

# Survey on **Cultural Participation** in the Northern Basque Country

Results Report **Summary** 2024



Kulturaren  
Euskal Behatokia  
Observatorio Vasco  
de la Cultura



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The bibliographic record of this work can be consulted in the catalogue of the General Library of the Basque Government: <https://www.katalogoak.euskadi.eus/katalogobateratua>

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Edition:	December 2025
©	Administration of the Autonomous Community of the Basque Country Department of Culture and Linguistic Policy
Internet:	<a href="http://www.euskadi.eus">www.euskadi.eus</a>
Publisher:	Eusko Jaurlaritzaren Argitalpen Zerbitzu Nagusia Servicio Central de Publicaciones del Gobierno Vasco Donostia-San Sebastián 1, 01010 Vitoria-Gasteiz
Technical coordination:	ICC-Consultors Culturals, SL
Fieldwork:	SIADeco, S.COOP.L
Design and Layout:	TheNiu
ISBN:	978-84-457-3858-0

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# Presentation

This report presents the results of the *Survey on Cultural Participation in the Northern Basque Country* conducted by the Basque Observatory of Culture. It examines the cultural habits and practices of people in the Northern Basque Country, including data about participation as recipients of different cultural expressions, as well as personal, non-professional (amateur) creative activities. In addition, special attention is paid to digital customs and practices, on the one hand, and to those whose main language is Basque, on the other.

The main objective of the research was to obtain indicators that provide a detailed picture of the cultural participation of the population. The survey was applied to a representative sample of 1,150 people over 15 years of age living in the Northern Region.

The report builds on two previous surveys: the *2018 Survey on Cultural Participation in the Northern Basque Country* five years ago, and the *2007-2008 Survey on Cultural Habits, Practices and Consumption in the Northern Basque Country*. This allows a comparative reading of the evolution of the main cultural practices of the population over the last fifteen years.

This report consists of six sections. The first includes indicators on the attitudes of the population towards cultural participation, the importance they attach to it, their level of information about culture and motivations that encourage cultural practices.

The second includes details of practices related to performing arts and music, and audiovisual consumption, reading and museums/heritage activities.

The third section describes non-professional or amateur cultural practices, provides explanations for the acquisition of cultural knowledge and also discusses participation in cultural associations.

The fourth section takes an in-depth look at digital practices, essential for understanding contemporary cultural participation. The fifth section exposes cultural practices in Basque.

Finally, the report presents the technical details of the survey.



# 01. General Attitudes towards Culture

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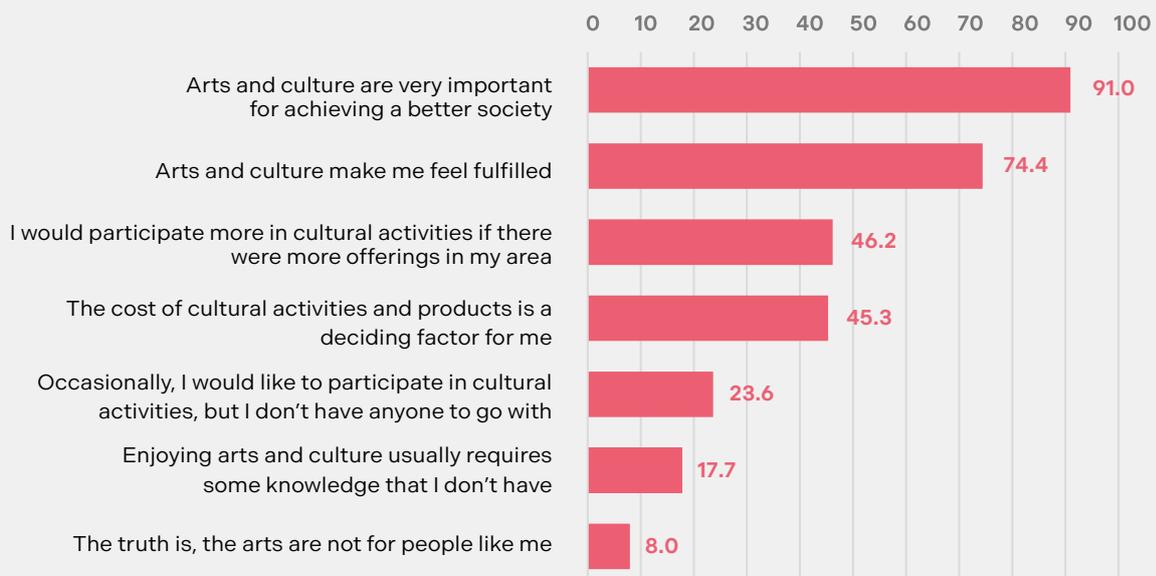
## 01. 1. Attitudes towards Culture and Cultural Barriers

Overall attitudes towards culture are positive, with 91.0% stating that arts and culture are very important to achieve a better society. The main reasons preventing greater cultural participation

include availability of offerings (46.2%) and cost (45.3%) followed by lack of company (23.6%) and lack of knowledge (17.7%).

**Graph 1.**

Agreement with statements about culture (Somewhat + Strongly Agree) (%).



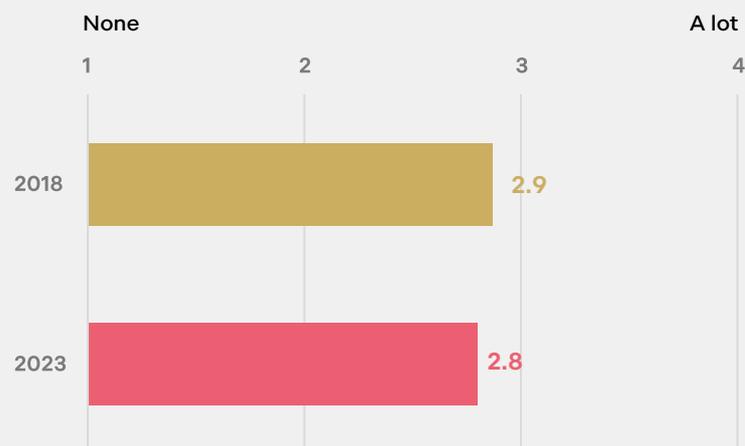
## O1. 2. Level of Information about Culture

On a scale of 1 to 4, where 1 is none and 4 is a lot, the average score is 2.8 in terms of the level of information that citizens have about the cultural

offerings in their area. Compared to 2018 (2.9), this represents a slight decrease.

