



Arts Council England – Public tracker poll

METHODOLOGY NOTE

ComRes conducted a survey of 1,727 English adults aged 18+ online between 7th–9th 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.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

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 : 7th - 9th October 2015

Absolutes/col percents

Table 1

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Summary table**Base: All respondents**

| | Arts and culture | Sport | Education | Transport | Healthcare | Policing | Environment | Defence | Foreign aid | Welfare |
|------------------------------|------------------|------------|------------|-------------|-------------|------------|-------------|------------|-------------|------------|
| Unweighted base | 1727 | 1727 | 1727 | 1727 | 1727 | 1727 | 1727 | 1727 | 1727 | 1727 |
| Weighted base | 1727 | 1727 | 1727 | 1727 | 1727 | 1727 | 1727 | 1727 | 1727 | 1727 |
| Decrease spending | 770 45% | 702 41% | 48 3% | 123 7% | 45 3% | 86 5% | 249 14% | 341 20% | 1116 65% | 423 25% |
| Keep spending about the same | 801 46% | 891 52% | 741 43% | 1044 60% | 428 25% | 801 46% | 1034 60% | 885 51% | 512 30% | 839 49% |
| Increase spending | 156 9% | 134 8% | 938 54% | 560 32% | 1254 73% | 840 49% | 444 26% | 501 29% | 99 6% | 464 27% |

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 2

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

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) |
| Unweighted base | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Decrease spending | 770 45% | 399 47% | 371 42% | 50 26% | 121 37% | 142 43% ^c | 159 51% ^{cd} | 109 49% ^{cd} | 188 54% ^{cde} | 151 36% | 199 41% | 181 50% ⁱ | 239 51% ^{ij} | 218 41% | 229 44% | 251 50% ^m | 71 41% |
| Keep spending about the same | 801 46% | 373 44% | 428 49% | 106 56% ^{fh} | 170 52% ^{fh} | 161 49% ^{fh} | 122 39% | 106 47% | 137 40% | 217 52% ^{kl} | 231 48% | 154 43% | 199 43% | 259 48% | 243 47% | 211 42% | 89 51% |
| Increase spending | 156 9% | 75 9% | 81 9% | 34 18% ^{efg} | 37 11% ^g | 24 7% | 30 10% ^g | 10 4% | 21 6% | 46 11% ^l | 54 11% ^l | 28 8% | 28 6% | 58 11% | 46 9% | 39 8% | 13 7% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 2

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Arts and culture

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|------------------------------|---|---------------|-------------------|-----------------|---------------------------|-------------------------------|-------------------------|-----------------------------------|------------|---------------------------------------|------------|--|---------------|--------|---------|------|-------|---------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Decrease spending | 770 | 770 | - | - | 257 | 329 | 322 | 158 | 373 | 108 | 126 | 448 | 208 | 151 | 23 | 161 | 23 | 11 | 193 |
| | 45% | 100%bc | - | - | 33% | 35%g | 38%g | 28% | 77%i | 17% | 55%k | 41% | 47% | 36% | 30% | 63% | 42% | 27% | 44% |
| Keep spending about the same | 801 | - | 801 | - | 401 | 476 | 429 | 293 | 93 | 418 | 85 | 535 | 201 | 216 | 42 | 83 | 24 | 26 | 208 |
| | 46% | - | 100%ac | - | 52% | 51% | 50% | 53% | 19% | 66%h | 37% | 49%j | 45% | 51% | 54% | 33% | 45% | 63% | 48% |
| Increase spending | 156 | - | - | 156 | 117 | 128 | 100 | 105 | 18 | 112 | 18 | 113 | 33 | 56 | 12 | 10 | 7 | 4 | 34 |
| | 9% | - | - | 100%ab | 15% | 14% | 12% | 19%ef | 4% | 18%h | 8% | 10% | 8% | 13% | 16% | 4% | 12% | 10% | 8% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Arts and Culture funding segmentation Survey
ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 3

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Sport**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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Decrease spending | 702 41% | 334 39% | 368 42% | 68 36% | 101 31% | 120 37% | 132 42% ^d | 100 44% ^d | 180 52% ^{cde} | 146 35% | 188 39% | 159 44% ⁱ | 209 45% ⁱ | 203 38% | 199 38% | 233 46% ^{mn} | 67 39% |
| Keep spending about the same | 891 52% | 435 51% | 456 52% | 96 51% | 190 58% ^h | 184 56% ^h | 154 50% | 109 49% | 156 45% | 221 53% | 265 55% | 184 51% | 221 47% | 280 52% | 286 55% ^o | 231 46% | 93 54% |
| Increase spending | 134 8% | 77 9% | 57 6% | 25 13% ^h | 36 11% ^h | 23 7% ^h | 25 8% ^h | 15 7% ^h | 9 3% | 48 11% ^{jk} | 30 6% | 20 5% | 36 8% | 52 10% | 33 6% | 37 7% | 12 7% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 3

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Sport**Base: All respondents**

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|------------------------------|---|---------------|-------------------|-----------------|---------------------------|-------------------------------|-------------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|---------------|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Decrease spending | 702 41% | 455 59%bc | 214 27% | 33 21% | 286 37% | 328 35% | 308 36% | 202 36% | 278 58%i | 185 29% | 119 52%k | 423 39% | 151 34% | 158 37% | 33 43% | 132 52% | 26 49% | 15 37% | 187 43% |
| Keep spending about the same | 891 52% | 284 37% | 538 67%ac | 69 44% | 397 51% | 520 56% | 464 55% | 296 53% | 175 36% | 392 62%h | 87 38% | 589 54%j | 259 59% | 220 52% | 40 52% | 103 41% | 25 46% | 21 50% | 223 51% |
| Increase spending | 134 8% | 30 4% | 49 6% | 55 35%ab | 92 12% | 84 9% | 78 9% | 58 10% | 30 6% | 60 9% | 22 10% | 84 8% | 32 7% | 45 11% | 4 5% | 19 7% | 3 5% | 6 13% | 26 6% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 4

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Education**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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Decrease spending | 48 3% | 28 3% | 20 2% | 9 5% | 9 3% | 13 4% | 5 2% | 4 2% | 9 3% | 6 1% | 18 4%i | 7 2% | 18 4%i | 18 3%o | 24 5%op | 6 1% | 1 1% |
| Keep spending about the same | 741 43% | 404 48%b | 337 38% | 73 38% | 152 46%f | 129 39% | 112 36% | 114 51%cef | 161 47%f | 179 43% | 215 44% | 149 41% | 198 43% | 224 42% | 219 42% | 217 43% | 81 47% |
| Increase spending | 938 54% | 414 49% | 524 59%a | 108 57% | 167 51% | 186 57% | 194 62%dgh | 107 48% | 176 51% | 230 55% | 251 52% | 206 57% | 250 54% | 293 55% | 276 53% | 279 56% | 90 52% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 4

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Education

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|------------------------------|---|-------------------------|-------------------------|--------------------------|---------------------------|--------------------------------|-------------------------|--------------------|-----------------------------------|-------------------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten- ded arts event (d) | Atten- ded museum/ gallery (e) | Used public library (f) | Partici- pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv- ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Decrease spending | 48 3% | 24 3% | 20 2% | 5 3% | 18 2% | 29 3% | 29 3% | 17 3% | 19 4% | 11 2% | 12 5%k | 26 2% | 8 2% | 17 4% | 1 2% | 10 4% | 3 5% | * 1% | 9 2% |
| Keep spending about the same | 741 43% | 344 45% ^c | 357 45% ^c | 41 26% | 291 38% | 383 41% | 340 40% | 206 37% | 211 44% | 237 37% | 97 42% | 431 39% | 218 49% | 139 33% | 40 52% | 110 43% | 17 31% | 16 40% | 201 46% |
| Increase spending | 938 54% | 402 52% | 425 53% | 110 71% ^{ab} | 466 60% | 521 56% | 481 57% | 333 60% | 253 52% | 389 61% ^h | 120 52% | 639 58% | 216 49% | 267 63% | 36 47% | 134 53% | 34 64% | 25 60% | 226 52% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 5

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Transport**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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Decrease spending | 123 7% | 58 7% | 65 7% | 26 14% | 19 6% | 18 5% | 18 6% | 22 10% | 19 6% | 15 4% | 35 7% | 29 8% | 43 9% | 39 7% | 47 9% | 28 6% | 9 5% |
| Keep spending about the same | 1044 60% | 490 58% | 555 63% | 108 57% | 205 62% | 208 63% | 176 57% | 121 54% | 227 66% | 249 60% | 284 59% | 224 62% | 287 62% | 317 59% | 313 60% | 307 61% | 107 62% |
| Increase spending | 560 32% | 299 35% | 261 30% | 55 29% | 104 32% | 103 31% | 116 37% | 82 37% | 100 29% | 151 37% | 164 34% | 109 30% | 135 29% | 179 33% | 159 31% | 166 33% | 57 33% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 5

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Transport**Base: All respondents**

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|------------------------------|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Decrease spending | 123 7% | 64 8%b | 42 5% | 17 11%b | 47 6% | 67 7% | 58 7% | 38 7% | 47 10% | 40 6% | 29 13%k | 70 6% | 19 4% | 41 10% | 6 8% | 13 5% | * 1% | 3 7% | 40 9% |
| Keep spending about the same | 1044 60% | 479 62%c | 509 64%c | 57 37% | 430 56% | 545 58% | 499 59% | 322 58% | 290 60% | 360 56% | 140 61% | 643 59% | 286 65% | 239 57% | 41 53% | 155 61% | 27 49% | 25 60% | 272 62% |
| Increase spending | 560 32% | 227 29% | 251 31% | 82 53%ab | 298 38% | 321 34% | 293 34% | 196 35% | 146 30% | 237 37%h | 60 26% | 383 35%j | 137 31% | 143 34% | 30 39% | 85 34% | 27 50% | 14 33% | 124 28% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 6

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Healthcare**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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Decrease spending | 45 3% | 26 3% | 19 2% | 12 6% ^{dfgh} | 4 1% | 15 5% ^h | 5 2% | 3 1% | 6 2% | 20 5% ^{kl} | 13 3% | 2 1% | 10 2% | 20 4% | 12 2% | 9 2% | 4 2% |
| Keep spending about the same | 428 25% | 226 27% | 202 23% | 62 33% ^{fgh} | 101 31% ^{fh} | 84 26% | 62 20% | 50 22% | 69 20% | 112 27% | 129 27% | 89 24% | 98 21% | 151 28% ^o | 122 23% | 106 21% | 49 28% |
| Increase spending | 1254 73% | 595 70% | 659 75% | 116 61% | 223 68% | 229 70% | 244 78% ^{cde} | 171 76% ^c | 271 78% ^{cde} | 282 68% | 341 71% | 272 75% | 358 77% ⁱ | 364 68% | 384 74% | 385 77% ^m | 120 69% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 6

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Healthcare**Base: All respondents**

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|------------------------------|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Decrease spending | 45 3% | 20 3% | 18 2% | 7 5% | 21 3% | 35 4% | 26 3% | 19 3% | 20 4% | 14 2% | 15 6%k | 19 2% | 15 3% | 7 2% | 2 2% | 6 2% | - | 2 5% | 12 3% |
| Keep spending about the same | 428 25% | 158 21% | 232 29%a | 37 24% | 197 25% | 235 25% | 227 27% | 151 27% | 109 23% | 133 21% | 69 30%k | 223 20% | 128 29% | 90 21% | 29 38% | 50 20% | 12 23% | 11 27% | 106 24% |
| Increase spending | 1254 73% | 592 77%b | 551 69% | 111 71% | 556 72% | 663 71% | 597 70% | 387 70% | 355 73% | 491 77% | 145 64% | 854 78%j | 298 68% | 325 77% | 46 59% | 198 78% | 41 77% | 28 68% | 317 73% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Arts and Culture funding segmentation Survey

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Absolutes/col percents

Table 7

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Policing**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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Decrease spending | 86 5% | 41 5% | 45 5% | 16 9% ^{fn} | 18 5% | 21 7% | 10 3% | 9 4% | 11 3% | 22 5% | 20 4% | 17 5% | 27 6% | 25 5% | 30 6% | 24 5% | 6 4% |
| Keep spending about the same | 801 46% | 391 46% | 410 47% | 115 61% ^{efg} | 187 57% ^{fgh} | 159 49% ^{fgh} | 120 39% | 86 38% | 133 38% | 213 51% ^l | 229 47% | 156 43% | 204 44% | 267 50% ^o | 232 45% | 204 41% | 97 56% ^{no} |
| Increase spending | 840 49% | 414 49% | 426 48% | 58 31% | 123 37% | 147 45% ^c | 181 58% ^{cde} | 129 58% ^{cde} | 202 58% ^{cde} | 180 43% | 235 49% | 189 52% ⁱ | 236 51% ⁱ | 243 45% | 255 49% | 272 54% ^{mp} | 69 40% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 7

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Policing

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|------------------------------|---|---------------|-------------------|-----------------|---------------------------|-------------------------------|-------------------------|-----------------------------------|------------|---------------------------------------|------------|--|---------------|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Decrease spending | 86 5% | 39 5% | 29 4% | 17 11%ab | 43 6% | 50 5% | 47 5% | 26 5% | 25 5% | 30 5% | 18 8%k | 41 4% | 12 3% | 29 7% | 5 6% | 9 3% | 4 7% | 2 4% | 26 6% |
| Keep spending about the same | 801 46% | 302 39% | 439 55%ac | 60 39% | 364 47% | 434 47% | 406 48% | 276 50% | 199 41% | 299 47% | 113 49% | 476 44% | 224 51% | 198 47% | 48 63% | 75 29% | 20 37% | 21 50% | 215 49% |
| Increase spending | 840 49% | 428 56%b | 333 42% | 79 50% | 368 47% | 448 48% | 397 47% | 255 46% | 259 54% | 308 48% | 98 43% | 577 53%j | 206 47% | 196 46% | 24 31% | 170 67% | 30 55% | 19 46% | 195 45% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 8

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Environment**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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Decrease spending | 249 14% | 144 17% ^b | 104 12% | 17 9% | 25 7% | 52 16% ^d | 50 16% ^d | 34 15% ^d | 71 21% ^{cd} | 65 16% | 54 11% | 50 14% | 80 17% ^j | 85 16% | 66 13% | 72 14% | 25 14% |
| Keep spending about the same | 1034 60% | 500 59% | 534 61% | 104 55% | 206 63% | 192 58% | 182 58% | 139 62% | 212 61% | 236 57% | 311 64% ^{il} | 235 65% ^{il} | 252 54% | 308 58% | 325 63% | 300 60% | 100 58% |
| Increase spending | 444 26% | 202 24% | 242 27% | 69 36% ^{efg} | 98 30% ^h | 85 26% ^h | 79 25% ^h | 52 23% | 62 18% | 114 28% | 119 25% | 78 21% | 133 29% | 142 26% | 127 24% | 129 26% | 48 28% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 8

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Environment

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|------------------------------|---|---------------|-------------------|-----------------|---------------------------|--------------------------------|-------------------------|-----------------------------------|-------------|---------------------------------------|------------|--|----------------|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten- ded arts event (d) | Atten- ded museum/ gallery (e) | Used public library (f) | Partici- pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv- ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Decrease spending | 249 14% | 179 23%bc | 61 8% | 9 6% | 95 12% | 118 13% | 105 12% | 50 9% | 122 25%i | 62 10% | 47 20%k | 149 14% | 74 17% | 48 11% | 6 8% | 71 28% | 6 10% | 1 2% | 43 10% |
| Keep spending about the same | 1034 60% | 459 60%c | 523 65%c | 53 34% | 446 58% | 550 59% | 497 58% | 310 56% | 276 57% | 357 56% | 117 51% | 651 59% | 286 65% | 240 57% | 50 65% | 137 54% | 17 32% | 28 67% | 277 63% |
| Increase spending | 444 26% | 132 17% | 217 27%a | 95 61%ab | 234 30% | 264 28% | 249 29% | 196 35%ef | 85 17% | 218 34%h | 65 29% | 295 27% | 82 18% | 135 32% | 20 26% | 47 18% | 31 58% | 13 32% | 116 27% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 9

