



Institute for Capitalising on Creativity



University
of
St Andrews

Relating Cultural Engagement to Cultural Opportunities

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Taking Part User Event

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E · S · R · C
ECONOMIC
& SOCIAL
RESEARCH
COUNCIL



What Drives Arts Attendance?

Policy and Sociological Literature

- Focuses on individual-level explanation via surveys such as Taking Part
 - CASE: systematic review included RFOs per LA, but poor measure and not significant
- Frames issue as one of personal choice/social process, ignoring cultural infrastructure
 - Targets to increase attendance from priority groups
 - No targets to improve access to culture
 - No inclusion of culture in Draft National Planning Framework



Hypothesis: **Access to cultural opportunities is important in determining cultural participation**

Distance from a venue = access to arts

- Accessibility: “the freedom of individuals to decide whether or not to participate in different activities” (Burns 1979)
- Used to evaluate use of public facilities
 - Libraries (Park 2011)
 - Parks and open spaces (Giles-Corti et al. 2005)
 - Fresh food shops (food deserts) (Walker et al. 2010)
- Strong significance of distance in determining usage levels
- Lack of data available on cultural provision, because no-one sees the need for it (BOP Consulting 2009)

Method

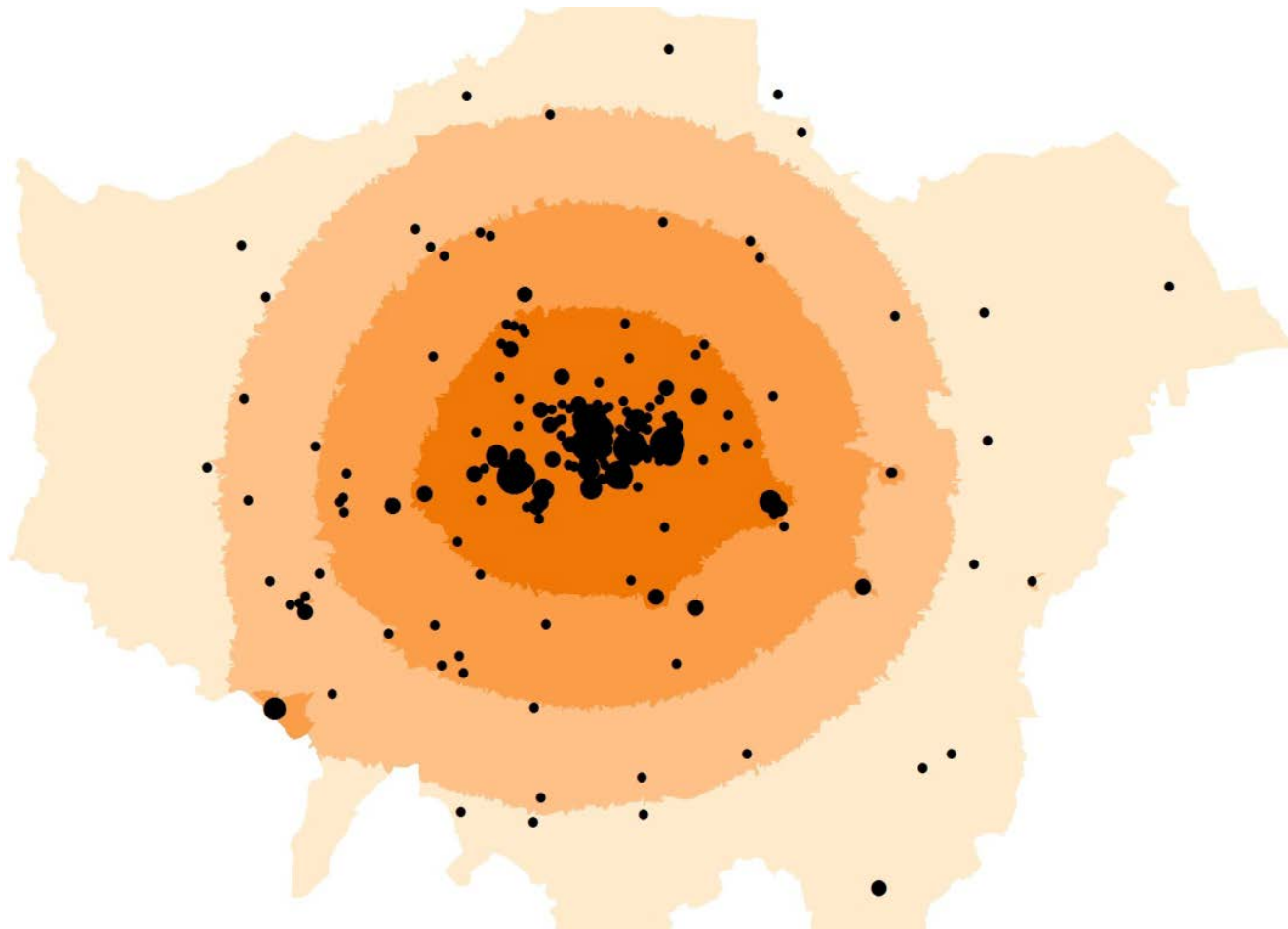
- Previously tested using box office data
 - How far people travel to a venue, compared to the socio-economic and demographic make-up of the area they live in
 - Found that distance was highly significant
 - But suspicion of ecological fallacy: are attenders same as area?
 - Can only analyse for (some) ticketed artforms
 - Can't relate to motivational/attitudinal questions
- Now using Taking Part data
 - Location of respondents: given access to Census Output Area (125 households) of respondents
 - Location of venues