**Graph 2.**

*Average Self-Rating of Level of Information about Culture (2018-2023).*





## O1. 3. Motivations for Cultural Participation

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

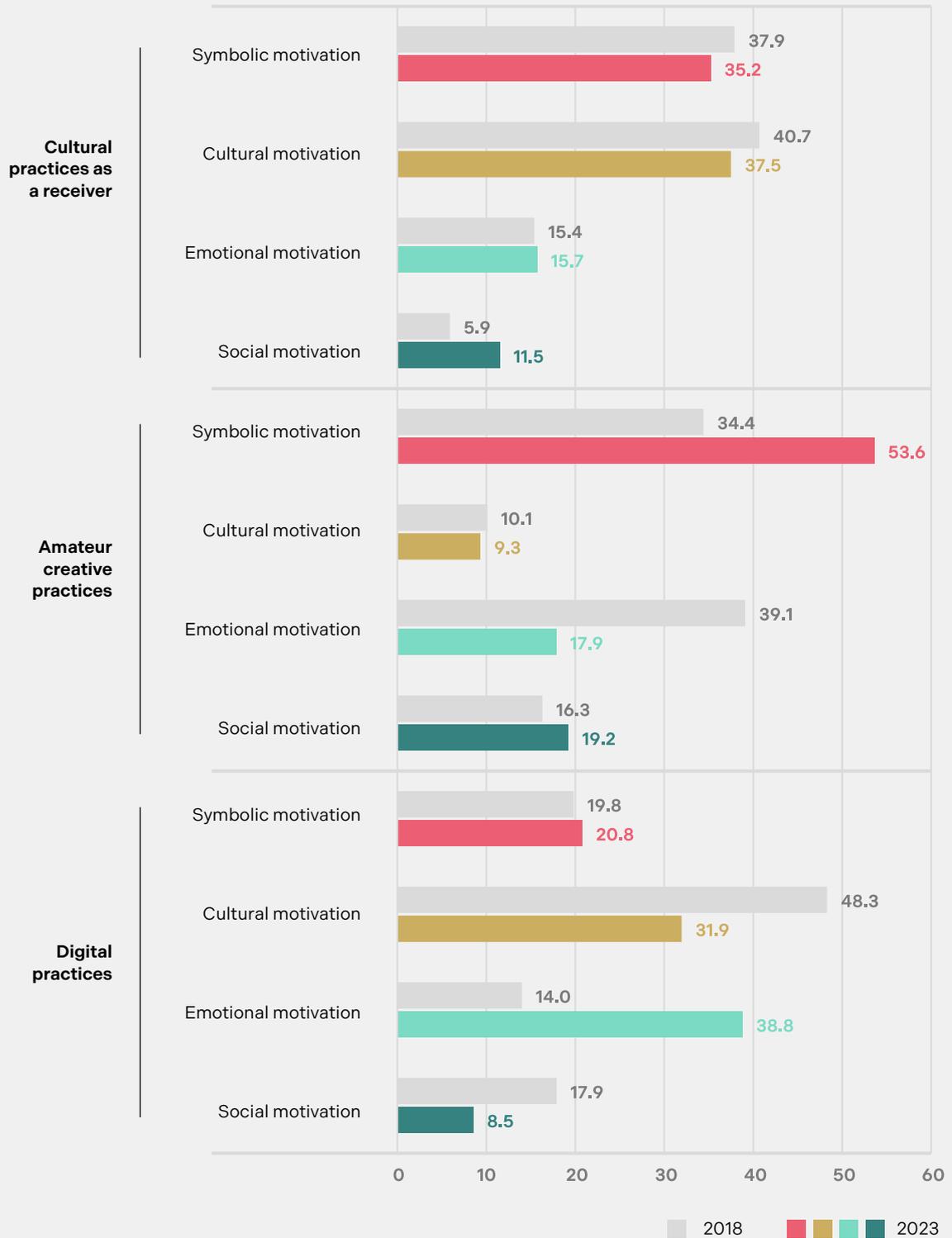
- **Symbolic motivation:** related to the need to enrich oneself as a person, for self-fulfilment.
- **Cultural motivation:** related to the need to increase one's level of knowledge.
- **Social motivation:** related to the need to connect with other people and share experiences through participation in a cultural activity.
- **Emotional motivation:** related to the need to disconnect, break routine, and experience new sensations.

The importance of motivations varies depending on the type of participation:

- For **cultural practices as a receiver**, the distribution of the weight of motivation has not changed significantly in the last 5 years, with **cultural motivation** (37.5%) and **symbolic motivation** (35.2%) being the most important.
- However, for **amateur creative practices**, **symbolic motivation** (53.6%) prevails over other types of motivation.
- In the case of **digital practices**, on the other hand, emotional motivation (38.8%) prevails in 2023, overtaking **cultural motivation**, which was dominant in 2018.

**Graph 3.**

Motivations for cultural participation by type of practice (2018-2023) (%).





## 02. Cultural Participation as a Receiver

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A cross-sectional look at the frequency of certain practices allows identifying four blocks of cultural activities, based on practices over the last 12 months.

Over 60% of the population participates in:

- Reading books (79.9%).
- Going to the cinema (67.7%).
- Going to concerts (67.2%).

Between 40% and 60% participation:

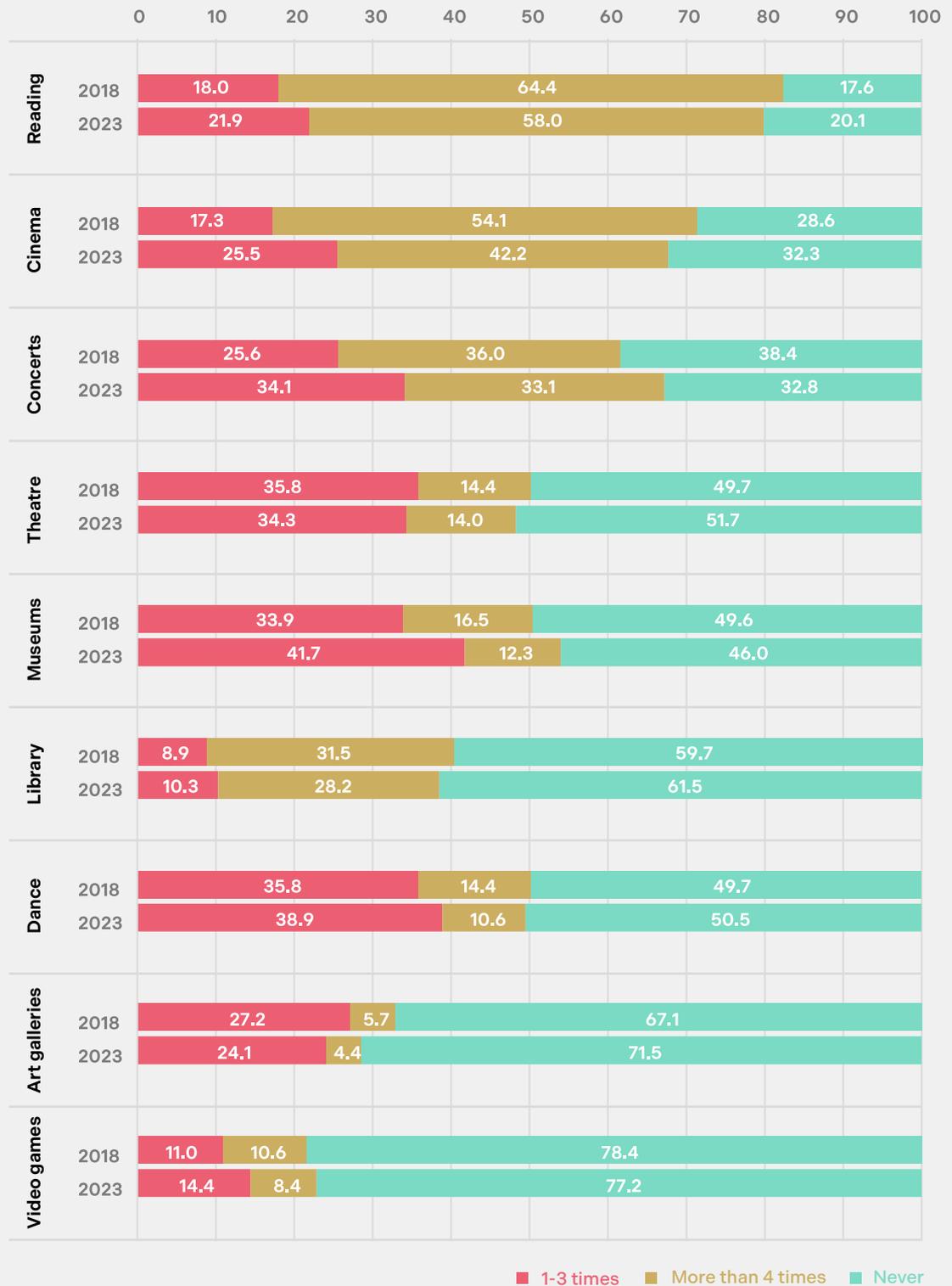
- Visiting museums (54.0%).
- Going to dance performances (49.5%).
- Going to the theatre (48.3%).