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Defence**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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Decrease spending | 341 20% | 187 22% ^b | 154 17% | 46 24% | 64 20% | 68 21% | 66 21% | 40 18% | 56 16% | 94 23% ^{kl} | 114 24% ^{kl} | 56 15% | 77 17% | 104 19% | 95 18% | 97 19% | 45 26% ⁿ |
| Keep spending about the same | 885 51% | 395 47% | 490 56% ^a | 96 50% | 179 55% | 196 60% ^{fgh} | 149 48% | 107 48% | 157 46% | 221 53% | 251 52% | 190 52% | 223 48% | 281 52% | 263 51% | 256 51% | 85 49% |
| Increase spending | 501 29% | 264 31% | 237 27% | 48 25% | 85 26% | 64 19% | 96 31% ^e | 77 34% ^e | 132 38% ^{cde} | 99 24% | 119 25% | 117 32% ⁱ | 166 36% ^{ij} | 150 28% | 160 31% | 148 30% | 42 25% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 9

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Defence**Base: All respondents**

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|------------------------------|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Decrease spending | 341 20% | 136 18% | 145 18% | 60 39%ab | 194 25% | 221 24% | 184 22% | 136 25% | 103 21% | 169 26% | 49 21% | 220 20% | 37 8% | 135 32% | 25 33% | 38 15% | 22 41% | 2 6% | 81 19% |
| Keep spending about the same | 885 51% | 385 50%c | 454 57%ac | 46 29% | 360 46% | 447 48% | 411 48% | 268 48% | 212 44% | 302 47% | 98 43% | 554 51% | 260 59% | 197 47% | 37 48% | 89 35% | 24 44% | 20 47% | 259 59% |
| Increase spending | 501 29% | 249 32%b | 203 25% | 50 32% | 220 28% | 265 28% | 256 30% | 153 27% | 168 35%i | 167 26% | 82 36% | 321 29% | 145 33% | 90 21% | 15 20% | 127 50% | 8 15% | 19 47% | 96 22% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 10

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Foreign aid

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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Decrease spending | 1116 65% | 574 68% ^b | 542 62% | 81 43% | 165 50% | 197 60% ^c | 227 73% ^{cde} | 178 79% ^{cde} | 267 77% ^{cde} | 237 57% | 306 63% | 241 67% ^{ai} | 332 71% ^{ij} | 317 59% | 348 67% ^m | 339 68% ^m | 111 65% |
| Keep spending about the same | 512 30% | 222 26% | 290 33% ^a | 77 40% ^{fgh} | 134 41% ^{fgh} | 119 36% ^{fgh} | 70 23% | 40 18% | 73 21% | 147 36% ^l | 152 31% ^l | 101 28% | 113 24% | 185 34% ^{no} | 143 28% | 133 26% | 52 30% |
| Increase spending | 99 6% | 50 6% | 49 6% | 32 17% ^{defg} | 29 9% ^{egh} | 12 4% | 14 4% | 7 3% | 6 2% | 31 7% | 26 5% | 20 6% | 22 5% | 34 6% | 27 5% | 29 6% | 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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 10

Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Foreign aid

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|------------------------------|---|---------------|-------------------|-----------------|---------------------------|--------------------------------|-------------------------|-----------------------------------|------------|---------------------------------------|------------|--|----------------|--------|---------|------|-------|---------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten- ded arts event (d) | Atten- ded museum/ gallery (e) | Used public library (f) | Partici- pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv- ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Decrease spending | 1116 | 635 | 426 | 54 | 456 | 566 | 493 | 300 | 373 | 365 | 148 | 725 | 314 | 209 | 38 | 228 | 27 | 24 | 275 |
| | 65% | 83%bc | 53%c | 35% | 59% | 61%g | 58% | 54% | 77%i | 57% | 65% | 66% | 71% | 49% | 49% | 90% | 50% | 59% | 63% |
| Keep spending about the same | 512 | 118 | 333 | 62 | 262 | 292 | 285 | 198 | 93 | 221 | 62 | 318 | 108 | 176 | 33 | 19 | 20 | 14 | 142 |
| | 30% | 15% | 42%a | 40%a | 34% | 31% | 33% | 36% | 19% | 35%h | 27% | 29% | 24% | 42% | 43% | 7% | 36% | 35% | 33% |
| Increase spending | 99 | 16 | 43 | 40 | 57 | 74 | 73 | 59 | 18 | 52 | 19 | 53 | 20 | 37 | 7 | 7 | 8 | 3 | 19 |
| | 6% | 2% | 5%a | 26%ab | 7% | 8% | 9% | 11% | 4% | 8%h | 8% | 5% | 4% | 9% | 8% | 3% | 14% | 6% | 4% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 11
Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Welfare**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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Decrease spending | 423 25% | 221 26% | 202 23% | 27 14% | 88 27% ^c | 93 28% ^{cg} | 77 25% ^c | 44 20% | 94 27% ^c | 139 34% ^{jl} | 116 24% ^l | 98 27% ^l | 69 15% | 140 26% | 109 21% | 123 25% | 51 30% ⁿ |
| Keep spending about the same | 839 49% | 403 48% | 437 50% | 90 48% | 178 54% ^h | 169 51% | 142 46% | 110 49% | 151 44% | 199 48% | 240 50% | 178 49% | 222 48% | 272 51% ^o | 269 52% ^o | 215 43% | 85 49% |
| Increase spending | 464 27% | 223 26% | 242 27% | 73 38% ^{de} | 62 19% | 67 20% | 91 29% ^{de} | 71 31% ^{de} | 101 29% ^{de} | 76 18% | 127 26% ⁱ | 86 24% | 175 38% ^{ijk} | 124 23% | 141 27% | 163 33% ^{mp} | 37 21% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 11
Q1. Below is a list of areas of government spending. For each one, please say whether you think the UK government should increase the amount of money it spends, should decrease the amount of money it spends, or should keep the amount it spends about the same as it is now.

Welfare

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|------------------------------|---|---------------|-------------------|-----------------|---------------------------|--------------------------------|-------------------------|-----------------------------------|-------------|---------------------------------------|------------|--|----------------|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten- ded arts event (d) | Atten- ded museum/ gallery (e) | Used public library (f) | Partici- pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv- ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Decrease spending | 423 25% | 229 30%bc | 167 21% | 28 18% | 209 27% | 249 27% | 195 23% | 124 22% | 121 25% | 159 25% | 44 19% | 297 27%j | 193 44% | 50 12% | 22 29% | 70 28% | 8 15% | 4 10% | 76 18% |
| Keep spending about the same | 839 49% | 356 46%c | 440 55%ac | 43 28% | 355 46% | 429 46% | 403 47% | 264 47% | 253 52%i | 282 44% | 110 48% | 504 46% | 193 44% | 181 43% | 41 54% | 126 49% | 23 43% | 26 62% | 249 57% |
| Increase spending | 464 27% | 185 24% | 194 24% | 86 55%ab | 210 27% | 255 27% | 252 30% | 169 30% | 110 23% | 196 31%h | 75 33% | 294 27% | 56 13% | 192 45% | 14 18% | 58 23% | 23 42% | 11 27% | 111 25% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 12
Q2. During the last 12 months, have you:
Summary Table: % answering Yes
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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Attended any creative, artistic, theatrical or musical events or activities in the last 12 months? | 775 45% | 364 43% | 411 47% | 99 52%g | 143 44% | 158 48% | 127 41% | 90 40% | 158 46% | 253 61%jkl | 249 51%kl | 135 37% | 138 30% | 252 47% | 243 47% | 202 40% | 77 44% |
| Attended a museum or gallery at least once? | 932 54% | 461 54% | 472 54% | 127 67%efg h | 192 59%f | 169 52% | 149 48% | 113 50% | 181 52% | 283 68%jkl | 292 60%kl | 167 46% | 191 41% | 309 58%p | 271 52% | 274 55% | 79 46% |
| Used a public library at least once? | 850 49% | 382 45% | 468 53%a | 129 68%def gh | 168 51% | 151 46% | 135 43% | 105 47% | 163 47% | 231 56%kl | 237 49% | 156 43% | 226 49% | 270 50% | 258 50% | 241 48% | 81 47% |
| Spent time actually doing any creative, artistic, theatrical or musical activities? | 557 32% | 239 28% | 318 36%a | 103 54%def gh | 123 38%gh | 105 32%g | 90 29% | 50 22% | 86 25% | 175 42%jkl | 164 34%l | 99 27% | 118 25% | 184 34%o | 179 35%o | 136 27% | 57 33% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 12
Q2. During the last 12 months, have you:
Summary Table: % answering Yes
Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|--|---|---------------|-------------------|-----------------|---------------------------|-------------------------------|-------------------------|-----------------------------------|------------|---------------------------------------|------------|--|---------------|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Attended any creative, artistic, theatrical or musical events or activities in the last 12 months? | 775 45% | 257 33% | 401 50%a | 117 75%ab | 775 100%efg | 608 65%f | 464 55% | 383 69%f | 169 35% | 396 62%h | 90 39% | 561 51%j | 210 47% | 224 53% | 45 59% | 98 38% | 23 43% | 18 44% | 156 36% |
| Attended a museum or gallery at least once? | 932 54% | 329 43% | 476 59%a | 128 82%ab | 608 78%fg | 932 100%dfg | 600 71% | 404 73% | 218 45% | 451 71%h | 108 47% | 666 61%j | 250 57% | 248 59% | 56 73% | 114 45% | 30 56% | 25 60% | 209 48% |
| Used a public library at least once? | 850 49% | 322 42% | 429 54%a | 100 64%ab | 464 60% | 600 64% | 850 100%deg | 353 63% | 208 43% | 377 59%h | 119 52% | 572 52% | 220 50% | 248 59% | 47 61% | 114 45% | 23 42% | 28 69% | 170 39% |
| Spent time actually doing any creative, artistic, theatrical or musical activities? | 557 32% | 158 21% | 293 37%a | 105 67%ab | 383 49%ef | 404 43% | 353 42% | 557 100%def | 106 22% | 289 45%h | 77 34% | 392 36% | 129 29% | 169 40% | 37 48% | 56 22% | 20 36% | 19 46% | 127 29% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Arts and Culture funding segmentation Survey
ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 13

Q2. 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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Yes | 775 45% | 364 43% | 411 47% | 99 52%g | 143 44% | 158 48% | 127 41% | 90 40% | 158 46% | 253 61% <i>ijkl</i> | 249 51% <i>kl</i> | 135 37% | 138 30% | 252 47% | 243 47% | 202 40% | 77 44% |
| No | 925 54% | 469 55% | 456 52% | 86 45% | 175 53% | 164 50% | 180 58% <i>c</i> | 134 60% <i>ce</i> | 187 54% | 156 38% | 228 47% <i>i</i> | 222 61% <i>ij</i> | 318 68% <i>ij</i> | 274 51% | 267 51% | 288 58% | 96 56% |
| Don't know | 27 2% | 14 2% | 14 2% | 5 3% <i>h</i> | 10 3% <i>h</i> | 6 2% | 4 1% | 1 * | 1 * | 5 1% | 6 1% | 6 2% | 10 2% | 9 2% | 8 2% | 10 2% | - |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 13

Q2. 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**

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|-----------------|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Yes | 775 45% | 257 33% | 401 50%a | 117 75%ab | 775 100%efg | 608 65%f | 464 55% | 383 69%fg | 169 35% | 396 62%h | 90 39% | 561 51%j | 210 47% | 224 53% | 45 59% | 98 38% | 23 43% | 18 44% | 156 36% |
| No | 925 54% | 506 66%bc | 381 48%c | 38 24% | - - | 317 34%d | 372 44%deg | 171 31%d | 311 64%i | 235 37% | 133 58%k | 526 48% | 227 51% | 193 46% | 31 40% | 152 60% | 31 57% | 21 52% | 269 62% |
| Don't know | 27 2% | 6 1% | 19 2%a | 2 1% | - - | 8 1%d | 14 2%d | 2 * | 3 1% | 6 1% | 6 3%k | 8 1% | 5 1% | 5 1% | 1 1% | 4 2% | - - | 2 4% | 11 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Arts and Culture funding segmentation Survey
ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 14
Q2. 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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Yes | 932 54% | 461 54% | 472 54% | 127 67%efg h | 192 59%f | 169 52% | 149 48% | 113 50% | 181 52% | 283 68%ijkl | 292 60%kl | 167 46% | 191 41% | 309 58%p | 271 52% | 274 55% | 79 46% |
| No | 772 45% | 373 44% | 399 45% | 54 28% | 126 39% | 157 48%c | 161 52%cd | 111 50%cd | 163 47%c | 128 31% | 184 38%i | 191 53%ij | 269 58%ij | 217 40% | 243 47% | 220 44% | 93 54%mo |
| Don't know | 22 1% | 13 1% | 10 1% | 9 5%efgh | 9 3%fgh | 2 1% | * * | - - | 1 * | 4 1% | 7 2% | 5 1% | 6 1% | 10 2% | 4 1% | 7 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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 14
**Q2. During the last 12 months, have you:
 Attended a museum or gallery at least once?**
Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|-----------------|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Yes | 932 54% | 329 43% | 476 59%a | 128 82%ab | 608 78%fg | 932 100%dfg | 600 71% | 404 73% | 218 45% | 451 71%h | 108 47% | 666 61%j | 250 57% | 248 59% | 56 73% | 114 45% | 30 56% | 25 60% | 209 48% |
| No | 772 45% | 439 57%bc | 306 38%c | 28 18% | 162 21%e | - | 243 29%de | 151 27%de | 262 54%i | 183 29% | 116 51%k | 425 39% | 191 43% | 168 40% | 20 26% | 136 54% | 24 44% | 16 38% | 218 50% |
| Don't know | 22 1% | 2 * | 19 2%a | 1 1% | 4 1%e | - | 7 1%e | 2 * | 3 1% | 3 1% | 5 2%k | 4 * | 1 * | 7 2% | 1 1% | 4 2% | - | 1 2% | 9 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k
 * small base

Arts and Culture funding segmentation Survey
ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 15
Q2. 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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Yes | 850 49% | 382 45% | 468 53% ^a | 129 68% ^{def} gh | 168 51% | 151 46% | 135 43% | 105 47% | 163 47% | 231 56% ^{kl} | 237 49% | 156 43% | 226 49% | 270 50% | 258 50% | 241 48% | 81 47% |
| No | 860 50% | 451 53% ^b | 409 46% | 57 30% | 151 46% ^c | 175 53% ^c | 176 56% ^{cd} | 119 53% ^c | 182 53% ^c | 180 43% | 242 50% | 202 56% ^{ai} | 236 51% ^{ai} | 259 48% | 257 50% | 253 51% | 91 52% |
| Don't know | 17 1% | 13 2% | 4 * | 4 2% ^h | 10 3% ^{fgh} | 2 1% | 1 * | * * | - - | 4 1% | 4 1% | 5 1% | 4 1% | 6 1% | 3 1% | 7 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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 15
**Q2. During the last 12 months, have you:
 Used a public library at least once?**
Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|-----------------|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Yes | 850 49% | 322 42% | 429 54%a | 100 64%ab | 464 60% | 600 64% | 850 100%deg | 353 63% | 208 43% | 377 59%h | 119 52% | 572 52% | 220 50% | 248 59% | 47 61% | 114 45% | 23 42% | 28 69% | 170 39% |
| No | 860 50% | 447 58%bc | 358 45% | 54 35% | 308 40%f | 330 35%f | - - | 201 36%f | 275 57%i | 258 41% | 106 46% | 521 48% | 222 50% | 174 41% | 30 39% | 136 53% | 31 58% | 12 30% | 256 59% |
| Don't know | 17 1% | 1 * | 14 2%a | 2 1% | 2 * | 2 * | - - | 2 * | * * | 2 * | 3 2%k | 2 * | - - | 1 * | - - | 4 2% | - - | 1 2% | 11 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k
 * small base

Arts and Culture funding segmentation Survey
ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 16

**Q2. 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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Yes | 557 32% | 239 28% | 318 36% ^a | 103 54% ^{def} gh | 123 38% ^{gh} | 105 32% ^g | 90 29% | 50 22% | 86 25% | 175 42% ^{ijkl} | 164 34% ^l | 99 27% | 118 25% | 184 34% ^o | 179 35% ^o | 136 27% | 57 33% |
| No | 1136 66% | 587 69% ^b | 549 62% | 80 42% | 190 58% ^c | 220 67% ^c | 218 70% ^{cd} | 173 77% ^{cde} | 256 74% ^{cd} | 232 56% | 315 65% ⁱ | 251 69% ⁱ | 337 72% ^{ij} | 340 64% | 330 64% | 351 70% | 114 66% |
| Don't know | 35 2% | 20 2% | 14 2% | 8 4% ^h | 15 4% ^{efn} | 4 1% | 3 1% | 2 1% | 3 1% | 7 2% | 5 1% | 12 3% | 10 2% | 11 2% | 8 2% | 13 3% | 1 1% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 16

**Q2. During the last 12 months, have you:
Spent time actually doing any creative, artistic, theatrical or musical activities?**

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|-----------------|---|--------------------------|-------------------------|--------------------------|---------------------------|--------------------------------|--------------------------|----------------------------|-----------------------------------|-------------------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten- ded arts event (d) | Atten- ded museum/ gallery (e) | Used public library (f) | Partici- pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv- ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Yes | 557 32% | 158 21% | 293 37% ^a | 105 67% ^{ab} | 383 49% ^{ef} | 404 43% | 353 42% | 557 100% ^{def} | 106 22% | 289 45% ^h | 77 34% | 392 36% | 129 29% | 169 40% | 37 48% | 56 22% | 20 36% | 19 46% | 127 29% |
| No | 1136 66% | 605 79% ^{bc} | 480 60% ^c | 50 32% | 380 49% ^g | 514 55% ^{dg} | 480 56% ^{dg} | - | 376 78% ⁱ | 332 52% | 149 65% | 686 63% | 308 70% | 247 58% | 40 52% | 194 76% | 33 62% | 21 50% | 293 67% |
| Don't know | 35 2% | 7 1% | 27 3% ^a | 1 1% | 12 1% ^g | 15 2% ^g | 16 2% ^g | - | 1 * | 16 3% ^h | 3 1% | 18 2% | 4 1% | 8 2% | - | 4 2% | 1 2% | 1 3% | 16 4% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 17

Q3. Thinking about your personal life, in which of the following ways, if any, has arts and culture contributed?

