



Europeans' participation in cultural activities

A EUROBAROMETER SURVEY CARRIED OUT AT THE REQUEST OF
THE EUROPEAN COMMISSION, EUROSTAT



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Executive Summary by

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April 2002



1. Radio and television in the European Union



1.1. What do Europeans watch on television?

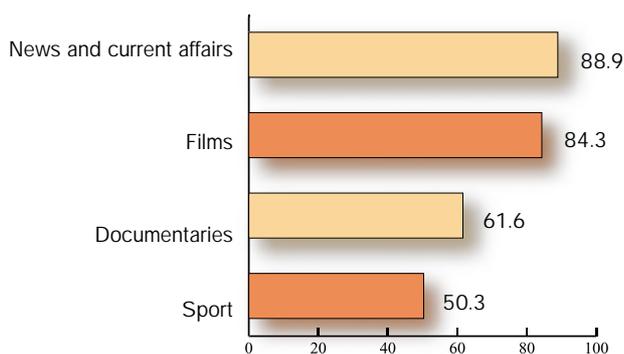
Almost all Europeans (97.6%) watch television. 99% have at least one TV set at home. Of these, 44.4% have only one TV set and 35.3% have two.

The four types of programmes that Europeans mostly watch are:

- News and current affairs (88.9%)
- Films (84.3%)
- Documentaries (61.6%)
- Sport (50.3%)

Moreover, more than two thirds of Europeans watch video cassettes or DVDs, one fifth (20%) 1 to 3 times a month, another fifth (22.9%) less often than that.

What do Europeans watch on television?
(AS A % OF THE POPULATION WATCHING TELEVISION)



base: 15775

1.2. What do Europeans prefer listening to on the radio?

Almost 60% of citizens within the European Union listen to the radio every day.

The radio programmes they prefer to listen to are:

- Music (86.3%)
- News and current affairs (52.9%)
- Sport (17.4%)

2. Computer and Internet usage within the European Union

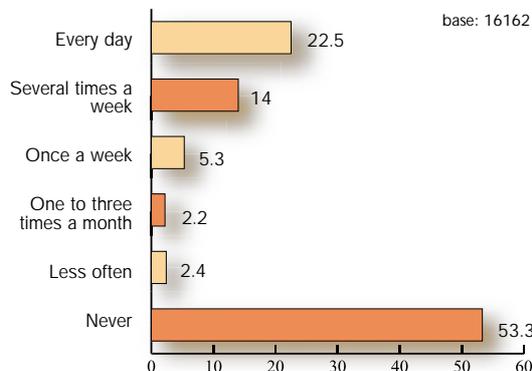


2.1. More than half of Europeans do not use a computer

A majority of Europeans (53.3%) does not use a computer. This is especially the case in Greece (75.3%) and Portugal (74.7%).

On the other hand, more than one fifth (22.5%) use it every day. This proportion reaches 36.7% in Sweden, 36.6% in Denmark and 32.2% in the Netherlands. A smaller proportion (14%) use it several times a week.

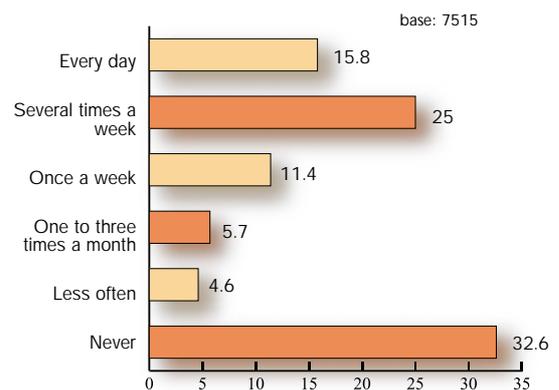
How frequently is the computer used in the European Union?
(AS A % OF THE EU POPULATION)



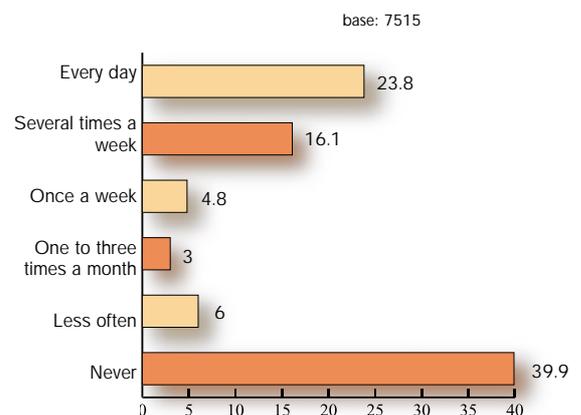
The computer is mostly used at home for leisure (average of 3.41¹). It is also used outside home for work or study (average of 3.24).

