



CULTURAL (NON) PARTICIPATION IN EU MEMBER COUNTRIES:

USING EVIDENCES FROM EUROBAROMETER
AND NOTIONS RELATED TO WELL-BEING
TO BETTER UNDERSTAND
AND HELP SHAPING STRATEGIES

by Culture Action Europe

1. PREAMBLE

This is an [overview](#) of the information available in the practical forms based on the publicly available data files of the Special Eurobarometer Survey (EBS399) conducted in 2013. The data is made accessible in the following address

https://open-data.europa.eu/en/data/dataset/S1115_79_2_399

The Eurobarometer (EBS399) was requested by the European Commission, Directorate-General for Education and Culture and coordinated by the Directorate-General for Communication.

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The description of the available information and the format of the data tables are helping practitioners to formulate their strategic questions and serve as an evidence-base for checking ways to expand the audience in various segments of their respective societies.

In order to enhance the use of this information base, we are preparing and release in March 2015 a specially formulated dashboard for members of Culture Action Europe and to other interested cultural organizations. The dashboard will provide a “point-and-click” interface for users who are not familiar with working with spreadsheets. Culture Action Europe plans also to providing workshops and online help with formulating evidence-based strategies to use the data for member organizations.

This technical document and the accompanying spreadsheets give the users a direct way to retrieve information for special demographic subgroups in each of the 28 European Union member countries covered in the survey.

2. COMPARING CHANGES OVER TIME

Within Europe we have relatively few solid data on long-term trends, but the ones we have are pointing to a general decline.

The most comprehensive two general comparative surveys we are considering in this document have been conducted in 2007 – before the financial crisis and been repeated in 2013, allowing some comparisons. The second Eurobarometer survey followed the previous one allowing comparisons.

The overall results are in line with the sporadic observations that have been recorded in various countries before; a general decline of participation in traditional forms of cultural activities. The survey also useful to give a comparative view on changes about the active involvement in a range of cultural activities (e.g. singing, dancing, making a film, etc.) in addition to the passive participation in cultural events.

3. PRECAUTIONS

Cultural participation is a broad concept, and it covers both active and passive cultural behaviors. The comparative database as it is based on representative general population surveys, even providing sufficient

details have mostly information at the aggregate level that are not reliable for very small, specific subgroups. To give a concrete example, it includes the characteristics of persons (as a group) who are participating in a listening capacity in a concert. One can find that the range of total participation (minimum one time visited concerts in the past 12 month) ranges between 19 and 52 percent of the total societies (in Portugal and in Luxembourg, respectively.) This is the total reach, but for audience strategy development, one might want to define as “concert-goer” somebody who has attended a concert a minimum of three times, or, depending on the strategy, defining as part of a regular concert audience only those who have visited concerts five or more times over the course of previous twelve month period. The proportions within the whole population naturally will be smaller. So much smaller, that in seven countries these are 2% or less. The nature of the statistical surveys is that information on the composition of this special group is based on the interviews and characteristics of 20 or less respondents. Looking at various further subdivisions within this small size of group naturally yields limited reliability results and needs extra scrutiny. As a general rule of thumb, in practice, analysis of groups that are based on observations of less than 20-30 individuals needs special scrutiny, and can used only as indication and not a solid, statistically reliable evidence. Nevertheless they are relevant to point out relevant phenomena and fields for more in depth analysis that can provide more reliable evidences.

The same applies to the statistical reliability of data that exist on the actual activity participation in various cultural practices. The purpose of cultural participation surveys in general is to assess the overall levels of participation mostly in terms of public cultural events and given the smaller incidence rates of the various activities, less reliable data can be deduced on active behavior. A number of countries, especially in countries where most of the CAE member organizations come from (UK, France, Italy) are the ones where cultural activity surveys have been done in much larger sample sizes. Naturally, in

this case the value of the Eurobarometer surveys with their 1000 (and in some cases even smaller, 500) respondent samples are more valuable for comparative purposes than in detail analysis of active cultural practices within special social and demographic groups.

To add further caveats on the use of these data: it may be difficult to distinguish active from passive behavior. For example, in some festivals, individuals may be performers at one point (active, creating and inspiring others) and be the audience at other times (passive or seeking inspiration). Cultural participation does not concern activities carried out for employment purposes; for example, cultural participation would include visitors to a museum but not the paid guide".

