

Survey on **cultural participation** in the Basque Autonomous Community

Report on results **Summary 2024**



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de la Cultura



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Presentation

This report summarises the results of *the Survey on Cultural Participation in the Basque Autonomous Community 2024* undertaken by the Basque Cultural Observatory, which analyses the cultural practices of the BAC's population, covering those more open to different cultural expressions as well as amateur creative activities or digital practices. A special section is also devoted to practices carried out in the Basque language.

The main aim consisted of obtaining the indicators needed to complete a detailed portrait of the population's cultural participation. The survey encompassed a representative sampling of 4,700 people aged fifteen and upward who reside in the BAC.

The report has two precedents: the 2019 *Survey on Cultural Participation in the Basque Country* and the 2007-2008 *Survey on Cultural Habits, Practices and Consumption in the Basque Country*. It is thereby possible to make a comparative reading of how the population's main cultural practices have evolved in the last fifteen years.

The report consists of six sections. The first sets out the indicators for people's attitudes about cultural participation, how important they think it is, the information they have about culture and the motives that drive their cultural participation.

The second covers details of cultural practices associated to the performing and musical arts, audio-visual consumption, reading and those associated to museums and heritage.

The third describes amateur practices, explains knowledge acquisition in that area and analyses the participation in cultural associations.

The fourth delves into digital practices, a key aspect for understanding current cultural participation. The fifth section analyses cultural practices in the Basque language.

Finally, the report includes an annex with the fact sheet for the survey.



O1.

General attitudes toward culture

O1. 1.

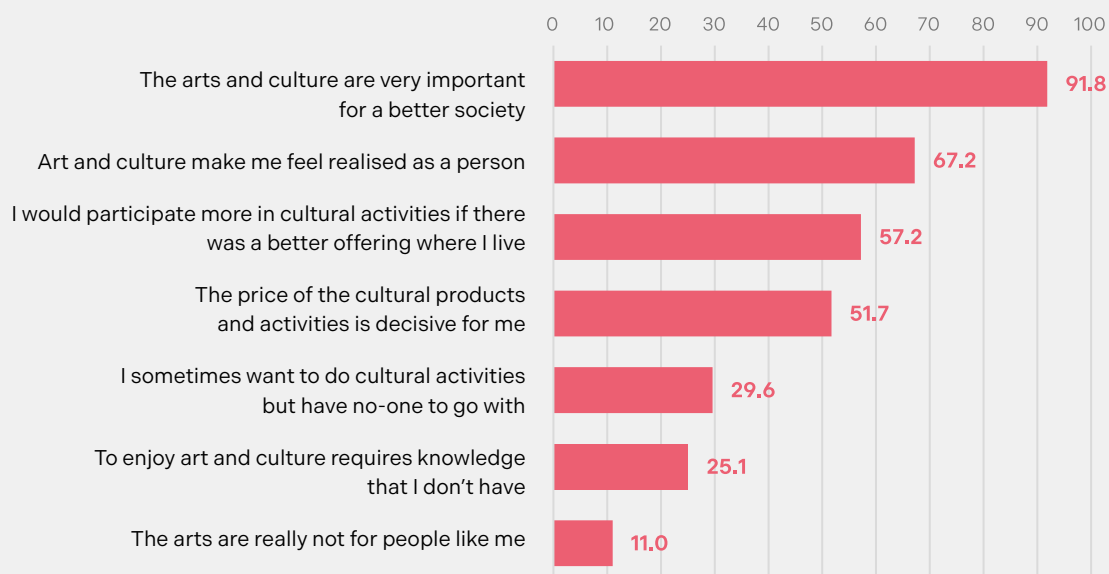
Attitudes toward culture and cultural barriers

The attitude toward culture can be considered positive overall, as 91.8% assert that the arts and culture are very important for achieving a better society. The main reasons hindering more

participation in culture are the limited offering (57.2%) and price (51.7%), as well as lack of company (29.6%) and knowledge (25.1%).

Graph 1.

Degree of agreement with the following statements about culture (mostly + totally agree) (%).



O1. 2.

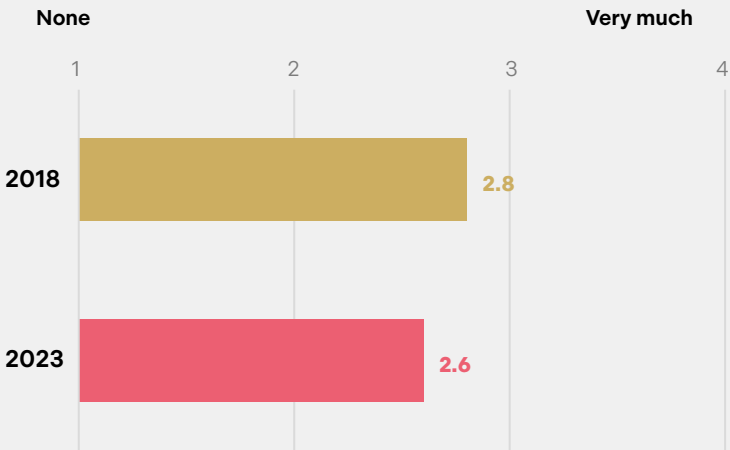
Level of information about the cultural offering

On a scale from 1 to 4, in which 1 is none and 4 is very much, the average score is 2.6 with respect to citizens' level of information about the local

area's cultural offering. Compared to 2018 (2.8), this average has fallen.

Graph 2.

Average self-assessment of the level of information about the cultural offering (2018-2023).





O1. 3.

