

Client: The Journal

Agency: panelbase.com

Universe: Adults resident in the North East

Methodology: Online panel

Sample size: 250

Fieldwork dates: 8th to 11th November 2013

Weighting: All the results were weighted by age and gender to be representative of the population nationally.

Further enquiries: Helen Mather, [helen@otherlinesnorth.com](mailto:helen@otherlinesnorth.com)

The Journal - Question of the Week (dip 11)

A recent report found London received £69 per person for arts funding compared to an average of £4.60 elsewhere. Do you North East (weighted to nat rep)

		Total	Gender							
			Female			Male				
			Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total		250	100.0%	125	100.0%	50.0%	125	100.0%	50.0%	
A recent report found London received £69 per person for arts funding compared to an average of £4.60 elsewhere. Do you agree London needs a larger share of arts funding?		<b>Base: All respondents</b>	250	100.0%	125	50.0%	125	50.0%		
		Strongly agree	7	2.6%	4	3.4%	64.9%	2	1.8%	35.1%
		Agree	37	14.9%	15	12.2%	41.0%	22	17.6%	59.0%
		Neither agree nor disagree	39	15.5%	26	20.5%	66.3%	13	10.4%	33.7%
		Disagree	76	30.3%	39	30.9%	51.0%	37	29.6%	49.0%
		Strongly disagree	86	34.5%	40	31.9%	46.3%	46	37.0%	53.7%
		Prefer not to say	6	2.2%	1	1.1%	23.5%	4	3.4%	76.5%

A recent report found London received £69 per person for arts funding compared to an average of £4.60 elsewhere. Do you agree London needs a larger share of arts funding?

North East (weighted to nat rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
				Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across
<b>Total</b>		<b>250</b>	100.0%	<b>37</b>	100.0%	15.0%	<b>40</b>	100.0%	16.0%	<b>45</b>	100.0%	18.0%	<b>40</b>	100.0%	16.0%	<b>38</b>	100.0%	15.0%	<b>50</b>	100.0%	20.0%
<b>A recent report found London received £69 per person for arts funding compared to an average of £4.60 elsewhere. Do you agree London needs a larger share of arts funding?</b>		<b>Base: All respondents</b>		<b>250</b>	100.0%	<b>37</b>	15.0%	<b>40</b>	16.0%	<b>45</b>	18.0%	<b>40</b>	16.0%	<b>38</b>	15.0%	<b>50</b>	20.0%				
	Strongly agree	<b>7</b>	2.6%	0	0.0%	0%	5	11.4%	69.9%	0	0.0%	0%	1	2.9%	17.8%	1	2.2%	12.4%	0	0.0%	0%
	Agree	<b>37</b>	14.9%	9	25.1%	25.2%	4	10.5%	11.2%	9	19.0%	22.9%	6	14.6%	15.6%	9	25.0%	25.1%	0	0.0%	0%
	Neither agree nor disagree	<b>39</b>	15.5%	0	0.0%	0%	13	32.3%	33.5%	7	14.8%	17.3%	3	8.0%	8.3%	4	9.8%	9.5%	12	24.3%	31.5%
	Disagree	<b>76</b>	30.3%	24	65.0%	32.2%	6	15.2%	8.0%	15	32.3%	19.2%	8	20.4%	10.8%	9	24.0%	11.9%	14	27.1%	17.9%
	Strongly disagree	<b>86</b>	34.5%	4	10.0%	4.3%	10	24.8%	11.5%	13	29.8%	15.5%	20	50.4%	23.4%	15	39.1%	17.0%	24	48.6%	28.2%
	Prefer not to say	<b>6</b>	2.2%	0	0.0%	0%	2	5.7%	40.9%	2	4.1%	33.1%	1	3.6%	26.0%	0	0.0%	0%	0	0.0%	0%

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The Journal - Question of the Week (dip 11)

Have you visited a London-based arts or cultural venue in the last three months?

North East (weighted to nat rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down
Total		<b>250</b>	100.0%	<b>125</b>	100.0%	50.0%	<b>125</b>	100.0%	50.0%
<b>Have you visited a London-based arts or cultural venue in the last three months?</b>	<b>Base: All respondents</b>	<b>250</b>	100.0%	<b>125</b>	50.0%		<b>125</b>	50.0%	
	Yes in the last week	<b>6</b>	2.3%	<b>1</b>	1.1%	24.3%	<b>4</b>	3.5%	75.7%
	Yes in the last month	<b>6</b>	2.6%	<b>2</b>	1.5%	30.0%	<b>5</b>	3.6%	70.0%
	Yes in the last three months	<b>18</b>	7.1%	<b>10</b>	8.0%	56.5%	<b>8</b>	6.2%	43.5%
	No	<b>215</b>	86.0%	<b>111</b>	88.9%	51.7%	<b>104</b>	83.2%	48.3%
	Prefer not to say	<b>5</b>	2.0%	<b>1</b>	0.4%	10.7%	<b>4</b>	3.6%	89.3%

