



Arts Council England – Public ‘test’ poll

METHODOLOGY NOTE

ComRes conducted a survey of 1,778 English adults aged 18+ online between 14th–16th October 2015. Data were weighted to be representative of all English adults by age, gender, region and socio-economic grade. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Arts and Culture funding segmentation Survey
ONLINE Fieldwork : 14th - 16th October 2015

Absolutes/col percents

Table 1
Q1. During the last 12 months, have you:
- Summary table
Base: All respondents

	Attended any creative, artistic, theatrical or musical events or activities in the last 12 months?	Attended a museum or gallery at least once?	Used a public library at least once?	Spent time actually doing any creative, artistic, theatrical or musical activities?
Unweighted base	1778	1778	1778	1778
Weighted base	1778	1778	1778	1778
Yes	901 51%	1008 57%	962 54%	628 35%
No	846 48%	745 42%	793 45%	1115 63%
Don't know	31 2%	25 1%	23 1%	35 2%

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 14th - 16th October 2015

Absolutes/col percents

Table 2

**Q1. During the last 12 months, have you:
- Attended any creative, artistic, theatrical or musical events or activities in the last 12 months?**

Base: All respondents

	Gender		Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	South West (p)
Unweighted base	1778	785	993	175	251	363	323	272	394	670	458	240	410	567	497	531	183
Weighted base	1778	871	907	196	338	338	320	231	355	427	498	373	480	551	533	516	178
Yes	901 51%	404 46%	497 55% ^a	119 61% ^{efh}	197 58% ^{fh}	165 49%	146 46%	114 50%	160 45%	290 68% ^{ijkl}	274 55% ^l	182 49% ^l	154 32%	308 56% ^o	271 51%	231 45%	91 51%
No	846 48%	453 52% ^b	393 43%	67 34%	129 38%	168 50% ^{cd}	172 54% ^{cd}	115 50% ^{cd}	194 55% ^{cd}	131 31%	211 42% ⁱ	187 50% ⁱ	317 66% ^{ijkl}	231 42%	257 48%	275 53% ^m	83 46%
Don't know	31 2%	15 2%	17 2%	10 5% ^{fgh}	11 3% ^h	5 2%	3 1%	2 1%	1 *	6 1%	13 3%	4 1%	9 2%	12 2%	5 1%	10 2%	5 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H

*** small base; ** very small base (under 30) ineligible for sig testing**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 14th - 16th October 2015

Absolutes/col percents

Table 2

Q1. During the last 12 months, have you:**- Attended any creative, artistic, theatrical or musical events or activities in the last 12 months?****Base: All respondents**

	Total	Q1. During the last 12 months, have you:				Q3. Attitude towards tax funding		Q4. Attitude towards lottery funding		VIQ3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?						
		Attended arts event (A)	Attended museum/gallery (B)	Used public library (C)	Participated (D)	Oppose (E)	Support (F)	Oppose (G)	Support (H)	Conservative	Labour	Lib Dem	UKIP	Other	Refused	Don't know
Unweighted base	1778	949	1050	980	649	146	1163	101	1334	526	487	92	206	68	30	369
Weighted base	1778	901	1008	962	628	169*	1121	116*	1319	508	473	78*	236	62*	29*	392
Yes	901 51%	901 100%BCD	679 67%C	556 58%	475 76%BC	33 20%	721 64%E	31 27%	781 59%G	280 55%	256 54%	48 62%	76 32%	40 64%	21 75%	179 46%
No	846 48%	-	313 31%AD	384 40%ABD	142 23%A	135 80%F	382 34%	84 73%H	516 39%	221 43%	208 44%	30 38%	159 68%	19 30%	7 25%	202 51%
Don't know	31 2%	-	15 2%A	23 2%A	10 2%A	-	18 2%	1 1%	22 2%	8 1%	9 2%	-	-	3 6%	-	12 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H

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Arts and Culture funding segmentation Survey
ONLINE Fieldwork : 14th - 16th October 2015

Absolutes/col percents

Table 3
Q1. During the last 12 months, have you:
- Attended a museum or gallery at least once?
Base: All respondents

