

Cultural and leisure activities and events: Impact of the economic downturn on participation and attendance

August 2009



Findings from the May 2009 NISRA Omnibus Survey

DCAL Research Findings 4/2009

Key Findings

- Sixteen percent of respondents stated that they participated in or attended less cultural or leisure activities or events due to the economic downturn. Two percent said they participated or attended more.
- For two thirds of respondents the current economic downturn had no reported impact on their participation or attendance at cultural or leisure activities. Sixteen percent of respondents said without being prompted that they do not participate in or attend any cultural or leisure activities or events.
- Almost a quarter of respondents who participate in cultural or leisure activities or events spent less money in the last 12 months than in the previous 12 months due to the economic downturn (23%) while 73% said they spent the same. Four percent of respondents spent more on cultural or leisure activities in the last 12 months than in the previous 12 months.
- Of respondents who said they spent less on cultural activities, 45% said they attended fewer events, while 28% said they participated in fewer activities. Twenty-seven percent participated in fewer activities and attended fewer events.
- Around a fifth of respondents had visited the cinema less in the last 12 months than in the 12 months previous (19%). Sixteen percent had gone to fewer music concerts or performances which had an associated cost while 10% had went to less sports events as a paying spectator.
- Twelve percent had travelled more by foot or bicycle rather than use a car, taxi or public transport in the last 12 months than in the previous 12 months. A tenth had used the Public Library Service more, while 8% had attended more free community festivals.
- Thirty-six percent of respondents who said that they had spent less on cultural or leisure activities/events in the last year stated that they had taken up other hobbies which do not cost anything or cost less, in place of the activities they previously spent money on. Thirty percent said that they do activities that are free, while around a quarter attend free events (26%). Around a third said they had not replaced the activities and/or events with anything else (32%).
- Of those who said that they spend less now on cultural or leisure activities or events, a fifth said that it had a large impact on their quality of life, while 63% said it had little impact. Less than a fifth stated that it had no impact on their quality of life (17%).
- Just under half of respondents stated that cheaper prices for events/activities would encourage them to increase their participation in cultural activities (45%). Forty-one percent thought that special offers such

as 2 for the price of 1 or family tickets would encourage them, while 35% said more free activities.

- Of all those surveyed, 8% stated that they expect their spending on cultural or leisure activities or events to increase in the next 12 months, while 11% said they expected it would decrease. Seventy-one percent anticipated that their spending will remain the same over the next 12 months.

Introduction

The Department of Culture, Arts and Leisure (DCAL) in Northern Ireland is responsible for overseeing service delivery and setting policy in areas such as the arts, public libraries, museums, sports, inland waterways and fisheries and the Public Record Office of Northern Ireland. This report contains the results of a survey of the general public.

The key objective of DCAL is to 'protect, nurture and grow our cultural capital for today and tomorrow'. Part of DCAL's remit is to encourage increased participation in cultural and leisure activities and through this seek to improve individual wellbeing and positively impact on society as a whole.

It is recognised that external influences outside of the control of DCAL can impact on its aims and objectives. Within recent months the economic climate has experienced a downturn which has led to rising unemployment, falling house prices and difficulties in the financial markets. The impact of the current economic downturn is of interest to policymakers and those who deliver services as behaviour and habits of the population may change as a result of having reduced financial resources or restricted access to such. Consequently the desired outcomes of policies or strategies may not be realised as expected.

Research into the impact of the economic downturn is beneficial in allowing these effects to be quantified. The Northern Ireland Statistics and Research Agency (NISRA) Omnibus Survey was used to assess public attitudes about the impact of the current economic downturn, in relation to participation in or attendance at cultural or leisure activities or events.

The NISRA Omnibus Survey is a Northern Ireland wide representative sample survey of the population, comprising modules on various topics sponsored by the commissioning departments. The achieved sample size for this survey was 1,180. Not all questions in this module were relevant to all respondents so for some questions there is a smaller base number.

In this survey of the general public, which was conducted in May 2009, the period of the current economic downturn was defined as the last 12 months and the comparison period was the 12 months previous. The definition of cultural or leisure activities or events includes participating in sport, visiting

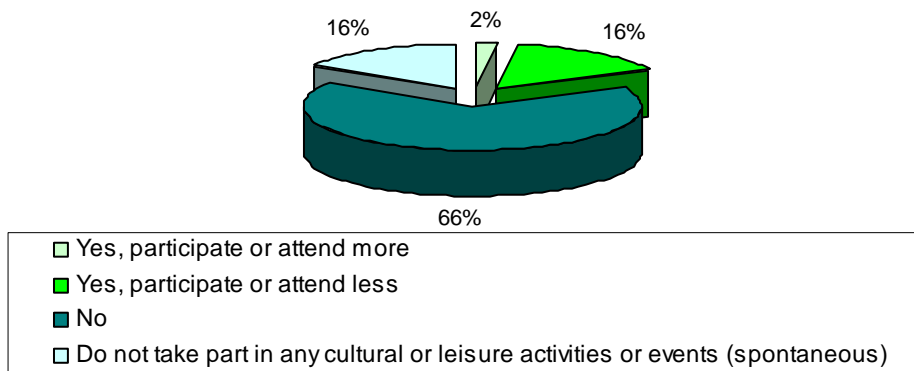
museums, using the public library service, visiting arts events or participating in arts activities.

This report includes analysis by gender, age, dependents and employment status (in paid employment or not). All differences reported are significant (at a 95% level) unless otherwise stated. If, after appropriate statistical testing, two percentages from a survey sample are found to be significantly different (i.e. the percentage for Group A is significantly different from the percentage for Group B), this represents strong evidence that there is an actual difference between Group A and Group B in the population from which the sample was drawn. If, after testing, the survey percentages are found not to be significantly different (even though the survey percentages may be numerically different), this does not represent evidence that there is a difference between Group A and Group B in the population, and we conclude that there is no difference between the two groups in the population.

