

**Documentation of statistics for  
Cultural Habits Survey 2012**

## 1 Introduction

The purpose of the cultural habits survey is to illustrate public cultural habits. The survey was conducted in 1964, 1975, 1987, 1993, 1998, 2004 and most recently in 2012. The documentation of statistics relates primarily to the 2012 survey. Selected places outlines details for those time series which comprise several years.

## 2 Statistical presentation

The purpose of the cultural habits survey is to illustrate public cultural habits. The survey was conducted in 1964, 1975, 1987, 1993, 1998, 2004 and most recently in 2012. The survey is a sample survey. The data source is a questionnaire that could be answered via post, telephone or web. It has an independent questionnaires for children and adults.

In light of recent and past cultural habit studies, there is provided a number of new tables containing time series of surveys on cultural habits 1964 to 2012. It should be noted that the 2012 figures are already published in other electronic Statbank tables and figures herein may differ from The 2012 figures in the new tables. The reason is that the method used in the additional tables may differ from the other Statbank tables like the value sets can be changed and thus prevent that one can retrieve data from one table to the other.

The work with establish time series for all survey years have resulted in values with frequencies that are different compared to the values used in the original publications of the studies. It has happened to make break downs, which contains as many of the survey years as possible.

The new tables can all be found in the Statbank and are as follows:

- KVVU1206 People who go on visits or receive guests
- KVVU1207 Reads newspapers
- KVVU1208 Reads books and magazines
- KVVU1209 Play instrument or singing
- KVVU1210 Visit the library
- KVVU1211 Activities at the library
- KVVU1212 Use of TV, radio and music
- KVVU1213 Visits to cinema, concerts and museums
  
- KVVU1214 Sport activities within the past year
  
- KVUB1204 Children who play computer games
  
- KVUB1205 Children's TV consumption
- KVUB1206 Children's consumption of music
- KVUB1207 Children's library visit
- KVUB1208 Children reading books
- KVUB1209 Children reading newspapers
- KVUB1210 Children's consumption of film
- KVUB1211 Children who have received comrades at home
- KVUB1212 Children visiting comrades

### 2.1 Data description

The survey provides detailed information on the Danish culture and leisure activities. The following cultural areas covered by the survey:

- Music Consumption
- Theatre and other performing arts
- Movies at home
- Museums and other exhibition
- The physical library
- Perfecting literature
- Sport and exercise habits
- Different attractions
- Use of computer / digital games
- TV consumption
- Radio Consumption
- Newspapers
- Internet leisure

Based on the above cultural must survey on cultural habits very general uncover the following questions about cultural habits:

- How often to do it (frequency / time use)
- When you do it (in which situations)
- What one sees or hears (content)
- How to do it (use of media and institutions)
- From where you have media (eg borrowed from the library, purchased etc.)
- How to do it (on which appliances or geographically)
- Own creative expression
- Who does (different population groups)

Not all of these issues will be relevant to all cultural domains.

Notes to tables regarding Culture Survey 2012: According to the Cultural Survey 2012 is loaded to the Statbank, there is a number of tables with a changed structure compared to the tables in the book.

All responses are in percent of the population.

Standardized set of values: The printed book is the source of this Statbank tables. It has a range of values for the frequency that is changed to a standardized set of values that apply to all tables where frequency is included as a variable. This applies in particular to the tables KVVU1201 and KVUB1201.

In the tables KVVU1203 and KVUB1203 figures are given for the five main causes per table (relative to the original tables in the printed version). Since the value set in the Statbank tables are merged into one standard set that is used for all tables where cause is included as a variable, there will be a number of alternative answers where no value exists. This will be indicated by two dots.

Multiple choice: In the majority of the tables the answers are based on multiple choice. The specific tables is referred beneath in this study aid.

Missing answers: As a result of a Statbank table may include several tables from the book, there will in a number of cases be indicated two dots. This indicates that for the specific question no data exists.

On the contrary zero always indicates the value 0.

Below are references between tables in the printed version and the electronic databank edition.

