AUDIENCE PROFILING REPORT

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INTRODUCTION

The Audience Profiling exercise was undertaken by the Research Department within the Valletta 2018 Foundation, with the purpose of building a comprehensive profile of the audiences attending various Valletta 2018-related events throughout 2018. This profile is based upon an understanding of the sociodemographic characteristics of respondents, as well as their patterns of cultural consumption.

This study took place over a one-year period throughout 2018, using on-site data collection carried out during the events themselves. Detailed results are contained in the appendix, with the main conclusions and implications outlined in the body of the report. To summarise, this report will show the main audience profile per strand.

This study intends to provide a body of data which can have real-world implications upon the local cultural sector, allowing for further understanding of local audiences, their different characteristics and motivating factors, and their basic behavioural patterns in relation to cultural activity.

HEADLINES

The headlines from this report are the following:

(a) With just over 30,000 individual responses this is one of the largest and most comprehensive quantitative research project conducted during cultural events.
(b) The study analysed audiences at over 80 events across 9 different strands. A full list of events that participated in this study can be found in Annex 1.

The findings are the following:

(a) Most audiences who participated in this exercise were Maltese (61% or 18,594). The remaining 39% of the respondents were non-Maltese of which only 6% were non-European.

With regards to the implications of this project on future research, the following conclusions arise:

(a) The way in which artists and companies undertake or benefit from the research needs further consideration.
(b) Several areas have been identified for further research.

METHODOLOGY

Pilot Study

A pilot study was carried out by the Research Department prior to 2018. A number of activities were identified throughout 2016 and 2017 and a pilot survey was conducted consisting of 4 demographic questions, 1 marketing question and 5 event-specific linked questions. These surveys were distributed across the identified events using a number of Tal-Kultura volunteers, in collaboration with project managers and organisers.

From this pilot study it emerged that a number of changes were required, both in terms of the format of the survey, as well as in terms of the data collection method. It was decided that the survey would be changed to focus exclusively on the development of an audience profile, rather than the examination of the particular event under survey. Furthermore, a private research company was engaged to coordinate the logistics of the data collection, using data collectors engaged for this specific purpose.

Survey design

A conscious decision was taken to focus the survey exclusively upon the audience profiling element, thereby eliminating additional questions related to assessing the quality or perception of the specific event under question. In conjunction with this, it was decided to keep the survey length to a minimum, thereby allowing for minimal disruption to participants' experiences during the events themselves.

The survey questions themselves were kept homogenous throughout the year in order to ensure comparability between audiences at different events. The survey was composed of ten questions in total, divided as follows:

(a)   Core set of 4 standard demographic questions, comparable with other sectorial surveys
(b)   1 question related to the marketing and promotion of the event
(c)   5 questions related to pull and push factors related to attending events

Data collection

The target population for this survey consisted of an audience of all ages, genders, and nationalities, provided they are part of the audience for the particular Valletta 2018-related event. The collection period was throughout the main cultural events happening in 2018, which started on 20th January 2018 with the Valletta 2018 Opening Ceremony (Erba' Pjazez) and ended with the Valletta New Year's Eve Party on the 31st December 2018.

The data collection process was assigned to a private research agency, which engaged data collectors for the specific purpose of collecting data related to this survey. All surveys were collected via the use of e-surveys on tablets given out to audience pre/during/post events, depending on the type of event. The collection of data was done as a supervised self-completion survey with guidance provided to support this process.

The results presented here are not weighted but in summarising most questions either an average (mean) overall results or, occasionally, an 'average of averages' has been used in order to provide a fair representation of the different sizes and types of events to strip out unusual outliers or other biases. We are confident that the good responses and samples received across all events make this a rigorous set of results.

MAIN FINDINGS

Here we will concentrate on the key findings which have been identified and have relevance for stakeholders and those working in the sector.

Chart 1: All survey responses collected during events, sorted by strand. The majority of the surveys (15,936 or 52%) were collected during the Foundation's large-scale events, such as the Valletta 2018 Opening Ceremony, the Closing Spectacle, the Valletta Green Festival and other established events such as Notte Bianca and Earth Garden Festival. The remaining (14,456 or 48%) were collected from the various other events within the Foundation's cultural programme.

Surveys Collected by Strand

|	Children & Young People	Community	Event	Exhibition	Film	Music	Opera	Performance	Visual Arts
■ Strand Count	973	1783	15936	2640	958	6240	897	862	193
■ Strand Count %	3%	6%	52%	9%	3%	20%	3%	3%	1%

(Y-axis: Survey Participation, 0 to 18000)
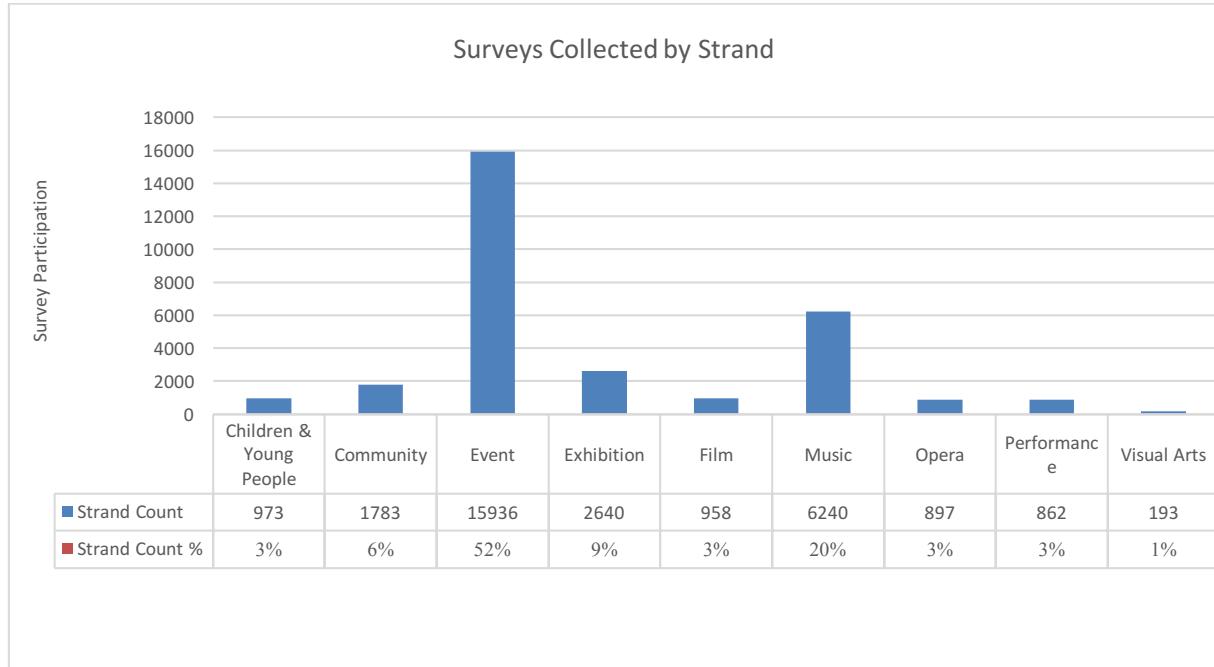
Chart 2: Gender mix of the survey participants. 54% (or 16,474) of participants were female, and 45% (or 13,617) of participants were male.

