



VALLETTA PARTICIPATION SURVEY

NATIONAL STATISTICS OFFICE

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MAY 2018 SURVEY

ABSTRACT

The Valletta Participation Survey (VPS) is a population survey with its main objective being that of capturing data related to cultural activities regarding Valletta 2018 events. It is one of the statistical tools that are used by the Valletta 2018 Foundation to monitor and evaluate the strategy that is being used for the 2018 European Capital of Culture, mainly the general public response on the activities that are being organised by the Valletta 2018 Foundation.

The survey was carried out for the first time in 2014 and then followed by five other waves in 2015, 2016, 2017 and 2018. One of the main scopes of these surveys and the time series data that they are providing is that of shedding light on the areas that were tackled by the Foundation strategy and to evaluate its progress.

The survey covers areas related to cultural activities mainly held in Valletta during different times of the year. Other questions are related to the perception that the general public has on the events organised by the Valletta 2018 Foundation and on the current attitude towards Valletta in general and the general attitude of the public towards Valletta as the European Capital of Culture 2018.

INTRODUCTION

In May 2018, the fifth wave of the Valletta Participation Survey was carried out. Being the fifth wave of the VPS, one can go into detail when identifying trends and evaluating the results as a time series. The questionnaire structure was kept similar to the previous years for the purposes of consistency and analysis. Similar to the previous years, the questionnaire was divided into five parts, namely demographic information, questions directed to Valletta residents only, questions directed to non-Valletta residents only and questions directed to everyone. The questions directed to everyone were divided into two sections, one was related to the attendance of cultural events and the other was specifically focused on the European Capital of Culture (ECOC).

METHODOLOGY

Sampling and population coverage

The target population for this survey are persons aged 16 years and over, living in private households in the Maltese islands. Each and every district in Malta is equally covered, however, there is an oversampling for Valletta.

The selection of the sample is made through a stratified random sampling based on three variables, sex, age group and district. For 2018, the targeted population was estimated to be 368,963, as can be seen in Tables 1 and 2.

Table 1: Population distribution by sex and age group: 2018

Age Group	Males		Females		Total	
	Number of persons	%	Number of persons	%	Number of persons	%
16-24	23,352	12.7	22,983	12.4	46,335	12.6
25-44	66,432	36.0	62,114	33.6	128,546	34.8
45-64	56,253	30.5	55,529	30.1	111,781	30.3
65+	38,254	20.8	44,046	23.9	82,300	22.3
Total	184,290	100.0	184,672	100.0	368,963	100.0

Table 2: Population distribution by district or locality: 2018

District or locality	Males		Females		Total	
	Number of persons	%	Number of persons	%	Number of persons	%
Southern Harbour (excluding Valletta)	31,781	17.2	31,276	16.9	63,057	17.1
Valletta	2,269	1.2	2,383	1.3	4,653	1.3
Northern Harbour	55,534	30.1	56,023	30.3	111,557	30.2
South Eastern	27,787	15.1	27,997	15.2	55,784	15.1
Western	24,664	13.4	24,467	13.2	49,131	13.3
Northern	28,895	15.7	28,585	15.5	57,480	15.6
Gozo and Comino	13,360	7.2	13,941	7.5	27,301	7.4
Total	184,290	100.0	184,672	100.0	368,963	100.0

As can be seen in Table 3 below, the net sample interviewed was 1,008 for the 2018 wave. Of these, 771 were selected randomly from all over Malta, with the exception of Valletta. The rest, that is 237, were selected from Valletta. As in previous waves, the oversampling of Valletta residents ensured the production of good quality statistics for this locality.

Table 3: Sample distribution by district or locality: 2018

District or locality	Males		Females		Total	
	Number of persons	%	Number of persons	%	Number of persons	%
Southern Harbour (excluding Valletta)	59	12.0	65	12.6	124	12.3
Valletta	117	23.7	120	23.3	237	23.5
Northern Harbour	65	13.2	64	12.4	129	12.8
South Eastern	63	12.8	73	14.2	136	13.5
Western	66	13.4	67	13.0	133	13.2
Northern	62	12.6	60	11.7	122	12.1
Gozo	61	12.4	66	12.8	127	12.6
Total	493	100.0	515	100.0	1,008	100.0

Data Collection & response rates

The survey was launched on the 14th May 2018. The data collection process took two weeks and was concluded on the 31st May 2018. Similar to the previous waves, the data collection method was the CATI (computer-assisted telephone interviewing) method and this was carried out by experienced interviewers who were trained specifically for this survey.

When one looks at the response rates, one can find that since 2014 the response rates were always over 75%. This was 84% in 2014; 77% in 2015; 81% in 2016; 77% in 2017 and 81% in 2018. On average, the response rate for the waves carried out since 2014 was 80%.