In the first case, results show that 25% of people use it several times a week and that 15.8% use it every day. In the second case, 16.1% work or study with a computer several times a week and 23.8% every day.

At home for leisure
(AS A % OF THE POPULATION USING A COMPUTER)



Outside home for work or study
(AS A % OF THE POPULATION USING A COMPUTER)



¹ Respondents have been asked to position themselves on a 6-point scale where 1 = 'never' and 6 = 'every day'. The central position is 3.5.

It should be pointed out that 16.5% of citizens from the European Union use a computer several times a week at home for work or study.

2.2. One European out of three surfs the Internet

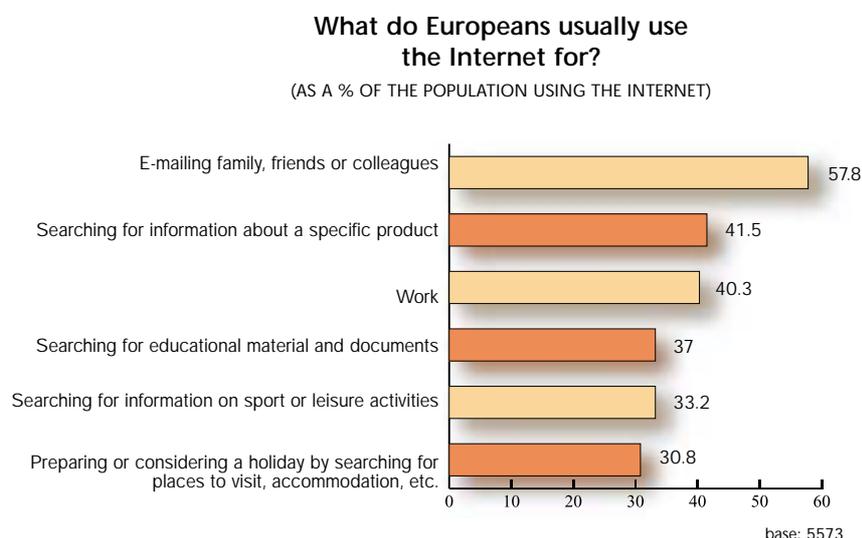
34.5% of interviewees surf the Internet: 13.5% several times a week and another 8.8% every day.

The Internet is used more by the Swedes (66.5%), the Danes (59.4%), the Dutch (53.8%) and the Finns (51.4%) than other Europeans. On the other hand, the proportion of Internet usage is the lowest in Portugal and Greece (14.8% and 15.1% respectively).

| | S | DK | NL | FIN | GR | P | EU15 |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Every day | 25.1 | 17.0 | 17.2 | 10.8 | 3.1 | 2.5 | 8.8 |
| Several times a week | 22.7 | 18.8 | 17.7 | 19.8 | 4.6 | 6.3 | 13.5 |
| Once a week | 7.6 | 11.3 | 10.0 | 8.4 | 3.2 | 2.2 | 5.0 |
| One to three times a month | 5.8 | 8.2 | 2.8 | 6.3 | 2.6 | 1.8 | 3.7 |
| Less often | 5.3 | 4.1 | 6.1 | 6.1 | 1.6 | 2.0 | 3.5 |
| Total users | 66.5 | 59.4 | 53.8 | 51.4 | 15.1 | 14.8 | 34.5 |

Europeans use the Internet most frequently for:

- Exchanging e-mails with their family, friends or colleagues (57.8%)
- Searching for information on a specific product (41.5%)
- Work (40.3%)
- Searching for educational material and documents (37%)
- Searching for information on sports or leisure activities (33.2%)
- Preparing or considering a holiday by searching for places to visit, accommodation, etc. (30.8%)