Surveys Collected by Gender

Other; 320; 1%
Male; 13617; 45%
Female; 16474; 54%
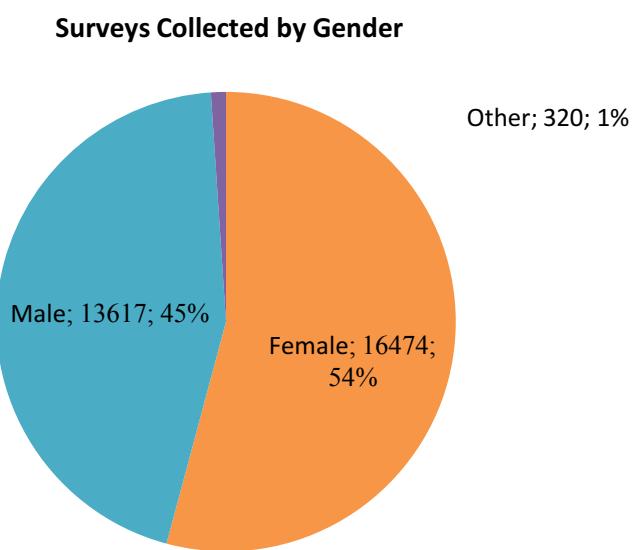
Chart 3: Distribution of survey participants by age group. 67% of respondents (or 20,251) were between 16 and 44 years of age. The highest collection rate was between the ages of 16-30 with 10,665 or 35% of the total respondents. More than a quarter (7,820 or 26%) of participants were over the age of 45.

Surveys Collected by Age Range

Under 16
7%

61+
8%

16-30
35%

45-60
18%

31-44
32%
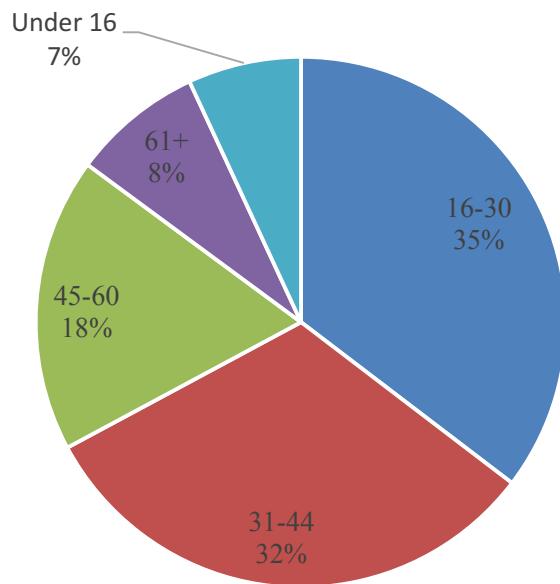
Chart 4: Nationalities of survey respondents. As expected, the highest percentage of surveys were collected from Maltese nationals (18,277 or 61%). Other respondents identified as British (2,217 or 7%), followed by Italian, German, French and Spanish, which altogether total 7,219 or 17%..

Surveys Collected by Nationality

	Maltese	British	Italian	German	French	Spanish	Other
■ Count	18277	2217	1612	1485	1073	832	4420
■ Count %	61%	7%	5%	5%	4%	3%	15%

Count %	61%	7%	5%	5%	4%	3%	15%
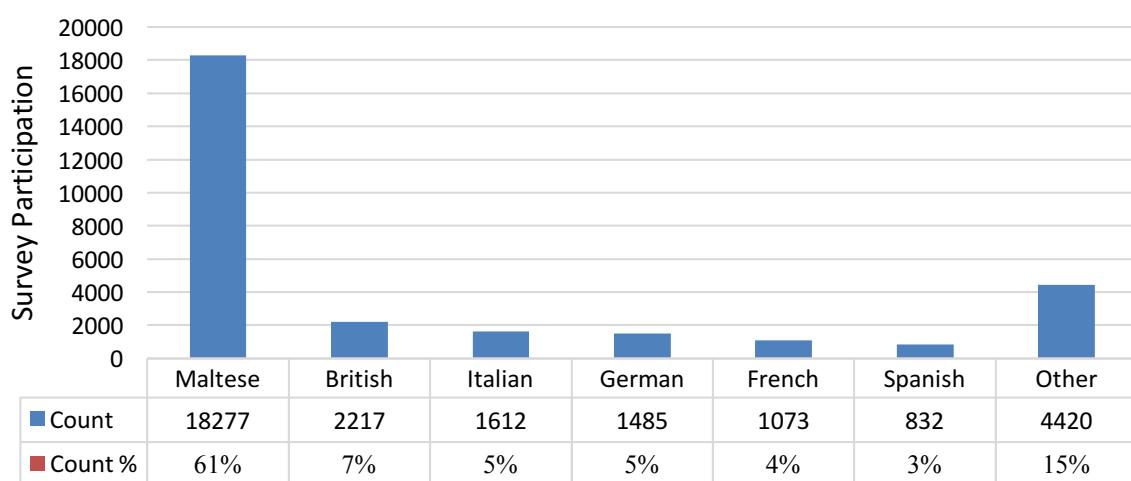
Chart 5: Comparison between European and non-European respondents (excluding Maltese nationals). From a total of 11,443 non-Maltese respondents, 9,561 or 81% were from the European continent.