Moreover it is very important to always consult the full question wording and the available response options before interpreting the results. For example the report that summarizes the results states, that *"just over half of the citizens visited a historical monument or site (52%) at least once in the last year. "*

However, as usually in the case for any ready made products, it worth to read the footnotes, and "small letters". The actual question wording in this case, and the one interviewers have asked in the face to face situation from the respondents, were read in French *Avez-vous visité un monument ou un site historique (palais, châteaux, églises, jardins, etc.)* or in English *Have you visited a historical monument or site (palaces, castles, churches, gardens, etc.)*. One repeated finding of survey science methodology research is the so-called "recency effect". This means that some of the respondents if confronted with a longer question, consisting of more than 3-4 words, or containing a list, tend to frame their answers in terms of the last terms of the stimulus. In our case, it might be for some to include "gardens" or "churches".

Clearly, question wording is one of the most sensitive part of surveys – and in comparative situations, one cannot be quite sure, how many respondents are reacting to different parts of a composite question. According to the same methodological research results, we know that

some respondents formulate their answers to the first part of a question (in our case to *historical monument*). Others may include in their recollection of the last 12 months visits a church or a garden visit, leaving out the original context of the intended question (*historical monument*).

Similarly, one could argue, that vague formulations can be interpreted wildly differently among respondents (like the single question: *watching OR listening to a cultural program on the TV OR radio*). The definition of **a cultural program** can be also be wide and combining the two mass media channel within a single question is unfortunate as the two media clearly have different functions and contest. The expression *cultural* act only as a warning signal for some, while others might include almost any program being in the broad sense *cultural*.

4. GENERAL PATTERNS OBSERVABLE IN THE DATA SET (THAT SHOULD BE TAKEN INTO ACCOUNT WHEN INTERPRETING INDIVIDUAL COUNTRY RESULTS)

When looking beyond the 6-year period between the two surveys covered by Eurobarometer and summarizing the general findings, we can contextualize the results in a broader frame. We can observe an increasingly female and an increasingly older public, whilst reduced participation on the part of the highest-educated has also been seen as a longer term trend, that have been observed in the last 30 years in several countries. France had been doing for example regular cultural participation surveys in this time period and have observed the longer parallel trends of general decline of participation that are similar to the UK or USA as well during the last decades.

The two Eurobarometer surveys conducted in the same set of EU countries are also showing declining average participation rates, varying somewhat across various activities. Theater going, the use of public libraries, museums or reading of books all declined with 3-4% on the average during the 6 years period. Interpreting these changes one can point out the economic crises as an obvious cause, but there

is a need for a more detailed, country by country exploration, among the various subgroups in order to arrive to more actionable results.

Beyond the European averages there are persistent patterns, and this patterns are the ones that make the use of this data more practical for cultural practitioners. The overall pattern is very similar for certain cultural activities.

In general, from the set of activities covered in the Eurobarometer survey, the one that is the most restricted in terms of access is the one related to opera, ballet, and dance performance. Defining regular access to those who have been participating a minimum of three times during the previous one year period, we find that the proportion of the population who can be defined as a regular patron is a very sensitive social indicator as well.

Using the data to better understand a single country, for better targeting the individual strategies to expand the reach and to find new audiences, we need to turn to the available evidence.

What are the main characteristics and differentiators for each type of cultural activities between the non-participants, the occasional users and the core audience? How to break down the data for building better targeting and more precise ideas about generating strategies to reach those that are not participating at all?

5. HOW TO USE THE COMPILED EVIDENCE BASE

What type of questions can be posed based on what is the content of the information base (and consequently the resulting dashboard that allows the interactive queries)?

THE SET OF CULTURAL INDICATOR ACCESSIBLE

1. Participation in different cultural activities

1.1. Types of activities in passive participation / as audience

- 1.1.1. Seen a ballet, a dance performance or an opera
- 1.1.2. Been to the cinema
- 1.1.3. Been to the theatre
- 1.1.4. Been to a concert
- 1.1.5. Visited a public library
- 1.1.6. Visited a historical monument or site (palaces, castles, churches, gardens, etc.)
- 1.1.7. Visited a museum or gallery
- 1.1.8. Watched or listened to a cultural programme on TV or on the radio
- 1.1.9. Read a book

1.2. Frequency of activities in the last 12 month

- 1.2.1. Not in the last 12 months
- 1.2.2. 1-2 times
- 1.2.3. 3-5 times
- 1.2.4. More than 5 times