3. What do Europeans read?

3.1. Northern Europeans read more books than those from the South

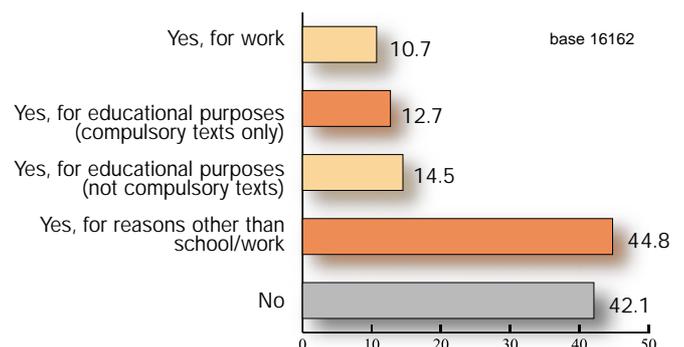
A majority of Europeans answered positively to the question “Have you read any books in the last 12 months?”. Most of them (44.8%) read books for reasons other than work or study. A smaller percentage of respondents (14.5%) read for educational purposes (non compulsory texts). Nevertheless, 42.1% of them state they have not read any book in the last 12 months.

The country-by-country analysis shows that in most Northern European countries, there is a higher tendency to read than in other regions, mostly for leisure: 71.8% of people in Sweden, 66.2% in Finland and 63.2% in the United Kingdom declared reading for other reasons than for work or study. Belgium is the only country that stands out from the others as 58.3% of its citizens state not to have read any book in the last 12 months. Belgium follows Portugal where this proportion reaches 67.3% and it precedes Greece (54.3%) and Spain (52.7%).

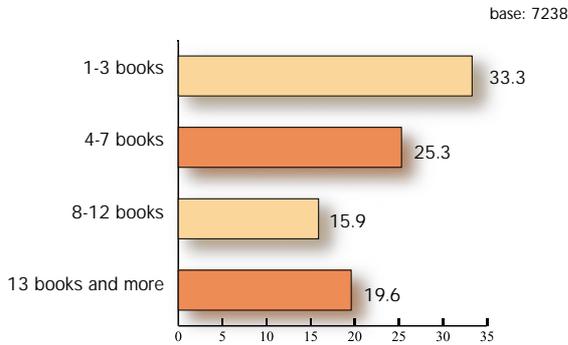
Among those having declared to have read books during the last 12 months for other reasons than work or school, one third has read 1 to 3 books, one fifth has read more than one book a month.

Have Europeans read any books in the last 12 months?

(AS A % OF THE EU POPULATION)



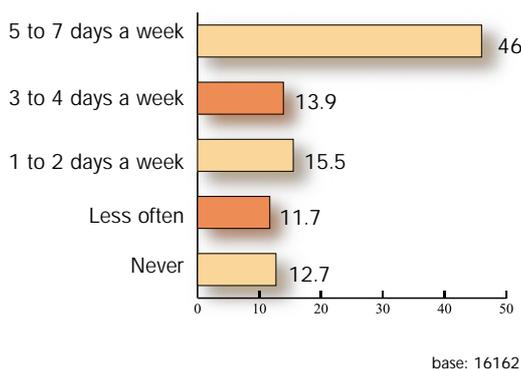
Number of books read for reasons other than work or study
(AS A % OF THE POPULATION READING BOOKS FOR REASONS OTHER THAN WORK OR STUDY)



3.2. Almost half of Europeans read a newspaper every day

Almost one European in two (46%) reads the newspaper 5 to 7 times a week. The highest rates are found in Finland, Sweden, Germany and Luxembourg where 77.8%, 77.7%, 65.5% and 62.7% respectively of citizens started so. The lowest rates are to be found in Greece, Spain and Portugal (20.3%, 24.8% and 25.1% respectively). It is also in these three countries that the proportion of people saying they never read a newspaper is higher than in the other countries (30.5%, 23.4% and 25.5% respectively).

How frequently do Europeans read newspapers?
(AS A % OF THE EU POPULATION)

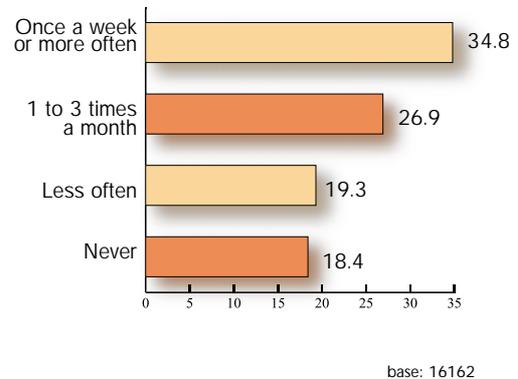


3.3. More than 60% of Europeans read a magazine at least once a month

More than a third of the citizens of the European Union (34.8%) read magazines once a week or more often. This is especially the case in Finland and Luxembourg where 61.5% and 51.7% respectively of the population affirmed this.

