

THEME 1 CULTURAL & TERRITORIAL VIBRANCY

EVALUATION & MONITORING
Research Findings 2018

This page is intentionally left blank.

CONTENTS

INTRODUCTORY NOTE	4
INTRODUCTION	5
VALLETTA PARTICIPATION SURVEY	6
A COMPREHENSIVE ANALYSIS OF THE VALLETTA 2018 CULTURAL PROGRAMME	32
THE IMPACT OF VALLETTA 2018 ON THE EUROPEAN IDENTITY OF THE MALTESE POPULATION	46
CONCLUDING REMARKS	67

INTRODUCTORY NOTE

The Valletta 2018 Evaluation & Monitoring process is a means through which the Valletta 2018 Foundation gains a deeper insight into the various impacts of the European Capital of Culture (ECoC) title on different spheres of cultural, social and economic life.

This process comprises of a series of longitudinal studies commencing in January 2015, three full years before the European Capital of Culture year, and running through to 2019, thereby capturing data before, during, and in the immediate aftermath of Valletta holding the ECoC title.

This process is divided into five themes:

- 1. Cultural & Territorial Vibrancy**
- 2. Governance & Finance**
- 3. Community Inclusion & Space**
- 4. The Tourist Experience**
- 5. The Valletta Brand**

This research is a collaborative, mixed-methods process, involving a number of public entities, collecting and analysing data primarily of a quantitative nature, as well as independent researchers working with data that is predominantly qualitative. These entities and researchers constitute the Valletta 2018 Evaluation & Monitoring Steering Committee, that was set up to manage and implement this research process.

This research process was coordinated by the Valletta 2018 Foundation's Research Department.

Valletta 2018 Research Department

The Research Department is one of the three central departments which were set up at the Valletta 2018 Foundation's birth. After years of work, the Research Department has managed to create a vibrant and multidisciplinary network of international and local researchers, academics, and cultural operators with the overall aim to strengthen Malta's sociocultural fabric through participatory and action-based research. The Department was responsible for the documentation of European Capital of Culture impacts through an evaluation and monitoring research process, as well as the organisation of various seminars and conferences. Well-being, liveability, and community development are the conducting threads that guide the research process.

The Research Department believes on the benefits of practice-based research in the cultural field since it allows the dissemination and practical use of any findings. It involves local communities, artists, operators, activists and local organisations in the process. In this way, research goes beyond, and extends, from an academic perspective, aiming to make a real impact on people's lives.

In April 2015, the Research Department launched www.culturemapmalta.com, an online map of Malta's cultural spaces - the first of its kind in Malta - in which users are invited to upload and update information about cultural spaces. This creates an online, visual database of valuable information which plots the cultural use of public and private cultural spaces across the island. One of the flagship events of the Research Department is its annual international conference, which has been taking place for the past five years. This series of annual conferences focuses on cultural relations in Europe and the Mediterranean, addressing the opportunities and challenges in the local context. These conferences have created a platform of discussion, serving as a knot linking the international and the local cultural spheres, addressing experts, researchers and cultural operators, providing insight into a possible way forward regarding cultural policy, cultural practice and future research.

INTRODUCTION

Cultural and Territorial Vibrancy investigated the impacts of the ECoC title on the various forms of cultural participation within Malta, and the extent to which the Valletta 2018 Cultural Programme is addressed issues related to cultural engagement, community involvement within cultural activities, and skills development.

This strand was formed of various studies. The Valletta Participation Survey, carried out by the National Statistics Office, provides crucial information on the degree to which various groups and individuals participate in cultural activity taking place in Valletta, and identifying the push and pull factors which encourage or discourage further participation.

A second, related study, being carried out by Daniela Blagojevic Vella, analyses the Valletta 2018 Cultural Programme in detail, examining how this is devised and implemented, and reflecting upon its effectiveness in fostering international collaboration and community participation in cultural activity.

Finally, the study carried out by Dr Marcello Carammia examines individuals' sense of European identity throughout the Valletta 2018 process, looking into changes in the degree of trust and closeness to European and National institutions through a series of quantitative surveys and qualitative focus group sessions.

These are complemented by an audience profiling study carried out by the Valletta 2018 Foundation, which highlights a number of particular traits identified amongst the audiences that attended Valletta 2018-related activities.

Together, these three studies present a comprehensive overview of the current cultural participation and the ways in which Valletta 2018 influenced and encouraged further involvement within cultural activity and greater participation within artistic, social and civic processes.



VALLETTA PARTICIPATION SURVEY

NATIONAL STATISTICS OFFICE

Josianne Galea

MAY 2018 SURVEY

ABSTRACT

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

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

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

INTRODUCTION

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

METHODOLOGY

Sampling and population coverage

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

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

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

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

Table 2: Population distribution by district or locality: 2018

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

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

Table 3: Sample distribution by district or locality: 2018

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

Data Collection & response rates

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

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

FINDINGS

Valletta residents

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

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

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

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

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

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

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

Non-Valletta residents

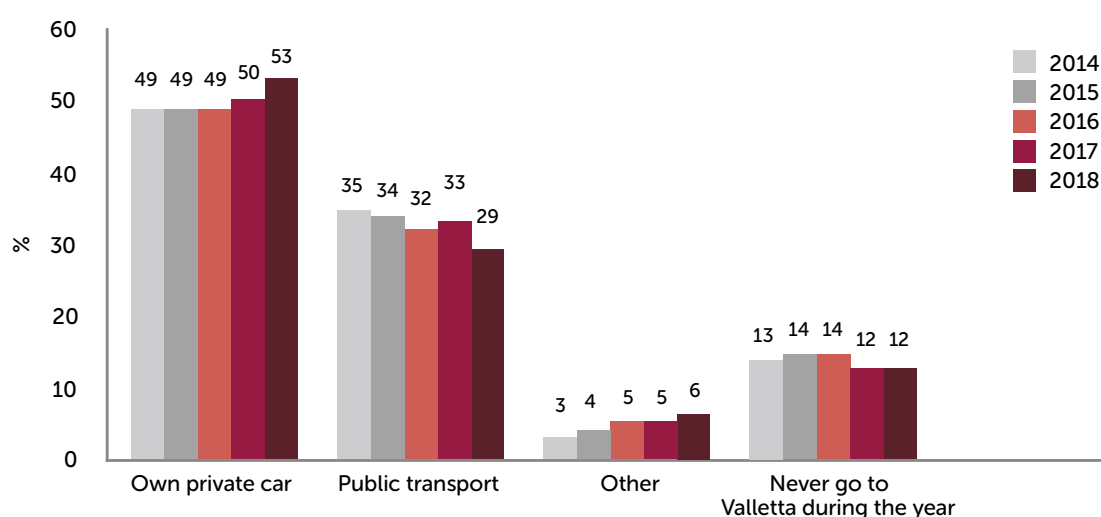
When we come to the non-Valletta residents, the three main reasons why non-Valletta residents visit Valletta are basically the same in winter and in summer. Shopping for clothes is the main reason in winter, followed by work and administrative services and dining. In summer, the order of these three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

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

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

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

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



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

Attendance to cultural events in Valletta

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

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

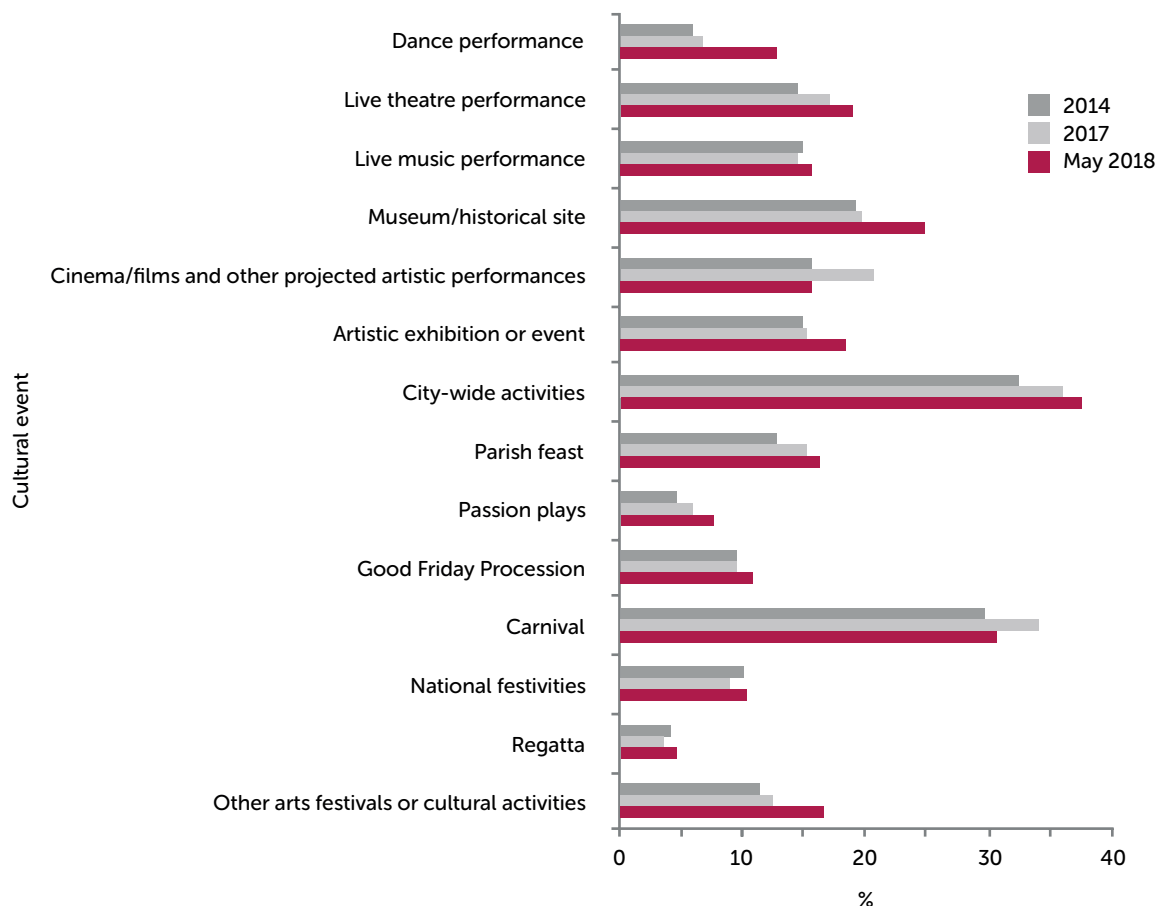
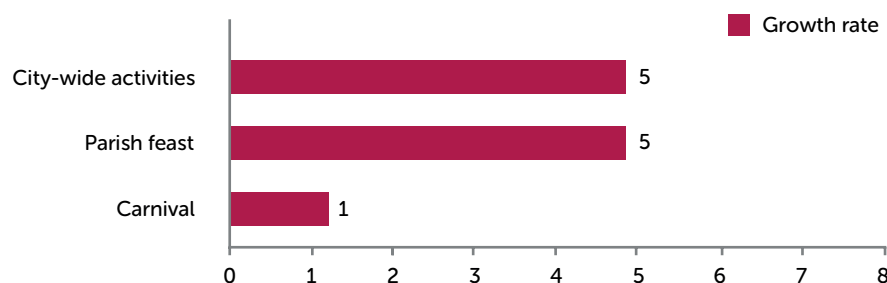


Chart 3: Growth rates in attendance to cultural events in Valletta: 2014–2018



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

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

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

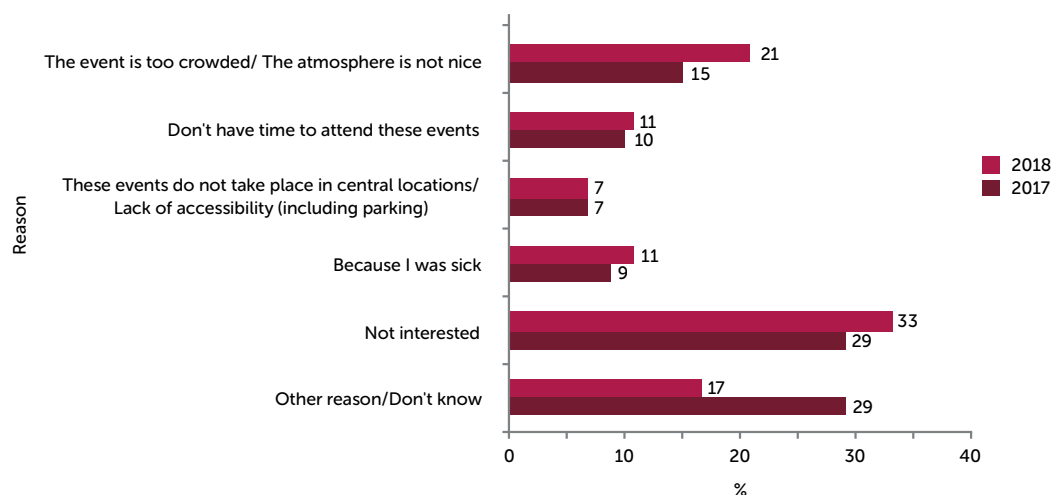
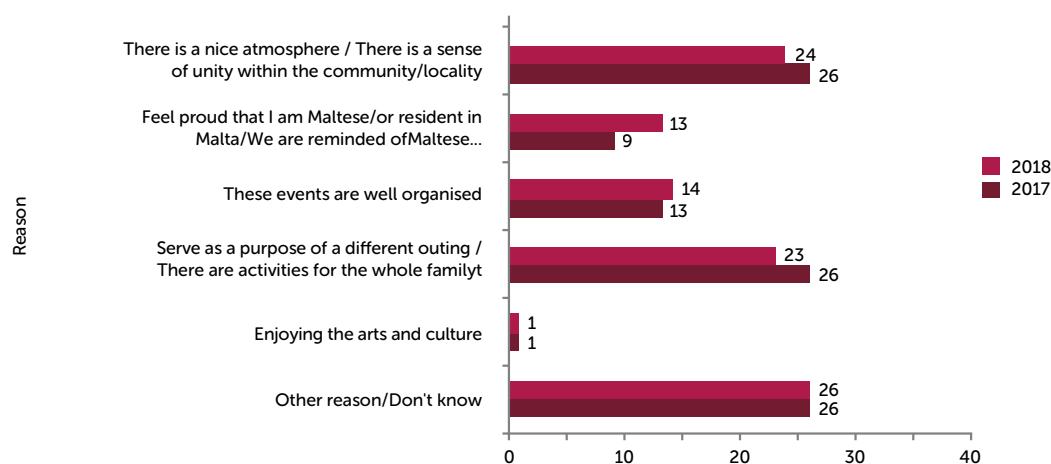


Chart 5: Reasons for attending cultural events in Valletta: 2017 - 2018



European Capital of Culture

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

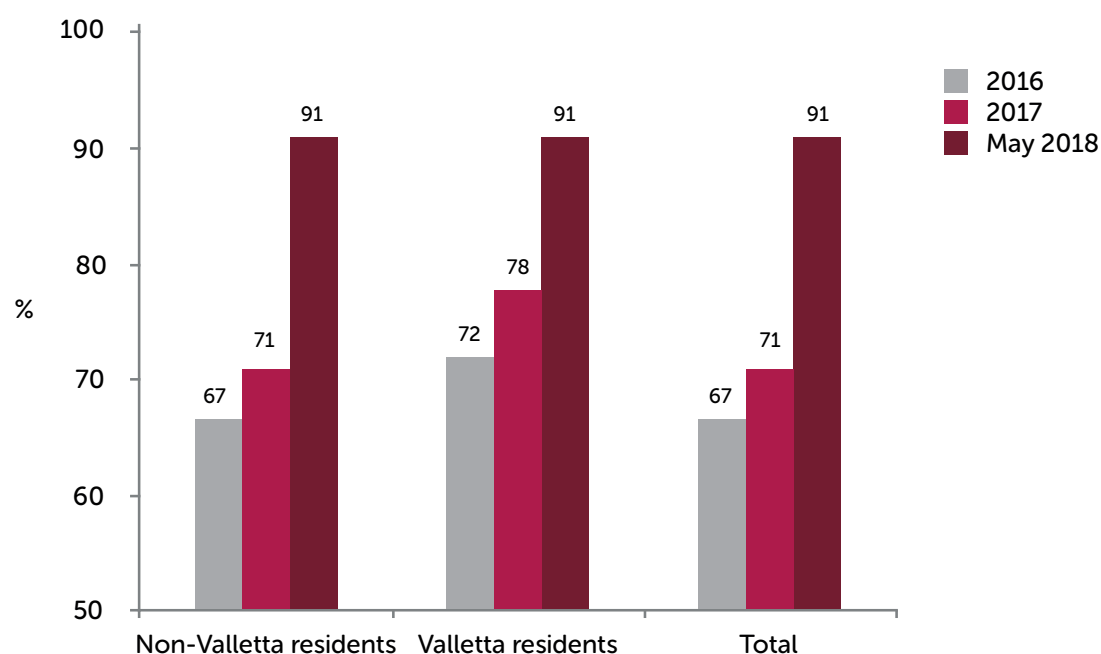
When we have a look at the perception of Valletta from the sample of persons that were interviewed (Table 7) one finds that 68% of the people are very much in agreement with the statement that Valletta is 'a city which is rich in culture'. Moreover, the people are also mostly in agreement, albeit to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