1.3. Reasons for non-participation

- 1.3.1. Lack of interest
- 1.3.2. Lack of time
- 1.3.3. Too expensive
- 1.3.4. Lack of information
- 1.3.5. Limited choice or poor quality of this activity in the place where you live

1.4. Types of active participation in various cultural activities in the last 12 months, either alone or as part of an organised group or class

- 1.4.1. Played a musical instrument
- 1.4.2. Sung
- 1.4.3. Acted on the stage or in a film
- 1.4.4. Danced
- 1.4.5. Written a poem, an essay, a novel, etc.
- 1.4.6. Made a film, done some photography
- 1.4.7. Done any other artistic activities like sculpture, painting, handicrafts or drawing
- 1.4.8. Done creative computing such as designing websites or blogs, etc.

1.5. Cultural uses of the internet / Frequency

- 1.5.1. Every day
- 1.5.2. Several times a week

- 1.5.3. Once a week
- 1.5.4. 1 to 3 times a month
- 1.5.5. Less often (then monthly)
- 1.5.6. Never
- 1.5.7. No access to the Internet

1.6. Cultural purposes the internet used for

- 1.6.1. Visiting museum or library websites or other specialised websites to improve knowledge
- 1.6.2. Playing computer games, interactive or not
- 1.6.3. Downloading movies, radio programmes (podcasts) or TV programmes
- 1.6.4. Watching streamed or on demand movies or TV programmes
- 1.6.5. Reading newspaper articles online
- 1.6.6. Creating website or blog with cultural content
- 1.6.7. Downloading music
- 1.6.8. Listening to radio or music
- 1.6.9. Reading or looking at cultural blogs
- 1.6.10. Putting own cultural content online, e.g. on an online social network or on a sharing site
- 1.6.11. Buying cultural products such as books, CDs or theatre tickets
- 1.6.12. Searching for information on cultural products or events

2. Social and demographic characteristics of respondents available for exploring beyond the overall population averages

2.1. Gender

2.2. Marital status

- 2.2.1. Single
- 2.2.2. Single living with a partner
- 2.2.3. (Re)Married
- 2.2.4. Divorced or separated
- 2.2.5. Widow

2.3. Household composition / presence of children

- 2.3.1. Living without children
- 2.3.2. Living with the children of this marriage
- 2.3.3. Living with the children of a previous marriage
- 2.3.4. Living with the children of this marriage and of a previous marriage

2.4. Age

2.4.1.15-24

2.4.2.25-34

2.4.3.35-44

2.4.4.45-54

2.4.5.55-64

2.4.6.65+

2.5. Age when stopped full-time education

2.5.1.before the age 15

2.5.2.16-19

2.5.3.20 and above

2.6. Occupation

2.6.1.Responsible for ordinary shopping and looking after the home, or without any current occupation, not working

2.6.2.Student

2.6.3.Retired or unable to work through illness

2.6.4.Unemployed or temporarily not working

2.6.5.Farmer, Fisherman

2.6.6.Professional (lawyer, medical practitioner, accountant, architect, etc.

2.6.7.Employed professional (employed doctor, lawyer, accountant, architect)

2.6.8.Owner of a shop, craftsmen, other self-employed person

2.6.9.Business proprietors, owner (full or partner) of a company

2.6.10. General management, director or top management (managing directors, director general, other director)

2.6.11. Middle management, other management (department head, junior manager, teacher, technician)

2.6.12. Employed position, working mainly at a desk

2.6.13. Employed position, not at a desk but travelling (salesmen, driver, etc.)

2.6.14. Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, etc.

2.6.15. Supervisor

2.6.16. Skilled manual worker

2.6.17. Other (unskilled) manual worker, servant

2.7. Employment status

2.7.1.Self-employed

2.7.2.Employed

2.7.3. Not in the labour force, not working

2.8. Short version of current employment

- 2.8.1. Self-employed
- 2.8.2. Manager
- 2.8.3. Other white collar
- 2.8.4. Manual worker
- 2.8.5. Unemployed
- 2.8.6. Retired
- 2.8.7. Student

2.9. Last occupation (in case of not currently working)

2.9.1. Same occupational categories as above (in 2.7)

2.10. Urban status (lives in...)

- 2.10.1. Rural area or village
- 2.10.2. Small or middle sized town
- 2.10.3. Large town

