

Visual Arts Awareness Wave 2. Summary Report

The Harris Research Centre (1997) London: The Arts Council of England, 38 pages, free

OBJECTIVES Visual Arts UK (the Year of Visual Arts) took place throughout 1996, in the north of England, as part of the Arts Council-funded Arts 2000 scheme. The objectives of this research were to assess public awareness of the festival among residents; to assess public attitudes towards the visual arts in general and towards the festival programme in particular; to assess whether the festival changed perceptions of the visual arts and altered levels of local involvement; to contribute to the development of a methodology for the assessment of future Arts 2000 projects.

METHODOLOGY This research was undertaken in September 1996. It was based on 611 interviews, using a questionnaire, with adults in Cleveland, Northumberland, Tyne and Wear, Durham and Cumbria. Thirty sampling points were selected as representative of the region and population statistics were used to set quotas for age, sex and social class.

CONTENTS Introduction and methodology; Summary of findings; Awareness and attendance; Extent to which activities apply to the idea of visual arts; Attitudes towards visual arts; Rating of visual arts programme; Appendix (sampling points and questionnaire).

SUMMARY Awareness of Visual Arts UK increased from 15% in January/February 1996 to 40% in September. Awareness increased in all age groups. In January, 17% of respondents said they intended to visit an event or activity related to the festival; by September, 15% of respondents claimed to have done so. There was increased recognition of sculpture, painting and other work displayed in galleries/exhibitions and of sculptures outside in public places as visual arts. Sixteen - 24 years olds scored higher than other age groups on 14 of the 18 activities tested and women scored higher than men on 15 of the 18 activities.

COMMISSIONED BY The Arts Council of England

AVAILABLE FROM The Arts Council of England, 14 Great Peter Street, London SW1P 3NQ Tel: 44 (0)171 333 0100 Fax: 44 (0) 171 973 6590

ADDITIONAL INFORMATION The Harris Research Centre, Holbrooke House, 34 - 38 Hill Rise, Richmond, Surrey TW10 6UA. Tel: 44 (0)181 332 8517 Fax 44 (0)181 332 1040. Contact Geraldine Dargavel.

**PERCEPTIONS AND AWARENESS
OF THE VISUAL ARTS IN
THE NORTH OF ENGLAND**

**Wave 1 vs Wave 2
Presentation of Results
to the
Arts Council of England/Visual Arts UK**

*by
The Harris Research Centre*

Boekmansstichting - Bibliotheek
Herengracht 415
1017 BP Amsterdam
Tel. 0243739

PRESENTATION FORMAT

Introduction and Objectives

- Andy Feist
- The Arts Council

Methodology

- Geraldine Dargavel
- The Harris Research Centre

Quantitative Results

Awareness of Visual Arts UK
Attendance at Visual Arts UK Events
Attitudes towards Visual Arts

Attitudes towards Public Funding of the Visual Arts

- Andy Feist

Conclusions

- Andy Feist

BACKGROUND

- ◆ Visual Arts UK was a festival that took place during 1996 in the North of England - Cleveland, Northumberland, Tyne and Wear, Durham and Cumbria.
- ◆ A budget of £60 million was allocated to endow the region with new galleries and Visual Arts facilities.
- ◆ In addition, Visual Arts UK established a programme of events featuring over 1,000 projects that took place during 1996.

SEARCH OBJECTIVES

- ◆ To assess public awareness of Visual Arts UK among residents of the North of England.
- ◆ To assess public attitudes towards the Visual Arts in general and in particular, activities that form part of the of the Visual Arts UK programme.
- ◆ To assess over time whether Visual Arts UK created any changes in perception of the Visual Arts.
- ◆ To assess whether Visual Arts UK brought about any significant changes in the public's involvement in the Visual Arts, such as, attendance/participation.
- ◆ To contribute to the development of the assessment of Arts 2000 projects.

METHODOLOGY

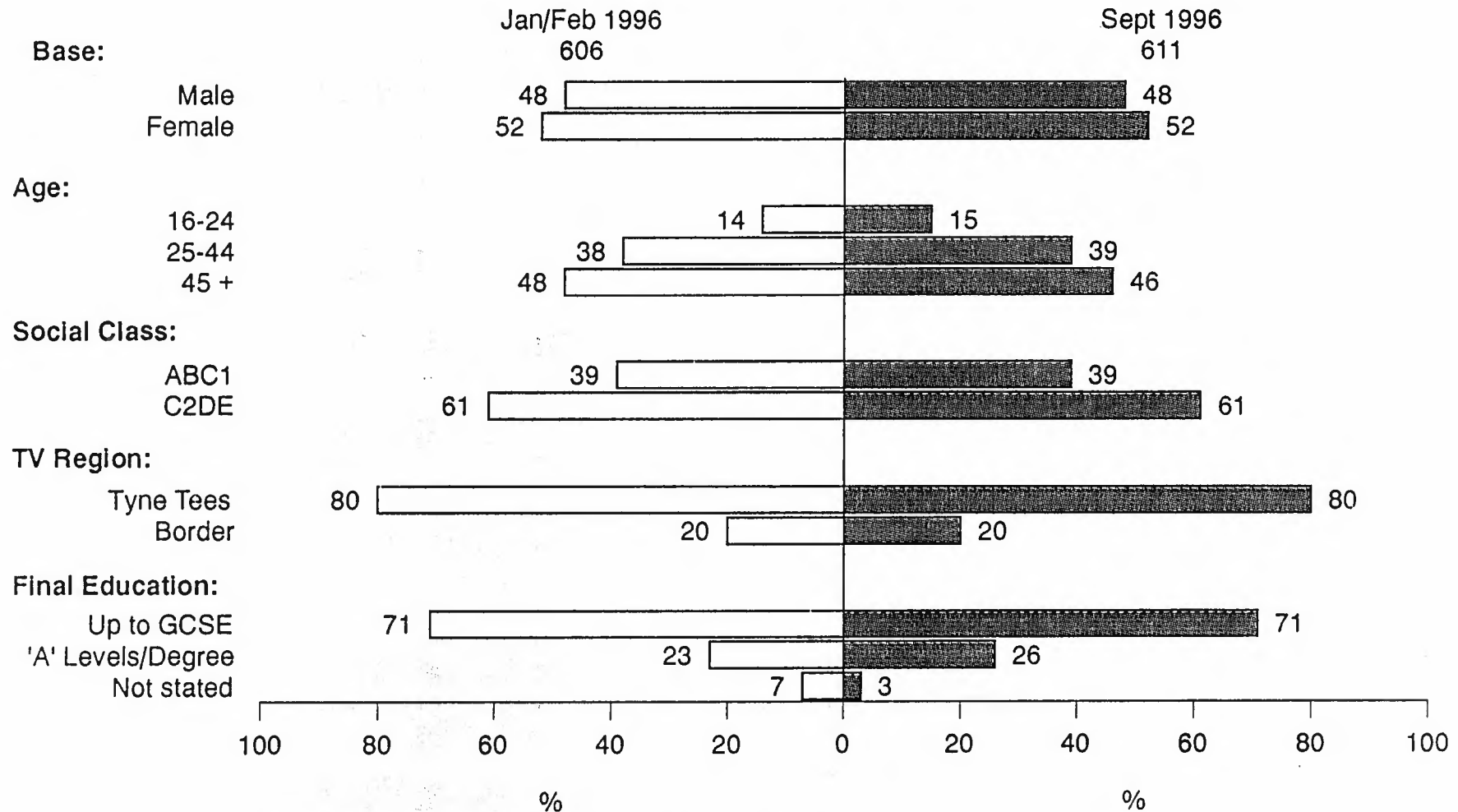
Qualitative

- ◆ Focus groups -to gain an understanding of what is meant by Visual Art in the North of England and to develop attitudinal statements for inclusion in the main questionnaire.

Quantitative

- ◆ 3 waves of face-to-face on-street interviewing.
- ◆ 30 sampling points selected as representative of the region.
- ◆ Quotas set for age, sex and social class to be representative of the region.
- ◆ All respondents aged 16+ and residents of the North of England for at least three years. Students were excluded from the study.
- ◆ 606 interviews completed for Wave 1 between 26 Jan and 3 Feb 1996.
611 interviews completed for Wave 2 between 23 - 29 September 1996.
- ◆ Wave 3 planned for February/March 1997.

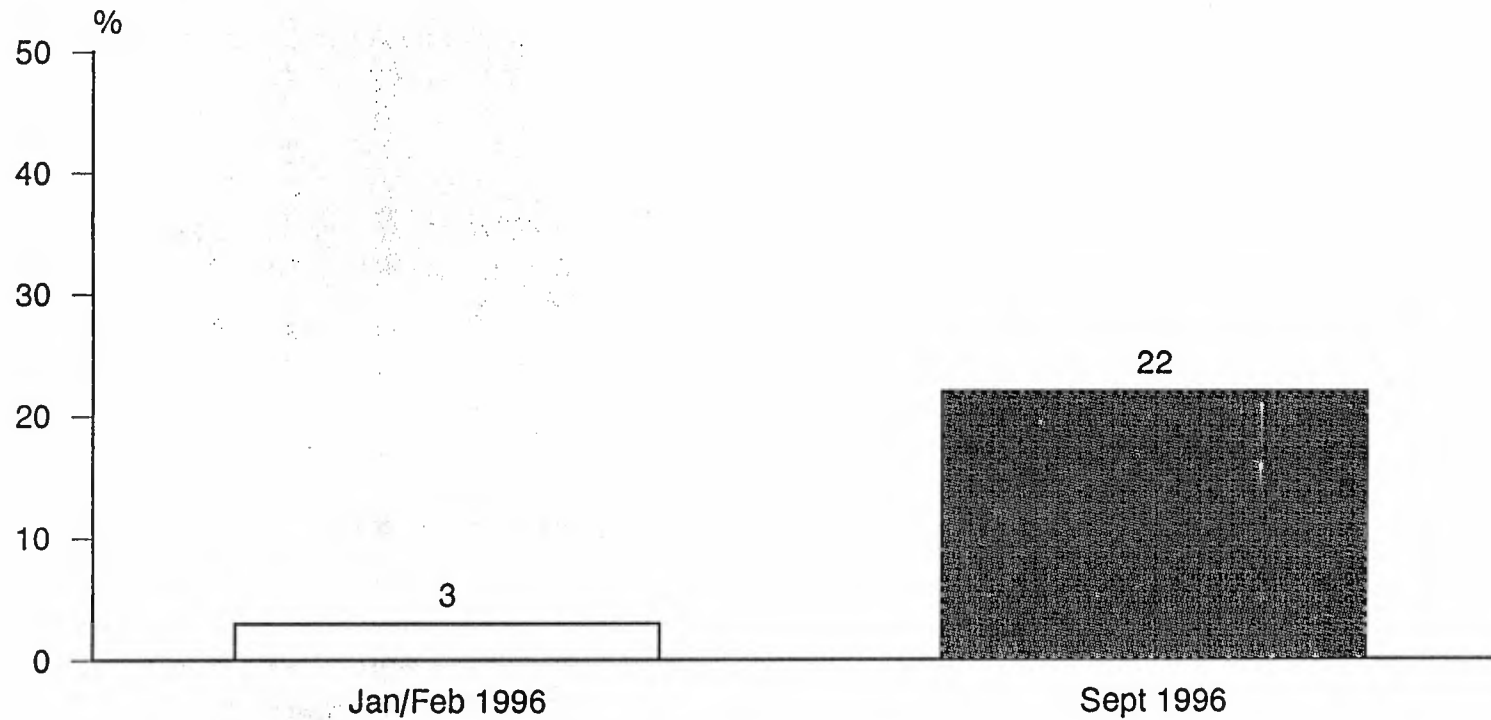
SAMPLE STRUCTURE



PUBLIC AWARENESS

SPONTANEOUS AWARENESS OF VISUAL ARTS UK ACTIVITIES/EVENTS

Overall - Jan/Feb vs Sept 1996



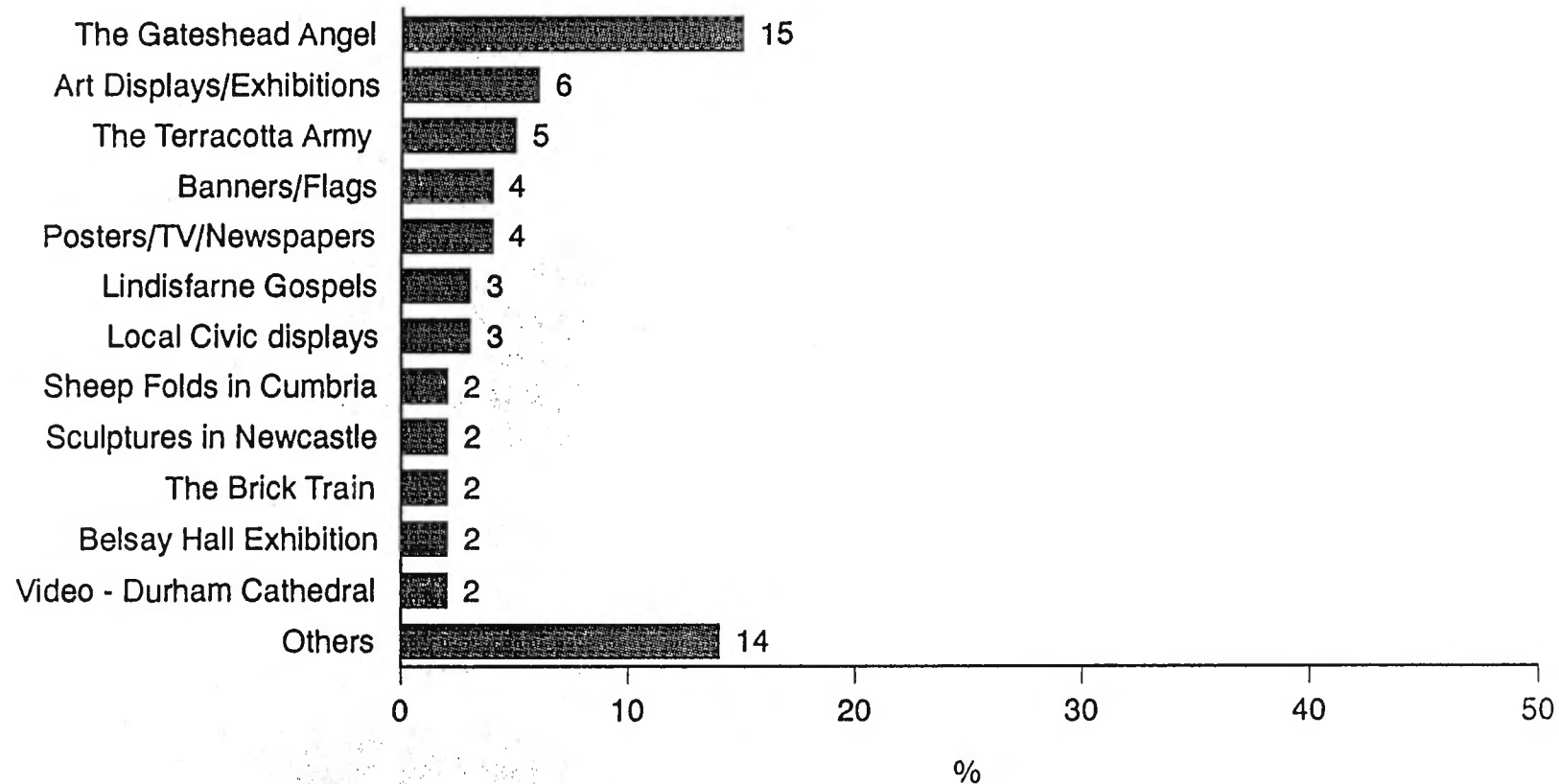
Base: All respondents

(606)