Table 7: Perceptions of Valletta

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

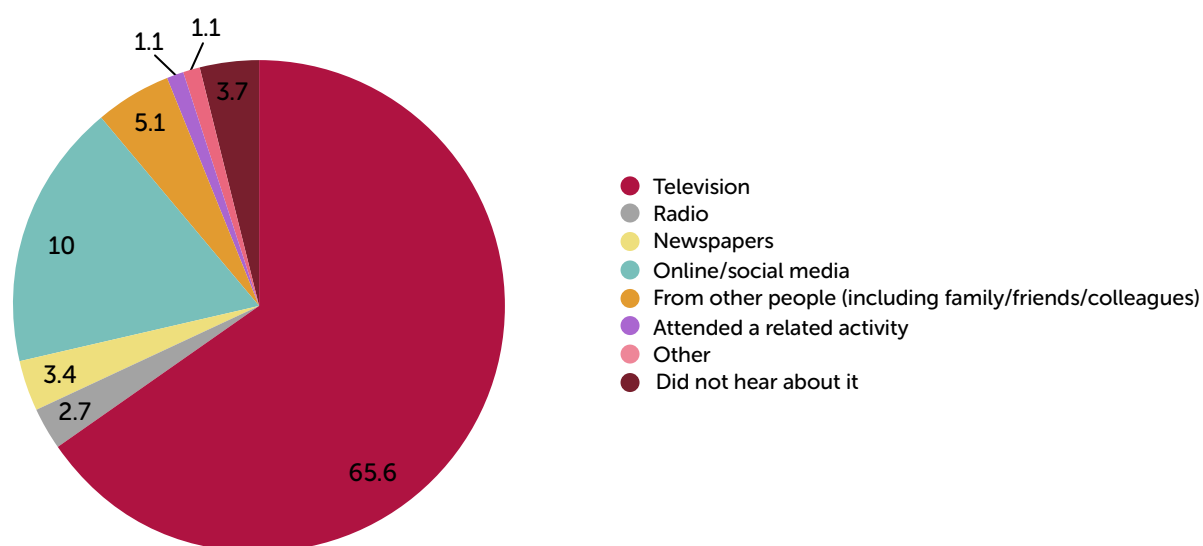
Average scores: 1 = Do not agree at all; 5 = Strongly Agree

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

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

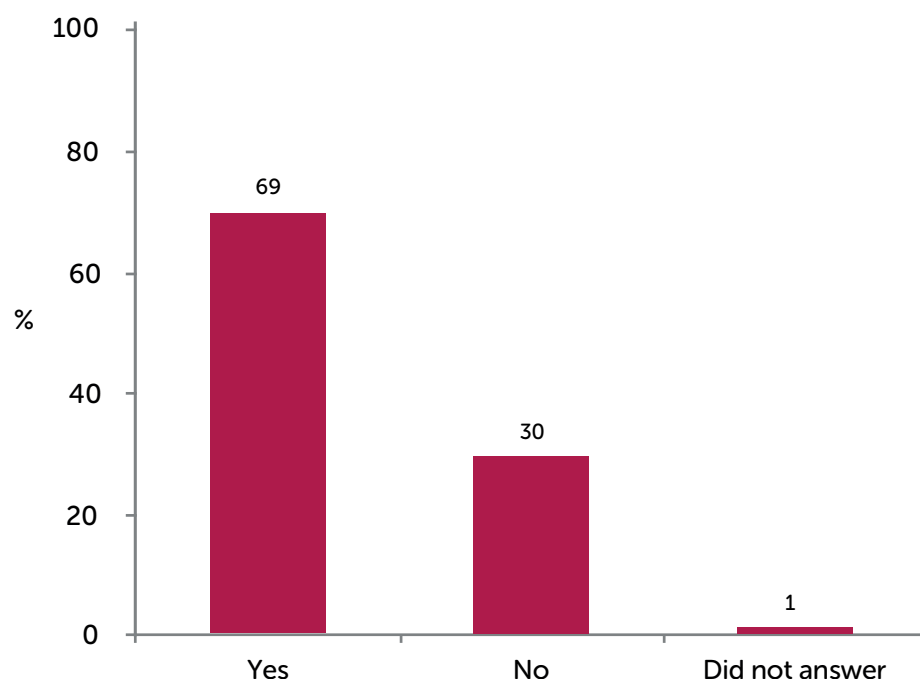
The principal means of communication that are keeping the public informed on Valletta 2018 are the television and online / social media. Information is reaching 66% of respondents by means of the television, whilst the internet and social media is the main means of information to 17% of respondents.

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



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

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



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

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

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

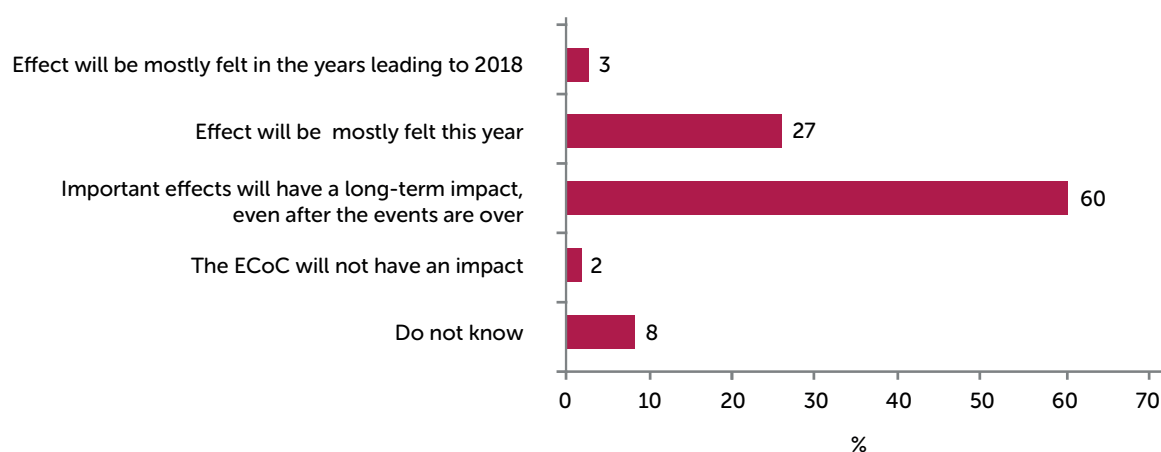
	Valletta 2018 is an opportunity for Malta	Valletta 2018 is an opportunity for me	Valletta 2018 makes me enthusiastic	Valletta 2018 makes me proud	Valletta 2018 makes me confident
2015	4.7	3.4	3.5	4.3	4.1
2016	4.7	3.5	3.8	4.5	4.2
2017	4.8	3.6	3.7	4.5	4.1
2018	4.7	3.4	3.7	4.5	4.1

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

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

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

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



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

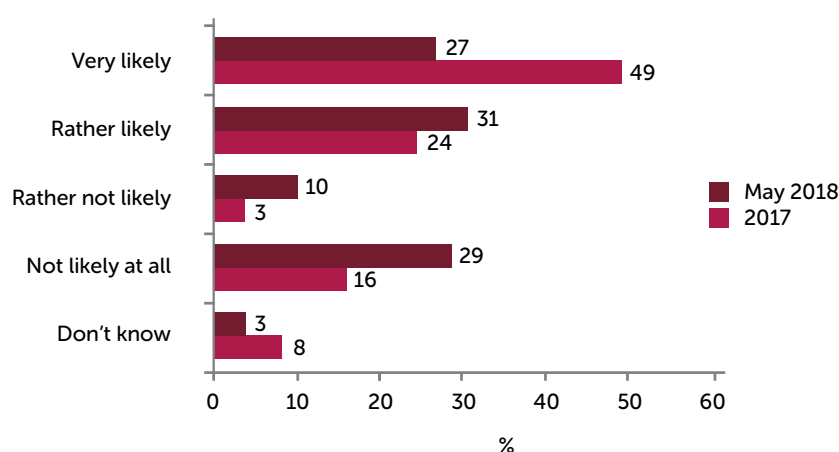
Table 9: Perceptions of the impact of Valletta’s designation as European Capital of Culture on various sectors and aspects

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

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

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

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



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

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

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

CONCLUSIONS & WAY FORWARD

Conclusion

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

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

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

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

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

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

Way forward:

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

NOVEMBER 2018 SURVEY

INTRODUCTION

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

METHODOLOGY

Sampling and population coverage

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

The selection of the sample is done through a stratified random sampling based on three variables, sex, age group and district. For November 2018, the targeted population was estimated to be 368,833, as can be seen in Tables 1 and 2.

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

Age Group	Males		Females		Total	
	Number of persons	%	Number of persons	%	Number of persons	%
16-24	23,345	12.7	22,959	12.4	46,304	12.6
25-44	66,432	36.1	62,110	33.6	128,542	34.9
45-64	56,226	30.5	55,506	30.1	111,732	30.3
65+	38,237	20.8	44,018	23.8	82,255	22.3
Total	184,240	100.0	184,593	100.0	368,833	100.0

Table 2: Population distribution by district or locality: Nov 2018

District or locality	Males		Females		Total	
	Number of persons	%	Number of persons	%	Number of persons	%
Southern Harbour (excluding Valletta)	31,781	17.2	31,276	16.9	63,057	17.1
Valletta	2,219	1.2	2,304	1.2	4,523	1.2
Northern Harbour	55,534	30.1	56,023	30.3	111,557	30.2
South Eastern	27,787	15.1	27,997	15.2	55,784	15.1
Western	24,664	13.4	24,467	13.3	49,131	13.3
Northern	28,895	15.7	28,585	15.5	57,480	15.6
Gozo and Comino	13,360	7.3	13,941	7.6	27,301	7.4
Total	184,240	100.0	184,593	100.0	368,833	100.0

As can be seen in Table 3 below, the net sample interviewed was of 1,006 for the November 2018 wave. Of these, 773 were selected randomly from all over Malta, with the exception of Valletta. The rest, that is 233, were selected from Valletta. As in previous waves, the oversampling of Valletta residents ensured the production of good quality statistics for this locality.

Table 3: Sample distribution by district or locality: Nov 2018

District or locality	Males		Females		Total	
	Number of persons	%	Number of persons	%	Number of persons	%
Southern Harbour (excluding Valletta)	61	12.3	68	13.3	129	12.8
Valletta	109	22.1	124	24.2	233	23.2
Northern Harbour	68	13.8	67	13.1	135	13.4
South Eastern	65	13.2	66	12.9	131	13.0
Western	69	14.0	56	10.9	125	12.4
Northern	60	12.1	70	13.7	130	12.9
Gozo	62	12.6	61	11.9	123	12.2
Total	494	100.0	512	100.0	1,006	100.0

Data Collection & response rates

The survey was launched on the 19th November 2018 and the whole data collection process took around two weeks to be concluded. Similar to the previous waves, the data collection method was the CATI (computer assisted telephone interviewing) method and this was done by experienced interviewers who were trained specifically for this survey.

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

FINDINGS

Valletta residents

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

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

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

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

Table 4b: Activities done by Valletta residents in Valletta itself: Nov 2018

Activity	Males	Females	Total	Males	Females	Total
	Number of Persons			%		
Shopping for groceries	1,783	1,968	3,751	80.4	85.4	82.9
Shopping for clothes	1,790	1,880	3,671	80.7	81.6	81.2
Relaxing in public places	1,814	1,977	3,792	81.7	85.8	83.8

Age group	16 to 44 years old	45 years old and over	Total	16 to 44 years old	45 years old and over	Total
	Number of Persons			%		
Shopping for groceries	1,490	2,261	3,751	82.7	83.1	82.9
Shopping for clothes	1,396	2,274	3,671	77.5	83.5	81.2
Relaxing in public places	1,535	2,257	3,792	85.2	82.9	83.8

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

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

	2014	2015	2016	2017	May 2018	Nov 2018
Type of transport	%	%	%	%	%	%
Private car	58.6	66.1	56.2	61.6	61.3	69.7
Public transport	30.7	27.7	39.9	32.2	32.4	25.3
Other (including taxi or other paid services)	1.8	2.5	2.5	1.9	1.5	1.5
Do not leave Valletta	8.9	3.7	1.5	4.3	4.8	3.4

Non-Valletta residents

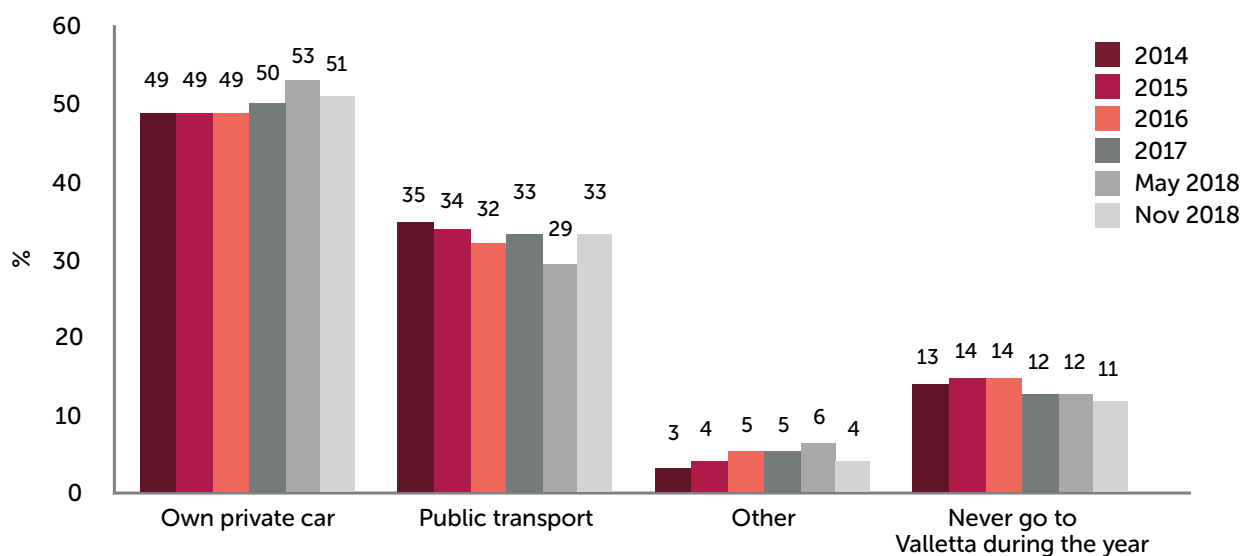
When we come to the non-Valletta residents, the three main reasons why non-Valletta residents visit Valletta are basically the same in winter and in summer. Since the first wave of this survey in 2014, the shopping of clothes has consistently been the main reason in winter, followed by work and administrative services and dining. In the last two waves of this survey in 2018, dining overtook work and administrative services as the second reason which made non-Valletta residents to visit the city in winter. In summer, the order of these three reasons shifts from year to year. However, one must highlight the increase for dining for both winter and summer. For this activity there was an increase of 16 percentage points in winter and an increase of 20 percentage points in summer, from 2014 to November 2018.

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

Type of transport	2014	2015	2016	2017	May 2018	Nov 2018	2014	2015	2016	2017	May 2018	Nov 2018
	Winter (%)						Summer (%)					
Shopping of clothes	47.8	33.9	39.9	46.6	40.7	37.3	38.8	30.9	33.8	39.0	35.0	26.8
For Work, administrative services	28.6	32.0	33.4	30.7	26.9	32.6	29.7	36.2	31.4	31.9	26.5	33.8
Dining	19.7	22.9	28.3	27.9	34.1	35.3	23.1	24.8	35.6	32.8	38.8	43.0

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

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



Attendance to cultural events in Valletta

As can be seen from Chart 2, the most popular cultural events in Valletta in the five-year period of this data collection were city-wide activities, like the Notte Bianca and carnival. As for the least popular cultural activities taking place in Valletta in terms of attendance, one can find the regatta and passion plays.