Between 20% and 40% participation:

- Going to libraries (38.5%).
- Visiting art galleries (28.5%).
- Playing video games (22.8%).

**Graph 4.**

Frequency of different cultural practices (2018-2023) (%).





It is also possible to make a historical comparison of the different practices over the periods 2008-2018-2023. Specifically, we can compare listening to recorded music (every day), going to see dance performances (last year), going to bertsolaris shows (last year), reading magazines (several times a week) and reading newspapers (several times a week):

- The habit of listening to recorded music increased slightly in 2018, then fell by eight points in 2023.
- The habit of going to watch dance shows experienced a strong increase in 2018 and a slight decrease in 2023.

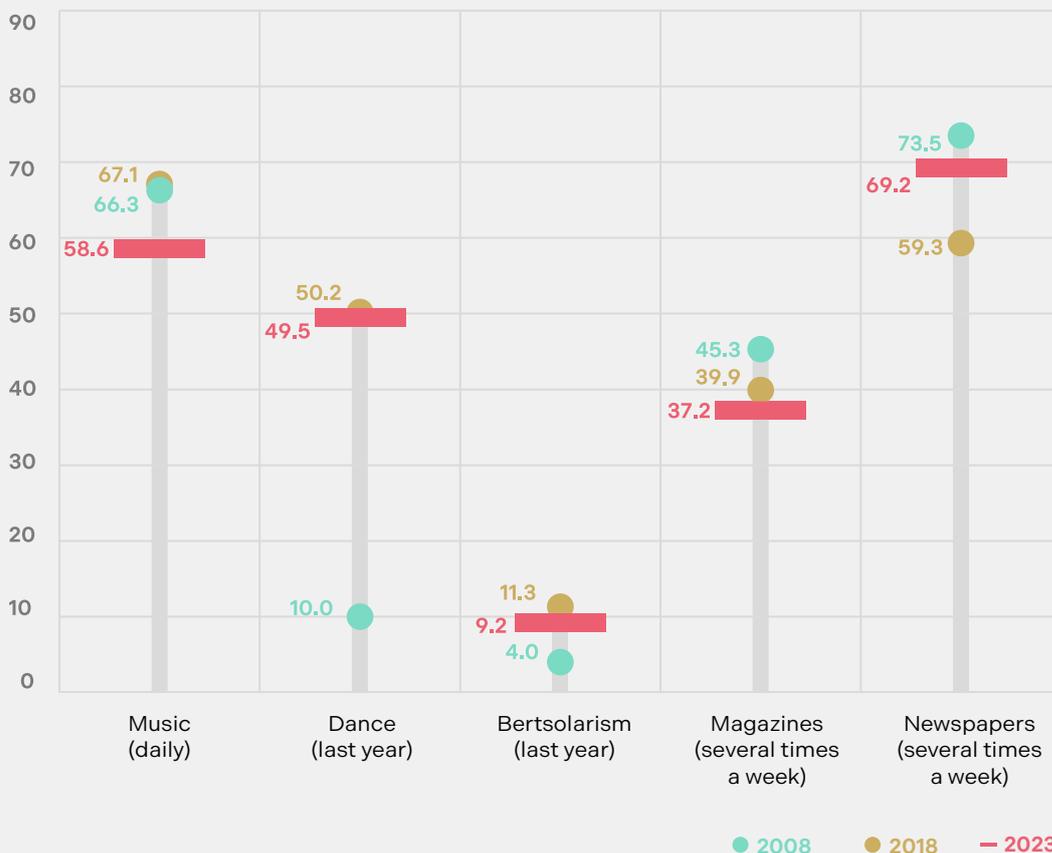
• The habit of going to bertsolaris shows also experienced a sharp increase in 2018 and a slight decrease in 2023.

• The habit of reading magazines followed a downward trend (a total decrease of about 18 points).

• The habit of reading newspapers also follows a downward trend (a decrease of about 4 points since 2018).

**Graph 5.**

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



# 03. Cultural Participation Related to Creativity

## 03. 1.

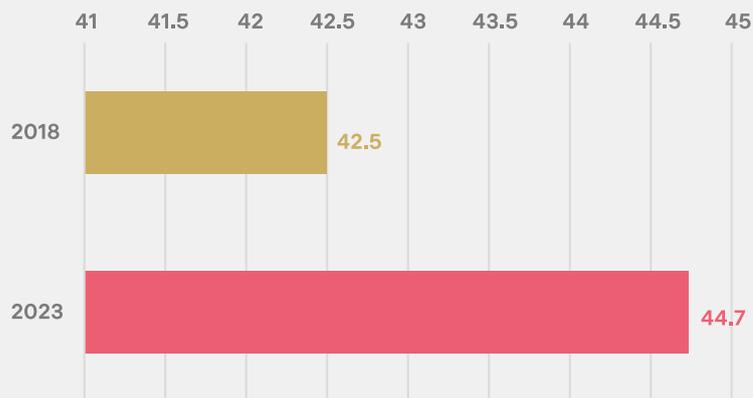
### Amateur Artistic Practices

44.7% of the population reported engaging in at least one creative activity at an amateur level (writing, painting, dance, crafts, or others) at

least once a year. Compared to 2018 (42.5%), this represents a two-point increase.

