

ESPOOCULT FACT SHEET 3

Participation in cultural events and creative leisure activities in Espoo

”All residents have the opportunity to participate and enjoy art and culture.”

CULTUREESPOO 2030

Espoo is among Finland’s top cities for attendance in cultural events

This fact sheet presents comparisons regarding cultural participation between residents of Espoo, Finland’s general population and Finland’s 5 other largest cities (Helsinki, Tampere, Vantaa, Oulu and Turku). The fact sheet also examines internal differences within the city’s different demographic groups and major areas.

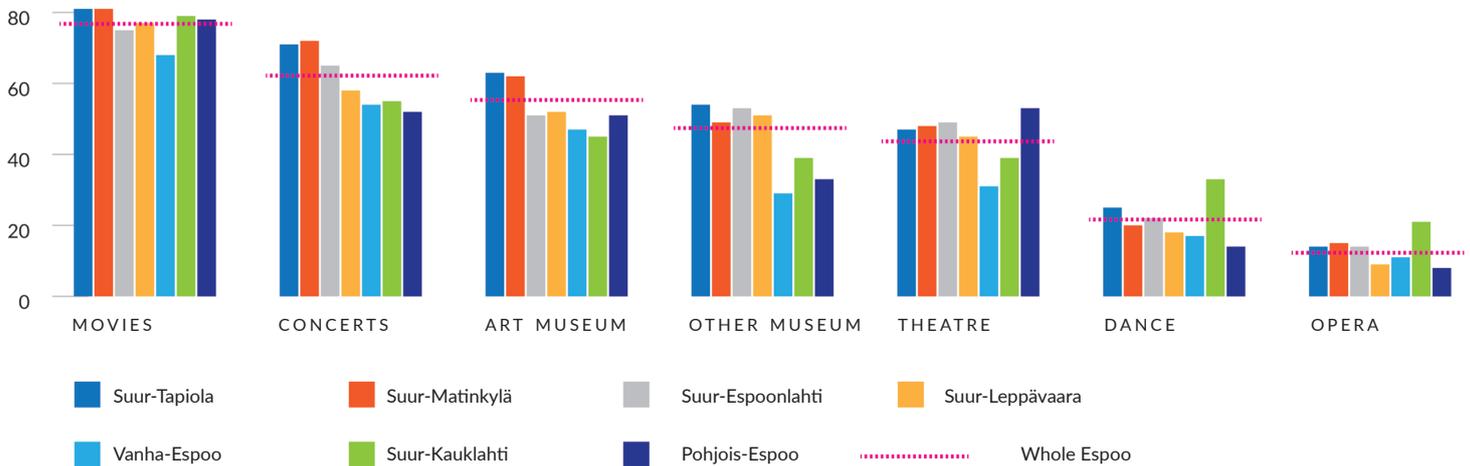
With its average, Espoo ranks among Finland’s top cities for cultural participation. For a large part of the population the situation looks good, but in Espoo, too, cultural participation is affected by language, age and socio-economic status. There are also considerable differences between the city’s major areas.

TABLE 1. Attendance in cultural events during the last 12 months (population aged 10 or older, %)

Has attended during the last 12 months	Espoo	5 other largest cities ¹	Rest of Finland	Finland total
Concerts, gigs, music performances	62	60	53	55
Opera performances	12	10	4	6
Theatre performances, musicals or operettas	44	43	37	39
Dance performances	21	18	13	15
Art museums or exhibitions	55	52	32	38
Some other type of museum than art museum	47	45	31	36
Movies	77	70	56	61
At least one of the above	84	82	73	76

¹ The six biggest cities in Finland are Helsinki, Espoo, Tampere, Vantaa, Oulu and Turku.

FIGURE 1. Attendance in cultural events in Espoo’s major areas¹ during the last 12 months (population aged 10 or older, %)



¹The major districts have been approximated based on postal codes.

The realization of cultural rights and improving accessibility are an important basis and strategic goal for cultural policy.

The right to participate in the arts, develop oneself and one’s community through them and the opportunity to express oneself freely are basic rights secured by the Universal Declaration of Human Rights, many

other human rights conventions Finland has ratified and by the Constitution of Finland.