Analysis of Findings

Impact on participation or attendance at cultural or leisure activities or events

Figure 1: Has the current economic downturn had an impact on your participation in or attendance at cultural or leisure activities or events?



Participate less

- Sixteen percent of respondents stated that they participated in or attended less cultural or leisure activities or events due to the economic downturn.
- The age group most likely to say they participated less was the 25-34 age group (23%), while those aged 65 and over were the least likely to say that they participated less (7%).

- Fifteen percent of males stated that they participated less in cultural or leisure activities in comparison to 18% of females; this difference however, is not significant.
- Respondents with dependents were more likely to say they participated or attended less (21%) than those without dependents (14%).
- Eighteen percent of respondents who were in paid employment stated they participated or attended less, not significantly more than the 15% of respondents not in paid employment who stated this.

Participate more

- Two percent said they participated in more or attended more cultural or leisure activities or events in the last 12 months than in the previous 12 months due to the current economic downturn.
- Three percent of respondents aged 35-49 said they participated more due to the economic downturn, while 1% of respondents under 25 and 50 and over participated more due to the economic downturn. There were no significant differences between the age groups.
- The same percentage of males and females stated they participate or attend more (2%).
- One percent of respondents with dependents said they participated or attended more, which was a similar level to the 2% of respondents without dependents.
- There was no difference between respondents in paid employment and those not in paid employment (2%).

No impact

- The current economic downturn had no impact on their participation in or attendance at cultural or leisure activities or events for two thirds of respondents.
- Seventy percent of respondents aged 16-24 stated that the economic downturn had no effect on their participation in or attendance at cultural or leisure activities in comparison to 64% of respondents aged 25-34. The difference however is not significant.
- Sixty-eight percent of male respondents said that that the current economic downturn had no impact on their participation in or attendance at cultural or leisure activities which was not significantly different from the 64% of female respondents who said this.

- Sixty-three percent of respondents with dependents stated that the current economic downturn had no impact on their participation in or attendance at cultural or leisure activities, not significantly different from the respondents without dependents (67%).
- Respondents in paid employment were more likely to say that the economic downturn had no impact on their participation in or attendance at cultural or leisure activities (69%) than those not in paid employment (59%).

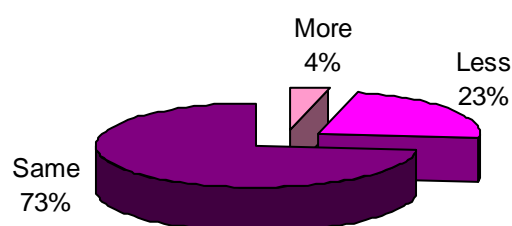
Do not take part in any cultural or leisure activities or events (spontaneous)

- Sixteen percent of respondents said without being prompted that they do not participate in or attend any cultural or leisure activities or events.
- Respondents aged 16-24 were less likely to spontaneously say they do not take part in any cultural or leisure activities or events (9%) than those aged 65+ (28%).
- There was no significant difference between males (15%) and females (17%).
- Fourteen percent of respondents with dependents and 17% of respondents without dependents said that the economic downturn had no impact on their participation or attendance in cultural activities. This difference however was not significant.
- Respondents in paid employment were more likely to say this (11%) than those not in paid employment (24%).

Spending on cultural or leisure activities

Those who participated in cultural or leisure activities or events were asked about their spending on cultural or leisure activities or events.

Figure 2: Have you spent more, less or much the same on cultural or leisure activities or events in the last 12 months than in the previous 12 months due to the current economic downturn?



Spent more

- Four percent of respondents spent more on cultural or leisure activities in the last 12 months than in the previous 12 months due to the economic downturn.
- Respondents in the 16-24 age bracket were the age group most likely to say they had spent more (9%), while those in the 50-64 were the least likely to say this (2%).
- Three percent of males said they spent more, a similar level as females (4%).
- A similar percentage of respondents with dependents and those without said they spent more (3% and 4% respectively).
- Two percent of respondents in paid employment said they spent more, while 4% of those not in paid employment said they spent more. This difference, however, was not significant.

Spent less

- Almost a quarter of respondents who participate in cultural or leisure activities or events spent less in the last 12 months than in the previous 12 months due to the economic downturn (23%).
- Respondents in the 25-34 age group were the most likely to say they spent less (33%) while those aged 65+ were the least likely to say they had spent less (11%).
- Twenty-two percent of males and 25% of females said they spent less on cultural or leisure activities, however the difference here is not significant.
- Respondents with dependents were more likely to say that they spent less (28%) than those without dependents (21%).
- A quarter of respondents in paid employment said they spent less in compared to 23% of respondents not in paid employment, which was not significantly different.

Spent same

- Seventy-three percent said they spent the same on cultural or leisure activities in the last 12 months than in the previous 12 months.
- Respondents in the 25-34 age group were the least likely to say that they spent the same in the last 12 months as in the previous 12 months

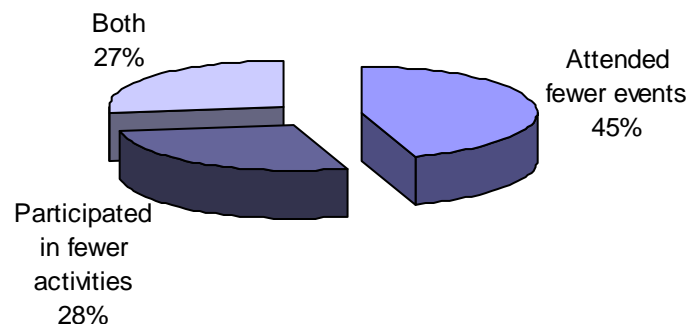
(64%), while respondents in the 65+ age range were the most likely to say they spent the same (86%).