**Graph 6.**

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



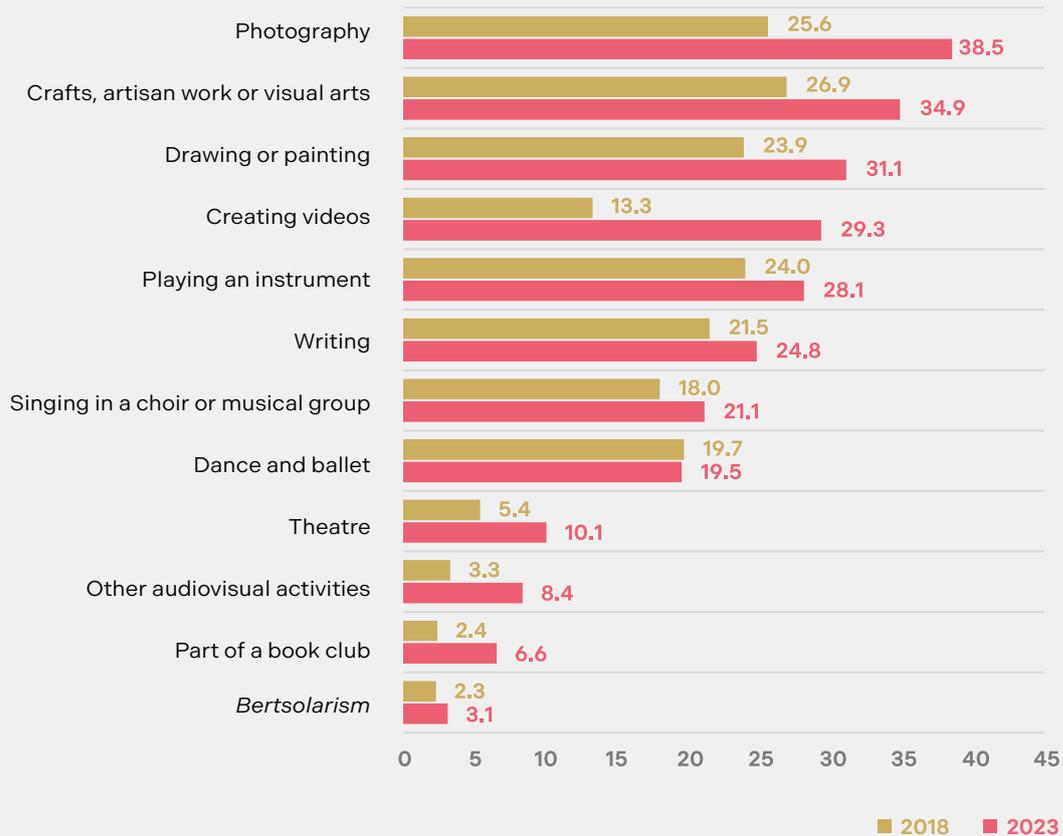


Photography is the most widespread amateur practice, with 38.5% of those engaged in creative activities. This represents an increase of thirteen points compared to the 25.6% in 2018.

Over 30% participate in crafts, artisan work or visual arts (34.9%), and drawing or painting (31.1%). Between 10% and 30% state creating videos (29.3%), playing an instrument (28.1%), writing (24.8%), singing in a choir or music group (21.1%), dance and ballet (19.5%) and theatre (10.1%). Under 10% mention other audiovisual activities, book clubs and bertsolaris.

**Graph 7.**

Ranking of the main amateur cultural practices (2018-2023) (% among those doing amateur activities).



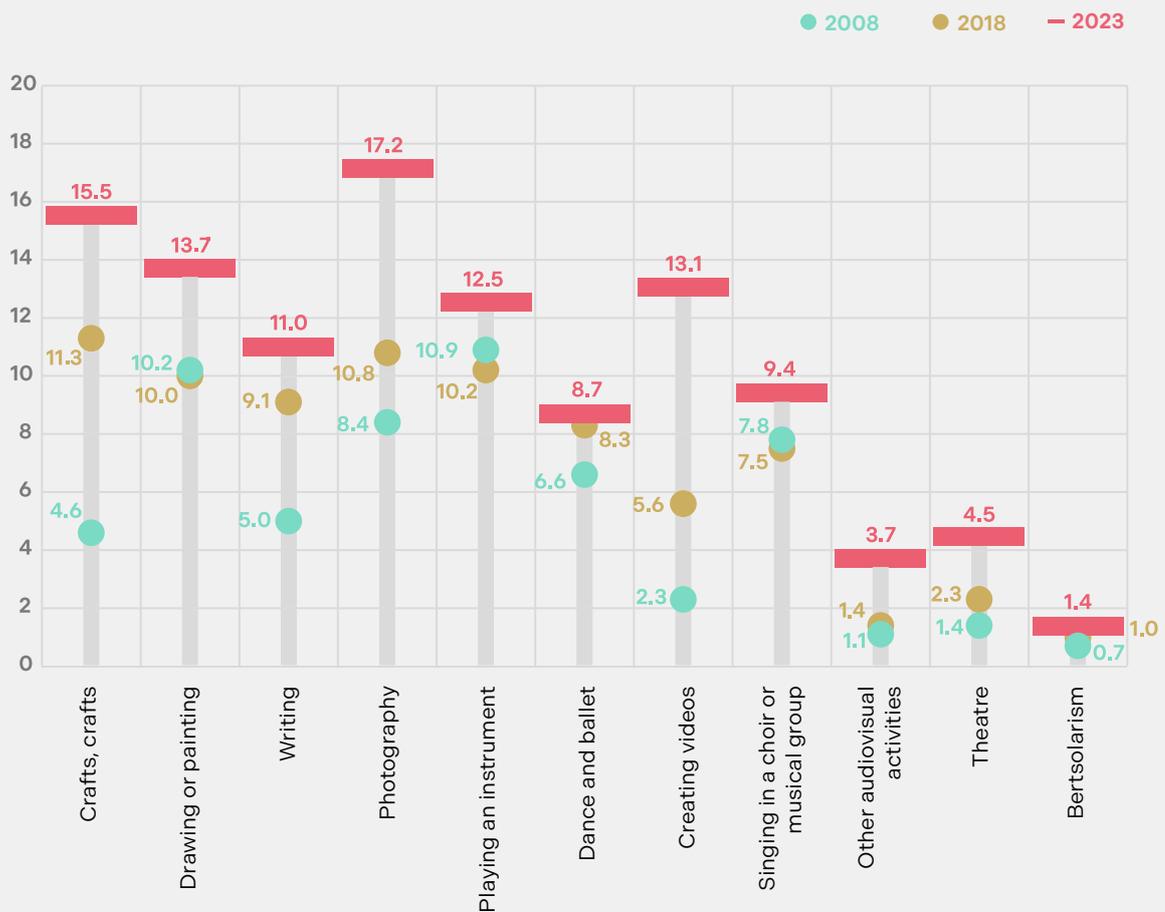
Universe: people who perform at least one creative activity at least once a year.

A historical comparison of the period<sup>1</sup> 2008-2023 in relation to the total population shows significant increases in crafts and artisan activities, from 11.3% to 15.5%, and in

photography, from 10.8% to 17.2%. Over the last five years, video creation has also increased significantly (eight points).

**Graph 8.**

*Evolution of amateur practices (2008-2018-2023) (% of total population).*



1. Unlike 2023 and 2018, practices in 2008 distinguished between individual or group activities. The percentages of both options were combined for comparison.



