



NATIONAL REPORT

Eurobarometer Public Opinion in Bosnia and Herzegovina

Final Report

Sarajevo,
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► **PROTECTION OF RESPONDENT PERSONAL DATA CLAUSE**

Prism Research, in accordance with ESOMAR and AAPOR rules and regulations is obliged to protect the anonymity of respondents. All questions / variables that contain any type of information about the identity of respondents are removed from the report and the final database. This means that the answers given by respondents are physically separate to data that relates to their identity. Any purposeful attempt to come by the identifying data of respondents, whether by the Client, Prism Research, or any third party will be considered a serious violation and will be treated as such.

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1. INTRODUCTION

Prism Research – a market, media and social research agency - was commissioned in the period from May to June 2010 by UNDP to conduct a public opinion poll on attitudes and opinions of citizens of Bosnia and Herzegovina regarding culture and cultural values.

Main purpose of this research was to examine and evaluate the ways in which B&H citizens think and behave in the area of culture and cultural activities, as well as to measure specific indicators that will allow the monitoring of changes and evolvement of cultural values in Bosnia and Herzegovina.

This report examines the following themes:

- How the citizens of Bosnia-Herzegovina define the concept of culture and evaluate its relevance to their everyday lives.
- Use of Internet and other forms of media (TV, radio, magazines, etc.), especially in relation to cultural activities, as well as viewing/listening habits, program preferences, and listening, viewing, reading and usage frequency.
- Cultural activities that Bosnians tend to engage in and the extent to which they do so, while also examining the barriers, in terms of limited access to or a limited offer of cultural programs and activities.
- Attitudes toward the diversity of B&H culture and views of cross-culturalism and globalization.

The results are analyzed for each question individually, breaking it down in terms of municipalities and socio-demographic variables where differences are found to be significant¹. Subsequently, the results are also evaluated in comparison to the Eurobarometer average for corresponding topics.

¹ Statistical significance is calculated to ascertain if the difference between variables compared has been obtained by chance or as a result of the effect of a systematic factor. In this report, statistically significant difference is the difference for which there is 5% or lesser possibility that it was obtained by chance. Terms statistical significance and significance (significant differences) may be used interchangeably throughout the Report.

2. METHODOLOGY

The survey was conducted using a quantitative method – face-to-face field survey of citizens of Bosnia and Herzegovina. Table 1 presents basic information about the survey process.

Table 1. Basic information regarding the survey

Survey period	May 30th – June 20th, 2010
Data collection method	Face-to-face field survey
Instruments	The questionnaire was developed by the Client and finalized in close cooperation with Prism Research
Target population	Citizens of Bosnia and Herzegovina
Sample size	1500 randomly selected respondents plus an additional 600 respondents from 10 targeted municipalities
Participant selection method	Last Birthday Technique

2.1.1. INTERVIEWING METHOD

Face-to-face interview method was used to collect data. Interviewers read the questions and (coded) answers out loud from the questionnaire and marked down the respondents' answers.

2.1.2. QUESTIONNAIRE STRUCTURE AND DESIGN

Survey questionnaire was developed by UNDP and consolidated in close cooperation with Prism Research. The questionnaire covered the following sections/groups of questions:

- Definition of culture
- Television watching behavior and viewing preferences
- Radio and music listening behavior and preferences
- Computer/Internet usage
- Reading habits (books, newspapers, magazines)
- Cultural activities and practices
- Views and patterns of cross-culturalism and globalization trends
- Socio-demographic profile of respondents

2.1.3. SAMPLE CHARACTERISTICS AND SELECTION METHOD

For this survey, a probability random stratified sample representative of the current adult (18+) population of Bosnia and Herzegovina was used. The sample universe for this survey is population of citizens of the Bosnia and Herzegovina 18 years of age and older.

Description of Sample Frame

The sample frame for the sample was the list of all settlements, organized by the size (number of inhabitants) or/and type (urban, rural) and smallest administrative units - municipalities in B&H. In Bosnia and Herzegovina there does exist the problem of a lack of accurate and reliable data about population parameters as the last census was conducted in 1991. A particular problem is posed by estimates relating to ethnic majority and ethnic minority populations within each of the three ethnic-majority areas. At Prism Research we use our own estimates based on a number of different sources, a description of which follows:

For the estimate of the number of citizens in B&H that reside in urban areas (municipal centers) or rural areas (villages), we use estimate from the database of resident voters that has been kept up to date by the OSCE and later the Permanent Election Commission. According to the number of registered voters in B&H (age 18 years and over), more than 85% of citizens in B&H are registered to vote. We consider this as the most reliable source of information about the number of inhabitants in urban and rural areas in Bosnia and Herzegovina.

For estimates of population structure by age and gender, we use the results of our own surveys, together with projections and extrapolations resulting from the World Bank LSMS and HBS studies (where over 80,000 of respondent households in census areas all over the Bosnia and Herzegovina are listed). These estimates are in line with the projections based on the B&H Agency of Statistics data.

Primary sampling units (PSU), Secondary units (SSU), Sampling points, purpose and method of stratification

A total sample of 1500 respondents is determined.

The master sample is then constructed for the territory of Bosnia and Herzegovina. This master sample is based on a selection of municipalities as primary sampling units (PSU) and settlements as secondary sampling units (SSU). It is considered that the population estimates of municipalities are reasonably accurate for Bosnia and Herzegovina. To avoid the error involved in sampling smaller areas (units smaller than municipalities, such as settlements), with very uncertain population estimates, municipalities are used as the base unit for the master sample.

The first step in creating the master sample for Bosnia and Herzegovina is to group all municipalities into the first strata – major geographic regions. An initial sample size was proportionally divided into three units:

- Federation B&H – 60% of all interviews
- Republika Srpska – 38% of all interviews
- Distrikt Brčko – 2% of all interviews

The sample for the Federation B&H was further divided proportionally into regions of the Federation B&H with Croats and Bosniaks as numeric majority ethnic groups. The Republika Srpska is treated as region with Serbs as numeric majority. In this way representativeness is achieved for B&H, entities, and ethnic-majority areas.

For each of three ethnic majority areas, the number of regional units was allocated.

- For Croat majority areas in Federation B&H: The sample is divided into 5 regional units with Croats as majority in Federation B&H: Posavina County, Central Bosnia County, Herzegovina - Neretva County; Western Herzegovina County; H. Bosna County.
- For Bosniak majority areas in Federation B&H: The sample is divided into 5 regional units with Bosniaks as majority in Federation B&H: Una - Sana County, Tuzla County; Zenica - Doboј and Central Bosnia County, Herzegovina - Neretva County; Sarajevo - Gorazde County.
- For Republika Srpska as Serb majority areas: The sample is divided into five regional units North - West-Banja Luka; North - Doboј; North-East - Bijeljina; East - Pale and South-East - Trebinje - Trebinje.
- District Brčko was treated as separate region.

Each regional unit received the proportional number of blocks according to its population size. The municipalities within each region are categorized by size into three groups: large size municipalities - regional centers, medium and small size municipalities. Within each region, for each of the three categories of municipalities at least three municipalities are randomly selected. The total number of municipalities in the sample is min. 51 + District Brčko (max. 70 – over 50% of all municipalities in B&H). This provides adequate coverage of B&H and its parts. All of the selected municipalities within each region received its proportion of blocks for that county/region.

Approximately 50% of the interviews for each selected municipality were assigned to villages and 50% to municipality centers and urban areas.

Additionally, a selection of ten municipalities has been made by the Client for which additional 600 respondents were to be interviewed. These municipalities included Jajce, Bihać, Tešanj, Bijeljina, Prijedor, Bosanska Gradiška, Novo Sarajevo, Rudo, Sokolac and Srebrenik. This brought a total number of respondents to 2100.

Table 2. Number of respondents per municipality

Municipalities	N
Jajce	60
Bihać	60
Tešanj	60
Bijeljina	60
Prijedor	60
Gradiška	60
Novo Sarajevo	60
Rudo	60
Sokolac	60
Srebrenik	60
TOTAL	600

3.1. SOCIO-DEMOGRAPHIC PROFILE OF RESPONDENTS

In the survey, 47% of respondents are male and 53% are female, compared to 48% of respondents in EU27 2007 that are male and 52% that are female. There are 14% of respondents younger than 24, whereas 27% of them belong to the age category from 25 to 39, 27% to 40-54 and 32% to the category 55 and older. In EU27 2007 sample, 16% of respondents are younger than 24, 29% are from 25-39 age category, 23% from 40-54 age category, and 32% are 55 or more.

When it comes to the highest completed degree of formal education, 13% of respondents have incomplete elementary school or no elementary school at all, 17% have completed elementary school, 57% completed high school, 7% both academy/vocational school and university education, and less than 1% have some form of postgraduate education.

The percentages of respondents which come from urban or rural areas are very close, with 49% of respondents coming from urban and 51% from rural areas. Comparison to EU27 2007 sample is limited, due to different coding preferences. In EU27 2007 sample, 31% of respondents come from rural area or village, 39% from small or middle sized town, and 30% from a large town.

Table 3a shows the respondents' socio-demographic profile for B&H 2010 in detail (N=2100).

Table 3. Respondents' socio-demographic profile

		N	%
Gender	Male	980	46,7%
	Female	1120	53,3%
Age	18 - 24	285	13,6%
	25 - 39	565	26,9%
	40 - 54	575	27,4%
	55 and more*	675	32,1%
Years of education	Without elementary education / Incomplete elementary school (< 8**)	270	12,9%
	Completed elementary school (8)	355	16,9%
	Completed high school (12)	1192	56,8%
	Academy / Vocational (14)	138	6,6%
	University education (16+)	137	6,5%
	Postgraduate education (20+)	8	0,4%
Type of settlement	Urban	1024	48,8%
	Rural	1076	51,2%
TOTAL		2100	100%

**This form of coding is used only in this table for the purpose of comparison to the EU27 data. In the remainder of the text, coding in the form 18-35 (younger respondents), 36-50 (middle-aged respondents) and 51+ (older respondents) is used (again for the purpose of comparison to EU27 data).*

***Years of education*

Table 3b shows the respondents' socio-demographic profile for B&H 2010 in detail (N=1500).

Table 3b. Respondents' socio-demographic profile

		N	%
Gender	Male	718	47,9%
	Female	782	52,1%
Age	18 - 24	209	14,0%
	25 - 39	392	26,1%
	40 - 54	405	27,0%
	55 and more	494	32,9%
Years of education	Without elementary education / Incomplete elementary school (< 8)	221	14,8%
	Completed elementary school (8)	249	16,6%
	Completed high school (12)	842	56,1%
	Academy / Vocational (14)	93	6,2%
	University education (16+)	87	5,8%
	Postgraduate education (20+)	6	0,4%
Type of settlement	Urban	702	46,8%
	Rural	798	53,2%
TOTAL		1500	100%

Table 3c. shows the respondents' socio-demographic profile for B&H 2010 target municipalities in detail (N=600).

Table 3c. Respondents' socio-demographic profile

		N	%
Gender	Male	262	43,7%
	Female	338	56,3%
Age	18 - 24	76	12,7%
	25 - 39	173	28,8%
	40 - 54	170	28,3%
	55 and more	181	30,2%
Years of education	Without elementary education / Incomplete elementary school (< 8)	49	8,2%
	Completed elementary school (8)	106	17,7%
	Completed high school (12)	350	58,3%
	Academy / Vocational (14)	43	7,2%
	University education (16+)	50	8,3%
	Postgraduate education (20+)	2	0,3%
Type of settlement	Urban	322	53,7%
	Rural	278	46,3%
TOTAL		600	100%

Table 4 shows number of interviews conducted in each municipality.

Table 4. Number of interviews per municipality (N=2100)

MUNICIPALITY	N	%
BANJA LUKA	109	5,2
BIHAĆ	92	4,4
BIJELJINA	85	4,1
BOSANSKA GRADIŠKA	60	2,9
BOSANSKA KRUPA – FBIH	45	2,2
BOSANSKI ŠAMAC - RS	7	0,3
BOSANSKI ŠAMAC/DOMALJEVAC FBIH	2	0,1
DISTRIKT BRČKO	40	1,9
BUŽIM	15	0,7
ČAPLJINA	15	0,7
CAZIN	26	1,2
CENTAR SARAJEVO	33	1,6
ČITLUK	21	1,0
DOBOJ	53	2,5
FOJNICA	24	1,1
GORAŽDE	11	0,5
GRUDE	10	0,5
HADŽIĆI	18	0,8
ILIDŽA	16	0,8
ILIJAS	21	1,0
JAJCE	60	2,9
KAKANJ	55	2,6
KONJIC	22	1,1
KOSTAJNICA	54	2,6
KREŠEVO	55	2,6
KUPRES – FBIH	14	0,7
LIVNO	10	0,5
LJUBUŠKI	9	0,4
MAGLAJ	20	1,0
MODRIČA	34	1,6
MOSTAR JUG	5	0,2
MOSTAR JUGOISTOK	9	0,4
MOSTAR JUGOZAPAD	15	0,7
MOSTAR CENTRALNA ZONA	1	0,1
MOSTAR SJEVER	11	0,5
MOSTAR STARI GRAD	10	0,5
MOSTAR ZAPAD	4	0,2
MRKONJIĆ GRAD	47	2,2
NEVESINJE	10	0,5
NOVI GRAD SARAJEVO	40	1,9
NOVO SARAJEVO	66	3,1
ODŽAK – F BIH	9	0,4

ORAŠJE	10	0,5
PALE – RS	20	0,9
PRIJEDOR	115	5,5
RUDO	60	2,9
SAPNA	27	1,3
ŠIROKI BRIJEG	15	0,7
SOKOLAC	60	2,9
SREBRENİK	103	4,9
STARI GRAD SARAJEVO	48	2,3
TEŠANJ	70	3,3
TESLIĆ	21	1,0
TRAVNIK	18	0,9
TREBINJE	13	0,6
TRNOVO – FBIH	12	0,6
TUZLA	55	2,6
UGLJEVIK	41	1,9
USORA	10	0,5
VITEZ	10	0,5
ZENICA	41	1,9
ŽIVINICE	68	3,2
ZVORNIK	20	0,9
Total	2100	100

Selection of Households

The Random Walk technique was used for selecting households.

Random Walk Technique

Interviewers were given addresses of a starting point for each secondary sampling point. In urban areas this was a specific household address. In rural areas it was a specific household or a landmark building such as the neighborhood council building, post office, or local school. Different size settlements required different directions for finding of starting point. In some cases the regional coordinator determined the starting point after having visited the settlement. The interviewer was directed to face the starting point. He or she then chose the first street (house) to her right. Starting at this street (house), the interviewer proceeded in that direction and chose the third house as the first household for interviewing. If the third house is an apartment building (or has multiple dwelling units), the interviewer chose the third dwelling unit in that building to start the interviewing. After the interview, the interviewer passed the next apartment or house and chose the third dwelling unit for the second interview. The interviewer proceeded in this pattern until the end of the street. At the end of the street, the interviewer moved to the next street on their right and continued the process until completing the quota – 5 interviews for that settlement – street or village.

Multi-dwelling residential units

Each multi-dwelling unit was treated as one address. In one entrance the survey was conducted on only one floor, and in only one apartment. Interviewers were instructed that in each entrance they are to interview on the first floor in one building, middle floor in second, and top floor in third multi-storey building encountered.

Last Birthday Technique

In this survey we used the technique of random selection by Last Birthday. At the door, upon first contact, the interviewer inquired about the number of families or households residing in one apartment or house, and the number of members of each household. Interviewers then carried out selection of the household to be included by selecting the household with fewer members, and at the next encounter choosing the household with more members. Interviewers kept a record of the number of households/family units at each address. At the door, the interviewer asked to speak to the selected household member whose birthday is last to the date when they are interviewing. If that person is not at home, the interviewer arranged to revisit that house at least two times before they decided to replace that household. Interviewers are directed to go on to the next unit if they cannot get the appropriate respondent after two attempts. This method ensures random selection of respondents. Prism Research interviewers are obliged to strictly adhere to the selection of addresses, household members, and particularly that no other household member is allowed to be interviewed instead of, or in the absence of, the randomly selected household member. In such cases they are allowed only to randomly select another household and repeat the procedure of the selection of household member.

2.1.4 INTERVIEWERS, INTERVIEWING PROCESS AND QUALITY CONTROL

Fieldwork team for this survey consisted of 13 regional coordinators and 80 interviewers. Their selection was performed on the basis of ability, previous experience, age, gender and regional origin.

Each of the regional coordinators held a training session with interviewers from their area. This training consisted of interviewing procedures, analyses by questions and role playing exercises. Each interviewer, prior to starting the fieldwork, had to perform at least one interview in the presence of coordinator or alone. The quality control of field work was performed in two ways. After the fieldwork was completed, Prism Research coordinators used the Contact List information to check whether the interviewers used appropriate techniques in selecting respondents, as well as to evaluate the approach and behavior of interviewers during interviewing process. In cases where quality control was performed via telephone, coordinators contacted the respondents and using a specially designed set of questions established whether the questionnaire was properly completed. Also, during fieldwork coordinators checked each individual completed questionnaire looking for mistakes or missing data, in order to minimize the likelihood that incorrectly completed questionnaires or systematic errors of interviewers would go unnoticed.

2.1.5. DATA ENTRY

The entire process of data entry and analysis was performed in Prism Research offices in Sarajevo. A specially designed Survey System database was used. After entering data, it was analyzed using PASW (Predictive Analytics Software), which was also used for database cleaning and logical control, as well as table presentations of data which are used for this report.

3. RESULTS ANALYSIS

The analysis in this Report consists of three levels. The first one includes analysis for each question of answers of all respondents from B&H, including the demographic characteristics (N=1500). The second level of analysis includes comparisons of the total sample of participants with the sample of targeted municipalities analyzed individually (N=600). The third and final level of analysis compares the responses of B&H citizens (N=1500) to the European average based on the data from 2001 and 2007 surveys.

It is important to note that not all questions are available for comparison to the European average, as some questions are unique to the B&H questionnaire. The reader should also take into account the complexity of comparison between the B&H 2010 data with EU 2001 data, due to the 9 year gap between two surveys.

3.1. THE CONCEPT OF CULTURE AND ITS IMPORTANCE TO THE INDIVIDUAL

The first chapter of this Report discusses the term “culture” from two different aspects. The first aspect provides insight into concepts that respondents most frequently associate with the term „culture“. The second one analyzes culture in terms of its personal relevance to respondents and their everyday life. Such two-faceted analysis provides a solid starting point for a more in-depth analysis of cultural values and practices in Bosnian-Herzegovinian society.


3.3.1. ASSOCIATIONS WITH THE WORD "CULTURE"

The first question presented respondents with a word-association game in which they were asked to spontaneously indicate the first associations that come to their mind upon hearing the word “culture”². The respondents were free to word their answers as it suited them. In order to make analysis possible however, after recording original responses, they were coded into previously determined categories of answers based on the similarity of each response to any of the given options.

² QA2: Please tell me what comes to mind when you think about the word “culture“?

Association with culture: Analysis by demographics – selected concepts

Percentages of respondents who mentioned the concept (N=1500)

		<i>Education and family (upbringing)</i>	<i>Life style and manners</i>	<i>Traditions, languages, customs and social or cultural communities</i>	<i>Arts (performance and visual arts)</i>	<i>Literature, poetry, playwriting, authors</i>
	All respondents (N=1500)					
	B&H 2010	45%	30%	28%	25%	13%
	Education (End of)					
	<8	45%	25%	23%	16%	3%
	8	45%	30%	27%	19%	13%
	12	46%	31%	27%	27%	12%
	14	46%	35%	29%	29%	18%
	16	43%	19%	39%	39%	31%
	20+	40%	65%	30%	40%	60%
	Entity					
	FB&H	46%	29%	26%	25%	11%
	RS	44%	33%	32%	25%	15%
	DB	48%	14%	12%	28%	21%

As seen in the table above, **the three most frequent associations with culture among respondents in B&H have to do with broader and more encompassing terms which involve person as a whole and their lifetime development.** The culture seems to be defined both in terms of the individual and the social and cultural components from his/her surroundings. The most frequent association to culture is education and family (upbringing) (45%), followed by life style and manners (30%), traditions, languages, customs and social or cultural communities (28%), and finally arts (25%). Interestingly, the creative activity comes in only fourth (even though the percentage of the respondents who mentioned does not differ markedly from the preceding two associations).

It is important to also note that very few respondents interpreted culture in negative connotations³, with a mere 1% deeming it snobbish and too elitist, and also 1% indicating that they are not interested in it.

In terms of demographic variables, slight effects of education and entity from which the respondents come was noted in terms of associations the respondents were most likely to mention. **As years of education increased, the respondents were more likely to mention life style and manners, as well as literature, poetry, playwriting, authors** (e.g., 60% of the respondents holding master or doctoral degree mentioned literature, poetry, playwriting, authors option, compared to 3% of respondents with unfinished elementary education). An exception occurs with respondents who have 16 years of education or more, for whom the percentage drops dramatically (to 19%), only to increase for those who have 20 or more years of education (65%).

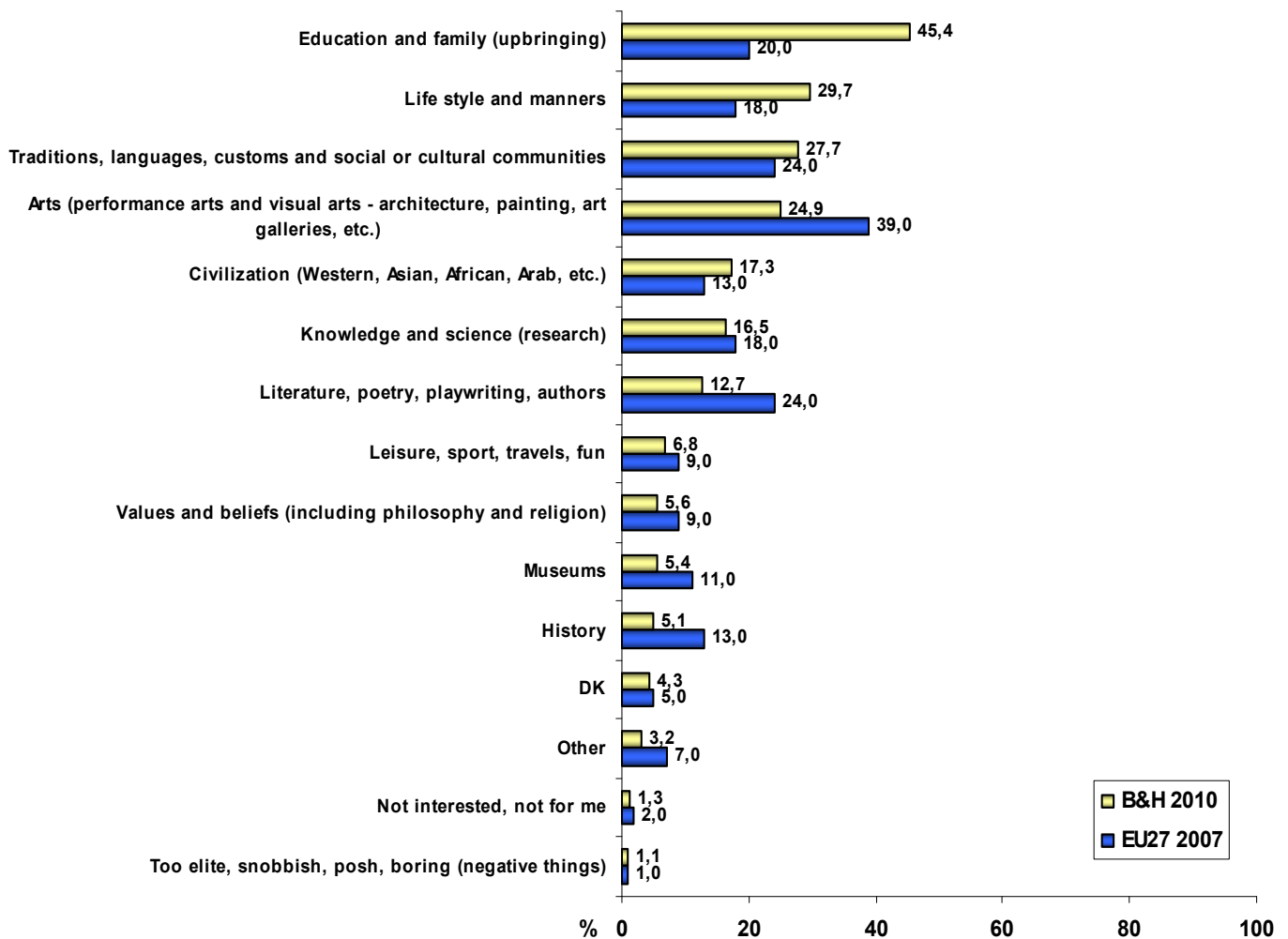
The respondents from Brčko District more frequently than respondents from other two entities selected the option Civilization (Western, Asian, African, etc. (39%, compared to for 17% FB&H and 17% for RS).

³ Incorporating: Too elite, snobbish, posh, boring (negative things)

In terms of analysis within municipalities, the distribution of most frequent associations closely resembles that observed within the general population. However we do notice that, while in most cases the distribution is similar to that in the general population, some deviations do occur. Whereas the percentages with which education and family (upbringing) association was mentioned in majority of municipalities fall well within the average of general population, Bihać (90%), Rudo (70%), and Novo Sarajevo (60%) exceed it significantly. With regard to life style and manners, all municipalities exceed the average of general population except for Srebrenik (28%), with Rudo (72%), Sokolac (70%), and Bijeljina (63%) exceeding the average by the largest percent. The municipality of Jajce exceeds the average for traditions, languages, etc. association (63%), whereas the respondents from Prijedor (3%), Bihać (0%) and Rudo (0%), seem to give little significance to this association in relation to culture. Finally, the average for Gradiška municipality surpasses the average of general population for arts etc. association (45%), while in Bihać this option was mentioned in only 1,7% of cases.

Associations with the word "Culture"

- % B&H 2010 (N=1500) compared to EU27 2007



As the graph above shows, in B&H education and upbringing within family is the most frequent association the respondents had to the word "culture" (45%). This percentage is

more than two times higher than the average for EU27 sample. It is followed by lifestyle and manners (30%), and traditions, languages, customs and social or cultural communities (28%). Each of the three most frequently mentioned associations in B&H sample are present in larger percentages than in EU 27. The relationship is reversed with arts etc. association that is ranked fourth, for which the EU27 average is higher. These data seem to indicate that the perception of culture in Europe is more strongly oriented toward specific artistic activities, whereas in B&H, the concepts relating to traditions, education and life style receive more prominence.

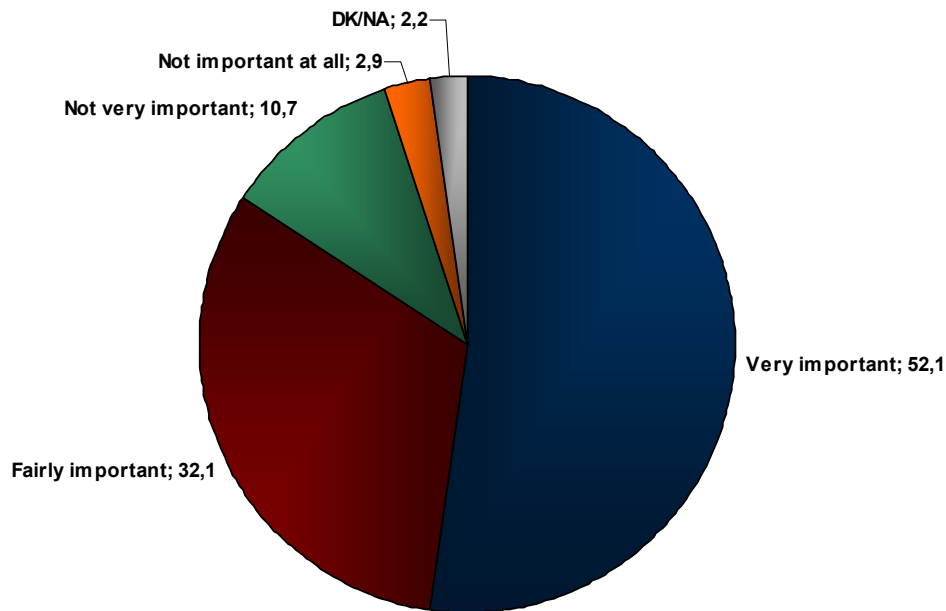
The idea of knowledge and science being linked to culture is represented to a similar extent in both samples. Also, in both Europe and B&H, similar percentages of respondents express lack of interest as well as negative perception of culture.