FINDINGS

Valletta residents

When the residents of Valletta were asked about the location in which they carry out a number of activities, such as shopping for groceries and clothes, it emerged that many of them do these activities in Valletta itself. Accordingly, more than four in every five of them reported that they shop for everyday groceries, shop for clothes and use open/public spaces in Valletta for relaxation purposes.

Table 4: Activities done by Valletta residents in Valletta itself: May 2018

Activity	Males	Females	Total	Males	Females	Total
	Number of Persons			%		
Shopping for groceries	1,976	1,916	3,892	87.1	80.4	83.6
Shopping for clothes	1,969	2,050	4,019	86.8	86.0	86.4
Relaxing in public places	1,957	2,045	4,002	86.2	85.8	86.0

Age group	16 to 44 years old	45 years old and over	Total	16 to 44 years old	45 years old and over	Total
	Number of Persons			%		
Shopping for groceries	1,517	2,375	3,892	82.6	84.3	83.6
Shopping for clothes	1,482	2,537	4,019	80.7	90.1	86.4
Relaxing in public places	1,527	2,475	4,002	83.2	87.9	86.0

When we look at a time series of the types of transport that are used by Valletta residents to leave Valletta, the trend is consistent with the main type of transport being the private car followed by the public transport. When compared to 2014 the increase in the preference to use the private car in 2018 was of 3 percentage points, while for public transport there was an increase of 2 percentage points.

Table 5: Type of transport mostly used to leave Valletta: 2014 –2018

	2014	2015	2016	2017	May 2018
Type of transport	%	%	%	%	%
Private car	58.6	66.1	56.2	61.6	61.3
Public transport	30.7	27.7	39.9	32.2	32.4
Other (including taxi or other paid services)	1.8	2.5	2.5	1.9	1.5
Do not leave Valletta	8.9	3.7	1.5	4.3	4.8

Non-Valletta residents

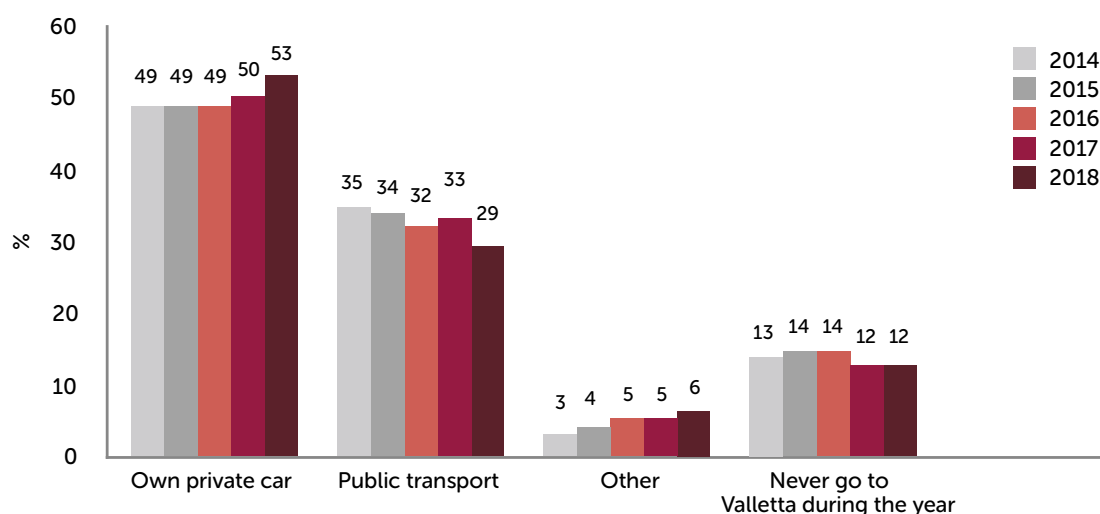
When we come to the non-Valletta residents, the three main reasons why non-Valletta residents visit Valletta are basically the same in winter and in summer. Shopping for clothes is the main reason in winter, followed by work and administrative services and dining. In summer, the order of these three reasons shifts from year to year. However, one must highlight the increase in percentage amongst respondents visiting the city to dine throughout both winter and summer. For this activity there was an increase of 14 percentage points in winter and an increase of 16 percentage points in summer, from 2014 to 2018.

Table 6: Reasons for non-Valletta residents who visited Valletta in a typical winter/summer month (Maximum 3 reasons)

Type of transport	2014	2015	2016	2017	May 2018	2014	2015	2016	2017	May 2018
	Winter (%)					Summer (%)				
Shopping of clothes	47.8	33.9	39.9	46.6	40.7	38.8	30.9	33.8	39.0	35.0
For Work, administrative services	28.6	32.0	33.4	30.7	26.9	29.7	36.2	31.4	31.9	26.5
Dining	19.7	22.9	28.3	27.9	34.1	23.1	24.8	35.6	32.8	38.8

With reference to the means of transport that is mainly used by the non-Valletta residents to visit Valletta, one can notice from Chart 1 that the same trend is visible since the start of this data collection; that is 2014. Accordingly, half of the non-Valletta residents use their own private car to access Valletta. On the other hand, one in three non-Valletta residents use the public transport to reach Valletta.