(611)

SPONTANEOUS AWARENESS OF SPECIFIC VISUAL ARTS UK ACTIVITIES/EVENTS

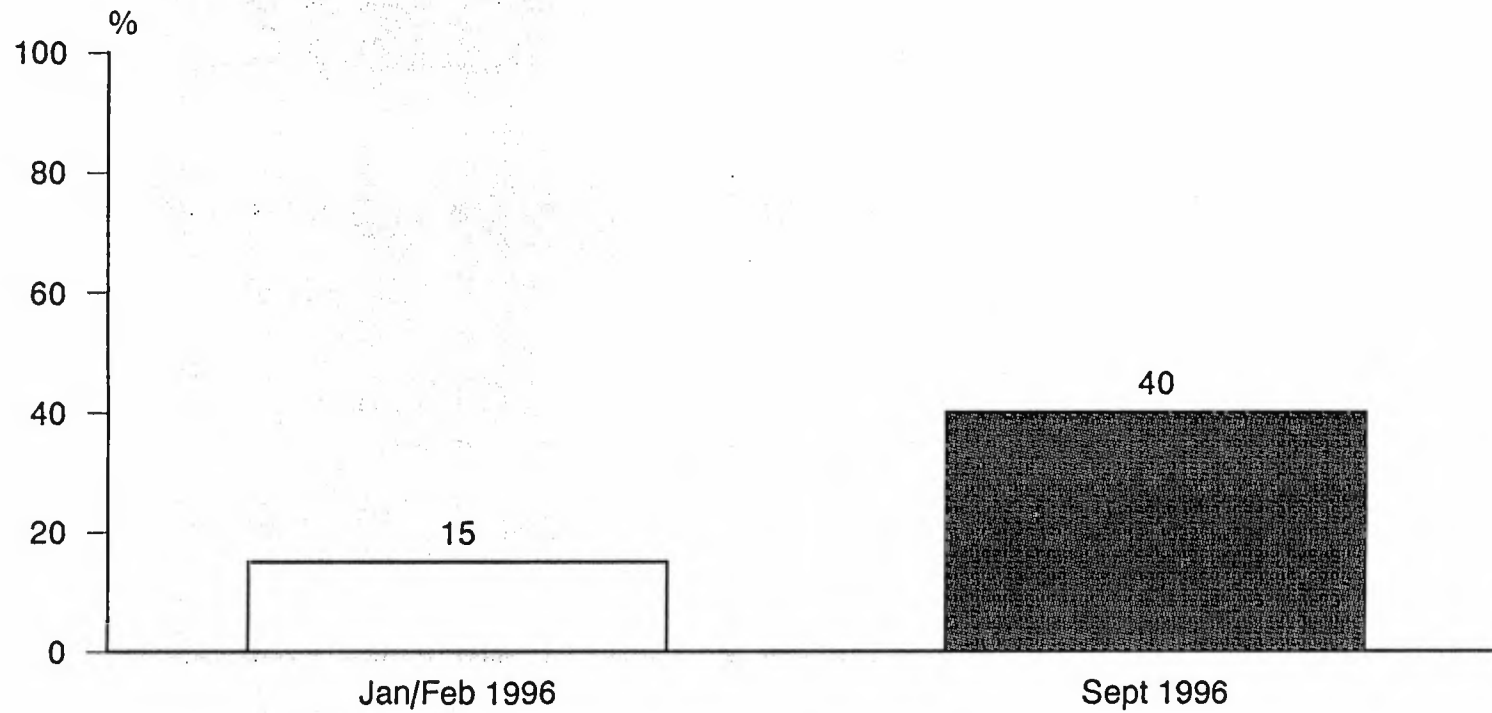
Sept 1996



Base: All aware of Visual Arts UK or Year of Visual Arts (132)

PROMPTED AWARENESS OF VISUAL ARTS UK

Jan/Feb vs Sept 1996

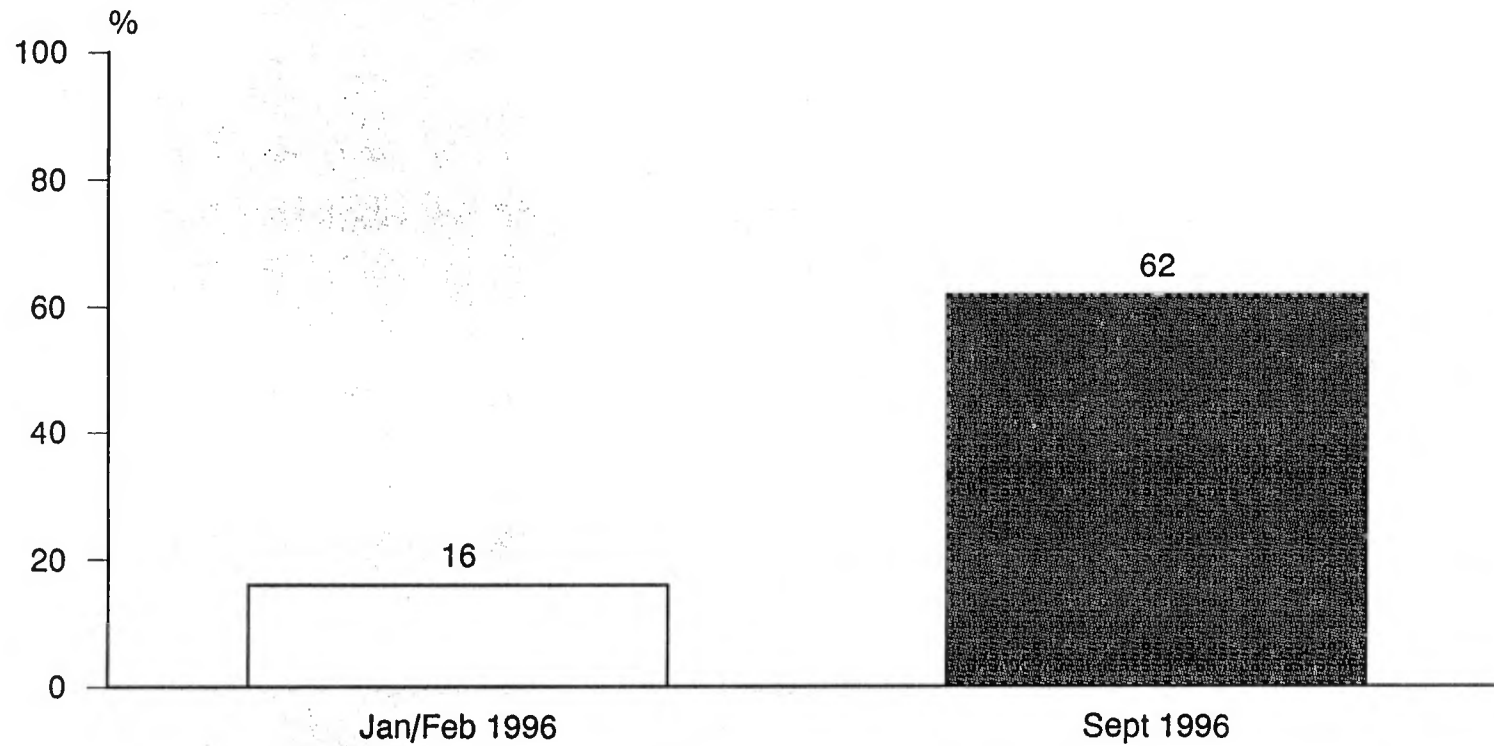


Base: All respondents (606)

(611)

PROMPTED AWARENESS OF VISUAL ARTS UK ACTIVITIES/EVENTS

Overall - Jan/Feb vs Sept 1996



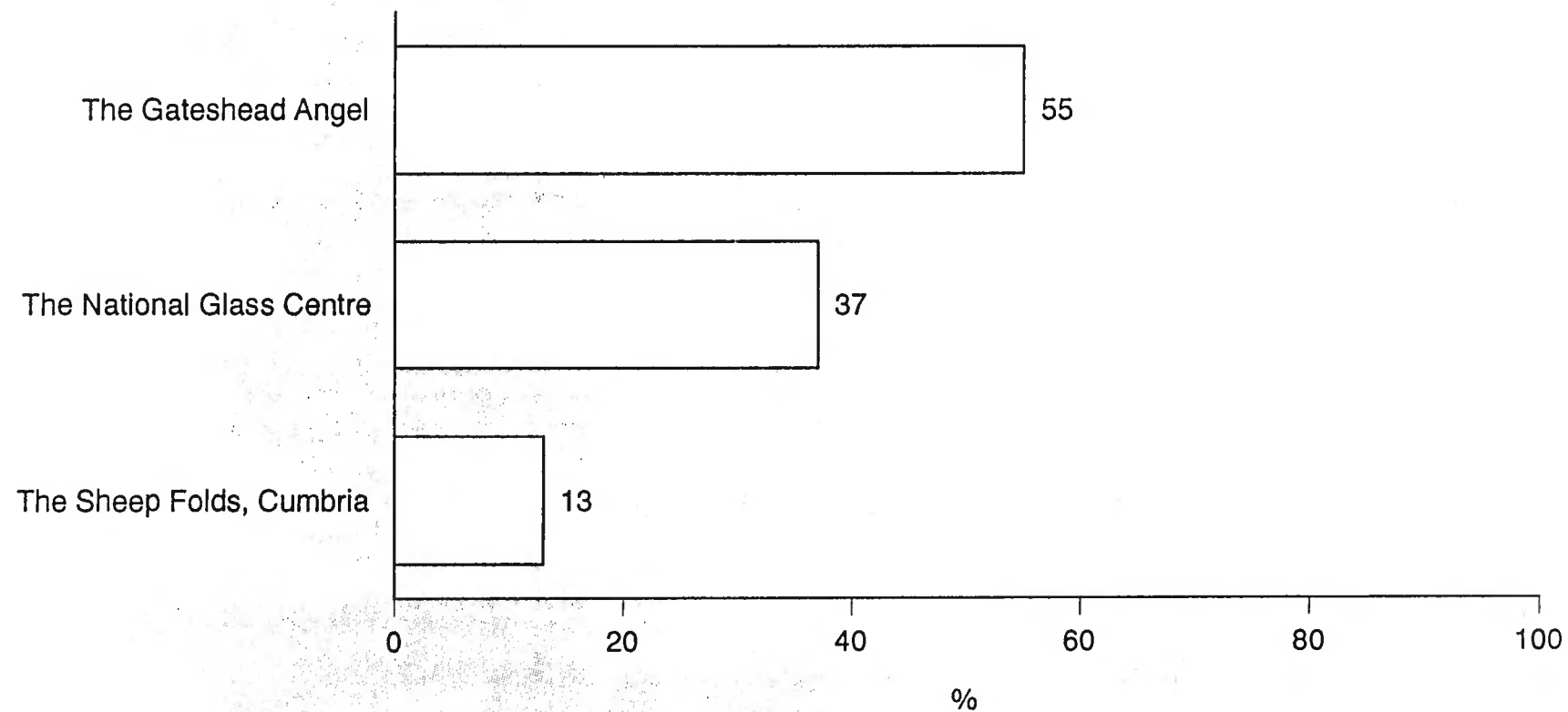
Base: All respondents

(606)

(611)