Tables on adult culture habits: KVVU1201 Adults participation in selected cultural activities by cultural activities, age, sex and frequency (10 tables). 1.1 How often do you listen to music? 3.2 How do you see movies at home (no TV)? Multiple. 3.4 How often do you watch TV series that you either bought, borrowed or rented on DVD or via the Internet? 5.2 How often do you come to the library? 7.2 How often do you exercise and perform sport? 9.1 How often do you play computer / digital games? 10.2 How often do you watch TV? 11.2 How often do you listen to the radio? 12.3 How often do you read newspapers? 13.1 How often do you use the internet in your free time (other than work / study activity)?

KVVU1202 Adults participation in selected cultural activities by cultural activities, age and sex (21 tables). 1.2 How do you listen to music? Multiple 1.3 In what situations do you listen to music? Multiple. The answers relate solely to the proportion who listens to music. 1.4 What type of music do you listen to mostly? Multiple. The answers relate solely to the proportion who listens to music. 3.3 How do you see movies at home (no TV)? Multiple. 3.6 How often do you go to the cinema? 4.5 Have you visited exhibitions or experienced heritage 'outside' the museums within the past year? Multiple. 5.4 How do you use the library? Multiple. Replies concerns only the part that comes in a library. 5.6 How do you use the libraries on the web? Multiple. The answers relate solely to the proportion who use the library's services on the web. 6.3 How do you read books? Multiple. 6.4 In what situations do you read books? Multiple. The answers relate solely to the proportion who read / hear books. 7.4 What types of sports / exercise have you been fixed in the past year? Multiple. 7.6 Have you been a spectator at a sports event with entrance within the past year? Multiple. 8.2 Have you visited any of the following locations within the past year? Multiple. 8.3 Have you participated in any of the following recreational activities in the past year? 8.5 Have you been involved in volunteering and / or association work on some of the following areas within the past year? Multiple. 9.2 What computer / digital games do you play? Multiple. 9.3 What type of games you play the most? Multiple. The responses include only the part which computer / digital games. 10.3 How do you see TV? Multiple. 10.7 In what situations you usually see TV? Multiple. The answers relate solely to the proportion who see TV. 11.3 In what situations do you hear normal radio? Multiple. Replies concerns only the part that belongs radio. 11.4 How to Listen to the radio? Multiple.

KVVU1203 Causes of adults opting out of cultural activities by cultural activities, age, sex and cause (6 tables) 1.6 Why do you rarely or never at a concert or music event? Multiple. The answers relate solely to the proportion who rarely or never go to the concert. 2.3 Why do you rarely or never theatrical or other performances? Multiple. The answers relate solely to the proportion who rarely or never see theater and / or other performing arts. 3.7 Where do you rarely or never in the cinema? Multiple. The answers relate solely to the proportion who rarely or never go to the movies. 4.3 Why do you visit rarely or never a museum or exhibition? Multiple. Replies concerns only the part that has not been to a museum or exhibition. 5.5 Why do you rarely or never at the library? Multiple. The answers relate solely to the proportion who rarely or never come at a library. 12.4 Why do you read rarely or never newspapers? Multiple. The answers relate solely to the proportion who rarely or never read newspapers.

KVVU1204 Adult visits to theaters by performance type and frequency 2.2 Have you seen theater or other performances?

KVVU1205 Adult museum visits by museum type, age and gender and frequency 4.2 Have you been to a museum or exhibition? Tables on children's cultural habits

KVUB1201 Children's participation in selected cultural activities by cultural activities, age and gender and frequency (11 tables). 14.1 How often do you listen to music? 18.2 How often do you come to the library? (Public Library where you can enter in your spare time - not school library). 19.2 How often read / hear any of the following (in your spare time - no homework / school work)? 20.1 How often do you practice sports / exercise (whatever activities)? 22.2 How often do you play computer / digital games? 23.2 How often do you watch TV? 24.2 How often do you listen to the radio? 25.2 How often do you read newspapers / free newspapers? 25.3 How often do you read the

news pages? 25.6 How often do you read magazines? 26.2 How often do you use the internet in your free time (other than homework / school work)?