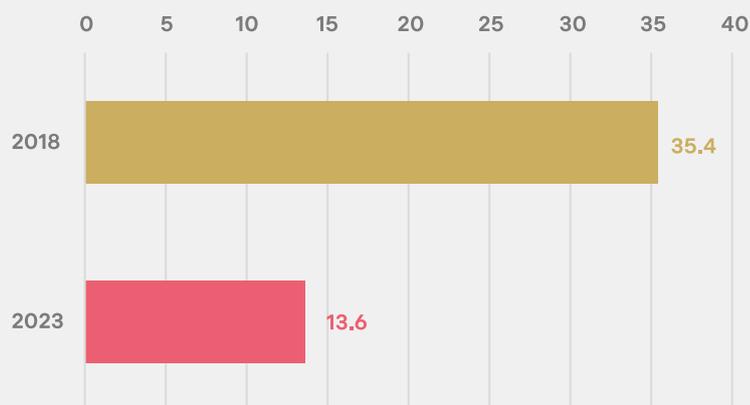
## O3. 2. Artistic Training

13.6% of the population has attended lectures, conferences or courses on artistic and cultural topics, outside of work or studies.

This represents a 22-point decrease compared to 2018 (35.4%).

**Graph 9.**

*Participation in art- or culture-related activities outside school or institutions (2018-2023) (%).*



### 03. 3.

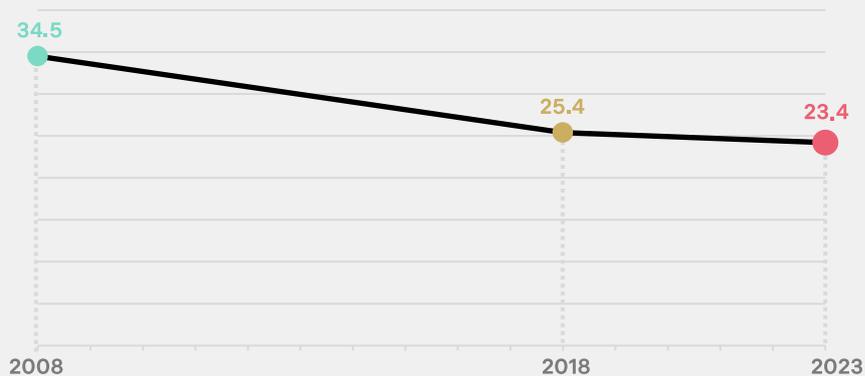
## Participation in Cultural Associations

23.4% of the population actively participates in a cultural association. In a historical comparison of the periods 2008-2018-2023, there was a

9-point decrease from 2008 to 2018, and a further 2-point decrease over the last five years.

**Graph 10.**

*Evolution of the number of people participating in a cultural association (2008-2018-2023) (%).*





# 04.

## Digital Practices

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### 04. 1.

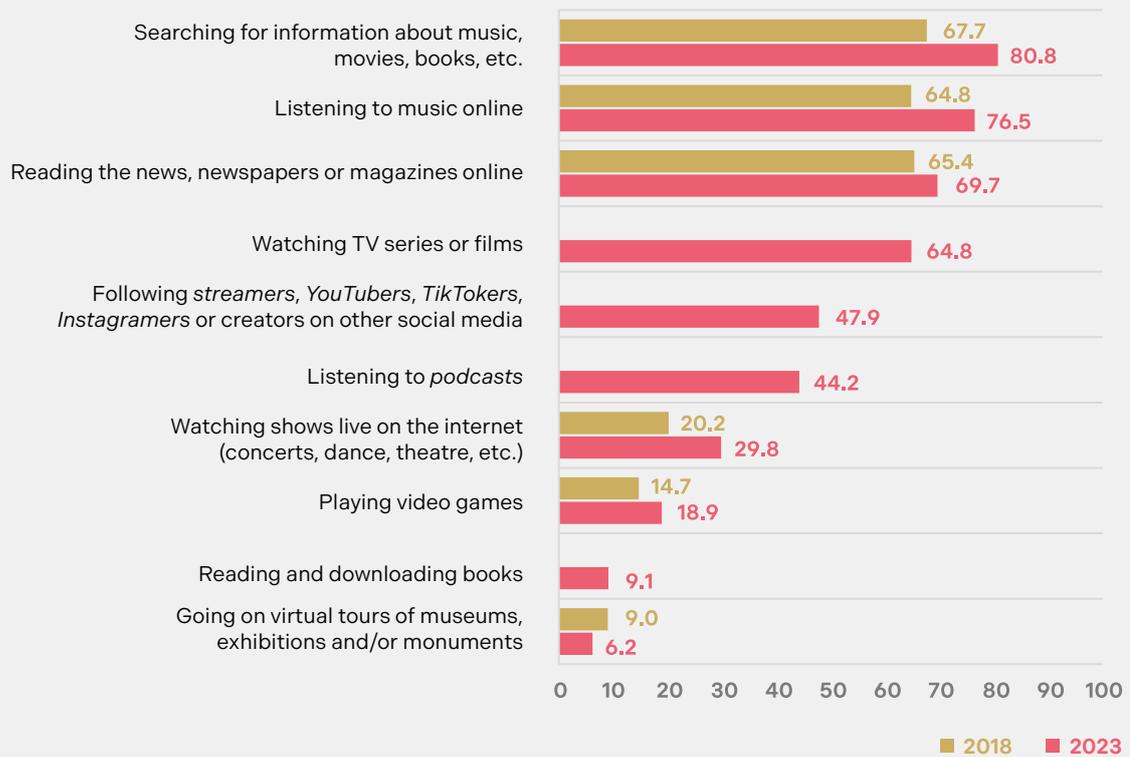
#### Digital Cultural Practices

Considering the population that uses the Internet and online services, we analysed the purposes for which they are used.

- More than eight out of ten use the Internet to search for information on cultural disciplines (80.8%). The next most common uses are: listening to music online (76.5%) or reading news, magazines or newspapers online (69.7%) and watching TV series or films (64.8%). These practices were also at the top of the ranking in 2018.
- The second group includes following streamers, YouTubers, TikTokers, Instagramers or creators on other social media (47.9%), listening to podcasts (44.2%) and watching shows live online (29.8%).
- Less than a quarter of the population mentioned playing video games (18.9%), reading and downloading books (9.1%) and going on virtual tours of museums, exhibitions and/or monuments (6.2%).

**Graph 11.**

*Incidence of digital cultural practices among the population over the last three months (2018-2023) (%).*



Universe: Users of the Internet and online services.



## O4. 2. Subscribing to Digital Platforms with Cultural Content

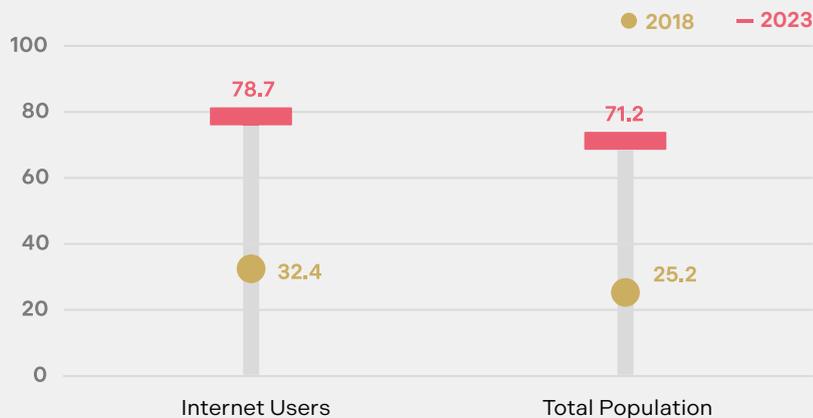
More than three-quarters of Internet and online users have an account on at least one digital platform with cultural content.

