

YouGov Survey Results

Sample Size: 767 UK Opinion Formers

Fieldwork: 23/05/13 - 31/05/13

	Gender		Sector			Field							
	Total	Male	Female	Private	Public	Third	Business	Culture and leisure	Education	Government and politics	Health	Media	Charity
What is the primary benefit of public funding for the arts?													
Base	767	440	327	572	83	86	299	146	126	102	61	323	134
There is economic benefit through boosting tourism and the creative industries	19%	19%	19%	21%	18%	14%	22%	18%	25%	23%	21%	18%	19%
There is social and cultural benefit through giving access to the whole population	67%	64%	71%	64%	72%	79%	59%	71%	67%	70%	69%	73%	72%
I am not convinced that there is a strong benefit	8%	12%	4%	10%	6%	-	15%	2%	2%	3%	5%	4%	1%
Other	4%	4%	5%	4%	4%	7%	3%	8%	5%	4%	5%	4%	7%
Don't know	1%	1%	1%	1%	-	-	1%	1%	1%	1%	-	1%	-

How should the arts be funded in this country?

	Base	767	440	327	572	83	86	299	146	126	102	61	323	134
Entirely publicly funded by the Government		0%	0%	0%	1%	-	-	-	1%	-	-	-	1%	-
Predominantly publicly funded by the Government		17%	13%	21%	16%	22%	16%	10%	19%	15%	14%	11%	21%	15%
Split evenly between public funding by the Government and funding by private individuals and commercial organisations		59%	57%	61%	58%	57%	69%	55%	64%	67%	65%	70%	59%	66%
Predominantly funded by private individuals and commercial organisations		21%	25%	15%	22%	18%	15%	29%	14%	17%	22%	16%	17%	19%
Entirely funded by private individuals and commercial organisations		2%	3%	1%	3%	-	-	4%	-	-	-	-	0%	-
Don't know		1%	1%	2%	1%	4%	-	2%	1%	1%	-	2%	2%	1%

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Total	Gender		Sector			Field						
	Male	Female	Private	Public	Third	Business	Culture and leisure	Education	Government and politics	Health	Media	Charity

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

	Base	767	440	327	572	83	86	299	146	126	102	61	323	134
The arts should be protected from cuts	25%	22%	30%	24%	31%	27%	17%	40%	37%	18%	21%	30%	28%	
The arts should have its budgets cut in line with other Government departments	64%	66%	62%	64%	61%	69%	68%	53%	56%	72%	70%	63%	63%	
The arts should be cut more than other government departments	8%	10%	6%	10%	4%	2%	12%	5%	5%	8%	8%	6%	7%	
Don't know	2%	2%	2%	2%	4%	2%	3%	1%	2%	3%	-	2%	1%	

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

	Base	767	440	327	572	83	86	299	146	126	102	61	323	134
Each funding request should demonstrate the economic value of the investment for the Government	5%	6%	4%	6%	4%	3%	9%	3%	3%	6%	2%	2%	7%	
Each funding request should demonstrate the social and cultural value of the investment for the Government	22%	24%	20%	23%	24%	19%	20%	23%	21%	18%	26%	24%	18%	
Each funding request should be appraised using a wide set of criteria – financial, non-financial, environmental and reputational	55%	54%	56%	55%	52%	59%	61%	49%	56%	62%	62%	54%	57%	
None of these - The arts makes for a richer cultural social world that goes beyond quantifiable measurements	16%	14%	18%	15%	20%	17%	9%	25%	19%	13%	10%	18%	18%	
Don't know	2%	2%	1%	2%	-	1%	2%	1%	1%	2%	-	2%	1%	

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Total	Gender		Sector			Field						
	Male	Female	Private	Public	Third	Business	Culture and leisure	Education	Government and politics	Health	Media	Charity

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._

	Base	767	440	327	572	83	86	299	146	126	102	61	323	134
Widening access to the arts	68%	65%	70%	64%	76%	80%	61%	73%	75%	70%	72%	69%	77%	
Inspiring us and lifting our spirits	55%	55%	54%	52%	65%	63%	50%	60%	56%	58%	57%	61%	65%	
Boosting tourism	33%	33%	34%	35%	27%	24%	38%	26%	34%	40%	41%	28%	28%	
Contributing to health and social care	16%	15%	18%	15%	16%	23%	16%	14%	17%	17%	28%	14%	21%	
Ability to make a profit	10%	12%	9%	12%	7%	3%	15%	10%	10%	7%	5%	10%	7%	
Other	5%	5%	5%	5%	2%	7%	5%	5%	5%	5%	5%	4%	8%	
None of the above	0%	1%	-	1%	-	-	1%	-	-	-	-	-	-	
None, there should be no public funding to arts organisations	2%	3%	1%	3%	1%	-	5%	-	-	-	-	1%	-	
Developing talent	55%	53%	58%	55%	57%	55%	52%	62%	58%	61%	57%	60%	59%	
Helping arts education	32%	29%	35%	32%	33%	26%	28%	33%	31%	29%	23%	33%	25%	

a5_1. Private funding for the arts is encouraged by public funding : Please indicate the extent to which you agree with the following statements.