On the other hand, about 20% of Europeans do not read magazines. It is again in Greece (46.3%) and in Portugal (36.7%) that we find a higher proportion of people who do not read magazines.

How frequently do Europeans read magazines?
(AS A % OF THE EU POPULATION)



4. Europeans and music



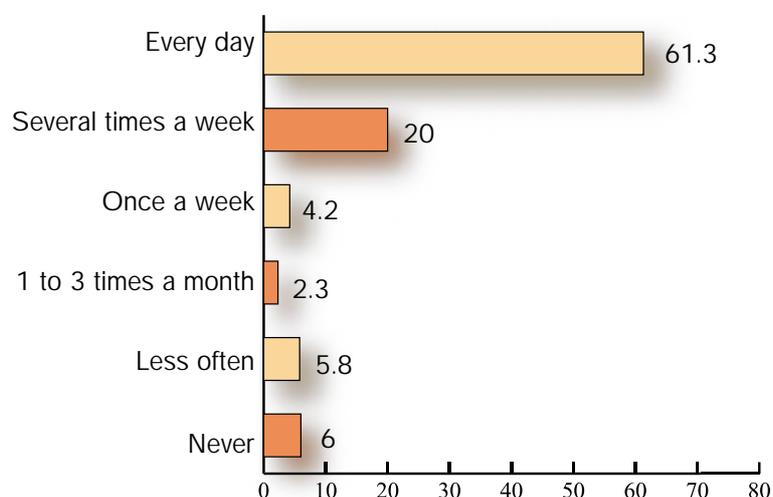
4.1. How frequently do Europeans listen to music?

According to the analysis, on average the citizens of the European Union listen to music every day. Indeed, 61.3% of them have stated so. This percentage is the highest in Denmark, Sweden and in the Netherlands (82.5%, 79.2% and 75.1% respectively).

4.2. Through which medium do they listen to music?

The vast majority of the interviewees (88.6%) listen to music on the radio or on TV. 62.3% of them also use cassettes, records, CDs and DVDs (not connected to a computer) to listen to music.

How frequently do Europeans listen to music?
(AS A % OF THE EU POPULATION)



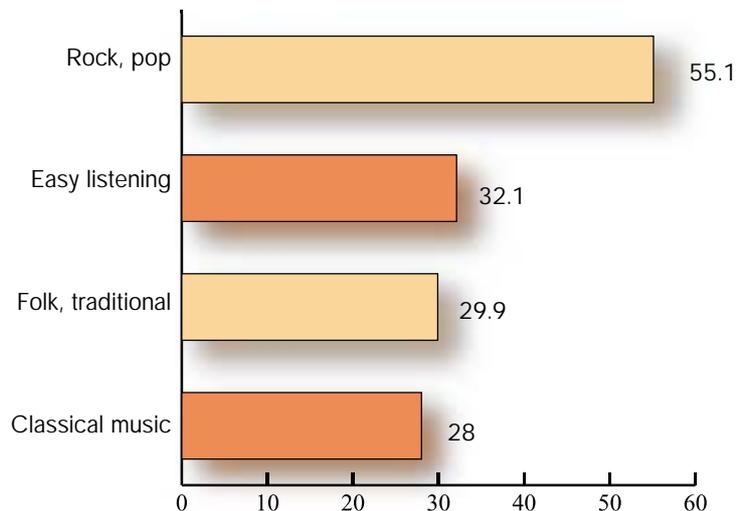
base: 16162

4.3. What kind of music do they listen to?

The majority of European citizens (55.1%) listen to rock and pop music. This tendency is mostly found in Denmark (69.9%), France (69.1%) and Belgium (64.8%). On the other hand, the lowest rate of people listening to this kind of music is found in Austria, Finland, Portugal and Greece (43.8%, 42.9%, 36.7% and 24.6% respectively).

The second type of music most listened to by 32.1% of Europeans is easy listening music. It is especially in Finland that a high majority of people (70.5%) listen to this kind of music.