- Three quarters of male respondents said they spent the same in the last 12 months than in the previous 12 months, as did a similar proportion of females (72%).
- Seventy percent of respondents with dependents said they spent the same, while 75% of respondents without dependents said they spent the same. The difference however is not statistically significant.
- There was no difference in the percentage of respondents who were in paid employment who said they spent the same amount and those not in paid employment (73%).

How attendance levels or participation levels have changed

Those respondents who said they spent less on cultural or leisure activities or events were asked a further question on what form the reduced spending took.

Figure 3: Have you attended fewer events, or participated in fewer activities or both?



Fewer events

- Of respondents who said they spent less on cultural activities, 45% said they attended fewer events.

None of the following differences are significant:

- Forty percent of respondents aged 16-34 said they attended fewer events, while 48% of respondents aged 35 and over said this.
- Forty-one percent of males had attended fewer events, as had 49% of females.
- Forty percent of respondents with dependents said they had attended fewer events as had 49% of respondents without dependents.

- Forty-five percent of respondents in paid employment had attended fewer events, a similar level to those not in paid employment (49%).

Fewer activities

- Twenty-eight percent said they participated in fewer activities.
- Around one third of males did fewer activities (35%) in comparison to 22% of females. This difference was significant.

None of the following differences are significant:

- Twenty-six percent of respondents aged 35-49 did fewer activities in comparison to 29% of those aged under 35 and over 65.
- Twenty-eight percent of both respondents with dependents and those without dependents did fewer activities.
- Twenty-seven percent of respondents in paid employment and 29% of respondents not in paid employment had participated in fewer activities.

Both

- Twenty-seven percent attended participated in fewer activities and fewer events.

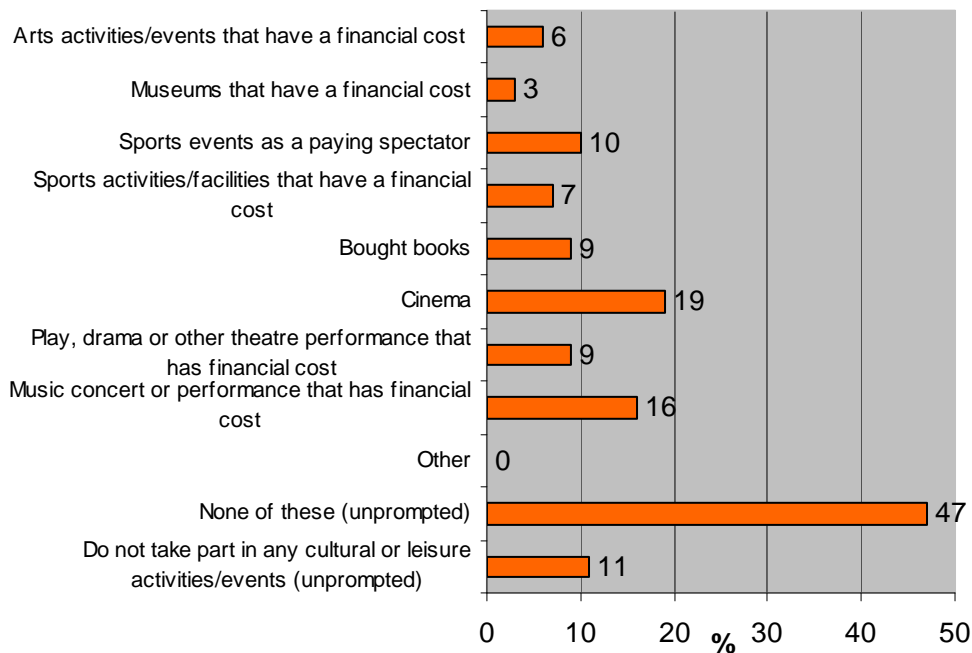
None of the following differences are significant:

- Thirty-one percent of respondents aged 16-34 both participated in fewer activities and attended fewer events in comparison to 23% of those aged 65+.
- Twenty-four percent of males both participated in fewer activities and attended fewer events in comparison to 29% of females.
- Thirty-two percent of respondents with dependents and 23% of those without dependents both participated in fewer activities and attended fewer events.
- Twenty-nine percent of respondents in paid employment and 22% of respondents not in paid employment both participated in fewer activities and attended fewer events.

Reduced attendance or participation

All those surveyed were presented with a list of activities, events and places related to culture and leisure and asked if they had done certain activities or visited certain places less in the last 12 months than in the previous 12 months due to the economic downturn.

Figure 4: Which of the following have you visited less or done less of in the last 12 months than in the previous 12 months due to the economic downturn?



- Around a fifth of respondents had visited the cinema less in the last 12 months than in the 12 months previous (19%). Sixteen percent had gone to fewer music concerts or performances which had an associated cost while 10% had gone to less sports events as a paying spectator.
- Almost half of the respondents said without being prompted that they had not attended any of the events on the list less in the last 12 months than in the previous 12 months (47%).

Arts activities/ events that have a financial cost associated with them

- Six percent of respondents stated that they participated less in or attended less arts activities or events that have a financial cost associated with them in the last 12 months than in the previous 12 months.

- Seven percent of respondents in the 25-34 and 50-64 bands said they participated in or attended arts events that have a financial cost associated with them less while 4% of respondents in the 16-24 and 65+ age brackets said this. There were no significant differences between the age groups.
- A similar percentage of both males and females said they attended arts events or participated in arts activities less (6% and 5% respectively).
- Six percent of respondents with dependents said they attended arts activities/ events that have a financial cost associated with them less which was similar to those without dependents (5%).
- Respondents in paid employment were as likely as those not in paid employment to say they participated in or attended arts activities or events less (both 6%).