	Gender		Age							Social Class				Region			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	South West (p)
Unweighted base	1778	785	993	175	251	363	323	272	394	670	458	240	410	567	497	531	183
Weighted base	1778	871	907	196	338	338	320	231	355	427	498	373	480	551	533	516	178
Yes	1008 57%	507 58%	500 55%	115 59%	198 59%	202 60%	169 53%	126 54%	197 55%	306 72% ^{ijkl}	288 58% ^l	206 55% ^l	208 43%	333 60%	300 56%	279 54%	96 54%
No	745 42%	355 41%	391 43%	71 36%	133 39%	132 39%	148 46%	105 45%	157 44%	118 28%	200 40% ⁱ	163 44% ⁱ	265 55% ^{ijkl}	210 38%	228 43%	230 45%	77 44%
Don't know	25 1%	9 1%	16 2%	10 5% ^{efgh}	7 2%	4 1%	2 1%	1 *	1 *	3 1%	11 2%	4 1%	7 1%	8 2%	6 1%	6 1%	5 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H
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Absolutes/col percents

Table 3
Q1. During the last 12 months, have you:
- Attended a museum or gallery at least once?
Base: All respondents

	Total	Q1. During the last 12 months, have you:				Q3. Attitude towards tax funding		Q4. Attitude towards lottery funding		VIQ3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?						
		Attended arts event (A)	Attended museum/gallery (B)	Used public library (C)	Participated (D)	Oppose (E)	Support (F)	Oppose (G)	Support (H)	Conservative	Labour	Lib Dem	UKIP	Other	Refused	Don't know
Unweighted base	1778	949	1050	980	649	146	1163	101	1334	526	487	92	206	68	30	369
Weighted base	1778	901	1008	962	628	169*	1121	116*	1319	508	473	78*	236	62*	29*	392
Yes	1008 57%	679 75%C	1008 100%ACD	670 70%	452 72%	63 38%	759 68%E	39 33%	840 64%G	303 60%	294 62%	47 60%	112 48%	43 69%	16 56%	192 49%
No	745 42%	215 24%B	-	272 28%B	170 27%B	104 62%F	352 31%	76 66%H	462 35%	200 39%	174 37%	31 40%	124 52%	18 29%	13 44%	187 48%
Don't know	25 1%	7 1%B	-	20 2%B	5 1%B	1 *	9 1%	1 1%	17 1%	6 1%	5 1%	-	-	1 2%	-	13 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H
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Arts and Culture funding segmentation Survey

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Absolutes/col percents

Table 4
Q1. During the last 12 months, have you:
- Used a public library at least once?
Base: All respondents

	Gender		Age							Social Class				Region			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	South West (p)
Unweighted base	1778	785	993	175	251	363	323	272	394	670	458	240	410	567	497	531	183
Weighted base	1778	871	907	196	338	338	320	231	355	427	498	373	480	551	533	516	178
Yes	962 54%	477 55%	484 53%	142 73% def gh	186 55%	177 52%	151 47%	113 49%	192 54%	243 57%	269 54%	197 53%	252 53%	323 59% o	283 53%	259 50%	97 55%
No	793 45%	385 44%	408 45%	47 24%	144 42% c	159 47% c	164 51% c	116 50% c	163 46% c	179 42%	220 44%	170 45%	224 47%	215 39%	249 47% m	249 48% m	80 45%
Don't know	23 1%	8 1%	15 2%	6 3% h	8 2% h	2 1%	5 2% h	2 1%	-	4 1%	9 2%	6 2%	4 1%	12 2% n	2 *	7 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H
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Absolutes/col percents

Table 4
Q1. During the last 12 months, have you:
- Used a public library at least once?
Base: All respondents

	Total	Q1. During the last 12 months, have you:				Q3. Attitude towards tax funding		Q4. Attitude towards lottery funding		VIQ3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?						
		Attended arts event (A)	Attended museum/gallery (B)	Used public library (C)	Participated (D)	Oppose (E)	Support (F)	Oppose (G)	Support (H)	Conservative	Labour	Lib Dem	UKIP	Other	Refused	Don't know
Unweighted base	1778	949	1050	980	649	146	1163	101	1334	526	487	92	206	68	30	369
Weighted base	1778	901	1008	962	628	169*	1121	116*	1319	508	473	78*	236	62*	29*	392
Yes	962 54%	556 62%	670 66%	962 100%ABD	439 70%A	71 42%	676 60%E	59 51%	754 57%	273 54%	280 59%	51 65%	134 57%	40 65%	15 52%	169 43%
No	793 45%	331 37%CD	328 33%C	- -	182 29%C	96 57%F	427 38%	56 48%	547 41%	231 45%	183 39%	25 32%	101 43%	22 35%	13 45%	218 56%
Don't know	23 1%	14 2%C	10 1%C	- -	6 1%C	1 1%	18 2%	1 1%	18 1%	4 1%	10 2%	2 3%	1 *	- -	1 3%	6 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H
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Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 14th - 16th October 2015

