

YouGov Survey Results

Sample Size: 1915 GB Adults
Fieldwork: 28th - 29th May 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1915	453	567	169	208	586	489	414	931	984	232	488	655	540	1092	823	245	622	410	471	167
Unweighted Sample	1915	432	597	130	234	567	479	419	892	1023	136	462	844	473	1298	617	269	668	401	437	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is the primary benefit of public funding for the arts?

There is economic benefit through boosting tourism and the creative industries	15	19	16	14	11	17	14	13	17	13	23	15	13	14	16	13	10	16	15	16	17
There is social and cultural benefit through giving access to the whole population	42	42	48	60	23	40	46	55	41	44	37	47	42	41	50	33	52	38	46	39	47
I am not convinced that there is a strong benefit	24	28	20	13	48	28	24	16	26	21	14	18	27	30	20	29	19	25	23	26	22
Other	1	0	1	0	1	0	1	1	1	0	0	0	1	1	1	0	1	1	1	0	1
Don't know	18	11	16	12	18	15	15	16	15	22	26	19	18	14	13	25	19	21	15	19	14

How should the arts be funded in this country?

Entirely publicly funded by the Government	3	5	5	0	4	4	5	2	4	3	6	2	4	3	4	3	4	4	3	3	3
Predominantly publicly funded by the Government	13	8	16	21	6	9	15	15	14	12	17	18	11	9	15	10	16	9	13	15	14
TOTAL FUNDED BY GOVERNMENT	16	13	21	21	10	13	20	17	18	15	23	20	15	12	19	13	20	13	16	18	17
Split evenly between public funding by the Government and funding by private individuals and commercial organisations	42	44	42	50	34	42	43	49	39	43	33	41	41	46	44	39	46	41	44	37	44
Predominantly funded by private individuals and commercial organisations	21	29	14	21	29	27	19	16	23	20	23	15	21	27	21	22	14	24	18	25	22
Entirely funded by private individuals and commercial organisations	8	7	10	1	18	9	6	7	11	6	3	6	12	8	7	10	8	8	9	8	7
TOTAL FUNDED BY PRIVATE INDIVIDUALS	29	36	24	22	47	36	25	23	34	26	26	21	33	35	28	32	22	32	27	33	29
Don't know	12	7	12	7	8	9	12	10	9	16	18	17	11	7	9	16	12	14	13	11	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which is closer to your view regarding the current level of arts funding?

The arts should be protected from cuts	13	7	19	16	2	8	18	17	14	12	23	15	11	10	14	11	21	11	14	11	12
The arts should have its budgets cut in line with other Government departments	52	61	51	57	59	63	49	55	51	52	38	49	52	60	52	51	45	55	51	51	55
The arts should be cut more than other government departments	20	23	17	18	30	19	20	14	23	16	14	18	22	21	19	20	17	19	19	22	22
Don't know	16	9	14	9	9	11	13	14	12	19	25	18	15	10	14	18	17	15	17	16	11

Which is closer to your view regarding the way in which the arts should request public funding?

Each funding request should demonstrate the economic value of the investment for the Government	10	13	10	5	16	12	10	10	13	8	11	8	11	11	11	10	9	12	9	11	9
Each funding request should demonstrate the social and cultural value of the investment for the Government	20	22	23	29	12	19	24	20	22	19	19	20	19	22	22	17	25	17	14	26	23
Each funding request should be appraised using a wide set of criteria – financial, non-financial, environmental and reputational	39	45	38	49	37	43	36	46	38	39	37	36	38	41	44	32	38	38	42	33	50
None of these - The arts makes for a richer cultural social world that goes beyond quantifiable measurements	9	8	9	7	11	8	9	10	11	7	7	10	9	9	7	11	10	9	11	9	5
Don't know	22	12	20	11	23	18	22	15	16	28	26	25	22	17	16	30	19	24	24	22	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these goals, if any, do you believe should be the top priorities in deciding how to allocate public funding to arts organisations? (Please select up to three.)