	Base	767	440	327	572	83	86	299	146	126	102	61	323	134
Strongly agree	16%	13%	20%	15%	19%	17%	11%	25%	18%	21%	11%	16%	24%	
Tend to agree	48%	50%	46%	48%	52%	47%	46%	48%	54%	47%	46%	49%	46%	
Neither agree nor disagree	15%	15%	15%	14%	16%	17%	16%	12%	13%	13%	23%	13%	12%	
Tend to disagree	14%	15%	12%	15%	7%	9%	17%	13%	12%	15%	15%	16%	11%	
Strongly disagree	4%	4%	3%	4%	1%	3%	5%	1%	2%	1%	2%	2%	3%	
Don't know	4%	4%	5%	4%	5%	6%	4%	1%	2%	4%	3%	3%	4%	

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Total	Gender		Sector			Field						
	Male	Female	Private	Public	Third	Business	Culture and leisure	Education	Government and politics	Health	Media	Charity

Too much public money subsidises culturally elitist programmes with little wider public relevance :
Please indicate the extent to which you agree with the following statements.

	Base	767	440	327	572	83	86	299	146	126	102	61	323	134
Strongly agree	9%	11%	6%	9%	7%	8%	15%	5%	9%	9%	2%	7%	7%	
Tend to agree	29%	33%	23%	28%	24%	35%	34%	25%	22%	26%	30%	29%	32%	
Neither agree nor disagree	13%	14%	13%	14%	16%	9%	11%	16%	15%	13%	16%	13%	10%	
Tend to disagree	28%	25%	32%	30%	25%	22%	25%	29%	28%	29%	25%	32%	27%	
Strongly disagree	18%	14%	22%	16%	25%	21%	11%	24%	23%	22%	25%	17%	22%	
Don't know	3%	3%	4%	3%	2%	5%	4%	1%	3%	1%	3%	2%	2%	

Public funding of the arts allows the whole population access to cultural events which would be unaffordable otherwise : Please indicate the extent to which you agree with the following statements.

	Base	767	440	327	572	83	86	299	146	126	102	61	323	134
Strongly agree	30%	26%	36%	29%	36%	28%	23%	40%	35%	29%	31%	34%	32%	
Tend to agree	49%	48%	50%	49%	49%	52%	47%	48%	52%	54%	49%	49%	51%	
Neither agree nor disagree	7%	9%	5%	7%	6%	6%	9%	3%	3%	7%	10%	8%	7%	
Tend to disagree	10%	12%	6%	10%	5%	12%	14%	8%	9%	9%	10%	7%	8%	
Strongly disagree	3%	4%	1%	3%	4%	1%	5%	-	-	1%	-	1%	1%	
Don't know	1%	1%	2%	2%	-	1%	2%	-	1%	-	-	1%	1%	

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Total	Gender		Sector			Field						
	Male	Female	Private	Public	Third	Business	Culture and leisure	Education	Government and politics	Health	Media	Charity

Corporations can fund the arts more effectively than the public sector : Please indicate the extent to which you agree with the following statements.

Base	767	440	327	572	83	86	299	146	126	102	61	323	134
Strongly agree	5%	6%	3%	5%	4%	2%	7%	1%	1%	-	2%	4%	1%
Tend to agree	25%	28%	20%	25%	20%	24%	31%	18%	18%	25%	16%	22%	18%
Neither agree nor disagree	27%	25%	30%	29%	22%	24%	27%	27%	32%	27%	41%	28%	33%
Tend to disagree	28%	27%	30%	28%	41%	24%	23%	32%	35%	35%	26%	27%	28%
Strongly disagree	13%	12%	15%	11%	11%	24%	9%	19%	13%	11%	11%	18%	19%
Don't know	2%	2%	2%	2%	2%	-	3%	2%	2%	2%	3%	2%	1%

Public funding of the arts is poorly distributed : Please indicate the extent to which you agree with the following statements.