Surveys Collected by Nationality Mix

|	Count	Count %
■ European	9561	81%
■ Non- European	1882	16%
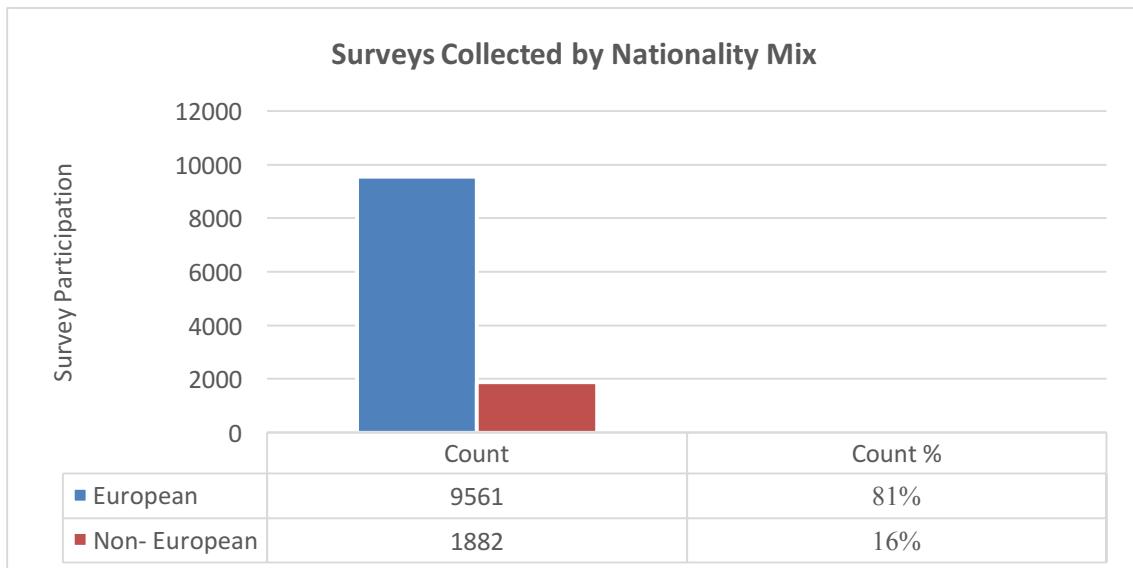
Chart 6: Participants' distribution by locality. Participants were distributed across most localities in Malta, with Birkirkara (7%), Sliema (7%) and Valletta (6%) leading the way.

Surveys Collected by Locality

	Birkirkara	Sliema	Valletta	Attard	Birzebbuga	Bugibba	Marsaskala	Mosta	San Giljan	Other
■ Count	1891	1944	1709	1078	802	770	746	892	930	20490
■ Count %	7%	7%	6%	4%	3%	3%	3%	3%	3%	62%
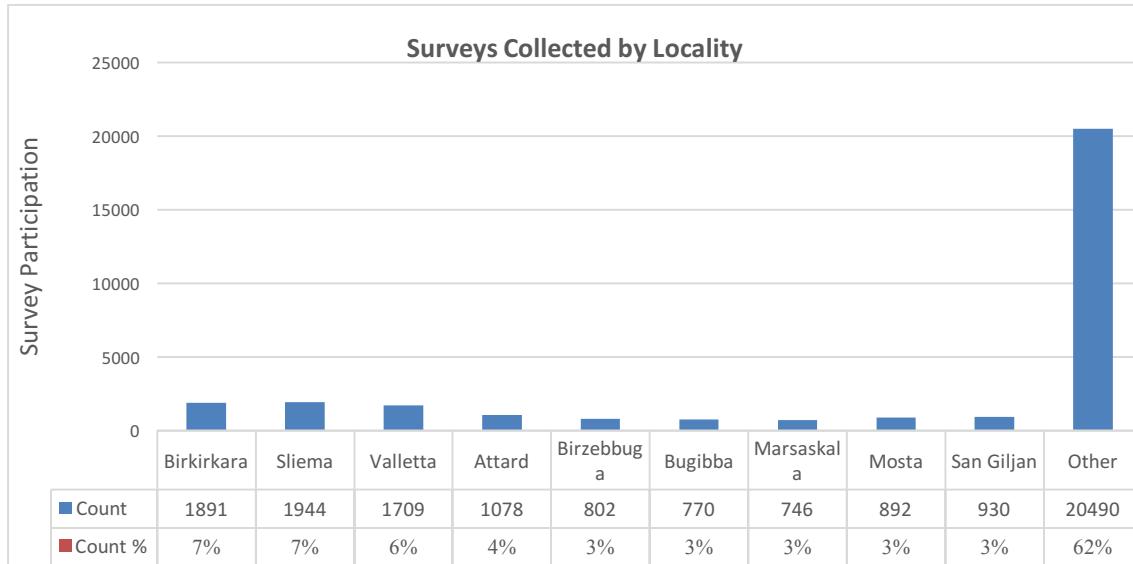
Chart 7: Reasons why survey participants attended events. The main three reasons for attending were, "Type of Event" (10,489 or 34%), "Activity for the Whole Family" (8,793 or 29%) and because it is a "Valletta 2018 Event" (8,157 or 27%).

Surveys Collected by Motivation (Q5)

|	Type of event	Valletta 2018 event	Activity for the whole family	Price of event	Passing by	Knowing Participant	Other
■ Count	10489	8157	8793	1959	3548	3721	1922
■ Count %	34%	27%	29%	6%	12%	12%	6%
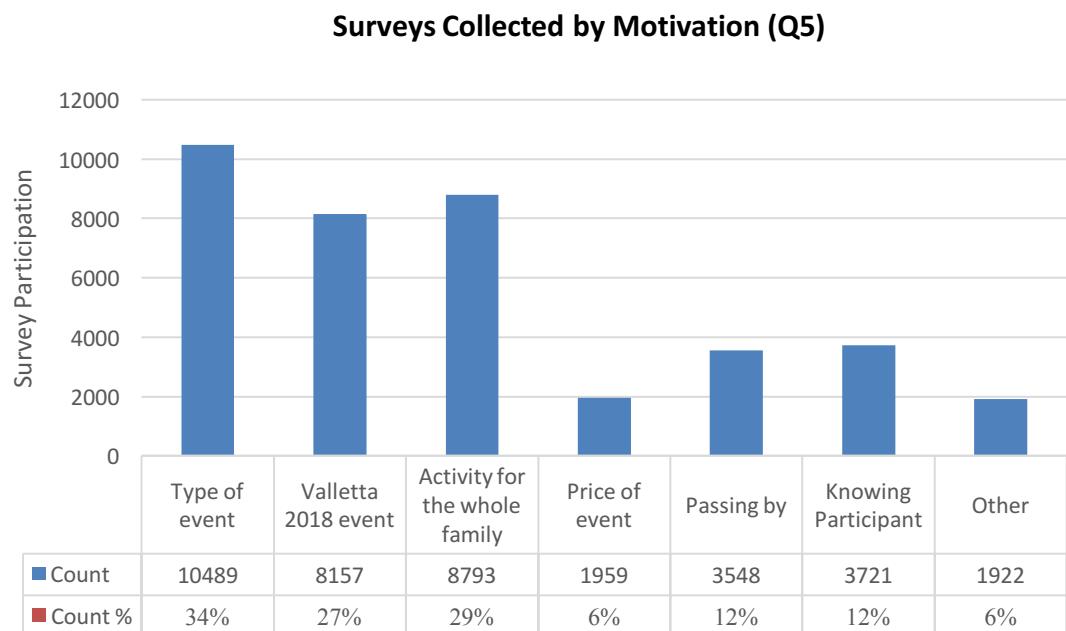
Chart 8: How participants found out about the event. 14,297 or 47% of survey participants stated that they learnt about events, mostly through "Facebook/Social Media".