3.3.2. INDIVIDUAL IMPORTANCE OF CULTURE

The second part of the first chapter inquired about the relevance of culture to each participant personally. Considering that the term “culture” in Bosnian language is used interchangeably when referring to both propriety (in terms of manners) and artistic and intellectual activity and the works produced by it, the original question was supplemented by a brief explanation that made it clear to the respondents which of the two concepts is of interest⁴.

Individual importance of culture

- % B&H 2010 (N=1500)



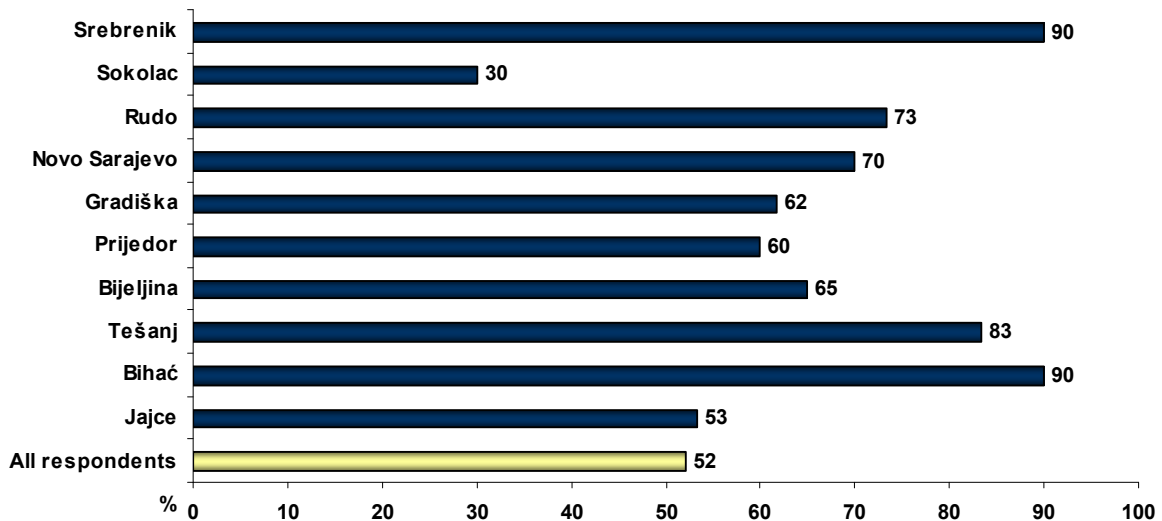
⁴ QA3: How important is culture to you personally, in terms of cultural events and tastes in art or knowledge specific to a certain population?

It is evident that culture claims very high personal importance in lives of most of the respondents. Out of 84% of respondents who state that culture is of importance to them, over one half indicate that culture is 'very important' to them personally, while the remaining 32% state that it is 'fairly important'. Slightly over one in every ten individuals indicate that culture has little or no significance in their personal lives.

In terms of demographics, significant differences were found in entity, age, employment status and education categories. Analyses of significance showed that the respondents from RS significantly more frequently than respondents in FB&H indicate that culture is 'very important' to them, whereas older respondents more frequently than younger state that culture is 'not at all important' to them. Along those same lines, employed respondents more frequently than unemployed respondents state that culture is 'fairly important' to them, while respondents with 8 years of education more frequently than respondents with 16 years of education report that culture is 'not very important' to them personally.

Importance of Culture

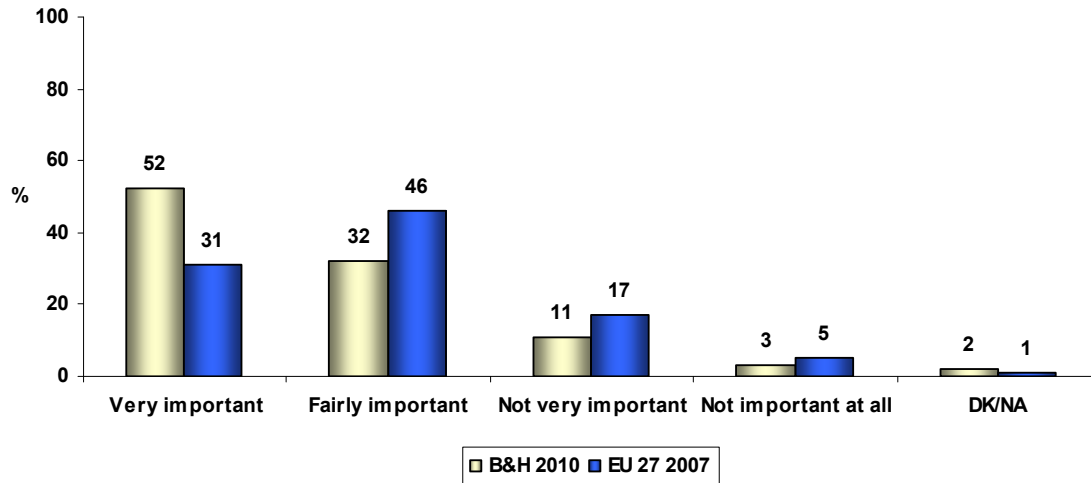
- % 'Very important'; municipalities (N=60 per each municipality) and general population (N=1500)



The percentages representing the responses in municipalities do not differ dramatically from those for general population. In all municipalities except for Sokolac, the respondents significantly more often indicate that culture is 'very important' to them. Such responses are most prevalent in Srebrenik and Bihać (90% of respondents in each state that culture is 'very important' to them). The respondents from Sokolac municipality represent the only group where culture is considered 'fairly important' (52%) more frequently than 'very important' (30%). Most of the 'Not at all important' responses are found in Rudo municipality (15%), whereas in other municipalities slightly more than 1 in 10 respondents indicate that culture is not important to them.

Importance of Culture

- % B&H 2010 (N=1500) compared to EU27 2007



Even though the distribution of answers of B&H and EU averages differs to an extent, a combination of responses indicating importance is very similar. A total of 84% of B&H respondents indicated that culture is important to them, compared to 77% of EU27 respondents. As is evident from the data above, majority of respondents find culture to be significant to them personally, with average for B&H exceeding the European average.

3.2. ENGAGEMENT IN CULTURAL ACTIVITIES

The present chapter looks at the issues related to respondents' personal involvement in cultural activities. The analysis starts with the assessment of frequency of engagement in cultural activities, looking also at the kinds of cultural activities the respondents engage in. We then look at the respondents' involvement in *artistic* activities, and also examine the barriers the respondents encounter when accessing cultural activities and events. This chapter also analyzes the matter of media (TV/radio), internet, and books/music, in terms of the extent and frequency of their use and the extent to which they are used as vehicles in accessing culture/cultural activities. The chapter concludes with the discussion of the level of satisfaction on behalf of respondents with the cultural offer in their community, while also touching on the issues such as what improvements the respondents would like to see in their community in terms of cultural offer/content.

3.2.1. INVOLVEMENT IN GENERAL CULTURAL ACTIVITIES

The respondents were inquired about their personal involvement in cultural activities⁵. Cultural activities, for the purpose of this question, were defined as activities whereby the respondent consumes works of art and/or other cultural forms created and presented by others (e.g., seeing a play), as opposed to taking part in cultural activities themselves (this issue is addressed in the coming chapter). A follow-up question addressing the travel time needed to access the given cultural activities was also posed, allowing for more insight into the issues that might potentially be related to the likelihood that the participants will access cultural events.

The respondents who indicated that they do not engage in any of the listed cultural activities, were inquired about the reasons for it. This allows for insight into the way in which the participants perceive on a personal level the given cultural activities, and also starts the discussion on the obstacles the respondents face in accessing cultural activities. This provides an appropriate prelude to a more in depth discussion of barriers in accessing cultural activities which follows later in the chapter.

Data in the graphs below represents results for each option in two aspects. The first graph shows the percentage of respondents who indicated being involved in certain activity over the time span of 12 months, regardless of the frequency with which they did so. The second graph compares the percentages for so-called 'high-frequency' responses; only the responses where it was indicated that the respondent engaged in a given activity more than five times in a year are included. Both graphs compare the percentages for B&H 2010 and EU 2001⁶ samples.

- Concerts and sport events are the most popular cultural activities -

The results show that the most frequent form of cultural activities the respondents engage in are concerts, followed by sports events and cinema.

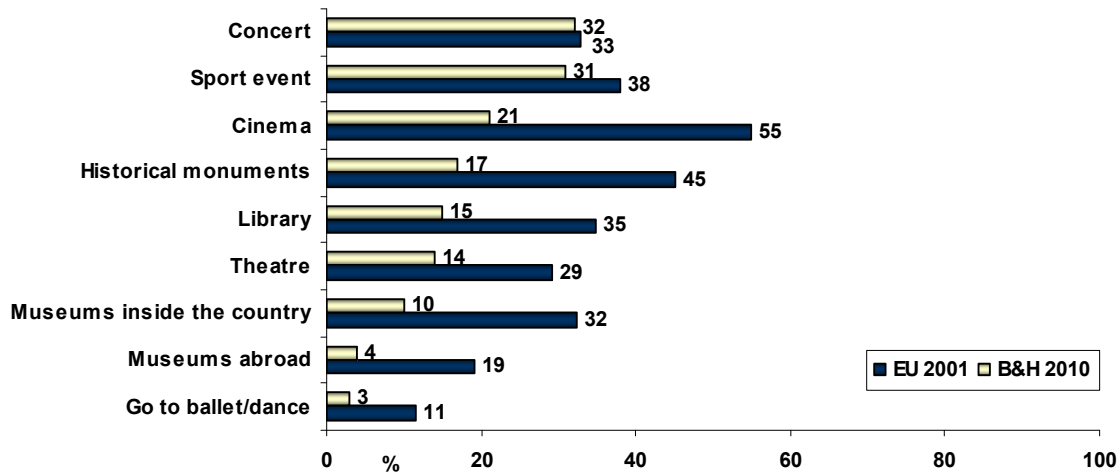
Involvement in all given cultural activities is generally higher in Europe than in Bosnia. In B&H, almost a third of respondents (32%) state that they have attended a concert in the past 12 months, followed by 31% of respondents who state that they have attended a sport event. One in five respondents indicate having been to the cinema at least once in the past 12 months. Concert attendance is similar to the European average (33%). However, average attendance of sport events and cinema is clearly higher in Europe than in B&H; 38% of Europeans indicate having been to a sport event in the past year, while more than one half (55%) of them state that they have been to the cinema (which is over two times more than for B&H). Visiting historical monuments, libraries, theatres, museums and ballet is also on average higher in Europe than in B&H. With exception of theatre, attendance for all of these follows the same trend in both Europe and in B&H, so that for example ballet is least frequently visited cultural event for both samples (11% compared to 3%).

⁵ Q10: How many times in the last 12 months did you...?

⁶ Because the same question for EU27 2007 was formulated and analyzed differently than in B&H 2010 poll, it was not possible to compare the two, and data from EU 2001 poll were used.

Involvement in Cultural Activities

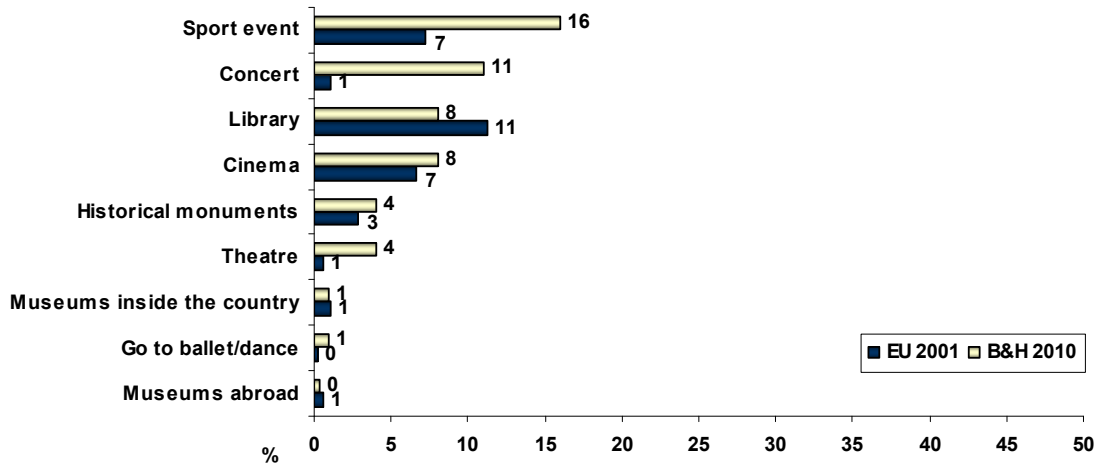
- % B&H 2010 compared to EU27 2007 (Total – at least once a year)



With respect to involvement that features frequency of five times or more per year, the respondents most frequently visited sport events (16%), concerts (11%) and libraries (8%). **Frequency of involvement is higher for B&H compared to Europe for all events except for library, museums abroad and museums inside the country** (the percentages are equal for the last two, 1% each). High frequency distribution is similar to an extent to the distribution for all visitations regardless of frequency, with notable exception being library visitation, possibly because of the ease of access and “mundane” quality of such activity.

Involvement in Cultural Activities

- % B&H 2010 compared to EU27 2007 (High frequency – more than 4 times a year)*



*Percentages shown on a scale of 50% instead of 100%, for purposes of clearer presentation

With regard to demographic variables, clear effects of urbanization, education, age and gender were observed. To that end, respondents from urban areas, more educated individuals, younger respondents and men tended to more frequently attend most of the given cultural activities. Also, higher attendance was generally noticed in larger and more urban municipalities.

With respect to ballet attendance, students (one in ten) turned out to be the most involved in cultural activities. No significant differences were found with regard to other variables and municipalities regarding this type of event.

Cinema attendance was found to be more frequent among urban (28% and 12%)⁷ than rural respondents (15% and 4%). Such finding is not surprising given that very few rural areas have (easy) access to movie theaters. This is also supported by the finding that Novo Sarajevo municipality has higher rates of cinema attendance (65% and 33%) than all other municipalities; Novo Sarajevo municipality is located within the capital city, which is the most urbanized region in B&H with easiest access to this form of cultural activity.

As years of education increase, a corresponding increase in cinema attendance becomes apparent, with the exception of individuals with 20 years of education or more for which there is a sudden drop in attendance. Men (25% and 8%) were also more likely than women (20% and 7%) to engage in this type of cultural activity.

⁷ The two percentages show responses for two different responses, the first being 'At least once a year', and the second 'More than 4 times a year' (in cases where significant difference has been found to exist for both answers)

Participation Rates for Selected Activities: Analysis by Gender

Note: Ranked according to percentage point difference female – male for total attendance

	Male	Female	Difference: female - male
Cinema	25%	20%	-5
Sport event	34%	18%	-16
Concert	37%	28%	-11

Theater attendance was higher in urban (19% and 6%) than rural areas (10% and 3%). As years of education increased so did theater attendance, as evident in comparison of percentages for those with 8 or less years of education (4% and 1%) and those with 20 or more years of education (89% and 42%). Respondents from age bracket 18-35 visited theater significantly more often than respondents over 51 years of age (22% and 7% compared to 8% and 3%). Attendance in municipalities of Novo Sarajevo (43% and 5%) and Jajce (42% and 8%) was significantly higher than in most other municipalities.

With regard to sport events, the respondents from urban areas more frequently than respondents from rural areas indicated that they attended sport events more than 4 times in the past year (19% compared to 14%). Education was again the factor, the increase of which was directly related to the attendance increase, as was age, since younger respondents visited sport events more frequently than older respondents. Finally, men reported attending these events significantly more often than women (44% and 24% compared to 18% and 7%). Significant differences were found with respect to Novo Sarajevo and Jajce municipalities, regarding visiting of sport events at least once a year (a third of respondents from each municipality chose this option).

- Cultural participation highest among urban, more educated, youngest and male respondents -

Concert attendance was more frequent in urban than in rural areas (39% and 12% compared to 27% and 9%). As years of education increased, so did concert attendance, as evident in comparison of responses between respondents with less than 8 years of education and those with 20 and more years of education (7% and 2%, compared to 89% and 48%). Younger respondents compared to older, and men compared to women (37% and 13%, compared to 29% and 10%), also displayed higher levels of involvement in sport activities. Once again, Novo Sarajevo municipality showed highest levels of respondent participation in the given activity (78% and 40%).

Participation Rates for Selected Activities: Analysis by Type of Settlement

Note: Ranked according to percentage point difference urban – rural for total attendance

	Urban	Rural	Difference: urban - rural
Theater	19%	10%	+9
Museum (in B&H)	13%	8%	+5
Concert	28%	17%	+11
Historical monument	23%	12%	+11

Fewer significant differences were found with regard to library visitation. Namely, respondents from urban areas more frequently than respondents from rural areas indicated having been to a

library more than 4 times a year (10% compared to 6%). More education again meant more frequent visitation, with age too being a factor, since younger respondents tended to frequent libraries more often than older ones (28% and 16% for age group 18-35 compared to 6% and 3% for age group 51 or more).

Urban respondents tended to more frequently visit historical monuments than rural respondents (23% and 5% compared to 11% and 3%), as did more educated respondents (76% and 35% of respondents with 20 or more years of education compared to 5% and 2% of respondents with less than 8 years of education). Younger respondents engaged in this activity more often than older respondents (28% and 8% for 18-35 age group, compared to 10% and 2% for those 51 years or more).

Concerning attendance of museums in the country once again significantly higher frequencies were found within urban areas. Respondents from urban, compared to respondents from rural areas, were more likely to attend the museums in B&H (22% and 5% compared to 11% and 3%). The trend of increase in education was followed by the trend of increase in visitations to the museums in the county. Younger participants tended to visit museums more often than older participants more than once a year (17% compared to 5%). Novo Sarajevo municipality takes the lead again in terms of visitation frequency (about 40% of respondents from this municipality indicate having visited the museum in B&H, compared to percentages from other municipalities which range from 2-8%).

Participation Rates for Selected Activities: Analysis by Age

Note: Ranked according to percentage point difference (18-35 – 51+) total attendance

	18-35	36-50	51+	Difference: 18-35 - 51+
Theater	21%	15%	8%	+13
Museum (in B&H)	17%	9%	5%	+12
Concert	55%	29%	15%	+40
Historical monument	28%	15%	10%	+18
Cinema	39%	18%	9%	+30
Sport event	47%	32%	16%	+31
Library	28%	11%	6%	+22

Finally, with regard to attendance of museums abroad, urbanization was a factor again, with respondents from urban areas visiting more frequently than respondents from rural areas. Increase in education is followed by a rise in attendance of museums abroad. There is also a significant difference in attendance between the respondents younger than and older than 51, with former having visited museums in B&H more frequently (7% and 5% for under 51 compared to 1% for over 51).

A cross-tabulation of responses to questions about participation in specific cultural activities and preferred types of television programs showed that the respondents who played a musical instrument on their own more frequently than respondents who did not participate in any cultural activities, watched sport shows (50% compared to 31%), documentaries (37% compared to 23%) and program for children (11% compared to 4%). The respondents who sung on their own more frequently watched program for children than respondents who did not participate in cultural activities (11% compared to 4%). The respondents who danced individually more frequently than those who danced as part of a group watched political shows (40% compared to 7%), while respondents who danced in a group or the like, more frequently than respondents who did not engage in any such activities watched documentaries (36% compared to 23%). The respondents who wrote either individually (49%) or as part of a group (81%) more frequently than respondents who did not practice any activities (23%) watched documentaries. Finally, the respondents who

engaged in other types of artistic activities, such as web design, individually, more frequently than those who did not participate in cultural activities tended to watch documentaries (44% compared to 23%), while respondents who engaged in other forms of artistic activities such as drawing individually more frequently than those who did not participate in such activities watched documentaries (47% compared to 23%) and travel shows (18% compared to 9%), while those who participated in a group more frequently than those who did not participate at all tended to watch other types of entertainment programs, such as quizzes, etc. (41% compared to 10%).

3.2.2. INVOLVEMENT IN ARTISTIC ACTIVITIES

The following topic addressed participants' active participation in artistic activities. Specifically, the participants were asked whether they engaged in given artistic activities, on their own or as part of an organized group (each on amateur basis)⁸.

Participation in artistic activities is even lower than involvement in general cultural activities as outlined in the previous section. However, this is not completely unexpected as such activities demand active participation, which also involves significant commitment and discipline.

Data regarding demographic characteristics singled out age as a factor in the extent toward which the respondents are involved in artistic activities. With regard to all types of artistic activities it is generally the case that **the younger the participant the more likely it is that he or she is actively participating in the given artistic event.**

Participation Rates for Selected Activities: Analysis by Age

Note: Ranked according to percentage point difference (18-35) – (51+) total attendance

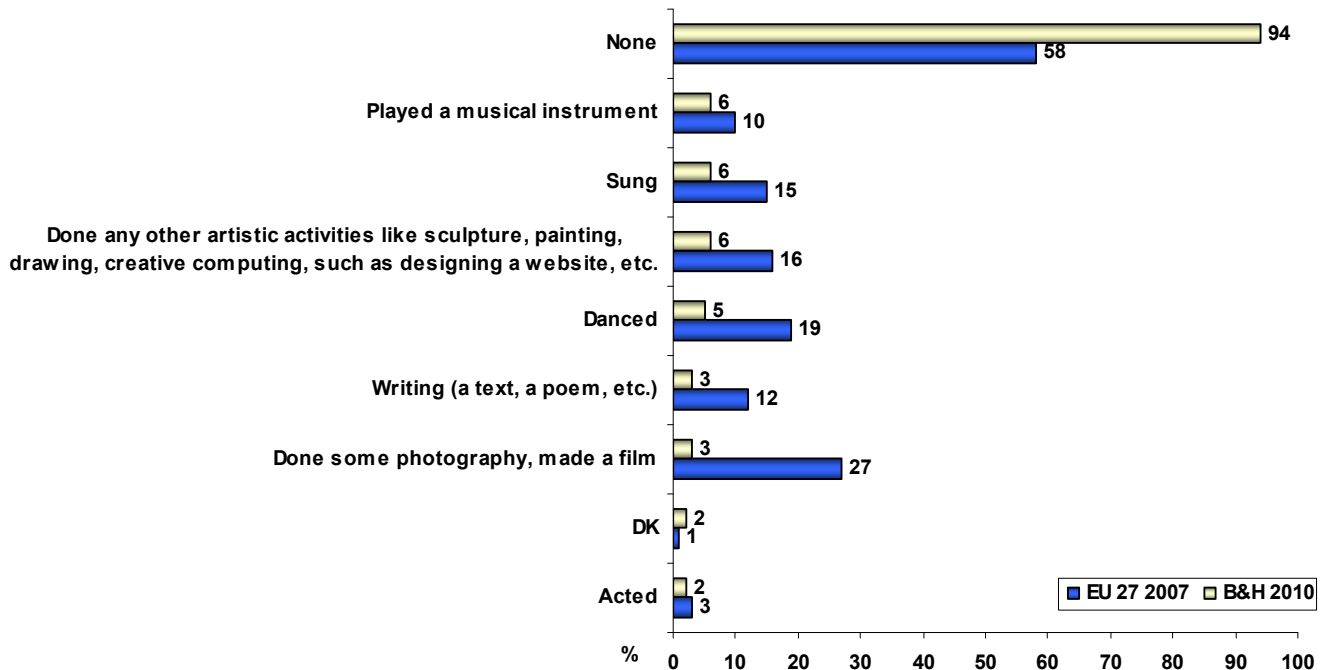
	18-35	36-50	51+	Difference: 18-35 - 51+
Musical instrument	9%	6%	3%	+6
Sung	11%	5%	3%	+8
Danced	9%	4%	1%	+7
Written something	4%	4%	1%	+3
Photography/Film	4%	4%	1%	+3

No significant differences were found after the analysis of the data for targeted municipalities. In all municipalities the most frequent response was 'None', which was in almost all cases represented 90% of the time. Notable exception is Novo Sarajevo municipality in which the percentages of participation in given artistic activities were usually the highest.

⁸ Q17: I am going to read out a list of artistic activities. Please tell me if, in the last 12 months, have you engaged in any of them, either on your own or as a part of an organized group or classes (not in a professional way – amateur activities)?

Participation in Cultural Activities

- % B&H 2010 (N=1500) compared to EU27



The graph above shows that **respondents from B&H are less involved in artistic activities than respondents from EU 27 sample.**

Probably the most prominent finding is the one regarding lack of involvement in any of the artistic activities, which for B&H sample comes to 94% (compared to 58% for EU27 sample). The most frequently mentioned activities include playing musical instruments, singing, and artistic activities such as sculpture, painting, etc., each of which are represented 6% of the time. Dancing follows right thereafter with 5%, as well as writing and photography/moviemaking (3% for each). Acting comes in last, together with the responses of respondents who did not know what to answer (2% for both).

3.2.3. BARRIERS TO ACCESSING CULTURE/CULTURAL ACTIVITIES

When looking at the ways in which the respondents access cultural activities, it is necessary to also look at the question of obstacles the respondents encounter in the process. To that end, the respondents were asked about the specific issues that make it more difficult for them to access the cultural content⁹.

Only 1% of respondents indicate that they do not face any barriers in accessing cultural events/activities, while 99% respondents in B&H state that they face some difficulties in the process.

⁹ QA8: Sometimes people find it difficult to access culture or take part in cultural activities. Which of the following, if any, are the main barriers for you?

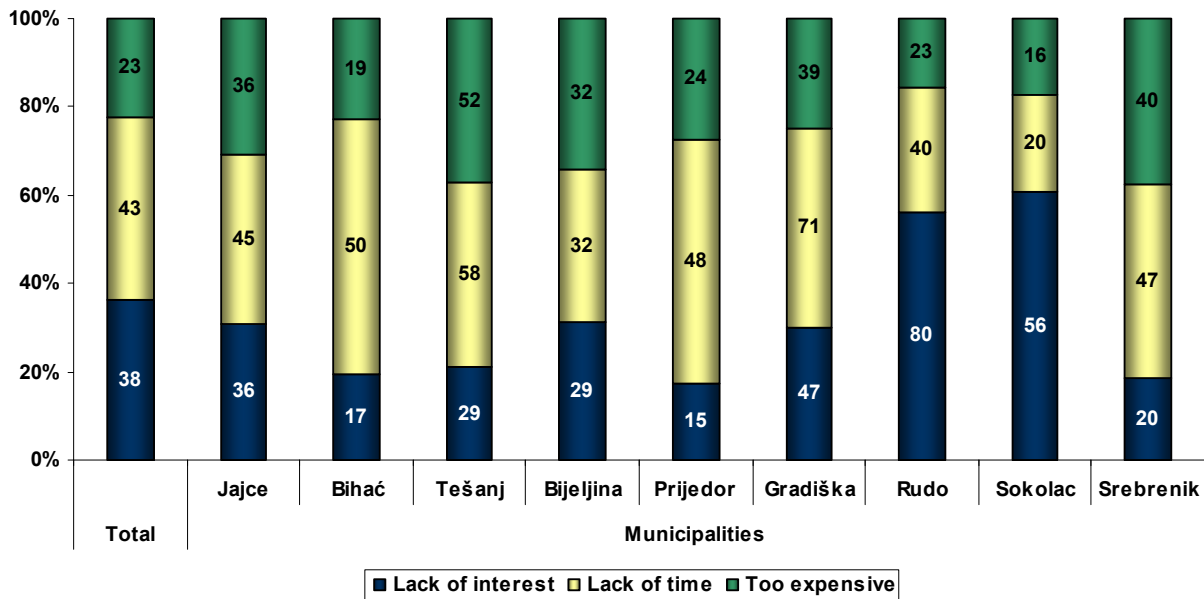
The most popular answer/obstacle in accessing cultural activities in B&H is lack of time (43%), followed by lack of interest (38%). About one in four participants also found accessing culture to be too expensive, while every fifth participant did not know what to say in response to this question. A little less than one tenth of respondents stated other issues that they believe are obstacles to accessing cultures (8%). Other reasons turned out to be lesser barriers to culture: limited choice/poor quality (7%), lack of information (5%), and lack of knowledge or cultural background (3%).

Lack of time and lack of information were two options that younger respondents choose more frequently than older ones (52% of respondents from 18-35 age bracket and 50% of respondents from 36-50 age bracket, compared to 37% of respondents of 51 year and above for lack of time option; 11% of respondents from 18-35 age bracket compared to 4% of respondents of 51 year and above for lack of information option).