2.11. Size of locality

- 2.11.1. Less than 10.001 inhabitants
- 2.11.2. From 10.001 to 30.000 inhabitants
- 2.11.3. From 30.001 to 100.000 inhabitants
- 2.11.4. From 100.001 to 250.000 inhabitants
- 2.11.5. More than 250.000 inhabitants

2.12. Detailed regions (only as an example for Italy)

- 2.12.1. Liguria
- 2.12.2. Lombardia
- 2.12.3. Piemonte/Valle d'Aosta
- 2.12.4. Emilia Romagna
- 2.12.5. Friuli V.G.
- 2.12.6. Trentino A.A.
- 2.12.7. Veneto
- 2.12.8. Lazio
- 2.12.9. Marche
- 2.12.10. Toscana
- 2.12.11. Umbria
- 2.12.12. Abruzzo/Molise
- 2.12.13. Calabria

- 2.12.14. Campania
- 2.12.15. Puglia/Basilicata
- 2.12.16. Sardegna
- 2.12.17. Sicilia

2.13. Large (collapsed) regions (example: Italy)

- 2.13.1. Nord-Ovest
- 2.13.2. Nord-Est
- 2.13.3. Centro
- 2.13.4. Sud
- 2.13.5. Isole

2.14. Size of household¹ (number of adults 15+ living together)

- 2.14.1. 1
- 2.14.2. 2
- 2.14.3. 3
- 2.14.4. 4+

2.15. Children in household (number of children less than 10 years old in the household)

- 2.15.1. 1
- 2.15.2. 2
- 2.15.3. 3
- 2.15.4. 4+

2.16. Teenagers in household (number of children between 10-14)

- 2.16.1. 1
- 2.16.2. 2
- 2.16.3. 3
- 2.16.4. 4+

2.17. Fixed telephone

- 2.17.1. Yes
- 2.17.2. No

2.18. Mobile phone

- 2.18.1. Yes

2.18.2. No

2.19. Durables in household

2.19.1. TV

2.19.2. DVD

2.19.3. CD player

2.19.4. PC

2.19.5. Internet connection at home

2.19.6. Car

2.19.7. Apartment / house that is finished payed for

2.19.8. Apartment / house that is still paying for

2.20. Poverty Status (Difficulties to pay bills at the end of the month during the last 12 month)

2.20.1. Most of the time

2.20.2. From time to time

2.20.3. (Almost) never

2.21. Subjective social class

2.21.1. The working class of society

2.21.2. The middle class of society

2.21.3. The higher class of society

2.22. Subjective social status (self-placement in a 10 point scale)

2.22.1. Lowest level in the society

2.22.2.

2.22.3.

2.22.4.

2.22.5.

2.22.6.

2.22.7.

2.22.8.

2.22.9.

2.22.10. Highest level in the society

6. COMPARING PARTICIPATION PROFILES / LEVELS OF PARTICIPATION IN THE GENERAL POPULATION TO SIMILAR / SELECTED / BENCHMARKING COUNTRIES

This section illustrates how to read the source data on which base the Eurobarometer index have been built. On Culture Action Europe website, we are providing the full collection of these data as downloadable excel tables.

In the following months, starting from these data and reflections, Culture Action Europe is preparing an interactive dashboard to allow everybody to easily navigate, play and make use of the data.

ILLUSTRATIONS

short variable name (to be used later, when clicked on it the full text appears here)