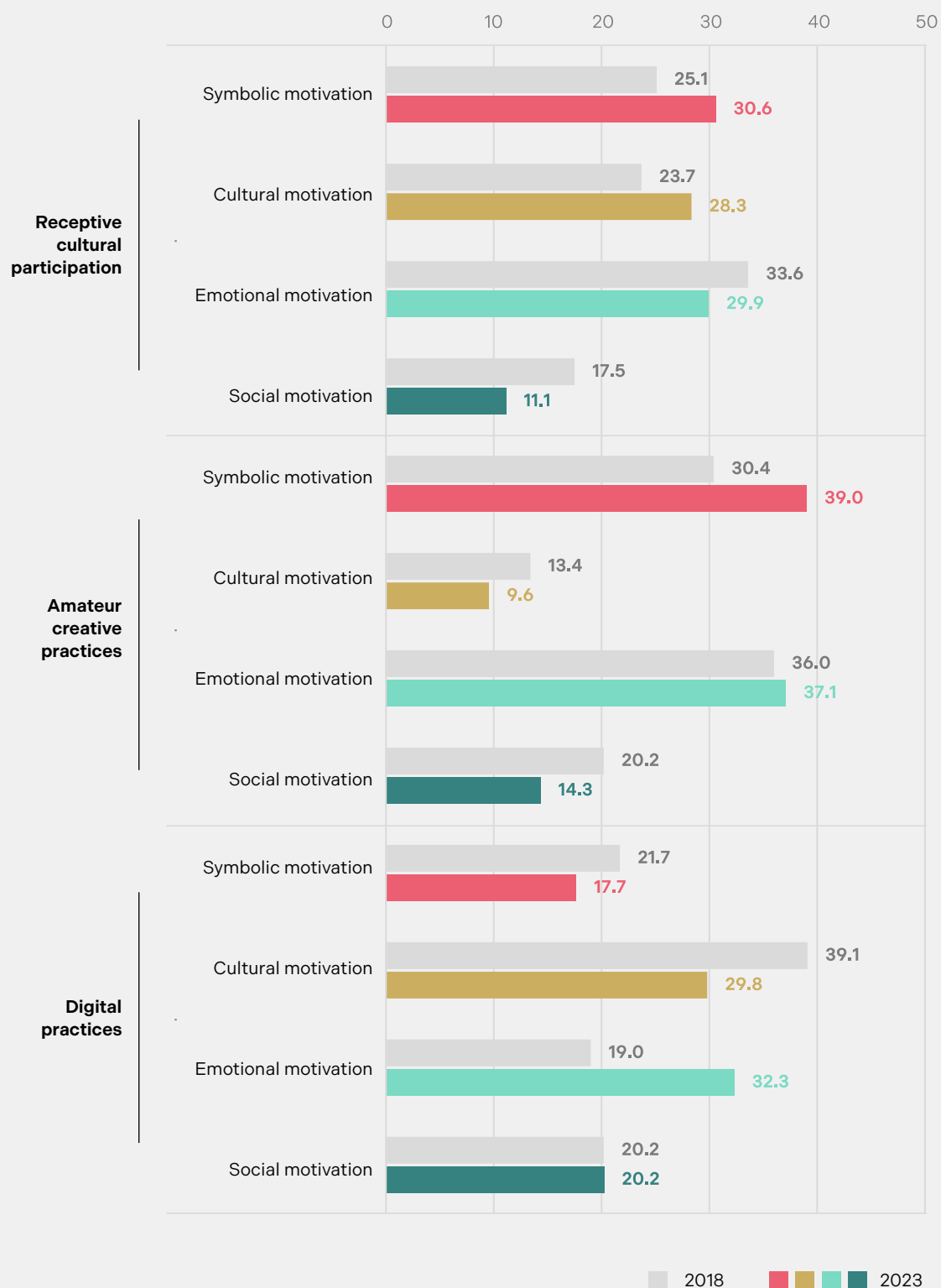
Motives for cultural participation

Four types of motivation are distinguished, according to the needs that cultural participation satisfies in each case:

- **Symbolic motivation:** related to the need to enrich oneself as a person, self-realisation.
- **Cultural motivation:** has to do with need to boost one's level of knowledge.
- **Social motivation:** has to do with the need to associate with other people and share the experience.
- **Emotional motivation:** related to the need to disconnect, escape daily routines and try new sensations.

The importance of the motives is much different for each of the forms of participation:

- **In receptive cultural practices,** the distribution of the motives' weight is very homogeneous, though the weight of social motivation is much less (11.1%).
- **In amateur creative practices,** symbolic (39.0%) and emotional (37.1%) motivation are situated well above the rest.
- **In the case of digital practices,** emotional (32.3%) and cultural (29.8%) motivation stand out.

Graph 3.*Motivation for cultural participation according to type of practice (2018-2023) (%).*



O2.

Receptive cultural participation

A cross-cutting look at the frequency that certain practices occur enables detection of three blocs among the different cultural activities.

For more than 60% of the total population:

- Reading books (75.9%);
- Attending concerts (64.8%);
- Going to the cinema (63.4%).

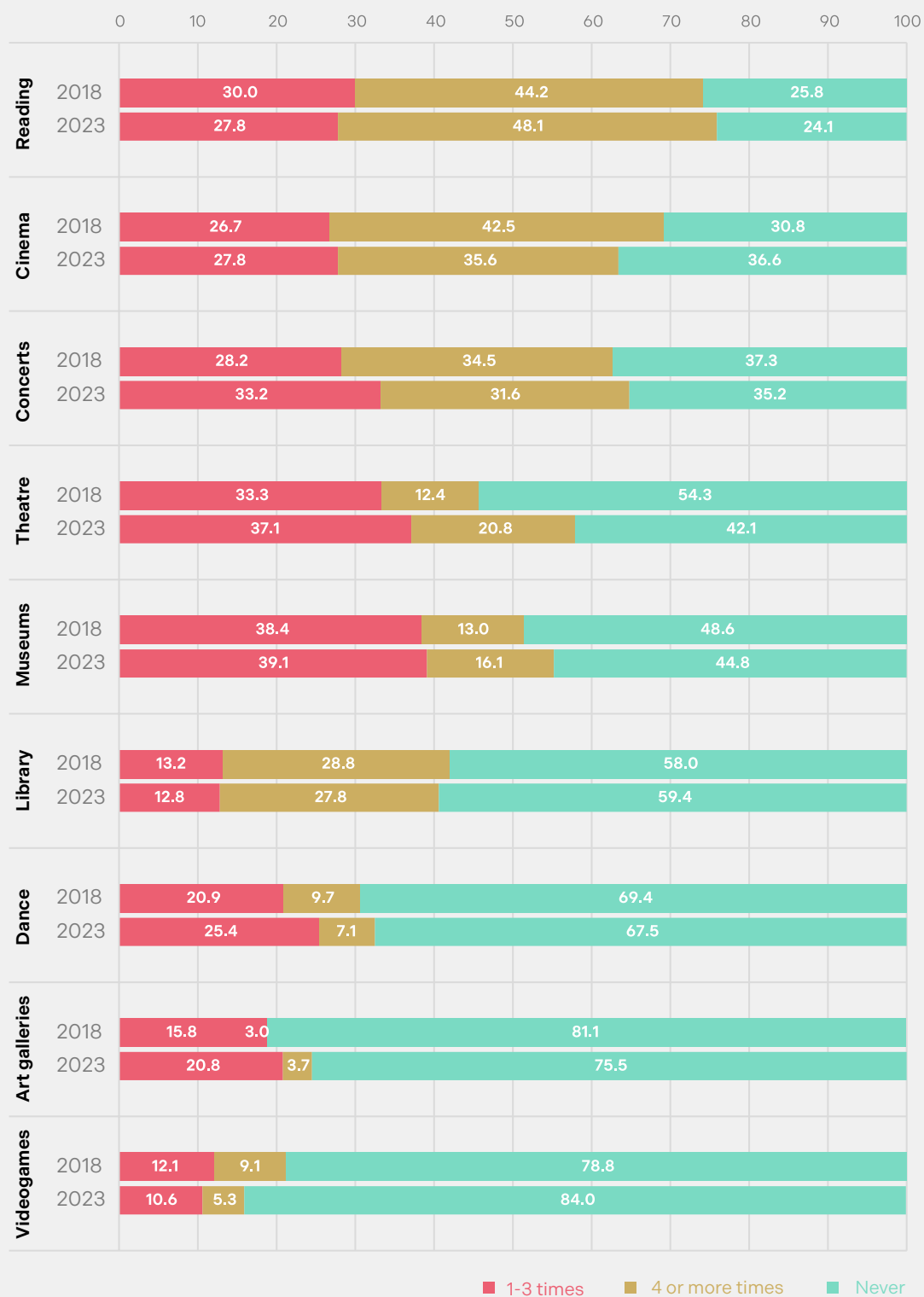
Second, with percentages between 40% and 60%, are the following:

- Attending theatre performances (57.9%);
- Visiting museums (54.2%);
- Going to libraries (40.6%).