The realization of cultural rights can be advanced by improving access, i.e. ensuring that all people have equal opportunity to use art and cultural services and participate in cultural life both as recipients and creators. Cultural participation is inclusion in society.

It means the possibility for people to participate in activities they themselves find important and meaningful. Inclusion in the local community and society strengthens democracy, prevents marginalization and reduces inequalities. The wellbeing of individuals and communities can be enhanced through cultural participation.

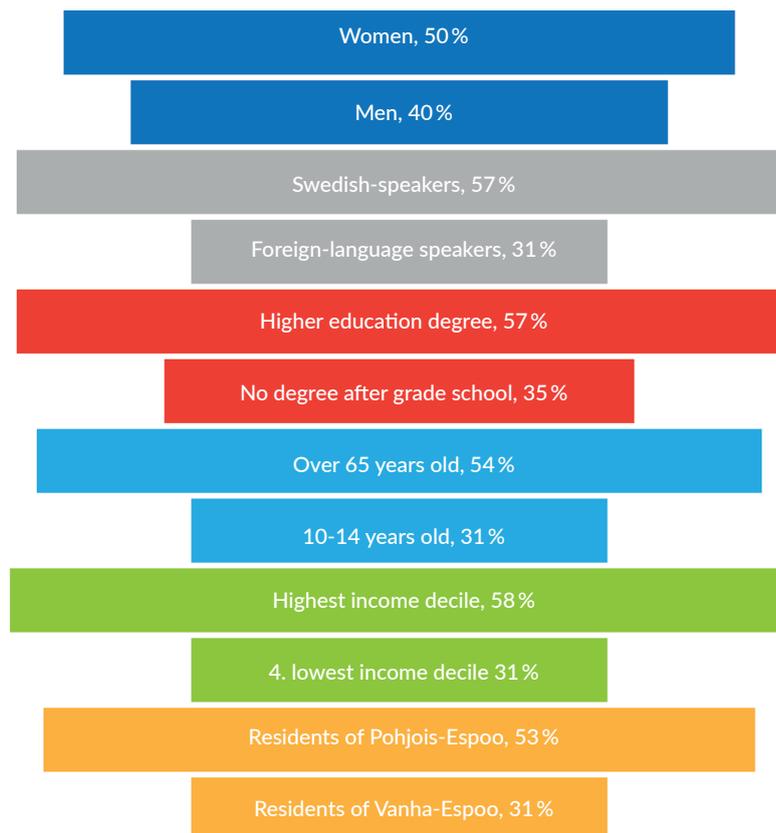
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RESULTS

- Espoo residents attended in 2017 most often movies, concerts and art exhibitions (Table 1). The least attended cultural event was opera.
- In Espoo women and men visit cultural events in equal numbers, whereas elsewhere in Finland there is a clear difference. In Espoo men aged 15–44 are slightly more active than women their age. Among the foreign-language speakers, men (91 %) are considerably more active than women (64 %).
- When it comes to native language there are no notable differences in Espoo in the rate of attendance in museums and exhibitions. Foreign-language speakers have visited other museums slightly more frequently than Finnish or Swedish speaking residents. Concerts and theatre were the most popular among the Swedish speakers, and movies among the Finnish speakers.
- There are regional differences in cultural participation within Espoo (Figure 1). In Suur-Tapiola and Matinkylä the attendance in movies, concerts and art museums is slightly higher than the average, while in Pohjois-Espoo theatre is popular. The differences between the regions can be explained by e.g. the location of cultural institutions and differences in demographic structure (Figure 2).
- People of all ages attend movies in Espoo. 64 % of the residents aged 65–74, and 37 % of the residents aged 75 or over, had been to the movies. Young people are the most active movie-goers: of the residents aged 10–24, 90 % had been to the movies during the last 12 months.
- Theatre is most popular in Espoo among retired persons (54 %). Of the employed residents nearly a half (48 %) but of the unemployed residents only one third (34 %) had been to the theatre during the past year.
- People with higher education are generally the most active attenders of cultural events.
- There is a connection between income and rate of attendance in cultural events. This is most evident in the case of opera.