No significant differences were found for respondents from target municipalities, except the finding that the respondents from Rudo municipality more frequently than most other respondents indicated lack of interest as the barrier to cultural access (80%).

Barriers to Cultural Access

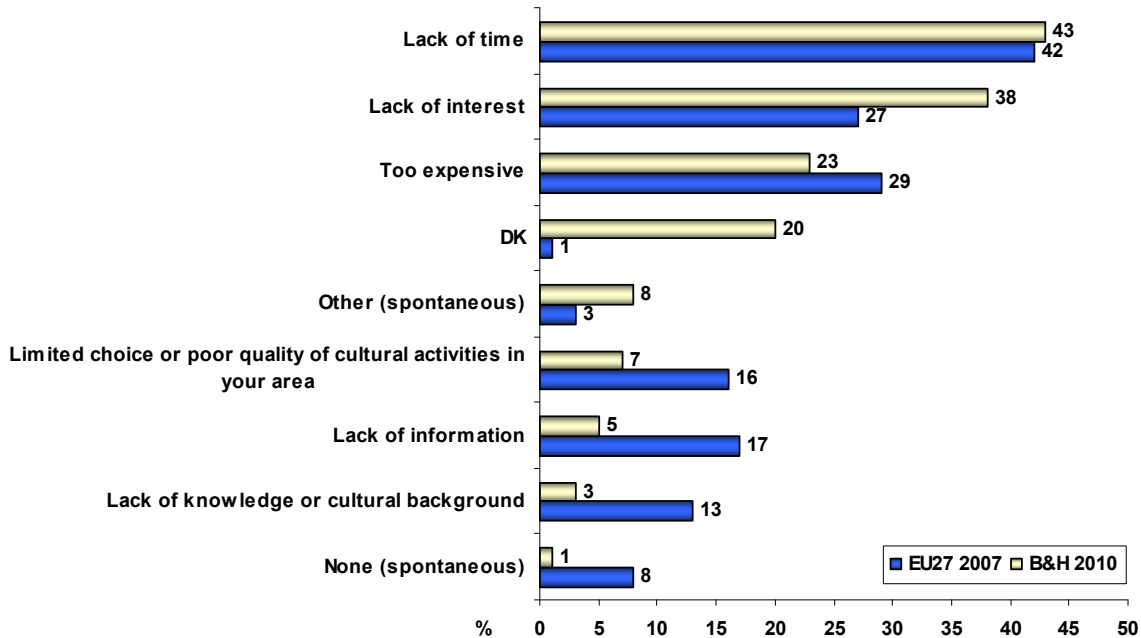
- % for municipalities in B&H 2010* : data for top three barriers only



* Novo Sarajevo municipality is not shown on the graph because its percentages for these three responses were, interestingly enough, zero. A third of Novo Sarajevo respondents chose the option limited choice/poor quality of offer, a third mentioned other barriers, and a third did not provide an answer. These findings are surprising, since the location of this municipality (in an urban area) presumes that the cultural offer would be the richest in the country. One of the possible reasons for this pattern of answers is that the respondents from this municipality have become more demanding in their tastes and with regard to the offer. Another possibility is that, when answering this question, Novo Sarajevo respondents compared themselves inadvertently to individuals living in other municipalities of Sarajevo, which are perhaps closer to the downtown (where most of the cultural events occur). In that regard, it is possible that the respondents are dissatisfied with the cultural offer in their municipality specifically, and have therefore labeled the cultural offer as poor and limited.

Barriers to Cultural Access

- % EU27 2007 compared to B&H 2010



In B&H, 99% of respondents face barriers in accessing culture, whereas that number is slightly smaller in EU 27 sample, where 92% of respondents mention facing obstacles. Hence, even though a high percentage of respondents face obstacles in accessing culture in both samples, this percentage is somewhat larger for the B&H sample. Both samples name lack of time as their number one barrier, and while lack of interest is the second largest barrier for B&H sample, the cost is in the second place for the EU27 sample. The respondents from EU27 sample also more frequently name limited choice/poor quality of cultural activities, lack of information, and lack of knowledge of cultural background as obstacles they encounter. It is important to note perhaps that much larger percentage (20%) of respondents from B&H did not know how to answer to the given question, compared to only 1% of respondents from EU27 sample.

3.2.4. TELEVISION WATCHING BEHAVIOR – EXTENT AND FREQUENCY

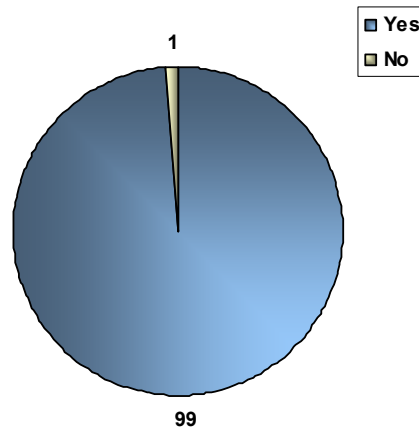
To establish the initial benchmarks the respondents were inquired about their television viewing practices. After distinguishing between which respondents watch television in the first place and which do not, the information was obtained regarding the top three domestic TV stations that the respondents most frequently watch¹⁰. The respondents who stated that they do not watch television were asked to further elaborate on why they do not do so. This question was followed by the inquiry into which types of television programs the respondents watch the most, which helps determine to what degree television provides cultural content for respondents. All respondents were then asked whether they watch videos and DVDs.

¹⁰ QA4: Please name three domestic TV stations that you most often watch, beginning with the one you watch most frequently.

TV Watching Behavior

- % for Do you watch television? (N=1500)

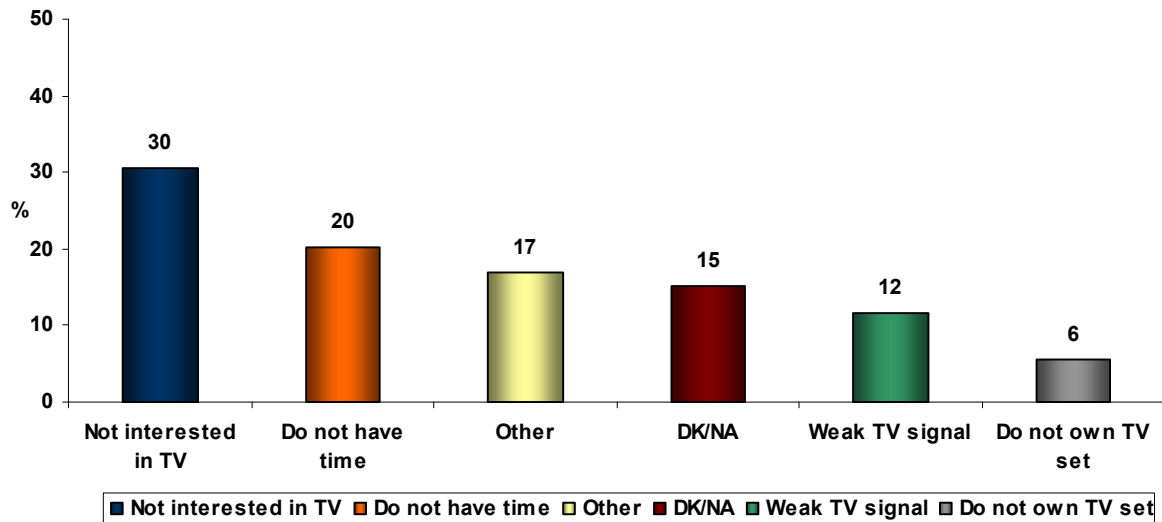
All respondents



As indicated in the chart above, **99% of respondents in B&H state that they watch television.** Similar trend is observed for all municipalities and all categories of respondents, with no significant differences regarding socio demographic variables.

TV Stations

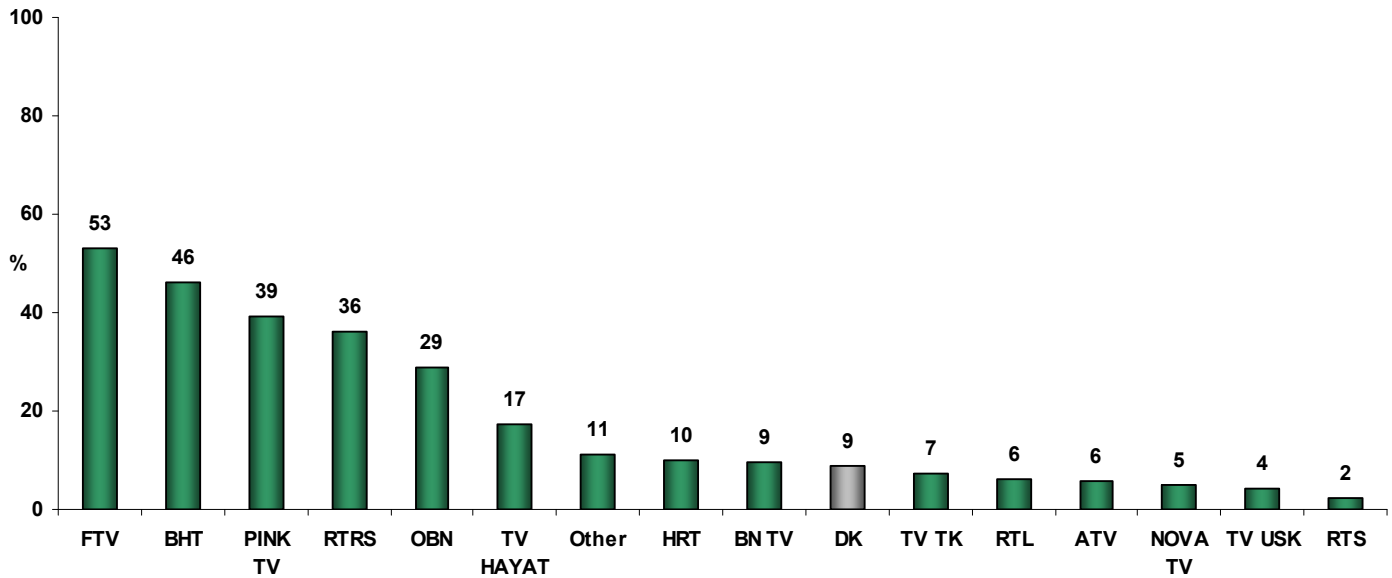
- % Reasons for not watching TV (N = 18)



Almost one third (30%) of the respondents who indicated that they do not watch television state that they are not interested in television. About one fifth do not have time to watch it, whereas 17% of respondents state other reasons. 15% of respondents does not know why they do not watch it, while little more than 1 in 10 respondents complains of a weak television signal. Finally, 6% of respondents do not have a TV set in their household, which is why they do not watch it.

TV Stations

- % for Three domestic TV stations watched the most* (N=1482)



*Percentages lower than 2% are not shown on the graph above

The three most frequently mentioned TV stations are FTV (53%), BHT (46%), and Pink TV (39%).

Women slightly preferred Pink TV (42% compared to 37% for men), while men preferred TVTK (8% compared to 5% for women). Ethnic division of the country was reflected in the respondents' answers, as respondents from RS (75%) watch RTRS more frequently than respondents from both FB&H (15%) and DB (56%). At the same time, respondents from RS watch ATV (16% compared to 1%) and BN TV (23% compared to 3%) more frequently than respondents in FB&H. On the other hand, respondents from FB&H watch BHT (55% compared to 28%) and FTV (71% compared to 20%) more frequently than respondents from RS, and watch Hayat TV more frequently than respondents from both RS and DB (26% compared to 2% and 2%).

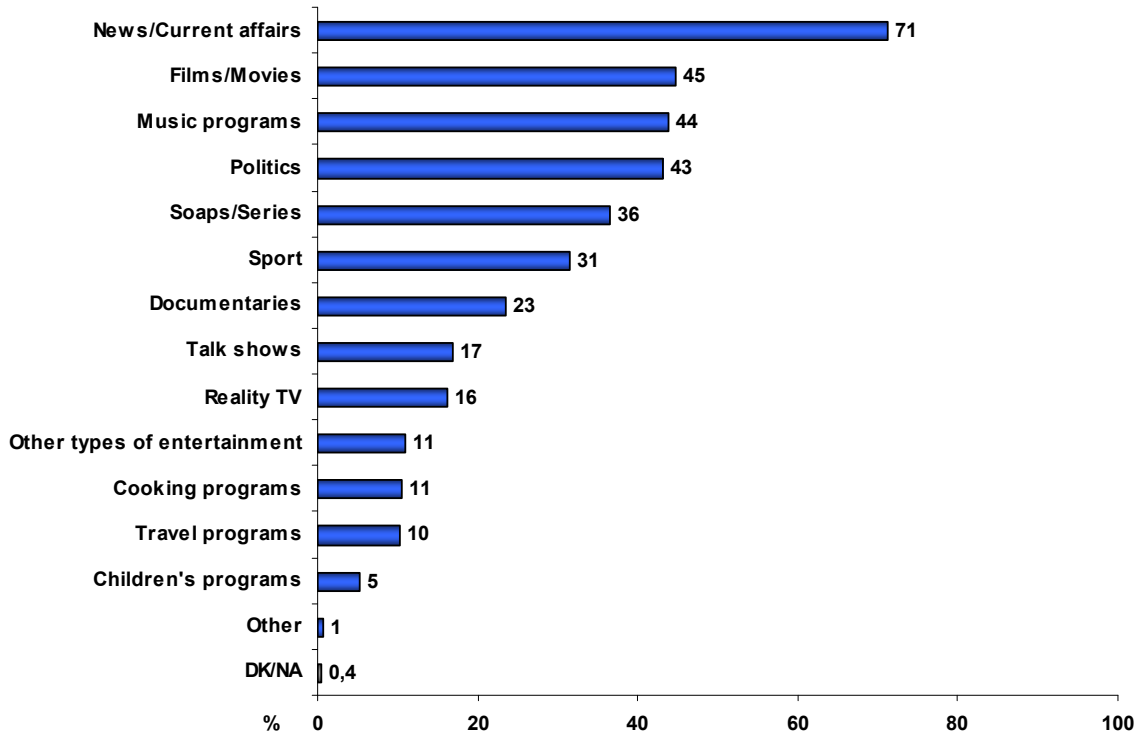
Effects of age were also evident, as younger respondents (age 18-35) preferred Pink TV (47% compared to 38% and 33%) over older respondents, whereas older respondents (51+) preferred RTRS (43% compared to 31% (18-35) and 34% (36-50)). Education was a weaker factor, as more educated respondents (16 and 20+ years of education) tended to watch Hayat TV more frequently than other respondents (65% for those with 20 or more years of education, compared to 12% for those with 8 years of education or less).

Finally, significant differences were also noticed among urban and rural respondents, as the former mentioned Pink TV (42% compared to 37%) and Hayat TV (25% compared to 11%) more

frequently, while the latter mentioned BHT (50% compared to 42%) significantly more often than the former.

TV Programs

- % Types of TV programs watched most frequently (N=1482)



The most popular type of television program watched is news/current affairs, which 71% of respondents report watching. It is followed by more entertainment oriented program – films/movies (45%) and music programs (44%). Politics is in the fourth place with 43%, followed by soaps/series with 36%, and sports with 31%. The distribution up to this point indicates that the respondents oscillate between watching more serious programs to watching the more relaxing ones. The rest of results deals perhaps with more specific TV programs, such as documentaries (23%), talk shows (17%) and reality TV (16%). 11% of respondents state watching other types of entertainment programs and cooking programs, and 10% report watching travel programs. Only 5% report watching children's programs, and 1% watch other types of programs.

TV Program Preferences: Analysis by Gender

Note: Ranked according to percentage point difference female – male

	Male	Female	Difference: female - male
News/ Current affairs	74%	69%	+5
Films/Movies	44%	46%	+2
Music programs	38%	50%	+12
Politics	50%	37%	+13

Regarding the top four types of TV programs, significant differences were found with respect to gender, age and type of settlement. Men, older participants and rural participants were more likely to watch news/current affairs than other respondents. Movies are preferred by younger participants and urban participants, while music programs are preferred by women, younger and urban participants. Finally, politics are preferred by men, older and rural participants.

TV Program Preferences: Analysis by Age

Note: Ranked according to percentage point difference (18-35) – (51+)

	18-35	36-50	51+	Difference: 18-35 - 51+
News/ Current affairs	57%	74%	82%	-25
Films/Movies	58%	44%	34%	+24
Music programs	56%	41%	35%	+21
Politics	28%	47%	54%	-26

Perhaps more 'typical' gender differences were also found with regard to programs such as sports, where men report watching such programs more frequently (46% compared to 18% for women). Also, talk shows (20% compared to 14%), reality television (26% compared to 18%), and cooking programs (14% compared to 6%) were all preferred by women over men.

TV Program Preferences: Analysis by Type of Settlement

Note: Ranked according to percentage point difference urban – rural

	Urban	Rural	Difference: urban - rural
News/ Current affairs	68%	74%	-6
Films/Movies	50%	41%	+9
Music programs	47%	42%	+5
Politics	41%	46%	-5

Finally, regarding municipalities news/current affairs seem to be more frequently watched in Bihać (87%), than in Jajce (53%) and Tešanj (51%). Films/movies are significantly more often watched in Bihać (77%) than in Tešanj (15%), Bijeljina (35%), Prijedor (45%), Gradiška (31%), Rudo (47%) and Srebrenik (35%). Music programs seem to be the most popular in Bihać (82%) and Novo Sarajevo (70%), while politics are preferred in Bihać (70%) over Jajce (30%), Bijeljina (25%), Rudo (30%) and Sokolac (37%).

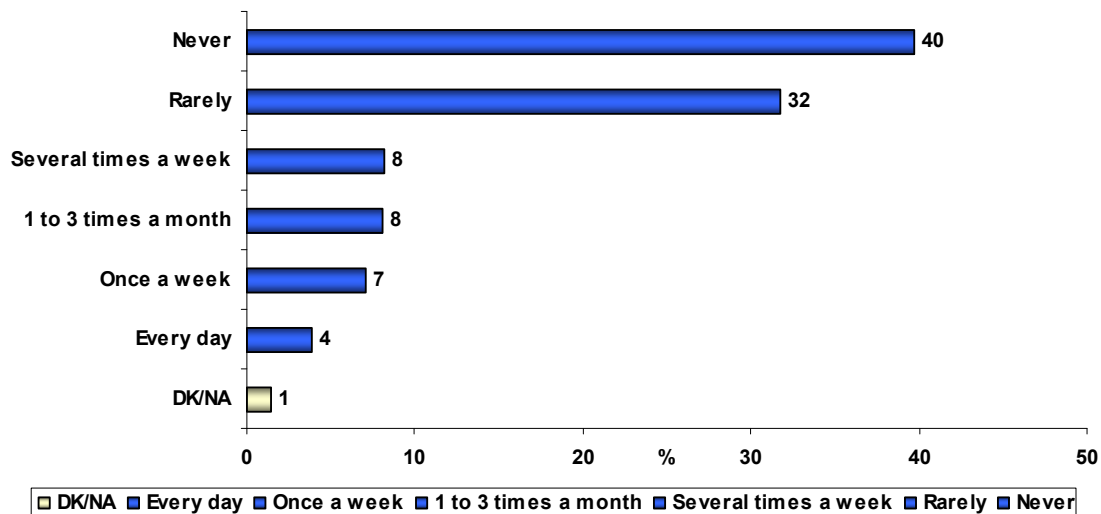
TV Program Preferences: Distribution by municipalities

Note: % four most popular types of TV programs

	Jajce	Bihać	Tešanj	Bijeljina	Prijedor	Gradiška	Novo Sarajevo	Rudo	Sokolac	Srebrenik
News/ Current affairs	52%	87%	51%	65%	82%	71%	67%	75%	73%	78%
Films/Movies	48%	77%	15%	35%	45%	31%	62%	47%	58%	35%
Music programs	33%	82%	22%	42%	58%	34%	69%	55%	56%	52%
Politics	30%	70%	44%	25%	50%	41%	40%	30%	37%	43%

DVD/Video

- % frequency of watching (N=1500)



Most of the respondents never watch DVDs or videos (40%), while about one third (32%) do so rarely. About 8% watch DVDs/videos both several times a week and 1-3 times a month. 7% of respondents watch once a week while only 4% of respondents do so every day.

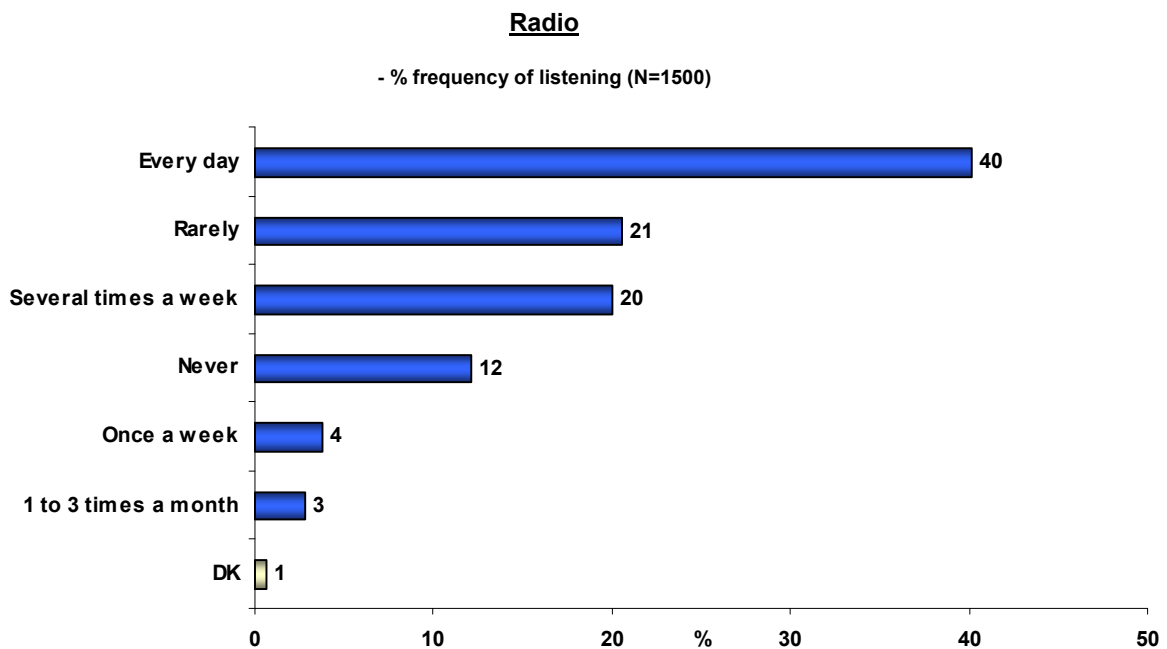
- Watching DVDs/video is most popular among men and younger respondents. -

Men are more likely to report watching DVD/video every day (5% compared to 3% of women) and several times a week (10% compared to 6% of women). Women, on the other hand, are more likely to report having never watched DVD/video (46% compared to 38% of men). Younger respondents (age 18-35) are more likely than older respondents (51+) to report having watched DVD/video every day (7% compared to 1%), and several times a week (17% compared to 3%). Older respondents (51+) are more likely to state that they have never watched DVD/video than younger respondents (age 18-35) - 59% compared to 21% of younger respondents.

3.2.5. RADIO AND MUSIC LISTENING BEHAVIOR – EXTENT AND FREQUENCY

Similarly to previous chapter, the present one dealt with establishing patterns of radio and music listening behavior among citizens of Bosnia and Herzegovina. The respondents were asked about the frequency with which they listen to the radio, and which domestic radio stations they most often listen to. To establish also to what extent radio plays a role in the cultural lives of respondents, the question was asked regarding the preference of respondents for different types of radio programs.

The second part of this chapter consists of analysis of interest in music in particular among the respondents. They were inquired about the frequency with which they listen to music, the means by which they listen to it, and the kinds of music that they prefer to listen to.



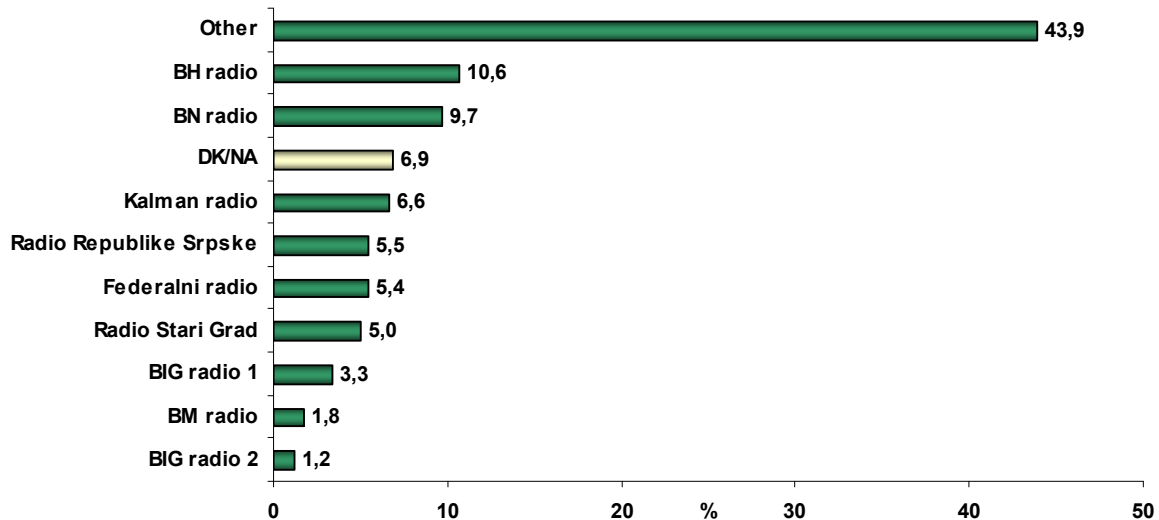
Respondents most frequently state that they listen to radio every day (40%). About one fifth of respondents does so rarely (21%), while precisely one in five participants listen to radio several times a week (20%). Little more than one in ten respondents (12%) never listen to the radio, while 4% listen to it once a week and 3% 1-3 times per month.

- Respondents from Bihać municipality (78%) are more likely to state listening to radio every day than the respondents from all other municipalities, in which, on average, about one third of respondents reports listening to radio every day. -

Respondents from DB (65%) are more likely than respondents from either FB&H (65%) or RS (40%) to report having listened to the radio every day. Older respondents from age group 51+ (17%, compared to 10% (18-35) and 8% (36-50)), as well as unemployed respondents (13% compared to 9%) are more likely to report never listening to the radio, in comparison to other respondents in their respective categories.

Radio

- % Preferred radio stations (N=1309)



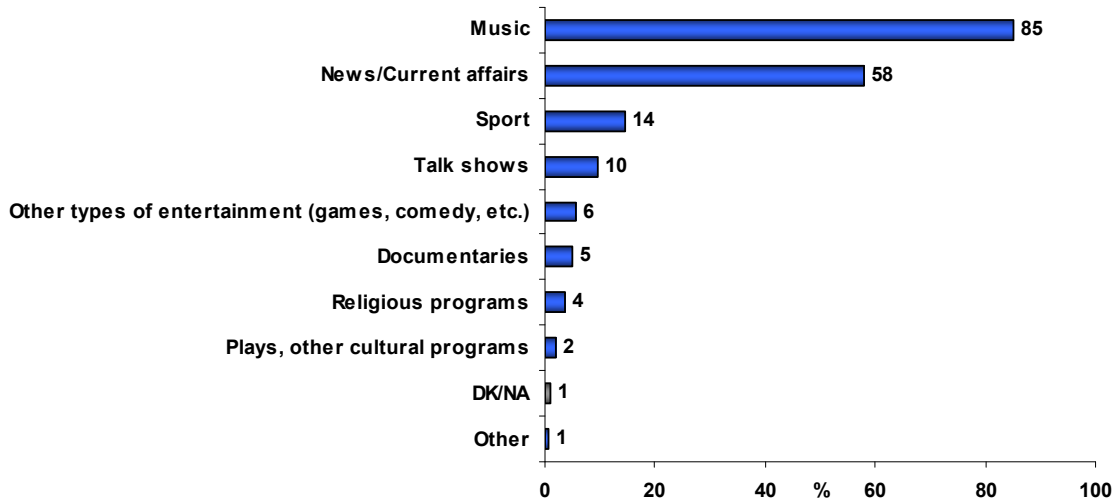
Most of the respondents indicated that they prefer listening to a radio station not featured on the given list (44%). Slightly more than one in ten respondents (11%) reported liking to BH radio, and precisely 10% of respondents reported preferring BN radio. 7% of respondents indicated not knowing the answer and the same percentage stated preferring Kalman radio. Radio Republike Srpske, Federalni radio and Radio Stari grad are each preferred by 5% of respondents, while Big radio 1 is preferred by 3% of respondents, BM radio by 2% and Big radio 2 by 1% of respondents.