PROMPTED AWARENESS OF SPECIFIC VISUAL ARTS UK ACTIVITIES/EVENTS

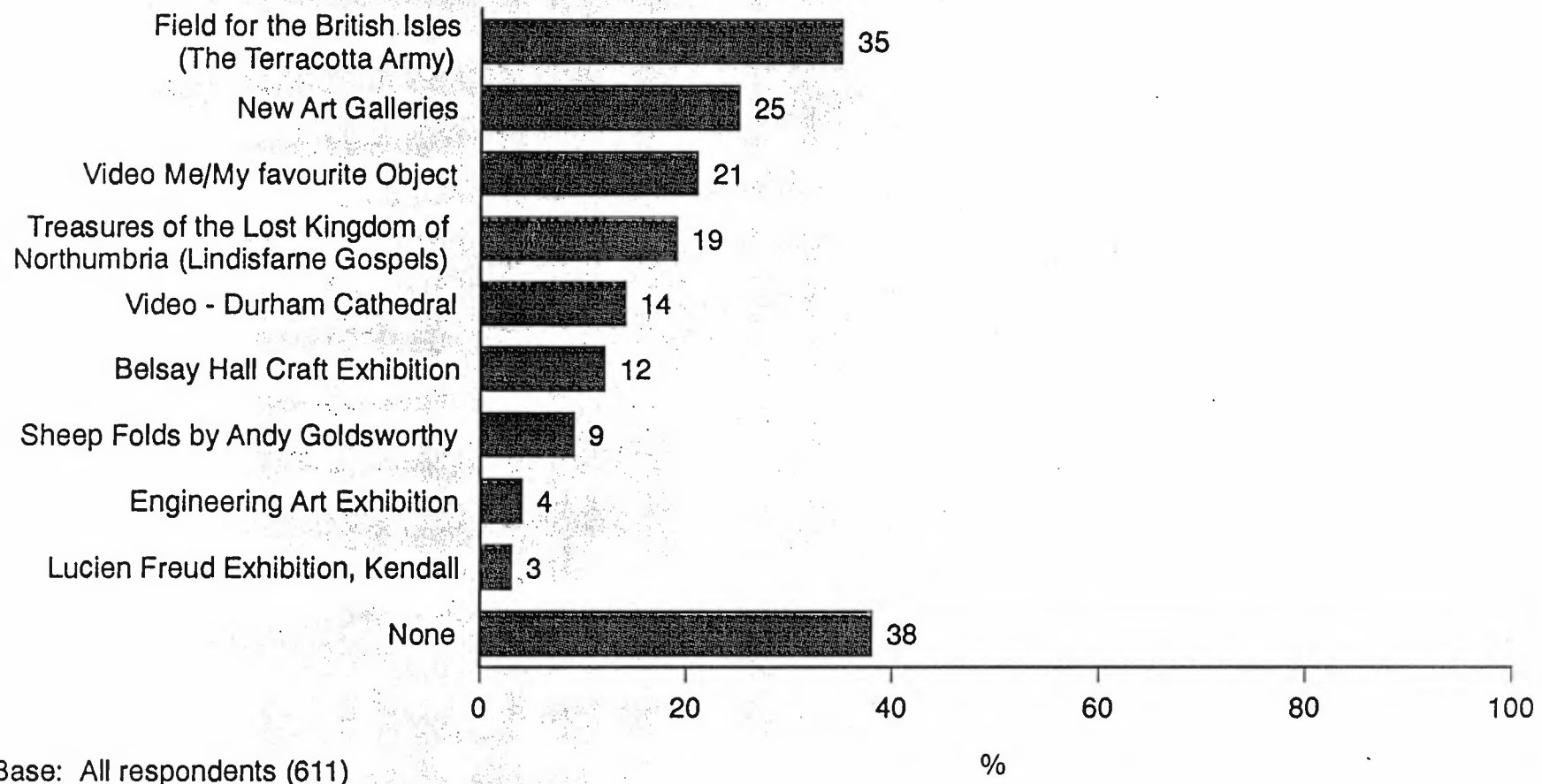
Jan/Feb 1996



Base: All respondents (606)

PROMPTED AWARENESS OF SPECIFIC VISUAL ARTS UK ACTIVITIES/EVENTS

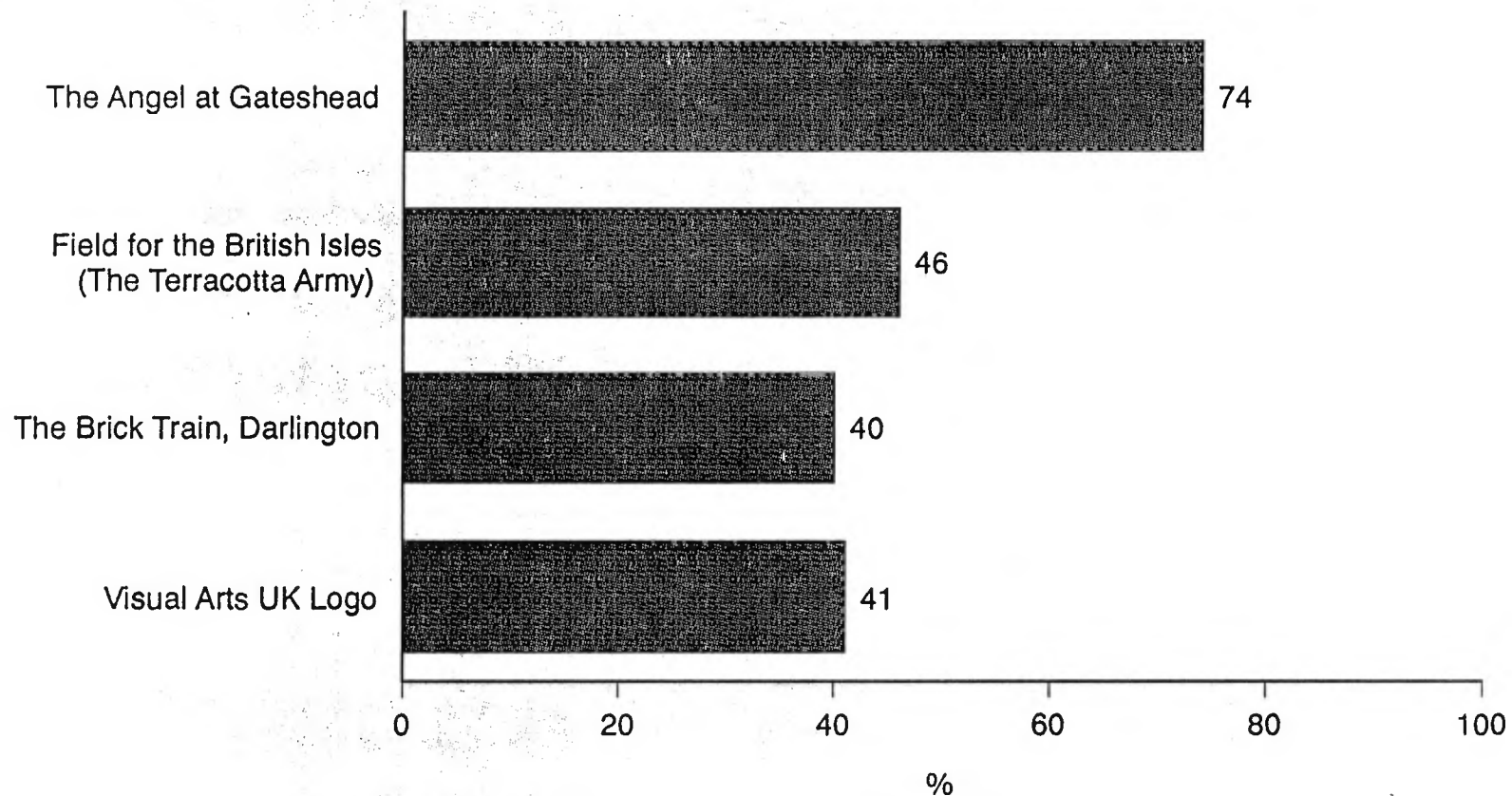
Sept 1996



PROMPTED AWARENESS OF SPECIFIC VISUAL ARTS UK ACTIVITIES/EVENTS

Sept 1996

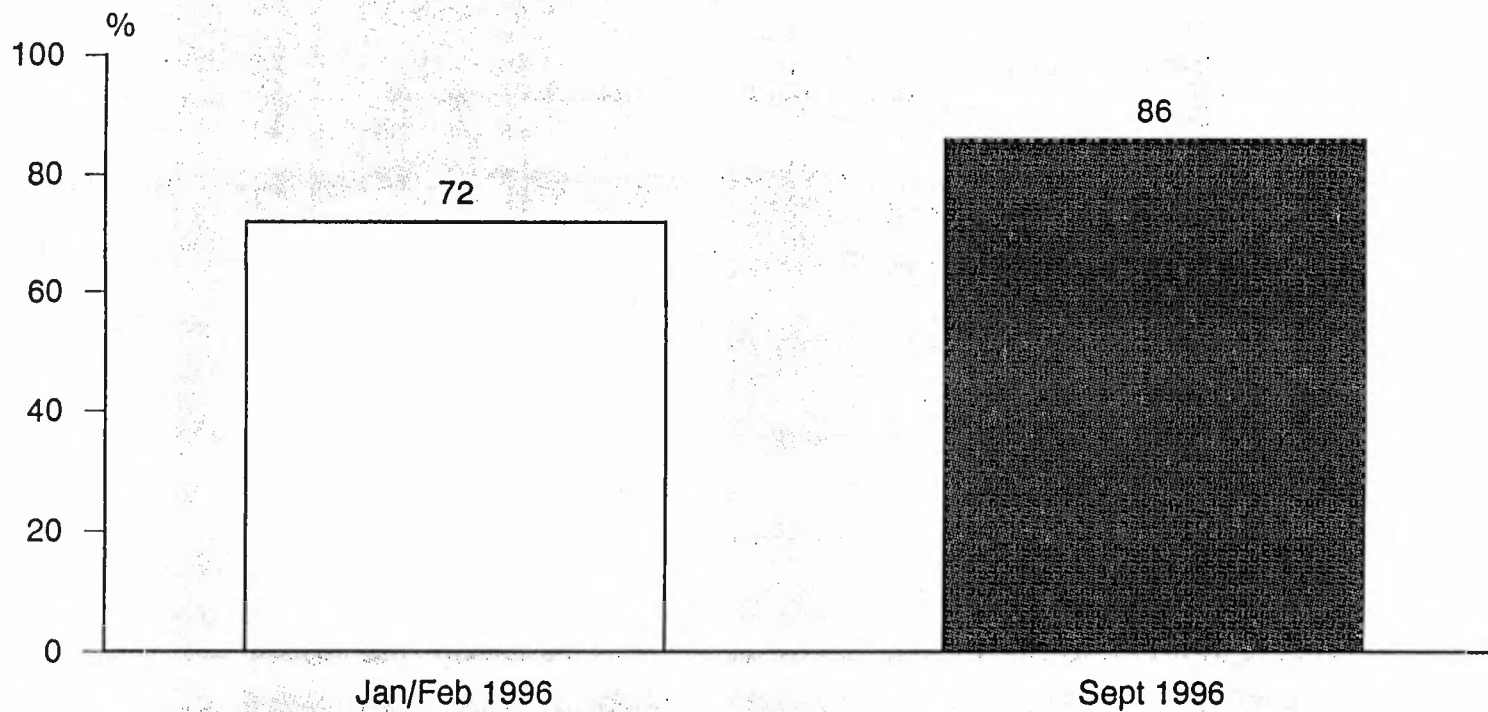
(Photographs shown to respondents)



Base: All respondents (611)

TOTAL AWARENESS OF VISUAL ARTS UK OR VISUAL ARTS ACTIVITIES/EVENTS

Jan/Feb vs Sept 1996



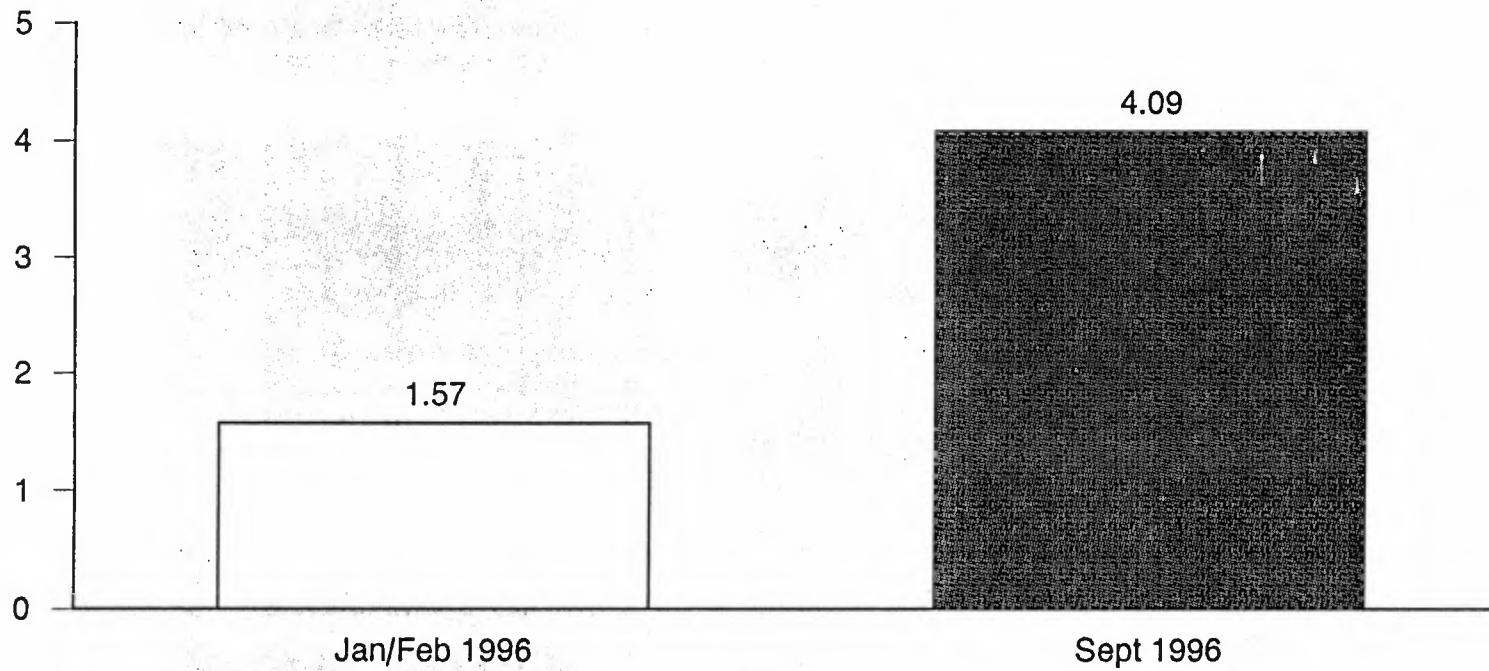
Base: All respondents

(606)