Arts and culture has contributed to my personal life by...

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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Providing entertainment | 885 51% | 424 50% | 461 52% | 88 46% | 156 48% | 168 51% | 168 54% | 112 50% | 194 56% | 245 59%kl | 291 60%kl | 173 48%l | 176 38% | 273 51% | 268 52% | 245 49% | 99 57% |
| Educating me as an adult | 647 37% | 295 35% | 352 40% | 75 39% | 106 32% | 119 36% | 113 36% | 85 38% | 149 43% ^d | 196 47% ^{ijkl} | 193 40% ^l | 119 33% | 139 30% | 185 34% | 194 37% | 205 41% | 64 37% |
| Helping me experience things I couldn't experience in everyday life | 558 32% | 269 32% | 289 33% | 69 37% | 90 28% | 100 31% | 105 34% | 67 30% | 126 36% ^d | 158 38% ^{kl} | 185 38% ^{kl} | 97 27% | 119 25% | 173 32% | 167 32% | 158 32% | 60 35% |
| Educating me as a child | 543 31% | 240 28% | 304 34% ^a | 96 50% ^{def} gh | 115 35% ^{fg} | 100 31% | 79 25% | 58 26% | 96 28% | 163 39% ^{kl} | 162 33% ^l | 107 30% | 111 24% | 163 30% | 169 33% | 163 33% | 48 28% |
| Giving me opportunities to socialise and spend time with other people | 502 29% | 226 27% | 276 31% | 72 38% ^{dfg} | 80 24% | 99 30% | 79 25% | 60 27% | 112 33% | 148 36% ^{kl} | 163 34% ^{kl} | 81 22% | 110 24% | 146 27% | 165 32% | 141 28% | 49 29% |
| Helping me understand other people's points of view | 414 24% | 202 24% | 212 24% | 65 34% ^{efg} h | 88 27% | 76 23% | 69 22% | 48 21% | 68 20% | 119 29% ^l | 121 25% ^l | 88 24% | 86 18% | 148 28% | 112 22% | 119 24% | 36 21% |
| Improving my local area | 324 19% | 172 20% | 152 17% | 54 29% ^{dgh} | 57 17% | 66 20% | 61 20% | 36 16% | 49 14% | 90 22% ^l | 98 20% ^l | 69 19% | 67 14% | 90 17% | 98 19% | 111 22% ^p | 25 14% |
| Improving my health and wellbeing | 290 17% | 129 15% | 162 18% | 43 22% ^g | 53 16% | 54 16% | 54 17% | 28 13% | 60 17% | 92 22% ^{kl} | 87 18% ^l | 55 15% | 57 12% | 87 16% | 88 17% | 86 17% | 29 17% |
| Providing me with employment | 127 7% | 66 8% | 61 7% | 30 16% ^{defg} h | 19 6% | 24 7% | 24 8% | 10 5% | 20 6% | 40 10% ^l | 47 10% ^l | 21 6% | 20 4% | 42 8% | 38 7% | 33 7% | 13 8% |
| Other | 16 1% | 6 1% | 10 1% | 1 * | - - | 3 1% | 3 1% | 4 2% | 6 2% | 8 2% ^l | 4 1% | 3 1% | 1 * | 3 1% | 4 1% | 8 2% | 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

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

Arts and Culture funding segmentation Survey
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Absolutes/col percents

Table 17

**Q3. Thinking about your personal life, in which of the following ways, if any, has arts and culture contributed?
 Arts and culture has contributed to my personal life by...**

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 | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| None of the above | 414 24% | 217 26% | 197 22% | 24 12% | 71 22% ^c | 83 25% ^c | 84 27% ^c | 71 31% ^{cdh} | 81 23% ^c | 58 14% | 95 20% ⁱ | 95 26% ⁱ | 165 35% ^{ijk} | 114 21% | 126 24% | 136 27% | 39 22% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 17

Q3. Thinking about your personal life, in which of the following ways, if any, has arts and culture contributed?

Arts and culture has contributed to my personal life by...

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|---|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|--------|---------|------|-------|---------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Providing entertainment | 885 | 308 | 463 | 113 | 580 | 612 | 473 | 364 | 164 | 481 | 64 | 690 | 254 | 227 | 46 | 113 | 32 | 16 | 198 |
| | 51% | 40% | 58%a | 73%ab | 75%efg | 66%f | 56% | 65%f | 34% | 75%h | 28% | 63%j | 57% | 54% | 59% | 44% | 59% | 38% | 45% |
| Educating me as an adult | 647 | 192 | 357 | 98 | 422 | 487 | 382 | 308 | 103 | 376 | 61 | 496 | 181 | 172 | 43 | 73 | 21 | 16 | 140 |
| | 37% | 25% | 45%a | 63%ab | 54%f | 52%f | 45% | 55%f | 21% | 59%h | 26% | 45%j | 41% | 41% | 56% | 29% | 39% | 39% | 32% |
| Helping me experience things I couldn't experience in everyday life | 558 | 164 | 303 | 91 | 374 | 418 | 330 | 262 | 94 | 338 | 51 | 444 | 164 | 157 | 26 | 66 | 14 | 12 | 117 |
| | 32% | 21% | 38%a | 58%ab | 48%f | 45%f | 39% | 47%f | 19% | 53%h | 22% | 41%j | 37% | 37% | 34% | 26% | 26% | 30% | 27% |
| Educating me as a child | 543 | 180 | 289 | 74 | 303 | 369 | 324 | 246 | 107 | 270 | 56 | 401 | 140 | 154 | 33 | 57 | 24 | 12 | 123 |
| | 31% | 23% | 36%a | 48%ab | 39% | 40% | 38% | 44% | 22% | 42%h | 24% | 37%j | 32% | 36% | 43% | 22% | 44% | 30% | 28% |
| Giving me opportunities to socialise and spend time with other people | 502 | 154 | 273 | 75 | 381 | 388 | 313 | 254 | 75 | 304 | 39 | 400 | 141 | 143 | 24 | 53 | 16 | 7 | 119 |
| | 29% | 20% | 34%a | 48%ab | 49%ef | 42% | 37% | 46%f | 16% | 48%h | 17% | 36%j | 32% | 34% | 31% | 21% | 31% | 17% | 27% |
| Helping me understand other people's points of view | 414 | 114 | 232 | 68 | 272 | 308 | 277 | 206 | 57 | 250 | 42 | 313 | 102 | 136 | 29 | 40 | 16 | 11 | 80 |
| | 24% | 15% | 29%a | 44%ab | 35% | 33% | 33% | 37% | 12% | 39%h | 18% | 29%j | 23% | 32% | 37% | 16% | 30% | 28% | 18% |
| Improving my local area | 324 | 84 | 178 | 62 | 215 | 244 | 221 | 151 | 49 | 192 | 26 | 255 | 69 | 110 | 20 | 30 | 15 | 8 | 72 |
| | 19% | 11% | 22%a | 40%ab | 28% | 26% | 26% | 27% | 10% | 30%h | 11% | 23%j | 16% | 26% | 26% | 12% | 28% | 19% | 17% |
| Improving my health and wellbeing | 290 | 59 | 165 | 67 | 211 | 219 | 208 | 188 | 39 | 188 | 36 | 226 | 66 | 109 | 22 | 17 | 12 | 4 | 61 |
| | 17% | 8% | 21%a | 43%ab | 27% | 23% | 24% | 34%def | 8% | 29%h | 16% | 21% | 15% | 26% | 29% | 7% | 22% | 10% | 14% |
| Providing me with employment | 127 | 30 | 64 | 33 | 90 | 100 | 89 | 88 | 39 | 71 | 25 | 83 | 33 | 41 | 6 | 16 | 5 | 1 | 24 |
| | 7% | 4% | 8%a | 21%ab | 12% | 11% | 10% | 16%ef | 8% | 11% | 11% | 8% | 7% | 10% | 8% | 6% | 10% | 3% | 6% |
| Other | 16 | 5 | 8 | 4 | 10 | 12 | 13 | 12 | 2 | 9 | 1 | 12 | 5 | 4 | 1 | - | 2 | 1 | 4 |
| | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | * | 1% | * | 1% | 1% | 1% | 1% | - | 3% | 3% | 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Prepared by ComRes - Confidential

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 17

Q3. Thinking about your personal life, in which of the following ways, if any, has arts and culture contributed?
Arts and culture has contributed to my personal life by...

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|-------------------|---|---------------|-------------------|-----------------|---------------------------|--------------------------------|-------------------------|-----------------------------------|-------------|---------------------------------------|------------|--|----------------|-----------|----------|-----------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten- ded arts event (d) | Atten- ded museum/ gallery (e) | Used public library (f) | Partici- pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv- ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| None of the above | 414 24% | 275 36%bc | 138 17%c | 1 1% | 36 5% | 70 8%dg | 123 14%deg | 24 4% | 187 39%i | 37 6% | 77 34%k | 171 16% | 85 19% | 81 19% | 9 11% | 81 32% | 10 18% | 11 27% | 138 32% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 18

Q4. In which of the following ways, if any, has arts and culture contributed to life in Britain?

Arts and culture has contributed to life in Britain by...

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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Providing entertainment | 1004 58% | 486 57% | 518 59% | 84 44% | 155 47% | 201 61%cd | 189 61%cd | 139 62%cd | 237 69%cd | 266 64%kl | 298 62%l | 201 55% | 239 51% | 303 57% | 296 57% | 297 59% | 107 62% |
| Generating tourism | 985 57% | 465 55% | 520 59% | 89 47% | 135 41% | 179 55%cd | 194 62%cd | 149 66%cd | 239 69%cd | 259 62%l | 276 57% | 198 54% | 252 54% | 306 57% | 287 55% | 287 57% | 105 61% |
| Educating young people | 841 49% | 380 45% | 462 52%a | 94 49% | 132 40% | 149 45% | 163 52%cd | 110 49% | 194 56%de | 225 54%kl | 249 51%l | 164 45% | 204 44% | 251 47% | 250 48% | 257 51% | 84 48% |
| Creating jobs in creative industries | 783 45% | 374 44% | 409 46% | 74 39% | 127 39% | 129 39% | 158 51%cd | 111 50%de | 182 53%cd | 213 51%kl | 245 51%kl | 149 41% | 175 38% | 236 44% | 249 48% | 224 45% | 75 43% |
| Building a British culture and identity | 762 44% | 362 43% | 400 45% | 83 44%cd | 99 30% | 142 43%cd | 140 45%cd | 112 50%cd | 186 54%def | 215 52%kl | 229 47%kl | 138 38% | 181 39% | 240 45% | 222 43% | 220 44% | 81 47% |
| Giving people opportunities to socialise and spend time together | 727 42% | 317 37% | 409 46%a | 67 35% | 115 35% | 137 42% | 141 45%cd | 99 44% | 169 49%cd | 194 47%kl | 231 48%kl | 120 33% | 181 39% | 231 43% | 216 42% | 212 42% | 68 39% |
| Educating adults through lifelong learning | 697 40% | 313 37% | 384 44%a | 58 31% | 112 34% | 108 33% | 146 47%cd | 97 43%ce | 175 51%cd | 191 46%kl | 209 43% | 129 36% | 168 36% | 205 38% | 222 43% | 200 40% | 71 41% |
| Inspiring new ideas and fresh insights that have a wider impact | 611 35% | 269 32% | 342 39%a | 78 41% | 100 30% | 102 31% | 121 39% | 72 32% | 139 40%de | 175 42%kl | 190 39%l | 115 32% | 130 28% | 204 38% | 174 34% | 175 35% | 57 33% |
| Improving Britain's national reputation abroad | 586 34% | 306 36% | 280 32% | 60 32%cd | 68 21% | 103 31%cd | 111 36%cd | 84 37%cd | 161 47%cd | 173 42%kl | 178 37%l | 111 31% | 124 27% | 202 38%cd | 157 30% | 169 34% | 58 34% |
| Regenerating Britain's regions | 494 29% | 241 29% | 253 29% | 48 25% | 66 20% | 86 26% | 103 33%cd | 61 27% | 131 38%cd | 140 34%l | 141 29% | 95 26% | 118 25% | 158 29% | 134 26% | 152 30% | 50 29% |

g

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

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

Arts and Culture funding segmentation Survey
ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 18

Q4. In which of the following ways, if any, has arts and culture contributed to life in Britain?

Arts and culture has contributed to life in Britain by...

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 | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Allowing different groups within society to develop a strong identity | 476 28% | 225 27% | 251 29% | 66 35% ^{de} | 75 23% | 77 23% | 93 30% | 56 25% | 110 32% ^{de} | 129 31% ^l | 145 30% | 95 26% | 108 23% | 149 28% | 150 29% | 136 27% | 41 24% |
| Improving people's health and wellbeing | 403 23% | 183 22% | 220 25% | 35 18% | 77 24% | 70 21% | 84 27% ^g | 38 17% | 99 29% ^{cg} | 111 27% ^l | 113 23% | 87 24% | 92 20% | 118 22% | 114 22% | 122 24% | 49 28% |
| None of the above | 229 13% | 123 15% | 106 12% | 21 11% | 56 17% ^h | 51 16% ^h | 43 14% ^h | 33 15% ^h | 24 7% | 37 9% | 51 11% | 57 16% ⁱ | 84 18% ^{ij} | 58 11% | 73 14% | 72 14% | 25 15% |

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

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Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 18

Q4. In which of the following ways, if any, has arts and culture contributed to life in Britain?

Arts and culture has contributed to life in Britain by...