The Journal - Question of the Week (dip 11)

Have you visited a London-based arts or cultural venue in the last North East (weighted to nat rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
				Counts	Percentage down	Percentage across															
Total		250	100.0%	37	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	38	100.0%	15.0%	50	100.0%	20.0%
<b>Have you visited a London-based arts or cultural venue in the last three months?</b>		<b>Base: All respondents</b>		250	100.0%		40	16.0%		45	18.0%		40	16.0%		38	15.0%		50	20.0%	
Yes in the last week		6	2.3%	0	0.0%	0%	4	10.3%	72.2%	1	2.0%	15.5%	1	1.8%	12.4%	0	0.0%	0%	0	0.0%	0%
Yes in the last month		6	2.6%	0	0.0%	0%	4	10.3%	64.1%	2	3.9%	27.5%	1	1.3%	8.4%	0	0.0%	0%	0	0.0%	0%
Yes in the last three months		18	7.1%	7	18.3%	38.7%	5	12.1%	27.2%	2	3.9%	10.0%	3	8.0%	18.0%	1	2.9%	6.2%	0	0.0%	0%
No		215	86.0%	26	69.7%	12.2%	27	67.3%	12.5%	41	90.2%	18.9%	35	87.6%	16.3%	36	97.1%	16.9%	50	100.0%	23.2%
Prefer not to say		5	2.0%	4	12.0%	89.3%	0	0.0%	0%	0	0.0%	0%	1	1.3%	10.7%	0	0.0%	0%	0	0.0%	0%

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How engaged would you say you are with the arts?  
 North East (weighted to nat rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down
<b>Total</b>		<b>250</b>	100.0%	<b>125</b>	100.0%	50.0%	<b>125</b>	100.0%	50.0%
<b>How engaged would you say you are with the arts?</b>	<b>Base: All respondents</b>	<b>250</b>	100.0%	<b>125</b>	50.0%		<b>125</b>	50.0%	
	Very engaged	<b>6</b>	2.5%	4	3.0%	61.1%	2	1.9%	38.9%
	Quite engaged	<b>77</b>	30.7%	42	33.6%	54.7%	35	27.8%	45.3%
	Neither engaged nor disengaged	<b>46</b>	18.6%	26	21.0%	56.6%	20	16.1%	43.4%
	Not very engaged	<b>67</b>	26.8%	32	25.8%	48.1%	35	27.8%	51.9%
	Not at all engaged	<b>52</b>	20.6%	21	16.5%	40.1%	31	24.7%	59.9%
	Prefer not to say	<b>2</b>	0.8%	0	0.0%	0%	2	1.6%	100.0%

How engaged would you say you are with the arts?

North East (weighted to nat rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
				Counts	Percentage down	Percentage across															
Total		250	100.0%	37	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	38	100.0%	15.0%	50	100.0%	20.0%
How engaged would you say you are with the arts?	<b>Base: All respondents</b>	250	100.0%	37	15.0%		40	16.0%		45	18.0%		40	16.0%		38	15.0%		50	20.0%	
	Very engaged	6	2.5%	0	0.0%	0%	4	10.0%	64.6%	0	0.0%	0%	1	1.4%	9.3%	2	4.3%	26.1%	0	0.0%	0%
	Quite engaged	77	30.7%	13	35.1%	17.1%	11	28.0%	14.6%	13	28.1%	16.5%	7	16.7%	8.7%	10	27.3%	13.3%	23	45.8%	29.8%
	Neither engaged nor disengaged	46	18.6%	4	10.0%	8.0%	6	14.0%	12.0%	11	23.9%	23.2%	13	31.5%	27.1%	6	15.2%	12.3%	8	16.1%	17.4%
	Not very engaged	67	26.8%	11	29.9%	16.7%	7	17.0%	10.2%	10	23.1%	15.6%	9	23.3%	13.9%	14	38.0%	21.3%	15	29.9%	22.3%
	Not at all engaged	52	20.6%	9	25.1%	18.2%	12	31.0%	24.0%	10	22.3%	19.5%	10	24.9%	19.3%	6	15.2%	11.0%	4	8.2%	7.9%
	Prefer not to say	2	0.8%	0	0.0%	0%	0	0.0%	0%	1	2.5%	56.0%	1	2.2%	44.0%	0	0.0%	0%	0	0.0%	0%

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A recent report found London received £69 per person for arts funding compared to an average of £4.60 elsewhere. Do you agree London needs a larger share of arts funding? (UK (weighted to nat rep))

