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# **Access to culture and participation**

Report of sociological research

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### Methodological Aspects

This sociological study aimed at realising of a analysis that compares the results with the Eurobarometer 399 for Romania with regards to the Access to culture and the participation. The mentioned barometer 399 is being realised for the European Commission in May – November 2013. In this sense we have applied the same questionnaire containing the following question tables:

**QB1.** How many times in the past 12 months have you ... (9 types of cultural activities).

**QB2.** For each of the following activities please give us the reasons why you did not do them and why where you pursuing the activities rarely.

**QB3.** How many times in the past 12 months have you ... (9 types of cultural activities that you have pursued).

**QB4.** At which of the following activities have you participated or organized yourself in the past 12 months? (10 cultural activities)

**QB5.** How often do you use the internet to search for cultural information? (one answer possible).

**QB6.** For what aims do you use the internet in searching for cultural information (13 categories)

**Basic Data:** Sex, age, education level, occupation.

Total 65 de Items

The detailed version of the questionnaire is being attached as appendix to this report.

The Study has been realised at the level of the city of Timisoara on a Sample counting 1060 interviewed inhabitants. The interviewed citizens are distributed in two categories based on age and sex. The survey have been applied within the time frame of 6 – 20 June 2016 with the help a team of operators that have been trained accordingly. In order to ensure the needed significance the authors of the study have decided on 10 neighbourhoods: Calea Șagului, Girocului, Soarelui, Buziașului, Fabric, Lugoșului, Cetate, Lipovei, Aradului, Mehala.

## Presentation of the results

We will present you the obtained results in the order in which the questions were included in the questionnaire.

### Q1. How many times in the last twelve months have you...?

	Activities	Not in the last 12 months	1-2 times	3-5 times	More than 5 times	I don't know/No answer	Constant Audience 2016	Constant Audience 2013
1	Seen a ballet, a dance performance or an opera	62,1	24,3	7	4,2	2,3	35,5	24,1
2	Been to the cinema	51,4	22	12,8	12,4	1,4	47,2	41,3
3	Been to the theatre	67,6	18,6	6,9	4,4	2,4	29,9	30,09
4	Been to a concert	49,3	28,1	11,8	9,2	1,6	49,2	62
5	Visited a public library	68,5	11,3	4,9	10,5	4,8	26,7	28,8
6	Visited a historical monument or site (palaces, castles, churches, gardens, etc.)	41,5	27,7	14,1	13,8	2,9	55,6	-
7	Visited a museum or gallery	54,9	27	7,9	7,5	2,7	42,4	36,3
8	Watched or listened to a cultural programme on TV or on the radio	30,8	18,2	15,2	33,3	2,4	66,7	-
9	Read a book	40,5	22,8	11,8	22,5	2,4	57,1	48

In the table from above for each of the 9 activities we have introduced the following data:

- In the first column that contains numbers is the percentage of those that have not attended any cultural event in the last 12 months. We observe as well the highest rate of those that have never been to the public library (68,5%) and to the theatre (67,6 %), and as well the lowest ratio of those that have never followed a cultural TV / Radio program (30,8%).
- On the central part of the table one can find the intensity of doing each activity, it ranges from one to two visits to 5 visits.
- The last two columns represent the constant audiences for 2016 (the sum of those that have attended at least once all the mentioned categories) and the constant audience from 2013 as it has been registered within a sociological independent study, realised by "Alfa Research". It was realized within the "IPA" Project of cross-border cooperation Romania – Serbia-Poles of Cultures – Cultural policy as a tool for Community and Regional Development and implemented by the Intercultural Institute of Timisoara. Both Surveys have been realised on a representative sample with a margin of safety of +/- 3%, thus under normal cultural consumption the differences of results between 2013 and 2016 should not be bigger than 6 %. This comparison between the two independent surveys makes the check of accuracy possible.

We can observe that the constant audiences for theatre has registered in 2013 30,09%, and that of 2016 counted 29,9%. The difference of 0,19 is under the safety margin.

The constant public for libraries counted 28,8 % in 2013 and 26,7% in 2016, the difference of 2,1% lies as well within the safety margin.

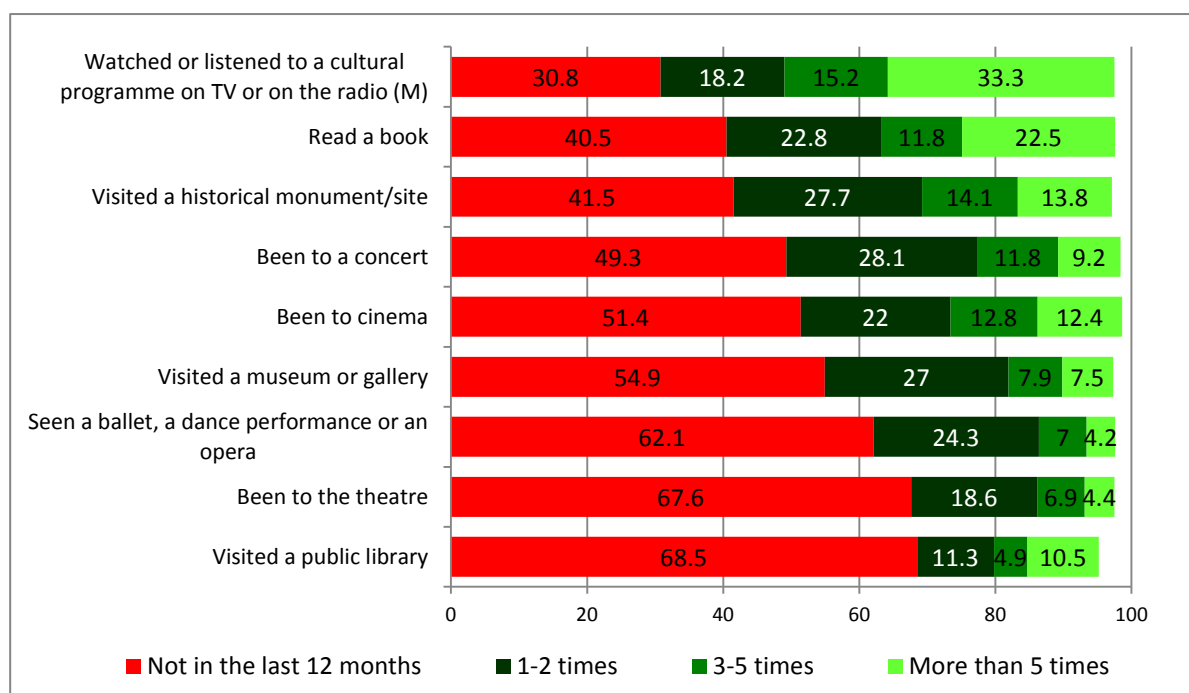
The interest for cinema has risen from 41,3% in 2013 to 47,2% in 2016, one can observe an increase of 5,9%, the opening of a new 4D Cinema is of determinant influence in this regard.