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|--|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|--------|---------|------|-------|---------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Providing entertainment | 1004 | 412 | 492 | 100 | 589 | 632 | 513 | 379 | 206 | 504 | 81 | 769 | 272 | 242 | 53 | 122 | 36 | 22 | 257 |
| | 58% | 53% | 61%a | 64%a | 76%efg | 68%f | 60% | 68%f | 43% | 79%h | 36% | 70%j | 62% | 57% | 69% | 48% | 66% | 54% | 59% |
| Generating tourism | 985 | 408 | 479 | 98 | 529 | 611 | 496 | 351 | 214 | 472 | 70 | 761 | 278 | 236 | 55 | 131 | 28 | 24 | 233 |
| | 57% | 53% | 60%a | 63% | 68%f | 66%f | 58% | 63% | 44% | 74%h | 30% | 69%j | 63% | 56% | 71% | 51% | 53% | 58% | 53% |
| Educating young people | 841 | 304 | 430 | 108 | 462 | 546 | 445 | 321 | 135 | 449 | 59 | 664 | 233 | 217 | 47 | 96 | 34 | 17 | 196 |
| | 49% | 39% | 54%a | 69%ab | 60%f | 59%f | 52% | 58% | 28% | 70%h | 26% | 61%j | 53% | 51% | 61% | 38% | 63% | 42% | 45% |
| Creating jobs in creative industries | 783 | 301 | 385 | 97 | 479 | 525 | 421 | 303 | 152 | 414 | 80 | 606 | 225 | 189 | 35 | 103 | 34 | 16 | 181 |
| | 45% | 39% | 48%a | 62%ab | 62%efg | 56%f | 50% | 54% | 31% | 65%h | 35% | 55%j | 51% | 45% | 46% | 40% | 63% | 40% | 42% |
| Building a British culture and identity | 762 | 261 | 411 | 90 | 439 | 492 | 425 | 286 | 129 | 417 | 55 | 614 | 213 | 203 | 37 | 108 | 23 | 13 | 165 |
| | 44% | 34% | 51%a | 57%a | 57%f | 53% | 50% | 51% | 27% | 65%h | 24% | 56%j | 48% | 48% | 48% | 42% | 42% | 33% | 38% |
| Giving people opportunities to socialise and spend time together | 727 | 268 | 362 | 97 | 450 | 488 | 397 | 305 | 128 | 396 | 50 | 576 | 191 | 186 | 41 | 84 | 26 | 20 | 179 |
| | 42% | 35% | 45%a | 62%ab | 58%ef | 52%f | 47% | 55%f | 26% | 62%h | 22% | 53%j | 43% | 44% | 53% | 33% | 48% | 47% | 41% |
| Educating adults through lifelong learning | 697 | 222 | 375 | 100 | 426 | 491 | 391 | 285 | 96 | 410 | 52 | 558 | 210 | 175 | 35 | 73 | 24 | 16 | 164 |
| | 40% | 29% | 47%a | 64%ab | 55%f | 53%f | 46% | 51% | 20% | 64%h | 23% | 51%j | 48% | 41% | 45% | 29% | 44% | 40% | 38% |
| Inspiring new ideas and fresh insights that have a wider impact | 611 | 178 | 339 | 94 | 383 | 421 | 359 | 264 | 87 | 377 | 41 | 505 | 164 | 164 | 33 | 67 | 18 | 14 | 151 |
| | 35% | 23% | 42%a | 60%ab | 49%f | 45% | 42% | 47% | 18% | 59%h | 18% | 46%j | 37% | 39% | 43% | 26% | 33% | 34% | 35% |
| Improving Britain's national reputation abroad | 586 | 187 | 313 | 85 | 364 | 416 | 341 | 242 | 77 | 350 | 47 | 463 | 166 | 166 | 29 | 59 | 18 | 16 | 132 |
| | 34% | 24% | 39%a | 55%ab | 47%f | 45% | 40% | 44% | 16% | 55%h | 21% | 42%j | 38% | 39% | 38% | 23% | 33% | 40% | 30% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 18

Q4. In which of the following ways, if any, has arts and culture contributed to life in Britain?

Arts and culture has contributed to life in Britain by...

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|---|---|---------------|-------------------|-----------------|---------------------------|--------------------------------|-------------------------|-----------------------------------|-------------|---------------------------------------|------------|--|----------------|------------|-----------|-----------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten- ded arts event (d) | Atten- ded museum/ gallery (e) | Used public library (f) | Partici- pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv- ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Regenerating Britain's regions | 494 29% | 147 19% | 274 34%a | 74 47%ab | 304 39% | 362 39% | 306 36% | 193 35% | 65 13% | 293 46%h | 36 16% | 400 36%j | 133 30% | 133 31% | 22 28% | 64 25% | 17 31% | 12 30% | 114 26% |
| Allowing different groups within society to develop a strong identity | 476 28% | 146 19% | 249 31%a | 81 52%ab | 314 40%f | 339 36% | 296 35% | 211 38% | 72 15% | 290 46%h | 36 16% | 392 36%j | 124 28% | 141 33% | 30 40% | 49 19% | 15 28% | 12 29% | 104 24% |
| Improving people's health and wellbeing | 403 23% | 112 15% | 214 27%a | 76 49%ab | 274 35%f | 283 30% | 253 30% | 195 35% | 49 10% | 248 39%h | 30 13% | 329 30%j | 103 23% | 129 30% | 16 21% | 29 11% | 22 40% | 9 21% | 96 22% |
| None of the above | 229 13% | 139 18%bc | 89 11%c | 2 1% | 20 3% | 46 5%d | 67 8%deg | 23 4% | 117 24%i | 11 2% | 56 25%k | 61 6% | 34 8% | 54 13% | 4 5% | 36 14% | 4 8% | 7 16% | 90 21% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 19

Q5. Thinking about arts and culture, which, if any, of the following should be the most important goals for government investment?

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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Using arts and culture to attract tourism to the UK | 824 48% | 397 47% | 427 48% | 83 44% | 118 36% | 144 44% | 170 55%de | 114 51%d | 195 56%cde | 217 52%l | 249 51%l | 161 44% | 197 42% | 265 50% | 237 46% | 232 46% | 89 51% |
| Enabling as many people as possible to access arts and culture | 709 41% | 315 37% | 394 45%a | 76 40% | 109 33% | 129 39% | 126 40% | 100 44%d | 170 49%de | 187 45%l | 216 45%l | 135 37% | 171 37% | 220 41% | 214 41% | 202 40% | 72 42% |
| Using arts and culture to grow the economy and create jobs | 705 41% | 320 38% | 385 44%a | 86 45%d | 99 30% | 137 42%d | 127 41%d | 91 41%d | 165 48%d | 188 45%l | 223 46%l | 141 39% | 153 33% | 213 40% | 208 40% | 210 42% | 73 42% |
| Ensuring that all children are educated in arts and culture | 702 41% | 309 37% | 393 45%a | 68 36% | 104 32% | 124 38% | 122 39% | 100 44%d | 183 53%cde | 181 44%l | 223 46%l | 138 38% | 161 34% | 214 40% | 206 40% | 210 42% | 72 42% |
| Preserving traditional forms of arts and culture that might otherwise disappear | 684 40% | 307 36% | 377 43%a | 60 32% | 90 27% | 118 36% | 122 39%d | 105 47%cde | 189 55%cde | 172 42% | 200 41% | 137 38% | 175 38% | 208 39% | 204 39% | 209 42% | 63 37% |
| Using arts and culture to promote the UK overseas | 556 32% | 274 32% | 282 32% | 45 24% | 55 17% | 94 29%d | 120 39%cde | 91 41%cde | 150 43%cde | 155 37%kl | 175 36%k | 88 24% | 139 30% | 162 30% | 175 34% | 156 31% | 64 37% |
| Discovering and developing new talent in arts and culture | 505 29% | 219 26% | 286 32%a | 83 43%def | 72 22% | 90 27% | 86 28% | 62 28% | 112 32%d | 134 32%k | 143 29% | 90 25% | 139 30% | 164 31% | 151 29% | 149 30% | 42 24% |
| Protecting the full range of different types of arts and culture | 468 27% | 226 27% | 242 27% | 53 28% | 72 22% | 79 24% | 92 30% | 60 27% | 112 32%de | 121 29%l | 153 32%l | 93 26% | 101 22% | 139 26% | 136 26% | 141 28% | 53 30% |
| Promoting excellence and high quality in arts and culture | 424 25% | 212 25% | 212 24% | 56 29%d | 60 18% | 73 22% | 76 24% | 53 24% | 107 31%de | 117 28%l | 121 25% | 83 23% | 103 22% | 137 26% | 130 25% | 116 23% | 42 24% |

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

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Arts and Culture funding segmentation Survey

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Table 19

Q5. Thinking about arts and culture, which, if any, of the following should be the most important goals for government investment?

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 | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Supporting artists and arts and cultural organisations to take risks and try out new things | 394 23% | 192 23% | 202 23% | 55 29% | 65 20% | 65 20% | 74 24% | 53 24% | 82 24% | 109 26%kl | 126 26%l | 69 19% | 90 19% | 143 27%n | 102 20% | 110 22% | 39 23% |
| Other | 12 1% | 9 1% | 3 * | 1 * | 3 1% | - - | 2 1% | 6 3%eh | 1 * | 3 1% | 5 1% | 3 1% | 2 * | 3 1% | 4 1% | 4 1% | 1 * |
| None of the above - government should have no role in arts and culture | 318 18% | 163 19% | 155 18% | 14 8% | 69 21%c | 67 20%c | 63 20%c | 49 22%c | 55 16%c | 47 11% | 75 15% | 75 21%i | 122 26%ij | 81 15% | 101 20% | 97 19% | 38 22% |

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

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Arts and Culture funding segmentation Survey

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Absolutes/col percents

Table 19

Q5. Thinking about arts and culture, which, if any, of the following should be the most important goals for government investment?

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|---|---|---------------|-------------------|-----------------|---------------------------|-------------------------------|-------------------------|-----------------------------------|------------|---------------------------------------|------------|--|---------------|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Using arts and culture to attract tourism to the UK | 824 48% | 329 43% | 416 52%a | 78 50% | 458 59%f | 531 57%f | 435 51% | 311 56% | 155 32% | 408 64%h | 60 26% | 644 59%j | 232 53% | 204 48% | 48 62% | 102 40% | 24 45% | 20 47% | 194 44% |
| Enabling as many people as possible to access arts and culture | 709 41% | 207 27% | 400 50%a | 102 66%ab | 441 57%f | 493 53% | 407 48% | 306 55%f | 80 17% | 432 68%h | 46 20% | 579 53%j | 188 42% | 206 49% | 41 53% | 68 27% | 27 50% | 16 38% | 165 38% |
| Using arts and culture to grow the economy and create jobs | 705 41% | 267 35% | 350 44%a | 88 56%ab | 423 55%ef | 454 49% | 386 45% | 288 52% | 119 25% | 381 60%h | 50 22% | 567 52%j | 191 43% | 182 43% | 33 43% | 101 40% | 21 39% | 16 40% | 161 37% |
| Ensuring that all children are educated in arts and culture | 702 41% | 224 29% | 383 48%a | 95 61%ab | 396 51%f | 456 49% | 380 45% | 290 52%f | 96 20% | 411 65%h | 53 23% | 558 51%j | 180 41% | 198 47% | 42 54% | 86 34% | 29 53% | 13 32% | 154 35% |
| Preserving traditional forms of arts and culture that might otherwise disappear | 684 40% | 235 31% | 372 46%a | 78 50%a | 384 50% | 450 48% | 385 45% | 265 48% | 98 20% | 378 59%h | 43 19% | 555 51%j | 207 47% | 157 37% | 33 43% | 95 37% | 25 46% | 16 39% | 151 35% |
| Using arts and culture to promote the UK overseas | 556 32% | 200 26% | 293 37%a | 63 40%a | 330 43%f | 366 39% | 308 36% | 208 37% | 83 17% | 323 51%h | 30 13% | 454 41%j | 178 40% | 120 28% | 33 43% | 74 29% | 19 35% | 17 40% | 115 26% |
| Discovering and developing new talent in arts and culture | 505 29% | 155 20% | 281 35%a | 70 45%a | 299 39% | 340 36% | 291 34% | 227 41%f | 73 15% | 293 46%h | 45 20% | 393 36%j | 137 31% | 154 36% | 25 33% | 57 22% | 19 34% | 11 27% | 102 23% |
| Protecting the full range of different types of arts and culture | 468 27% | 107 14% | 282 35%a | 79 50%ab | 298 38%f | 333 36% | 269 32% | 206 37% | 54 11% | 298 47%h | 25 11% | 369 34%j | 127 29% | 128 30% | 24 30% | 58 23% | 22 41% | 8 19% | 102 23% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Prepared by ComRes - Confidential

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 19

Q5. Thinking about arts and culture, which, if any, of the following should be the most important goals for government investment?

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|---|---|---------------|-------------------|-----------------|---------------------------|-------------------------------|-------------------------|-----------------------------------|-------------|---------------------------------------|------------|--|---------------|------------|-----------|-----------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Promoting excellence and high quality in arts and culture | 424 25% | 107 14% | 238 30%a | 79 50%ab | 262 34% | 294 32% | 258 30% | 189 34% | 56 12% | 262 41%h | 41 18% | 321 29%j | 114 26% | 116 27% | 30 39% | 50 20% | 18 34% | 10 23% | 86 20% |
| Supporting artists and arts and cultural organisations to take risks and try out new things | 394 23% | 88 11% | 229 29%a | 77 49%ab | 259 33% | 288 31% | 250 29% | 182 33% | 59 12% | 245 38%h | 41 18% | 303 28%j | 88 20% | 145 34% | 19 24% | 37 15% | 19 35% | 7 17% | 79 18% |
| Other | 12 1% | 5 1% | 5 1% | 2 1% | 3 * | 9 1% | 6 1% | 1 * | 3 1% | 3 * | 4 2% | 6 1% | 2 1% | 8 2% | - | - | 1 1% | - | 1 * |
| None of the above - government should have no role in arts and culture | 318 18% | 218 28%bc | 95 12%c | 5 3% | 46 6% | 68 7% | 100 12%deg | 29 5% | 187 39%i | 11 2% | 76 33%k | 107 10% | 59 13% | 60 14% | 3 4% | 62 25% | 7 14% | 10 24% | 116 27% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 20

Q6. As you may know, some of the arts 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) |
| Unweighted base | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| NET: Oppose | 483 28% | 286 34%b | 197 22% | 60 31% | 80 24% | 95 29% | 96 31% | 71 31% | 83 24% | 108 26% | 120 25% | 102 28% | 153 33%ij | 164 31% | 141 27% | 135 27% | 43 25% |
| Strongly oppose | (1) 157 9% | 106 13%b | 51 6% | 21 11% | 23 7% | 35 11% | 23 7% | 25 11% | 30 9% | 35 8% | 31 6% | 37 10% | 54 12%j | 48 9% | 41 8% | 49 10% | 20 11% |
| Tend to oppose | (2) 326 19% | 180 21%b | 146 17% | 39 20% | 57 17% | 59 18% | 73 23%h | 46 20% | 53 15% | 73 18% | 89 18% | 66 18% | 99 21% | 116 22% | 100 19% | 87 17% | 24 14% |
| Neither support nor oppose | (3) 607 35% | 267 32% | 339 39%a | 65 34% | 129 39% | 131 40%g | 106 34% | 67 30% | 109 32% | 124 30% | 172 36% | 135 37% | 176 38%i | 189 35% | 182 35% | 175 35% | 61 35% |
| Tend to support | (4) 461 27% | 212 25% | 249 28% | 47 25% | 87 26% | 76 23% | 75 24% | 64 29% | 112 32%ef | 126 30%l | 122 25% | 107 29% | 106 23% | 119 22% | 150 29% m | 142 28% | 51 30% |
| Strongly support | (5) 176 10% | 81 10% | 95 11% | 18 9% | 32 10% | 27 8% | 35 11% | 22 10% | 42 12% | 57 14%kl | 69 14%kl | 19 5% | 31 7% | 64 12% | 46 9% | 49 10% | 17 10% |
| NET: Support | 637 37% | 293 35% | 344 39% | 65 34% | 119 36% | 103 31% | 110 35% | 87 39% | 154 44%ef | 183 44%kl | 192 40%l | 126 35% | 137 29% | 183 34% | 195 38% | 191 38% | 68 40% |
| Mean | 3.10 | 2.98 | 3.22a | 3.01 | 3.15 | 3.00 | 3.08 | 3.06 | 3.24e | 3.24kl | 3.23kl | 3.02 | 2.91 | 3.07 | 3.12 | 3.11 | 3.13 |
| Standard deviation | 1.10 | 1.16 | 1.03 | 1.13 | 1.05 | 1.08 | 1.10 | 1.16 | 1.12 | 1.15 | 1.10 | 1.04 | 1.08 | 1.13 | 1.07 | 1.11 | 1.13 |
| Standard error | 0.03 | 0.04 | 0.03 | 0.08 | 0.06 | 0.06 | 0.06 | 0.07 | 0.06 | 0.05 | 0.05 | 0.07 | 0.05 | 0.05 | 0.05 | 0.05 | 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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 20

Q6. As you may know, some of the arts 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