Developing talent	40	43	39	44	32	42	38	49	39	40	38	42	35	43	42	36	32	39	40	43	42
Widening access to the arts	40	40	44	63	24	39	42	52	38	42	37	37	42	42	46	33	49	37	39	38	47
Boosting tourism	39	44	39	40	41	43	41	33	39	39	36	42	40	36	40	38	37	37	48	37	37
Inspiring us and lifting our spirits	31	31	30	31	19	31	31	38	30	31	25	26	31	36	33	28	24	29	31	32	38
Helping arts education	24	25	26	28	19	24	22	29	22	26	25	25	23	24	26	22	27	27	24	21	15
Contributing to health and social care	22	14	25	21	30	19	29	22	18	26	9	21	25	25	20	25	20	24	25	16	28
Ability to make a profit	18	21	15	18	21	20	15	17	18	17	26	17	17	15	18	17	17	18	19	18	13
None, there should be no public funding to arts organisations	11	10	10	5	17	9	11	6	15	7	14	7	12	11	8	14	13	11	10	10	10
Other	1	1	1	1	0	0	1	2	1	1	0	2	1	0	1	1	2	1	0	1	1
None of the above	6	6	6	2	5	7	5	3	5	7	4	8	7	3	4	8	3	8	6	5	3

Please indicate the extent to which you agree with the following statements.

Private funding for the arts is encouraged by public funding

Strongly agree	3	3	5	4	1	3	3	5	4	2	4	6	2	3	5	2	3	3	4	3	4
Tend to agree	33	39	34	41	24	33	32	40	33	33	36	29	34	33	37	27	42	33	29	31	33
TOTAL AGREE	36	42	39	45	25	36	35	45	37	35	40	35	36	36	42	29	45	36	33	34	37
Neither agree nor disagree	30	32	25	30	31	34	26	27	28	32	20	31	30	33	27	33	25	31	31	31	24
Tend to disagree	13	15	14	15	19	14	15	11	15	11	14	11	14	14	13	14	14	13	12	14	16
Strongly disagree	4	3	5	0	5	3	5	2	5	2	3	2	5	4	3	4	3	2	5	3	8
TOTAL DISAGREE	17	18	19	15	24	17	20	13	20	13	17	13	19	18	16	18	17	15	17	17	24
Don't know	17	9	17	11	20	13	19	16	15	19	23	21	15	13	14	21	13	18	18	17	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Too much public money subsidises culturally elitist programmes with little wider public relevance

Strongly agree	15	14	14	5	37	18	16	9	18	12	12	8	17	20	13	18	10	15	16	16	19
Tend to agree	33	41	30	40	29	39	30	34	35	31	25	26	35	41	35	30	26	34	35	33	36
TOTAL AGREE	48	55	44	45	66	57	46	43	53	43	37	34	52	61	48	48	36	49	51	49	55
Neither agree nor disagree	22	22	24	27	14	19	23	22	21	22	15	24	25	18	22	21	23	24	19	21	19
Tend to disagree	13	10	15	17	8	10	14	17	12	13	19	17	10	9	14	11	22	10	12	11	15
Strongly disagree	3	2	5	4	2	1	3	5	4	2	4	6	3	2	3	3	7	2	4	3	3
TOTAL DISAGREE	16	12	20	21	10	11	17	22	16	15	23	23	13	11	17	14	29	12	16	14	18
Don't know	15	11	13	6	9	12	13	12	9	20	26	19	10	11	13	17	13	15	15	16	8

Public funding of the arts allows the whole population access to cultural events which would be unaffordable otherwise