Absolutes/col percents

Table 5

**Q1. During the last 12 months, have you:
- Spent time actually doing any creative, artistic, theatrical or musical activities?**

Base: All respondents

	Gender		Age							Social Class				Region			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	South West (p)
Unweighted base	1778	785	993	175	251	363	323	272	394	670	458	240	410	567	497	531	183
Weighted base	1778	871	907	196	338	338	320	231	355	427	498	373	480	551	533	516	178
Yes	628 35%	274 31%	353 39% ^a	112 57% ^{efg} h	163 48% ^{efg} h	118 35% ^{fh}	81 25%	70 30%	84 24%	177 42% ^l	209 42% ^l	127 34% ^l	115 24%	225 41% ^o	184 34%	149 29%	70 40% ^o
No	1115 63%	584 67% ^b	531 59%	76 39%	166 49%	218 65% ^{cd}	231 72% ^{cd}	156 68% ^{cd}	268 75% ^{cde}	244 57%	280 56%	237 64%	354 74% ^{ijk}	316 57%	340 64%	358 69% ^{mp}	101 57%
Don't know	35 2%	13 2%	22 2%	7 4% ^e	9 3%	2 1%	8 2%	4 2%	3 1%	6 1%	9 2%	9 3%	11 2%	10 2%	10 2%	9 2%	6 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H

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Table 5

**Q1. During the last 12 months, have you:
- Spent time actually doing any creative, artistic, theatrical or musical activities?**

Base: All respondents

	Total	Q1. During the last 12 months, have you:				Q3. Attitude towards tax funding		Q4. Attitude towards lottery funding		VIQ3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?						
		Attended arts event (A)	Attended museum/gallery (B)	Used public library (C)	Participated (D)	Oppose (E)	Support (F)	Oppose (G)	Support (H)	Conservative	Labour	Lib Dem	UKIP	Other	Refused	Don't know
Unweighted base	1778	949	1050	980	649	146	1163	101	1334	526	487	92	206	68	30	369
Weighted base	1778	901	1008	962	628	169*	1121	116*	1319	508	473	78*	236	62*	29*	392
Yes	628 35%	475 53%BC	452 45%	439 46%	628 100%ABC	27 16%	497 44%E	21 18%	548 42%G	169 33%	188 40%	31 40%	60 26%	25 39%	19 65%	136 35%
No	1115 63%	408 45%D	535 53%AD	506 53%AD	- -	138 82%F	608 54%	93 80%H	755 57%	329 65%	276 58%	45 58%	175 74%	35 56%	9 31%	247 63%
Don't know	35 2%	18 2%D	21 2%D	17 2%D	- -	3 2%	17 1%	3 2%	17 1%	11 2%	9 2%	2 3%	- -	3 5%	1 3%	10 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H

*** small base; ** very small base (under 30) ineligible for sig testing**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 14th - 16th October 2015

Absolutes/col percents

Table 6
Q2. Which of the following statements do you agree with?
Base: All respondents