Base	767	440	327	572	83	86	299	146	126	102	61	323	134
Strongly agree	10%	10%	9%	10%	11%	8%	11%	14%	13%	10%	3%	12%	11%
Tend to agree	38%	37%	39%	38%	33%	40%	39%	43%	39%	33%	41%	38%	37%
Neither agree nor disagree	26%	28%	23%	26%	25%	24%	27%	18%	24%	27%	25%	24%	26%
Tend to disagree	12%	12%	12%	11%	18%	13%	9%	16%	10%	16%	10%	13%	12%
Strongly disagree	1%	1%	2%	1%	1%	1%	-	2%	2%	1%	3%	1%	2%
Don't know	14%	12%	16%	14%	12%	14%	14%	7%	12%	13%	18%	13%	12%

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Total	Gender		Sector			Field						
	Male	Female	Private	Public	Third	Business	Culture and leisure	Education	Government and politics	Health	Media	Charity

a5_6. Arts funding should remain a priority for Government despite the tough economic conditions : Please indicate the extent to which you agree with the following statements.

	Base	767	440	327	572	83	86	299	146	126	102	61	323	134
Strongly agree	23%	20%	27%	22%	30%	27%	15%	46%	33%	25%	23%	27%	33%	
Tend to agree	42%	39%	46%	41%	42%	49%	37%	40%	44%	44%	43%	46%	43%	
Neither agree nor disagree	12%	11%	13%	11%	8%	13%	12%	4%	10%	11%	11%	11%	11%	
Tend to disagree	16%	19%	12%	17%	14%	7%	23%	6%	12%	18%	18%	12%	7%	
Strongly disagree	7%	10%	3%	8%	5%	5%	12%	3%	1%	3%	3%	3%	5%	
Don't know	1%	1%	0%	1%	-	-	1%	-	1%	-	2%	1%	-	

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

	Base	767	440	327	572	83	86	299	146	126	102	61	323	134
Strongly agree	5%	7%	3%	7%	1%	1%	9%	1%	2%	3%	2%	3%	1%	
Tend to agree	31%	35%	25%	31%	31%	23%	38%	25%	25%	27%	25%	28%	22%	
Neither agree nor disagree	14%	13%	15%	13%	14%	13%	13%	9%	18%	13%	21%	13%	9%	
Tend to disagree	29%	26%	34%	28%	33%	36%	25%	34%	29%	31%	36%	33%	37%	
Strongly disagree	19%	18%	20%	18%	19%	24%	12%	28%	25%	24%	13%	22%	28%	
Don't know	2%	2%	3%	2%	1%	2%	3%	2%	2%	2%	3%	2%	3%	

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Total	Gender		Sector			Field						
	Male	Female	Private	Public	Third	Business	Culture and leisure	Education	Government and politics	Health	Media	Charity

If the BBC gets public money so should the arts :
Please indicate the extent to which you agree with the following statements.

	Base	757	433	324	565	81	85	295	145	125	101	61	317	132
Strongly agree		20%	18%	23%	19%	25%	24%	17%	31%	22%	22%	16%	23%	24%
Tend to agree		39%	35%	45%	39%	35%	42%	34%	38%	39%	34%	43%	41%	33%
Neither agree nor disagree		17%	16%	17%	16%	20%	20%	17%	18%	20%	20%	30%	17%	24%
Tend to disagree		12%	15%	9%	13%	10%	13%	16%	8%	12%	16%	7%	10%	13%
Strongly disagree		9%	13%	5%	11%	7%	-	15%	3%	6%	5%	2%	6%	4%
Don't know		2%	2%	2%	2%	4%	1%	2%	1%	2%	4%	3%	2%	2%

a6. Thinking about each of the following areas of public arts funding, which three, if any, of these, should be most protected from cuts?

	Base	767	440	327	572	83	86	299	146	126	102	61	323	134
Museums and libraries		82%	79%	86%	81%	84%	83%	78%	77%	78%	86%	74%	85%	84%
Theatre		46%	42%	52%	47%	52%	40%	38%	51%	52%	45%	56%	54%	49%
Music		35%	35%	36%	34%	43%	38%	31%	44%	38%	41%	44%	37%	40%
Artists/galleries		34%	33%	36%	34%	25%	43%	36%	35%	33%	34%	28%	35%	33%
Cinema/film production		26%	22%	32%	26%	24%	28%	25%	21%	33%	33%	21%	27%	25%
Opera		12%	12%	11%	12%	10%	14%	10%	15%	13%	8%	16%	12%	13%
Ballet/contemporary dance		9%	8%	10%	9%	8%	9%	8%	11%	10%	5%	7%	11%	8%
None of the above		8%	10%	4%	9%	6%	6%	12%	8%	5%	3%	11%	4%	7%
Literature		15%	13%	16%	14%	20%	14%	15%	16%	13%	11%	7%	15%	11%