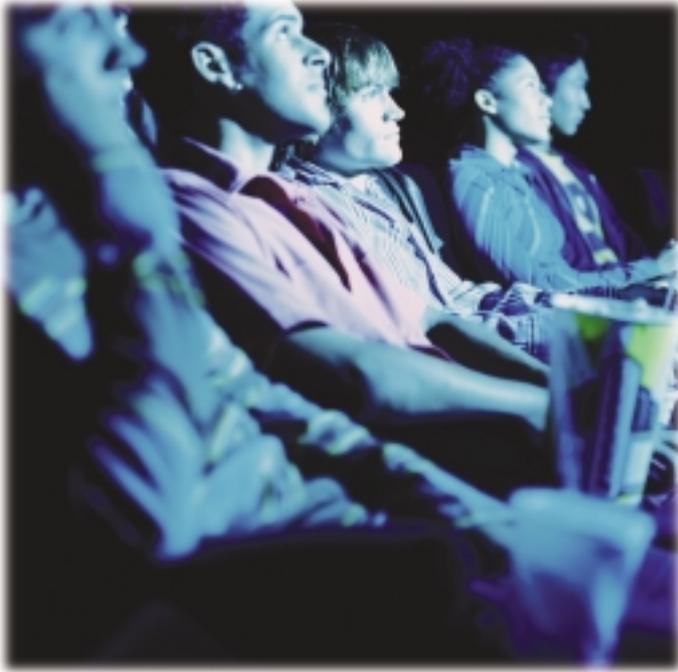
Type of music listened to by Europeans
(AS A % OF THE POPULATION LISTENING TO MUSIC)



base: 15134

One third of the respondents (29.9%) also mentioned folk and traditional music. This is the kind of music that is most listened to in Portugal, Greece and Austria (65.1%, 62.5%, 44.8% respectively of the interviewees). We can also see that in Sweden, the New German Länder and Spain, traditional music is the second type of music most listened to by respectively 45.7%, 44.1% and 41.2% of the population.

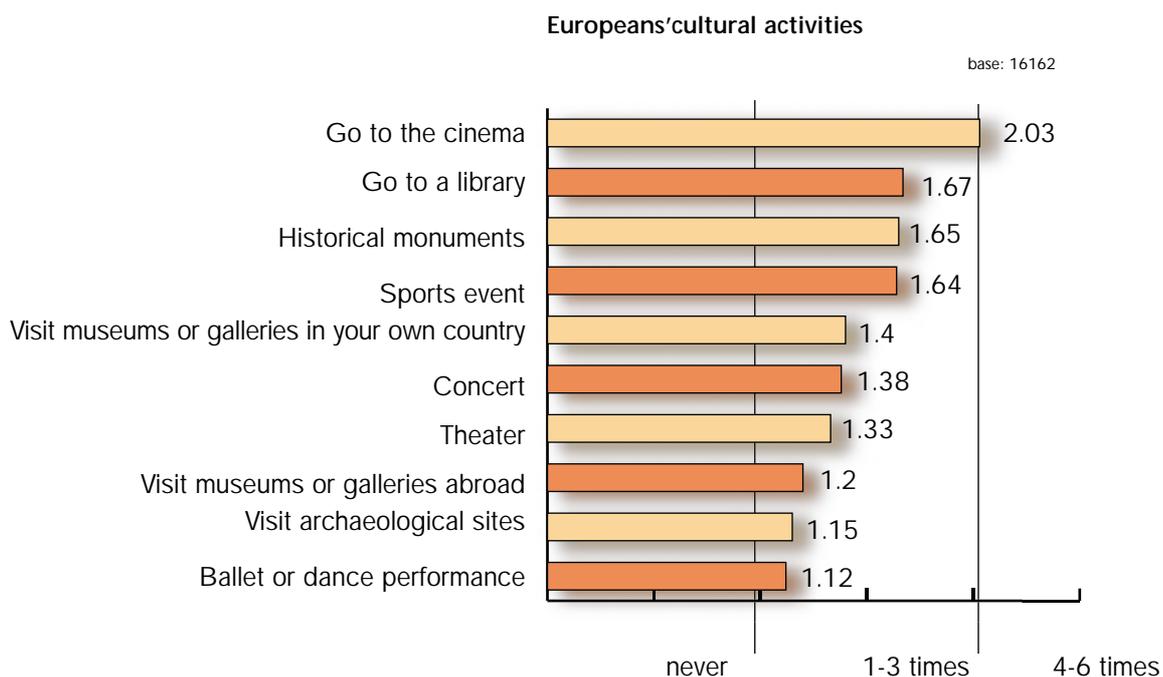
Finally, one third of the citizens of the European Union (28%) listen to classical music. It is in Luxembourg (45.8%), Sweden (41.3%) and the United Kingdom (40.9%) that the highest rate of people confirm this tendency.