Surveys collected by Marketing Efforts

	Facebook / Social Media	TV	Radio	Newspaper	Email mailshot	Poster / Banner	Valletta 2018 website	Valletta 2018 Newspaper	Word of mouth
■ Count	14297	4540	2321	2005	1110	3192	2845	881	2676
■ Count %	47%	15%	8%	7%	4%	10%	9%	3%	9%

70

		Media			r	mailshot	Banner	website	Newspaper	mouth
Count		14297	4540	2321	2005	1110	3192	2845	881	2676
Count %		47%	15%	8%	7%	4%	10%	9%	3%	9%
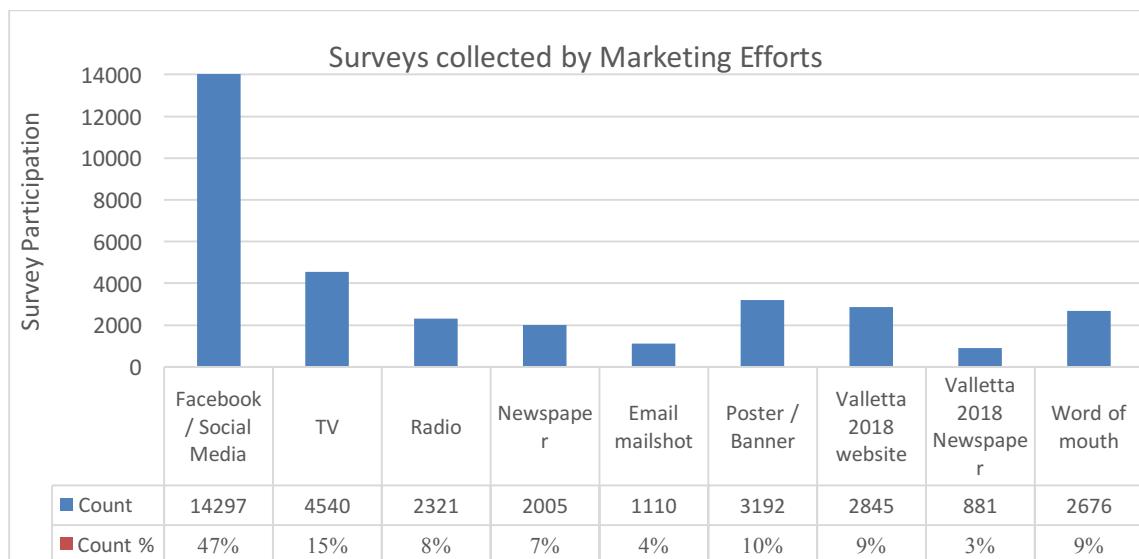
**Chart 9:** From the data collected, it shows that the preferred cultural activities are Music (19,155 or 63%), followed by Festivals (13,103 or 43%) and Performances (12,819 or 42%).

Surveys Collected by What other Cultural Activities do they attend to?

	Performance	Music	Literature	Visual arts / exhibition	Community	Festival	Design	Film
Count	12819	19155	6291	10710	5564	13103	6492	8836
Count %	42%	63%	21%	35%	18%	43%	21%	29%
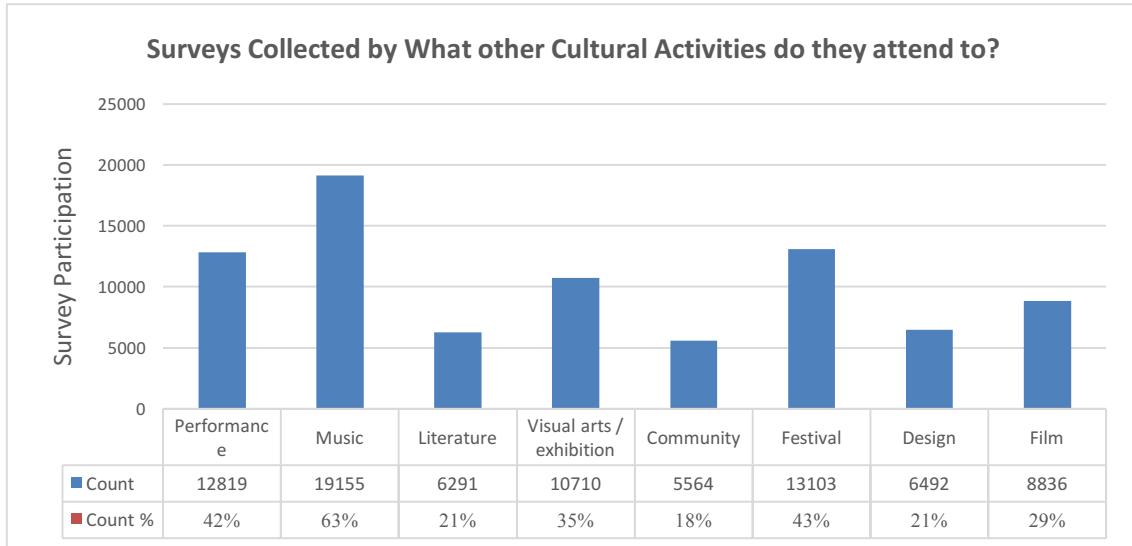
Chart 10: We asked our participants if they feel they are the Primary Decision Maker or not when deciding whether to attend an event or otherwise. 22,018 or 73% of respondents stated that they are the primary decision maker. Females lead with 12,196 or 40%.