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

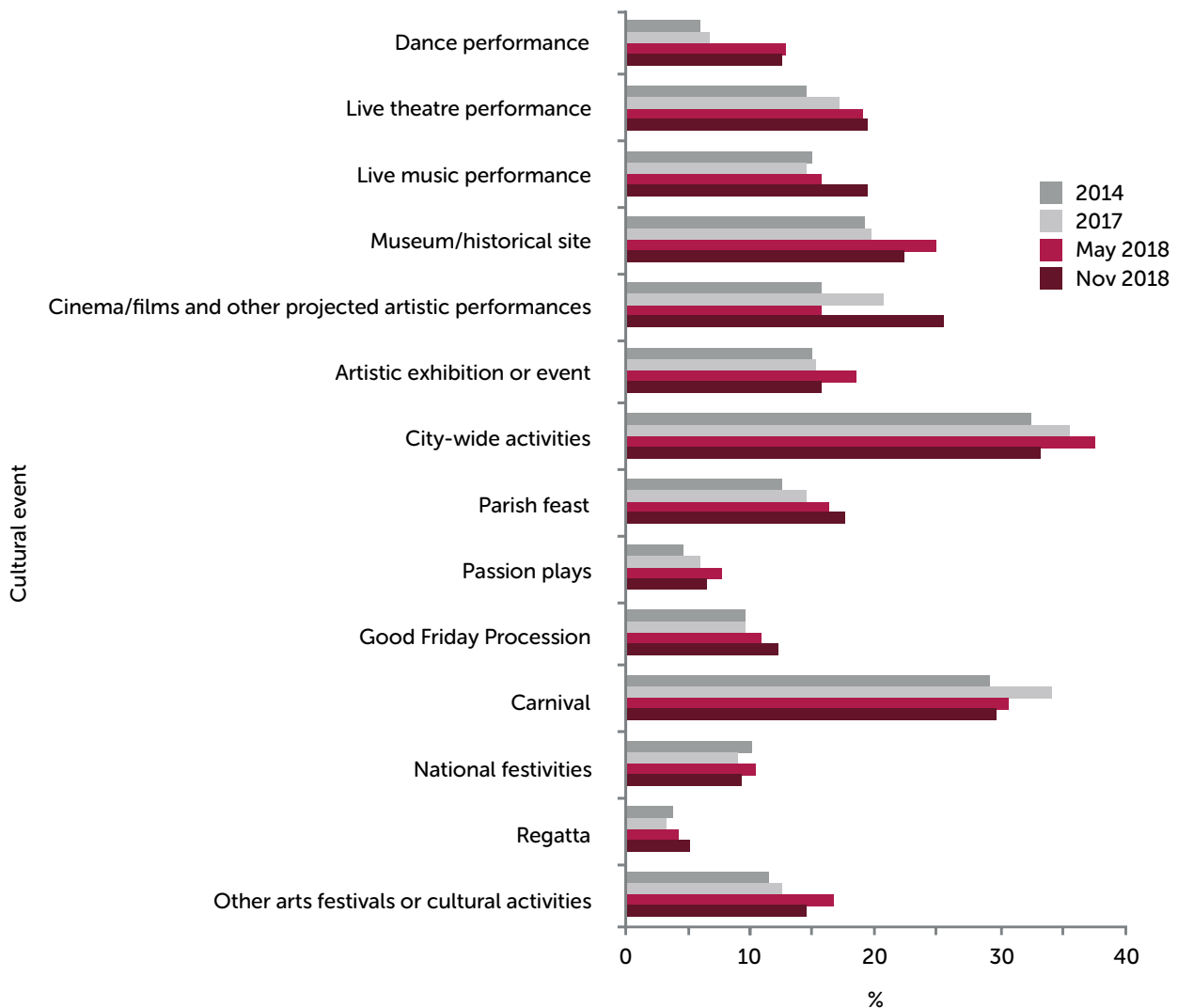
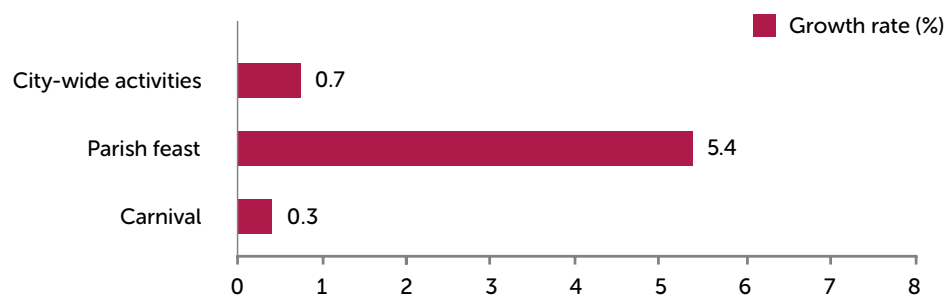


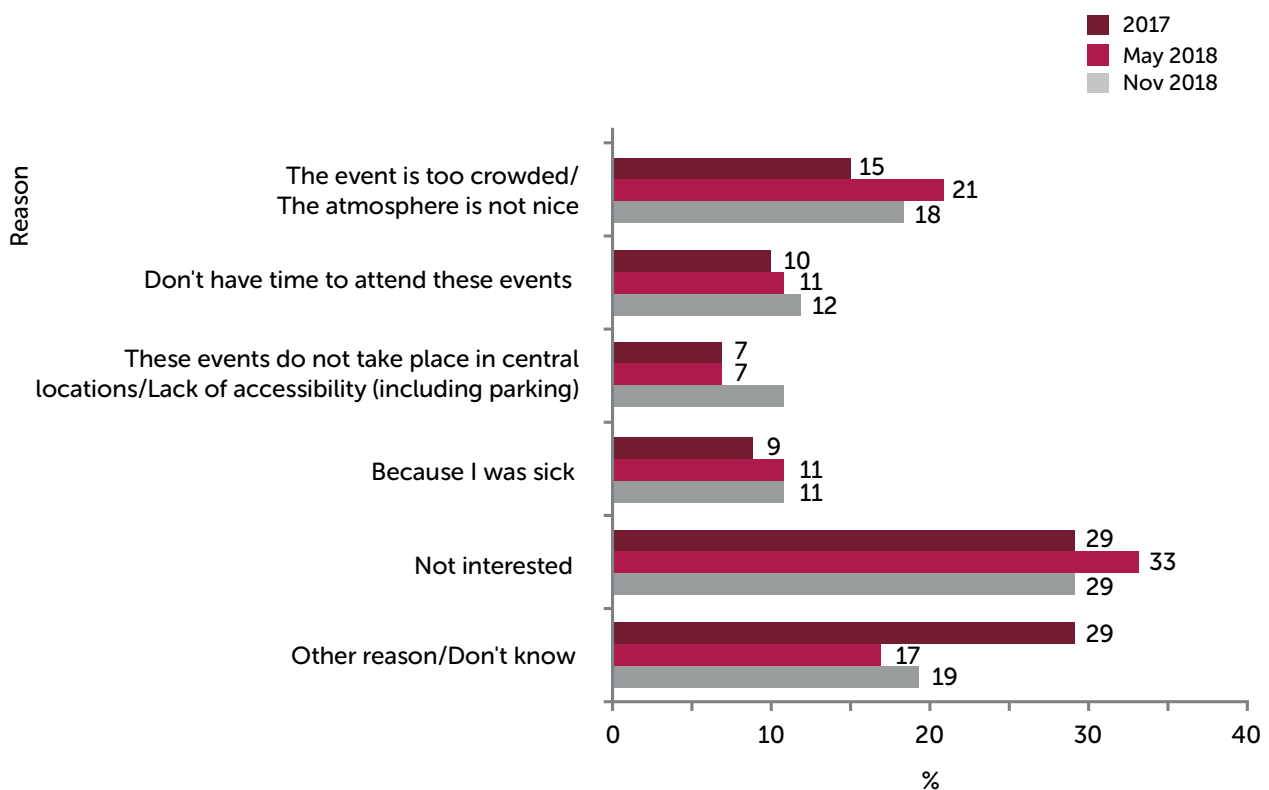
Chart 3: Growth rates in attendance to cultural events in Valletta: 2014– November 2018



A comparison between the rates of attendance to cultural events in Valletta in the twelve months preceding the data collections of November 2018 and 2014 respectively indicates that attendance to parish feasts increased by 5 percentage points, whereas attendance to city-wide activities and carnival remained more or less constant.

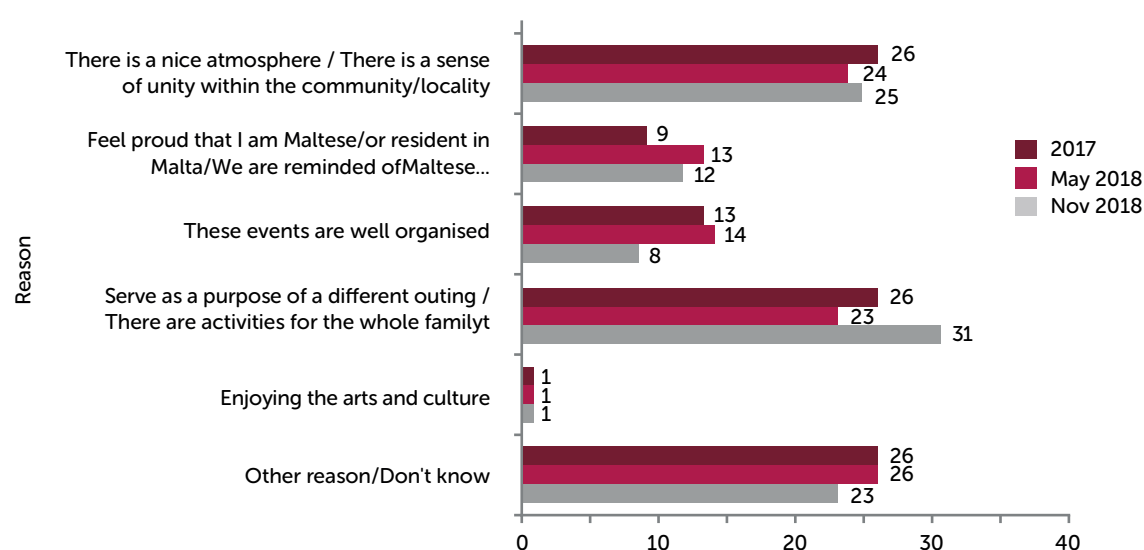
When asked for the reasons for non-attendance, many of those who did not attend any of the events mentioned in Chart 2 above said that they did not attend because they were 'not interested'. Accordingly, this category amounted to 29%, down by 4 percentage points from May 2018. The second most chosen single reason for not attending was the fact the events are too crowded and that the atmosphere is not nice, this category recorded a decrease of 3 percentage points when compared to the survey held in May 2018.

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



When looking at the reasons for attending such cultural events, the most popular reasons were that it serves the purpose of a different outing and that there are activities for the whole family. This category recorded an increase of 15 percentage points in November 2018 over May 2018. The other highest reason was that there is a nice atmosphere and a sense of unity within the community, On average, this reason was chosen by 25% of the respondents between 2017 and November 2018. On the other hand, the reason for attendance to enjoy arts and culture was chosen by just 1% of the respondents. This remained constant from 2017 until November 2018.

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



European Capital of Culture

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

When we have a look at the perception of Valletta from the sample of persons that were interviewed (Table 7), one finds that 68% of the people are very much in agreement with the statement that Valletta is 'a city which is rich in culture'. Moreover, the people are also mostly in agreement, albeit to a lesser degree, with the statements that Valletta 'has too many vacant buildings' and that it 'needs restoration'. Accordingly, 28% and 22% of respondents either 'agree very much' or 'agree mostly' that the city has too many vacant buildings, while 30% and 21% of respondents either 'agree mostly' or 'agree very much' that the city is in need of restoration. Such responses may be indicative of the fact that the acknowledged cultural patrimony does not stop the people from acknowledging the stated faults and needs of the city.

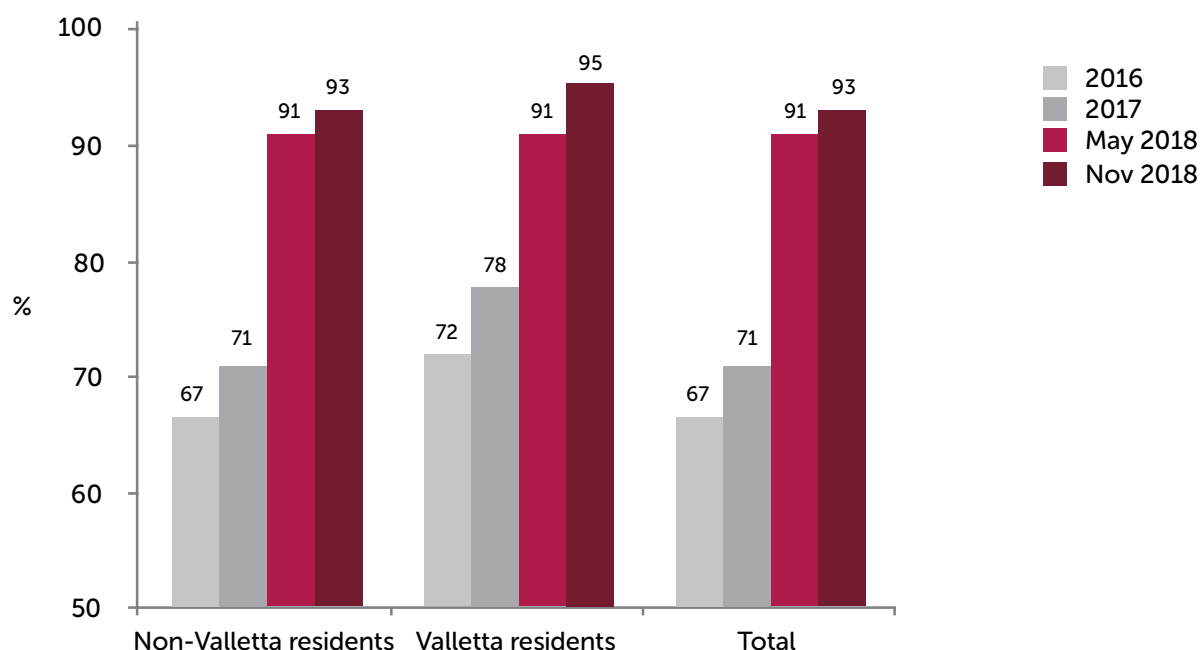
Table 7: Perceptions of Valletta: 2014–2018

	Valletta as a city rich in culture	Valletta as a city which does not offer enough choice for entertainment	Valletta as a city which has too many vacant buildings	Valletta as a city which is accessible to everyone	Valletta as a city which offers cultural diversity	Valletta as a city which needs restoration	Valletta as a city which is changing for the worse
2014	3.2	2.3	3.0	3.1	3.0	2.8	1.2
2015	4.4	2.7	3.9	4.3	4.3	3.7	1.4
2016	4.5	2.7	4.0	4.4	4.4	3.8	1.3
2017	4.5	2.7	4.0	4.3	4.2	3.8	1.3
2018	4.6	2.7	3.6	4.5	4.4	3.5	1.2
2018	4.6	2.5	3.7	4.4	4.4	3.5	1.3

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

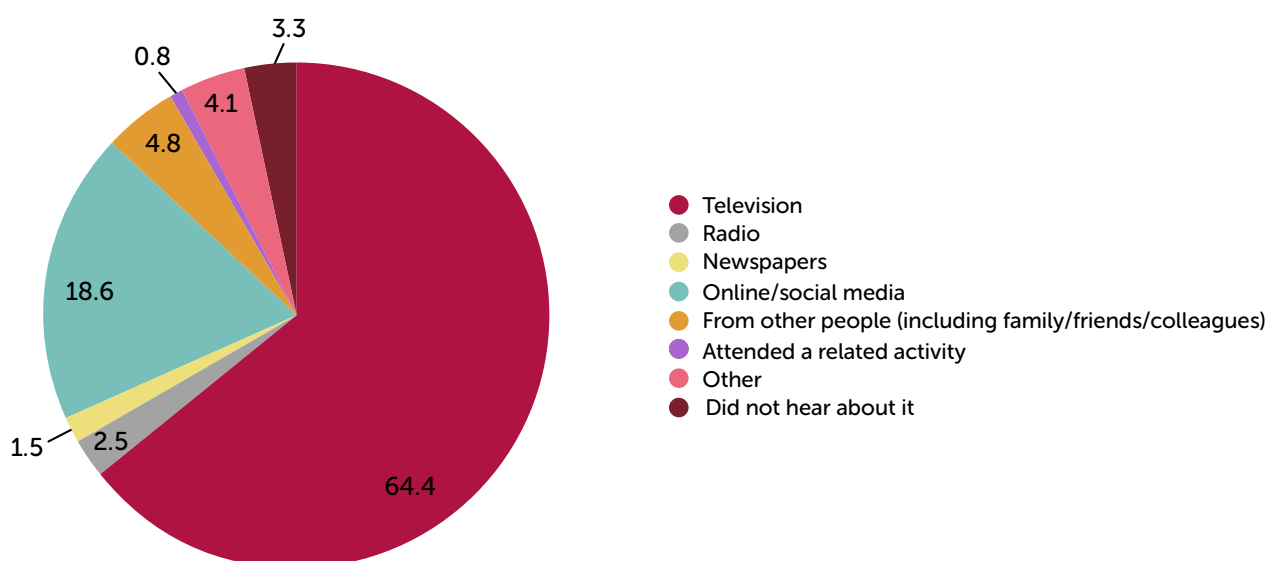
In November 2018, 93% stated that they heard of ECoC, up 2.4 percentage points since the previous survey. This time around, there was no difference between Valletta and non-Valletta residents in this regard – both categories had the same level of cognisance of ECoC (see Chart 6). As can be noticed, as the actual year of the ECoC approached the knowledge of the respondents' knowledge about the title increases accordingly.

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



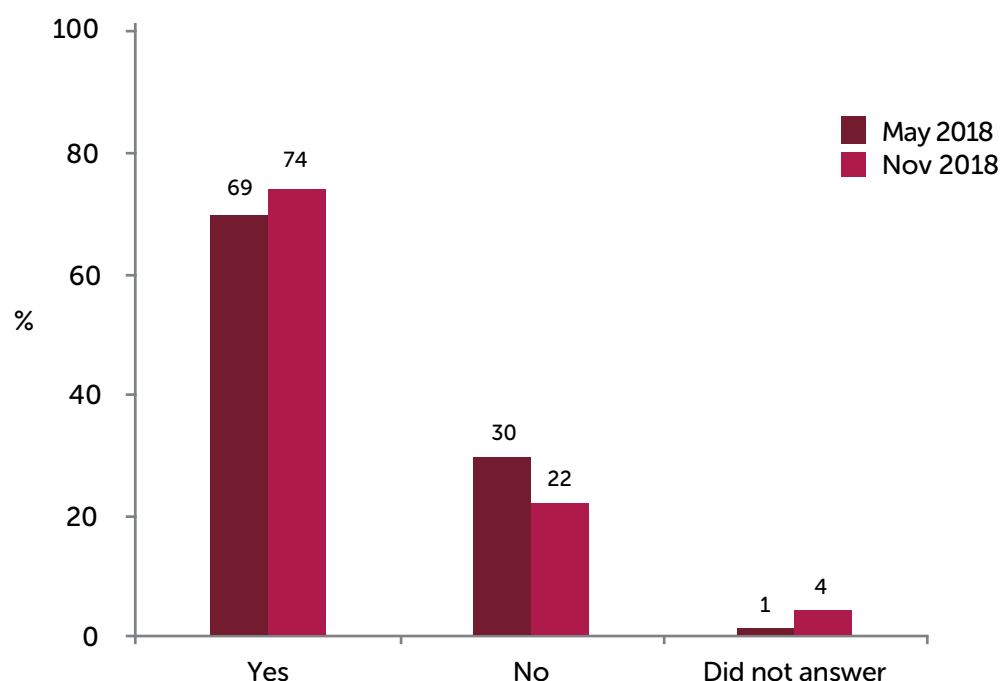
The principal means of communication that are keeping the public informed on Valletta 2018 are the television and online / social media. Information is reaching 66% of respondents by means of the television, whilst the internet and social media is the main means of information to 17% of respondents.