Accessibility Index for Museums/Galleries in London

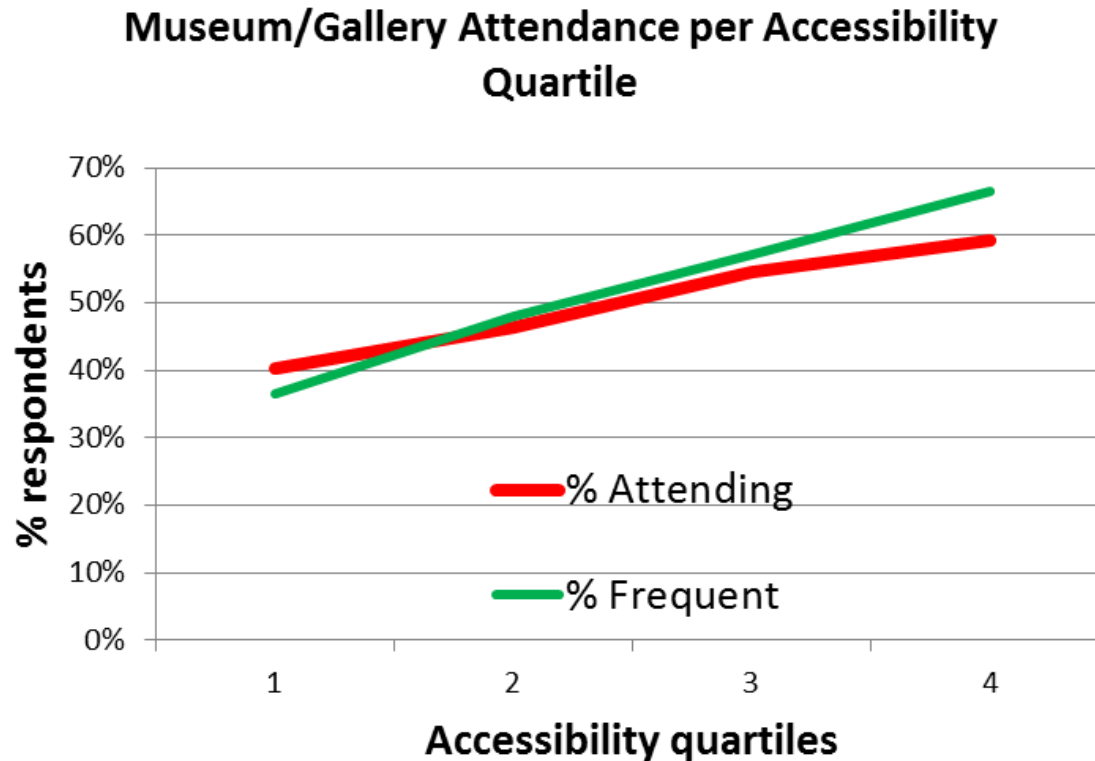
- Combined Accredited Museums and Galleries from ACE with Museums and Galleries Yearbook (with postcodes)
- Fed into Google Keyword Tool
 - No. searches performed per month within UK (5-201,000)
- Used to create Museums & Galleries Accessibility Index for London (& will be for Scotland)