Are you the Primary Decision Maker

	No	Yes
Count	8216	22018
Count %	27%	73%

Are you the Primary Decision Maker

	No	Yes
Count	8216	22018
Count %	27%	73%
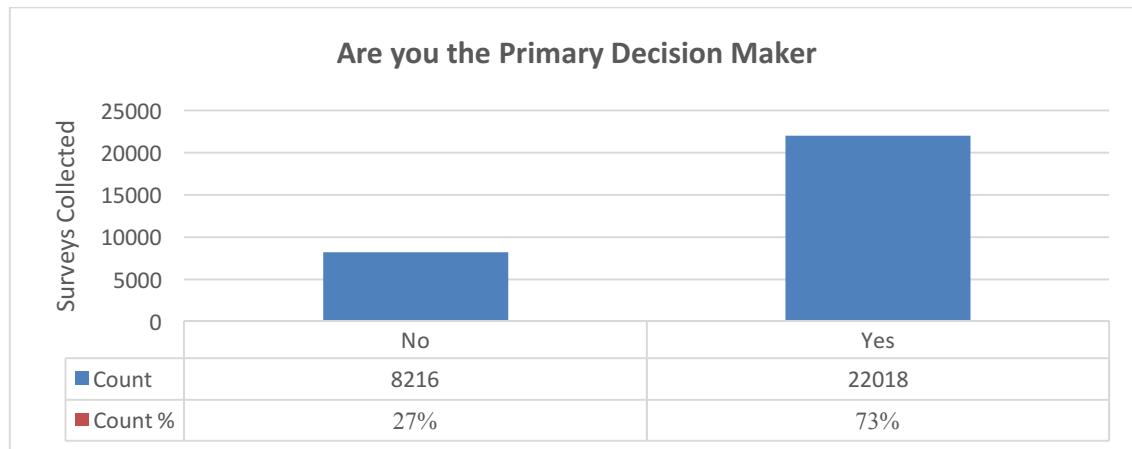
Chart 11: Delving deeper into the previous question, 7,709 or 35% of respondents of those who said "Yes" to whether or not they were the primary decision makers when deciding whether or not to attend events were between 16 and 30 years of age. This was followed by those who were between 31 to 45 years of age, making up 7,125 participants or 33%.

Are you the Primary Decision Maker

	Under 16 Yes	16-30 Yes	31-45 Yes	46-60 Yes	60+ Yes
■ Count %	5%	35%	33%	19%	8%
■ Count	1153	7709	7125	4035	1765

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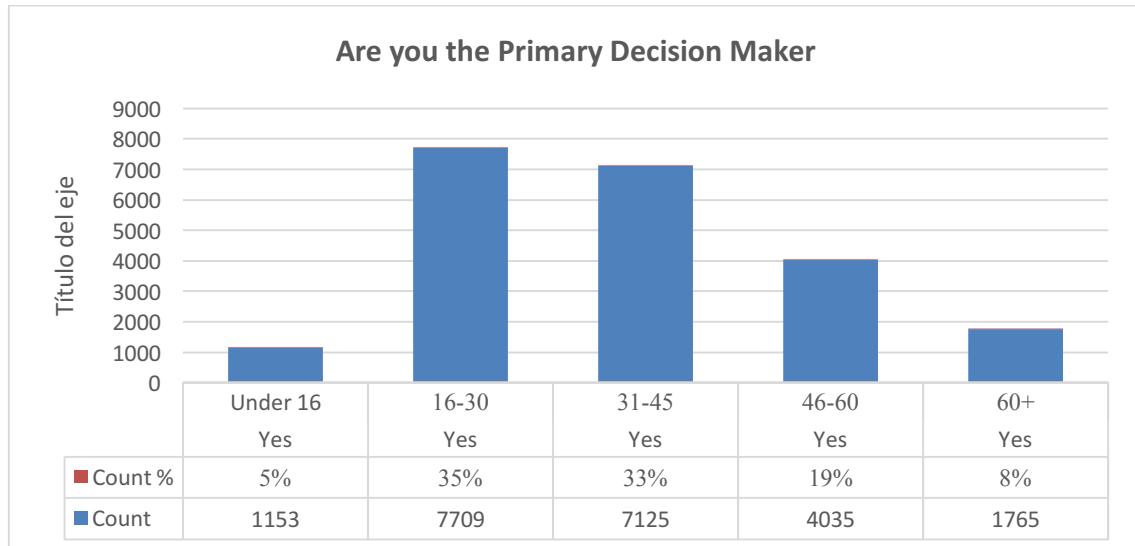
Chart 12: 20,690 or 69% of respondents decide to go to an event during the week of the event. 10,860 or 36% decide to go to an event on the day of the event itself. Only 31% decide to attend to an event two weeks in advance or more. In the latter two categories, two events stand out, namely the Earth Garden Festival (1,740 or 6%) and ComiCon (849 or 3%).

### Surveys Collected by Attendance Planning

	The day of the event	One week before	Two weeks before	A month or more
■ Count	10860	9830	4180	5214
■ Count %	36%	33%	14%	17%

Survey Participation

Count	10860	9830	4180	5214
Count %	36%	33%	14%	17%
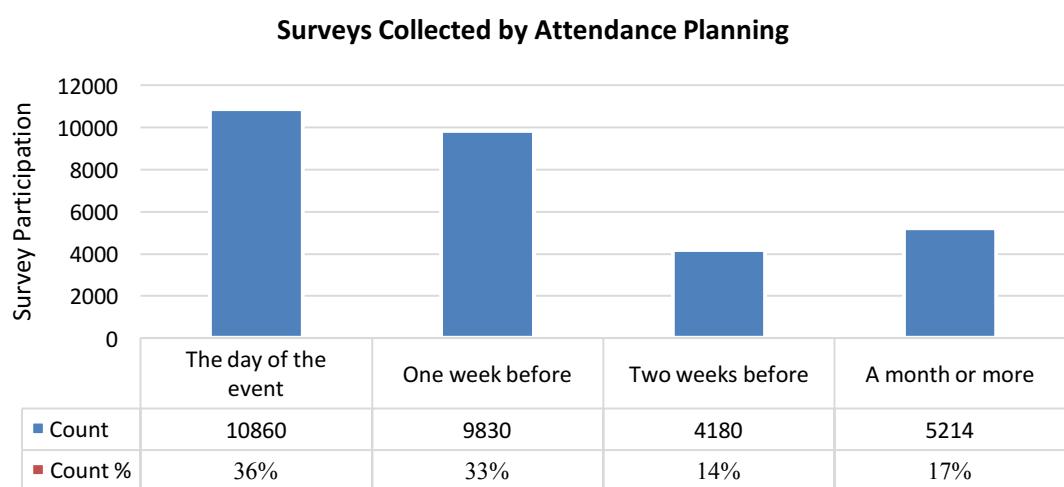
Chart 13: The survey's final question examined the main factors influencing the respondents' decision on whether or not to attend an event. The most common factors were "Event is Innovative" (32%), "Theme or Topic" (30%) and "Artist or Speaker" (27%).