Similarly to analysis of preferred TV stations, here too ethnic divisions affect the kinds of radio stations that respondents prefer. BH radio is preferred in DB (45%), compared to FB&H (12%) and RS (6%). Respondents from FB&H prefer BH radio (12%) compared to respondents from RS (6%), as well as Stari grad (7% compared to 1%) and Kalman radio (10% compared to 1%). On the other hand, respondents from RS prefer Radio Republike Srpske (12% compared to 2%) and BN radio (17% compared to 5%), in comparison to respondents from FB&H.

Younger respondents (18-35) more frequently stated liking to Radio Stari grad (8%), compared to respondents of 51+ years (3%), and Kalman radio (10% compared to 4%). Respondents from urban areas preferred BH radio (13% compared to 9%) and Radio Stari grad (8% compared to 3%). It is also important to emphasize that the most popular response was 'Other', which, on an average, was chosen by nearly 50% of respondents from each category.

Radio Programs

- % Types of Radio programs listened to most frequently (N=1309)



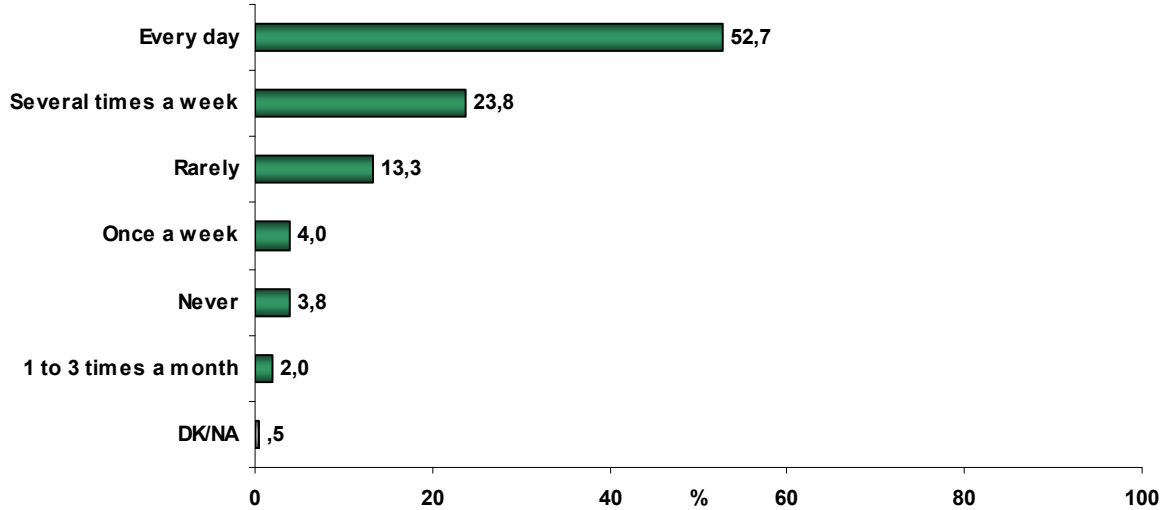
- Radio is a mode for cultural involvement through listening to cultural programs for a mere 2% of respondents. -

Music programs are the most popular among radio listeners, with 85% of them stating that they listen to it most frequently on the radio. It is followed by news/current affairs (58%). All other responses are represented by less than a fifth of responses. For example, sport programs are listened most frequently by 14% of respondents, other entertainment shows by 6%, documentaries by 5%, religious programs by 4% and plays and other cultural programs by merely 2% of respondents. A single percent of respondents indicates not knowing the answer and listening to other types of programs most frequently on the radio.

Age, gender, settlement type, and employment status figure to an extent in determining listening preferences. News/current affairs are listened to most frequently by older respondents (72% of those 51+ years of age, compared to 41% of respondents between the ages 18-35), while music (93% compared to 76%) and sports (18% compared to 10%) are preferred among younger respondents. Men prefer sport programs (25% compared to 6%) while women prefer music 87% compared to 84%). **Urban respondents (3%) more frequently listen to plays or other cultural programs than rural respondents (1%). This finding brings out urbanization as a factor in preference for cultural programs offered on the radio.** Employed respondents, compared to unemployed ones, prefer listening to music (88% compared to 84%) and sports (20% compared to 12%).

Music

- % frequency of listening (N=1500)

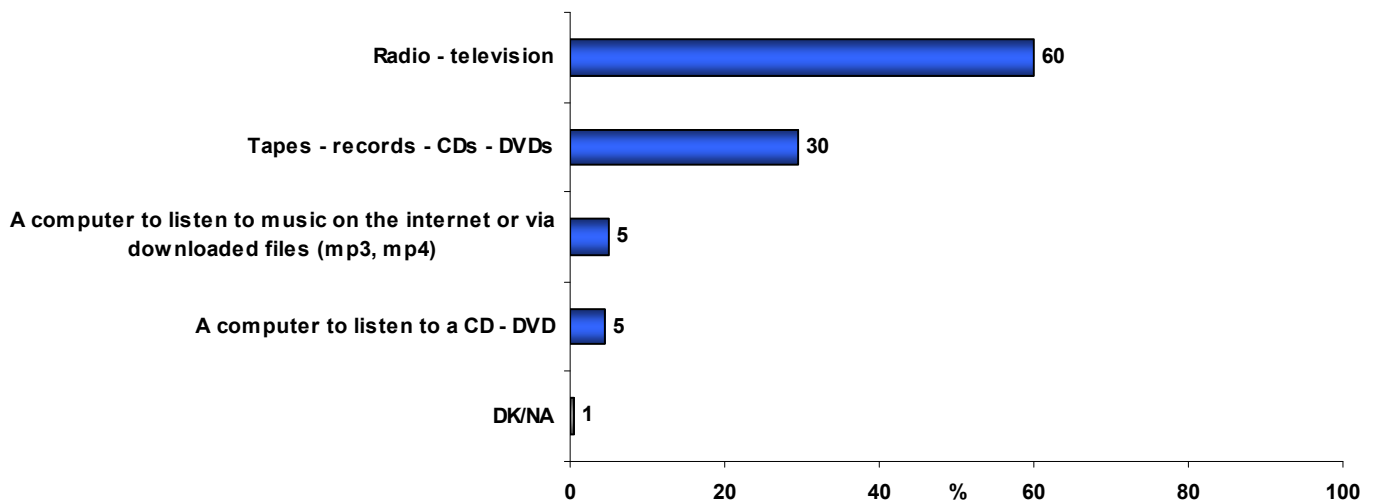


Over one half of respondents reports listening to music every day. Almost one quarter (24%) listen to it several times a day, while 13% rarely listen to music. Less than 5% listen to music once a week and never (4% for each) and 1 to 3 times a month (2%).

Younger respondents (67%) report listening to music every day more often than older respondents (40%). On the other hand, respondents of age 51 and more frequently report listening to music rarely (21% compared to % for younger) and never (7% compared to 1%). No significant differences were found when analyzing the results for municipalities.

Music

- % modes of listening (N=1435)



Music is most frequently listened on radio – television (60%). Nearly one third of respondents also listens to it on tapes, records, CDs, and DVDs, while 5% listen to it both on the internet via files downloaded on the computer, or simply by using a computer to play CDs and DVDs on it.

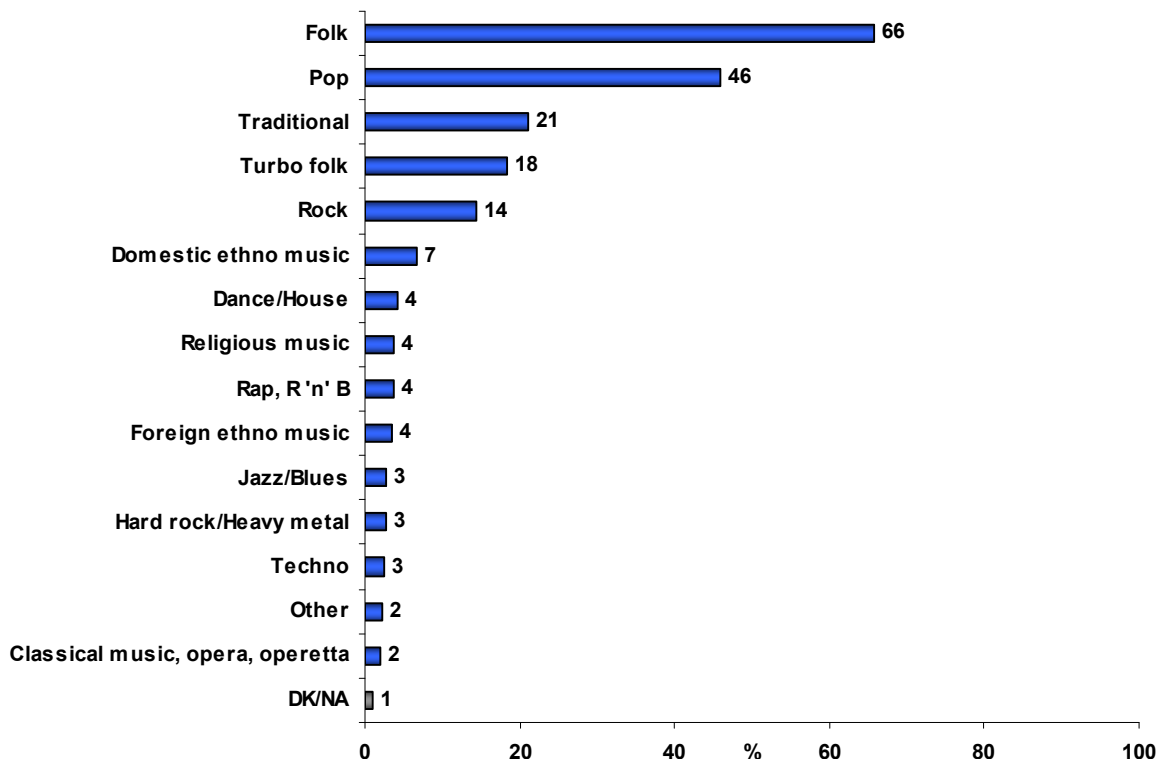
Men (36%) listen to music via tapes, records, CDs, and DVDs more often than women (27%). Women (64%) on the other hand listen to music via radio-television more often than men (52%).

Younger respondents (age 18-35) in comparison to respondents of 51 years and above, more often listen to music via tapes, records, CDs, and DVDs (44% compared to 17%), use a computer to listen to a CD/DVD (9% compared to 1%), and use a computer to listen to music on the internet or via downloaded files (9% compared to 1%). Older respondents listen to music more frequently via radio-television (80% compared to 38% of younger respondents).

In Jajce municipality (64%), listening to music via tapes, records, CDs, and DVDs is more popular than in Bihać (21%), Bijeljina (19%), Prijedor (28%), Gradiška (24%) and Rudo (22%). **Tapes, records, CDs, and DVDs and radio-television are generally the most preferred mode of listening to music in all municipalities.**

Music

- % Types of music preferred (N=1435)



Folk music is preferred by two thirds (66%) of all respondents in B&H, which makes it the most liked type of music in the country. Little less than one half (46%) also listens to pop music, while more than one fifth listens to traditional music (21%). Turbo folk musical genre is preferred by just under one fifth of respondents (18%), while 14% of respondents listen to rock

music. Domestic ethno music (7%), dance/house, religious music, rap/R'n'B, and foreign ethno music (all 4%), jazz/Blues, hard rock/heavy metal and techno (all 3%), other types and opera/opera (2%), are all featured with less than 10% of respondents.

- Age, gender, education and settlement type figure significantly as demographic variables in determining music preferences. -

Younger respondents (18-35) in comparison to older respondents (51+), prefer listening to pop music (62% compared to 33%), rock music (27% compared to 4%), hard rock/heavy metal (5% compared to 0%), dance/house (9% compared to 1%), techno (7% compared to 0%), and rap/R'n'B (9% compared to 1%). Older respondents prefer listening to traditional music (28% compared to 15%), and folk music (71% compared to 58%), than younger respondents.

In comparison to women, men prefer listening to rock (17% compared to 13%) and techno music (4% compared to 1%).

Respondents with more years of education tended to prefer pop, rock and dance/house music than respondents with fewer years of education. For example, respondents with 16 years of education (71%) preferred pop music compared to respondents with 8 years of education or less (20%). Respondents with 20 or more years of education preferred rock music (65% compared to 2%), and dance/house music (42% compared to 2%), in comparison with respondents who have 8 years of education or less.

Urbanization played a role in determining music preferences as well, in that respondents from urban regions preferred classical (3% compared to 1%), pop (53% compared to 40%), rock (19% compared to 10%), dance (7% compared to 2%), rap/R'n'B (6% compared to 2%), foreign ethno (6% compared to 2%) and domestic ethno music (9% compared to 4%), more frequently than respondents from rural regions.

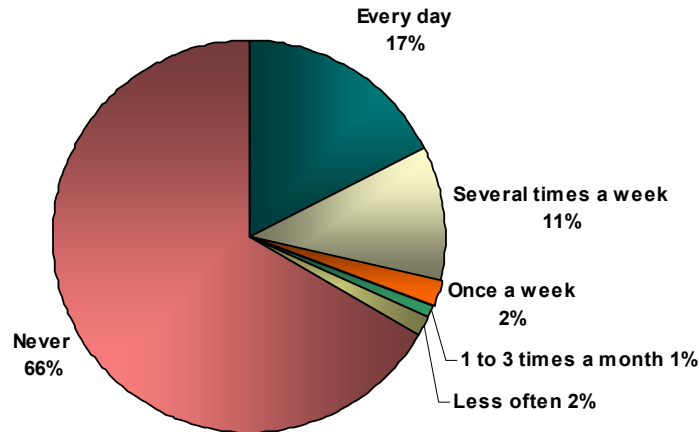
Municipalities of Novo Sarajevo (41%) and Sokolac (33%) prefer listening to rock more than respondents from municipalities of Bihać (7%), Tešanj (6%), Gradiška (7%), and Rudo (7%). Both of these municipalities are close to a capital (largest urban settlement in the country), so that these results are congruent with the above finding that rock music is listened to much more frequently in urban than in rural centers.

3.2.6. INTERNET USE

This chapter, in addition to providing baseline information on the use of internet among the people in Bosnia and Herzegovina, also gives a picture regarding the role internet plays in people's lives. A preliminary question provides insight in the frequency of internet usage. The second part of the chapter elaborates on the purposes for which internet is used, which include work, leisure activities, purchasing of products (among these are so-called cultural products: books, CDs, etc.), information searches, communication, etc.

Internet

- % Frequency of internet usage B&H 2010 (N=1500)



Most respondents indicate never using internet (66%), while little less than one fifth of respondents use internet every day (17%). One in ten respondents use internet several times a week (11%).

Respondents from FB&H tend to use internet on daily basis more frequently than respondents from RS (19% compared to 14%). On the other hand, respondents from RS are more likely to never use internet than those from FB&H (72% compared to 64%).

Younger respondents use internet more than older respondents. 34% of younger respondents use internet every day, compared to 4% of older respondents.

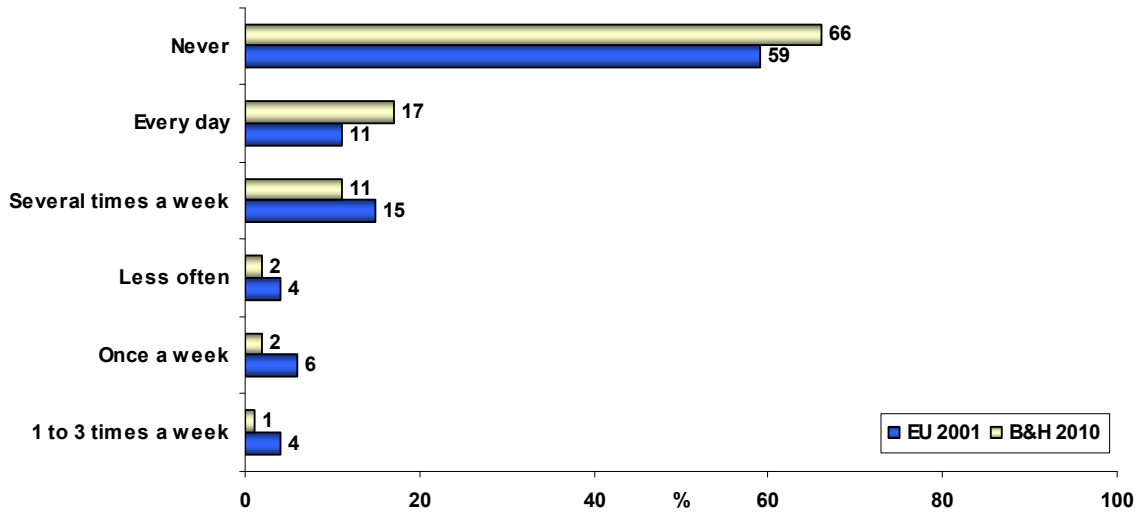
More years of education is related to more internet use. For example, while 70% of respondents with 20 or more years of education use internet every day, only 3% of respondents with 8 years of education does the same.

Employed respondents (28%) tend to use internet more frequently than unemployed respondents (13%), as do urban respondents (22%) compared to rural respondents (14%).

In terms of municipalities, internet use is greatest in Bihać, Bijeljina and Novo Sarajevo, where 60%, 48% and 58% of respondents tend to use internet daily. On the contrary, 97% of respondents from Jajce, 97% respondents from Tešanj, 98% respondents from Sokolac and 98% of respondents from Srebrenik never use internet.

Internet

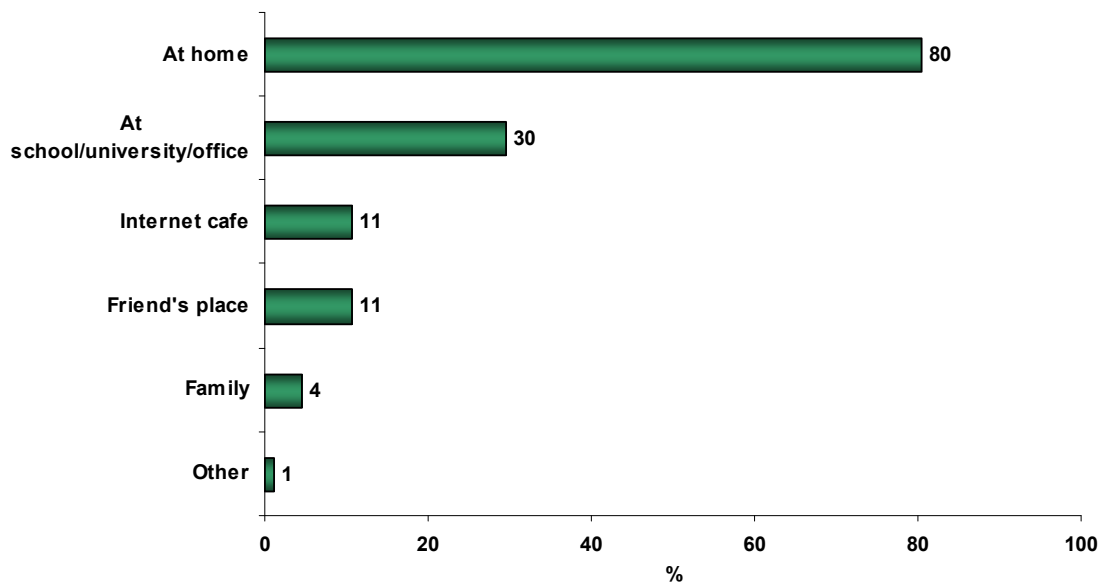
- % Frequency of internet usage B&H 2010 compared to EU 2001



The most popular response in both samples is 'Never', which comes out to 66% for B&H and 59% for EU average. The second most popular response is use of internet on a daily basis, where the average for B&H exceeds that for EU by 6%. The respondents from EU sample are more likely however to use internet several times a week (15% of respondents, compared to 11% of respondents from B&H sample).

Internet

- % Frequency of internet usage at given locations* (N=498)



* Response for 'Public library' is not shown because it was 0%

Most popular location for internet use is at home (80%), followed by school/university/office, which was selected by almost one third of participants (30%). A little above one in ten participants use internet at both internet café (11%) and friend's place (11%).

Respondents of age 18-35 more frequently than respondents of age 36-50 use internet in internet cafes (16% compared to 3%) and at friends' place (15% compared to 4%).

Employed respondents (37%) are more likely to use internet at work than unemployed respondents (23%).

Respondents from Gradiška municipality (71%) are most likely to use internet at school/university/work, while 98% of respondents from both Bijeljina and Novo Sarajevo use internet at home.

Respondents from FB&H, compared to respondents from RS, tend to more frequently use internet for the following activities: searching for job opportunities (41% compared to 25%), visiting the website of a political party (7% compared to 1%), searching for information on sport or leisure activities (24% compared to 13%), shopping (7% compared to 2%) and communicating over the internet using a webcam (19% compared to 4%).

Significant differences in internet use with regard to gender have also been noted. Men use internet for downloading free software (17% compared to 10%), searching for information on sport or leisure activities (24% compared to 13%), and playing computer games (17% compared to 10%). On the other hand, women use internet more frequently than men for searching for information related to health (17% of women compared to 10% of men).

Age turned out to be another demographic variable that impacted preferences for internet use. Respondents of age 18-35 (younger) more frequently than older respondents (51+) use internet for social networking (75% compared to 49%), searching for job opportunities (20% compared to 12%), and visiting chat rooms (27% compared to 12%).

Employment and extent of urbanization are the final two demographic variables affecting the use of internet. While employed respondents more frequently than unemployed use internet for work purposes, the latter use it for social networking (69% compared to 58% of employed), downloading free software (18% compared to 11%), searching for job opportunities (19% compared to 11%), listening to radio or music (20% compared to 14%), and playing computer games (18% compared to 11%).

Finally, respondents from urban areas more frequently than those from rural areas use internet for searching for information about a specific product (12% compared to 5%), searching for job opportunities (19% compared to 11%), searching for educational material and documents (30% compared to 17%), and searching for information relating to health (19% compared to 12%).

Comparison between European and B&H sample reveals some differences as well as some similarities regarding internet use. **In general, internet is used more frequently in EU sample for almost all activities** except for listening to music or radio, visiting the website of a political party, watching TV channels and making telephone calls, participating in online auctions and using a webcam, as well as visiting chat rooms and taking part in surveys. More detailed results are shown in the table below.

Internet use: Analysis by Sample

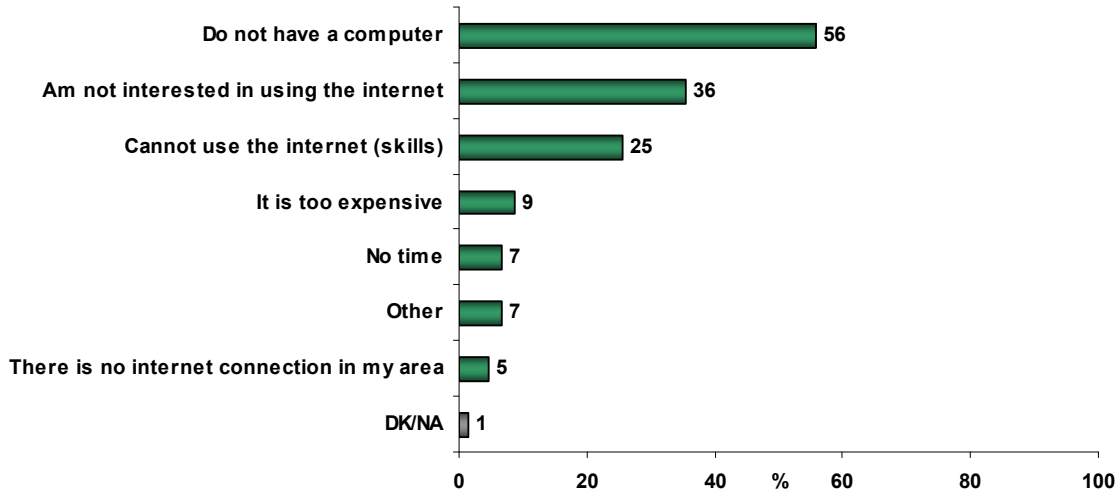
Note: % Purpose of use, EU 2001 compared to B&H 2010

	EU 2001	B&H 2010
WORK	38	36
SOCIAL NETWORKING	.*	64
POLIT PARTY WEBSITE	3	5
LOC AUTHORITY WEBSITE	11	5
GOVERNMENT WEBSITE	6	3
DOWNLOAD FREE SOFTWARE	25	15
SEARCH EDUCATIONAL MAT	39	25
SEARCH HEALTH INFO	16	16
SEARCH LEISURE INFO	33	20
SEARCH JOB OPPORTUNIT	17	15
SEARCH PRODUCT INFO	40	9
PREPARING HOLIDAYS	30	11
SHOPPING (GENERAL)	.*	6
BUYING CDS	8	3
BUYING BOOKS	8	2
BUYING SOFTWARE	5	2
REMOTE BANKING	18	4
BUYING/SELLING SHARES	4	2
NEWSPAPER WEBSITES	25	20
BUILDING OWN WEBSITE	7	3
LISTEN RADIO OR MUSIC	14	17
WATCH TV CHANNELS	4	5
PLAY COMPUTER GAMES	21	15
MAKE TELEPHONE CALLS	6	14
ON-LINE AUCTIONS	4	8
USING A WEBCAM	5	14
E-MAILING	59	29
VISIT CHAT ROOMS	18	20
TAKE PART IN SURVEYS	5	9
SOMETHING ELSE	5	2
DK	1	2
TAKE PART IN SURVEYS	5	9
SOMETHING ELSE	5	2
DK	1	2

* Item not used in both polls.

Internet

- % Reasons for not using internet (N=1002)



Most respondents do not use internet because they do not have a computer (56%), which is the case for over one half of respondents. More than one in three participants (36%) are not interested in using the internet, and a quarter does not have the skills to use internet. Almost one in ten respondents (9%) finds internet to expensive, while 7% of respondents state that they do not have time or mention other reasons. 5% of respondents indicate that there is no internet connection in their area.

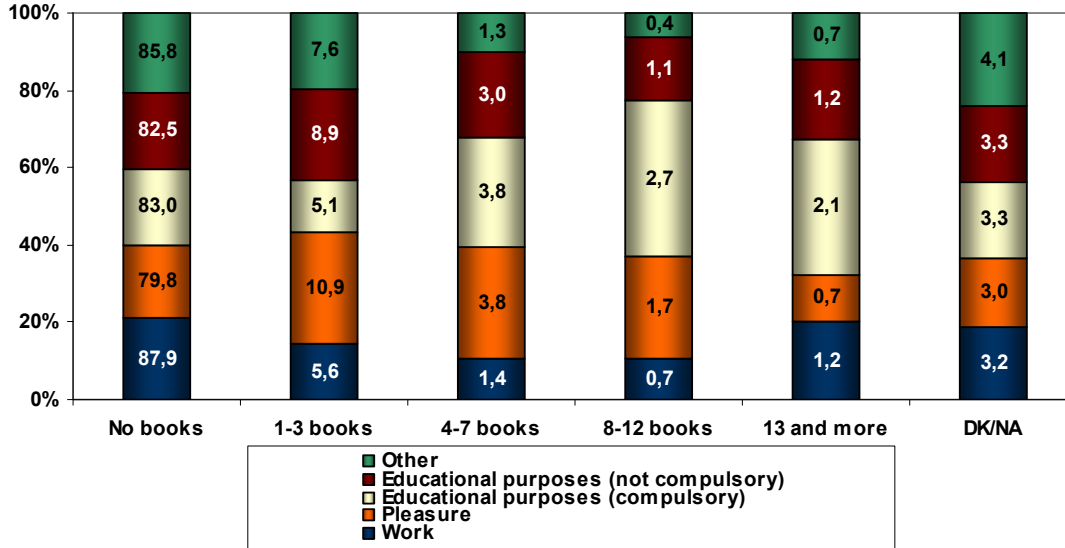
Younger respondents find internet use to be too expensive more often than older respondents (15% compared to 6%), and also mention not having enough time for its use (11% compared to 4%). Older respondents are more frequently disinterested (41% compared to 25%) and do not have the skills necessary to use it (28% compared to 19%). Unemployed respondents more frequently mention that they do not have a computer (58% compared to 47%), as do rural respondents (60% compared to 50%). The latter also frequently mention that there is no internet connection in the place where they live (6% compared to 3% of urban respondents).