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down
Total		<b>1000</b>	100.0%	<b>500</b>	100.0%	50.0%	<b>500</b>	100.0%	50.0%
A recent report found London received £69 per person for arts funding compared to an average of £4.60 elsewhere. Do you agree London needs a larger share of arts funding?	<b>Base: All respondents</b>	<b>1000</b>	100.0%	<b>500</b>	50.0%		<b>500</b>	50.0%	
	Strongly agree	<b>64</b>	6.4%	34	6.8%	52.4%	31	6.1%	47.6%
	Agree	<b>178</b>	17.8%	82	16.5%	46.4%	95	19.1%	53.6%
	Neither agree nor disagree	<b>266</b>	26.6%	154	30.7%	57.7%	113	22.5%	42.3%
	Disagree	<b>232</b>	23.2%	126	25.2%	54.3%	106	21.2%	45.7%
	Strongly disagree	<b>234</b>	23.4%	91	18.3%	39.1%	142	28.5%	60.9%
	Prefer not to say	<b>26</b>	2.6%	13	2.6%	49.9%	13	2.6%	50.1%

A recent report found London received £69 per person for arts funding and London needs a larger share of arts funding?  
 UK (weighted to nat rep)

	Total			Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across			
<b>Total</b>	<b>1000</b>	100.0%	<b>150</b>	100.0%	15.0%	<b>160</b>	100.0%	16.0%	<b>180</b>	100.0%	18.0%	<b>160</b>	100.0%	16.0%	<b>150</b>	100.0%	15.0%	<b>200</b>	100.0%	20.0%	
<b>A recent report found London received £69 per person for arts funding compared to an average of £4.60 elsewhere. Do you agree London needs a larger share of arts funding?</b>	<b>Base: All respondents</b>	<b>1000</b>	100.0%	<b>150</b>	15.0%	<b>160</b>	16.0%	<b>180</b>	18.0%	<b>160</b>	16.0%	<b>150</b>	15.0%	<b>200</b>	20.0%	<b>200</b>	20.0%	<b>200</b>	20.0%	<b>200</b>	20.0%
	Strongly agree	<b>64</b>	6.4%	15	10.3%	23.9%	23	14.1%	34.9%	10	5.8%	16.1%	10	6.3%	15.6%	4	2.8%	6.5%	2	1.0%	3.0%
	Agree	<b>178</b>	17.8%	39	25.9%	21.8%	27	16.6%	15.0%	27	15.1%	15.2%	26	16.5%	14.9%	26	17.2%	14.5%	33	16.5%	18.5%
	Neither agree nor disagree	<b>266</b>	26.6%	41	27.2%	15.3%	37	23.0%	13.8%	57	31.5%	21.3%	41	25.6%	15.4%	35	23.2%	13.1%	56	28.1%	21.1%
	Disagree	<b>232</b>	23.2%	29	19.2%	12.4%	38	23.8%	16.4%	46	25.4%	19.7%	38	23.9%	16.4%	37	25.0%	16.1%	44	22.0%	19.0%
	Strongly disagree	<b>234</b>	23.4%	20	13.3%	8.6%	29	17.9%	12.2%	38	20.9%	16.1%	40	25.2%	17.2%	46	30.6%	19.6%	61	30.7%	26.2%
	Prefer not to say	<b>26</b>	2.6%	6	4.1%	24.0%	7	4.7%	29.1%	3	1.4%	10.0%	4	2.6%	16.3%	2	1.2%	7.1%	3	1.7%	13.6%

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The Journal - Question of the Week (dip 11)

Have you visited a London-based arts or cultural venue in the last three months?

UK (weighted to nat rep)

		Total	Gender						
			Female			Male			
			Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	
Total		1000	100.0%	500	100.0%	50.0%	500	100.0%	50.0%
Have you visited a London-based arts or cultural venue in the last three months?	Base: All respondents	1000	100.0%	500	50.0%		500	50.0%	
	Yes in the last week	53	5.3%	25	5.0%	47.6%	28	5.6%	52.4%
	Yes in the last month	53	5.3%	22	4.4%	41.7%	31	6.2%	58.3%
	Yes in the last three months	75	7.5%	38	7.6%	50.9%	37	7.4%	49.1%
	No	811	81.1%	411	82.2%	50.7%	400	80.0%	49.3%
	Prefer not to say	9	0.9%	4	0.7%	43.0%	5	1.0%	57.0%