Surveys Collected by Influencing Factors

	Event is innovative	Theme or topic	Artist or speaker	Last Minute Tickets	Price of event	Dinner / drinks before / after	Time of event	Venue	Community	Transport & Parking	Physical access
Count	9688	9096	8116	6857	6765	6508	6167	6120	5790	4481	3300
Count %	32%	30%	27%	22%	22%	21%	20%	20%	19%	15%	11%
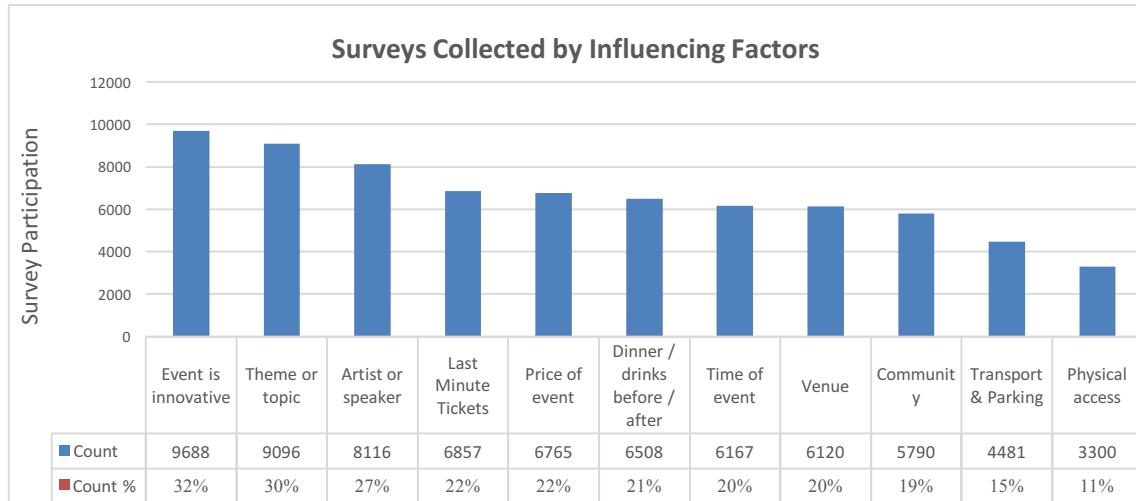
RESULTS

AUDIENCE PROFILING CUMULATIVE

This study illustrates the following main audience profile for cultural events:

(a) Maltese
(b) Female
(c) Between the ages of "16-30"
(d) The main reason for attending depends on the "The Type of Event" and because it is a "Valletta 2018 Event"
(e) They learn about the event through "Facebook/Social Media" and "Word of Mouth".
(f) They are the decision makers when it comes to deciding whether or not to attend to events
(g) They decide during the "Week of the Event" but mostly during the "Day of the Event"
(h) They prefer "Music" & "Performances"
(i) They are likely to attend if "Event is innovative" or they like the "Theme or Topic"

Strand	Children & Young People	Community	Event
Gender	Female	Female	Female
Gender %	58%	57%	54%
Age		31-44	16-30
Age %		40%	34%
Nationality		Maltese	Maltese
Nationality %		79%	60%
Reasons For Attending (1st)	Activity for Family	Type of Event	Valletta 2018 Event
Reasons For Attending %	35%	32%	28%
Reasons For Attending (2nd)	Type of Event	Activity for Family	Activity for Family
Reasons For Attending %	23%	29%	26%
Marketing Efforts	FB/Social Media	FB/Social Media	FB/Social Media
Marketing Efforts %	39%	43%	32%
Marketing Efforts (1st)	Word of Mouth	Word of Mouth	Word of Mouth
Marketing Efforts % (2nd)	30%	28%	20%
Decision Maker (1st)	Female	Female	Female
Decision Maker %	41%	43%	39%
Decision Maker (2nd)	Male	Male	Male
Decision Maker %	25%	28%	32%
Attendance Planning (1st)	One Week Before	One Week Before	Day of Event
Attendance Planning %	41%	37%	41%
Attendance Planning (2nd)	Day of Event	Day of Event	One Week Before
Attendance Planning %	33%	34%	33%
Other Cultural activities (1st)	Music	Music	Music
Other Cultural activities %	2%	3%	30%
Other Cultural activities (2nd)	Performance	Performance	Festivals
Other Cultural activities %	2%	3%	22%
Influencing Factors (1st)	Theme or Topic	Theme or Topic	Event is Innovative
Influencing Factors %	14%	14%	14%
Influencing Factors (2nd)	Event is Innovative	Event is Innovative	Theme or Topic
Influencing Factors %	13%	12%	11%

Strand	Exhibition	Film	Music
Gender	Female	Female	Female
Gender %	52%	56%	54%
Age	31-44	31-44	16-30
Age %	35%	37%	46%
Nationality	Maltese	Maltese	Maltese
Nationality %	55%	72%	58%
Reasons For Attending (1st)	Activity for Family	Type of Event	Type of Event
Reasons For Attending %	25%	35%	41%
Reasons For Attending (2nd)	Valletta 2018 Event	Activity for Family	Knowing Participants
Reasons For Attending %	22%	20%	41%
Marketing Efforts (1st)	FB/Social Media	FB/Social Media	FB/Social Media
Marketing Efforts %	30%	49%	40%
Marketing Efforts (2nd)	Word of Mouth	Word of Mouth	Word of Mouth
Marketing Efforts %	27%	28%	34%
Decision Maker (1st)	Female	Female	Female
Decision Maker %	38%	43%	41%
Decision Maker (2nd)	Male	Male	Male
Decision Maker %	31%	29%	35%
Attendance Planning (1st)	Day of Event	One Week Before	One Week Before
Attendance Planning %	50%	39%	28%
Attendance Planning (2nd)	One Week Before	Day of Event	Day of Event
Attendance Planning %	29%	30%	24%
Other Cultural activities (1st)	Music	Performance	Music
Other Cultural activities %	5%	2%	16%
Other Cultural activities (2nd)	Performance	Music	Festivals
Other Cultural activities %	4%	2%	10%
Influencing Factors (1st)	Event is Innovative	Event is Innovative	Artist or Speaker
Influencing Factors %	13%	14%	14%
Influencing Factors (2nd)	Theme or topic	Theme or Topic	Theme or Topic
Influencing Factors %	12%	13%	13%