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Fieldwork: 23/05/13 - 31/05/13

	Voting					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Other
What is the primary benefit of public funding for the arts?						
Base	767	218	208	63	60	44
There is economic benefit through boosting tourism and the creative industries	19%	28%	13%	25%	17%	5%
There is social and cultural benefit through giving access to the whole population	67%	60%	77%	67%	42%	80%
I am not convinced that there is a strong benefit	8%	8%	2%	5%	40%	7%
Other	4%	5%	5%	3%	2%	9%
Don't know	1%	0%	2%	-	-	-

How should the arts be funded in this country?

	Base	767	218	208	63	60	44
Entirely publicly funded by the Government	0%	-	0%	-	-	-	-
Predominantly publicly funded by the Government	17%	9%	27%	10%	10%	36%	
Split evenly between public funding by the Government and funding by private individuals and commercial organisations	59%	58%	63%	71%	35%	41%	
Predominantly funded by private individuals and commercial organisations	21%	30%	8%	19%	38%	18%	
Entirely funded by private individuals and commercial organisations	2%	2%	-	-	17%	2%	
Don't know	1%	1%	2%	-	-	2%	

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	Voting				
Total	Conservative	Labour	Liberal Democrat	UKIP	Other

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

	Base	767	218	208	63	60	44
The arts should be protected from cuts		25%	15%	36%	25%	17%	50%
The arts should have its budgets cut in line with other Government departments		64%	73%	57%	71%	58%	41%
The arts should be cut more than other government departments		8%	10%	4%	3%	25%	7%
Don't know		2%	3%	3%	-	-	2%

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

	Base	767	218	208	63	60	44
Each funding request should demonstrate the economic value of the investment for the Government		5%	6%	2%	3%	22%	5%
Each funding request should demonstrate the social and cultural value of the investment for the Government		22%	25%	25%	21%	15%	25%
Each funding request should be appraised using a wide set of criteria – financial, non-financial, environmental and reputational		55%	59%	50%	57%	52%	45%
None of these - The arts makes for a richer cultural social world that goes beyond quantifiable measurements		16%	10%	22%	19%	10%	25%
Don't know		2%	1%	2%	-	2%	-

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Fieldwork: 23/05/13 - 31/05/13

	Voting				
Total	Conservative	Labour	Liberal Democrat	UKIP	Other

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._

	Base	767	218	208	63	60	44
Widening access to the arts	68%	61%	75%	81%	38%	70%	
Inspiring us and lifting our spirits	55%	53%	59%	52%	42%	52%	
Boosting tourism	33%	40%	27%	48%	43%	16%	
Contributing to health and social care	16%	10%	14%	10%	22%	27%	
Ability to make a profit	10%	13%	5%	14%	18%	2%	
Other	5%	4%	5%	10%	2%	11%	
None of the above	0%	-	1%	-	-	2%	
None, there should be no public funding to arts organisations	2%	2%	0%	-	18%	2%	
Developing talent	55%	61%	59%	48%	40%	55%	
Helping arts education	32%	32%	31%	25%	25%	41%	

a5_1. Private funding for the arts is encouraged by public funding : Please indicate the extent to which you agree with the following statements.

	Base	767	218	208	63	60	44
Strongly agree	16%	14%	22%	17%	17%	16%	
Tend to agree	48%	54%	49%	54%	27%	50%	
Neither agree nor disagree	15%	13%	10%	14%	20%	18%	
Tend to disagree	14%	13%	13%	10%	20%	7%	
Strongly disagree	4%	3%	1%	-	15%	7%	
Don't know	4%	4%	4%	5%	2%	2%	

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	Voting				
Total	Conservative	Labour	Liberal Democrat	UKIP	Other

Too much public money subsidises culturally elitist programmes with little wider public relevance :
Please indicate the extent to which you agree with the following statements.

	Base	767	218	208	63	60	44
Strongly agree	9%	9%	8%	3%	8%	35%	9%
Tend to agree	29%	29%	29%	21%	38%	42%	14%
Neither agree nor disagree	13%	13%	15%	13%	6%	8%	20%
Tend to disagree	28%	28%	30%	37%	30%	5%	27%
Strongly disagree	18%	18%	16%	24%	16%	7%	27%
Don't know	3%	3%	3%	3%	2%	3%	2%

Public funding of the arts allows the whole population access to cultural events which would be unaffordable otherwise : Please indicate the extent to which you agree with the following statements.