Museums that have a financial cost associated with them

- Three percent of respondents overall had gone to museums which have a financial cost less in the last 12 months than in the previous 12 months.
- Respondents aged 25-34 (4%) and 50-64 (4%) were more likely than those aged 65+ to say they had went less to museums which had a financial cost associated with them (1%).
- Males were less likely to say this (2%) than females (4%).
- Respondents with dependents were as likely as those without dependents to say they visited museums that have a financial cost less (3%).
- Three percent of both respondents in paid employment and those not in paid employment said they visited museums which have a financial cost less.

Sports events as a paying spectator

- Overall, 10% of respondents stated that they attended sporting events as a paying spectator less.
- Respondents aged 35-49 were the age group most likely to state that they attended sporting events as a paying spectator less (16%), while those aged 65+ were the age group least likely to report this (4%).

- Thirteen percent of males reported attending less sporting events as a paying spectator, a significantly higher level than the level of females (7%).
- Nine percent of respondents with dependents reported attending sporting events as a paying spectator less, a similar level to respondents without dependents (10%).
- Respondents in paid employment were more likely than those not in paid employment to state that they attended sporting events as a paying spectator less (12% compared to 8%).

Sports activities/facilities that have a financial cost associated with them

- Overall, 7% of respondents said they participated in sports activities or used sports facilities that have an associated financial cost less in the last year than the previous 12 months.
- Respondents aged 25-34 were the age group most likely to say they participated in sports activities or used sports facilities which have a cost less (14%), while those aged 65+ were the least likely to say this (1%).
- There was no difference in the percentage of males and females who stated that they participated in less sports activities or used sports facilities that have a financial cost associated with them less (both 7%).
- Respondents with dependents were more likely to say this (9%) than those without dependents (5%).
- Respondents in paid employment were more likely to say this (9%) than those not in paid employment (4%).

Bought books

- Overall, 9% of respondents had bought fewer books in the last 12 months than in the previous 12 months.
- Respondents aged 16-24 and 35-49 were the most likely to say they had bought fewer books (both 11%) while those in the 65+ age group were the least likely to say they bought fewer books (5%).
- Males were less likely to state this (7%) than females (12%).
- A similar percentage of respondents with dependents and those without dependents had bought fewer books (9% and 10% respectively).

- Nine percent of respondents who were in paid employment bought fewer books, a similar level to respondents not in paid employment (10%).

Cinema

- Nineteen percent of respondents had visited the cinema less in the last 12 months than in the previous 12 months.
- Respondents aged 16-24 were more likely to say they went to the cinema less (34%) while respondents in the 65+ age range were the least likely to say this (4%).
- Males were less likely to state this (15%) than females (22%).
- Respondents with dependents were more likely to say this (23%) than those without (17%).
- A fifth of respondents who were in paid employment said that they visited the cinema less in comparison to 17% of respondents not in paid employment. This difference, however, is not significant.

Play, drama of other theatre performance that have a financial cost associated with them

- Overall 9% of respondents went to a play, drama or other theatre performance with an associated financial cost less in the last 12 months than in the previous 12 months.
- Respondents aged 25-34 were the most likely to say they attended a play, drama or other theatre performance less in the last 12 months than in the previous 12 months (11%). Those aged 65+ were the age group least likely to say this (5%).
- Seven percent of males had attended a play, drama or other theatre performance less in comparison to 11% of females. This however, was not a significant difference.
- Respondents with dependents were more likely to say this (12%) than those without (7%).
- There was no significant difference between respondents in paid employment (10%) and those not in paid employment (7%).

Music concert or performance that has a financial cost associated with it

- Overall, 16% of respondents had attended a music concert or performance that has an associated financial cost less in the last 12 months than in the previous 12 months.
- Respondents aged 16-24 were the most likely to say that they had attended less music concerts or performances due to the economic downturn (27%) while those in the 65+age band were the least likely to say this (4%).
- Males were less likely to state this (13%) than females (19%).
- Nineteen percent of respondents with dependents had gone to music concerts or performances that have a financial cost less in comparison to 15% of respondents with no dependents; this difference was not significant.
- Respondents in paid employment were more likely to say this (18%) than those not in paid employment (13%).

None of these (unprompted)