Next, with percentages between 20% and 40%:

- Attending dance performances (32.5%);
- Visiting art galleries (24.5%).

Situated below is playing videogames (16%).

Graph 4.*Frequency of undertaking different cultural practices (2018-2023) (%).*

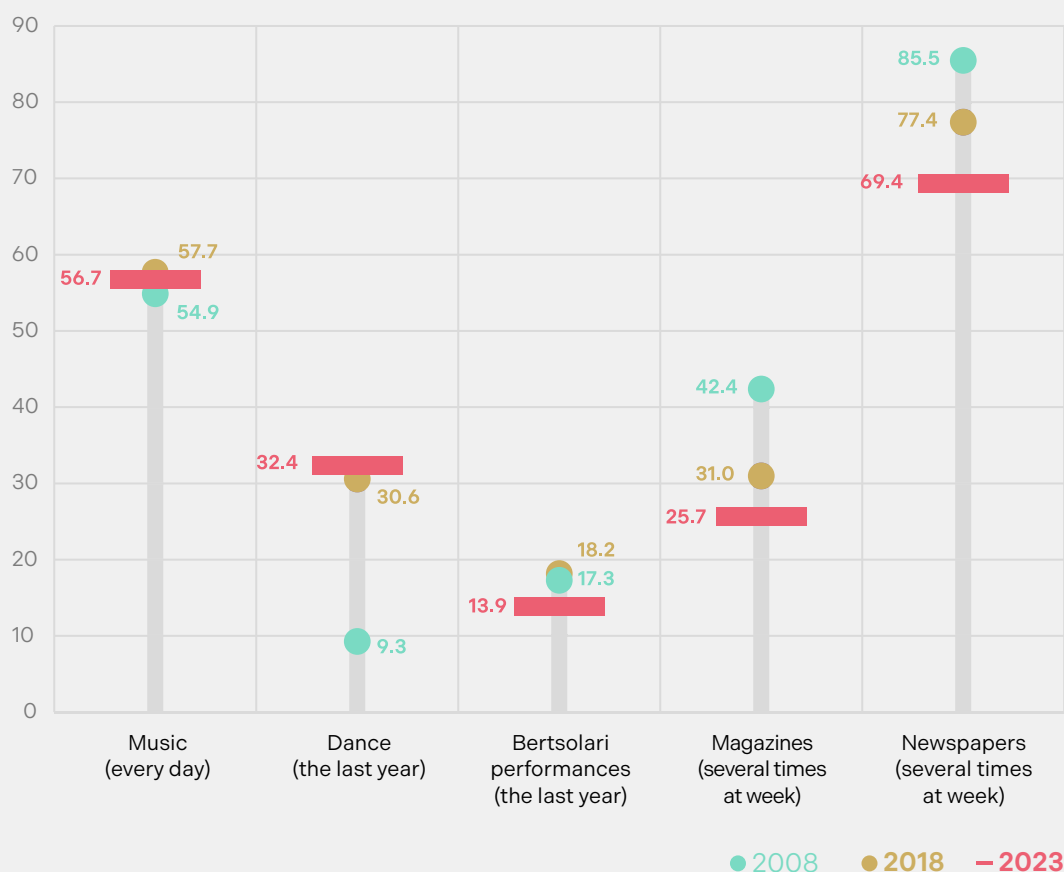


It is also possible to make a historical comparison of different practices in the 2008-2018-2023 period, specifically listening to recorded music (daily), watching dance performances (in the last year), attending *bertsolari* performances (in the last year), reading magazines (several times a week) and reading newspapers (several times a week):

- Slight increase in the habit of listening to recorded music in 2018, which fell one point when measured in 2023.
- The habit of watching dance performances increased substantially in 2018 and slightly in 2023.
- The habit of listening to *bertsolari* performances also rose in 2018, though it fell in 2023.
- The habit of reading magazines trended negative, in all around 17 points.
- The habit of reading newspapers also trended negative, in all falling around 16 points.

Graph 5.

Evolution of the incidence of cultural practices in the population (2008-2018-2023) (%).



03. Cultural participation linked to creativity

03. 1.

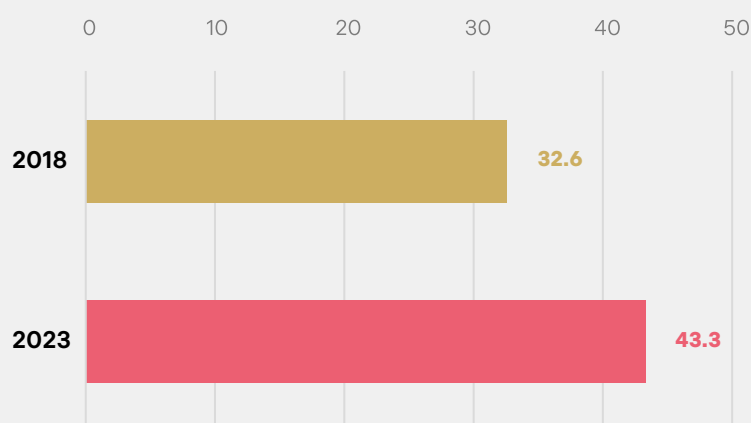
Amateur artistic practices

Some 43.3% of the population say they have done an amateur creative activity at least once a year, such as writing, painting, dance, crafts or

others. Regarding 2018 (32.6%), an increase of ten percentage points occurred.

Graph 6.

Amateur cultural practices in the last year (2018-2023) (%).