(611)

TOTAL AWARENESS OF VISUAL ARTS UK OR VISUAL ARTS ACTIVITIES/EVENTS

*Average number of activities each respondent aware of
Jan/Feb vs Sept 1996*



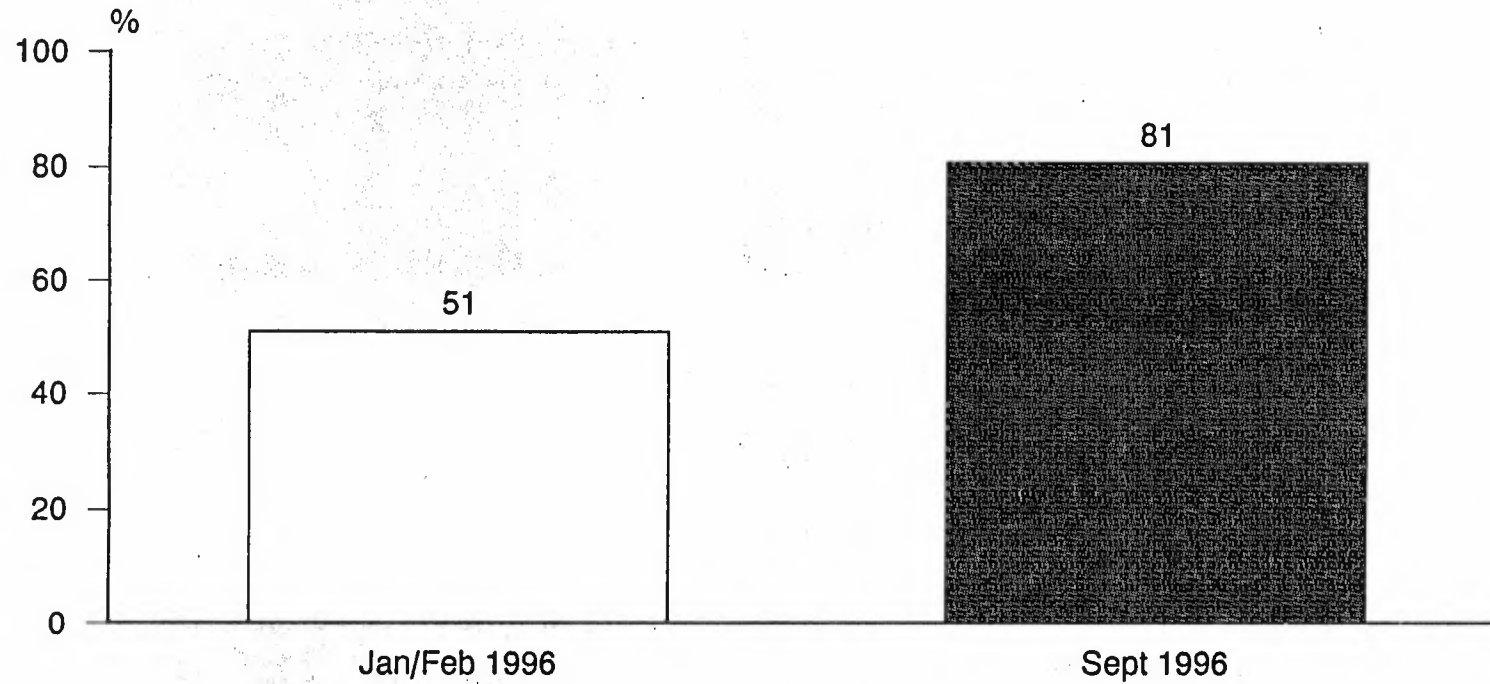
Base: All respondents

(606)

(611)

TOTAL PERCENTAGE AWARENESS EXCLUDING THE ANGEL AT GATESHEAD

Jan/Feb vs Sept 1996

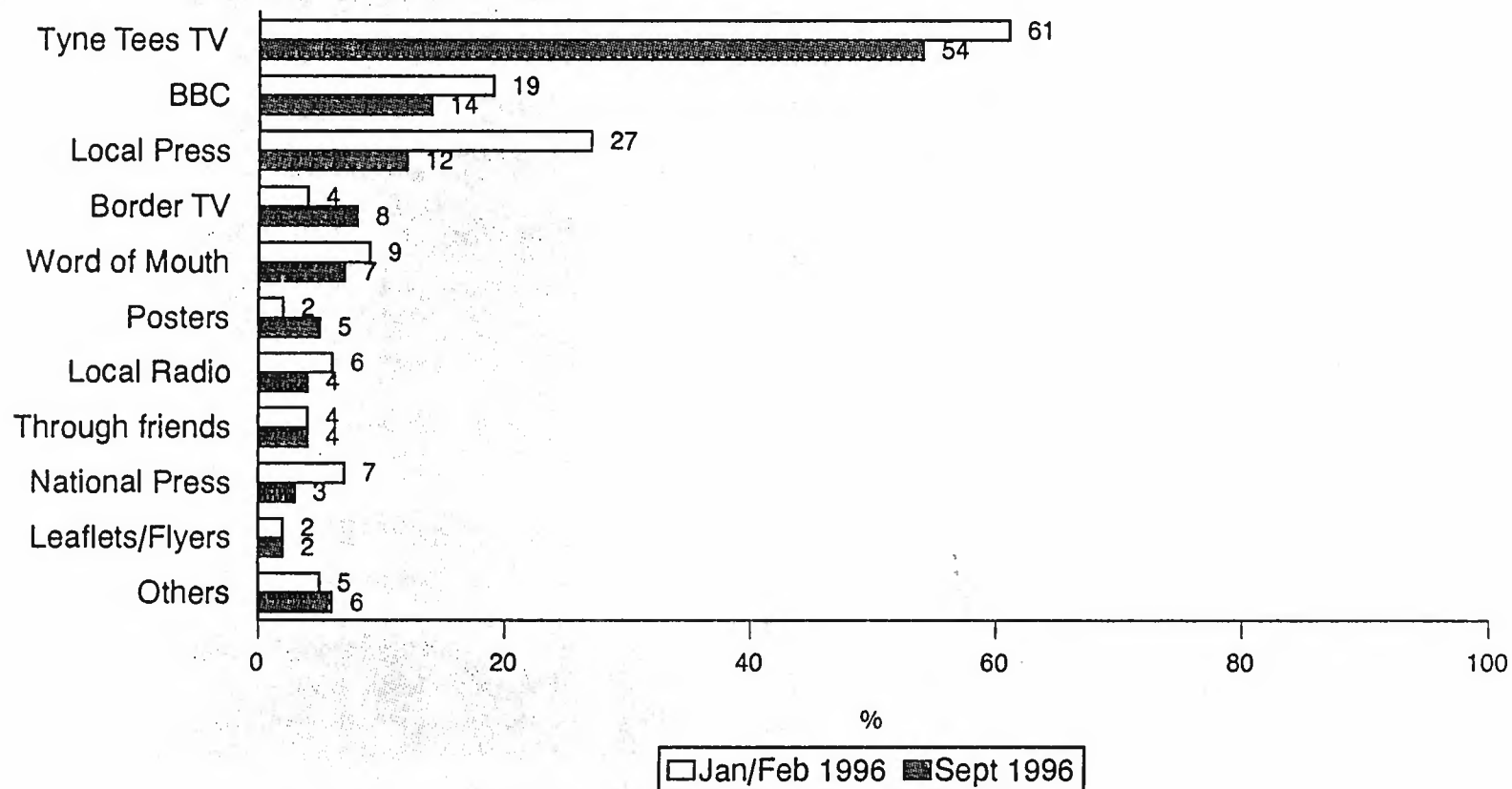


Base: All respondents (606)

(611)

WHERE HEARD ABOUT VISUAL ARTS UK ACTIVITIES/EVENTS

Jan/Feb vs Sept 1996

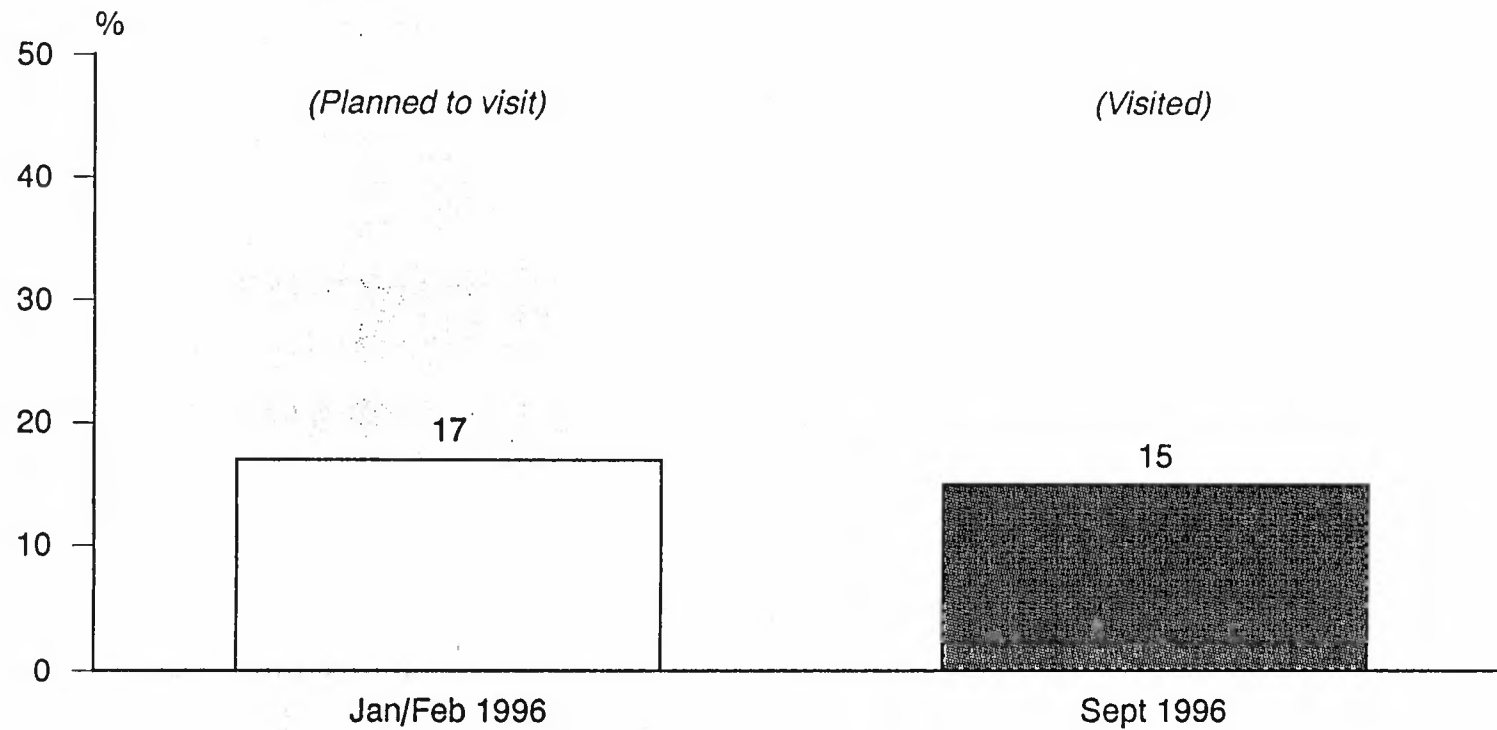


Base: All aware of Visual Arts UK Activities - Jan/Feb (443) Sept (531)

ATTENDANCE AND PARTICIPATION

PLANNED TO VISIT vs ACTUALLY VISITED VISUAL ARTS UK ACTIVITIES/EVENTS

Overall - Jan/Feb vs Sept 1996

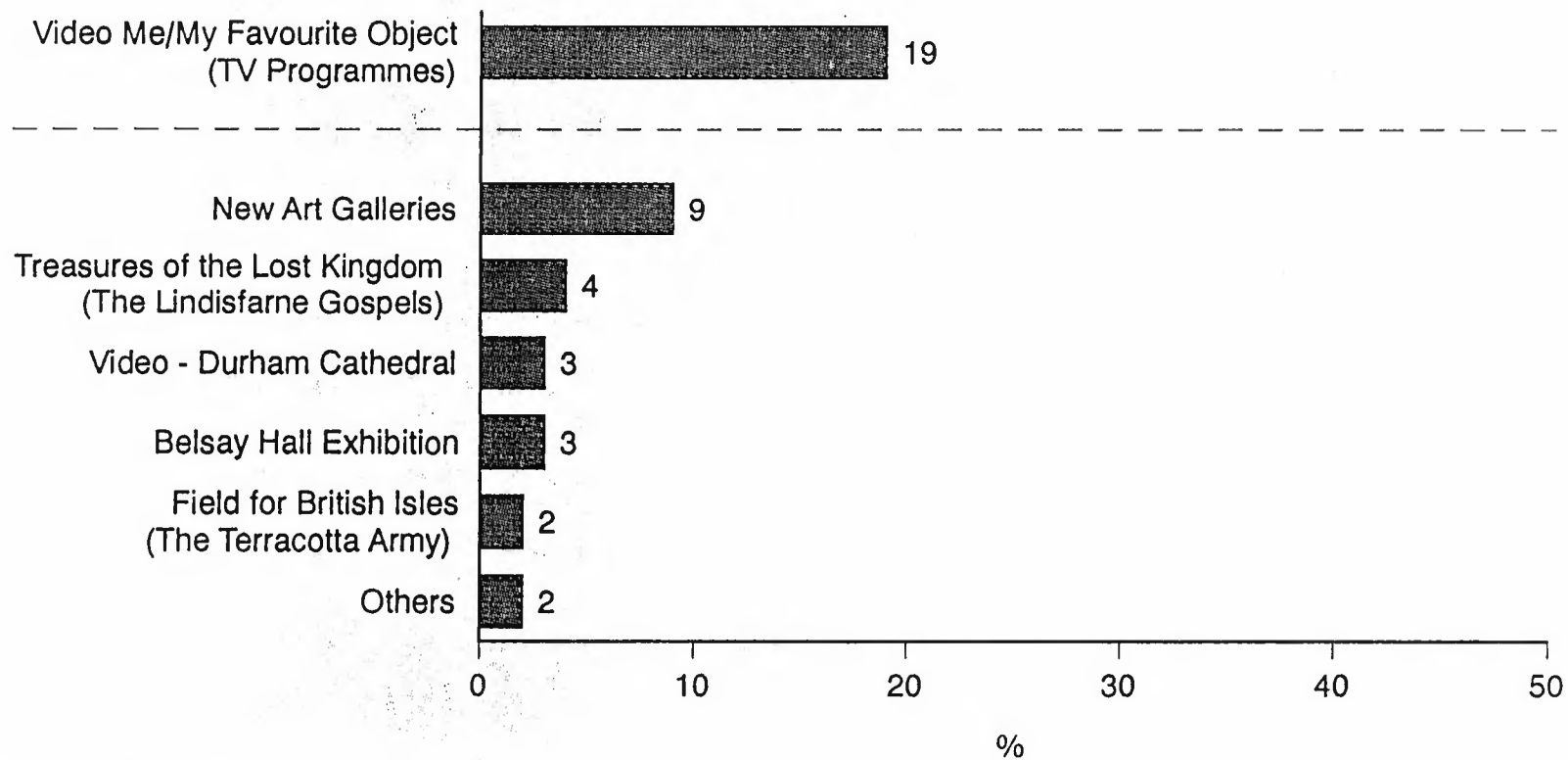


Base: All respondents (606)