Variable Name	Full Question Text
Q1	What is your nationality? Please tell me the country(ies) that applies(y), (MULTIPLE ANSWERS POSSIBLE)
QB1.1	How Seen a ballet, a dance performance or an opera
QB1.2	How Been to the cinema
QB1.3	How Been to the theatre
QB1.4	How Been to a concert
QB1.5	How Visited a public library
QB1.6	How Visited a historical monument or site (palaces, castles, churches, gardens, etc.)
QB1.7	How Visited a museum or gallery
QB1.8	How Watched or listened to a cultural programme on TV or on the radio
QB1.9	How Read a book
QB1T	Index of cultural practice
QB2.1	And Seen a ballet, a dance performance or an opera
QB2.2	And Been to the cinema
QB2.3	And Been to the theatre
QB2.4	And Been to a concert
QB2.5	And Visited a public library
QB2.6	And Visited a historical monument or site (palaces, castles, churches, gardens, etc.)
QB2.7	And Visited a museum or gallery
QB2.8	And Watched or listened to a cultural programme on TV or on the radio
QB2.9	And Read a book
QB3.1	How Seen a ballet, a dance performance or an opera FROM another European country
QB3.2	How Been to a theatre performance FROM another European country
QB3.3	How Been to a musical performance (concert, band, etc.) FROM another European country
QB3.4	How Watched or listened to a cultural programme on TV or on radio FROM another European country
QB3.5	How Read a book by an author FROM another European country
QB3.6	How Visited a historical monument or site (palaces, castles, churches, gardens, etc.) IN another EU country
QB3.7	How Attended a live performance, festival, exhibition or cultural activity IN another EU country
QB4	I am going to read out a list of cultural activities. Please tell me if, in the last 12 months, you have either on your own or as part of an organised group or classes... (ROTATION – MULTIPLE ANSWERS POSSIBLE)
QB5	How often do you use the Internet for cultural purposes like, for instance, searching for cultural information, buying cultural products or reading articles related to culture?
QB6	What do you use (IF USE INTERNET FOR CULTURAL PURPOSES, CODE 1 TO 5 IN QB5)
D7.1	Could you give me the letter which corresponds best to your own current situation?
D7.2	Could you give me the letter which corresponds best to your own current situation?
D7.3	Could you give me the letter which corresponds best to your own current situation?
D8	How old were you when you stopped full-time education?
D10	Gender.
D11.1	How old are you?
D11.2	How old are you?
D15a.1	What is your current occupation?
D15a.2	What is your current occupation?
C14	Current occupation
D15b.1	Did you do any (IF 'NOT CURRENTLY WORK', CODE 1 TO 4 IN D15a)
D15b.2	Did you do any (IF 'NOT CURRENTLY WORK', CODE 1 TO 4 IN D15a)
D25	Would you say you live in a...?
D43a	Could you tell me how many people aged 15 years or more live in your household, yourself included?
D40b	Could you tell me how many children less than 10 years old live in your household?
D40c	Could you tell me how many children aged 10 to 14 years old live in your household?
D43a	Do you own a fixed telephone in your household?
D43b	Do you own a personal mobile telephone?
D46	Which of the following goods do you have? (MULTIPLE ANSWERS POSSIBLE)
D60	During the last twelve months, would you say you had difficulties to pay your bills at the end of the month...?
D61	On the following scale, step '1' corresponds to "the lowest level in the society", step '10' corresponds to "the highest level in the society". Could you tell me on which step you would place yourself?
D62.1	Could You use the Internet at home, in your home
D62.2	Could You use the Internet on your place of work
D62.3	Could You use the Internet somewhere else (school, university, cyber-café, etc.)
D63	Do you see yourself and your household belonging to...?
P6	Size of locality

Information describing the social and demographic characteristics of the background of respondents. Use it to define the social group whose cultural participation info you are interested in.

At the bottom you find the sheet selector; each variable described in the Index sheet (SEE the previous picture) are placed in a separate sheet. By clicking on the type of activity / variable you are interested it will take you to that page / sheet.

Different table types give you several possibilities. If you want to compare country averages (your country against an other country or group of countries) select Table A.

Index	Q1	QB1.1	QB1.2	QB1.3	QB1.4	QB1.5	QB1.6	QB1.7	QB1.8	QB1.9	QB1T	QB2.1	QB2.2	QB2.3	QB2.4	QB2.5	QB2.6	QB2.7	QB2.8	QB2.9	QB3.1	QB3.2	QB3.3	QB3.4
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If you are interested in comparing changes in time between the two latest time point (2007 and 2013) select Table A' P

Find the country you are interested in (here Germany; notice there is DW and DE as well)