Quartiles of Accessibility Index: Museums and Galleries

Gravity model: attractiveness of facility / distance from where you live



Effect of Accessibility: Museums/ Galleries

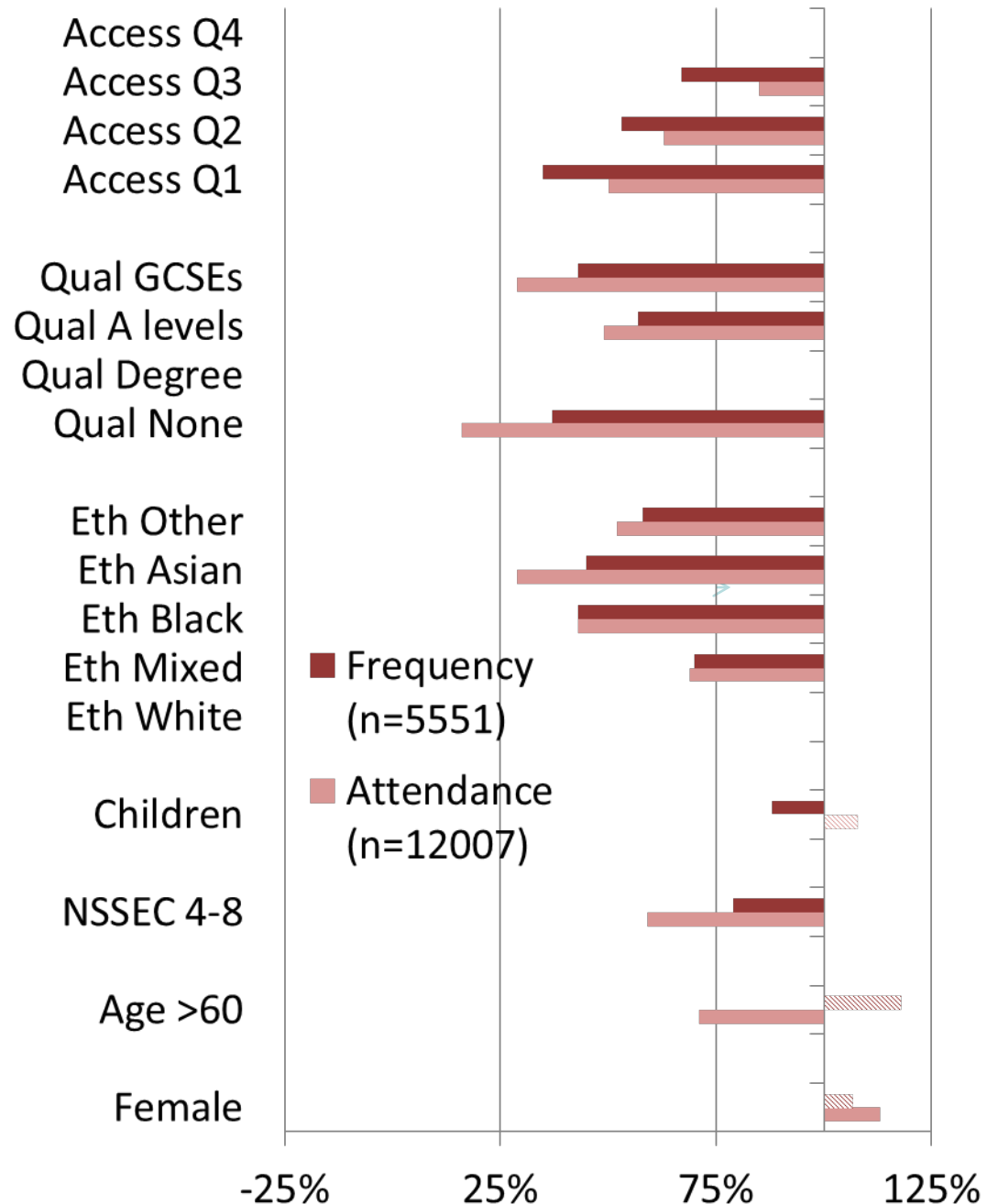


- People in areas with best access are 50% more likely to attend
- Those in areas of best access are twice as likely to attend frequently
- But populations of areas are different, need to control for this

Logistic Regression, Museums/Galleries Attendance, London

- Access is significant in predicting attendance, along with ethnicity & qualifications
- Access is even more significant in predicting frequent attendance, other factors less so