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



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

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



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

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

Table 8: Levels of agreement with the following opinions regarding Valletta's designation of European Capital of Culture: 2015 - 2018

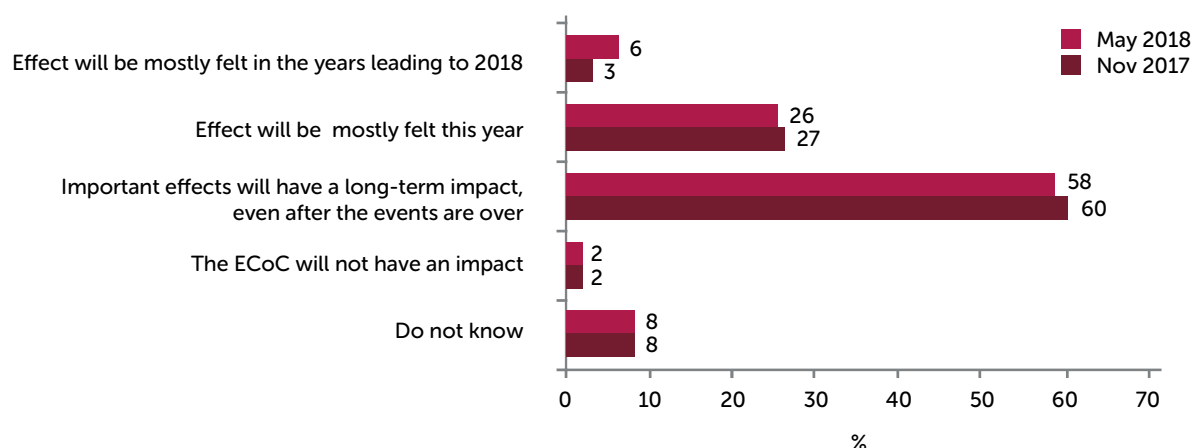
	Valletta 2018 is an opportunity for Malta	Valletta 2018 is an opportunity for me	Valletta 2018 makes me enthusiastic	Valletta 2018 makes me proud	Valletta 2018 makes me confident
2015	4.7	3.4	3.5	4.3	4.1
2016	4.7	3.5	3.8	4.5	4.2
2017	4.8	3.6	3.7	4.5	4.1
May 2018	4.7	3.4	3.7	4.5	4.1
Nov 2018	4.7	3.4	3.7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

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

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

The majority of respondents think that the effects of ECoC on Malta will have a long-term impact, even after the events are over, with 58% agreeing with this statement.

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



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

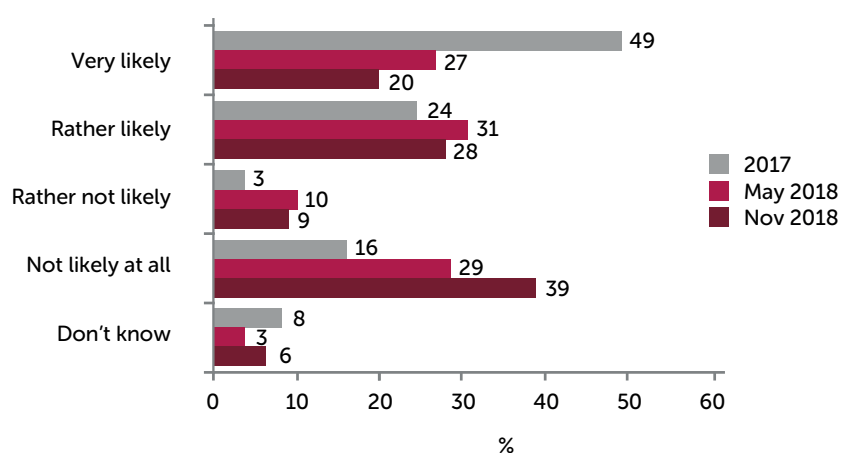
Table 9: Perceptions of the impact of Valletta's designation as European Capital of Culture on various sectors and aspects

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

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

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

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



CONCLUSIONS

As may be observed from the findings presented, the trends remained consistent along the years when this survey was conducted. On a final note, we observe that the awareness of Valletta 2018 has increased significantly since 2014 and that as many as 58% of respondents thought that important effects of Valletta 2018 will have a long-term impact beyond the current year.



A COMPREHENSIVE ANALYSIS OF THE VALLETTA 2018 CULTURAL PROGRAMME

**Daniela Blagojevic Vella
with Vikesh Godhwani**

ABSTRACT

The 2018 report focuses on the delivery of the Cultural Programme and builds on the previous reports that examined the development of the programme from the early stages. The main aim is to understand the experience of programmers and main contributors in terms of delivering a programme that includes a balanced cultural offer, citizen engagement and European collaboration.

The study examines the Cultural Programme strategies and processes through an analysis of Valletta 2018 documentation, over 10 interviews with programmers and an online survey with participants involved in a range of 2018 projects.

On the cultural offer, the study finds that the development of programme content was characterised by ongoing changes and reworking of themes and projects. The programme included activities across main art forms with music and visual arts being the most represented genres. Overall the programme included a varied cultural offer and mixture of projects ranging from mass events to niche community-based projects with different and often contrasting objectives.

The study also looks at the diverse forms of engagement varying from mere attendance to co-creation and active collaboration with specific target groups. Mixed methods were used to promote projects, but the extensive range of events meant that projects were also competing for limited resources and audiences.

About the European dimension, generally, respondents felt that their project themes were relevant to international audiences and that their projects had export potential. The island theme and Malta's geographical position was interpreted as an opportunity to create meaningful international connections. However, the findings show that the Foundation also experienced difficulties in working with international collaborators.

The study concludes that the experience gained by the programming team and producers should be exploited to improve future cultural aspirations and programming in Malta and to reflect on the next phase of legacy development.

INTRODUCTION

The Valletta 2018 European Capital Cultural Programme opening was held on the 20th of January 2018, launching a programme of around 120 projects spread over one year. The study aims to analyse the development and delivery of the programme led by the Valletta 2018 Foundation's programming team and requiring the involvement of over 1000 Maltese and international project coordinators, artists, performers, producers and volunteers.

The study's primary objective is to analyse the programme in three specific areas namely the cultural offer, audience participation and European collaboration as experienced on the ground by programmers and producers. The study analyses the Cultural Programme experience including objectives set, problems faced and results achieved throughout the implementation phase.

The previous studies (2015-2017) focused on the planning and development stages while this report concentrates on the actualisation of the programme throughout the European Capital of Culture year.

METHODOLOGY

This study takes a qualitative approach using primary data information gathered through interviews and consultation meetings with key informants responsible for programming and relevant stakeholders. The participants' knowledge and experiences were used to gain an in-depth understanding of how the programme unfolded throughout the year.

An online survey was conducted with coordinators, producers and creators leading individual projects or programme strands. Monthly project visits and observations were carried out to gain an overall understanding of particular events and workshops. The information gathered was transcribed and coded according to the main themes being analysed.

Secondary data sources, which include the programme of events, marketing materials, the Valletta 2018 website and the working documents as supplied by the Foundation, were also used to understand the programme range and content.

The research needed to ensure that the data updates were frequent and that the methodology was flexible because of the variety of projects and events as well as ongoing changes throughout the year. The methodology was adequate to gain detailed and in-depth perspectives. However, as previous studies have argued, interviews have limitations because of the reliance on respondents' recollections, perceptions and biases (ECORYS, 2014); (Garcia & Cox, 2013). To address these difficulties, the research attempts to gather data from a variety of sources to widen its scope and present a more comprehensive analysis.

It should also be emphasised that given the resources available, this study is limited to the experience of those working directly on the programme and/or projects and does not include the perception of the wider audience and of those cultural operators who were not participating in the programme. Moreover, governance and finance are also directly related to the outcomes of the programme, but these elements are not included within the scope of this study.

FINDINGS

Cultural Offer and Programming Balance

In analysing the Cultural Programme offer, there are various elements and approaches that need to be considered as identified in various ECoC evaluation studies (Garcia and Cox, 2013; Palmer/Rae, 2014;). These include the chosen themes, seasonal programme, art forms and genres, type of events and programming balance.

Themes and overall programme structure

Back in 2012, the Valletta 2018 bid-book presented four themes and orientations, namely “generations”, “cities”, “routes” and “islands”. The themes were matched to four areas - education, skills, community and events. At the development stage and later during the implementation phase, respondents from the foundation’s programming team said that the themes were interpreted as flexible and the approach was not one of strict adherence to the original themes. This finding is consistent with ECORYS post evaluation studies (2014, 2015, 2016) that observe how the themes are mostly useful for internal organisation and communication. In the words of the Cultural Programme coordinator “rather than linking individual performances to a particular theme”, the themes were used as a narrative across the full programme with some of the projects having a more obvious link to the themes than others. Nonetheless, the themes were also mentioned in the external communication of programmes as part of the Foundation’s aspirational vision.

In 2018, the Capital of Culture Programme was described as a celebration of “an island-wide festa”, and the programme themes were identified as “island stories”, “future baroque” and “voyages”. These themes had been communicated publically in 2017 in the Cultural Programme Preview. The overall “island” theme featured prominently with no less than 80 mentions in the official programme. Some words also stand out as being part of the Valletta 2018 Programme and project discourse including community (59 mentions), the Mediterranean (39 mentions) as well as diversity and migration (33 mentions).

Since 2012, apart from evolving themes, the projects listed at bid stage were also reworked. The only project title that remained unchanged and made it to the final programme list was *L-Ikla t-Tajba*. Over four years, the projects were either developed further, altered or even abandoned. Contributors and creatives working on the programme also changed. The most impactful changes occurred at Foundation level with changes in the artistic direction, top management and programming teams directly influencing programme content.

Large events versus small community projects

One feature particular to Valletta 2018 was the distinction made between large events led by the Artistic Director Mario Azzopardi and the rest of the programme managed by the programming team. The big events were mainly the opening ceremony *Erba’ Pjazez*, the Pageant of the Seas and the opera *Aħna Refuġjati* all targeting mass audiences.

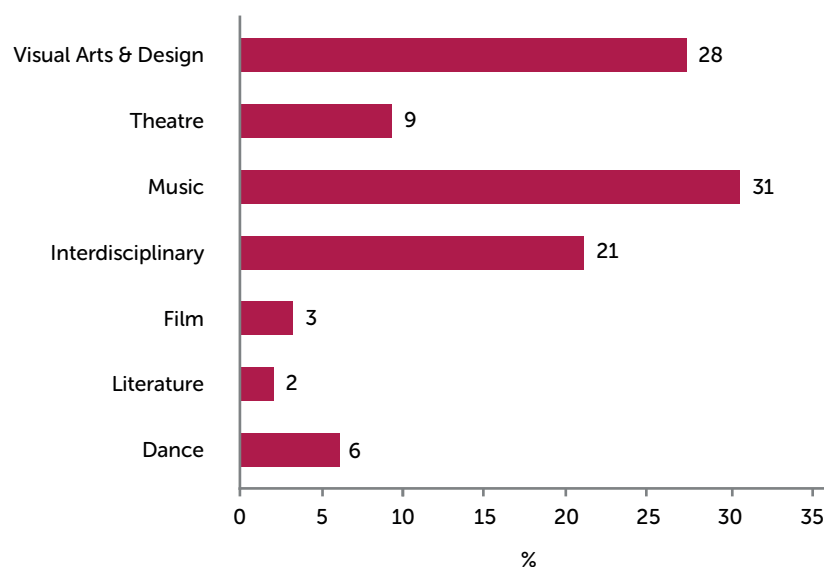
The Cultural Programme also included 15 festivals, both public and private, including the Malta International Arts Festival, ŽiguŽajg Children’s festival, the Jazz festival and Earth Garden as part of its offer. These festivals either widened their offer or included special events in 2018. Beyond these big-hitting events and festivals, the programme was characterised by a significant number of small, grassroots projects and initiatives happening throughout the year and across different locations. Some of these smaller projects like *Darba Waħda*, *Naqsma il-Muża* and *Fragmenta* are the result of a process-led approach and had been piloted in the previous years. These projects led by Maltese or Malta-based creatives stood the test of time and made it to the ECoC final programme.

Other projects like Story Works, *Qatt ma’ Ninsa*, *Windrose Project* and *Pjazza fi Pjazza* were abandoned and came to a close before the capital of culture year. On the other hand, some initiatives like *Il-Festa l-Kbira* and *Habbilni ħa Nirbaħ* were not listed on the official programme but were then inserted as part of the programming later in the year.

Art forms

The Cultural Programme included activities across main art forms as shown in Figure 1. Music (31%) and visual arts (28%) stand out as being the most represented genres. The music strand included 7 foundation events and 17 Open Call events collectively presenting performances from the worlds of jazz, folk, electronica, rock, metal, indie, classical, traditional, reggae, hip-hop and ethnic music. Theatre, dance and literature were less prominent. However, a substantial number of projects adopted an interdisciplinary approach (21%) with different art forms included, suggesting broader definitions and approaches. The cross-art form approach makes it difficult to categorise all projects. In fact, in its internal documents and website, the Foundation uses multiple tags to categorise individual projects as follows: community, visual arts, design, children and young people, performance, opera, music and film.

Chart 1: Culture program art forms



Seasonal Programming

Following the opening event in Valletta, the first quarter of the year included a focus on musical events showcasing work by international groups and artists like the Other Europeans and Ida Kelarova Jazz Famelja. The second and third quarter saw an increase in the number and frequency of performances as well as outdoor events as is expected since this timing also coincides with arts festivals like Għana Fest, Valletta Film Festival, the Malta International Jazz festival and the Malta International Arts Festival. The September and October months can be said to have been the opera season with *Aħna Refuġjati*, *Aida*, *Corto Maltese* and *Tosca* all happening within the span of a few weeks.

Concerning planning and distribution of projects, the concentration of big events during one season, as in the case of opera, created difficulties and pressure for the organisers. In the words of the programme coordinator, "This meant that performances were competing for the same venues, talent, technical resources and audiences. The number of events happening in the last quarter created a strain on the limited resources available". Various respondents working on the programme emphasised that the unprecedented increase in the culture offer created pressure on resources and coordination of activities.

Space and Location

From the outset, the Foundation announced that Valletta 2018 projects and events would be performed across various localities and not only in Valletta. The Valletta title is described as "an award shared among

all localities on our Islands” (Cultural Programme 2018, p.3). The five regional coordinators worked with the programming team to broker the Cultural Programme in Valletta, Gozo, the North, Centre, South and South East regions and to engage residents across different localities.

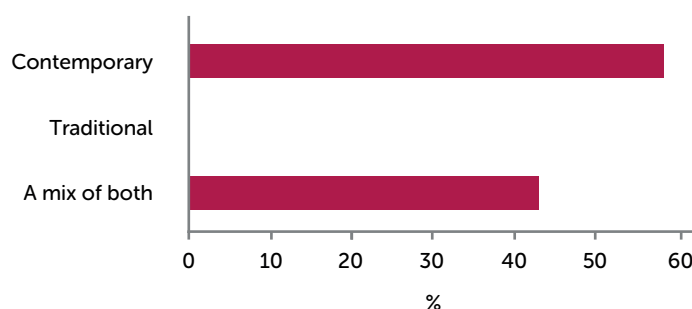
Both public and private spaces were used to host various events, but respondents commented that private venues were found to have fewer facilities and equipment. Interestingly the Foundation in collaboration with Arts Council Malta published the theatre-audit *Spazji Teatrali, A Catalogue of Theatres in Malta and Gozo* which lists 78 theatre spaces, 90% of which are outside Valletta. The venues varied considerably from public theatres to private spaces including private homes.

Use of public space also presented some challenges. Outdoor events like the *Pageant of the Seas* and the *Orfeo and Majnun* parade required substantial work on logistics and lengthy processes to acquire permits from various entities.

Traditional and Contemporary

The focus on contemporary art and bringing “contemporary culture to our capital city” (Cultural Programme p.15) was a priority articulated by interviewees responsible for programming. The programme however also describes a suspension between traditional and contemporary. Similarly, 57% of the project leads responding to the online survey described their project as contemporary while 43% described their activities as including elements of both traditional and contemporary.

Chart 2: Type of approach, contemporary vs traditional



Overall the Cultural Programme included a varied cultural offer and a mixture of projects ranging from mass events to niche projects with different and often contrasting objectives. Such variety necessitated diverse forms of engagement with audiences varying from mere attendance to co-creation and active collaboration as will be discussed in the next section.