Strand	Opera	Performance	Visual Arts
Gender	Female	Female	Female
Gender %	54%	60%	56%
Age	45-60	31-44	16-30
Age %	29%	32%	37%
Nationality	Maltese	Maltese	Maltese
Nationality %	60%	64%	48%
Reasons For Attending (1st)	Type of Event	Type of Event	Activity for Family
Reasons For Attending %	34%	36%	36%
Reasons For Attending (2nd)	Valletta 2018 Event	Valletta 2018 Event	Valletta 2018 Event
Reasons For Attending %	22%	22%	20%
Marketing Efforts (1st)	Word of Mouth	FB/Social Media	FB/Social Media
Marketing Efforts %	28%	33%	36%
Marketing Efforts (2nd)	FB / Social Media	Word of Mouth	Word of Mouth
Marketing Efforts %	27%	29%	22%
Decision Maker (1st)	Female	Female	Female
Decision Maker %	43%	45%	38%
Decision Maker (2nd)	Male	Male	Male
Decision Maker %	28%	25%	20%
Attendance Planning (1st)	One Week Before	One Week Before	Day of Event
Attendance Planning %	35%	45%	43%
Attendance Planning (2nd)	A month or more	Day of Event	One Week Before
Attendance Planning %	24%	22%	34%
Other Cultural activities (1st)	Music	Music	Music
Other Cultural activities %	2%	2%	0.3%
Other Cultural activities (2nd)	Performance	Performance	Performance
Other Cultural activities %	2%	2%	0.3%
Influencing Factors (1st)	Theme or Topic	Event is Innovative	Theme or Topic
Influencing Factors %	16%	17%	12%
Influencing Factors (2nd)	Event is Innovative	Theme or Topic	Last Minute Tickets
Influencing Factors %	13%	15%	12%

APPENDIX 1

EVENT LIST AND SURVEY COLLECTION FIGURES

Month	Event Type	EVENT NAME	Surveys Collected	Estimated Audience	Estimate Collection Rate %
January	Mass	Opening Ceremony	1561	N/A	N/A
February	Confined	Años Luz	32	150	21%
February	Confined	Icon Island	76	100	76%
February	Confined	Mokadelic	74	102	73%
February	Confined	The Other Europeans	139	250	56%
March	Confined	Años Luz	32	50	64%
March	Confined	Ida Kelarova	51	125	41%
April	Mass	Il-Festa l-Kbira	1644	N/A	N/A
April	Mass	Malta Robotics Olympiad	1435	N/A	N/A
April	Mass	Dal-Baħar Madwarha	519	N/A	N/A
April	Confined	Apocalypse Trio	64	80	80%
April	Confined	European Eyes on Japan	79	120	66%
May	Mass	Dal-Baħar Madwarha	517	N/A	N/A
May	Mass	Valletta Green Festival	3225	N/A	N/A
May	Confined	Altofest	87	120	73%
May	Confined	Amalgama	46	80	58%
May	Confined	Cantina	161	200	81%
May	Confined	Carlos Bojarski	148	200	74%
May	Confined	Hush	275	350	79%
May	Confined	Rulina	73	100	73%
May	Confined	Solar Cinema	206	300	69%
June	Mass	Earth Garden Festival	2896	N/A	N/A
June	Mass	Pageant of the Seas	1115	N/A	N/A
June	Confined	Cendrillon	113	150	75%
June	Confined	GħanaFest	474	800	59%
June	Confined	Japanese Choir	39	80	49%
June	Confined	From Malta to Motor City	40	60	67%
June	Confined	Modern Music Days	58	100	58%
June	Confined	Sky Classics	71	150	47%
June	Confined	Solar Cinema	80	120	67%
June	Confined	Taf X'Naf	57	80	71%
June	Confined	Valletta Film Festival	187	250	75%
July	Mass	Malta Jazz Festival	676	N/A	N/A
July	Confined	Aria	74	120	62%
July	Confined	Burhan Ocal	113	150	75%
July	Confined	Choir of Claire's College	46	60	77%
July	Confined	Daqxejn ta' Requim	57	80	71%
July	Confined	Divina Commedia	132	350	38%
July	Confined	Il-Ħanina Maddalena	64	180	36%
July	Confined	Le Mer MPO	34	80	43%

Month	Event Type	EVENT NAME	Surveys Collected	Estimated Audience	Estimate Collection Rate %
July	Confined	Modern Music Days	72	125	58%
July	Confined	Phantom of the Opera	69	125	55%
July	Confined	Solar Cinema	76	120	63%
August	Mass	Baħħ Blu	207	N/A	N/A
August	Mass	Serata Għana u Lejla Rap	116	N/A	N/A
August	Confined	Aħna Refuġjati	459	700	66%
August	Confined	Corto Maltese	147	250	59%
August	Confined	Ġewwa Barra	205	350	59%
August	Confined	Ira Losco and Friends	204	400	51%
August	Confined	Solar Cinema	312	450	69%
August	Confined	Utopian Nights	151	250	60%
August	Confined	Wooden Circus	109	170	64%
September	Mass	Science in the City	525	N/A	N/A
September	Confined	Aida	178	250	71%
September	Confined	Aubergine Performance	86	120	72%
September	Confined	BE-WYLD Festival	81	120	68%
September	Confined	Curatorial School	19	35	54%
September	Confined	Hofesh Shechter	61	120	51%
September	Confined	Każin Barokk	120	250	48%
September	Confined	Malta Mediterranean Literature Festival	205	400	51%
September	Confined	Mewġa Mużika	225	450	50%
September	Confined	Modern Music Days	34	80	43%
September	Confined	Rock the City	65	120	54%
October	Mass	Notte Bianca	1559	N/A	N/A
October	Mass	Orfeo & Majnun Parade	1111	N/A	N/A
October	Confined	Cliff Zammit Stevens	208	500	42%
October	Confined	Sharing the Legacy Conference 2018	40	80	50%
October	Confined	Constellations	29	50	58%
October	Confined	Design for the City	85	250	34%
October	Confined	Orfeo & Majnun Performance	135	719	19%
October	Confined	Rima	76	125	61%
October	Confined	Malta International Doom Festival	114	250	46%
November	Mass	ComiCon	1533	N/A	N/A
November	Mass	Military Mtarfa	207	N/A	N/A
November	Confined	Island Lights	28	80	35%
November	Confined	Malta International Organ Festival	25	80	31%
November	Confined	Malta Philharmonic Orchestra Concert	58	150	39%
November	Confined	Public Lecture	222	300	74%
November	Confined	The Book Festival	1098	2500	44%