KVUB1202 Children's cultural activities by cultural activity and age and sex (27 tables). 14.2 How do you listen to music? Multiple. 14.3 What kind of music do you listen to mostly? Multiple. The answers relate solely to the proportion who listens to music at least 1-3 days a month. 14.7 Do you play, sing or create music? Multiple. 14.8 In what context do you play, sing or create music? Multiple. The answers relate solely to the proportion practicing music. 1.15 Have you seen theater or other events in the past year? Multiple. 15.3 In what context do or do you work with theater, dance, stand-up or the like in your spare time? Multiple. The answers relate solely to the proportion who make or work with theater, dance, stand-up or the like. 16.2 How do you see movies at home? Multiple. 16.4 How often do you go to the cinema? 16.5 Which of the following kind of movies do you see? Multiple. The answers relate solely to the proportion who see movies. 16.6 In what context do or are you working with film or video? Multiple. The answers relate solely to the proportion who make movies. 17.2 Have you been to a museum or exhibition within the past year? Multiple. 17.4 In what context do you work with arts or crafts (eg accounting, photographs, sewing or similar) in your spare time? Multiple. The answers relate solely to the proportion who work with visual arts or crafts at leisure. 18.5 How do you use the library (possibly. The mobile library)? Multiple. Replies concerns only the part that comes in a library. 19.4 How do you read books? Multiple. 19.5 Reader someone sometimes aloud to you (eg, bedtime story)? 19.6 In what context you write yourself in your spare time? Multiple. The answers relate solely to the proportion who write in their spare time. 20.3 What kind of sport / exercise have you been fixed in the past year? Multiple. 21.2 Have you visited any of the following locations within the past year? Multiple. 22.4 What types of games you play the most? Multiple. The responses include only the part that plays at least 1-3 days a month. 23.3 How do you watch TV? Multiple. 23.5 What kind of TV programs do you like most? Multiple. The responses include only the part that watching TV. 24.3 How to Listen to the radio? Multiple. 24.5 What kind of radio programs do you listen to mostly? Multiple. Replies concerns only the part that belongs radio. 26.4 What do you use the internet for in your free time (other than homework / school work)? Multiple. The answers relate solely to the proportion who use the Internet at least 1-3 times a month. 26.5 Do you use computer, tablet or mobile? Multiple. The answers relate solely to the proportion who use the Internet. 26.6 Do you use mobile / smartphone for the following activities? Multiple. The answers relate solely to the proportion who use the Internet. 26.7 Do you use tablet / ipad for the following activities? Multiple. The answers relate solely to the proportion who use the Internet.

KVUB1203 Causes of children's rejection of cultural activities by cultural activity, age, sex and cause (7 tables). 14.5 Why do you rarely or never attend a concert or music event? Multiple. Replies concerns only the part that does not attend a concert or music event. 15.2 Why do you rarely or never attend theatrical or other performances? Multiple. The answers relate solely to the proportion who rarely or never attend theater or other performances. 17.3 Why do you rarely or never visit a museum or exhibition? Multiple. The answers relate solely to the proportion who rarely or never go to a museum. 18.3 Why do you rarely or never at the library? Multiple. The answers relate solely to the proportion who rarely or never come at the library. 19.3 Why do you read rarely or never? Multiple. The answers relate solely to the proportion who rarely or never read. 20.4 Why have you not performed sports / exercise within the past year? Multiple. The answers relate only to the proportion who do not play sports / exercise regularly. 25.4 Why do you read rarely or never newspapers / use news sites on the Internet? Multiple. The answers relate solely to the proportion who do not read newspapers / use news sites on the Internet.

## 2.2 Classification system

There are no standard classifications for the cultural habit survey.

### **2.3 Sector coverage**

Culture.

### **2.4 Statistical concepts and definitions**

Age: Age refer to which group of age the respondents belong to.

Frequency: Frequency refers to how often the respondents frequents the various cultural activities.