Only 17.9% have free accounts only. 60.8% have paid accounts, either alone or combined with free.

Of the total population, 71.2% have at least one account on digital platforms. This is a very significant increase from the 25.3% in 2018. It can be said that this practice has become widespread.

**Graph 12.**

People subscribed to digital platforms with cultural content by population group (2018-2023) (%).



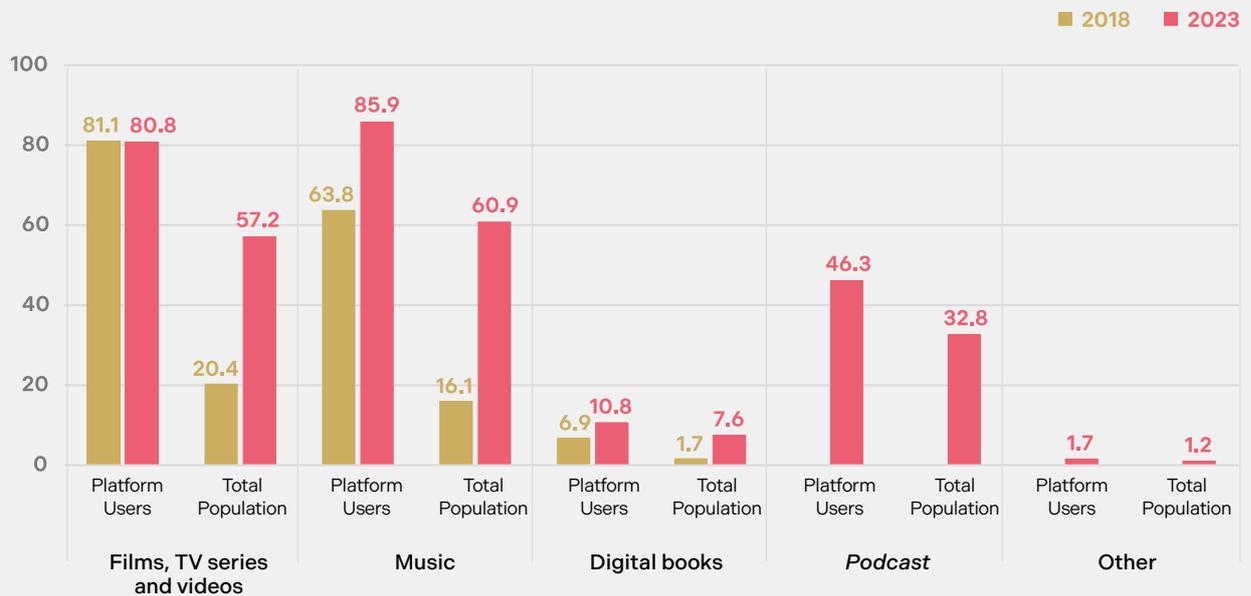
### Types of Cultural Content

Regarding the type of cultural content consumed by users of digital platforms, music platforms are the most popular (85.9%), followed by films, TV

series and videos (80.8%). But podcast platforms have also gained traction (46.3%).

**Graph 13.**

*Types of content consumed on digital platforms with cultural content by population group (2018-2023) (%).*



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



## 04. 3. Social Media in Cultural Participation

Among Internet and online service users (90.6% of the total sample), social media are used for the following purposes:

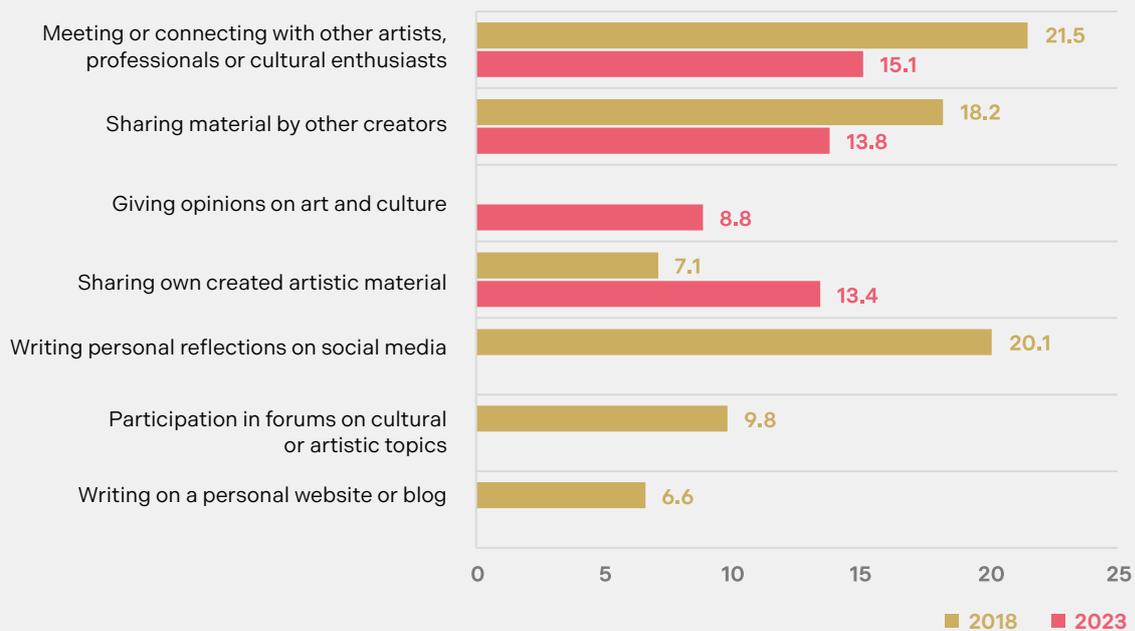
- 15.1% use them to meet or connect with other artists, professionals or cultural enthusiasts.
- 13.8% to share artistic material by other creators.

- 8.8% to express their opinion on art and culture.
- 13.4% to share their own artistic material.

Compared to 2018, the use for culture-related purposes has decreased.

**Graph 14.**

*Ranking of the types of social media use among regular Internet users (2018-2023) (%).*



Universe: users of the Internet and online services.