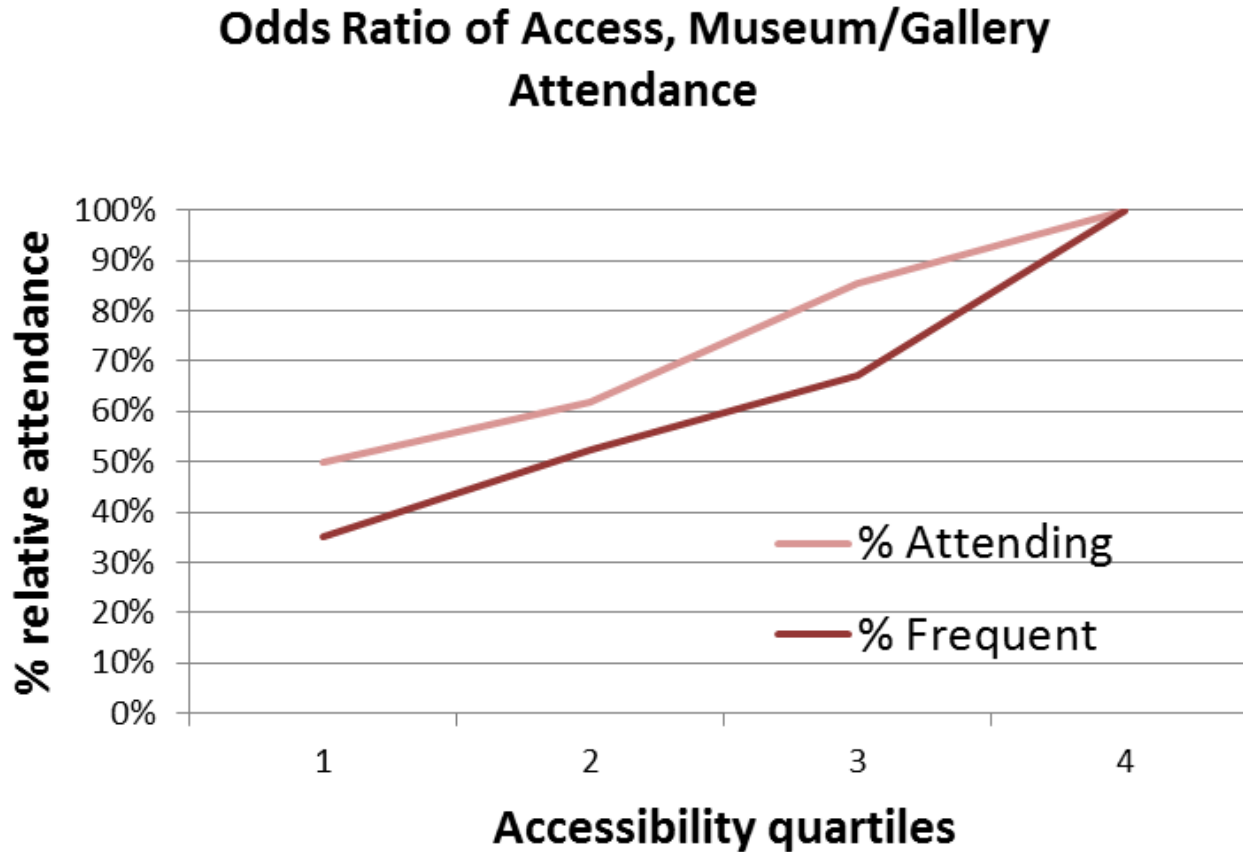
Odds Ratios, Museum/Galleries Attendance



(Hashed bars are not sig)

(Income excluded as not sig)