Audience Participation Strategies

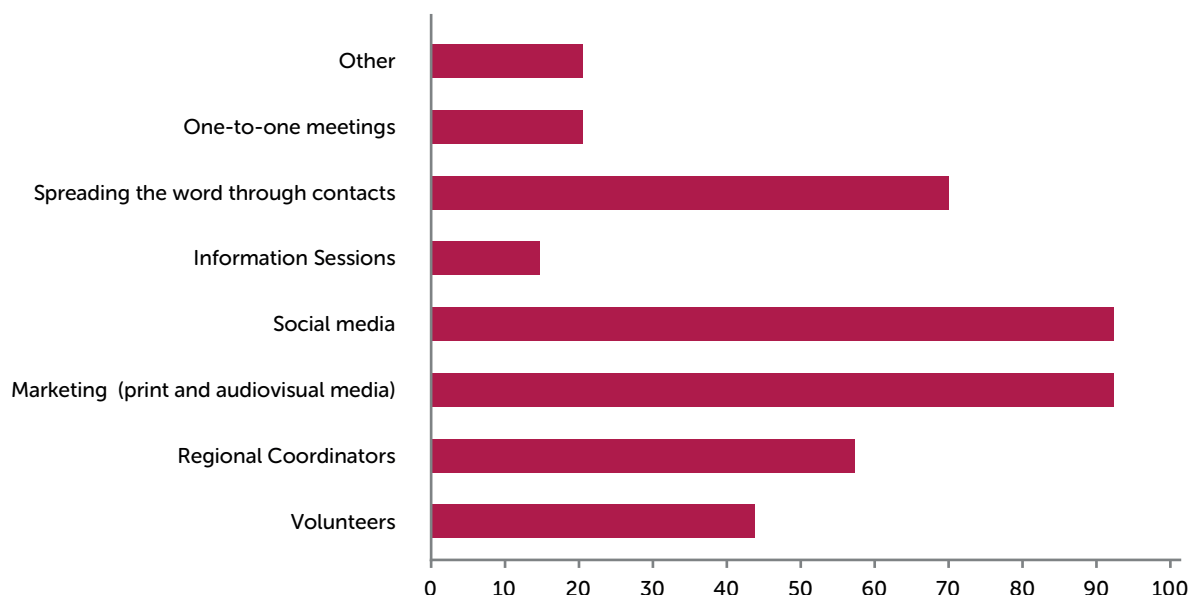
Participation, community engagement and inclusion are the main objectives of ECoC particularly with its emphasis on the “City and Citizen” element. From the bidding stage to the delivery phase, Valletta 2018 placed a strong focus on the need to eliminate societal barriers to participation. The Cultural Programme preview published in 2017, announced that “inclusivity, accessibility and participation are at the core of our Cultural Programme. All our community and participation-focused events are an open invitation to a celebration that begins in the symbolic heart of our programme (...)” (p.15).

Approaches and methods for participation

Beyond the rhetoric on public engagement, there is a need to identify how creators of the programme set out to involve citizens. As identified in the 2017 questionnaire, the foundation and project leaders

used mixed methods to reach out to audiences. This was also emphasised in the qualitative analysis with the project leaders as they agreed that marketing needed to vary according to the particular needs of individual projects and reflect the eclectic nature of the programme. The various methods used are listed in Figure 3 which also shows the predominant use of social media.

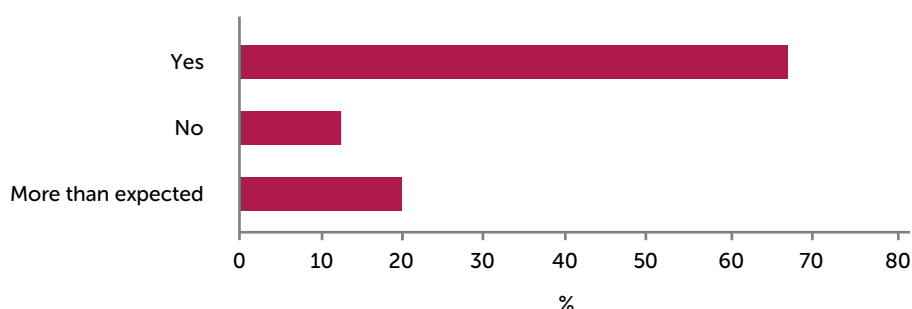
Chart 3: Methods used to reach audiences



Overall the programming team observed unpredictable trends in participation. Some events which were initially thought of as trying to sell were eventually sold out whereas other performances registered lower turn-outs than those projected. The programming coordinator mentioned the dance party *Malta Calls* done in collaboration with *ŻfinMalta* as having unusually low attendance notwithstanding marketing efforts. Respondents also commented on influencing factors like location, weather and the world-cup football. For example, the *Ida Kelarova* performance and its venue in Gozo were mentioned as an example of not reaching the desired attendance because of the choice of location.

Conversely, the producers of the *Solar Cinema* travelling open-air cinema festival commented on the positive trends in participation which were "bigger and better than expected". The producers used various methods including collaborating with regional coordinators. The varied and often unexpected trends of participation by producers are also illustrated in the figure below showing different levels of satisfaction in the numbers reached and with the majority stating that the desired outcome was achieved.

Chart 3: Did you reach the desired audience numbers?



The Foundation's programming and communications teams needed to work continuously at awareness raising level and repeated efforts were needed to engage different groups of citizens. As observed by the programming coordinator, for some events and workshops the Foundation would issue calls several times in an attempt to encourage more take-up. For example, in the case of *Bodies in Urban Spaces* calls were issued twice and "there was a need to knock on doors, to engage one on one" with the residents in Mellieħa. Similarly, the animal building workshops, which were part of the Creative Europe project *Orfeo Majnun*, were initially challenging to promote. However, in the end, the Foundation received numerous requests for participation, some of which they turned down because of the overwhelming demand.

The event *Il-Festa l-Kbira* also seemed to have struck a chord with local audiences by bringing together different communities to join the much-loved festa celebration. The initiative attracted the participation of band clubs, 'rival' festa committees, local councils and community groups.

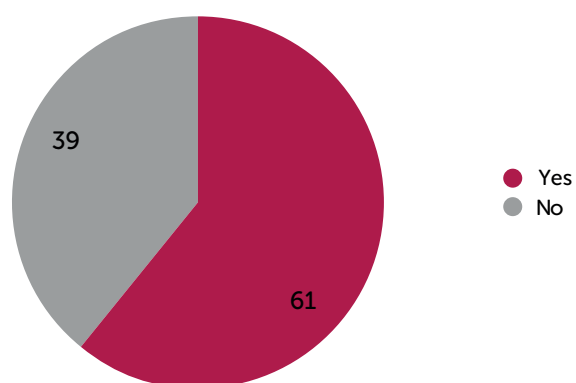
Other trends were observed by the programming team such as the difficulty of attracting participation by creative professionals to commit to a week-long workshop led by top artists. On the other hand, short, one-off workshops targeting younger audiences were more popular.

The significant amount of events and the limited size of audiences was mentioned by respondents as an ongoing challenge. In the words of one of the strand coordinators, "The reason we did not reach the desired audience numbers in all of the foundation events is that there were perhaps too many events on the go, often clashing, which automatically results in a dilution of potential attendees". Similar concerns on the programme activities competing for same audiences were expressed by another project coordinator. In particular, it was noted that:

The project was very successful in terms of satisfaction of artists, participants and audience members. The only hiccup that we had was that another last-minute event was planned on the same day as the concert, which severely hampered audience numbers.

Commenting on the Foundation's efforts to attract audiences, 61% of the project leads responding to the questionnaire said that enough was done while 39% were not satisfied, more specifically one respondent commented that there was no marketing strategy for the individual project and others commented on stretched resources. An international contributor commented that audience engagement strategies were done by the Foundation, but they were not aware of what methods were used.

Chart 5: Did the Valeta 2018 Foundation contribute enough to encourage audience participation?



Targeting specific groups

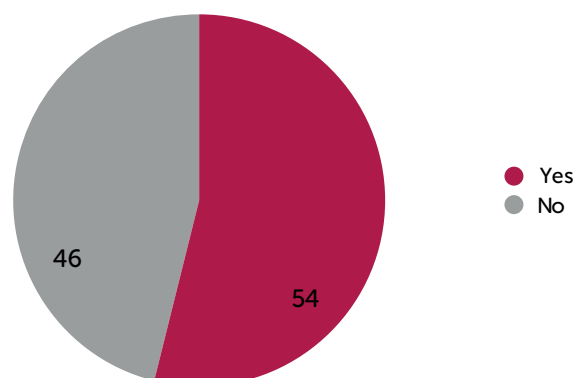
The Foundation categorised over 15 projects as 'Community Projects'. These included process-led projects like *Subjective Maps*, *Altofest*, *Rulina*, *Latitude 36*, *Exiled Homes*, *Gewwa Barra*, *Rima*, *Shake It*, *Darba Waħda* and *Magna Żmien*. The emphasis of this kind of programming was not on the quantity of the persons participating but on the quality and type of engagement.

Projects like *Gewwa Barra* and *Altofest* were designed to include active participation and co-creation from early stages where creatives worked directly with residents over a longer period of time. In these activities, the approach was to engage groups like the Valletta residents in the creation process. The use of space for such projects is also part of the participatory element, and in *Altofest* local residents hosted events inside their private homes and community spaces. Valletta 2018 offered a unique opportunity to develop these long-term projects which would probably not have been developed and sustained were it not for ECoC and its focus on community.

Other projects like *Cabinets of the Future* worked with experts and citizens through communal workshops. It created opportunities for participants to share aspirations and concerns that explore visions of the local future. Similarly, the initiative *Utopian Nights* encouraged the public to engage on societal issues.

While larger events focused on mass audiences, such projects strategically focused on working or appealing to niche groups. 54% of survey respondents said that they targeted specific groups.

Chart 6: Did you have any specific target groups?



Migrant groups and the Maltese diaspora were the specific target group of projects like *Exiled Homes*, *Rima*, *Utopian Nights* and *Latitude 36*. Producers of *Exiled Homes* described the openness of the Filipino community to work collaboratively and enthusiastically.

Children and youth were another target, and at least 11 projects were designed to target younger audiences like the performances *Años Luz* and *Hush*. Programmes like *Sounds Out Loud*, *Gaħan18*, *Ohloq Kultura*, *The Box* and *Taf x'Naf* were delivered within school settings and created opportunities for children to co-create and explore different art forms.

Vulnerable groups were another target group identified by programmers. Young people with different abilities and their carers worked on the *Sounds Out Loud* project. The visual arts exhibition *Tactile* targeted the visually impaired community. The group *Opening Doors* participated in the programme and worked with persons with different intellectual abilities as well as volunteers, artists and other practitioners. The group's performance *(In)Visibility* is one of the final events of the 2018 programme.

The Foundation also set out to facilitate the participation of vulnerable or hard to reach groups by working with active ageing centres, schools and hospitals. Another strategy was to provide specialised transport to those communities that required it such as mental health patients at Mount Carmel Hospital who visited the *Orfeo Majnun Parade* and the Toi Toi performance *Down Memory Lane*. The programme coordinator spoke about ongoing work to make venues more accessible to persons with disabilities but in her own words, “definitely more could be done”.

Volunteering is a common element for public engagement adopted by previous ECoCs (Garcia, 2013). This strategy was also used by the Foundation to encourage active citizenship through the *Tal-Kultura Volunteer Scheme* done in collaboration with the organisation SOS Malta. The aim was that of fostering a sense of active citizenship through the volunteering experience. The take-up for this scheme by non-Maltese residents was significant. However, their role in engaging audiences was mostly limited to offering assistance to usher guests and distribute materials during events.

European and International Collaboration

In line with ECoC objectives, the European dimension in the form of transnational collaboration and cultural diversity is a priority in the design of cultural programmes. The pervasive island theme and Malta’s geographical position was interpreted as an opportunity to create meaningful links between Europe and Africa.

The vast majority (92%) of respondents responsible for individual projects viewed their work as relevant to European audiences while 69% believed their project could be exported in the future.

Chart 7: Relevance of Project to European Audiences

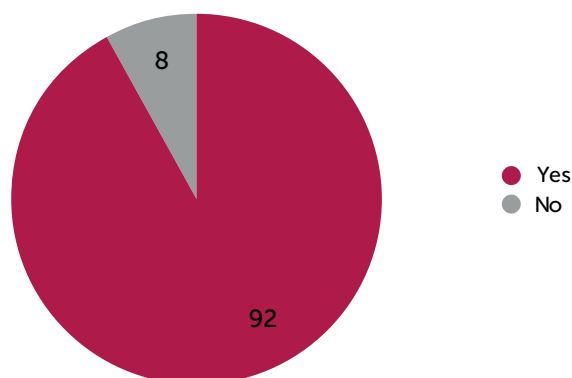
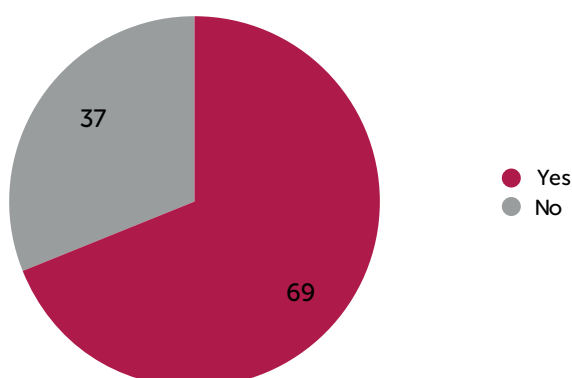


Chart 8: Do you believe that this project will have a life outside of Malta in the future?



While the content and rhetoric of external communication includes European-speak and stresses the importance of making connections beyond island-life, it is essential to understand how creators set out to collaborate with European artists in practice.

Throughout the entire programme, the European and/or international dimension was present either through the themes tackled or through the participation of international artists and communities. The migration strand, in particular, focused on creating connections, representing minorities and working on the themes of departure, exile and stories of minority groups. The programming team also commented that foreign artists associated Malta with migration and this seemed to be the most common thematic interest for international collaborators.

The artist residencies also had the objective of improving international networking with a focus on the Euro-Mediterranean region. Artists from different countries including Jordan and Australia were hosted and encouraged to share their work through these residency initiatives.

The exchange with the EU-Japan Fest Committee also allowed for international exchanges. The *Valletta Design Cluster*, the *Tactile* exhibition and *Modern Music* days all benefitted from this collaboration. The island theme also made this collaboration further relevant as shown in the project *Island Lights* highlighting aspects within both Maltese and Japanese cultural experiences as islands.

The collaboration was also ongoing with the twin European of Capital Culture Leeuwarden-Fryslan. This included higher education student mobility programmes for MCAST and Friesland College students. The projects *Poetry in Potato bags*, *Taf X'Naf*, *Subterranean Matter*, *Kirana*, *Ohloq Kultura* and *Aida* also established direct links with the Dutch counterparts.

In 2016, the Foundation appointed Austrian director Airan Berg as its International Artistic Advisor. Berg who was Linz09's artistic director for the performing arts provided the foundation with international contacts and led the production team of the *Orfeo & Majnun* Creative Europe-funded project together with Martina Winkel. His contribution is also linked to the participation of Austrian artists across different projects including the group *Times Up*, the curator of multi-site exhibition *Dal-Baħar Madwarna* Maren Richter and the filmmaker Virgil Wildrich.

Beyond the diversity, exchange and Maltese culture export benefits, the programmers also reflected on the challenges in establishing meaningful international collaboration. The programming coordinator described the showcasing international acts in Malta as being relatively straightforward to manage when compared to devised and collaborative work with foreign artists.

Collaboration on original and commissioned work proved to be more difficult in practice. Specifically, the programming coordinator said that "the focus of some of the international artists was about bringing their art here and less so about collaborating with local artists". In the case of the performance *Każin Barokk*, the original idea was that of collaborating with local artists, but throughout the selection process, very few Maltese performers were included. In other auditions and calls for participation in internationally-led workshops, attracting the participation of Maltese creatives also proved to be challenging. In some cases, it was problematic to bring Maltese creatives on board to work on international projects that required a long-term commitment.

The contractual agreements drawn up by the Foundation, the rigid public procurement procedures and “bureaucratic processes” were also described by programmers and producers as a major challenge hindering relations with international artists. In some cases, international collaborators found it difficult to understand why lengthy administrative measures were being adopted at the detriment of artistic quality and requirements.

CONCLUSIONS

This study analyses the Cultural Programme from the creator’s perspective and reflects on strategies in place to offer varied projects, engage the public particularly in community-based projects and create European and international links.

It shows that organisational and managerial changes characterised the development and delivery of the Valletta 2018 Cultural Programme: revising and redefining objectives; reframing themes and pivoting direction. Programmers worked on identifying new target groups, developing ongoing projects, abandoning projects while negotiating new collaborations. Changes at an organisational level also shaped the programme at the delivery stage. Decisions taken at the planning stage particularly on the distribution of projects had a direct impact on the efficiency of delivery in 2018.

Devising and bringing together the programme was a continuous learning curve for those involved. Difficulties were experienced as the managers of the programme had to adapt to the flexibility needed by artists while abiding by and working within the restrictions of inflexible administrative procurement procedures.

Respondents’ concerns on lack of resources and flexibility show that the implementation of the programme needs to be seen in the broader context, such as the need for improvement of organisational strength in the Maltese creative sector and the need for overall capacity building at both public institution and cultural operator levels.

On this note, the programme coordinator responsible for the overall programme said the following:

“It was a journey of self-discovery for us, for Malta, on what we can and cannot do. A discovery of how things change, how people remain committed – from bid-book stage to later stages when you ask - are you still committed to this project?” (November 2018).