(611)

SPECIFIC VISUAL ARTS UK ACTIVITIES ACTUALLY SEEN/VISITED

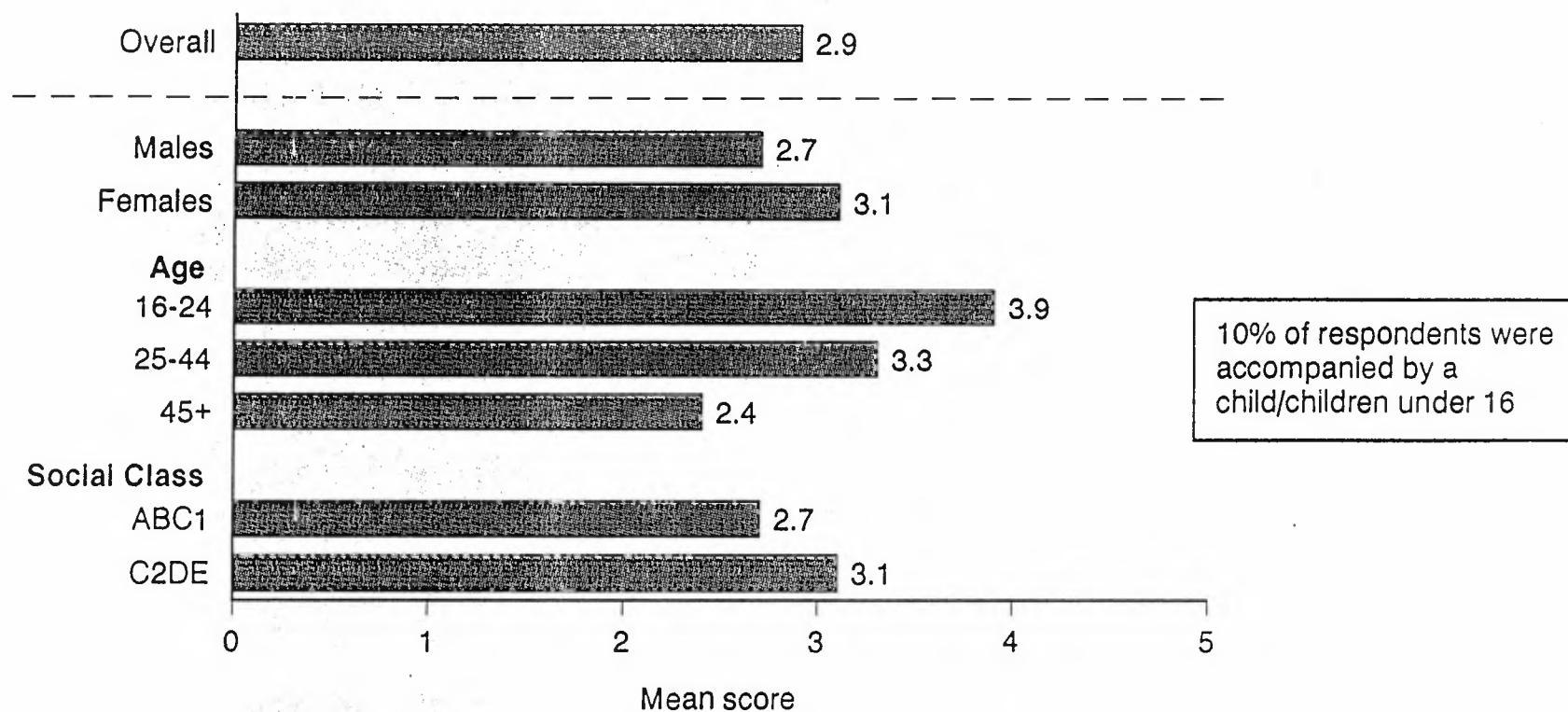
Sept 1996



Base: All respondents (611)

NUMBER OF PEOPLE IN PARTY WHEN VISITING VISUAL ARTS UK ACTIVITIES/EVENTS

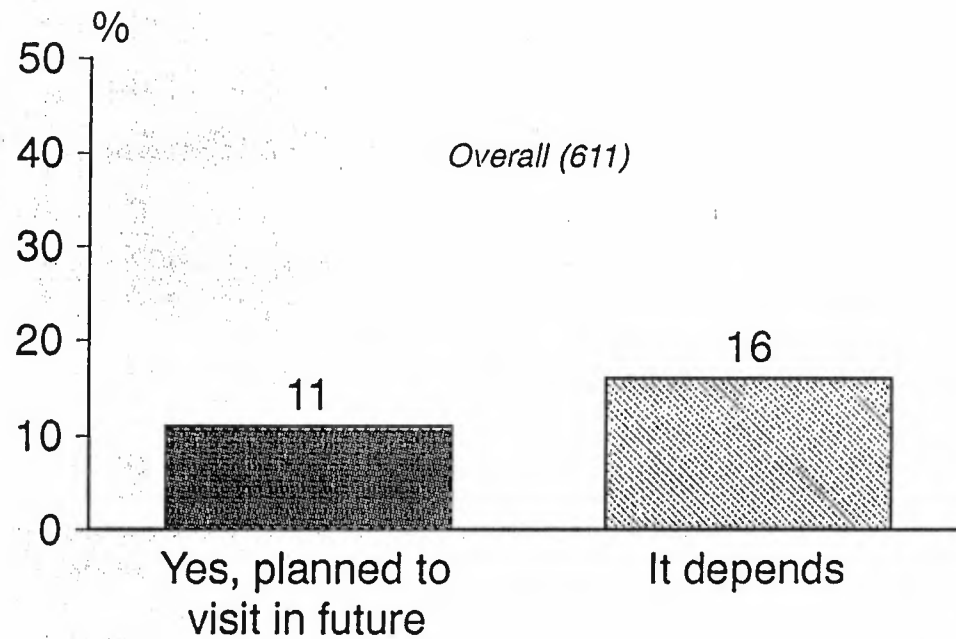
Sept 1996



Base: Visitors to Visual Arts UK Activities/Events (92)

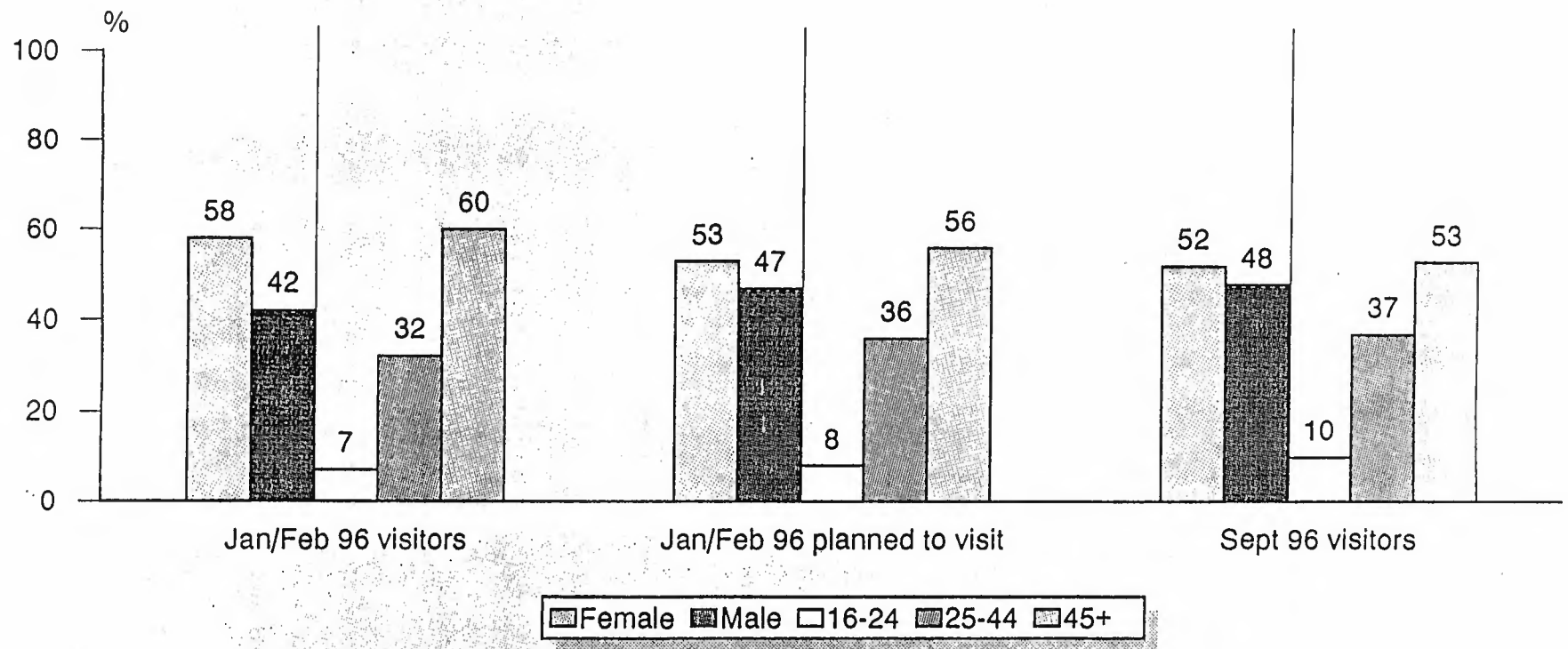
FUTURE VISITS PLANNED TO VISUAL ARTS UK ACTIVITIES/EVENTS

Sept 1996



VISITORS TO ART GALLERY/EXHIBITIONS JAN/FEB vs RESPONDENTS THAT PLANNED TO VISIT VISUAL ARTS UK/EVENTS vs RESPONDENTS THAT VISITED VISUAL ARTS UK EVENTS - SEPT 1996

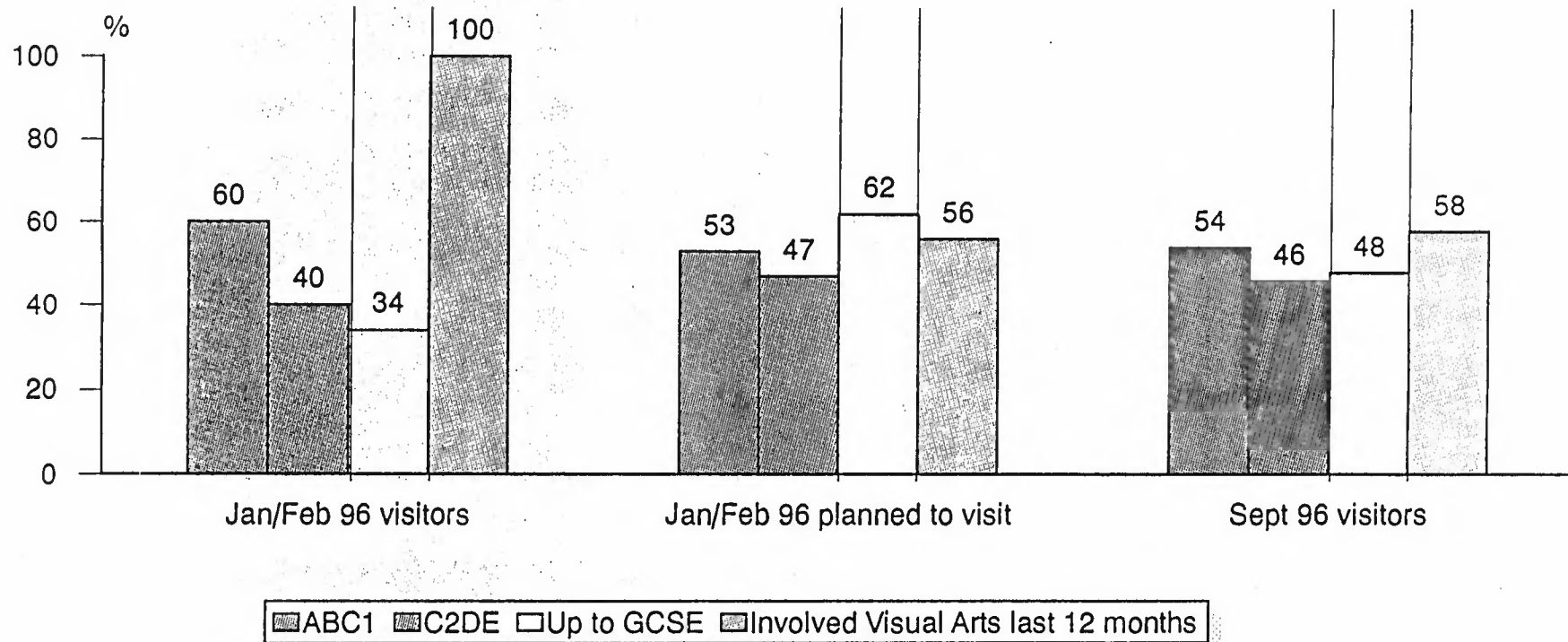
Jan/Feb vs Sept 1996



Base: Jan/Feb visitors (53) Jan/Feb planned to visit (100) Sept visitors (92)