The visiting of museums and arts galleries has risen from 36,3% in 2013 to 42,4% in 2016, with a difference of 6,1 %.

We have encountered situations the allowed no or hardly any comparison with regards to **the participation at ballet spectacles, dance or opera**. They have registered a 35,5% score in 2016 but the same indicator have been differently quantified in 2013. The visiting of the national Opera of Timisoara obtained 24,1 % participation in this moment. The including in this cultural activity also of the spectacles of dance (who can be found also outside of the opera, within specific events such as Student Fest, AccesArt, International Dans Festival, The Hearts Festival, The Days of Timisoara.) has determined a significant growth of the ratio of those that have confirmed the participation at such events in the last 12 months.

As well **the participation at concerts** (49,2% in 2016) is comparable to the participation at festivals where usually there are organized concerts and has registered in 2013 a ratio of 62%.

In the end the interest for reading is also difficult to compare, 57, 1% of those that have answered in 2016 have confirmed that they have read at least one book in the last 12 months. In 2013 only 48% have constantly been attending the private and public libraries. This difference can be explained also trough the expanding of the offer of electronic books and also of the acquisition of books on the Internet.



According to the graphics, the interest of the citizens of Timisoara for cultural activities is being presented as it follows: Watching or listening of a cultural TV / Radio programs (66,7%), reading (57,1%), the visiting of historical monuments (55,6%), participation at concerts (49,1%), cinema (47,2%), visiting museums and arts galleries 42,4%, participation at ballet spectacles, dance or opera (35,5%), participation at theatre spectacles 29,9%, visits at libraries (26,7%).

From the point of view of the intensity of the realisation of these activities, independently of the weight of consumers, the highest frequencies of those that have attended these activities more

than 5 times does not modify in a significant way the previous ranking: Watching or listening of a cultural TV / Radio programs (33,3%), reading (22,5%), the visiting of historical monuments (13,8%), cinema (12,4%), visits at libraries (10,5%), attending concerts (9,2%), visiting of museums and arts galleries (7,5%), participation at theatre spectacles 4,4%, participation at ballet spectacles, dance or opera (4,2%).

A second indicator checked within the questionnaire was the identification of the main obstacles that hinder the access to culture of the audiences:

Participation at ballet spectacles, dance or opera (4,2%).

A second survey that has been applied has aimed at identifying the main obstacles in the realisation of cultural analysis.

**Q.2.And for each of the following activities, please tell me why you haven't done it or haven't done it more often in the last 12 months**

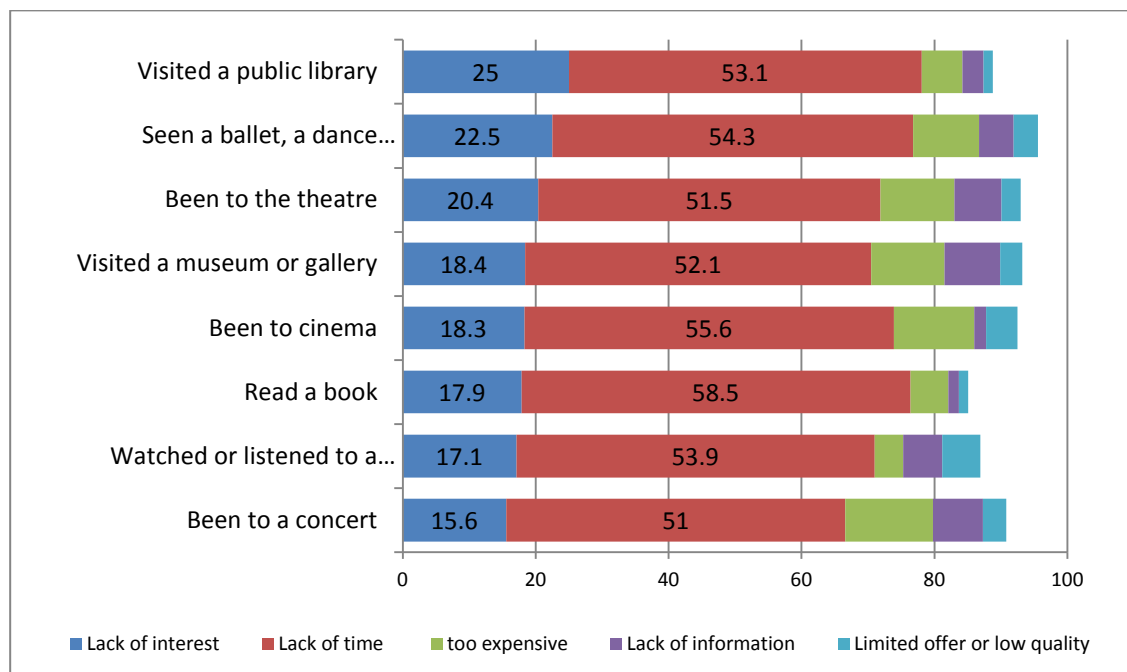
	Activities	Lack of interest	Lack of time	Too expensive	Lack of information	Limited choice or poor quality of this activity in the place where you live	I don't know/No answer
1	Seen a ballet, a dance performance or an opera	22,5	54,3	9,9	5,2	3,7	9,7
2	Been to the cinema	18,3	55,6	12,1	1,8	4,7	11,8
3	Been to the theatre	20,4	51,5	11,1	7,1	2,9	10,6
4	Been to a concert	15,6	51	13,2	7,5	3,5	13,3
5	Visited a public library	25	53,1	6,1	3,2	1,4	14,8
6	Visited a historical monument or site (palaces, castles, churches, gardens, etc.)	15,3	55,7	11,5	5	2,2	14,2
7	Visited a museum or gallery	18,4	52,1	11	8,4	3,3	12
8	Watched or listened to a cultural programme on TV or on the radio	17,1	53,9	4,3	5,9	5,7	16,7
9	Read a book	17,9	58,5	5,7	1,6	1,4	17,4

In the case of all the analysed activities the main obstacle in the realising is being represented by the **lack of time**, this encompasses approximately half of the registered for all the analysed cases. The highest rate of the lack of time was identified in the case of reading (58%), the visiting of a historical monument (55,7%) and viewing of films in the cinema (55,6%).

The second reason for low participation has been represented by the lack of interest. This explanation ranks second in the case of all the investigated cultural activities and it has accumulated a weight between 15,3 %and 25%. The highest frequency of the lack of interest has been registered for the visits at the library (25%) and the attending at ballet, dance or opera (22,5%).

The other reasons analysed: the price of the tickets, lack of information and the existence of a limited cultural offer covers a reduced ratio of the motivation behind the lack of participation. It ranges from 24.2% in the case of attending concerts to 8.7% for lecture. In the choice "other"

reasons have been mentioned: old age, lack of a good visibility (as a health problem), difficulty of moving, watching TV and access of independent content over the internet.