QB1.5 Au cours des 12 derniers mois, combien de fois ... ?		QB1.5 How many times in the last 12 months have you...?																								
Êtes-vous allé(e) dans une bibliothèque publique		Visited a public library																								
	EB 67.1	EB 79.2	EB 67.1	EB 79.2	EB 67.1	EB 79.2	EB 67.1	EB 79.2	EB 67.1	EB 79.2	EB 67.1	EB 79.2	EB 67.1	EB 79.2	EB 67.1	EB 79.2	EB 67.1	EB 79.2	EB 67.1	EB 79.2	EB 67.1	EB 79.2	EB 67.1	EB 79.2	EB 67.1	EB 79.2
	EU27 UE27	BE		BG		CZ		DK		D-W		DE		D-E		EE		IE		EL		ES		F		
TOTAL	26755	26563	1040	1000	1009	1018	1060	1000	1008	1004	1006	956	1534	1499	528	543	1001	1003	1000	1002	1000	1000	1006	1003	1031	
Pas au cours des 12 derniers mois	17195	18118	651	627	809	827	716	708	322	368	717	714	1099	1136	387	432	493	531	511	534	853	880	715	657	686	
Not in the last 12 months	64%	68%	63%	63%	80%	81%	66%	71%	32%	37%	71%	75%	72%	76%	73%	80%	49%	53%	51%	53%	85%	80%	71%	66%	66%	
1-2 fois	3404	2959	108	101	76	78	105	75	178	191	124	100	180	144	50	35	142	123	158	140	76	52	96	112	103	
1-2 times	13%	11%	10%	10%	8%	8%	10%	7%	17%	19%	12%	10%	12%	10%	9%	6%	14%	12%	16%	14%	8%	5%	10%	11%	10%	
3-5 fois	1709	1590	75	73	39	52	77	45	117	133	48	46	76	69	29	19	75	77	126	92	41	24	50	57	58	
3-5 times	6%	6%	7%	7%	4%	5%	7%	5%	12%	13%	5%	5%	5%	4%	6%	3%	8%	8%	13%	9%	4%	2%	5%	6%	6%	
Plus de 5 fois	4247	3730	203	198	72	54	157	159	390	311	111	89	170	140	58	53	290	269	181	219	30	30	142	163	177	
More than 5 times	16%	14%	20%	20%	7%	5%	15%	16%	39%	31%	11%	9%	11%	9%	11%	10%	29%	27%	18%	22%	3%	3%	14%	16%	17%	
NSP	200	165	3	1	13	7	5	13	1	0	5	7	9	11	4	4	1	2	24	17	1	15	4	14	7	
DK	1%	1%	-	-	1%	1%	-	1%	-	-	1%	1%	-	1%	1%	-	-	-	2%	2%	-	2%	-	1%	1%	
Total 'Au moins une fois'	9360	8280	386	372	188	184	339	279	685	636	284	235	426	353	137	107	507	469	465	451	147	105	288	332	338	
Total 'At least once'	35%	31%	37%	37%	19%	18%	32%	28%	68%	63%	28%	24%	28%	23%	26%	19%	51%	47%	47%	45%	15%	10%	29%	33%	33%	

Compare the two time points, check the countries and activities where there are over 2% difference, etc.

You can also select overall demographic difference across activities, both active and passive cultural participation, or to study the overall trends across Europe.

Q81.1 Au cours des 12 derniers mois, combien de fois ... ? Q81.1 How many times in the last 12 months have you ... ?

Êtes-vous allé(e) à un ballet, un spectacle de danse ou un opéra ? Seen a ballet, a dance performance or an opera