VISITORS TO ART GALLERY/EXHIBITIONS JAN/FEB vs RESPONDENTS THAT PLANNED TO VISIT VISUAL ARTS UK/EVENTS vs RESPONDENTS THAT VISITED VISUAL ARTS UK EVENTS - SEPT 1996

Jan/Feb vs Sept 1996



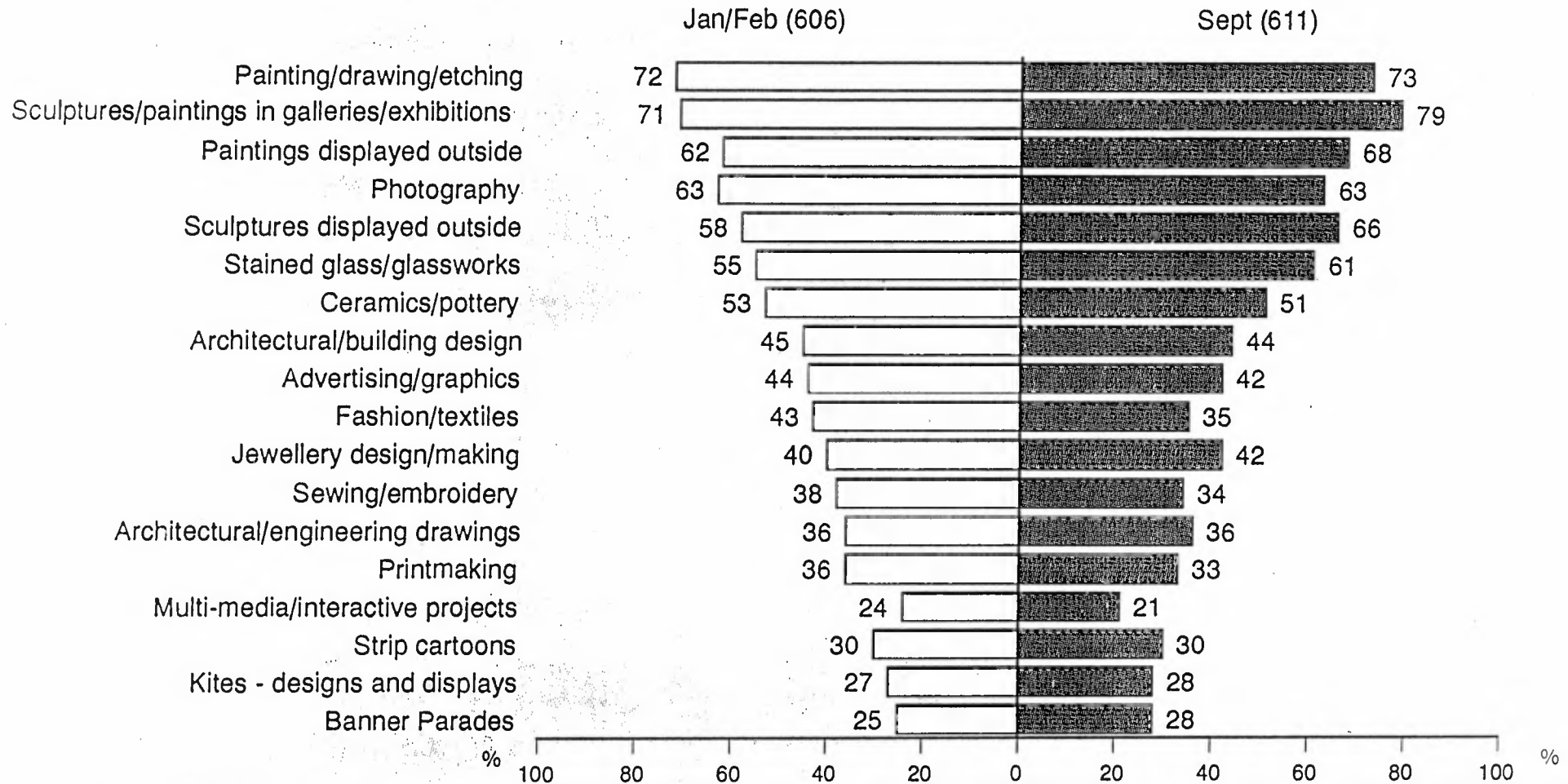
Base: Jan/Feb visitors (53) Jan/Feb planned to visit (100) Sept visitors (92)

*ATTITUDES TOWARDS
VISUAL ARTS*

EXTENT TO WHICH ACTIVITIES APPLY TO IDEA OF VISUAL ART

Percent scoring 4 or 5 on a 5 point scale where 5 = applies totally and 1 = do not apply at all

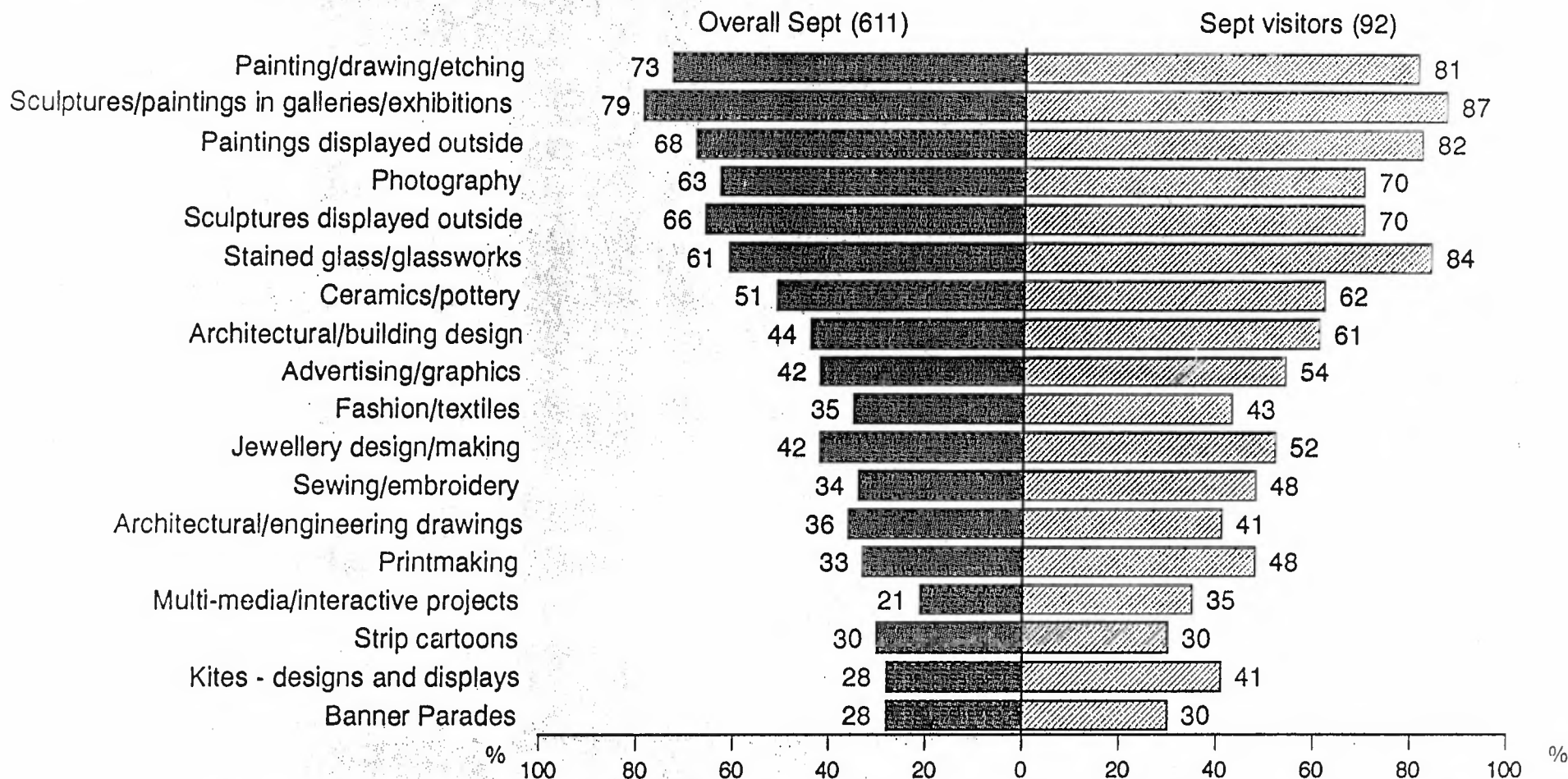
Overall - Jan/Feb vs Sept 1996



EXTENT TO WHICH ACTIVITIES APPLY TO IDEA OF VISUAL ART

Percent scoring 4 or 5 on a 5 point scale where 5 = applies totally and 1 = does not apply at all

Overall Sept vs Sept visitors



ATTITUDES TOWARDS VISUAL ARTS

Percent scoring 4 or 5 on a 5 point scale where 5 = agree totally and 1= do not agree at all

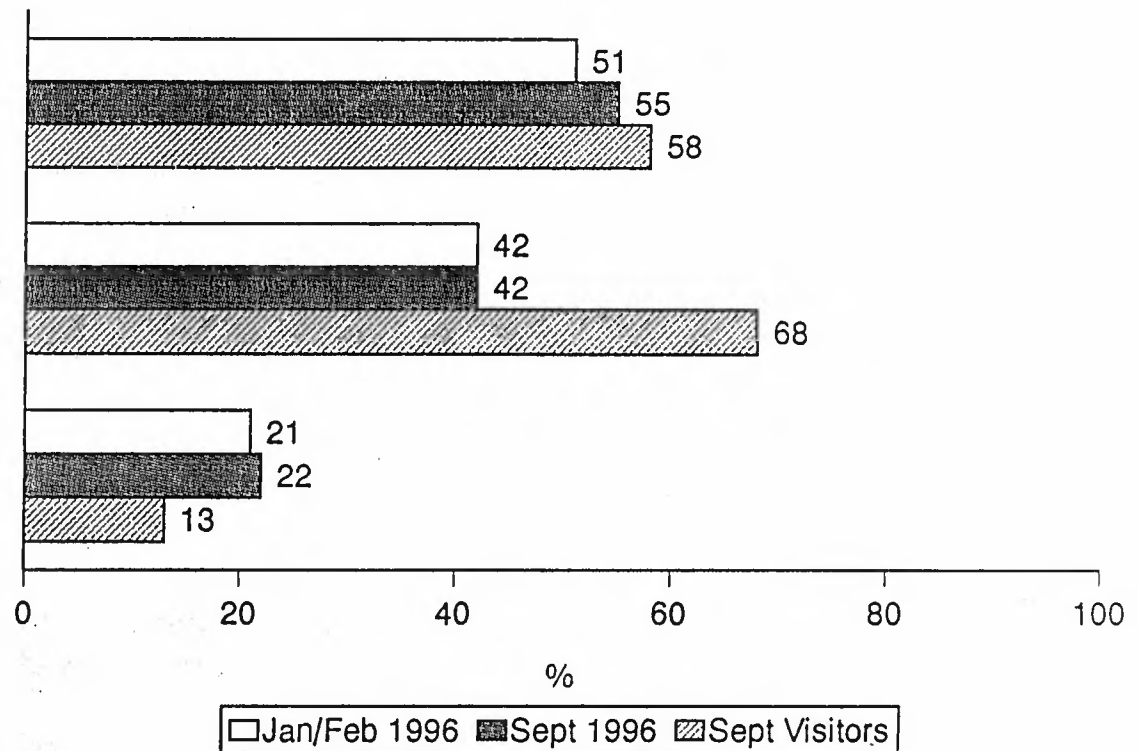
Jan/Feb vs Sept 1996 vs Sept Visitors

Visiting Art Galleries

I would feel more confident to go to a gallery if there was good description of each exhibit

I would find visiting an art gallery/ exhibition a stimulating experience

I would find the quiet atmosphere in an art gallery uncomfortable and intimidating