As a conclusion the main factor that is a barrier for the cultural consumption for the 9 activities is the lack of time. This variable is in the control of every individual, it can only be influenced by each individual. In other Words, if the price of the Tickets, informing the audiences and the diversification of the cultural offer, they can represent concrete objectives that need to be improved eventually through a cultural strategy. The management of available time is being influenced mainly of each individual's abilities to organize /

A third aspect checked by the usage of the survey was the consumption of European specific cultural content.

**Let's now discuss specifically your participation in cultural activities/ events FROM other European countries than (OUR COUNTRY), and/or your participation in cultural activities/ events IN other EU countries**

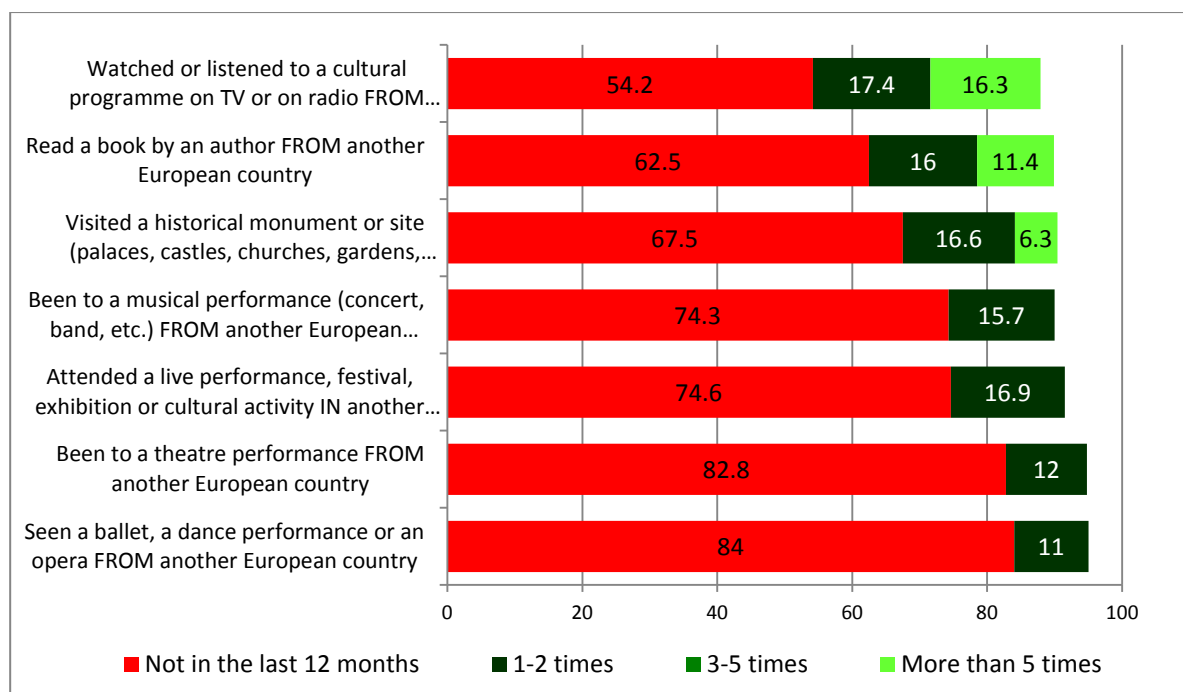
**Q3. How many times in the last 12 months have you...?**

	Activities	Not in the last 12 months	1-2 times	3-5 times	More than 5 times	NȘ/ NR
1	Seen a ballet, a dance performance or an opera FROM another European country	84	11	1,2	0,6	3,2
2	Been to a theatre performance from another European country	82,8	12	1,4	0,2	3,6
3	Been to a musical performance (concert, Band, etc.) FROM another European country	74,3	15,7	2,7	1,5	5,7
4	Watched or listened to a cultural programme on TV or on radio FROM another European country	54,2	17,4	8,9	16,3	3,2
5	Read a book by an author FROM another European country	62,5	16	5,8	11,4	4,3

6	Visited a historical monument or site (Palaces, castles, churches, gardens, etc.) IN another EU country	67,5	<b>16,6</b>	6,3	6,3	3,2
7	Attended a live performance, festival, exhibition or cultural activity IN another EU country	74,6	<b>16,9</b>	2,3	2,3	4

According to the survey the poorest level of Europeanisation has been registered by the ballet, dance and opera spectacles. (84% haven't attended any in the past 12 months). The same happened to the theatre spectacle 82.8% in the past 12 months as offer coming from another EU member state. At the opposite side with the highest level of Europeanisation is the reading of books written by another author of another country of the European Union (62.5% in the past 12 months) and of the interviewed only 54.2% haven't been following a cultural program on TV/Radio from another EU country in the past 12 months.

The Order of the cultural activities of European origin by the realisation degree of the past 12 months can be presented as it follows:



As one can see in the graphics, the most European of the cultural activities has been the watching/viewing of a cultural program on TV/Radio from another EU country in the past 12 months at least once. This counts for 42.6% of preferences of the respondents. As part of these, namely 16.3% have pursued these activities more than 5 times. Following in the preferences of the European citizens of Timisoara is the reading of books published by authors from the EU. 33.2% have pursued this activity in the past 12 months at least once. Ranking third is the visiting of historical monuments from another EU country, 29.2% of the respondents have pursued this activity in the past 12 months at least once.

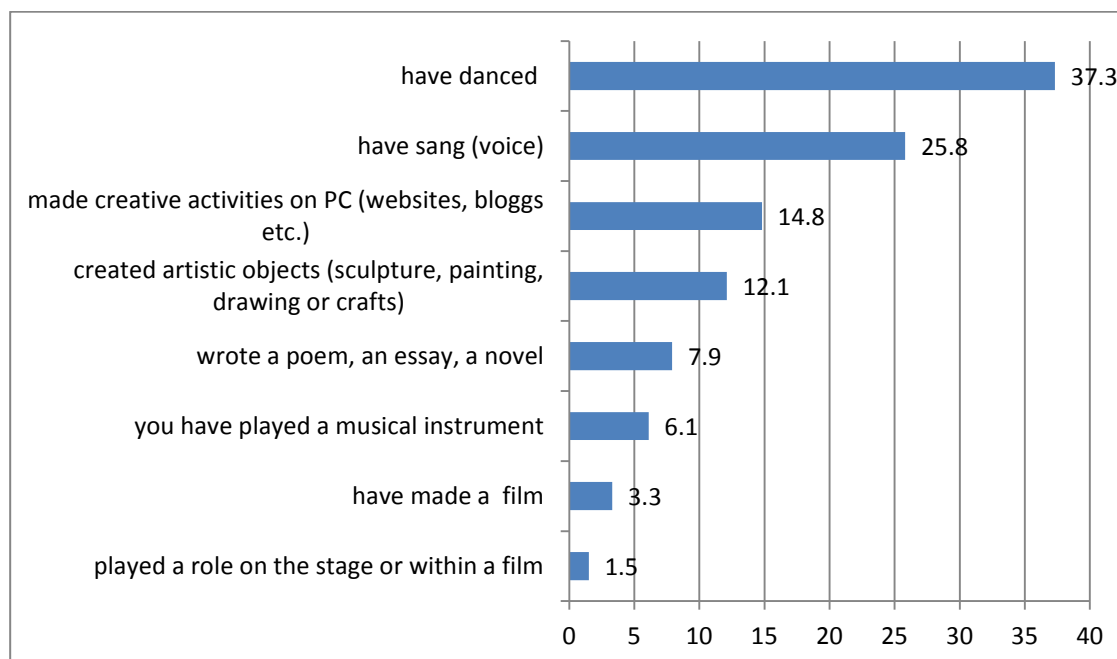
A third theme checked in the survey has been the involvement of the citizens of Timisoara in the organization of cultural actions:



**Q4. On which of the following activities did you perform in the last 12 months individually or within a band, organised group classroom (Multiple answer) ?**

**You:**

1. played a musical instrument	6,1
<b>2. sang (voice)</b>	<b>25,8</b>
3. played a role on the stage or within a film	1,5
<b>4. have danced</b>	<b>37,3</b>
5. wrote a poem, an essay, a novel	7,9
6. have made a film	3,3
7. created artistic objects (sculpture, painting, drawing or crafts)	12,1
8. made creative activities on PC (websites, bloggs etc.)	14,8
9. Something else?	1



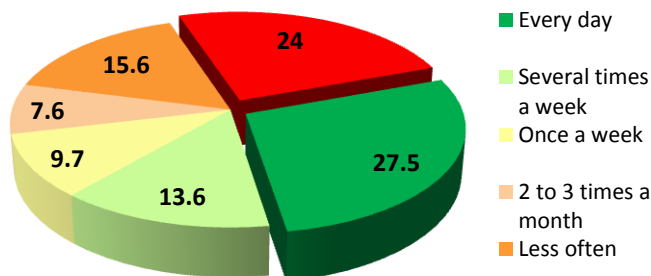
According to the distribution of the cultural activities, the most attractive ones for the citizens of Timisoara has been dance, singing (vocally), these activities have been directly correlated with the happening of events. The fewest of the citizens have been actively in the producing of a film (only 3.3 %), and playing of a character on the stage or in a film (1.5%).

In a complementary approach two extra indicators have been checked with regards to the using of the internet in cultural purposes. Thus, we obtained the following results:



**Q5. How often do you use the Internet for cultural purposes like, for instance, searching for cultural information, buying cultural products or reading articles related to culture?**

How often:	%	%
Every day	27,5	
Several times a week	13,6	50,8
Once a week	9,7	
2 to 3 times a month	7,6	
Less often	15,6	47,2
Never	24	

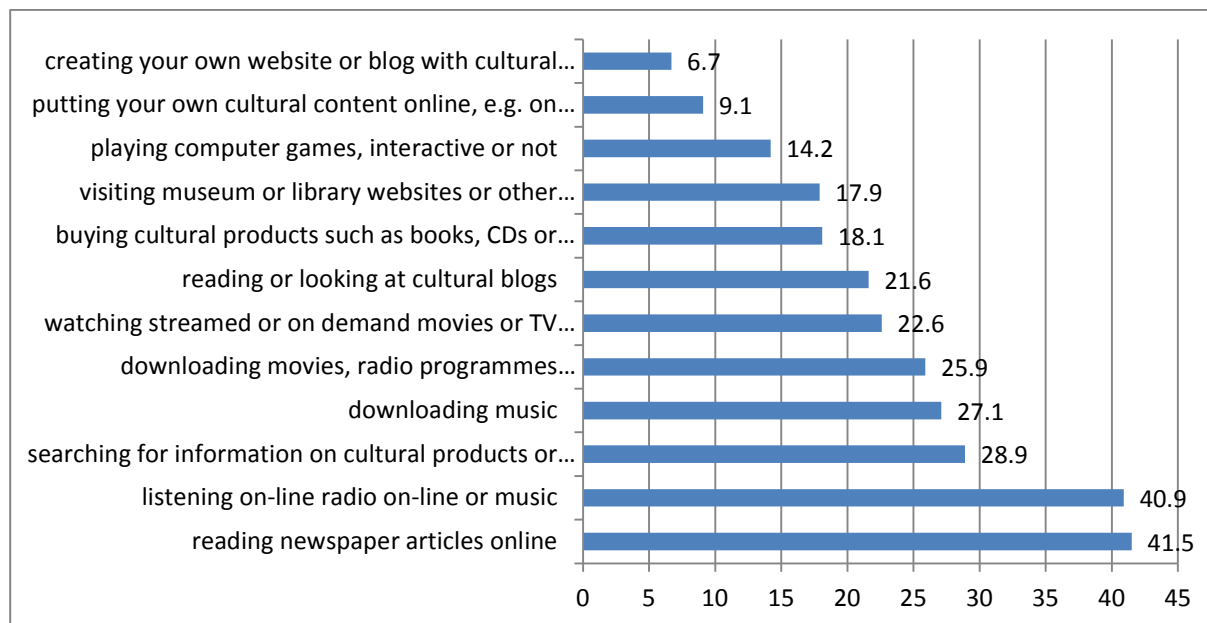


An important percentage of the respondents, (27.5%) are stating that they access internet on a daily basis for cultural information on the internet and 23.3% access internet with the same purpose several times/week. If we are summing these information we can say that over half of the population of Timisoara is accessing cultural information over the internet at least once a week. Taking into account that in Romania in the urban side of the country the access to the internet is of over 70% these values are as normal as possible.

**Q6. What do you use the Internet for, in terms of cultural purposes?**

(multiple answers possible)

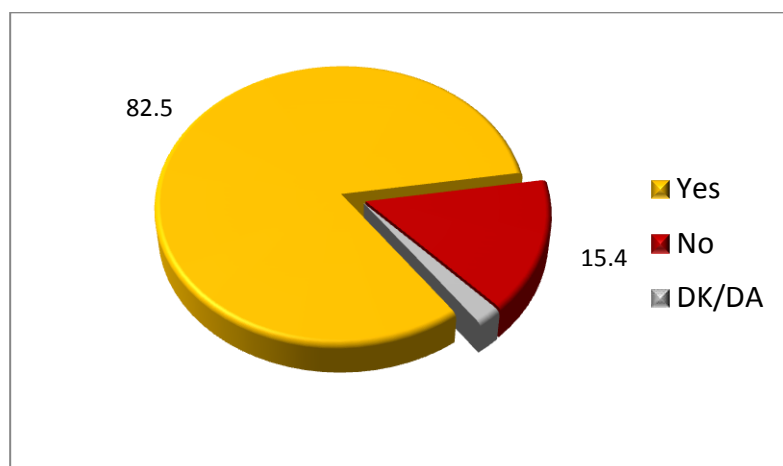
1. Visiting museum or library websites or other specialised websites to improve your knowledge	17,9
2. Playing computer games, interactive or not	14,2
3. Downloading movies, radio programmes (podcasts) or TV programmes	25,9
4. Watching streamed or on demand movies or TV programmes	22,6
<b>5. Reading newspaper articles online</b>	<b>41,5</b>
6. Creating your own website or blog with cultural content	6,7
7. Downloading music	27,1
<b>8. listening to online Radio / music</b>	<b>40,9</b>
9. Reading or looking at cultural blogs	21,6
10. Putting your own cultural content online, e.g. on an online social network or on a sharing site	9,1
11. Buying cultural products such as books, CDs or theatre tickets	18,1
12. Searching for information on cultural products or events	28,9