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|----------------------------|---|--------------|-------------------|--------------|-------------------------|-----------------------------|-------------------------|------------------|-----------------------------------|--------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | Decrease (a) | Keep the same (b) | Increase (c) | Attended arts event (d) | Attended museum/gallery (e) | Used public library (f) | Participated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conservative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| NET: Oppose | 483 28% | 373 48%bc | 93 12% | 18 11% | 169 22% | 218 23% | 208 24%g | 106 19% | 483 100%i | - | 165 72%k | 205 19% | 104 24% | 103 24% | 18 23% | 121 48% | 9 16% | 12 29% | 116 27% |
| Strongly oppose | (1) 157 9% | 119 16%bc | 32 4% | 5 4% | 46 6% | 54 6% | 67 8% | 37 7% | 157 32%i | - | 75 33%k | 51 5% | 30 7% | 29 7% | 8 10% | 46 18% | 7 12% | 1 3% | 36 8% |
| Tend to oppose | (2) 326 19% | 253 33%bc | 61 8% | 12 8% | 124 16% | 164 18%g | 141 17% | 69 12% | 326 68%i | - | 91 40%k | 154 14% | 74 17% | 74 17% | 10 13% | 76 30% | 2 4% | 11 26% | 80 18% |
| Neither support nor oppose | (3) 607 35% | 289 38%c | 290 36%c | 27 17% | 209 27% | 264 28% | 266 31% | 162 29% | - | - | 44 19% | 308 28%j | 154 35% | 137 32% | 15 20% | 76 30% | 20 37% | 15 35% | 190 44% |
| Tend to support | (4) 461 27% | 100 13% | 321 40%ac | 39 25%a | 253 33% | 299 32% | 270 32% | 183 33% | - | 461 72%h | 7 3% | 426 39%j | 141 32% | 116 27% | 29 37% | 49 19% | 12 22% | 10 25% | 104 24% |
| Strongly support | (5) 176 10% | 7 1% | 96 12%a | 73 47%ab | 143 18%f | 152 16% | 107 13% | 105 19%f | - | 176 28%h | 12 5% | 156 14%j | 43 10% | 67 16% | 15 19% | 8 3% | 13 25% | 4 10% | 27 6% |
| NET: Support | 637 37% | 108 14% | 418 52%a | 112 72%ab | 396 51%f | 451 48% | 377 44% | 289 52%f | - | 637 100%h | 20 9% | 582 53%j | 184 42% | 182 43% | 44 57% | 57 22% | 25 46% | 15 35% | 130 30% |
| Mean | 3.10 | 2.51 | 3.49a | 4.03ab | 3.42f | 3.36 | 3.25 | 3.45f | 1.68 | 4.28h | 2.09 | 3.44j | 3.21 | 3.27 | 3.42 | 2.60 | 3.43 | 3.14 | 3.01 |
| Standard deviation | 1.10 | 0.94 | 0.94 | 1.13 | 1.13 | 1.12 | 1.11 | 1.13 | 0.47 | 0.45 | 1.06 | 1.05 | 1.05 | 1.13 | 1.24 | 1.08 | 1.26 | 1.02 | 1.00 |
| Standard error | 0.03 | 0.03 | 0.03 | 0.09 | 0.04 | 0.04 | 0.04 | 0.05 | 0.02 | 0.02 | 0.07 | 0.03 | 0.05 | 0.06 | 0.14 | 0.07 | 0.17 | 0.15 | 0.05 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 21

Q7. 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 funding?
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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| NET: Oppose | 229 13% | 135 16%b | 94 11% | 38 20%fh | 53 16%h | 51 16%h | 31 10% | 26 12% | 30 9% | 61 15%j | 44 9% | 41 11% | 83 18%j | 80 15% | 65 13% | 58 12% | 26 15% |
| Strongly oppose | (1) 81 5% | 51 6%b | 29 3% | 11 6% | 12 4% | 20 6% | 12 4% | 14 6% | 12 3% | 25 6%j | 9 2% | 15 4% | 32 7%j | 28 5% | 19 4% | 26 5% | 8 4% |
| Tend to oppose | (2) 148 9% | 84 10% | 64 7% | 27 14%fgh | 40 12%fgh | 31 9% | 20 6% | 12 5% | 18 5% | 36 9% | 35 7% | 26 7% | 51 11% | 52 10% | 46 9% | 32 6% | 18 10% |
| Neither support nor oppose | (3) 403 23% | 197 23% | 205 23% | 50 26% | 82 25% | 81 25% | 72 23% | 48 22% | 70 20% | 77 18% | 118 24%i | 85 23% | 123 26%i | 126 23% | 122 24% | 110 22% | 45 26% |
| Tend to support | (4) 607 35% | 289 34% | 318 36% | 53 28% | 107 33% | 123 37% | 120 39%c | 81 36% | 124 36% | 140 34% | 178 37% | 142 39% | 146 31% | 173 32% | 195 38% | 187 37% | 52 30% |
| Strongly support | (5) 489 28% | 225 27% | 264 30% | 50 26% | 86 26% | 73 22% | 88 28% | 69 31%e | 122 35%de | 137 33%l | 144 30% | 94 26% | 114 25% | 157 29% | 136 26% | 146 29% | 50 29% |
| NET: Support | 1095 63% | 514 61% | 582 66% | 103 54% | 193 59% | 196 60% | 208 67%c | 150 67%c | 246 71%cde | 277 67%l | 322 67%l | 236 65%l | 260 56% | 330 62% | 331 64% | 333 66% | 102 59% |
| Mean | 3.74 | 3.65 | 3.82a | 3.55 | 3.65 | 3.60 | 3.81ce | 3.79 | 3.95cd | 3.79l | 3.85l | 3.75 | 3.56 | 3.71 | 3.74 | 3.79 | 3.69 |
| Standard deviation | 1.10 | 1.15 | 1.05 | 1.18 | 1.11 | 1.11 | 1.04 | 1.13 | 1.03 | 1.17 | 0.99 | 1.05 | 1.17 | 1.14 | 1.06 | 1.09 | 1.13 |
| Standard error | 0.03 | 0.04 | 0.03 | 0.09 | 0.07 | 0.06 | 0.06 | 0.07 | 0.05 | 0.05 | 0.05 | 0.07 | 0.06 | 0.05 | 0.05 | 0.05 | 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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 21

Q7. 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 funding?

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|----------------------------|---|-------------------------|-------------------------|-------------------------|-------------------------|-----------------------------|-------------------------|------------------|-----------------------------------|-------------------------|---------------------------------------|---------------------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | Decrease (a) | Keep the same (b) | Increase (c) | Attended arts event (d) | Attended museum/gallery (e) | Used public library (f) | Participated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conservative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| NET: Oppose | 229 13% | 126 16% ^b | 85 11% | 18 11% | 90 12% | 108 12% | 119 14% | 77 14% | 165 34% ⁱ | 20 3% | 229 100% ^k | - | 42 10% | 65 15% | 10 13% | 44 17% | 6 11% | 8 20% | 53 12% |
| Strongly oppose | (1) 81 5% | 46 6% ^b | 26 3% | 8 5% | 29 4% | 39 4% | 35 4% | 24 4% | 64 13% ⁱ | 5 1% | 81 35% ^k | - | 9 2% | 23 5% | 4 5% | 13 5% | 5 10% | - | 28 6% |
| Tend to oppose | (2) 148 9% | 80 10% | 58 7% | 10 7% | 61 8% | 69 7% | 85 10% | 53 9% | 101 21% ⁱ | 15 2% | 148 65% ^k | - | 33 8% | 43 10% | 6 8% | 31 12% | 1 2% | 8 20% | 25 6% |
| Neither support nor oppose | (3) 403 23% | 196 25% ^c | 181 23% | 25 16% | 123 16% | 159 17% | 159 19% | 88 16% | 113 23% ⁱ | 36 6% | - | - | 79 18% | 96 23% | 11 15% | 62 24% | 17 32% | 12 30% | 125 29% |
| Tend to support | (4) 607 35% | 294 38% ^c | 271 34% | 41 26% | 273 35% | 325 35% | 283 33% | 178 32% | 149 31% | 245 38% ^h | - | 607 55% ^j | 175 40% | 140 33% | 33 42% | 86 34% | 11 21% | 8 20% | 153 35% |
| Strongly support | (5) 489 28% | 154 20% | 264 33% ^a | 71 46% ^{ab} | 288 37% | 341 37% | 289 34% | 214 38% | 56 12% | 337 53% ^h | - | 489 45% ^j | 145 33% | 122 29% | 23 30% | 62 24% | 19 36% | 12 30% | 105 24% |
| NET: Support | 1095 63% | 448 58% | 535 67% ^a | 113 72% ^a | 561 72% ^f | 666 71% | 572 67% | 392 70% | 205 42% | 582 91% ^h | - | 1095 100% ^j | 321 73% | 261 62% | 56 72% | 148 58% | 31 57% | 21 50% | 258 59% |
| Mean | 3.74 | 3.56 | 3.86 ^a | 4.02 ^a | 3.94 | 3.92 | 3.83 | 3.91 | 3.07 | 4.40 ^h | 1.65 | 4.45 ^j | 3.94 | 3.70 | 3.84 | 3.60 | 3.72 | 3.60 | 3.65 |
| Standard deviation | 1.10 | 1.10 | 1.06 | 1.16 | 1.09 | 1.10 | 1.12 | 1.14 | 1.23 | 0.77 | 0.48 | 0.50 | 0.99 | 1.14 | 1.09 | 1.14 | 1.25 | 1.13 | 1.10 |
| Standard error | 0.03 | 0.04 | 0.04 | 0.09 | 0.04 | 0.04 | 0.04 | 0.05 | 0.06 | 0.03 | 0.03 | 0.01 | 0.05 | 0.06 | 0.12 | 0.07 | 0.16 | 0.17 | 0.05 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 22

Q8. To what extent do you agree or disagree that public funding of the arts and culture benefits you or your family and friends?

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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| NET: Disagree | 477 28% | 271 32% ^b | 206 23% | 56 30% | 75 23% | 74 23% | 93 30% | 80 35% ^{de} | 98 28% | 95 23% | 128 26% | 93 26% | 162 35% ^{ijkl} | 149 28% | 141 27% | 139 28% | 48 28% |
| Strongly disagree | (1) 206 12% | 132 16% ^b | 74 8% | 26 14% | 34 10% | 29 9% | 34 11% | 39 17% ^{def} | 43 12% | 39 9% | 44 9% | 38 11% | 85 18% ^{ijkl} | 70 13% | 50 10% | 60 12% | 26 15% |
| Tend to disagree | (2) 271 16% | 139 16% | 132 15% | 30 16% | 41 13% | 45 14% | 60 19% | 40 18% | 55 16% | 56 13% | 84 17% | 55 15% | 77 16% | 79 15% | 91 18% | 79 16% | 22 13% |
| Neither agree nor disagree | (3) 667 39% | 299 35% | 369 42% ^a | 63 33% | 147 45% ^{cg} | 148 45% ^{cg} | 116 37% | 67 30% | 128 37% | 137 33% | 173 36% | 169 47% ^{ij} | 189 40% ⁱ | 207 39% | 208 40% | 185 37% | 67 39% |
| Tend to agree | (4) 412 24% | 187 22% | 225 26% | 48 25% | 86 26% | 79 24% | 60 19% | 54 24% | 85 25% | 129 31% ^{kl} | 130 27% ^l | 73 20% | 80 17% | 122 23% | 128 25% | 121 24% | 41 24% |
| Strongly agree | (5) 170 10% | 90 11% | 81 9% | 23 12% | 20 6% | 28 9% | 41 13% ^d | 24 11% | 34 10% | 54 13% ^{kl} | 54 11% | 27 8% | 35 8% | 57 11% | 41 8% | 55 11% | 17 10% |
| NET: Agree | 582 34% | 277 33% | 306 35% | 71 37% | 106 32% | 107 33% | 101 33% | 78 35% | 120 35% | 183 44% ^{kl} | 184 38% ^{kl} | 101 28% | 115 25% | 180 34% | 169 33% | 176 35% | 58 33% |
| Mean | 3.04 | 2.96 | 3.12 ^a | 3.06 | 3.05 | 3.10 | 3.05 | 2.92 | 3.04 | 3.25 ^{kl} | 3.14 ^l | 2.99 | 2.79 | 3.03 | 3.03 | 3.06 | 3.00 |
| Standard deviation | 1.13 | 1.20 | 1.05 | 1.21 | 1.02 | 1.03 | 1.16 | 1.24 | 1.14 | 1.13 | 1.11 | 1.04 | 1.15 | 1.15 | 1.06 | 1.15 | 1.17 |
| Standard error | 0.03 | 0.04 | 0.03 | 0.09 | 0.06 | 0.06 | 0.07 | 0.08 | 0.06 | 0.04 | 0.05 | 0.07 | 0.06 | 0.05 | 0.05 | 0.05 | 0.08 |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 22

Q8. To what extent do you agree or disagree that public funding of the arts and culture benefits you or your family and friends?

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|--------------------------------|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| NET: Disagree | 477 28% | 359 47%bc | 106 13% | 11 7% | 138 18% | 192 21%g | 187 22%g | 86 15% | 316 65%i | 29 5% | 128 56%k | 222 20% | 98 22% | 97 23% | 15 19% | 123 49% | 14 26% | 7 16% | 124 28% |
| Strongly disagree (1) | 206 12% | 169 22%bc | 34 4% | 3 2% | 48 6% | 70 8% | 78 9%g | 31 6% | 170 35%i | 6 1% | 70 31%k | 78 7% | 32 7% | 39 9% | 6 8% | 65 25% | 7 14% | 2 5% | 55 13% |
| Tend to disagree (2) | 271 16% | 190 25%bc | 72 9% | 8 5% | 89 12% | 122 13% | 110 13% | 55 10% | 146 30%i | 24 4% | 57 25%k | 144 13% | 67 15% | 57 14% | 9 11% | 59 23% | 6 12% | 5 11% | 69 16% |
| Neither agree nor disagree (3) | 667 39% | 295 38%c | 336 42%c | 37 23% | 250 32% | 298 32% | 303 36% | 181 32% | 131 27% | 158 25% | 68 30% | 361 33% | 181 41% | 159 38% | 18 24% | 84 33% | 19 36% | 21 51% | 184 42% |
| Tend to agree (4) | 412 24% | 98 13% | 267 33%a | 46 30%a | 250 32% | 297 32% | 239 28% | 196 35%f | 26 5% | 303 48%h | 24 10% | 359 33%j | 119 27% | 99 24% | 37 49% | 33 13% | 14 25% | 11 26% | 99 23% |
| Strongly agree (5) | 170 10% | 17 2% | 91 11%a | 62 40%ab | 137 18% | 146 16% | 121 14% | 94 17% | 10 2% | 147 23%h | 10 4% | 153 14%j | 44 10% | 68 16% | 7 9% | 14 5% | 7 13% | 3 6% | 28 7% |
| NET: Agree | 582 34% | 115 15% | 359 45%a | 108 69%ab | 387 50%f | 443 47% | 360 42% | 290 52%f | 36 7% | 450 71%h | 33 15% | 512 47%j | 162 37% | 167 40% | 44 57% | 47 18% | 21 38% | 13 33% | 128 29% |
| Mean | 3.04 | 2.49 | 3.39a | 4.00ab | 3.44f | 3.35 | 3.25 | 3.48f | 2.09 | 3.88h | 2.32 | 3.33j | 3.17 | 3.24 | 3.39 | 2.50 | 3.13 | 3.18 | 2.95 |
| Standard deviation | 1.13 | 1.04 | 0.95 | 1.01 | 1.10 | 1.12 | 1.13 | 1.06 | 1.01 | 0.83 | 1.14 | 1.09 | 1.04 | 1.16 | 1.06 | 1.16 | 1.21 | 0.90 | 1.07 |
| Standard error | 0.03 | 0.04 | 0.03 | 0.08 | 0.04 | 0.04 | 0.04 | 0.04 | 0.05 | 0.03 | 0.08 | 0.03 | 0.05 | 0.06 | 0.12 | 0.08 | 0.16 | 0.13 | 0.05 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 23

Q9. Which, if any, of the following forms of arts and culture do you think should be supported financially by the government?