# 05. Cultural Participation in Basque-Language Activities

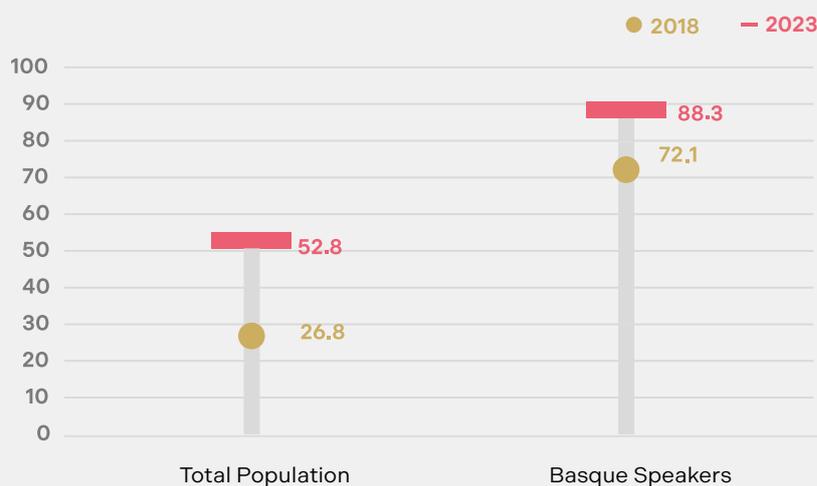
## 05. 1. General Participation in Basque- Language Activities

52.8% of the population of the Northern Basque Country participate in cultural activities in Basque language. Among Basque speakers, this

rises to 88.3%. These figures are much higher than in 2018.

### Graph 15.

People who report regular participation in cultural activities in Basque language, by population group (2018-2023) (%).





Knowledge of Basque determines cultural participation in Basque-language activities. It is therefore the key factor influencing participation. However, the different characteristics of each cultural practice also have an influence, since listening to music is not the same as reading a book or a magazine, going to a bertso performance or watching a theatre performance in Basque language. The more text-based cultural practices are harder for people with limited skills in the Basque language.

The analysis by variables reveals other significant factors beyond knowledge of the language, including age, size of the municipality, level of education and gender.

- People aged between 25 and 34 and 35 and 44 participate most in cultural activities in Basque language: 68.4% for 35-44 year-olds and 62.9% for 25-34 year-olds. At the lower end, those aged over 64 are least likely to participate, with 43.9%.
- Municipalities with a population of less than 10,000 have the highest participation in Basque-language activities: 68.9%. Those with populations between 25,000 and 50,000 have the lowest rate of participation: 32.0%.
- University-educated people are most likely to participate in cultural activities in Basque language: 59.4%. On the other hand, people with only secondary education (Baccalaureate, primary school certificate or mandatory secondary school diploma) show the lowest participation rate, with 39.7%.
- There are no big differences between men and women: 54.1% and 51.7% respectively.

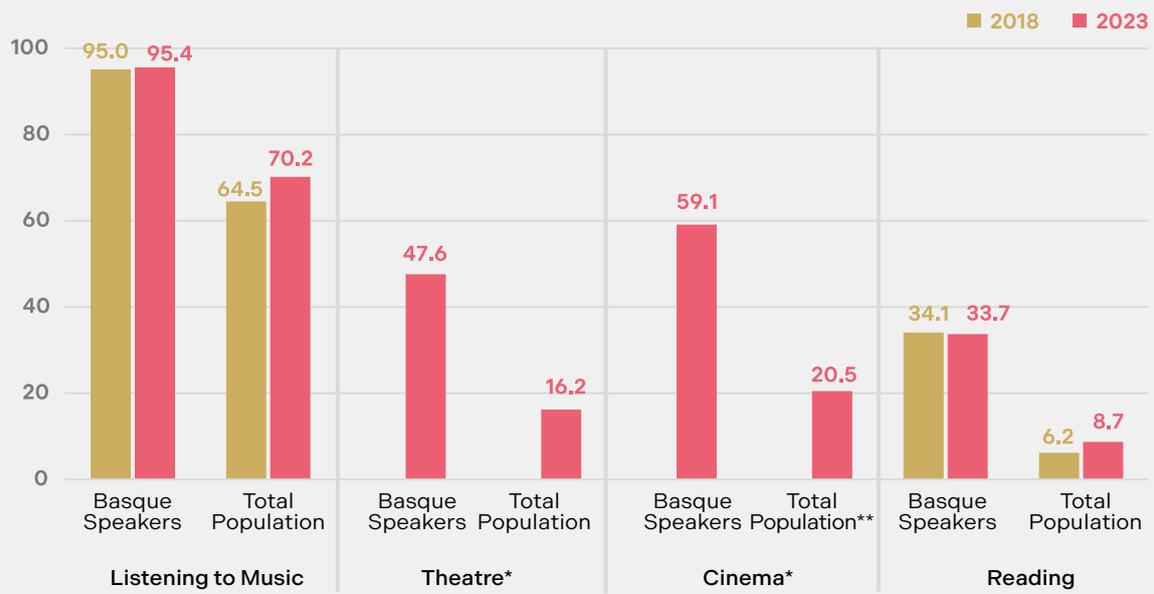
## 05. 2. Cultural Practices in Basque Language

If we take cross-sectional view of practices, we can see that the practice in Basque language with the highest incidence across the whole population is listening to music (70.2%). Among Basque speakers, the incidence rises to 95.4%.

Next most common are going to the cinema (20.5%) and going to the theatre (16.2%). As far as cinema is concerned, the preference depends on whether the Basque language version of the film is available. Reading has the lowest incidence with 8.7%, compared to 33.7% among Basque speakers.

**Graph 16.**

Ranking of the incidence of cultural practices in Basque language by population group (2018-2023) (%).



\* Data not comparable.

\*\* People who have gone to the cinema at least once in the last 12 months.

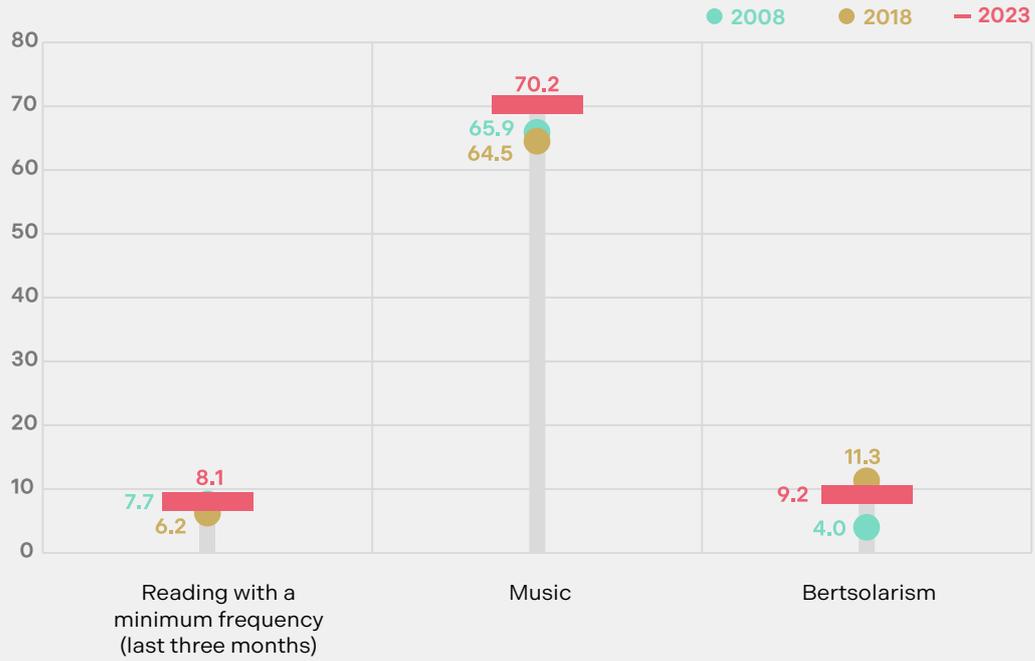
To provide a more complete image, the survey included questions that allow a historical comparison of some practices in Basque language over the period 2008-2018-2023.