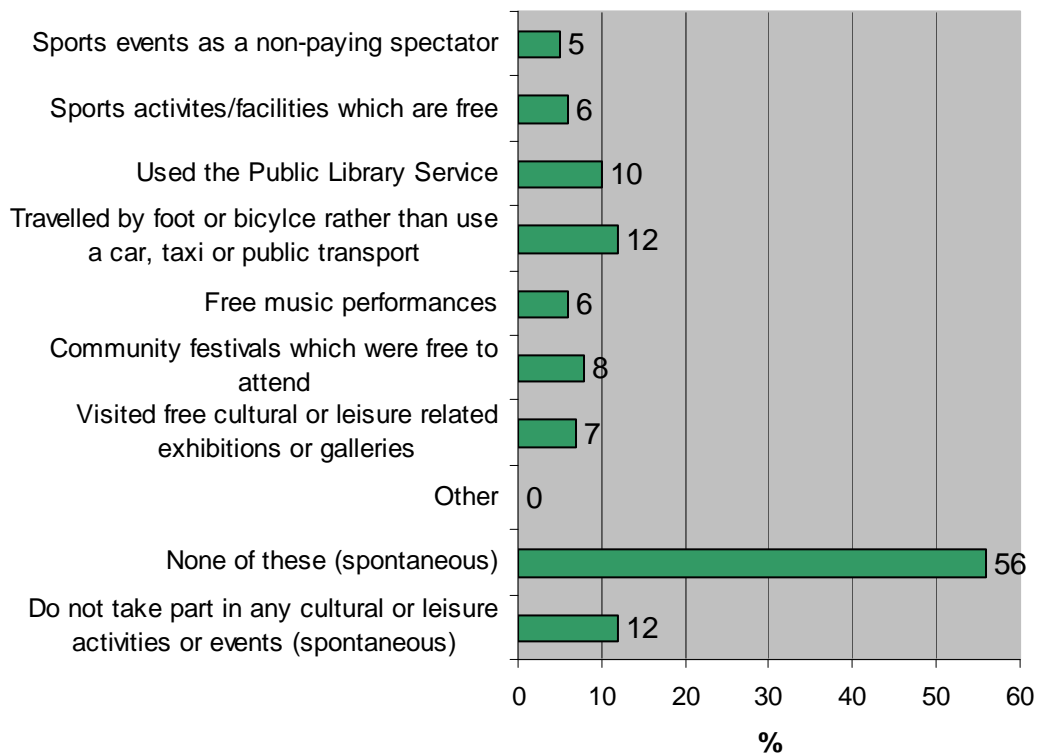
- Overall 47% of respondents unprompted said that they had not attended any of the events or activities on the list less in the last 12 months than in the previous 12 months.
- Respondents aged 16-24 were the least likely to say this (36%) while those aged 65+ were the most likely to say this (58%).
- Male respondents were more likely to state this (52%) than females (43%).
- Forty-four percent of respondents with dependents said that they had not attended any of the events or activities on the list less in the last 12 months which was not significantly different from the 49% of respondents without dependents who said this.
- Respondents in paid employment were more likely to say that they had not attended any of the events or activities on the list less in the last 12 months (50%) than those not in paid employment (44%).

Increased attendance or participation

Those surveyed were given a second list and asked if they had visited certain places or done certain things more in the last 12 months than in the previous 12 months due to the economic downturn.

- Twelve percent had travelled more by foot or bicycle rather than use a car, taxi or public transport more in the last 12 months than in the previous 12 months. A tenth had used the Public Library Service more, while 8% had went to free community festivals more.
- Over half said that they had not done any of the things on the list more in the last 12 months than in the previous 12 months (56%).

Figure 5: Which of the following have you visited more of or done more of in the last 12 months than in the previous 12 months due to the economic downturn?



Sports events as a non paying spectator

- Five percent of respondents had attended sports events as a non paying spectator more in the last 12 months than in the previous 12 months.
- Respondents aged 16-24 were more likely to say that they attended more sports events as a non paying spectator (8%) than respondents aged 50-64 and 65+ (3%).

- Males were more likely to say they had attended more sports events as a non paying spectator than females (6% and 3% respectively).
- A similar percentage of respondents with dependents and those without dependents attended free sports events more (5% and 4% respectively).
- There was no significant difference between respondents in paid employment (5%) and not in paid employment (4%).

Sports activities/facilities which are free

- Overall, 6% of respondents had participated in free sports activities or used free sports facilities more in the last 12 months than in the previous 12 months.
- Respondents aged 16-24 (11%) were most likely to state this and respondents aged 65 and over were the least likely to state this (2%).
- A similar percentage of males and females have participated in free sports activities or used free sports facilities more (6% and 5% respectively).
- Six percent of respondents with dependents participated in more free sports activities or used more free sports facilities, a similar level to respondents without dependents (5%).
- Six percent of respondents in paid employment participated in more free sports activities or used more free sports facilities, which was significantly higher than the 3% of respondents not in paid employment.

Used the Public Library Service

- Overall 10% stated that they had used the Public Library Service more in the last 12 months than in the previous 12 months due to the economic downturn.
- Respondents aged 16-24 and those in the 35-49 age bracket were the most likely to say that they used the public library service more (13%) while those 65 and over (6%) were the least likely to say they had used the public library service more.
- Males were less likely to say they had used the Public Library Service more due to the economic downturn than females (7% and 12% respectively).

- Eleven percent of respondents with dependents had used the public library service more, a similar level to the 9% of respondents without dependents.
- Respondents in paid employment were as likely to those not in paid employment to have used the public library service more (9% and 10%).

Travelled by foot or bicycle rather than use a car, taxi or public transport

- Overall, 12% of respondents had travelled by foot or bicycle rather than use a car, taxi or public transport more in the last 12 months than in the previous 12 months due to the economic downturn.
- Respondents aged 25-34 were the most likely to state this (17%) while respondents aged 65 and over were the least likely to state this (3%).
- There was no difference between the proportion of males and females who had travelled by foot or bicycle more in the last 12 months (12%).
- Fourteen percent of respondents with dependents had travelled by foot or bicycle more in comparison to 11% of respondents without dependents. The difference however, is not significant.
- A similar percentage of respondents in paid employment and not in paid employment had travelled by foot or bicycle more (12% and 11% respectively).

Free music performances

- Overall, 6% had attended free music performances more in the last 12 months than in the previous 12 months.
- The youngest respondents were most likely to state this (11%) while respondents aged 65 and over were the least likely to state that they went to more free music performances (2%).
- The same percentage of males and females attended more free music performances (6%).
- Seven percent of respondents with dependents had attended more free music performances, a similar level to those without dependents (6%).
- Respondents in paid employment were more likely to attend free music performances more (7%) than respondents not in paid employment (4%).

Community festivals which were free to attend

- Overall, 8% of respondents had gone to more community festivals which were free to attend in the last 12 months than in the previous 12 months.
- Respondents aged 16-24 were the most likely to have attended more free community festivals (12%) while the oldest respondents were the least likely to say they attended more free community festivals (2%).
- Six percent of male respondents had visited more community festivals which were free to attend in comparison to 9% of females; this difference was not significant.
- Eight percent of respondents with dependents had visited more community festivals which were free to attend, a similar level to the 7% of respondents without dependents.
- Respondents in paid employment were more likely to state they had visited more free community festivals (8%) than those not in paid employment (5%).