Effect of Accessibility on Attendance

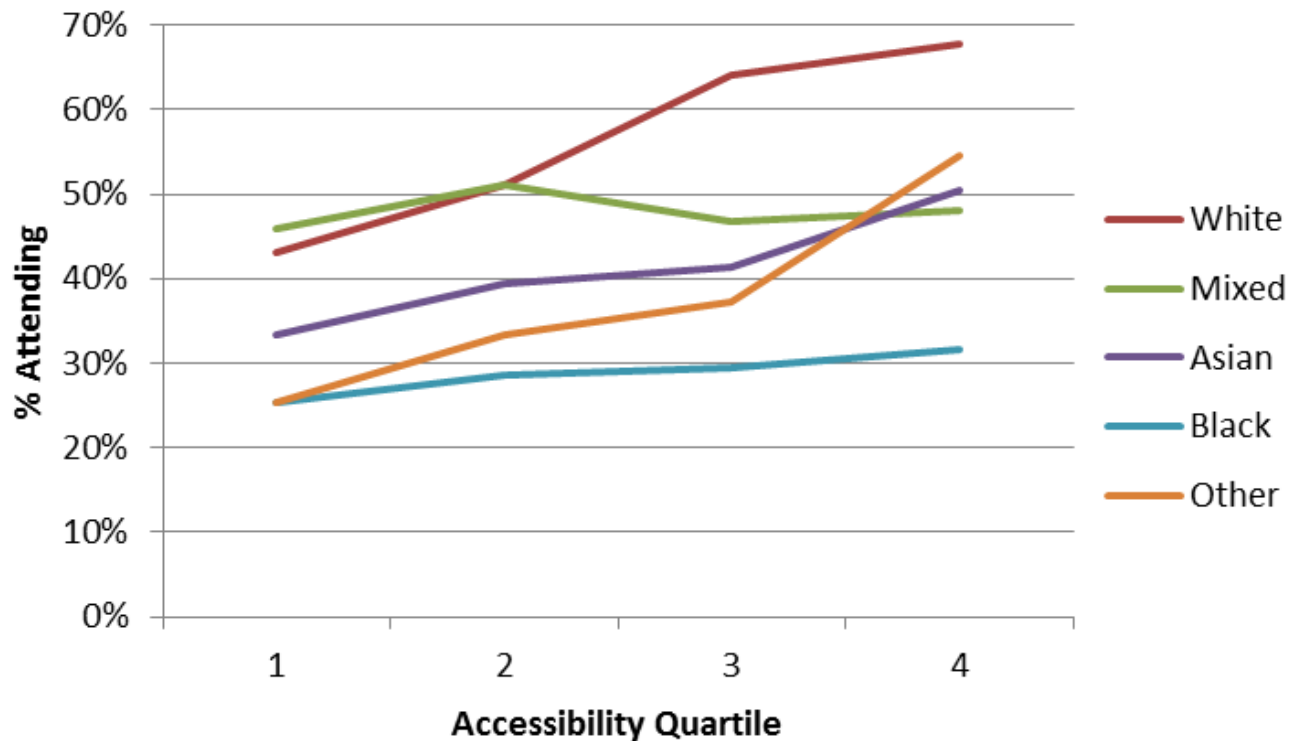


- Controlling for population differences, effect of access is even greater
- Likelihood of attending is doubled, frequently is trebled

Effect of access is not uniform

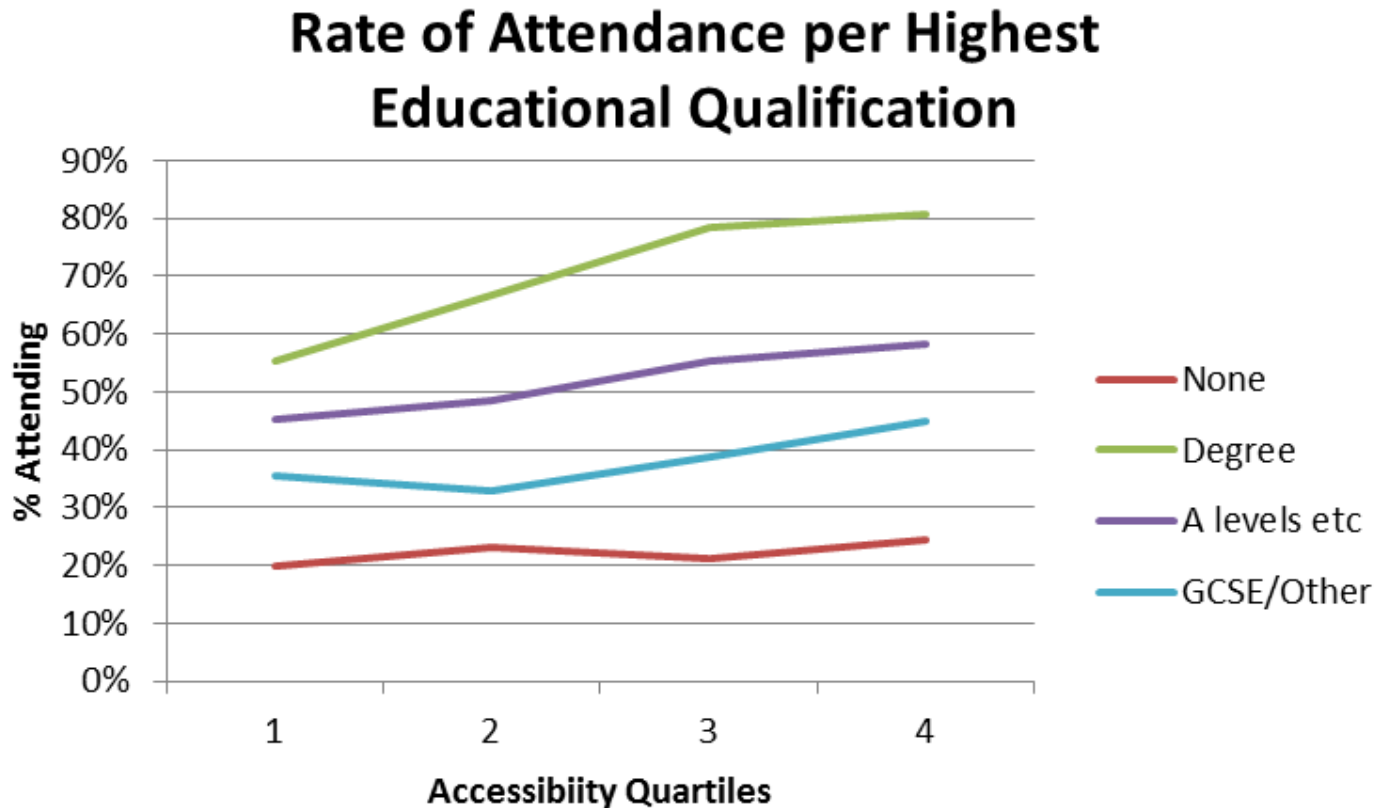
- Effect strongest for Other group, weakest for Black respondents
- Though this doesn't control for other population variables