3.2.7. READING BEHAVIOR

This chapter addresses reading behavior with respect to three different forms of written material: books, newspapers, and magazines. The information about the frequency and amount of material read is provided, in addition to data on preferences for certain reading material with regard to topics and specific kinds of magazines/newspapers. The respondents also elaborate on the reasons why they do not read books.

Books

- % Reading frequency (N=1500)



It seems safe to say that between 80% and 90% of respondents did not read at all in the past year. Majority of respondents did not read any books for the purpose of work (88%), and about 6% read 1-3 books. Around 1% read either 4-7, 8-12, and 13 and more books. A little less respondents (80%) did not read any books for pleasure, while 11% read 1-3 books and 4% 4-7 books. 2% read between 8 and 12 books while 1% read more than 13 books. Around 83% of respondents did not read any books that they had to read for educational purposes. About 5% read 1-3 books, and less than 5% read each 4-7 books (4%), 8-12 books (3%), and 13 and more books (2%). About the same percentage did not read any books for educational purposes on their own (83%). Nearly one in ten respondents read 1-3 books (9%), while less than 5% read each 4-7 books (3%), 8-12 books (1%) and 13 and more books (1%). Even with other types of literature reading rates seem to be low, so that around 86% read no books, and less than 10% read 1-3 (8%), 4-7 (1%), and 13 and more books (1%).

Age, education and urbanization seem to be the factors that affect reading rates. Older respondents more frequently than younger stated not reading any books (94% compared to 84%), while younger respondents more frequently reported reading 1-3 books (9% compared to 2%). Respondents with 20 years of education and more (35%), significantly more often stated reading 13 and more books for work, compared to respondents with 8 years of education or less (0.5%).

- Respondents with more years of education reported reading the most. -

Younger (18% read 1-3 books) and urban (14% read 1-3 books) respondents also read more for pleasure than older (5% read 1-3 books) and rural respondents (8% read 1-3 books). **Respondents from Novo Sarajevo municipality read for pleasure more frequently than all other respondents** (e.g., 45% compared to 3% for Bihać municipality).

With regard to compulsory educational literature, highest reading rates are found among younger respondents, more educated respondents, and students. 10% of younger respondents, compared to 2% of older respondents report reading between 1 and 3 books. About 31% of respondents with 20 or more years of education compared to 0.4% of respondents with 8

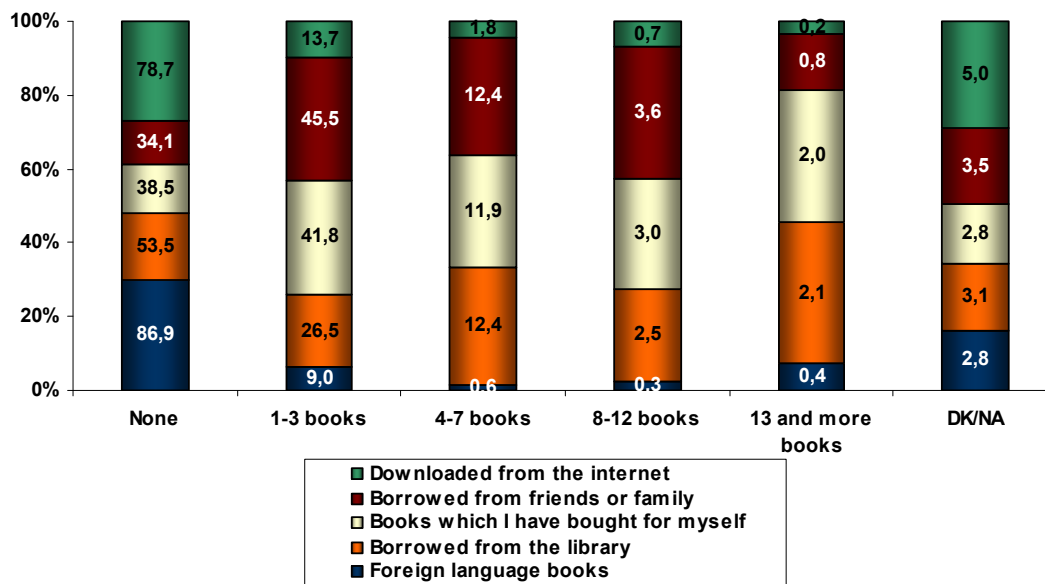
years of education or less indicate that they read between 8 and 12 books. Students (20%) more often reported reading 8-12 books, compared to 2% of temporarily unemployed respondents.

- Respondents from Novo Sarajevo municipality reported highest average reading rates. -

When it comes to non-compulsory educational literature, effects of age, gender, and urbanization seem to stand out. Older respondents more frequently report not reading at all for this purpose (91% compared to 74%), whereas younger respondents more frequently indicate reading 1-3 books (13% compared to 5%). Women report reading 4-7 books more often than men (every two women for one man), with this relationship being the same for urban compared to rural respondents as well. Finally, compared to temporarily unemployed (5%), students (28%) report reading between 1 and 3 books more often.

Books

- % Kinds of books read (N=465)



Analysis of kinds of books read once again underlines the low reading rates overall, with most of respondents reporting not having read any of the given types of books. Almost 9 in 10 respondents did not read any books in foreign language (87%), while little less than 1 in 10 (9%) report having read 1-3 books of this kind. About half of respondents (54%) did not borrow any books from the library, while about a quarter (27%) borrowed between 1-3 books and around 1 in 10 (12%) borrowed between 4 and 7 books. 39% of respondents report not having bought books for themselves, while around 42% bought from 1 to 3 books. Out of the books they read, 12% of respondents purchased between 4 and 7 books for themselves. Around one third of respondents did not borrow books to read from family and friends (34%), while a little less than one half did so for 1-3 of the books they read. A little more than one in every ten respondents (12%) borrowed between 4 and 7 books from friends/family. Downloading rates are low in this regard as well, as 79% of respondents did not download any books, and about 14% downloaded between one and three books from the internet.

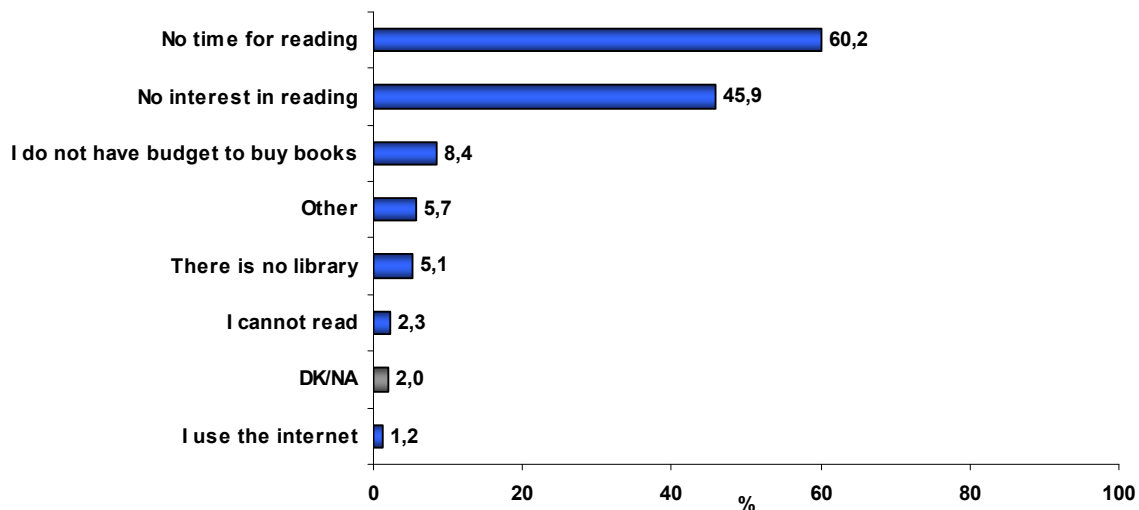
Age, gender and employment status, are factors that to some extent affected the kinds of books that the respondents read. Older respondents were more likely to report (61% compared

to 41%) not having read any foreign language books. Compared to employed respondents (43%) unemployed respondents were more likely to not have read any books that they purchased for themselves (32%). Men (48%) are more likely to borrow between 1 and 3 books than women (40%), as are younger respondents (53% compared to 34%).

Download rates are higher among men (18% compared to 10% for between 1 and 3 books), while women are more likely to not have downloaded any books (83% compared to 74%). Similarly, older respondents are more likely to not have downloaded any books (86% compared to 73%), while younger respondents are more likely to have downloaded between 1-3 books (21% compared to 4%).

Books

- % Reasons for not reading (N=1035)



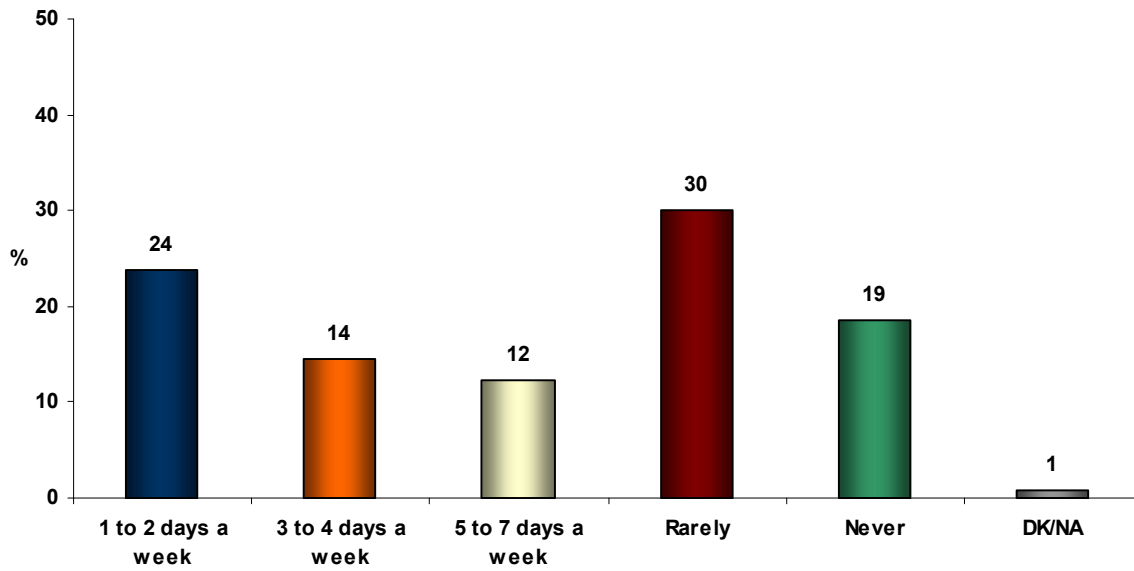
The most popular reason for not reading is lack of time, which is expressed by almost two thirds of respondents (60%). The second most popular response is lack of interest in reading, which is expressed by (46%) of all respondents. Close to every one in ten respondents does not have sufficient funds to purchase books in the first place. 6% states other reasons, while 5% indicates that there is no library nearby. About 2% does not know how to read, while only 1% uses internet for the purposes of reading.

The lack of time is the most popular reason among younger and employed respondents. Compared to older respondents (52%), 62% of younger respondents state that they do not have the time. Also, 68% of employed respondents complain of not having enough time, compared to 58% of unemployed respondents. The latter also more frequently indicate that they do not have enough money to purchase books (10% compared to 4% of employed respondents). More respondents from rural areas (10%) indicate that they do not have a library in their community, than respondents from urban areas (4%). This also means that between 90% of rural and 96% of urban respondents likely have a library nearby, which indicates that lack of access is not a prominent factor affecting the low reading rates.

It is perhaps also interesting to note, that the not knowing how to read is the response more frequently heard among older (51 or more years of age, 5%) than middle-aged (age 36-50, 0,4%) respondents.

Newspapers

- % Frequency of reading (N=1500)



About a third of respondents reports rarely reading newspapers (30%). Nearly one quarter (24%) indicates that they read 1-2 days a week, while almost a fifth (19%) reports never reading newspapers. 14% read them 3-4 days a week while 12% do so 5-7 days a week.

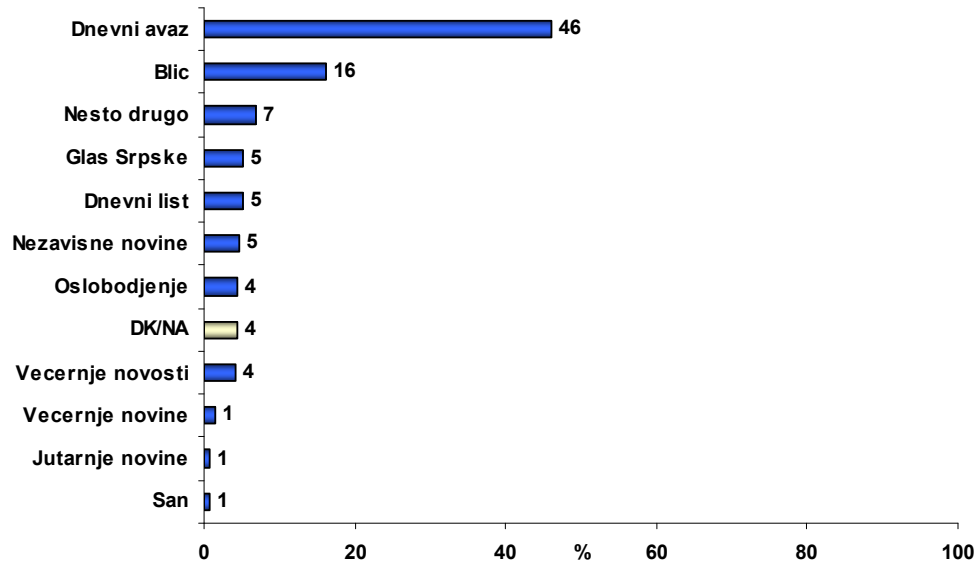
Gender, age, education and urbanization seem to affect the extent of newspaper reading among respondents. Men more frequently than women report reading newspapers 1-2 days a week (30% compared to 26%), and 5-7 days a week (16% compared to 9%). Younger respondents (29%) more often than older (21%) report reading newspapers 1-2 days a week, while respondents of age 51 and above more often state that they never read newspapers (31% compared to 9%).

Respondents with less than 8 years of education more often state that they never read newspapers (50% compared to zero percent of those with 20 or more years of education). Respondents from urban regions more frequently than respondents from rural regions report reading 1-2 days a week (27% compared to 21%) and 5-7 days (15% compared to 10%). On the other hand, respondents from rural areas more often state that they rarely (33% compared to 27%) and never (21% compared to 15%) read newspapers.

- Respondents from municipalities of Bihać (67%) and Jajce (55%) tend to report reading newspapers 1-2 days a week more often than respondents from other municipalities. -

Newspapers

- % Preferred newspapers (N=1209)



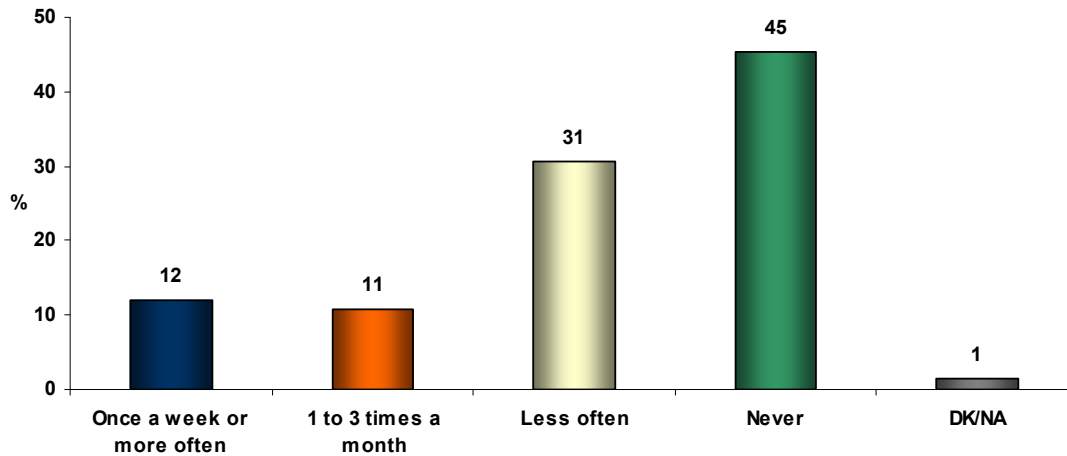
The most popular newspaper with almost one half of respondents is Dnevni avaz (46%). The second preferred newspaper is Blic with 16%. All other newspapers are featured under 10% of the time.

Similarly with TV watching and radio listening behavior, newspaper preferences are too affected by the ethnic divisions. To that extent, compared to RS, newspapers preferred in FB&H include Dnevni avaz (65% compared to 9%), Oslobođenje (6% compared to 1%) and Dnevni list (7% compared to 1%). Conversely, in RS preferred newspapers include Glas Srpske (13% compared to 1% in FB&H), Nezavisne novine (11% compared to 1%) and Večernje novosti (9% compared to 2%).

Younger respondents (48%) compared to older (39%), as well as urban (49%) compared to rural respondents (43%) prefer Dnevni avaz more often. This newspaper is also more popular in municipalities of Jajce, Bihać, Tešanj, Novo Sarajevo and Srebrenik (all municipalities in FB&H) than in other municipalities.

Magazines

- % Frequency of reading (N=1500)

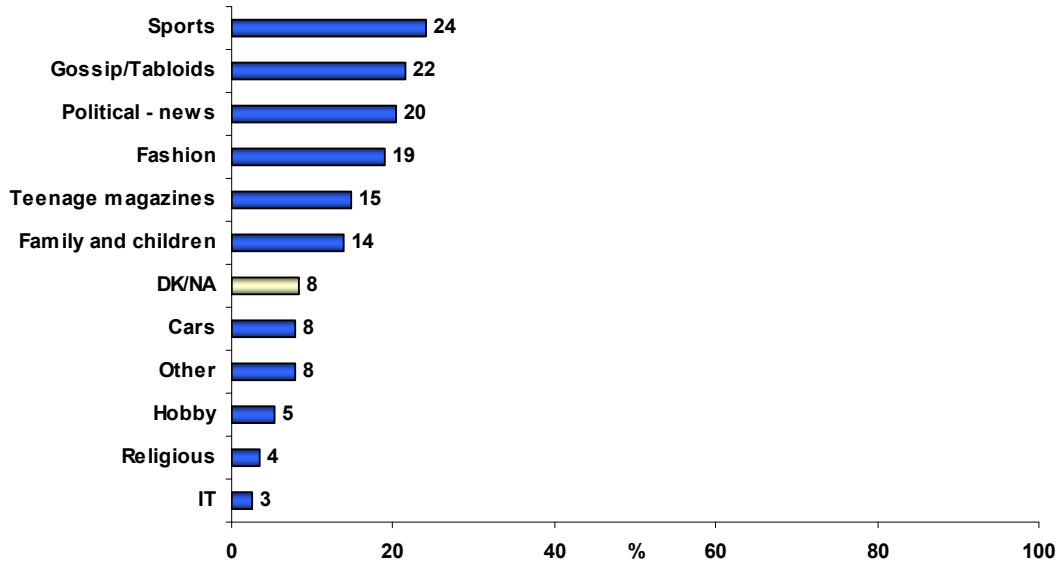


Almost one half of respondents state that they never read any magazines (45%). Above one tenth (12%) do so once a week or more often and a similar percentage reads magazines 1-3 times per month (11%). Nearly one third of respondents (31%) does so less often. These data indicate that **reading magazines is clearly less common than reading daily newspapers.**

Reading magazines seems to be more popular among women than among men. Men are more likely than women to indicate that they never read magazines (48% compared to 42%), while women more frequently read them once a week or more often (16% compared to 11%) and 1-3 times a month (13% compared to 9%). Older respondents are most likely to indicate never reading magazines (63% compared to 29% of younger ones). Respondents with less than eight years of education (80%) more frequently than those with 20 or more years of education (11%) indicate that they never read magazines. Urbanization figures as a factor as well, as rural respondents (50%) more often state that they never read magazines compared to urban respondents (40%). Finally, it seems that reading magazines 1-3 times monthly is most popular in Novo Sarajevo municipality, where exactly one third of respondents indicates doing so.

Magazines

- % Preferred topics (N=822)



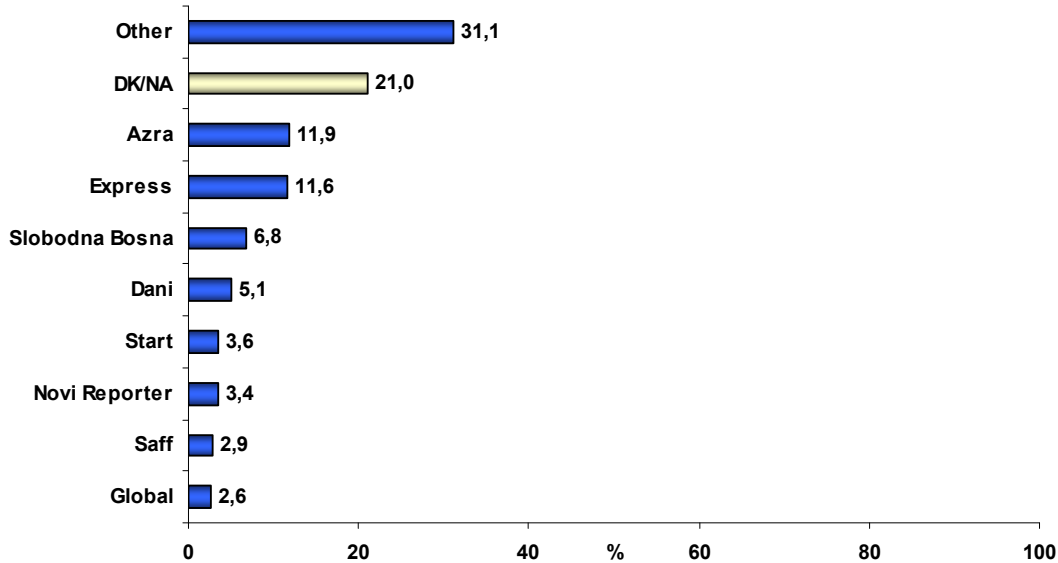
More entertainment-related magazine topics seems to be the most popular in B&H. Sports topics are most popular magazine content, preferred by about one quarter of all respondents (24%). It is followed by gossip/tabloids with 22% and political/news with one fifth of responses (20%). Fashion magazines are almost as popular as political magazines (19%). Around 14% prefer magazines with topics relating to family and children. All other potential content is preferred by less than 10% of the respondents each, with IT/computer related content coming in last with 3%.

In terms of demographic variables, gender, age and employment seem to have influence on preferences for various magazine topics. Compared to women, men prefer political topics (27% compared to 13%), sports (44% compared to 7%), IT (5% compared to 1%), and cars (27% compared to 7%). Women on the other hand prefer fashion (27% compared to 7%) family and children (26% compared to 10%), teenage magazines (15% compared to 10%) and gossip/tabloids (27% compared to 16%). These responses are in line with what is generally believed to be gender-specific interests.

Younger respondents prefer fashion (25% compared to 14%), teenage magazines (25% compared to 8%) and IT (5% compared to 0.4%), while older respondents prefer politics (27% compared to 11%). Finally, employed respondents prefer politics (27% compared to 17%), sports (30% compared to 20%) and fashion (24% compared to 16%).

Magazines

- % Preferred magazines (N=822)



About one third of respondents (31%) indicated that they prefer magazines not provided in the list inside the questionnaire, while about one fifth (21%) said that they do not know which magazines they read most often. Magazine for women, Azra, comes I third with 12% of respondents indicating that they read it. Entertainment/tabloid magazine Express is fourth also with about 12% of respondents reading it. **In line with the findings regarding newspaper reading behavior, it seems that the respondents are generally interested in lighter and more entertainment-related content in magazines as well.** More political magazines, Slobodna Bosna (7%) and Dani (5%) follow, with all other being featured by under 5% of responses.

Respondents from FB&H, compared to those in RS, prefer Dani (7% compared to 2%), Slobodna Bosna (9% compared to 0,4%), Azra (17% compared to 3%) and Express (16% compared to 4%). RS respondents tend to read Novi reporter (7% compared to 1%) and Global (5% compared to 1%) more often than those from FB&H.

In comparison to women, men tend to read Slobodna Bosna (11% compared to 4%) more often, while women read Azra (20% compared to 5%) more frequently than men. Younger respondents read tabloid Express more frequently than older respondents (17% compared to 6%). Finally, urban respondents read Azra (14% compared to 9%) more often than rural respondents, whereas the latter prefer Express (15% compared to 9%) more often than the former.

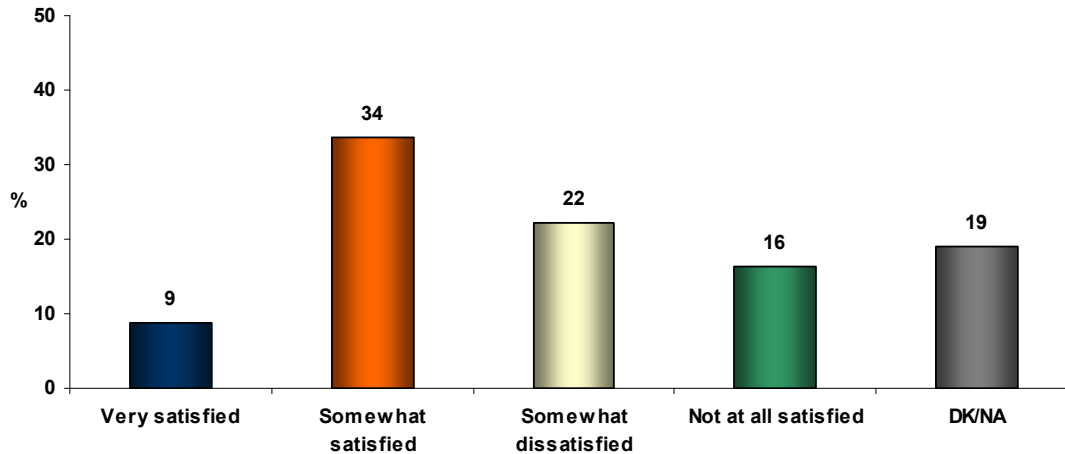
3.2.8. LEVEL OF SATISFACTION/SUGGESTIONS REGARDING CULTURAL CONTENT

We round off the chapter with the analysis of respondents' personal views on the cultural issues in their surroundings. The respondents were asked about their level of satisfaction with the cultural offer in their community, as well as about the status of infrastructure in their community (in terms of existence of a cultural center or other cultural institutions in their community). To assess the attitudinal stance of the participants regarding the topic, the space is provided for them to suggest cultural content they would like to see offered in their living environment. Finally, to evaluate the reliability of participants' responses, we address the extent to which the participants

consider themselves informed about the cultural programs in their municipality, as well as the extent to which the participants attend cultural programs in their municipality.

Culture

- % Satisfied with cultural offer in municipality (N=1500)



About one third of respondents (34%) indicates that they are somewhat satisfied with the cultural offer in their municipality, while almost one fifth (22%) is somewhat dissatisfied. 16% are not at all satisfied while only 9% are very satisfied with the offer. Generally speaking the respondents are about evenly satisfied (total of 43%) and dissatisfied (a total of 38%). Significant percentage (almost one fifth) of respondents did not provide an answer to this question.

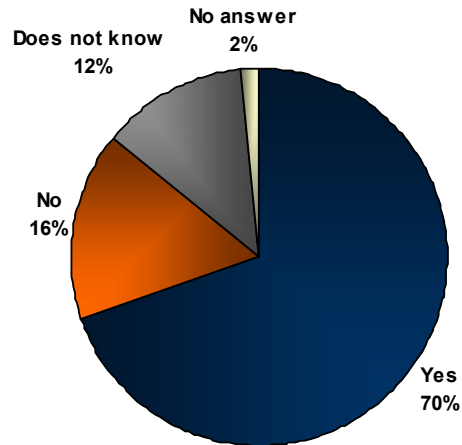
It appears that men are more dissatisfied with the cultural offer in their municipality than women. Women tended to more frequently state that they are partially satisfied with the offer (38% compared to 32%), while men more frequently said that they are partially dissatisfied (24% compared to 19%) and very dissatisfied (22% compared to 18%).

Respondents from urban areas are more satisfied with the offer than respondents from rural areas. 11% of them, compared to 6% of rural respondents state that they are very satisfied, while 37% compared to 30% state that they are partially satisfied.