Thus the most frequent of the cultural activities that happen over the internet is the reading of online Newspapers (41,5%), listening to online music (40.9%), the search of information about products and events (28,9%), download of music (27.1%), download of movies (25.9%), watching of online movies (22.6%) and the reading of cultural blogs (21.6%), in other words: the typical activities of the 2.0 web user and social media.

The last two indicators of the survey focus on the evaluation of the public impact of the candidacy of Timisoara for the European Capital of Culture in 2021 title. Thus a first question has addressed the identification of a degree of knowledge of the candidacy process:

**Q7. Have you heard about the candidacy of Timisoara for the European Capital of culture for the year 2021?**



According to the distribution of a significant percentage of the citizens of Timisoara (82.5%) have heard about this project, 15.4% have denied knowing about it, and 2.1% have not answered this question. The comparative analysis of the cultural consumption between the two subgroups (those that have heard and those that haven't heard about the candidacy) reflects a categorical differentiation in the favour of those that declare that they know about the candidacy project:

Q7. Have you heard about the candidacy of the city of Timisoara for the European Capital of Culture in 2021?	In the past 12 months how many times have you ... been attending a ballet, theatre or opera spectacle?	In the past 12 months how many times have you ... been to the cinema?	In the past 12 months how many times ... have you been to the theatre?	In the past 12 months how many times ... have you been to a concert?	In the past 12 months how many times ... have you been to a library?	In the past 12 months how many times ... have you been visiting a historical monument (palais, castle, churches, etc)?	In the past 12 months how many times ... have you been to the arts gallery or museums?	In the past 12 months how many times ... have you been watching a cultural program at the TV or listened one at the radio?	In the past 12 months how many times ... have you been reading a book?
Yes	<b>1,66</b>	<b>1,92</b>	<b>1,58</b>	<b>1,90</b>	<b>1,70</b>	<b>2,17</b>	<b>1,77</b>	<b>2,65</b>	<b>2,30</b>
No	1,35	1,73	1,35	1,61	1,46	1,75	1,49	2,34	1,86
Total	1,61	1,89	1,54	1,85	1,66	2,10	1,72	2,59	2,22

The average values have been calculated between the answers 1= never, 2= 1-2 times, 3= 3-5 times, 4= more than 5 times obtained in the case of the question 1.

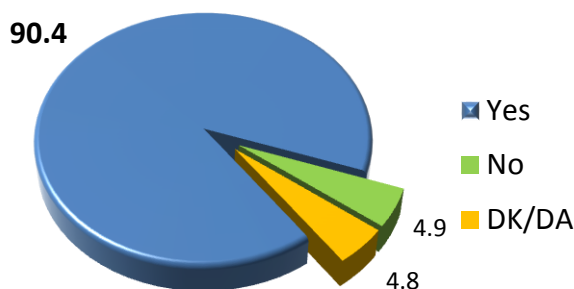
The profile of those that are not informed about this candidacy is being presented as it follows:

		Q7. Have you heard about the candidacy of the city of Timisoara for the European Capital of Culture in 2021?			Total
		Yes	NO	DK/NA	
Sex	masculin	39,4%	5,7%	1,0%	46,1%
	feminin	43,6%	<b>9,8%</b>	0,5%	53,9%
		Q7. Have you heard about the candidacy of the city of Timisoara for the European Capital of Culture in 2021?			Total
		YES	NO	DK/NA	
Age	15-24	6,9%	2,1%		9,0%
	25-34	16,7%	<b>3,3%</b>	0,2%	20,2%
	35-44	16,9%	3,1%	0,3%	20,3%
	45-54	14,4%	2,1%		16,5%
	55-64	13,9%	2,2%	0,9%	17,0%
	65 and over	14,1%	2,7%	0,2%	17,0%
		Q7. Have you heard about the candidacy of the city of Timisoara for the European Capital of Culture in 2021?			Total
		YES	NO	DK/NA	
STUDIES	Up to 8 years of school	1,5%	0,4%		1,9%
	Up to 10 years of school	2,8%	0,7%	0,1%	3,5%
	professional school	9,7%	4,4%	0,1%	14,2%
	highschool	26,0%	<b>6,9%</b>	0,5%	33,4%
	post-highschool	5,6%	0,7%		6,3%
	university	31,9%	2,3%	0,9%	35,0%
	post-universitarian studies	5,4%	0,3%		5,6%

According to these categories, those declaring that they haven't heard about the candidacy of Timisoara to the title of European Capital of Culture in 2021 are mainly women (9.8%), young (25-34%) and with high-school education (6.9%).

Complementarily, a distinct indicator of the survey has aimed to identify the degree of the readiness of the citizens of Timisoara to support this project:

**Q8.** Do you personally support the bid of the city of Timisoara for the European Capital of Culture title in 2021?



One can observe the existence of a high level of supporting of the bid of Timisoara for the title of European Capital of Culture 2021, 90.4% of the citizens have declared that they are supporting this endeavour. The other 4.9% have declared that they are against and 4.8% that did not answer are not a significant ratio that can be only temporary. The comparative analysis is as follows:

		Q7. Have you heard about the candidacy of Timisoara for the European Capital of Culture for the year 2021?			Total
		YES	NO	DK/NA	
Q8. Do you personally support the bid of the city of Timisoara for the European Capital of Culture title in 2021?	Yes	<b>79,1%</b>	11,5%	0,4%	91,0%
	No	2,8%	<b>2,1%</b>		4,9%
	No answer/ I don't know	1,0%	1,9%	1,1%	4,1%
Total		83,0%	15,5%	1,5%	100,0%

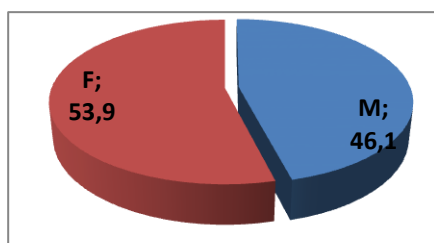
The analysis of those that are not supporting this project:

		Q8. Do you personally support the bid of the city of Timisoara for the European Capital of Culture title in 2021?			Total
		YES	NO	DK/NA	
<b>Sex</b>	masculine	40,7%	<b>2,8%</b>	2,6%	46,2%
	feminine	50,2%	2,1%	1,5%	53,8%
Total		91,0%	4,9%	4,1%	100,0%
<b>Age</b>	15-24	8,0%	0,6%	0,5%	9,0%
	25-34	18,7%	1,0%	0,5%	20,2%
	35-44	18,9%	0,5%	0,9%	20,3%
	45-54	15,0%	0,9%	0,5%	16,4%
	55-64	14,9%	0,8%	1,3%	17,0%
	65 and over	15,5%	<b>1,1%</b>	0,4%	17,0%
Total		91,0%	4,9%	4,1%	100,0%

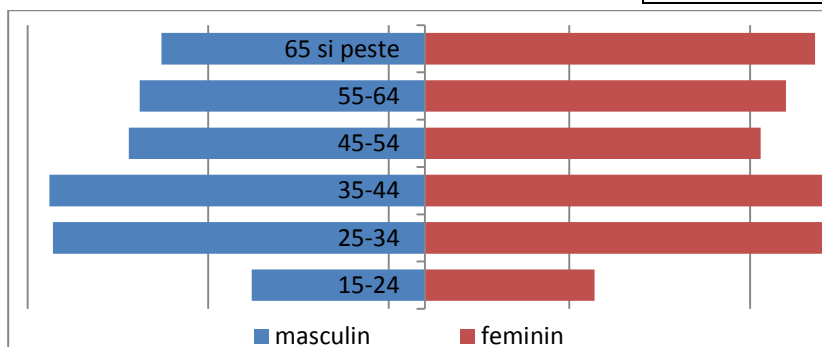
<b>STUDIES</b>	Up to 8 years of school	1,4%	0,2%	0,3%	1,9%
	Up to 10 years of school	2,9%	0,3%	0,4%	3,5%
	professional school	12,3%	1,1%	0,8%	14,2%
	highschool	31,0%	<b>1,7%</b>	0,7%	33,4%
	post-highschool	6,1%	0,2%		6,3%
	university	32,0%	1,1%	1,9%	35,0%
	post-universitarian studies	5,2%	0,4%	0,1%	5,7%
<b>Total</b>	<b>90,9%</b>	<b>4,9%</b>	<b>4,1%</b>	<b>100,0%</b>	

Thus, those that don't support the candidacy at the moment are mainly men (2.8%), aged over 65 (1.1%) with high-school studies (1.7%).

At the end of the survey the authors have included a series of factual data that describe the profile of the sample. We mention the fact that the structure of the Survey divided by on sex and age represents the profile of the population as it is presented on the national statistics Institute:



Age	Percent
15-24	9.0
25-34	20.3
35-44	20.3
45-54	16.5
55-64	16.9
65 si over	17.1



Graduated studies:

Up to 8 years of school	1.9
Up to 10 years of school	3.5
professional school	14.0
highschool	<b>33.3</b>
post-highschool	6.3
university	<b>34.6</b>
post-universitarian studies	5.6
N/A	.8

Occupation:

pupil/student	8,3
idle/unemployed	7,1
retired person	23,7
engineer	5,3
accountant, economist	8,4
public servant	3,2
teacher	5,1
shop assistant	6,9
worker, technician	14,2
manager, administrator	4,5
IT	2,1
physician, nurse, pharmacist	5,0
freelancer	,8
lawyer	,9
priest	,1
psychologist	,9
military servant	,6
N/A	2,8

## Conclusions

### General Trends

Beyond the details, our study confirms some trends that are worth to be mentioned. It reflects the presence of an alive social tissue that has a considerable cultural opening that reveal a collective actor with considerable resources that could be significantly boosted by the European Capital of Culture<sup>1</sup> 2021 Project.

Thus, for example, in the case of **Q1**, approximatively half of the population of Timisoara has accessed a cultural event or got hired within a cultural activity in the last year (watching a film in the cinema, going to a concert or visiting a museum). Such a ratio (1/2) indicates a social organism that went beyond the need of being socially assisted or being disengaged, the last two features seemed to have been hallmarks for the majority of the Romanian society (Sandu, 1999, 2003; Gavreliuc, 2011). At least in the registry of “cultural consumption”, the citizens of Timisoara appear to be engaged audiences that attends inclusively cultural categories less “general” (of the type of ballet/opera -1/3- spectacles, a higher weight than that of the most culturally engaged member state of the EU – Sweden.) Theatre is as well in this category with a ratio of 1/3. The tendency to access culture trough classic mass media channels (Radio, TV) with a ratio of 2/3 together with the ratio of 60/40 in reading a book in the last 12 months (seriously over the national average that is 1/2 or 50/50), it reveals the presence of a strong cultural availability that needs to be capitalized trough public policies in the fields of culture and trough private initiatives that support the development of the cultural phenomena.

Then, in the case of **Q2** it is clear that not the lack of resources (material ones especially) is the real problem-obstacle that stands in the way of cultural development (only 7 of 100 citizens of Timisoara are confirming that the lack of money is the obstacle). The lack of time is qualified by 1/2 of the citizens of Timisoara as the obstacle that mostly stays in the way of attending cultural events. The lack of time is a individual and social factor that rather expresses the degree of engagement in the biography of the community and on individual level than the passivity and fatalism. Here is another resource that should be valued, not the investment in material resources (it is not less important but not decisive in the cultural engagement) should be encouraged but rather the intelligence, creativity and coherence of cultural projects that are appealing and that are able to motivate the public to reset its priorities towards culturally authentic experiences.

From the point of view of evaluating the consumption of cultural products from within the EU (other than its own country) (**Q3**) on can observe another relevant resource that can be capitalized and which can consolidate the tendency of cultural global consumption (containing Romanian and foreign) products. Thus except TV program (where there is equality with regards to the local or foreign origin), the ration between EU products and the Romanian ones is 2/10 and 3/10.

It is worth to underline the tendency of the audiences of Timisoara for the engagement within the cultural act with its different faceted (**Q4**). Thus 1/4 of the citizens of Timisoara have sang vocally in the last year, 1/3 have danced and around 1/10 have been engaged within an act of literary writing. These explicit openings towards the cultural individual experience express the presence of a diverse capital that can be explored. It can be augmented by elaborating projects where people of Timisoara can't only be audiences at the diverse cultural events but also as well directly involved actors.

The internet is still the successful channel of access to get information about culture (**Q5**.) and the specific scores obtained on accessibility (they are close to the European average) show us

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<sup>1</sup>We will use the “ECOC” abbreviation from now on.



a majoritarian social actor that overcame technological underdevelopment, one that 10 years ago was impossible for many to be overcome.  $\frac{3}{4}$  of the citizens of Timișoara use the internet for the accessing of cultural information, only  $\frac{1}{3}$  of the citizens don't use this means of communication. Given that the survey operates on a sample basis that contains among others all the age groups including the seniors that register very low usage of the internet the result appears to be encouraging showing an important niche of access to the target group.