Strongly agree	10	9	14	13	5	9	13	14	11	10	9	13	9	11	12	8	14	10	11	8	11
Tend to agree	40	44	43	45	28	39	42	47	40	41	41	40	38	43	43	36	39	39	43	40	40
TOTAL AGREE	50	53	57	58	33	48	55	61	51	51	50	53	47	54	55	44	53	49	54	48	51
Neither agree nor disagree	19	17	17	21	19	21	17	18	17	21	19	21	20	17	18	21	24	19	21	18	15
Tend to disagree	14	20	13	11	12	16	12	11	15	12	10	11	19	12	13	14	10	13	15	15	12
Strongly disagree	7	4	6	1	22	7	7	4	8	5	4	3	9	9	6	8	6	7	4	7	13
TOTAL DISAGREE	21	24	19	12	34	23	19	15	23	17	14	14	28	21	19	22	16	20	19	22	25
Don't know	10	6	7	8	14	9	8	7	8	11	17	11	7	8	7	13	7	12	5	12	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Corporations can fund the arts more effectively than the public sector

Strongly agree	7	10	7	3	11	9	7	5	9	6	7	7	7	8	8	7	8	6	9	8	4
Tend to agree	34	38	31	29	45	41	32	27	32	35	34	27	32	41	32	36	30	36	33	33	34
TOTAL AGREE	41	48	38	32	56	50	39	32	41	41	41	34	39	49	40	43	38	42	42	41	38
Neither agree nor disagree	32	36	31	36	25	34	31	33	31	33	24	34	35	31	33	31	39	30	32	31	32
Tend to disagree	11	8	15	20	4	6	13	18	13	9	8	12	13	9	13	8	12	9	12	10	15
Strongly disagree	4	2	5	3	4	2	4	6	6	2	8	4	4	2	4	4	5	5	2	3	5
TOTAL DISAGREE	15	10	20	23	8	8	17	24	19	11	16	16	17	11	17	12	17	14	14	13	20
Don't know	12	6	11	9	12	8	13	11	9	15	19	16	9	10	10	15	7	13	12	15	9

Public funding of the arts is poorly distributed

Strongly agree	9	7	12	8	13	7	11	11	12	6	8	11	7	10	9	9	7	5	12	12	9
Tend to agree	30	31	31	31	28	31	33	30	29	30	25	27	29	35	30	29	31	28	29	33	24
TOTAL AGREE	39	38	43	39	41	38	44	41	41	36	33	38	36	45	39	38	38	33	41	45	33
Neither agree nor disagree	27	34	24	32	29	30	21	28	26	28	18	24	33	28	28	26	32	30	22	26	27
Tend to disagree	6	6	6	5	5	6	6	3	7	5	11	7	6	3	6	5	7	7	4	4	8
Strongly disagree	1	0	1	1	3	1	1	0	2	1	1	2	1	1	1	1	3	1	1	1	0
TOTAL DISAGREE	7	6	7	6	8	7	7	3	9	6	12	9	7	4	7	6	10	8	5	5	8
Don't know	27	22	26	23	23	24	28	27	24	30	37	30	24	24	26	29	20	28	31	25	33

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Arts funding should remain a priority for Government despite the tough economic conditions

Strongly agree	5	3	8	5	1	3	7	8	6	4	7	7	3	4	6	3	6	2	6	6	6
Tend to agree	23	21	27	29	9	18	24	30	21	24	24	24	20	23	25	19	25	22	25	20	21
TOTAL AGREE	28	24	35	34	10	21	31	38	27	28	31	31	23	27	31	22	31	24	31	26	27
Neither agree nor disagree	22	23	20	31	17	22	21	24	21	23	17	25	24	20	23	22	31	23	20	19	23
Tend to disagree	26	32	24	28	30	31	27	22	27	25	30	24	27	25	25	27	15	27	31	27	25
Strongly disagree	18	19	17	4	36	21	16	12	19	17	11	11	21	23	15	22	17	17	15	21	21
TOTAL DISAGREE	44	51	41	32	66	52	43	34	46	42	41	35	48	48	40	49	32	44	46	48	46
Don't know	6	3	4	2	7	6	5	3	5	7	11	9	5	4	5	8	6	8	4	6	5

Public funding of the arts creates problems as there is no way of satisfying the array of different views which taxpayers have towards the arts