With regard to municipalities, the respondents from Rudo are most highly dissatisfied with the offer (83% very dissatisfied), followed by respondents from Sokolac (48% state that they are very dissatisfied).

Culture

- % Existence of cultural center (N=1500)



Most respondents state that a cultural center exists in their municipality (70%), while 16% indicate that there is not one. More than one in ten respondents state that they do not know whether there is a cultural center in their municipality.

Younger respondents were more likely to state that a cultural center exists in their municipality (73% compared to 65%), while older respondents were more likely to state that they do not know (19% compared to 8% of younger).

Respondents with 8 years or less of education (30%) more frequently than respondents with 20 or more years of education state that they do not know if there is a cultural center in their municipality. **More educated the respondents, more likely they are to know whether there is or is not cultural center in their municipality.**

Employed respondents are better familiar with whether there is or is not a cultural center in their municipality than unemployed respondents. The former are more likely to answer affirmatively (76% compared to 67%), while the latter are more likely to say that they do not know (14% compared to 8%).

Finally, respondents from Brčko District are more likely than others to say that a cultural center exists in their municipality (94%, compared to 67% for FB&H and 74% for RS).

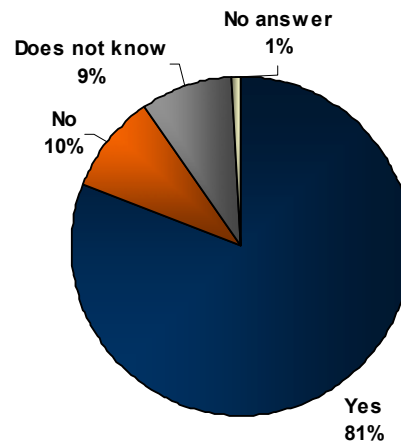
The respondents from municipalities of Jajce (95%), Bihać (98%), Sokolac (93%) and Srebrenik (92%) are more likely than most other respondents to state that a cultural center exists in their community, while the respondents from Bijeljina municipality (60%) are most likely to indicate that there is no cultural center in their municipality. The respondents were, overall, more likely to indicate that there is a cultural center in their municipality, except for the respondents from Novo Sarajevo, Bijeljina, Prijedor and Rudo, for which the responses are split about evenly between affirmative and negative answers (see the table below).

Existence of Cultural Center: % by Municipality

	Yes	No
Novo Sarajevo	45%	35%
Bijeljina	30%	60%
Rudo	63%	25%
Prijedor	63%	32%

Culture

- % Existence of other cultural institutions (N=1500)



Most respondents indicate that other cultural institutions such as public libraries, galleries, museums, theatres, cinema, etc. exist in their municipality. One in ten respondents state that such institutions do not exist in their municipality, and the same percentage does not know/does not provide an answer to the question.

Younger respondents (86% compared to 76%) are more likely to state that these institutions exist in their municipality, while older respondents (4% compared to 4%) are more likely to say that they do not know. Employed respondents more frequently state that these institutions do exist (85% compared to 79%), while unemployed are more likely to say that there is no such institutions in their municipality (11% compared to 7%). Finally, respondents from urban regions (85% compared to 78%) more often answered in the affirmative, while rural respondents tended to not know whether these institutions exist or not (12% compared to 5%).

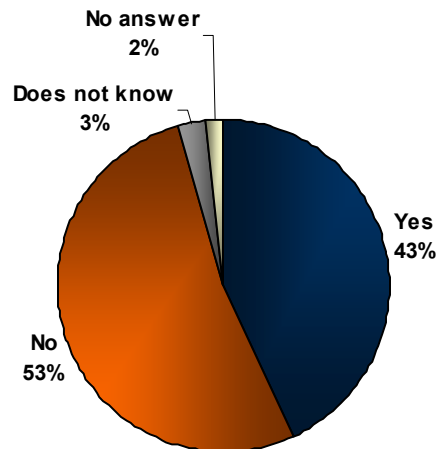
Existence of Other Cultural Institutions: % by Municipality

	Jajce	Bihać	Tešanj	Bijeljina	Prijedor	Gradiška	Novo Sarajevo	Rudo	Sokolac	Srebrenik
Yes	88%	100%	68%	67%	77%	98%	90%	93%	93%	92%
No	8%	0%	20%	25%	20%	2%	3%	2%	5%	5%
DK	3%	0%	12%	8%	3%	0%	7%	5%	2%	3%

The respondents from Rudo (93%) and Sokolac (93%) are more likely than respondents from Tešanj (68%) and Bijeljina (67%) to state that other cultural institutions exist in their municipality. On the other hand, respondents from Tešanj (20%), Bijeljina (25%), and Prijedor (20%) are more likely than respondents from Gradiška (2%) and Rudo (5%) to indicate that such cultural institutions do not exist in their respective municipalities. It is also apparent that **respondents in Bihać (100%) most frequently said that such cultural institutions exist, while respondents from Bijeljina were least likely to state so (68%). However, the latter were more likely to provide a negative answer (25%), while respondents from Bihać were least likely to state so (zero percent).**

Culture

- % Informed about cultural program in municipality (N=1500)



Respondents on average considered themselves to not be informed about the cultural program in their municipality. While 43% believe themselves to be informed, 53% state that they are not informed about the topic.

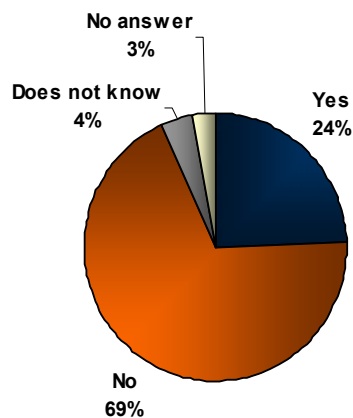
Age and type of settlement were demographic variables where significant differences in responses to this question were found. Younger respondents more frequently than older respondents (51% compared to 35%) stated that they consider themselves informed, while older respondents more frequently stated that they do not believe they are informed enough (59% compared to 46%).

Respondents from urban areas believe themselves to be informed (53% compared to 34%) as opposed to rural respondents who consider themselves not informed in comparison to urban respondents (60% compared to 45%).

Respondents from Bihać municipality consider themselves more informed about the cultural programs than do all other respondents (85% compared to an average of 50%). All municipalities except for Prijedor are more likely to state that they are not informed, when compared to Bihać municipality.

Culture

- % Attending cultural programs (N=1500)



- Only a quarter of all respondents state that they actually attend cultural programs (24%). Much higher percentage (69%) state that they do not attend cultural programs. -

Younger respondents seem to attend cultural programs more often than older respondents (34% compared to 17%). Older respondents also tend to indicate that they do not attend these programs (74% compared to 34% of younger respondents).

As education increases, so does attendance of cultural programs. For example, while only 7% of respondents with 8 years of education or less attend cultural programs, 59% of respondents with 20 or more years of education do so.

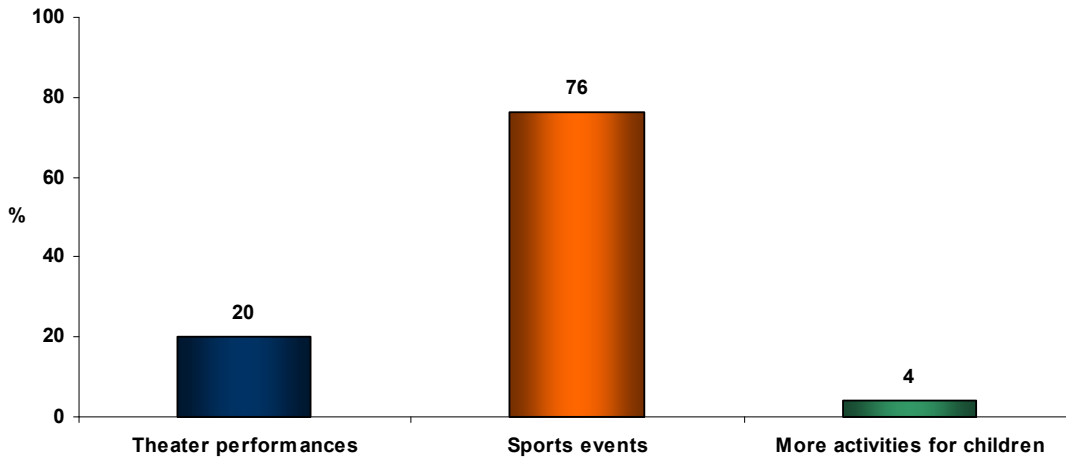
Employed respondents (32%) are more likely than unemployed respondents (21%) to indicate that they do attend cultural programs, as are respondents from urban areas (31%) compared to those from rural areas (19%).

With regard to municipalities, most of the respondents from all answered negatively to the given question. Municipalities of Srebrenik (47%), Sokolac (37%) and Novo Sarajevo (34%) were most likely to state that they attend cultural programs, while municipalities of Tešanj (80%), Bihać (77%), and Rudo (75%) were most likely to state that they do not attend these programs. These findings are particularly curious regarding Bihać municipality, as all respondents previously indicated that they are informed about the cultural program in their municipality, but less than a quarter (23%) state that they attend those programs. Looking back at some of the previous findings, we see that two thirds of respondents from this municipality indicated that they are partially satisfied with the cultural offer (67%), while half of them mentioned that lack of time and high costs of attendance (20%) prevent them from attending cultural events. Therefore, it is likely

that a combination of dissatisfaction and lack of time and money is responsible for low attendance in comparison to levels of informedness. Also, it should be noted that the latter was evaluated subjectively by the participants and need not necessarily reflect the objective information level the respondents possess.

Culture

- % Cultural content suggested (N=1500)



Most respondents would prefer to see more sport events in their municipality, followed by theater performances and more activities for children. Men would prefer the sport events (80% compared to 54%) while women would prefer theater performances (42% compared to 13%), and no other significant differences were found.

With regard to municipalities, sport events are more popular in Jajce (67%), Gradiška (67%), Novo Sarajevo (75%), and Srebrenik (100%), while theater performances were more popular in Tešanj (80%) and Bijeljina (83%).

3.3. CULTURAL EXCHANGE

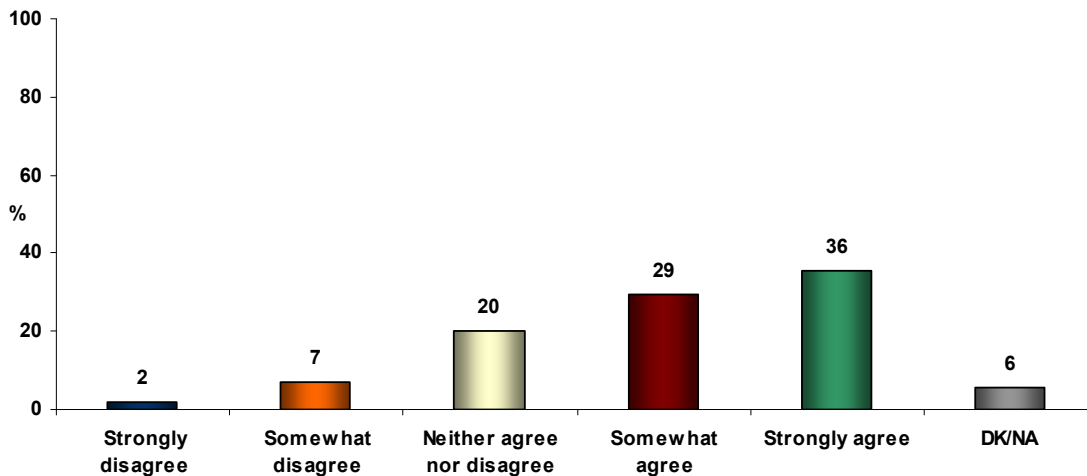
In this section we evaluate the topic of B&H culture. In particular, we look at how its diversity is perceived by the respondents, especially in relation to other countries in the region, as well as the more global western culture. Further, we analyze the extent of attachment the respondents feel with regard to their immediate surroundings, their country, Europe, and the world. The section concludes with the examination of the issues of personal cultural exchange. More specifically, data is presented with respect to the extent and type of contact the people in B&H have with individuals from foreign countries, addressing topics such as travel abroad, cross-national friendship and work ties, etc.

3.3.1. B&H CULTURE IN RELATION TO THE REGION AND GLOBAL WESTERN CULTURE

The respondents were given a series of statements and asked to indicate the extent to which they agree with each of them. The statements expressed different ways of looking at the B&H culture, in terms of characteristics such as its diversity, its uniqueness, and its similarity/difference to other cultures in the region.

Culture

- % It is the diversity of B&H culture that sets it apart and gives it its particular value (N=1500)



The respondents tend to generally agree with this statement – total of those who agree to a certain extent is 65%, while it is 9% for those who disagree. Every fifth respondent is ambivalent on the subject.

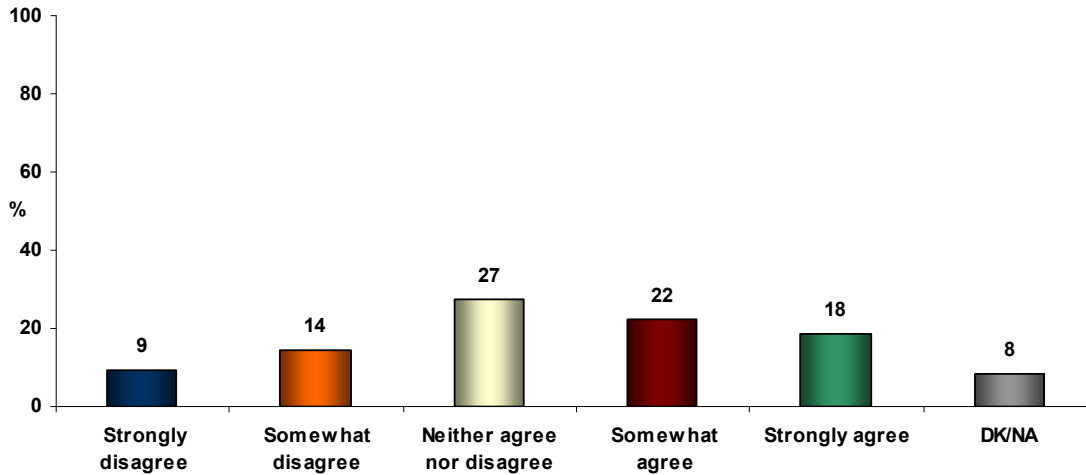
Respondents from FB&H (40%) tend to more frequently agree with the given statement than respondents from RS (29%) and DB (10%).

Employed respondents are twice as likely as unemployed respondents to strongly disagree with the given statement, while the respondents from urban areas are three times as likely to disagree with it as respondents from rural areas.

The respondents from municipalities of Bihać (78%), Rudo (75%), and Sokolac (65%) are more likely to strongly agree with the statement above.

Culture

- % There is no common B&H culture because three major ethnic groups are too different from one another (N=1500)



A total of 40% of participants agrees with the second statement, while around 23% tends to disagree. In this context, even more respondents neither agree nor disagree with the statement provided (27%), and a little less than one tenth does not know the answer (8%).

Respondents from FB&H (19%) and RS (18%) are more likely to agree with this statement than respondents from DB (3%).

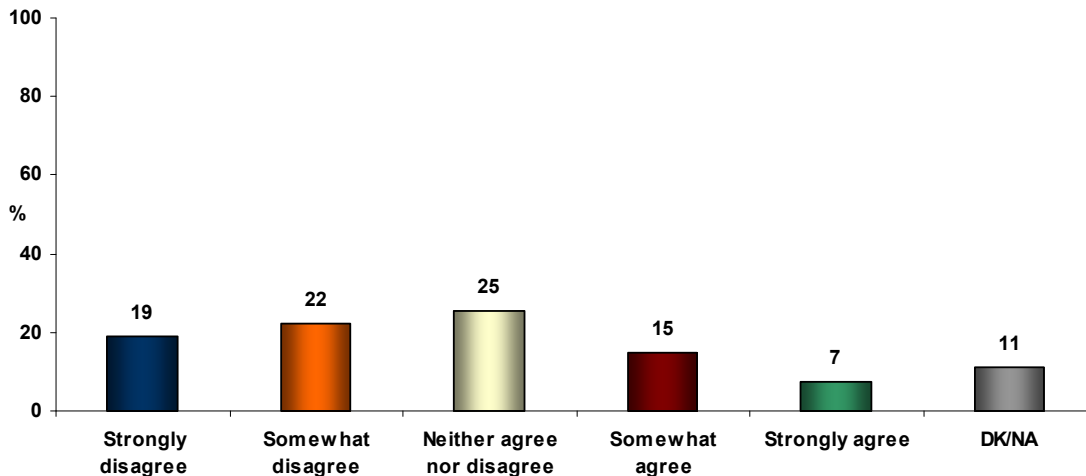
Male respondents are generally neutral on this topic (29% compared to 25% of women), while women tend to generally strongly agree with it (19% compared to 15% of men).

Respondents from urban areas (11%) are more likely than those from rural (7%) to disagree with the stated topic.

With regard to municipalities, those that mostly strongly disagree include Novo Sarajevo (43%), Rudo (32%) and Sokolac (37%). Respondents from Bihać municipality are more likely than others to strongly agree (34%).

Culture

- % There is no specific B&H culture, only a global western culture (N=1500)



The trend from the previous two statements reverses with this question, as now there are more respondents who generally disagree (41%) than those who generally agree (22%). Every fourth respondent expresses a neutral view on the subject.

The respondents from FB&H (17%) tend to somewhat agree with this statement more frequently than respondents from RS (10%).

Compared to women, men are more likely to completely disagree with the given statement (23% compared to 18%).

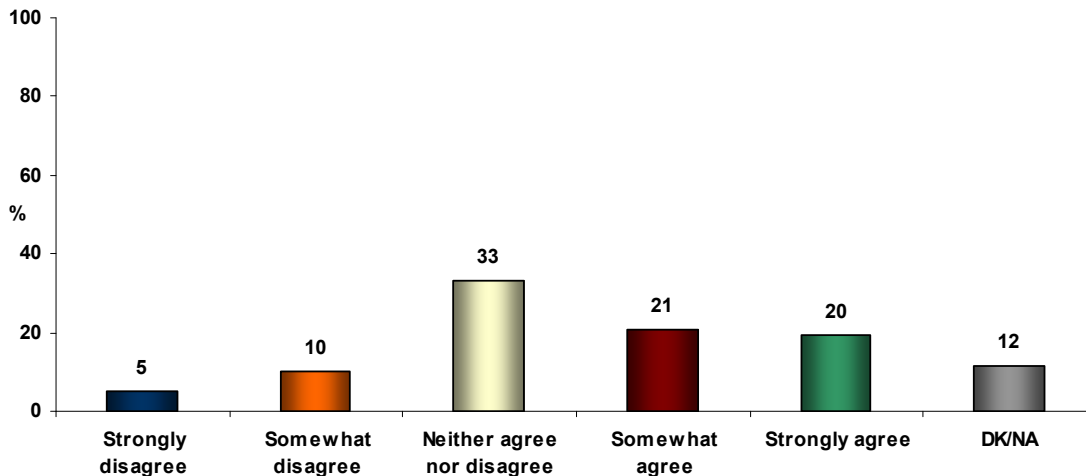
Older respondents (26%) are more likely than younger respondents (19%) to indicate that they somewhat disagree with this statement.

Respondents from urban areas (23%) are more likely than those from rural areas (16%) to express disagreement with the statement above.

The respondents from municipalities Novo Sarajevo (53%), Sokolac (42%) and Srebrenik (62%), are more likely than others to completely disagree with the statement. On the other hand, respondents from municipalities of Jajce (40%) and Rudo (48%) are more likely than other respondents to somewhat disagree with the mentioned statement.

Culture

- % Process of joining B&H to EU threatens its specific domestic culture (N=1500)



Nearly one half of respondents (41%) tends to generally disagree with the fourth statement, and every third respondent is neutral with regard to this issue. A total of 15% of respondents agrees with this statement, and more than one tenth does not know the answer (12%).

Respondents from RS (7%) are more likely than respondents from FB&H (4%) to strongly disagree with the given statement, while respondents from FB&H (23%) are more likely to completely agree with the given statement compared to respondents from RS (15%).

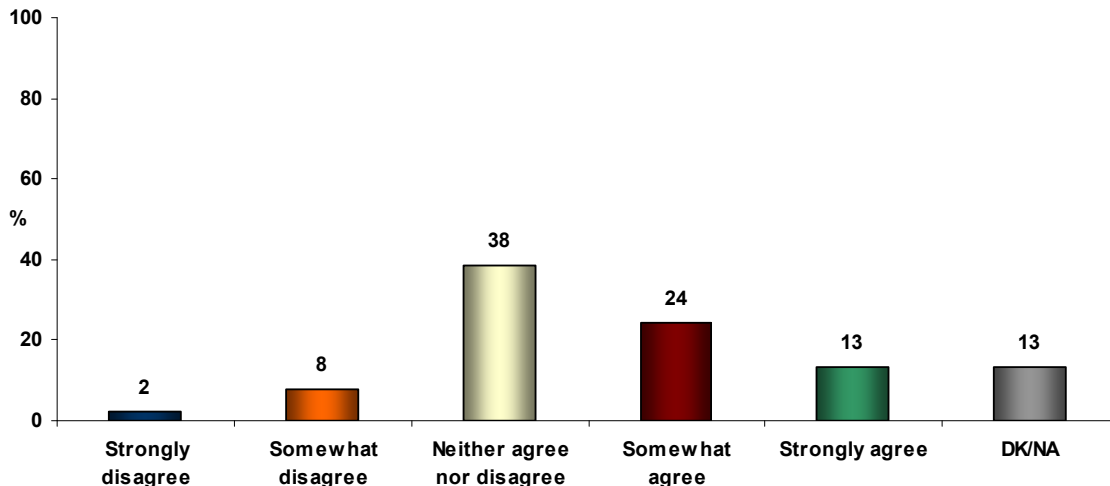
Male respondents tend to strongly disagree more often than female respondents (7% compared to 4%). Female respondents however are more likely to completely agree (21% compared to 17%).

Respondents from urban regions are more likely than respondents from rural regions to agree completely with the provided statement (22% compared to 18%).

The respondents from municipalities of Jajce (37% and Rudo (45%) are more likely to somewhat disagree with this statement than most other respondents, while respondents from Bihać municipality are more likely than others to completely agree with this statement (52%).

Culture

- % When B&H is compared to other countries in the region of former Yugoslavia, it is much easier to see what all citizens of B&H have in common culturally (N=1500)



The disagreement trend continues onto the final statement, as now there are 37% of respondents who generally disagree with it. Only every one in ten respondents agrees with the statement, and over one third (38%) are ambivalent on the subject.

Respondents from RS (45%) tended to be more ambivalent regarding this statement than respondents from FB&H (36%) and DB (17%). The latter (33%) more frequently stated that they somewhat disagree with this statement compared to respondents from FB&H (7%) and RS (8%).

Women compared to men (17% compared to 12%), and older respondents compared to younger (15% compared to 9%), tended to more often agree strongly with the given statement.

Respondents from Jajce (47%) and Sokolac (27%) municipalities more frequently reported that they somewhat disagree with the given statement, while respondents from Bihać (53%) tended to report more frequently than others that they somewhat agree with the provided statement. Finally, the respondents from Rudo municipality (58%) more often than others indicated that they completely agree with the given statement.

3.3.2. THE EXTENT OF CROSS-NATIONAL CONTACTS

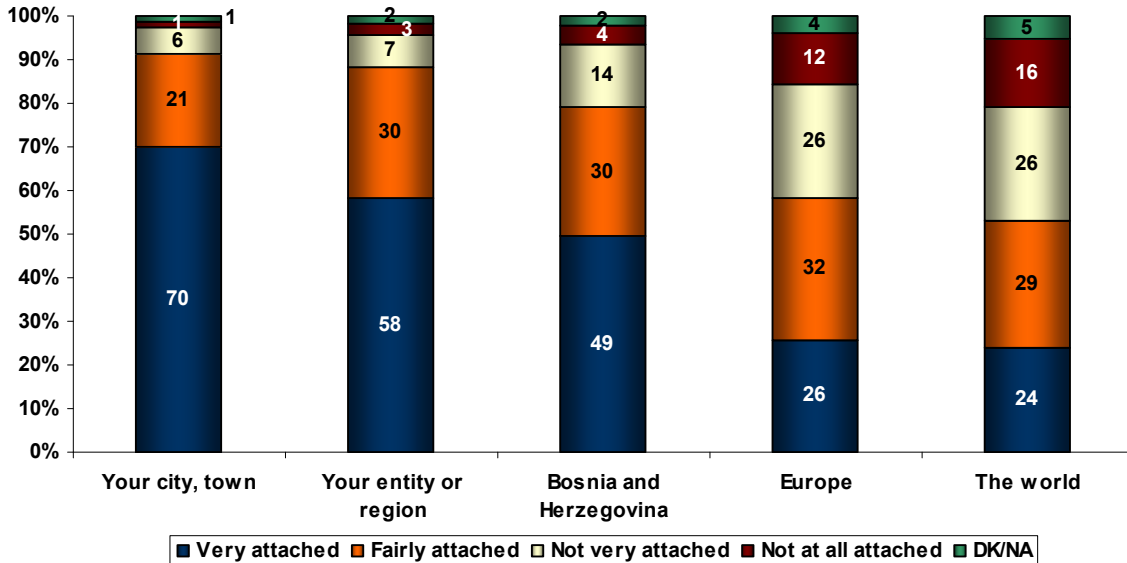
This section started with an examination of level of attachment the respondents feel toward their town/city, entity/region, B&H, Europe and the world¹¹. Additionally, to obtain insight in cross-national contacts between B&H citizens and the rest of the world, the respondents were given a number of statements and asked to indicate which ones, if any, apply to them. All of the

¹¹ A14. People may feel different levels of attachment to their village, town or city, to their region, to their country, to Europe or to the world. Please tell me how attached you feel to...?

statements referred to different kinds of cross-national contact, such as reading foreign books in original language, having friends who come from outside of B&H, travelling abroad, etc¹².

Cross-national view

- % Attachment levels (N=1500)



The respondents feel most attached to their city/town (a combined total of 91%), followed by attachment to their entity/region (88%), B&H (79%), Europe 58%, and the world (53%). In all of the cases, more than one half of respondents expressed feeling very and fairly attached to the given concept. However, as the region in question expanded in terms of size and inclusiveness, the reported level of attachment decreased.

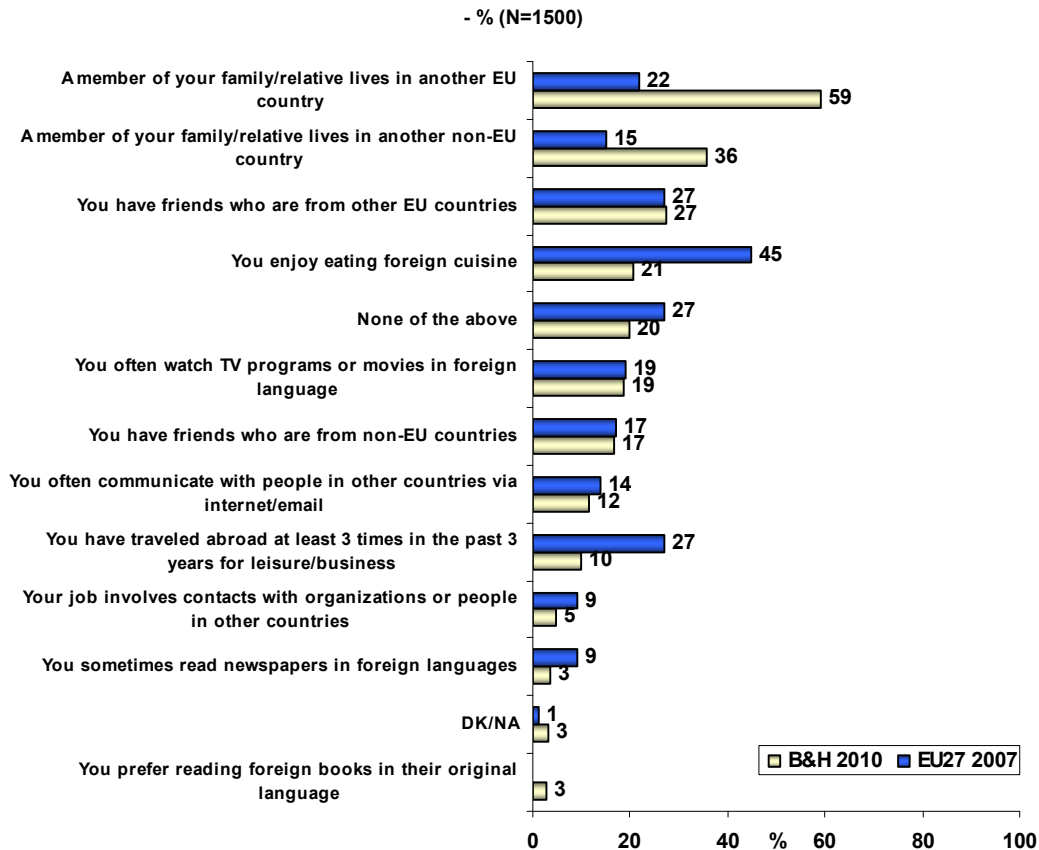
Respondents from RS feel very attached to their city and entity, while respondents from FB&H feel fairly attached to their city, entity, Europe and the world, but very attached to B&H. RS respondents tend to feel not at all attached to B&H, Europe or the world.