	Gender			Age						Social Class				Region			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	South West (p)
Unweighted base	1778	785	993	175	251	363	323	272	394	670	458	240	410	567	497	531	183
Weighted base	1778	871	907	196	338	338	320	231	355	427	498	373	480	551	533	516	178
I like arts and culture but I prefer to spend my leisure time in other ways	600 34%	337 39% ^b	263 29%	52 27%	114 34%	111 33%	110 34%	88 38% ^c	124 35%	142 33%	154 31%	161 43% ^{ijl}	143 30%	168 30%	187 35%	184 36%	61 34%
There are lots of opportunities to get involved in arts and culture if I want.	562 32%	299 34%	263 29%	83 42% ^{defg}	92 27%	103 31%	93 29%	61 26%	131 37% ^{dg}	166 39% ^{jl}	157 32%	119 32%	120 25%	197 36%	154 29%	151 29%	60 34%
I'd like to have more to do with arts and culture if I could	533 30%	228 26%	305 34% ^a	65 33% ^h	123 36% ^h	96 28%	96 30%	74 32% ^h	80 22%	163 38% ^{kl}	159 32% ^l	96 26%	115 24%	188 34% ^o	147 27%	133 26%	66 37% ^{no}
Arts and culture are an important part of my life	442 25%	212 24%	230 25%	71 36% ^{defh}	82 24%	77 23%	75 23%	59 26%	79 22%	149 35% ^{ijkl}	140 28% ^l	80 21%	74 15%	170 31% ^{no}	125 23%	102 20%	45 25%
I'm not interested in arts and culture	272 15%	150 17%	122 13%	31 16%	47 14%	50 15%	54 17%	29 13%	59 17%	36 8%	59 12%	57 15% ⁱ	120 25% ^{ijk}	65 12%	82 15%	100 19% ^m	25 14%
Arts and culture are not for people like me	127 7%	54 6%	73 8%	21 11%	19 6%	24 7%	24 7%	14 6%	26 7%	24 6%	40 8%	15 4%	48 10% ^{ik}	49 9%	29 5%	40 8%	9 5%
Other	21 1%	11 1%	10 1%	1 1%	-	4 1%	8 2% ^d	2 1%	7 2%	4 1%	8 2%	1 *	8 2%	5 1%	8 1%	7 1%	2 1%
Don't know	81 5%	40 5%	42 5%	14 7% ^h	16 5%	23 7% ^h	13 4%	8 3%	8 2%	10 2%	23 5%	17 5%	30 6% ⁱ	25 5%	32 6%	15 3%	9 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H

*** small base; ** very small base (under 30) ineligible for sig testing**

Arts and Culture funding segmentation Survey

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Absolutes/col percents

Table 6
Q2. Which of the following statements do you agree with?
Base: All respondents

	Total	Q1. During the last 12 months, have you:				Q3. Attitude towards tax funding		Q4. Attitude towards lottery funding		VIQ3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?						
		Attended arts event (A)	Attended museum/gallery (B)	Used public library (C)	Participated (D)	Oppose (E)	Support (F)	Oppose (G)	Support (H)	Conser vative	Labour	Lib Dem	UKIP	Other	Refused	Don't know
Unweighted base	1778	949	1050	980	649	146	1163	101	1334	526	487	92	206	68	30	369
Weighted base	1778	901	1008	962	628	169*	1121	116*	1319	508	473	78*	236	62*	29*	392
I like arts and culture but I prefer to spend my leisure time in other ways	600 34%	303 34%D	351 35%D	337 35%D	171 27%	53 31%	397 35%	33 28%	479 36%	212 42%	158 33%	26 33%	85 36%	22 36%	9 30%	89 23%
There are lots of opportunities to get involved in arts and culture if I want.	562 32%	378 42%	399 40%	357 37%	290 46%BC	33 20%	448 40%E	15 13%	485 37%G	175 34%	169 36%	34 43%	58 25%	16 25%	15 53%	95 24%
I'd like to have more to do with arts and culture if I could	533 30%	352 39%	399 40%	346 36%	268 43%C	20 12%	428 38%E	16 14%	452 34%G	136 27%	164 35%	24 31%	64 27%	27 43%	7 23%	111 28%
Arts and culture are an important part of my life	442 25%	374 41%BC	365 36%C	296 31%	295 47%BC	5 3%	392 35%E	8 7%	401 30%G	125 25%	155 33%	22 28%	27 11%	26 42%	9 32%	78 20%
I'm not interested in arts and culture	272 15%	41 5%	50 5%	80 8%ABD	27 4%	63 37%F	91 8%	45 39%H	135 10%	65 13%	70 15%	8 11%	50 21%	6 10%	2 8%	71 18%
Arts and culture are not for people like me	127 7%	33 4%	41 4%	49 5%	24 4%	30 18%F	44 4%	20 17%H	67 5%	32 6%	42 9%	3 4%	23 10%	1 1%	3 10%	24 6%
Other	21 1%	9 1%	11 1%	12 1%	7 1%	4 3%	10 1%	3 3%	14 1%	4 1%	4 1%	* 1%	7 3%	- -	- -	6 2%
Don't know	81 5%	16 2%	23 2%	30 3%	14 2%	10 6%F	18 2%	8 7%H	33 3%	16 3%	17 4%	1 1%	5 2%	3 4%	* 1%	39 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H

*** small base; ** very small base (under 30) ineligible for sig testing**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 14th - 16th October 2015