	Sex		Age										Age de 16-64 ans		Urbanisation subjective			Composition du ménage			Échelle d'éducation du répondant												
	Homme	Femme	15-24					25-34					35-64					Éducation (Enf.ét.)		Subjective urbanisation			Household composition			Respondent occupation scale							
			15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	70+	15	16-19	20+	En étudiant	Étage rural	Petite population urbaine	Standard urban	1	2	3	Indépendants	Collèges d'enseignants	Autres employés	Managers	Officiers militaires	Manuel workers	Household persons	Unemployed	Retired	Students
TOTAL	26563	12850	13713	3793	6515	6875	9380	3793	4096	4648	4646	3861	3403	2116	5243	11027	7415	2371	8973	10710	6870	5061	2790	5331	7439	2084	2739	2963	5365	2025	2287	6732	2371
Plus au cours des 12 derniers mois	21626	10734	10893	2978	5256	5526	7866	2978	3312	3744	3726	3173	2822	1871	4845	9391	5206	1753	7592	8723	5309	3863	7154	4375	5934	1590	1824	2361	4604	1785	1964	5745	1753
Not in the last 12 months	81%	83%	79%	79%	81%	80%	84%	79%	81%	81%	80%	82%	83%	88%	92%	85%	70%	74%	85%	81%	77%	82%	82%	80%	76%	67%	80%	86%	88%	86%	86%	85%	74%
1-2 fois	3552	1497	2055	576	976	978	1023	576	596	691	666	491	384	148	282	1210	1550	455	1000	1447	1102	601	1133	690	1129	353	684	456	565	170	227	642	455
3-5 fois	752	309	443	130	153	210	339	130	91	133	133	99	111	48	42	209	400	92	208	311	233	155	240	144	213	82	142	86	100	28	55	198	92
Plus de 5 fois	471	208	263	82	88	131	170	82	68	5	99	65	71	34	26	161	211	65	113	182	175	109	140	94	128	68	77	46	61	19	20	113	65
More than 5 times	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	3%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	3%
NSP	182	102	59	28	43	30	62	28	28	2	22	32	15	15	47	140	48	6	61	47	51	33	63	35	21	11	13	35	22	21	34	6	
DK	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Total 'Au moins une fois'	4775	2014	2761	788	1217	1319	1452	788	753	811	899	655	567	230	350	1504	2161	612	1321	1941	1510	865	1513	927	1470	473	903	589	726	218	301	953	612
Total 'At least once'	18%	16%	20%	20%	18%	19%	16%	20%	18%	16%	19%	17%	16%	11%	7%	18%	29%	26%	14%	19%	22%	17%	19%	18%	20%	23%	33%	29%	19%	11%	13%	15%	26%

Select the activity, look at the relation between social status and the extent of reach in Europe as a whole – mostly in order to understand the overall, general determinants, before you study in more detail the same relations in your selected market. Use this as a reference point and try to find the explanations by looking at the individual country specifics.

Finally, you can select a single country, where it is possible to look at subjective reasons for non-participation in the different groups and to see for example how this is related to objective situation for each of the activity. Of course, by comparing the same relations in different countries, or to look at the relations for only those activities where ones find in Table A'P changes across time, the sophistication of the targeting can be increased even with this relatively simple tool.

VOLLREIF C Pondéré Weighted Eurobarometer 79.2 - UNITED KINGDOM Terrain/Fieldwork : 26/04 - 14/05/2013

Q81.4 Au cours des 12 derniers mois, combien de fois ... ? Q81.4 How many times in the last 12 months have you ... ?

Êtes-vous allé(e) à un concert ? Been to a concert

	Sex		Age										Age de 16-64 ans		Urbanisation subjective			Composition du ménage			Échelle d'éducation du répondant												
	Homme	Femme	15-24					25-34					35-64					Éducation (Enf.ét.)		Subjective urbanisation			Household composition			Respondent occupation scale							
			15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	70+	15	16-19	20+	En étudiant	Étage rural	Petite population urbaine	Standard urban	1	2	3	Indépendants	Collèges d'enseignants	Autres employés	Managers	Officiers militaires	Manuel workers	Household persons	Unemployed	Retired	Students
TOTAL	1006	491	515	158	243	258	347	158	156	176	169	143	90	105	205	436	270	75	248	456	302	299	319	195	254	71	165	77	203	92	87	275	75
1-2 fois	253	123	131	51	81	64	73	51	42	46	42	29	21	31	100	86	27	89	110	75	47	79	54	73	18	59	26	52	8	12	51	27	
3-5 fois	74	35	39	15	18	21	15	14	13	11	10	8	2	3	27	35	7	18	25	27	15	22	19	18	5	18	6	16	2	4	17	7	
Plus de 5 fois	43	27	34	11	9	12	11	11	5	8	8	4	4	3	4	14	18	7	7	20	17	8	17	7	11	8	10	6	4	0	9	7	
More than 5 times	4%	6%	3%	7%	4%	5%	3%	7%	3%	5%	5%	3%	4%	3%	2%	3%	6%	9%	3%	5%	5%	3%	3%	5%	11%	6%	7%	2%	0	3%	5%		
NSP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
DK	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Total 'Au moins une fois'	370	185	185	77	93	94	106	77	60	67	60	43	32	30	42	141	138	40	93	159	118	70	118	79	103	30	87	37	72	10	16	77	40
Total 'At least once'	37%	38%	36%	48%	39%	37%	30%	48%	39%	38%	36%	30%	33%	28%	21%	32%	51%	54%	38%	35%	39%	29%	37%	40%	41%	47%	57%	48%	36%	19%	18%	28%	54%
Not at all	63%																																

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