Rate of Attendance per Ethnic Group



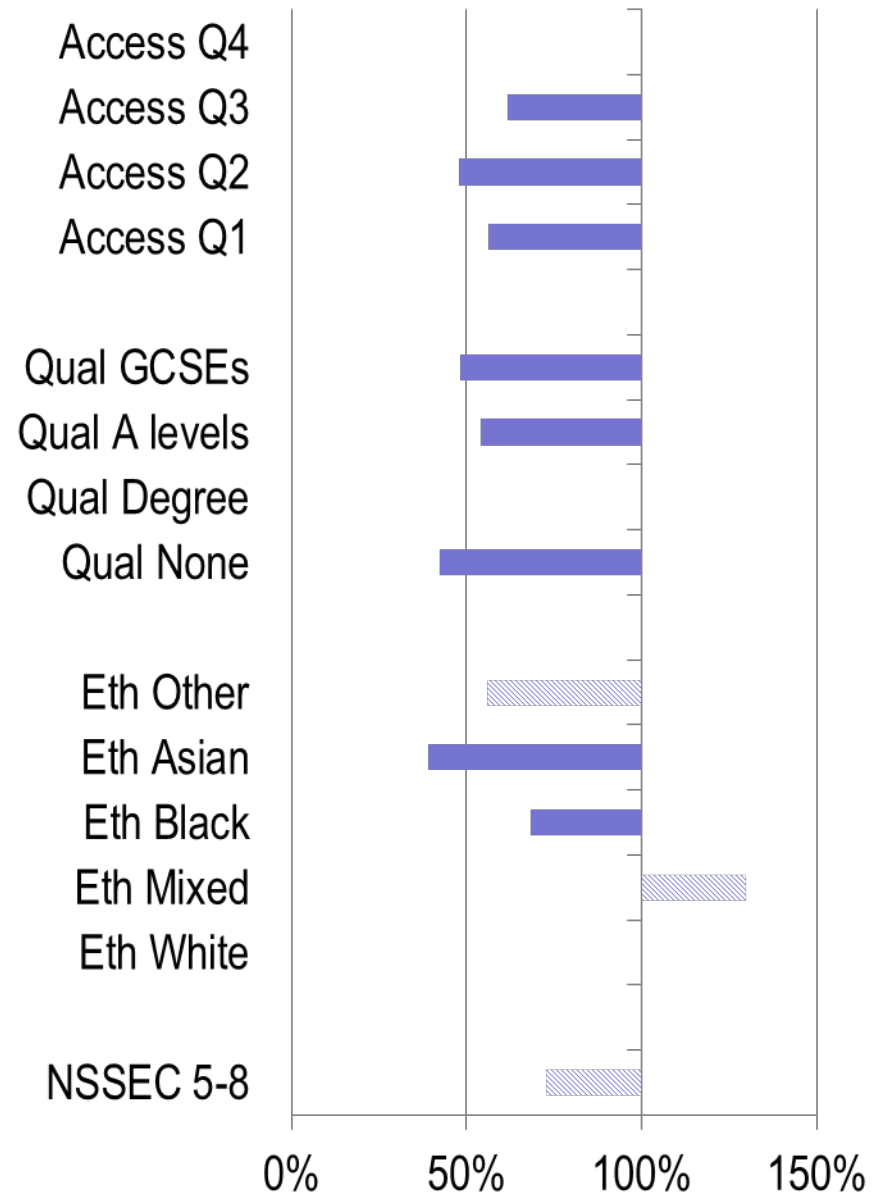
Effect of access is not uniform (2)