Cultural activity: Cultural activities is the term that indicates in which cultural area the survey are located. The following cultural domains are covered by the survey:

- Radio and TV
- Music
- Movies
- Computer Games
- Internet
- Books, magazines and newspapers
- Libraries
- Theatre
- Other attractions (Tivoli, etc.)
- Visual Arts and crafts
- Heritage and archives
- Sport and exercise
- Lectures and debates
- Evening classes and leisure

Gender: Man or woman.

Statistical unit: Person who participate in or consume medias or cultural activities.

Reason: Reason is the parameter in question concerning the cause of the respondents' lack of participation.

### **2.5 Statistical unit**

Unit is persons.

### **2.6 Statistical population**

The population consists of 3,628 interviews with adults (15 years or older) and 1,502 interviews with children (7-14 years).

### **2.7 Reference area**

Denmark.

## **2.8 Time coverage**

2012.

## **2.9 Base period**

Not relevant for these statistics.

## **2.10 Unit of measure**

Number of persons.

## **2.11 Reference period**

2012.

## **2.12 Frequency of dissemination**

The cultural habit survey was conducted in 1964, 1975, 1987, 1993, 1998, 2004 and 2012. The tables will not be updated further.

## **2.13 Legal acts and other agreements**

Participation in the survey is voluntary.

## **2.14 Cost and burden**

No survey on the burden has been performed. Participation in the survey is voluntary.

## **2.15 Comment**

No other information.

## **3 Statistical processing**

This statistic is performed by Epinion and Plus Leadership. Statistics Denmark publish the results from the survey.

### **3.1 Source data**

Data was gathered by questionnaires in either paper or electronic form.

- Culture Habit Survey 2012 was conducted by Epinion and Pluss Leadership.
- Culture habit Survey 2004, conducted by AKF and TNS Gallup.
- The population's cultural and leisure activities in 1998 were conducted by SFI.
- The population's cultural and leisure activities in 1993 were conducted by SFI.
- The population's cultural and leisure activities in 1987 were conducted by SFI.
- Recreational survey in 1975 was conducted by SFI.
- Recreational survey in 1964 was conducted by SFI.

### **3.2 Frequency of data collection**

The study is done ad hoc with typical 4-5 year intervals.

### **3.3 Data collection**

The survey is a sample survey. The data source is a questionnaire. There are independent questionnaires for children aged 7-14 years and for adults (15 and older).

### **3.4 Data validation**

Not relevant for these statistics.

### **3.5 Data compilation**

Not relevant for these statistics.

### **3.6 Adjustment**

Not relevant for these statistics.

## **4 Relevance**

This statistic is available for all. There have not been performed any survey on user satisfaction for this particular statistic.

### **4.1 User Needs**

Public authorities, researchers and other interested in order to uncover relevant, current culture of professional and cultural issues that may form the basis for cultural and professional considerations.

### **4.2 User Satisfaction**

There have not been performed any survey on user satisfaction for this particular statistic.

### **4.3 Data completeness rate**

Not relevant for these statistics.

## **5 Accuracy and reliability**

The sample forms the basis of a representative survey of the population's cultural habits. The target group consists of two subgroups, respectively children and adults. In the chapter concerning population, it is possible to get information about sample size for each year the survey was conducted.

In 2012, the sample size for adults 7,000 adults. With 3,628 interviews it corresponds to a response rate of 51.8 per cent. For children were sampled 3,000 people. With 1,502 interviews that corresponds to a response rate of 50.1 per cent.

### **5.1 Overall accuracy**

Not relevant for these statistics.

### **5.2 Sampling error**

Not relevant for these statistics.

### **5.3 Non-sampling error**

Not relevant for these statistics.

### **5.4 Quality management**

Statistics Denmark follows the recommendations on organisation and management of quality given in the Code of Practice for European Statistics (CoP) and the implementation guidelines given in the Quality Assurance Framework of the European Statistical System (QAF). A Working Group on Quality and a central quality assurance function have been established to continuously carry through control of products and processes.