Visited free cultural or leisure related exhibitions or galleries

- Overall, 7% of respondents visited free cultural or leisure related exhibitions or galleries more in the last 12 months than in the previous 12 months.
- Respondents aged 35-49 were the most likely to say they had visited more free cultural or leisure related exhibitions or galleries (10%) while respondents aged 65+ were the least likely (3%).
- Males were less likely than females to have visited more free cultural or leisure related exhibitions or galleries (5% and 9% respectively).
- Nine percent of respondents with dependents had visited free cultural or leisure related exhibitions or galleries more as had 6% of respondents with no dependents. This was not, however, a significant difference.
- Respondents in paid employment were more likely to state they had visited free cultural or leisure related exhibitions or galleries more (9%) than respondents not in paid employment (4%).

None of these

- Overall, 56% of respondents said they had not done any of the activities on the list more in the last 12 months than in the previous 12 months due to the economic downturn.
- Respondents in the youngest age band were the least likely to say they had not done any of the activities on the list more than previously (46%), while those aged 65+ were the most likely (61%).
- There was no significant difference between males (58%) and females (55%).
- Fifty-three percent of respondents with dependents and 58% of respondents without dependents had done none of the activities on the list more in the last 12 months than in the previous 12 months. This however, was not a significant difference.
- Fifty-nine percent of respondents in paid employment did none of the activities on the list more in the last 12 months, in comparison to 54% of respondents not in paid employment. This was not, however a significant difference.

Memberships to sports facilities or sports clubs

Respondents who indicated that they participated less in sports activities or reduced their use of sports facilities which have a financial cost associated with them were asked a further question about membership of sports facilities or sports clubs.

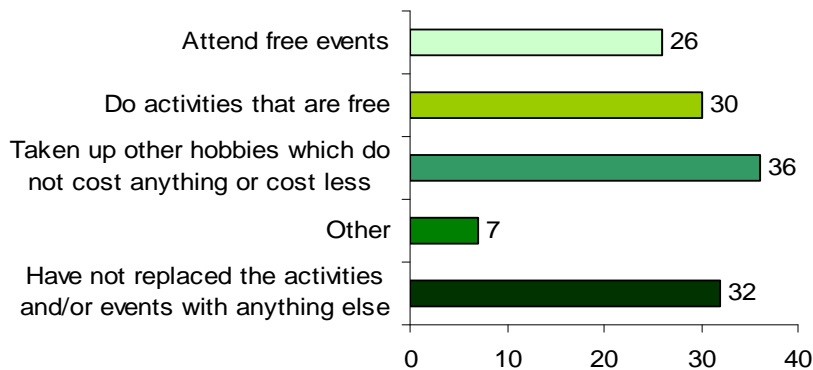
- Of the 90 respondents who participated less in sports activities or reduced their use of sports facilities which have a financial cost associated with them, around a fifth had cancelled memberships to sports facilities or sports clubs (19%).

The numbers are too small to be analysed by demographic variables.

Spend less on cultural or leisure activities – replacement activities

Respondents who stated they spent less on cultural or leisure activities or events in the last year were asked what they now do instead. The following section refers to these 238 respondents.

Figure 6: What do you do now in place of the activities you previously spent money on?



Attend free events

- Around a quarter of respondents said they now attend free events (26%) in place of what they previously spent money on.
- Thirty-one percent of respondents aged under 35 said they now attend free events, which was significantly higher than those aged 50 and over (17%).

None of the following differences are significant:

- Twenty-five percent of males now attend free events, a similar level to females (27%).
- Twenty-five percent of respondents with dependents now attend free events, a similar level to respondents without dependents (27%).
- Twenty-eight percent of respondents in paid employment and 24% of respondents not in paid employment now attend free events.

Do free activities

- Thirty percent said that they now do activities that are free in place of what they previously spent money on.
- Twenty-six percent of respondents aged 16-34 said they now do free activities in comparison to 33% of respondents aged 35-49. The difference here is significant.

None of the following differences are significant:

- Twenty-two percent of males and 36% of females said that they now do free activities.

- Thirty-four percent of respondents with dependents and 27% of respondents without dependents stated they now do free activities.
- Thirty-three percent of respondents in paid employment and 26% of those not in paid employment said they now do free activities.

Taken up other hobbies

- Thirty-six percent of respondents who said that they had spent less on cultural or leisure activities/events in the last year stated that they had taken up other hobbies which do not cost anything or cost less.
- Forty-two percent of respondents in the 16-34 age group said they had taken up other hobbies, which was not significantly higher than the 28% of respondents aged 50 and over who said this.

None of the following differences are significant:

- Thirty-eight percent of males and 34% of females said they had taken up other hobbies.
- Thirty-four percent of respondents with dependents and 38% of respondents without dependents stated they had taken up other hobbies.
- Thirty-nine percent of respondents in paid employment and 30% of those not in paid employment said they had taken up other hobbies.

Not replaced the activities and/or events with anything else

- Around a third said they had not replaced the activities and/or events with anything else (32%).

None of the following differences are significant:

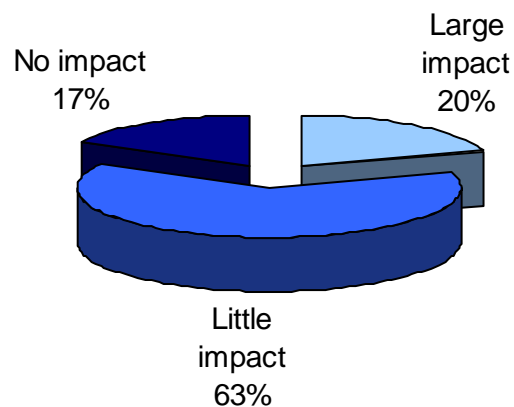
- Twenty-nine percent of respondents in the 16-34 age group said they had not replaced the activities/events with anything else, while 38% of those aged 50 and over said this.
- Thirty-seven percent of male respondents said they had not replaced the activities/events with anything else, as had 28% of female respondents.
- Twenty-seven percent of respondents with dependents said they had not replaced the activities/events with anything else. Thirty-five percent of respondents without dependents said this also.