5. Europeans' cultural activities

5.1. The most frequent activities

The citizens of the European Union have been asked how many times in the last 12 months they have participated in cultural activities by positioning themselves on a scale from 1 to 5 (where 1 = 'never' and 5 = 'more than 12 times'; the central position is 3 that is 4 to 6 times).





The 6 most frequently practiced cultural activities by the interviewees are:

- Going to the cinema (an average of 2.03)
- Going to a library (an average of 1.67)
- Visiting historical monuments (an average of 1.65)
- Attending a sport event (an average of 1.64)
- Visiting museums or galleries in his/her own country (an average of 1.4)
- Going to a concert (an average of 1.38)

Country-by-country analysis shows that of all European citizens, the Spaniards and the Irish are those that have been to the cinema most often in the last 12 months (an average of 2.38 for the former and 2.27 for the latter). This does not apply to Portugal (1.65), Finland (1.72) and Greece (1.75).

The Finns go to the library most frequently (an average of 2.91). The Swedish (2.59) and the Danes (2.56) follow. Once again, the lowest average is to be found in Greece (1.19).

5.2. Concerts

Among the people having attended concerts in the last 12 months (an average of 1.38), 50% have attended a rock/pop music concert. This rate reaches 68.7% in Denmark and 64.3% in Spain.

23.9% of those people have been to classical music concerts. People from Luxembourg (42.8%), Austria (35.9%) and the United Kingdom (30.1%) are more likely to attend this kind of concert.

Folk and traditional music concerts come third (14.1%). The proportion of people having attended this kind of concert in the last 12 months is higher in Greece, Portugal and Austria (37%, 36.1% and 25.3% respectively) than in other countries of the European Union.

6. Practice of artistic activities



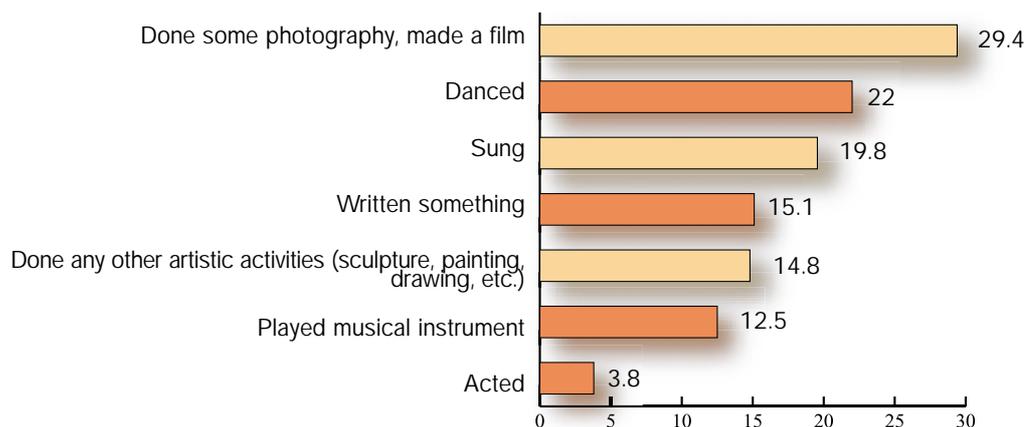
In the last 12 months, 29.4% of Europeans have done some photography or made an amateur film, individually or within a group or a class. It is mostly in Sweden (60.4%), in the Netherlands (47.3%), Germany (40.2%) and Austria (38.9%) that the highest rates are to be found.

A little bit more than one fifth of the interviewees (22%) have danced. This proportion is higher in Sweden (35.4%), Greece (30.7%), Austria (29.9%) and Finland (28.1%) than anywhere else in the European Union.

Singing is the third artistic activity practiced by 19.8% of European citizens. Artistic activities such as writing (15.1%), sculpting, painting, drawing and creative computing (14.8%) come next.

It should be underlined that there is a high proportion of people not having acted (94%), not having played a musical instrument (86.8%), not having practiced activities such as sculpture, painting, drawing, etc. (83.5%) or not having written (83.3%).

