify other.
String [250]

arts4a Thinking about the last time you went to the cinema, where did you go?

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

If arts4 = 14 then ask arts4x

Arts4x Please specify other.
String [250]

arts5 How do you usually find out about arts and cultural events in general?

- | | | |
|----|-----------------|--|
| 1 | <i>artsweb</i> | Arts Council of Northern Ireland website |
| 2 | <i>Othweb</i> | Other website |
| 3 | <i>artsrep</i> | Arts Council Annual report |
| 4 | <i>newslet</i> | Arts Council E-Newsletter |
| 5 | <i>Article</i> | Article |
| 6 | <i>Listing</i> | Arts Listings |
| 7 | <i>TV</i> | TV |
| 8 | <i>locrad</i> | Local radio (e.g. Radio Foyle) |
| 9 | <i>regrad</i> | Regional / national radio |
| 10 | <i>natnews</i> | National newspaper |
| 11 | <i>locnews</i> | Local newspaper |
| 12 | <i>mouth</i> | Word of mouth |
| 13 | <i>post</i> | Through the post (flyer/brochure) |
| 14 | <i>bill</i> | Poster/billboard |
| 15 | <i>Other</i> | Other |
| 16 | <i>dontfind</i> | Don't find out at all |

If arts5 = 15 then ask arts5x

arts5x Please specify other
String [250]

arts6 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 | <i>drama</i> | Drama, theatre or dance of any kind |
| 2 | <i>sing</i> | Singing or playing a musical instrument |
| 3 | <i>create</i> | Creative writing (poetry or stories) |
| 4 | <i>photo</i> | Photography or film making |
| 5 | <i>paint</i> | Painting, drawing, or sculpture |
| 6 | <i>Crafts</i> | Crafts |
| 7 | <i>run</i> | Help with the organisation or running of a festival or carnival |
| 8 | <i>otart</i> | Other arts activity |
| 9 | <i>none</i> | None of these |

If arts6 = 1 – 8 then ask arts7 and arts8

arts7	In general, why do you participate?	
1	<i>newskil</i>	To learn new skills
2	<i>express</i>	To express myself
3	<i>enjoy</i>	For enjoyment/ pleasure
4	<i>health</i>	Improve health/ wellbeing
5	<i>outlet</i>	As an outlet for creativity
6	<i>friend</i>	Friend takes part
7	<i>stress</i>	To reduce stress levels
8	<i>comm</i>	To contribute to my community
9	<i>meet</i>	To meet new people
10	<i>Other</i>	Other

If arts7 = 10 then ask arts7x

arts7x Please specify other.
String [250]

arts8 Since you stated taking part in this activity/ these activities in which, if any, of the following areas have you noticed improvements?

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

arts9 Which of the following have you watched on television, video, DVD or the internet within the last 4 weeks?

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

arts10 Which of the following have you listened to on the radio in the last 4 weeks?

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

arts11 Which of the following have you listened to using a MP3 player (e.g. iPod), CD, or any other listening device in the last 4 weeks?

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

arts12 Which of the following have you used the internet to look at, watch, listen to or download in the last 4 weeks?

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

- arts13 Have you ever used the internet to book tickets for arts events?
 1 Yes
 2 No
- arts14 Which, if any, of the following prevent you from going to or participating in any arts event or activity?
 1 *diff* It's 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

If arts14 = 14 then ask arts14x

- arts14x Please specify other
 String [250]

- arts15a I am going to read out some opinions that people have expressed about the arts. Please tell me how strongly you agree or disagree with... I believe it is right that there should be public funding of arts and culture projects.

- 1 *stragr* Strongly agree
 2 *Agree* Agree
 3 *neither* Neither agree nor disagree
 4 *Disagree* Disagree
 5 *strdis* Strongly disagree

- arts15b ...I would feel out of place in an art gallery, museum or theatre.

- 1 *stragr* Strongly agree
 2 *Agree* Agree
 3 *neither* Neither agree nor disagree
 4 *Disagree* Disagree
 5 *strdis* Strongly disagree