Strongly agree	9	10	8	5	20	11	9	4	11	6	7	7	8	11	8	9	11	8	6	11	4
Tend to agree	35	41	31	38	42	41	34	37	35	36	29	30	35	43	36	34	30	39	36	31	41
TOTAL AGREE	44	51	39	43	62	52	43	41	46	42	36	37	43	54	44	43	41	47	42	42	45
Neither agree nor disagree	26	28	28	25	20	23	27	25	25	26	23	23	30	23	24	27	29	23	28	25	27
Tend to disagree	15	13	17	21	7	13	14	20	16	14	15	20	14	11	18	11	16	13	16	16	14
Strongly disagree	4	1	5	7	1	3	5	4	5	3	8	3	4	2	4	4	4	4	2	4	5
TOTAL DISAGREE	19	14	22	28	8	16	19	24	21	17	23	23	18	13	22	15	20	17	18	20	19
Don't know	12	7	11	5	9	9	11	10	8	15	19	16	8	9	9	15	9	13	11	13	8

If the BBC gets public money so should the arts

Strongly agree	10	8	10	11	7	11	10	11	11	9	14	14	6	10	9	12	8	10	10	10	15
Tend to agree	32	29	37	40	23	26	38	39	29	35	32	35	32	29	36	27	36	30	37	27	39
TOTAL AGREE	42	37	47	51	30	37	48	50	40	44	46	49	38	39	45	39	44	40	47	37	54
Neither agree nor disagree	23	27	22	26	14	24	21	21	21	24	22	20	25	23	23	23	29	25	17	24	17
Tend to disagree	17	18	16	15	26	19	16	16	18	17	13	14	20	19	17	18	8	16	24	18	16
Strongly disagree	10	13	10	6	20	13	10	8	16	5	8	5	13	13	10	11	11	11	5	14	10
TOTAL DISAGREE	27	31	26	21	46	32	26	24	34	22	21	19	33	32	27	29	19	27	29	32	26
Don't know	8	5	5	3	10	8	6	5	6	9	12	12	4	6	6	10	9	9	7	8	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about each of the following areas of public arts funding, which three, if any, of these, should be most protected from cuts?

Museums and libraries	72	73	75	69	75	71	78	76	71	73	60	68	74	78	72	71	69	69	76	72	79
Theatre	35	36	38	37	31	35	37	42	31	38	29	30	33	44	38	31	32	33	39	36	35
Cinema/film production	32	33	35	28	33	32	34	31	35	30	33	31	35	29	32	33	28	31	33	34	35
Artists/galleries	28	26	29	28	25	28	26	32	28	28	31	31	28	23	27	28	30	24	28	30	31
Music	25	20	29	25	20	20	31	26	26	25	28	25	24	26	24	27	22	28	26	23	25
Literature	18	20	19	18	17	19	19	15	15	22	20	19	15	22	19	18	15	21	17	18	22
Ballet/contemporary dance	5	5	5	4	3	6	6	6	4	6	7	5	4	5	5	5	5	4	6	6	4
Opera	3	3	3	1	2	2	3	3	2	3	1	3	3	3	3	2	2	2	4	2	3
None of the above	14	13	10	13	20	16	11	10	16	13	15	14	14	14	13	16	17	15	11	16	11

What type of organisations do you think public arts funding in the UK currently mainly goes to?

Publicly owned organisations	19	23	20	18	22	20	22	21	22	16	11	17	21	23	20	19	20	17	16	23	25
Commercial businesses	11	11	13	12	15	8	15	12	12	9	13	10	12	9	13	8	9	11	11	10	13
Social enterprises (profit-making businesses with a social purpose)	11	8	13	17	5	9	13	11	11	11	14	11	9	12	10	12	9	11	14	11	6
Charities	9	10	10	11	4	8	7	10	10	8	8	15	8	5	11	7	14	8	8	9	9
Don't know	50	47	45	42	53	55	44	46	44	55	53	47	51	50	47	54	48	53	50	47	47