- Twenty-nine percent of respondents in paid employment and 37% of respondents not in paid employment said they had not replaced the activities/events with anything else.

Quality of life

Respondents who stated that they spent less on cultural or leisure activities or events in the last year were also asked about the impact of this reduced spending on their quality of life.

Figure 7: What impact, if any, does this have on your quality of life?



Large impact

- Of those who said that they spend less now on cultural or leisure activities or events, a fifth said that it had a large impact on their quality of life.

None of the following differences are significant:

- One quarter of respondents aged 16-34 said that spending less on cultural or leisure activities had a large impact on their quality of life, which was not significantly different from those aged 50 and over who said this (13%).
- Eighteen percent of males and 22% of females stated that reduced spending on cultural or leisure activities had a large impact on their quality of life.
- Twenty-two percent of respondents with dependents and 18% without dependents stated they felt a large impact on their quality of life.
- The same percentage of respondents in paid employment and those not in paid employment felt spending less on cultural or leisure activities had a large impact on their quality of life (20%).

Little impact

- Sixty-three percent said it had little impact on their quality of life.

None of the following differences are significant:

- Fifty-nine percent of respondents in the 16-34 age group said it had little impact on their quality of life, in comparison to 69% of respondents aged 35-49.
- Around two thirds of male respondents (65%) and 61% of female respondents believed that it had little impact on their quality of life.
- Sixty-five percent of respondents with dependents and 61% of respondents without dependents said spending less on cultural or leisure activities had little impact on their quality of life.
- Respondents in paid employment were as likely to state that there was little impact on their quality of life as respondents not in paid employment (64% and 62% respectively).

No impact

- Less than a fifth stated that it had no impact on their quality of life (17%).
- Respondents aged 35-49 were the least likely to say that spending less on cultural or leisure facilities had no impact on their quality of life (11%) while those aged 50 and over were the most likely to say this (27%).

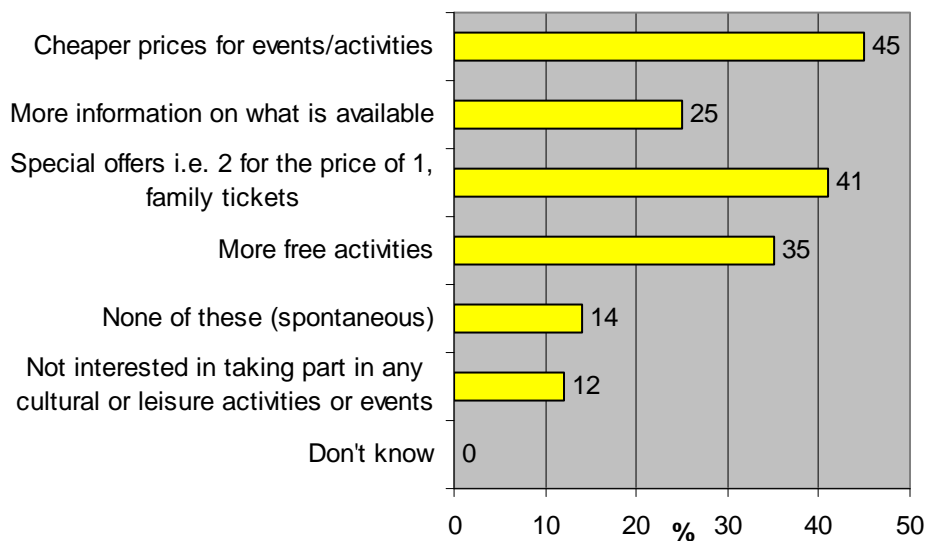
None of the following differences are significant:

- There was no difference in the levels of males and females who thought that reduced spending on cultural or leisure activities or events had no impact on their quality of life (17%).
- Thirteen percent of respondents with dependents said it had no impact on their quality of life in comparison to 20% of those with no dependents.
- Sixteen percent of respondents in paid employment felt no impact, a similar level to those not in paid employment (18%).

Encouragement to maintain or increase participation or attendance in cultural or leisure activities

All those surveyed were asked what would encourage them to maintain or increase their participation or attendance in cultural or leisure activities or events during the current economic downturn, or begin to participate or attend if they didn't already do so.

Figure 8: What would encourage you to maintain or increase your participation or attendance in cultural or leisure activities during the current economic downturn?



Cheaper prices for events/activities

- Just under half of respondents stated that cheaper prices for events/activities would encourage them to maintain or increase their participation in or attendance at cultural activities or start if they had not previously participated in or attended these activities (45%).
- Respondents in the youngest age bracket were significantly more likely to say that cheaper prices would encourage them to start, maintain or increase their participation during the current economic downturn (61%) while those 65 and over were the least likely to state this (28%).
- Males were less likely to say this (38%) than females (50%).
- Forty-eight percent of respondents with dependents said that cheaper prices for events/ activities would encourage them to maintain or increase their participation in cultural or leisure activities, not significantly different from the 43% of respondents without dependents.
- Forty-seven percent of respondents in paid employment said cheaper prices for events/activities would encourage them to start, maintain, or

increase their participation or attendance at cultural or leisure activities which was significantly higher than respondents not in paid employment (39%).