Chart 1: Non-Valletta residents – Means of transport mostly used to go to Valletta: 2014 –2018



Along the five years to May 2018, the use of public transport by non-Valletta residents to reach Valletta decreased by 15% to stand at 104,480 persons. On this count, the number of males decreased by 2%, whereas the number of females decreased by 24%. In this period, the share of public transport usage in comparison with other means of transport declined by 6%.

Attendance to cultural events in Valletta

As can be seen from Chart 2, the most popular cultural events in the twelve months preceding 2018 were the city-wide activities, such as Notte Bianca and carnival. One can say that these activities were also the two main activities for the five-year period under observation; there was no change in this trend. As for the least popular cultural activities in terms of attendance in the twelve months preceding 2018, one can find the regatta with 4% and passion plays with 8%.

Chart 2: Cultural events attendance in Valletta: 2014 –2018

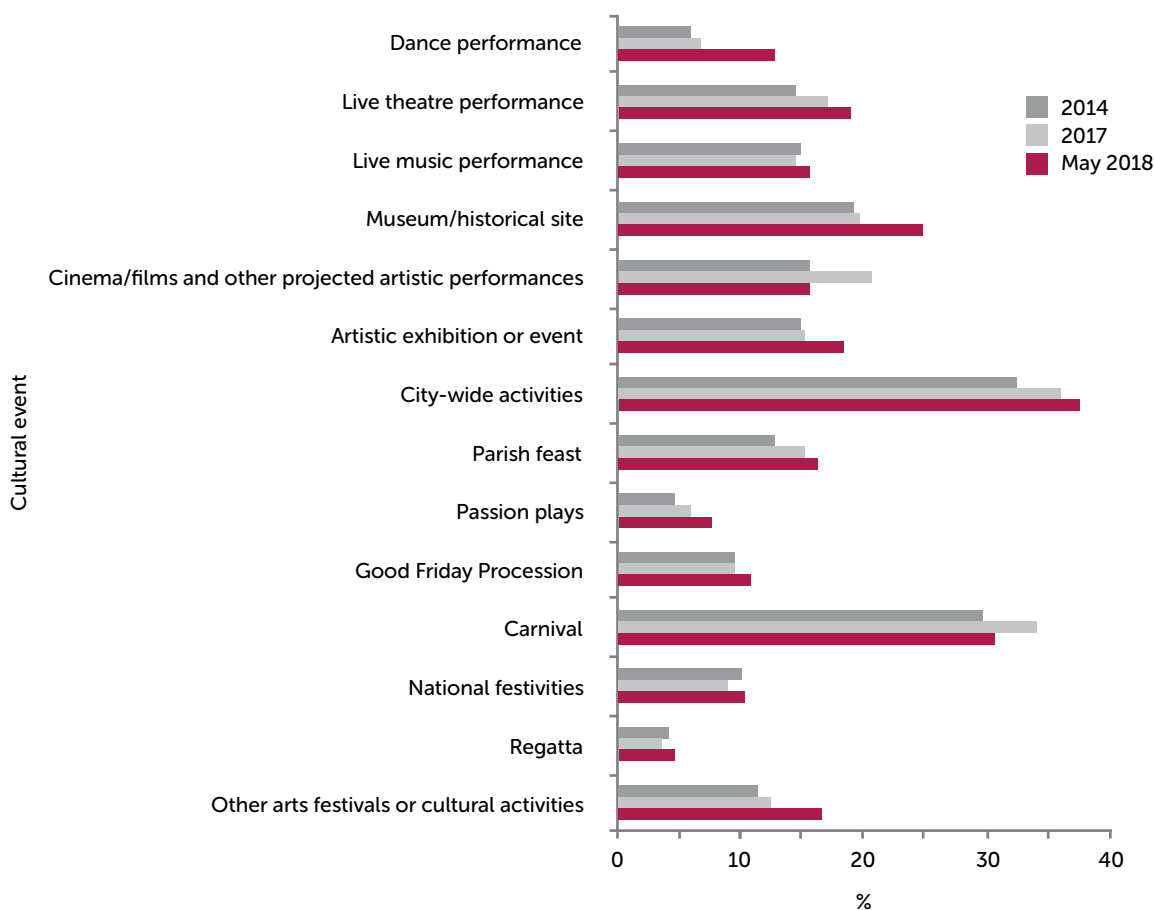
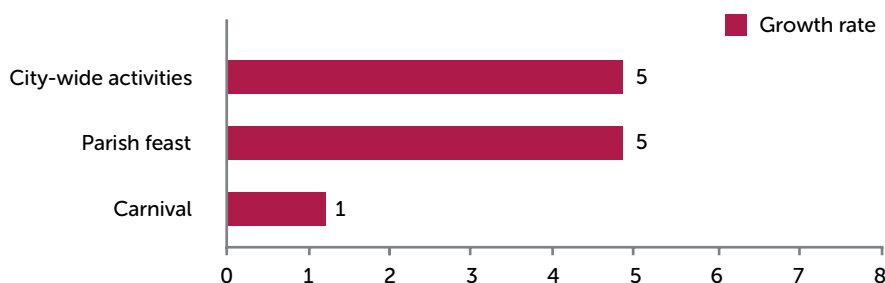