Absolutes/col percents

Table 7
Q3. As you may know, some arts and culture in England are funded by the taxes we all pay. To what extent do you support or oppose this public funding of arts and culture?
Base: All respondents

	Total	Gender		Age						Social Class				Region			
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	South West (p)
Unweighted base	1778	785	993	175	251	363	323	272	394	670	458	240	410	567	497	531	183
Weighted base	1778	871	907	196	338	338	320	231	355	427	498	373	480	551	533	516	178
NET: Support	1121 63%	566 65%	555 61%	132 68%	218 65%	199 59%	192 60%	155 67%	224 63%	317 74% _{ijkl}	306 61%	235 63%	263 55%	361 66%	320 60%	334 65%	106 59%
Strongly support	(5) 22%	392 25% _b	172 19%	62 32% _{ef}	83 25%	65 19%	56 17%	49 21%	77 22%	137 32% _{ijkl}	109 22%	68 18%	79 16%	149 27% _{no}	104 19%	100 19%	40 23%
Tend to support	(4) 41%	729 40%	383 42%	70 36%	135 40%	134 40%	137 43%	106 46%	146 41%	180 42%	197 40%	168 45%	184 38%	213 39%	216 41%	234 45%	65 37%
Neither support nor oppose	(3) 25%	444 23%	247 27%	48 25%	79 23%	93 27%	78 24%	48 21%	98 28%	77 18%	135 27% _i	86 23%	145 30% _i	147 27%	141 27%	118 23%	37 21%
Tend to oppose	(2) 6%	114 8% _b	44 5%	4 2%	20 6%	22 7%	36 11% _{ch}	15 7%	17 5%	23 5%	27 5%	33 9%	31 6%	27 5%	33 6%	32 6%	22 12% _{mno}
Strongly oppose	(1) 3%	55 3%	27 3%	27 3%	5 3%	11 3%	10 3%	8 2%	8 3%	13 4%	23 5% _i	7 2%	20 4% _i	9 2%	21 4%	17 3%	8 4%
NET: Oppose	169 9%	97 11%	72 8%	9 4%	31 9%	32 9%	43 14% _c	23 10%	31 9%	28 7%	49 10%	40 11%	51 11%	36 7%	54 10%	49 10%	29 17% _{mo}
Don't know	45 3%	12 1%	33 4% _a	6 3%	10 3%	14 4% _h	7 2%	5 2%	3 1%	5 1%	7 1%	12 3%	21 4% _{ij}	7 1%	18 3%	15 3%	6 3%
Mean	3.74	3.77	3.72	3.95 _{ef}	3.79	3.69	3.63	3.77	3.73	3.99 _{jk}	3.70	3.71	3.59	3.85 _{np}	3.68	3.73	3.63
Standard deviation	0.98	1.02	0.94	0.95	1.00	0.97	0.98	0.98	0.98	0.91	1.02	0.94	0.99	0.93	1.00	0.96	1.11

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H
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Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 14th - 16th October 2015

Absolutes/col percents

Table 7
Q3. As you may know, some arts and culture in England are funded by the taxes we all pay. To what extent do you support or oppose this public funding of arts and culture?
Base: All respondents

	Gender		Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	South West (p)
Weighted base	1778	871	907	196	338	338	320	231	355	427	498	373	480	551	533	516	178
Standard error	0.02	0.04	0.03	0.07	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.04	0.08

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H
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Base: All respondents