From the point of view of the products delivered through the internet (Q6.) one can observe the important weight that is being represented by the online reading of newspapers or of listening of music/radio online (approximately 4/10), as well  $\frac{1}{4}$  of the citizens of Timișoara are downloading online films and music.

An important tendency of our analysis stresses the consistent growth of the informing of the audiences with regards to the whole process of the candidacy of Timișoara for the ECoC title for the year 2021 (Q7). Thus in the last two and a half years, through the efforts of all the stakeholders both public and private that are involved in the process of elaborating the candidacy project and the needed strategy, the degree of getting informed of the citizens has improved both significantly and spectacularly. The numbers of citizens of Timișoara that have heard about the city's bid for the ECoC title in 2021 raised from 68.2% to 82,5% today (Gavreliuc & Nadolu, 2014).

<b>Q7.</b> Have you heard about the candidacy of Timișoara for the European Capital of culture for the year 2021?	<b>Yes / November 2013</b>	<b>Yes / June 2016</b>	Growth
Weight of the answer	<b>68.2%</b>	<b>82.5%</b>	<b>+14.3%</b>

## Comparative Analysis Timișoara – Romania – European Union

### **b1. The level of involvement in cultural activities**

We evaluate the degree of involvement of the EU citizens in the year of 2013 in cultural activities, how the citizens evaluate the last **12 months** in terms of their involvement on cultural activities. We compare the results of the EU with the specific results identified in the case of Romania, and with the research of the surveys done in the case of Timișoara (June 2016), we thus obtain the following map:

% (Activities...)	Timișoara (TM)	România (RO)	UE (27)	Max. score within UE
Reading books	57	51	68	90 (Sweden)
Cinema	47	20	52	76 (Denmark)
Dance/Opera/Ballet	36	11	18	34 (Sweden)
Library	27	17	31	74 (Sweden)
Cultural TV Program	67	59	72	89 (Sweden)

The study done in 2013 is warning us that there is a general decline EU wide on the majority of the cultural activities compared to similar studies done in 2007. If the survey is applied to Timișoara one can observe a contrary trend, a trend that can be explained by the high engagement in cultural activities of the government (local, regional and national) in the city.



Thus, the most results place Timisoara close to the EU average (books, cinema, library, culture on TV), or even above it (ballet, opera, this score is even higher than the highest average of a EU country, the case of Sweden). The mentioned tendency adds to the national average where Timisoara also has scores above the average (starting from 6% at the reading of books, to even triple ones on the attendance of dance/ballet/opera or with 27% higher in the case of going to the cinema).

The very high score obtained for the “last 12 months” for attending the opera is being seriously influenced by the open air “Festival of Opera and Operetta” organized by the National Opera of Timisoara since 2005 in August. Because it is being organized in August when the most of the audience is having vacation, and because the festival includes famous plays in its repertoire and as well the access is free of charge. As a result there is a very large amount of participants of up to three thousand people.<sup>2</sup>

Complementarily, we mention the fact that within a recent study (2013) with regards to cultural consumption in Timisoara, the number of those that have never attended the Opera was counting only 43,1% , significantly lower than in the year of 2000 when the same indicator counted 59,2% of those never attending the opera.

Concisely, Timisoara presents indicators typical for a remarkable cultural pole where the potential symbolical investment and in resources would bring, by becoming the European Capital of Culture<sup>3</sup> for 2021, much higher positive effects that in other regional spaces where the cultural behavioural aspects of culture audiences are much more pronounced. Once again the option of Timisoara competing for the ECoC would prove its viability trough the consistent potential that the city could capitalize based on the already existent human resources.

## b2. Hinderers in the access to culture

Working within the same comparative approach, with regards to the European tendency we can observe a pattern completely different to the European trend concerning the obstacles that hinder the access to culture. Thus if generally in Europe the barriers are being identified at the level of “lack if interest” for culture (it counts approximately ½ of the answers), in the case of Timisoara this is three times smaller counting for 17 %. On the national level as well the lack of interest for culture is 7% higher when compared with Timisoara. This represents once again the symbolical argument in favor to the city becoming ECoC.

% (barriers...)*	TM	RO	UE (27)
Lack of interest	17	24	50
Lack of resources (too expensive)	7	14	14
Lack of Time	51	25	18
Poor offer	3	30	10

\*Observation: here are presented results for all the types of obstacles that hinder the access to culture.

Additionally, with regards the diversity and the quality of the cultural offer one can observe a severe discrepancy in favour of Timisoara, the scores being ... 10 times higher than the national

<sup>2</sup> In the opera play “Scripcarul” there was an estimated 3000 thousand people attending. See:  
[http://adevarul.ro/locale/timisoara/foto-3000-spectatori-parcul-rozelor-spectacolul-opereta-scripcarul-acoperis-1\\_55dad077f5eaafab2cdcec59/index.html](http://adevarul.ro/locale/timisoara/foto-3000-spectatori-parcul-rozelor-spectacolul-opereta-scripcarul-acoperis-1_55dad077f5eaafab2cdcec59/index.html)

<sup>3</sup> From now on ECoC.

average and 3 times higher than the EU average! Probably we can't identify in no other register the huge capital of cultural resources of Timisoara than in the one with regards to the generous cultural offer, this can be a decisive feature in the building of a coherent program of the candidacy and its success.

Thus, the problem of Timisoara is not connected to the "lack of interest" or to the "limited cultural offer" itself but rather to the lack of time that the citizens of Timisoara could invest in attending cultural events (scores three times higher than the European average and 2 times higher than the national average). Being "a busy man" is not the symbol of disengagement of the citizens with regards to the attending of culture but rather the opposite: it shows the general support for culture on the behalf of the authorities. They have to be able to redirect the citizen's trough smart and creative solutions to a shift from lucrative-economic activities to the cultural ones.

One of the most spectacular observations of the tendencies observed previously is with regards to the costs of attending cultural events. Only 7% of the citizens of Timisoara mention it as a problem (2 times less than the national average and the average of the EU). Thus, although the public financing for culture is important, at least of the same importance is the set of strategies that should base the achieving of their goal on the existing cultural offer that is varied and consistent. It should specifically be able to reconfigure the free time activities of the citizens towards culture.

### b3. The Access and participation to cultural activities in other EU countries

When one choses to look at the "reading of a book written by a foreign author" indicator, it is higher in Timisoara when compared to the EU average and 3 times higher when compared the national average.