- arts15c ...All school children should have the opportunity to learn to play a musical instrument or participate in other arts activities.
- | | | |
|---|-----------------|----------------------------|
| 1 | <i>stragr</i> | Strongly agree |
| 2 | <i>Agree</i> | Agree |
| 3 | <i>neither</i> | Neither agree nor disagree |
| 4 | <i>Disagree</i> | Disagree |
| 5 | <i>strdis</i> | Strongly disagree |
- arts15d ... The Arts from different cultures contribute a lot to society.
- | | | |
|---|-----------------|----------------------------|
| 1 | <i>stragr</i> | Strongly agree |
| 2 | <i>Agree</i> | Agree |
| 3 | <i>neither</i> | Neither agree nor disagree |
| 4 | <i>Disagree</i> | Disagree |
| 5 | <i>strdis</i> | Strongly disagree |
- arts15e ...Arts and cultural activity helps to bring visitors and tourists to Northern Ireland.
- | | | |
|---|-----------------|----------------------------|
| 1 | <i>stragr</i> | Strongly agree |
| 2 | <i>Agree</i> | Agree |
| 3 | <i>neither</i> | Neither agree nor disagree |
| 4 | <i>Disagree</i> | Disagree |
| 5 | <i>strdis</i> | Strongly disagree |
- arts15f ... The arts funded by the Government are just for a small minority.
- | | | |
|---|-----------------|----------------------------|
| 1 | <i>stragr</i> | Strongly agree |
| 2 | <i>Agree</i> | Agree |
| 3 | <i>neither</i> | Neither agree nor disagree |
| 4 | <i>Disagree</i> | Disagree |
| 5 | <i>strdis</i> | Strongly disagree |
- arts15g ... I support my local authority in spending money on arts and culture in my area.
- | | | |
|---|-----------------|----------------------------|
| 1 | <i>stragr</i> | Strongly agree |
| 2 | <i>Agree</i> | Agree |
| 3 | <i>neither</i> | Neither agree nor disagree |
| 4 | <i>Disagree</i> | Disagree |
| 5 | <i>strdis</i> | Strongly disagree |
- arts15h ... Arts and culture is open to everyone in Northern Ireland regardless of differences in religion, ethnic origin or social class.
- | | | |
|---|-----------------|----------------------------|
| 1 | <i>stragr</i> | Strongly agree |
| 2 | <i>Agree</i> | Agree |
| 3 | <i>neither</i> | Neither agree nor disagree |
| 4 | <i>Disagree</i> | Disagree |
| 5 | <i>strdis</i> | Strongly disagree |

arts15i ... Arts and cultural activity helps to enrich the quality of our lives.

1	<i>stragr</i>	Strongly agree
2	<i>Agree</i>	Agree
3	<i>neither</i>	Neither agree nor disagree
4	<i>Disagree</i>	Disagree
5	<i>strdis</i>	Strongly disagree

arts15j ... I believe artists and arts organisations contribute a lot to society.

1	<i>stragr</i>	Strongly agree
2	<i>Agree</i>	Agree
3	<i>neither</i>	Neither agree nor disagree
4	<i>Disagree</i>	Disagree
5	<i>strdis</i>	Strongly disagree

arts15k ... Skills gained from participating in arts and cultural events can help you get a job.

1	<i>stragr</i>	Strongly agree
2	<i>Agree</i>	Agree
3	<i>neither</i>	Neither agree nor disagree
4	<i>Disagree</i>	Disagree
5	<i>strdis</i>	Strongly disagree

arts16 Have you heard of the Arts Council Northern Ireland (ACNI)?

1	Yes
2	No

If arts16 = Yes then ask arts17

arts17 Which of the following statements describe the role of Arts Council Northern Ireland (ACNI)?

1	<i>promote</i>	Promoter of arts/culture events
2	<i>govt</i>	Government agency distributing funds
3	<i>charity</i>	A charity
4	<i>develop</i>	A development agency for the Arts

arts18a I am going to read out some suggested objectives for the Arts Council to concentrate on over the next 5 years. Please tell me how strongly you agree or disagree with each one:

... Helping artists and arts organisations to grow.

1	<i>stragr</i>	Strongly agree
2	<i>Agree</i>	Agree
3	<i>neither</i>	Neither agree nor disagree
4	<i>Disagree</i>	Disagree
5	<i>strdis</i>	Strongly disagree

- arts18b ... Encouraging people to attend and participate in the arts more often.
- | | | |
|---|-----------------|----------------------------|
| 1 | <i>stragr</i> | Strongly agree |
| 2 | <i>Agree</i> | Agree |
| 3 | <i>neither</i> | Neither agree nor disagree |
| 4 | <i>Disagree</i> | Disagree |
| 5 | <i>strdis</i> | Strongly disagree |
- arts18c ... Using the arts to improve society through education, by helping the economy and through community projects.
- | | | |
|---|-----------------|----------------------------|
| 1 | <i>stragr</i> | Strongly agree |
| 2 | <i>Agree</i> | Agree |
| 3 | <i>neither</i> | Neither agree nor disagree |
| 4 | <i>Disagree</i> | Disagree |
| 5 | <i>strdis</i> | Strongly disagree |
- arts18d ... Promoting the use of creativity and culture through education.
- | | | |
|---|-----------------|----------------------------|
| 1 | <i>stragr</i> | Strongly agree |
| 2 | <i>Agree</i> | Agree |
| 3 | <i>neither</i> | Neither agree nor disagree |
| 4 | <i>Disagree</i> | Disagree |
| 5 | <i>strdis</i> | Strongly disagree |
- arts18e ... Improving the quality and quantity of buildings to enjoy art in.
- | | | |
|---|-----------------|----------------------------|
| 1 | <i>stragr</i> | Strongly agree |
| 2 | <i>Agree</i> | Agree |
| 3 | <i>neither</i> | Neither agree nor disagree |
| 4 | <i>Disagree</i> | Disagree |
| 5 | <i>strdis</i> | Strongly disagree |



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