”Living in Espoo will be about everyday life and encounters, for example at exhibitions at EMMA, concerts by Sinfonietta and the Tapiola Choir, April Jazz, top sports and cultural events —”

ESPOO-STORY

FIGURE 2. Espoo residents who have been to the theatre during the past 12 months (population aged 10 or older, %): notable differences between the demographic groups



DATA IN THE FACT SHEET:

The data in the fact sheet are from the Leisure Survey 2017 carried out by Statistics Finland. In the fact sheet cultural participation is understood in the same way as in the reporting of Statistics Finland at general population level, distinguishing two dimensions: attendance in cultural events and creative leisure activities. The survey was restricted to persons aged 10 or older (sampling approx. 16 000 persons). The response rate was 45.2 %. The City of Espoo commissioned an extra sampling of 1 000 persons to the survey, and the number of respondents from Espoo was 737. For more information about the survey, see www.stat.fi/til/vpa/index_en.html

Appendix tables per demographic group are available at the EspooCult website: www.cupore.fi/en/research/research-projects/espoocult-131435-26042018.

Data from the Leisure Survey are also utilized in the project's final report and separate articles.

Espoo has a low degree of non-attendance in national comparison but there are differences between areas and groups



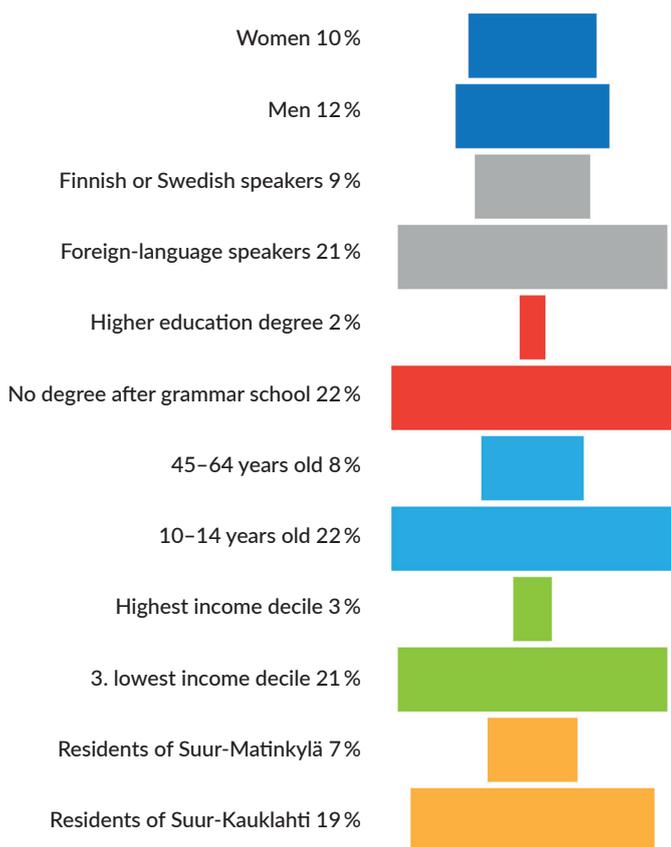
- In Espoo there are fewer people than elsewhere in Finland who have not attended any cultural event **during the past 12 months** (Table 2). Within the city, the highest number of non-attenders is found among the lower-educated groups and the foreign-language speakers. One group where non-attendance is high are foreign-language speaking women. Non-attendance is higher the older the age group gets.
- Of the regions, Vanha-Espoo stands out with its rate of non-attenders (32 %), while the rates are the lowest in Suur-Tapiola (13 %) and Suur-Matinkylä (12 %).
- Compared to Finland’s five other largest cities, Espoo has fewer residents who **have never attended** a cultural event. In some cases there is variation within the cities’ different groups and regions. There was a notable gender difference in, for example, non-attendance in dance performances (men 46 % and women 29 %).