- Can see that attendance is more socially stratified by education
- Range of attendance rates is greater, and clearly differentiated
- Effect is strongest for those with a degree
- (Again, doesn't control for other population differences)



Children: Museum/Galleries Attendance, London

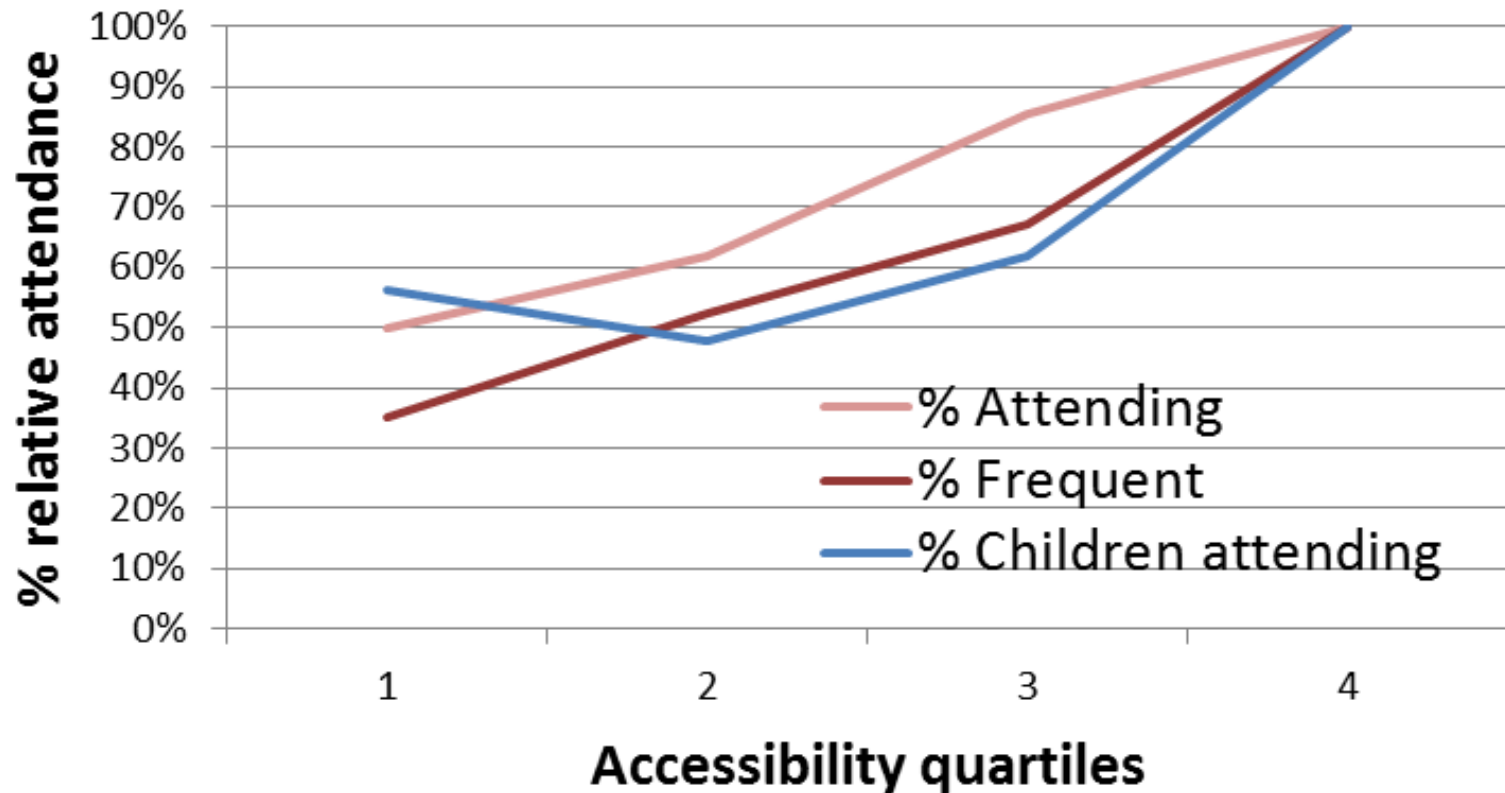
- Socio-economic not significant
 - Supported by qual research
- Ethnicity sig but less strong
- Qualifications still very strong
- Access not linear but strong effect