Month	Event Type	EVENT NAME	Surveys Collected	Estimated Audience	Estimate Collection Rate %
November	Confined	Utopian Nights - Santa Lucia	31	60	52%
December.	Mass	NYE 2019	1977	N/A	N/A
December.	Mass	Valletta 2018 Closing Ceremony	1416	N/A	N/A
December.	Confined	(In)vizibility	34	100	34%
Grand Total			30482		

APPENDIX 2

SURVEY TEMPLATE

Audience Profiling
Valletta 2018 Foundation
_____
Audience Profiling

1) What gender do you identify as?
( ) Male
( ) Female
( ) Other

2) Which of the following age ranges do you belong to?
( ) Under 16
( ) 16-30
( ) 31-44
( ) 45-60
( ) 61+

3) What is your nationality?
( ) Maltese
( ) British
( ) Italian
( ) German
( ) Spanish
( ) French
( ) American (USA)
( ) Japanese
( ) Polish
( ) Australian
( ) Dutch
( ) Bulgarian
( ) Other - Write In: _____
_____

4) Where do you live (locality)?
( ) Valletta
( ) Floriana
( ) Birkirkara
( ) Sliema
( ) Birgu
( ) Bormla
( ) Isla
( ) Attard
( ) Balzan
( ) Birzebbugia
( ) Bugibba
( ) Dingli
( ) Fgura
( ) Gharghur
( ) Ghaxaq
( ) Gudja
( ) Gzira
( ) Hamrun
( ) Zebbug
( ) Ibragg
( ) Iklin
( ) Kalkara
( ) Kirkop
( ) Lija
( ) Luqa
( ) Madliena
( ) Marsa
( ) Marsascala
( ) Marsaxlokk
( ) Mellieha
( ) Mgarr
( ) Mosta
( ) Mqabba

( ) Msida
( ) Mtarfa
( ) Naxxar
( ) Rahal Gdid
( ) Pieta
( ) Qawra
( ) Qormi
( ) Rabat
( ) St Julians
( ) San Gwann
( ) St Paul's Bay
( ) Santa Venera
( ) Santa Lucia
( ) Swieqi
( ) Siggiewi
( ) Swatar
( ) Tarxien
( ) Ta' Xbiex
( ) Xghajra
( ) Zabbar
( ) Zejtun
( ) Safi
( ) Zurrieq
( ) Qrendi
( ) Sannat
( ) Rabat, Gozo
( ) Mgarr, Gozo
( ) Kercem
( ) Marsalforn
( ) Xlendi
( ) Manikata
( ) Xemxija
( ) Mdina
( ) Other - Write In: _____
_____

5) What were your reasons for attending this event? (Tick any that apply)
[ ] Type of event
[ ] Valletta 2018 event
[ ] Activity for the whole family
[ ] Price of event
[ ] Passing by
[ ] Knowing participant
[ ] Other - Write In: _____
_____

6) How did you find out about this event? (Tick any that apply)
[ ] Facebook/Social Media
[ ] TV
[ ] Radio
[ ] Newspaper
[ ] Email mailshot
[ ] Poster/Banner
[ ] Valletta 2018 website
[ ] Valletta 2018 newspaper
[ ] Word of mouth

7) What other cultural activities would you be interested in attending? (Tick any that apply)
[ ] Performance
[ ] Music
[ ] Literature
[ ] Visual arts/exhibition
[ ] Community
[ ] Festival
[ ] Design
[ ] Film

8) Are you the primary decision maker to go to an event?
( ) Yes
( ) No

9) How far in advance did you plan your attendance to this activity?
( ) The day of the event
( ) One week before
( ) Two weeks before
( ) A month or more

10) What factors influence your decision on whether or not to go to an event? (Tick any that apply)
[ ] Theme or topic
[ ] Artist or speaker
[ ] Event is innovative
[ ] Ability to buy tickets at the last minute
[ ] Transportation & Parking
[ ] Venue
[ ] Physical accessibility
[ ] Ability to go out for dinner and drinks before or after
[ ] Time of event
[ ] Price of event
[ ] I feel part of a community attending

_____
Thank You For Your Time.

CONCLUDING REMARKS

The studies presented throughout this theme are amongst the most directly pertinent to the overall development of the ECoC title in Valletta. Dealing directly with issues such as the cultural programme, the audiences nurtured throughout the years, perceptions of Valletta, and the impacts on identity, these studies enable a more holistic understanding of the impact of the ECoC on the cultural sector.

The Valletta Participation Survey provides a unique snapshot of participation across various forms of cultural activity over a number of years, along with tracing perceptions of the changes taking place in Valletta in the run-up to the ECoC title. When read alongside the study on the impact of Valletta 2018 on European identity, these reports map out the patterns of behaviours and attitudes towards Valletta 2018 over the past years.

The audience profiling study within this report fills a crucial gap in knowledge in the local cultural sector, by outlining the various different audiences that chose to attend cultural activities throughout 2018. For the first time, the local cultural sector is able to avail itself of the findings of a large-scale, year-long survey into the choices and preferences of its audiences. Although the paper in this report presents some of the main findings, this represents only the tip of the iceberg, with the data available to provide more detailed and segregated analyses, where necessary.

The analysis of the Valletta 2018 cultural programme frames all these studies, providing a more detailed understanding of the development of the programme itself, and contextualising all the developments noted in the other studies within this report. This study provides a crucial glimpse into the conceptual and thematic growth of the programmes, as well as outlining the practical and occasionally unexpected challenges faced throughout the planning and implementation of the programme.