	Total	Q1. During the last 12 months, have you:				Q3. Attitude towards tax funding		Q4. Attitude towards lottery funding		VIQ3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?						
		Attended arts event (A)	Attended museum/gallery (B)	Used public library (C)	Participated (D)	Oppose (E)	Support (F)	Oppose (G)	Support (H)	Conser vative	Labour	Lib Dem	UKIP	Other	Refused	Don't know
Unweighted base	1778	949	1050	980	649	146	1163	101	1334	526	487	92	206	68	30	369
Weighted base	1778	901	1008	962	628	169*	1121	116*	1319	508	473	78*	236	62*	29*	392
NET: Support	1121 63%	721 80%BC	759 75%C	676 70%	497 79%C	-	1121 100%E	15 13%	1041 79%G	327 64%	339 72%	61 78%	108 46%	48 77%	20 69%	218 56%
Strongly support	(5) 392 22%	314 35%C	307 30%	248 26%	231 37%BC	-	392 35%E	5 4%	369 28%G	103 20%	148 31%	28 36%	19 8%	15 24%	10 34%	70 18%
Tend to support	(4) 729 41%	407 45%	453 45%	428 44%	266 42%	-	729 65%E	11 9%	672 51%G	225 44%	192 41%	33 42%	89 38%	33 53%	10 35%	148 38%
Neither support nor oppose	(3) 444 25%	133 15%	176 17%	198 21%AD	92 15%	-	-	29 25%H	194 15%	135 26%	88 19%	10 13%	74 31%	6 10%	6 19%	125 32%
Tend to oppose	(2) 114 6%	27 3%	52 5%A	49 5%	23 4%	114 68%F	-	39 34%H	53 4%	33 6%	17 4%	6 8%	25 11%	5 8%	2 6%	26 7%
Strongly oppose	(1) 55 3%	6 1%	11 1%	22 2%AD	4 1%	55 32%F	-	31 27%H	17 1%	7 1%	17 4%	1 1%	21 9%	* 1%	1 3%	8 2%
NET: Oppose	169 9%	33 4%	63 6%A	71 7%AD	27 4%	169 100%F	-	70 61%H	70 5%	40 8%	34 7%	7 9%	46 19%	6 9%	3 9%	34 9%
Don't know	45 3%	14 2%	9 1%	17 2%	12 2%	-	-	1 1%	14 1%	7 1%	12 3%	* *	8 3%	2 4%	1 3%	15 4%
Mean	3.74	4.12BC	3.99C	3.88	4.13BC	1.68	4.35E	2.29	4.01G	3.76	3.95	4.05	3.27	3.94	3.92	3.65
Standard deviation	0.98	0.82	0.89	0.94	0.85	0.47	0.48	1.09	0.84	0.90	0.99	0.94	1.06	0.88	1.06	0.93

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H

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Arts and Culture funding segmentation Survey

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Base: All respondents

	Total	Q1. During the last 12 months, have you:				Q3. Attitude towards tax funding		Q4. Attitude towards lottery funding		VIQ3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?						
		Attended arts event (A)	Attended museum/gallery (B)	Used public library (C)	Participated (D)	Oppose (E)	Support (F)	Oppose (G)	Support (H)	Conser vative	Labour	Lib Dem	UKIP	Other	Refused	Don't know
Weighted base	1778	901	1008	962	628	169*	1121	116*	1319	508	473	78*	236	62*	29*	392
Standard error	0.02	0.03	0.03	0.03	0.03	0.04	0.01	0.11	0.02	0.04	0.05	0.10	0.08	0.11	0.20	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H
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Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 14th - 16th October 2015

Absolutes/col percents

Table 8

Q4. Some arts and culture in England are funded through the National Lottery. To what extent do you support or oppose this use of National Lottery funds?

Base: All respondents

	Gender			Age						Social Class				Region			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	South West (p)
Unweighted base	1778	785	993	175	251	363	323	272	394	670	458	240	410	567	497	531	183
Weighted base	1778	871	907	196	338	338	320	231	355	427	498	373	480	551	533	516	178
NET: Support	1319	666	653	151	263	253	237	170	244	345	393	270	312	420	393	388	117
	74%	76%	72%	77%	78% ^h	75%	74%	74%	69%	81% ^{kl}	79% ^l	72%	65%	76% ^p	74%	75% ^p	66%
Strongly support	(5) 640	337	303	83	116	112	110	89	130	191	173	132	144	217	198	168	57
	36%	39%	33%	42%	34%	33%	34%	39%	36%	45% ^{ijkl}	35%	35%	30%	39%	37%	33%	32%
Tend to support	(4) 679	329	350	69	147	141	127	81	114	154	219	138	168	203	195	220	60
	38%	38%	39%	35%	44% ^h	42% ^h	40%	35%	32%	36%	44% ^{il}	37%	35%	37%	37%	43%	34%
Neither support nor oppose	(3) 317	142	175	32	51	60	54	44	75	60	78	62	117	95	99	84	39
	18%	16%	19%	16%	15%	18%	17%	19%	21%	14%	16%	17%	24% ^{ijk}	17%	19%	16%	22%
Tend to oppose	(2) 58	28	31	5	7	9	16	3	18	9	10	24	16	20	14	14	10
	3%	3%	3%	3%	2%	3%	5% ^g	1%	5% ^g	2%	2%	6% ^{ij}	3%	4%	3%	3%	6%
Strongly oppose	(1) 58	30	28	3	15	7	10	9	13	11	12	10	24	11	19	20	8
	3%	3%	3%	2%	4%	2%	3%	4%	4%	3%	2%	3%	5%	2%	4%	4%	4%
NET: Oppose	116	57	59	8	21	17	26	13	32	19	22	34	40	31	33	34	18
	7%	7%	6%	4%	6%	5%	8%	5%	9%	5%	4%	9% ^{ij}	8% ^{ij}	6%	6%	7%	10%
Don't know	26	6	20	4	2	8	3	5	4	3	6	7	10	5	9	9	3
	1%	1%	2% ^a	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	2%
Mean	4.02	4.06	3.98	4.16	4.02	4.03	3.98	4.05	3.94	4.19 ^{kl}	4.08 ^l	3.98	3.83	4.09 ^p	4.03	3.99	3.85
Standard deviation	0.99	0.99	0.98	0.91	0.99	0.91	1.00	1.01	1.07	0.93	0.90	1.02	1.07	0.94	1.00	0.99	1.08