% Cultural consumption from EU authors	TM	RO	UE (27)
Reading of a book (foreign author)	33	11	31

### b4. Direct involvement in artistic activities

Beyond the role of the citizen as audience in the cultural events, we look now at one of the most important aspect of being culturally engaged: the artistic expression of the citizens. In this case, in the last 12 months the results are revealing, the citizens of Timisoara have danced three times more than the EU average and national as well and have been writing literature 2 times more frequently than the EU and national average and have been vocally singing 2,5 times more than the Europeans and almost 4 times than the Romanian average.

% Citizens as artists	TM	RO	UE (27)
Dance	37	14	13
Writing (poetry, essays, novels)	8	3	5
Singing (vocally)	26	7	11
Creations on the PC	15	4	8

Additionally, the creative niche represented by the virtual and digital activities on the PC needs to be mentioned. It is two times more accessed than the EU average and three times more than the national one. Such a comparative distribution of answers is able to reveal the zones of intervention and the zones of resource. These can be engaged for the mobilization needed in the optimizing of the cultural offer and the engagement of the citizens of Timisoara in the cultural activities.

### b5. The frequency of using the internet for cultural goals

This tendency is being described above (the internet is for the citizens of Timisoara a channel for access to culture even more consistent than the EU average). One can observe that the exposure to culture through digital means is higher than the European average (this is true as long as the level of citizens that have never used the internet is lower than the EU and the national average).

% internet as a niche that allows access to culture	TM	RO	UE (27)
have never used internet	24	36	29

### b6. Specific aims of using the internet

The obtained results describe a European pattern with regards to the access to cultural information through digital means and have higher scores than the national average (reading online newspapers, almost double in Timisoara), see the description below. As well one can observe how the Romanians in general and citizens of Timisoara in particular are as "Europeans" with regards to the most searched online cultural contents (blogs, music download) as the EU average. This is an indicator for the citizens that overcome the technological underdevelopment.

% internet as a niche that allows access to culture	TM	RO	UE (27)
have never used internet	24	36	29
read online newspapers	42	23	44
read cultural blogs	22	24	22
Download of music	27	24	22

All these tendencies are able to deliver relevant, accurate and scientifically validated information. They can be at the foundation of the public policies in the cultural sector and optimize the cultural offer of Timisoara starting from the arguments presented above in the competition for the ECoC title of the city.

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## SPECIAL EUROBAROMETER 399 “Cultural access and participation”

**Q1.** How many times in the past 12 months have you ... (9 types of cultural activities).

	Activities	Not in the last 12 months	1-2 times	3-5 times	More than 5 times	I don't know / No answer
1	...seen a ballet, a dance performance or an opera?	1	2	3	4	9
2	...been to the cinema?	1	2	3	4	9
3	...been to the theatre?	1	2	3	4	9
4	...been to a concert?	1	2	3	4	9
5	...visited a public library?	1	2	3	4	9
6	...visited a historical monument or site (palaces, castles, churches, gardens, etc.)?	1	2	3	4	9
7	...visited a museum or gallery?	1	2	3	4	9
8	...watched or listened to a cultural programme on TV or on the radio?	1	2	3	4	9
9	...read a book?	1	2	3	4	9

**Q2.** For each of the following activities please give us the reasons why you did not do them and why where you pursuing the activities rarely.

One answer per line!

	Activities	Lack of interest	Lack of time	Too expensive	Lack of information	Limited choice or poor quality of this activity in the place where you live	I don't know/No answer
1	...seen a ballet, a dance performance or an opera?	1	2	3	4		9
2	...been to the cinema?	1	2	3	4		9
3	...been to the theatre?	1	2	3	4		9
4	...been to a concert?	1	2	3	4		9
5	...visited a public library?	1	2	3	4		9
6	...visited a historical monument or site (palaces, castles, churches, gardens, etc.)?	1	2	3	4		9
7	...visited a museum or gallery?	1	2	3	4		9
8	...watched or listened to a cultural programme on TV or on the radio?	1	2	3	4		9
9	...read a book?	1	2	3	4		9

Let's now discuss specifically your participation in cultural activities/events FROM other European countries than (OUR COUNTRY), and/or your participation in cultural activities/ events IN other EU countries than (OUR COUNTRY).

**Q3.** How many times in the past 12 months have you ... (9 types of cultural activities that you have pursued).

	Activities	Not in the last 12 months	1-2 times	3-5 times	More than 5 times	NȘ/ NR
1	... seen a ballet, a dance performance or an opera FROM another European country?	1	2	3	4	9
2	...been to a theatre performance from another European country?	1	2	3	4	9
3	...been to a musical performance (concert, Band, etc.) FROM another European country?	1	2	3	4	9
4	...watched or listened to a cultural programme on TV or on radio FROM another European country?	1	2	3	4	9
5	...read a book by an author FROM another European country?	1	2	3	4	9
6	...visited a historical monument or site (Palaces, castles, churches, gardens, etc.) IN another EU country?	1	2	3	4	9
7	...attended a live performance, festival, exhibition or cultural activity IN another EU country?	1	2	3	4	9

**Q4.** At which of the following activities have you participated or organized yourself in the past 12 months? (10 cultural activities) / Multiple answers possible!

1. played a musical instrument
2. sang (voice)
3. played a role on the stage or within a film
4. have danced
5. wrote a poem, an essay, a novel
6. have made a film
7. created artistic objects (sculpture, painting, drawing or crafts)
8. made creative activities on PC (websites, bloggs etc.)
9. Something else? R: \_\_\_\_\_
- 10 Don't know

**Q5.** How often do you use the internet to search for cultural information? (one answer possible).

- |                         |                      |               |
|-------------------------|----------------------|---------------|
| 1. every day            | 3. Once a week       | 5. Less often |
| 2. several times a week | 4. 2-3 times a month | 6. never      |

**Q6.** For what aims do you use the internet in searching for cultural information? (13 categories)

Multiple answers possible!

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>1. Visiting museum or library websites or other specialised websites to improve your knowledge;</li> <li>2. Playing computer games, interactive or not</li> <li>3. Downloading movies, radio programmes (podcasts) or TV programmes</li> <li>4. Watching streamed or on demand movies or TV programmes</li> <li>5. Reading newspaper articles online</li> <li>6. Creating your own website or blog with cultural content</li> </ol> | <ol style="list-style-type: none"> <li>7. Downloading music</li> <li>8. listening to online Radio / music</li> <li>9. Reading or looking at cultural blogs</li> <li>10. Putting your own cultural content online, e.g. on an online social network or on a sharing site</li> <li>11. Buying cultural products such as books, CDs or theatre tickets</li> <li>12. Searching for information on cultural products or events</li> </ol> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Q7.** Have you heard about the candidacy of Timisoara for the European Capital of culture for the year 2021??

1. Yes                      2. No                      3. DK/DA

**Q8.** Do you personally support the bid of the city of Timisoara for the European Capital of Culture title in 2021?

1. Yes                      2. No                      3. DK/DA

**Q9.** For statistical data, please mention:

gender: M      F      age: \_\_\_\_\_      graduated studies: \_\_\_\_\_      occupation: \_\_\_\_\_