Have you visited a London-based arts or cultural venue in the last th  
UK (weighted to nat rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
				Counts	Percentage down	Percentage across															
Total		<b>1000</b>	100.0%	<b>150</b>	100.0%	15.0%	<b>160</b>	100.0%	16.0%	<b>180</b>	100.0%	18.0%	<b>160</b>	100.0%	16.0%	<b>150</b>	100.0%	15.0%	<b>200</b>	100.0%	20.0%
Have you visited a London-based arts or cultural venue in the last three months?	Base: All respondents	<b>1000</b>	100.0%	<b>150</b>	15.0%		<b>160</b>	16.0%		<b>180</b>	18.0%		<b>160</b>	16.0%		<b>150</b>	15.0%		<b>200</b>	20.0%	
	Yes in the last week	<b>53</b>	5.3%	12	7.7%	21.7%	19	12.0%	36.3%	8	4.3%	14.6%	5	3.3%	9.8%	4	2.7%	7.6%	5	2.6%	9.9%
	Yes in the last month	<b>53</b>	5.3%	10	7.0%	19.7%	18	11.2%	33.8%	8	4.5%	15.4%	10	6.0%	18.1%	5	3.5%	10.0%	2	0.8%	3.0%
	Yes in the last three months	<b>75</b>	7.5%	18	11.8%	23.7%	17	10.4%	22.1%	13	7.4%	17.7%	9	5.3%	11.3%	7	4.9%	9.9%	12	5.8%	15.3%
	No	<b>811</b>	81.1%	108	71.9%	13.3%	103	64.1%	12.7%	150	83.1%	18.5%	136	85.2%	16.8%	133	88.4%	16.4%	182	90.8%	22.4%
Prefer not to say	<b>9</b>	0.9%	3	1.7%	29.4%	4	2.3%	43.4%	1	0.7%	15.2%	0	0.2%	4.6%	1	0.4%	7.4%	0	0.0%	0%	

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How engaged would you say you are with the arts?  
 UK (weighted to nat rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down
Total		<b>1000</b>	100.0%	<b>500</b>	100.0%	50.0%	<b>500</b>	100.0%	50.0%
How engaged would you say you are with the arts?	<b>Base: All respondents</b>	<b>1000</b>	100.0%	<b>500</b>	50.0%		<b>500</b>	50.0%	
	Very engaged	<b>87</b>	8.7%	38	7.5%	43.1%	50	9.9%	56.9%
	Quite engaged	<b>224</b>	22.4%	109	21.9%	48.9%	114	22.9%	51.1%
	Neither engaged nor disengaged	<b>214</b>	21.4%	117	23.3%	54.4%	98	19.5%	45.6%
	Not very engaged	<b>217</b>	21.7%	111	22.2%	51.2%	106	21.1%	48.8%
	Not at all engaged	<b>249</b>	24.9%	122	24.5%	49.1%	127	25.4%	50.9%
	Prefer not to say	<b>9</b>	0.9%	3	0.6%	35.4%	6	1.2%	64.6%

How engaged would you say you are with the arts?  
 UK (weighted to nat rep)

		Total			Age																	
					18-24			25-34			35-44			45-54			55-64			65+		
		Counts	Percentage down	Percentage across																		
Total		1000	100.0%		150	100.0%	15.0%	160	100.0%	16.0%	180	100.0%	18.0%	160	100.0%	16.0%	150	100.0%	15.0%	200	100.0%	20.0%
How engaged would you say you are with the arts?	<b>Base: All respondents</b>	1000	100.0%		150	15.0%		160	16.0%		180	18.0%		160	16.0%		150	15.0%		200	20.0%	
	Very engaged	87	8.7%		20	13.4%	23.0%	23	14.4%	26.4%	13	7.2%	14.8%	13	8.2%	15.1%	10	6.4%	11.0%	8	4.2%	9.7%
	Quite engaged	224	22.4%		45	29.8%	20.0%	37	22.8%	16.3%	36	20.2%	16.3%	34	21.5%	15.4%	33	21.8%	14.6%	39	19.5%	17.4%
	Neither engaged nor disengaged	214	21.4%		26	17.3%	12.1%	32	20.1%	15.0%	44	24.6%	20.7%	36	22.3%	16.6%	38	25.3%	17.7%	38	19.1%	17.9%
	Not very engaged	217	21.7%		30	19.9%	13.8%	28	17.4%	12.9%	37	20.6%	17.1%	34	21.4%	15.8%	32	21.1%	14.6%	56	27.9%	25.8%
	Not at all engaged	249	24.9%		26	17.6%	10.6%	38	23.5%	15.1%	48	26.6%	19.2%	41	25.8%	16.6%	38	25.2%	15.2%	58	29.2%	23.4%
	Prefer not to say	9	0.9%		3	2.0%	34.0%	3	1.8%	31.3%	1	0.8%	16.3%	1	0.7%	13.3%	0	0.3%	5.1%	0	0.0%	0%