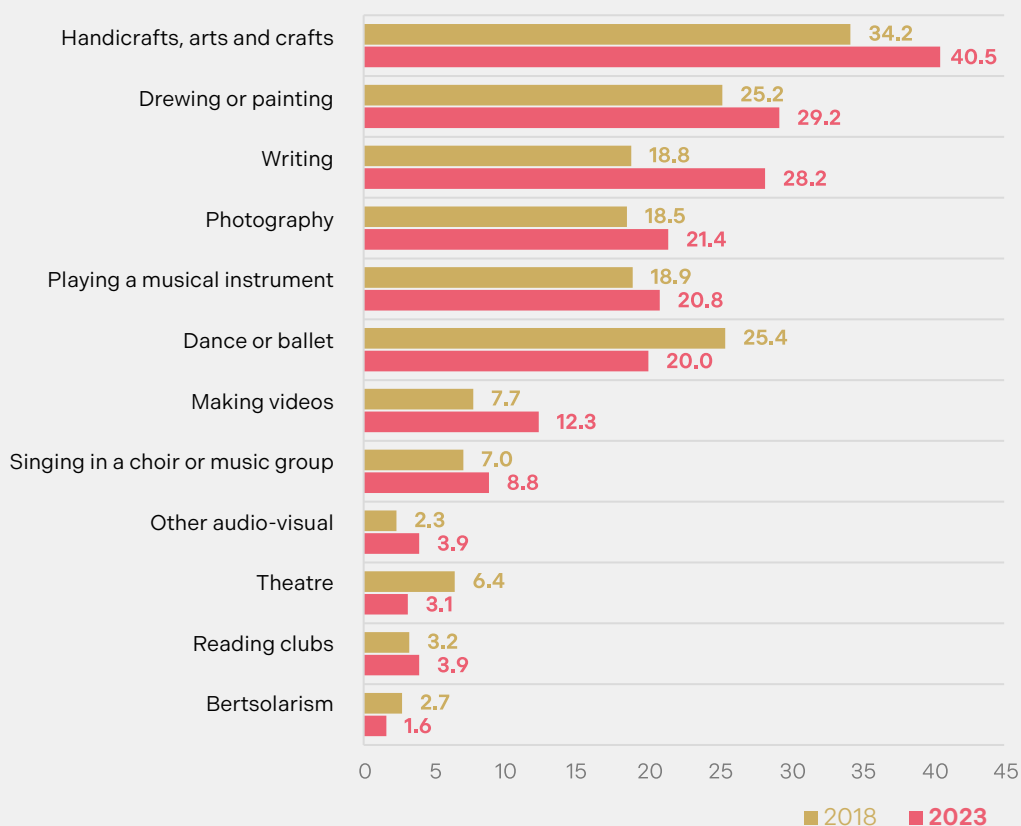


Handicrafts are the most widespread amateur practice, done by 40.5% of those who do creative activities. This was already the case in 2018, though there has been an increase of six points (34.2%).

With percentages above 20% are drawing or painting (29.2%), writing (28.2%), photography (21.4%) and playing a musical instrument (20.8%). Between 10% and 20% are dance and ballet (20%) and making videos (12.3%). Below 10% are singing in a choir or music group, other audio-visual, theatre, reading clubs, *bertsolarism* and other activities.

Graph 7.

Ranking of the main amateur cultural practices (2018-2023) (%).



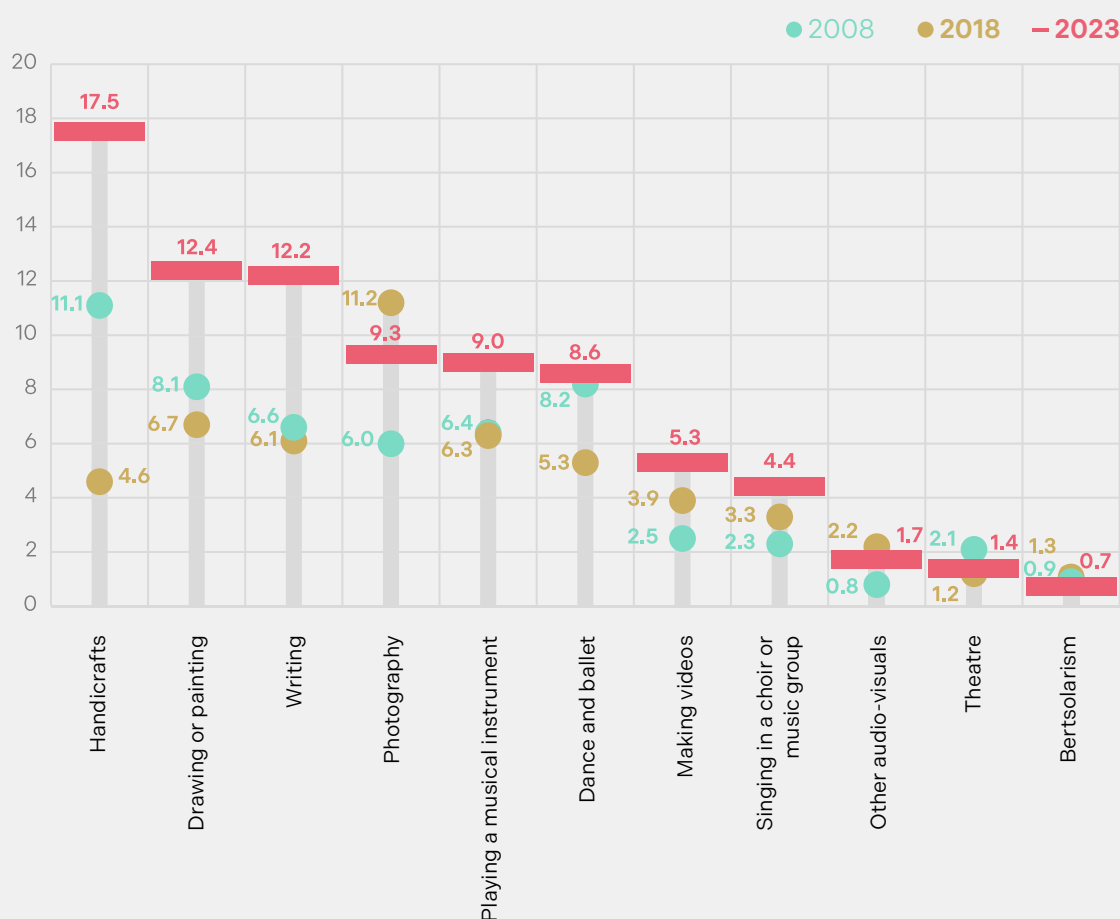
Universe: people who do at least one creative activity once a year.

In a historical comparison of 2008-2018-2023¹, a major increase in handicrafts is seen, from 4.6% to 17.5%. In the last five years the figures for people who write and those who draw or

paint increased substantially (respectively six and seven points), as well as for those who take photographs or make videos.

Graph 8.

Trend in practices at amateur level (2008-2018-2023) (%).



1. Unlike in 2023 and 2018, 2008 distinguished between undertaking practices individually or in a group. In this case the percentages of both options were added to make the comparison.



O3. 2.

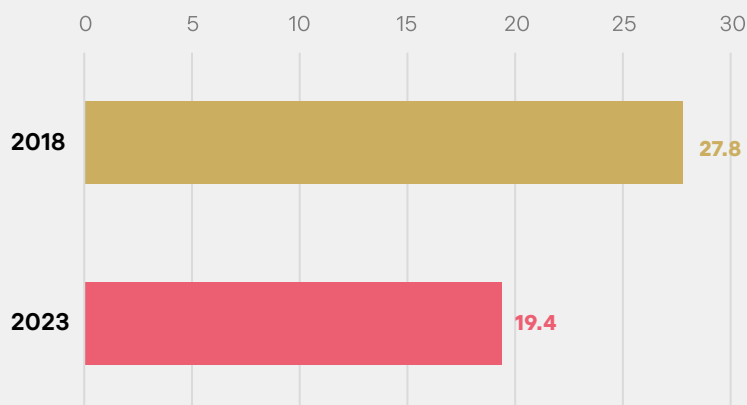
Artistic education

Some 19.4% of the population attended talks, conferences or courses about artistic and cultural subjects outside the work or academic

environment. This is eight points lower with respect to 2018 (27.8%).