TABLE 2. Non-attenders of cultural events (population aged 10 or over, %)

Cultural event	Hasn't attended during the past 12 months				Has never attended			
	Espoo	5 other largest cities	Rest of Finland	Finland total	Espoo	5 other largest cities	Rest of Finland	Finland total
Concerts	37	37	43	41	10	11	14	13
Opera	84	85	88	87	45	53	68	63
Theatre	54	54	59	57	14	14	19	18
Dance performances	79	82	87	85	36	40	50	46
Art museum and exhibition	44	47	65	59	9	12	24	20
Other museum	50	52	64	60	9	12	19	17
Movies	20	26	38	34	3	4	6	5

”Espoo wants to use cultural services to promote equality, and strengthen the sense of community, participation and wellbeing.
 CULTUREESPOO
 2030

FIGURE 3. Has never attended a concert (population aged 10 or over, %): significant differences between the demographic groups



Factors that affect non-participation:

Low participation in cultural events is commonly attributed to reasons connected to social status, such as low income, low education, challenging life situation or secluded place of residence.

Lack of models and encouragement can also lead to non-participation. A connection has been shown between home background and cultural participation.

Non-participation can also be lack of opportunities, lack of information or indifference.

One explanation for non-participation can be that a person’s activities are centered on other areas than culture.

Non-participation can also be resistance to cultural political institutions, which may be seen to represent the customs and tastes of the social elite.

People may also be defined as non-attenders because the categories used in research and statistics don’t recognize all forms of cultural activity. In this fact sheet, the scope excludes, for example, visits to the library or festivals, reading, listening to music on the radio and watching videos on YouTube.

In Espoo people of all ages engage in creative leisure activities

EspooCult RESULTS

- Manual skills are clearly the single most popular creative leisure activity in Espoo. Next come photography and music. The least common leisure activities were acting and poetry recital (Table 3).
- Creative leisure activities are popular both among residents aged 10–14 (79 %) and those aged 75 or over (75 %).
- There is some variation between the different major areas. For example, in Leppävaara participation in creative leisure activities is lower (64 %) than in Espoonlahti (75 %).
- In Espoo educational level does not clearly increase or decrease engagement in creative leisure activities.
- There are demographic differences in engagement in visual arts and music. Women and young people are especially active in visual arts: 73 % of girls and 41 % of boys aged 10–14. Age also lowers the interest in music as a leisure activity. Nearly one third of the unemployed residents (31 %) and only one fifth of the employed residents (20 %) reported music as a leisure activity. Foreign-language speaking women (32 %) engage in music clearly more than Finnish speaking women (18 %).

TABLE 3. Creative leisure activities (population aged 10 or older, %)

Currently engages in	Espoo	5 other largest cities	Rest of Finland	Finland total
Music ¹	23	21	17	19
Visual arts	17	17	15	14
Manual skills ²	44	45	53	50
Writing poems, short stories, novels etc	6	7	5	6
Acting in group or amateur theatre	1	1	1	1
Reciting poetry	1	1	1	1
Photography	26	26	22	23
Video filming	11	10	8	9
Dance	11	9	12	11
At least one of the above	69	69	71	71

¹ Playing an instrument, singing, composing, making music on the computer etc.

² Repairing furniture, restoration, woodwork, building and repairing electronic and ICT equipment, cars, etc., weaving textiles, carpets etc., sewing clothes, knitting, crocheting, making lace etc.

EspooCult

The EspooCult research project is the first comprehensive research into the cultural services and cultural profile of Espoo. The research project will be carried out during 2018-2019.

The research

- Maps the current state of cultural services in Espoo
- Evaluates the achievement and potential of the CultureEspoo 2030 objectives
- Presents conclusions and recommendations for the future development of the cultural services.

Sources

The Espoo Story

CultureEspoo 2030

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Equality and Accessibility in Finnish Cultural Policy. Cupore Fact Sheet 3. Helsinki: Center for Cultural Policy Research Cupore.

Further information about the research project:

The Center for Cultural Policy Research Cupore

<https://www.cupore.fi/en/research/research-projects/espoo-cult-131435-26042018>

Facebook: [facebook.com/Cupore/](https://www.facebook.com/Cupore/)

The City of Espoo, Cultural Unit

https://www.espoo.fi/en-US/Culture_and_sport/Culture/About_us/Research_project_EspooCult

Facebook: [facebook.com/KulttuuriEspoo/](https://www.facebook.com/KulttuuriEspoo/)

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