Respondents from Bihać most frequently state that they are very attached to their town/city (97%). The same percentage of respondents from Bihać and 82% of respondents from Sokolac express feeling very attached to their entity/region. Respondents from Bihać (95%) and Srebrenik (80%) feel very attached to B&H more frequently than other respondents. Respondents from Bijeljina (45%), Prijedor (37%), and Sokolac (78%) most frequently state that they feel not at all attached to Europe. Finally, 53% of respondents from Bijeljina, 38% of respondents from Prijedor, and 83% of respondents from Sokolac express feeling not very attached to the world.

Older respondents more frequently expressed feeling attached to their town/city (76%) and entity/region (64%) than to Europe (26%).

¹² Q18: Which, if any, of the following statements apply to you?

Types of cross-national contact



The most common type of cross-national contact in B&H is having family or relatives who live in another European country (59%), followed by having family or relatives who live in another non-European country (36%). Given the mass migrations that have occurred in the 1992 war, it is not surprising to see these relatively high percentage take precedence over other types of contact. It is interesting to observe that having friends who are from other European countries is just as common in B&H as it is in Europe (27). Enjoyment in eating foreign cuisine, the most common type of cross-national contact in EU27 sample (45%), comes in fourth for B&H sample with 21%. A fifth of respondents stated that none of the options reflected the type of cross-national contact they have (20%). Watching TV programs or movies in foreign language and having friends who are from non-European countries is just as common in B&H as it is in EU27 sample (19% and 17%, respectively). It is important to note that respondents from EU27 sample travel abroad for business or leisure almost three times as much as respondents from B&H, which may be partially due to the travel restrictions imposed on B&H with visa system.

Respondents from FB&H more frequently than respondents from RS mention having family members who live in other European as well as non-European countries, watching television in foreign language, preferring foreign cuisine and communicating on the internet with people in other countries.

Demographic variables of gender, age, education, employment and type of settlement are related to the extent of cross-national contact the respondents will have. Younger respondents indicated having significantly more cross-national contact than older respondents on

all options provided in this questionnaire (except for none/no answer options). **As years of education of respondents increased so did the number of instances of cross-national contact they have had.** For example, while only 5% of respondents with 8 or less years of education have traveled abroad at least three times in the past 3 years for business or pleasure, 35% of respondents with 20 years of education or more have done so.

- Younger, more educated, employed and urban respondents have more cross-national contact. -

4. EXECUTIVE SUMMARY

Associations with the word “culture”

In B&H the word “culture” is the most frequently associated to education and family (45%), and it rarely has negative connotations. Slight effects of education and entity were found concerning associations with this word. Results within municipalities are rather similar to those observed in general population. In comparison to EU27, it is possible to conclude that the most frequent responses in B&H are also highly frequent in Europe. The exceptions are the associations with arts, which are much higher in Europe than in B&H.

Individual importance of culture

The results show that the culture is important to 84% of respondents in B&H. The significant differences were found concerning particular demographic variables (entity, age, employment status, and education level). The results observed in municipalities do not dramatically differ from the results observed in general population. In comparison to Europe, B&H exceeds the European average (78%) regarding the importance assigned to the culture.

Involvement in general cultural activities

Generally, involvement in all cultural activities is higher in Europe than in B&H. However, the frequency of involvement is higher in B&H for most of the activities, with the exceptions of libraries and museums. The most frequent forms of cultural activities the respondents engage into are concerts, sports events and cinema, respectively. The effects of urbanization, education, age and gender are found to be significant in the context of cultural activities.

Involvement in artistic activities

The results show lower involvement in artistic activities than in cultural activities in general in B&H. Among demographic variables, the age was found to be an effective factor regarding engagement in artistic activities. When comparing municipalities in involvement in artistic activities, no significant differences were found. Respondents in B&H are less involved in artistic activities than those from Europe. In comparison to EU 27 sample (58%), the results show lack of involvement in any of the artistic activities in B&H (94%).

Barriers to accessing culture/cultural activities

Only 1% of respondents indicate that they do not face any barriers in accessing cultural events or activities, in comparison with 8% of respondents in Europe. The most frequent obstacles in accessing cultural activities for respondents in B&H are lack of time (43%) and lack of interest (38%). Age was found to be a significant demographic factor regarding these issues. Similar results were found in most of examined municipalities in B&H.

Internet Use

17% of respondents use internet every day, but most of respondents indicate never using internet (66%). Internet is mostly used at home (80%). Most respondents who do not use the internet mention not having a computer as reason (56%). Internet is used more frequently in EU sample than in B&H for majority of activities.

Television watching behavior – extent and frequency

99% of respondents in B&H state that they watch television. The main reason given by respondents who do not watch television is lack of interest (30%). TV stations that were most frequently mentioned as being watched were FTV (53%), BHT (46%), and Pink TV (39%). News/current affairs is most frequently (71%) watched type of TV programs, and it is followed by films/movies (45%) and music programs (44%). In the context of preferred TV program types, significant differences were found in gender, age, and type of settlement. Most of the respondents state they never watch DVDs or videos (40%), while about one third (32%) states to be watching, but rarely.

Radio and music listening behavior – extent and frequency

Respondents most frequently state that they listen to radio every day (40%). Among radio stations which were offered as possible answers, BH radio and BN radio were most frequently mentioned as radio stations respondents listen to. The results show significant differences in preferred radio stations between entities and district, as well as age differences. The type of radio programs respondents most frequently listen to are music programs (85%), which are followed by news/current affairs (58%). More than 50% of respondents claim to be listening to music every day, and they most frequently listen to it on radio and television (60%). folk music is the most liked type of music in B&H, and it is followed by pop (46%) and traditional music (21%). Age, gender, education and type of settlement play important role in determining music preferences.

Reading behavior

Results show that between 80% and 90% of respondents did not read any books in the past year. Age, education and urbanization seem to be important factors in this context. The most popular reason for not reading is lack of time (60%). It seems that 30% of respondents rarely read newspapers (30%), while the most popular newspaper is Dnevni avaz (46%). Almost one half of respondents state that they never read any magazines (45%), and sports topics are most popular magazine content. It seems that respondents are generally interested in more entertainment-related content in magazines.

Level of satisfaction/Suggestions regarding cultural content

The respondents seem to be evenly satisfied (43%) and dissatisfied (38%) with the cultural offer in their municipality. Most respondents state that a cultural center exists in their municipality (70%), as well as public libraries, galleries, museums, theatres, cinema, etc. 43% of respondents do not find themselves informed about the cultural program in their municipality, while 69% of respondents state that they do not attend cultural programs.

B&H Culture in Relation to Region and Global Western Culture

65% of respondents agreed that it is diversity of B&H culture that sets it apart and gives it its particular value, while 40% disagreed with the statement that there is no common B&H culture because of the differences between the existing ethnic groups. 41% of respondents disagree that there is no specific B&H culture, but only global western culture, and the same percent disagrees that process of joining B&G to European Union threatens its specific culture. Finally, 37% of respondents disagree that it is much easier to see what citizens of B&H have in common culturally when comparing B&H to other countries of former Yugoslavia.

The Extent of Cross-National Contacts

Results show that respondents feel most attached to their city/town (91%), but they state that they are also attached to their entity/region (88%), country - B&H (79%), Europe (58%), and the world

(53%). Significant differences between entities, municipalities and people with different age range were found in this context.

5. APPENDIX

QUESTIONNAIRE

1. Respondent identification number: ___ ___ ___
2. Location where the interview was conducted (local community council): ___ ___

3. Municipality: ___ ___ ___
4. Date of the interview: ___ ___
5. Region:
 1. Serb Republic
 2. B&H Federation
 3. Brčko District
6. Type of settlement:
 1. Urban (more than 2000 inhabitants)
 2. Rural (2000 inhabitants or less)
7. Interviewer code: ___ ___ ___
8. Coordinator code: ___ ___

A2. Please tell me what comes to mind when you think about the word “culture“? Do not read. Wait for responses. Multiple answers possible!		
Civilization (Western, Asian, African, Arab, etc.)	1	
Knowledge and science (research)	1	
Education and family (upbringing)	1	
Traditions, languages, customs and social or cultural communities	1	
Lifestyle and manners	1	
Leisure, sport, travels, fun	1	
Arts (performance arts – music, theatre, cinema, ballet, opera, etc. – and visual arts - architecture, painting, art galleries, etc.)	1	
Literature, poetry, playwriting, authors	1	
History	1	
Values and beliefs (including philosophy and religion)	1	
Museums	1	
Too elite, snobbish, posh, boring (negative things)	1	
Not interested, not for me	1	
Other? Write in!	1	
Do not read!		
Do not know	98	
No answer	99	

A3. How important is culture to you personally, in terms of cultural events and tastes in art or knowledge specific to a certain population? Read out. One answer only!		
Very important	1	
Fairly important	2	
Not very important	3	
Not at all important	4	
Do not read!		
Do not know	8	
No answer	9	

Television

Q1. Do you watch TV? Read out. One answer only!		
Yes	1	Go to A4
No	2	Go to Q1b
Do not read!		
Do not know	8	Go to Q2
No answer	9	Go to Q2

A4. Please name three domestic TV stations that you most often watch, beginning with the one you watch most frequently? Do not read!		
a) First response (most frequently watched)	b) Second response (second most frequently watched)	c) Third response (third most frequently watched)
1. BHT	1. BHT	1. BHT
2. FTV	2. FTV	2. FTV
3. RTRS	3. RTRS	3. RTRS
4. PINK TV	4. PINK TV	4. PINK TV
5. OBN	5. OBN	5. OBN
6. TV HAYAT	6. TV HAYAT	6. TV HAYAT
7. Other? Write in!	7. Other? Write in!	7. Other? Write in!
Do not read!		
98. Do not know	98. Do not know	98. Do not know
99. No answer	99. No answer	99. No answer

Q1a. Showcard 1! Which of these types of TV programs do you watch? Multiple answers possible!		
News/current affairs	1	
Politics	1	
Soaps/series	1	
Music programs	1	
Sport	1	
Films/movies	1	
Documentaries	1	
Travel programs	1	
Children's programs	1	
Talk shows	1	
Reality TV	1	
Cooking programs		
Other types of entertainment (Game shows, home shopping programs, etc.)	1	
Other? Write in!	1	
Do not read!		

Do not know	8	
No answer	9	

Go to Q2!

Q1b. Why don't you watch TV? Read out. One answer only!		
Not interested in TV	1	
Don't have TV	2	
No/Poor Signal	3	
Do not have time	4	
Other? Write in!	5	
Do not read!		
Do not know	8	
No answer	9	

Q2. Showcard K2! Do you watch videos or DVDs...? One answer only!		
Every day	1	
Several times a week	2	
Once a week	3	
1 to 3 times a month	4	
Less often	5	
Never	6	
Do not read!		
Do not know	8	
No answer	9	

Radio

Q3. Showcard K2. How often do you listen to the radio? One answer only!		
Every day	1	Go to A5
Several times a week	2	Go to A5
Once a week	3	Go to A5
1 to 3 times a month	4	Go to A5
Less often	5	Go to A5
Never	6	Go to Q4
Do not read!		
Do not know	8	Go to Q4
No answer	9	Go to Q4

A5. Which domestic radio stations do you most often listen to? Do not read. One answer only!		
BH Radio	1	
Federalni radio	2	
Radio Republike Srpske	3	
Radio Stari Grad	4	
BN Radio	5	
BM Radio	6	
Kalman Radio	7	

BIG Radio 1	8	
BIG Radio 2	9	
Other? Write in!	10	
Do not read!		
Do not know	98	
No answer	99	

Q3a. Showcard K3. What types of programs do you prefer to listen to on the radio? Multiple answers possible!

News/current affairs	1	
Music	1	
Sport	1	
Documentaries	1	
Plays - other cultural programs	1	
Religious programs	1	
Talk Shows	1	
Other types of entertainment (games, comedy, etc.)	1	
Other? Write in!	1	
Do not read!		
Do not know	8	
No answer	9	

Music

Q4. Showcard K2. How often do you listen to music...? One answer only!

Every day	1	Go to Q4a
Several times a week	2	Go to Q4a
Once a week	3	Go to Q4a
1 to 3 times a month	4	Go to Q4a
Less often	5	Go to Q4a
Never	6	Go to Q6
Do not read!		
Do not know	8	Go to Q6
No answer	9	Go to Q6

Q4a. Showcard K6. Do you listen to music by using...? Multiple answers possible!

Tapes - records - CDs - DVDs	1	
A computer to listen to a CD - DVD	1	
A computer to listen to music on the internet or via downloaded files (MP3 files, MP4 files, ...)	1	
Radio - television	1	
Other? Write in!	1	
Do not read!		
Do not know	8	
No answer	9	

Q5. Showcard K5! What kind of music do you listen to? Multiple answers possible!		
Classical music, Opera, Operetta	1	
Pop	1	
Rock	1	
Hard Rock/heavy metal	1	
Dance/house	1	
Techno	1	
Rap, R'n'B	1	
Jazz, blues	1	
Folk	1	
Traditional	1	
Foreign ethno music	1	
Domestic ethno music		
Religious music	1	
Turbo folk	1	
Other? Write in!	1	
Do not read!		
Do not know	8	
No answer	9	

Computers / Internet

Q6. Do you use internet? Interviewer: Accept all answers that refer to the use of internet, e.g., browsing, looking at the pictures, active and knowledgeable use, etc.! Read out. One answer only!		
Yes	1	Go to Q6a
No	2	Go to Q6d
Do not read!		
Do not know	8	Go to Q7
No answer	9	Go to Q7

Q6a. Showcard K2. How often do you use the Internet...? One answer only!		
Every day	1	
Several times a week	2	
Once a week	3	
1 to 3 times a month	4	
Less often	5	
Do not read!		
Do not know	8	
No answer	9	

Q6b. Where do you use the internet? Read out. Multiple answers possible!		
At home	1	
At school-university-office	1	
Public library	1	
Internet cafe	1	
Friend's place	1	
Family	1	

Other? Write in!	1	
Do not read!		
Do not know	8	
No answer	9	
Q6c. Showcard K6. What do you usually use the Internet for? <u>Multiple answers possible!</u>		
Work	1	
Social Networking (Facebook, Twitter, Flickr, ...)	1	
Visiting the website of a political party	1	
Visiting the website of your local authority	1	
Visiting government websites	1	
Downloading free software	1	
Searching for educational material and documents	1	
Searching for information relating to your health	1	
Searching for information on sport or leisure activities	1	
Searching for job opportunities	1	
Searching for information about a specific product	1	
Preparing or considering a holiday by searching for places to visit, accommodation, etc	1	
Shopping	1	
Buying CDs	1	
Buying books	1	
Buying software	1	
Carrying out transactions on your bank account	1	
Buying or selling shares	1	
Reading articles on the websites of newspapers	1	
Building your own website	1	
Listening to radio or music	1	
Watching TV channels	1	
Playing computer games	1	
Making telephone calls using the Internet (Skype, ...)	1	
Making a bid in on-line auctions (eBay, pik.ba...)	1	
Communicating over the Internet using a webcam	1	
E-mailing family, friends or colleagues	1	
Visiting chat rooms	1	
Taking part in a public opinion survey/market research	1	
Other? Write in!	1	
Do not read!		
Do not know	8	
No answer	9	

Go to Q7!

Q6d. Showcard K7. Why don't you use the internet? <u>Multiple answers possible!</u>		
Do not have a computer	1	
Am not interested in using the internet	1	
Cannot use the internet (skills)	1	
There is no internet connection in my area	1	
It is too expensive	1	
No time	1	
Other? Write in!	1	

Do not read!		
Do not know	8	
No answer	9	

Reading

Q7. Showcard K8. Approximately how many books in the last 12 months have you read for...? Read out. One answer per each item!							
Items	NO BOOKS/ Go to 7b	1-3 BOOKS	4-7 BOOKS	8-12 BOOKS	13 AND MORE	DK/ Go to Q8	NA/ Go to Q8
1. Work							
2. Pleasure							
3. Educational purposes (compulsory texts only)							
4. Educational purposes (not compulsory texts)							
5. Other reasons							

Q7a. Showcard K8. Among the books that you have read in the last 12 months, how many... Read out. One answer per each item!							
	NO BOOKS/ Go to Q8	1-3 BOOKS/ Go to Q8	4-7 BOOKS/ Go to Q8	8-12 BOOKS/ Go to Q8	13 AND MORE/ Go to Q8	DK/ Go to Q8	NA/ Go to Q8
1. Foreign language books	1	2	3	4	5	8	9
2. Books borrowed from the library	1	2	3	4	5	8	9
3. Books which I have bought for myself	1	2	3	4	5	8	9
4. Borrowed from friends or family	1	2	3	4	5	8	9
5. Books downloaded from the internet	1	2	3	4	5	8	9

Q7b. Why did you not read any books? Read out! Multiple answers possible!		
No interest in reading	1	
No time for reading	1	
I do not have budget to buy books	1	
There is no library	1	
I cannot read	1	
I use the internet	1	
Other? Write in!	1	

Do not read!		
Do not know	8	
No answer	9	

Q8. How often do you read newspapers...? Read out! Only one answer!		
1 to 2 days a week	1	Go to A6
3 to 4 days a week	2	Go to A6
5 to 7 days a week	3	Go to A6
Rarely	4	Go to A6

Never	5	Go to Q9
Do not read!		
Do not know	8	Go to Q9
No answer	9	Go to Q9

A6. Which daily newspapers do you read the most often? Do not read! One answer only!		
Dnevni Avaz	1	
Oslobođenje	2	
Glas Srpske	3	
Nezavisne novine	4	
San	5	
Dnevni list	6	
Blic	7	
Večernje novosti	8	
Večernje novine	9	
Jutarnje novine	10	
Other? Write in!		
Do not read!		
Do not know	98	
No answer	99	

Q9. How often do you read magazines...? Read out! Only one answer!		
Once a week or more often	1	Go to Q9a
1 to 3 times a month	2	Go to Q9a
Less often	3	Go to Q9a
Never	4	Go to Q10
Do not read!		
Do not know	8	Go to Q10
No answer	9	Go to Q10

Q9a. Showcard K9. Which magazines do you read the most often? Multiple answers possible!		
Political – news	1	
Sports	1	
Fashion	1	
Family and children	1	
Teenage magazines	1	
Hobby	1	
IT	1	
Cars	1	
Gossip/tabloids	1	
Religious	1	
Other? Write in!	1	
Do not read!		
Do not know	8	
No answer	9	

A7. Which weekly newspaper/magazine do you read the most often? Do not read! One answer only!		
Dani	1	
Slobodna Bosna	2	
Novi Reporter	3	
Start	4	
Global	5	
Azra	6	
Express	7	
Saff	8	
Other? Write in!	9	
Do not read!		
Do not know	98	
No answer	99	

Cultural Activities

Q10. Showcard K10. Here is a list of cultural activities. How many times in the last 12 months did you...? Read out the items! One answer per each item!							
Item	NEVER; Go to Q10a	1-3 TIMES; Go to Q10b	4-6 TIMES; Go to Q10b	7-12 TIMES; Go to Q10b	MORE THAN 12 TIMES; Go to Q10b	DK; Go to A8	NA; Go to A8
a) go to see a ballet or a dance performance	1	2	3	4	5	8	9
b) go to the cinema	1	2	3	4	5	8	9
c) go to the theatre	1	2	3	4	5	8	9
d) go to a sport event	1	2	3	4	5	8	9
e) go to a concert or a festival	1	2	3	4	5	8	9
f) go to a library	1	2	3	4	5	8	9
g) visit historical and/or archaeological monuments	1	2	3	4	5	8	9
h) visit museums or galleries in BiH	1	2	3	4	5	8	9
i) visit museums or galleries abroad	1	2	3	4	5	8	9

Q10a. Showcard K11. Why don't you visit/attend the following cultural activities...? Read out the items. One answer per each item!							
Item	a - ballet or	b - cinema	c - theatre	d - sport event	e - concert	f - library	h - museums or galleries

	dance performance						
Not interested	1; Go to Q11	1; Go to Q11	1; Go to Q11	1; Go to Q11	1; Go to Q11	1; Go to Q11	1; Go to Q11
Cannot afford it	2	2	2	2	2	2	2
Too far	3	3	3	3	3	3	3
I don't have time	4	4	4	4	4	4	4
Poor quality of the facilities	5	5	5	5	5	5	5
Poor quality of the culture offer	6	6	6	6	6	6	6
No information	7	7	7	7	7	7	7
Do not read!							
Do not know	8; Go to A8	8; Go to A8	8; Go to A8	8; Go to A8	8; Go to A8	8; Go to A8	8; Go to A8
No answer	9; Go to A8	9; Go to A8	9; Go to A8	9; Go to A8	9; Go to A8	9; Go to A8	9; Go to A8

A8. Showcard K12. Sometimes people find it difficult to access culture or take part in cultural activities. Which of the following, if any, are the main barriers for you? **Read out. Multiple answers possible!**

Lack of interest	1	
Lack of time	1	
Too expensive	1	
Lack of information	1	
Limited choice or poor quality of cultural activities in your area	1	
Lack of knowledge of cultural background	1	
None	1	
Other? Write in!	1	
Do not read!		
Do not know	98	
No answer	99	

Q10b. Showcard K13. How long (travel time) does it take you to...? **Read out the items. One answer per each item.**

Item	a - go to see a ballet or a dance performance	b - go to the cinema	c - go to the theatre	d - go to a sport event	e - go to a concert	f - go to a library	h - visit museums or galleries
Less than 30 mins	1	1	1	1	1	1	1
30 mins to 1 hr	2	2	2	2	2	2	2
1 to 3 hrs	3	3	3	3	3	3	3

More than 3 hrs	4	4	4	4	4	4	4
Do not read!							
Do not know	8	8	8	8	8	8	8
Refuse	9	9	9	9	9	9	9

Q11. Overall, how satisfied are you with the cultural offer in your municipality? Read out. Only one answer!		
Very satisfied	1	
Somewhat satisfied	2	
Somewhat dissatisfied	3	
Not at all satisfied	4	
Do not read!		
Do not know	8	
No answer	9	

Q12. Does your municipality have a cultural center? Read out. Only one answer!		
Yes	1	
No	2	
Do not read!		
Do not know	8	
No answer	9	

Q13. Does your municipality have other cultural institutions such as public libraries, galleries, museums, theatres, cinemas? Read out. Only one answer!		
Yes	1	
No	2	
Do not read!		
Do not know	8	
No answer	9	

Q14. Ask for each item. Read out.				
	Yes	No	Does not know	No answer
Are you informed of the culture program in your municipality?	1	2	8	9
Do you attend cultural programs in your municipality?	1	2	8	9

Q15. What culture content (culture programs) would you like to see offered in your municipality? Write in!	
1.	
2.	
3.	

Do not read!

Does not know	8
No answer	9

A9. **Showcard K14.** I am going to read to you some statements. Please tell me to what extent do you agree or disagree with these statements. **One answer per each item!**

Item	Strongly disagree	Somewhat disagree	Neither agree not disagree	Somewhat agree	Strongly agree	DK/NA
It's the diversity of B&H culture that sets it apart and gives it its particular value	1	2	3	4	5	9
There is no common B&H culture because three major ethnic groups are too different from one another	1	2	3	4	5	9
There is no specific B&H culture, only a global western culture	1	2	3	4	5	9
Process of joining B&H to EU threatens its specific domestic culture.	1	2	3	4	5	9
When B&H is compared to other countries in the region of former Yugoslavia, it is much easier to see what all citizens of B&H have in common culturally	1	2	3	4	5	9

A14. **Showcard K15.** People may feel different levels of attachment to their village, town or city, to their region, to their country, to Europe or to the world. Please tell me how attached you feel to...? **One answer per each item!**

Item	Very attached	Fairly attached	Not very attached	Not at all attached	DK/NA
Your city, town	1	2	3	4	9
Your entity or region	1	2	3	4	9
Bosnia and Herzegovina	1	2	3	4	9
Europe	1	2	3	4	9
The world	1	2	3	4	9

Q17. **Showcard K16.** I am going to read out a list of artistic activities. Please tell me if, in the last 12 months, you have engaged in any of them, either on your own or as a part of an organized group or classes (not in a professional way - amateur activities)...? **One answer per each item!**

Item	On my own	Group or class	Do not practice it	DK - NA
a) Played musical instrument	1	2	3	9
b) Sung	1	2	3	9
c) Acted	1	2	3	9
d) Danced	1	2	3	9
e) Written something	1	2	3	9
f) Done some photography, made a film	1	2	3	9
g) Done any other artistic activities (creative	1	2	3	9

computing such as designing a website, etc.)				
h) Done any other artistic activities (sculpture, painting, drawing)	1	2	3	9

Q18. Showcard K17. Which, if any, of the following statements apply to you? <u>Multiple answers possible!</u>	
A member of your family or a relative lives in another European country	1
A member of your family or a relative lives in another non-European country	1
You have travelled abroad at least 3 times in the past 3 years for leisure or business	1
You have friends who are from other European countries	1
You have friends who are from non-European countries	1
You often watch TV programs or movies in foreign language	1
You often communicate with people in other countries via internet or email	1
Your job involves contact with organizations or people in other countries	1
You enjoy foreign cuisine	1
You sometimes read newspaper in foreign languages	1
You prefer reading foreign books in their original language	1
None of the above	1
Do not read!	
Do not know	8
No answer	9

Now, I am going to ask you a few questions for demographic purpose. Please, be so kind to answer these questions. Thank you!

1. Respondent's sex?

1. Male
2. Female

2. Could you, please, tell me, how old are you? _____

3. How many years of education you have completed thus far, or how many years you have spent in school? _____

4. Could you tell me what is the highest completed level of your education? (Single response)

1. No primary education or incomplete primary education
2. Completed primary education
3. Secondary education/grammar school
4. High school (6th level)
5. University (7th level)
6. M. Sc / Ph. D

Do not read!

8. DK

9. Refused

5. What is your current status? You ...

1. Work/Employed - Go to 6
2. Don't work/Unemployed - Go to 7
3. Other: _____ - Go to 8

Do not read!

8. DK – Go to 8
9. Refused – Go to 8

6. If you are employed, could you describe your employment status?

1. Employed – working in material production sectors, trade, hotel industry, agriculture etc.
2. Employed – in civil service, education, health, media, services, other public affairs
3. Employed – in non-governmental sector, other civil society institutions
4. Other, specify? _____

Do not read!

8. DK
9. Refused

Go to 8!

7. If you are unemployed, what is your status?

1. Student/pupil
2. Pensioner/disabled
3. Housewife, or on maternity leave
4. Temporary unemployed and seeking job
5. Temporary unemployed and **not** seeking job
6. Other? Specify! _____

Do not read!

8. DK
9. Refused

8. If we divide the society into categories depending on total income and property of households, which category your household would fit in?

1. On the verge of existence
2. Way below average
3. Somewhat below average
4. About average
5. Somewhat above average
6. Way above average

Do not read!

8. DK
9. Refused

9. Could you tell me your nationality?

1. Bosniak/Muslim
2. Serb
3. Croat
5. Bosnian-Herzegovinian
6. Other? (Specify!) _____

Do not read!

8. DK
9. Refused

10. Which category your household belongs to?

1. Domicile people – haven't moved during the war
2. Displaced people /Refugees – lived before the war in other place
3. Refugees from other country
4. Returnees – used to be refugees, but returned back
5. Moved here after the war

Do not read!

8. DK
9. Refused

11. How many members of your household there are in total, including yourself?

12. In the neighbourhood where you live now, is your national/ethnic group in a majority or minority, or is there a balance?

1. Majority
2. Minority
3. Balance

Do not read!