Chart 3: Growth rates in attendance to cultural events in Valletta: 2014–2018



A comparison between the rates of attendance to cultural events in Valletta in the twelve months preceding the data collections of 2018 and 2014 respectively indicates that attendance to both city-wide activities (e.g. Notte Bianca) and parish feasts increased by 5% , whereas attendance to carnival increased by 1%.

When asked for the reasons for non-attendance, many of those who did not attend any of the events mentioned in Chart 2 above said that they did not attend because they were 'not interested'. Accordingly, this category amounted to 33%, up by 4% from 2017. The second most chosen reason for not attending was the fact the events are too crowded and that the atmosphere is not nice; this category recorded an increase of 6 percentage points when compared to the survey held in 2017.

Chart 4: Reasons for not attending cultural events in Valletta: 2017 –2018

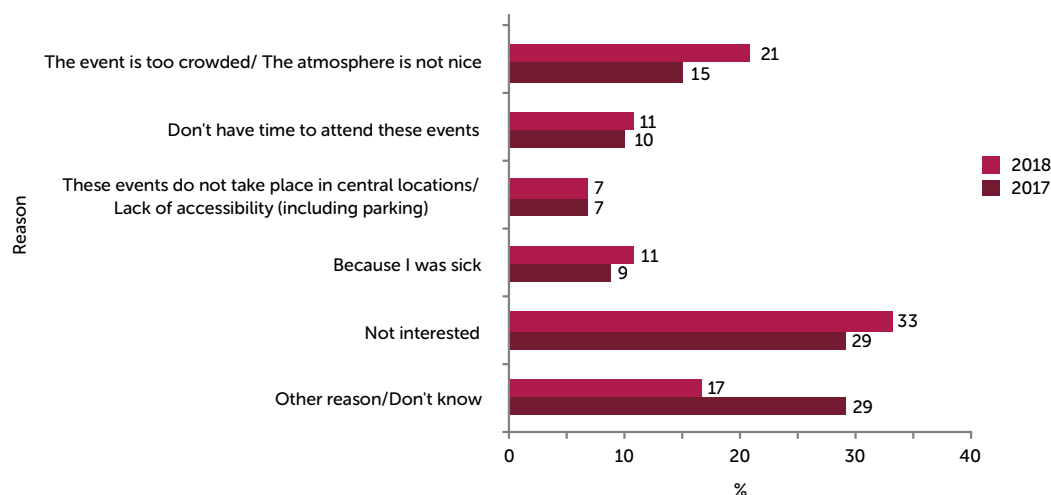
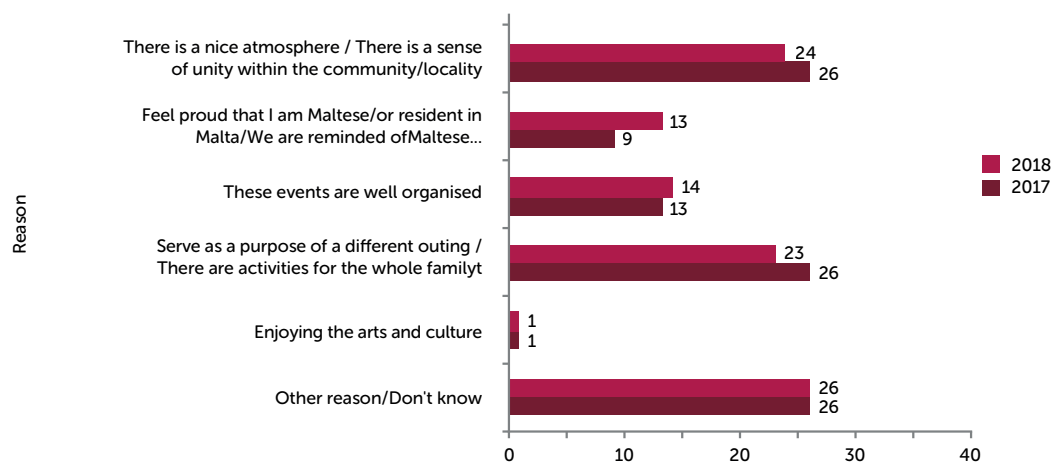


Chart 5: Reasons for attending cultural events in Valletta: 2017 - 2018



European Capital of Culture

The last part of the survey was entirely dedicated to the European Capital of Culture (ECoC) and to the Valletta 2018 Foundation.