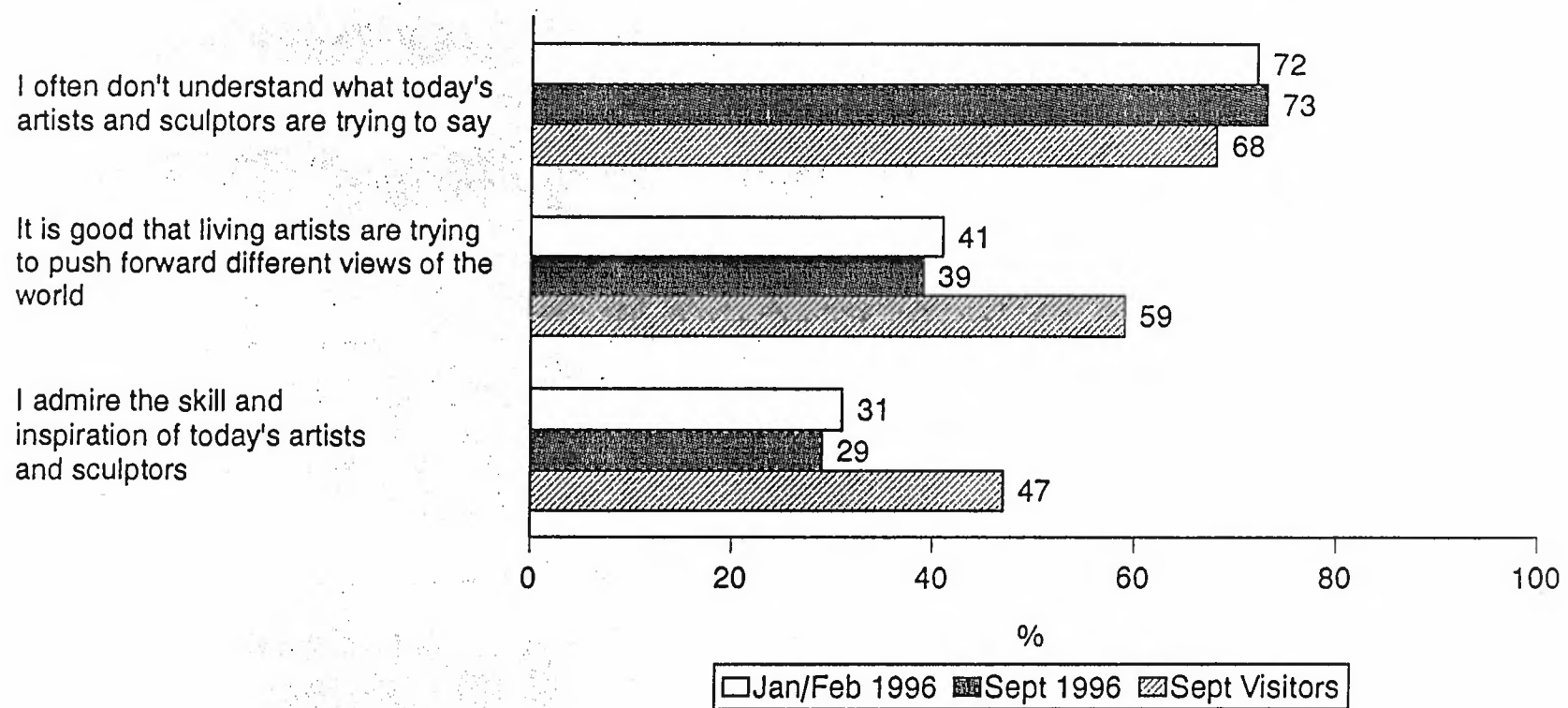
Base: All respondents

ATTITUDES TOWARDS VISUAL ARTS

Percent scoring 4 or 5 on a 5 point scale where 5 = agree totally and 1 = do not agree at all

Jan/Feb vs Sept 1996 vs Sept Visitors

Today's Artists and Sculptors



Base: All respondents

ATTITUDES TOWARDS VISUAL ARTS

Percent scoring 4 or 5 on a 5 point scale where 5 = agree totally and 1 = do not agree at all

Jan/Feb vs Sept 1996 vs Sept Visitors

Paintings/Sculptures displayed in public places

Art and sculpture displayed in public places should be made relevant to the location

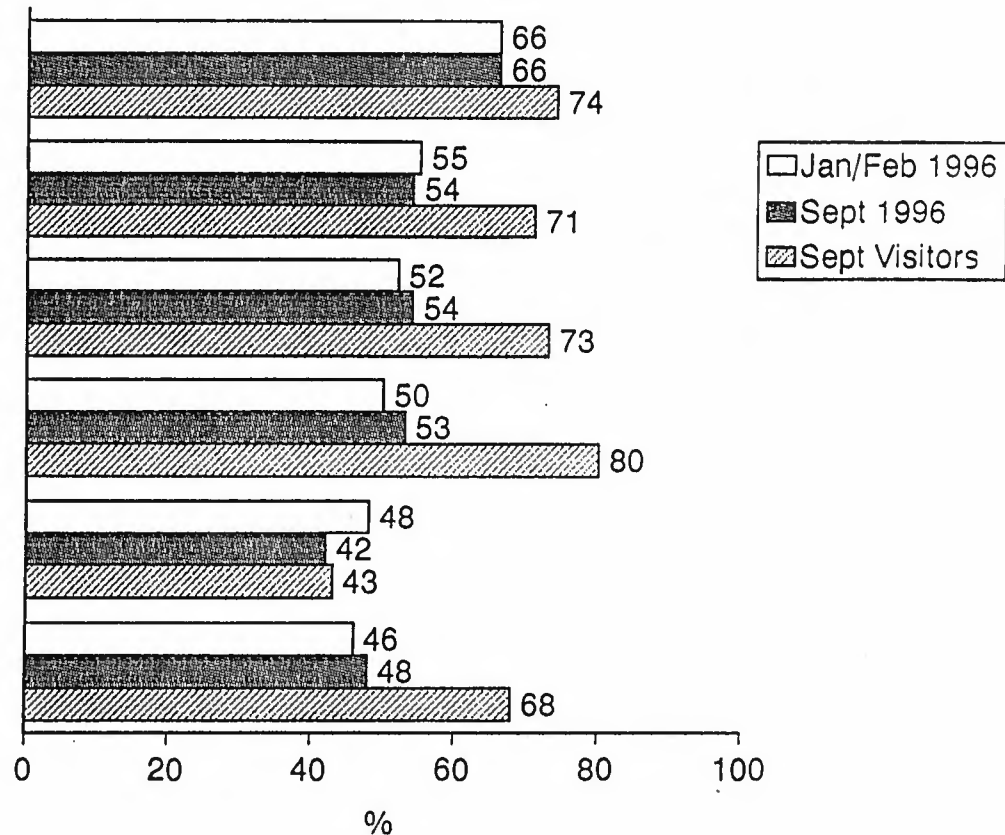
When art/sculpture is displayed in public places it encourages people to talk about it

I enjoy the visual arts when they are presented as part of other events

Because the visual arts are always around us, I enjoy them in many locations other than galleries

Art and sculpture displayed in public place quickly becomes irrelevant

When art/sculpture is displayed in public places it becomes a focal point in the community

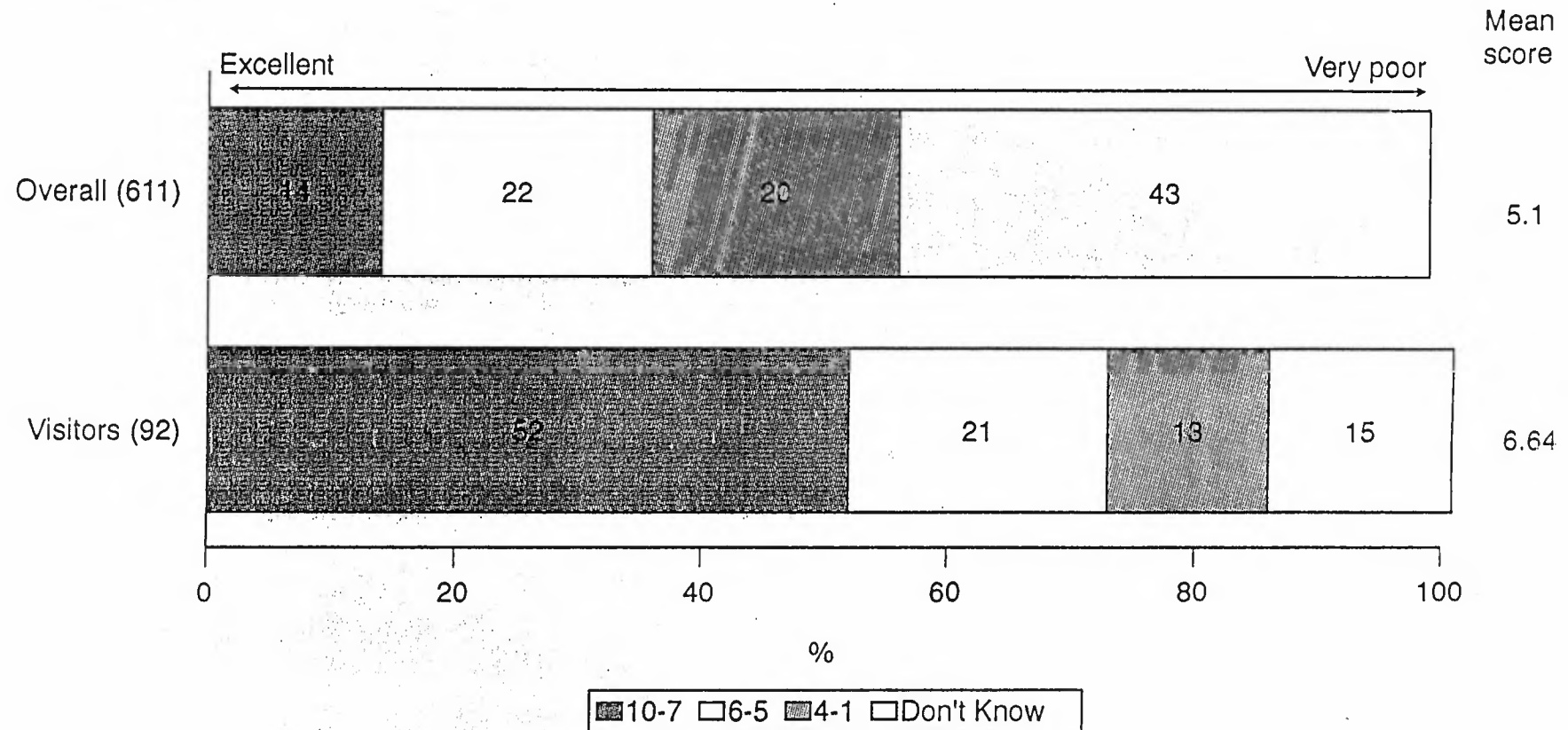


Base: All respondents

RATING VISUAL ARTS UK PROGRAMME

Q8 Using the scale of one to ten where one means very poor and ten means excellent, how would you rate the programme of activities under the banner Visual Arts UK?

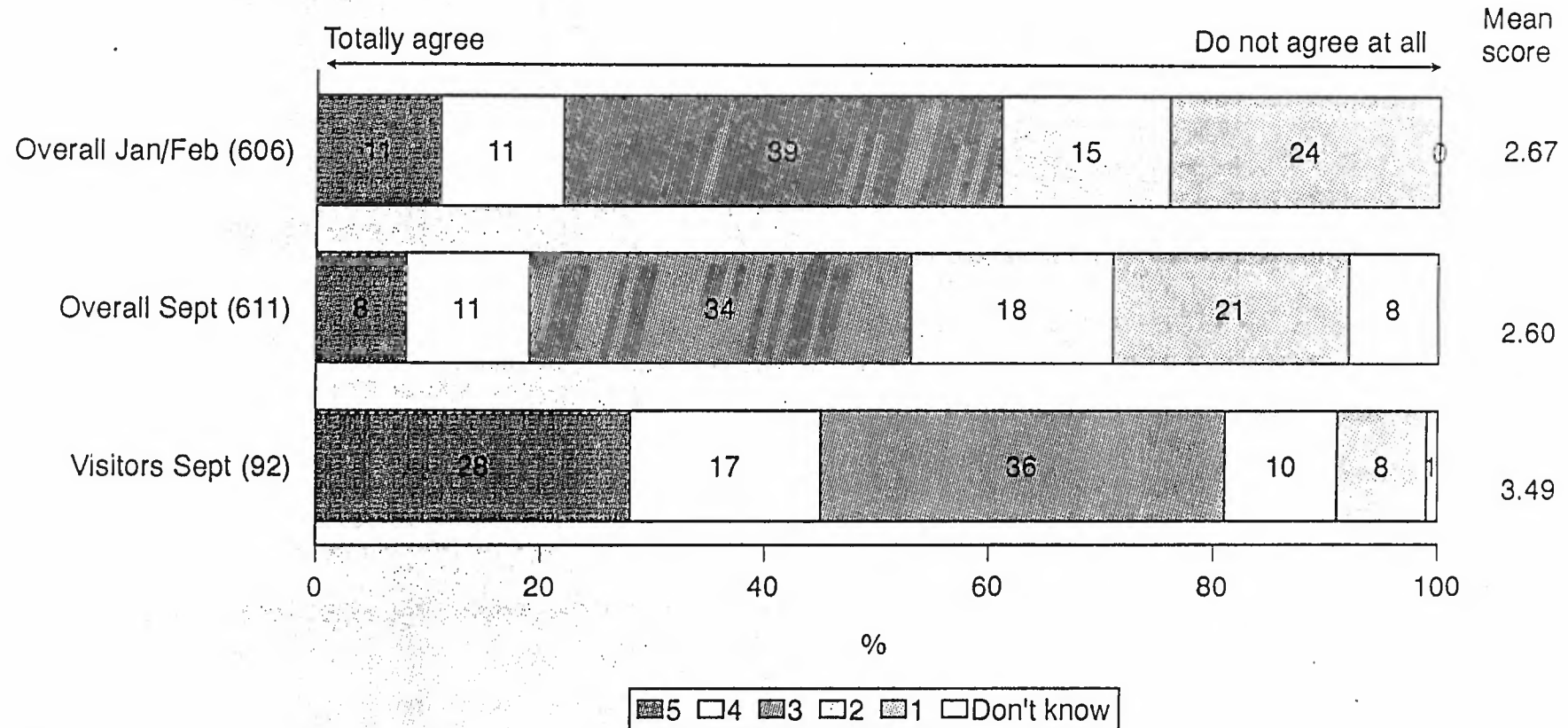
Sept 1996 vs Sept Visitors



ATTITUDES TOWARD PUBLIC FUNDING OF THE VISUAL ARTS

Q7. I would like you to tell me how much you agree or disagree that public funds should be spent on the Visual Arts. We will use a scale of five to one where five means you totally agree with public funding of the Visual Arts and one means you do not agree at all.