The valuable experience gained by the programming team and producers throughout these years should be used to improve future cultural aspirations and programming in Malta beyond 2018 in the next phase of legacy development. Most respondents particularly those leading community focus projects spoke of their ambition of carrying projects forward in years to come.

Concerning the restraints of this study, because this analysis has been undertaken just before the end of the ECoC, the overall reflection by programmers and producers may not yet be fully apparent and articulated. A further update in 2019 is recommended to allow the main programme contributors to have more detachment and time for hindsight reflection.

This report focuses on the perspectives of those directly involved in programme delivery. Further studies may also explore the attitudes of local creative practitioners who did not participate in the Cultural Programme. Such data could provide information on why creatives may be alienated and what barriers to participation they perceive.

REFERENCES

Blagojevic, D., Godhwani V. (2017). *Annual Report 2016: A comprehensive analysis of the Valletta 2018 Cultural Programme*. Valletta 2018 Evaluation and Monitoring Committee.

Blagojevic, D. (2016). *Annual Report 2016: A comprehensive analysis of the Valletta 2018 Cultural Programme*. Valletta 2018 Evaluation and Monitoring Committee.

Blagojevic, D. (2015). *Annual Report 2015: A comprehensive analysis of the Valletta 2018 Cultural Programme*. Valletta 2018 Evaluation and Monitoring Committee.

Caldwell, J. T. (2008, March 4). *Production culture: Industrial reflexivity and critical practice in film and television*. Duke University Press.

Cremona, V.A. (2016). *On Culture: Mapping Valletta 2018*. Midseabooks

ECORYS, (2011). *Ex-post evaluation of 2011 European Capitals of Culture: Final report for the European Commission*. Retrieved from:
http://ec.europa.eu/dgs/education_culture/evalreports/culture/2011/ecocreport_en.pdf

ECORYS, (2012). *Ex-post evaluation of 2011 European Capitals of Culture: Final report for the European Commission*. Retrieved from:
http://ec.europa.eu/dgs/education_culture/evalreports/culture/2012/ecocreport_en.pdf

ECORYS, (2013). *Ex-post evaluation of 2012 European Capitals of Culture: Final report for the European Commission*. Retrieved from:
http://ec.europa.eu/dgs/education_culture/evalreports/culture/2013/ecocreport_en.pdf

ECORYS, (2014). *Ex-post evaluation of 2012 European Capitals of Culture: Final report for the European Commission*. Retrieved from:
http://ec.europa.eu/dgs/education_culture/evalreports/culture/2014/ecocreport_en.pdf

ECORYS, (2015). *Ex-post evaluation of 2012 European Capitals of Culture: Final report for the European Commission*. Retrieved from:
https://ec.europa.eu/programmes/creative-europe/sites/creative-europe/files/ecoc-2015-evaluation_en.pdf

European Parliament and Council (2006). Decision No. 1622/2006/EC of the European Parliament and of the Council of 24 October 2006. European Council. Retrieved from:
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:304:0001:0006:EN:PDF>

Garcia, B. (2005). *Deconstructing the city of culture: The long-term cultural legacies of Glasgow 1990*. *Urban studies*, 42(5-6), 841-868.

Garcia, B., Cox, T. (2013). *European Capitals of Culture: Success Strategies and Long-Term Effects*. Directorate General For Internal Policies, Policy Department B: Structural and Cohesion Policies. Retrieved from:
http://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/513985/IPOLCULT_ET%282013%29513985_EN.pdf

Palmer/Rae Associates (2004). *European Capitals/Cities of Culture. Study on the European Cities and Capitals of Culture and the European Cultural Months (1995-2004)*.

Palmer R., Richards G., Dodd, D. (2011). *European cultural capital report 3. Association for Tourism and Leisure Education, Arnheim*.

Quinn B. and O'Halloran E., (2006). *Cork 2005: An analysis of emerging cultural legacies*. Dublin Institute of Technology.

Valletta 2018 Foundation, (2012). *Imagine 18: Final Application for the Title of European Capital of Culture 2018 in Malta*. Valletta.

Valletta 2018 Foundation, (2017). *2018 Cultural Programme Preview*. Valletta

Valletta 2018 Foundation, (2017). *Cultural Programme 2018*. Valletta.



THE IMPACT OF VALLETTA 2018 ON THE EUROPEAN IDENTITY OF THE MALTESE POPULATION

**Dr Marcello Carammia
and Dr Marie Briguglio**

ABSTRACT

This study examines whether Valletta 2018, the European Capital of Culture (ECoC) programme, affects the feelings of European identity of people in Malta, to what extent and among what segments of the population. It employs a mixed-method and whole-country approach spread over a four-year period (2015-2018). During the first year of the study (2015), extensive desktop research was conducted in order to determine the baseline scenario on the definitions of European Identity, Cultural Participation and Valletta 2018 exposure, together with data on several socio-economic descriptors of people in Malta. In the second year of the study (2016), a large-scale survey was undertaken, employing computer-assisted telephone interviews (CATI) on individuals aged over 18 years residing in private households. The survey returned around 850 responses which revealed interesting behavioural patterns in cultural attendance and participation. Given the complexity of the notion of European Identity, two focus group discussions were carried out in 2017 to obtain qualitative insights. A second large-scale survey was conducted in 2018 to yield a panel of observations, thus allowing a comparison between pre- and post-ECoC findings. This report illustrates the results of the 2018 wave of interviews which were completed on 20 November 2018.

INTRODUCTION

In October 2012, Valletta was selected to be the 2018 European Capital of Culture (ECoC). Participation of Maltese and European citizens was considered to be an integral goal of the initiative. Indeed, the cultural programme envisaged considerable community and outreach components all around the Maltese Islands. The European dimension is also a key aspect of the European Capital of Culture (ECoC) programme. ECoC programmes aim to foster cooperation between cultural operators, artists and cities from different Member States, to highlight the richness of cultural diversity in Europe and to bring the common aspects of European cultures to the fore (European Parliament, 2006).

However, while the development of a European (cultural) identity is a goal of ECoC programmes, there are few studies which provide evidence of this. Consistent, accessible and comparable research and evaluation directly linked to culture is one of the requirements of hosting a ECoC (Garcia and Cox, 2013). In light of this, the present study examines the extent to which European identity in Malta may have been affected by the Valletta 2018 ECoC programme, to what extent and among what segments of the population.

METHODOLOGY

Against the backdrop of the literature (provided in 2015 report), the study tests three hypotheses, namely H1. The impact of Valletta 2018 on the European-ness of Malta's society is conditional on the definition or dimensions of European-ness - the affective dimensions of European-ness are least likely to change; H2.

The impact of Valletta 2018 on the European-ness of Malta's society responds positively to participation and involvement in ECoC; H3. The impact of Valletta 2018 on the European-ness of Malta's society is influenced by controls and demographics.

The study employs a mixed-method approach spread over a four-year period (2015-2018), with people in the entire country of Malta as the focus. In the first year of the study (2015), extensive desktop research was undertaken to obtain the baseline scenario on the definitions of European Identity, Cultural Participation and Valletta 2018 exposure, alongside data on several socio-economic descriptors of people in Malta. During the second year of the study (2016), a large-scale cross-sectional survey was carried out, employing computer-assisted telephone interviews (CATI) on individuals aged over 18 years residing in private households. The survey returned 850 responses which revealed interesting behavioural patterns in cultural attendance and participation that echoed the findings of the Malta cultural participation survey.

Given the complexity of the notion of European Identity, a focus group study was carried out in 2017.

A second large-scale survey was conducted in 2018 to yield a panel of observations. The present report illustrates the findings of the 2018 wave of interviews finalised on 20 November 2018.

The survey interview was designed specifically for this study to tap the relevant dimensions of both the dependent variable (European-ness) and the possible explanatory variables, of which ECoC participation is the key variable of interest. In defining identity, reference was made to recent, authoritative, large-scale comparative research (Bellucci and Sanders, 2012), which define European-ness as a complex construct composed of (i) Identity, or the feeling of belonging to the EU; (ii) Representation, or the extent to which people see their interests represented in the EU and (iii) Scope, or the degree to which actors would like the EU to have jurisdiction on a wider (or narrower) range of policies. In designing indicators of cultural participation, reference was made to similar work conducted in Malta (Briguglio and Sultana, 2015). The questions also draw on those included in standard Eurobarometer, European Social Survey and the World Value Survey.

The final survey (as described in the 2015 report) included questions on degree of attachment to their town or village, region, country, Europe; nationality and the meaning assigned to having that nationality; being European and what it means to be European; feeling European and extent of voting in European elections; perceived consequences of Europe on people; knowledge of EU members; perceived benefit for Malta and its citizens of being in the EU; views on integration and responsibility of the EU in various domains; awareness of Valletta 2018; ability to name Valletta 2018 events; participation of and attendance in any Valletta 2018 events.¹

The second wave survey benefitted from the insights of in-depth discussions conducted as part of the focus groups held in 2017, insights drawn from the response rates in the first wave and discussion in a number of scholarly conferences where the first wave results were presented. In particular, there was the removal of a question (related to detailed policy fields) which respondents seemed to find difficult to

¹The final survey also included questions on cultural participation including internet use and participation as audience or producer of cultural activities. Further questions included those on age, gender, locality of residence, number of persons and children in the household, educational level, labour status, marital status and income. Other questions related to self-assessed health, well-being, level of socialising and religious affiliation and frequency of religious service attendance. Respondents were also asked about institutional trust, political interest, whether they have ever resided abroad for a continuous period of at least 12 months or visited another EU country in the last 12 months.

answer and which was not particularly relevant to the question at hand. There was also the inclusion of a question on the sense of “Mediterranean” identity.

The 2018 wave of the identity survey was conducted on the same sample interviewed in 2016.² Considering the natural decay rate of repeated surveys, the 2018 wave aimed at obtaining a final representative sample of at least 400 respondents from across the Maltese Islands by 20 November 2018. The final sample includes responses from 435 respondents (35 extra interviews were held as a safeguard for defaulting interviews) and was completed on 12 November 2018. As in Wave 1, a considerable number of extra calls were made. Surveyors were issued with a primary set of 400 combined numbers and subsequently another three backup lists, resulting in circa 1600 calls being commissioned. Surveyors stated that the period of completion of the interview ranged from 10 minutes to 50 minutes. The Margin of Error of the resultant 435 completed surveys is that of 4.7%. The data has a confidence interval of 95% as based on a population of 425,000. Where new persons were identified due to loss of the original respondents, such were elicited from the same street as those dropping out.

FINDINGS

Following tests for representativeness, a first layer of analysis was undertaken to examine each of the variables, their means, distribution and the extent to which sample (2018) data corroborated findings from the sample (2016) data and desktop research collated in 2015.

The results are summarised below, while full details are included in Appendix 1.

Identity variables

- i. **Degree of Attachment:** 72.9% of those surveyed responded that they are ‘very attached’ to their own country while 20.5% answered that they are ‘somewhat attached’. 5.3% answered that they are ‘not very attached’ while 1.1% responded that they are ‘not at all attached’ to their own country. In contrast, 38.2% of those surveyed responded that they are ‘very attached’ to Europe while 27.8% answered that they are ‘somewhat attached’. 19.3% answered that they are ‘not very attached’ while 12.9% responded that they are ‘not at all attached’ to Europe. 1.8% either did not know or were non-responsive.
- ii. **The effect of Europe on how you feel about yourself in everyday life:** 33.3% and 36.8% answered ‘a lot’ and ‘somewhat’, respectively on the effect Europe has on how people feel in their everyday lives. 17.0% and 3.9% answered ‘not very much’ and ‘not at all’, respectively. The remaining 9.0% either did not know the answer or were non-responsive.

² The April 2016 Electoral Register for the Maltese Islands was used to create a simple random sample of respondents aged over 18, with replacements. The respondents were then identified and telephone numbers acquired. Early terminations were not included in the final dataset to ensure consistency and limit missing data. In line with requirements from the Data Protection Commission, the dataset was duly anonymised, and each case was given a unique code. The data set was then checked for inputting errors. The sample is representative of the Maltese population in terms of both spread (across the different localities as per sequential random sampling as sorted by locality and street name). Females are over-represented (mean of 0.6) and skewed towards older age groups (higher frequency in the 50+ age categories when compared to Census data with a mean age of 55.4) which is expected in CATI.

- iii. **Did Malta benefit or not from being a member of the EU?** – 80.9% gave a positive answer while 3.9% answered that it did not. The remaining 15.2% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- iv. **Have people benefited from Malta's membership of the EU?** – 64.4% gave a positive answer while 16.3% answered that it did not. The remaining 19.3% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- v. **Impact of event in Europe on people's lives:** 33.3% and 36.8% answered that the events in Europe are 'very important' and 'somewhat important' (respectively) in shaping people's lives. 17.0% and 3.9% answered that they are 'not very important' and 'not important', respectively. The remaining 9.0% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- vi. **Ranking of European Unification where 0 means unification has gone too far and 10 means unification should be strengthened:** 11.5% think that European integration has already gone too far and gave a ranking between 0 and 3. 36.6% think that European unification should be strengthened and thus gave a ranking between 7 and 10. Nearly 29.9% gave an answer between 4 and 6. The mean for this answer was 6.3 with a relatively large standard deviation (3.0) highlighting the vast range of answers provided for this question. 22.1% either did not know or were non-responsive.
- vii. **Does being a European affect your everyday life?** – 18.4% and 39.8% answered that being European matters 'a lot' and 'somewhat' (respectively) on how they affect their everyday life. 17.7% and 12.9% answered 'not very much' and 'not at all'. 11.3% either did not know or were non-responsive.

Exposure variables³

- viii. **Awareness of Valletta 2018: Overall, 91% of respondents declared to be aware of Valletta 2018:** The majority of the respondents (43.7%) heard about Valletta 2018 through the TV. Nearly 25% heard about Valletta 2018 from the radio. 6.0% of the respondents heard about Valletta 2018 through newspapers/magazines while another 5.1% of the respondents were made aware of Valletta 2018 online. 12.2% of the respondents were made aware of Valletta 2018 through other media sources. **Valletta 2018 website:** 80.7% of the respondents replied that they did not visit the Valletta 2018 website in the last year.
- ix. **Active participation in any Valletta European Capital of Culture event:** 94.0% of the respondents did not actively participate in any Valletta 2018 cultural events while 5.3% responded that they did participate.
- x. **Attended any Valletta European Capital of Culture event:** 40.7% of the respondents answered affirmatively while 52.9% of the respondents did not attend any Valletta European Capital of Culture event. 6.4% either did not know or were non-responsive.

The comparison between the findings of the waves of surveys will form part of the final impact report. However, we can highlight some key comparative findings here:

- We find very similar demographics, including the higher number of respondents aged over 50 relative to the national population (typical of CATI).

³These questions were only asked to the sub-sample of respondents that had already acknowledged awareness of Valletta 2018. As a consequence, the resulting data may differ significantly from surveys asking the question to the entire sample. Although different, however, the data should be consistent with regards to the two key findings, namely : a relatively low exposure, and the TV as the main medium.

- Overall, we find patterns similar to those found in cultural participation surveys by the National Statistics Office and the Eurobarometer.
- As expected, awareness, active participation and attendance of Valletta 2018 events are on average higher in Wave 2 compared to Wave 1.
- We also find somewhat higher levels of attachment to the EU but also to own country and to own town/village. There are more respondents who think that we need stronger European Unification when compared to Wave 1 results.
- Over 80% of our respondents think that Malta has benefitted from EU membership while the EU average based on our baseline study was 68%. The benefits of EU membership seem to be uncontroversial in Malta.

Appendix 2 presents some key correlations between indicators of European Identity and other variables (H1) and between ECoC exposure and other demographics and control variables (H2). Our preliminary data indicate that:

- **Identity** (with attachment to town/village, own country and to Europe and feeling of being European used as proxies) is positively correlated with the degree of trust in people, political interest, assigning importance to what happens in Europe, views on European integration, voting at EU elections and the extent to which the EU is perceived as a source of benefits.
- The belief that the EU provides **Representation** of the respondents' interests is positively correlated with feelings of being European (0.42), views on European unification (0.26), perception of the EU as a source of benefits (0.25), attachment to Europe (0.19), extent of trust in people (0.19), feelings of nationality (0.18) and the extent to which respondents see themselves as National or European (0.18).
- The desired (broad or narrow) **Scope** of the EU's policy responsibility correlates positively with the perception of the EU as beneficial to Malta (0.38) and to people (0.31), the feeling of being European (0.28), consequences of what happens in Europe (0.26) and political interest (0.21).

In terms of correlations between the ECoC exposure variables and other variables, our preliminary findings can be summarised as follows:

- Attending any of the events organised by Valletta 2018 is strongly and positively correlated with labour status, marital status and age.
- The perception of the EU as a source of benefit for people is strongly and positively correlated with attending any of the events organised by Valletta 2018.

In general, concerning our general hypotheses on the relationship between exposure to Valletta 2018 and European Identity we find that:

- The correlation between European-ness and ECoC exposure is positive and relatively strong. Correlation analysis seems to indicate that Valletta 2018 does indeed relate to European identity even when controlling for the effect of other variables.
- The relationship depends strongly on how "European-ness" is defined. A positive correlation exists for the identity (affective) and representation (instrumental) sub-components.
- European-ness is influenced by a number of other factors related to demographic and control variables. Among these, political interest, labour status, marital status and age stand out.