When we have a look at the perception of Valletta from the sample of persons that were interviewed (Table 7) one finds that 68% of the people are very much in agreement with the statement that Valletta is 'a city which is rich in culture'. Moreover, the people are also mostly in agreement, albeit to a lesser degree, with the statements that Valletta 'has too many vacant buildings' and that it 'needs restoration'. Accordingly, 27% and 24% of respondents either 'agree very much' or 'agree mostly' that the city has too many vacant buildings, while 32% and 18% of respondents either 'agree mostly' or 'agree very much' that the city is in need of restoration. Such response may be indicative of the fact that the acknowledged cultural patrimony does not stop the people from acknowledging the stated faults and needs of the city.

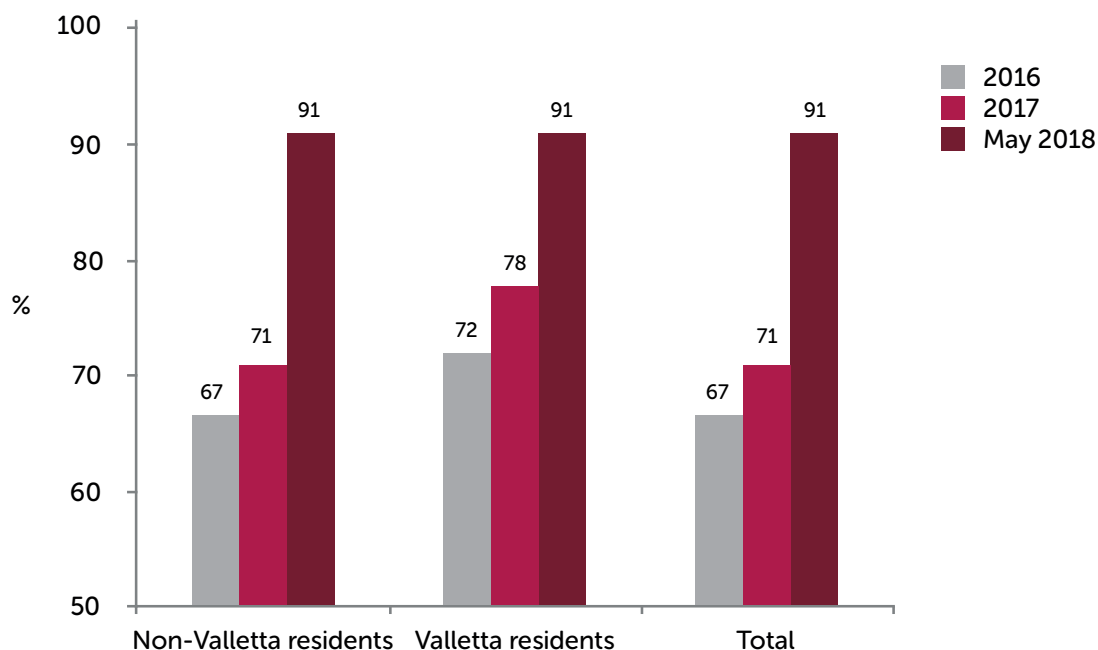
Table 7: Perceptions of Valletta

	Valletta as a city rich in culture	Valletta as a city which does not offer enough choice for entertainment	Valletta as a city which has too many vacant buildings	Valletta as a city which is accessible to everyone	Valletta as a city which offers cultural diversity	Valletta as a city which needs restoration	Valletta as a city which is changing for the worse
2014	3.2	2.3	3.0	3.1	3.0	2.8	1.2
2015	4.4	2.7	3.9	4.3	4.3	3.7	1.4
2016	4.5	2.7	4.0	4.4	4.4	3.8	1.3
2017	4.5	2.7	4.0	4.3	4.2	3.8	1.3
2018	4.6	2.7	3.6	4.5	4.4	3.5	1.2