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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Libraries | 1206 70% | 570 67% | 636 72% | 118 62% | 198 60% | 225 68% | 230 74%cd | 162 72%d | 274 79%cde | 282 68% | 357 74% | 251 69% | 315 68% | 357 67% | 363 70% | 363 72% | 124 72% |
| Museums | 1203 70% | 581 69% | 622 71% | 120 63% | 210 64% | 225 69% | 223 72% | 165 74%d | 260 75%cd | 292 70% | 349 72%l | 265 73%l | 298 64% | 361 67% | 371 72% | 349 70% | 122 70% |
| Theatre | 713 41% | 325 38% | 388 44%a | 84 44%d | 105 32% | 139 43%d | 133 43%d | 91 40% | 162 47%d | 185 45%l | 208 43% | 153 42% | 167 36% | 207 39% | 219 42% | 216 43% | 71 41% |
| Fine art (e.g. painting, sculpture, gallery installations) | 644 37% | 292 35% | 351 40% | 75 40% | 99 30% | 116 35% | 124 40%d | 83 37% | 146 42%d | 169 41%l | 193 40% | 125 35% | 156 33% | 192 36% | 198 38% | 186 37% | 68 40% |
| Literature (e.g. poetry, fiction, spoken word) | 570 33% | 253 30% | 318 36%a | 67 35% | 99 30% | 124 38%g | 107 35% | 62 28% | 111 32% | 146 35%l | 178 37%l | 122 34% | 124 27% | 168 31% | 180 35% | 162 32% | 59 34% |
| Art festivals | 518 30% | 236 28% | 282 32% | 66 35% | 96 29% | 113 35%gh | 97 31% | 57 25% | 89 26% | 135 33%l | 158 33%l | 107 29% | 119 25% | 161 30% | 168 32% | 138 27% | 52 30% |
| Film / cinema | 514 30% | 258 30% | 256 29% | 79 41%gh | 103 31%h | 105 32%gh | 97 31%h | 52 23% | 78 23% | 123 30% | 139 29% | 120 33% | 132 28% | 151 28% | 168 32% | 144 29% | 51 30% |
| Musical theatre | 458 27% | 199 24% | 259 29%a | 62 33%g | 77 24% | 97 29% | 84 27% | 50 22% | 88 26% | 114 27% | 141 29% | 88 24% | 116 25% | 128 24% | 137 26% | 146 29% | 47 27% |
| Classical music | 438 25% | 220 26% | 218 25% | 39 20% | 60 18% | 84 26% | 81 26% | 59 26% | 116 34%cd | 126 30%kl | 145 30%kl | 77 21% | 90 19% | 131 24% | 131 25% | 128 25% | 48 28% |
| Ballet | 423 24% | 198 23% | 225 26% | 50 26% | 64 19% | 93 28%dg | 77 25% | 43 19% | 97 28%dg | 111 27%l | 130 27%l | 94 26% | 89 19% | 117 22% | 142 27% | 123 25% | 41 24% |
| Crafts | 404 23% | 182 22% | 222 25% | 51 27% | 61 19% | 90 27%d | 69 22% | 54 24% | 80 23% | 106 26% | 107 22% | 84 23% | 107 23% | 120 22% | 128 25% | 120 24% | 37 21% |
| Opera | 404 23% | 188 22% | 216 25% | 44 23% | 56 17% | 87 27%d | 79 26%d | 42 19% | 95 28%dg | 103 25%l | 132 27%l | 89 25%l | 80 17% | 110 21% | 133 26% | 118 24% | 42 24% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 23

Q9. Which, if any, of the following forms of arts and culture do you think should be supported financially by the government?

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 | 1727 | 846 | 881 | 190 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 | |
| Photography | 370 | 171 | 199 | 60 | 56 | 84 | 59 | 39 | 72 | 85 | 117 | 66 | 102 | 114 | 122 | 104 | 30 |
| | 21% | 20% | 23% | 32% ^h | 17% ^{dfg} | 26% ^{dg} | 19% | 17% | 21% | 21% | 24% | 18% | 22% | 21% | 24% | 21% | 17% |
| Street arts | 356 | 165 | 191 | 61 | 69 | 86 | 62 | 33 | 45 | 92 | 102 | 68 | 94 | 107 | 117 | 95 | 37 |
| | 21% | 19% | 22% | 32% ^h | 21% ^h | 26% ^{gh} | 20% ^h | 15% | 13% | 22% | 21% | 19% | 20% | 20% | 23% | 19% | 21% |
| Carnivals | 343 | 155 | 188 | 55 | 69 | 76 | 74 | 27 | 43 | 79 | 108 | 68 | 88 | 107 | 100 | 99 | 37 |
| | 20% | 18% | 21% | 29% ^{gh} | 21% ^{gh} | 23% ^{gh} | 24% ^{gh} | 12% | 12% | 19% | 22% | 19% | 19% | 20% | 19% | 20% | 21% |
| Modern dance | 318 | 154 | 164 | 36 | 55 | 78 | 55 | 28 | 64 | 68 | 98 | 72 | 80 | 103 | 95 | 94 | 26 |
| | 18% | 18% | 19% | 19% | 17% | 24% ^g | 18% | 13% | 19% | 16% | 20% | 20% | 17% | 19% | 18% | 19% | 15% |
| Other music (e.g. jazz, blues, world, brass, experimental) | 310 | 163 | 146 | 36 | 54 | 77 | 54 | 28 | 61 | 80 | 97 | 74 | 59 | 92 | 98 | 86 | 35 |
| | 18% | 19% | 17% | 19% | 16% | 23% ^g | 17% | 12% | 18% | 19% ^l | 20% ^l | 20% ^l | 13% | 17% | 19% | 17% | 20% |
| Popular music | 289 | 152 | 137 | 38 | 54 | 68 | 48 | 32 | 49 | 61 | 82 | 73 | 74 | 88 | 94 | 81 | 26 |
| | 17% | 18% | 16% | 20% | 17% | 21% ^h | 15% | 14% | 14% | 15% | 17% | 20% | 16% | 16% | 18% | 16% | 15% |
| Circuses | 207 | 99 | 108 | 33 | 43 | 55 | 35 | 15 | 26 | 50 | 62 | 46 | 49 | 62 | 65 | 58 | 23 |
| | 12% | 12% | 12% | 17% ^{gh} | 13% ^g | 17% ^{gh} | 11% | 7% | 8% | 12% | 13% | 13% | 10% | 12% | 12% | 12% | 13% |
| All of the above | 142 | 66 | 76 | 15 | 21 | 46 | 25 | 13 | 23 | 32 | 43 | 31 | 36 | 38 | 46 | 42 | 16 |
| | 8% | 8% | 9% | 8% | 6% | 14% ^{dfgh} | 8% | 6% | 7% | 8% | 9% | 9% | 8% | 7% | 9% | 8% | 9% |
| Any of the above | 1483 | 710 | 774 | 178 | 269 | 278 | 267 | 187 | 304 | 370 | 423 | 312 | 379 | 459 | 442 | 435 | 148 |
| | 86% | 84% | 88% ^a | 94% ^{def} | 82% ^g | 85% | 86% | 83% | 88% | 89% ^l | 87% ^l | 86% | 81% | 86% | 85% | 87% | 86% |
| None of the above | 244 | 137 | 107 | 12 | 59 | 50 | 44 | 38 | 41 | 44 | 61 | 51 | 87 | 77 | 76 | 66 | 25 |
| | 14% | 16% ^b | 12% | 6% | 18% ^c | 15% ^c | 14% ^c | 17% ^c | 12% | 11% | 13% | 14% | 19% ^{ij} | 14% | 15% | 13% | 14% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 23

Q9. Which, if any, of the following forms of arts and culture do you think should be supported financially by the government?

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|--|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|--------|---------|------|-------|---------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Libraries | 1206 | 499 | 589 | 118 | 594 | 713 | 646 | 414 | 249 | 563 | 103 | 889 | 314 | 306 | 58 | 166 | 44 | 25 | 294 |
| | 70% | 65% | 74%a | 76%a | 77% | 76% | 76% | 74% | 52% | 88%h | 45% | 81%j | 71% | 72% | 75% | 65% | 82% | 60% | 68% |
| Museums | 1203 | 482 | 604 | 118 | 601 | 731 | 619 | 425 | 222 | 580 | 94 | 897 | 315 | 303 | 60 | 160 | 41 | 28 | 296 |
| | 70% | 63% | 75%a | 75%a | 78% | 78%f | 73% | 76% | 46% | 91%h | 41% | 82%j | 71% | 72% | 78% | 63% | 77% | 68% | 68% |
| Theatre | 713 | 203 | 404 | 106 | 400 | 463 | 361 | 294 | 91 | 438 | 61 | 533 | 168 | 199 | 43 | 74 | 26 | 18 | 185 |
| | 41% | 26% | 50%a | 68%ab | 52%f | 50%f | 42% | 53%f | 19% | 69%h | 26% | 49%j | 38% | 47% | 55% | 29% | 49% | 43% | 42% |
| Fine art (e.g. painting, sculpture, gallery installations) | 644 | 165 | 387 | 92 | 359 | 424 | 344 | 252 | 61 | 417 | 43 | 507 | 151 | 181 | 41 | 73 | 28 | 12 | 157 |
| | 37% | 21% | 48%a | 59%ab | 46%f | 45% | 40% | 45% | 13% | 65%h | 19% | 46%j | 34% | 43% | 53% | 29% | 51% | 29% | 36% |
| Literature (e.g. poetry, fiction, spoken word) | 570 | 152 | 337 | 81 | 314 | 369 | 328 | 244 | 57 | 355 | 35 | 448 | 130 | 155 | 29 | 60 | 26 | 13 | 156 |
| | 33% | 20% | 42%a | 52%a | 40% | 40% | 39% | 44% | 12% | 56%h | 15% | 41%j | 30% | 37% | 37% | 24% | 49% | 30% | 36% |
| Art festivals | 518 | 108 | 320 | 90 | 324 | 349 | 303 | 243 | 42 | 352 | 31 | 404 | 118 | 159 | 28 | 50 | 26 | 12 | 125 |
| | 30% | 14% | 40%a | 58%ab | 42%f | 37% | 36% | 44%ef | 9% | 55%h | 14% | 37%j | 27% | 38% | 36% | 20% | 48% | 28% | 29% |
| Film / cinema | 514 | 144 | 297 | 73 | 284 | 305 | 273 | 200 | 79 | 278 | 53 | 364 | 111 | 145 | 34 | 55 | 21 | 14 | 133 |
| | 30% | 19% | 37%a | 47%ab | 37% | 33% | 32% | 36% | 16% | 44%h | 23% | 33%j | 25% | 34% | 45% | 22% | 39% | 35% | 31% |
| Musical theatre | 458 | 123 | 266 | 70 | 256 | 279 | 236 | 183 | 48 | 281 | 37 | 339 | 103 | 121 | 26 | 52 | 22 | 9 | 126 |
| | 27% | 16% | 33%a | 45%ab | 33%f | 30% | 28% | 33% | 10% | 44%h | 16% | 31%j | 23% | 29% | 33% | 20% | 40% | 23% | 29% |
| Classical music | 438 | 106 | 253 | 79 | 260 | 282 | 238 | 182 | 43 | 293 | 31 | 329 | 112 | 117 | 31 | 40 | 18 | 8 | 111 |
| | 25% | 14% | 32%a | 50%ab | 34%f | 30% | 28% | 33% | 9% | 46%h | 14% | 30%j | 25% | 28% | 40% | 16% | 33% | 20% | 26% |
| Ballet | 423 | 94 | 254 | 75 | 256 | 283 | 234 | 174 | 43 | 280 | 36 | 317 | 94 | 118 | 33 | 41 | 16 | 9 | 112 |
| | 24% | 12% | 32%a | 48%ab | 33%f | 30% | 28% | 31% | 9% | 44%h | 16% | 29%j | 21% | 28% | 43% | 16% | 29% | 21% | 26% |
| Crafts | 404 | 112 | 227 | 65 | 212 | 251 | 238 | 175 | 53 | 252 | 42 | 286 | 68 | 128 | 21 | 50 | 19 | 12 | 106 |
| | 23% | 15% | 28%a | 42%ab | 27% | 27% | 28% | 32% | 11% | 39%h | 18% | 26%j | 15% | 30% | 28% | 20% | 36% | 29% | 24% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Prepared by ComRes - Confidential

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 23

Q9. Which, if any, of the following forms of arts and culture do you think should be supported financially by the government?

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | | |
|--|---|--------------|-------------------|-----------------|-------------------------|-----------------------------|-------------------------|-----------------------------------|-------------|---------------------------------------|------------|--|--------------|------------|-----------|------------|-----------|-----------|------------|
| | Total | Decrease (a) | Keep the same (b) | Increase (c) | Attended arts event (d) | Attended museum/gallery (e) | Used public library (f) | Participated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conservative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| Opera | 404 23% | 91 12% | 240 30%a | 73 47%ab | 245 32%f | 268 29% | 222 26% | 178 32%f | 39 8% | 263 41%h | 33 14% | 301 28%j | 92 21% | 110 26% | 27 35% | 41 16% | 15 27% | 7 16% | 111 26% |
| Photography | 370 21% | 91 12% | 210 26%a | 70 45%ab | 203 26% | 230 25% | 216 25% | 159 28% | 43 9% | 227 36%h | 39 17% | 258 24% | 73 17% | 108 26% | 21 28% | 36 14% | 16 30% | 9 23% | 106 24% |
| Street arts | 356 21% | 82 11% | 209 26%a | 65 42%ab | 200 26% | 223 24% | 202 24% | 153 27% | 35 7% | 227 36%h | 29 13% | 252 23%j | 68 15% | 127 30% | 20 25% | 17 8% | 10 32% | 94 24% | 94 21% |
| Carnivals | 343 20% | 98 13% | 186 23%a | 59 38%ab | 191 25% | 205 22% | 182 21% | 150 27%f | 50 10% | 182 29%h | 41 18% | 234 21% | 69 16% | 100 24% | 17 21% | 34 13% | 14 26% | 13 31% | 96 22% |
| Modern dance | 318 18% | 69 9% | 179 22%a | 70 45%ab | 192 25% | 198 21% | 177 21% | 136 24% | 34 7% | 198 31%h | 30 13% | 220 20%j | 57 13% | 103 24% | 17 22% | 35 14% | 14 25% | 11 27% | 82 19% |
| Other music (e.g. jazz, blues, world, brass, experimental) | 310 18% | 69 9% | 175 22%a | 66 43%ab | 194 25% | 198 21% | 178 21% | 135 24% | 24 5% | 191 30%h | 21 9% | 224 20%j | 66 15% | 94 22% | 16 21% | 31 12% | 13 25% | 8 19% | 82 19% |
| Popular music | 289 17% | 81 10% | 161 20%a | 47 30%ab | 148 19% | 166 18% | 159 19% | 111 20% | 41 8% | 162 25%h | 35 15% | 186 17% | 60 14% | 88 21% | 13 17% | 28 11% | 10 18% | 7 17% | 84 19% |
| Circuses | 207 12% | 56 7% | 115 14%a | 36 23%ab | 113 15% | 120 13% | 103 12% | 85 15% | 26 5% | 108 17%h | 25 11% | 126 11% | 30 7% | 69 16% | 7 10% | 23 9% | 9 16% | 4 11% | 65 15% |
| All of the above | 142 8% | 33 4% | 85 11%a | 24 15%a | 67 9% | 75 8% | 69 8% | 49 9% | 13 3% | 82 13%h | 11 5% | 90 8% | 18 4% | 40 10% | 6 8% | 11 4% | 7 12% | 3 8% | 56 13% |
| Any of the above | 1483 86% | 607 79% | 724 90%a | 152 98%ab | 730 94% | 877 94% | 782 92% | 534 96%f | 339 70% | 634 99%h | 174 76% | 1017 93%j | 384 87% | 379 90% | 72 93% | 204 80% | 49 91% | 36 86% | 360 83% |
| None of the above | 244 14% | 163 21%bc | 77 10%c | 4 2% | 44 6% | 55 6% | 68 8%g | 23 4% | 145 30%i | 4 1% | 54 24%k | 78 7% | 58 13% | 44 10% | 5 7% | 51 20% | 5 9% | 6 14% | 75 17% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 24

Q10. Which, if any, of the following should be responsible for making decisions about public spending on 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) |
| Unweighted base | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| A national public body independent of government | 833 48% | 402 47% | 431 49% | 88 46% | 139 42% | 154 47% | 155 50% | 119 53% ^d | 178 52% | 221 53% ^l | 249 51% ^l | 167 46% | 197 42% | 249 46% | 261 50% | 244 49% | 79 46% |
| Artists, and arts and cultural organisations | 530 31% | 219 26% | 311 35% ^a | 70 37% ^h | 97 30% | 102 31% | 103 33% | 71 31% | 87 25% | 123 30% | 161 33% | 104 29% | 142 31% | 169 32% | 159 31% | 144 29% | 58 33% |
| Local councils | 528 31% | 232 27% | 296 34% ^a | 61 32% | 90 28% | 88 27% | 104 33% | 78 35% | 106 31% | 106 26% | 161 33% ⁱ | 97 27% | 164 35% ⁱ | 163 30% | 156 30% | 155 31% | 54 31% |
| The national government of the day | 520 30% | 306 36% ^b | 214 24% | 58 30% | 95 29% | 92 28% | 88 28% | 67 30% | 121 35% | 150 36% ^{kl} | 156 32% ^l | 100 27% | 114 24% | 177 33% | 152 29% | 138 27% | 53 31% |
| Other | 18 1% | 9 1% | 9 1% | 1 * | 2 1% | 1 * | 3 1% | 4 2% | 6 2% | 8 2% | 6 1% | 1 * | 3 1% | 3 1% | 8 2% | 6 1% | 2 1% |
| None of the above | 162 9% | 74 9% | 87 10% | 17 9% | 47 14% ^{gh} | 39 12% ^{gh} | 28 9% | 13 6% | 18 5% | 31 8% | 43 9% | 27 7% | 60 13% ⁱ | 50 9% | 50 10% | 50 10% | 12 7% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 24

Q10. Which, if any, of the following should be responsible for making decisions about public spending on arts and culture?