Comparing effect of access, adults/children

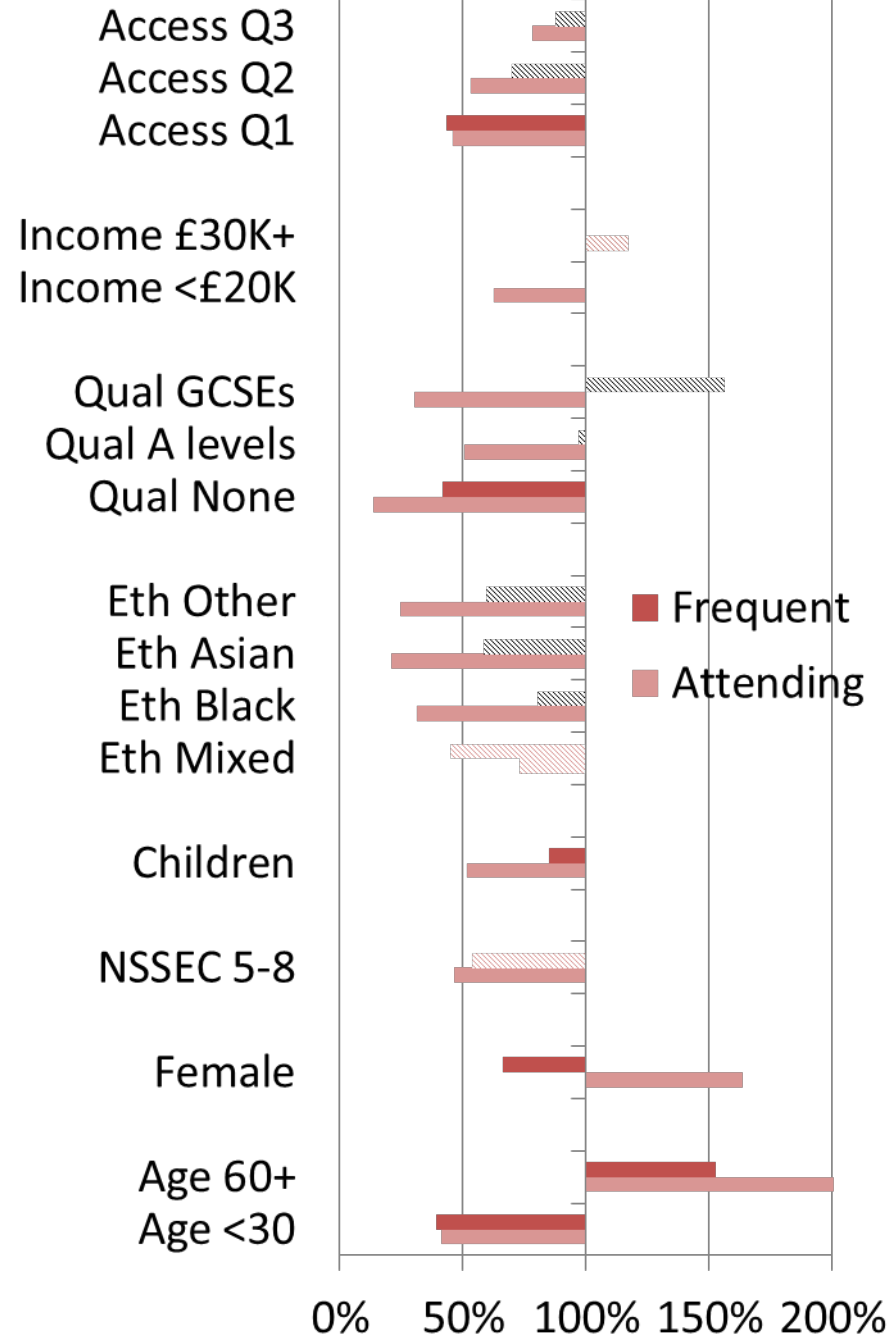
Those in Outer London attending elsewhere?

Odds Ratio of Access, Museum/Gallery Attendance



Opera Attendance, London

- Age very strong effect
- Lower NSSEC stronger than for Museums
- Income now significant
- Ethnicity sig but less strong
- Access significant and strong effect for attendance, less so for frequency



Conclusions

- Access to opportunities to attend Museums and Galleries seems to be strongly related to attendance
 - Along with demographic & socio-economic factors
- However effect of access is not uniform on different groups
 - Straight line distance from a museum/gallery is a relatively crude proxy for access to it
 - Access to car/transport, familiarity with area, commuting/shopping behaviour and psychological factors will also impact
 - These vary for different population groups, as will level of interest
- Reasonable to think that this effect might be true elsewhere
 - Possibly museums tied in to particular cultural attitudes

References

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