Average scores: 1 = Do not agree at all; 5 = Strongly Agree

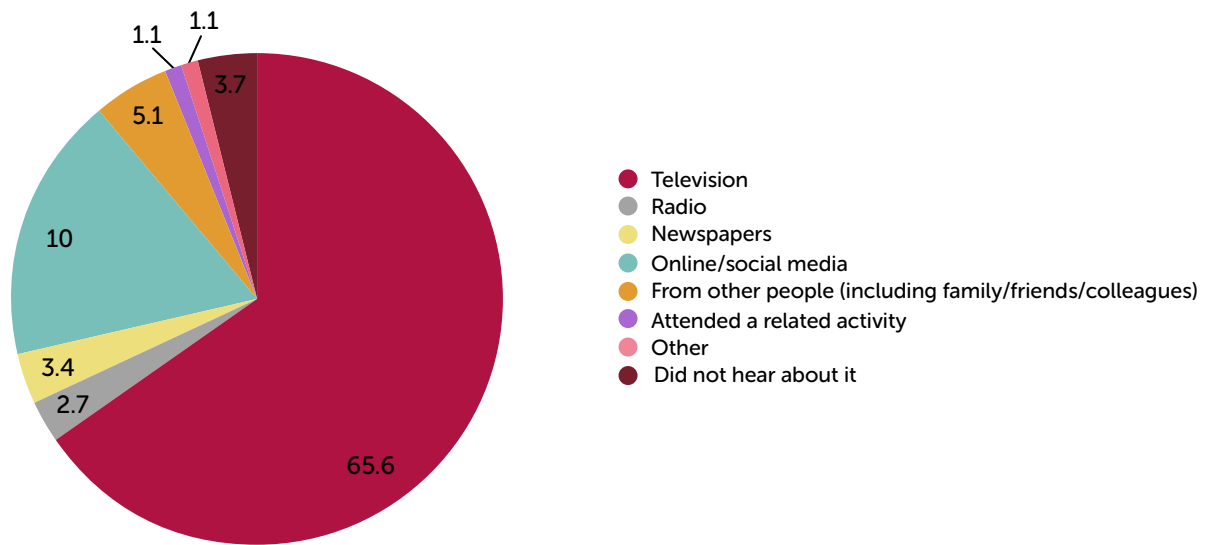
In 2018, 91% stated that they heard of ECoC, up 20% since the previous survey. This time round, there was no difference between Valletta and non-Valletta residents in this regard – both categories had the same level of cognizance of ECoC (see Chart 6). As can be noticed as the actual year of the ECoC approached the knowledge of the respondents’ knowledge about the title increases accordingly.

Chart 6: Knowledge of European Capital of Culture: 2016 –2018



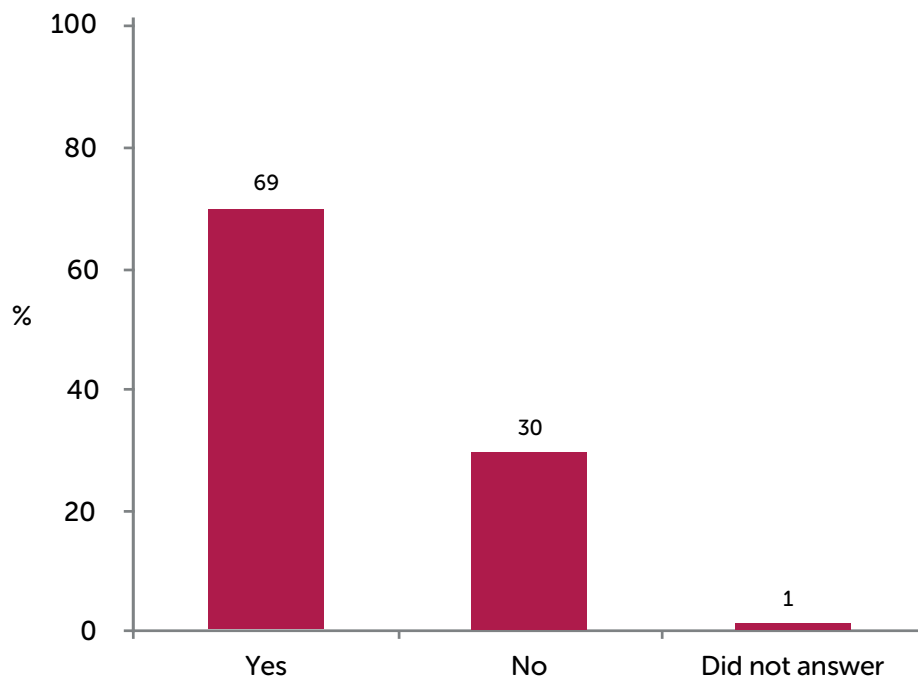
The principal means of communication that are keeping the public informed on Valletta 2018 are the television and online / social media. Information is reaching 66% of respondents by means of the television, whilst the internet and social media is the main means of information to 17% of respondents.

Chart 7: Main perceived means through which respondents are informed about Valletta 2018: 2018



A new question introduced in the data collection of 2018 sought to find whether the Valletta 2018 events are meeting people’s expectations. As can be seen from the chart below, over two-thirds of respondents said that the events are meeting their expectations.