Graph 9.

People who have done an activity associated to art or culture outside an institution or educational centre (2018-2023) (%).



03. 3.

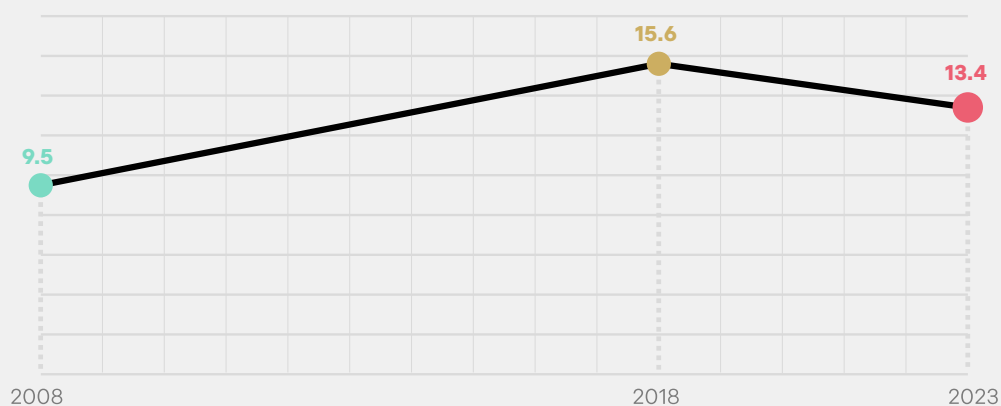
Participation in cultural associations

Some 13.4% of the population actively participates in a cultural association. When making a historical comparison of the 2008-

2018-2023 period, an increase of six points is seen between 2008 and 2018, after which there was a decrease of two points.

Graph 10.

Trend in the number of people who take part in a cultural association (2008-2018-2023) (%).





O4. Digital practices

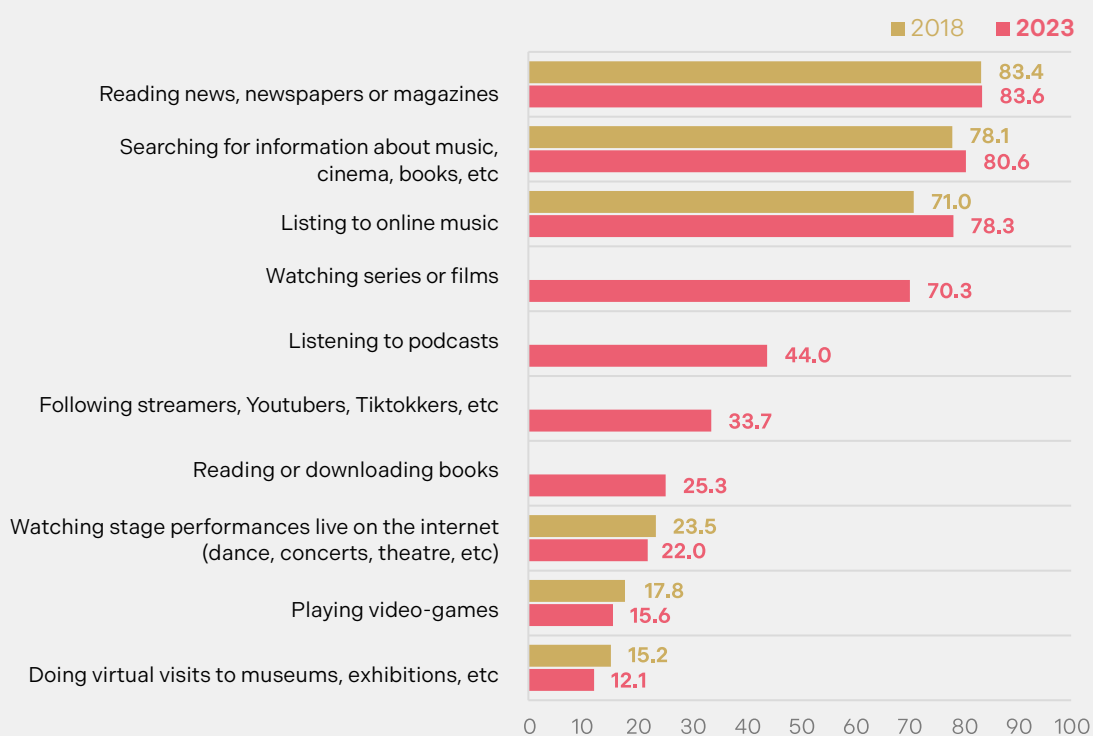
O4. 1. **Digital cultural practices**

Taking into consideration the population who use the internet and online services (83.9% of the population), the reason for using those services was analysed.

- More than eight people in ten use the internet to read newspapers or magazines (83.6%) or to seek information about various fields of culture (80.6%). The following uses are listening to music online (78.3%) or watching series and films (70.3%). In 2018, those same practices were also among the top ranked.
- In a second bloc are found listing to podcasts (44%) and following streamers, Youtubers, Tiktokkers, Instagrammers or other creators in the networks (33.7%). Lastly were reading and downloading books (25.3%).
- Less than a quarter of the population mentioned that they watch stage performances on the internet (22%), play videogames (15.6%) or do virtual visits to museums, exhibitions or monuments (12.1%).

Graph 11.

Level of incidence of digital practices in the population during the last three months (2018-2023) (%).



Universe: users of the internet and online services.



O4. 2.

Subscription to digital platforms with cultural content

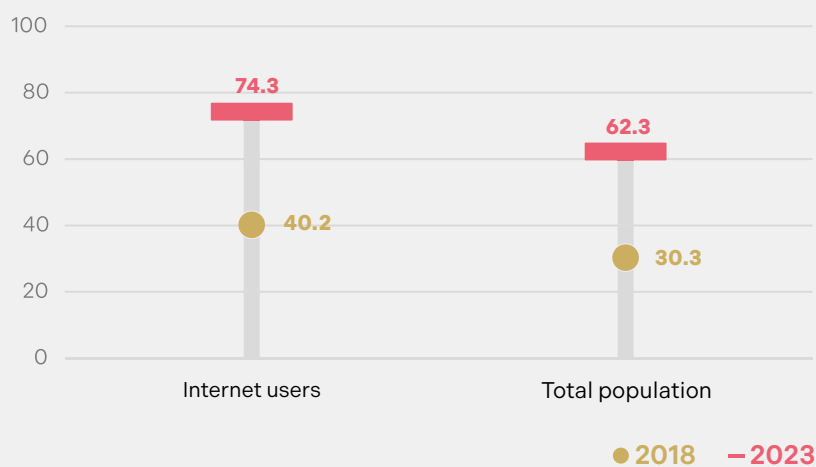
Three quarters of the people who use the internet and online services have an account in a digital platform with cultural content.

Only 8.8% exclusively have free accounts, while 65.5% have paid accounts, either exclusively or along with free accounts.