CONCLUSION

This study examines whether the Valletta 2018 ECoC programme affects the European sense of identity of people in Malta. ECoC exposure in 2016 was indeed associated with a stronger sense of European Identity (H2) and this did depend on how Identity was defined. The identity (affective) and representation (instrumental) dimensions of European identity exhibited higher correlation. Other factors (such as education, self-assessed health status, social life, religious affiliation, age, place of residence and having resided abroad) were also correlated with European-ness. In line with expectations, a positive correlation between awareness of the ECoC and active participation in a Valletta 2018 event was found. ECoC exposure in 2016 was itself also associated with factors like education, interest in politics, age, and trust, all of which were among the correlates with a stronger sense of European Identity.

Findings from the 2018 wave of the survey seem to confirm and reinforce the findings of the first wave. As anticipated, awareness, active participation and attendance of Valletta 2018 events are on average higher in Wave 2 compared to Wave 1. We find somewhat higher levels of attachment to the EU, but also to own country and to own town/village. Respondents attending events of Valletta 2018 as a European Capital of Culture tend to be those who are employed, perceive the European Union as beneficial, married and of older age. Correlation analysis seems to indicate that Valletta 2018 does indeed relate to European identity even when controlling for the effect of other variables. The relationship depends strongly on how European-ness is defined. On this score, a positive correlation still exists for the identity (affective) and representation (instrumental) sub-components. Among other correlates to European-ness, interest in politics, labour status, marital status and age stand out.

WAY FORWARD

Work is now underway on the impact report. This will compare results in 2018 to those of the 2016 wave of the survey with a view to eliciting causal implications through panel data analysis. The qualitative focus-group study carried out in 2017 will provide further insights with a view to discussing the broader implications of the findings in light of the hypotheses informing the study.

APPENDIX 1: SUMMARY STATISTICS

Socio-Economics

- i. **People living in the same household:** Out of the sampled respondents, 0.9% didn't know or didn't respond, 11.5% of the respondents were living on their own, 39.8% were living with someone else, 30.3% of those sampled were living in a household composed of three members (including the respondent) and 12.9% were living in a four-person household. The rest (which amounts to 4.6%) were living in a household composed of five members or more.
- ii. **People who live in your household under 18 years:** Nearly 74% of those sampled did not have any dependent children in their household, 17.2% had one dependent child while 7.1% had two dependent children. The remaining 1.4% had more than two dependent children.
- iii. **Education:** 1.4% of those surveyed either did not know or did not respond to this question. There are 1.6% who did not have any schooling, 9.4% who had a pre-primary level of schooling, 17.0% who had a primary level of schooling, nearly 45.0% of those sampled who had secondary level of education as their highest level of education attained while the remaining 26.2% completed a tertiary level of education.
- iv. **Labour Status:** The majority of those sampled were either employed (46.7%), retired (27.6%) or stayed home to take care of family (18.4%). 1.1% were unemployed while the rest were either inactive or students/trainees.
- v. **Marital Status:** More than 72% of those surveyed were married while 11.3% were single. 7.4% were widowed, 2.3% were separated while the rest were either divorced (0.7%), annulled (0.2%), did not know (0.7%) or were non-responsive (4.1%).
- vi. **Income:** As a priori expected with these kinds of questions, 76.3% of those surveyed either were non-responsive (29.4%) or did not know their income (46.9%). 5.7% answered that their annual level of taxable income as a household is between €0-€9,100, 2.8% answered that it is between €9,101-€14,500, 2.8% answered that it is between €14,501-€19,500, 3.9% answered that their level of income is between €19,501-€60,000 while the remaining 0.5% answered that their annual level of taxable income as a household is in excess of €60,001.
- vii. **Age:** The majority of our respondents were in the 60-69 age bracket (18.6%) followed by the 40-49 age bracket (17.2%), the 70-79 age bracket (16.3%), the 50-59 age bracket (15.4%) and the 30-39 age bracket (12.2%). Of those remaining, there are 67.7% who were in the 10-29 age bracket and 4.8% who were older than 80 years of age. 8.7% either did not know or were non-responsive.
- viii. **Gender:** 56.3% of those sampled were females while 41.6% were males. The rest either did not know (0.7%) or were non-responsive (0.2%).

Identity

- ix. **Degree of Attachment to Town/Village:** 59.5 of those surveyed responded that they are 'very attached' to their town/village while 25.1% answered that they are 'somewhat attached'. 6.7% answered that they are 'not very attached' while 8.0% responded that they are 'not at all attached' to their town/village.
- x. **Degree of Attachment to Own Country:** 72.9% of those surveyed responded that they are 'very attached' to their own country while 20.5% answered that they are 'somewhat attached'. 5.3% answered that they are 'not very attached' while 1.1% responded that they are 'not at all attached' to their own country.
- xi. **Degree of Attachment to Europe:** 38.2% of those surveyed responded that they are 'very attached' to Europe while 27.8% answered that they are 'somewhat attached'. 19.3% answered

- that they are 'not very attached' while 12.9% responded that they are 'not at all attached' to Europe. 1.8% either did not know or were non-responsive.
- xii. **Perception:** 11.7% of those sampled responded that their perception either did not lie in the provided answers, did not know or were non-responsive. 36.1% perceived themselves as simply 'National'; 46.2% perceived themselves as 'National and European'; 5.1% perceived themselves as 'European and National' and 0.9% perceived themselves as 'European' only.
 - xiii. **Important for Nationality - to be Christian:** 64.8% and 17.9% viewed being Christian as 'very important' and 'somewhat important', respectively. Only 8.0% and 8.3% of those surveyed answered that being Christian is 'not very important' and 'not important' for being Maltese, respectively. The remaining 0.9% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
 - xiv. **Important for Nationality – to share (nationality) cultural traditions:** 64.4% and 23.4% viewed the share of national cultural traditions as 'very important' and 'somewhat important', respectively. Only 8.0% and 2.5% of those surveyed answered that sharing national cultural traditions is 'not very important' and 'not important' for being Maltese, respectively. The remaining 1.6% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
 - xv. **Important for Nationality – to be born in national country:** 63.0% and 19.5% viewed being born in national country as 'very important' and 'somewhat important', respectively. 10.1% and 6.2% of those surveyed answered that to be born in national country is 'not very important' and 'not important' for being Maltese, respectively. The remaining 1.1% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
 - xvi. **Important for Nationality - to have (nationality) parents:** 56.1% and 13.6% viewed having national parents as 'very important' and 'somewhat important', respectively. 14.0% and 14.3% viewed this factor as 'not very important' and 'not important' for being Maltese, respectively. The remaining 2.1% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
 - xvii. **Important for Nationality - to respect national law and institutions:** The majority of 80.0% and 14.5% viewed respect for national laws and institutions as 'very important' and 'somewhat important' for being Maltese, respectively.
 - xviii. **Important for Nationality - to feel (nationality):** The majority of 71.0% and 19.1% viewed feeling national as 'very important' and 'somewhat important' for being Maltese, respectively.
 - xix. **Important for Nationality - to master one of the languages in your country:** 69.9% and 19.1% viewed to master one of the languages in your national country as 'very important' and 'somewhat important' for being Maltese, respectively.
 - xx. **Important for Nationality - to exercise citizens' rights, like being active in the politics (of your country):** 38.6% and 16.1% viewed to exercise citizens' rights, like being active in the politics (of your country) as 'very important' and 'somewhat important', respectively. 14.7% and 24.1% of those surveyed viewed the exercise of their citizens' rights 'not very important' and 'not important' for being Maltese, respectively. The remaining 6.4% either did not provide an answer, were unresponsive or did not find their answer in the suggested possible list of answers. It is noteworthy that the standard deviation of this question was one of the highest (1.2) out of the "Important for Nationality" questions, explained by the fact that there were diverse and equal answers in terms of frequency.
 - xxi. **Important for being European - to be Christian:** 53.3% and 11.0% viewed sharing Christian faith as 'very important' and 'somewhat important', respectively. 12.4% and 15.9% of those surveyed

- answered that being Christian is 'not very important' and 'not important' for being European, respectively. The remaining 7.4% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- xxii. **Important for being European - share European cultural traditions:** 50.8% and 19.5% viewed the sharing of European cultural traditions as 'very important' and 'somewhat important', respectively. 17.5% and 9.0% of those surveyed answered that sharing European cultural traditions is 'not very important' and 'not important' for being European, respectively. The remaining 3.2% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- xxiii. **Important for being European - to be born in Europe:** 50.8% and 19.8% viewed being born in Europe as 'very important' and 'somewhat important', respectively. 16.8% and 10.1% of those surveyed answered that being born in Europe is 'not very important' and 'not important' for being European, respectively. The remaining 2.5% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- xxiv. **Important for being European - have European parents:** 46.2% and 17.9% viewed being born in Europe as 'very important' and 'somewhat important', respectively. 13.3% and 17.9% of those surveyed answered that being born in Europe is 'not very important' and 'not important' for being European, respectively. The remaining 4.6% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- xxv. **Important for being European - to respect European laws and institutions:** The majority of 69.7% and 16.6% viewed the respect of European laws and institutions as 'very important' and 'somewhat important', respectively for being European. 2.1% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers while 9.9% and 1.8% answered 'not very important' and 'not important' for being European, respectively.
- xxvi. **Important for being European - to feel European:** 51.5% and 23.9% viewed feeling European as 'very important' and 'somewhat important', respectively. 14.3% and 6.7% of those surveyed answered that being born in Europe is 'not very important' and 'not important' for being European, respectively. The remaining 3.7% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- xxvii. **Important for being European - to master any European language:** 54.3% and 24.6% viewed mastering any European language as 'very important' and 'somewhat important', respectively. 11.7% and 6.7% of those surveyed answered that mastering any European language is 'not very important' and 'not important' for being European, respectively. The remaining 2.8% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- xxviii. **Important for being European - to exercise citizens' rights, like being active in European politics:** 30.1% and 15.4% viewed exercising citizens' rights like being active in European politics as 'very important' and 'somewhat important', respectively. 17.7% and 29.4% of those surveyed answered that exercising citizens' rights is 'not very important' and 'not important' for being European, respectively. The remaining 7.4% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- xxix. **The effect of Europe on how you feel about yourself in everyday life:** 33.3% and 36.8% answered 'a lot' and 'somewhat', respectively on the effect Europe has on how people feel in their everyday lives. 17.0% and 3.9% answered 'not very much' and 'not at all', respectively. The remaining 9.0% either did not know the answer or were non-responsive.
- xxx. **Did Malta benefit or not from being a member of the EU?** – 80.9% gave a positive answer

while 3.9% answered that it did not. The remaining 15.2% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.

- xxxi. **Have people benefited from Malta's membership of the EU?** – 64.4% gave a positive answer while 16.3% answered that it did not. The remaining 19.3% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- xxxii. **Impact of event in Europe on people's lives:** 33.3% and 36.8% answered that the events in Europe are 'very important' and 'somewhat important' in shaping people's lives. 17.0% and 3.9% answered that they are 'not very important' and 'not important', respectively. The remaining 9.0% either did not provide an answer, were unresponsive or did not find an answer in the suggested possible list of answers.
- xxxiii. **Ranking of European Unification where 0 means unification has gone too far and 10 means unification should be strengthened:** 11.5% think that European integration has already gone too far and gave a ranking between 0 and 3. 36.6% think that European unification should be strengthened and thus gave a ranking between 7 and 10. Nearly 29.9% gave an answer between 4 and 6. The mean for this answer was 6.3 with a relatively large standard deviation (3.0) highlighting the vast range of answers provided for this question. 22.1% either did not know or were non-responsive.
- xxxiv. **Does being a European affect your everyday life?** – 18.4% and 39.8% answered that being European matters 'a lot' and 'somewhat' on how they affect their everyday life. 17.7% and 12.9% answered 'not very much' and 'not at all'. 11.3% either did not know or were non-responsive.
- xxxv. **Asked whether The Netherlands is a member country in the European Union:** 67.8% answered that The Netherlands is a member country in the EU while 16.6% answered that it is not. 11.7% answered they did not know the answer while 3.9% were non-responsive.
- xxxvi. **Asked whether Norway is a member country in the European Union:** 34.9% answered that Norway is a member country in the EU while 44.1% answered that it is not. 17.2% answered they did not know the answer while 3.7% were non-responsive.
- xxxvii. **Asked whether Croatia is a member country in the European Union:** 58.2% answered that Croatia is a member country in the EU while 19.3% answered that it is not. 18.2% answered they did not know the answer while 4.4% were non-responsive.

Exposure Variables

- xxxviii. **Awareness of Valletta 2018:** The majority of the respondents (43.7%) heard about Valletta 2018 through the TV. More than 24% heard about Valletta 2018 from the radio. Another 6.7% however, had not heard about Valletta 2018. 6.0% of the respondents heard about Valletta 2018 through newspapers/magazines while another 5.1% of the respondents were made aware of Valletta 2018 online. 12.2% of the respondents were made aware of Valletta 2018 through other media sources while 2.1% of the respondents didn't know and 0.2% didn't reply.
- xxxix. **Active participation in any Valletta capital of culture event:** 94.0% of the respondents did not actively participate in any Valletta 2018 cultural events. Only 5.3% of the respondents had actively participated in any Valletta 2018 cultural events. 0.2% of the respondents were non-responsive while 0.5% stated that they don't know.
- xl. **Attended any Valletta capital of culture event:** The majority of those surveyed did not attend any Valletta 2018 event while 40.7% replied that they attended an event. 5.7% replied that they didn't know while another 0.7% were non-responsive.
- xli. **Valletta 2018 website:** 80.7% of the respondents replied that they did not visit the Valletta 2018 website in the last year. 18.9% replied that they did visit the website while another 0.5% replied don't know.

a. Identity Variables

Question number	Variable Name	Description	Frequency	Missing Observations	Mean	Standard deviation	Min	Max
European Identity								
People were asked to quantify their attachment to:								
45	Degree_attachment	Town/Village			2.4	0.9	0	3
		0=Not at all attached	35					
		1=Not very attached	29					
		2=Somewhat attached	109					
		3=Very attached	259					
		98=Don't Know	2					
		99=Non-responsive	1					
46	Degree_attachment	Their own country			2.7	0.6	0	3
		0=Not at all attached	5					
		1=Not very attached	23					
		2=Somewhat attached	89					
		3=Very attached	317					
		98=Don't Know	0					
		99=Non-responsive	1					
47	Degree_attachment	Europe			1.9	1.1	0	3
		0=Not at all attached	56					
		1=Not very attached	84					
		2=Somewhat attached	121					
		3=Very attached	166					
		98=Don't Know	6					
		99=Non-responsive	2					
50	Perception	Respondents were asked if they see themselves as:			0.7	0.6	0	3
		0=Nationality	157					
		1=Nationality and European	201					
		2=European and Nationality	22					
		3=European Only	4					
		97=None of the above	3					
		98=Don't Know	5					
		99=Non-responsive	43					
51	Importance_Nationality	To be Christian			2.4	1.0	0	3
		0=Not important	36					
		1=Not very important	35					
		2=Somewhat important	78					
		3=Very important	282					
		97=None of the above	0					
		98=Don't Know	4					
		99=Non-responsive	0					
52	Importance_Nationality	Share (nationality) cultural traditions			2.5	0.8	0	3
		0=Not important	11					
		1=Not very important	35					

Question number	Variable Name	Description	Frequency	Missing Observations	Mean	Standard deviation	Min	Max
		2=Somewhat important	102					
		3=Very important	280					
		97=None of the above	2					
		98=Don't Know	5					
		99=Non-responsive	0					
53	Importance_Nationality	Be born (in our country)			2.4	0.9	0	3
		0=Not important	27					
		1=Not very important	44					
		2=Somewhat important	85					
		3=Very important	274					
		97=None of the above	1					
		98=Don't Know	4					
		99=Non-responsive	0					
54	Importance_Nationality	Have (nationality) parents			2.1	1.1	0	3
		0=Not important	62					
		1=Not very important	61					
		2=Somewhat important	59					
		3=Very important	244					
		97=None of the above	2					
		98=Don't Know	5					
		99=Non-responsive	2					
55	Importance_Nationality	Respect (nationality) laws and institutions			2.8	0.5	0	3
		0=Not important	2					
		1=Not very important	18					
		2=Somewhat important	63					
		3=Very important	348					
		97=None of the above	1					
		98=Don't Know	3					
		99=Non-responsive	0					
56	Importance_Nationality	To feel (nationality)			2.6	0.7	0	3
		0=Not important	7					
		1=Not very important	27					
		2=Somewhat important	83					
		3=Very important	309					
		97=None of the above	2					
		98=Don't Know	2					
		99=Non-responsive	5					
57	Importance_Nationality	To master (one of the languages of your country)			2.6	0.7	0	3
		0=Not important	7					
		1=Not very important	37					
		2=Somewhat important	83					
		3=Very important	304					
		97=None of the above	1					
		98=Don't Know	2					
		99=Non-responsive	1					