Chart 8: Respondents’ fulfilment of expectations from Valletta 2018 events: 2018



When asked for their level of agreement with a number of statements related to Valletta’s designation as European Capital of Culture, respondents mostly saw this event as ‘an opportunity for Malta’. They also agreed with an array of positive emotions in relation to Valletta 2018, such as pride and confidence, while refuting negative emotions such as anger and doubt (Table 8). Pride and confidence with reference to Valletta 2018 are even more accentuated amongst respondents over the age of 45 in comparison to the 16 to 44 age group.

When presented with the statement that 'Valletta 2018 is a waste of money', respondents largely refuted such a claim.

Table 8: Levels of agreement with the following opinions regarding Valletta's designation of European Capital of Culture: 2018

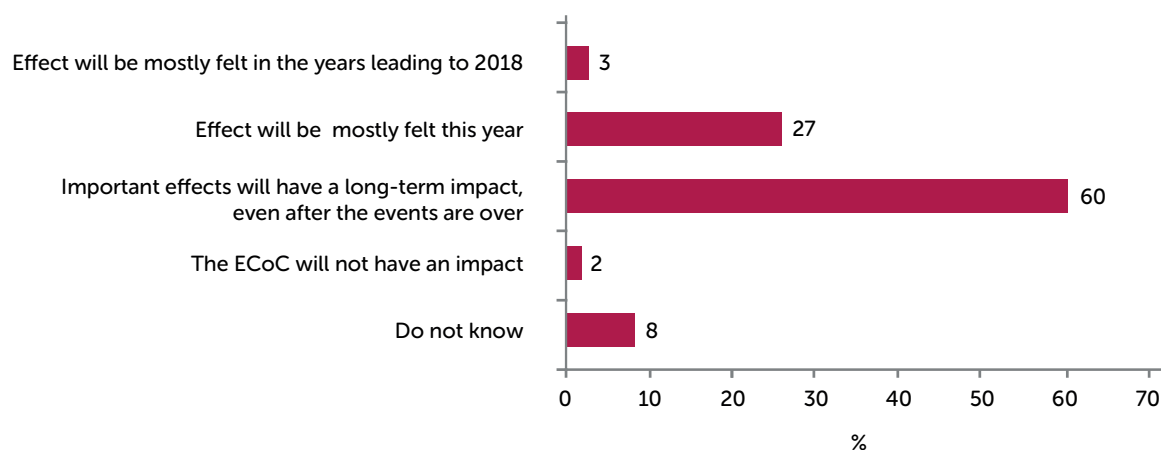
	Valletta 2018 is an opportunity for Malta	Valletta 2018 is an opportunity for me	Valletta 2018 makes me enthusiastic	Valletta 2018 makes me proud	Valletta 2018 makes me confident
2015	4.7	3.4	3.5	4.3	4.1
2016	4.7	3.5	3.8	4.5	4.2
2017	4.8	3.6	3.7	4.5	4.1
2018	4.7	3.4	3.7	4.5	4.1

	Valletta 2018 will allow for inclusion	I am doubtful on Valletta 2018	Valletta 2018 is a waste of money	Valletta 2018 makes me angry	I am not impressed by Valletta 2018
2015	4.0	1.8	1.4	1.1	1.7
2016	4.3	1.7	1.3	1.2	1.5
2017	4.2	1.7	1.4	1.1	1.5
2018	4.3	1.7	1.4	1.2	1.6

Average scores: 1 = Do not agree at all; 5 = Strongly Agree

The majority of respondents think that the effects of ECoC on Malta will have a long-term impact, even after the events are over, with 60% agreeing with this statment.

Chart 9: Opinion as to when the effects of the European Capital of Culture will be mostly felt in Malta: 2018



The respondents also identified the impact of ECoC on a number of sectors and aspects. The trends indicate that the population strongly agree on the positive impact on tourism, businesses and Valletta in general. On the other hand, respondents have persistently thought that the people who live in Valletta are the category which is least likely to have a positive impact on it by ECoC (Table 9).

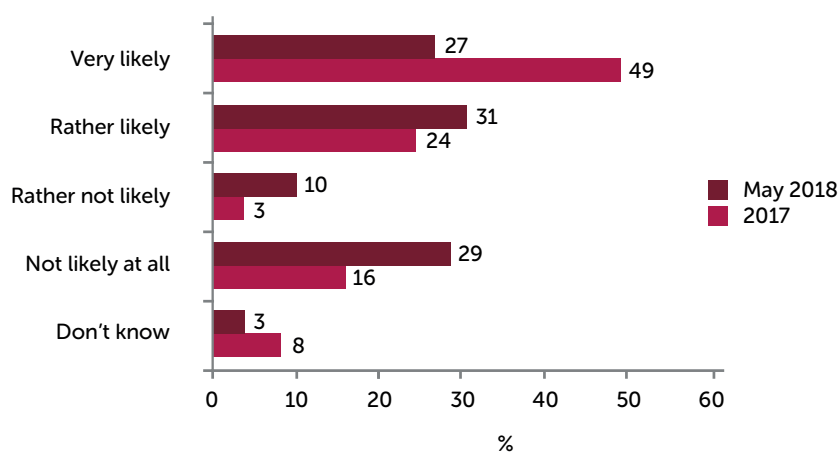
Table 9: Perceptions of the impact of Valletta’s designation as European Capital of Culture on various sectors and aspects