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H

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Arts and Culture funding segmentation Survey
ONLINE Fieldwork : 14th - 16th October 2015

Absolutes/col percents

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Base: All respondents

	Gender		Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	South West (p)
Weighted base	1778	871	907	196	338	338	320	231	355	427	498	373	480	551	533	516	178
Standard error	0.02	0.04	0.03	0.07	0.06	0.05	0.06	0.06	0.05	0.04	0.04	0.07	0.05	0.04	0.05	0.04	0.08

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H

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Base: All respondents

	Total	Q1. During the last 12 months, have you:				Q3. Attitude towards tax funding		Q4. Attitude towards lottery funding		VIQ3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?						
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Unweighted base	1778	949	1050	980	649	146	1163	101	1334	526	487	92	206	68	30	369
Weighted base	1778	901	1008	962	628	169*	1121	116*	1319	508	473	78*	236	62*	29*	392
NET: Support	1319 74%	781 87%C	840 83%C	754 78%	548 87%C	70 41%	1041 93%E	-	1319 100%G	406 80%	371 78%	68 87%	147 62%	51 82%	20 69%	256 65%
Strongly support	(5) 640 36%	439 49%C	453 45%	386 40%	303 48%C	11 6%	593 53%E	-	640 49%G	202 40%	201 43%	34 44%	56 24%	29 46%	13 46%	105 27%
Tend to support	(4) 679 38%	342 38%	387 38%	368 38%	245 39%	59 35%	448 40%	-	679 51%G	205 40%	170 36%	34 43%	91 39%	23 37%	7 24%	150 38%
Neither support nor oppose	(3) 317 18%	82 9%	123 12%	138 14%AD	53 8%	28 17%F	63 6%	-	-	80 16%	63 13%	7 9%	54 23%	7 11%	3 11%	103 26%
Tend to oppose	(2) 58 3%	18 2%	23 2%	31 3%	14 2%	32 19%F	8 1%	58 50%H	-	13 2%	15 3%	2 2%	16 7%	3 5%	1 4%	9 2%
Strongly oppose	(1) 58 3%	13 1%	16 2%	29 3%	7 1%	38 23%F	7 1%	58 50%H	-	8 2%	15 3%	1 2%	17 7%	-	2 5%	15 4%
NET: Oppose	116 7%	31 3%	39 4%	59 6%AD	21 3%	70 42%F	15 1%	116 100%H	-	20 4%	30 6%	3 4%	33 14%	3 5%	3 10%	24 6%
Don't know	26 1%	7 1%	5 1%	10 1%	6 1%	-	1 *	-	-	2 *	9 2%	-	2 1%	1 2%	3 10%	9 2%
Mean	4.02	4.32C	4.24C	4.11	4.32C	2.83	4.44E	1.50	4.49G	4.14	4.14	4.25	3.66	4.26	4.11	3.84
Standard deviation	0.99	0.84	0.87	0.97	0.81	1.30	0.69	0.50	0.50	0.88	0.99	0.84	1.13	0.85	1.19	0.98

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Weighted base	1778	901	1008	962	628	169*	1121	116*	1319	508	473	78*	236	62*	29*	392
Standard error	0.02	0.03	0.03	0.03	0.03	0.11	0.02	0.05	0.01	0.04	0.05	0.09	0.08	0.10	0.23	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - A/B/C/D - E/F - G/H

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