Sept 1996 vs Sept Visitors



FINAL
10 September 1996

VISUAL ARTS AWARENESS (2)

JOB NUMBER	SERIAL NUMBER	CARD	SAMPLE POINT	INTERVIEW NO.	INTERVIEWER NUMBER
26058					
(1-5)	(6-8)	(9)			(10-15)
RESPONSE CONTACTS		REFUSALS	INTERVIEW START TIME WRITE IN:		INTERVIEW LENGTH (MINUTES)
NAME OF RESPONDENT MR/MRS/MISS/MS: _____			DECLARATION: I certify that this interview has been personally carried out by me with the informant at his/ her address and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine, and I have not interviewed him/ her on any survey in the last six months.		
ADDRESS: _____					

POST CODE: _____					
TEL NO. (INCL. AREA/ STD CODE) _____					
IF NO TELEPHONE NO. CODE HERE →			0 1	INTERVIEWER SIGNATURE: _____ INTERVIEWER NAME: _____ (BLOCK CAPITALS) DATE OF INTERVIEW: 0 DAY OF INTERVIEW: _____ REGIONAL MANAGERS INITIALS: _____	

Classification

<u>Gender</u>		<u>Age</u>		<u>Social Class</u>	
	(16)		(19)		(22)
Male	1	16-24	1	AB	1
Female	2	25-44	2	C1	2
		45+	3	C2	3
				DE	4

<u>Region</u>		<u>Total Number in H/H</u>		<u>Children Under 16 in Household</u>	
	(17)		(20)		(23)
Cleveland	1	1	1	Yes	1
Northumberland	2	2	2	No	2
Tyne & Wear	3	3	3		
Durham	4	4	4		
Cumbria	5	5+	5		

<u>Marital Status</u>		<u>Tenure</u>		<u>Final Education Level</u>	
	(18)		(21)		(24)
Married/co-habiting	1	Owned/Buying on mortgage	1	Upto GCSE	1
Single/Separated/Divorced/		Private rented	2	Upto 'A' Level	2
Widowed	2	Other rented	3	Degree or professional qualification	3

Good morning/afternoon. My name is from Fieldcontrol interviewing on behalf of Harris Research. We are currently conducting a survey in the North of England about leisure activities that people participate in during their spare time. The interview will only take about 10 minutes of your time.

Yes - continue

S1 Would you tell me whether you or any member of your family works, or has worked in any of these occupations? **SHOWCARD A**

Advertising/PR
Market Research/Sales/Marketing
Radio/TV/Journalism
Visual Art, Performing Arts or any Art related occupation,
including Teaching of Art

INTERVIEWER: IF YES TO ANY OF THE ABOVE, CLOSE

S2 Are you a permanent resident in the North of England (i.e. Cleveland, Cumbria, Durham, Northumberland, Tyne & Wear)?

Yes	1	S3
No - Close	2	CLOSE

S3 How long have you lived in the North?

3 years or more	1	S4
Less than 3 years	2	CLOSE

S4 Are you in full-time education?

Yes	1	CLOSE
No	2	Q1

ASK ALL

Q1a Which of the following leisure activities are you interested in? MULTICODE

SHOWCARD B

Q1b Which of these activities have you attended or been actively involved in during the last four weeks? MULTICODE

SHOWCARD B

Q1c And which of these activities have you attended or been actively involved in during the last 12 months? MULTICODE

SHOWCARD B

	Q1a (25)	Q1b (28)	Q1c (31)	
A play	1	1	1	
Opera	2	2	2	
Ballet or dance performance	3	3	3	
The cinema	4	4	4	
Classical music concert or recital	5	5	5	
Jazz concert or performance	6	6	6	
Pop/rock concert	7	7	7	
Comedy/revue performance	8	8	8	
Museum or historic house	9	9	9	
	(26)	(29)	(32)	
<hr/>				
Art gallery or exhibition/ Visual Arts project	1	1	1	Q1d
<hr/>				
Painting, drawing, sketching	2	2	2	
Photography class	3	3	3	
Pottery	4	4	4	
Metalwork	5	5	5	
Woodwork	6	6	6	
Jewellery making	7	7	7	
Working with textiles	8	8	8	
Gardening	9	9	9	
	(27)	(30)	(33)	
Aerobics/Keep fit	1	1	1	
Sports/walking/cycling	2	2	2	
None of the above	3	3	3	
Don't know	X	X	X	

A L L
OTHERS
Q2

Q1d Were any of the art galleries, exhibitions or visual arts projects you attended in the North of England? (34)

Yes	1	
No	2	
Don't know	X	Q2

Q2

ASK ALL

I would now like you to think about the Arts and Visual Arts in particular. I am going to read out a list of things and I would like you to tell me how much they apply to your idea of Visual Art. We will use a scale of five to one, where five means applies totally and one means it does not apply at all. Of course you can use a number in between to reflect your views. **SINGLE CODE EACH ITEM**

SHOWCARD C**TICK ROTATE START**

	Applies totally					Does not apply at all	Don't Know	
<input type="checkbox"/>	Sculptures, paintings and other art work displayed in galleries/exhibitions	5	4	3	2	1	X	(35)
<input type="checkbox"/>	Sculptures displayed in places such as shopping centres, or installed in the countryside/along roadsides	5	4	3	2	1	X	(36)
<input type="checkbox"/>	Painting/drawing/etching	5	4	3	2	1	X	(37)
<input type="checkbox"/>	Ceramics/Pottery	5	4	3	2	1	X	(38)
<input type="checkbox"/>	Stained Glass/glass works	5	4	3	2	1	X	(39)
<input type="checkbox"/>	Multi-media/interactive projects	5	4	3	2	1	X	(40)
<input type="checkbox"/>	Fashion/Textiles	5	4	3	2	1	X	(41)
<input type="checkbox"/>	Strip cartoons	5	4	3	2	1	X	(42)
<input type="checkbox"/>	Kites- Design and displays	5	4	3	2	1	X	(43)
<input type="checkbox"/>	Photography	5	4	3	2	1	X	(44)
<input type="checkbox"/>	Banner - Parades	5	4	3	2	1	X	(45)
<input type="checkbox"/>	Printmaking	5	4	3	2	1	X	(46)
<input type="checkbox"/>	Paintings displayed in places such as shopping centres	5	4	3	2	1	X	(47)
<input type="checkbox"/>	Jewellery design and making	5	4	3	2	1	X	(48)
<input type="checkbox"/>	Architectural and Engineering drawings	5	4	3	2	1	X	(49)
<input type="checkbox"/>	Sewing/Embroidery	5	4	3	2	1	X	(50)
<input type="checkbox"/>	Architectural and Building design	5	4	3	2	1	X	(51)
<input type="checkbox"/>	Advertising/Graphics	5	4	3	2	1	X	(52)

Q3

Q3 I would now like to read a number of statements that some people say describes how they feel about the Visual Arts. I would like to use a scale where five means you agree totally and one means you do not agree at all. (SHOWCARD D). So using this scale, please tell me how much you agree with the following statements: **SINGLE CODE EACH ITEM**

TICK ROTATE START

	Agree Totally					Do not agree at all	Don't know	
<input type="checkbox"/> I would find a visit to an art gallery or exhibition a stimulating experience.	5	4	3	2	1	X		(53)
<input type="checkbox"/> I would find the quiet atmosphere in an art gallery uncomfortable and intimidating.	5	4	3	2	1	X		(54)
<input type="checkbox"/> I would feel more confident to go to an art gallery if I knew there was a good description of what each exhibit was trying to express.	5	4	3	2	1	X		(55)
<input type="checkbox"/> I enjoy the Visual Arts where they are presented as part of other events such as festivals and carnivals.	5	4	3	2	1	X		(56)
<input type="checkbox"/> Because the Visual Arts are always around us, I can enjoy them in many locations, other than galleries.	5	4	3	2	1	X		(57)
<input type="checkbox"/> I often don't understand what today's artists and sculptors are trying to say.	5	4	3	2	1	X		(58)
<input type="checkbox"/> I admire the skill and inspiration of today's artists and sculptors.	5	4	3	2	1	X		(59)
<input type="checkbox"/> It is good that living artists are trying to push forward different views of our world.	5	4	3	2	1	X		(60)
<input type="checkbox"/> When art and sculpture is displayed in public places it encourages people to talk about it.	5	4	3	2	1	X		(61)
<input type="checkbox"/> When art and sculpture is displayed in public places, it becomes a focal point in the community.	5	4	3	2	1	X		(62)
<input type="checkbox"/> Art and sculpture displayed in public places should be made relevant to the location.	5	4	3	2	1	X		(63)
<input type="checkbox"/> Art and sculpture displayed in public places quickly becomes irrelevant as no-one takes any notice of it.	5	4	3	2	1	X		(64) Q4

Q4 Have you heard of Visual Arts UK or the year of Visual Arts?
SINGLE CODE

Yes	1	Q5a
No	2	
Don't know	X	Q5b

Q5a Can you recall any specific activities of events relating to Visual Arts UK or Year of Visual Arts?
 PROBE FULLY; WHAT ELSE? ANYTHING ELSE?

_____ (66)

_____ (67)

_____ (68)

_____ (69)

_____ (70) Q5b

ASK ALL

Q5b I would now like to show you some photographs. HAND RESPONDENT PACK OF PHOTOGRAPHS.
 Please look through these photographs and tell me which items you recognise. INTERVIEWER; CIRCLE ALL
 ITEMS RECOGNISED AT 5b BELOW. FOR EACH ITEM RECOGNISED AT 5b ASK:

Q5c What is it? INTERVIEWER; IF RECOGNISED CORRECTLY CODE IN THE 'RECOGNISED CORRECTLY'
 COLUMN BELOW AT 5c. IF INCORRECTLY RECOGNISED, CODE IN THE INCORRECT COLUMN
 BELOW AT 5c.

	Q5b Recognised item	Q5c Recognised item			
		Correctly	Incorrectly	Don't know	
	(71)				
a) The Angel at Gateshead	1	1	2	X	(72)
b) The Terracotta Army	2	1	2	X	(73)
c) The Brick Train, Darlington	3	1	2	X	(74)
d) Visual Arts UK Logo	4	1	2	X	(75)

Q5d

SKIP 76 - 80
 DUP 1 - 8
 CD 2 = 9

arts in the North of England during 1996. Have you heard of any of these Visual Arts activities or new
 items? CIRCLE ALL ITEMS HEARD OF AT Q5d BELOW.

one of these galleries? CIRCLE ALL ITEMS SEEN OR VISITED AT Q5e BELOW
 OR VISITED AT Q5e ASK Q5f

enjoy seeing or visiting (INSERT ITEMS SEEN/VISITED AT Q5e). Please use a scale from one to five, where five means enjoyed
 and one means did not enjoy at all.

	Q5d	Q5e	Q5f							
	Heard of Activity (10)	Seen/Visited Activity		Did not enjoy at all		Enjoyed thoroughly		Don't know		
a) Field for the British Isles (The Terracotta Army)	1	1	(11)	1	2	3	4	5	X	(20)
b) Belsay Hall Craft Exhibition (Living in Belsay)	2	1	(12)	1	2	3	4	5	X	(21)
c) Treasures of the Lost Kingdom of Northumbria (the Lindisfarne Gospels at the Laing Art Gallery)	3	1	(13)	1	2	3	4	5	X	(22)
d) Sheep Folds by Andy Goldsworthy	4	1	(14)	1	2	3	4	5	X	(23)
e) Lucien Freud Exhibition at Abbot Hall, Kendall	5	1	(15)	1	2	3	4	5	X	(24)
f) <u>Any</u> new art gallery, such as:- Hartlepool Art Gallery Dock Museum in Barrow Customs House in South Shields City Library and Arts Centre in Sunderland	6	1	(16)	1	2	3	4	5	X	(25)
g) Engineering Art Exhibition	7	1	(17)	1	2	3	4	5	X	(26)
h) Video Me/My Favourite Object (Tyne Tees and Border TV) * (SEE NOTE BELOW)	8	1	(18)	1	2	3	4	5	X	(27)
i) Video Installation in Durham Cathedral by Bill Viola	9	1	(19)	1	2	3	4	5	X	(28)

Q5g

INTERVIEWER: PROMPT IF NECESSARY.

Video Me/My Favourite Object are one minute spots featured on Tyne Tees and Border TV 4 - 5 times a week.

IF ANY ITEM CODED AT Q5b AND/OR ACTIVITY AT Q5d ASK Q5g ALL OTHERS GO TO Q6a

Q5g Where did you hear about these Visual Arts projects activities?

MULTICODE

		(29)	
	TV - Tyne Tees	1	
	TV - Border	2	
	TV - BBC	3	
	National Press	4	
	Local Press	5	
	Posters	6	
	Schools/Colleges	7	
	Leaflets/flyers	8	
	Magazines	9	
		(30)	
	Local radio	1	
	Word of mouth	2	
	Through friends	3	
	Through people involved in Visual Arts projects	4	
	Other (CODE AND WRITE IN) _____	0	Q6a

Q6a Have you visited any of the new galleries in the North of England or seen any of the Visual Arts UK events during 1996?

		(31)	
	Yes	1	Q6b
	No	2	
	Don't know	X	Q6d

IF YES ASK:

Q6b Thinking about the last visual art activity you last saw or visited in the North of England, including children, how many people were with you?

SINGLE CODE

		(32)	
	I was alone	1	
	1 other person	2	
	2 people	3	
	3 people	4	
	4 people	5	
	5 + people	6	
	Don't know	X	Q6c

Q6c And were you with family members or friends?
SHOWCARD F. CODE ALL THAT APPLY.

(33)

Male family member	1	
Female family member	2	
Male friend	3	
Female friend	4	
Child/Children under 16	5	Q6d

ASK ALL

Q6d Do you plan or intend to visit any future Visual Arts activities in the North of England during 1996?
(34)

Yes	1	
It depends	2	
No	3	
Don't know	X	Q7

ASK ALL

Q7 I would now like you to tell me how much you agree or disagree that Public Funds should be spent on the Visual Arts. We will use a scale of five to one where five means you totally agree with public funding of the Visual Arts and one means you do not agree at all. Of course you can use any number in between to reflect your view.

(35)

Totally Agree	5	
	4	
	3	
	2	
Do not agree at all	1	Q8

Q8 And finally, using a scale of 1 - 10, where one means very poor and ten means excellent, how would you rate the programme of activities under the banner Visual Arts UK?

(36)

Excellent 10

9

8

7

6

5

4

3

2

Very poor 1

Don't know X

COMPLETE CLASSIFICATION. THANK AND CLOSE