Regarding the whole population, 62.3% have an account in digital platforms. This is much higher than the 30.3% in 2018. It can therefore be stated that this practice has become widespread.

Graph 12.

People who subscribe to a digital platform with access to cultural content, by population group (2018-2023) (%).



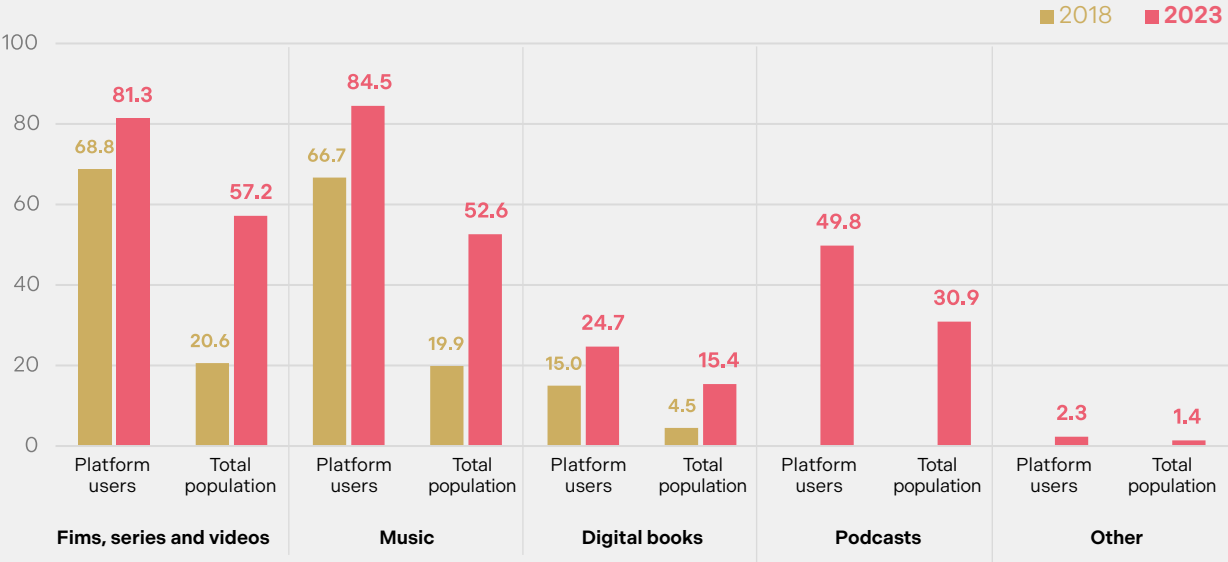
Typology of cultural content

Platforms with musical content predominate (84.5%), along with those used to watch films,

series and videos (81.3%). Platforms for listening to podcasts also mark a strong presence (49.8%).

Graph 13.

Type of content consumed by the population with access to digital platforms with cultural content, by population group (2018-2023) (%).



Universe: population with access to digital platforms with cultural content.



04. 3.

Social networks in cultural participation

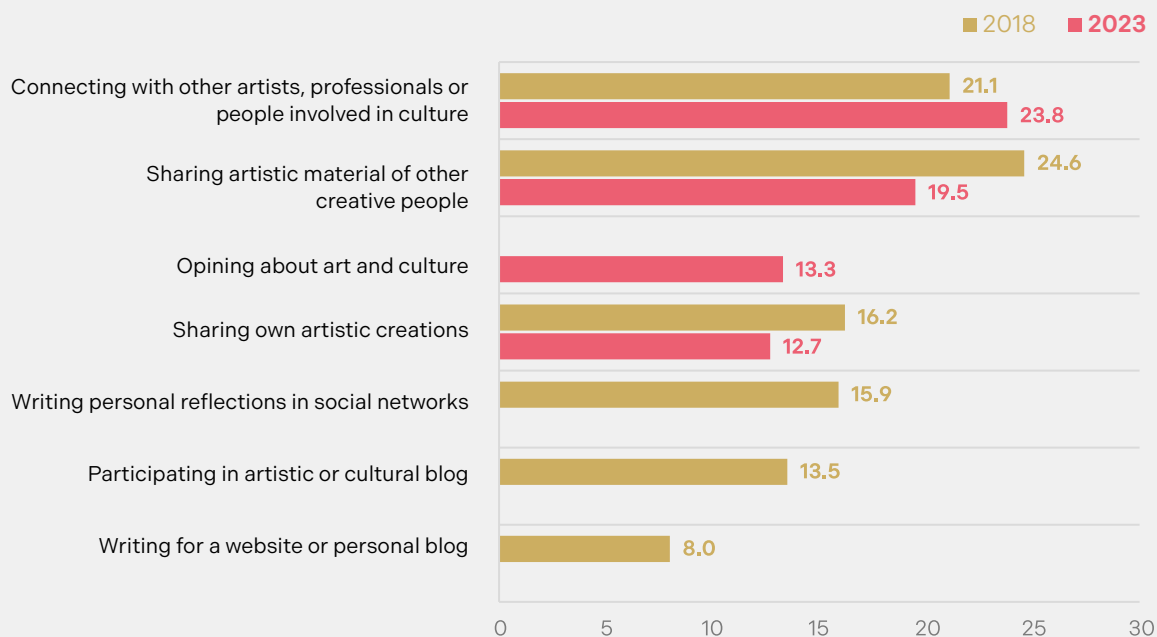
People who use the internet and online services (83.9% of the total sampling), use social networks as follows:

- 23.8% use them to get to know or connect with other artists, professionals or people involved in culture;
- 19.5% to share artistic material of other people;
- 13.3% to opine about art and culture;
- 12.7% to share their own artistic creations.

Compared to 2018, getting to know other artists, professionals or people involved in culture has moved ahead of sharing artistic material of other people.

Graph 14.

Ranking of types of use of social networks among users of the internet or other online services (2018-2023) (%).



Universe: people who use the internet or other online services.

05.

Cultural participation in the Basque language

05. 1.

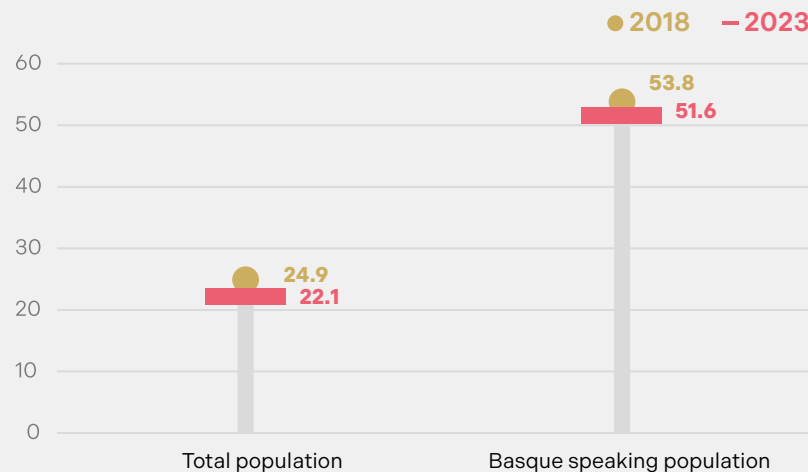
General participation in Basque

Some 22.1% of the BAC's population participates in cultural activities in the Basque language. Among the Basque-speaking population,

51.6% do so. These figures are slightly less than the ones for 2018.