Practicing artistic activities in the European Union
(AS A % OF THE EU POPULATION)



base: 16162

STANDARD EUROBAROMETER 56.0

TECHNICAL SPECIFICATIONS

Between August 22 and September 27 2001, the European Opinion Research Group, a consortium of Market and Public Opinion Research agencies, made out of INRA (EUROPE) and GfK Worldwide, carried out wave 56.0 of the standard Eurobarometer, on request of the EUROPEAN COMMISSION, Directorate-General Press and Communication, Opinion Polls.

The Standard EUROBAROMETER 56.0 covers the population of the respective nationalities of the European Union Member States, aged 15 years and over, resident in each of the Member States. The basic sample design applied in all Member States is a multi-stage, random (probability) one. In each EU country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

For doing so, the points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the Member States according to the EUROSTAT NUTS 2 (or equivalent) and according to the distribution of the resident population of the respective EU-nationalities in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses were selected as every Nth address by standard random route procedures, from the initial address. In each household, the respondent was drawn, at random. All interviews were face-to-face in people's home and in the appropriate national language.

| COUNTRIES | INSTITUTES | N° INTERVIEWS | FIELDWORK DATES | POPULATION 15+ (x 000) |
|------------------|----------------------------|---------------|-----------------|------------------------|
| Belgium | INRA BELGIUM | 1031 | 27/08 – 24/09 | 8,326 |
| Denmark | GfK DANMARK | 1001 | 22/08 – 24/09 | 4,338 |
| Germany(East) | INRA DEUTSCHLAND | 1024 | 25/08 – 24/09 | 13,028 |
| Germany(West) | INRA DEUTSCHLAND | 1023 | 25/08 – 24/09 | 55,782 |
| Greece | MARKET ANALYSIS | 1001 | 03/09 – 24/09 | 8,793 |
| Spain | INRA ESPAÑA | 1000 | 31/08 – 21/09 | 33,024 |
| France | CSA-TMO | 1002 | 27/08 – 27/09 | 46,945 |
| Ireland | LANSDOWNE Market Research | 1002 | 27/08 – 24/09 | 2,980 |
| Italy | INRA Demoskopea | 998 | 22/08 – 24/09 | 49,017 |
| Luxembourg | ILRes | 609 | 25/08 – 24/09 | 364 |
| The Netherlands | INTOMART | 1047 | 25/08 – 24/09 | 12,705 |
| Austria | SPECTRA | 1093 | 25/08 – 24/09 | 6,668 |
| Portugal | METRIS | 1000 | 30/08 – 25/09 | 8,217 |
| Finland | MDC MARKETING RESEARCH | 1023 | 28/08 – 27/09 | 4,165 |
| Sweden | GfK SVERIGE | 1000 | 28/08 – 27/09 | 7,183 |
| Great Britain | INRA UK | 1041 | 22/08 – 24/09 | 46,077 |
| Northern Ireland | ULSTER MARKETING SURVEYS | 305 | 29/08 – 19/09 | 1,273 |
| | TOTAL NUMBER OF INTERVIEWS | 16162 | | |

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics. For all EU member-countries a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. As such in all countries, minimum gender, age, region NUTS 2 were introduced in the iteration procedure. For international weighting (i.e. EU averages), INRA (EUROPE) applies the official population figures as provided by EUROSTAT in the Regional Statistics Yearbook (data for 1997). The total population figures for input in this post-weighting procedure are listed above.

The results of the Eurobarometer studies are reported in the form of tables, datafiles and analyses. Per question a table of results is given with the full question text in English, French and German. The results are expressed as a percentage of the total. The results of the Eurobarometer surveys are analysed and made available through the Directorate-General Press and Communication, Opinion Polls of the European Commission, rue de la Loi 200, B-1049 Brussels. The results are published on the internet server of the European Commission: <http://europa.eu.int/comm/dg10/epo>. All Eurobarometer datafiles are stored at the Zentral Archiv (Universität Köln, Bachemer Strasse, 40, D-50869 Köln-Lindenthal), available through the CESSDA Database <http://www.nsd.uib.no/cessda/europe.html>. They are at the disposal of all institutes members of the European Consortium for Political Research (Essex), of the Inter-University Consortium for Political and Social Research (Michigan) and of all those interested in social science research.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

| | | | | | |
|----------------------|------------|------------|------------|------------|-----|
| Observed percentages | 10% ou 90% | 20% ou 80% | 30% ou 70% | 40% ou 60% | 50% |
| Confidence limits | ± 1.9% | ± 2.5% | ± 2.7% | ± 3.0% | ±1% |