More information on what is available

- A quarter stated that more information on what is available would encourage them to maintain or increase their participation or attendance or begin to participate or attend if they didn't already do so.
- Respondents in the youngest age bracket were more likely to say this (37%) than those aged 65+ (15%).
- Twenty-five percent of males said more information on what is available would encourage them to start, maintain or increase their participation or attendance, a similar level to females (26%).
- Twenty-eight percent of respondents with dependents stated more information would encourage them to start, maintain or increase their participation or attendance, in comparison to 23% of respondents without dependents. This was not a significant difference.
- Respondents in paid employment were significantly more likely to state more information (30%) than those not in paid employment (18%)

Special offers i.e. 2 for the price of 1, family tickets

- Forty-one percent thought that special offers such as 2 for the price of 1 or family tickets would encourage them to maintain or increase their participation or attendance or begin to participate or attend if they didn't already do so.
- Respondents aged 35-49 were more likely to say this than the oldest respondents (51% and 25% respectively).
- Thirty-eight percent of male respondents and 43% of female respondents said special offers would encourage them to maintain or increase their participation. The difference however, was not significant.
- Over half the respondents with dependents said this (52%) which was significantly different than the 34% of respondents who did not have dependents.
- Forty-seven percent of respondents in paid employment said cheaper prices for events/activities would encourage them to maintain, or increase their participation or attendance at cultural or leisure activities

in comparison to 31% of respondents not in paid employment. The difference here was significant.

More free activities

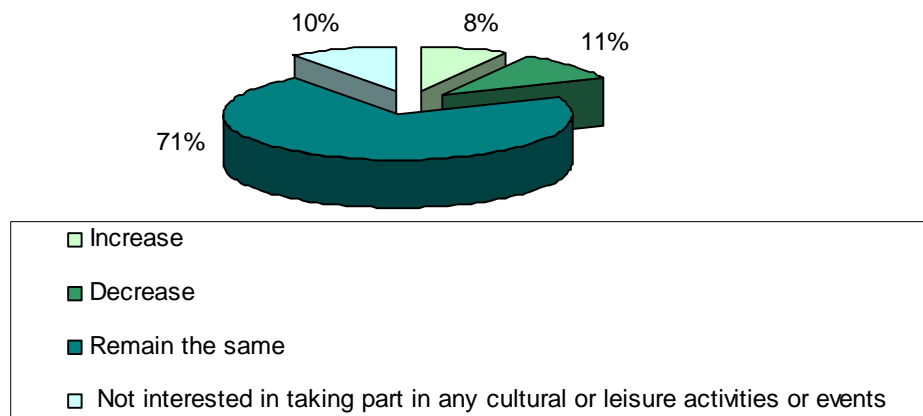
- Thirty-five percent said more free activities would encourage them to maintain or increase their participation in or attendance at cultural or leisure activities, or begin to participate or attend if they didn't already do so.
- Respondents aged 25-34 were more likely to say more free activities would encourage them to maintain or increase participation or attendance (45%) than respondents aged 65+ (22%).
- Males were less likely to say that free activities would encourage them (31%) than females (38%).
- Forty-two percent of respondents with dependents said more free activities would encourage them to maintain or increase their participation or attendance which was significantly more than respondents who did not have dependents (31%).
- A similar level of respondents in paid employment and not in paid employment felt more free activities would encourage them (34% and 36% respectively).

None of these

- Fourteen percent stated that none of the options presented to them would encourage them to start, maintain or increase their participation or attendance in cultural or leisure activities.
- Respondents aged 16-24 were less likely to say none of these things would encourage them to maintain or increase their participation or attendance in cultural or leisure activities (5%) than those aged 65 and over (23%).
- Males were more likely to say none of these options would encourage them to start, maintain or increase their participation in cultural or leisure activities (17%) than females (12%).
- Respondents with dependents were less likely to state that none of the options would encourage them (10%) than those without dependents (16%).
- Fourteen percent of respondents in paid employment said none of these things would encourage them, which was not significantly different from the 16% of respondents not in paid employment.

Likelihood of spending on cultural or leisure activities or events over the next 12 months

Figure 9: Do you anticipate that your spending on cultural or leisure activities or events will increase, decrease or remain the same over the next 12 months as in the last 12 months?



Expected spending - Increase

- Of all those surveyed, 8% expected their spending on cultural or leisure activities or events would increase in the next 12 months
- Respondents in the youngest age bracket were more likely to say that they anticipate their spending would increase (23%), than those aged 65+ (4%).
- Seven percent of males expected their spending would increase, a similar level to the 8% of females who thought this.
- Seven percent of respondents with dependents anticipated their spending would increase, which was not significantly different from the 9% of respondents without dependents who stated this.
- Respondents in paid employment were less likely to say that they expected their spending would increase (5%), compared to those not in paid employment (8%).

Expected spending – Decrease

- Eleven percent said they expected their spending would decrease.
- Respondents aged 35-49 were more likely to say that they expected their spending would decrease (17%) than those aged 65 and over (4%).

- Twelve percent of males stated that they expected their spending would decrease, which was not significantly different from the 11% of females who said this.
- Respondents with dependents were more likely to say that they expected their spending would decrease (15%) than those without dependents (9%).
- There was a significant difference between respondents in paid employment and those not in paid employment indicating the expectation that their spending would decrease (13% and 9% respectively).

Expected spending - Remain the same

- Seventy-one percent indicated that they expect that their spending would remain the same over the next 12 months.
- Respondents aged 16-24 were less likely to say this (64%) than those aged 25-34 (75%).
- Seventy-two percent of male respondents and 70% of female respondents said their spending would remain the same. This was not a significant difference.
- There were no significant differences in respondents with dependents (72%) and those without dependents (71%).
- There was a significant difference between respondents in paid employment and those not in paid employment indicating that they anticipate their spending would remain the same (76% and 65% respectively).

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