### **5.5 Quality assurance**

Statistics Denmark follows the principles in the Code of Practice for European Statistics (CoP) and uses the Quality Assurance Framework of the European Statistical System (QAF) for the implementation of the principles. This involves continuous decentralized and central control of products and processes based on documentation following international standards. The central quality assurance function reports to the Working Group on Quality. Reports include suggestions for improvement that are assessed, decided and subsequently implemented.

### **5.6 Quality assessment**

Not relevant for these statistics.

### **5.7 Data revision - policy**

Statistics Denmark revises published figures in accordance with the [Revision Policy for Statistics Denmark](#). The common procedures and principles of the Revision Policy are for some statistics supplemented by a specific revision practice.

### **5.8 Data revision practice**

There are only calculated final figures.

## **6 Timeliness and punctuality**

The survey is a ad hoc survey most recently conducted by Epinion and Plus Leadership for the Ministry of Culture in 2012.

### **6.1 Timeliness and time lag - final results**

No preliminary figures are published.

### **6.2 Punctuality**

Not relevant for this statistic.

## **7 Comparability**

The statistic is not comparable with other statistics.

### **7.1 Comparability - geographical**

Not relevant for these statistics.

## 7.2 Comparability over time

All figures are in percent and shows the share of the population in per cent. Unless otherwise specified in a note to the individual tables, it applies that the sum of all shares in each of frequencies gives 100 per cent.

Example: The table KVVU1207 show the population crossed by reading newspapers. If we look, for example, only the newspapers, we have five different frequencies - 'newspapers every day', 'newspapers weekly', 'newspapers monthly', 'newspapers rarely' or 'never reads newspaper'. The sum of the shares give 100 per cent. for each background variable. If we look, for example, isolated group of 40-49 year olds, then returns the sum of the shares for the five frequencies (34 + 22 + 12 + 17 + 15) in total 100 per cent.

A table can accommodate several different activities. KVVU1207 contains, besides the type 'newspapers' also the types 'local newspapers' and 'free newspapers'. In the case applies to every type of newspaper is crossed with all background variables and the sum of each type is 100 per cent.

Note that due to rounding of the figures presented are cases where the sum does not exactly reach 100 per cent

## 7.3 Coherence - cross domain

The statistic is not comparable with other statistics.

## 7.4 Coherence - internal

Not relevant for these statistics.

## 8 Accessibility and clarity

Result from recent survey are published in Epinion and Pluss Leadership (2012): Danskernes Kulturvaner 2012, Kulturministeriet. Moreover it is published in Statbank.

### 8.1 Release calendar

The publication date appears in the release calendar. The date is confirmed in the weeks before.

### 8.2 Release calendar access

The Release Calendar can be accessed on our English website: [Release Calendar](#).

### 8.3 User access

Statistics are always published at 8:00 a.m. at the day announced in the release calendar. No one outside of Statistics Denmark can access the statistics before they are published.

### 8.4 News release

No news from Statistics Denmark.

### **8.5 Publications**

Not relevant for these statistics.

### **8.6 On-line database**

[kvu1201](#)

### **8.7 Micro-data access**

Data are available at Dansk Data Arkiv.

### **8.8 Other**

Not relevant for these statistics.

### **8.9 Confidentiality - policy**

The statistic follow Statistics Denmark's common practice for confidentiality.

### **8.10 Confidentiality - data treatment**

Not relevant for these statistics.

### **8.11 Documentation on methodology**

Not relevant for these statistics.

### **8.12 Quality documentation**

Results from the quality evaluation of products and selected processes are available in detail for each statistics and in summary reports for the Working Group on Quality.

## **9 Contact**

The administrative placement of these statistics are in the division of Business Dynamics. The person responsible is Thomas Lauterbach, tel. +45 39 17 30 56, e-mail: [tce@dst.dk](mailto:tce@dst.dk)

### **9.1 Contact organisation**

Statistics Denmark

### **9.2 Contact organisation unit**

Business Dynamics, Business Statistics

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