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|--|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| A national public body independent of government | 833 48% | 298 39% | 422 53%a | 113 73%ab | 468 60%f | 523 56% | 440 52% | 311 56% | 176 36% | 414 65%h | 85 37% | 609 56%j | 212 48% | 223 53% | 46 60% | 110 43% | 31 58% | 16 38% | 194 45% |
| Artists, and arts and cultural organisations | 530 31% | 166 22% | 280 35%a | 83 53%ab | 281 36% | 326 35% | 285 33% | 232 42%ef | 118 24% | 283 44%h | 50 22% | 389 35%j | 111 25% | 146 34% | 32 42% | 75 29% | 20 37% | 10 23% | 137 31% |
| Local councils | 528 31% | 219 28% | 263 33% | 46 30% | 250 32% | 324 35% | 282 33% | 176 32% | 131 27% | 221 35%h | 60 26% | 378 35% | 111 25% | 147 35% | 32 42% | 64 25% | 18 33% | 13 31% | 144 33% |
| The national government of the day | 520 30% | 233 30% | 243 30% | 44 28% | 241 31% | 323 35% | 289 34% | 190 34% | 121 25% | 227 36%h | 63 28% | 369 34% | 183 41% | 136 32% | 28 36% | 57 22% | 12 23% | 11 26% | 94 22% |
| Other | 18 1% | 11 1% | 6 1% | 1 1% | 6 1% | 7 1% | 11 1% | 8 1% | 3 1% | 6 1% | 1 * | 11 1% | 6 1% | - | 2 2% | 3 1% | 2 3% | 1 2% | 5 1% |
| None of the above | 162 9% | 82 11%c | 74 9%c | 5 3% | 37 5% | 40 4% | 60 7%e | 27 5% | 65 13%i | 7 1% | 31 13%k | 33 3% | 28 6% | 34 8% | 2 3% | 25 10% | 3 5% | 4 10% | 65 15% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 25

Q11. The Arts Council is a public body which invests public money in arts and culture, and in artists and arts organisations, museums and libraries in England. How much, if anything, would you say that you know about the Arts Council?

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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| A great deal | 90 5% | 65 8% ^b | 25 3% | 32 17% ^{efgh} | 32 10% ^{fgh} | 15 5% ^{fh} | 4 1% | 3 1% | 3 1% | 23 6% | 20 4% | 31 9% ^{jl} | 15 3% | 37 7% | 26 5% | 20 4% | 7 4% |
| A fair amount | 201 12% | 110 13% | 92 10% | 38 20% ^{fgh} | 48 14% ^{gh} | 45 14% ^{gh} | 30 9% | 15 7% | 26 7% | 68 16% ^{kl} | 63 13% ^l | 38 10% | 32 7% | 67 13% | 72 14% ^o | 46 9% | 16 9% |
| A little | 529 31% | 274 32% | 255 29% | 39 20% | 65 20% | 91 28% | 108 35% ^{cd} | 76 34% ^{cd} | 150 43% ^{cde} | 160 38% ^{ijkl} | 154 32% ^l | 105 29% | 110 24% | 164 31% | 153 29% | 153 31% | 59 34% |
| Nothing at all | 907 52% | 397 47% | 510 58% ^a | 81 42% | 184 56% ^c | 176 54% ^c | 169 54% ^c | 130 58% ^{ch} | 167 48% | 164 39% | 246 51% ⁱ | 189 52% ⁱ | 308 66% ^{ijk} | 266 50% | 267 52% | 282 56% | 91 53% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 25

Q11. The Arts Council is a public body which invests public money in arts and culture, and in artists and arts organisations, museums and libraries in England. How much, if anything, would you say that you know about the Arts Council?

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|-----------------|---|---------------|-------------------|---------------|---------------------------|--------------------------------|-------------------------|--------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten- ded arts event (d) | Atten- ded museum/ gallery (e) | Used public library (f) | Partici- pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv- ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| A great deal | 90 5% | 21 3% | 37 5% | 32 20%ab | 62 8% | 69 7% | 75 9% | 62 11%e | 44 9%i | 28 4% | 33 15%k | 40 4% | 20 5% | 31 7% | 9 11% | 17 7% | - | 2 4% | 11 3% |
| A fair amount | 201 12% | 45 6% | 122 15%a | 34 22%a | 117 15% | 139 15% | 123 15% | 93 17% | 44 9% | 84 13% | 38 17%k | 102 9% | 52 12% | 66 16% | 8 10% | 16 6% | 8 14% | 5 12% | 47 11% |
| A little | 529 31% | 209 27% | 262 33%a | 59 38%a | 311 40% | 351 38% | 302 36% | 193 35% | 97 20% | 286 45%h | 54 24% | 380 35%j | 167 38% | 129 30% | 30 39% | 62 24% | 22 41% | 15 35% | 105 24% |
| Nothing at all | 907 52% | 495 64%bc | 380 47%c | 32 21% | 285 37% | 374 40% | 350 41% | 209 38% | 299 62%i | 240 38% | 102 45% | 574 52% | 203 46% | 197 47% | 30 39% | 159 63% | 24 45% | 20 49% | 273 63% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 26

Q12. The Arts Council is a public body which invests public money in arts and culture, and in artists and arts organisations, museums and libraries in England. 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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| The Arts Council is important for enabling everyone to access arts and culture | 379 22% | 178 21% | 201 23% | 47 25% ^d | 50 15% | 62 19% | 65 21% | 54 24% ^d | 101 29% ^{def} | 115 28% ^{kl} | 115 24% ^l | 70 19% | 80 17% | 114 21% | 121 23% | 106 21% | 39 23% |
| The Arts Council only benefits a small number of people | 352 20% | 220 26% ^b | 131 15% | 20 11% | 60 18% | 63 19% ^c | 52 17% | 58 26% ^{cf} | 98 28% ^{cde} | 96 23% | 99 20% | 70 19% | 87 19% | 104 19% | 112 22% | 94 19% | 42 24% |
| The Arts Council is a respected organisation | 328 19% | 175 21% | 152 17% | 52 27% ^{de} | 47 14% | 54 16% | 59 19% | 44 20% | 72 21% | 104 25% ^{ijkl} | 88 18% | 64 18% | 72 15% | 101 19% | 102 20% | 94 19% | 31 18% |
| The Arts Council has a positive impact on artists and arts and cultural organisations | 311 18% | 147 17% | 164 19% | 43 23% | 49 15% | 53 16% | 55 18% | 35 16% | 76 22% | 81 20% ^l | 104 22% ^l | 65 18% | 61 13% | 102 19% | 92 18% | 90 18% | 27 16% |
| The Arts Council spends public money poorly and inefficiently | 220 13% | 160 19% ^b | 60 7% | 20 11% | 29 9% | 35 11% | 34 11% | 40 18% ^{def} | 61 18% ^{def} | 56 14% | 71 15% | 32 9% | 60 13% | 55 10% | 72 14% | 60 12% | 33 19% ^{mo} |
| The Arts Council is good at communicating the value of arts and culture | 184 11% | 84 10% | 100 11% | 30 16% ^{eg} | 38 11% | 23 7% | 37 12% | 19 9% | 38 11% | 47 11% | 58 12% | 36 10% | 42 9% | 56 10% | 61 12% | 48 10% | 19 11% |
| The Arts Council fairly allocates its money across England | 162 9% | 72 8% | 90 10% | 22 12% | 32 10% | 30 9% | 31 10% | 16 7% | 30 9% | 41 10% | 42 9% | 34 10% | 45 10% | 50 9% | 50 10% | 50 10% | 13 7% |
| Don't know / No opinion | 758 44% | 328 39% | 430 49% ^a | 69 36% | 169 52% ^{cgh} | 163 50% ^{ch} | 144 46% ^h | 93 41% | 120 35% | 143 34% | 206 43% ⁱ | 175 48% ⁱ | 235 50% ^{ij} | 240 45% | 225 43% | 226 45% | 67 39% |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 26

Q12. The Arts Council is a public body which invests public money in arts and culture, and in artists and arts organisations, museums and libraries in England. Which of the following statements do you agree with?

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|---|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| The Arts Council is important for enabling everyone to access arts and culture | 379 22% | 107 14% | 210 26%a | 62 40%ab | 226 29% | 273 29% | 236 28% | 167 30% | 40 8% | 245 38%h | 25 11% | 305 28%j | 117 26% | 112 26% | 21 27% | 37 14% | 17 33% | 4 10% | 72 16% |
| The Arts Council only benefits a small number of people | 352 20% | 207 27%b | 114 14% | 31 20% | 182 24% | 203 22% | 182 21% | 133 24% | 157 32%i | 91 14% | 74 32%k | 212 19% | 89 20% | 78 18% | 16 21% | 82 32% | 6 11% | 7 17% | 74 17% |
| The Arts Council is a respected organisation | 328 19% | 89 12% | 190 24%a | 49 31%a | 192 25% | 226 24% | 189 22% | 127 23% | 40 8% | 213 33%h | 25 11% | 273 25%j | 95 21% | 109 26% | 21 27% | 32 12% | 14 27% | 4 10% | 53 12% |
| The Arts Council has a positive impact on artists and arts and cultural organisations | 311 18% | 84 11% | 174 22%a | 53 34%ab | 215 28% | 233 25% | 207 24% | 140 25% | 35 7% | 195 31%h | 22 10% | 249 23%j | 90 20% | 102 24% | 23 30% | 29 11% | 14 26% | 5 13% | 48 11% |
| The Arts Council spends public money poorly and inefficiently | 220 13% | 128 17%b | 75 9% | 16 10% | 114 15% | 134 14% | 117 14% | 79 14% | 115 24%i | 62 10% | 55 24%k | 118 11% | 54 12% | 48 11% | 14 18% | 52 21% | 5 9% | 5 13% | 41 9% |
| The Arts Council is good at communicating the value of arts and culture | 184 11% | 52 7% | 98 12%a | 33 21%ab | 123 16% | 130 14% | 134 16% | 94 17% | 29 6% | 118 19%h | 24 10% | 136 12% | 60 14% | 66 16% | 7 9% | 18 7% | 4 7% | 4 9% | 26 6% |
| The Arts Council fairly allocates its money across England | 162 9% | 49 6% | 95 12%a | 18 11% | 81 11% | 101 11% | 99 12% | 55 10% | 24 5% | 93 15%h | 19 8% | 126 12% | 37 8% | 51 12% | 11 14% | 20 8% | 8 16% | 3 8% | 32 7% |
| Don't know / No opinion | 758 44% | 362 47%c | 360 45%c | 37 24% | 254 33% | 323 35% | 314 37% | 180 32% | 207 43%i | 219 34% | 73 32% | 454 41%j | 168 38% | 166 39% | 27 35% | 109 43% | 22 41% | 24 58% | 242 56% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Prepared by ComRes - Confidential

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 27

Q13. The Arts Council has to think very carefully about how to invest its money wisely and fairly, in order to ensure that great art and culture is available for everyone in England. Which of the following statements do you most 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 | 1727 | 764 | 963 | 178 | 268 | 322 | 312 | 275 | 372 | 643 | 441 | 236 | 407 | 491 | 512 | 534 | 190 |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| The Arts Council should make funding decisions based on how it can achieve an even spread of funding across the whole of England | 662 38% | 307 36% | 355 40% | 65 34% | 86 26% | 105 32% | 133 43%de | 95 42%de | 177 51%cde | 167 40% | 192 40% | 135 37% | 168 36% | 184 34% | 210 41% | 193 39% | 75 44% |
| The Arts Council should prioritise funding for arts and culture in places where there is currently less artistic and cultural provision for the people that live there | 468 27% | 222 26% | 246 28% | 70 37%eg | 86 26% | 67 20% | 84 27% | 57 26% | 104 30%e | 126 30%k | 146 30% | 82 23% | 114 24% | 135 25% | 139 27% | 140 28% | 53 31% |
| The Arts Council should prioritise funding of big national arts and cultural organisations that attract tourists and increase our country's standing abroad | 377 22% | 185 22% | 192 22% | 40 21% | 66 20% | 60 18% | 61 20% | 44 20% | 106 31%cde fg | 111 27%jl | 97 20% | 76 21% | 93 20% | 108 20% | 119 23% | 112 22% | 39 22% |
| The Arts Council should prioritise funding in specific places where there is a strong presence of artists, creative talent and audience demand | 267 15% | 142 17% | 125 14% | 41 22%fg | 56 17% | 48 15% | 41 13% | 27 12% | 53 15% | 63 15% | 79 16% | 62 17% | 63 13% | 97 18% | 79 15% | 67 13% | 23 14% |
| The Arts Council should make funding decisions based on only one criteria - artistic excellence | 182 11% | 107 13%b | 75 9% | 26 14% | 31 9% | 30 9% | 32 10% | 17 8% | 46 13% | 58 14%l | 56 12%l | 38 10% | 30 7% | 55 10% | 59 11% | 49 10% | 20 12% |

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

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

Prepared by ComRes - Confidential

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 27

Q13. The Arts Council has to think very carefully about how to invest its money wisely and fairly, in order to ensure that great art and culture is available for everyone in England. Which of the following statements do you most 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) |
| Weighted base | 1727 | 846 | 881 | 190 | 328 | 328 | 311 | 225 | 345 | 415 | 484 | 363 | 466 | 535 | 518 | 501 | 173 |
| Other | 18 1% | 12 1% | 7 1% | - - | 2 1% | 2 * | 4 1% | 2 1% | 9 3% | 7 2%j | 1 * | 2 1% | 8 2%j | 6 1% | 4 1% | 5 1% | 3 2% |
| Don't know / No opinion | 568 33% | 268 32% | 300 34% | 41 22% | 124 38%ch | 138 42%ch | 107 35%ch | 79 35%ch | 79 23% | 100 24% | 154 32%i | 121 33%i | 193 41%ij | 184 34% | 167 32% | 167 33% | 50 29% |

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

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Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 27

Q13. The Arts Council has to think very carefully about how to invest its money wisely and fairly, in order to ensure that great art and culture is available for everyone in England. Which of the following statements do you most agree with?

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|--|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|-----------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 1727 | 754 | 808 | 165 | 853 | 979 | 885 | 593 | 464 | 686 | 209 | 1126 | 468 | 413 | 83 | 235 | 58 | 47 | 423 |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| The Arts Council should make funding decisions based on how it can achieve an even spread of funding across the whole of England | 662 38% | 264 34% | 327 41%a | 72 46%a | 370 48%f | 420 45% | 351 41% | 245 44% | 143 30% | 344 54%h | 75 33% | 511 47%j | 183 41% | 173 41% | 36 47% | 90 35% | 26 47% | 12 28% | 143 33% |
| The Arts Council should prioritise funding for arts and culture in places where there is currently less artistic and cultural provision for the people that live there | 468 27% | 154 20% | 242 30%a | 72 46%ab | 295 38%f | 313 34% | 275 32% | 223 40%ef | 83 17% | 275 43%h | 37 16% | 375 34%j | 111 25% | 156 37% | 25 33% | 45 18% | 18 34% | 7 17% | 106 24% |
| The Arts Council should prioritise funding of big national arts and cultural organisations that attract tourists and increase our country's standing abroad | 377 22% | 178 23% | 175 22% | 25 16% | 206 27% | 237 25% | 197 23% | 134 24% | 106 22% | 168 26% | 31 13% | 293 27%j | 134 30% | 88 21% | 25 32% | 49 19% | 8 15% | 3 7% | 72 16% |
| The Arts Council should prioritise funding in specific places where there is a strong presence of artists, creative talent and audience demand | 267 15% | 98 13% | 134 17% | 35 23%a | 156 20% | 191 20% | 178 21% | 117 21% | 56 12% | 131 21%h | 37 16% | 193 18% | 62 14% | 87 21% | 14 18% | 41 16% | 6 11% | 8 20% | 50 11% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

* small base

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 27

Q13. The Arts Council has to think very carefully about how to invest its money wisely and fairly, in order to ensure that great art and culture is available for everyone in England. Which of the following statements do you most agree with?