Graph 15.

People who say they habitually participate in cultural activities in Basque, by population groups (2018-2023) (%).





Knowledge of the Basque language almost entirely conditions cultural participation in Basque. This is hence the variable that establishes the most differences. However, it also influences the different characteristics of each cultural practice, because listening to music is not the same as reading a book or magazine, attending a bertsolari performance or attending theatre in Basque. The more text-related a cultural practice is, the harder it is for people not fluent in Basque.

The analysis by variables shows significant differences, beyond knowledge of the language, in others such as age, size of municipality and academic level or gender.

- Younger people are the ones who participate more in cultural activities in Basque: 39.8% of the population aged 15 to 24. At the other end, 8.7% of people older than 64 do so.
- Places with less than 10,000 inhabitants have a higher level of participation in Basque: 29.7%. The figure is less in those with more than 50,000 inhabitants: 11.6%.
- People who have studied at university are those who participate more in cultural activities in Basque: 34%. At the other end, the figure is 6.1% among people who have not completed basic studies.
- Among men the participation in Basque is seven points higher than among women, respectively 25.8% and 18.5%.

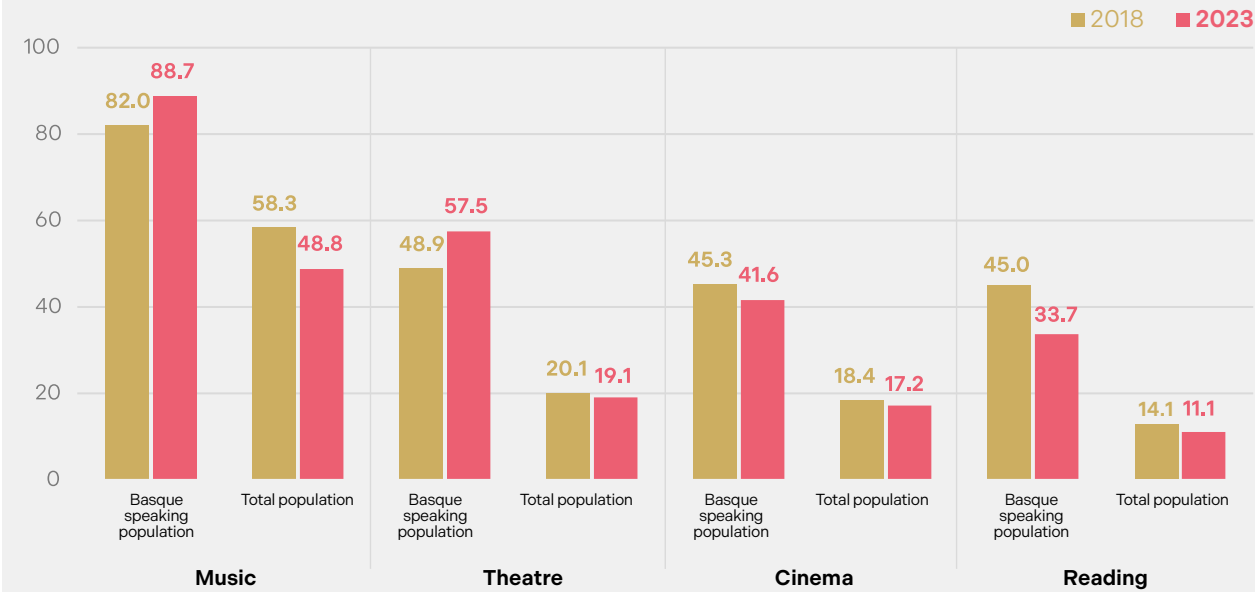
O5. 2.

Cultural practices in Basque

A cross-cutting view of the practices shows that the practice in Basque with the highest incidence in the whole population is listening to music (48.8%). For the Basque-speaking population, this percentage is 88.7%, six points higher than in 2018.

Next is attendance of theatre performances (19.1%) and going to the cinema (17.2%). Regarding cinema, the question was whether use of the Basque version of the film, if available, is prioritised. Reading occupies the last place, with an incidence of 11.1%; for the Basque-speaking population it is 33.7%.

Graph 16.
Ranking of incidence of cultural practices in Basque in the population, by population groups (2018-2023) (%).



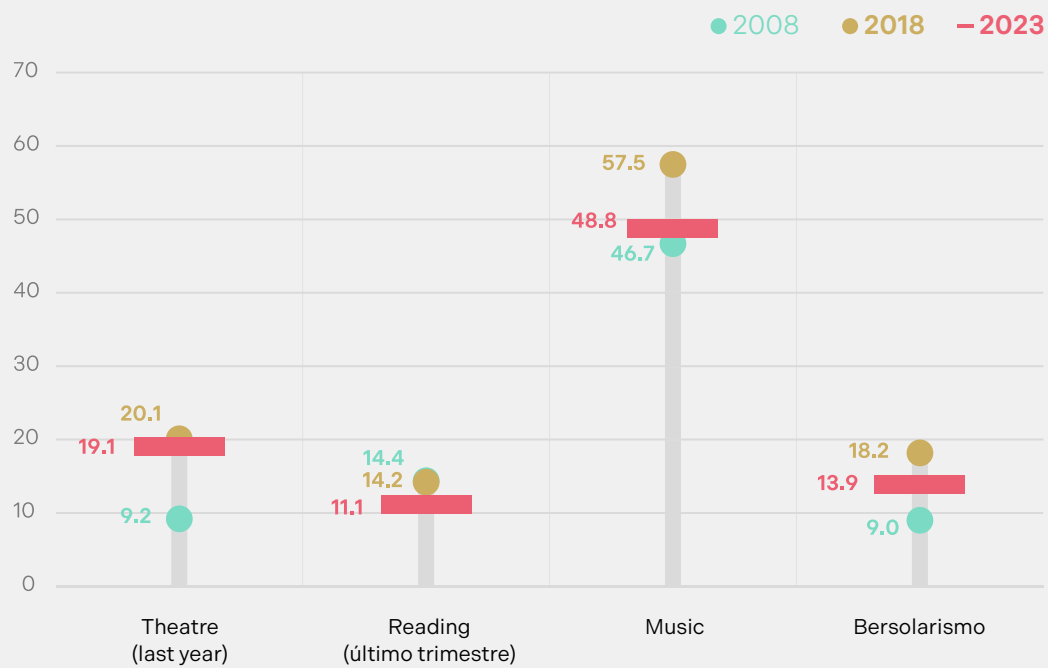
To supply a more complete picture, the survey included questions that enable a historic comparison of the 2008-2018-2023 period for some practices in Basque.