	Tourism	Cultural or artistic events	Businesses in Valletta	The visibility of Valletta on a global scale	The image of Valletta	People who live in Valletta
2014	3.5	3.5	3.5	3.5	3.3	2.6
2015	4.5	4.5	4.4	4.4	4.3	3.5
2016	4.6	4.5	4.6	4.6	4.5	3.5
2017	4.6	4.4	4.6	4.5	4.4	3.4
2018	4.6	4.5	4.6	4.5	4.5	3.6

Average scores: 1 = Do not agree at all; 5 = Strongly Agree

When asked about their likeliness to attend Valletta 2018 events, more than half of the respondents continued to say that they are ‘very likely’ or ‘rather likely’ to attend, though the figures for 2018 were less accentuated than in the preceding years.

Chart 10: Respondents’ likeliness of attending events that take place in Valletta, as part of Valletta 2018: 2017–2018



Upon comparing the data of May 2018 with that of 2017, we note that the number of respondents who said that they are ‘very likely’ to attend events in Valletta as part of Valletta 2018 decreased by 22%. On a gender basis, this decline corresponded with a decrease of 23% among females and a decrease of 20% among males. Similarly, a decrease of 23% was observed among persons aged 45 and over and a decrease of 20% was observed among persons aged 16 to 44. The similar drop that is observed for the

sex and age variables was not matched by the type of resident variable as there was a drop of 22% among non-Valletta residents who said that they are 'very likely' to attend events in Valletta as part of Valletta 2018, whereas the same figure remained constant among Valletta residents.

Over half of the segment of persons lost by the category of those who in 2017 had said that they were 'very likely' to attend events in Valletta as part of Valletta 2018 shifted to the category of those who in May 2018 said that they were 'not likely at all' to attend such events.

CONCLUSIONS & WAY FORWARD

Conclusion

As may be observed from the findings presented, the main trends remained consistent along the years when this survey was conducted. In general, we observe that the awareness of Valletta 2018 has increased significantly since 2014 and that as many as 61% of respondents in May 2018 thought that important effects of Valletta 2018 will have a long-term impact beyond the current year.

When the May 2018 data collection asked respondents whether the Valletta 2018 events are meeting their expectations, 69.3% of them replied in the affirmative. Both residents of Valletta and residents of other Maltese localities were of this opinion, albeit the former surpassed the latter by 5.6% in this regard. Similarly, residents of Valletta were more likely to be correct in their response when asked to mention a project or event organised by the Valletta 2018 Foundation. In the five years leading to May 2018, there was an overall increase of 29.6% of correct responses to the question of the respondents' knowledge of projects or events organised by the Valletta 2018 Foundation.

Between 2015 (the first year when this variable was collected) and May 2018, the total number of persons who 'fully agreed' with the statement that 'Valletta 2018 is an opportunity for Malta' increased by 14.3%. In total, the number of persons with such a view stood at 76.4% in May 2018, with residents of Valletta and residents of other Maltese localities being in full agreement with such statement at 76.3% and 78.6%, respectively. On the other hand, when presented with the statement that 'Valletta 2018 is an opportunity for me', in May 2018, only 27.8% said that they 'fully agree', up by 7.9% over 2015. This attitude was spread across both Valletta residents and residents of other Maltese localities.

In May 2018, 64% of respondents said that they 'fully agree' with the statement that 'Valletta 2018 makes me proud', up by 16% over 2015. At the same point in time, the statement that 'Valletta 2018 makes me confident' found 44.6% who said that they 'fully agree' with it, up by 12.3% over 2015. In May 2018, the statements that 'Valletta 2018 makes me proud' and 'Valletta 2018 makes me confident' made Valletta residents be 12.5% more likely to 'fully agree' with than other residents.

In May 2018, the majority of respondents, or 60.5% of them, thought that 'important effects will have a long-term impact, even after the events are over', up by 13.8% over 2015. Disaggregated data for May 2018 indicate that residents of Valletta are 11.1% less likely to subscribe to this view than persons who live elsewhere in Malta and Gozo. Respondents, whether they are city residents or not, are more likely to be concerned with the here and now in such a way that their responses are affected by the point in time in which the data are collected.

When asked whether Valletta 2018 events were meeting their expectations, the majority of respondents, that is 255,847 persons or 69.3%, replied in the affirmative. This response was very similar for males and females and for the 16 to 44 and the 45 years and over age groups.

Way forward:

The next step will be another wave of data collection in November 2018