	Base	767	218	208	63	60	44
Strongly agree	30%	30%	24%	44%	30%	13%	34%
Tend to agree	49%	49%	50%	47%	46%	35%	41%
Neither agree nor disagree	7%	7%	8%	2%	13%	15%	11%
Tend to disagree	10%	10%	14%	4%	10%	20%	11%
Strongly disagree	3%	3%	3%	0%	2%	13%	2%
Don't know	1%	1%	0%	1%	-	3%	-

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	Voting				
Total	Conservative	Labour	Liberal Democrat	UKIP	Other

Corporations can fund the arts more effectively than the public sector : Please indicate the extent to which you agree with the following statements.

	Base	767	218	208	63	60	44
Strongly agree	5%	5%	6%	1%	2%	22%	2%
Tend to agree	25%	25%	37%	9%	16%	43%	23%
Neither agree nor disagree	27%	27%	32%	23%	21%	17%	18%
Tend to disagree	28%	28%	20%	42%	48%	10%	20%
Strongly disagree	13%	13%	4%	23%	14%	5%	34%
Don't know	2%	2%	2%	1%	-	3%	2%

Public funding of the arts is poorly distributed : Please indicate the extent to which you agree with the following statements.

	Base	767	218	208	63	60	44
Strongly agree	10%	10%	9%	9%	10%	17%	16%
Tend to agree	38%	38%	32%	37%	46%	38%	45%
Neither agree nor disagree	26%	26%	28%	22%	30%	28%	18%
Tend to disagree	12%	12%	16%	14%	5%	5%	9%
Strongly disagree	1%	1%	-	3%	2%	-	-
Don't know	14%	14%	14%	14%	8%	12%	11%

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Fieldwork: 23/05/13 - 31/05/13

	Voting				
Total	Conservative	Labour	Liberal Democrat	UKIP	Other

a5_6. Arts funding should remain a priority for Government despite the tough economic conditions : Please indicate the extent to which you agree with the following statements.

	Base	767	218	208	63	60	44
Strongly agree	23%	14%	35%	22%	8%	39%	
Tend to agree	42%	41%	44%	44%	18%	36%	
Neither agree nor disagree	12%	16%	9%	13%	12%	9%	
Tend to disagree	16%	22%	9%	17%	28%	7%	
Strongly disagree	7%	7%	2%	3%	33%	9%	
Don't know	1%	-	1%	-	-	-	

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

	Base	767	218	208	63	60	44
Strongly agree	5%	6%	0%	-	23%	9%	
Tend to agree	31%	34%	17%	35%	50%	25%	
Neither agree nor disagree	14%	15%	15%	6%	15%	9%	
Tend to disagree	29%	30%	35%	37%	8%	27%	
Strongly disagree	19%	13%	29%	22%	2%	27%	
Don't know	2%	2%	4%	-	2%	2%	

YouGov Survey Results

Sample Size: 767 UK Opinion Formers
Fieldwork: 23/05/13 - 31/05/13

	Voting				
Total	Conservative	Labour	Liberal Democrat	UKIP	Other

If the BBC gets public money so should the arts :
Please indicate the extent to which you agree with
the following statements.

	Base	757	217	206	60	57	44
Strongly agree		20%	16%	27%	18%	18%	27%
Tend to agree		39%	41%	39%	38%	23%	32%
Neither agree nor disagree		17%	18%	18%	13%	9%	18%
Tend to disagree		12%	15%	8%	15%	26%	11%
Strongly disagree		9%	9%	5%	10%	25%	11%
Don't know		2%	1%	3%	5%	-	-

a6. Thinking about each of the following areas of
public arts funding, which three, if any, of these,
should be most protected from cuts?

	Base	767	218	208	63	60	44
Museums and libraries		82%	78%	87%	75%	73%	86%
Theatre		46%	43%	55%	59%	23%	41%
Music		35%	32%	35%	37%	30%	48%
Artists/galleries		34%	37%	38%	37%	22%	25%
Cinema/film production		26%	19%	25%	25%	22%	36%
Opera		12%	16%	8%	16%	10%	11%
Ballet/contemporary dance		9%	12%	8%	6%	7%	14%
None of the above		8%	10%	6%	5%	20%	5%
Literature		15%	13%	14%	11%	28%	9%