Per the results of those questions, the consumption of theatre in Basque rose significantly between 2008 and 2018, it has since remained stable. Reading in Basque has trended downward. Consumption of music in Basque rose between 2008 and 2018 but has since dropped back to where it was. Attendance of *bertsolari* performances fell between 2018 and 2023, though is still higher than the figure for 2008.



Graph 17.

Evolution of cultural practices in Basque among the whole population (2008-2018-2023) (%).



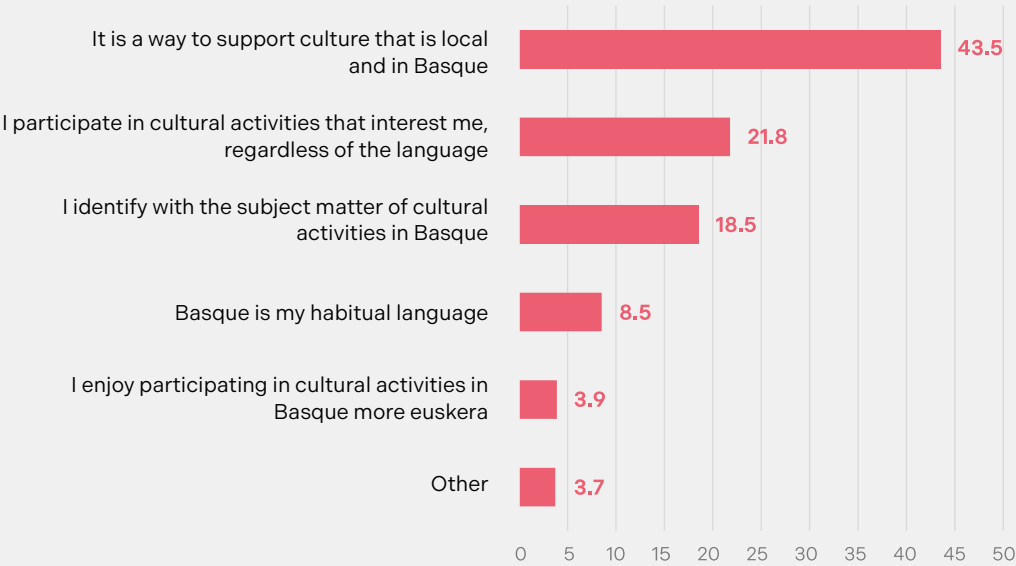
05. 3.

Main subjective reasons for participation in Basque

People who participate in cultural activities in Basque (22.1% of the total population) were asked for the reasons they do so. What notably stands out is the support for culture that is local and in Basque: 43.5%. Some 21.8% say they attend

cultural activities that interest them, regardless of the language. At the other end of the ranking, some 3.9% indicate that they enjoy cultural activities in Basque more.

Graph 18.
Ranking of subjective reasons motivating cultural participation in Basque (%).



Universe: people who participate in cultural activities in Basque.



05. 4.

Digital practices in Basque

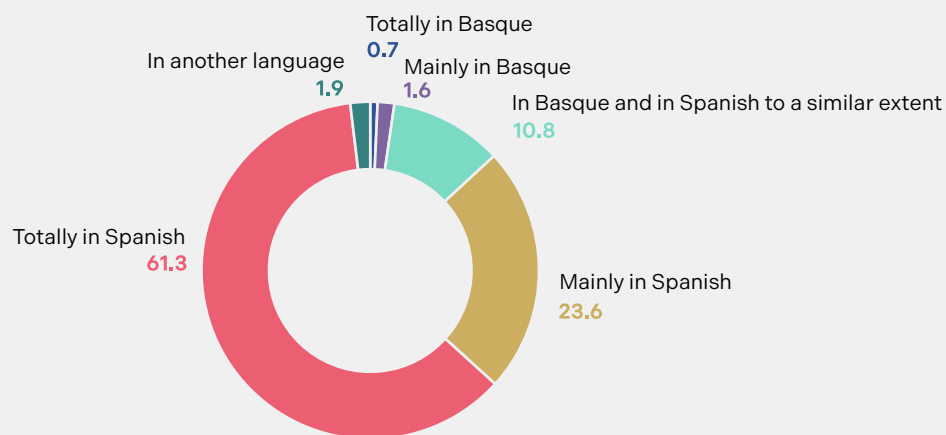
Internet and online services in Basque

Some 13.1% of people who use the internet and online services (83.9% of the sampling) use Basque on the internet (alone or along with

Spanish). This percentage rises to 31.8% in the case of the Basque-speaking population.

Graph 19.

Language used by people who use the internet and online services (%).



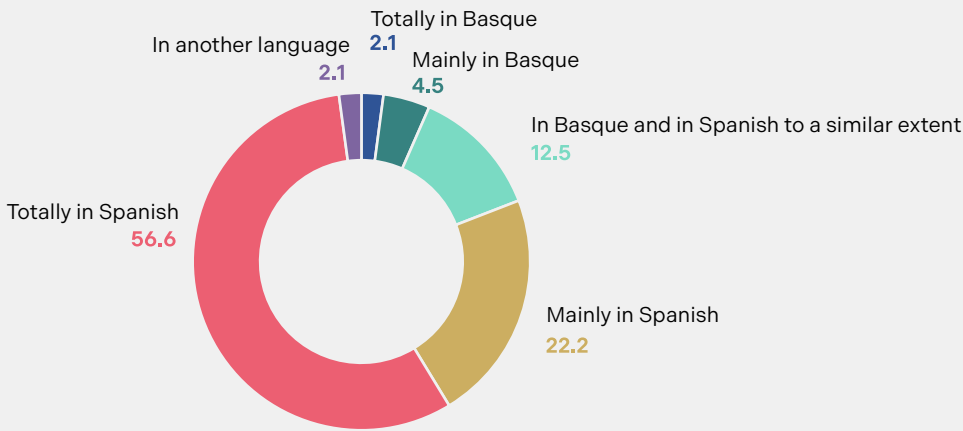
Universe: people who use internet and online services.

Social networks in Basque

Among people who use social networks with purposes linked to cultural activities (29.3% of the sampling), 19.1% use Basque (alone or along

with Spanish). Among the Basque-speaking population, 39.5% do so. And for the total population, the figure is 5.6%.

Graph 20.
Language used in social networks with purposes linked to cultural activities (%).



Universe: people who use social networks for cultural activities.



Annex.

Survey fact sheet

Population and administrative scope

Basque Autonomous Community

Timeframe

December 2023 to March 2024

Sampling design

Random stratified sampling with non-proportional allocation

Size

4,700

Sampling error

±1.46% (In the methodological report available on the website of the Basque Culture Observatory the estimated sampling error for the categories that comprise the cross variables can be consulted)

Confidence level

95.5% per the assumption of maximum uncertainty ($p=q=50\%$)

Strata and quotas

- Administrative areas
- Size of the municipality's population
- Gender
- Age
- Knowledge of Basque

Method of conducting interviews

Computer-assisted telephone interview

Weighting

The figures are weighted to suitably represent the population, balancing them according to historic territory (Álava, Bizkaia and Gipuzkoa), municipality size, age and knowledge of Basque (Basque-speaking or not).