According to the results of these questions, reading in Basque language increased from 2008 to 2023, followed by a downward trend. Music consumption in Basque decreased between 2008 and 2023. Bertsolarism also declined from 2018 to 2023, but remains above 2008 levels.



**Graph 17.**

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



### 05. 3.

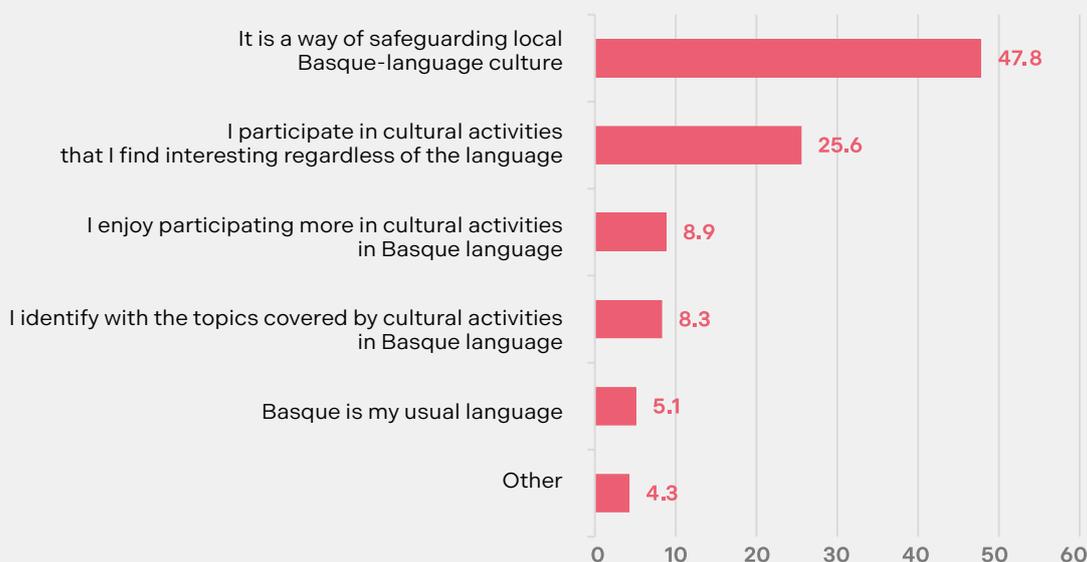
## Main Subjective Reasons for Participation in Basque-Language Activities

Participants in cultural activities in Basque language – 52.8% of the total population – were asked their reasons for participation. It is predominantly viewed as a way of safeguarding local Basque-language culture: 47.8%. 25.6%

said that they participate in cultural activities they consider interesting, regardless of the language. At the lower end of the ranking, 5.1% say that Basque is their usual language.

**Graph 18.**

Ranking of subjective reasons for participation in Basque-language activities (%).



Universe: participants in cultural activities in Basque language.



## 05. 4. Digital practices in Basque

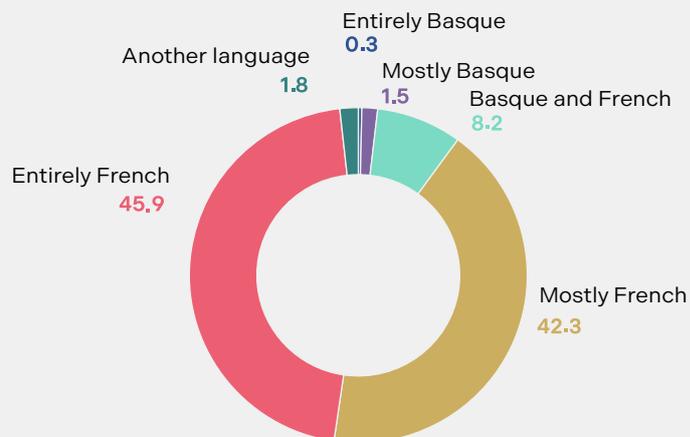
### Use of Basque on the Internet and for online services

Among users of the Internet and online services – 90.6% of the population – 10.0% use Basque for this purpose (alone or in combination with

French). This rises to 44.3% among Basque speakers.

**Graph 19.**

Language used on the Internet and for online services (%).



Universe: users of the Internet and online services.

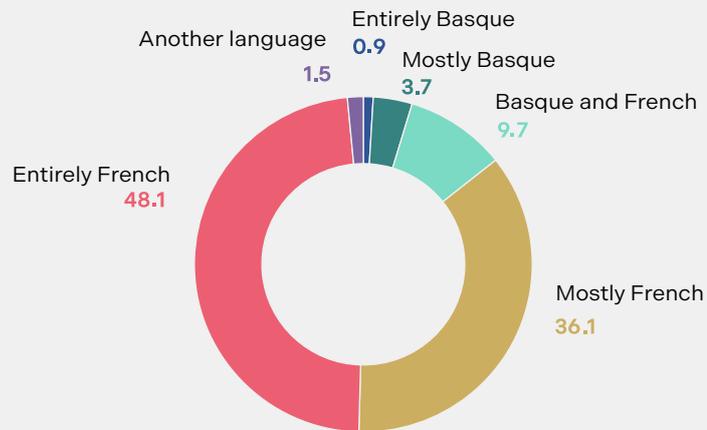
### Social media in Basque language

Among those who use social media for purposes related to cultural activities – 23.9% of the population –, 14.3% use Basque (alone or in

combination with French). This rises to 55.4% among Basque speakers. And makes up 3.4% of the population as a whole.

**Graph 20.**

*Language used on social media for purposes related to cultural activities (%).*



Universe: people using social media for cultural activities.



# Annex.

## Technical Details of the Survey

<b>Population and Administrative Area</b>	Population over 15 ages; Northern Basque Country
<b>Time Period Covered</b>	December 2023 - March 2024
<b>Sample Design</b>	Stratified random sampling with non-proportional allocation
<b>Sample Size</b>	1,150 respondents
<b>Sampling Error</b>	± 2.94% (The estimation of the sampling error for the different categories of crossing variables can be consulted in the methodological report available on the website of the Basque Observatory of Culture)
<b>Confidence Level</b>	95.5% in the case of maximum indeterminacy (p=q=50%)
<b>Strata and Quotas</b>	<ul style="list-style-type: none"><li>• Municipality population size</li><li>• Sex</li><li>• Age</li><li>• Knowledge of Basque language</li></ul>
<b>Interview Method</b>	Computer-assisted telephone interview
<b>Weighting</b>	The data have been weighted to adequately represent the population according to the municipality size, age and knowledge of Basque (Basque speakers vs non-speakers)