Base: All respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|---|---|---------------|-------------------|---------------|---------------------------|--------------------------------|-------------------------|--------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|------------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten- ded arts event (d) | Atten- ded museum/ gallery (e) | Used public library (f) | Partici- pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv- ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Weighted base | 1727 | 770 | 801 | 156 | 775 | 932 | 850 | 557 | 483 | 637 | 229 | 1095 | 442 | 423 | 77* | 254 | 54* | 41* | 436 |
| The Arts Council should make funding decisions based on only one criteria - artistic excellence | 182 11% | 68 9% | 92 11% | 23 14% | 109 14% | 126 14% | 107 13% | 81 15% | 44 9% | 92 14%h | 23 10% | 129 12% | 51 11% | 53 12% | 14 18% | 31 12% | 1 3% | 4 10% | 28 7% |
| Other | 18 1% | 17 2%b | 2 * | - - | 8 1% | 8 1% | 8 1% | 8 1% | 11 2%i | 4 1% | 8 4%k | 7 1% | 5 1% | 1 * | 4 5% | 2 1% | 1 3% | - - | 5 1% |
| Don't know / No opinion | 568 33% | 282 37%c | 267 33%c | 18 12% | 145 19% | 202 22% | 212 25%dg | 99 18% | 192 40%i | 108 17% | 81 36%k | 265 24% | 126 29% | 102 24% | 15 19% | 100 39% | 15 28% | 20 48% | 190 43% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 28

Q14. To what extent do you agree or disagree that public spending on arts and culture provides good value for money?

Base: All Sample A 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 | 889 | 389 | 500 | 92 | 148 | 152 | 162 | 135 | 200 | 320 | 235 | 123 | 211 | 262 | 267 | 263 | 97 |
| Weighted base | 910 | 439 | 470 | 102* | 192* | 154 | 163 | 113 | 186 | 211 | 255 | 198* | 245 | 297 | 279 | 248 | 86* |
| NET: Agree | 440 48% | 207 47% | 232 49% | 62 61%gh | 91 47% | 76 50% | 81 50% | 47 42% | 83 45% | 111 52%l | 127 50% | 105 53%l | 96 39% | 137 46% | 135 48% | 122 49% | 45 53% |
| Strongly agree | (5) 13% | 53 12% | 65 14% | 14 14% | 24 12% | 18 12% | 22 13% | 15 13% | 26 14% | 30 14% | 32 13% | 25 13% | 31 13% | 45 15% | 34 12% | 24 10% | 16 18% |
| Tend to agree | (4) 35% | 154 35% | 167 35% | 47 46%gh | 67 35% | 58 38% | 59 36% | 32 28% | 57 31% | 81 38%l | 95 37%l | 80 40%l | 65 26% | 92 31% | 101 36% | 98 40% | 29 34% |
| Neither agree nor disagree | (3) 40% | 160 37% | 201 43% | 35 35% | 76 39% | 63 41% | 62 38% | 50 44% | 75 41% | 78 37% | 102 40% | 69 35% | 113 46% | 123 41% | 111 40% | 100 40% | 27 32% |
| Tend to disagree | (2) 8% | 39 9% | 30 6% | 4 4% | 17 9% | 8 5% | 11 7% | 9 8% | 19 10% | 13 6% | 22 9% | 9 5% | 25 10% | 21 7% | 26 9% | 14 5% | 8 10% |
| Strongly disagree | (1) 4% | 33 7%b | 8 2% | 1 1% | 9 5% | 7 4% | 9 5% | 7 6% | 8 4% | 10 5%j | 4 1% | 15 8%j | 11 5% | 16 6% | 6 2% | 12 5% | 5 6% |
| NET: Disagree | 109 12% | 72 16%b | 37 8% | 5 5% | 26 13% | 15 10% | 20 12% | 16 14% | 27 15%c | 23 11% | 26 10% | 24 12% | 36 15% | 37 12% | 33 12% | 26 10% | 13 15% |
| Mean | 3.45 | 3.36 | 3.54a | 3.69gh | 3.41 | 3.47 | 3.45 | 3.35 | 3.39 | 3.51 | 3.51 | 3.46 | 3.33 | 3.43 | 3.47 | 3.43 | 3.50 |
| Standard deviation | 0.96 | 1.05 | 0.87 | 0.79 | 0.98 | 0.92 | 0.99 | 1.01 | 1.00 | 0.97 | 0.88 | 1.03 | 0.98 | 1.01 | 0.91 | 0.92 | 1.08 |
| Standard error | 0.03 | 0.05 | 0.04 | 0.08 | 0.08 | 0.07 | 0.08 | 0.09 | 0.07 | 0.05 | 0.06 | 0.09 | 0.07 | 0.06 | 0.06 | 0.06 | 0.11 |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 28

Q14. To what extent do you agree or disagree that public spending on arts and culture provides good value for money?

Base: All Sample A respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|----------------------------|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|-----------|-----------|-----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 889 | 391 | 421 | 77 | 454 | 497 | 451 | 312 | 225 | 352 | 92 | 587 | 260 | 190 | 39 | 136 | 32 | 25 | 207 |
| Weighted base | 910 | 401 | 435 | 74* | 425 | 492 | 447 | 304 | 239 | 346 | 104* | 597 | 255 | 190 | 38* | 149* | 30* | 27* | 219 |
| NET: Agree | 440 48% | 129 32% | 261 60%a | 50 68%a | 256 60% | 290 59% | 248 56% | 187 61% | 66 28% | 254 73%h | 43 41% | 345 58%j | 131 51% | 115 61% | 24 62% | 53 36% | 19 62% | 8 31% | 89 41% |
| Strongly agree | (5) 119 13% | 23 6% | 72 17%a | 24 32%ab | 79 19% | 80 16% | 67 15% | 53 17% | 16 7% | 81 23%h | 15 15% | 94 16% | 31 12% | 39 20% | 6 16% | 10 7% | 9 30% | 3 10% | 22 10% |
| Tend to agree | (4) 321 35% | 106 26% | 189 43%a | 26 35% | 177 42% | 210 43% | 181 40% | 134 44% | 50 21% | 173 50%h | 28 27% | 251 42%j | 100 39% | 77 40% | 17 46% | 44 29% | 10 32% | 6 21% | 68 31% |
| Neither agree nor disagree | (3) 361 40% | 186 46%bc | 158 36% | 18 24% | 133 31% | 157 32% | 159 35% | 96 32% | 95 40%i | 76 22% | 29 28% | 198 33% | 96 38% | 64 34% | 13 34% | 62 41% | 10 32% | 18 66% | 99 45% |
| Tend to disagree | (2) 69 8% | 53 13%b | 10 2% | 5 7% | 28 7% | 34 7% | 33 7% | 14 5% | 43 18%i | 10 3% | 19 18%k | 33 6% | 21 8% | 7 3% | 1 4% | 18 12% | * 1% | - - | 22 10% |
| Strongly disagree | (1) 40 4% | 33 8%b | 5 1% | 1 2% | 8 2% | 11 2% | 8 2% | 6 2% | 34 14%i | 5 2% | 14 13%k | 21 3% | 7 3% | 4 2% | - - | 17 11% | 2 5% | 1 2% | 10 4% |
| NET: Disagree | 109 12% | 87 22%bc | 16 4% | 6 8% | 36 8% | 45 9% | 40 9% | 21 7% | 78 33%i | 16 5% | 32 31%k | 54 9% | 28 11% | 11 6% | 1 4% | 34 23% | 2 7% | 1 2% | 32 14% |
| Mean | 3.45 | 3.08 | 3.72a | 3.90a | 3.69 | 3.64 | 3.60 | 3.70 | 2.88 | 3.91h | 3.12 | 3.61j | 3.50 | 3.73 | 3.75 | 3.08 | 3.80 | 3.36 | 3.32 |
| Standard deviation | 0.96 | 0.98 | 0.81 | 1.00 | 0.91 | 0.91 | 0.89 | 0.88 | 1.11 | 0.84 | 1.25 | 0.94 | 0.91 | 0.90 | 0.78 | 1.06 | 1.07 | 0.78 | 0.94 |
| Standard error | 0.03 | 0.05 | 0.04 | 0.11 | 0.04 | 0.04 | 0.04 | 0.05 | 0.07 | 0.04 | 0.13 | 0.04 | 0.06 | 0.07 | 0.12 | 0.09 | 0.19 | 0.16 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 29

Q14. To what extent do you agree or disagree that public spending on arts and culture provides good value for money?

Base: All Sample B 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 | | 838 | 375 | 463 | 86 | 120 | 170 | 150 | 140 | 172 | 323 | 206 | 113 | 196 | 229 | 245 | 271 | 93 |
| Weighted base | | 817 | 407 | 410 | 88* | 136* | 174 | 148 | 111 | 160 | 204 | 229 | 164* | 221 | 238 | 239 | 253 | 87* |
| NET: Agree | | 273 33% | 141 35% | 132 32% | 45 51%efg h | 52 38% | 51 29% | 39 26% | 30 27% | 56 35% | 82 40%kl | 93 40%kl | 37 22% | 61 28% | 94 39%o | 81 34% | 75 29% | 24 27% |
| Strongly agree | (5) | 63 8% | 34 8% | 29 7% | 14 16%dg | 7 5% | 13 7% | 13 9% | 5 5% | 11 7% | 20 10%k | 24 10%k | 4 3% | 15 7% | 29 12%o | 15 6% | 15 6% | 5 6% |
| Tend to agree | (4) | 210 26% | 107 26% | 103 25% | 31 35%f | 45 33%f | 38 22% | 26 17% | 25 22% | 45 28%f | 63 31%kl | 69 30% | 32 20% | 46 21% | 65 27% | 66 28% | 60 24% | 19 22% |
| Neither agree nor disagree | (3) | 362 44% | 157 39% | 205 50%a | 27 31% | 69 51%c | 91 52%ch | 64 43% | 50 45% | 60 38% | 86 42% | 85 37% | 91 55%ij | 100 46% | 98 41% | 114 48% | 113 45% | 38 43% |
| Tend to disagree | (2) | 124 15% | 65 16% | 59 14% | 14 16% | 10 7% | 19 11% | 32 22%de | 20 18%d | 30 19%d | 22 11% | 38 17% | 24 14% | 40 18%i | 33 14% | 32 13% | 41 16% | 18 21% |
| Strongly disagree | (1) | 58 7% | 44 11%b | 14 3% | 2 3% | 5 3% | 13 7% | 13 9% | 11 10% | 14 9% | 13 7% | 13 6% | 13 8% | 19 9% | 13 5% | 13 5% | 25 10% | 8 9% |
| NET: Disagree | | 182 22% | 109 27%b | 73 18% | 16 18% | 14 11% | 32 18% | 45 30%de | 31 28%d | 43 27%d | 35 17% | 51 22% | 37 22% | 59 27%i | 46 19% | 45 19% | 65 26% | 26 30% |
| Mean | | 3.12 | 3.05 | 3.18 | 3.46ef gh | 3.29fg | 3.11 | 2.96 | 2.94 | 3.07 | 3.26kl | 3.23kl | 2.95 | 2.99 | 3.27op | 3.16 | 3.00 | 2.95 |
| Standard deviation | | 0.99 | 1.09 | 0.89 | 1.02 | 0.81 | 0.95 | 1.05 | 1.00 | 1.05 | 1.00 | 1.03 | 0.88 | 1.01 | 1.02 | 0.92 | 1.01 | 1.01 |
| Standard error | | 0.03 | 0.06 | 0.04 | 0.11 | 0.07 | 0.07 | 0.09 | 0.08 | 0.08 | 0.06 | 0.07 | 0.08 | 0.07 | 0.07 | 0.06 | 0.06 | 0.10 |

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

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

Arts and Culture funding segmentation Survey

ONLINE Fieldwork : 7th - 9th October 2015

Absolutes/col percents

Table 29
Q14. To what extent do you agree or disagree that public spending on arts and culture provides good value for money?
Base: All Sample B respondents

| | Q1 - Attitude towards arts and culture spending | | | | Q2 - Engagement | | | | Q6 - Attitude towards tax funding | | Q7 - 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? | | | | | | |
|----------------------------|---|---------------|-------------------|---------------|---------------------------|-------------------------------|-------------------------|-------------------|-----------------------------------|-------------|---------------------------------------|-------------|--|------------|-----------|-----------|-----------|----------|------------|
| | Total | De-crease (a) | Keep the same (b) | In-crease (c) | Atten-eded arts event (d) | Atten-eded museum/gallery (e) | Used public library (f) | Partici-pated (g) | Oppose (h) | Support (i) | Oppose (j) | Support (k) | Conserv-ative | Labour | Lib Dem | UKIP | Other | Refused | Don't know |
| Unweighted base | 838 | 363 | 387 | 88 | 399 | 482 | 434 | 281 | 239 | 334 | 117 | 539 | 208 | 223 | 44 | 99 | 26 | 22 | 216 |
| Weighted base | 817 | 369 | 366 | 82* | 350 | 441 | 403 | 253 | 245 | 291 | 124* | 499 | 187 | 233 | 39* | 105* | 23* | 14* | 216 |
| NET: Agree | 273 33% | 60 16% | 153 42%a | 60 73%ab | 175 50% | 203 46% | 173 43% | 135 53%f | 44 18% | 187 64%h | 37 30% | 211 42%j | 66 35% | 100 43% | 17 43% | 21 20% | 6 24% | 5 32% | 59 27% |
| Strongly agree | (5) 63 8% | 7 2% | 30 8%a | 26 32%ab | 51 15% | 55 12% | 46 11% | 38 15% | 11 4% | 45 15%h | 8 7% | 52 10% | 12 6% | 30 13% | 3 8% | 5 5% | 2 7% | 1 6% | 11 5% |
| Tend to agree | (4) 210 26% | 54 15% | 122 33%a | 33 41%a | 124 35% | 149 34% | 127 31% | 97 38% | 33 14% | 142 49%h | 29 23% | 159 32% | 54 29% | 70 30% | 14 36% | 16 15% | 4 17% | 4 26% | 48 22% |
| Neither agree nor disagree | (3) 362 44% | 166 45%c | 179 49%c | 17 21% | 120 34% | 166 38% | 159 40% | 84 33% | 68 28% | 84 29% | 26 21% | 203 41%j | 82 44% | 87 38% | 17 45% | 47 45% | 14 58% | 7 48% | 109 50% |
| Tend to disagree | (2) 124 15% | 91 25%bc | 29 8% | 4 5% | 40 11% | 52 12% | 55 14% | 29 11% | 81 33%i | 20 7% | 36 29%k | 66 13% | 29 16% | 28 12% | 2 6% | 24 22% | 1 5% | 3 21% | 37 17% |
| Strongly disagree | (1) 58 7% | 52 14%bc | 5 1% | 1 1% | 16 5% | 19 4% | 16 4% | 5 2% | 52 21%i | 1 * | 25 20%k | 19 4% | 10 5% | 18 8% | 2 6% | 13 13% | 3 13% | - - | 12 5% |
| NET: Disagree | 182 22% | 143 39%bc | 34 9% | 5 6% | 55 16% | 71 16% | 71 18% | 34 14% | 132 54%i | 21 7% | 61 49%k | 85 17% | 39 21% | 45 19% | 5 12% | 37 35% | 4 18% | 3 21% | 49 22% |
| Mean | 3.12 | 2.65 | 3.39a | 3.97ab | 3.44 | 3.38 | 3.33 | 3.52f | 2.47 | 3.72h | 2.67 | 3.32j | 3.15 | 3.29 | 3.33 | 2.77 | 3.00 | 3.17 | 3.04 |
| Standard deviation | 0.99 | 0.95 | 0.81 | 0.93 | 1.02 | 0.99 | 0.98 | 0.95 | 1.10 | 0.82 | 1.23 | 0.96 | 0.95 | 1.08 | 0.93 | 1.01 | 1.04 | 0.85 | 0.90 |
| Standard error | 0.03 | 0.05 | 0.04 | 0.10 | 0.05 | 0.05 | 0.05 | 0.06 | 0.07 | 0.04 | 0.11 | 0.04 | 0.07 | 0.07 | 0.14 | 0.10 | 0.20 | 0.18 | 0.06 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k

*** small base**