8. DK
9. Refused

13. What is your marital status?

1. Single (never married)
2. Married
3. Living with partner
4. Separated/Divorced
5. Widowed

Do not read!

8. DK
9. Refused

14. Do you have any disability that limits your activities in any way?

1. Yes
2. No

Do not read!

8. DK

9. Refused

TABLES

QA3 How important is culture to you personally?

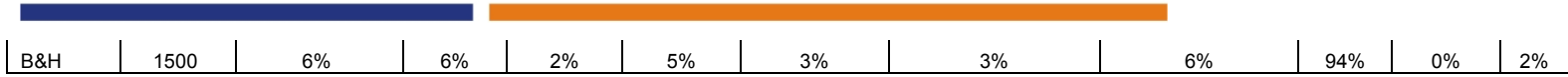
	TOTAL	Very important	Fairly important	Not very important	Not at all important	DK	Important	Not important
UE27 EU27	26755	31%	46%	17%	5%	1%	77%	22%
BE	1040	29%	47%	18%	6%	-	76%	24%
BG	1009	31%	35%	20%	7%	7%	66%	27%
CZ	1060	24%	49%	24%	2%	1%	73%	26%
DK	1008	35%	42%	19%	4%	-	77%	23%
D-W	1006	21%	44%	28%	7%	-	65%	35%
DE	1534	21%	44%	28%	7%	-	65%	35%
D-E	528	22%	44%	30%	4%	-	66%	34%
EE	1001	30%	53%	16%	1%	-	83%	17%
EL	1000	30%	38%	16%	15%	1%	68%	31%
ES	1006	36%	49%	10%	3%	2%	85%	13%
FR	1031	37%	51%	8%	3%	1%	88%	11%
IE	1000	28%	38%	20%	11%	3%	66%	31%
IT	1000	36%	52%	9%	2%	1%	88%	11%
CY	500	59%	32%	6%	1%	2%	91%	7%
LV	1006	25%	52%	21%	2%	-	77%	23%
LT	1029	30%	48%	17%	4%	1%	78%	21%
LU	500	31%	46%	17%	5%	1%	77%	22%
HU	1000	28%	49%	19%	4%	-	77%	23%
MT	500	43%	36%	14%	4%	3%	79%	18%
NL	1000	26%	52%	19%	3%	-	78%	22%
AT	1011	12%	41%	35%	12%	-	53%	47%
PL	1000	49%	43%	6%	1%	1%	92%	7%
PT	1013	24%	50%	17%	7%	2%	74%	24%
RO	1037	30%	37%	19%	9%	5%	67%	28%
SI	1015	30%	46%	20%	3%	1%	76%	23%
SK	1094	19%	51%	26%	3%	1%	70%	29%
FI	1041	19%	46%	28%	7%	-	65%	35%
SE	1011	31%	45%	20%	3%	1%	76%	23%
UK	1310	28%	39%	24%	7%	2%	67%	31%
B&H	1500	52%	32%	11%	3%	2%	84%	14%

QA2 Please tell me what comes to mind when you think about the word “culture”.

	TOTAL	Civilization	Knowledge and science	Education and family	Traditions, languages, customs	Life style and manners	Leisure, sport, travels, fun	Arts	Literature, poetry, playwriting, authors	History	Values and beliefs	Museums	Too elite, snobbish, posh, boring	Not interested, not for me	Other	DK
UE27 EU27	26755	13%	18%	20%	24%	18%	9%	39%	24%	13%	9%	11%	1%	2%	7%	5%
BE	1040	18%	21%	14%	21%	10%	19%	52%	22%	15%	8%	18%	1%	3%	3%	1%
BG	1009	10%	22%	28%	36%	25%	4%	40%	27%	13%	11%	13%	0%	4%	0%	3%
CZ	1060	8%	8%	12%	29%	18%	17%	72%	32%	19%	6%	16%	0%	1%	3%	0%
DK	1008	13%	3%	8%	21%	23%	20%	74%	24%	13%	10%	20%	2%	2%	9%	1%
D-W	1006	12%	10%	19%	28%	16%	13%	58%	35%	14%	11%	18%	1%	2%	5%	3%
DE	1534	12%	9%	18%	27%	16%	15%	60%	37%	14%	10%	18%	1%	2%	6%	3%
D-E	528	9%	4%	15%	24%	16%	23%	67%	41%	12%	7%	19%	0%	2%	9%	1%
EE	1001	5%	9%	22%	28%	21%	21%	55%	38%	8%	6%	11%	0%	1%	4%	6%
EL	1000	38%	11%	13%	23%	22%	4%	25%	14%	12%	8%	5%	4%	5%	2%	4%
ES	1006	7%	35%	36%	19%	13%	6%	25%	19%	14%	7%	8%	0%	2%	3%	7%
FR	1031	7%	29%	13%	10%	4%	13%	38%	32%	11%	4%	8%	0%	3%	17%	6%
IE	1000	11%	6%	12%	33%	18%	9%	30%	12%	19%	11%	9%	1%	1%	9%	7%
IT	1000	16%	35%	39%	22%	15%	6%	18%	20%	15%	10%	6%	1%	2%	5%	2%
CY	500	7%	17%	22%	41%	43%	5%	37%	9%	17%	8%	5%	-	2%	13%	2%
LV	1006	5%	6%	21%	26%	22%	11%	50%	21%	6%	6%	9%	1%	3%	4%	3%
LT	1029	3%	18%	21%	18%	31%	11%	36%	20%	8%	4%	10%	1%	7%	3%	4%
LU	500	17%	12%	12%	25%	13%	16%	67%	21%	16%	11%	23%	2%	2%	11%	2%
HU	1000	7%	24%	19%	27%	16%	12%	62%	43%	18%	8%	21%	1%	2%	6%	1%
MT	500	2%	1%	8%	35%	20%	2%	29%	4%	21%	8%	13%	0%	1%	10%	8%
NL	1000	27%	5%	7%	33%	23%	7%	51%	13%	11%	18%	21%	1%	1%	14%	2%
AT	1011	17%	14%	20%	48%	21%	10%	61%	28%	24%	20%	26%	2%	6%	1%	1%
PL	1000	4%	11%	18%	12%	44%	6%	35%	18%	5%	4%	5%	0%	1%	4%	6%
PT	1013	10%	25%	26%	18%	12%	7%	26%	20%	21%	8%	11%	1%	4%	4%	9%
RO	1037	25%	26%	31%	32%	22%	8%	37%	35%	25%	19%	17%	1%	5%	1%	5%
SI	1015	8%	8%	16%	18%	36%	8%	55%	38%	9%	4%	16%	1%	3%	5%	1%
SK	1094	10%	13%	20%	45%	23%	20%	67%	33%	22%	14%	26%	1%	1%	2%	0%
FI	1041	6%	4%	3%	12%	8%	10%	74%	21%	8%	3%	8%	2%	2%	9%	2%
SE	1011	11%	4%	3%	22%	6%	9%	75%	29%	10%	6%	14%	1%	1%	11%	2%
UK	1310	15%	2%	7%	33%	19%	2%	20%	9%	9%	13%	4%	2%	2%	8%	12%
B&H	1500	17%	17%	45%	28%	30%	7%	25%	13%	5%	6%	5%	1%	1%	3%	4%

QA5 I am going to read out a list of artistic activities. Please tell me if, in the last twelve months, you have either on your own or as a part of an organised group or classes...?

	TOTAL	PLAYED MUSICAL INSTRUMENT	SUNG	ACTED	DANCED	WRITTEN SOMETHING	DONE SOME PHOTOGRAPHY, MADE A FILM	DONE ANY OTHER ARTISTIC ACTIVITIES	NONE	OTHER	DK
UE27											
EU27	26755	10%	15%	3%	19%	12%	27%	16%	38%	1%	1%
BE	1040	11%	15%	3%	20%	19%	32%	21%	22%	1%	0%
BG	1009	3%	7%	1%	8%	2%	2%	2%	79%	0%	1%
CZ	1060	11%	19%	6%	25%	8%	33%	14%	27%	0%	1%
DK	1008	16%	27%	6%	26%	23%	51%	29%	21%	1%	0%
D-W	1006	13%	21%	2%	26%	15%	39%	20%	24%	0%	0%
DE	1534	13%	21%	2%	26%	15%	40%	21%	23%	0%	0%
D-E	528	11%	21%	1%	25%	14%	43%	22%	20%	0%	-
EE	1001	10%	26%	6%	33%	18%	43%	17%	13%	1%	7%
EL	1000	7%	11%	1%	18%	4%	16%	7%	61%	1%	-
ES	1006	6%	8%	4%	18%	7%	18%	11%	54%	2%	1%
FR	1031	14%	17%	2%	23%	18%	33%	24%	20%	1%	1%
IE	1000	14%	16%	5%	16%	12%	12%	10%	41%	1%	1%
IT	1000	7%	9%	2%	5%	7%	26%	9%	49%	2%	2%
CY	500	6%	10%	3%	18%	8%	6%	5%	47%	1%	-
LV	1006	8%	14%	4%	11%	8%	27%	11%	43%	2%	3%
LT	1029	5%	10%	5%	10%	7%	9%	8%	56%	1%	4%
LU	500	14%	21%	4%	22%	12%	53%	27%	16%	1%	-
HU	1000	5%	9%	3%	11%	5%	22%	10%	52%	1%	0%
MT	500	10%	4%	5%	7%	9%	13%	17%	49%	2%	-
NL	1000	19%	21%	7%	22%	25%	36%	31%	22%	1%	0%
AT	1011	13%	17%	2%	24%	9%	28%	14%	34%	1%	0%
PL	1000	6%	8%	2%	13%	5%	15%	8%	62%	1%	1%
PT	1013	4%	4%	2%	5%	5%	6%	5%	73%	1%	3%
RO	1037	4%	9%	2%	20%	6%	17%	8%	58%	-	5%
SI	1015	9%	22%	3%	29%	9%	32%	11%	32%	1%	0%
SK	1094	13%	34%	2%	36%	10%	32%	17%	17%	1%	1%
FI	1041	17%	27%	5%	25%	24%	37%	24%	18%	1%	0%
SE	1011	26%	40%	8%	36%	35%	65%	34%	7%	0%	-
UK	1310	15%	15%	5%	19%	16%	25%	23%	26%	1%	0%



A8 Sometimes people find it difficult to access culture or take part in cultural activities. Which of the following, if any, are the main barriers for you?

	TOTAL	LACK OF INTEREST	LACK OF TIME	TOO EXPENSIVE	LACK OF INFORMATION	LIMITED CHOICE OR POOR QUALITY	LACK OF KNOWLEDGE OR CULTURAL BACKGROUND	NONE	OTHER	DK
UE27 EU27	26755	27%	42%	29%	17%	16%	13%	8%	3%	1%
BE	1040	47%	43%	31%	24%	14%	25%	3%	5%	0%
BG	1009	13%	32%	45%	9%	29%	11%	5%	2%	5%
CZ	1060	18%	48%	36%	10%	26%	6%	7%	4%	1%
DK	1008	30%	40%	25%	13%	12%	12%	15%	5%	1%
D-W	1006	29%	38%	26%	11%	11%	11%	16%	1%	0%
DE	1534	28%	38%	30%	10%	12%	10%	15%	2%	0%
D-E	528	21%	38%	43%	8%	16%	6%	14%	3%	0%
EE	1001	16%	45%	37%	12%	14%	6%	7%	9%	4%
EL	1000	36%	43%	33%	29%	21%	15%	4%	1%	-
ES	1006	31%	49%	21%	21%	19%	13%	3%	3%	3%
FR	1031	25%	40%	40%	24%	13%	21%	7%	5%	1%
IE	1000	30%	33%	11%	12%	14%	9%	12%	2%	6%
IT	1000	32%	41%	22%	22%	15%	20%	4%	2%	2%
CY	500	41%	52%	10%	22%	13%	11%	3%	1%	2%
LV	1006	18%	45%	35%	15%	22%	4%	5%	4%	1%
LT	1029	24%	47%	27%	10%	17%	7%	7%	4%	1%
LU	500	40%	46%	19%	18%	12%	23%	4%	5%	2%
HU	1000	22%	47%	49%	15%	23%	8%	5%	5%	0%
MT	500	33%	48%	14%	14%	5%	9%	4%	3%	3%
NL	1000	27%	47%	26%	13%	11%	12%	12%	6%	1%
AT	1011	48%	38%	26%	20%	10%	17%	11%	2%	1%
PL	1000	19%	44%	37%	12%	24%	7%	4%	2%	2%
PT	1013	34%	37%	35%	20%	15%	16%	4%	1%	1%
RO	1037	16%	51%	28%	17%	24%	20%	6%	1%	4%
SI	1015	47%	52%	33%	23%	17%	21%	2%	4%	1%
SK	1094	18%	51%	45%	15%	34%	9%	3%	3%	1%
FI	1041	32%	41%	30%	8%	13%	8%	8%	5%	0%
SE	1011	23%	52%	21%	11%	19%	5%	9%	6%	1%
UK	1310	22%	38%	17%	15%	14%	8%	12%	5%	1%
B&H	1500	38%	43%	23%	5%	7%	3%	1%	8%	20%

QA10 Which, if any, of the following statements apply to you?

	TOTAL	A member of your family/relative lives in another European country	A member of your family/relative lives in non European country	You have traveled abroad at least 3 times in the past 3 years	You have friends who are from other European countries	You have friends who are from non European countries	You often watch TV programs or movies in foreign languages	You often communicate with people in other countries via the Internet or email	Your job involves contact with organisations or people in other countries	You enjoy eating foreign cuisine	You sometimes read newspapers in foreign languages	You enjoy reading books in their original language	None	DK
UE27 EU27	26755	22%	15%	27%	27%	17%	19%	14%	9%	45%	9%	7%	27%	1%
BE	1040	30%	19%	44%	37%	24%	38%	21%	13%	65%	16%	11%	12%	0%
BG	1009	18%	7%	5%	15%	9%	15%	6%	2%	14%	3%	1%	47%	2%
CZ	1060	21%	6%	29%	23%	8%	14%	9%	5%	41%	5%	3%	31%	0%
DK	1008	31%	22%	56%	43%	30%	74%	37%	22%	75%	21%	29%	5%	0%
D-W	1006	24%	14%	35%	29%	17%	15%	13%	11%	61%	16%	10%	21%	1%
DE	1534	22%	12%	34%	27%	15%	14%	12%	11%	61%	14%	9%	21%	0%
D-E	528	14%	7%	28%	18%	10%	9%	8%	11%	62%	5%	5%	22%	0%
EE	1001	31%	20%	38%	35%	18%	55%	20%	16%	37%	20%	12%	-	13%
EL	1000	22%	17%	12%	22%	12%	11%	9%	5%	21%	7%	5%	40%	-
ES	1006	18%	14%	12%	23%	18%	9%	9%	6%	32%	5%	3%	38%	0%
FR	1031	19%	15%	32%	29%	22%	20%	18%	8%	63%	13%	7%	18%	0%
IE	1000	41%	23%	26%	31%	20%	8%	14%	9%	27%	3%	2%	23%	1%
IT	1000	12%	11%	12%	16%	7%	3%	4%	4%	13%	3%	2%	51%	1%
CY	500	59%	33%	42%	42%	18%	59%	17%	16%	46%	12%	7%	7%	-
LV	1006	32%	17%	18%	24%	13%	34%	18%	9%	27%	16%	15%	19%	2%
LT	1029	36%	14%	15%	22%	11%	28%	14%	8%	18%	13%	11%	30%	1%
LU	500	57%	20%	63%	69%	32%	80%	35%	25%	84%	71%	49%	2%	0%
HU	1000	17%	10%	22%	20%	5%	12%	7%	4%	24%	8%	3%	43%	0%
MT	500	37%	50%	24%	38%	21%	72%	26%	12%	61%	56%	32%	5%	0%
NL	1000	22%	22%	65%	37%	28%	65%	25%	23%	76%	18%	22%	5%	1%
AT	1011	25%	13%	34%	34%	16%	6%	13%	8%	50%	6%	7%	20%	1%
PL	1000	31%	9%	16%	23%	8%	14%	9%	5%	26%	6%	2%	33%	1%
PT	1013	35%	13%	8%	18%	12%	24%	8%	4%	21%	5%	5%	36%	1%
RO	1037	32%	7%	8%	25%	7%	19%	10%	5%	14%	5%	5%	40%	2%
SI	1015	28%	19%	44%	29%	21%	48%	14%	9%	46%	23%	10%	14%	0%
SK	1094	29%	9%	25%	25%	7%	20%	10%	6%	38%	11%	6%	26%	1%
FI	1041	28%	14%	41%	31%	21%	59%	23%	12%	58%	21%	17%	9%	-

SE	1011	29%	19%	51%	59%	43%	73%	31%	22%	83%	22%	26%	3%	-
UK	1310	23%	29%	39%	33%	31%	18%	27%	15%	69%	6%	4%	12%	0%
B&H	1500													

QA14.1 People may feel different levels of attachment to their village, town or city, to their region, to their country, to Europe or to the world. Please tell me how attached you feel to...Your city\ town

	TOTAL	VERY ATTACHED	FAIRLY ATTACHED	NOT VERY ATTACHED	NOT AT ALL ATTACHED	DK	ATTACHED	NOT ATTACHED
UE27								
EU27	26755	47%	37%	13%	3%	-	84%	16%
BE	1040	46%	33%	16%	5%	-	79%	21%
BG	1009	69%	24%	5%	1%	1%	93%	6%
CZ	1060	33%	50%	15%	2%	-	83%	17%
DK	1008	55%	31%	13%	1%	-	86%	14%
D-W	1006	42%	38%	17%	3%	-	80%	20%
DE	1534	42%	39%	16%	3%	-	81%	19%
D-E	528	44%	42%	12%	2%	-	86%	14%
EE	1001	52%	32%	14%	2%	-	84%	16%
EL	1000	72%	20%	7%	1%	-	92%	8%
ES	1006	59%	33%	7%	1%	-	92%	8%
FR	1031	37%	36%	18%	9%	-	73%	27%
IE	1000	60%	33%	6%	1%	-	93%	7%
IT	1000	40%	45%	11%	3%	1%	85%	14%
CY	500	56%	32%	11%	1%	-	88%	12%
LV	1006	55%	33%	10%	2%	-	88%	12%
LT	1029	52%	35%	11%	2%	-	87%	13%
LU	500	50%	29%	16%	5%	-	79%	21%
HU	1000	61%	28%	9%	2%	-	89%	11%
MT	500	50%	25%	20%	5%	-	75%	25%
NL	1000	32%	33%	26%	9%	-	65%	35%
AT	1011	52%	37%	10%	1%	-	89%	11%
PL	1000	54%	37%	6%	2%	1%	91%	8%
PT	1013	57%	32%	10%	1%	-	89%	11%
RO	1037	56%	37%	5%	1%	1%	93%	6%
SI	1015	61%	31%	7%	1%	-	92%	8%
SK	1094	53%	38%	8%	1%	-	91%	9%
FI	1041	40%	44%	14%	2%	-	84%	16%
SE	1011	46%	39%	14%	1%	-	85%	15%
UK	1310	45%	36%	15%	4%	-	81%	19%
B&H	1500	70%	21%	6%	1%	1%	91%	7%

QA14.2 People may feel different levels of attachment to their village, town or city, to their region, to their country, to Europe or to the world. Please tell me how attached you feel to... Your region

	TOTAL	VERY ATTACHED	FAIRLY ATTACHED	NOT VERY ATTACHED	NOT AT ALL ATTACHED	DK	ATTACHED	NOT ATTACHED
UE27 EU27	26755	45%	40%	12%	3%	-	85%	15%
BE	1040	48%	36%	13%	3%	-	84%	16%
BG	1009	60%	31%	6%	2%	1%	91%	8%
CZ	1060	30%	53%	15%	2%	-	83%	17%
DK	1008	51%	30%	15%	3%	1%	81%	18%
D-W	1006	38%	44%	16%	2%	-	82%	18%
DE	1534	40%	43%	15%	2%	-	83%	17%
D-E	528	46%	44%	8%	2%	-	90%	10%
EE	1001	45%	38%	15%	1%	1%	83%	16%
EL	1000	74%	22%	4%	-	-	96%	4%
ES	1006	53%	35%	10%	2%	-	88%	12%
FR	1031	42%	38%	14%	6%	-	80%	20%
IE	1000	54%	35%	9%	1%	1%	89%	10%
IT	1000	37%	50%	11%	1%	1%	87%	12%
CY	500	51%	35%	12%	2%	-	86%	14%
LV	1006	50%	35%	12%	2%	1%	85%	14%
LT	1029	40%	43%	14%	3%	-	83%	17%
LU	500	46%	38%	12%	3%	1%	84%	15%
HU	1000	56%	32%	10%	2%	-	88%	12%
MT	500	40%	36%	16%	4%	4%	76%	20%
NL	1000	31%	36%	24%	9%	-	67%	33%
AT	1011	51%	40%	8%	1%	-	91%	9%
PL	1000	51%	41%	6%	1%	1%	92%	7%
PT	1013	56%	35%	8%	1%	-	91%	9%
RO	1037	50%	42%	6%	1%	1%	92%	7%
SI	1015	56%	35%	8%	1%	-	91%	9%
SK	1094	36%	53%	10%	1%	-	89%	11%
FI	1041	45%	44%	10%	1%	-	89%	11%
SE	1011	46%	37%	15%	2%	-	83%	17%
UK	1310	42%	40%	14%	4%	-	82%	18%
B&H	1500	58%	30%	8%	3%	2%	88%	11%

QA14.3 People may feel different levels of attachment to their village, town or city, to their region, to their country, to Europe or to the world. Please tell me how attached you feel to... (B&H)

	TOTAL	VERY ATTACHED	FAIRLY ATTACHED	NOT VERY ATTACHED	NOT AT ALL ATTACHED	DK	ATTACHED	NOT ATTACHED
UE27 EU27	26755	51%	39%	8%	2%	-	90%	10%
BE	1040	42%	42%	13%	3%	-	84%	16%
BG	1009	73%	23%	3%	1%	-	96%	4%
CZ	1060	39%	53%	7%	1%	-	92%	8%
DK	1008	77%	20%	3%	-	-	97%	3%
D-W	1006	41%	48%	10%	1%	-	89%	11%
DE	1534	41%	47%	11%	1%	-	88%	12%
D-E	528	41%	44%	13%	2%	-	85%	15%
EE	1001	63%	32%	4%	1%	-	95%	5%
EL	1000	76%	21%	3%	-	-	97%	3%
ES	1006	50%	40%	8%	2%	-	90%	10%
FR	1031	53%	39%	6%	2%	-	92%	8%
IE	1000	60%	34%	4%	1%	1%	94%	5%
IT	1000	44%	46%	7%	2%	1%	90%	9%
CY	500	57%	36%	6%	1%	-	93%	7%
LV	1006	65%	26%	7%	2%	-	91%	9%
LT	1029	62%	31%	6%	1%	-	93%	7%
LU	500	57%	34%	7%	2%	-	91%	9%
HU	1000	72%	23%	4%	1%	-	95%	5%
MT	500	70%	24%	5%	1%	-	94%	6%
NL	1000	41%	41%	15%	3%	-	82%	18%
AT	1011	52%	42%	6%	-	-	94%	6%
PL	1000	65%	31%	3%	-	1%	96%	3%
PT	1013	60%	36%	4%	-	-	96%	4%
RO	1037	52%	41%	5%	1%	1%	93%	6%
SI	1015	58%	36%	5%	1%	-	94%	6%
SK	1094	41%	52%	7%	-	-	93%	7%
FI	1041	63%	33%	4%	-	-	96%	4%
SE	1011	59%	35%	6%	-	-	94%	6%
UK	1310	52%	34%	11%	3%	-	86%	14%
B&H	1500	50%	30%	14%	4%	2%	80%	18%

QA14.4 People may feel different levels of attachment to their village, town or city, to their region, to their country, to Europe or to the world. Please tell me how attached you feel to... Europe

	TOTAL	VERY ATTACHED	FAIRLY ATTACHED	NOT VERY ATTACHED	NOT AT ALL ATTACHED	DK	ATTACHED	NOT ATTACHED
UE27 EU27	26755	20%	47%	26%	6%	1%	67%	32%
BE	1040	27%	47%	21%	5%	-	74%	26%
BG	1009	21%	42%	23%	9%	5%	63%	32%
CZ	1060	20%	53%	21%	5%	1%	73%	26%
DK	1008	36%	44%	18%	1%	1%	80%	19%
D-W	1006	22%	51%	24%	3%	-	73%	27%
DE	1534	21%	50%	25%	3%	1%	71%	28%
D-E	528	20%	47%	28%	4%	1%	67%	32%
EE	1001	13%	38%	38%	10%	1%	51%	48%
EL	1000	11%	37%	40%	12%	-	48%	52%
ES	1006	24%	45%	24%	5%	2%	69%	29%
FR	1031	17%	46%	28%	9%	-	63%	37%
IE	1000	19%	43%	26%	9%	3%	62%	35%
IT	1000	18%	51%	26%	4%	1%	69%	30%
CY	500	6%	34%	43%	17%	-	40%	60%
LV	1006	14%	40%	33%	11%	2%	54%	44%
LT	1029	13%	33%	41%	11%	2%	46%	52%
LU	500	37%	45%	14%	3%	1%	82%	17%
HU	1000	46%	42%	11%	1%	-	88%	12%
MT	500	29%	41%	25%	4%	1%	70%	29%
NL	1000	18%	39%	35%	7%	1%	57%	42%
AT	1011	17%	42%	35%	5%	1%	59%	40%
PL	1000	27%	54%	15%	2%	2%	81%	17%
PT	1013	16%	47%	31%	5%	1%	63%	36%
RO	1037	26%	43%	25%	3%	3%	69%	28%
SI	1015	21%	45%	28%	5%	1%	66%	33%
SK	1094	13%	52%	30%	4%	1%	65%	34%
FI	1041	22%	49%	24%	4%	1%	71%	28%
SE	1011	29%	48%	19%	3%	1%	77%	22%
UK	1310	11%	41%	33%	14%	1%	52%	47%
B&H	1500	26%	32%	26%	12%	4%	58%	38%

QA14.5 People may feel different levels of attachment to their village, town or city, to their region, to their country, to Europe or to the world. Please tell me how attached you feel to... The world

	TOTAL	VERY ATTACHED	FAIRLY ATTACHED	NOT VERY ATTACHED	NOT AT ALL ATTACHED	DK	ATTACHED	NOT ATTACHED
UE27 EU27	26755	21%	40%	28%	8%	3%	61%	36%
BE	1040	27%	42%	23%	7%	1%	69%	30%
BG	1009	17%	34%	27%	12%	10%	51%	39%
CZ	1060	16%	43%	26%	9%	6%	59%	35%
DK	1008	24%	43%	27%	3%	3%	67%	30%
D-W	1006	16%	39%	35%	8%	2%	55%	43%
DE	1534	15%	39%	35%	8%	3%	54%	43%
D-E	528	16%	40%	33%	7%	4%	56%	40%
EE	1001	13%	29%	41%	15%	2%	42%	56%
EL	1000	9%	31%	41%	19%	-	40%	60%
ES	1006	28%	42%	22%	6%	2%	70%	28%
FR	1031	20%	41%	26%	10%	3%	61%	36%
IE	1000	16%	35%	30%	13%	6%	51%	43%
IT	1000	17%	47%	29%	5%	2%	64%	34%
CY	500	14%	33%	34%	18%	1%	47%	52%
LV	1006	15%	32%	33%	17%	3%	47%	50%
LT	1029	10%	28%	43%	16%	3%	38%	59%
LU	500	25%	36%	27%	7%	5%	61%	34%
HU	1000	44%	31%	16%	6%	3%	75%	22%
MT	500	29%	36%	26%	6%	3%	65%	32%
NL	1000	35%	31%	21%	8%	5%	66%	29%
AT	1011	14%	32%	38%	13%	3%	46%	51%
PL	1000	17%	46%	25%	5%	7%	63%	30%
PT	1013	14%	41%	35%	9%	1%	55%	44%
RO	1037	20%	39%	28%	7%	6%	59%	35%
SI	1015	19%	36%	32%	9%	4%	55%	41%
SK	1094	7%	32%	45%	13%	3%	39%	58%
FI	1041	22%	38%	30%	7%	3%	60%	37%
SE	1011	39%	34%	18%	4%	5%	73%	22%
UK	1310	26%	37%	23%	11%	3%	63%	34%
B&H	1500	24%	29%	26%	16%	5%	53%	42%