Question number	Variable Name	Description	Frequency	Missing Observations	Mean	Standard deviation	Min	Max
58	Importance_Nationality	To exercise citizens' rights, like being active in the politics (of your country)			1.7	1.2	0	3
		0=Not important	105					
		1=Not very important	64					
		2=Somewhat important	70					
		3=Very important	168					
		97=None of the above	20					
		98=Don't Know	5					
		99=Non-responsive	3					
59	Importance_European	To be Christian			2.1	1.2	0	3
		0=Not important	69					
		1=Not very important	54					
		2=Somewhat important	48					
		3=Very important	232					
		97=None of the above	11					
		98=Don't Know	21					
		99=Non-responsive	0					
60	Importance_European	Share European cultural traditions			2.2	1.0	0	3
		0=Not important	39					
		1=Not very important	76					
		2=Somewhat important	85					
		3=Very important	221					
		97=None of the above	2					
		98=Don't Know	11					
		99=Non-responsive	1					
61	Importance_European	Be born in Europe			2.1	1.0	0	3
		0=Not important	44					
		1=Not very important	73					
		2=Somewhat important	86					
		3=Very important	221					
		97=None of the above	0					
		98=Don't Know	10					
		99=Non-responsive	1					
62	Importance_European	Have European parents			2.0	1.2	0	3
		0=Not important	78					
		1=Not very important	58					
		2=Somewhat important	78					
		3=Very important	201					
		97=None of the above	6					
		98=Don't Know	13					
		99=Non-responsive	1					
63	Importance_European	Respect European laws and institutions			2.6	0.7	0	3
		0=Not important	8					
		1=Not very important	43					

Question number	Variable Name	Description	Frequency	Missing Observations	Mean	Standard deviation	Min	Max
		2=Somewhat important	72					
		3=Very important	303					
		97=None of the above	1					
		98=Don't Know	8					
		99=Non-responsive	0					
64	Importance_European	To feel European			2.2	0.9	0	3
		0=Not important	29					
		1=Not very important	62					
		2=Somewhat important	104					
		3=Very important	224					
		97=None of the above	2					
		98=Don't Know	9					
		99=Non-responsive	5					
65	Importance_European	To master any European language			2.3	0.9	0	3
		0=Not important	29					
		1=Not very important	51					
		2=Somewhat important	107					
		3=Very important	236					
		97=None of the above	4					
		98=Don't Know	6					
		99=Non-responsive	2					
66	Importance_European	To exercise citizens' rights, like being active in European politics			1.5	1.2	0	3
		0=Not important	128					
		1=Not very important	77					
		2=Somewhat important	67					
		3=Very important	131					
		97=None of the above	18					
		98=Don't Know	8					
		99=Non-responsive	6					
69	European_affect	Interviewees were asked how much does being a European affect how they feel about themselves in everyday life			1.7	1.0	0	3
		0=Not at all	56					
		1=Not very much	77					
		2=Somewhat	173					
		3=A lot	80					
		98=Don't Know	31					
		99=Non-responsive	18					
74	Benefit_EU_Malta	Respondents were asked if Malta has benefitted or not from being a member of the EU			1.0	0.2	0	1
		0=Has not benefitted	17					
		1=Has benefitted	352					
		97=None of the above	19					

Question number	Variable Name	Description	Frequency	Missing Observations	Mean	Standard deviation	Min	Max
		98=Don't Know	25					
		99=Non-responsive	22					
75	Benefit_EU_People	Have people benefited from Malta's membership of the EU?			0.8	0.4	0	1
		0=Has not benefited	71					
		1=Has benefited	280					
		97=None of the above	32					
		98=Don't Know	24					
		99=Non-responsive	28					
76	Voting_EU_Parliament	Respondents were asked if they strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following sentence: I would be seriously neglecting my duty as a citizen if I didn't vote in elections for the European Parliament			2.2	0.9	0	3
		0=Strongly disagree	26					
		1=Somewhat disagree	59					
		2=Somewhat agree	127					
		3=Strongly agree	193					
		97=None of the above	2					
		98=Don't Know	16					
		99=Non-responsive	12					
67	European_Consequences	Respondents were asked to quantify the impact of events in Europe on their life			2.1	0.8	0	3
		0=Not important	17					
		1=Not very important	74					
		2=Somewhat important	160					
		3=Very important	145					
		97=None of the above	11					
		98=Don't Know	15					
		99=Non-responsive	13					
68	European_Unification	Respondents were asked to rank, on a scale from 0 to 10, if European unification has gone too far or should be strengthened. 0 means unification has gone too far, 10 means that it should be strengthened			6.3	3.0	0	10
		0	28					
		1	11					
		2	6					
		3	5					
		4	8					

Question number	Variable Name	Description	Frequency	Missing Observations	Mean	Standard deviation	Min	Max
		5	91					
		6	31					
		7	31					
		8	31					
		9	11					
		10	86					
		98=Don't Know	72					
		99=Non-responsive	24					
69	European_affect	Interviewees were asked how much does being a European affect how they feel about themselves in everyday life			1.7	1.0	0	3
		0=Not at all	56					
		1=Not very much	77					
		2=Somewhat	173					
		3=A lot	80					
		98=Don't Know	31					
		99=Non-responsive	18					
Respondents were asked if the following countries are members of the European Union								
70	EU_Country	The Netherlands			0.8	0.4	0	1
		0=No	72					
		1=Yes	295					
		98=Don't Know	51					
		99=Non-responsive	17					
71	EU_Country	Norway			0.4	0.5	0	1
		0=No	192					
		1=Yes	152					
		98=Don't Know	75					
		99=Non-responsive	16					
72	EU_Country	Croatia			0.8	0.4	0	1
		0=No	84					
		1=Yes	253					
		98=Don't Know	79					
		99=Non-responsive	19					

b. Exposure Variables

Question number	Variable Name	Description	Frequency	Missing Observations	Mean	Standard deviation	Min	Max
Awareness								
5	V2018	Respondents were asked if they have ever heard of Valletta 2018			2.2	1.4	0	5
		0 =No, I did not hear about it	29					
		1=Yes, mainly on the radio	105					
		2=Yes, mainly on TV	190					
		3=Yes, mainly in newspaper/ magazine	26					
		4=Yes, mainly online	22					
		5=Yes, other	53					
		98=Don't Know	9					
		99=Non-responsive	1					
Participation								
7	Active_participation	Interviewees were asked if they actively participated in any Valletta capital of culture event. Note: This question was only asked if question 5 yielded a positive reply			0.1	0.2	0	1
		0=No	409					
		1=Yes	23					
		98=Don't Know	2					
		99=Non-responsive	1					
9	Attendance_V18	Respondents were asked if they ever attended a Valletta capital of culture event			0.4	0.5	0	1
		0=No	230					
		1=Yes	177					
		98=Don't Know	25					
		99=Non-responsive	3					
11	Website	Respondents were asked if they visited the Valletta Capital of Culture in the last year			0.2	0.4	0	1
		0=No	351					
		1=Yes	82					
		98=Don't Know	2					
		99=Non-responsive	0					

APPENDIX 2: CORRELATION ANALYSIS USING BONFERRONI ADJUSTMENTS AT THE 90% CONFIDENCE LEVEL

In assessing the impact of the capital of culture initiative on the European identity of the Maltese society, this research study seeks to address two main sub-hypotheses:

- H1.** The impact of Valletta 2018 on the European-ness of Malta's society is conditional on the definition or dimensions of European-ness: affective dimensions of European-ness is the least likely to change.
- H2.** The impact of Valletta 2018 on the European-ness of Malta's society depends on the type of participation and degree of involvement in ECoC. More intense and active exposure to Valletta 2018 initiatives will have a stronger impact on the feeling of European-ness (*ceteris paribus*). Furthermore, the impact of Valletta 2018 on the European-ness of Malta's society is influenced by controls and demographics.

The correlation tables in addressing the above two hypotheses can be found below.

Correlations among Key Variables (H1)										
	Attach Town	Attach Country	Attach Europe	Feeling of being European	Trust People	Malta benefit from EU	People benefit from EU	Nationality	Consequences of what happens in Europe	Views on European Unification
Attach Town	1									
Attach Country	0.5738*	1								
Attach Europe	0.1937'	0.3608	1							
Feeling of being European	0.1483	0.1462	0.1042	1						
Trust People	0.0635	0.1413	0.0502	0.2677'	1					
Malta benefit from EU	0.1338	0.1174	0.1243	0.2743•	0.2017'	1				
People benefit from EU	0.029	0.0856	0.0893	0.2117'	0.1261	0.5555'	1			
Nationality	0.1572	0.1357	0.0451	0.2099'	0.1371	0.2258'	0.1692	1		
Consequences of what happens in Europe	0.0801	0.166	0.1938'	0.4179'	0.1893'	0.2489'	0.2099'	0.1824'	1	
Views on European Unification	0.0897	0.0868	0.076	0.2837'	0.174	0.3798'	0.3144'	0.1139	0.2608'	1
Voting behavior	0.0915	0.1696	0.084	0.2754'	0.1647	0.2855'	0.2537'	0.1491	0.1666	0.3313'
Active Participation in Valletta 2018 event	-0.0148	-0.0282	-0.016	-0.0294	-0.0303	-0.0371	0.098	-0.0301	-0.0305	0.0202
Valletta 2018 Website	-0.012	-0.0222	-0.0105	-0.0292	0.0713	-0.0378	0.048	-0.0267	-0.0305	-0.0458
See yourself as	0.1572	0.1357	0.0451	0.2099'	0.1371	0.2258'	0.1692	1.0000'	0.1824'	0.1139
Education	-0.0219	-0.0288	0.1146	0.0522	0.0597	0.1488	0.1246	-0.0765	0.0758	0.1127
Labour Status	-0.0198	-0.017	-0.0196	0.0614	-0.039	0.0278	0.0452	0.0043	0.0681	0.0786

	Attach Town	Attach Country	Attach Europe	Feeling of being European	Trust People	Malta benefit from EU	People benefit from EU	Nationality	Consequences of what happens in Europe	Views on European Unification
Marital Status	-0.0308	-0.0519	-0.0435	0.0258	-0.0778	0.0884	0.1907*	-0.0809	-0.0322	0.1663
Health Judgement	0.0554	0.0019	0.0164	-0.0408	-0.0359	-0.1076	-0.1522	-0.1163	-0.0657	-0.088
Social Ute	-0.0159	-0.0264	-0.0309	0.047	-0.002	0.0239	0.0423	•0.0697	0.008	0.1073
Resided Abroad	-0.0081	-0.0194	-0.0199	-0.0341	-0.0364	-0.0433	0.0715	-0.0372	-0.0312	-0.0577
Religious Affiliation	-0.0181	-0.0262	-0.0211	-0.0475	-0.05	0.0842	0.0627	0.0547	0.0156	0.0531
Political Interest	0.0744	0.1375	0.1548	0.1897*	0.0902	0.2499'	0.2444'	0.4508'	0.1599	0.2080'
Age	0.0191	0.0129	0.0033	0.1587	0.1377	0.0888	0.2020'	-0.0076	0.1141	0.1551
Gender	-0.014	-0.0147	-0.0062	-0.0327	-0.0295	0.0307	0.014	-0.0379	0.0585	0.0666
Place of Residence	-0.1214	-0.0955	-0.0884	-0.1205	-0.0758	-0.035	0.0005	-0.4321'	-0.089	0.1065
No. of People In HH	-0.0222	-0.0322	-0.0228	-0.0449	-0.0478	0.0837	0.0632	-0.0467	-0.0453	0.0529
People In same HH under the age of 18 years	-0.0189	-0.0361	-0.0206	-0.0375	-0.0386	0.1182	0.0942	-0.0418	-0.031	0.0854
life Satisfaction	-0.0035	0.0015	-0.0191	0.1184	-0.0261	-0.0335	-0.0475	-0.0253	-0.0197	-0.0372

* Note that the asterisk refers to pairwise correlations statistically significant at the 90% confidence interval using Bonferroni adjustments.

Correlations among Key Variables (H2)

	Valletta 2018 Awareness Event	Attended Valletta 2018 Event	Valletta 2018 Website	Malta benefitted from EU	People benefitted from EU	Education	Labour Status	Marital Status	Health Judgement	Social life	Resided Abroad	Age	No. of People in HH	People in same HH under the age of 18 years
Valletta 2018 Awareness Event	1													
Attended Valletta 2018 Event	0.1484	1												
Valletta 2018 Website	-0.008	0.1269	1											
Malta benefitted from EU	0.0515	0.0681	-0.0378	1										
People benefitted from EU	0.0692	0.2013*	0.048	0.5555*	1									
Education	-0.0228	0.1441	-0.0067	0.1488	0.1246	1								
Labour Status	-0.0238	0.2024*	-0.0147	0.0278	0.0452	0.3708*	1							
Marital Status	-0.0405	0.2909*	-0.0173	0.0884	0.1907*	0.2526*	0.3793*	1						
Health Judgement	0.114	-0.1328	-0.0509	-0.1076	-0.1522	0.0767	-0.1532	-0.0843	1					
Social life	-0.021	0.1513	-0.012	0.0239	0.0423	0.1256	0.1804*	0.2640*	-0.071	1				
Resided Abroad	-0.0058	-0.0244	-0.003	-0.0433	0.0715	-0.0026	-0.0147	0.0904	-0.0085	-0.0141	1			
Ace	-0.0257	0.1613*	0.1288	0.0888	0.2020	0.1504	0.1723*	0.3143*	-0.3361*	0.1121	0.0589	1		
No. of People In HH	-0.0268	0.064	-0.0058	0.0837	0.0632	-0.009	-0.0315	0.4180*	-0.0128	-0.0141	-0.0119	0.0868	1	
People in same HH under the age	-0.0228	0.0893	-0.0021	0.1182	0.0942	-0.0098	-0.0269	0.3642*	-0.0259	-0.0181	-0.0133	0.0637	0.8636*	1

* Note that the asterisk refers to pairwise correlations statistically significant at the 90% confidence interval using Bonferroni adjustments.

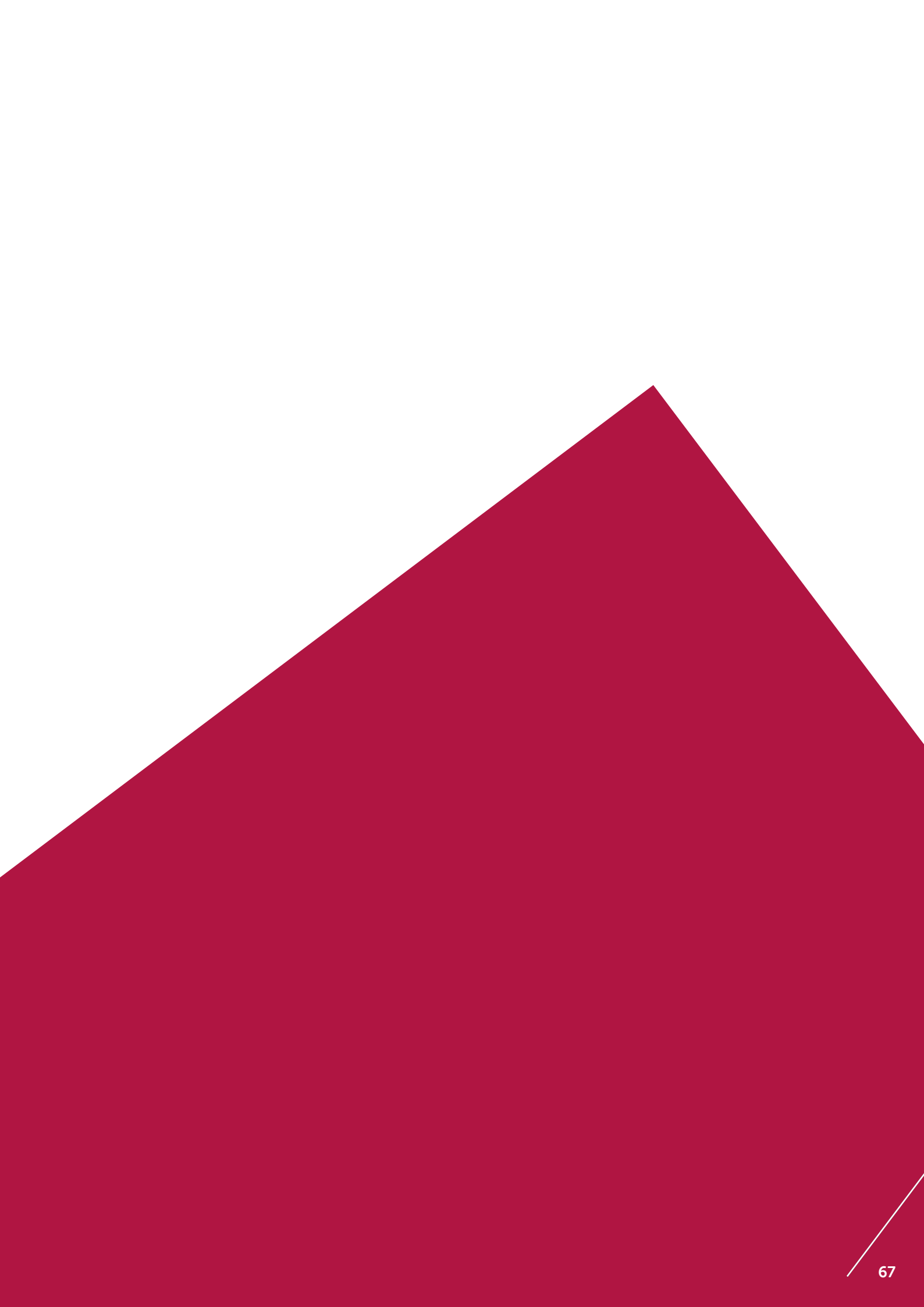
CONCLUDING REMARKS

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

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

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

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





Valletta 2018 Foundation

Exchange Buildings,
Republic Street,
Valletta, VLT 1117

Email: research@valletta2018.org

Telephone: +356 2124 2018

www.valletta2018.org

